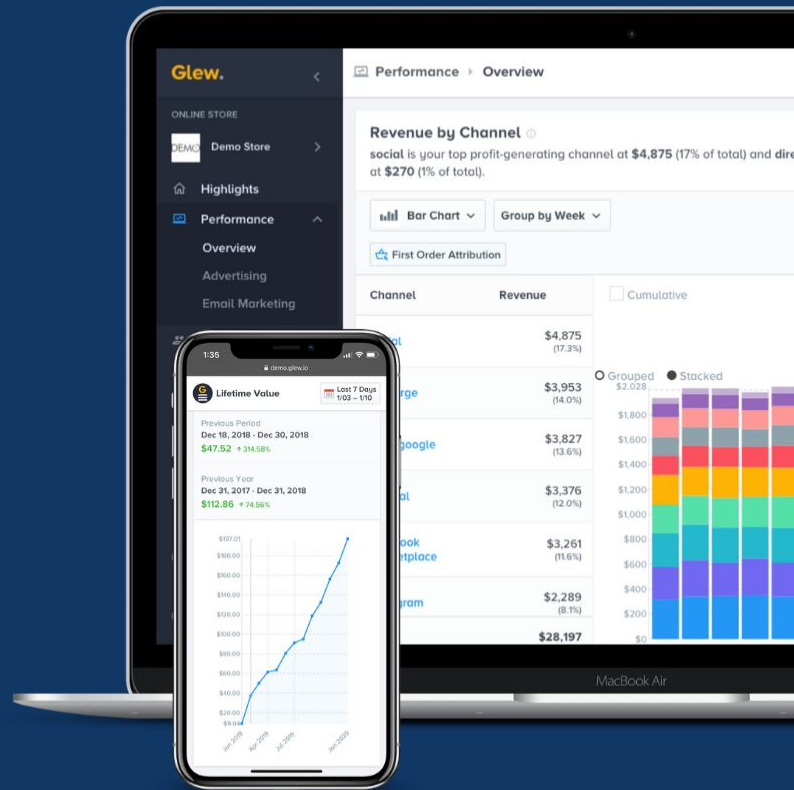


Data-driven tips for a successful 2022 holiday season!

Glew.



Overview

- **How to keep** your channels and campaigns profitable
- **Optimizing timing** for launch, time of day, day of week and more
- **Customer segmentation** for successful holiday email marketing
- **How to identify** the best products to lead with
- **Have a retention strategy** so you're able to keep new customers
- **Our favorite customer acquisition hacks**, including customer tags and creating lookalike audiences



Facebook advertising costs increased as much as 100% during cyber week, and competition is likely to be higher across all paid channels.

