

Quick Wins for the Holiday Season

Adjusting Strategies to Meet a Shifting Landscape

Trend:
**Declining
Retention**

73%

of UK shoppers will buy
primarily online in Q4

75%

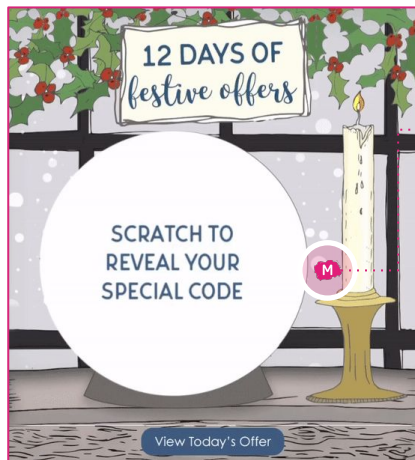
Of consumers expect to
continue to try new
retailers and websites
as a result of CV-19

39%

customer retention rates
in 2020, down from 54%
in 2019

Tactic: Engagement Drivers

Maximise traffic during peak season and build lasting loyalty with engaging email experiences



Cyber discounts will likely start earlier than ever. **Avoid discount fatigue** and encourage greater engagement with a discount or product reveal with a **Scratch Off** email

Celebrate the customer's relationship with your brand or **encourage lapsing customers to return** by recognising key milestones like favourite category or product



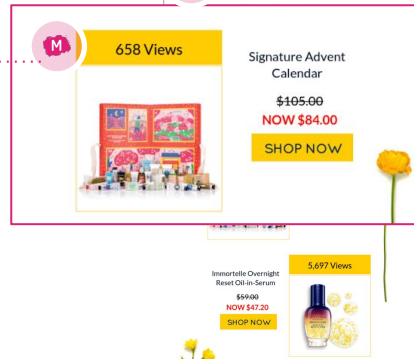
Increase repeat purchase rates by building an affinity that goes beyond the checkout; **retarget relevant content, editorials and how-to-videos** based on behavioural or purchase data



Use a **poll** to gather gifting intent and retarget customers with relevant content in a follow-up email



Play on a **'fear of missing out'** by showing the number of clicks or views a product has received. Set rules to ensure that these indicators only show once a product has surpassed a certain number of views



Trend:
A price conscious consumer

70%

Of UK consumers say Coronavirus has had some level of impact on their personal or household finances

57%

Plan to purchase Christmas gift during discount periods

56%

Of retailers said they will start holiday sales earlier (first week of November for most)

Tactic: Blending behavioural & promotional

Maximise impact in a competitive market by adding behavioural tactics to promotional emails



Retarget **abandoned cart and browse product** in BAU emails, particularly when items previously browsed or carted are a part of an ongoing promotion

With consumers feeling increasingly price conscious, the **competition for full-price customers** will be even more pronounced. Reassure customers of the value of full-price products by pulling in UGC including reviews



Make sitewide offers seem **more targeted** by switching out the category that's promoted to the customer **based on behavioural data**

Test multiple variants of promotional copy and CTAs and switch out all variants to the winning creative in real time

More than 50% of Gen-Z and Millennials said that availability of **buy now pay later** would influence their decision to buy something online. Highlight your BNPL proposition by showing **the instalment price of a recently browsed or carted item**

Trend:
**Omnichannel
Habits**

58%

of consumers feel sale
going into store

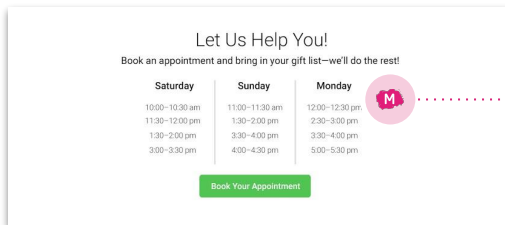
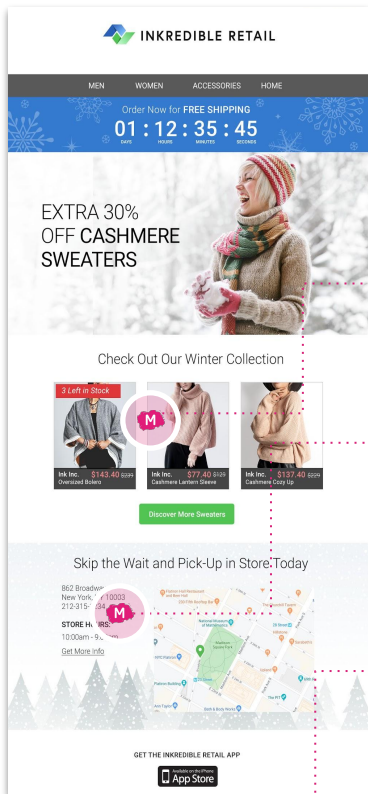
71%

of UK adults prefer to
use Click & Collect when
shopping online as of
Aug '20

87%

Of consumers begin their
product search online
even when they plan on
purchasing in store

Tactic: Provide a convenient cross-channel experience
Focus on conveying safety and value through a contactless experience



Pull in **live appointment or delivery slot availability** for easy booking

Use a **poll to gather gifting intent** and retarget customers with products available in nearby store



Include live **store inventory** for nearby store

Call out nearest store & **location-specific services**, in addition to changing store hours
**Tip: ensure store hours are front and center after shipping cut off date*

Leverage QR codes throughout the store to enable 'contactless shopping' through a series of touchpoints.
**Tip: captured data can be used for retargeting*

Utilise **device detection** for app download or mobile wallet CTA to encourage mobile adoption



In 2019...

