Optimove Insights 2025 Marketing Fatigue Report

Black Friday/Cyber Monday

Shoppers Aren't Tired of Marketing; They're Tired of Irrelevant Marketing

Beyond the noise: How Positionless Marketing helps brands avoid consumer fatigue during peak shopping season

Overview

Optimove Insights' 2025 Marketing Fatigue Report on Black Friday/Cyber Monday reveals a critical distinction in how shoppers experience holiday marketing on these two crucial shopping days. The data shows that consumer fatigue is driven not by message volume but by message **irrelevance**.

This challenges the longstanding assumption that shoppers are overwhelmed by too many marketing messages during peak periods. Instead, consumers respond positively to frequent communication when those messages align with their interests, purchase intent, and behaviors. Generic blasts, regardless of frequency, consistently underperform.
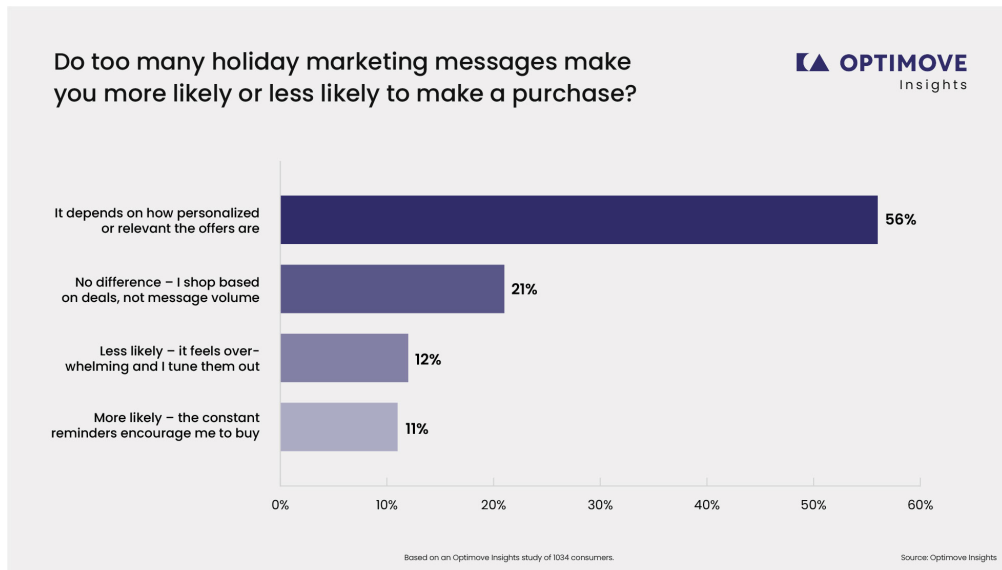
The research identifies six patterns that separate effective holiday marketing from campaigns that create fatigue. Brands that execute Positionless Marketing using data, creative, and optimization capabilities to deliver personalized, timely messages demonstrate measurably stronger performance across these patterns.

Methodology

Optimove surveyed 1034 consumers in November 2025, 18 to 65 years-old with a household income of $75k and above.

1. Irrelevance, More Than Frequency, Drives Fatigue

Finding: 56% of consumers say message overload bothers them only when offers are irrelevant.

This finding establishes the core dynamic driving holiday marketing fatigue. Consumers accept high-frequency communication when messages match their interests. Conversely, even low-frequency campaigns generate fatigue when offers are generic or misaligned with shoppers' needs.

