

Optimizing holiday sales: Your 6-point checklist

Built from insights into the latest consumer behavior and payments trends affecting retailers, this optimization checklist will help you maximize revenue this sales season and beyond.

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 aisle shopping.

Tip: **Unifying your payments** will make it easier to cater to complex customer journeys. With connected sales channels, you'll have a more sophisticated shopping experience, and a better view of shopper behavior.

2

In-store shopping is not the default anymore:

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

Tip: Utilize **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:

With the absence of speaking to someone physically, having a platform to virtually interact with a sales person will become increasingly common.

Tip: Let customers pay quickly and easily by offering contextual commerce payment options. Send **pay by link** via social media messages, or display QR codes in out-of-home marketing that direct shoppers straight to your checkout.

4

Start early:

Holiday shopping will likely start much earlier than pre-pandemic times, as consumers plan ahead for shipping and returns - and 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 payment methods like 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.