



Liveclicker

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HOLIDAY
LOOKBOOK

Essential Personalization Tactics to Reinvent the Retail Season



Essential work for memorable brands

Q4 has long been a crucial make-or-break period for retailers, and this year the stakes are even higher. The holiday season will not be the same as years past. Consumer behavior is fundamentally transforming, and customers will need special encouragement to return to spending in a shaky economy.

But we will be prepared. Marketers are uniquely positioned to step up and save the day for their brands. Success through the holidays will require thoughtful, empathetic application of personalization, allowing you to deliver more relevance and value to customers and forge powerful connections that translate to results.

By adjusting strategy to focus on relevance and personalization, there's still opportunity to close the gap in Q4. We stand by our clients and partners and are here to support you every step of the way.

Micki Howl

Michelena Howl
VP of Client Success and Services

Working toward a brighter future

With some thought, strategy and a little holiday magic, marketers still have the opportunity to make up for lost time and close out 2020 on a high note.

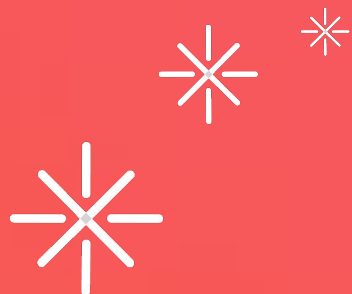
Dynamic content and moment-of-open personalization technology offer innovative ways to grow revenue when it's needed most, become more efficient and flexible, and make meaningful customer connections.

**Unwrap this
book for:**

**Boosting
revenue**

**Working
smarter**

**Driving
engagement**



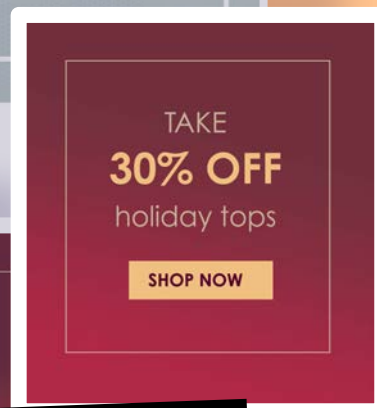
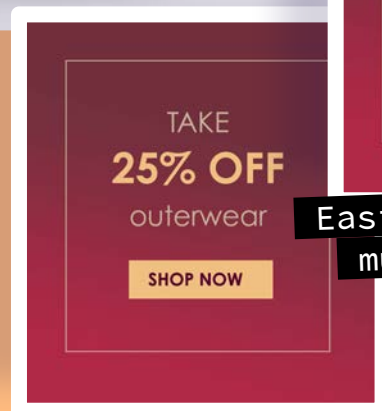
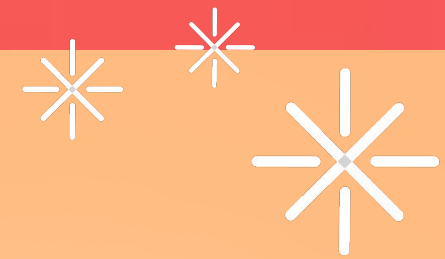
Boosting revenue

**Measurable impact on your
most important KPIs**

Marketers' innovative and herculean efforts to ramp up ecommerce have helped mitigate the damage from closures and supply chain disruptions, but retailers are still counting on this holiday season to make up some lost ground.

Simply putting a new coat of paint on a previously successful holiday strategy isn't going to cut it. Consumers will still be concerned about health and safety, and wary of returning to stores and fighting the holiday crowds. Many will have acclimated to trends accelerated by safer-at-home protocols: online shopping, curbside pickup, free shipping, and more—and they'll expect to continue getting that kind of service into the future.

The following advanced personalization techniques offer retail marketers accessible ways to alleviate consumer anxiety, deploy the most effective message to each recipient, and earn more revenue when it's needed most.



Easily test
multiple offers

Earlier offers, exclusive deals

This year, retailers should consider 'warming up' frequent shoppers and rewards program members even earlier than usual. Loyal shoppers spend almost 50% more than first time buyers during the holidays, so this is a key segment to have engaged and excited.*

Extend them special messaging, paired with exclusive pre-holiday sales and A/B test offers to start shaping your campaigns for broader audiences.

A gift they can open again and again

Keep subscribers engaged and coming back for more with a multi-day, multi-touch campaign highlighting different limited-time offers. Dynamic content ensures that a subscriber sees the deal you want to feature right now, no matter which email they open or when they open it.



