

From Discount Elf to Empathetic Santa: How the role of a CRM manager will shift this holiday season



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73%

holiday shoppers say they plan to do more **shopping online** this year than in previous years.

From discount Elf to **empathetic Santa**

»ORC«

1

Your audience is your north star

2

Make your emails meaningful

3

Think about your omnichannel strategy

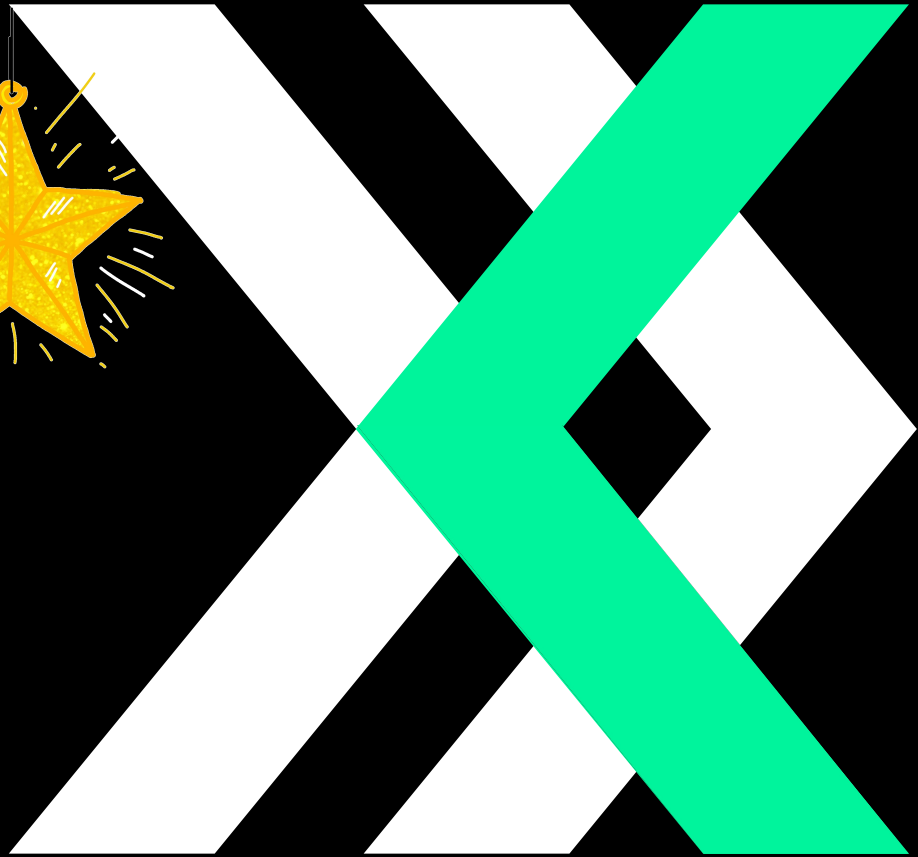
4

Have contingency plans in place





Your Audience
Is Your
North Star



Think about new **audience segments**



Look at trends
from COVID
campaigns

Add opt-down
options in your
preference
center

AI can help
target people
most likely to
engage



Acquire smartly and focus on retention



79%

shoppers were open to trying new retailers during the 2019 holiday season¹



Acquire high-intent prospects with predictive analytics

30%

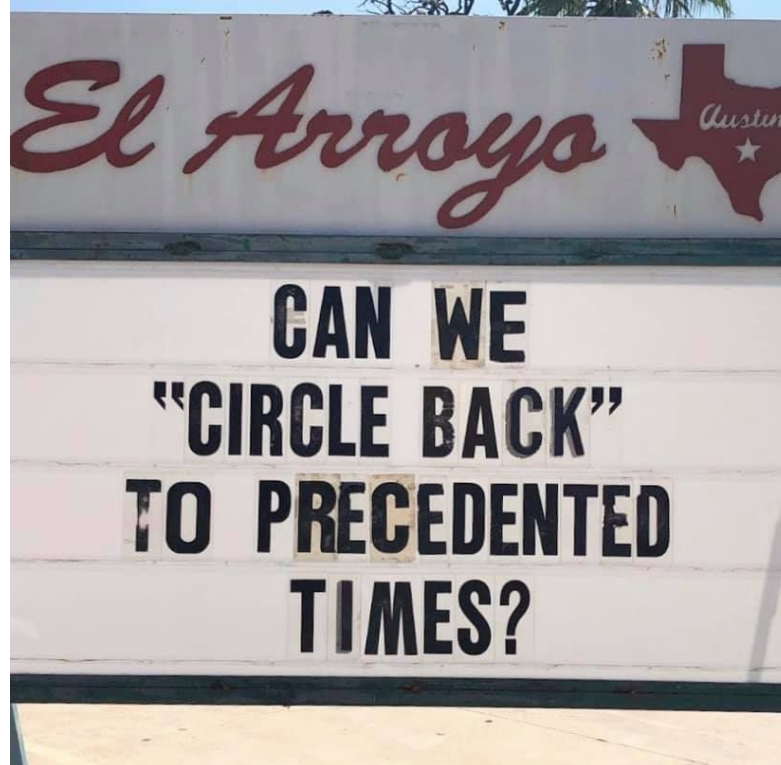
shoppers have purchased from a new business this year²



