



The Ecommerce Holiday Handbook

*Everything you need
for a successful
holiday period*

nosto 

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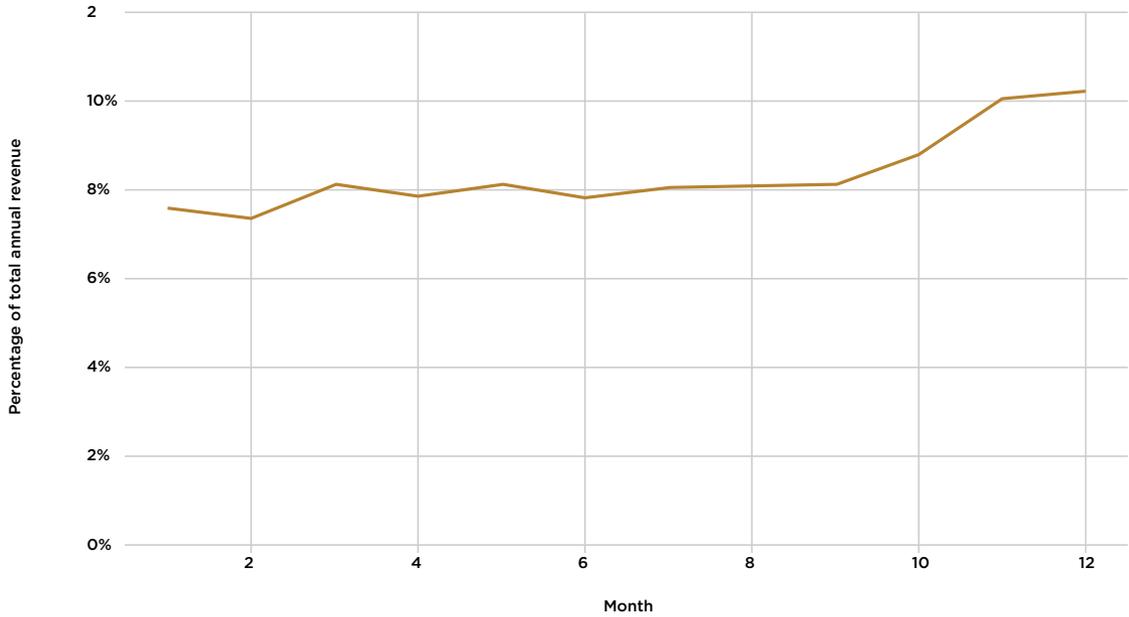
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When you've got a string of sales-busting dates coming in such quick succession, it's absolutely crucial to make sure that your holiday planning is in place, your strategy is sound and your KPIs are agreed upon.”



Monthly Ecommerce Revenue

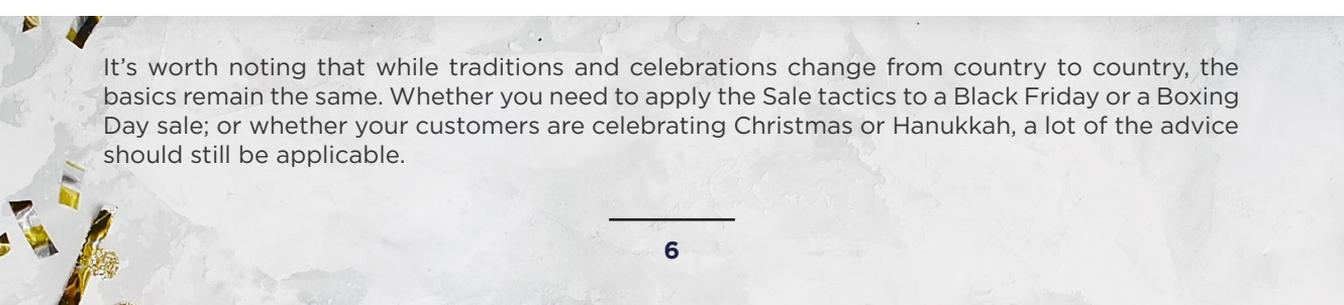


Source: RJMetrics 2015 Holiday Trends Study



Calendar of key dates

DATE	EVENT	CELEBRATED IN...
Friday 24th November	Black Friday	UK/US
Monday 27th November	Cyber Monday	UK/US
Sunday 24th December	Christmas Eve	Worldwide
Monday 25th December	Christmas Day	Worldwide
Tuesday 27th December	Boxing Day	UK and expanding
Wednesday 28th December	Pre-January Sales	Worldwide
1st January, 2017	January Sales	Worldwide



It's worth noting that while traditions and celebrations change from country to country, the basics remain the same. Whether you need to apply the Sale tactics to a Black Friday or a Boxing Day sale; or whether your customers are celebrating Christmas or Hanukkah, a lot of the advice should still be applicable.

NOVEMBER

Black Friday and Cyber Monday

Your customer is focused on:
Getting that deal

You should focus on:
*Picking the right sale for your business,
and communicating it effectively*

If you're planning a sale leading up to the December celebrations - whether it's a Black Friday flash sale, or something longer - it's important to carefully consider what type you choose.

Which sale?