TIME TO SHINE
Light up the night in the season's most dazzling looks.
[SHOP NEW YEAR'S EVE](#)

Update your messaging throughout the campaign



TODAY, ONLINE ONLY

TURN OVER
A NEW LEAF

Your closet is going to love these 3 deals today

DEAL 1

6AM-NOON (EDT)

50% OFFSELECT ALREADY-REDUCED
STYLES*

USE CODE 32299

Select items ending in .99 only.
Price reflected at checkout once coupon code is applied.[GET YOUR DEAL](#)

DEAL 2

REVEALED AT NOON-6PM (EDT)



DEAL 3

REVEALED AT 6PM-MIDNIGHT (EDT)



TODAY, ONLINE ONLY

FALL FOR
IT ALL

And get deal #2 ASAP.

DEAL 2

NOON-6PM (EDT)

\$19.99

SELECT STYLES*

USE CODE 74239

Price reflected at checkout once coupon code is applied.

[GET YOUR DEAL](#)

TODAY, ONLINE ONLY

BEFORE IT
ALL BLOWS
AWAY...

DEAL 3

6PM-MIDNIGHT (EDT)

40% OFF

YOUR PURCHASE*

Extra 5% Off*
IS APPLY[YOUR DEAL](#)

Show and hide dynamic content
based on time of day



You just missed it!

TODAY'S DEAL ENDED
AT MIDNIGHT (EDT)

But here's more to fall for...

EXTRA

50% offTWO OR MORE
ALREADY-REDUCED STYLES**

USE CODE 22385

OR

EXTRA 40% OFF

ONE ALREADY-REDUCED STYLE**

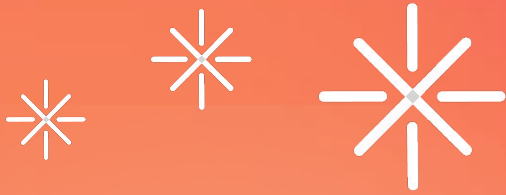
USE CODE 46805

Serve expired content
automatically

One email, endless potential

Run a campaign highlighting a rotating selection of offers throughout the day using dynamic content in a single email. If the first offer doesn't make a sale, perhaps the second, or third (or tenth!) will.

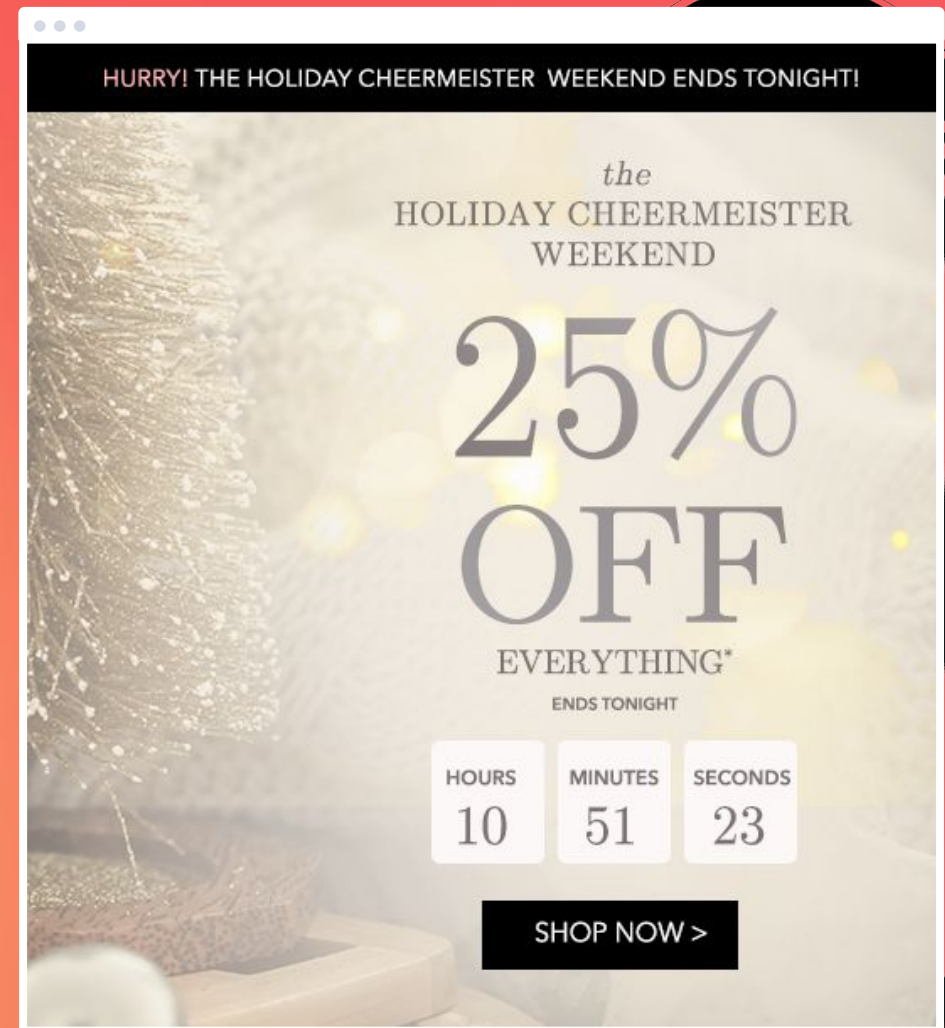
Chico's made clever use of this tactic, swapping out creative four times throughout the day with the use of time-based targeting.



