



# 2022 Retail Readiness: Holiday Edition

Work Smarter, Not Harder  
This Holiday Season





# The 3 Forces Creating a Holiday Season Unlike Any Other

Nearly half of the consumers polled said one of their top motivators to engage with a new brand via social media is that the brand appears trustworthy and transparent, according to a study done by Active Campaign

## 01 ECONOMICS

### Holiday Shoppers are Looking to Buy Only What They Really Want

During times of financial instability, shoppers scale back on their spending. That's when insights from your customers' buying behavior can truly pay off, allowing you to target your customers with the products they're most likely to purchase. Don't waste time and money on ad campaigns and special offers that won't gain traction. Instead, use a Customer Data Platform (CDP) to create amazing hyper-personalized shopping experiences both online and offline so you can get the right offers into your customers' hands.

## 02 TRUST

### Buyers Expect a Trusted Experience

A recent Active Campaign survey found that nearly 50% of the consumers polled said one of their top motivators to engage with a new brand via social media is that the brand appears trustworthy and transparent. This holiday season, as you target your customers online through social channels, make sure to keep in mind your customers' trust of your organization. Taking privacy risks seriously presents an opportunity to gain a competitive advantage. And the clock is running out on using customer data without obtaining consent.

Customer attitudes, regulations, and technology changes to internet browsers are making this one of the last holiday seasons where you have an opportunity to build up your first-party data strategy. Create a data collection strategy that will help you maximize the influx of data you'll have access to this holiday season.

## 03 CONVENIENCE & CHOICE

### Buyer Expectations Remain High

It's been a decades-long trend that every holiday season is the biggest e-commerce season ever for retailers, and buyer expectations reflect it. Amazon has raised the bar for online shopping experiences. According to PwC, nearly 80% of consumers say that speed, convenience, knowledgeable help, and friendly service are the most important elements of a positive customer experience. Despite growing supply chain challenges, buyers still expect convenience and a diverse selection. Use your customer data insights to know where to plan your supply chain needs so you don't come up short with customer expectations.



INSIGHT

1/2

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**Nearly half of the consumers polled said one of their top motivators to engage with a new brand via social media is that the brand appears trustworthy and transparent, according to a study done by Active Campaign**



# The 3 Strategic Pillars of Holiday Readiness

Make sure to build your strategy in 3 key areas to be ready for this unique holiday season, starting with the most important consideration— **your customer**.

01

## Delighting Your Customers

The best way to delight your customers is by understanding them through data and using that understanding to drive standout experiences. By clearly defining ways to delight customers— assuming you have the right technology and unified data in place— you can work backwards to build a dynamic experience that delivers on expectations.

### **Potential use cases to delight customers**

**include:** Intelligent Live Chat, Shopping Cart Optimization, Cart Recovery, Customer Support for Frustrated Shoppers, Suppress In-store Buyers from Online Campaigns, and Predictive Insights to Proactively Help.

02

## Defining Your Strategy

Delighting your customers depends on knowing when to trigger your delightful experiences. With your use cases decided, identify the actions a customer will take to trigger your real-time experience. Did they look at a particular page? Do a search with no results? Visit the help page multiple times? Consider and define both (1) alternative ways of recognizing certain behavior ('Big Spenders' can be ID'd multiple ways, for example), and (2) other unique use cases that can function as backup for agility. When you know what data you need to deliver that experience, make sure you can use it.

**The insights you might need to make delighting your customer work:** Customer Likes and Dislikes, Browsing Behavior, Frustration Signals, Preferred Channel, Customer Segment (VIP, Window Shopper, etc.), Loyalty Tier, Likelihood to Perform an Action (for example, likelihood to purchase).

03

## Generating & Using Insights in the Moment

Real-time data integration, organization and activation powers your customer experiences with the flip of a switch. When volume increases and the number of customer actions and events coming your way rise, you need an easy and manageable way to make use of that data. That means you need to automate as much as possible today to guarantee your agility this holiday season. Lucky for you, with the emergence of CDPs, the technology is there to make this all a reality. By automating customer modeling and decisioning in your CDP in real-time, and layering in machine learning analysis, you can create both standout experiences and buy yourself agility to optimize throughout the season.

