

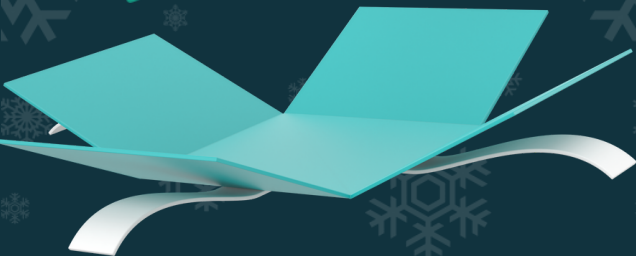
2023

# HOLIDAY MARKETING GUIDE

Holi **DATA** trends and ideas



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## Introduction

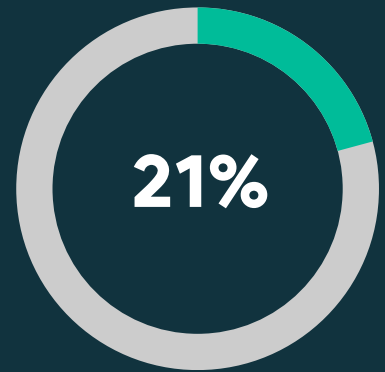
As we step into the eagerly awaited 2023 holiday shopping season, online retailers are doubling down on personalization. The goal? To offer engaging experiences that cater to the unique needs and preferences of each individual customer.

This year, personalization isn't just a nice-to-have; it's a necessity. Shoppers are poised to be more budget-conscious than ever, and those who provide the best, most tailored experiences will emerge as the winners.

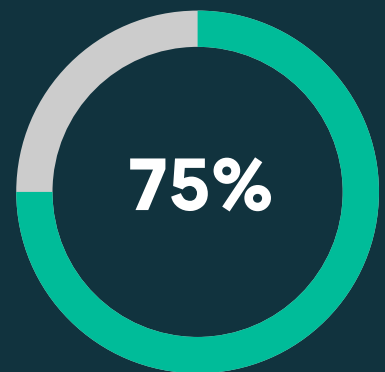
Today's consumers hold brands that deliver customized online experiences in high regard. In fact, data reveals that a staggering 75% of shoppers are willing to open their wallets wider for personalized online shopping journeys.

The stakes are high. It's estimated that commerce experiences will drive a staggering \$194 billion in global holiday spend. Notably, a significant chunk of these digital sales—about a fourth—is anticipated during Cyber Week, a seven-day shopping extravaganza where consumers seek out the most enticing discounts.

This holiday season, the urgency is palpable as retailers recognize the importance of cultivating lasting relationships with their customers. After all, data is only as valuable as your ability to activate it; unused data remains just that—unused and ultimately worthless.



of shoppers have their holiday shopping done by Mid-October



of shoppers are willing to pay more for a personalized experience

**\$194 Billion**

in global holiday spending will come from commerce experiences

## What's ahead for 2023?

All signs are pointing towards 2023 being much different than 2022. While online sales are expected to flatline, discounts and sales are not going to be as much of a focus and consumers will demand a personalized experience. Marketers are going to have to adapt and change their playbook if they are going to win customers over this year.

Following several years of rapid eCommerce adoption, retailers find themselves facing the challenge of fostering sustainable growth and building customer loyalty, all while preserving their profit margins.

### Quick Stats:

71%

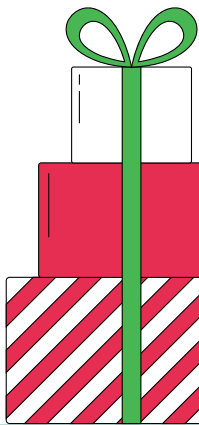
of retailers are concerned consumers will spend less this holiday season due to inflation

66%

of Marketers are collecting first-party data in preparation for pre-holiday marketing efforts

51%

of retailers say that launching personalization efforts based on the customer data collected was their top challenge ahead of the 2023 holiday shopping season



# Winning Tactics

How can you win this year with your consumers? Here are three key tactics that you'll want to focus on this year:



## Personalize to individual shoppers

Without knowing who your shoppers are, you can't give them that personal touch or uncover insights to boost their lifetime value (LTV). So, if you've got customer data but it's just sitting there, it's like having a treasure chest but never opening it. You can gather all the data you want, but it's just collecting dust until you put it to work

## Convenient and Frictionless Purchasing

Any challenge or confusion and consumers will abandon their carts. To say it's a competitive landscape is an understatement. Consumers have more choice than ever on what and where to buy. They get a whiff of a difficult experience and they'll go to a competitor faster than you can say Happy Holidays.



