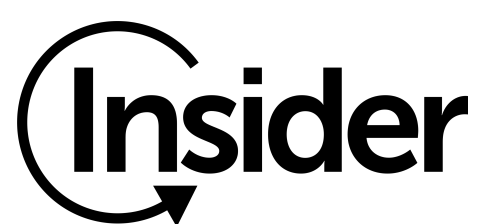


# The Ultimate **Holiday Season** Playbook for Marketers

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Marketers' guide to enhancing customer experiences and capitalizing on the holiday season frenzy







# The Ultimate Holiday Season Playbook for Marketers

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Holiday season is the most intense shopping season for both offline and online retailers. The shopping frenzy which takes off with Black Friday promotions on the 24th of November continues with Cyber Monday deals and large volumes of Christmas shopping taking place in December. Until a few years back, the only thing that came to minds when thinking of Black Friday was jam-packed malls and multitudes of consumers in front of physical stores. Now the unpleasant physical shopping challenge has given its place to highly convenient online shopping. Numbers from US National Retail Federation confirmed that online sales during the Black Friday weekend have surpassed sales from physical stores, with 109M consumers shopping online and 99M hitting brick and mortar stores.

With the holiday season going primarily digital, brands face a brand new challenge: winning the online sales during Black Friday, Cyber Monday, and Christmas season. Digital marketers across industries now seek new & smarter ways to enhance customer experience which has the potential to drive additional revenue during the frenzy.

In this eBook, we gather top personalization tricks to win the attention of your customers, and retain & convert them this holiday season.





**Black Friday**

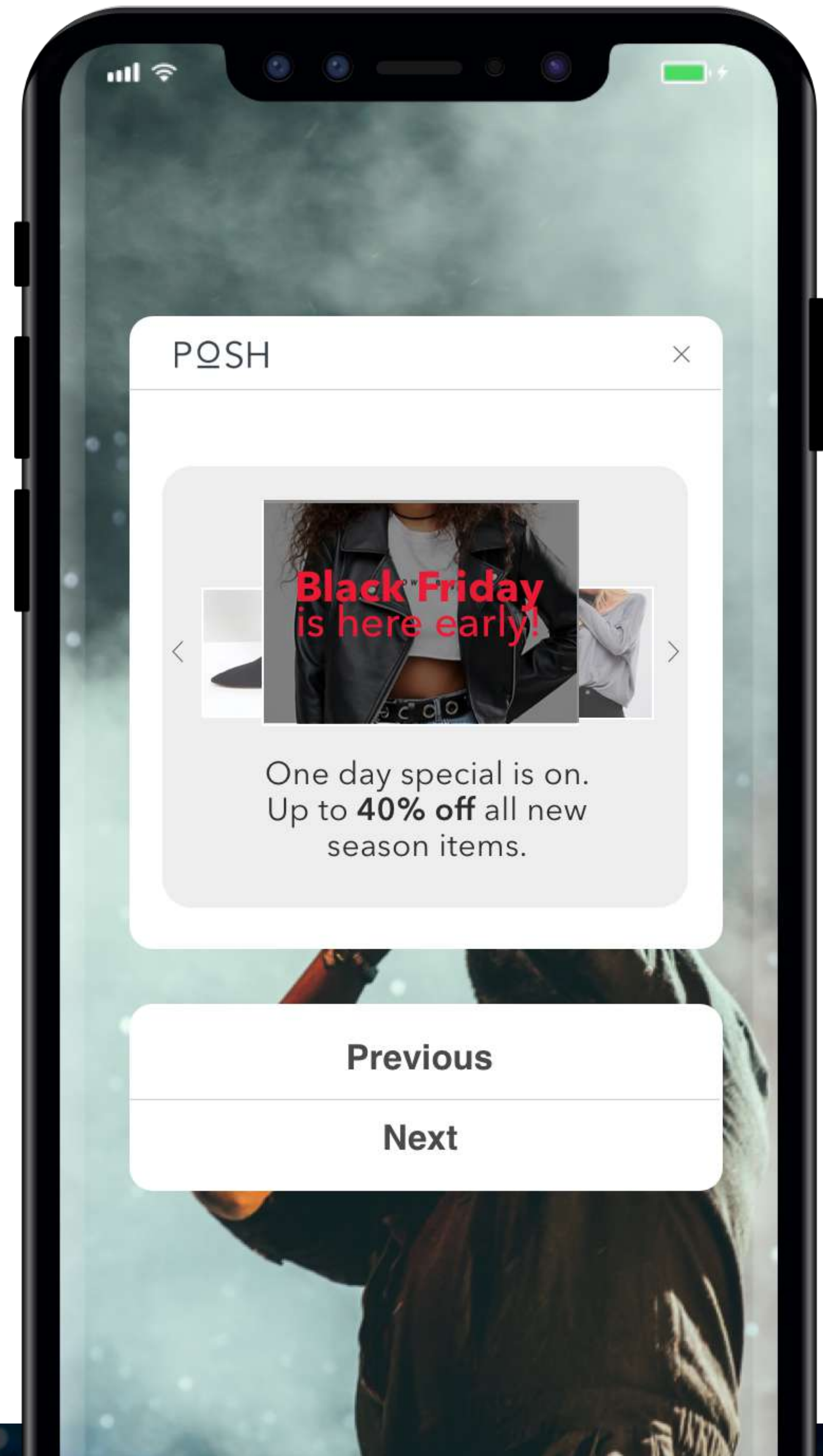


# Black Friday

## Hook mobile app users with charming promotional push notifications

According to the data from eConsultancy, 1.2M apps were installed during the Black Friday weekend in 2016. The three day period where consumers are already motivated to engage with retailers is a great time to deliver promotions, products and special offers right on their lock screens. Especially with the latest innovations in push technologies, push notifications became a powerful tool to deliver thoroughly personalized experiences. After the launch of rich push notifications in 2016, carousel push notifications have entered the scene, which are a total game changer. Carousel push notification, that enables brands to send multiple offers with images in the same notification, is a proven way of boosting engagement. In fact, according to Insider's own data, carousel push notifications have 2X to 4X higher open rates compared to simple push notifications. Showcasing all Black Friday offers or delivering multiple personalized recommendations on users' lock screens is a highly efficient way to drive brand engagement.

