bazaarvoice®

HOLIDAY

PERSONA CHEAT SHEET









Get started



Channels:

Social | Search | PDP

Best Bazaarvoice Solutions:

Q&A | Contextualization | Review filters | Visual UGC | Social Commerce

HOLIDAY SHOPPER PERSONA

The Gift Giver

Capture them with curated gift guides, “most gifted” badges, and Q&A insights that reduce decision fatigue.

Visual UGC and review filters help them gift with confidence. Ease > hype.

NOV

Holiday shopping window
The entire season, especially late November

Trust driver:
Ease of purchase and social proof

Messaging tip:
“Gifting made easy with real customer picks.”

52%
of all shoppers use social media for holiday gift ideas

47%
see the situational utility in gift guides

Free shipping dominates
Discounts and promotions are equally important at 56%

Source: 2025 Bazaarvoice Holiday Consumer study of 8000+ global shoppers



Channels:

PDP | Retailer | Email | Affiliates

Best Bazaarvoice Solutions:

- Contextualization
- Galleries
- Savings/Ratings amplifier widgets
- Limited inventory/hidden gems alerts

HOLIDAY SHOPPER PERSONA

The Value Hunter

Spot them comparing ratings and filtering for deals. Use contextual PDP messaging, bundles, and star-rating modules. They're not impulse buyers, they're validation seekers.

ALL

Holiday shopping window
Entire season

Trust driver
Proof of quality and price transparency

Messaging tip
"Why thousands trust us, even at this price."

45%
of all shoppers actively seeking budget-friendly brands/low cost alternatives

52%
of shoppers regularly consult reviews before making a holiday purchase

Source: 2025 Bazaarvoice Holiday Consumer study of 8000+ global shoppers



Channels:

- Search
- Social
- PDP
- Retailer

Best Bazaarvoice Solutions:

- Social Commerce
- Ratings & Reviews
- Sampling
- Syndication

HOLIDAY SHOPPER PERSONA

The Early Shopper

Engage with preview drops, loyalty-first promotions, and review-led PDP enhancements.

OCT

Holiday shopping window

Primary: September to early November (Peak in October)

October is expected to be the peak month for early shopping in 2025 (+4% YoY). Still, many shoppers start early, in September, to better manage budgets, secure deals, and ensure product availability.

Trust driver

Verified reviews and value-for-money insights

Messaging tip

"Shop early, shop smart - trusted by real shoppers."

57%
of all shoppers find alerts about deals on products of interest helpful when holiday shopping

44%
spread purchases across multiple months to ease financial strain

41%
wait for major sales events like Black Friday and Cyber Monday

Source: 2025 Bazaarvoice Holiday Consumer study of 8000+ global shoppers



Channels:

Influencer storefronts

Best Bazaarvoice Solutions:

Social Commerce

Creator Marketing

Visual Syndication Network

HOLIDAY SHOPPER PERSONA

The Creator Follower

Capture through exclusive drops, affiliate tie-ins, and creator collabs that combine influence with authenticity. Social is not just where they browse, it's where they buy.

JUL - NOV

Holiday shopping window
Prime Day through Black Friday

Trust driver
Creator recommendations and social UGC

Messaging tip
"Loved by [creator]. Verified by real shoppers. Yours next."

+30%
increase YoY in shopper trust for creator holiday recommendations

41%
found unboxings and product reviews the most helpful type of creator content

Source: 2025 Bazaarvoice Holiday Consumer study of 8000+ global shoppers

Get started