Brands using Positionless Marketing demonstrate that relevance enables frequency. By tailoring campaigns to browsing behavior, purchase history, and category preferences, they maintain communication cadence without increasing fatigue.
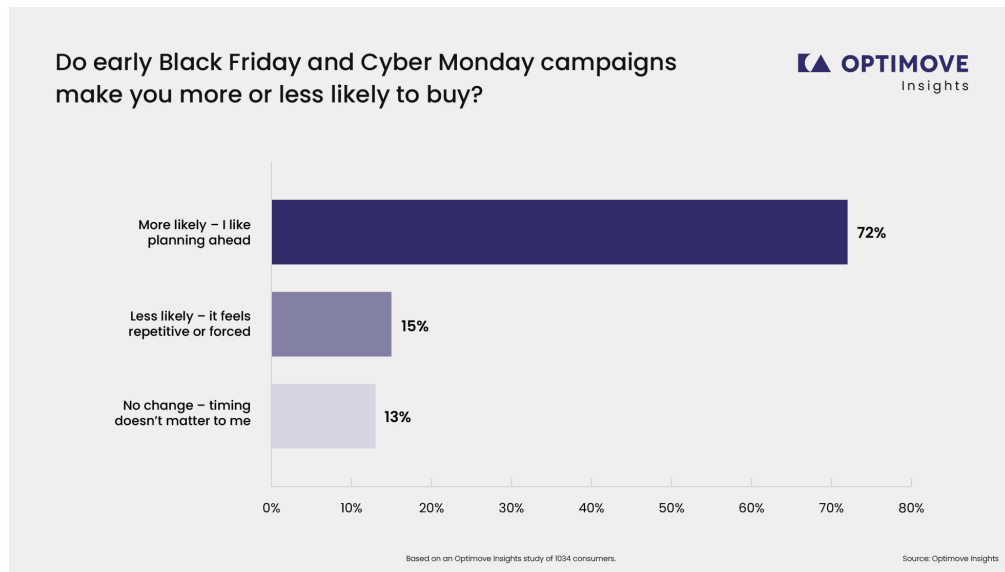
Implementation approach:
Prioritize relevance over message reduction. Use first-party data to segment audiences by interests, purchase patterns, and engagement behavior. Trigger messages based on customer actions like browsing, cart abandonment, category views, rather than rigid calendar schedules. The goal is individual-level relevance, not fewer messages.

2. Early Campaigns Drive Purchase Intent When Relevant

Finding: 72% of consumers report that early Black Friday and Cyber Monday campaigns increase their likelihood of purchase.

Early promotions are no longer seen as "holiday creep". Shoppers view them as helpful tools for planning and budgeting, but only when the message is relevant. Early campaigns perform strongest when aligned with demonstrated customer interest.

Do anything. Be everything.

Do early Black Friday and Cyber Monday campaigns make you more or less likely to buy?

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Category	Value
More likely – I like planning ahead	72%
Less likely – it feels repetitive or forced	15%
No change – timing doesn't matter to me	13%

0%   10%   20%   30%   40%   50%   60%   70%   80%

Based on an Optimove Insights study of 1034 consumers.   Source: Optimove Insights
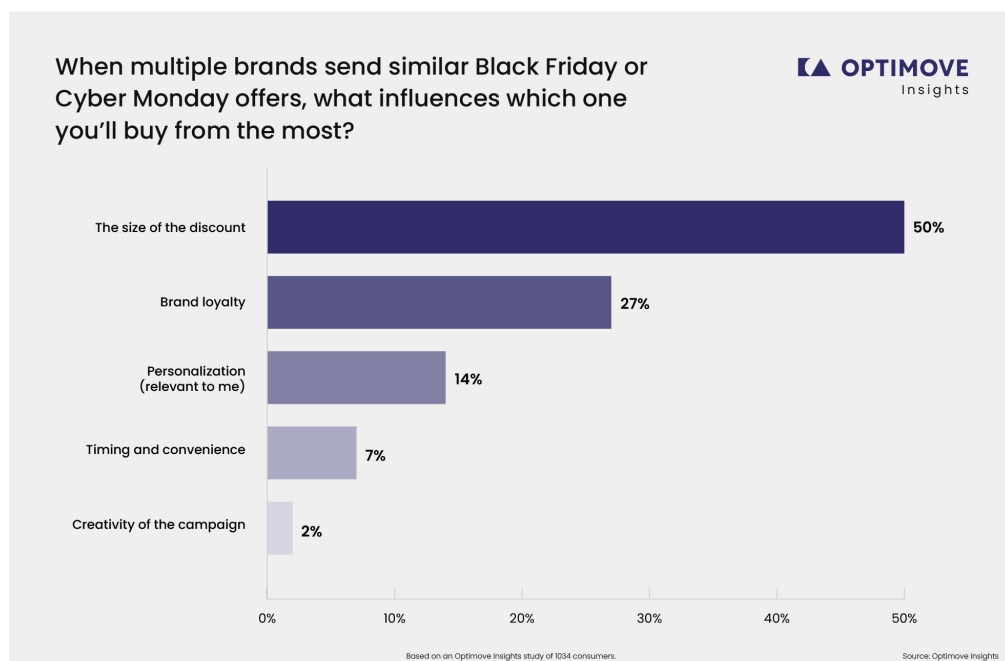
Mass-distributed early promotions without personalization show significantly lower engagement than targeted early-access offers tied to browsing behavior or purchase history.

Implementation approach:
Brands that launched promotions 2–3 weeks before Black Friday gained an early advantage. However, there is still time to deliver high-impact, timely messages heading into the peak shopping weekend. The priority is ensuring that messages are relevant and behavior-driven.