Count down to a ball drop - or a big sale

Few visuals elicit such a sensation of anticipation and excitement as a ticking clock. Use this power to your advantage to generate excitement for an upcoming sales event or product release, or generate FOMO on a limited-time promotion. Liveclicker has seen this tactic grow holiday email revenue by more than **110%** for major ecommerce brands!

Use dynamic content to automatically swap out an expired timer with a teaser for the next limited-time offer or a secondary fallback CTA and offer so late openers still have a reason to get excited and take action



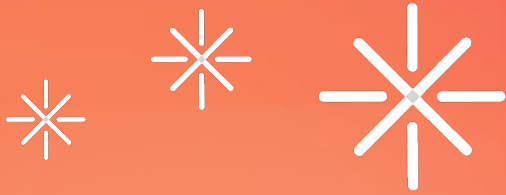
Automatically replace the timer with a message and new URL to direct them after timer expiration



Slip an offer under the tree

The magic of reaching into a gift bag or peeling back wrapping paper is an iconic holiday experience ripe for translation to digital channels. It can be especially potent for retailers when combined with the immediacy and personal touch made possible by email.

Try using an interactive scratch off experience enticing subscribers to unwrap a special offer with a customized discount code for checkout.



Make a moment unforgettable

During the busiest time of year, amid a deluge of marketing from all directions, it's easy for your limited-time sales, special events, and shipping deadlines to get lost in the fray.

Extend your reach beyond the inbox and schedule time on subscribers' personal calendar apps with an 'Add to Calendar' function to deliver a reminder right on time.

Ignite FOMO and send shoppers flocking to your website by adding a real-time counter of customers who have RSVP'd so far.

BLACK FRIDAY
SALE

STARTS NOV. 22 | 8 AM

 **DON'T MISS OUT!**
ADD TO YOUR CALENDAR
AND BE NOTIFIED WHEN
THE SALE BEGINS!

3050 PEOPLE ARE GOING
(CHECK BACK FOR LIVE UPDATES)

ADD TO CALENDAR

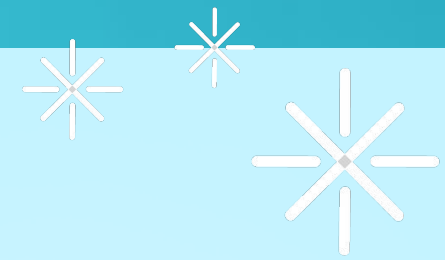


Working smarter

**Lean, flexible, efficient
personalization**

Finding shortcuts, workflow efficiencies, and ways to get more mileage from each click of the ‘Send’ button means teams can develop and deploy more personalized emails in less time—without needing more headcount or racking up agency fees.

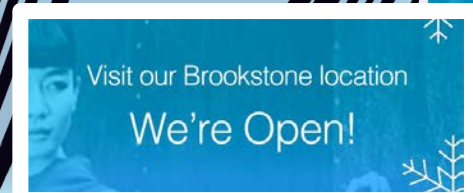
It gives retailers the scalability and nimbleness they need to proactively communicate with their audience and adapt to fluctuations in priorities and messaging. And it provides email teams the opportunity to pause, think creatively, and focus more on being strategic.



