



How does your festive email campaign stack up?

Retail & Ecommerce Holiday Season Insights

Email is one of the most effective channels for holiday marketing success, so it pays to plan your email marketing strategies early.

Compared to the rest of the year, during the holiday season:

- ✓ 50–100% more revenue is generated
- ✓ Twice as many emails are sent out

Perfect the personalisation

Predictive analytics helps you create highly personalised holiday email campaigns, with content and offers targeted to individual customers. When you're armed with deeper customer behavioural and demographic data insights, you can keep your customers engaged, providing – for example – smarter product recommendations based on products they've purchased before or browsed online.

Optimise your activities

Data insights offer opportunities to focus your resources, as the following excerpts from IBM's [Email and Mobile Metrics for Smarter Marketing](#) benchmark report illustrate.

Unique Open Rates

It's not an issue if your open rates are significantly lower during holiday season. Total opens for the period are often higher because of higher send frequency.

Click-Through Rates

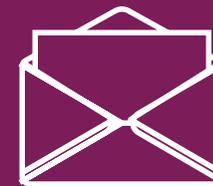
Readers are motivated differently during holiday season, skimming your messages for discounts. Prioritise calls to action and describe any discounts as either the amount discounted or the percentage discounted.



Unique open rates are 0.4% lower in holiday season



Click-through rates are 0.6% lower in holiday season



Click-to-Open Rates

Emails lacking personalisation won't motivate customers to act. As well as being personalised, your emails should offer high-value content, such as holiday buying tips and user-generated information, to improve engagement.

Click-to-open rates

are 0.9% lower in holiday season



Hard Bounce Rates

Monitor hard bounce rates closely during the holiday season, since they're likely to be lower. If they are higher than during non-holiday periods, you may have a holiday subscriber acquisition issue.



Hard bounce rates

are 0.05% lower in holiday season

Unsubscribe Rates

There are a number of ways to limit unsubscribing. Sending a pre-season 'welcome' message is an opportunity to inform subscribers of incoming messages and highlight your value-added services, such as express shipping options, gift cards, extended return policy extensions, etc. It's also an opportunity to invite customers to update their preferences ahead of the season.



Email unsubscribe rates

are 0.01% lower in holiday season

Complaint Rates

It is particularly important to manage and meet subscriber expectations during the holiday season. Make it easy to unsubscribe, but offer alternatives, and ensure your messages are personalised.

See how Watson Campaign Automation can help you deliver smarter, highly personalised holiday campaigns with truly targeted content and offers.



Holiday season is defined as the period between 22 November and 31 December. All percentages shown are mean values. The information is drawn from a study analysing email and mobile marketing messages deployed by several thousand IBM Watson Marketing clients located in more than 40 countries during 2017.

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