



10

**EXPERTS ON HOW
TO LEVERAGE**

EMAIL

MARKETING IN THE



HOLIDAY SEASON 2024

Advanced segmentation, interactivity,
triggered emails, & more!






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INTRODUCTION

With the holidays fast approaching, products to sell, and customers to serve, you must be rubbing your hands together over a thousand thought bubbles. It's not just another holiday season, is it? You've got fewer shopping days between BFCM and Christmas in 2024; there's economic uncertainty, and to top it all, it's an election year. If you ever needed to be agile, it's definitely now.

To help you navigate the coming months with a spring in your step, we asked 10 marketing pros to share their email marketing strategies for this holiday season. Steal and run!



01.



Nikki Elbaz

Email Consultant @ Nikki Elbaz



Advanced Segmentation And Personalization

If you've been thinking about running an opt-in product quiz for site browsers, holiday season is a great time to go for it.

Customer decision fatigue is high – there are so many new brands being thrown at them in ads, so many people they want to buy gifts for, so many promos they're not sure if they should take advantage of – and the biggest killer for conversions is indecision.

Not only will you show up as the savior, guiding them to the perfect product and helping them take action, but you'll also be gathering amazing segmentation data that'll turn your holiday emails from generic to personal. (Not to mention how useful this data will be post-holiday, when you shift your email strategy to focus on retaining all the new customers you spent lots of ad money acquiring.)

Triggered Email Workflows

The more emails you can trigger based on subscriber behavior, the better. Again, subscribers are browsing a hundred different brands and products and promos – and distraction and decision fatigue are at all-time highs.

Triggering emails based on interest and engagement will keep your brand accessible and top of mind – exactly when your subscriber is primed to open and engage.

Just don't stop at the classic “we saw you looking” abandoned cart style email. Because it's not just distraction and fatigue – there's a lot of brand confusion and overlap too.

Make sure your triggered emails are addressing your brand differentiators – as well as any objections your subscribers have to purchasing.

Oh and if you're selling high-ticket products, sending a 1:1 style email from a salesperson dedicated to answering their questions is a surefire way to build the trust your subscriber needs to say yes.

Data-Driven Insights & A/B Testing

A great way to test offers and content is to run a presale for your VIP customer segment. Your presale can feature a couple of different offers – and the winning offer becomes your main holiday offer – or you can A/B test different messaging options and use the winners during the main event.

Holiday season is your chance to take risks, push your boundaries, and test the crazy ideas that you're usually too scared to try.

Bonus Insights

There's so much going on in your audience's inbox that being unique is a great way to stand out.

And if you're risk averse, take heart: Within such a flood of emails (and other marketing messages, across all the other platforms your audience uses!), your press time is way shorter than usual. A failed risk during the holiday season just won't do the kind of damage that it would do in the middle of the slow summer season. But a successful risk? It'll pay off in attention precisely when attention is so rare.

Some of my favorite “fresh” ideas from past holiday seasons:

- ✦ Animated decision trees leading to products or promos (Figgs)
- ✦ Fake gift cards to drive social media engagement (Rev)
- ✦ Subject lines that poked fun at neighboring emails (Made In)
- ✦ A hyper-personalized local push email (Nuggs)
- ✦ Animated scratch-off mystery promo (Sephora)

All such different ideas – some big, some small – and they can all tie into your overall strategy too. Don't overthink it, just go for it!



Chad S. White

Head of Research at
Oracle Digital Experience Agency



Advanced Segmentation And Personalization

Segmentation and personalization are awesome, but be careful with product- and category-based targeting during the holiday season. Because subscribers are shopping more for others, the kinds of products they're interested in can shift dramatically from what they were browsing and buying earlier in the year. That can lead to personalization misfires. It can also lead to subscribers being excluded from campaigns or dynamic modules they might actually be interested in.

