decile

THE 2024 ECOMMERCE

HOLIDAY CHECKLIST

OVERVIEW

The holiday season is critical for ecommerce brands. With a shortened 2024 shopping season combined with an election year, marketers face additional challenges.

By leveraging first-party consumer data, you can help your brand create profitable marketing strategies, even in an uncertain climate. Here's your Q4 2024 personalization strategy checklist!

HISTORICAL
PERFORMANCE

GOAL
Increase the number of purchases year-over-year.

Examine discount sensitivity for each persona. Learn which shoppers prefer a discount & what percentage is most enticing without assuming a margin loss.
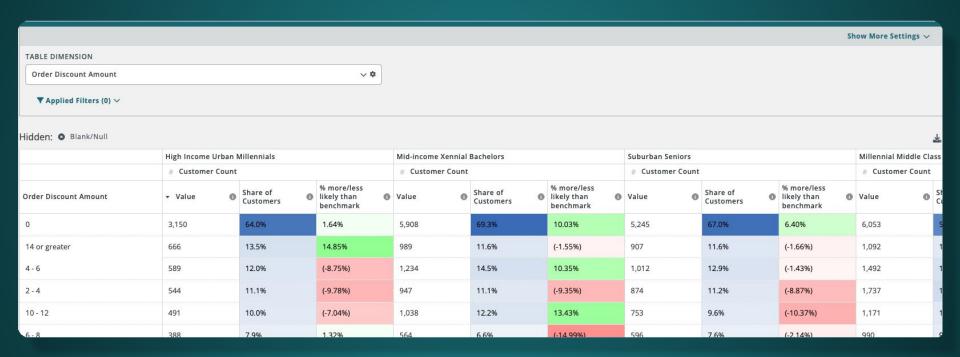
Identify the timing of promotional launches and response by persona to get ahead of the competition.

Review the impact of previous Q4 promotions on AOV, revenue, margins, and customer growth by persona.

ANALYSIS

Use Decile's Comparative Analytics report to identify discounts by persona.
Table dimensions can be adjusted to compare any attribute.

HISTORICAL PERFORMANCE

CHECKLIST

- [ ] Create a promotional calendar segmented by customer or persona type according to:

  - [ ] Promo / discount preferences (exclude purchasers who are not discount sensitive)

  - [ ] Known purchase cycle (early holiday shoppers vs. BF/CM sales vs. last minute buyers)

  - [ ] Timing to execute pre-promotion announcements and early access / VIP sign-ups

MERCHANDISING

GOALS
Increase the number of new customers within targeted personas. Increase LTV of returning customers.

Identify differences in product purchase behavior for each persona during the holiday season (change in styles, categories, titles).
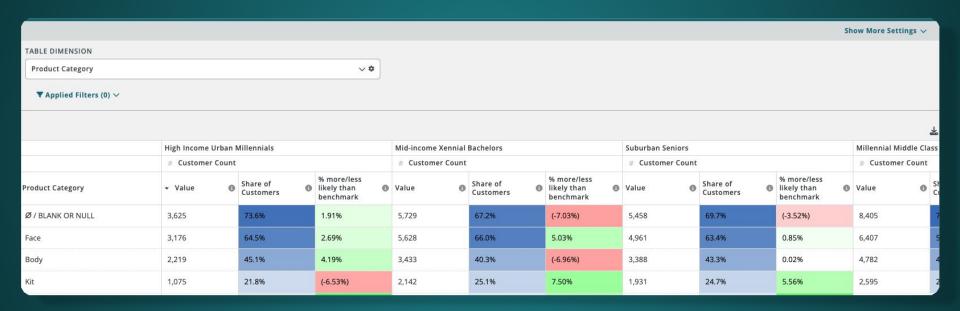
Review high purchase products from previous Q4 (gift style products that drive acquisition).

Evaluate CAC from advertising platforms **& products with the highest margins.**

ANALYSIS

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TABLE DIMENSION

| Product Category | ⌄ ⚙ |

▼ Applied Filters (0) ⌄

	High Income Urban Millennials			Mid-income Xennial Bachelors			Suburban Seniors			Millennial Middle Class	
	# Customer Count			# Customer Count			# Customer Count			# Customer Count	
Product Category	▾ Value ⓘ	Share of Customers ⓘ	% more/less likely than benchmark ⓘ	Value ⓘ	Share of Customers ⓘ	% more/less likely than benchmark ⓘ	Value ⓘ	Share of Customers ⓘ	% more/less likely than benchmark ⓘ	Value ⓘ	Sh Cu
Ø / BLANK OR NULL	3,625	73.6%	1.91%	5,729	67.2%	(-7.03%)	5,458	69.7%	(-3.52%)	8,405	7
Face	3,176	64.5%	2.69%	5,628	66.0%	5.03%	4,961	63.4%	0.85%	6,407	5
Body	2,219	45.1%	4.19%	3,433	40.3%	(-6.96%)	3,388	43.3%	0.02%	4,782	4
Kit	1,075	21.8%	(-6.53%)	2,142	25.1%	7.50%	1,931	24.7%	5.56%	2,595	2

Use Decile's Product Affinity report within Comparative Analytics.

