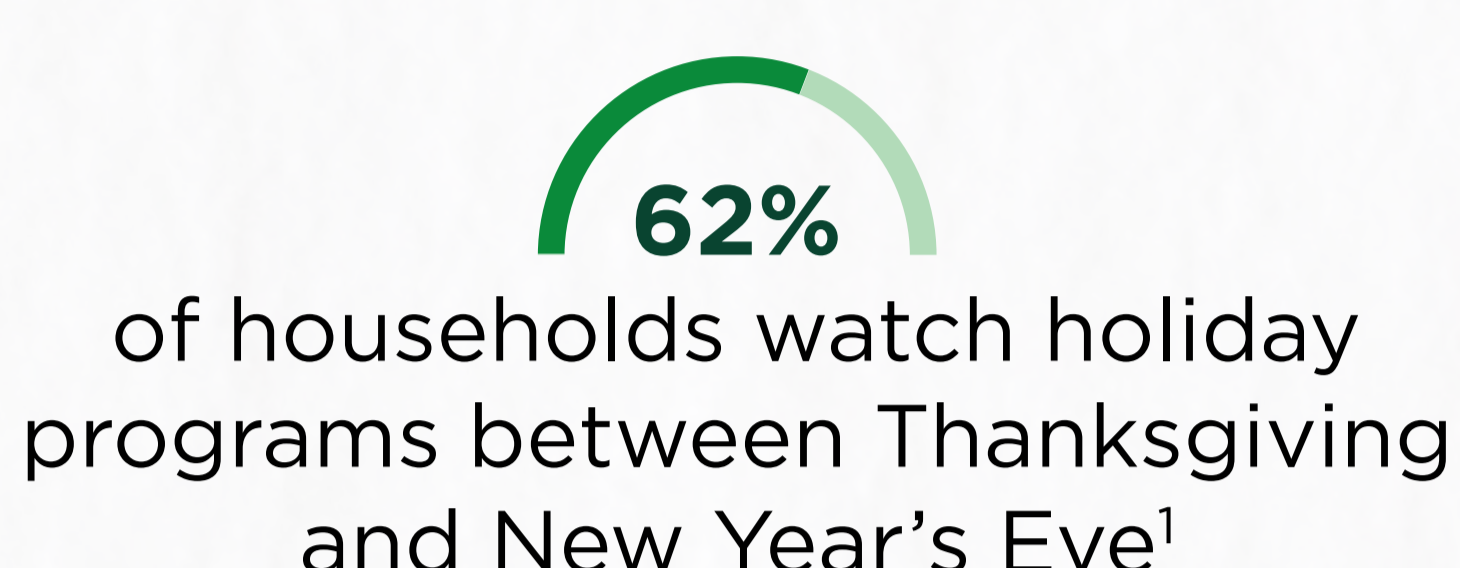Feasting on Ads Across All Screens:

How to Reach Viewers During the Thanksgiving and Cyber Shopping Season

For many households, Thanksgiving Day is the official kick-off of the holiday season. With people spending increased time in front of the TV, advertisers looking to engage consumers have a prime opportunity to reach audiences as they start thinking about their holiday shopping.

Here is a look at how audiences are viewing multiscreen TV during Thanksgiving week:

Strong Viewership Is on the Menu

With viewership hitting annual highs, brands are seizing the moment and gobbling up the dynamic engagement that Thanksgiving week has to offer.

62%
of households watch holiday programs between Thanksgiving and New Year's Eve[1]