Triggered Email Workflows

Triggered emails are the silent superstars of the holiday season. And you can make them even more super with a few adjustments. First, look for opportunities to add seasonal messaging to some of your automation, such as cart abandonment, browse abandonment, back-in-stock, and welcome emails. Second, if you suppress promotional emails during your onboarding series, turn off that suppression, since promotions are why people sign up during the holiday season. And third, dramatically reduce (or eliminate) the delay in sending cart and browse abandonment emails, since buying decisions get made much more quickly during the holiday season, especially on days like Black Friday and Cyber Monday.

Unique Subject Lines To Capture Attention

Clarity and urgency are the most compelling subject line tactics you can use during the holiday season. People are extra hurried, so being able to understand what your email is offering at a glance is extra critical. Highlighting deadlines is also powerful, but make sure not to overuse this tactic as it will lose its power.

Interactivity, Gamification, Videos, Gifs

Simple animations can be very effective at drawing subscribers' attention to key messages in your campaigns. However, think twice before investing in larger interactive elements like videos and gamification during the holiday season. Inboxes are full and subscribers are moving quickly from message to message and often don't take the time to engage with interactive elements like they would at other times of the year. The right content can break through, but recognize that the bar is extra high.



Taylor Raffa

Mass Email Team Lead, Semrush

Advanced Segmentation And Personalization

Would you give the same gift to everyone you know? Of course not! The same principle applies to email marketing. During the holidays, when inboxes are flooded and attention spans are short, advanced segmentation is crucial. Your subscribers are more selective with their time, so while some may appreciate fewer, more curated emails, others will respond best to highly personalized, frequent messaging.

A key strategy for global brands is to tailor holiday visuals and messaging based on geolocation. For example, while traditional winter imagery might resonate with audiences in the Northern Hemisphere, it could feel out of place for subscribers in the Southern Hemisphere, where December is a warm month. By customizing your content to reflect local climates and cultural nuances, you can create a more relevant and engaging experience for your entire audience. Ultimately, it's about giving each subscriber the gift of content that feels uniquely suited to them.

Triggered Email Workflows

My first step in optimizing triggered email workflows during the holidays is to conduct a thorough audit. I'd recommend reviewing your automated emails to pause or adjust any that promote non-essential actions or create a false sense of urgency. The idea here being that you probably don't want your brand associated with creating added stress around the holidays!

Beyond that, consider adding or updating triggers to capitalize on holiday-specific behaviors. For example, set up abandoned cart or wish list reminders with a festive twist, or trigger a "last-minute gift" email for customers who browse but don't buy within a certain timeframe. Adding this last one to the mix can also be an opportunity to remind customers of a specific delivery deadline, or have a digital product on offer for those who miss that deadline.

Unique Subject Lines To Capture Attention

I'm a big fan of emojis in general, but they're not always the best email tactic in your subject line toolbox. Emojis often saturate inboxes around the holidays, so if emojis are your typical M.O. you may want to try differentiating your emails this season by trying out other tactics.

For example, you can test different angles with your subject lines such as invoking "cozy rest & relaxation" vibes (e.g. 7 marketing tips sweeter than hot chocolate) or even a "celebratory spirit" (e.g. This offer is something to sing about!). On the flip side, if you're a brand that never uses emojis, the holidays might be the best time to try...

Data-Driven Insights And A/B Testing

It's essential to remember that not everyone celebrates the same holidays—or any holidays at all. Some people may even have negative associations with this time of year. If your brand is new to incorporating a holiday theme into your emails, A/B testing is your best friend. By testing different versions of your emails with a variety of content, you can discover what resonates most with your diverse audience.

Start by experimenting with non-denominational imagery and themes. Instead of relying solely on traditional holiday symbols, try incorporating visual elements that can appeal to a wide range of celebrations. For example, stars, sparkles, twinkling lights, cookies, and gifts are versatile icons that can evoke the festive spirit without being tied to a specific holiday. A/B testing these seasonal or festive elements vs. holiday-specific elements allows you to gather valuable insights into what drives engagement and positive responses across different segments of your audience.

Aligning Email Campaigns With Omnichannel Strategies

The holiday season increases our appetite for storytelling (and cookies), making it an ideal time to craft cohesive narratives across all marketing channels. Email is a powerful starting point for your brand's message, offering a testing ground for offers that can later be expanded to social media, SMS, and web.