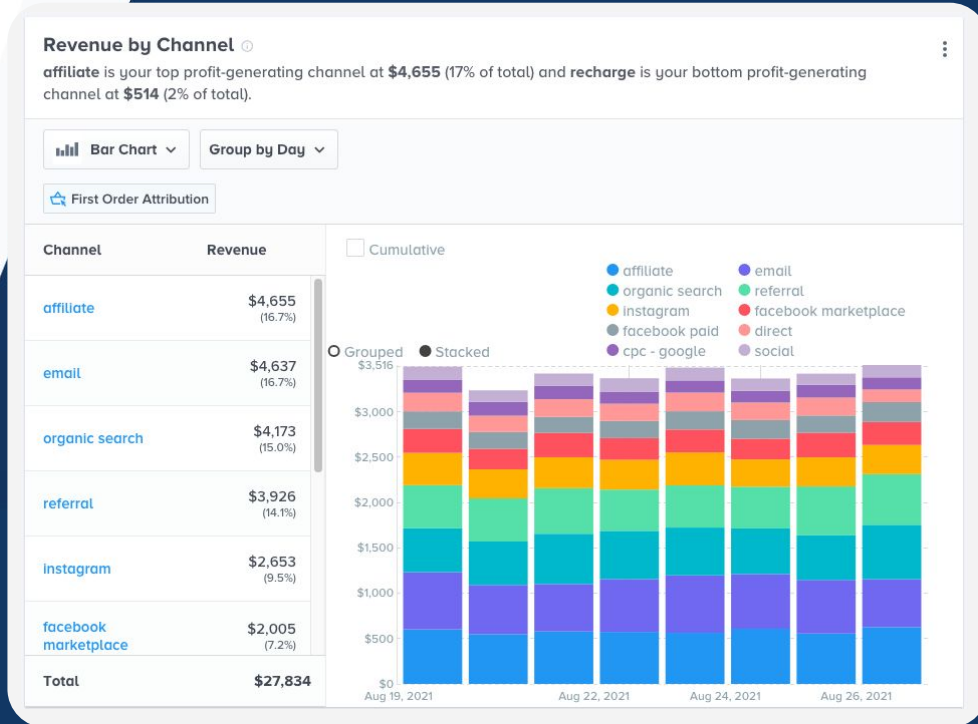
Source: Wordstream



Performance Review

Takeaways

- Look at KPIs from key date ranges during the last holiday season to understand what you can expect this year
 - Revenue
 - Conversion rate
 - AOV
 - Refunds



Channel Profitability

Takeaways

- Don't reinvent the wheel - see what marketing channels and tactics worked well for you last year and adapt as needed
- Campaign performance:
 - Best for LTV
 - Best for acquisition
 - Best for repeat purchasers
 - Best for profitability
- How to see your highest-performing channels and campaigns, and what to look for

Revenue by Channel

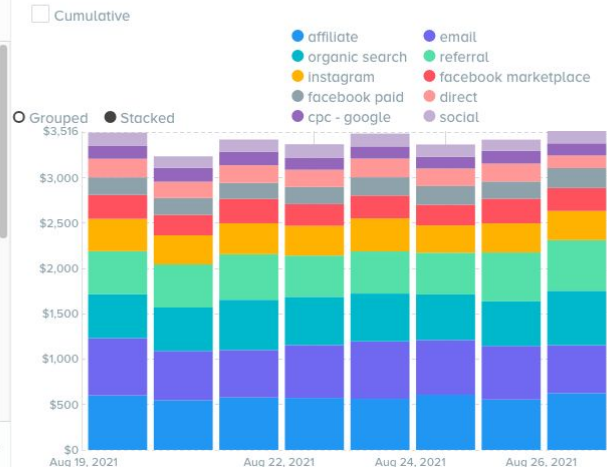
affiliate is your top profit-generating channel at \$4,655 (17% of total) and recharge is your bottom profit-generating channel at \$514 (2% of total).

Bar Chart

Group by Day

First Order Attribution

Channel	Revenue
affiliate	\$4,655 (16.7%)
email	\$4,637 (16.7%)
organic search	\$4,173 (15.0%)
referral	\$3,926 (14.1%)
instagram	\$2,653 (9.5%)
facebook marketplace	\$2,005 (7.2%)
Total	\$27,834



Email is still the highest- converting channel - but with more than 100 million emails sent on Black Friday, you need to stand out.