37%
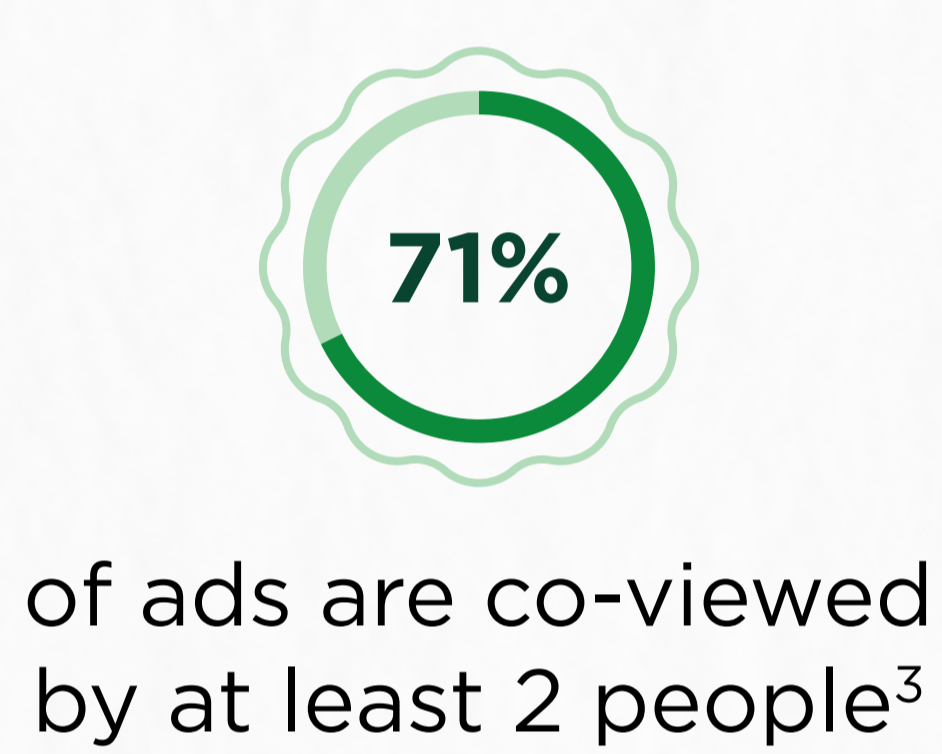of American house holds start watching holiday programming at Thanksgiving[1]

Audiences Eat Up Holiday Content, Not Just Sports

While many believe that U.S. households only watch sports on Thanksgiving Day, **57% of viewing is non-sports programming**, including comfort shows like sitcoms and holiday content.[2]

57% non-sports programming   sports programming **43%**
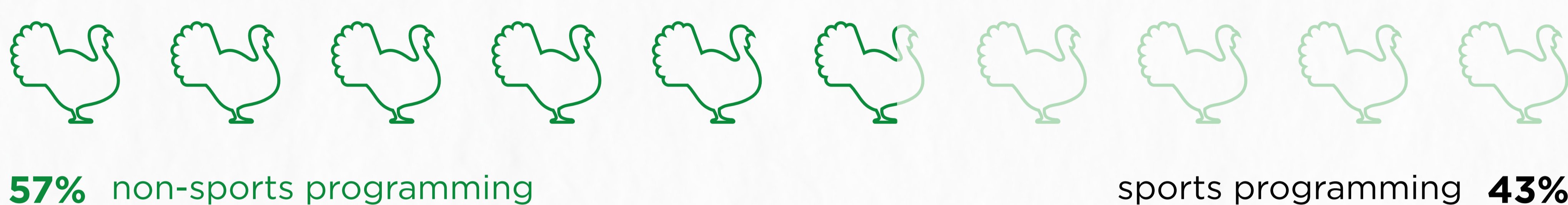
With All Eyes on Screens, Advertisers Benefit From Communal Viewing

During Thanksgiving week, families gather around the TV, creating the perfect opportunity for advertisers to connect with a diverse range of audiences at once – resulting in a feast of eyes on screens.

71%
of ads are co-viewed by at least 2 people[3]

68%
of ads shown last Thanksgiving season were viewed by at least 2 people[3]

+34%
more likely to be co-viewed than any other day in November[3]

