



# CRM STRATEGIES FOR THE HOLIDAYS

**AlchemyWorx**

# AlchemyWorx

We help businesses send seriously good messages.

For almost two decades, we've been helping businesses leverage their data to develop and deploy marketing strategies that drive real results. We provide a full-service solution, including best-in-class email marketing, paid social, and SMS support.

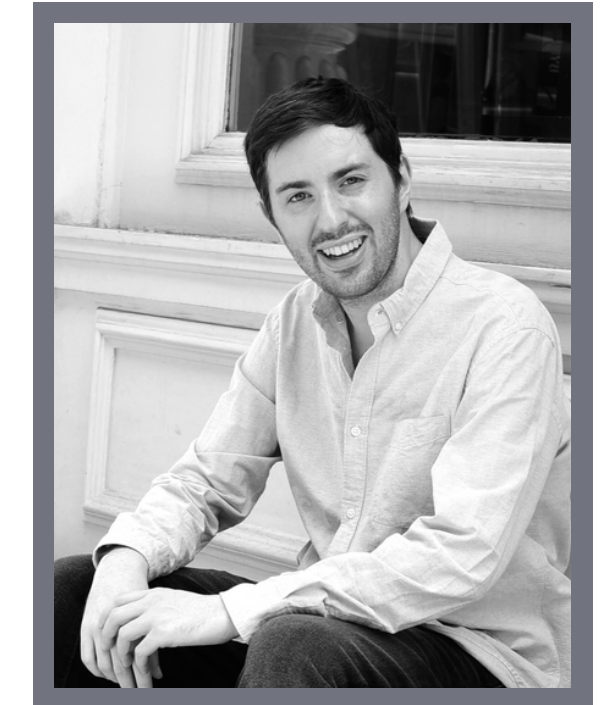
Trusted by over 120 brands, our test and learn approach has helped clients with online sales ranging from \$2M to multi-billions.



**ALLAN LEVY**  
Chief Executive Officer



**DELA QUIST**  
Chief Innovation Officer



**ROB VARON**  
Head of Business Development

**+100** Team Members  
Around the World

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# AGENDA

## 2020 HOLIDAY MARKETING

**Overview**

**Consumer Trends**

**Seasonal Trends**

**Holiday CRM Strategies**

**Holiday Mailing Tactics**

**Creative Best Practices**

**Appendix**



**OVERVIEW**



# Q4 2020

## Holiday Season

*While the future of COVID-19 remains unclear, we enter a new quarter with virtually every aspect of our lives changed by the virus. Holiday shopping traditions, like long Black Friday lines, stand to be impacted as well, and brands must pivot their strategies to meet these new challenges.*

*We've put together a comprehensive guide to navigating CRM and audience management, including tactics you can use now to start this shopping season off strong.*

# Q4 PLANNING

## **Start Early**

Rethink your marketing calendar. With in-store shopping declining, consumers will be adjusting their shopping routines. Use this as an opportunity to drive new behaviors.

## **Test, Test, Test**

Get to know your audience in the next normal. Leverage data insights to identify the most significant and lasting shifts that could affect audience engagement and product offerings.

## **Learn**

Address new needs and priorities throughout your customer lifecycles, including messaging and martech, then keep testing again and again.

What is strategic testing?

**“Testing starts off  
revolutionary  
and ends up...**

**EVOLUTIONARY”**



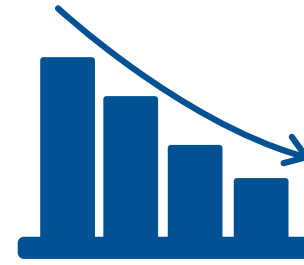
# **CONSUMER TRENDS**



# Q4 2020 Considerations

What factors are  
influencing e-commerce?

## CORPORATE



**LESS PRODUCT  
AVAILABILITY**



**SHIPPING  
CHALLENGES**



**REDUCED  
WORKFORCE**



**LITTLE/NO  
IN-STORE  
SHOPPING**

## CONSUMER



**INCREASE  
IN HOME  
ACTIVITIES**



**SOCIAL  
DISTANCING**



**ROUND 2  
LOCKDOWN**



**LESS  
TRAVEL  
SPEND**



**INCREASED  
UN/UNDER  
EMPLOYMENT**



**STIMULUS  
FUNDS**



**ELECTION  
YEAR**



**LESS  
ENTERTAINMENT  
SPEND**

# KEY OPPORTUNITIES

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## Changing Behaviors

New shopping habits are continuing to take shape, and their longevity will depend on the consumer's demographics, brand experiences, financial situation and more.

## Product Availability

COVID-19 has severely impacted supply chains, making it critical to reevaluate product mix, communication flows, and projected consumption.

## More Time Spent Online

Online traffic is seeing extraordinary growth this year, making competition for consumer's attention and purchase action more challenging than ever.

# CONSUMERS ARE PRIORITIZING PRODUCT AVAILABILITY OVER PRICE AND QUALITY

**Availability, convenience, and value are the strongest drivers of new brand purchases.**

**Reason for trying a new brand in the past 3 months<sup>1</sup>**  
 % of respondents selecting reason in top 3



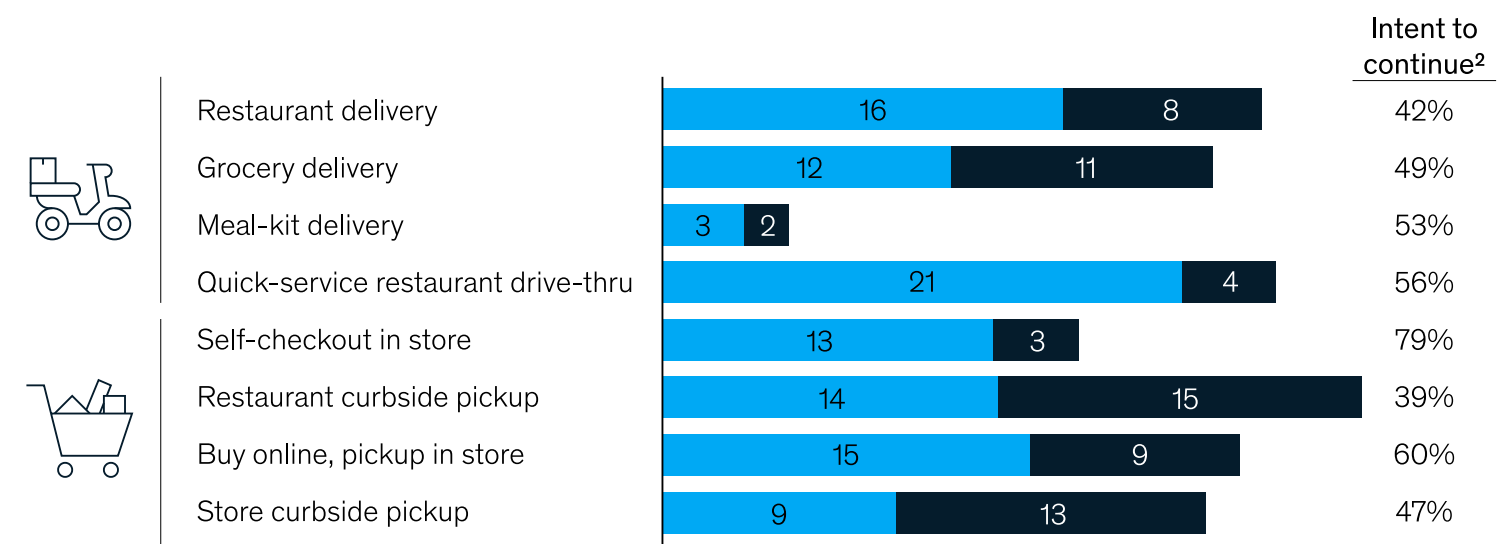
<sup>1</sup>Q: You mentioned you tried a new/different brand than what you normally buy. What was the main reason that drove this decision? Select up to 3. "Brand" includes different/new brand, private-label/store brand.  
 Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 6/15–6/21/2020, n = 2,006, sampled and weighted to match the US general population 18+ years

# CONSUMERS ARE LOOKING FOR CONVENIENCE WHEN MAKING PURCHASE DECISIONS

Americans have picked up low-touch activities, and some plan to continue them after the crisis.

Engagement with low-touch activity since COVID-19 started<sup>1</sup>  
% of respondents

Using more  
Just started using



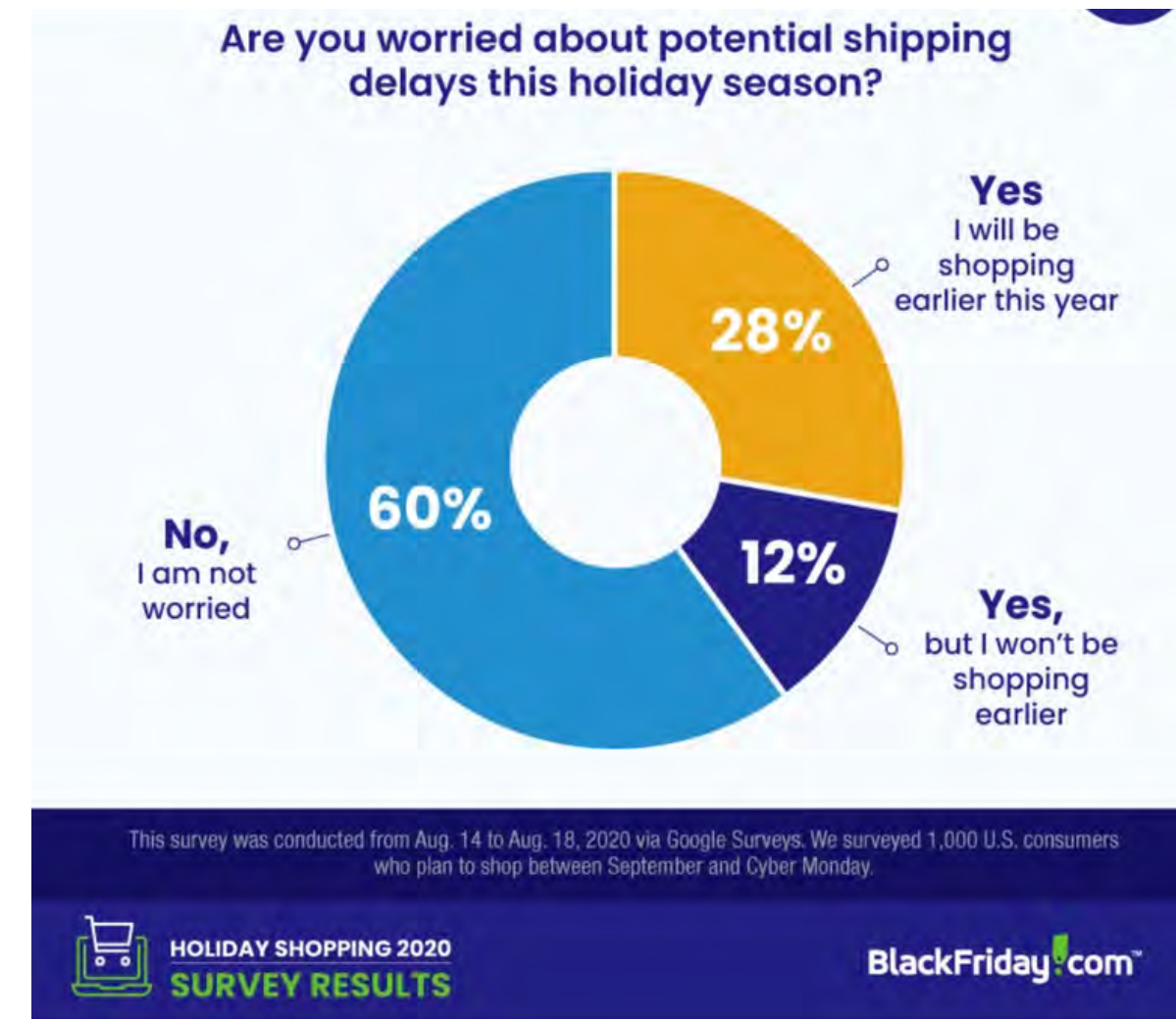
<sup>1</sup>Q: Have you used or done any of the following since the coronavirus or COVID-19 situation started? If yes, Q: Which best describes when you have done or used each of these items? Possible answers: "just started using since COVID-19 started"; "using more since COVID-19 started"; "using about the same since COVID-19 started"; "using less since COVID-19 started."

