



2023 Holiday Prep: **Audit**





The Industry's Leading Customer Engagement Platform



Email



Text Message
Marketing



Identity
Resolution
Marketing



Push
Notifications



Personalization



Behavioral
Triggers



Cross-Channel
Orchestration



Analytics



Listrak delivers results.



bluemercury

BLICK
art materials



Soft Surroundings

TULA
SKINCARE

WOOLRICH

MARC FISHER

MVMT

Kate
Somerville

BOSTON
PROPER

uncommon goods

**JONATHAN
ADLER**

Knockaround

RXBAR

Shark | NINJA

SOL DE JANEIRO

Kirkland's

ANASTASIA
BEVERLY HILLS

PERRY ELLIS

Splendid

Academy
SPORTS+OUTDOORS

PAIGE

m | *travis Mathew*

WHITE+WARREN

MINNETONKA

HUM

Robert Graham

GODIVA
Belgium 1926

john varvatos

SUMMERS VLT

REBECCA TAYLOR

MOVADO

HUNTER

BRAHMIN

ELEMIS

LUMENS

TRUE RELIGION
BRAND JEANS

NORMAKAMALI

TOMS

VINCE.

journelle

poppin.

J. McLaughlin

drybar

LE CREUSET

NINE WEST

Oscar de la Renta

Crayola



Presenters



Allie Naughton
Account Manager



Lindsay Gray
Account Manager



Meg Kunkle
Account Manager

Agenda

01. Holiday 2023: What to Expect
02. Reviewing Last Year Promos & Performance
03. Make a Plan for This Year





2023 Retail Holiday Trends

Value Matters

- 2023 has been a year of consumers being very price conscious
- Promo is going to be vital to getting new and older customers to shop and convert on your site

Personalization is Key

- Where you can, bring in dynamic elements into your messages to make generic sale messages more specific to the user
- EX: Product Recs, Dynamic Content, Personalization fields

Build Loyalty

- Reactivating your existing customer base will be crucial to a strong peak
- Drawing lapsing customers back into the brand with strong promos will help create repeat purchasers