MERCHANDISING

CHECKLIST

☐ Align product inventory with expected customer behaviors & ensure a positive shopping experiences

☐ Of the top identified purchased products from the previous Q4, utilize your sales records to plan inventory based on expected fulfillment

☐ Leverage Product Affinity by persona within Comparative Analytics to identify the products to highlight in your scheduled promo calendar paying attention to AOV's that align with each personas' holiday purchase cycle

☐ Onboard personas as custom seed lists to create lookalikes, feed your customer data to platforms, and personalize discovery campaigns at scale

☐ Create product sets & discounts that speak to each valued persona to enhance the experience

UTILIZING AI TO
GROW LTV

GOAL
Improve the number of active customers and increase LTV.

Verify the average number of days to the next purchase by category and by persona.

Compare the current LTV to predicted LTV of each customer persona.

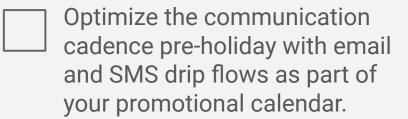**Determine which customers in each persona are in varying lifecycle stages.**

ANALYSIS

TABLE DIMENSION	BENCHMARK AUDIENCE
Propensity to Purchase Score ✓ ⚙	Shopify Transactions Audience

▼ Applied Filters (3) ✓

	Millennial Middle-Class Women					Metropolitan Young-Adult Single-Ladies				
	# Customer Count			Current LTV (avg across users) ($)	Days Between Purchases (avg across users)	# Customer Count			Current LTV (avg across users) ($)	Days Between Purchases (avg across users)
Propensity to Purchase Score	Value ⓘ	Share of Customers ⓘ	% more/less likely than benchmark	Value ⓘ	Value ⓘ	Value ⓘ	Share of Customers ⓘ	% more/less likely than benchmark ⓘ	Value ⓘ	Value ⓘ
20% - 30%	329	24.6%	18.36%	$50.06	42	186	20.0%	(-3.48%)	$51.93	44
30% - 40%	384	28.7%	7.00%	$57.92	54	242	26.0%	(-2.73%)	$67.41	82
40% - 50%	196	14.6%	6.04%	$130.40	119	138	14.9%	7.69%	$161.47	163
50% - 60%	109	8.1%	(-5.35%)	$220.48	126	72	7.8%	(-9.81%)	$231.46	158
60% - 70%	107	8.0%	(-5.50%)	$261.74	104	80	8.6%	1.92%	$311.71	103
70% - 80%	83	6.2%	(-16.96%)	$300.29	93	82	8.8%	18.33%	$433.64	84
80% - 90%	69	5.1%	(-29.24%)	$461.24	62	73	7.9%	7.99%	$540.96	84
90% - 100%	31	2.3%	(-50.78%)	$1138.39	32	43	4.6%	(-1.53%)	$1141.29	29
POPULATION VALUE	1,340	100.0%	0.00%	$157.46	83	929	100.0%	0.00%	$231.52	100

Use Decile's Comparative Analytics report to identify how propensity to purchase varies by persona.

UTILIZING AI TO GROW LTV

CHECKLIST

☐ Optimize the communication cadence pre-holiday with email and SMS drip flows as part of your promotional calendar.

MAXIMIZING
PROFITABILITY

GOAL
To maximize profitability during the critical holiday season.

Identify products which attract the highest value customers.

Cross-reference with products that have the highest margins.

Evaluate free shipping thresholds.

Review types of promotions & discounts by persona & variances in revenue/profit.

MAXIMIZING PROFIT

CHECKLIST

☐ Within your promotional calendar, leave room for evergreen campaigns to feature the top identified products across the highest LTV purchasers in all personas

☐ Segment your promotional strategy to reach those that are most likely to purchase when:

☐ Offered a percentage discount

☐ Offered a gift with purchase

☐ Offered a dollar amount off based on the amount purchased

☐ Make the necessary adjustments to align your free shipping threshold with your promotional offers without losing margins

POST-PURCHASE **EXPERIENCE**

GOAL
Improve customer retention and loyalty.

Identify the average number of days it takes for a customer to make a purchase post-holiday season.

Investigate products and personas with high refund rates.

Evaluate purchase behaviors of loyalty customers after high-discount events.

POST-PURCHASE

CHECKLIST

☐ Create re-engagement segments to automate post-holiday season flows. Utilize 30-day and 60-day post-acquisition LTV for the personas.

☐ Remove products with high returns / exchanges from your automated Reviews flows.

☐ Within the post-holiday seasonal communications, organize flows that speak to product & to loyalty programs.

Contact Decile to access the insights you need to build a data-driven strategy this holiday season!

SCHEDULE A DEMO