Storytelling isn't just about the words—it's about presentation. Vary your content formats with videos, images, and both short and long-form text to engage different audience preferences. In other words, build an omnichannel gingerbread house.

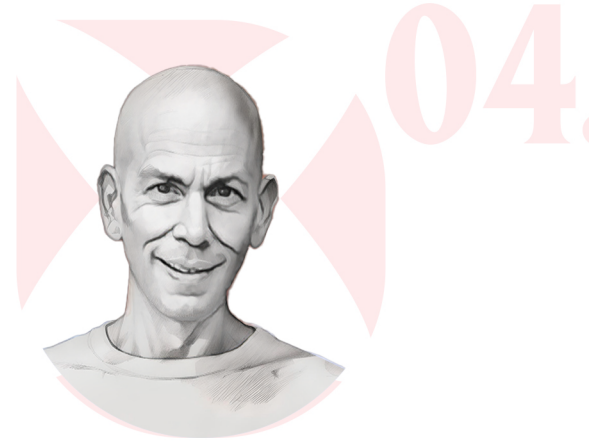
When planning your retargeting strategy, don't forget about those early holiday shoppers. Extend your retargeting window to re-engage these customers effectively, and encourage satisfied users to "spread the cheer" through referrals or reviews. For e-commerce brands, you can prompt past buyers with messages like, "Loving your [product]? Why not gift one this season? Get [X]% off!"





Jeff Ginsberg

Email Deliverability Manager,
Talent.com



How To Stand Out This Holiday Season: Engaging Your Subscribers When It Matters Most

As the holiday season approaches, email marketers are gearing up for one of the most competitive times of the year. With inboxes overflowing with offers, how can you ensure your emails not only stand out but also drive consistent engagement? One powerful approach is to connect with your subscribers when they're already active on your website and to employ the timeless tactic of an advent calendar to keep them eagerly anticipating your next message.

Timing Is Everything: Engage Subscribers When They're Already Active

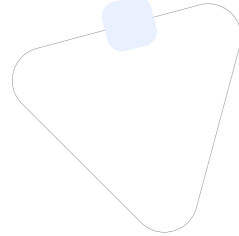
One of the most effective ways to capture your audience's attention is to reach out when they're already interacting with your brand. By leveraging real-time website activity data, you can send personalized, timely emails that resonate with what your subscribers are currently browsing or considering. For instance, if a visitor is looking at a specific product category, you can trigger an email offering a limited-time discount on those items, or suggest complementary products. This not only increases the likelihood of a conversion but also enhances the overall customer experience by making your emails feel like a natural extension of their online journey.

Create Anticipation With An Advent Calendar Campaign

To keep your audience engaged throughout the holiday season, consider implementing an advent calendar-style email campaign. This approach not only taps into the excitement of daily surprises but also builds a sense of urgency and anticipation that keeps subscribers coming back day after day.

Each day, reveal a new offer, piece of content, or exclusive deal that aligns with your overall marketing strategy. For example, you might start with small discounts or tips on days leading up to larger promotions or product launches. To further drive engagement, you can create a narrative that ties each day's offer to the previous one, encouraging subscribers to stay tuned for the full story.





The Numbers Are In The Data: Create More Relevant Offers

Your data is your most powerful tool for creating relevant, compelling offers. By analyzing past purchase behavior, browsing history, and engagement metrics, you can tailor each day's advent calendar offer to resonate more deeply with different segments of your audience. For instance, if a segment of your subscribers consistently engages with a particular product line, you can prioritize offers related to that line.

However, remember that if the data doesn't support your hypothesis, it's time to either find new data or adjust your strategy. For example, if you notice that a particular offer isn't driving the expected engagement, dig deeper into your data to understand why, and pivot your approach accordingly.

Combine With Advanced Personalization For Maximum Impact

To maximize the effectiveness of these strategies, incorporate advanced segmentation and personalization techniques. Use data from previous interactions to tailor the advent calendar experience for different segments of your audience. For example, send different offers to high-value customers compared to new subscribers, or customize the content based on their previous purchases or browsing history.