<sup>2</sup>Q: Compared to now, will you do or use the following more, less, or not at all once the coronavirus (COVID-19) situation has subsided? Possible answers: "will stop this"; "will reduce this"; "will keep doing what I am doing now"; "will increase this." Intent to continue is % of respondents who chose "will keep doing what I am doing now" and "will increase this."

Source: McKinsey & Company COVID-19 US Consumer Pulse Survey 6/15–6/21/2020, n = 2,006, sampled and weighted to match the US general population 18+ years

# CONSUMER PREFERENCE

## CONSUMERS ARE NOT AS CONCERNED ABOUT SHIPPING DELAYS, EVEN IF THEY SHOULD BE



<https://blackfriday.com/news/cyber-week-2020-survey>

# CONSUMERS ARE MOST LIKELY TO PURCHASE FROM A BRAND THAT TAKES A PERSONALIZED APPROACH

- Nearly half of consumers (49%) say they are more likely to purchase from retailers that **send them personalized content and offers this holiday season**
- **63% of consumers expect personalization** as a standard of service
- Consumers feel like a brand recognizes them as an individual when they are:
  - **Sent unique special offers (52%)**
  - **Recognized as a customer across all touchpoints (43%)**
- Interactions that consumers label “very frustrating”:
  - **Sending an offer for a recently purchased item (34%)**
  - **Sending offers that aren’t relevant (33%)**
  - **Fails to recognize them as an existing customer (31%)**

# Consumer Personas



## **Value Shopper**

Setting spending limits within their holiday budgets, driven by financial concerns like losing jobs or saving amidst economic volatility. **Holiday Outlook: Discount-driven, Delaying large purchases, experience-seeking, focus on essentials**



## **Conscious Consumer**

Making informed purchase decisions based on brand values, product quality and crisis response. Prefer to support local. **Holiday Outlook: Small business support, Donation-matching, Single origin products**



## **Stockpiler**

Padding the pantry with essentials, prepping for the worst-case scenarios and paying attention to product supply levels. **Holiday Outlook: Bulk buying, Deal Hunting, List shoppers, Early in-line**



## **Generous Gifter**

More financial immunity, have expendable income. Looking for extra giving opportunities. Less impact from COVID-19 on day-to-day. **Holiday Outlook: Luxury goods, non-essentials, philanthropy, chartered travel,**



## **Convenience Seeker**

Looking for virtual/contactless transactions that protect their time and health. Willing to spend more on convenience. **Holiday Outlook: Last minute gift buyers, one-stop shopping, curbside pickup or delivery**



*The three main priorities driving consumer decisions now are **physical health, emotional health, and financial welfare.***



**SEASONAL  
TRENDS**



# Seasonal Impact

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## ***Brick & Mortar Decline***

Big box retailers, including Best Buy, Bed Bath & Beyond, Walmart, and Target, are not opening on Thanksgiving Day. In-store hours and promotions will be adjusted to accommodate social distancing guidelines and reduce potential long lines. Pickup and delivery options will increase.

## ***Shifting Shopping Season***

The top shopping days are expected to spread out beyond the week of Black Friday and Cyber Monday, as customers avoid in-store crowds and ecommerce continues to rapidly grow. As customers adjust their routines, brands will need to experiment with new promotional timelines and offer strategies.

# 2019 Holiday Insights

- Average Consumer Spend during Holiday Season: **\$1048**<sup>1</sup>
- The most requested gifts were **gift cards, clothing, electronics, books,** and other media.<sup>2</sup>
- Over half of shoppers surveyed completed most of their holiday shopping **after Cyber Monday.**<sup>1</sup>
- Peak online shopping days were **between Thanksgiving thru the Tuesday after Cyber Monday,** and the **weekend before Christmas.**<sup>1</sup>

<sup>1</sup> "HarrisX 2019 Holiday Shopping Study", Yahoo Finance, January 28, 2020.

<sup>2</sup> "NRF says 2019 holiday sales were up 4.1 percent", National Retail Federation, January 16, 2020.

# 2020 Holiday Projections

- Shift in focus on **buying traditional gift vs. experiences**, especially goods that can be used to entertain at home – i.e. toys and electronics <sup>1</sup>
- ~84% of Americans are **planning to spend the same or less** this season <sup>2</sup>
- Over half of retailers (54%) are **expecting gift card sales to increase** <sup>3</sup>
- Majority of retailers (55%) are **not planning to offer steeper discounts** <sup>3</sup>
- **27% expect to start shopping early in October**, while 43% of consumers are planning to start spending in November <sup>3</sup>

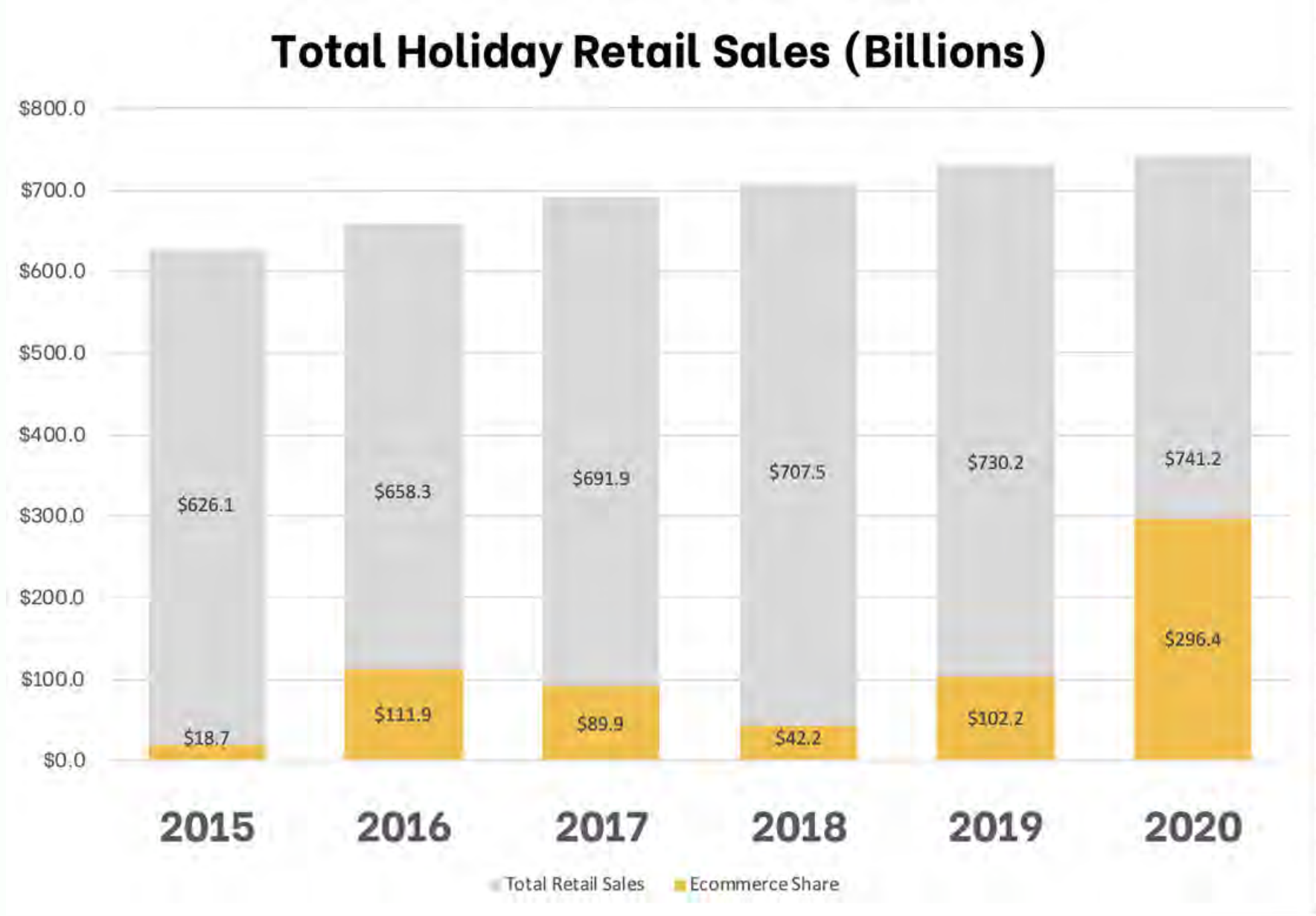
<sup>1</sup> "Deloitte Predicts Two Holiday Season Scenarios". WWD. September 15, 2020.