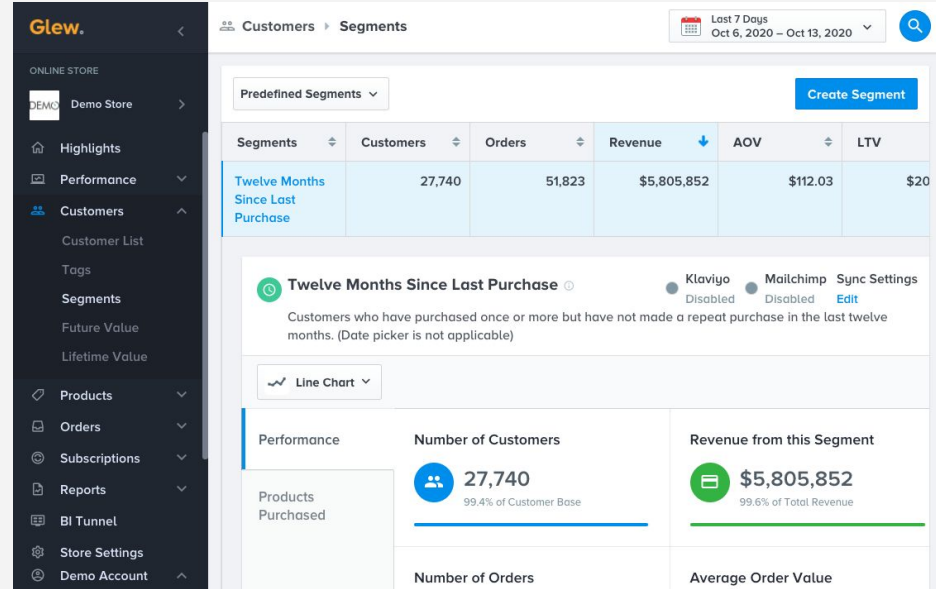
Source: Human Agency



Customer Segmentation

Takeaways

- Promote **exclusive offers** early to beat the rush and stand out in crowded inboxes
- Identify last year's holiday shoppers and see what they have in common
 - How many are gifters? How many purchased again?
 - Find high-LTV holiday shoppers
- Personalize holiday experiences for VIPs and value shoppers
 - Early access
 - Free gifts
 - Promotions



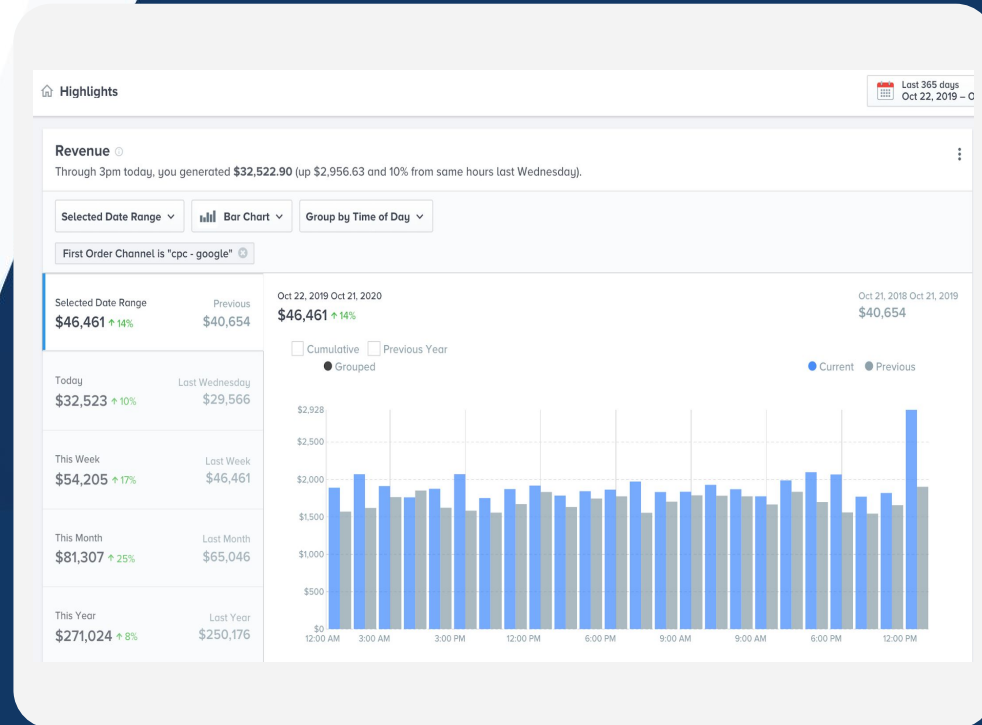
Cyber Monday sales topped \$10b last year with 15% growth. However, earlier sales and promotions have started to eat into the single-day sales!