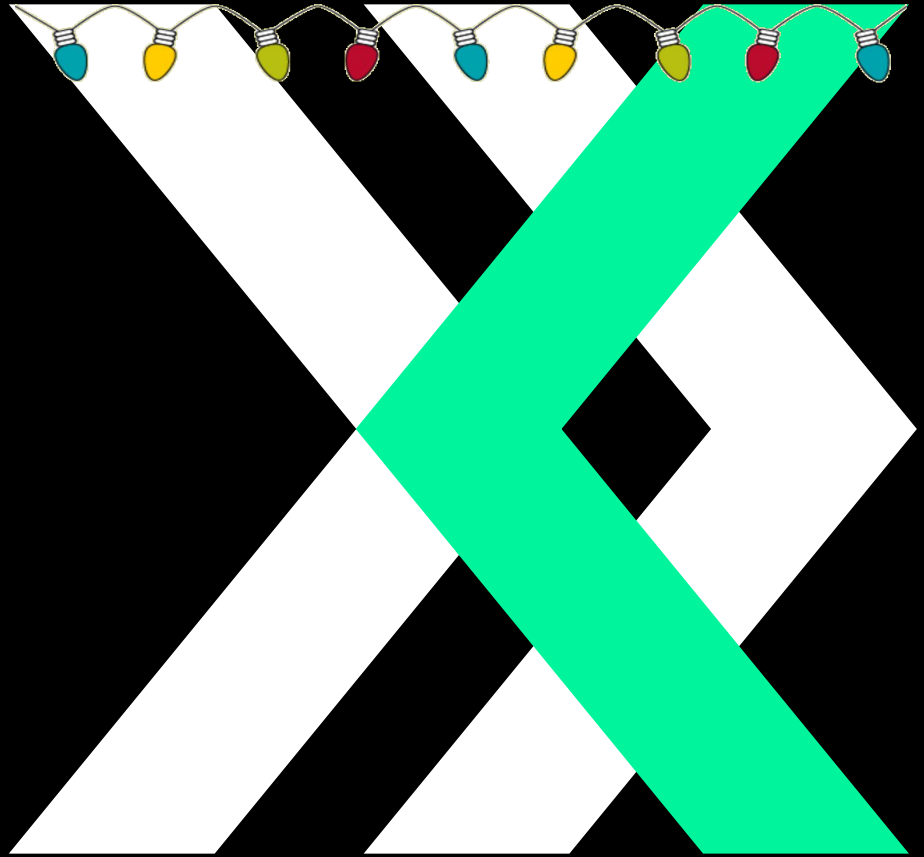
Reward your most loyal customers

Remember this year when suddenly *email was not dead?*

»ORC«



Make
Your Emails
Meaningful



Stand out with **meaningful personalization**



Subject line Edwin, save 25% on favorites like Serena Maxi Dress and more!



HEY THERE EDWIN!

take 25% off all your
favorite styles

for the holidays

Get 25% off!

Check out what's on sale



Serena Maxi Dress

Price: \$150-\$112.5

Hi Divya,

It looks like you started working on a Greetabl and never wrapped things up! 📦

Did something get in your way? I'm the Customer Happiness Specialist at Greetabl and **my job is to make your experience awesome**. And I love to chat.

Reply to this email to say what's up... or [skip right through to your cart](#).

Thanks!