<sup>2</sup> "Deloitte Holiday Retail Survey 2020". Deloitte. October 2020.

<sup>3</sup> "Retailer Holiday Planning 2020". National Retail Federation. October 2020

# E-commerce Sales

**E-commerce revenue is projected to make up 40% of retail sales this holiday season, compared to just 14% the year before.**



"A Holiday Shopping Season Like No Other". September 2020. CBRE + National Retail Federation

# A Potential Shift in Holiday Traditions

## Points of Discussion

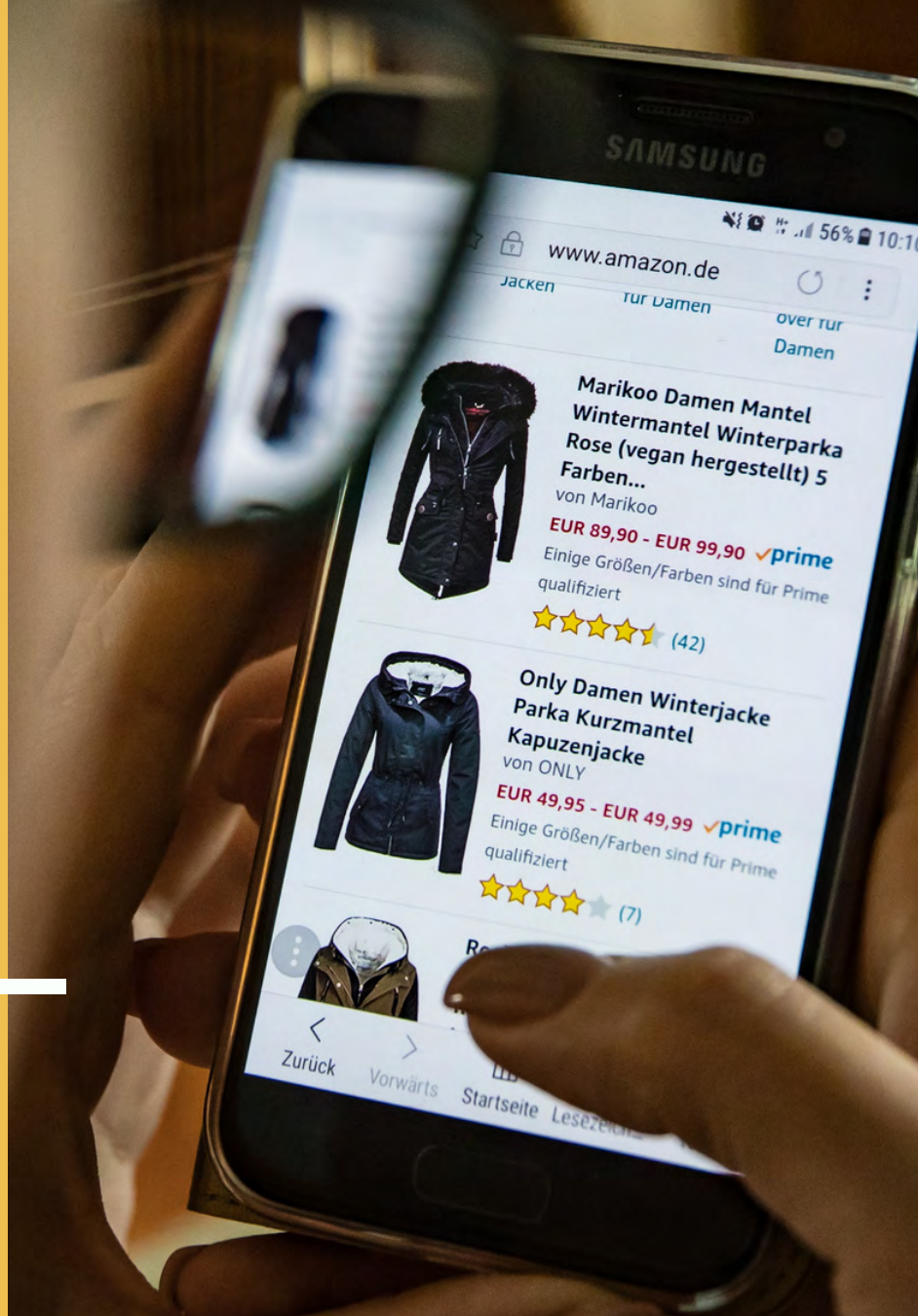
### **LESS:**

Trick-or-Treating  
Parties  
Family Gatherings  
Traveling  
Dining Out  
Vacations  
In-Store Shopping

### **MORE:**

Decorating  
Home Improvement  
Cooking  
Home Office/School  
Snail Mail Gifting  
Curbside Pickup  
Outdoor Markets  
Delivery  
Screen time

# Amazon Holiday Promotions



Over half of consumers surveyed say they are most looking forward to Amazon's holiday deals. Make sure you're staying relevant to compete.

<https://blackfriday.com/news/cyber-week-2020-survey>

## **October**

Prime Day (13 & 14)  
Halloween  
Holiday Toy List

## **November**

Holiday Toy List  
Black Friday Deals  
Cyber Monday Deals  
Electronic Gift Guide

## **December**

Holiday Toy List  
Electronic Gift Guide  
Year End Deals  
12 Days of Deals



**HOLIDAY  
TEST & LEARN  
STRATEGIES**

# YOUR HOLIDAY CRM STRATEGY

ALCHEMYWORX

- 
- Q4 Holiday Calendar
  - Test & Learn
  - Subject Line Testing
  - Audience Management
  - RFM+CO Segmentation
  - Case Study
  - Driving Loyalty with New Customers
  - Reactivating Unengaged Users



## OCTOBER

10/13: **Prime Day**  
10/14: **Prime Day**  
10/31: **Halloween**



## NOVEMBER

11/01: **Daylight Savings**  
11/11: **Veterans & Singles Day**  
11/26: **Thanksgiving**  
11/27: **Black Friday**  
11/28: **Super Saturday**  
11/30: **Cyber Monday**



## DECEMBER

12/14: **Green Monday**  
12/21: **First Day of Winter**  
12/25: **Christmas**  
12/31: **New year's Eve**



## JANUARY

01/01: **New Year's Day**  
01/18: **MLK Day**

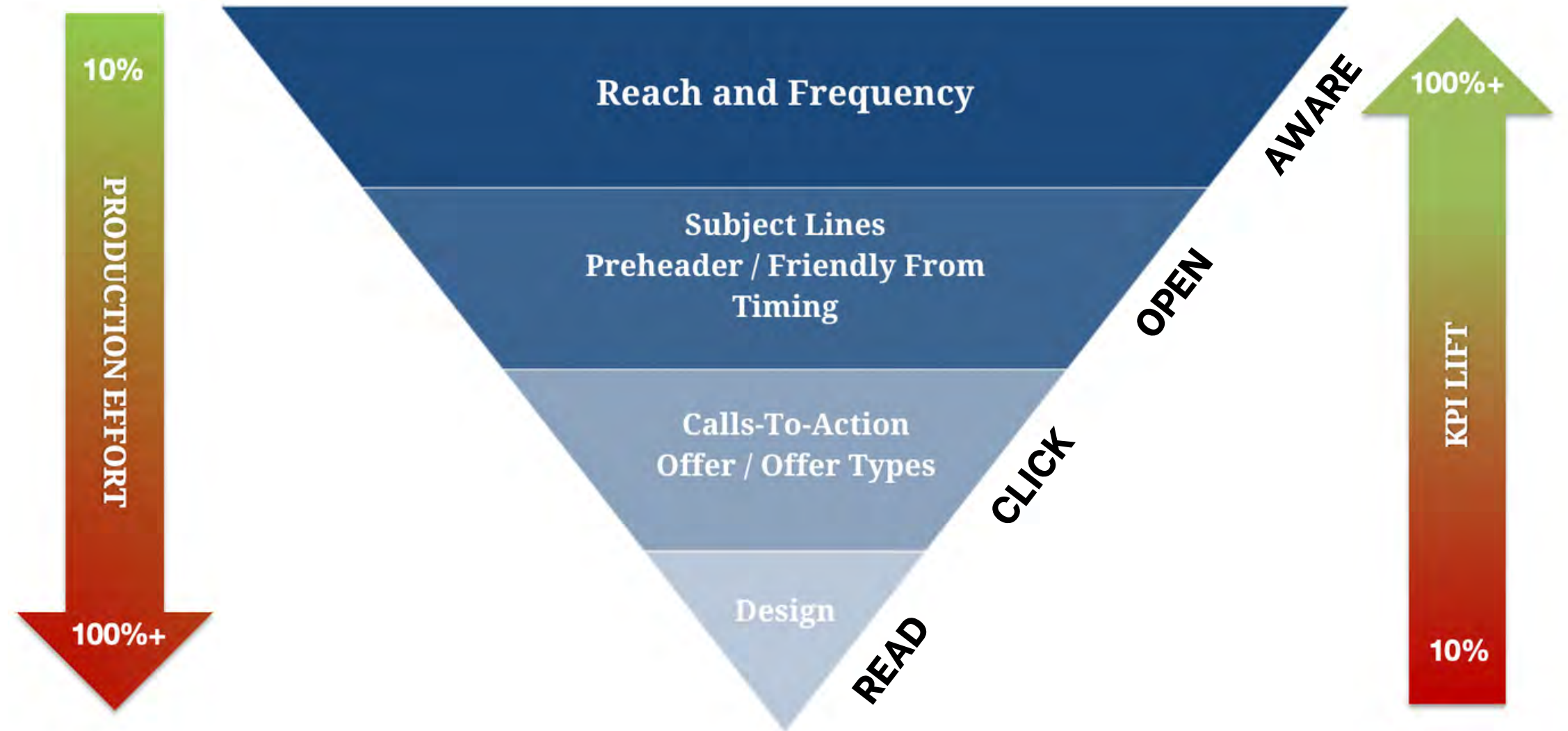


# Test & Learn is Critical

Testing should happen year-round, but **make sure to start any holiday specific tests early in October.** This can help you avoid any unexpected issues during this high volume purchase period and maximize your data.

## WHAT SHOULD YOU TEST?

Top of funnel testing activities, like increasing list volume and mailing more often, are an easy production lift and typically drive the highest KPI lift.





[Check out our](#)  
**subject line  
best practices  
for the holidays.**

# SUBJECT LINE TESTING SHOULD NEVER END

## UNDERSTAND CHANGING SENTIMENTS

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Email marketers who consistently conduct subject line tests know that the rewards are numerous—higher open rates, increased conversions and, perhaps most importantly, insights into subscriber behavior and preferences. There’s no “best” Subject Line and testing should be ongoing!

