



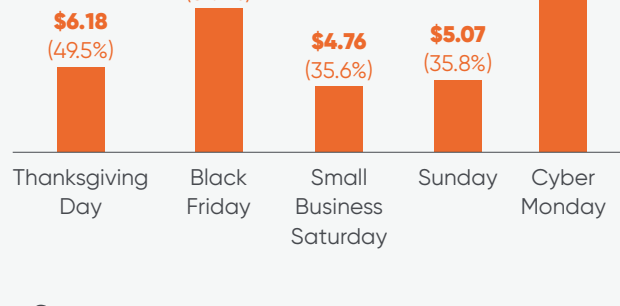
1 Time to check in on 2021 holiday marketing

Nothing about the holidays has been the same since 2019. As more shoppers move online there are greater opportunities for marketers to gain an increased share of the digital wallet. To achieve this, marketers need to utilize their metrics, and identify their best performing channels. Since this is the perfect time of year for a quick audit of marketing strategies, the tips below will help teams effectively check in on their 2021 holiday season.

2 Focus on essential dates in 2021

US Cyber Five retail e-commerce holiday season sales by shopping day (Nov-Dec 2020) | Billions and % change vs. prior year

The e-commerce surge was the big story in 2020, and data suggests it'll be the main story across five essential holidays in 2021. **Pay special attention to the bigger leaps marketers saw last year, including Thanksgiving Day (49.5%) and Black Friday (39.4%).** Also as **Glossy reports**, brands and retailers are planning smaller, staggered sales right up through Christmas.



• Source: eMarketer, Sep 2020

3 Plan for the early holiday shopper

According to Forrester's January 2021 U.S. Retail Post-Holiday Consumer Ad Hoc Survey, **1 in 3 U.S. online consumers began their 2020 holiday shopping in October or earlier.**



4 Assess wins and losses from 2020's campaigns

As marketing teams plan campaigns for essential dates, **right now is a critical time to analyze last year's data.** Identify which platforms and campaigns were most successful so that the team can adjust holiday tactics and lean into those achievements.

5 Get ready to measure everything

Metrics such as CLVs and traffic-to-customer ratios will make the difference for successful 2021 holiday campaigns. However, marketing today is done across numerous platforms, and data can get siloed, taking significant time to pull together and analyze. **An essential goal for this holiday season is to ensure all the data the marketing team needs is pulled together in a single marketing analytics platform so that it's easy to analyze and act on in real-time.**



6 Monitor in real time, adjust competitively

The most powerful marketing teams are watching the performance of all their campaigns in real time. **With technology, budgeting can be optimized on the fly, maximizing revenue and significantly improving ROI as marketers claim shoppers' share of wallet.**

7 Never take an eye off the inventory

Especially when the stakes are holiday gift buying, **customers never want to discover that items on the other side of their click is out of stock.** This is where marketing analytics come in again, putting advertising and stock data all in one place, keeping marketers from spending money on impressions that can't convert.



8 Use scarcity messaging to create a buzz

Shoppers act fast when time is short. **Scarcity messaging that offers friendly tips about what's flying off the shelves will drive holiday customers from websites, emails and ads to the point of sale — and they'll buy.**

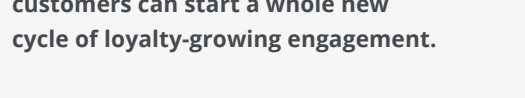


9 “ When it comes to planning and executing holiday campaigns, it's never too late to adjust and adapt tactics. Every approach depends on data, but even more essentially, capturing customer's share of wallet across the holidays takes real-time monitoring and competitive adaptation. The human equation is still critical for every team.

— Harriet Durnford-Smith
CMO, Adverity

10 Survey customers to learn what worked this year

Holiday season wins don't end when the year comes to a close. **Teams that offer incentivized surveys to their customers can start a whole new cycle of loyalty-growing engagement.**



11 Engage to lift Q1 2022 sales

Engagement is the number one way to fight the sales lull that come right after the holidays. To combat this, **successful marketers use RFM — recency, frequency and monetary — metrics to target those who are most likely to come back again sooner.**

12 Measure it all again

It all comes back to the metrics. As always for advertisers, this year's holiday data becomes the key to a powerful year to come. The loop closes on 2021 but opens on 2022 as marketers analyze performance to optimise future advertising towards best performing channels. Confused about what to measure? **Take a look here for some key metrics to keep in mind.**



About Adverity

Adverity is the intelligent data and analytics platform that enables marketing, sales, and ecommerce teams to make insights-driven decisions faster and easier. By transforming siloed data into actionable insight, Adverity makes demonstrating the return on investment across channel spend simple and reduces the time-to-value from your data.

Learn more about tactics and technologies driving holiday season success at adverity.com