

# Peak Shopping Season eBook

11 CX strategies to drive  
holiday profitability




holiday



**Ready to gain  
customer love and  
grow this Peak  
Shopping Season?**

**Read on.**







# Holidays

On the heels of record breaking sales last year, the 2022 holidays promise an equally-impressive showing. The kickoff to the peak shopping season is always highly anticipated.

Consumers and marketers agree this is the biggest two months in the entire year for businesses. Consumers are chomping at the bit to explore all the latest and greatest deals, sales, and frenzied excitement that the holidays always bring.

Along with a lot of anticipation, aggressive and determined shoppers would also be laser-focused on savings, and it can be a tough go for marketers. For all the joy and excitement of this season, there is pressure on marketers to reach new heights.

So, when the frenzy starts this November, you'll need every edge you can get. This eBook is specially designed and carefully engineered to help you maximize your selling potential and send your bottom line up into the stratosphere!



# Peak Shopping means big numbers

The 2021 holiday season, November - December, [broke retail sales records](#) with a 14.1% growth from 2020. \$886.7 billion in sales were recorded, with online and other non-store sales bringing in \$218.9 billion, with a 11.3% growth from 2020.

There are many shopping days and opportunities to make bank in this season - Single's Day, Black Friday, Cyber Monday, Christmas, and New Years.

Arm yourself with the best of strategies that follow in the coming pages and win over your customers this holiday season!



# Banner personalization


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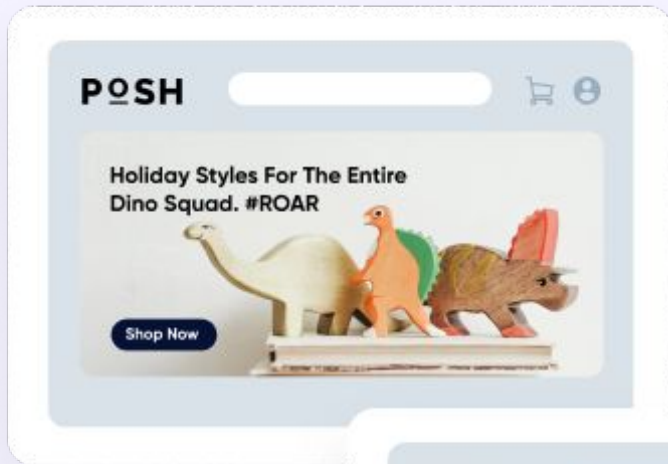
## Challenge

Are your customers suffering from banner déjà vu? It's a common problem and is a real engagement killer. Imagine how you'd feel if every time you landed on a favorite site, you realized you were reading the same old generic content.

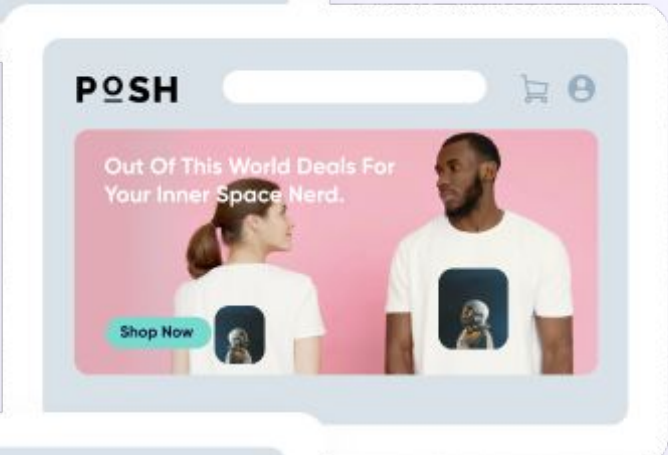
## Solution

Change all that with banner personalization. Insider's banner management solution lets you tailor your banner content and keeps it fresh. Inspiring online exploration should be all about multiple - and future - visits. Keep 'em coming back for more with the relevant 1:1 experiences that will send their engagement skyward.

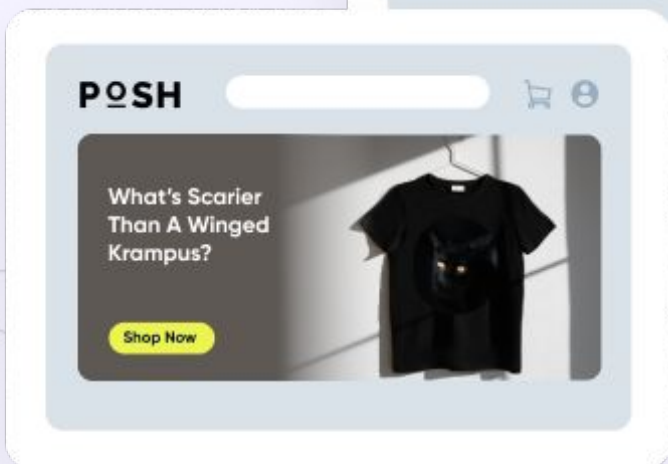
A decorative graphic at the bottom of the page features a yellow circle positioned on a curved grey line. To the left, there is a large, faint white arc. The background is a soft gradient of light purple and blue.