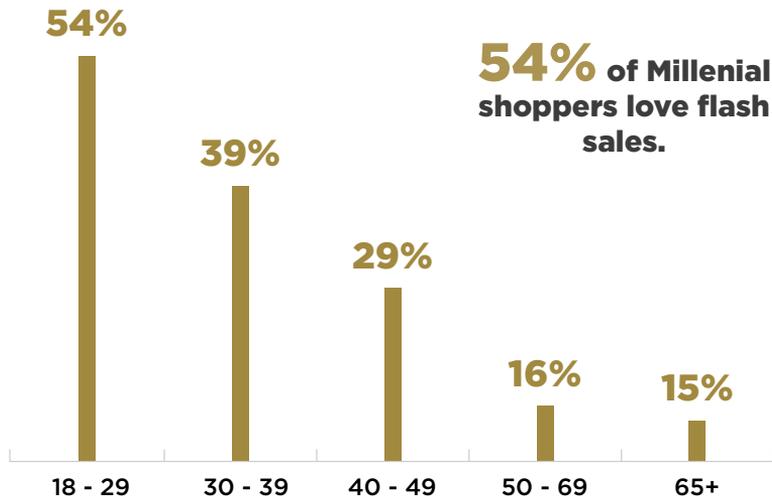
Black Friday has its origins in the United States, as it's the day after Thanksgiving, when people tend to start holiday shopping in earnest. It's since been adopted in countries like the UK and Canada, and although it's not a worldwide event, each year does see an increasing number of countries recognizing it (it wasn't introduced in the Netherlands until 2015 but it was launched by 35 of the country's largest retailers and has grown ever since). Cyber Monday is the day after the same weekend, traditionally when online retailers would host their sales - although many now start discounting on Black Friday, at the same time as bricks and mortar stores.

This worldwide adoption goes some way to explain why 2016 was a record breaking year for online sales during this period. \$8.26 billion was spent online between Black Friday and Cyber Monday, with each date increasing by 18% and 10% respectively compared to the previous year, according to Adobe¹.

Even if your customers aren't expecting a Black Friday sale, people do look for promotions around the holiday period to help make their gift budget go further.

In fact, according to a Bronto study², many people start shopping before Black Friday, with men starting later than women (true to the cliché), and those over 65 starting to shop before September!

Flash Sales Appeal Declines With Age²



So, what type of promotions are your customers looking for? A 'percentage discount' is the most popular (71%) followed by 52% wanting to buy from 'dollar off' sale, indicating that your percentage has to be of a greater amount than that. Clearance sales are popular, but 'buy one get one free' and 'free gifts with purchase' prove to be less so – probably because having an additional or unexpected item when you're buying against a present list is not that useful!

Be aware: Customers don't consider free shipping to be a promotion. In fact, it's fast becoming the standard, with 38% of holiday shoppers saying they will only shop at sites offering it (only 16% say they don't consider it as a factor when selecting who to buy from).

The message? You probably can't afford not to offer free shipping over the holiday period.

One way to make sure you're not losing money offering free shipping on small cart sizes is to offer it when a customer meets a certain monetary threshold, and in doing so, increasing the AOV. If this is your strategy, make sure you incentivize and help them meet that level. At checkout, clearly show how far they are from the magic amount, and show them a range of products that will help them get there.

The screenshot shows the 'Min kundvagn' (My cart) page on Designonline.se. At the top, the logo and contact information are visible. The cart contains one item: 'Midsummer Moomin mug 2016 green'. Below the cart items, a promotional banner reads 'Buy for another 28 dollars and get free shipping!'. This banner features four product recommendations, each with a 'BUY' button and price information.

Product	Availability	Delivery time	Quantity	Price / each	Subtotal	Change Remove
 Midsummer Moomin mug 2016 green	At least 1 in stock for immediate delivery	Normally 1-3 days	1 st	219 SEK (Reg. 249 kr)	219 SEK	Update Other Remove

Buy for another 28 dollars and get free shipping!

 BUY Keep Sweden Tidy mug ... 199 kr (209 kr)	 BUY Midsummer muminfat 219 SEK (249 SEK)	 BUY Dormancy Moomin Mug 2015 249 SEK	 BUY Keep Sweden Tidy mug ... 236 kr (209 kr)
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Designonline show customers which products they can add to achieve free shipping

Email Marketing

EConsultancy³ data shows that during Black Friday and Cyber Monday, email marketing drives more sales than any other channel, producing 25% of traffic, vs 21% for organic search, 16% for paid search and 17% for direct traffic. But you won't be the only brand taking advantage of its efficacy - it's a busy time of year for the average person's inbox. How busy? Mailchimp reported 1.5 billion emails sent by their users on Black Friday 2016 and 1.4 billion on Cyber Monday!

So how do you stand out?



Personalized email content

If a customer has bought from or visited your site before, you have an opportunity to highlight items they're most likely to buy from within the email. 42% of buyers⁴ prefer to receive emails with personalized content, and Nosto data shows they have an average click through rate (CTR) of 24% and average conversion rate of 6%. By using Nosto's Personalized Widgets, this 1:1 personalization is automated, and works with any email service provider you already use.

meli melo

MADE IN ITALY

[christmas](#)

[new in](#)

[handbags](#)

[accessories](#)

[celebrities](#)

Best Surprises for *Her* under £150



[shop now](#)

Order before 16 Dec (Fri) to guarantee free delivery & order arrival before Christmas.