Measure and Adjust in Real-Time

As with any email marketing campaign, it's crucial to monitor performance and make adjustments as needed. Use A/B testing to refine subject lines, content, and timing. Keep an eye on engagement metrics, and be ready to tweak your strategy if you notice certain days of your advent calendar are performing better than others.

Watch Your Deliverability: Don't Sacrifice Long-Term Reputation for Short-Term Gains

It's easy to focus on opens and clicks, but deliverability is just as crucial—if not more so—during the holiday season. ISPs and mailbox providers are on high alert for spam, and your reputation as a sender can make or break your campaign. Keep a close eye on your deliverability metrics, and remember that this is the time of year when many marketers burn their reputation for the sake of a quick sale.

If your emails aren't making it to the inbox, all the effort you put into crafting the perfect campaign is wasted. Maintain a clean list, avoid overloading your subscribers with too many emails, and monitor your bounce and complaint rates carefully. A solid sender reputation ensures that your emails reach your audience and that your hard work pays off.

Takeaway: Building a Holiday Campaign That Keeps on Giving

The holiday season is an opportunity to not just drive sales but also to deepen your connection with your subscribers. By engaging them when they're active on your website, using data to craft relevant offers, ensuring your emails reach the inbox, and creating a campaign that they look forward to each day, you can stand out in a crowded inbox and turn the holidays into a time of sustained engagement and customer loyalty.

05.



Ben Harrington

Email Marketing Consultant,
Trufflesuffle Media

Advanced Segmentation And Personalization

Creating advanced segmentation and personalisation is key to creating highly targeted campaigns. Long gone are the days of successful (if they ever were) spray-and-pray techniques. Subscribers now want relevant information and products—things they are interested in—and the best way to do this is to use all the data you have to create segmentations based on their behaviour and utilise this within the emails to get them engaging and, in turn, spending.

Triggered Email Workflows

There are many ways to utilise triggered email workflows—too many to mention here—but to be holiday-specific, you need to understand where a customer is within their journey. Different journeys require different emails; there's no point in trying to upsell to someone who has never purchased, or treating subscribers like they are new when they've been with you for years. Optimising triggered workflows can help. Base a workflow on browser behaviour. For example, if someone is looking at X, send them information about that product during a campaign. Use a flow to follow up and target those who click through, and you'll see your engagement go through the roof.

Interactivity, Gamification, Videos, Gifs

I have said it time and time again—I love GIFs. In my experience, they outperform static images most of the time. If you have anything that can improve engagement—be it GIFs, videos, or surveys—it's a plus in my book. But don't just do it for the sake of doing it; make sure there is a strategy behind it.

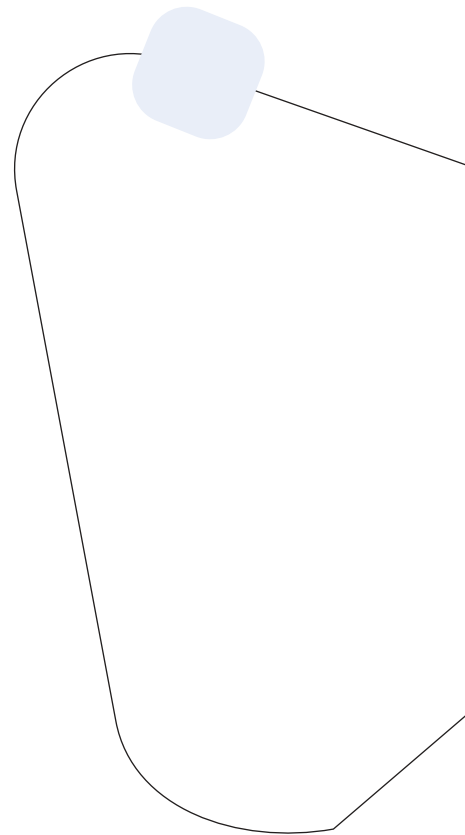
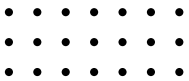
Unique Subject Lines To Capture Attention

Please don't use something that every other business uses. Try to stand out from the crowd while still being relevant to the email's content. Imagine how many 'Black Friday Sale Now On' subject lines a subscriber sees—be different.



