

# Singles' Day/Double 11

In China, this "anti-Valentine's" day is now one of the biggest shopping holidays of the year. It's coming up on November 11!



## A quick history of Singles' Day

Singles' Day, also called "Double 11" is an unofficial Chinese holiday to celebrate those who are not in relationships. It dates back to the 1990s, and the date was chosen for its collection of lonely 1s, and has since become, officially, the largest shopping holiday in the world.

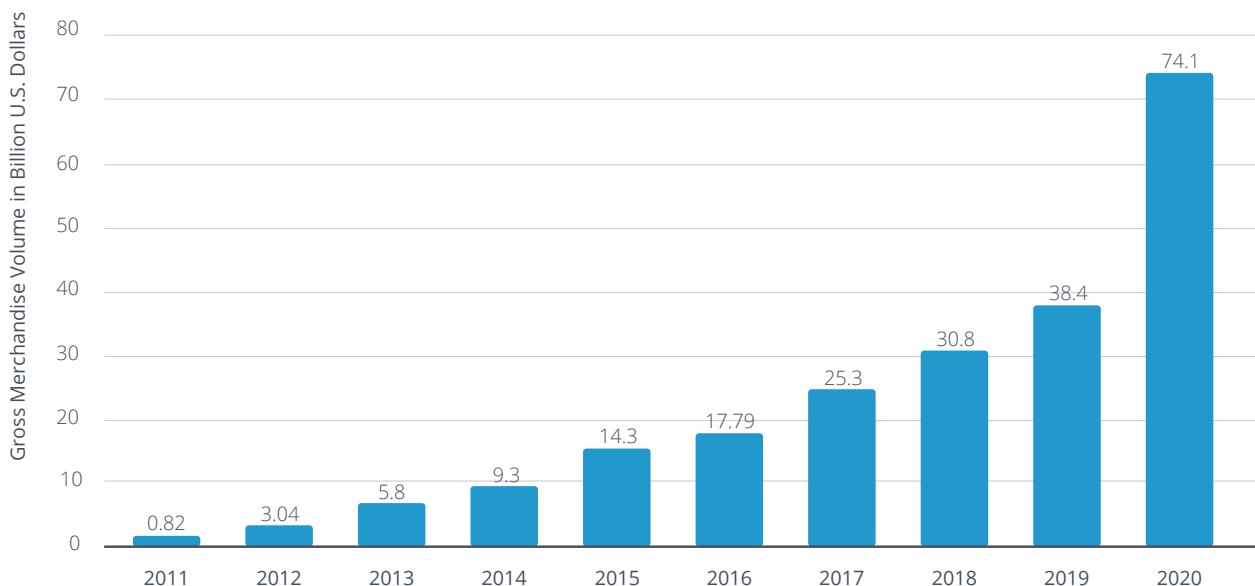
Traditions include gatherings for single friends, sharing letters of appreciation, and, of course, shopping. The holiday is an opportunity to give gifts to friends, and an excuse to "treat yourself." Double 11 is also an opportunity for brands to offer exclusive launches, further driving up demand and impressions.

While Singles' Day has been gaining momentum for years, with revenues increasing annually, the COVID-19 pandemic has further amplified the unofficial-holiday's success, particularly for ecommerce, as spurred on by lockdown restrictions and stay-at-home orders. In 2020, Alibaba's gross merchandise volume nearly doubled from 2019.

The name is now also a misnomer: Singles' Day shopping begins a few weeks before November 11.