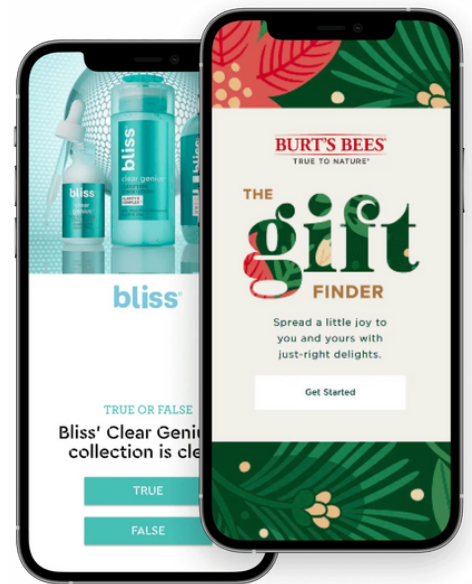
## Build Lasting Relationships

Crafting an experience that's seamless, user-friendly, and customized builds trust and loyalty with your customers. When customers have confidence that your brand will offer them personalized recommendations, making their lives easier, they're more than willing to share information about themselves. This trust keeps them coming back, time and time again.

# Win with **Interactive Digital Experiences**

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Interactive experiences enable users to answer a series of questions, providing personalized results that match their preferences or interests. They are important because they provide a fun, interactive way to gather valuable data on potential customers, enabling marketers to tailor their messaging and improve conversion rates. Interactive experiences can also increase brand awareness, generate leads, enrich data and drive traffic to a website.



Jebbit Experiences power real results, like:

**43%**

lift in average order value

**80%+**

average completion rates

**250%**

average return on software investment

“Who are you shopping for?”

## The **Million Dollar Question**

So simple, yet so often forgotten. For instance, if you buy unicorn-flavored toothpaste as a gift for your niece and nephew, it doesn't mean you're a regular consumer of it. If a brand assumes you love it and bombards you with targeted ads and offers, it's a missed opportunity.

How could you create more personalized content for me? Maybe ask who I'm shopping for....

# Holiday Stories

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## FREE PEOPLE



“Going into holiday every year, our executives teams would be like ‘Who are the customers shopping for?’ I feel like we had this moment where we were like, “Well, let’s just ask them.”

**Erin Malone, Director, Digital Marketing & Analytics**

The Digital Marketing team at Free People dared to ask such a bold question to their customer base before the 2022 Holiday season. They launched a Jebbit Gift Finder Experience in their app and the first question to users was who are you shopping for?

What did they find out?

