

Your 6-point optimisation checklist for holiday retail sales

Consumer expectations of retailers have undoubtedly increased in the past couple of years: According to our [retail report](#), 76% of UK consumers expect businesses to maintain the flexibility they've shown during the pandemic. Here are six recommendations to boost your holiday retail sales from Nicholas Kontopoulos, Regional Head of Growth Marketing at Adobe, and Martine de Visscher, VP of Product Mid-Market at Adyen.

1

Expect the unexpected:

Be prepared for unconventional purchase journeys by offering a range of cross-channel options like buy online and return in store, click and collect, and endless aisles.

Tip: [Unifying your payments](#) will make it easier to predict and cater to complex customer journeys. With connected sales channels, you'll have a more sophisticated shopping experience and a better view of shopper behaviour.

2

Embrace all channels:

Promotions, flash sales, or loyalty benefits typically offered and managed in physical stores should be adapted to include online shoppers.

Tip: Utilise payment-linked loyalty programs and promotions in-app and online to give customers a compelling reason to shop with you. For example, offer VIP online queues or discounts for shoppers using a specific payment method.

3

Live shopping is the new normal:

The pandemic forced many brands to think laterally about offering face-to-face customer service. Virtual consultations via video conferencing are becoming increasingly common.

Tip: Let customers pay during or straight after a consultation via [payment links](#), which can be dropped into chat windows or sent via text or email. They can be also accessed via QR codes displayed in out-of-home marketing.

4

Start early:

Holiday shopping will likely start much earlier than pre-pandemic times as consumers plan ahead for shipping and returns to ensure their wishlist items don't sell out.

Tip: Communicate your offers to customers as early as possible, ensure your site can handle a surge in traffic, and check you've got all your key sales channels ready to go.

5

Social commerce is key:

The discovery of products via social media channels will be a significant driver to sales this holiday season.

Tip: A seamless, contextual commerce experience will drive more conversions. Make sure your shoppers can easily pay via social media channels.

6

Payment methods matter:

Accepting popular local and global payments methods like Alipay, WeChat Pay, ApplePay, and GooglePay will give your site or app a competitive edge.

Tip: Let your customers shop the way they want by offering their [preferred payment methods](#). Bonus points if they can purchase in one click with secure, pre-filled details.