Promotional Mobile Push Notifications

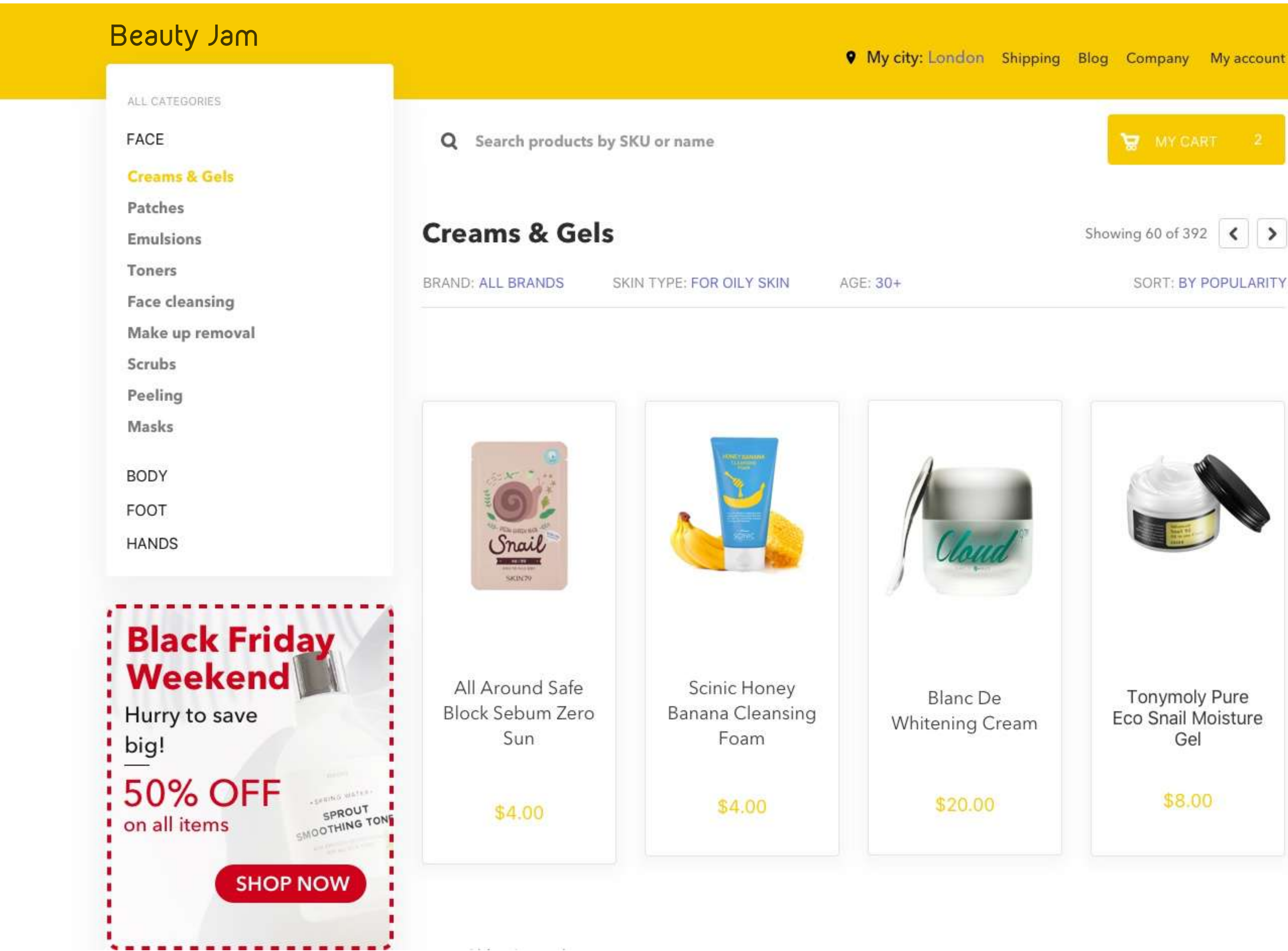




# Black Friday

## Evoked urgency and drive faster conversions with 1:1 messages

FOMO (Fear of missing out) is real; especially on Black Friday which happens only once a year. Promotions start weeks ahead of the actual Black Friday date and the mega day frenzy all over the Internet constantly fills consumers with feelings of urgency. According to the Retail holiday shopping survey, 75% of all millennials plan to take part in Black Friday shopping. While Black Friday shopping fever is a very short time for consumers to find the best deals, it's also a very short time for brands to tap into the revenue potential of this mega day. Leveraging urgency messaging, using countdown timers, and social proof to remind visitors of the time left until the big day, helps customers make decisions faster and complete orders.