## Alibaba's gross merchandise volume on Singles' Day from 2011 to 2020

In Billion U.S. Dollars



Source: Statista, 2021

# Singles' Day by the numbers

## 860 billion yuan

The gross merchandise volume of Singles' Day sales on online marketplaces in China <sup>1</sup>

## 90%

The amount of Alibaba Singles' Day transactions on mobile devices <sup>3</sup>

## 800 million

The number of participating shoppers in 2020 <sup>5</sup>

## 1.05 billion

The number of Alipay online transactions on Singles' Day 2020 <sup>2</sup>

## 250,000

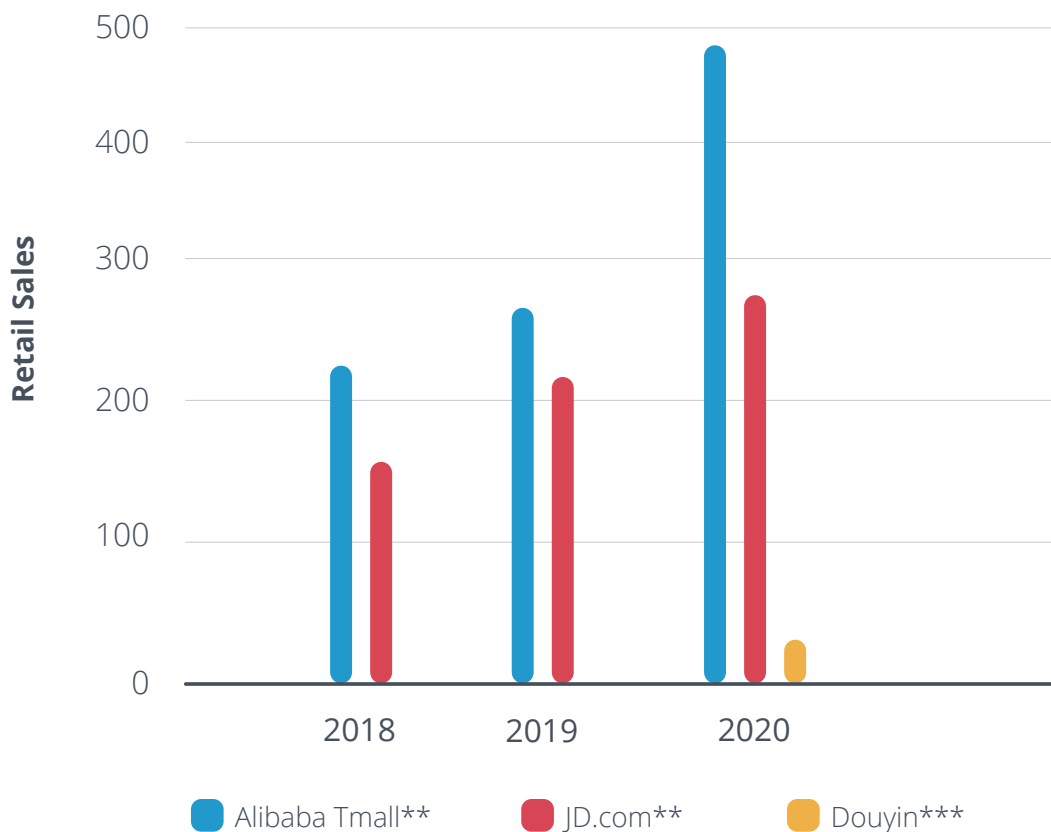
The number of participating brands in 2020 <sup>4</sup>

Singles' Day is the single largest shopping holiday of the year globally, outpacing the US's Black Friday and Cyber Monday, Prime Day, and the 618 Chinese Retail Festival. It's popularity, both for brick-and-mortar stores, and online shopping, grows year over year.

**2020 boasted record-shattering sales once more:**

## 11/11\* retail sales of select digital platform in China, 2018-2020

Billions of Chinese Yuan Renminbi



**Note:** Sales window for Alibaba Tmall and JD.com was November 1-3 & November 11, with pre-sales period before each window; sales window for Douyin was October 25-November 11; \*a promotional shopping event that occurs annually on or around November 11, also known as Singles' Day; \*\*data is from KrASIA; international version known as TikTok.