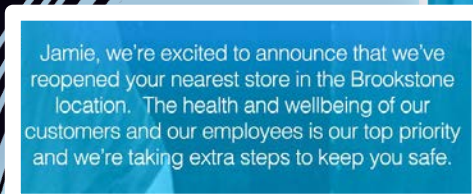
Local adaptation

The most appropriate message or promotion depends heavily on the reader's environmental context. Different regions will be at different stages of recovery at any given time. Economic reopening and regulation will vary widely from one location to the next.

Designing and developing separate campaigns for each region or store quickly gets out of hand. Save your team some effort by sending a single email capable of adapting itself as needed at the moment of open to the situation of the nearest location.



Serve the right message for each store location



Create a custom message for each

Visit our Oceanside location
We're open for curbside pickup!

BLACK FRIDAY
sale
UP TO
60% OFF
SHOP FOR PICKUP

Jamie, we're excited to announce that your nearest store is open for curbside pickup. The health and wellbeing of our customers and our employees is our top priority and we're taking extra steps to keep you safe.

Visit your nearest store for pickup

Address
111 Main st
Charlott, NC, 20390
Phone
(111) 111-1111
Pickup Hours
Mon-Fri 10am-8pm
Sat 10am-9pm
Sun 11am-7pm
GET DIRECTIONS>

Keep down the follow-ups

Things change fast for retailers throughout the holidays. Limited-time offers expire, inventory runs out and information that was true at the time of delivery becomes incorrect or outdated by the time it's viewed.

Implement dynamic content and swap it out as needed to keep your messaging relevant, and turn a frustrating experience into further opportunities to connect and convert.

**LAST MINUTE HOLIDAY LOOKS
TO WEAR TO THE PARTY**

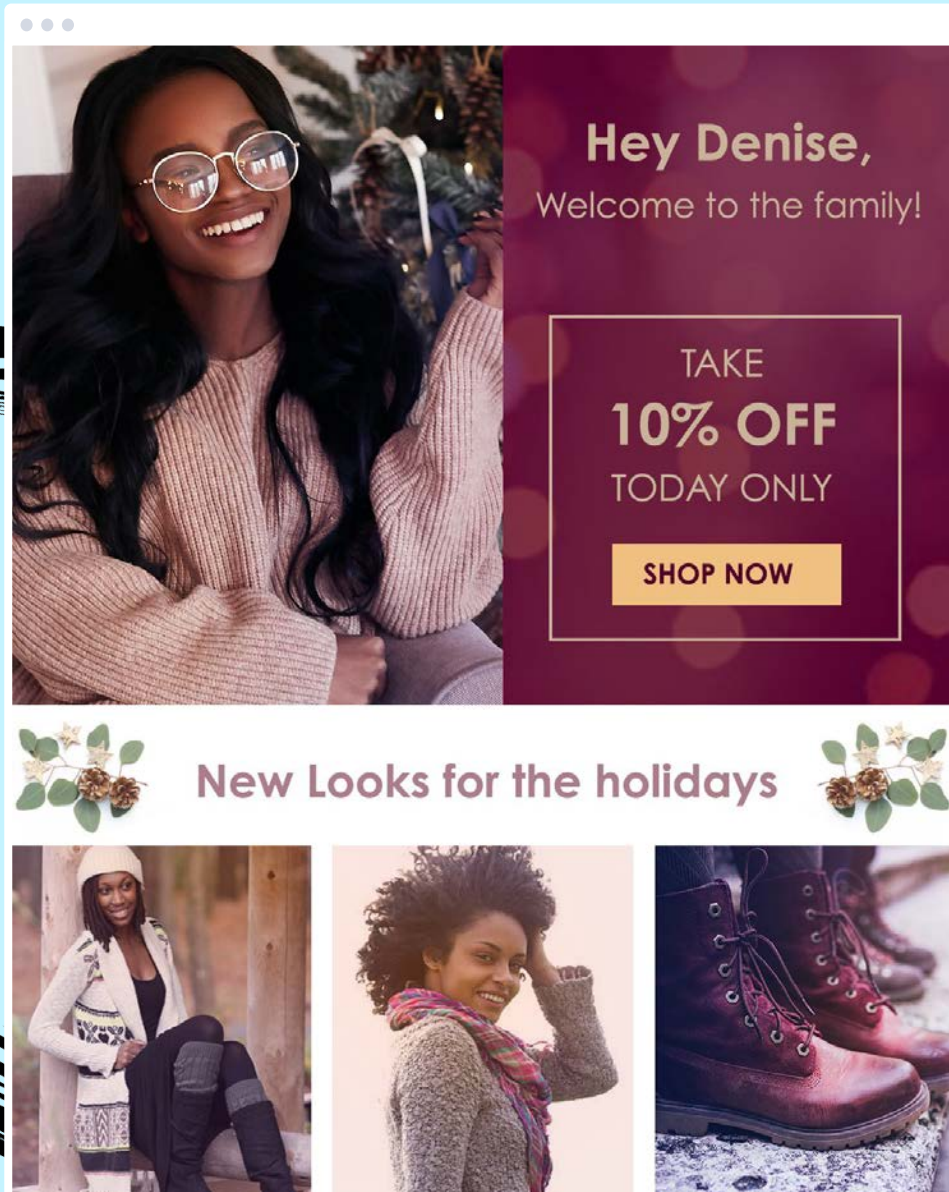
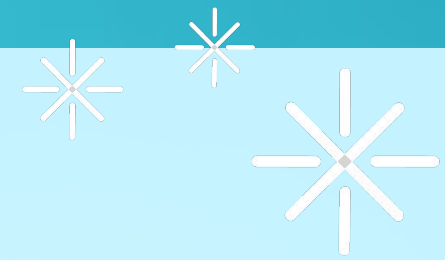
FIND A STORE NEAR YOU