Items that caught your eye before



Santina Mini Bucket Bag
Light Tan Woven



Flavia Cross Body Bag
Lunar Grey Green Piping



Thela Medium Tote Bag
Taupe



Thela Medium Zipper Bag
Tan

Bestsellers This Week



Thela Medium Tote Bag
Taupe



Halo Wallet
Black



Thela Tan Tote Bag



Halo Wallet
Midnight Blue Part Woven

meli melo combines items that were previously browsed by the individual, with a selection of the best gift options, which is an excellent holiday sales strategy.



As well as increasing sales (the ultimate goal), personalized email content increases the likelihood that the reader will engage with your email, and that's great news for your overall email marketing strategy.

More and more, ISPs and email providers are monitoring what people are doing with their emails, such as deleting without reading, clicking specific links, reporting as spam, etc. This information is used to build up a profile attached to your brand's emails, which is then used to determine whether your email goes into the primary Inbox, or (worst case scenario) straight to the Spam folder.

Sending out emails to people that didn't proactively sign up to them is a sure-fire way of lowering your email reputation. 76% of people dislike companies adding them to a mailing list just because they made a purchase, according to a recent Bluehorner study⁵. Automatically adding people will result in a long list of unengaged people, who don't read your messages, delete them, or worse still, mark them as spam. So, make sure you ask permission before adding them.



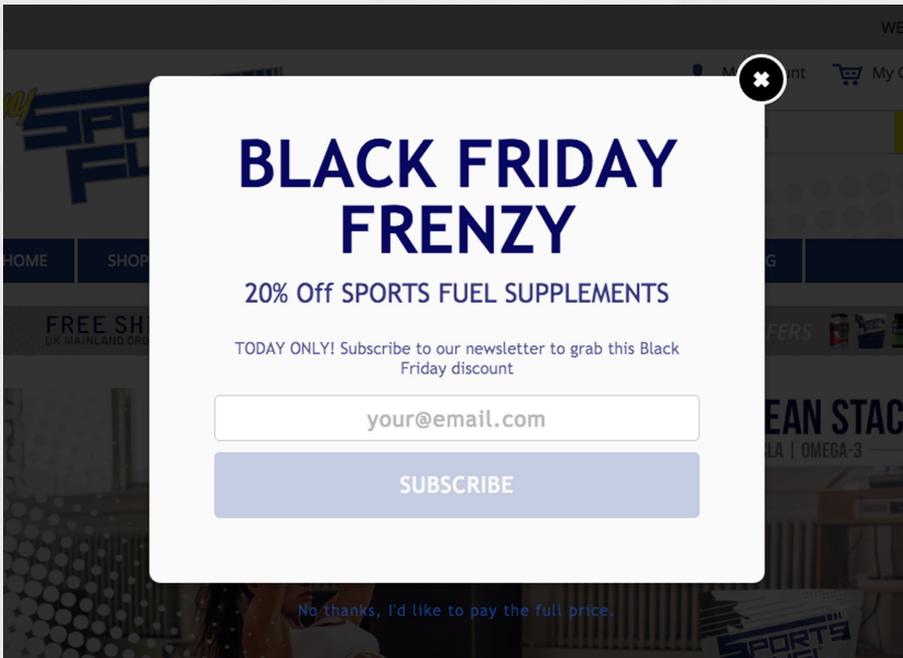
Pop-ups

This is not just the season to send out emails - you should focus on collecting email addresses from each and every visitor to your website. This email database you're building is the thing that's going to carry you through the upcoming few months when sales tend to dip.

Abandoned cart rates soar over Black Friday and Cyber Monday, since shoppers are primed to shop around to find the best deal. That means it's crucial to do everything you can to get them either to stay on your site with a 'can't miss' time-sensitive deal, or to leave their email address so you can get in touch with them in the future. By adding an exit intent pop-up highlighting a deal, it creates the urgency to stop the shopper in their tracks from possibly browsing another site, as they could miss out on your deal. If you are more concerned about collecting data first, consider asking for an email address in exchange for a percentage off (thereby gatekeeping your sale).



If you'd like a slightly softer approach, you can set up a pop-up to appear when the visitor has added something to the cart but displayed signals to leave without buying. You can then ask them to save the content of their bag, or sign up for a newsletter, allowing you to send personalized emails retargeting them at a later date, displaying what they left in the cart.



My Sports Fuel asks for an email address in exchange for Black Friday Sale access, ensuring they can get back in contact with anyone that makes browses the sale.



Cart abandonment is even more common when shoppers come to your site on a mobile device.

According to IBM, the average conversion on Black Friday is 5.8% on desktop, but only 2.65% on mobile. But that doesn't necessarily mean 97% of mobile customers have no intention of buying - the customer journey is no longer a linear one, and it's normal for someone to browse on their mobile, later compare prices on their tablet, before finally making the purchase on their desktop.

In fact, Baymard found that 61%¹² of people always or sometimes browse on their mobile and then complete the purchase on their desktop. Increasingly, it's crucial to track your customer's individual profile across all devices, allowing them to pick up where they left off between visits.

Serving an 'Email me my cart' pop-up when a customer signals they're going to leave the site serves two purposes - it enables the shopper to keep a record of what they were interested in (or even send them to another person), and it allows you to collect that crucial email address. You can then use it to target them with an Abandoned Cart email, as well as further promotions throughout the year.



MEN'S WOMEN'S HOY VULPINE SALE BLOG FEATURES

ING CART.

DONG SLE

£39.00

M

+

ADD T

CHECK

FREE SHIPP

N

Soft, warm fleece ro



There's something in your cart

Just enter your email and we'll send your basket to you, so you can come back to it another day.