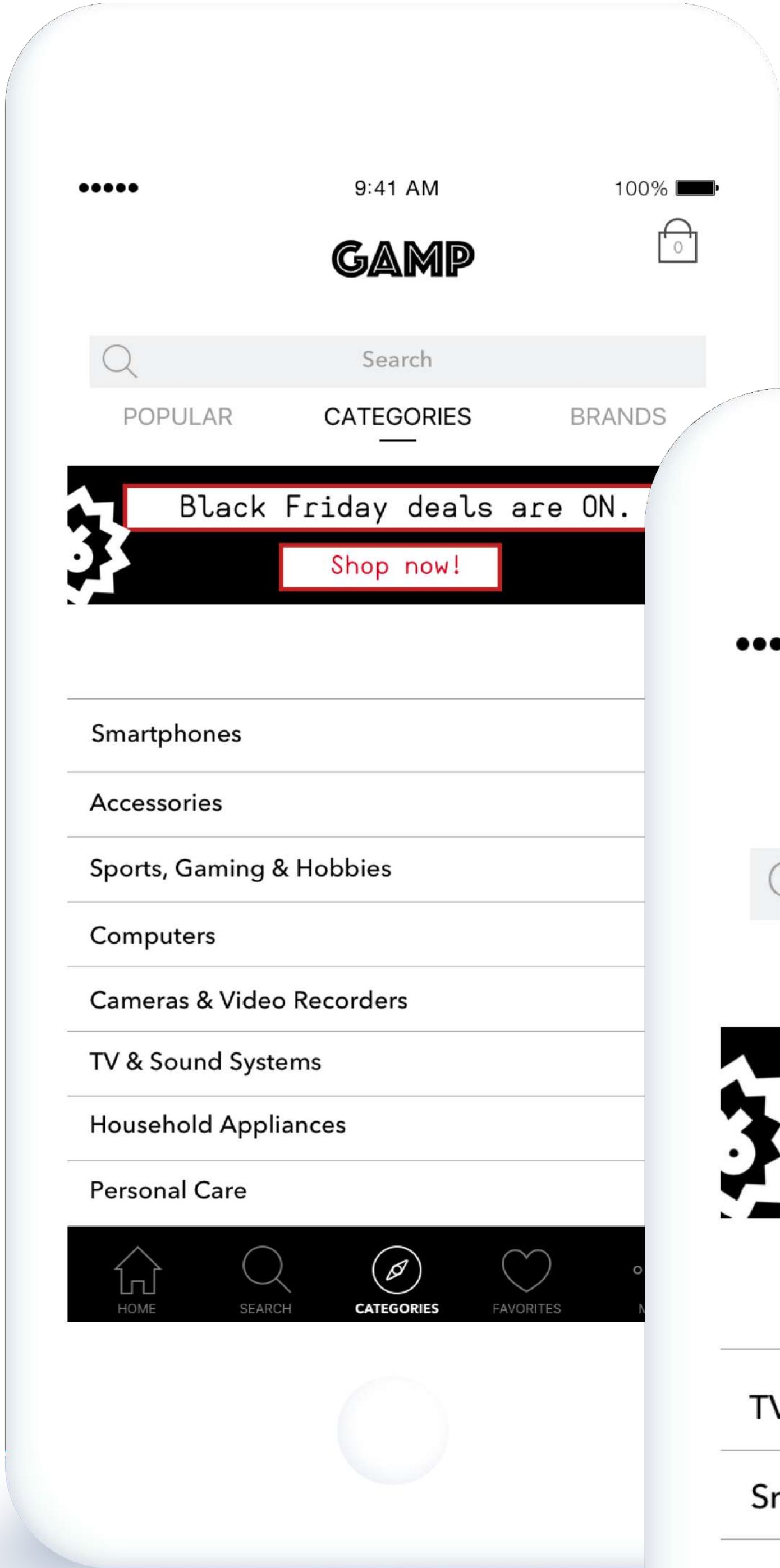
1:1 Urgency Messages



# Black Friday

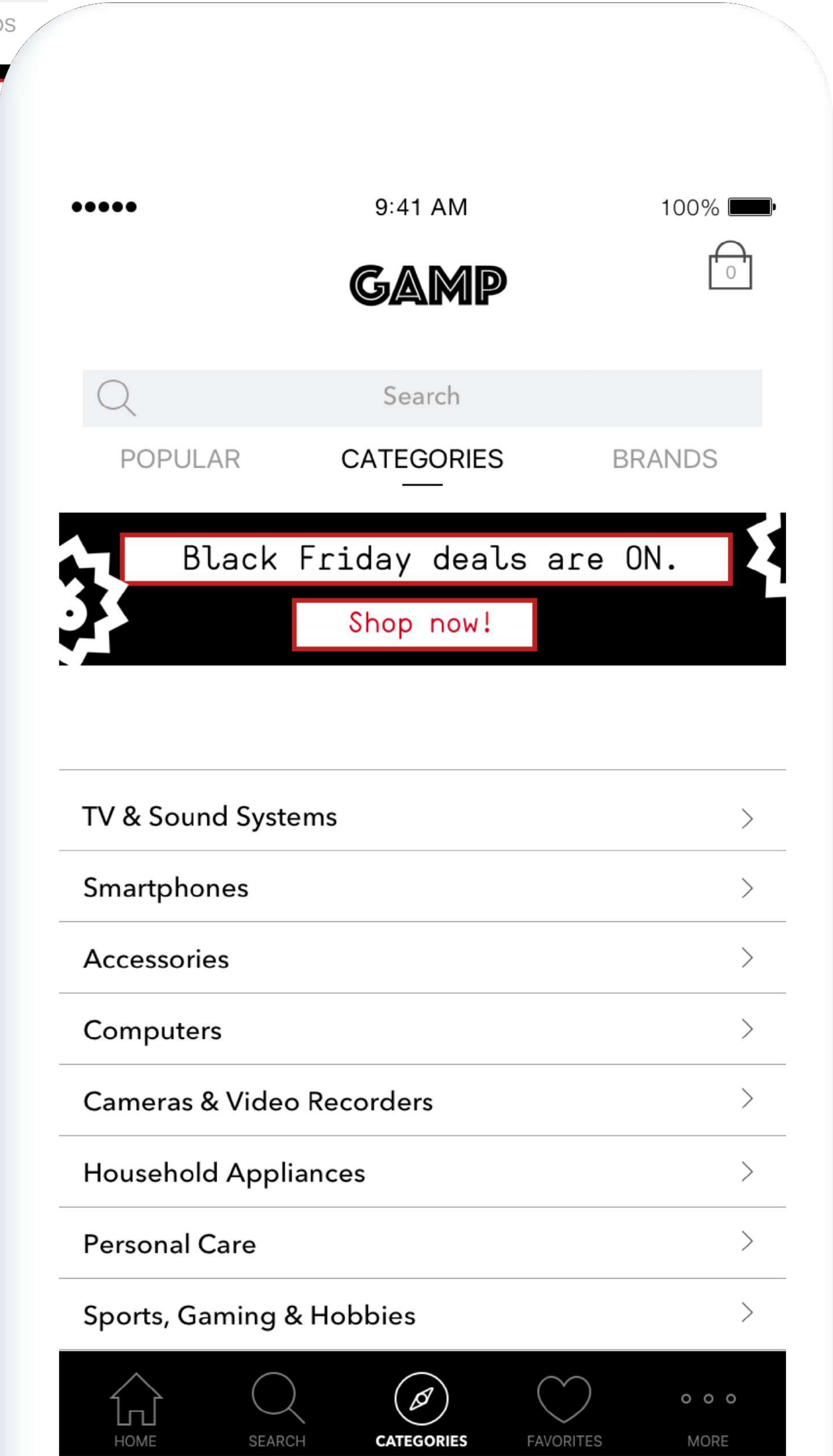
## Target mobile web visitors based on keywords to convert them just where they land

Consumers’ tastes and preferences in shopping vary greatly. Targeting consumers according to their specific interests is a foolproof way to engage them with relevant content. With mobile web conversion rates being relevantly lower than desktop web & mobile app, it’s especially significant that mobile websites welcome visitors with a personalized view. Insider’s AI-Backed Category Optimizer was built to create a custom menu or category listing view for each & every visitor on the mobile web. The product lets brands target customers based on their historical and predicted online behaviour or based on their search keywords. Using dynamic ordering, brands can optimize menu or category listings based on the specific preferences of each and every customer. Visitors who are welcomed with a highly personalized website look can find what they’re looking for quicker and more efficiently and hence they’re more likely to engage and convert.