3. Price Matters, But Relevance Differentiates

Finding: 50% of shoppers choose brands offering the largest discount, but 21% prioritize personalization, timing, and convenience.

When multiple brands send similar Black Friday or Cyber Monday offers, what influences which one you'll buy from the most?

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Category	Value
The size of the discount	50%
Brand loyalty	27%
Personalization (relevant to me)	14%
Timing and convenience	7%
Creativity of the campaign	2%

0%   10%   20%   30%   40%   50%

Based on an Optimove Insights study of 1034 consumers.   Source: Optimove Insights

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Discount depth influences decisions, yet a substantial segment values relevance over price. When many brands offer comparable discounts, personalized incentives and recommendations become differentiators.

Shoppers respond more favorably to offers framed around their interests ("Your favorite brands, now 25% off") than to generic messaging, even at identical discount levels.
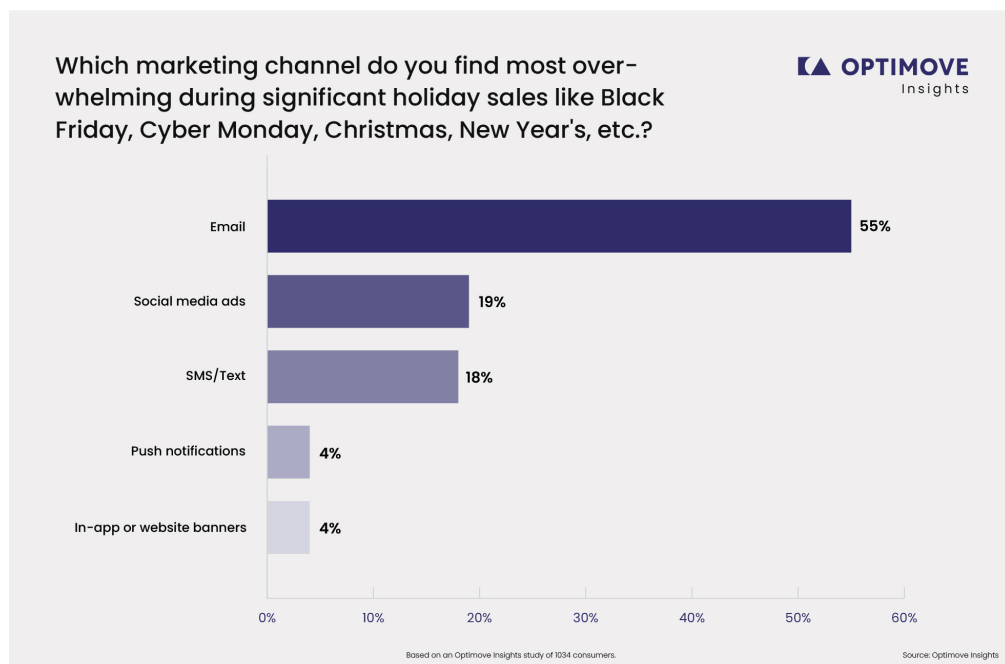
Brands operating with Positionless Marketing combine competitive pricing with behavioral targeting at scale, delivering the value shoppers expect with the relevance that sets the brand apart.

Implementation approach:
Combine pricing with behavioral insights. Use customer data to identify preferred brands, recently viewed products, or abandoned items. Present discounts around those signals, while emphasizing convenience: free shipping, and discounts on preferred purchase channels.

4. Channel Fatigue Is Actually Email Over-Reliance

Finding: 55% of consumers identify email as the most overwhelming channel during major holiday sales.

Which marketing channel do you find most over-whelming during significant holiday sales like Black Friday, Cyber Monday, Christmas, New Year's, etc.?

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Channel	%
Email	55%
Social media ads	19%
SMS/Text	18%
Push notifications	4%
In-app or website banners	4%

Based on an Optimove Insights study of 1034 consumers.

Source: Optimove Insights

Consumers are not fatigued by multi-channel communication. They are fatigued when too much communication is concentrated on a single channel. Email remains essential, but relying solely on email during peak shopping periods increases fatigue.

