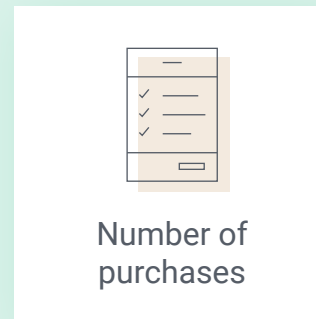


# 4 Ways to Drive Post-Holiday Sales

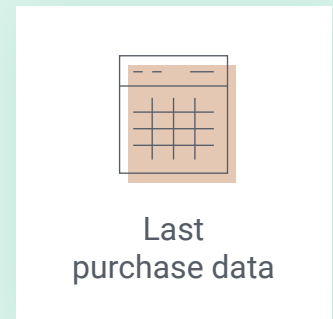


## 1 Using Purchase Data

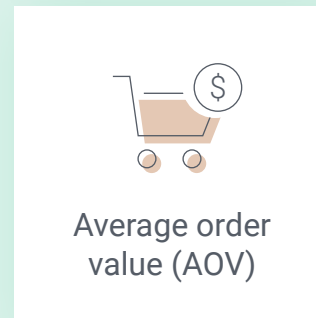
Use customer data as the foundation to create relevant messages that re-engage shoppers in the new year—regardless of the channel.



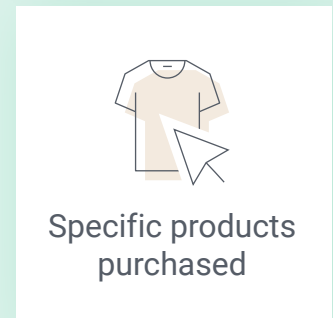
Number of purchases



Last purchase data



Average order value (AOV)

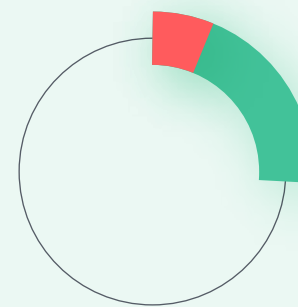


Specific products purchased

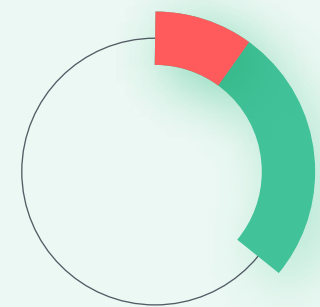
## 2 Product Recommendations

Nearly 2/3 of consumers would be enticed to buy from an email that uses purchase-based product recommendations.

Cross-Sell Emails vs. Promotional Messages



26% Conversion rate  
6.3%



36% Open rate  
10%

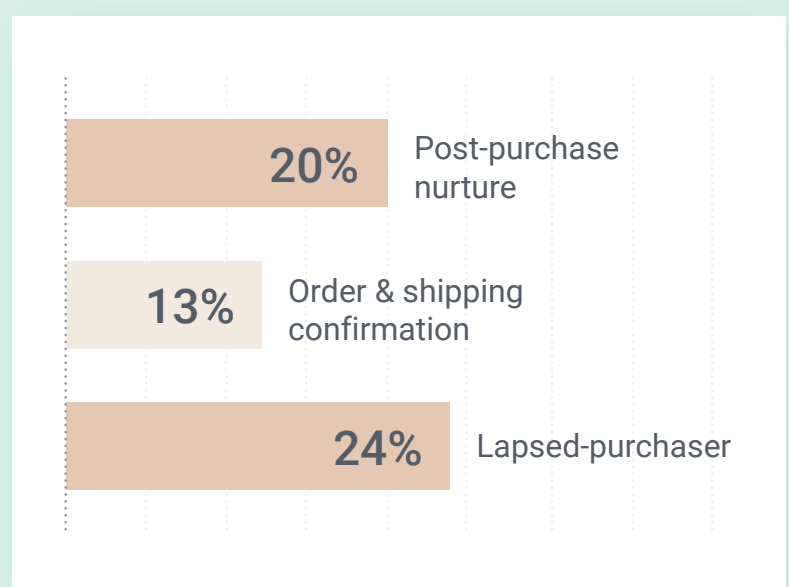
## 3 Workflow Must-Dos

29% of all email marketing orders come from automated messages. Implement and optimize essential workflows to keep holiday shoppers purchasing year-round.

### Incentive Ideas

Unique offers, free gifts, new product alerts, other gifting ideas or occasions.

Post-Purchase Messaging Conversion Rate



## 4 SMS Marketing

SMS is increasing in consumer adoption. Allow customers to interact on their preferred channels by including SMS in all automated workflows.

+100% Lift in conversion rate year-over-year

20 million + sent in 2020

2755% Average ROI

See how easy it is to make holiday shopping a year-round event

START MY FREE TRIAL