EMAIL ME NOW



Continue Shopping

Vulpine don't let the customer leave without offering them an easy way to return to their shopping.



And of course, it's crucial to make sure that when you send those Cart Summary emails that they render on a mobile. Bluehornet's⁵ data shows that 69% of people have used their mobile device to sort through emails before reading them properly on their desktop, and 70% of mobile users immediately delete an email that can't be viewed properly on their device. And it's not just the risk of email deletion - the same study found that 75% of consumers said that a poorly designed mobile email negatively impacted their perception of the brand.

Your holiday checklist

- ✓ Match your sale type with your customer demographic
- ✓ Optimize your email marketing campaign through personalization
- ✓ Activate an email collection mechanism on your site
- ✓ Ensure your emails render correctly on mobile devices

Extra holiday hints

- ✚ If you're hosting a sale, don't be tempted to greet your customers with your more profitable items first. They know what they're there for, so clearly signpost your sale from the front page with a big splash.
- ✚ Delight longstanding VIP customers (according to high email engagement, lifetime value, frequency of purchase or average order value) by giving them something extra, such as early sales access or an additional discount.
- ✚ Automate as much as you can now, for a low-stress holiday period!



DECEMBER

Holidays

(Christmas, Hanukkah, Kwanzaa etc.)

Your customer is focused on:

Finding the perfect gift

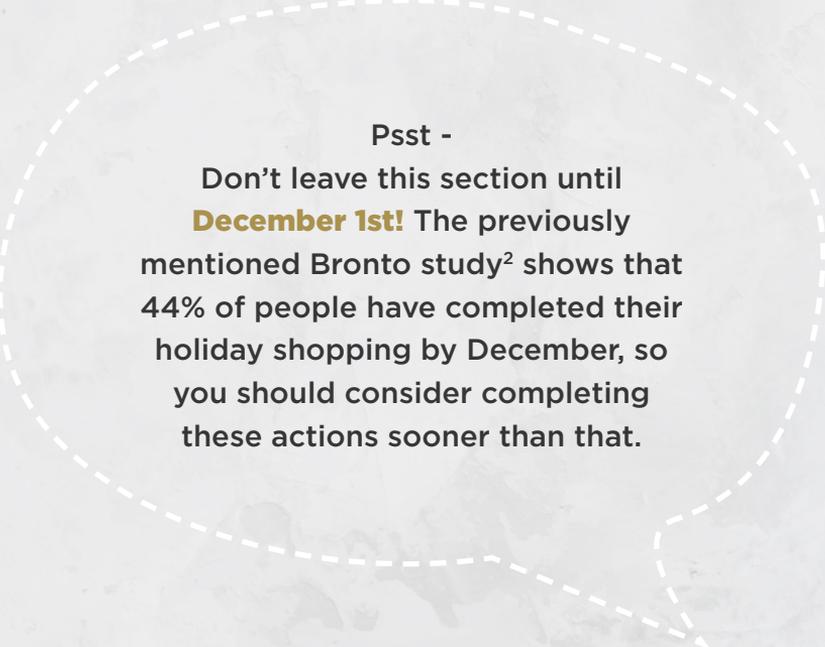
You should focus on:

*Making it easy for them to find
what they need*

The RJMetrics 2015 Holiday Trends Study⁶ shows that the average business makes 10% of their revenue in December, and there's no doubt about it - it can be the most wonderful time of the year in the land of ecommerce.

Unlike sale shopping, people searching for the perfect gift will spend time considering options, so you have to convince them that they should spend their money with you. But while that's a challenge, there's also an opportunity to increase the average order value, which can seriously skyrocket your holiday profit.

Product discoverability on mobile can be a challenge, but the number of mobile shoppers is increasing every year (245% between 2013 and late 2015, according to Baymard). So, while the following recommendations are relevant to your desktop site, we'll be looking at what you can do to improve the mobile shopping experience in particular.



Psst -
Don't leave this section until
December 1st! The previously
mentioned Bronto study² shows that
44% of people have completed their
holiday shopping by December, so
you should consider completing
these actions sooner than that.

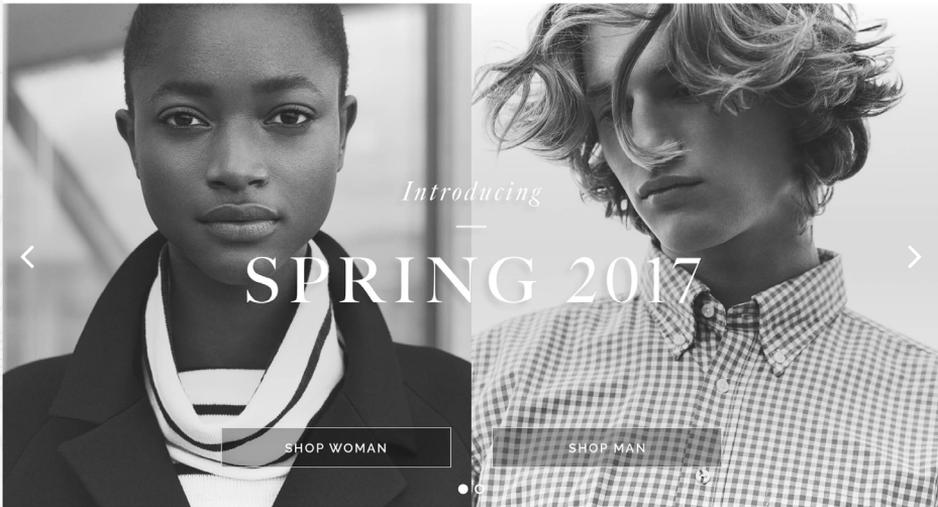
Use the wisdom of the crowd

We've all got them – the people on your list who you love dearly, but have no idea what to buy for. Never is the 'wisdom of crowds' more useful than for those gift buying decisions. By showing a customer the products that are selling well, or have been identified as particularly suitable for a certain age group or gift recipient, you make the buying decision easy for them.