**The more variations for subject lines that you test, the higher the predicted gain.**

# AUDIENCE MANAGEMENT

## IDENTIFY AND GROW YOUR MOST VALUABLE SEGMENTS

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A large proportion of your customers are either never marketed to via email, not marketed to enough, or over-mailed. Make sure EVERYONE is getting the right messages, at the right time, with Audience Management. We constantly monitor your entire audience – active, inactive, high-value, low-value and everyone in between – to optimize your segments to drive the most value.

- **Generate bigger audiences and increase reach**
- **Be ready for any planned or unexpected high-impact event, like the holiday season or COVID-19, with optimized segments**
- **Overlays onto your existing processes and technologies**

*“Almost everyone is heavily over-mailing yesterday’s best customers and massively under mailing tomorrow’s best customers.”*

*- Dela Quist*

[Read More](#)

# TARGET THE RIGHT CUSTOMER AT THE RIGHT TIME WITH RFM+CO SEGMENTATION

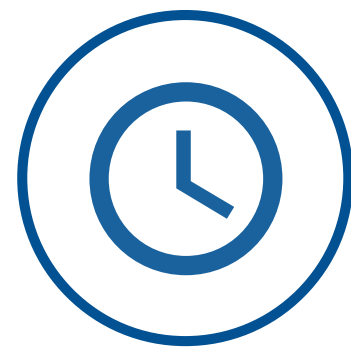
## REGENCY FREQUENCY MONETARY + CADENCE OPTIMIZATION

Customers are segmented based on purchase behavior, then targeted with relevant content, at an optimized mailing frequency, to drive conversion. Contact us to learn more!



### Recency

How recently a customer made a purchase



### Frequency

How often a customer makes a purchase



### Monetary

How much money a customer spends



### Cadence

How often a customer is mailed

# CASE STUDY: 250,000 REACTIVATED IN TIME FOR THE HOLIDAYS WITH AUDIENCE MANAGEMENT

**Problem:** A slashed acquisition budget at beginning of COVID-19

**Approach:** Reactivate 395,000 “active” customers who had opened an email with 180 days and some 935,000 “inactive” who had not opened an email in 180+ days.

**Result:** After 5 months, we increased the engaged audience by nearly 70%! The client saw revenues from the inactive segment out-perform the active segment by 200%.

Segment Size	Apr-20	Oct-20	Change
Active <180 days	394,841	668,584	69.33%
Inactive >180 days	930,494	655,781	-29.52%

Segment	Size April 2020	Rev April - Oct 2020	Opened Email April - Oct 2020	Rev/Customer
Active Open <180 days	394,841	\$ 55,021,150	283,299	\$ 139
Inactive Open >180 days	930,494	\$ 107,709,104	261,052	\$ 116



**A 10–15% shift in your demographic, can translate into a 10–15% shift in engagement and behavior.**

# KEEP COVID-19 BUYERS ENGAGED

## DRIVING LOYALTY WITH NEW CUSTOMERS

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Treat new buyers that have purchased since the beginning of COVID-19 as a separate cohort to understand how this audience responds.

- **Identify new behaviors with testing** – Test new mailing routines and regional strategies to get deeper engagement insights
- **Offer convenience** – Encourage loyalty by making the purchase process as easy as possible – i.e. offer curbside pickup or delivery

# DRIVING LOYALTY WITH NEW CUSTOMERS

## TEST NEW MAILING ROUTINES



### TIMING

Customer's work, timing, and locations have shifted. Compare prior periods to ensure that you are maximizing your send time against revenue.

### FREQUENCY

As customers spend more time at home, inbox awareness may increase. Consider testing a different mailing cadence.

### TOUCH POINTS

Customer loyalty to categories and products might have changed. Consider adding more education or an extra promotion to your flows.





**Make the most of  
your subscriber  
list with Audience  
Management**  
[Learn more.](#)

# BRING CUSTOMERS BACK ON BOARD FOR THE HOLIDAYS

## REACTIVATING UNENGAGED BUYERS

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Accelerate customer value by mailing deeper into your list during the holiday's high volume buying period:

- **Go through your unengaged list 2-3x in October.** Try to reactivate as many users by November 10, in time for the core holiday push, and to protect deliverability, as mailing volume increases.
- **Start simple.** Focus on increasing the number of people who open an email



**HOLIDAY  
MAILING  
TACTICS**

# EXECUTING YOUR HOLIDAY STRATEGY

## RECOMMENDED TACTICS

- 
- Trigger Audit
  - Personalization
  - Offer Testing
  - Philanthropy
  - Halloween
  - November
  - Black Friday/Cyber Monday
  - Case Studies

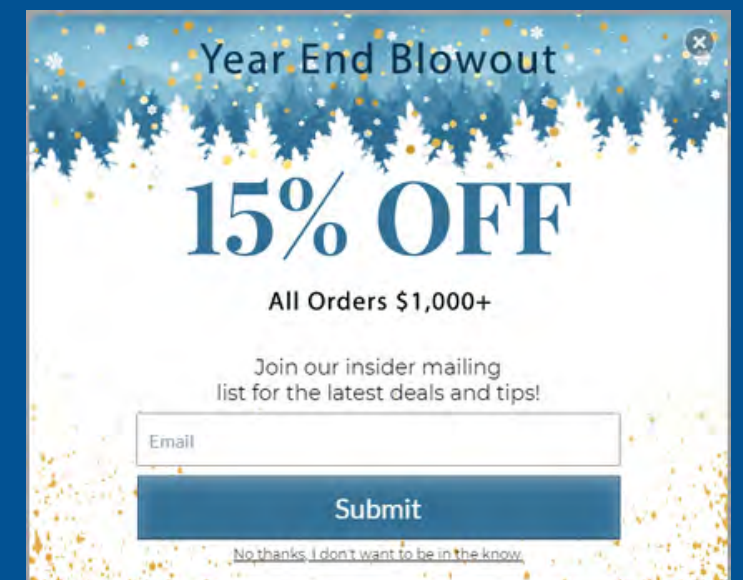
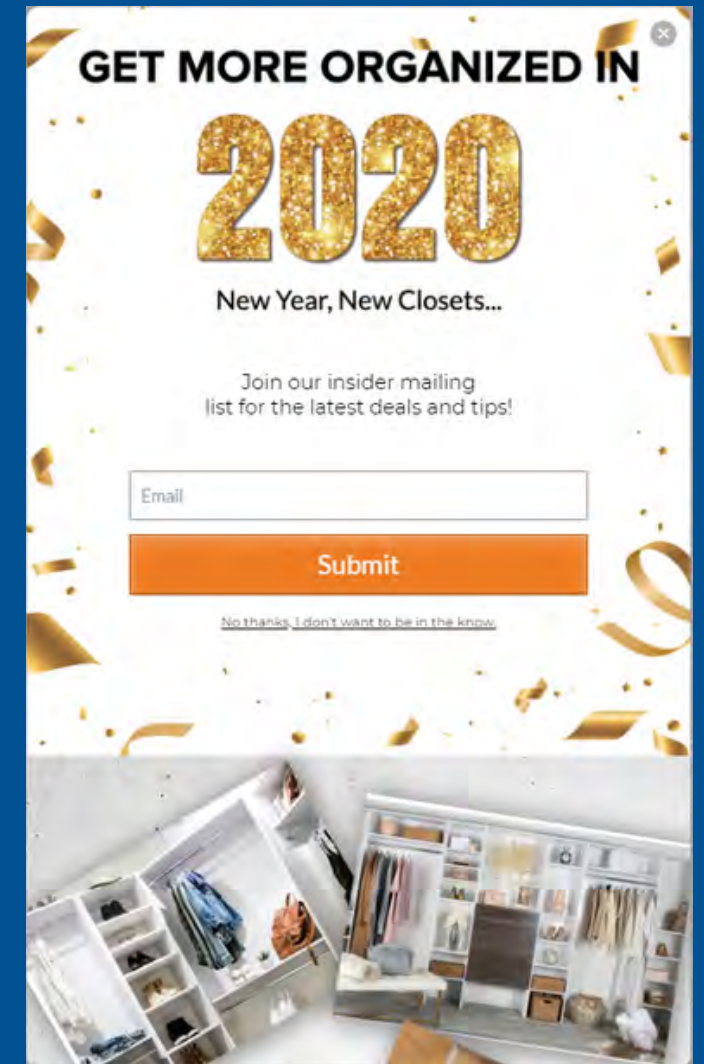
# OPTIMIZE YOUR CUSTOMER JOURNEY FOR THE SEASON

## AUDIT YOUR TRIGGER FLOWS

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Consider how customer behaviors have changed and which habits will continue. Test new touch points to accommodate new routines:

- Take inventory of trigger content and timing to ensure there are no collision points with holiday offers or inventory
- Consider swapping in holiday-related imagery and subject lines
- Follow up with potential buyers who are engaging with your site. Make sure popups are optimized for conversion and acquiring names
- Consider adding new touchpoints - based on new behaviors, or additional messaging needed. Use digital channels to communicate in-store inventory needs