Steps to Prep for Holiday 2023





Steps to Audit

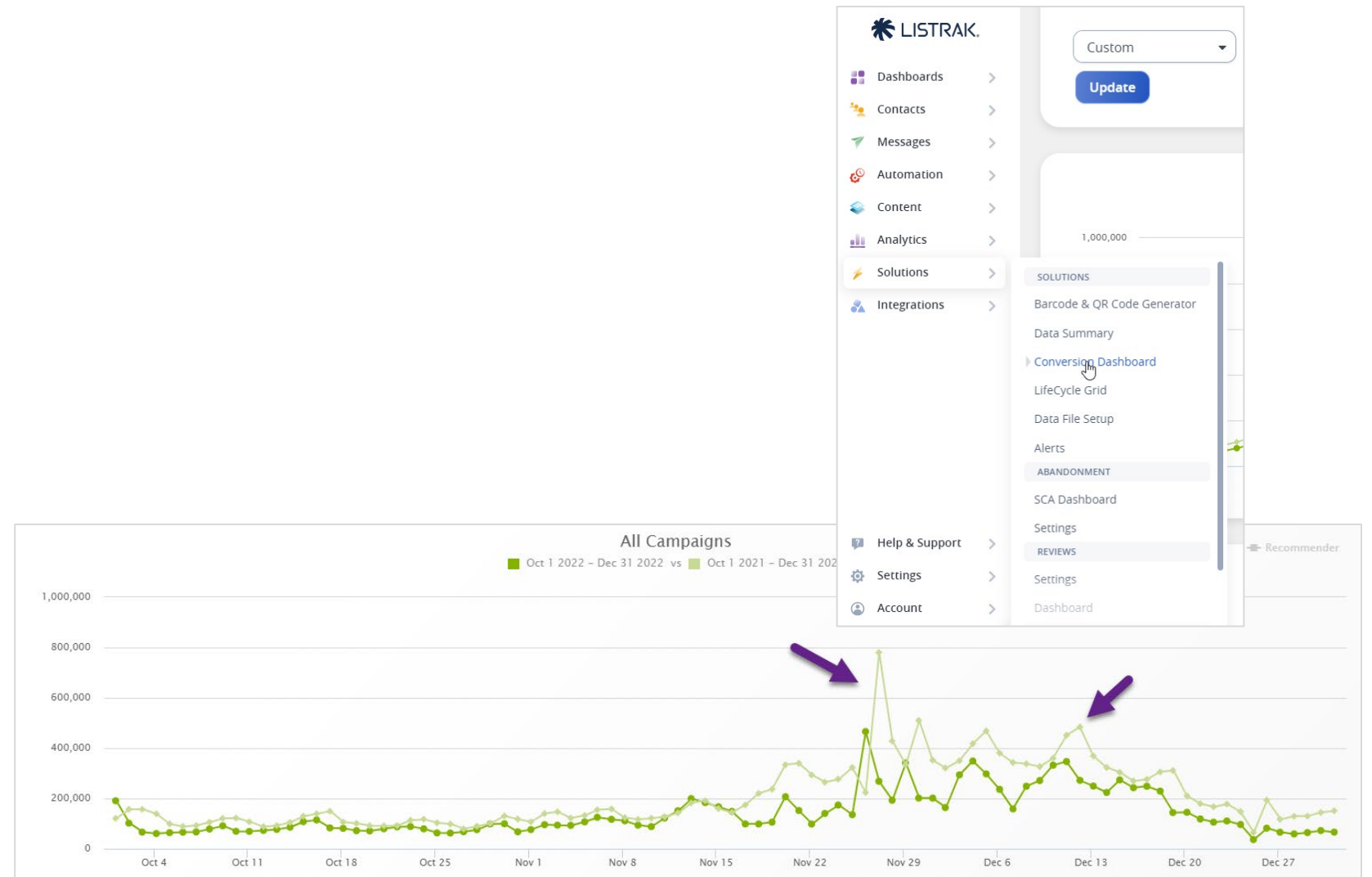
Your 2022 Holiday Program

- 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

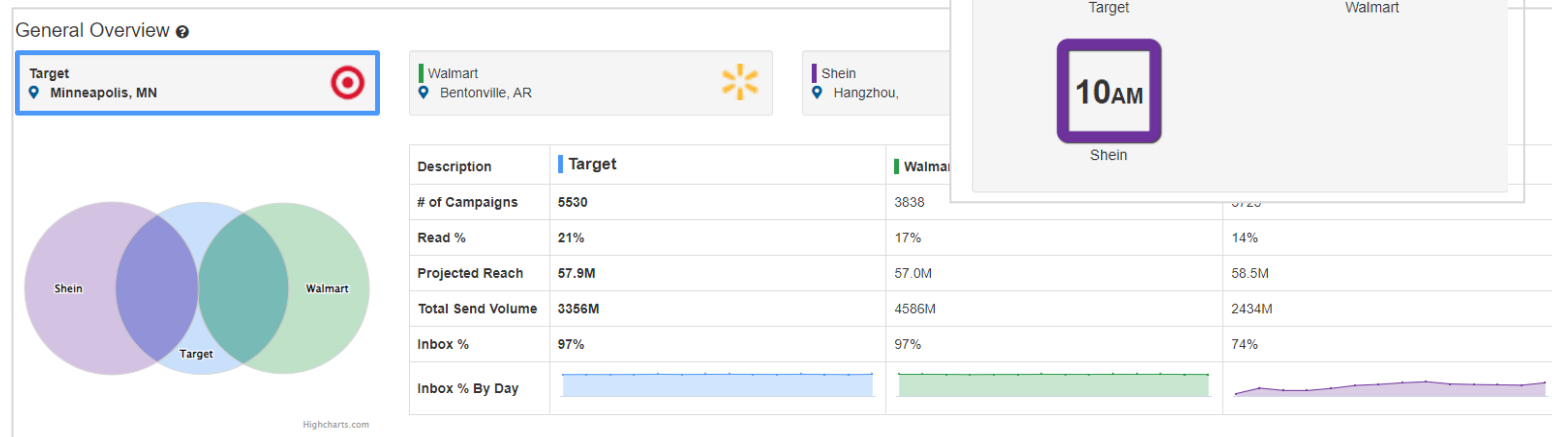
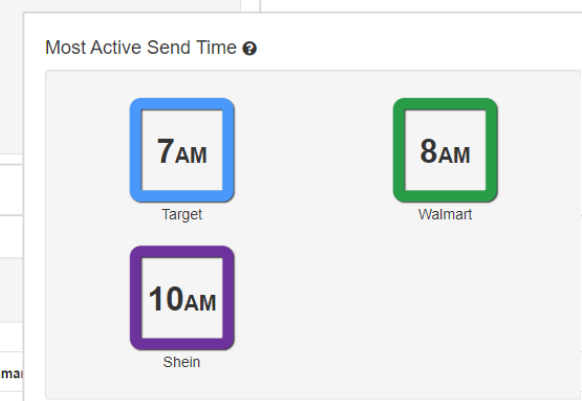
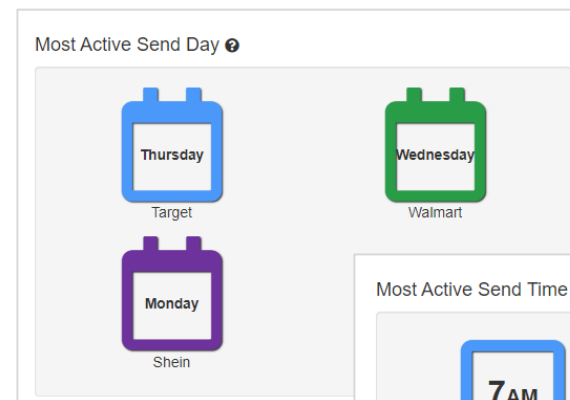
Send Date	☺	Sent	Delivered	Bounces	%	Unsubs.	%	Opens	%	Reads	%	Clicks	Total/Repeat/Ne	%	CTOR	Revenue	Visits	Conversions	Co
(Continues On The Next Page.)																			
12/6/2022 4:30 PM		2,847	2,841	6	0.21 %	1	0.04 %	1,054	68.76 %	1,909	67.19 %	1,158	388 / 383 / 5	13.66 %	19.86 %	\$1,162.75	390	14	
12/8/2022 11:00 AM		8,212	8,176	36	0.44 %	5	0.06 %	3,949	48.30 %	3,837	45.93 %	467	382 / 367 / 15	4.67 %	9.67 %	\$1,689.30	385	19	
11/23/2022 12:08 PM		11,049	10,805	244	2.21 %	2	0.05 %	111	1.03 %	106	0.98 %								
10/4/2022 11:50 AM		83,624	82,883	741	0.89 %	33	0.04 %	26,214	43.69 %	25,166	42.43 %								
11/3/2022 11:00 AM		1,110	1,096	14	1.26 %	1	0.09 %	647	59.03 %	627	57.21 %								
12/5/2022 11:00 AM		29,469	29,317	152	0.52 %	20	0.07 %	12,856	43.85 %	12,444	42.45 %								
10/5/2022 12:00 PM		196,510	194,878	1,632	0.83 %	82	0.04 %	75,331	38.66 %	73,121	37.52 %								
10/4/2022 11:50 AM		35,736	35,430	306	0.86 %	15	0.04 %	15,636	44.13 %	15,127	42.70 %								
11/3/2022 11:00 AM		24,906	24,341	565	1.48 %	10	0.04 %	12,937	53.37 %	12,975	51.87 %								
11/11/2022 11:00 AM		121,115	119,354	1,761	1.45 %	45	0.04 %	31,957	43.53 %	30,553	42.36 %								
		63,339,478	62,824,377	515,101	0.81 %	28,371	0.05 %	30,711,940	48.89 %	29,867,732	47.54 %								