Ads shown on Thanksgiving are **+9% more likely to be co-viewed** by 2+ people, as compared to ads shown on Christmas Eve[3]
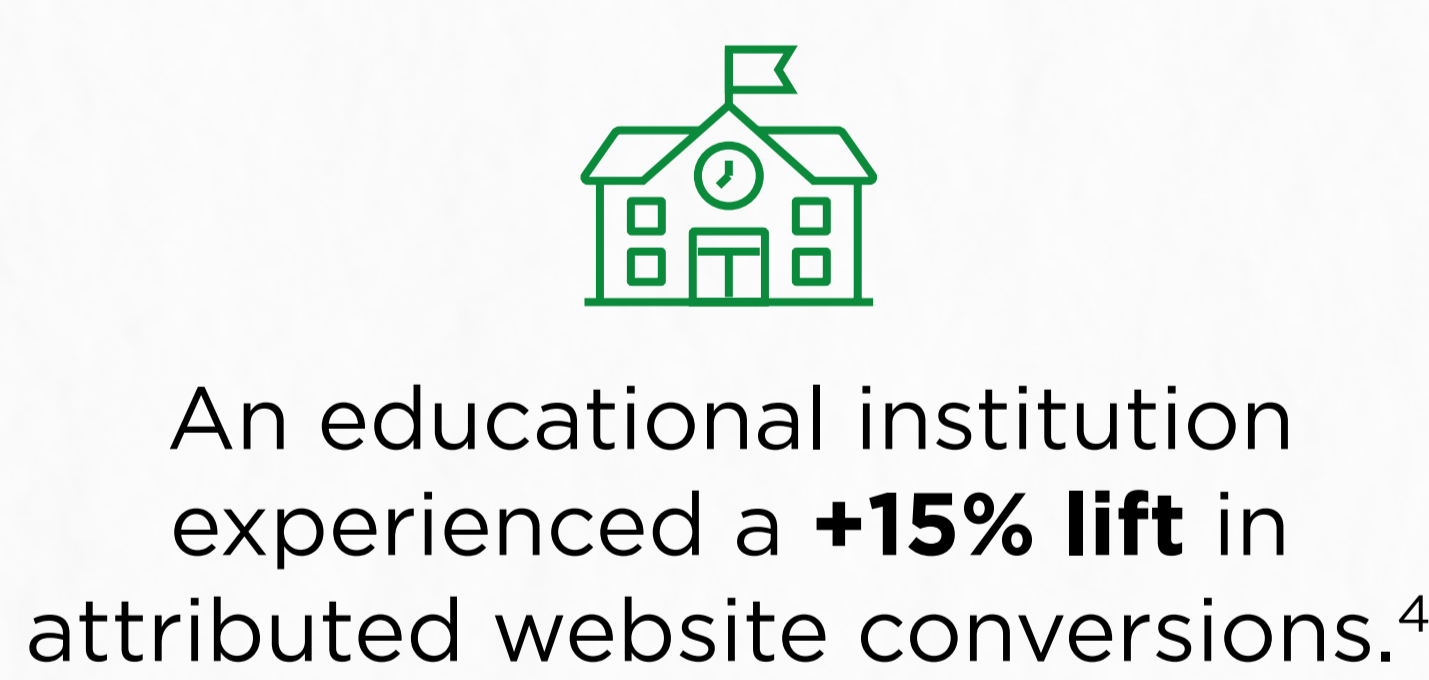
A Multiscreen TV Approach Is the Secret Sauce for ROI

As viewers embrace TV this Thanksgiving, brands are seeing the results. On average, multiscreen TV advertisers see an additional **+33% lift** in attributed website conversions during Thanksgiving week[4]

The Proof Is in the Pudding

When adding Thanksgiving week into their campaigns, these two advertisers saw increased results for their brands.

A pet store experienced an added **+63% lift** in attributed website conversions with a **+36% increase** in impressions delivered.[4]

An educational institution experienced a **+15% lift** in attributed website conversions.[4]

*Thanksgiving week = 11/20/23 – 11/26/23.
**Cyber Five = Thanksgiving Day, Black Friday, Small Business Saturday, Super Sunday, and Cyber Monday.

effectv
A COMCAST COMPANY

Sources:
1. Samba ACR data. 1/1/23 – 12/31/23. Total HHs. Thanksgiving week =11/20 – 11/26/23.
2. Samba ACR data. 11/23/23. Total HHs. Non-Sports Programming = Linear & OTT content outside of the most watch sports programming (NFL, NBA, etc...).
3. TVision Program Analysis Time Period Report. Live + 7 on traditional & streaming. 11/23/2023. Co-viewing rate is the proportion of viewing where two or more viewers are in the room with the content tuned for a minimum of 5 minutes for program time and 2 seconds for commercial time. Only Index > 100 shown.
4. Comcast Aggregated Advertiser Data. N=40. Date: 11/13/23 – 11/26/23.