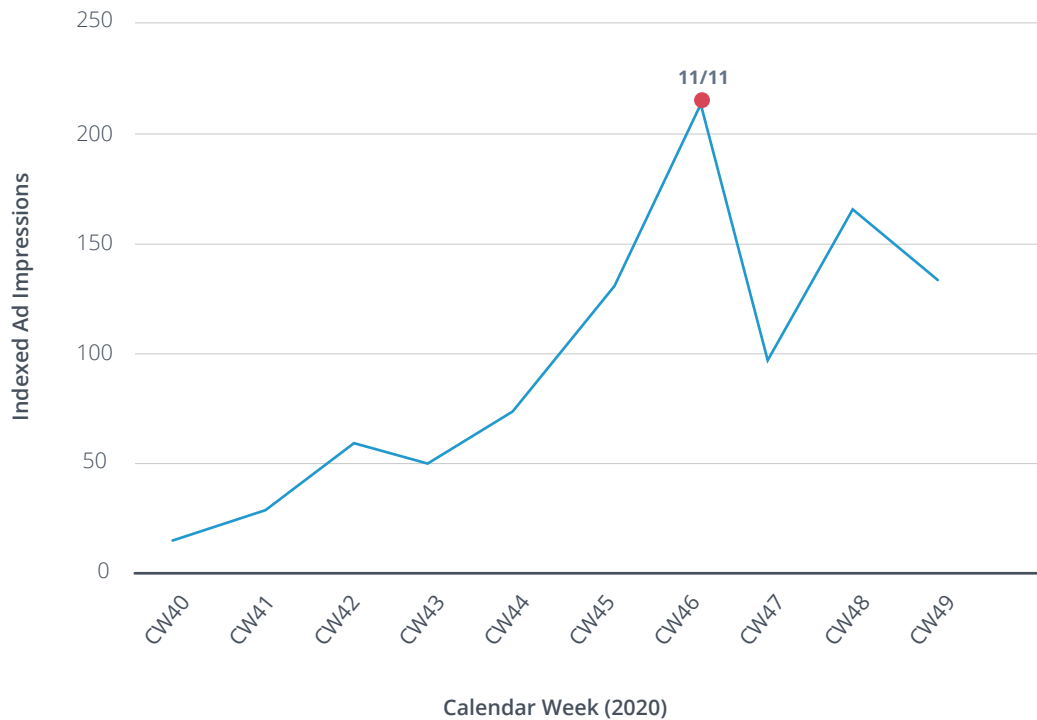
Source: eMarketer, 2020

<sup>1</sup> statista | <sup>2</sup> statista | <sup>3</sup> Reuters | <sup>4</sup> Business Insider | <sup>5</sup> Business Insider

Spend is up, and so are impressions. Here's the spike we saw on the Smaato platform:

## Indexed ad impressions on the Smaato platform

China, October 1 - December 1, 2020

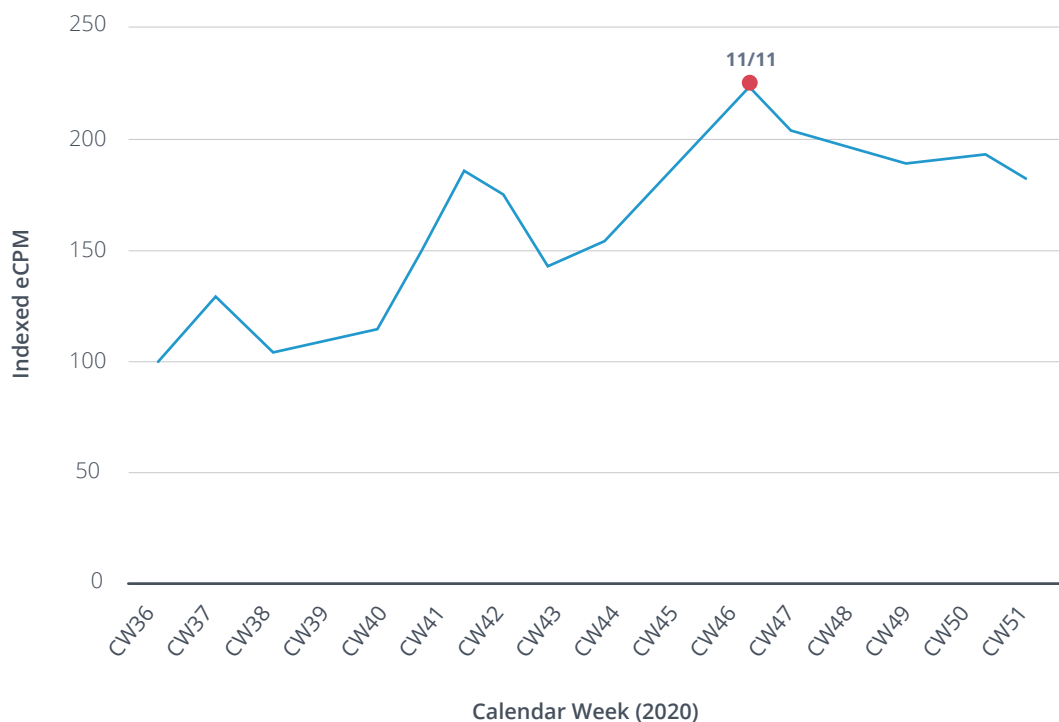


Source: Smaato Publisher Platform, 2021

eCPMs also steadily climb as demand soars:

## Indexed eCPM on the Smaato platform

China, September 1 - December 16, 2020

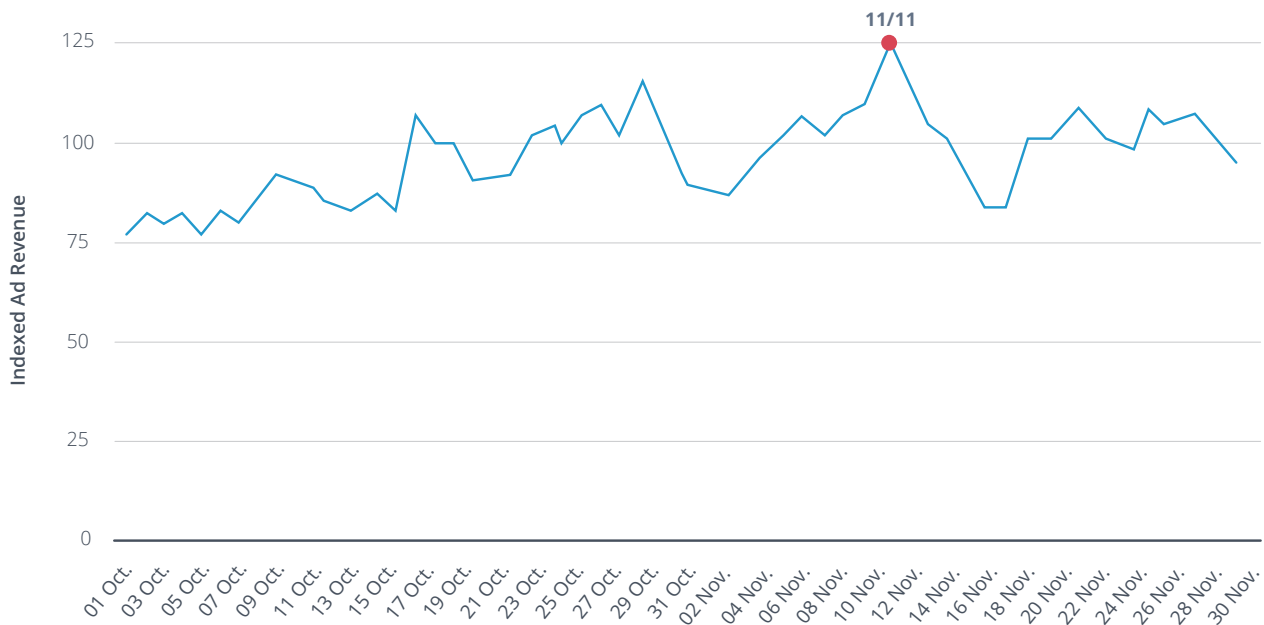


Source: Smaato Publisher Platform, 2021

And, this unofficial holiday is spreading beyond the Chinese borders, with spikes in ecommerce sales across the APAC region and even stretching around the world to the US.