Default Category View

Personalized Category View



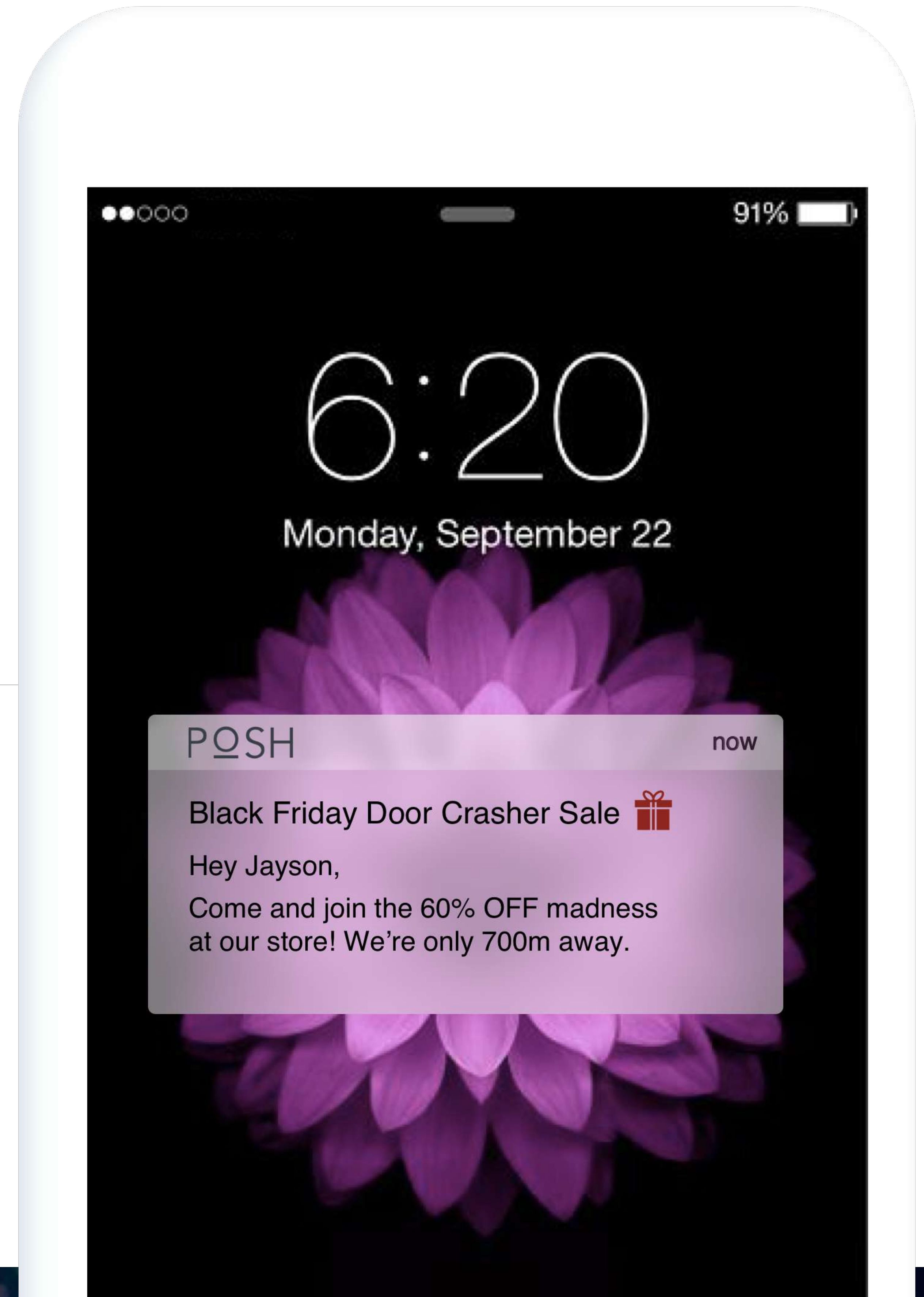


# Black Friday

## Reach customers with geo-fence push notifications and let them complete their order in the store

Although online sales surpassed in-store sales in the last couple of years, offline shopping still shares a big part of the overall revenue. Setting up geo-fence areas around brick and mortar stores and targeting users when they're close to a store has high potential of attracting users to shop. With geo-fence push notifications, users who are hesitant to complete an order online or users who simply abandon their carts can be called to complete their transaction offline, at the stores. Delivering omni-channel experiences is a guaranteed way to engage off-site/app customers and make the transactions happen.

Geo-fence







# Cyber Monday



# Cyber Monday

## Increase the efficiency of Cyber Monday ads, using predictive segments in ad channels

Cyber Monday is one of the biggest days of the year in terms of eCommerce revenue potential. To realize the huge potential of this big day, brands invest heavily in digital advertising. In fact, managing digital ad budgets and increasing their efficiency is a huge pain for digital marketers. Insider's game changing predictive marketing product, Predictive Ad Audiences, was developed specifically to increase the efficiency of digital ads. Through AI and machine learning backed algorithms, visitors' likelihood of making a purchase is predicted based on their online behaviour and visitors are placed in ready-to-use predictive segments. Knowing which customers are more or less inclined to buy an item, marketers can easily prioritize who they would like to target with discount messages, 1:1 messages, or advertisements. With Insider's Predictive Ad Audiences technology, marketers can also optimize their ROAS (Return on Ad Spend) by pushing predictive segments into 3rd party ad channels such as Google AdWords, Facebook and Yandex.Direct. Predictive Ad Audiences makes sure that all customers receive only the most relevant and personalized ads, increasing conversion rates and ad spend efficiency.

### Suggested



#CyberMonday is here. Start saving big.



50% OFF  
Just because it's CyberMonday!