**Segment:**  
Kids - Dino Enthusiasts



**Segment:**  
Men - Sci-Fi Lovers



**Segment:**  
Women - Horror Fans

# Gamified templates (Discount affinity)

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## Challenge

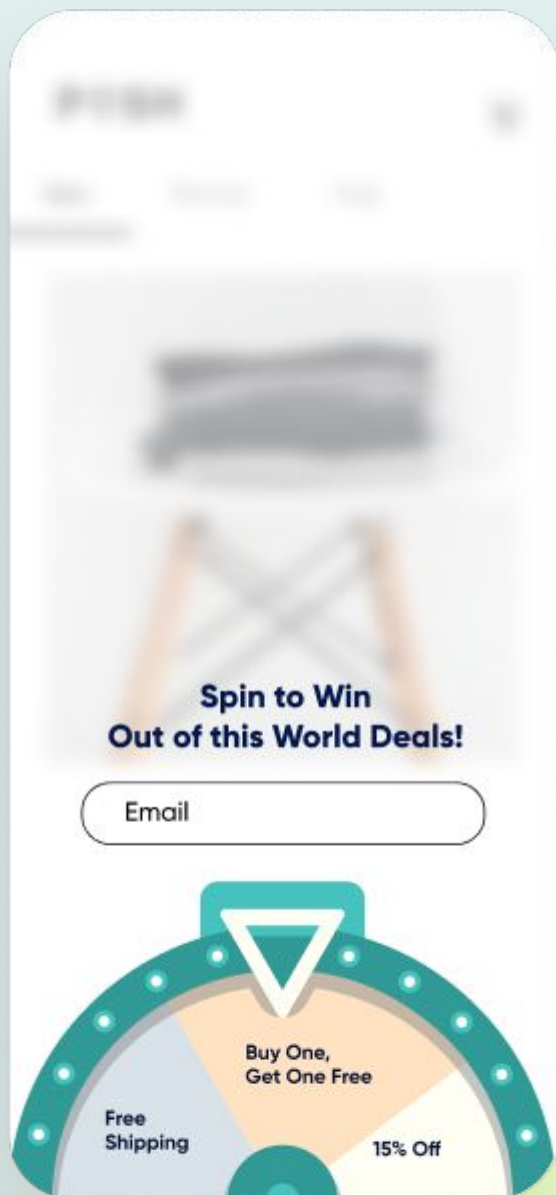
Not collecting enough leads?

Let's face it: Personalized service is something everybody craves. In the fast-paced, frenzied world of holiday shopping, customers will always go for big rewards - the ones you offer in exchange for key information. With the seemingly imminent death of cookies, how do you collect more personal data while inspiring customer loyalty at the same time?

## Solution

For starters, as hectic as it can be, holiday shopping is supposed to be fun. So, give the people what they want. Keep them in the game while making them part of the solution.

Employ tactics like games of chance. How about a spinning wheel of incentives to attract more legit leads? Buyers may simply expect savings, but if you give them the right incentive to play the game, they'll always come back for more. Remember your soon-to-be-new customers crave attention. The personalized service you provide will fuel them towards sales during holiday shopping time.



**Spin to Win  
Out of this World Deals!**

Email

Free  
Shipping

Buy One,  
Get One Free

15% Off



# Architect (win over cart abandoners)

Bucking the trend means flipping the script

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## Problem

As usual, the numbers tell the tale: Across the major customer buying channels, the percentage of online **cart abandonment is slightly above 69%**. That is the percentage of customers who bail before the buying process is complete.

So, how do you get things back on course?

## Solution

Knowing customer habits is the best way to keep your mission pointing in the right direction. Using effective A.I.-driven technology, you can not only get those holiday cart abandoners to come back — in many cases, you can get them to buy more. That kind of solution makes re-entering the holiday shopping atmosphere seem like an easy Sunday drive! Customer re-engagement needs to be a regular ritual. So, make it a key part of your daily research.

It's never too late to win them back. That goes across all product lines and speciality items. Using consistent messaging and leveraging already-existing data will help you in the long run. Just think of it as keeping your eggs in multiple baskets!