**Ways to automate and use insights:** ML-driven Predictive Insights, Segmentation Automation, Centralized Audience Management, Rules-based Decisioning.



DELIGHT



DEFINE



GENERATE





# 7 Retail Use Cases to **Thrive** in This Holiday Season and Beyond





# Delight Your Customers

01

## Bring the In-Store Experience Online

As always during the holidays, many shoppers are purchasing for others. In store this can be easy to spot. Online? Only if you have the right tracking and integrations in place. Think about how you would support a customer in need and how would you know that customer needs help. Then, with your CDP you can power that channel with the insights to support your customer.

**Channels to support:** Live Chat, Call Center, Email, CRM, Multi-channel Marketing Hub, Mobile Marketing Platform

**Potential triggers to start support experience:** Browsing Items that Don't Match Profile Affinities, Looking at Other Gender Items, Viewing Many Items in Same Category

02

## Help Customers Who Are Having Trouble

Online shopping grows more popular with every passing year, but there are still many who are unfamiliar with how to navigate the online shopping experience - such as where to find their shopping cart, how to edit, how to save items they like for later views, and checking out with ease. Either by tracking frustration behavior that you define, or using tools like Quantum Metric, Contentsquare, or FullStory that give you these signals directly, you can identify these users and take action to support them through a more seamless online shopping CX.

**How you'd know:** Signals from CX Tool, Search Result pages with no result, Clicking many times on one page, clicking 'Help' elements

03

## Setup Backup Audiences

Sometimes one way of identifying an audience can be better than others. And with budget dollars tight, you need to do as much as you can with tactics that don't require spend, like creating better segments. For example, maybe a 'big spender' is better identified by their last purchase than their total history. Additionally, some targeting strategies work better than others (targeting high lifetime value versus targeting based on loyalty tier, for example). To be ready for a busy season, you should have (1) alternative segments to use, and (2) alternative ways of identifying the same segment so that you can be agile in the moment.

**Channels where audiences can be leveraged:** Email, Display, Customer Support, Personalization, Search, Multi-channel Marketing Hub, Mobile Marketing Platform

**Segments to consider:** VIP, Loyalty, Affinities, Channel Preference, Referral Source, Window Shoppers, Bargain Hunters, Propensity to Purchase (for targeting or suppression)



INSIGHT

\$910

BILLION



According to Drip, global Online Holiday Spending Is Expected to Hit **\$910 Billion** This Season

# Define Your Strategy

04

## Data Collection and Volume Planning

To support your strategy for delighting customers, there may be some new data sources to consider to power new audience segments, or a new way to define an existing audience. Also, it's likely that all of your MarTech vendors have some level of volume tiers in your contract that are important to check before your bill comes due at the end of the year. Lastly, audit your tags to make sure you don't have anything old running that might spook potential customers.

**Channels where you might be able to collect new data points:** Web site, Mobile App(s), Digital Product(s), Email, CRM, In-store, IoT, OTT

**Potential behavior you can identify for targeting or insight:** Frustration, Assistance Required, Question to Answer

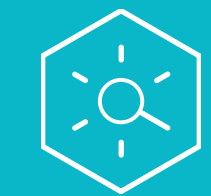
05

## Consent and Identity

This is one of the last holiday seasons before third-party cookie loss kicks in and hampers the use of certain customer data for targeting and attribution. Third-party cookie loss is the loss of customer data due to privacy restrictions coming soon. This requires a major change in targeting and attribution strategy and moving to a first-party data strategy which can be supported by a CDP. Obtaining consent from your customers and storing it against a customer profile will ensure when the cookie apocalypse comes (it's already beginning), you'll be ahead of the pack by creating trusted customer experiences.