HURRY! FREE SHIPPING
ENDS TONIGHT

05 | **36** | **45**
HOURS | MINUTES | SECONDS

Use a countdown timer
to create urgency

**PARTY
KING**



Amplifying your automated campaigns

Automated campaigns set to deploy on a certain customer action represent a huge proportion of the emails sent during the holidays; even small efficiency gains can mean big payoffs from less effort. Use dynamic content to update creative in trigger campaigns with minimal effort.

Keep emails fresh and relevant by adding feeds that pull the latest content from a blog or social channel, or display featured products if you need to move inventory.

Staying on track

Many retailers are experiencing a boom in ecommerce activity and direct shipping requests, a trend that is likely to extend through the holidays.

Use a real-time shipping tracker in transactional emails to build anticipation and keep customers posted. Add a dynamic content hero you can edit as needed to notify openers about service interruptions at the moment of open.

Bonus: this tactic also reduces calls to your customer support center from anxious customers awaiting their orders.



Your order is being delivered!

Good news, Todd - something healthy is on its way!

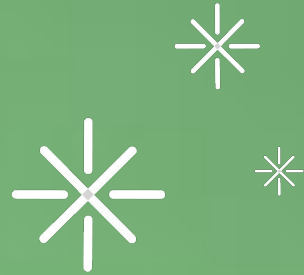
Bookmark this email or check [My Account](#) to keep track of your order.

FEDEX Tracking
492307134381

●●●●●●●●●●●●●●●●
✓ Delivered

 IRVINE, CA, US FedEx Home Delivery, 2.7 LB

Date & Time	Action	Location
2019-04-26 12:31 pm	Delivered	IRVINE, CA, US
2019-04-26 3:49 am	On FedEx vehicle for delivery	FULLERTON, CA, US
2019-04-26 3:39 am	At local FedEx facility	FULLERTON, CA, US
2019-04-25 2:56 pm	Arrived at FedEx location	BLOOMINGTON, CA, US
2019-04-25 1:07 pm	In transit	RIALTO, CA, US
2019-04-25 12:06 am	In transit	ESSEX, CA, US
2019-04-24 12:05 pm	In transit	MOSQUERO, NM, US