Source: Business Insider



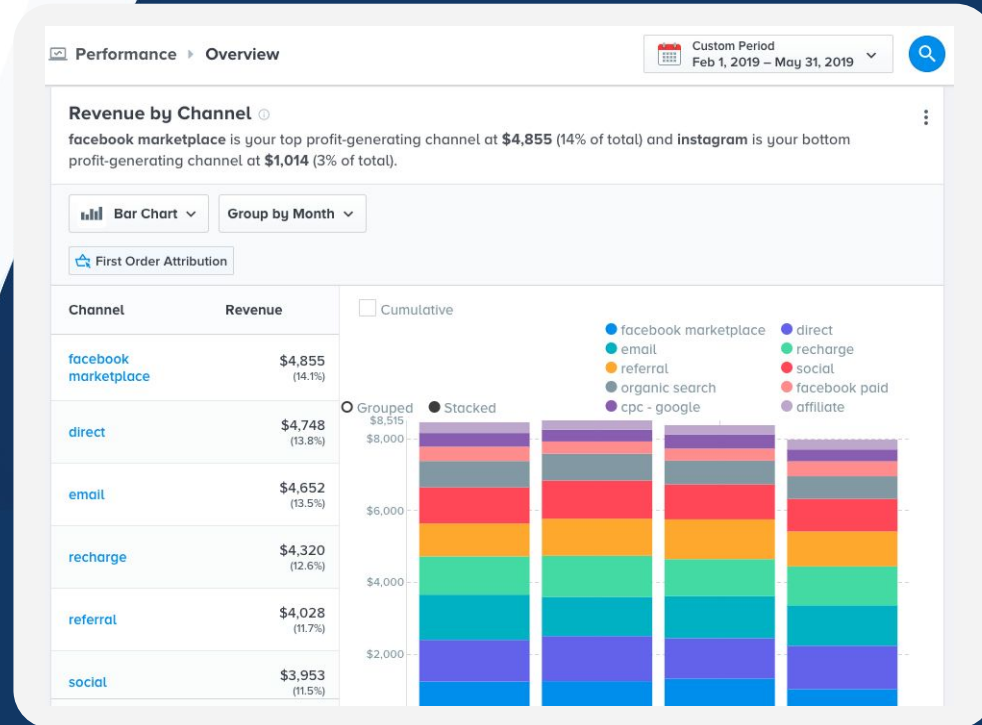
Takeaways

- Launch campaigns early and consider your sales cycle
- Use historical data to time your campaigns
- Maximize efforts by identifying your most profitable times of day and days of week by channel
 - (e.g. cpc-google might be Mondays at 3 pm whereas Bing is Sundays at 8 am)



Takeaways

- More people are shopping online and open to new brands this year than ever before
- Identify your highest-performing channels by:
 - Customer acquisition
 - LTV
 - ROAS
- Identify your best products for customer acquisition and LTV
- Allocate ad spend and schedule promotions accordingly



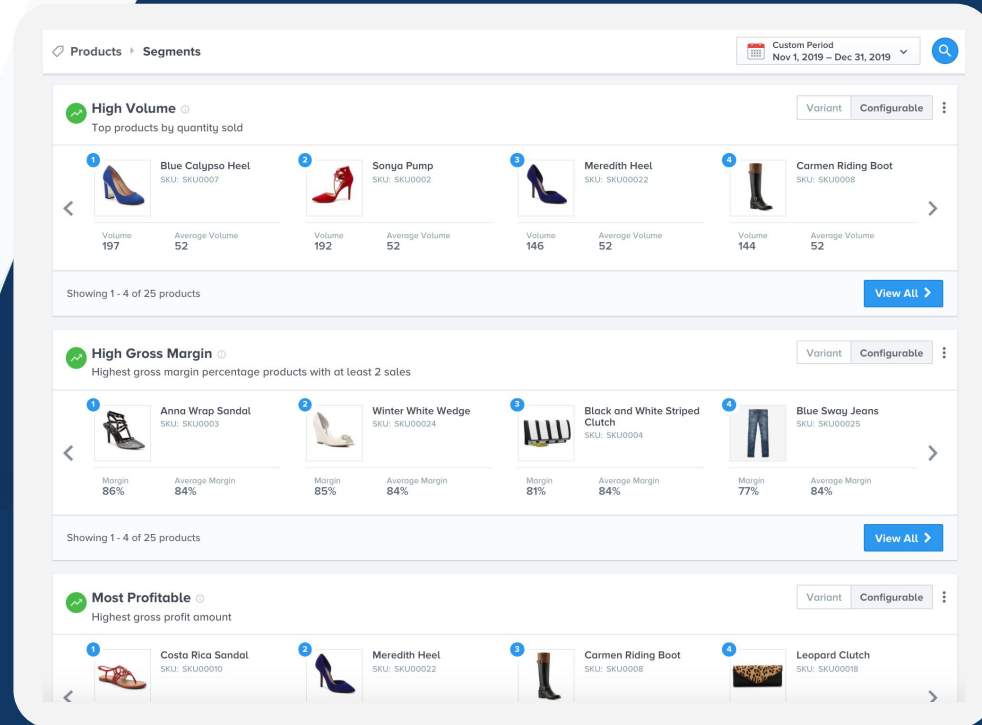
BFCM shoppers who buy for the first time from a retailer make their first visit, on average, 41 days prior.