**Channels where you can collect consent:** Web site, Mobile App(s), Digital Product(s)

**Potential consent to obtain:** Analytics, Attribution, Display Targeting, Customer Profiling, Personalization, Customer Service, Mobile Marketing



INSIGHT

70%

ActiveCampaign >

**70% of consumers have shopped based on social ads in the past 30 days, based on a recent study by Active Campaign.**



# Generating and Using Insights in the Moment

06

## Using Predictive Insights

One way to separate out poor targets, or focus on the best targets, is by leveraging predictive insights using machine learning capabilities. By identifying the likelihood of a prospect or customer to complete a milestone or goal, you can use this insight to drive targeting and suppression of audiences to optimize performance. This drives spend efficiency, but can also simply improve performance in channels where there's low media cost, like email.

**Channels to best leverage predictive insights:** Email, Display, Personalization, Analytics, Multi-channel Marketing Hub, Mobile Marketing Platform

**Potential goals to predict to improve targeting or suppression:** Purchase, Subscription, Renewal, Loyalty, VIP

07

## Real-time Customer Modeling Automation, aka Segmentation

Segmenting your audience in real-time to optimize engagement drives performance. Automating this process drives efficiency and provides agility during important times like the holidays. Your use cases defined to analyze and act upon customer satisfaction will inform who you want to engage and the data points that identify those audiences. Automating your audiences across your tech stack using rules can provide huge gains when compared to more manual, batch, and blast-based approaches.

**Channels that can be powered with centralized audiences:** Email, Display, Analytics, Customer Journey, Multi-channel Marketing Hub, Mobile Marketing Platform

**Core audiences to automate:** VIPs, Loyalty, Product Ownership, Customer Lifecycle, Product Affinity, Cart Abandonment, Churn Risk



INSIGHT

3

TIPS FROM ACCENTURE DIGITAL:

accenture

1

Get a proprietary dataset ready now

2

Partner with publishers with first party data

3

Embrace new technologies



# Holiday Readiness Checklist

The **twelve questions** of holiday readiness to ask yourself to determine whether or not you're ready for a holiday season during times of flux

**01** Have we defined use cases supporting our holiday strategy?

**07** Have we set up ways to syndicate our customer intelligence into the most important channels so we can support customers in real time based on the full?

**02** Have we specified the data points that are relevant to trigger experiences? Are there any opportunities to automate the way we use data to identify and engage only the right targets during this high volume time?

**08** Do we have a multi-channel customer support strategy in place that can meet customers in the moment intelligently?

**03** Have we mapped the data points supporting our use cases and run a gap analysis to identify any holes we could fill to support?

**09** Can we leverage predictive insights for better targeting during a time when there will be more consumer hesitancy?

**04** Do we have backup use cases, or backup ways of achieving the same goals, so that we can be agile during an unpredictable holiday season?

**10** Do we have ways of identifying, then supporting those customers who need help, no matter the channel?

**05** Are we collecting the right data to power all potential customer engagement strategies we might need to leverage, for today and the future? Is there an opportunity to augment?

**11** Have we defined how to identify and suppress low-value targets to increase efficiency? Are we monitoring purchases across all sales channels (offline too) and suppressing purchasers from digital ads?

**06** Have we considered the unique ways that we will need to support customers who may be less-than-fully prepared to purchase gifts for others online?

**12** Have we ensured that our vendor contracts are scoped accurately to allow for the likely increase in data volumes we'll see? Do we have any risk of incurring overages and is there an opportunity to rescope before incurring?





This report was published by



Tealium connects customer data across web, mobile, offline, and IoT so businesses can better connect with their customers. Tealium's turnkey integration ecosystem supports more than 1,300 built-in connections, empowering brands to create a complete, real-time customer data infrastructure. Tealium's solutions include a customer data platform with machine learning, tag management, an API hub and data management solutions that make customer data more valuable, actionable, privacy-compliant and secure. More than 850 leading businesses throughout the world trust Tealium to power their customer data strategies.

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