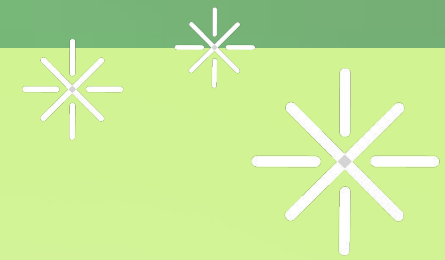


Driving engagement

**Measurable impact on
your most important KPIs**

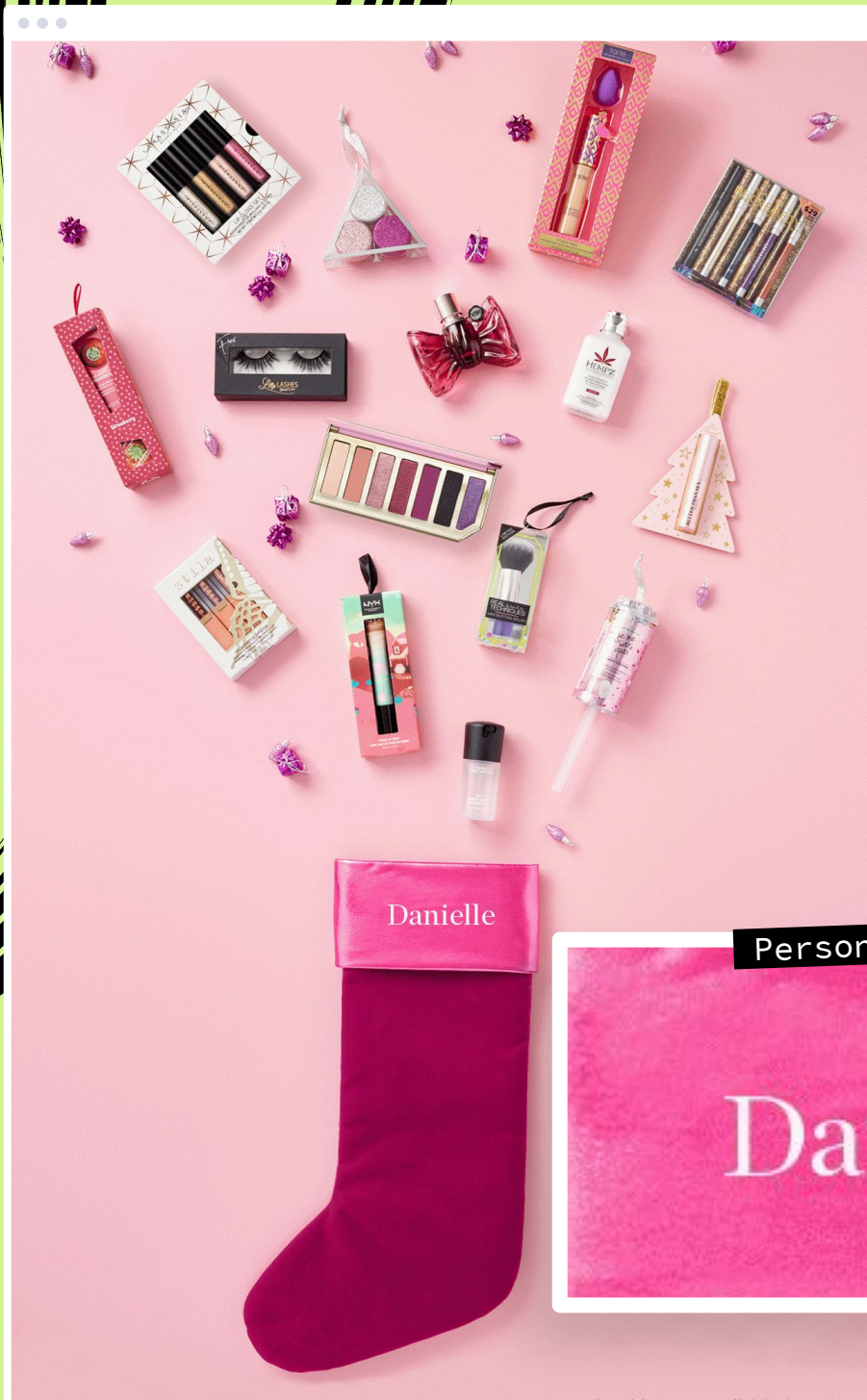
Even something small can brighten a day and make someone feel valued and recognized. Advanced personalization grants retailers a scalable path to purposefully reaching each of their customers and engaging them with a relevant and valuable experience.

Marketers should act now to start building brand equity with empathetic, engaging experiences. The immediate result will be stopping power in a cluttered inbox that drives action, providing a valuable source of first-party data and guiding recipients down the funnel. In the longer term, these connections will make your brand memorable and inspire loyalty as consumers make their shopping decisions leading up to and throughout the holiday season.



Add a little touch of personalization...

A light touch of personal relevance can stand out and be memorable if it's included in an unexpected or value-driving manner.



Find beauty in simplicity with an animated graphic dynamically personalized to show a subscriber's name or other data point organically incorporated into the image.