Source: Criteo



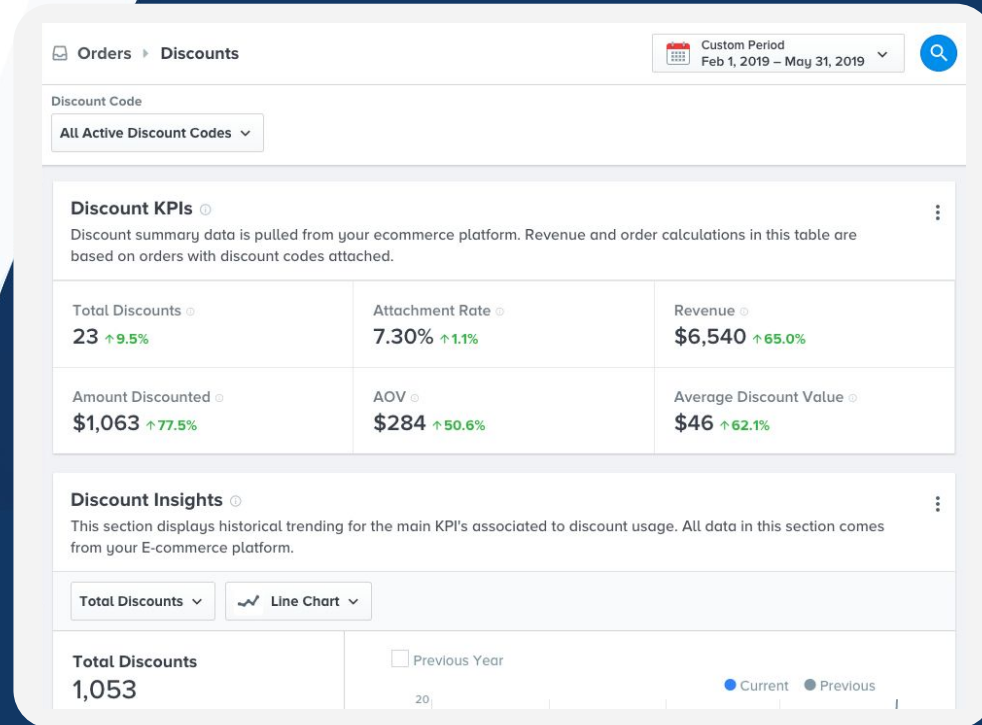
Takeaways

- Look at what people tend to buy from you during the holidays
 - Product bundles
 - Product tags
- Identify your best products for acquisition, retention, upselling and bundling
- Find your top-selling products by channel
- Inventory metrics
 - Inventory velocity
 - Sell-through rate
 - Ensuring enough inventory lead time
- High LTV Products



Takeaways

- Shoppers are looking for discounts, but they don't have to devalue your brand or eat into your bottom line
- Identify the products you can and should discount
 - Product margins
 - Slow/cold products
 - **Smart discounts on high-value products for acquisition**
- Discount KPIs to measure:
 - Revenue
 - Margin
 - **AOV**



If you don't focus on post-holiday retention, you're missing out.

Source: Digiday



Takeaways

- Nail the initial purchase and post-purchase experience *now* to prime your customers for retention:
 - Clean, easy site navigation and checkout
 - Clear communication + expectations around shipping and delivery
 - Simple feedback + return process
 - Thoughtful post-purchase communication



Takeaways

- Leverage the purchase-to-delivery experience. The highest open rates of all emails come after the order is placed and before delivery.

Take advantage of this!

- Chance to sell your story
- Best time to cross-sell
- Referrals Referrals Referrals



Takeaways

- Most merchants focus on acquisition during the holidays, trying to drive the maximum number of new customers and profit between October and December. **But what happens to those new customers after the holidays end?**
- To drive the most value, identify the best prospects and work to build relationships with them outside of the holiday season, **turning one-purchase holiday shoppers into repeat customers**



Takeaways

- Customer Tags + Customer List
- New Customers + High LTV channels
- Repeat Customers + High LTV channels
- New Customers + Products Purchased
- Repeat Customers + Products Purchased