### Knock, knock. Who's there?

Hey Sam, it's your space age headphones. We've been waiting for you. Treat yo' self.

[www.gamp.com](http://www.gamp.com)

**GAMP**

Sam, you've left something behind!

Your space age headphones are collecting dust. Snag them now.

[www.gamp.com](http://www.gamp.com)



Take it home



+



**15% Off! No, It's Not Too Good To Be True!**

**GAMP**

Hey Sam,

We're Giving You 15% Off On Your Space Age Headphones. They've Got A 4.9/5.0 Rating And Are Our Bestseller. Use Discount Code GIMMETS At Checkout.

Cheers,  
The GAMP Team



# Progress Bar (Cart page)

Put yourself in your customer's shoes

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## Challenge

Just like you, your customers value transparency. Think about when you're answering a survey or taking a quiz. You're likely to stop if you don't know how far you've got left to complete, right? Time is a precious commodity for everyone. The difference between gaining and losing customers may be a simple matter of ease of use.

## Solution

A progress bar for eCommerce companies can incentivize shoppers to buy more. Using progress bars, plus copy and images that speak to your target audience (plus other select groups you hope to reach) can increase average order value (AOV) over time.

Direct calls to action (e.g., "Buy more...Get rewarded.") are especially effective on cart pages. Play it straight and keep your customers informed. They will return the favor and reward you for thinking economically.



You're So Close To Free Holiday Shipping!  
Spend \$20 More.



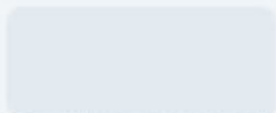
A Christmas Carol By Charles Dickens  
Paperback

\$15.99

Format

Paperback ▾

Add to Cart



# Wheel of Fortune (Returning visitors)

Looking for ways to incentivize?  
Give the Wheel a spin!

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## Challenge

Maintaining the happiness of your existing customers is perhaps more important than winning new customers. How do you encourage return visits? With holiday shopping fast approaching, trying to convince those on the fence you're worth their time and attention is a daunting task.

## Solution

First, you need a novelty that works. With the inherent excitement that games of chance always bring (who, for example, can resist Wheel of Fortune?) there are gamified templates out there that are designed to help you effectively collect email addresses and other points of contact. While the idea of "Spin to Win," may be far from an original concept, it can still revive dormant customers. Our technology lets you personalize the spin to win incentives for each user. Think of trying your luck as a worthy calculated risk. Much like those aeronautical pioneers of yesteryear, your customers will realize taking higher risks equals higher rewards.

**Segment:**  
Thanksgiving Shopper

**Industry:**  
Online Grocery

**Hosting Thanksgiving?  
Save Big on Crowd Pleasers.  
Spin to Win!**

Email



# Exit intent (Website abandoners)

Keep 'em close... and don't let 'em bounce!

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## Challenge

It's easy for customers to get distracted while they're browsing online. Yes, even those who are loyal to your brand. In fact, statistics suggest the majority of consumers are engaged in other activities while shopping online.

## Solution

Your mission is keeping your overactive customer base in check, ultimately preventing them from leaving your site and bouncing around the online universe. Exit Intent, a specially-designed website anti-abandonment tool, can get to the root of the problem: Those who are easily distracted, such as those prone to bounce between multiple sites, need your personal attention. With Exit Intent, you can keep them engaged and buying.



**Whatever your  
style, we got a  
holiday shirt for it.**

Look sharp.  
Shop our collection of  
denim, dress, and polo  
shirts. Plaid, pastel, striped:  
We've got you covered.

[Shop Now](#)





# Smart recommendations (for returning visitors)

Keep it smart; keep it fresh.