Send Date	Mess	Broadcast Ni	List Na	Sent M	Total C	Unique	CTR	Conver	Revenue	RPS
11/12/2022	SMS	in reprehenderit	Style Co.	36,965	3,825	3,288	8.89%	118	\$17,214.51	\$0.47
11/19/2022	SMS	Lorem ipsum	Style Co.	37,400	3,584	3,122	8.35%	85	\$13,756.23	\$0.37
11/14/2022	SMS	adipiscing elit	Style Co.	37,071	3,799	3,027	8.17%	190	\$25,791.82	\$0.70
10/5/2022	SMS	Duis aute	Style Co.	35,413	3,500	2,884	8.14%	89	\$12,471.76	\$0.35
12/14/2022	SMS	Ut enim	Style Co.	38,248	3,624	3,097	8.10%	66	\$6,615.80	\$0.17
11/28/2022	SMS	sunt in culpa qui	Style Co.	37,890	4,101	3,052	8.05%	292	\$38,288.76	\$1.01
12/7/2022	SMS	adipiscing elit	Style Co.	37,661	3,623	2,893	7.68%	108	\$10,020.71	\$0.27
10/15/2022	SMS	sunt in culpa qui	Style Co.	35,899	3,273	2,747	7.65%	130	\$14,846.92	\$0.41
11/26/2022	SMS	adipiscing elit	Style Co.	37,784	3,371	2,884	7.63%	62	\$10,221.05	\$0.27
11/5/2022	SMS	Ut enim	Style Co.	36,500	3,222	2,744	7.52%	106	\$13,612.97	\$0.37
12/29/2022	SMS	Lorem ipsum	Style Co.	39,093	3,425	2,835	7.25%	142	\$16,453.50	\$0.42
11/25/2022	SMS	in reprehenderit	Style Co.	37,728	3,371	2,721	7.21%	169	\$24,263.44	\$0.64
10/29/2022	SMS	adipiscing elit	Style Co.	36,730	3,141	2,641	7.19%	145	\$16,479.54	\$0.45
10/22/2022	SMS	Duis aute	Style Co.	36,214	3,006	2,549	7.04%	89	\$15,107.48	\$0.42
10/8/2022	SMS	in reprehenderit	Style Co.	35,537	2,805	2,371	6.67%	64	\$11,244.26	\$0.32
11/21/2022	SMS	Ut enim	Style Co.	37,490	2,832	2,397	6.39%	94	\$12,744.36	\$0.34
11/29/2022	SMS	Lorem ipsum	Style Co.	37,886	3,141	2,353	6.21%	186	\$22,435.47	\$0.59
10/24/2022	SMS	in reprehenderit	Style Co.	36,367	2,564	2,118	5.82%	68	\$8,117.69	\$0.22
10/17/2022	SMS	Lorem ipsum	Style Co.	35,969	2,446	2,040	5.67%	91	\$14,744.99	\$0.41