Shop now

59 likes 3 shares



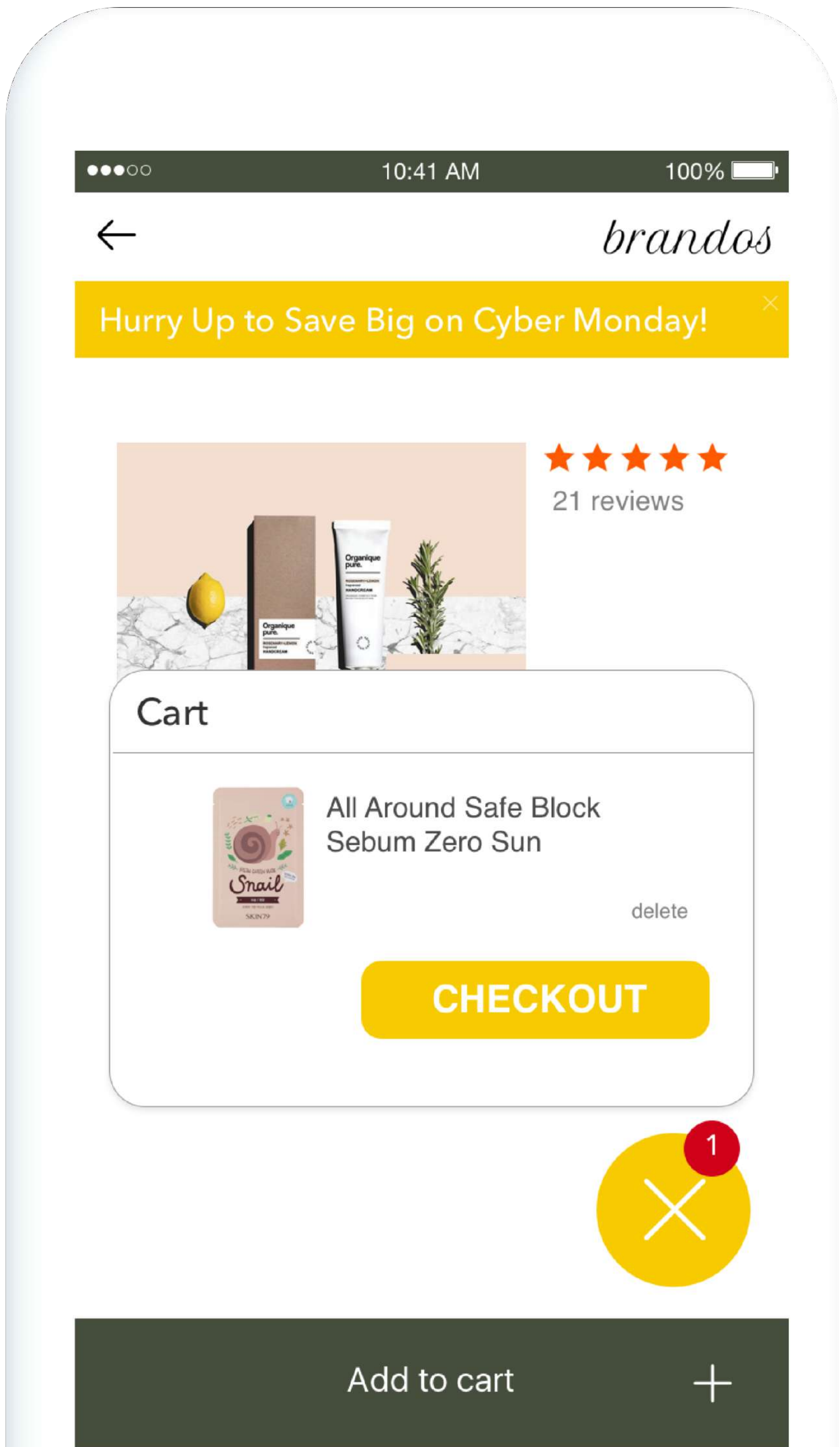
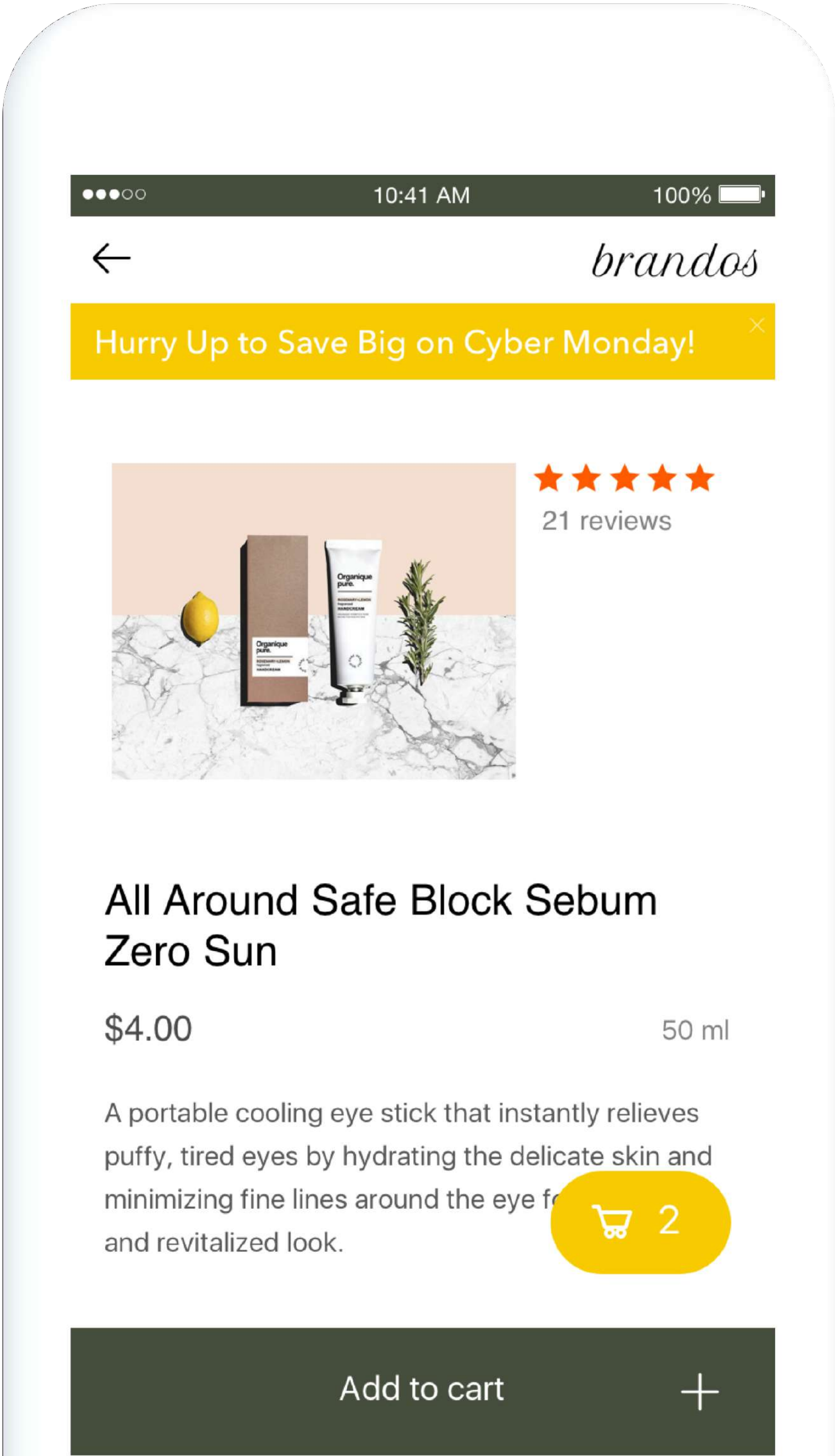


# Cyber Monday

## Drive more conversions by keeping visitors hooked on the mobile web with purchase triggers

According to the data from Think with Google, mobile conversion rates jump up by 50% on Cyber Monday, compared to a regular day. Still, mobile experiences that don't convert remain to be a giant missed opportunity. Based on Insider's own data, only 20% of all conversions happen on the mobile web, as most visitors leave disappointed due to poor experiences. Websites that are mobile responsive fail to engage and convert visitors. In the highly personalized digital space, customers expect experiences that are designed for the mobile web. Insider's highly comprehensive mobile web suite gathers a number of features that help marketers optimize mobile web experiences and increase conversions. Floating cart, a shortcut to customers' shopping carts, follows visitors above the fold at all pages and reminds them of the items they've recently added. Being a simple yet effective solution on the mobile web, floating carts decrease cart abandonment rates and boost conversions considerably.