# ELEVATE CUSTOMER INTERACTIONS

## DRIVE LOYALTY WITH PERSONALIZATION

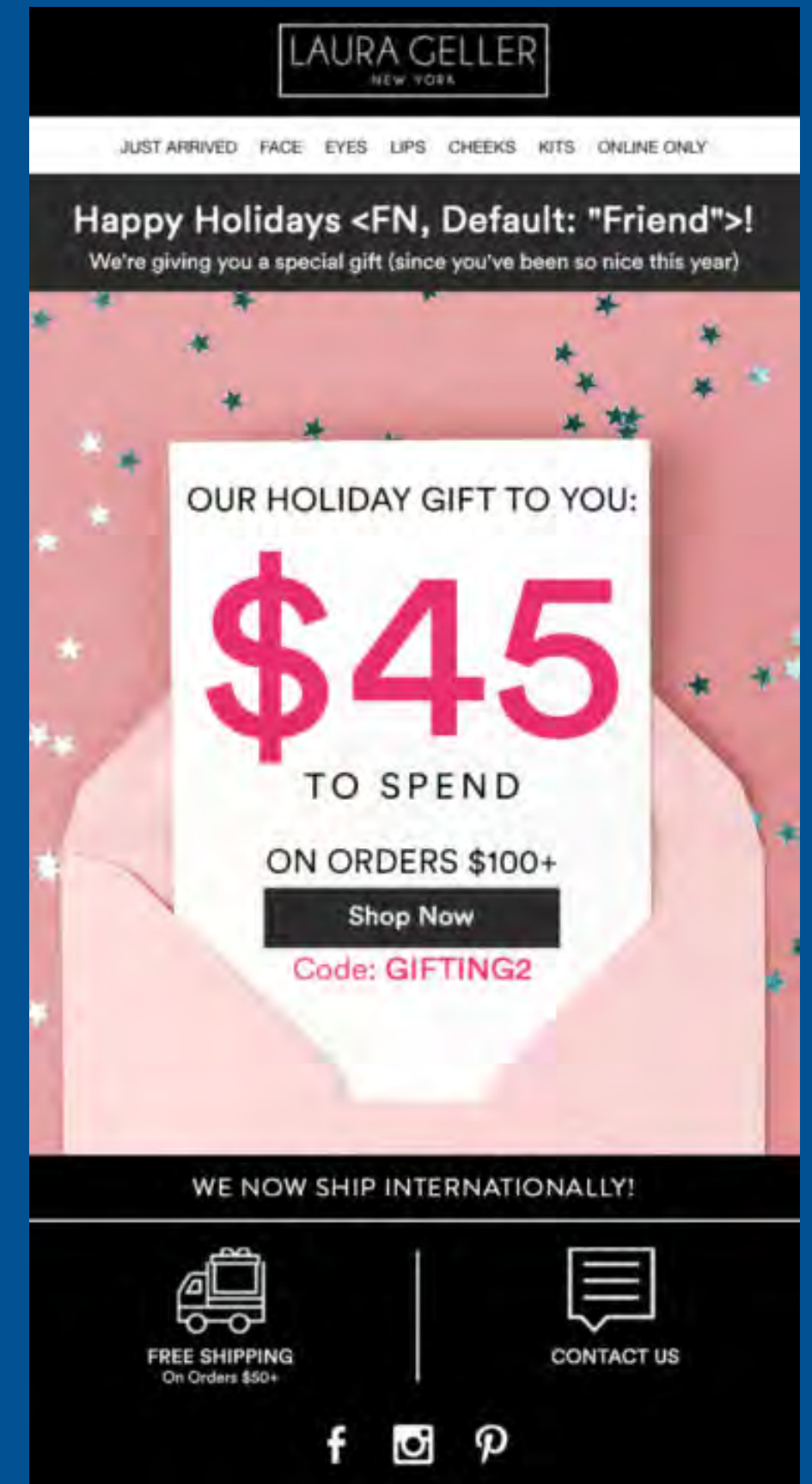
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**Product/Category:** Arrange products and categories based on purchase affinity. Put most-likely-to-shop categories higher in the mailing.

**Subject lines:** Generate more opens with first name personalization in the subject line. EX: Don't wait, <First Name, default: "friend">! Your gift is waiting...

**From name:** Keep the from name consistent. Letter mailings should be from a CEO or an important team member, regular mailings can come from the brand

**Dynamic Content:** Use dynamic product suggestions based on browse and purchase history.



# ACCELERATE CONVERSION WITH OFFER TESTING

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**Split test against last year's offers** - Try an a/b test to determine which approach performs best

**Incentivize newly acquired names** - After users engage on site, try a discount to drive conversion

**Switch up offers** - Take a fresh approach, switch out % off for dollar equivalent or vice versa, especially on key shopping holidays like Black Friday and Cyber Monday

**Try leading with product scarcity** - Our testing shows that product availability is more valuable than deep discounting. This could work well for loyal customers who've purchased before. Before you test, check market-wide availability on product.



**A 10% lift from offer testing goes much further during a high volume conversion period, like the holidays.**

## PRO TIP

**Allocate fall-back campaigns to send if you run into inventory, site traffic or offer issues.**

# ESTABLISH A COMMUNITY CONNECTION

## USE YOUR RESOURCES TO GIVE BACK

Customers value businesses that understand the importance of giving back, This is a great time of year to find ways to support local or national initiatives.

To start, identify problems in your community where you can contribute to a solution. This can include donations, volunteerism, working with another non-profit, or starting an event of your own.



RTA hosts their annual Bulldog Raffle October through December. All emails during this month include a banner promoting the raffle.

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Guaranteed 800.253.8227 Member Since  
1987

**SPOOKTACULAR  
HALLOWEEN  
MYSTERY  
SALE**

**TRICK OR TREAT? FIND OUT NOW!**



**ALL-TIME FAVORITES**


**CLEARANCE ITEMS**

**FEATURED PRODUCTS**


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**IncrediblePets**  
Everything For a Healthy, Happy Pet

**Halloween**  
is just around the corner

Checkout our cute & spooky selection of costumes, collars, and apparel!

**20% OFF**

Use Code: **SPOOKY2**

**SHOP NOW**



Expires 10/16/20. Cannot be combined with any other deal or offer.



We are here for you during this health crisis and our doors are still open 7 days a week. We are working hard to keep our stores safe and clean so you can feel good about your shopping experience.

Due to California's mask mandate, we require shoppers to wear masks in stores. We know this is challenging, and we ask for your cooperation and kindness toward our staff and fellow customers!

\* Customers with medical conditions are not required to wear masks.

Follow us on social media for fun photos, tips, offers, and more!

# HALLOWEEN

## PRE-HALLOWEEN

Run a thank you sale to drive opens up and activate customers up until Halloween

## HALLOWEEN

Run a mystery sale to drive clicks, while also staying on theme for the holiday!



WEST COAST SHAVING

00 : 24 : 00 : 00

SORRY YOU MISSED OUR HALLOWEEN MYSTERY SALE. CATCH THIS AWESOME TREAT INSTEAD. TODAY ONLY!

**25% OFF**  
all WCS brand items

SHOP NOW

Plus! FREE SHIPPING  
on all new items to the contiguous US.

SHOP NOW

CHECK OUT OUR SHAVE OF THE DAY

DAILY SHAVE

CUSTOMER SERVICE

GAIAM

MERRY + BRIGHT  
*Gift guide*

Bring everyone real holiday magic with gifts that sparkle.

SHOP GIFT GUIDE

Shop gifts for:

HER  
Balance to match her beauty.

SHOP NOW

MINDFULNESS  
Peaceful moments – for days and nights to come.

SHOP NOW

OFFICE WELLNESS  
Put a twinkle in their eyes and a bounce in their seat.

SHOP NOW

# FIRST WEEK OF NOVEMBER

## SEND TO YOUR FULL LIST

Black Friday should not be the first time in November that people hear from you. Send a strong promotion to the full list.

## SORRY SALE

First week of November, you should run a “Sorry Sale” or a letter from the CEO/Founder to increase opens.

## GIFT GUIDES

Gift guides are not black Friday marketing tools and should be launched early in November.

Gift guides, unless heavily discounted, are soft content and should be considered like newsletter. These can also be included as a banner in promotional mailings.

# MIDDLE OF NOVEMBER

## VETERANS AND SINGLES DAY

November 11th is both Veterans and Singles Day. Depending on your brand, you can leverage one or the other, but not both in the same mailing.

## DRIVE OPENS

Later in the second week of November, run a Sorry Sale, Letter from the CEO, or Thank You Sale (this should be a different theme from the previous week).

The purpose of this is to get a high number of opens again. This mailing should go to the full list to get your name in front of the consumers.

## RUN MYSTERY SALE AGAIN

In the third week of November make sure to run a mystery sale. The goal here is to get clicks- driving traffic to the website the week before Black Friday.

OFFER EXPIRES IN  
00 : 00 : 00 : 00  
DAYS HRS MIN SEC



11.11

*Singles Day Ends Soon!*

**\$5 Bottles & \$3 Shots**

That's up to **55% OFF** Regular Prices!

**+ FREE Shipping\***

[Shop Singles](#)

USE CODE: **SINGLES**

\*Free Shipping on orders of \$50+




BEST SELLERS • NEW ARRIVALS • ACCESSORIES • DOG BEDS




**Happy Veterans Day Weekend!**

Today we honor the human and animal veterans who have served our country. Let's support our retired K9's by sending them care packages!

[SHOP CARE PACKAGES](#)



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**Black Friday EXTRAVAGANZA**

**20% OFF**  
Sitewide  
Use Code: **BF20**

Catch Our **BIGGEST Sale** Of The Season!

**Ready To Ship & Ships Next Day**

We know you love these panels, and you want 'em fast! We process your order within 48 hours of it being placed, and the panels are shipped right to your doorstep. Now, THAT'S service.

**Free Shipping to US and Canada on all orders**

We offer free UPS Ground shipping to US and Canada on all orders. You can always select an expedited service for an extra cost.

**Exceptional Customer Service**

We go above and beyond the call of duty to ensure customer satisfaction.

**What Customers Are Saying**

"I love it, literally love it, I have told all my friends and family to buy one. If I could buy it up and take it everywhere with me, I would..."

[See All Reviews](#)

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**60% Off Mugs**  
Warm hearts and hands with a custom mug  
Use code **CYBRMONDYNOW**

**Shop Now**

**CYBER MONDAY SALE!**  
**UP TO 60% OFF**

**60% Off Canvas Prints >**

**50% Off Ties and More >**

**40% Off Lighters, Cosmetic Bags, Lip Balm and More >**

**20% Off Sitewide >**

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# BLACK FRIDAY & CYBER MONDAY

## TEST CREATIVE

Friday-Sunday, November 20-22, test Black Friday subject line and creative to a small but statistically valid group.

## SEND OFFER

These offers should be broadly appealing, like a sitewide sale. Black Friday and Cyber Monday offers should be different. They should be similar and hard to figure out which is better so there is no buyers remorse.

Ex. Black Friday 50% off site wide Cyber Monday 40% off site wide + Free Shipping and a free gift \$XX value

## LAUNCH EARLY

Depending on your brand, you can launch Black Friday as early as Monday 11/23. Most brands want to launch on Wednesday 11/25 and you should not launch later than this day.