Subject	Send Date (UTC-04)	Sent	Delivered	Bounce	%	Unsubs	%	Click	Unique Clicker	%	CTR	Revenue	RPS	Visit	Conversion	CRV	AOV
Lorem ipsum dolor sit amet	12/06/2022 16:30:00	2847	2841	6	0.21%	1	0.04%	1158	388	13.66%	40.76%	\$1,162.75	\$0.03	390	14	3.59%	\$83.05
consectetur adipiscing elit	12/08/2022 11:00:00	8212	8176	36	0.44%	5	0.06%	467	382	4.67%	5.71%	\$1,689.30	\$0.04	385	19	4.94%	\$88.91
sed do eiusmod tempor incididunt	11/03/2022 11:00:00	24606	24241	365	1.48%	10	0.04%	1105	657	2.71%	4.56%	\$2,369.67	\$0.05	662	26	3.93%	\$91.14
labore et dolore magna aliqua	11/03/2022 11:00:00	1110	1096	14	1.26%	1	0.09%	46	34	3.10%	4.20%	\$718.52	\$0.02	35	3	8.57%	\$239.51
Ut enim ad minim veniam	10/04/2022 11:50:00	83624	82883	741	0.89%	33	0.04%	2975	1953	2.36%	3.59%	\$12,315.17	\$0.27	1961	92	4.69%	\$133.86
Lorem ipsum dolor sit amet	12/09/2022 11:00:00	48770	48501	269	0.55%	19	0.04%	1682	1013	2.09%	3.47%	\$6,443.75	\$0.14	1018	63	6.19%	\$102.28
consectetur adipiscing elit	10/04/2022 11:50:00	35736	35430	306	0.86%	15	0.04%	1191	799	2.26%	3.36%	\$6,370.03	\$0.14	802	46	5.74%	\$138.48
sed do eiusmod tempor incididunt	11/02/2022 11:30:00	42305	41847	458	1.08%	21	0.05%	1367	860	2.06%	3.27%	\$8,268.88	\$0.18	871	81	9.30%	\$102.08
labore et dolore magna aliqua	11/18/2022 11:00:00	146423	144907	1516	1.04%	44	0.03%	4643	3234	2.23%	3.20%	\$34,229.21	\$0.76	3293	321	9.75%	\$106.63
Ut enim ad minim veniam	11/11/2022 11:00:00	121115	119354	1761	1.45%	45	0.04%	3790	2459	2.06%	3.18%	\$17,057.46	\$0.38	2492	155	6.22%	\$110.05
Lorem ipsum dolor sit amet	11/25/2022 12:00:00	41088	40756	332	0.81%	12	0.03%	1218	853	2.09%	2.99%	\$11,282.71	\$0.25	890	91	10.22%	\$123.99
consectetur adipiscing elit	12/05/2022 11:00:00	29469	29317	152	0.52%	20	0.07%	871	673	2.30%	2.97%	\$2,628.05	\$0.06	676	23	3.40%	\$114.26
sed do eiusmod tempor incididunt	12/02/2022 16:00:00	125283	124916	367	0.29%	43	0.03%	3701	2091	1.67%	2.96%	\$16,824.36	\$0.37	2117	147	6.94%	\$114.45
labore et dolore magna aliqua	10/05/2022 12:00:00	196510	194878	1632	0.83%	82	0.04%	5669	3884	1.99%	2.91%	\$15,363.77	\$0.34	3889	109	2.80%	\$140.95
Ut enim ad minim veniam	12/06/2022 11:00:00	42727	42482	245	0.57%	9	0.02%	1211	874	2.06%	2.85%	\$4,691.62	\$0.10	882	55	6.24%	\$85.30
Lorem ipsum dolor sit amet	12/02/2022 11:01:46	62733	62553	180	0.29%	17	0.03%	1708	973	1.56%	2.73%	\$4,465.60	\$0.10	977	48	4.91%	\$93.03
consectetur adipiscing elit	12/02/2022 11:02:01	62732	62552	180	0.29%	21	0.03%	1691	1046	1.67%	2.70%	\$5,373.60	\$0.12	1056	63	5.97%	\$85.30
sed do eiusmod tempor incididunt	12/23/2022 11:00:00	41576	41276	300	0.72%	18	0.04%	1004	745	1.80%	2.43%	\$6,077.28	\$0.14	747	45	6.02%	\$135.05



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



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