### Mobile Web Purchase Triggers

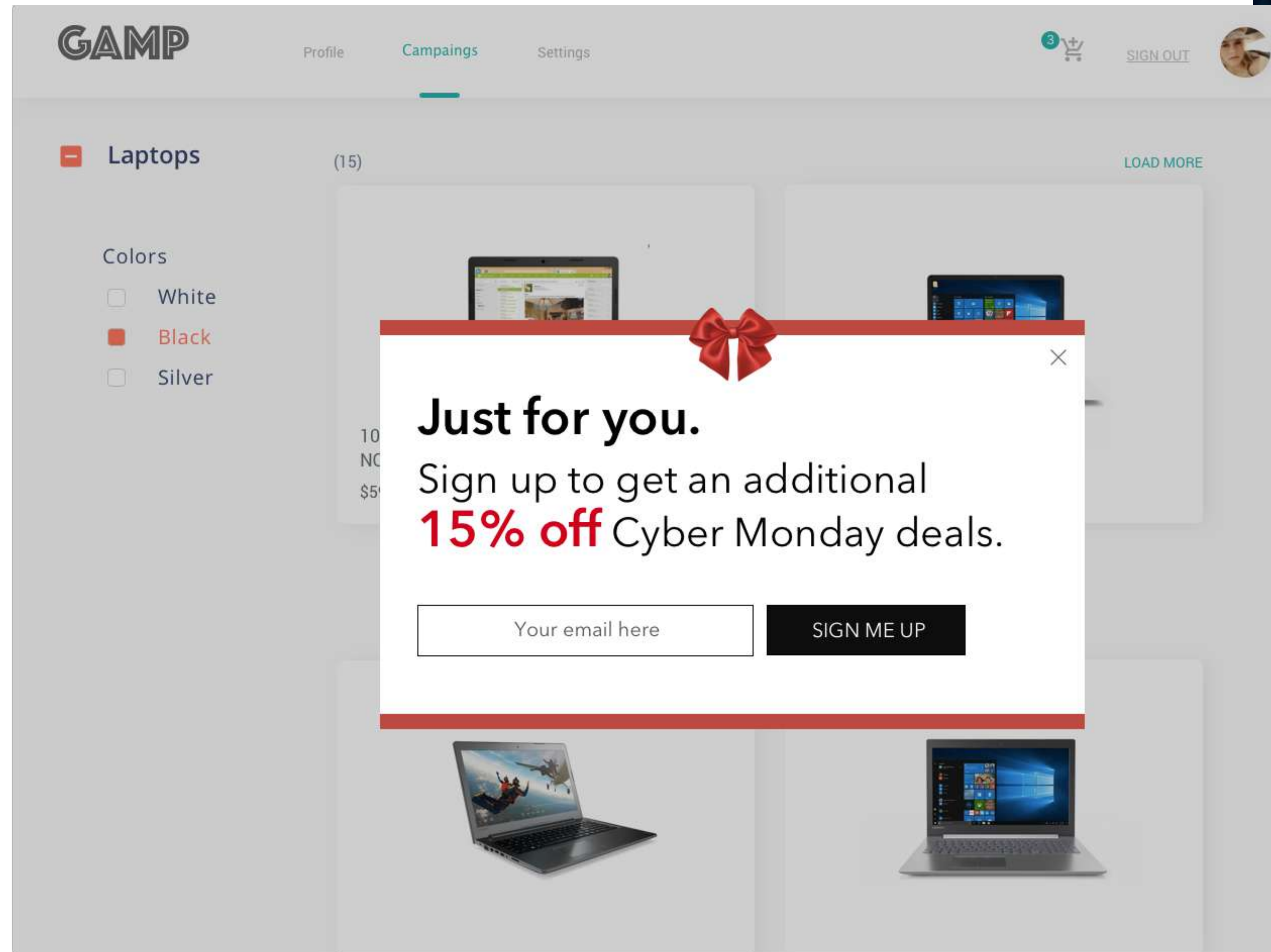




# Cyber Monday

## Make first time visitors regular buyers

According to WebsiteSetup, 73% of consumers shop at a website for the first time, which also means that brands have a large volume of first time visitors. We've all heard it many times that retaining customers costs way less than acquiring new ones. Holiday season is a period where brands acquire a large number of new customers. Most brands recognize the significance of retaining newly acquired customers and look for ingenious ways to stay in touch with them. Delivering incentives that encourage visitors to sign up for the newsletter is a strong way of guaranteeing their first purchase and acquiring their contact details.