65%

Of consumers were **more likely to shop** for holiday gifts **online** with retailers that **offered same-day or 1-day shipping**

78%

Of consumers **did not shop earlier** due to the **compressed holiday season**
(26 days between T-giving and Xmas)

The new reality....

83%

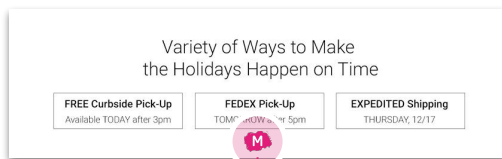
Of global consumers **plan to shop online the same amount or more** even once brick-and-mortar stores reopen

10x

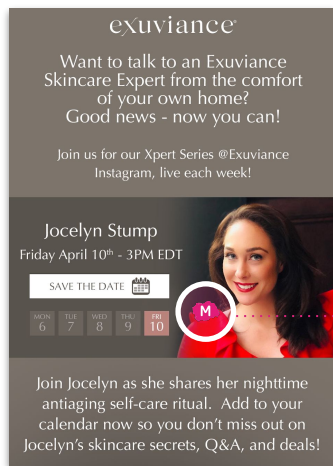
More likely to make a purchase and 12x more likely to make a second purchase, for **customers acquired via mobile during COVID**

Accelerated Ecommerce Adoption

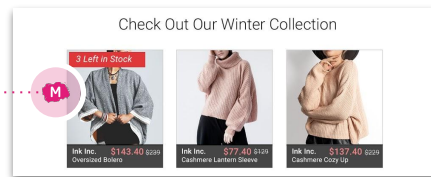
A variety of ways to enhance the online experience



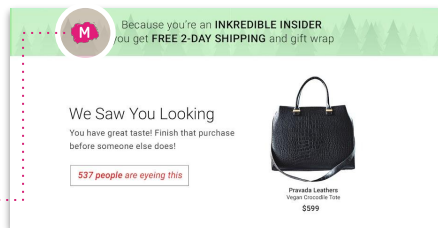
Estimate **Pick-up and Shipping times** based on known cut-off dates and times associated with each service and product category, especially crucial for last-minute shoppers
(ex/ 1pm cut-off for same day, 3pm cut-off on Friday for weekend overnight, etc.)



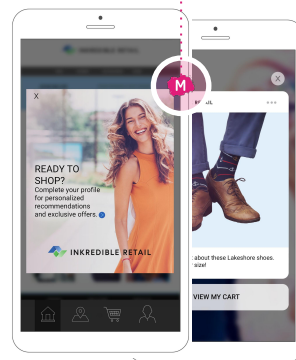
Include **Add-to-calendar** functionality for virtual consultations, events, and gift shopping assistance
**Tip: use as follow-up to gifting poll response*



Include **online inventory availability** to drive urgency and convey popularity



Populate **holiday-related perks** for loyalty and VIP members such as Free 2-day shipping and gift wrapping



Capitalize on accelerated app adoption and strong retention rates by ensuring a compelling **onboarding** and **post-purchase** experience through **rich-push** and **in-app messages**

In 2019...

79%

Of surveyed businesses say they have adopted agile processes into their marketing and business organizations

13%

Of surveyed businesses gave themselves the top mark for achieving the breadth and depth of agile practices

The new reality....

56%

Of the 144 retailers tracked by RetailDive have furloughed employees, as of May '20

44%

Of creative production / content marketing has been brought in-house

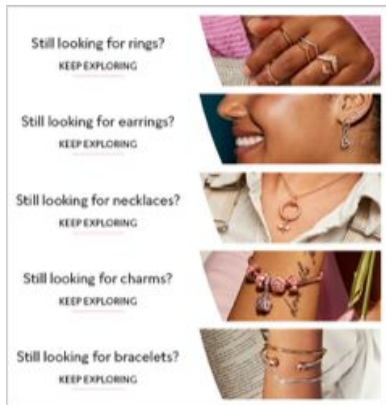
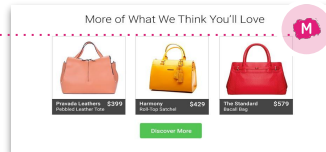
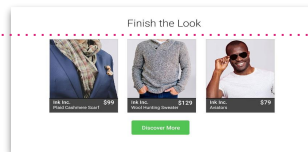
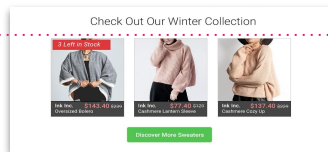
Preparedness and Agility

There are a variety of ways in which Movable Ink can ensure Marketers and Creatives are set up for agility during uncertain times

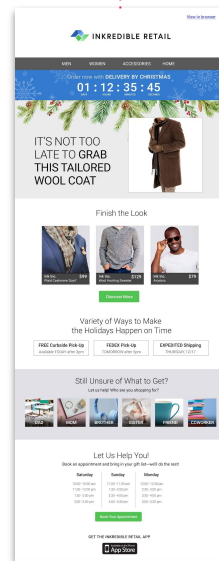


Create **modules** that can be easily repurposed with minor tweaks such as the header copy of this product rec module

Can be **dynamic** within a campaign **based on set criteria**.



Utilize **Stories** behavioral-captured data to personalize batch holiday campaigns by altering editorial imagery, header or subheader copy, CTA copy, etc.



Allow Movable Ink to **host entire email** to ensure that **last-minute** and **post-deployment updates** can be made *anywhere* throughout the campaign