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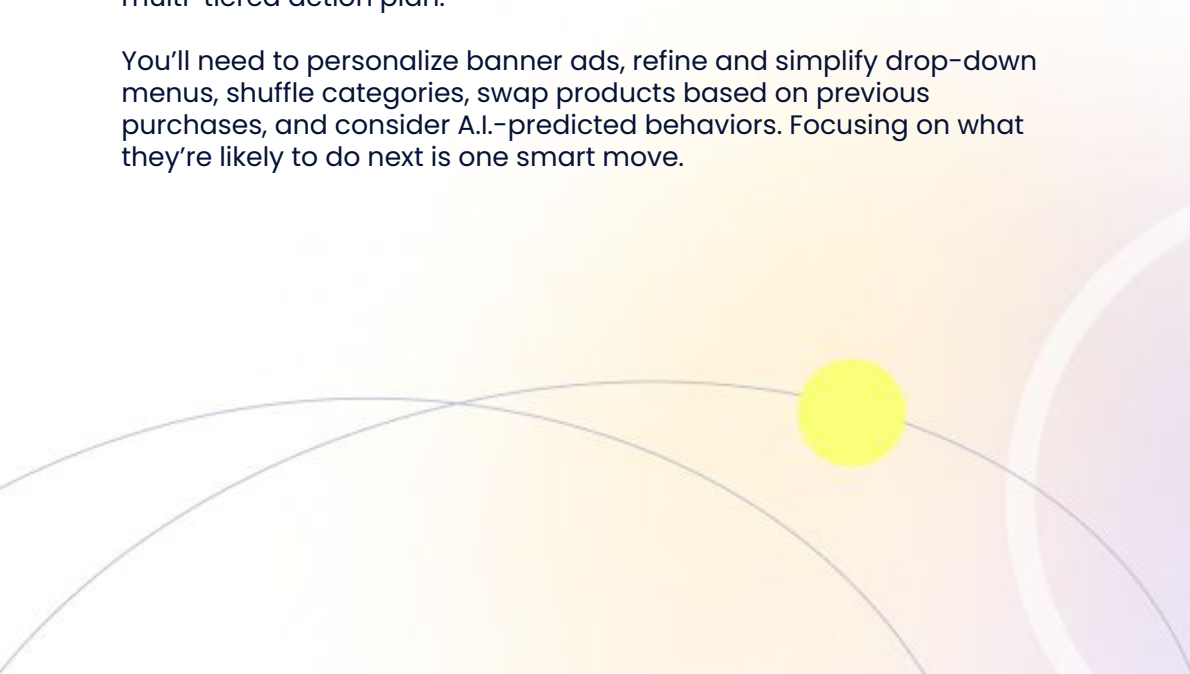
## Challenge

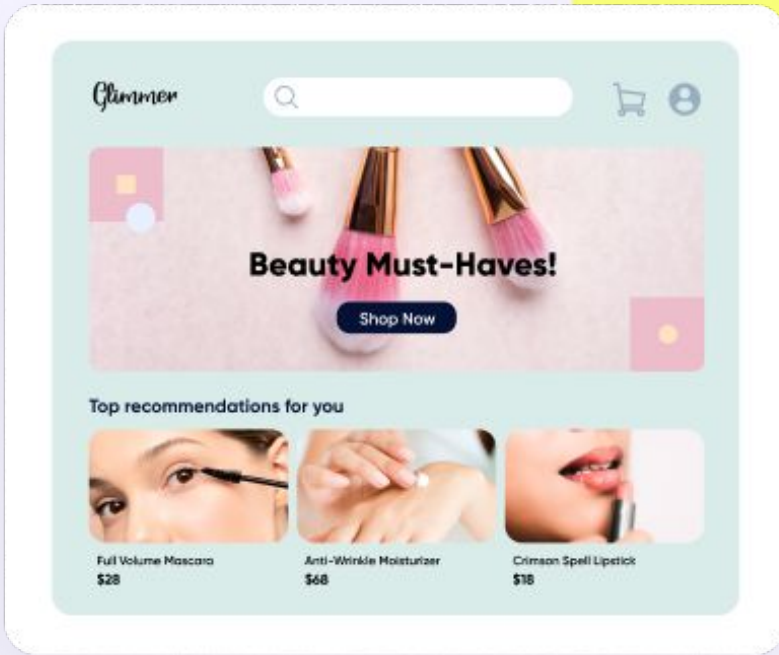
Let's face it. Active online users don't want to see generic content. One size definitely does NOT fit all! Loyal consumers returning to your website expect fresh and relevant content.