Aligning Email Campaigns With Omnichannel Strategies

By aligning email campaigns with an omnichannel strategy, you help create consistent messaging throughout, ensuring you enhance the customer experience no matter where they are in their journey. Remember, email is crucial for both pre- and post-purchase, and not having a strategy that links all channels would be naive.



Jordie van Rijn

Email Marketing Consultant,
Email Monday; Founder and
Chief, Email Vendor Selection



You can think of the holiday period as if it's one big campaign. A great jump off point, because it frees up your hands to shake things up a bit with a different cadence, offers and content than the rest of the year. It can give your holiday emails that extra charm and extra conversions.

You can get more creative with one type of campaign I like; an advent calendar-style email series. It gives you a framework to offer a daily email – but actually way more potent because you have more freedom than most marketers realise.

- ✦ It can be called advent calendar, but can be any name you want.
- ✦ It can be a full month, a week, 10 days, do whatever makes most sense.
- ✦ It potentially can count down to “a big thing” at the end or every few days.

The core is to unlock a new promotion with a specific deal every day. It is a good concept to spread out your content and offers and highlight each of them without diffusing attention.

One of the smartest things that I saw is to include callbacks / look forward with labels like “Most popular”, “Extended”, “Going on now”, “Today's offer”, and “Next up.” Instead of keeping very strict to the one deal per day, these labels give you more wiggle room to have multiple days of promotion.

Black Friday-Cyber Monday

Around Black Friday, it is all about the offer. People tend to forget: great offers lead to better sales results. But around #BFCM, brands slash prices, killing profit margins. Here are 6 ways to protect your margin – while still sending valuable offers.

Running smarter price promotions:

- ✔ Offer products especially made for the promotion during the sales days. If the products are new to your inventory, you can take RRP (Recommended Retail Pricing) <https://www.allnewbusiness.com/what-is-rrp-pricing/> and work on the offer based on that making the percentage even bigger.
- ✔ Instead of 25% off, make it 2nd half price. You'll get higher average order sizes. The second product is always the cheaper product, and any third product doesn't get the discount, so the total discount ends up being way lower.
- ✔ Work with partners and split costs of the promotion, or get more reach from them co-promoting you in return.
- ✔ Offer a discount ladder, or offer discounts increasing or decreasing in waves.
- ✔ Add or sell digital products (typically no additional product costs)
- ✔ Go for product plus, instead of discounts.

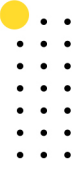
And finally, run multiple different offers during Black Friday one after the other instead of just one promotion during the whole period this will allow you to have multiple relevant communications and offer deadlines.

Strategy For This Year, And The Next

Your holiday email plan + the notes from this year will be your blueprint for the campaign for next year. So the crucial bit is to plan out your email in advance. Best thing we ever did was let everyone on your team keep track and note down success and possible improvements during the campaigns. This will save you a lot of time next year.

If you're a high-volume sender, in ecommerce or even in B2B, be sure to have scaling in the back of your mind. Depending on how well your campaigns are doing, response rates are, your inventory is looking – so you can scale up and down. And a contingency in case “just everything goes wrong”. That's a real lifesaver.





07.



Emily Ryan

Co-founder, Email Strategist
at Westfield Creative

Standing out in the inbox is crucial during the holiday season. Try to think outside of the box and instead of going big with tons of animations and heavily-designed emails, think about utilizing plain text to keep your messages short and straightforward.

By opting for a minimalist approach, you cut through the holiday clutter and deliver a personal, authentic touch that resonates more deeply than flashy HTML designs. Focus on crafting a concise, heartfelt message (like a simple letter from the founder/owner) that gets straight to the point, capturing attention without overwhelming your readers. This helps with readability and deliverability and helps your email feel like a genuine note from a friend, making it more likely to be noticed and appreciated amidst the holiday rush.

