

2020 Holiday Campaign Calendar

Your customers are planning for the holidays. You should be too. Use this calendar along with industry trends and performance data to set your brand up for success through the end of the year.

September



Goal 1: Reach New Customers

CPMs dipped in March and April this year and have been following 2019's trends since May. We can expect CPMs to steadily rise through Q3 and peak in November. Now's the time to double down on getting your brand in front of new potential customers.

[Reach New Customers →](#)

Goal 2: Plan Logistics and Operations

With more shoppers purchasing online this year logistics, inventory management, shipping, and packaging are more important than ever. Plan and finalize operational pieces now to ensure great customer experiences, and communicate them loud and proud.

Goal 3: Reach New Customers

Without large in-store shopping events this year holidays like Black Friday, Small Business Saturday, and Cyber Monday will not be limited to just one day. Rather than having one huge deal, breaking it up into several smaller deals that run across the pre-holiday shopping season will lead to greater growth for your brand by meeting your customer's needs.

October



Goal 1: Grow Customer Relationships

With increasing CPMs now's the time to grow relationships with existing customers and contacts. Engage your audience with creative and communicative emails designed to up excitement for the holiday season. Design personalized shopping experiences, and carry your messages across channels and devices.

[Engage your Audience →](#)

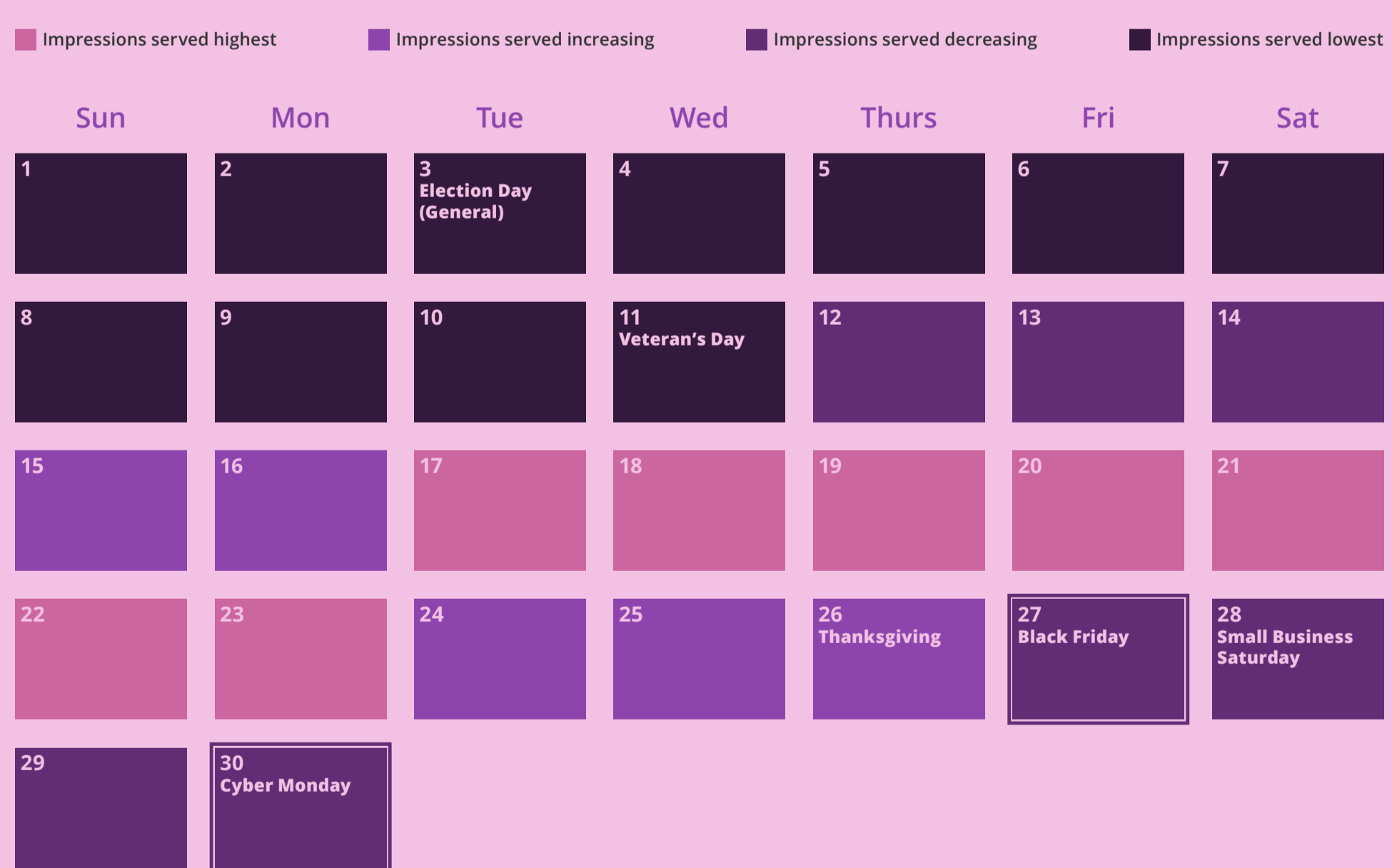
Goal 2: Prepare Your Online Store

Last year, one of the biggest complaints online shoppers had were issues with website quality. Namely, the site breaking and checkout flows not working. Get ready for heavy site traffic and avoid missing out on sales by load testing and quality assuring your online store now.