## Solution

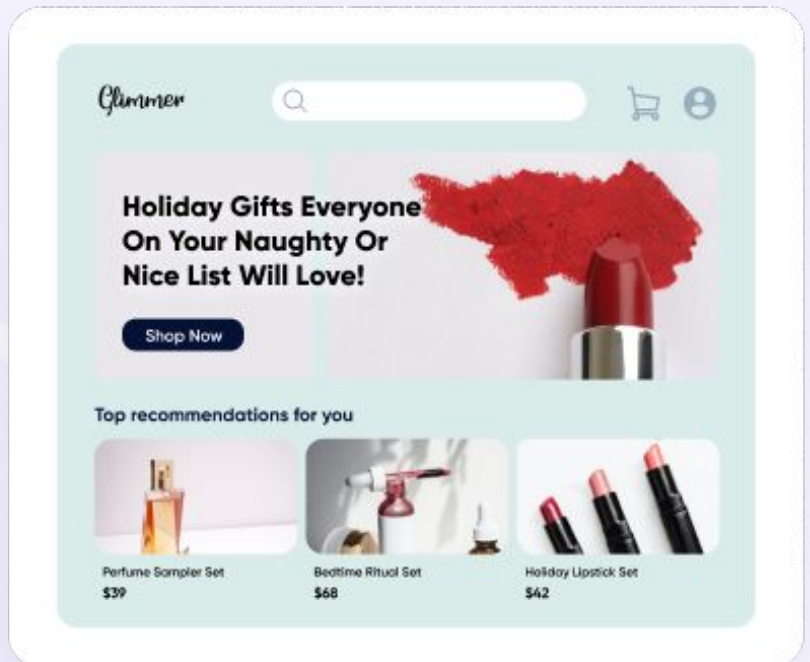
Website personalization is just the tip of the iceberg. You need to practice the art of precision to maintain customer interest. With holiday peak season getting closer by the day, you'll need to have a multi-tiered action plan.

You'll need to personalize banner ads, refine and simplify drop-down menus, shuffle categories, swap products based on previous purchases, and consider A.I.-predicted behaviors. Focusing on what they're likely to do next is one smart move.





**Personalization after 1st visit:**  
**Segment:** Holiday Gifts Shopper



# Countdown timer (create urgency, new visitors)

The Countdown Starts Now!

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## Challenge

Modern consumers face a relentless marketing assault. In order to distinguish yourself and your brand from the crowd during the holiday shopping season and every day of the year, you need to explore ways to shorten the purchase cycle. The moment shoppers are ready to buy, you must be ready, as well.

## Solution

There's nothing more valuable than a loyal customer, right? (Well, except maybe new customers - and lots of them!)

In the last weeks before the holidays, you'll need to offer some aspirational incentives. The Countdown Timer can showcase getaways, spontaneous island hopping, and general exploration. During peak holiday shopping, those ideas will take flight fast! Be prepared to offer discounts at every turn, especially when it comes to travel. Help your people find their ideal universe. When it comes to the journey, timing is everything!



Escape The Snow!  
Soak Up The Sun On The Sunny  
Shores Of The Caribbean.

02 : 10 : 35  
Days Hours Minutes

Shop Now



Escape The Snow!  
Soak Up The Sun On The Sunny  
Shores Of The Caribbean.

02 : 10 : 35  
Days Hours Minutes

Shop Now



Top recommendations for you



# Social proof (New visitors)

Luxury buyers want to be wooed

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## Challenge

The issue with luxury brands is largely about customer fear: "Am I paying too much?" "What sets this brand apart from others?" "Why would I want to buy something I may only wear once or twice?" Sound familiar? It should. Convincing shoppers your merchandise is worth their valuable time and money requires a focused effort.

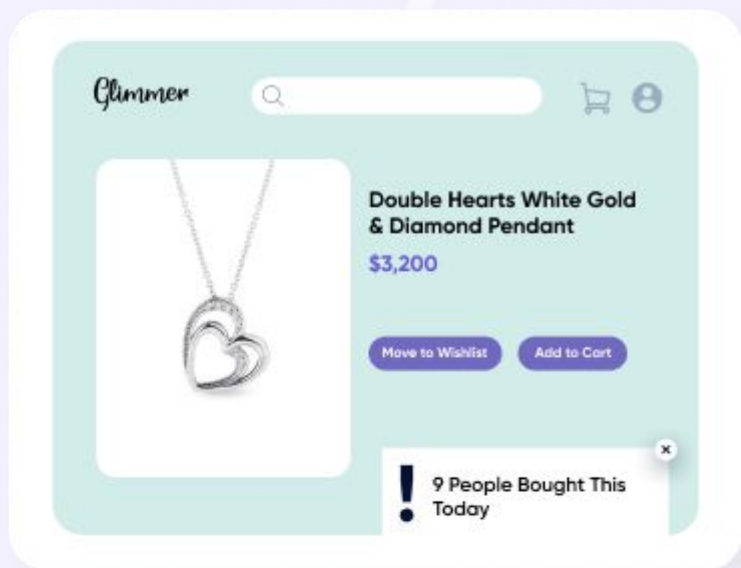
## Solution

Do your homework first. Understand that bling often equals status. Stay educated on all luxury brands. When buyers feel you understand their needs, you're one step closer to fostering true customer loyalty.