Below is an example of a simple plain text email (with a funny GIF) that really stood out to me last holiday. Sometimes simpler is better when there is so much holiday noise.



Merry Christmas!

We hope it's kinda fun, kinda funny, kinda lazy, kinda indulgent and kinda magical. We so appreciate you using Postable. Have fun tomorrow.

-Scott and Jesse (the Postable guys)



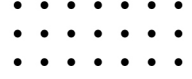
Quick Links

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[Card of the Day](#)



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Jasper van Laethem

Sr. Email Marketing Strategist & Co-founder, The Future Funnel



08

How Can Email Marketers Effectively Differentiate Their Email Campaigns Amidst The Heightened Holiday Season Competition?

I love the end-of-year period for all the fun and creative email campaigns it brings. However, it's important not to focus too much on what competitors are doing. Instead, concentrate on your own brand and strategy. Look for the best ways to implement your overall end-of-year (EOY) campaign through email marketing and CRM.

One of the most underutilized strategies is applying **behavioral science and marketing psychology** to optimize your EOY strategy—this includes your email concepts, copy, design, and everything around it. It's crucial to know your customer and understand their "job to be done." Focus on engaging the intuitive, emotional side of your audience to prompt action, rather than just presenting dry facts.

Advanced Segmentation And Personalization

I like to think of EOY campaigns as similar to a product launch—you work towards the big event well in advance. **Priming your subscribers**, building anticipation, informing them, gathering data, and engaging them before the launch can be very effective.

Today, segmentation and personalization are much easier to implement. However, it's important not to overdo it. You need to find a **balance between relevance and simplicity**. I advise keeping some parts of the email simple while personalizing others. This approach ensures you remain relevant without overwhelming the recipient.

Triggered Email Workflows

It's always beneficial when a company strives to be as relevant as possible, even with automated flows. Incorporating **seasonal elements** into your emails and automated workflows can enhance relevance during specific times of the year.

It's also important to note that many **first-time purchases** happen during the EOY season due to promotions and discounts. Therefore, revisiting your **welcome flow** is crucial. Ensure it's up-to-date and effective so you can onboard new customers in the best way possible. A good onboarding process is essential for long-term retention.



Interactivity, Gamification, Videos, Gifs

Interactive elements can be valuable, but I recommend using them **only if they support the main message** and are essential to the campaign. There's always a tradeoff between the resources invested and the return on investment. I especially advise against using GIFs or videos just to make the email look festive without adding real value. It's important to keep **accessibility in mind** when developing these elements.

Recently, I attended a conference showcasing various types of email interactivity. I was surprised by the range of options now available, such as **in-email shopping**, filling out forms within emails, selecting products, and more. This type of interactivity is still quite new and not widely used, but early results and case studies are very positive.

Unique Subject Lines To Capture Attention

I usually focus on two approaches for subject lines:

01. Functional Approach: Be very clear about what the email is about—provide straightforward information on the content and how it benefits the user.

02. Curiosity-Driven Approach: Use the **curiosity gap** to pique the user's interest. The key is to be slightly vague to stimulate curiosity, but not so vague that the subject line could mean anything. Striking this balance is challenging but can be highly effective.

You can further enhance these tactics by incorporating additional copywriting and persuasion techniques, as well as personalization, to highly amplify their impact

Data-Driven Insights And A/B Testing

While the advice "**you should always be testing**" is ideal, it's nearly impossible for many companies due to the resources required. I want to reassure email marketers who aren't able to test frequently that it's okay! You are not alone...

However, it's essential to use as many **customer insights** as possible — such as website behavior, purchasing insight, click behavior, zero party data... to optimize your campaigns and emails. This data is crucial for making informed decisions.

Most Email Service Providers (ESPs) now offer **send-time optimization**. If your campaign isn't time-sensitive, I highly recommend using this feature to increase engagement and conversions.