# EXAMPLE: BLACK FRIDAY & CYBER MONDAY TIMELINE

**SUNDAY**

**Launch Black Friday**  
**AM:** full list  
**PM:** wide list

**MONDAY**

**Black Friday**  
Wide List

**TUESDAY**

**Black Friday**  
Wide List

**WEDNESDAY**

**Black Friday**  
**AM:** full list  
**PM:** wide list

**THURSDAY**

**Black Friday**  
**AM:** wide list  
**PM:** tight list

**BLACK FRIDAY**

**3-5 MAILINGS**  
**AM:** full list  
**Mid Day:** wide list  
**PM:** tight list +  
countdown timer  
ends midnight

**SATURDAY**

**Extend Black Friday**  
**AM:** full list  
**PM:** wide list,  
last chance messaging  
with countdown timer

**SUNDAY**

**Launch Cyber Monday  
as an Early Preview**  
**AM:** full list  
**PM:** wide list

**CYBER MONDAY**

**3-5 MAILINGS**  
**AM:** full list  
**Mid Day:** wide list  
**PM:** tight list +  
countdown timer  
ends midnight

**TUESDAY**

**Extend Cyber Monday**  
**AM:** full list  
**PM:** wide list +  
last chance message  
with countdown timer

**Full List** = All active subscribers • **Tight List** = Most Engaged Subscribers (i.e. in the past 60 days) • **Wide List** = Engaged Subscribers (i.e. in the past 120 days)

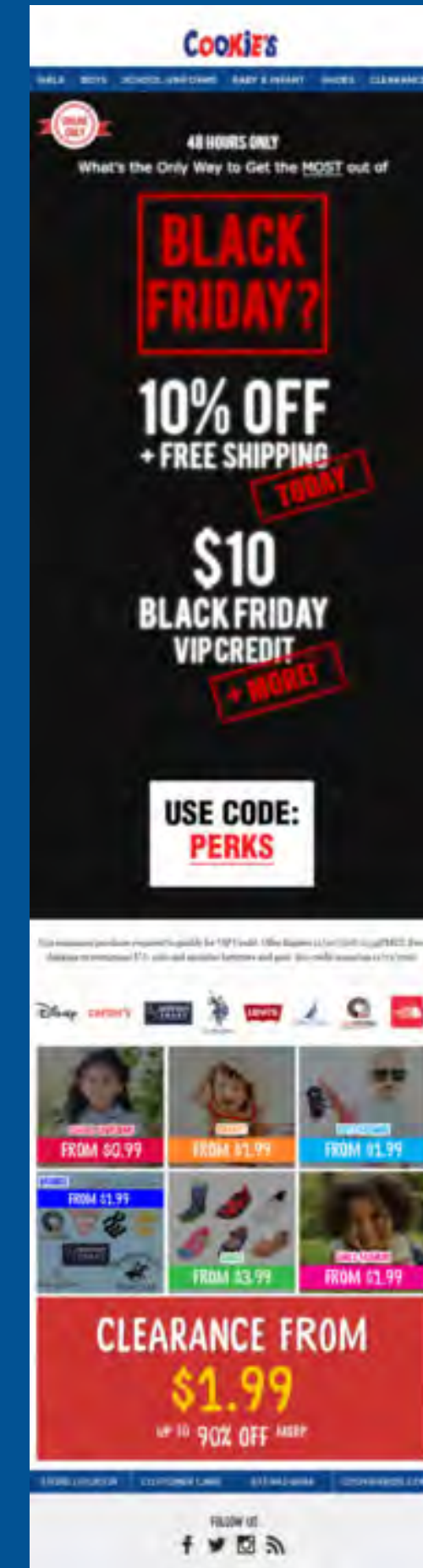
# COOKIES KIDS \$10 BLACK FRIDAY CREDIT

Cookies Kids is an online fashion retailer of apparel for kids & babies. Our goal was to increase sales before and during Black Friday, Alchemy Worx and Cookie's Kids were challenged to create a campaign to attract consumers who might have been waiting for Black Friday to begin their holiday shopping.

We created a mailing on the Wednesday before Thanksgiving letting customers know a \$10 credit was in their account, along with a special code for the Black Friday offer.

## RESULTS

The Black Friday Presale messaging generated an additional 30% of the Black Friday sales and vs. Previous Year sales were up 50%.



# PRO COMPRESSION'S EARLY VIP OFFER TESTING

To see what offer would work best, Pro Compression conducted offer testing prior to Black Friday:

2 Marathons for \$39

3 Marathons for \$59

5 Marathons for \$99

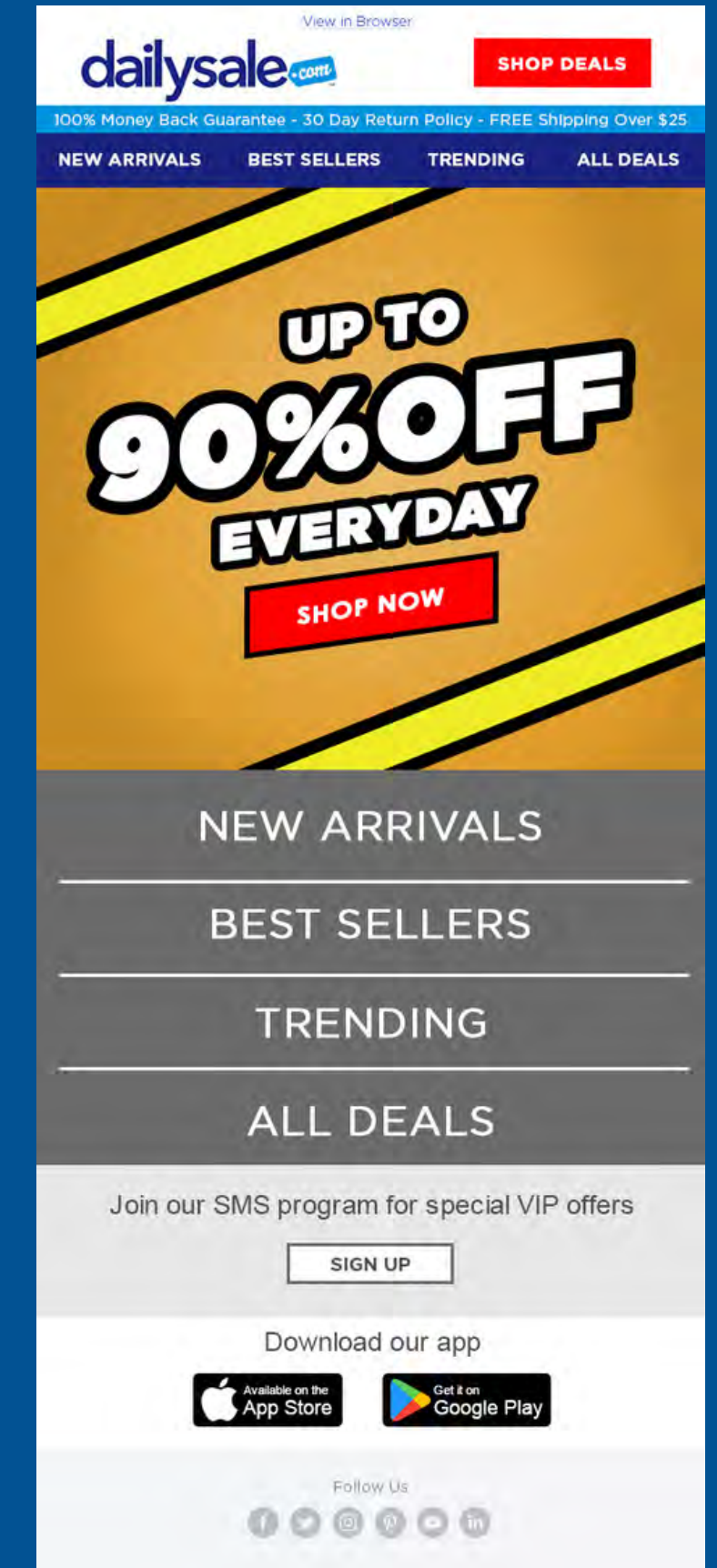
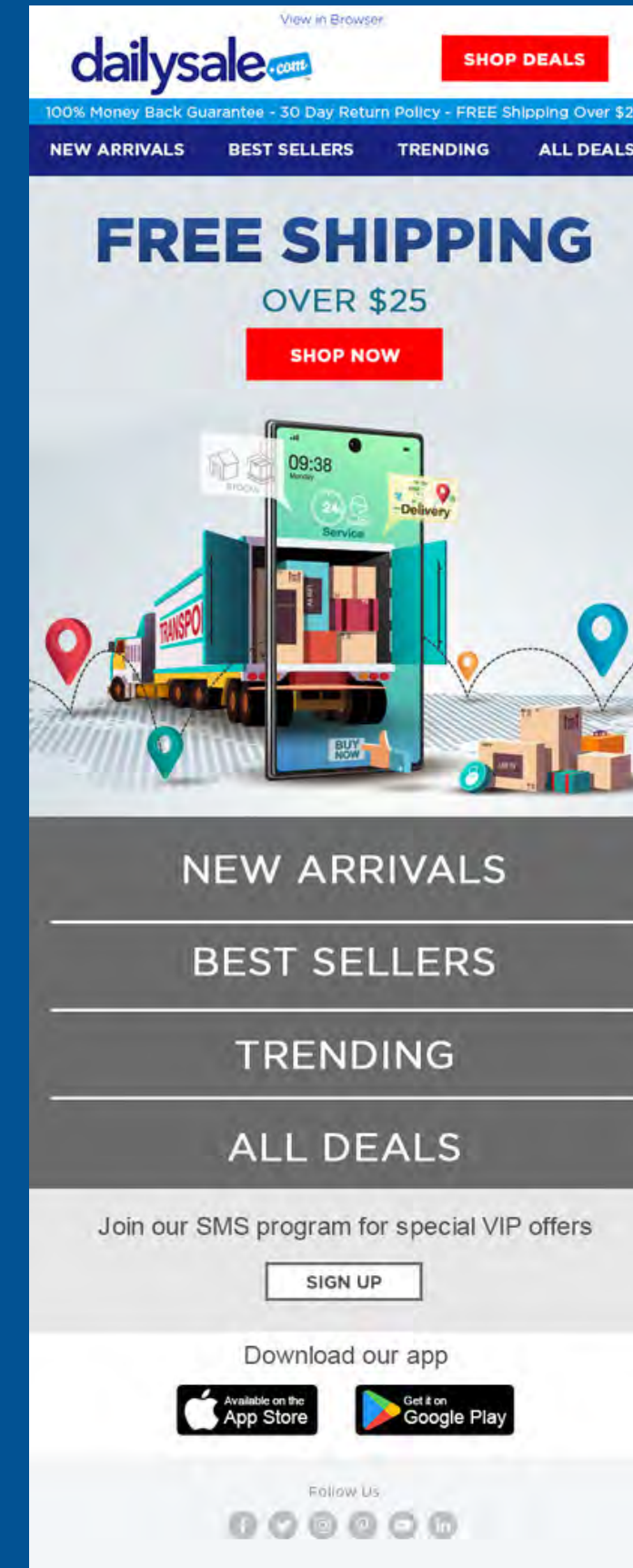
Buy 4, Get 6 Free (10 Marathons for \$200)

The screenshot shows the Pro Compression website header with navigation links for SOCKS, SLEEVES, and LIFESTYLE. The main promotional banner features the text: "PRE-BLACK FRIDAY SALE" in yellow, "2 MARATHONS FOR \$39" in large white and yellow font, and "Discount Code: EBF39" in white. A yellow "SHOP NOW" button is centered below the code. At the bottom of the banner, it says "Ends 11/18/2018 at 11:59 PM PT" and "As a valued loyal customer, get exclusive early access to our full inventory before Black Friday!". Below the banner, a white box contains the text: "Place items in your cart, click Checkout, enter code EBF39 and press 'APPLY' to activate your discount. Sorry, no backorders and cannot combined with any other offer." Below this is the hashtag #KeepItTight and social media icons for Facebook, Twitter, YouTube, and Instagram. The footer includes links for SHIPPING & RETURNS, SIZE CHARTS, and BLOG.