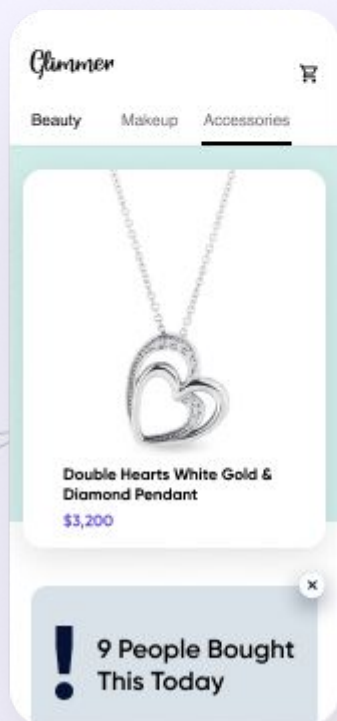
Many of your customers think: "I need the best deal or it's no deal!" Use the principles of what is commonly known as "social proof" to show them you understand the rules of the game.

For example: show off your pedigree. Display your results and favorable customer feedback at every turn. Differentiate yourself from the competition by using testimonials, point-of-purchase models, and other social proof methods. You can reap big rewards when it is time to shop for the holidays if you put the effort in now. Those who are curious about your brand, such as "window shoppers" who haven't committed to buying yet, are eager to learn more.

**Remember: Social Proof And Buyer Personalization Go Hand In Hand.**



**Industry:** Luxury  
**Segment:** Romantic Holiday Jewelry



# Personalized stories

## Product discovery for goldfish attention spans

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### Problem

How often have you heard this from customers on social media, in your reviews, and in chat? "I can't find what I'm looking for!" Customers are used to instant gratification and information. Apps like Instagram and eCommerce sites like Amazon have conditioned consumers to want what they want now.

Don't lose them to the competition because of a poor product discovery experience.

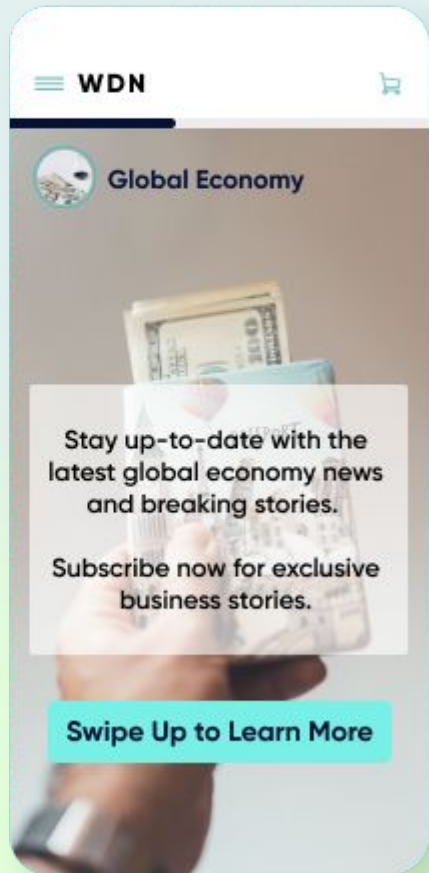
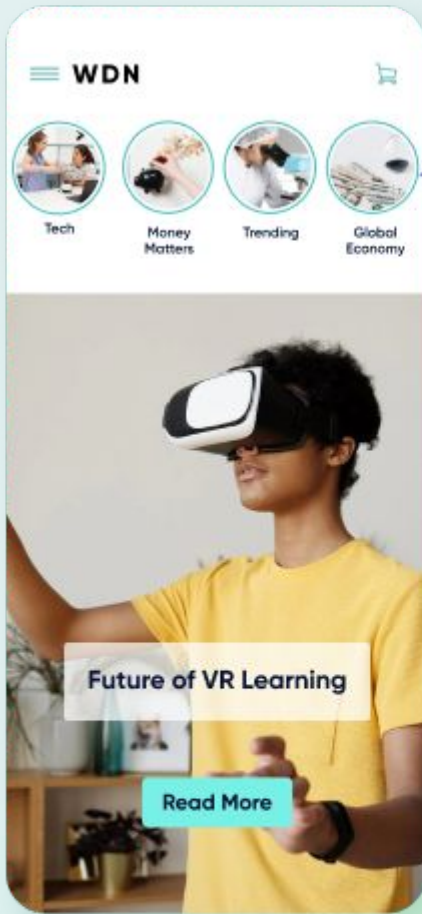
### Solution

InStory is a product discovery solution built for the 8-second attention span. This snackable storytelling format lives on your desktop and mobile websites and can be personalized for each customer.