Personalized Sign Up Messages

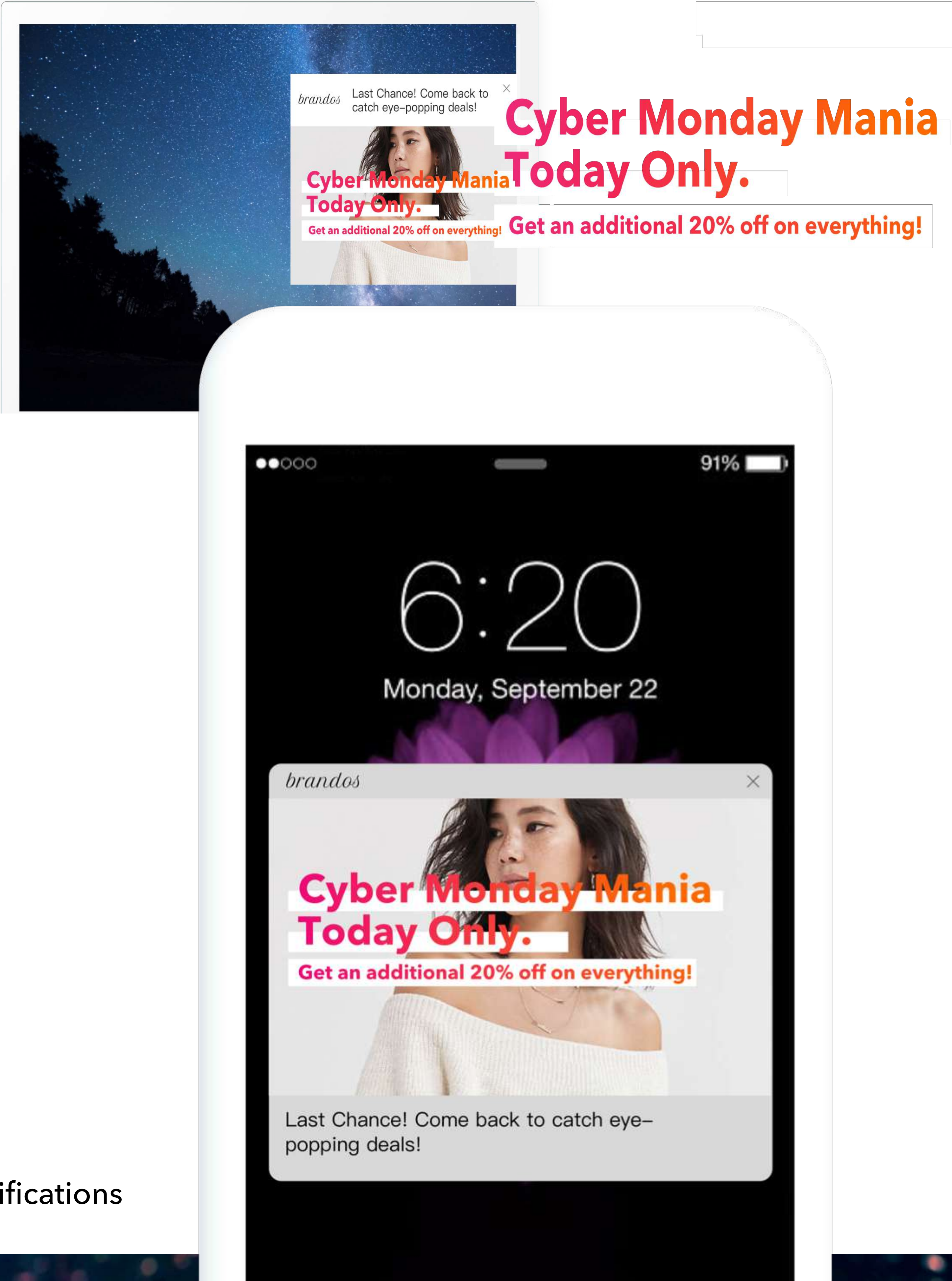


# Cyber Monday

## Prevent cart abandonment with to-the-point web push notifications

According to data from Smart Insights, last year there was 220% more traffic on Black Friday, and 155% more traffic on Cyber Monday when compared to a regular day. Although high traffic volume signifies big potential, for most cases it also means high cart abandonment rates. In fact, the same holiday season report from Smart Insights revealed that cart abandonment rate during the mega shopping weekend was around 68%. While cart abandonment is a huge pain for marketers, shopping season is the most suitable time to get in the minds of consumers and re-engage them. Eye-catching rich web push notifications have almost no chance of going unseen. They also help bring customers back to the site, by reminding them of the limited time to get the deal.

Rich Web Push Notifications







# **Christmas & New Year's Eve**



# Christmas & New Year's Eve

## Leverage social proof to drive faster purchases

Social proof means consumers' reliance on each other to make certain online buying decisions. According to a Nielsen report, 83% of consumers in 60 countries say that they trust user recommendations over any other form of advertisement. Brands leverage different types of social proofs such as celebrity social proof, expert social proof, user social proof and more to demonstrate popularity of a product or service. Social proof provides customers with a type of evidence or assurance that enables them to make decisions with confidence. Revealing the number of consumers who bought the same item reassures visitors that they're making the right purchasing decision, thus driving transactions.

TOYZI

Q

baby doll

Toys

Baby

School

Gift Ideas

Arts & Crafts

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Christmas is just around the corner! Up to **30% off** on all products. Free shipping for all purchases over \$50!

SAVE

BABY DOLL



29\$

In stock! Delivery time:  
8 - 10 working days

732 other people recently bought this item.