Abby

1

Optimize send time for max engagement

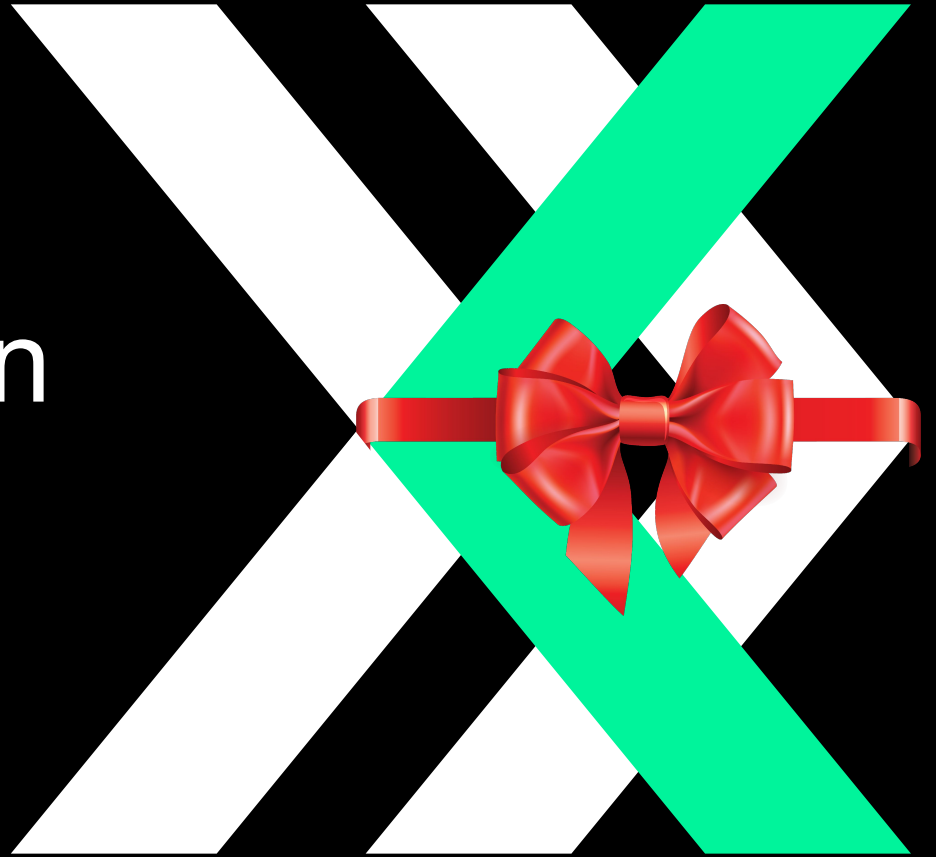
2

Personalize sale emails with viewed items

3

A/B test your messages and incentives now

Tie Everything
Together With an
**Omnichannel
Strategy**



Create a seamless **online-offline connection**



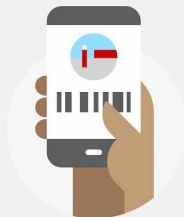
1

Ensure safe and easy in-store and curbside

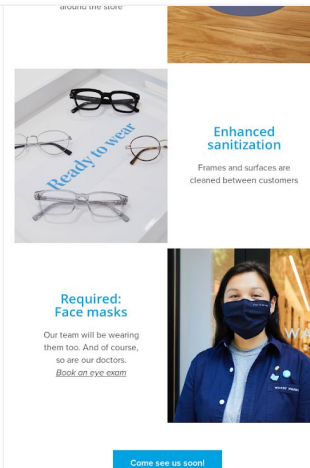
2

Make returns/exchange convenient

Tell us you're coming
In one tap, you can make sure your stuff is ready to go when you get here. Just click **"I'm on my way"** before you leave the house. Once you hit the road, we'll hit the floor to start preparing your items.



Follow the pickup instructions
We'll let you know where to park & how to pick up your order. Check the app for **step-by-step instructions** to pick up your items without leaving your front seat.



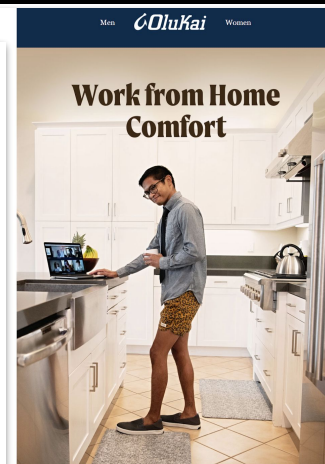
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Try our app

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Living that beach life below the desk.

GET THE LOOK >



Free shipping on all orders \$125 or more.



Perfect Pair Guarantee
If you don't love them, return them unworn for **FREE** within 30 days.

ANYWHEREALOHA®

Be Prepared With **Contingency Plans**



Be prepared with contingency plans



Traditional delivery providers, globally, are expected to exceed capacity by

5%

1

Inform people about last day for free shipping

2

Over-communicate in case of shipping delays

3

Prepare a plan of action and apology/alert templates

4

Accept replies to emails and CC customer support



Have A Happy
Holiday Season!