Consumers receiving coordinated communication across email, SMS, push notifications, and in-app messages report significantly lower fatigue scores than consumers receiving comparable volume via email alone.
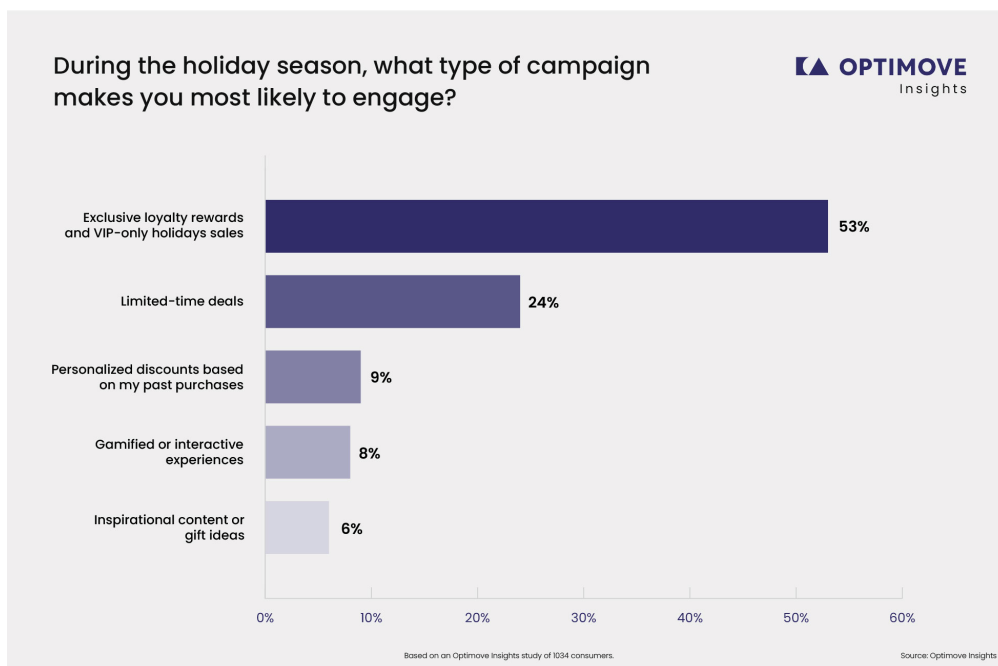
Brands using Positionless Marketing are empowered to distribute relevant messaging across channels based on engagement patterns and preferences, reducing perceived inbox overload while maintaining communications that connect at the right time and place. For example, a text message that says, "We just sent you a notification of a price drop on the pair of pants you were shopping for."

Implementation approach:
 Use multiple channels, not just email. Let engagement data determine where messages land. Balance frequency across channels to avoid overload. Send urgent or time-sensitive offers through SMS or push, and reserve email for detail-rich content.

5. Exclusivity Outperforms Urgency

Finding: 53% engage most strongly with loyalty or VIP-only campaigns, compared to just 24% who respond best to limited-time deals.

During the holiday season, what type of campaign makes you most likely to engage?

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Exclusive loyalty rewards and VIP-only holidays sales	53%
Limited-time deals	24%
Personalized discounts based on my past purchases	9%
Gamified or interactive experiences	8%
Inspirational content or gift ideas	6%

Based on an Optimove Insights study of 1034 consumers.   Source: Optimove Insights

Exclusivity consistently outperforms urgency. Messages that convey recognition ("exclusive access," "member preview," "just for you") generate significantly higher engagement.
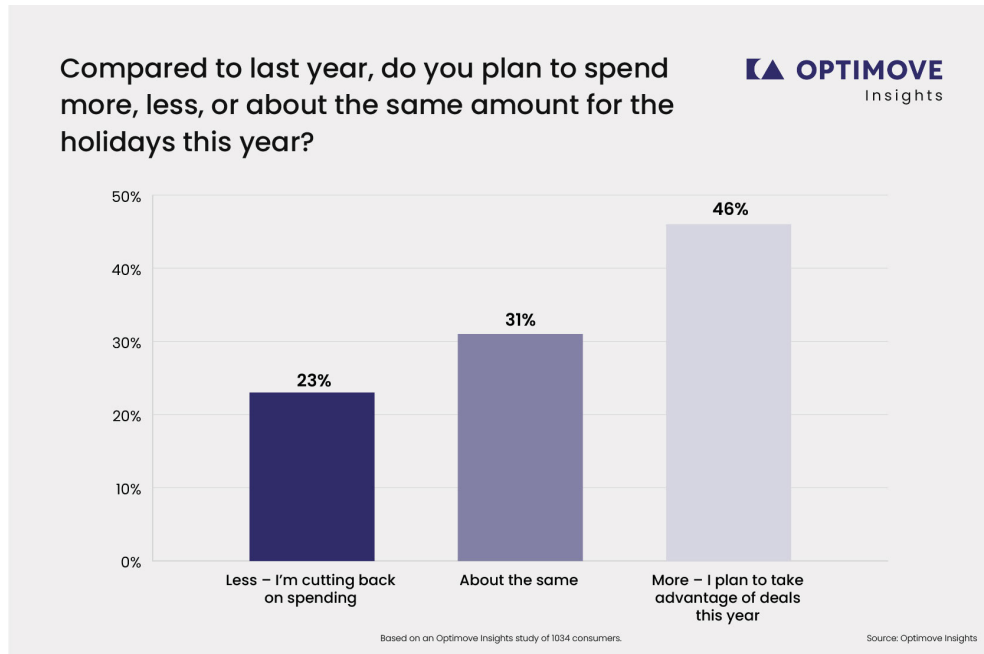
Loyalty messages also produce lower fatigue scores, even when loyal customers receive more communication. Consumers respond more positively when a brand acknowledges and rewards the relationship.

