

Connections matter.

Whether you're trying to make those sales bells ring or put a ring on it, your approach to meaningful relationships is the difference between sparks flying and a literal dealbreaker.

As an e-commerce marketer, it's crucial to get shoppers engaged early so by the time the holiday season rolls around, their wallets are committed to you. Unsure where to begin? Well, while we can't be your dating coach, we can share our unsolicited advice on how to set up your campaigns for success.

DO

Put yourself out there.

Building your brand takes work, but if no one is aware of your products, they can't purchase from you. According to CMO.com, **consumers spend on average 8.8 hours a day engaging with digital content, sometimes on up to three devices at once.** How can you stand out? Identify which marketing channels perform best for you and capitalize on making your brand known in the summer, so you're top of mind for buyers by Q4.

Figure out what's your (ad) type.

Unlike more traditional types of online advertising, like display or search, consumers actually want to interact with video ads. For instance, Hubspot found that **85% of consumers prefer video over other ad types.** Our own video advertising campaigns from November 2018 - January 2019 saw click-through rates (CTR) more than 3x higher than static campaigns.

Make yourself available.

Your buyer journey is complex, and your customers are living across many different channels. According to the NRF, 54% of U.S. Cyber Monday 2018 consumers shopped both online and in-store, while Adobe found that **smartphones accounted for 51% of traffic and 31% of sales—a 56.4% increase from 2017.** Remember that your online campaigns are only one part of the overall customer journey, and ensure your efforts are seamless experiences across all channels.

Get your dates right—literally.

2018 had a 32-day shopping period between Black Friday and Christmas—however, 2019's later Black Friday date leaves only 27 shopping days. While this limitation is stressful for shoppers, it's arguably much worse for retailers and logistics providers. According to ShipMatrix, **2.5 billion parcels were delivered in this period in 2019; a similar volume in 2019 indicates a 25.2% increase in average daily volume for parcel companies.** Iron out your logistics well in advance to ensure a seamless customer experience during the holiday season.

Give it a personal touch.

According to Econsultancy, only 40% of B2C marketers leveraged real-time personalization in December 2018—and according to Stackla, 3 in 5 B2C marketers plan on investing in personalization technology in 2019. CMO.com found that **51% of consumers are more likely to make a purchase if the content is personalized.**



DON'T

Play hard to get.

Over 40% of consumers start their holiday shopping in October or earlier. Our global data shows that CPMS, especially for new customer acquisition on the open web, jump significantly between October and December. By waiting to start in December, you miss out on the early bird shoppers and capitalizing on more cost-effective acquisition.

Let rejection stop you—at least at first.

70% of online shoppers abandon their carts; however, these are your highest intent audience segments. Your comms with these potential buyers can make or break your sale with just a few clicks. Our studies recommend retargeting these consumers or sending them a reminder email 1-4 hours after a cart has been abandoned, as well as a follow up 24 hours after. You can even throw in an incentive, like free shipping.

Act Desperate.

Set aspirational goals and be confident in your ability to hit them. According to the IAB, **47.2% of digital marketers cite measurability and accountability as key drivers of their marketing efforts in 2019.** Take a proactive, data-centric approach to your campaigns, make adjustments as needed, and don't rely on vanity metrics like cost per clicks (CPC) to demonstrate success.

Be Stingy.

Although retail e-commerce sales increased by 16.7% in 2018 according to eMarketer, pricing still is important to your customers. Deloitte found that **95% of consumers cited price discounts as a decision maker in their purchase and 75% wanted free shipping.** Work with your finance team to better understand which margins work for your business and highlight your promotions in your marketing efforts to stick out.

Be afraid of rekindling old flames.

Retaining and upselling your existing customers is the easiest, cheapest, and most underrated way to increase revenue. For example, according to CB Insights, **50% of Dollar Shave Club customers still used the service after 12 months, with 25% of all signups still subscribed after 48 months—and they've grown rapidly as a result.**