Keep down the follow-ups

A small, tasteful touch of personalization can go a long way. But some situations—and some customers—warrant a much more heavily tailored experience.

Remind loyalty and rewards program members of all the perks they've earned; add a running tally of their savings so far to all their emails, feature special access to payment flexibility programs, and highlight what they need to do to get to the next tier of rewards.



Wow! Tamika, in 2019...

You shopped here
12 times

We can't wait to make
even more memories
with you!

You saved a total
of \$89

Shop. Earn. Redeem Points.
Let's make 2020 even better!

You earned a
total of
1,208
points

Proof that beauty can be
very rewarding.



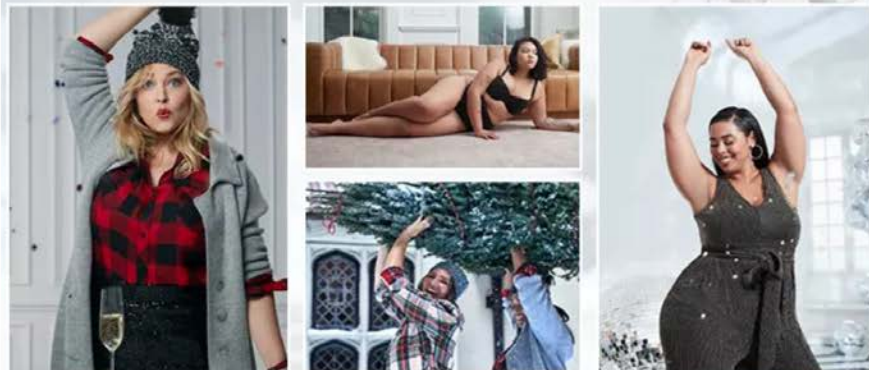
Get an Rewards Credit Card
and earn **3x** the points!

ONLINE ONLY 30% OFF REGULAR PRICE! SHOP NEW →



SHOP COLLECTION

SHOP LOOKS



Bring the holidays to life

Marketers have a lot of levers they can pull to enliven and animate their messages. But few are as captivating, compelling, or emotionally stirring as video. A fully embedded-in-email video is a great way to tell a story.

It impacts your KPIs, too - video in email can boost CTR as much as **65%** and trim unsubscribes **26%.***

Use video in email to share a sincere word of thanks from your CEO, behind-the-scenes work on customer and employee safety, or something more lighthearted like an unboxing clip. You can even live stream an event right in the inbox!



Choose a side

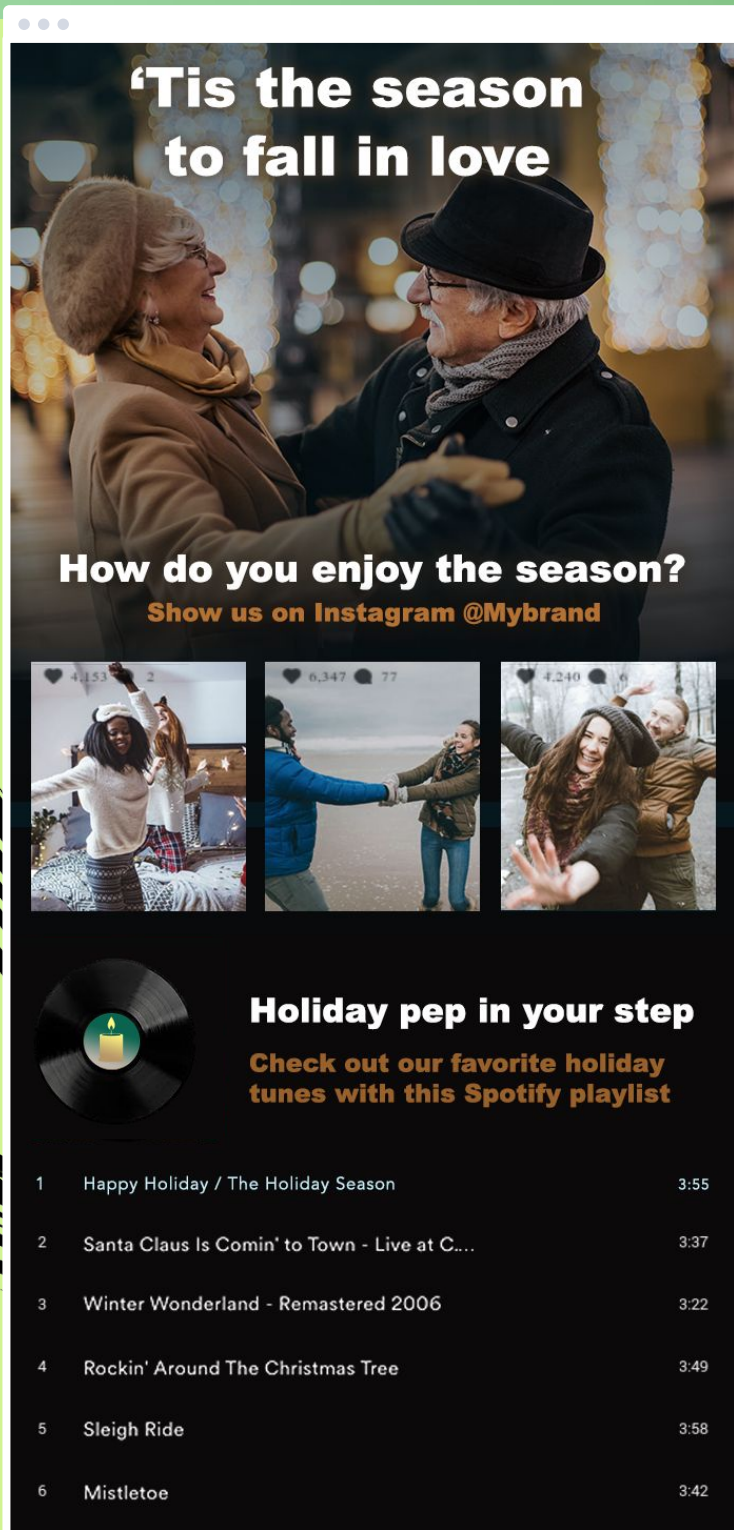
A simple poll can go a long way towards building community. And it can provide valuable audience- and individual-level data to make future campaigns more impactful.