On mobile, these kinds of thematic browsing options should be highlighted on the front page, as this will inform a customer's site navigating strategy. But beware of highlighting your 'Gifts for Dad' gift guide on an animated carousel – unlike on a desktop, where hovering over a slide will cause the carousel to pause, this isn't possible on mobile, so customers will often accidentally click on the wrong slide and possibly abandon your site altogether.

By highlighting best sellers, or using recommendations to show items that are frequently bought together, you're reassuring a buyer that they're making a good decision (while possibly increasing the average order value). Including reviews with the product details is also an easy way of answering common concerns right there on the product page, and could prevent later returns.

“By showing a customer the products that are selling well, or have been identified as particularly suitable for a certain age group or gift recipient, you make the buying decision easy for them.”



RECOMMENDED FOR YOU



MOST POPULAR THIS WEEK



The Boomerangstore homepage gives lots of indications to the casual browser regarding what's popular. Highlighting that they're popular 'this week' also indicates a degree of scarcity, encouraging the buyer to act.

Use filtering to help people find what they need

The holiday period is a busy time for everyone, so customers want to be able to find what they need, and fast. Don't force your customers to trawl through pages to find what they want - provide them with the filtering options to get them there.

As well as standard filters, such as 'In Stock', temporary filters for the holiday season can be extremely useful for the gift buyer - you can layer them by things like price brackets, gift recipient and type of gift. Again, this is particularly important for the mobile browser. The limited screen size means it's difficult to scroll through a whole product list, which means filtering products becomes the most effective way of finding the right gift. In fact, Baymard's study looking at how subjects used mobile shopping sites, found that some mobile shoppers would layer up to six filters to find the right product.

“ Don't force your customers to trawl through pages to find what they want - provide them with the filtering options to get them there.”

Make your site search-friendly

That same Baymard study found that search was the preferred method of product finding on mobile, but it's also one of the most broken elements of the average mobile shopping site. Most often, Search was the method that led shoppers to wrongly conclude that the site didn't carry the product they were looking for.

In order to make search work for your **mobile shoppers**, it's recommended that you:

- 🎁 Always offer shoppers the option to search within the category they're in.
- 🎁 Allow shoppers to filter the search results to category level i.e. when searching for 'gold' allow filtering to Jewelry rather than displaying all gold product results.
- 🎁 Ensure your search function can handle misspellings and synonyms - 70% of ecommerce search implementations are unable to return the correct result unless the customer uses the exact same word as the site ('mobile case' versus 'phone case' for instance).
- 🎁 Support thematic searches, such as 'gifts for him'.
- 🎁 Always suggest alternatives and suggestions in the event of no result.



Use personalization to increase AOV

Once a buyer has selected the product, you might think the cart page is all about getting that sale, but it's also your last chance to maximize the order value of your customer. By adding just a few dollars, pounds or euros to each order, it can quickly add up to what could be your best holiday period ever!

Items in the cart show a clear intent to buy, so you can take advantage of that information, and use it to personalize the suggestions of other items that can be added to the order.

- 🎁 Other customers bought - show items to complement the things about to be purchased, or suggest that they 'complete the look' for an outfit.
- 🎁 Did you forget...? - use data about their browsing behavior to show items that were viewed but not added to the cart.
- 🎁 Add-on items - show small ticket items that are typically bought together, such as waterproofing spray for shoes or batteries for toys.
- 🎁 Free shipping - as previously mentioned, it's worth suggesting specific products to help a customer reach the free shipping threshold.



OKEYSI

WHAT'S NEW **SALE** COLLECTION FOOTWEAR ACCESSORIES GIFTS EDITORIAL TOP PRICES

PURCHASE | USER | SHIPPING | PAYOUT | COMPLETED

PRODUCTS	PRICE	QUANTITY	TOTAL	REMOVE
 CROP TOP (MANGO S) Size: S Color: Mango	11,99 €	1	11,99 €	×

Total products: 11,99 €
Estimated shipping costs: -
TOTAL: -

I agree to the terms of service and I adhere to them unconditionally (read)

CONTINUE SHOPPING

FINISH PURCHASE

Discount code
Enter the code

USE THE CODE

ARE YOU STILL INTERESTED IN THESE?

OTHER CUSTOMERS ALSO BOUGHT



SOFT SHIRT
12 €



FABRIC TOP
~~11 €~~ 9 €



BASIC JERSEY
~~12 €~~ 10 €



POLKA DOT SHIRT
~~12 €~~ 10 €

Okeys pairs a browsing history reminder with items that other people have bought when purchasing this product. That latter strategy is a particularly effective one during the holiday period.