InStory brings your highest value products and content to the forefront. You can see which categories, products, hashtags, and brands are performing best with each customer and use that data to create an on-point product discovery experience using a drag-and-drop editor and with many templates.



**Industry:** Media & Entertainment  
**Segment:** Business News Buff





# Architect (Win over previous years' shoppers)

Luxury buyers want to be wooed

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## Problem

There's nothing better than loyal customers who keep coming back. The peak shopping season is the perfect time to win over previous years' shoppers. With customer acquisition costs soaring, retaining last year's cohort is vital for healthy growth.

But how do you develop trusted relationships and convert them to loyalty status?

## Solution

Architect, Insider's customer journey tool, allows brands to send out personalized reminders about promotions, sales and hot new items. Architect uses A.I. to gain insight into a consumer's interests, their favorite platform, and when they are likely to be active. You can send last year's shoppers consistent cross channel messages with personalized recommendations and offers to offer value and show you understand them. They may not even think of you as the first brand that comes to mind for a category or a specific purchase, but you can change that with personalized experiences.

It's a big win for everyone!



**Industry: Women's Fashion**  
**Segment: Web Push & Last Year's Email Subscriber**

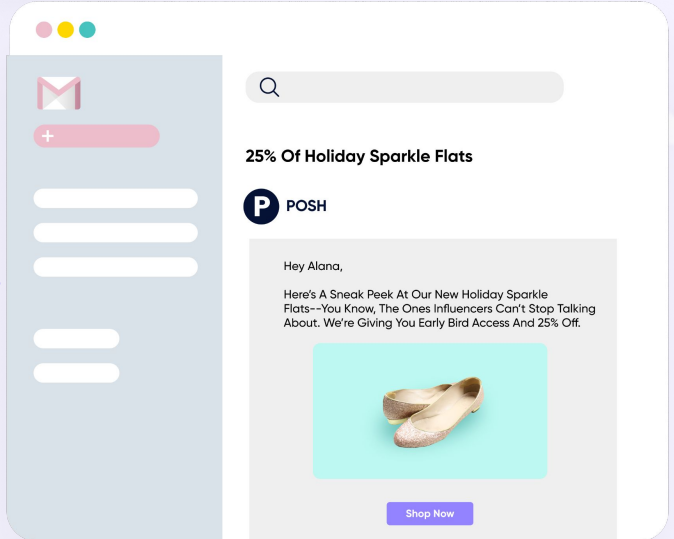


**Alana, Our Black Friday Blowout Is Back!**

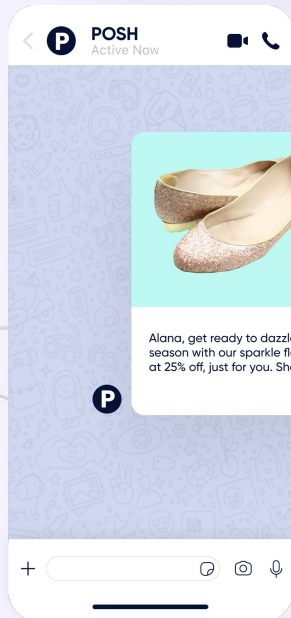
Remember Those Cute Sparkly Flats? Now, We've Got Them In Holiday Colors. Get 25% Off With SPARKLE25 At Checkout.

