

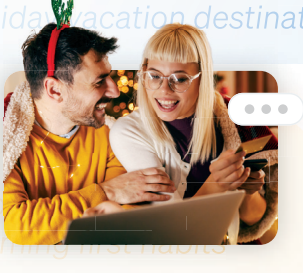
How do I fix the rattle on my car?



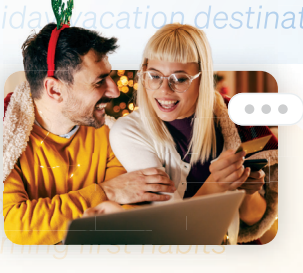
What's a good christmas gift for my partner?



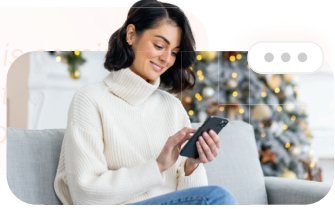
I need help finding gift ideas



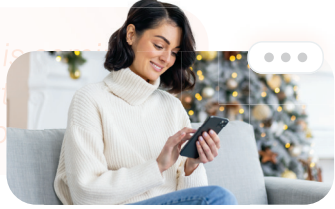
What are some affordable holiday vacation destinations?



I'm looking for a new car



My coffee is too bitter. Can I do anything about it?



My skin is dry. Can you recommend some products?



What's the best way to compare prices?





AI Consumer Pulse

Holiday Shopping x AI | September 2026
Monthly insights into the intersection of AI, consumers, and digital advertising.

Why it matters?



With **holiday shopping** and **campaign planning** already underway, knowing **how consumers use AI to find gifts**, which ad formats **capture their attention**, and how they **respond to AI-generated creative** can help brands show up where holiday decisions are made.



AI Is Now Part Of The Shopping Journey

66%

have used AI to find gift ideas or compare prices

20%

haven't yet, but are open to trying it



Video Wins Attention

54%

say social short-form video is most likely to capture their attention

46%

say the same for streaming TV ads, more than double standard banners

AI Creative Has To Earn Its Place



31%

would use an AI shopping assistant



52%

say AI in an ad doesn't change how they see the brand



The Takeaway: Shoppers use AI to research gifts and deals, but video, especially streaming TV, captures their attention, far outperforming standard display. And since most consumers are neutral on AI-generated ads, what counts is the format and the creative, not how it was made. Brands that pair premium video and CTV with strong creative will stand out this season.

Cut Through The Holiday Noise.

Equativ's High-Impact and premium CTV formats put your brand in the immersive, video-first environments where shoppers are paying attention, helping you drive consideration throughout the season.

Get in Touch to Learn More