For once, there's good news for the mobile shopping experience - cross-selling is actually more popular with consumers on mobile than on the desktop. Whether it's compatible accessories, such as the right size case for a new phone, or relevant recommendations in keeping with what's in the cart, Baymard's mobile usability study found that subjects appreciated cross-selling because finding relevant products was often time-consuming. One caveat to note though - the recommendations have to be relevant. Baymard's recommendation is to invest in a highly intelligent cross-selling system in order to take advantage of the massive financial opportunity this presents - and here we are!

“ Cross-selling is actually more popular with consumers on mobile than on the desktop.”

Use personalization to optimize PPC Campaigns

There's no doubt about it, PPC (pay per click) campaigns can be extremely pricey around the holiday period, thanks to the demand from advertisers around the world. So before you go increasing your budget, make sure you've optimized your campaigns to get the very best Return On Investment (ROI). You can do that both off-site, via the ad platform, and on-site.



Facebook and Instagram advertising

Facebook users spend an average of 50 minutes a day on the platform, so while they're taking a break from gift buying, you can take the opportunity to remind them of your brand.

And there's never been a better time to use Dynamic Facebook and Instagram Ads to stand out from the crowd. These ads display individual items from your store, showing a customer whatever is most relevant to them, based on their interests, purchase and browsing behavior.



With Nosto, this 1:1 personalization is automatically served and constantly updated, which means you never show ads for products that are sold out or discontinued. They're also extremely effective - we've seen an average Return on Ad Spend of 12x, and up to 50x in some cases!



Eton Shirts
Sponsored · 🌐

You left these items in your shopping cart. Do you want to continue with the purchase?



**Green Houndstooth
Twill Shirt**

\$160.77

[Shop Now](#)



**Navy Dotted
Silk Bow Tie**

\$74.47

[Shop Now](#)



**Navy Dotted Liner
Pocket Square**

\$52.87

Eton Shirts target shoppers who have left items in their cart, which can be done across both mobile and desktop platforms.



Adwords advertising

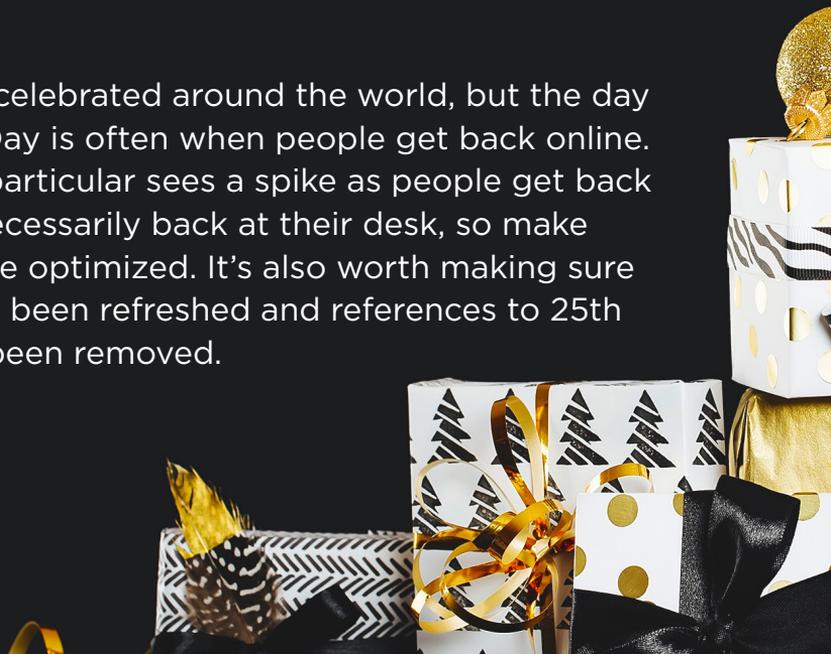
If you're using Adwords to bring traffic via Google, you can optimize your campaign by adding landing page recommendations. After all, if you know what search term someone used to land on your site, you know what they're looking for. And using your own site data, you know what other customers who were also looking for that item went on to buy. By adding landing page recommendations based on the search term that brings that customer to your site, they're immediately met by highly relevant recommendations of the products most likely to convert.

Your holiday checklist

- ✓ Clearly highlight your Best Sellers
- ✓ Adjust your product filters
- ✓ Make sure your site is searchable, for maximum mobile usability
- ✓ Use personalization on the Cart page to allow for last minute purchases
- ✓ Use personalization to optimize your PPC campaign

Extra holiday hints

- + Identify troublesome products that might be returned in advance, and consider demoting them on the page, or not promoting them externally.
- + Unwanted gifts are often returned, and so you shouldn't be shy about shouting about your policy clearly on your site, perhaps even on the Product Pages. It might just make the difference between someone buying from you or a competitor.
- + Boxing Day isn't celebrated around the world, but the day after Christmas Day is often when people get back online. Mobile traffic in particular sees a spike as people get back online, but not necessarily back at their desk, so make sure you're mobile optimized. It's also worth making sure that your site has been refreshed and references to 25th December have been removed.



JANUARY

New Year

Your customer is focused on:

Returning a gift

You should focus on:

*Providing great customer service,
re-engaging those customers who bought
from you last year*

Realistically, your business will probably be holding a January Sale in the first month of the new year, to clear out old stock and make space for 2018's. But since we covered types of sales in the November section, let's look at some other areas that come up at this time of year. Namely, the importance of creating a great customer experience and the opportunity to create long-term fans out of those people who bought from you last year.