www.posh.com

No response,  
follow up with email



Push the segment  
to WhatsApp



# Smart Recommender (Cart page)

Delight them with smart recommendations

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## Challenge

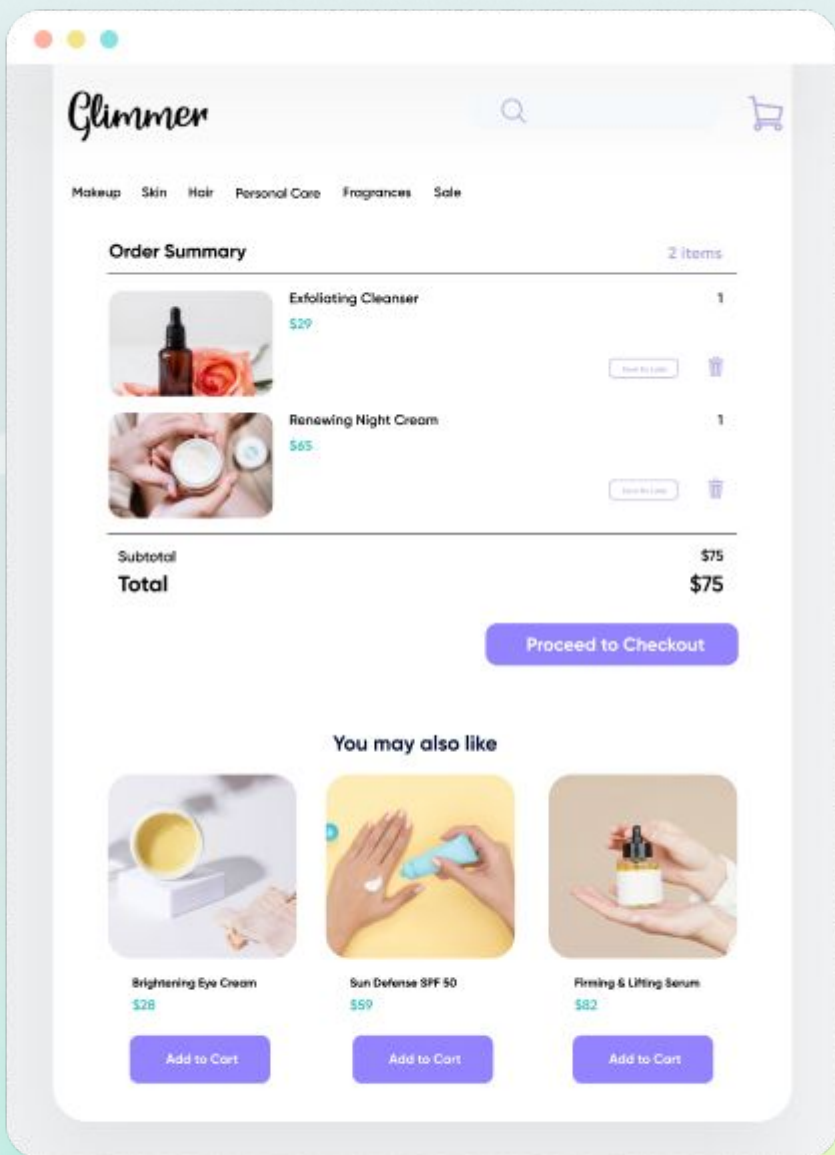
Are you missing out on opportunities to raise your average order value (AOV) on your cart page? This prime real estate can sway customers to buy more than they intended, especially if the recommendations are based on the user's past purchases and browsing activity.

## Solution

Our Smart Recommender lets you showcase trending products, recently viewed items, location-based bestsellers, items purchased together, and set custom recommendations strategies. With our APIs, you can create cross-channel recommendations and extend your reach. From cart pages to web and app push notifications to emails, you can customize recommendations for an ultra-relevant customer experience.



Industry: Beauty  
Segment: Skincare Shopper



# Final thoughts

The mission of any good marketer depends on a carefully executed plan. Seamless execution depends on contingencies and fail-safes. Expecting change and knowing when buying trends and habits shift is key to long term success. Having the foresight to know when and which changes will ultimately need to be made is mission critical.

Beyond those guiding principles, employing proven retention-minded practices, using social proof, countdown timers, and progress bars allows you to meet and exceed the competition. The more industry cred you build, the more that will mean to your current and future customers.

Stay consistent in your planning. Step things up if large shopping spikes are imminent. Even though the holiday season takes up just two months on the annual calendar, do your best to give the other 10 months their due. There's a vast online universe out there and they're counting on you for two pivotal points: 1.) Knowing what they want, and 2.) Knowing when they want it.

Meanwhile, keep your eyes open for more stellar peak shopping season content.

Visit our **Peak Shopping Season Launchpad** for more holiday season tips, stats, and resources.

"Plans are nothing; planning is everything." - Dwight D. Eisenhower

# About Insider

[Insider](#)—one platform for individualized, cross-channel experiences—enables enterprise marketers to connect customer data across channels and systems, predict their future behavior with an AI intent engine and individualize customer experiences. Marketers use Insider’s platform to deliver experiences across channels like [Web](#), [App](#), [Web Push](#), [Email](#), [SMS](#), and [Messaging Apps](#) (WhatsApp, Facebook Messenger, RCS).

Insider recently unlocked unicorn status and [NASDAQ](#) congratulated the company for becoming one of the few woman-founded, women-led B2B SaaS unicorns in the world. Insider was named as a Leader in [Gartner Magic Quadrant for Personalization Engines 2022](#), [The Forrester Wave for Cross-Channel Campaign Management 2021](#), and [IDC MarketScape: Worldwide Customer Data Platforms Focused on Front-Office Users 2021-22 Vendor Assessment](#). The company has been named #1 Leader on G2’s [Mobile Marketing Software](#) and [Personalization](#) Grids with a 4.7/5 rating for 20 consecutive quarters.



YVES ROCHER