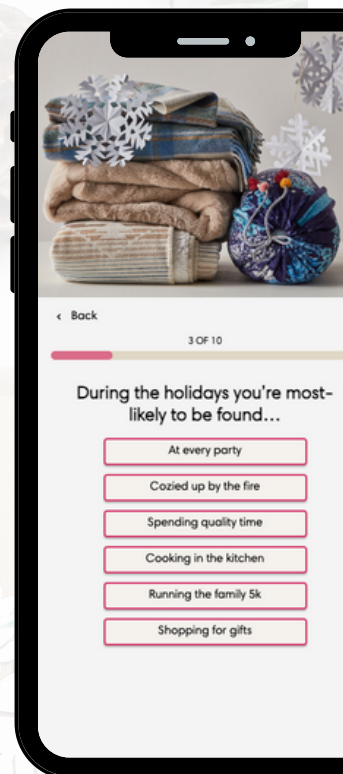
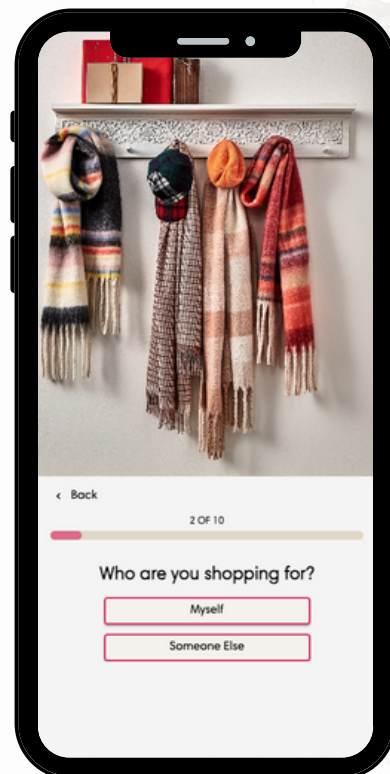
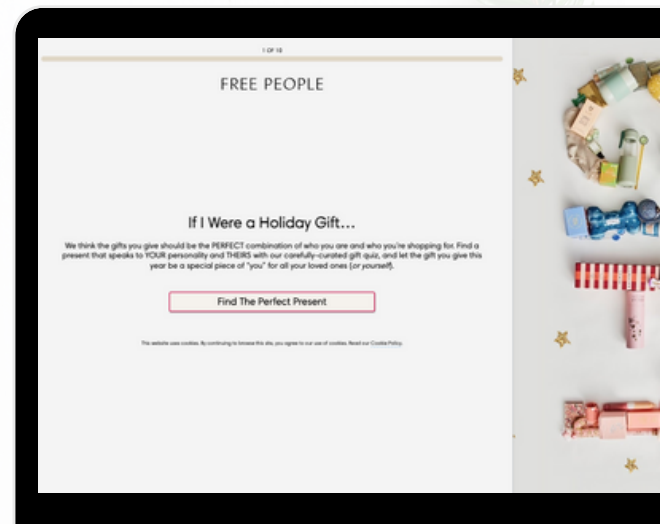
**55%** of users were shopping for themselves

Most app users started the season shopping for themselves, but as it got closer to December users began mostly shopping for others

### Business Results

**17%**

lift in units per transaction (UPT)



# Holiday Stories



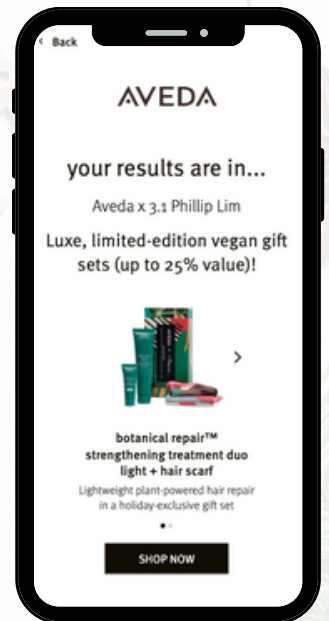
Aveda launched a gift finder quiz via social media and within gifting pages on their website to assist with the decision fatigue of holiday gifting.



lift in sales conversions



of people who started the quiz completed it



# BURT'S BEES®

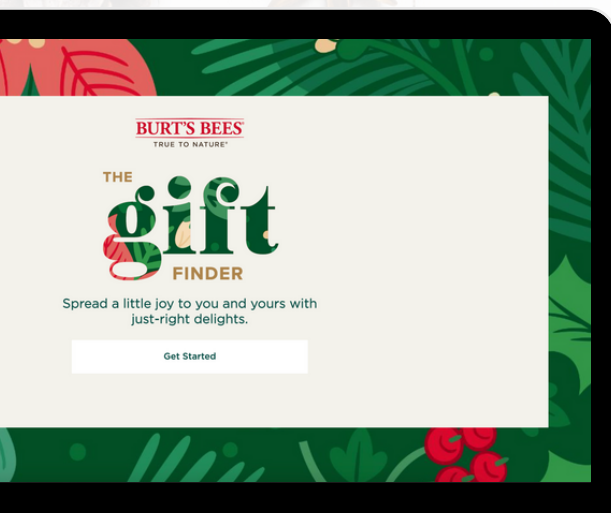
Burt's Bees launches a holiday gift finder on their website every year to help customers find the perfect gift for themselves or their loved ones.



increase in online sales conversions



boost in average order value (AOV)



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