Returns

The days of faking a grateful smile on the receipt of an unwanted gift appear to be behind us. Delivery company UPS has gone as far as christening the 5th of January National Returns Day⁷, with shoppers returning 1.3 million packages with UPS alone on this day, and more than 5.8 million packages during the first full week of January.

If this sounds like bad news, it doesn't have to be. They also found that 45% of people made an additional purchase when making a return online. In some cases, this could even be the first contact they've had with your store – so this is a first impression that counts. A bad returns process won't stop someone making the return, but it will stop them shopping with you again.

How do you make that positive first impression? Online shoppers reported that free returns shipping (60%), a hassle-free policy (51%) and easy to print returns labels (44%) as the three most important factors in a good returns experience.

And with Adobe's⁸ latest data suggesting that 40% of the average ecommerce business coming from repeat purchases, who represent just 8% of a site's traffic, it's crucial to make sure this customer service interaction is positive.

Increasing Lifetime Value

You might be tempted to think that if someone is buying a gift, they might not be your target market for the rest of the year, since the purchase wasn't based on their own likes and interests. But don't be too hasty. An RJMetrics study⁹ found that the average ecommerce business acquires 23% of its new customers during the holiday period (the average two month period would normally see 17% of the year's new customers). While these customers did have a 13% lower lifetime value (CLV), this isn't too harmful, given the significant increase in overall customer acquisition.

There's plenty of data around the fact that re-engaging old prospects is more cost effective than going after new customers (the much quoted ecommerce stat is that it costs 5x more attracting a new customer than keeping an existing one), and yet 44% of businesses¹⁰ focus on acquisition rather than retention. Creating a positive customer experience via things like returns is one strategy, but re-engaging those for whom you've dropped off their radar requires something more proactive.

“ Re-engaging old prospects is more cost effective than going after new customers and yet 44% of businesses focus on acquisition rather than retention.”

We Miss You emails

If you've worked through this guide, you should have a jam-packed database full of email addresses of people that have come to your site, as well as site data you can use for 1:1 personalization. Now's the time to put it to work!

That same RJMetrics study found that 38% of customers made a second purchase within the same holiday season. By using strategies such as sending an email showing other gifts within a few days of the initial purchase you may well prompt a second purchase. Another 42% made their second purchase during the following 10 months - reminding the customer about your store is absolutely worth it, whatever the time of year.

The overall lesson? Holiday shoppers are rarely holiday-only shoppers - it's essential to get back in touch with your first time customers in January (if not before!).

You can set up a 'We miss you' email campaign using Nosto in just a few clicks. When using personalized email content based on the individual's purchase or browsing behavior on average you can increase your open rate to 40%, and average value per email sent to \$0.16.

“ 38% of customers made a second purchase within the same holiday season.”

Yumi Kim

We've kept your cart safe!

What are you waiting for? Our looks go fast and we know you'd hate to lose something that caught your eye! Need help placing your order? Just email support@yumikim.com.

[go to SHOPPING CART](#)



[View Cart](#)



Twist Me Up Top
[SHOP NOW](#)



Gramercy Top
[SHOP NOW](#)



Work Top
[SHOP NOW](#)



Yumi Top
[SHOP NOW](#)

Need more style inspiration? See what's hot now...



Daytime Explorer Jumpsuit
[SHOP NOW](#)



Swept Away Maxi
[SHOP NOW](#)



Enchanted Dress
[SHOP NOW](#)



Enchanted Dress
[SHOP NOW](#)



Running In Circles Dress
[SHOP NOW](#)



Hot To Trot Jumper
[SHOP NOW](#)



Mythic Maxi
[SHOP NOW](#)