Goal 3: Motivate Customers to Shop Small and to Start Shopping Now

Big-box retailers are ramping up their efforts to capture more e-commerce market share this year. Encourage your customers to **shop small** early this season and begin offering motivational seasonal promotions. Don't let big box retailers own your customer relationships.

November



Goal 1: Convert Early and Often

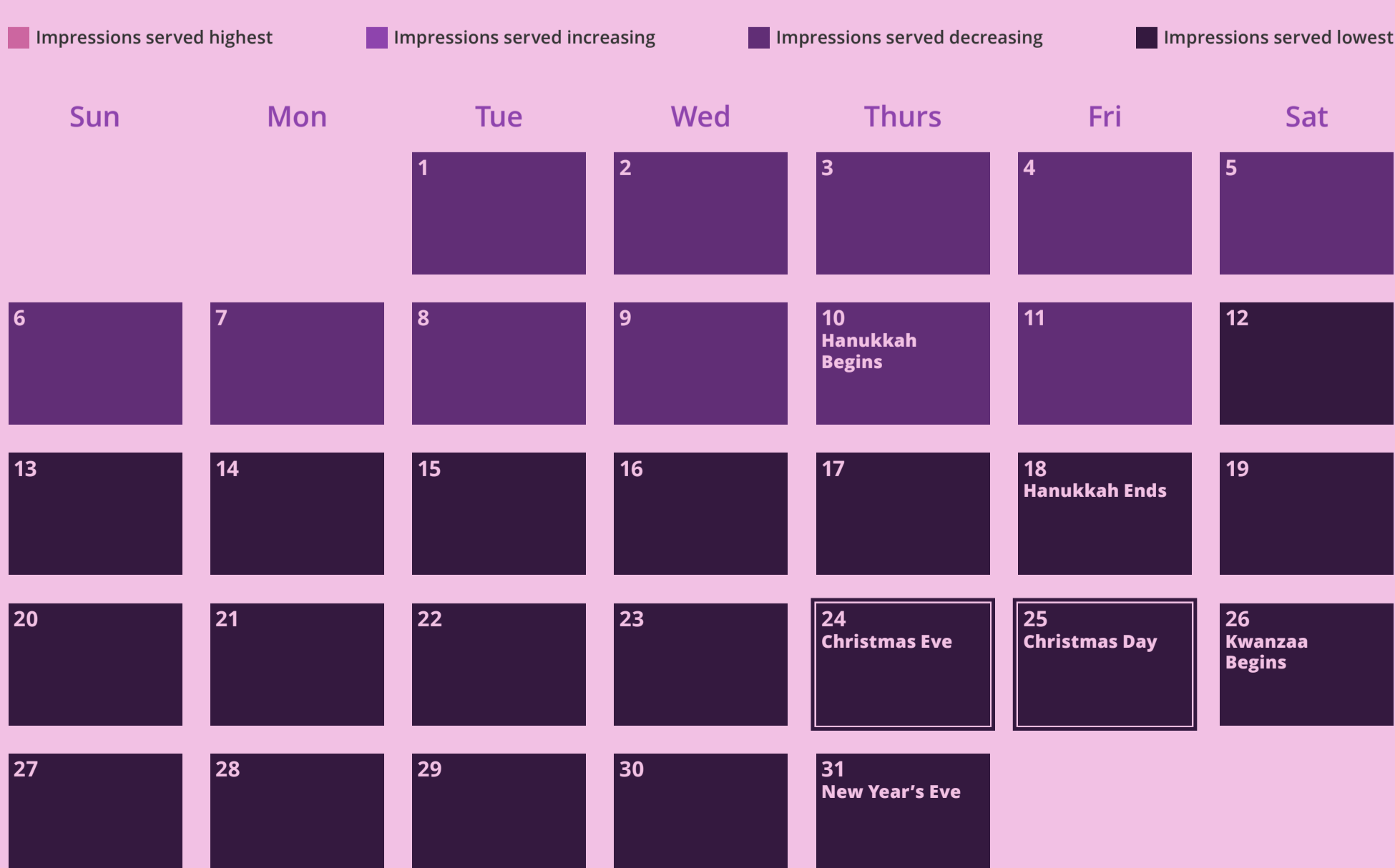
Convert like crazy with targeted and personalized retargeting campaigns. Drive conversions throughout the month by adapting one-day events like Black Friday, Small Business Saturday, and Cyber Monday to smaller several-day promotional offerings that begin at the start of November.

[Turn Visitors to Customers →](#)

Goal 2: Give a World-Class Customer Experience

This year, the world will experience its largest demand for e-commerce holiday shopping ever and delivery services will have a hard time keeping up. Get ahead of delivery timing issues by motivating your customers to shop early and clearly communicating realistic expectations and then deliver on your promises. Have all hands on deck to manage customer support requests.

December



Goal 1: Target Last-Minute Holiday Shoppers

Entice last-minute holiday shoppers with creative and efficient ideas like digital gift cards to drive purchases. Communicate expectations around shipping deadlines, available stock, and more.

Goal 2: Drive Customer Engagement and Loyalty

Your brand will help make celebrations extra special. Focus on building loyalty by creating opportunities for your customers to share the great experiences they're having with your brand. Encourage social shares and ask customers to leave reviews.

Goal 3: Focus on Analytics and Reporting

The performance data you gather this holiday season is critical to guiding your brand growth strategy for 2021. If there's one key opportunity e-commerce brands have this holiday season, it's that they're getting a taste of what the future looks like.

[Get Better Data →](#)