



Alliance Data Identifies Five Key Insights For Retailers This Holiday Season in Second Annual "Holiday in July" 2017 Holiday Retail Outlook Report

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While many brands spent the beginning of the year preparing their organizations for the changing future of retail – creating operational efficiencies, and developing more personalized messaging for their target audiences – Alliance Data's businesses have joined forces to provide retailers with rich proprietary insights, expert advice and actionable recommendations to help them get ready and informed for the holiday season ahead.

The "Holiday in July" 2017 Holiday Retail Outlook report focuses on shifts in consumer expectations this holiday season due to increased access to technology, and provides brands with actionable steps to meet the new and ever-evolving consumer along their path to purchase. Following is a sampling of the actionable insights from the report for how smart brands can ensure the holiday selling season delivers more green than blue to their bottom line:

- **Build a digital bridge to the consumer:** Digital is the future of retail and is a large part of the holiday shopping season. Brands need to develop digital methods of interacting with the consumer that complement, not distract from, their shopping experience.
- **Meet the demand for greater personalization:** When it comes to the consumer's journey, personalization is key. The more individualized a shopping experience is for consumers, the better impression they will have of the brand.
- **Connect on a deeper level:** Even during busy seasons in retail, it is important for brands to emphasize loyalty. Customers want brands that make authentic connections and hold values that are similar to their own.

For more information about how Alliance Data's businesses can help brands grow sales and increase loyalty, visit www.alliancedata.com.

About Alliance Data

Alliance Data® (NYSE: ADS) is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. The Company creates and deploys customized solutions, enhancing the critical customer marketing experience; the result is measurably changing consumer behavior while driving business growth and profitability for some of today's most recognizable brands. Alliance Data helps its clients create and increase customer loyalty through solutions that engage millions of customers each day across multiple touch points using traditional, digital, mobile and emerging technologies. An S&P 500 and Fortune 500 company headquartered in Plano, Texas, Alliance Data consists of three businesses that together employ more than 17,000 associates at approximately 100 locations worldwide.

Alliance Data's card services business is a leading provider of marketing-driven branded credit card programs. **Epsilon**® is a leading provider of multichannel, data-driven technologies and marketing services, and also includes **Conversant**®, a leader in personalized digital marketing. **LoyaltyOne**® owns and operates the **AIR MILES**® Reward Program, Canada's premier coalition loyalty program, and Netherlands-based **BrandLoyalty**, a global provider of tailor-made loyalty programs for grocers.

Investor information about Alliance Data's businesses may be found [here](#).

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