Implementation approach:
Reward loyal customers before launching broader promotions. Offer early access, tailored previews, and curated product selections based on purchase or browsing history. Recognition-based messaging ("Member Preview") outperforms urgency-based copy ("Don't Miss Out") during peak season.

6. Spending Intent Remains Strong

Finding: 46% of consumers plan to increase holiday spending compared to last year, while only 23% plan to decrease.

Compared to last year, do you plan to spend more, less, or about the same amount for the holidays this year?

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- 46%
- 31%
- 23%

Less – I'm cutting back on spending
About the same
More – I plan to take advantage of deals this year

Based on an Optimove Insights study of 1034 consumers.

Source: Optimove Insights

Despite economic uncertainty, spending intent remains strong for 2025. Shoppers are selective but ready to purchase. They favor brands that help them feel confident and informed, using personalized recommendations and relevant offers.

Brands that deliver early relevance often secure more "wallet share" across the extended holiday period.

Implementation approach:
Use phased strategies. Early waves capture ready-to-buy consumers. Later waves activate additional segments as they enter shopping mode. Position messaging around smart value ("chosen for you," "based on what you love," "curated deals") to reinforce confidence and reduce decision friction.

Research Implications

The obvious "solution" to holiday fatigue (just sending fewer messages) targets the wrong problem. The root cause is irrelevance.

Across findings, the patterns are consistent:

- Personalization consistently outperforms generic messaging.
- Recognition beats urgency.
- Multi-channel delivery reduces perceived overload.
- Relevance makes high-frequency communication accepted, even welcomed.

Brands using Positionless Marketing activate data, creative, and optimization capabilities simultaneously. This ensures messages remain personalized and relevant even as communication volumes rise during peak retail periods.

Conclusion

Holiday marketing fatigue is not inevitable. It arises from irrelevant messaging at scale.

Consumers remain receptive to frequent communication during Black Friday and Cyber Monday when those messages reflect their interests, recognize their loyalty, and deliver meaningful value.

Brands that begin early with relevant messages, reward loyalty through exclusivity, differentiate on relevance as well as price, use multiple channels, and structure campaigns around customer behavior rather than calendar cadence will capture more consumer attention and spending.

The path to successful holiday marketing is not reducing volume; it is increasing relevance.

Marketers can make every message matter by making every message relevant.

About Optimove

Optimove, the creator of Positionless Marketing, frees marketing teams from the limitations of fixed roles, giving every marketer the power to execute any marketing task instantly and independently. Positionless Marketing has been proven to improve campaign efficiency by 88%, allowing marketing teams to create more personalized engagement with existing customers.

For two years running, Optimove has been positioned as a Visionary in Gartner's Magic Quadrant for Multichannel Marketing Hubs, recognized for its AI-driven decisioning, prescriptive insights, and proven ability to orchestrate thousands of personalized campaigns in real time across channels. AI-led marketing is a hallmark of Optimove's visionary leadership. By embedding AI directly into its platform as early as 2012, Optimove paved the way for today's Positionless Marketing standard.

Its Positionless Marketing Platform includes Optimove Engage and Orchestrate for cross-channel campaign decisioning and orchestration; Optimove Personalize, a digital personalization engine; and Optimove Gamify, a loyalty and gamification platform.

Today, its comprehensive AI-powered suite is at the leading edge of empowering marketers to streamline workflows from Insight to Creation and through Optimization. Optimove provides industry-specific and use-case solutions for leading consumer brands globally.

About Optimove Insights

Optimove Insights is the analytical and research arm of Optimove, dedicated to providing valuable industry insights and data-driven research to empower B2C businesses.