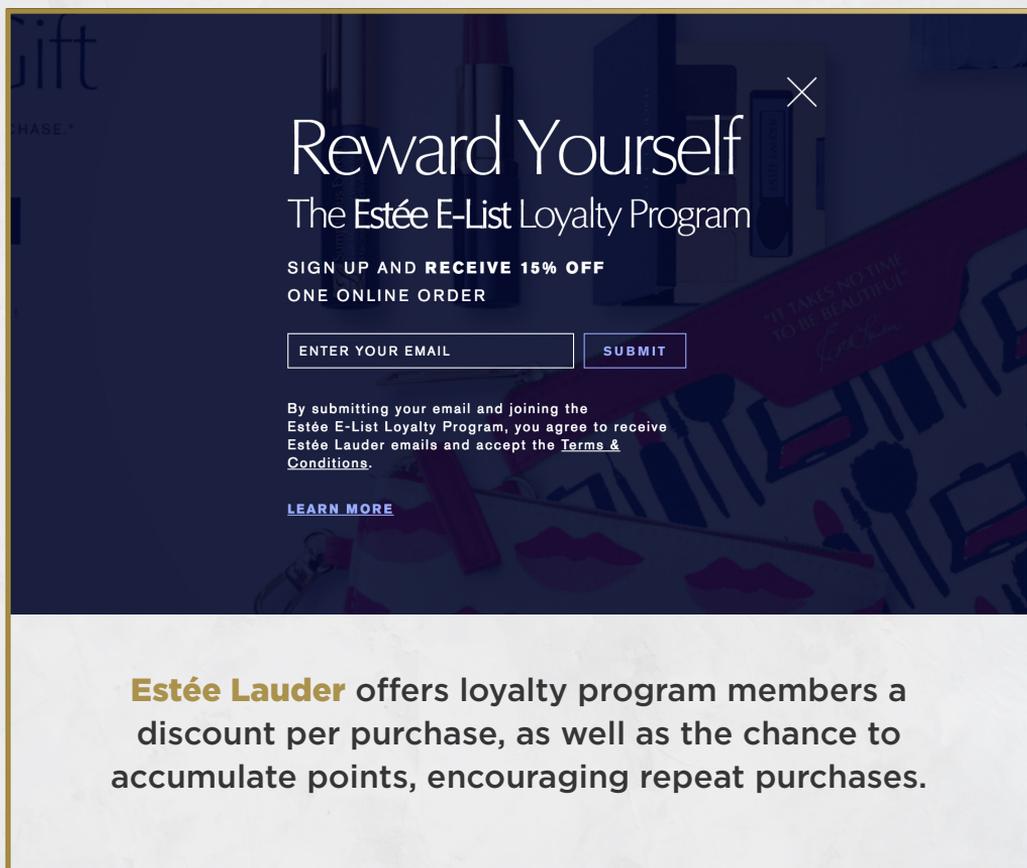


Liz Romper
[SHOP NOW](#)

Yumi Kim uses product lead emails to draw customers back to the store, reminding customers of the pieces they had previously been interested and then highlighting trending items on top.

Loyalty Scheme

Encourage loyalty from those shoppers that first came across you during the holiday period by offering them a reward for shopping with you a second, third or fourth time. Research firm Forrester found that Loyalty program members spend up to 13% more than non-Loyalty customers, in their quest to get more points, money off or free gifts.

A screenshot of a web page for the Estée E-List Loyalty Program. The page has a dark blue background with a pattern of makeup products. The main heading is "Reward Yourself" in a large, white, serif font, followed by "The Estée E-List Loyalty Program" in a smaller, white, sans-serif font. Below this, it says "SIGN UP AND RECEIVE 15% OFF ONE ONLINE ORDER". There are two input fields: "ENTER YOUR EMAIL" and "SUBMIT". Below the input fields, there is a line of small text: "By submitting your email and joining the Estée E-List Loyalty Program, you agree to receive Estée Lauder emails and accept the Terms & Conditions." At the bottom, there is a link that says "LEARN MORE".

Reward Yourself
The Estée E-List Loyalty Program

SIGN UP AND **RECEIVE 15% OFF**
ONE ONLINE ORDER

ENTER YOUR EMAIL SUBMIT

By submitting your email and joining the Estée E-List Loyalty Program, you agree to receive Estée Lauder emails and accept the [Terms & Conditions](#).

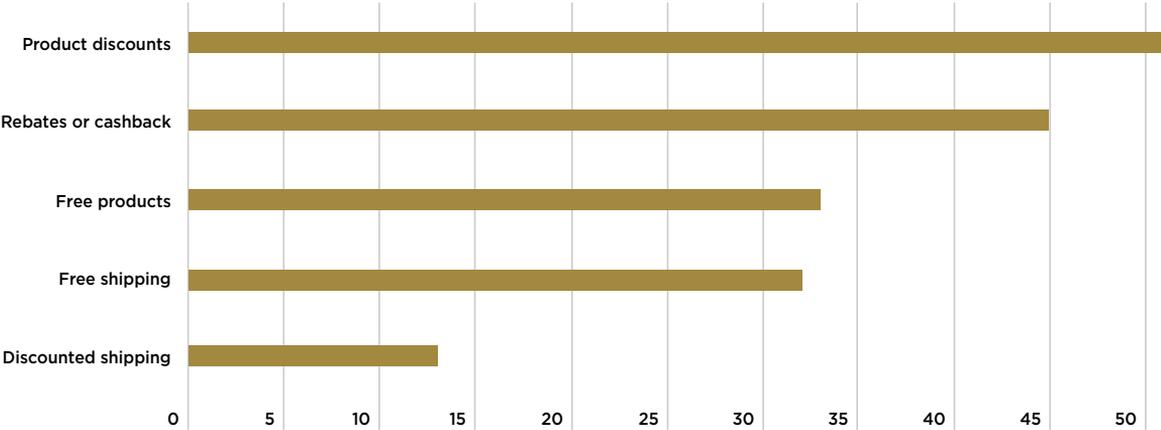
[LEARN MORE](#)

Estée Lauder offers loyalty program members a discount per purchase, as well as the chance to accumulate points, encouraging repeat purchases.

If you're both bricks and mortar and online, make sure your loyalty scheme is flexible enough to include both - 81% of people want to be able to make purchases both off and online and earn points.

If you're wondering what loyalty perk is best for your store: a majority of people (51%) say that product discounts win. But when it comes to non-monetary perks, there's an interesting age split. Nielsen's Global Loyalty-Sentiment Survey showed that Millennials are far more likely than Baby Boomers to respond to 'softer' perks, such as charitable donations and higher priority service. So, if you're aiming your loyalty program at those aged 20-32, consider adding things based around experiences and charitable rewards.

Nielsen's Global Loyalty-Sentiment Survey shows that money off or money back is the clear preference from shoppers.¹¹



Your holiday checklist

- ✓ Optimize your returns process
- ✓ Set up an email marketing re-engagement campaign for seasonal customers
- ✓ Set up a loyalty program to further re-engage with seasonal customers

Extra holiday hints

- ✚ If you're still left with excess stock after your January Sale, consider donating it to charity. It's good for your stockroom and good for your karma (remember to check whether it unlocks any tax deductions for your business).



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