## Indexed ad revenue on the Smaato platform

APAC region, October 1 - December 1, 2020

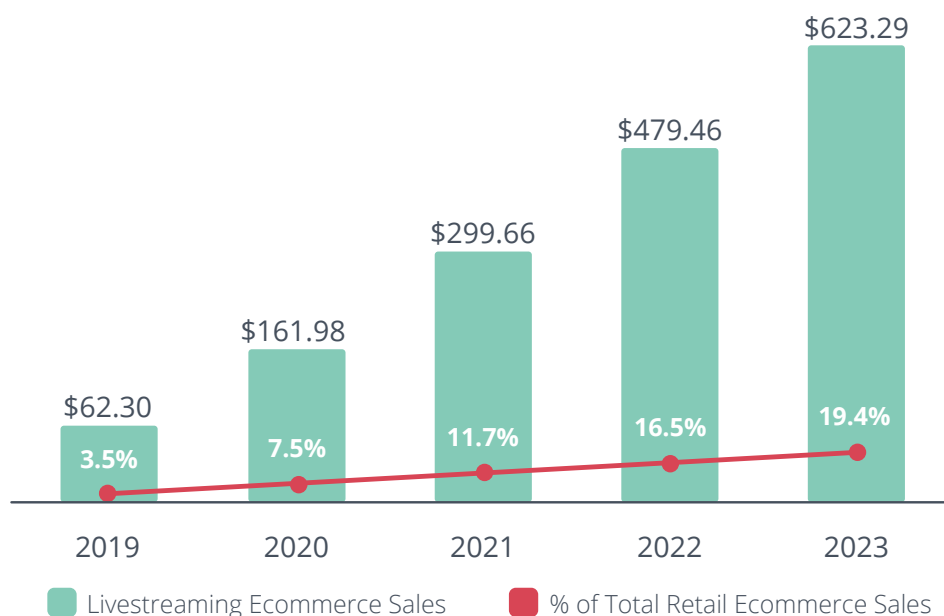


Source: Smaato Publisher Platform, 2021

Innovations like live-streaming ecommerce are also driving spend and engagement. First introduced in 2017, and spurred forth by the pandemic, live streaming retail is an opportunity to learn about new products and brands, and comes with an urgency to purchase. It continues to gain steam, and eMarketer predicts wild YOY growth, with sales more than doubling in the next three years.

## Livestreaming E-commerce sales in China

Billions, and % of total retail sales



Source: Smaato Publisher Platform, 2021

As this shopping holiday continues to grow, how can marketers, advertisers, and DSPs capitalize on the opportunity?

## Key takeaways: How to capitalize on the Singles' Day success

### 1. Start early: Singles' Day pre-sales begin mid-October (or sooner).

Singles' Day shoppers have easy access to online shopping resources, and are starting their research for potential purchases earlier and earlier. It is a prime time for marketers and advertisers to capitalize on the success and traffic of Singles' Day, and to start their campaigns early.

### 2. Know your audience

While Double 11 is an increasingly global event, the majority of shoppers are in China. Consider tailoring your advertising content to reach this key demographic, including translating ad content to Mandarin.

### 3. Optimize ad experiences for mobile

Online shopping is becoming increasingly mobile-centric. Customers want to make purchases easily and on-the-go, and mobile social media apps have further encouraged this behavior.

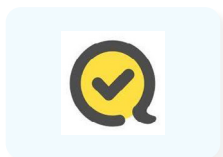
### 4. Consider innovative ad formats to captivate Singles' Day audiences

From eye-catching creative placements like native rich media and splash ads, consider formats like shoppable ads to make the online purchase experience even more seamless.

### 5. Reach Engaged Audiences Through Pre-Packaged Deals

Smaato offers a Singles' Day Shoppers pre-packaged deal to make it easy for marketers, advertisers, and DSPs to get in front of the right audience. Simply sign in to SDX, and check out the deal in our Marketplace tab. To learn more about how Smaato can help you boost impressions, give us a call.

## Featured inventory includes:



Learn more at [www.smaato.com](http://www.smaato.com).