The screenshot shows the Pro Compression website header with navigation links for SOCKS, SLEEVES, and LIFESTYLE. The main promotional banner features the text: "PRE-BLACK FRIDAY SALE" in yellow, "BUY 4, GET 6 FREE" in large white and yellow font, and "ON MARATHON SOCKS" in white. Below this, it says "THAT'S 10 SOCKS FOR \$200, SO STOCK UP!". A yellow "SHOP NOW" button is centered below the text. At the bottom of the banner, it says "Ends 11/18/2018 at 11:59 PM PT" and "As a valued loyal customer, get exclusive early access to our full inventory before Black Friday!". Below the banner, a white box contains the text: "Place items in your cart, click Checkout, enter code EBFG6 and press 'APPLY' to activate your discount. Sorry, no backorders and cannot combined with any other offer." Below this is the hashtag #KeepItTight and social media icons for Facebook, Twitter, YouTube, and Instagram. The footer includes links for SHIPPING & RETURNS, SIZE CHARTS, and BLOG.

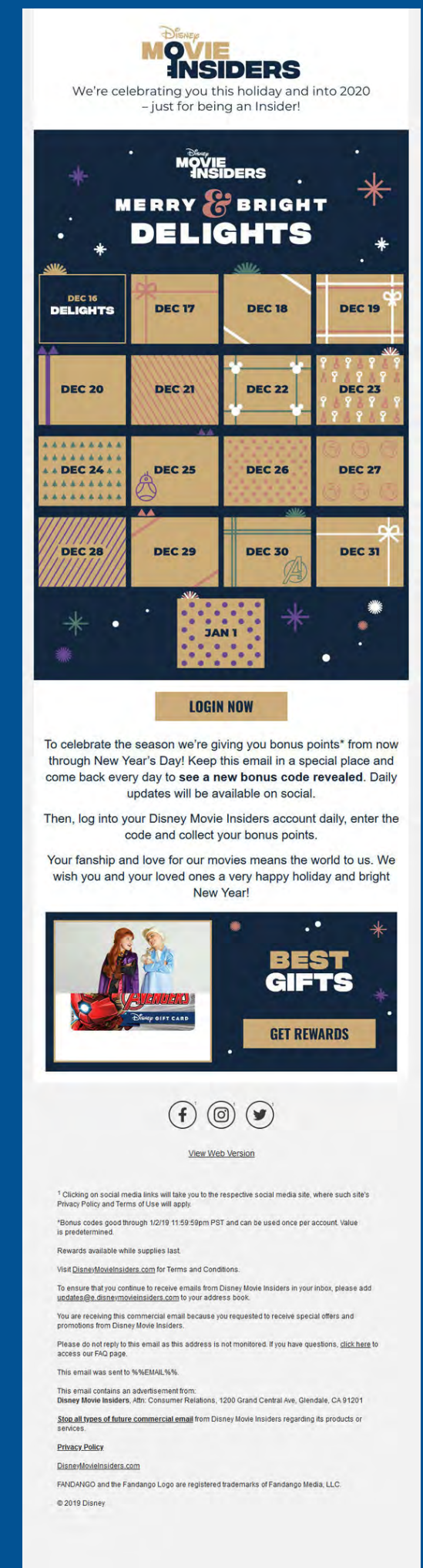
# DAILYSALE “DAILY DEALS”

DailySale mailed multiple times per day, with a different hero image each time, rolling out a new top deal followed by other bestsellers or product recommendations.



# DISNEY MONTH OF REWARDS

Compared to October-December “Newsletters” which go to a broad audience, this campaign performed well above the others **33% CTO** vs the average 20% CTO.







**CREATIVE BEST  
PRACTICES**

# CREATIVE QUICK TIPS

## HALLOWEEN:

- Traditional trick or treating won't be possible for most this year due to crowds and social exposure; imagery should adjust accordingly and show elements of Halloween rather than groups of people
- Touchstone results from 2019 suggested "Happy Halloween" performs better than using "Halloween" references alone in subject lines
- **Thematic Elements:** jack-o-lanterns, mystery sale themes, Halloween candy/"treats"

## THANKSGIVING:

- Be mindful of showing large gatherings this year or travel related themes/imagery
- Root the message and theme of the creative in small family togetherness, food, and thankfulness
- **Thematic Elements:** Fall leaves, turkey, small family or friend dinner

GAIAM

YOGA ACTIVE BALANCE APPAREL RECOVER MEDITATION SALE

**MORE TREAT THAN TRICK**

Click through to discover your mystery treat!

REVEAL YOUR SAVINGS

FREE SHIPPING ON \$75+

YOGA STUDIO WHOLESALE GIFT CARDS

GAIAM, INC. 833 W. SOUTH BUCKLER ROAD | LOUISVILLE, CO | 80207  
(970) 968-4221

It was done from a friend and you'll like to receive future mailings. [Sign up!](#)  
[Unsubscribe](#) | [Privacy](#)

Other valid through Thursday 10/21/19 4:59 PM MST  
\*Free shipping not valid for Alaska, Hawaii, or Canada. Overseas shipping charges will apply. Order must be over \$75. Product and offer discounts for orders to qualify for free shipping. Other restrictions may apply. Void on online orders only. Does not apply to retail orders. Does not apply to previously granted orders. May not be combined with other offers. Other restrictions may apply. Member Rewards members must log in and account prior to checkout. See reward points to apply to the account. Your discount will be revealed on the cart.

IncrediblePets

Everything For a Healthy, Happy Pet

**HAPPY THANKSGIVING**

from all of us at Incredible Pets

Don't forget your pet this Thanksgiving!  
Shop online or stop by your nearest location and get them something to do & something to chew!

SHOP NOW

Our Biggest Sale of the Year Starts in...

00 : 00 : 00 : 00  
DAYS HOURS MINUTES SECONDS

**CUSTOMER APPRECIATION SALE**  
December 6th, 7th, & 8th

FIND A STORE NEAR YOU

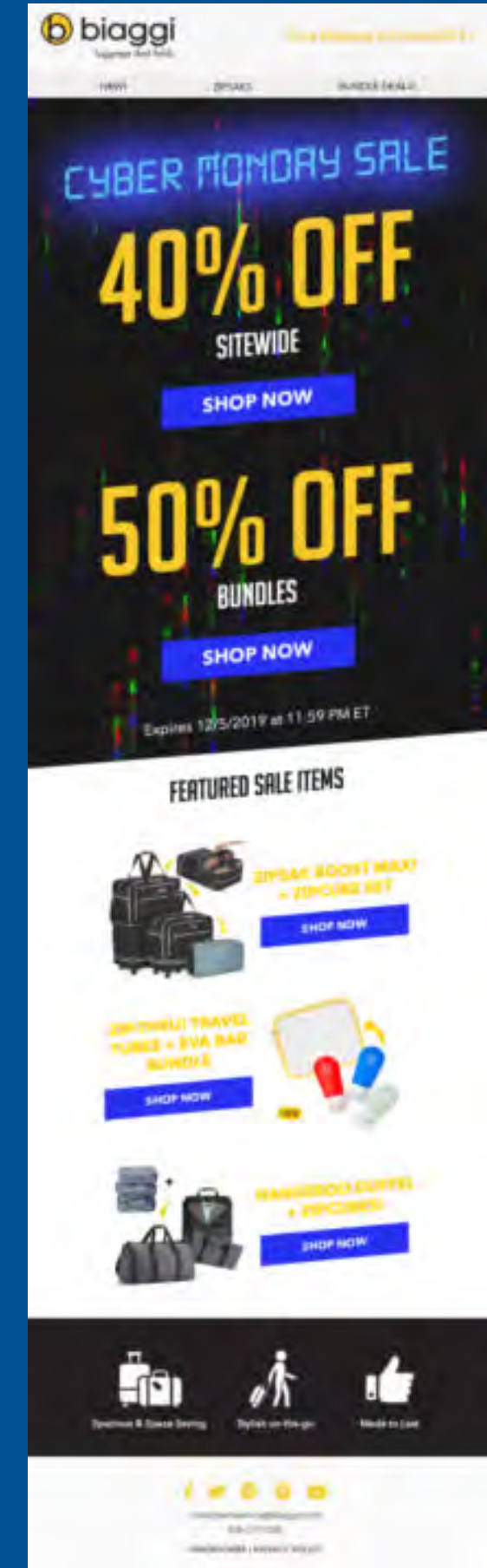
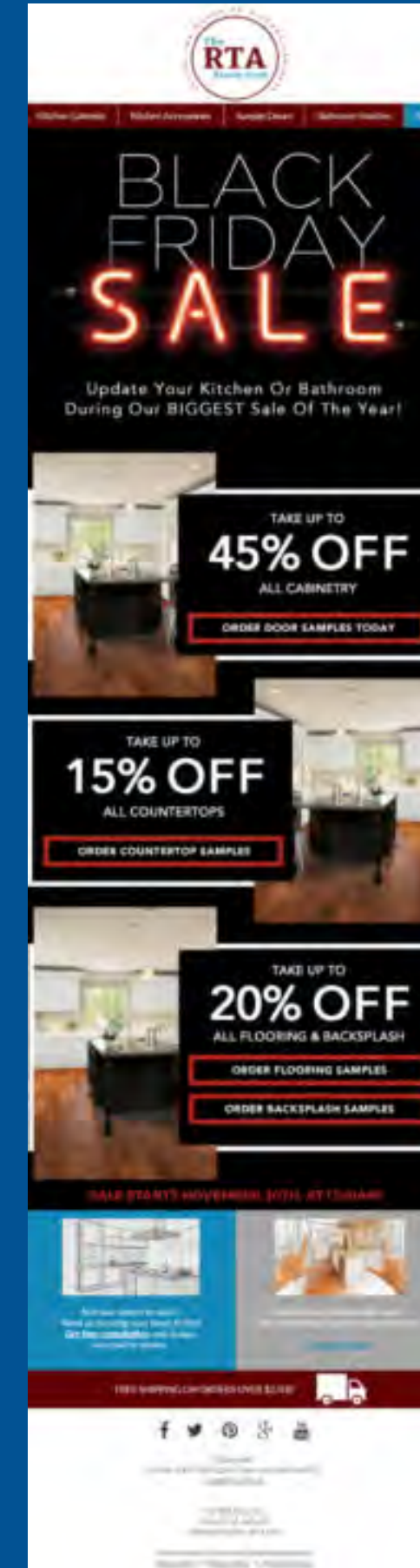
Follow us on social media for fun photos, tips, offers, and more!