Add an an interactive poll to your email inviting subscribers to vote for their preferences and pick a side! Rudolph or Frosty? Gloves or mittens? Cocoa or tea?

Set the poll to display real-time results after voting so respondents can see where they stand.

BCBGeneration settled an age-old fashion dispute with the power of democracy, gathering votes for 'Cozy vs Fancy' (#teamcozy all the way!).



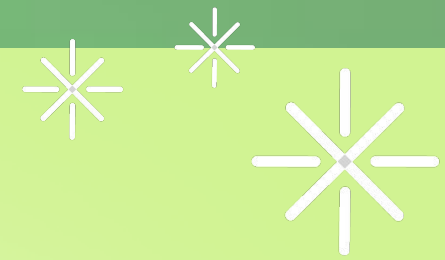


'Tis the season to fall in love

How do you enjoy the season?
Show us on Instagram @Mybrand

Holiday pep in your step
Check out our favorite holiday tunes with this Spotify playlist

1	Happy Holiday / The Holiday Season	3:55
2	Santa Claus Is Comin' to Town - Live at C...	3:37
3	Winter Wonderland - Remastered 2006	3:22
4	Rockin' Around The Christmas Tree	3:49
5	Sleigh Ride	3:58
6	Mistletoe	3:42



Broadcast your ambiance

Music is a fundamental part of the holidays for many people, including the holiday shopping experience. Use the power of that association to brighten up subscribers' days and put them in the right mood.

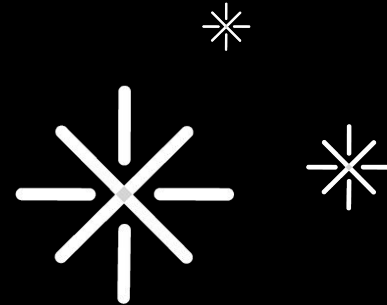
Design a custom playlist on Spotify and add it to your campaigns: a series of classic carols, a premade party playlist, or a UGC-fueled set list crowdsourced from your customers. Use a moment-of open embed feed so you can change the playlist name or songs and have the adjustments display at the moment of open.



We worked with Liveclicker to personalize content for 100% of our email openers based on live customer context, and **doubled our average conversion rates for email campaigns.**

~ Chico's

**Drive
revenue.
Mitigate risk.
Make your
life easier.**



Deliver more than just a message this holiday season

Compelling personalized experiences like the ones you've seen in this guide don't need a ton of resources or developer support. They're all made possible through Liveclicker's user-friendly platform and hands-on support.

Request a Demo

