2023 Holiday Prep: Audit
The Industry’s Leading Customer Engagement Platform
Listrak delivers results.
Agenda

01. Holiday 2023: What to Expect
02. Reviewing Last Year Promos & Performance
03. Make a Plan for This Year
<table>
<thead>
<tr>
<th><strong>Value Matters</strong></th>
<th><strong>Personalization is Key</strong></th>
<th><strong>Build Loyalty</strong></th>
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<tbody>
<tr>
<td>2023 has been a year of consumers being very price conscious</td>
<td>Where you can, bring in dynamic elements into your messages to make generic sale messages more specific to the user</td>
<td>Reactivating your existing customer base will be crucial to a strong peak</td>
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<tr>
<td>Promo is going to be vital to getting new and older customers to shop and convert on your site</td>
<td>EX: Product Recs, Dynamic Content, Personalization fields</td>
<td>Drawing lapsing customers back into the brand with strong promos will help create repeat purchasers</td>
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Steps to Prep for Holiday 2023
Your 2022 Holiday Program

1. Review Last Year Promos & Trends
   What are the key dates and initiatives that drove performance?

2. Dive Into Message Performance
   Metrics such as Click through rate, conversion rate, and $/message sent will help deem top and bottom performers YoY cross channel

3. Competitive Set Analysis
   Review messages from last year in your industry and see if there are any learning/strategies to glean to help prep for this year

4. Audit Program Settings
   Re-evaluate if there were any major changes to settings such as exclusions, wait steps, rec strategies that you will want to anniversary
Step 1:
**Review LY Promos + Data**
Step 2: Dive Into Message Performance
Step 2: Review Your Competitive Set
Step 4: Audit Program Settings

- List Size LY / Active Audience Definition
- Wait Steps
- Recommendation Algorithm Lookbacks
- Popup settings/exclusions
- Re-engagement campaigns pre-holiday
- Alert Suite thresholds/lookback windows
- Saved content banners in triggers
- Frequency caps/adjustments
Steps to Audit

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Your 2022 Holiday Program