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# CREATIVE QUICK TIPS

## BLACK FRIDAY/CYBER MONDAY:

- Go big to stand out in the inbox!
- Test fun or unusual subject lines like our highest performer last year: “bbbbBBBlack Friday“
- Make big visual gestures by using animation, like confetti or flashing text
- In-person shopping won’t be common this year for Black Friday, so emails should take advantage of the shift to online by being as eye-catching as possible and even make reference to skipping the in-person lines this year
- **Thematic Elements:** gift boxes, shopping bags, black and gold, digital-esque fonts



# CREATIVE QUICK TIPS

## CHRISTMAS/HOLIDAY:

- Large holiday events will be shifting more towards intimate and comfortable gatherings. Be mindful with imagery and create more messaging around being comfortable at home for the holidays or without family you're unable to see (sending packages to loved ones instead)
- Consider using 'holidays' instead of 'Christmas' to be more inclusive
- **Thematic Elements: Yes** - snowflake, snowman, star, gift emojis, **No** - Santa, reindeer, Christmas tree emojis

## NEW YEAR'S:

- Promote "final sale of the year" and "end of year pricing" to build excitement and urgency
- Consider new normals, such as the Times Square celebration going virtual and fewer in-person celebrations
- Focus your imagery and messaging on a smaller celebration from home
- Look ahead with messages of positivity for 2021 such as "We're endured this year, we look forward to next year"
- **Thematic Elements:** confetti, fireworks, clock countdowns,

**BAP PROFESSIONAL** \$25 Flat Rate Overnight Shipping On Most Items 800-439-7158 - Call Now To Order

A/C Compressors Turbos Struts Steering Racks Driveshafts

### Happy Holidays

Dear BuyAutoParts Professional Customer-

As we bring 2019 to a close, the team at BuyAutoParts and I would like to thank you for your business. We are aware that you have many choices on where to buy parts, and we are proud that you choose to shop with us. We strive to earn your business everyday by ensuring we are delivering real value to you in:

- New Genuine OEM, Remanufactured OEM and the highest quality Aftermarket parts
- Experienced Sales Team able to source hard-to-find parts
- Superior Product Catalog and Easy-to-use e-commerce site
- Friendly Customer Service staff ready to quickly resolve issues
- Best-in-class product warranties

This year in preparation for 2020 we have redoubled our efforts to expand our catalog to bring you more parts. We have invested heavily in our core product lines:

- **Turbochargers:** any turbocharger you need, every time
- **Steering:** the most complete selection of replacement EPS units
- **Air Conditioning:** unbeatable selection of well-priced A/C compressors and complete repair kits

In addition, in 2020 we are excited to continue expanding our product offering from the best brand names in the business. Count on us for the brands you trust - BorgWarner, Stigan, KYB, Duralo, Bilstein, Arnott, Denso, Bosch and more.

Again, we sincerely thank you for your business. Our goal is for you to succeed with our parts by improving the safety, longevity and value of your customers' automobiles. We look forward to serving you in 2020.

On a personal note, from myself and the team at BuyAutoParts Professional, we wish you a safe and joy-filled holiday season.

Sincerely,  
Renee Thomas Jacobs  
CEO

[SHOP NOW](#)

For more information, contact us at **800-439-7158**

NEW HELLER - NEW HAVEN - NEW HAVEN - ACCESSORIES - BORGWARNER

COUNTDOWN TO 2020  
00 : 00 : 00 : 00

### Grab Our Last Deal Of The Decade!

[SHOP NOW](#)

TAKE  
**20% OFF**  
Orders \$200+  
With Code H20

**15% OFF**  
Orders \$150+  
With Code H15

**10% OFF**  
Any Order  
With Code H10

OUR GIFTS TO YOU

- FREE SWEATSHIRT**  
With Orders \$200+
- FREE HAT & SHIRT**  
With Orders \$120+
- FREE SHIRT**  
With Orders \$90+

[f](#) [@](#)

# AUTHENTIC MESSAGING

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## **STRENGTHEN HEALTH AND WELLNESS CONNECTIONS**

Consider how to leverage and strengthen Health & Wellness connections, across products and categories. Be mindful of how you're speaking to different areas of the country. If you're promoting products for use outside or in low-crowd activities, follow local guidelines to help define the right message. Include safety messages where appropriate.

## **CREATE SURPRISE & DELIGHT**

Create anticipation and joy with a surprise and delight approach. People are fatigued from the ups and downs in 2020. Try upbeat messaging approaches like surprise reveals, or "come back tomorrow, or "month of delight".



# CALL TO ACTION

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**A good Call-to-Action (CTA) needs to stand out from the rest of the email. Vary CTA copy approaching the holidays to create a new opportunity for the customer to shop.**

For example 'Get Gifting' as well as CTAs that direct to different/specific gifting categories

Use colors to allow the CTA to stand out and be easily visible. The punchier the CTA is, the better

High CTA placement is usually recommended, however the CTA needs to follow the logical flow of the journey and can sometimes be placed lower on the creative. Make sure there's plenty of space around the CTA

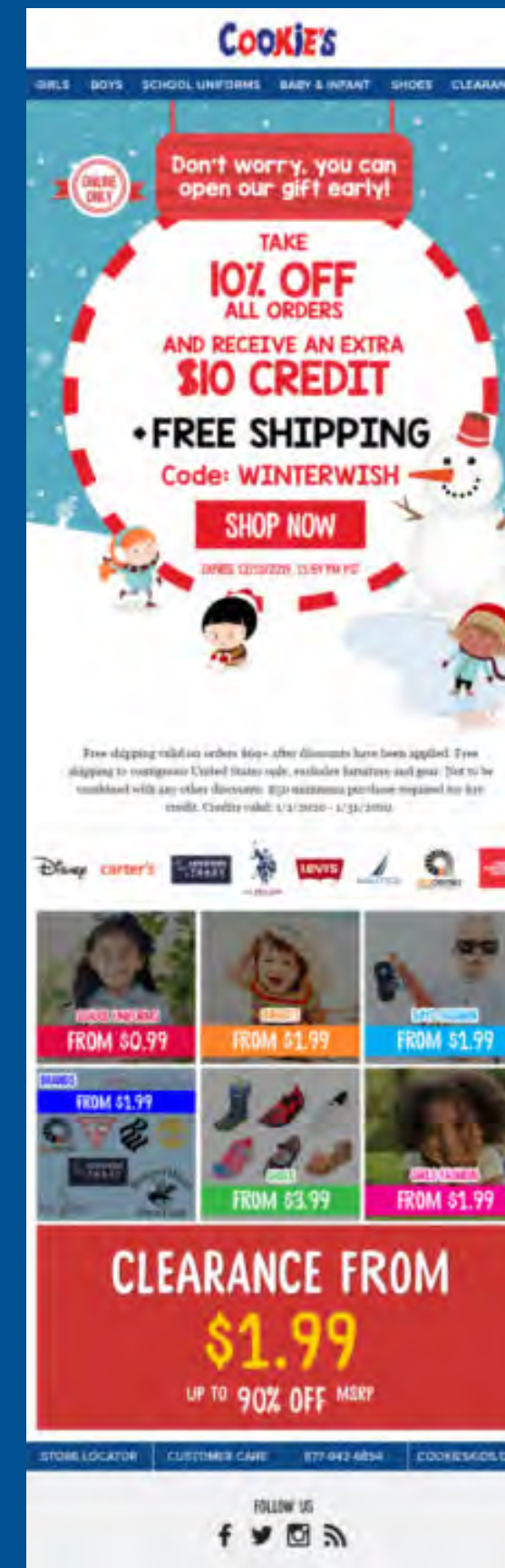
The image shows a vertical email marketing creative. At the top, there is a decorative blue outline of a gift box. Below it, the text reads: "Get Yourself A Gift! Huge Savings, Just For You!". To the right of this text is a DJ controller. Below the text is a red button with the text "Get Gifting". Below this is a section titled "Shop Holiday Special Deals" with four buttons: "Deals with Free Shipping", "Deals on Kits & Bundles", "Deals on Holiday Clearance", and "Deals on Top Rated Gear". Below this is a section titled "Shop Deals Under" with two sub-sections: "Under \$500 | Under \$250" and "Under \$100 | Under \$50". Each sub-section contains two product images with their prices and "Shop Now" buttons. The first sub-section shows a camera bag for \$500 and a lens for \$250. The second sub-section shows a USB drive for \$100 and a memory card for \$50.

# HOLIDAY IMAGERY

Use images that are emotive and work with your headline so that they are adding to the message. Make sure to stay on brand while fitting the holiday theme.

Animated GIFs can surprise and delight subscribers, but make sure design includes all vital information – perhaps a call-to-action, offer, headline – in the first frame of the GIF

Maintain sensitivity in imagery with regards to shifting social practices. Holiday travel, large Thanksgiving dinners, big Christmas parties, and toasting champagne for New Year's Eve are all likely to shift. Instead, show intimate gatherings, family togetherness, sending packages to loved ones, and staying home for the holidays as well as traditional holiday elements such as snow, gifts, etc.





**THANK YOU**



# AlchemyWorx

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Head of Business Development

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