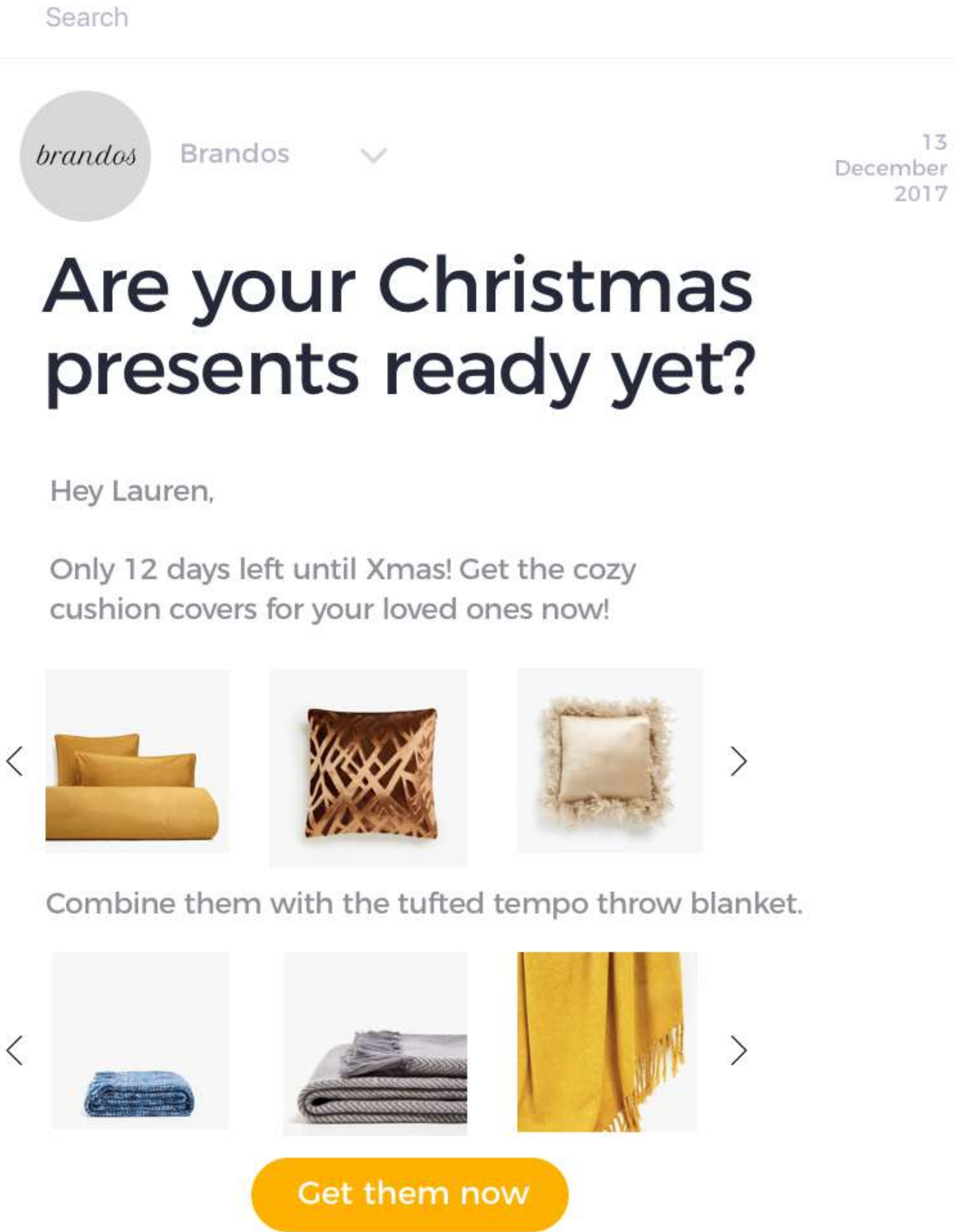
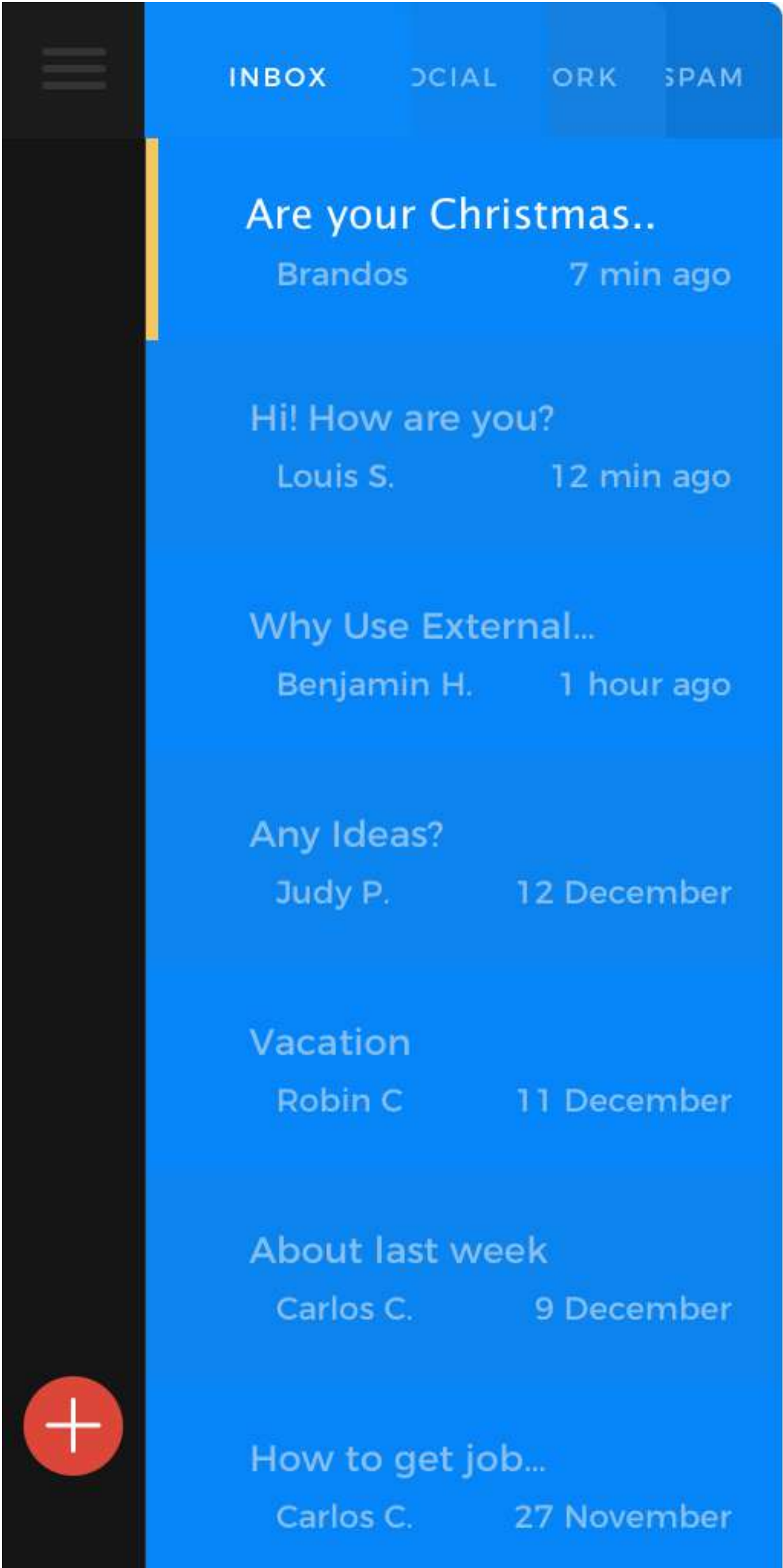
BUY NOW



# Christmas & New Year's Eve

Be present in all marketing channels to engage customers at all times

It was found by Adobe that brands which invested in mobile, email, and social media acquired 30% more sales on average than those concentrating on just one or two channels. Today, when customers are exceedingly multi-channel, building 360° customer profiles with data unification technologies and reaching these customers with personalized content on their preferred channels is a growing need for brands. Reaching visitors with web push notifications, mobile push notifications, in-app messages and emails ensures that customers stay in touch with the brand, even when they're off-site. Brands which deliver unique experiences to each customer across channels and devices manage to build consistent and successful relationships with them. Good customer-brand relationships power loyalty in online behaviour, thus boosting revenue.





## Christmas & New Year's Eve

### Highlight special offers for upsell and cross-sell opportunities

As the holiday season is a leisure time of the year, consumers spend more time online, browsing news, offers, and promotions. Using the real estate of a homepage efficiently, brands can catch the attention of wandering visitors right when they land. Customers who are already in the mood for Christmas shopping are more inclined to check all offers and eventually convert. Insider's all-in-one customer experience delivery platform lets marketers create personalized websites by simple drag and drop methods, with zero IT dependency.



Personalized Home Page View



# Christmas & New Year's Eve

## Shorten the path to purchase with countdown coupon codes

WebsiteSetup’s Christmas survey states that 40% of shoppers do their christmas shopping in December. A large number of consumers are last-minute shoppers during Christmas. During holiday season when app usage is at its peak, it’s important for brands to work on motivating users to make purchases rather than just browsing. Delivering offers and coupon codes that are valid for only a limited time encourages users to complete the transaction sooner, rather than leaving it to the last minute. Insider’s countdown coupon codes are applied automatically at checkout, shortening the path to transaction while also preventing duplication. Especially during the holiday season, leveraging coupon codes wisely is a valuable marketing asset to capitalize on eCommerce deals.

### Countdown Coupon Codes

10:41 AM

100%

←

brandos

14:59:00

Get 10% off your first Christmas purchase over \$75.  
Get the coupon now.

★★★★★

9 reviews

Size

Qty

Velvet O-Ring Ankle Boot

\$99.00

Details:

Product Sku: 43721463 ; Color Code: 008

Sleek, refined and so luxe in these polished velvet ankle boots, available exclusively at Brandos.

Content + Care

- Velvet, polyurethane, rubber
- Spot clean



Insider is a digital experience delivery platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage predictive segmentation and real-time personalization technologies to boost loyalty and digital growth. Insider is a technology company with offices in London, Singapore, Tokyo, Dubai, Moscow, Warsaw, Kuala Lumpur, Jakarta, Istanbul, Seoul, Ho Chi Minh City, Bangkok, Hong Kong and Taipei. Insider was listed as one of the 100 Hottest Startups in 2016 by WIRED Magazine and won Red Herring Top 100 Europe in 2017.



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