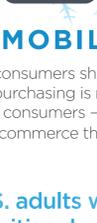


4 STRATEGIES TO MAKE THE HOLIDAY SEASON Shine Brighter



ENCOURAGE MOBILE SHOPPING

The rise in the number of consumers shopping online has plateaued, but mobile shopping and purchasing is rapidly growing. Retailers will see a record number of consumers — as many as 40 million — engaging in m-commerce this holiday season.

Share of U.S. adults who engage in m-commerce activities during a typical month:



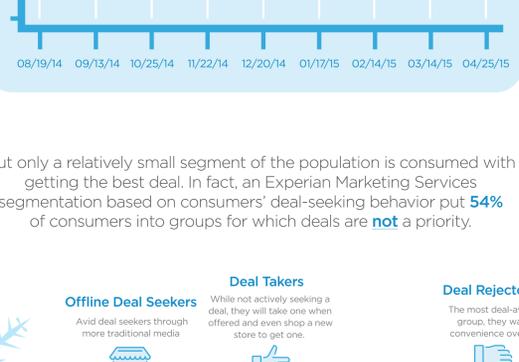
Key Takeaway
Be sure your emails and website are responsive not only to optimize mobile viewing, but to also improve search results on mobile devices. Provide up-to-date store hours, phone numbers, locations and directions to your local search listing so shoppers on-the-go can get in touch.



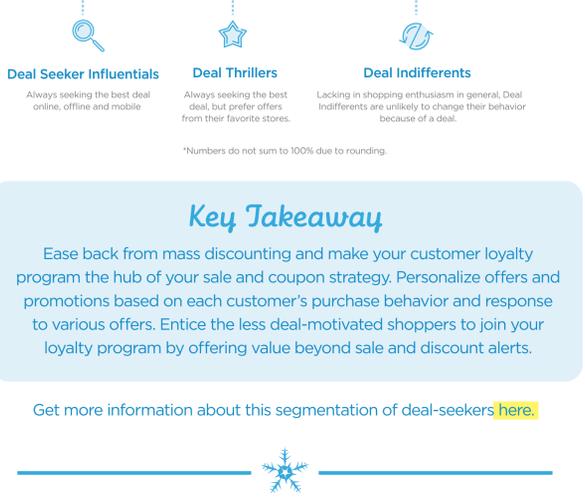
PERSONALIZE PROMOTIONS

To maximize profits and avoid leaving money on the table, marketers need to move away from a mass discounting strategy and segment their customer lists so they can tailor specific offers and discounts to meet consumers' needs. Consumers are increasingly seeking out a bargain, especially during the holidays.

Share of online searches that include "Coupon," "Discount" or "Sale"



But only a relatively small segment of the population is consumed with getting the best deal. In fact, an Experian Marketing Services segmentation based on consumers' deal-seeking behavior put 54% of consumers into groups for which deals are **not** a priority.



Key Takeaway
Ease back from mass discounting and make your customer loyalty program the hub of your sale and coupon strategy. Personalize offers and promotions based on each customer's purchase behavior and response to various offers. Entice the less deal-motivated shoppers to join your loyalty program by offering value beyond sale and discount alerts.

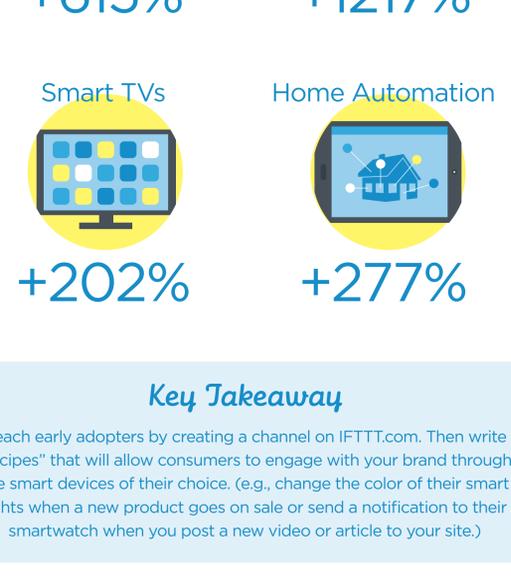
Get more information about this segmentation of deal-seekers [here](#).



INTEGRATE THE EXPERIENCE

Gadgets and gizmos have always been aplenty during the holiday season, but the rise of the Internet of Things and consumer interest in those smart devices has expanded exponentially. Marketers can easily jump on the Internet of Things bandwagon by stocking smart devices, but more importantly they should use them to create more engaging experiences for their customers.

Growth in Smart Device Online Searches December 2012 to December 2014



Key Takeaway
Reach early adopters by creating a channel on IFTTT.com. Then write "recipes" that will allow consumers to engage with your brand through the smart devices of their choice. (e.g., change the color of their smart lights when a new product goes on sale, or send the notification to their smartwatch when you post a new video or article to your site.)

Learn how marketers can create more engaging customer experiences through the Internet of Things [here](#).



GET THE TIMING RIGHT

During the 2014 holiday season five of the top 12 online shopping days were Tuesdays or Wednesdays. This is a shift from previous years when traffic was highly concentrated on Mondays. With consumers shopping online later in the week, retailers have more opportunities to win their online business as well as reach them later in the week in order to influence and drive in-store transactions.

Top mid-week online shopping days and visits made to the Hitwise Retail 500 in 2014



Key Dates to Keep Marketers on Track

With only 28 shopping days between Thanksgiving and Christmas Eve this year, marketers need to make every day count.



Key Takeaway
Marketers need to spread their digital campaigns throughout the week as opposed to focusing so heavily on Mondays as they might have in the past. But every day of the season offers a new opportunity to engage consumers with personal and relevant messaging. Use the calendar above as a guide to ensure a festive and profitable holiday.

[Subscribe](#) to our Holiday Hot sheet series for the latest holiday trends.