Aligning Email Campaigns With Omnichannel Strategies

This has been an emerging trend over the past few years but was previously quite rare and not extensively implemented. With improved tools and increased maturity, more companies are starting to create seamless **omnichannel experiences** mainly through owned channels like email, websites, SMS, and apps. Using your own data eliminates the need to share and combine data with third-party platforms. Which in Europe can be quite difficult or sensitive.

I believe the rise of **Customer Data Platforms (CDPs)** or composable CDPs will make orchestrating these experiences much easier for marketers. However, many companies aren't there yet, and the **complexity of setting this up shouldn't be underestimated**. And I think email will still be the main output channel used in CDPs for a long time. Email isn't going anywhere, if you were wondering.



Alexandra Palau Conde

Co-founder, Email Strategist
at Westfield Creative

Triggered Email Workflows

Triggered email workflows, such as abandoned cart, post-purchase, and browse abandonment emails, are essential during the holiday season when every touchpoint counts. To fully capitalize on the holiday rush, consider these strategic enhancements:

Abandoned Cart Emails: Prioritize Urgency and Incentives

Abandoned cart emails are critical, especially during the holidays when shoppers are overwhelmed with choices and often distracted by competing offers. The key is to create urgency while offering an incentive that compels them to return.

- ✦ For holiday cart abandonment, shorten the typical time between a cart abandonment and the first reminder email. Send it within 30 minutes to 1 hour, reminding them about limited stock or a special promotion tied to the season. If you've got a holiday sale running, showcase the discount in a bold banner or add a countdown timer to reinforce urgency. For high-value carts, consider a second email with a personalized offer—either a discount or a free gift-wrapping service—that expires within 24 hours.

Browse Abandonment Emails: Drive Discovery with Personalized Suggestions

Browse abandonment emails target customers who showed interest in specific products but didn't add them to their cart. Unlike cart abandonment, the focus here is on re-engaging the customer by providing value through personalized recommendations and discovery.

- ✦ Use the data from what they were browsing to create an enticing follow-up email. Include the viewed product, but also recommend complementary or related products, especially holiday gift bundles or limited-edition items. This not only brings the customer back but helps guide them towards more appealing or timely holiday offers. Highlight a "Holiday Gift Guide" section at the bottom of the email to inspire ideas, driving further engagement and possibly higher-order values.

Post-Purchase Emails: Maximize Customer Lifetime Value

Post-purchase emails are not just about thanking customers—they're an opportunity to deepen the relationship and drive repeat sales during the season when they're likely shopping for more than one person.

✦ Use the first post-purchase email to thank the customer and introduce related products that complement their purchase, especially holiday-themed items like gift wrap or accessories. Include an offer for a discount on their next purchase, valid for the holiday season only, to encourage quick repeat buying. Tailor a holiday-specific loyalty message—e.g., "You've just earned double rewards points on your purchase, use them on your next holiday gift order!" This adds a seasonal twist to reward programs and encourages ongoing engagement.

Interactivity, Gamification, Videos, Gifs

Personalize Interactivity: Interactive Quizzes or Gift Finders

Move beyond generic discounts by offering tailored, interactive experiences. Incorporating a **gift-finder quiz** directly within your email can be a powerful way to help recipients discover the perfect product for their needs, whether for themselves or as holiday gifts. Ask a few fun, personalized questions (e.g., "What's your holiday shopping personality?" or "Who are you shopping for?"), and based on their responses, offer curated product suggestions and exclusive offers.

Improve Engagement with Real-Time Polls or Voting Mechanisms

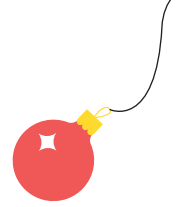
Engage your audience in decision-making by incorporating **real-time polls or voting elements** within your holiday emails. This transforms recipients from passive readers into active participants, allowing them to help shape product selections, holiday themes, or even upcoming promotions. It also provides valuable insights into what products or offers your customers are most excited about, allowing you to tailor future campaigns in real-time.

Incorporate Dynamic and Real-Time Content to Maintain Relevance

Interactive emails can also feature **real-time elements** that change based on external factors, making your campaigns feel timely and urgent. Real-time content, such as **live inventory updates, local weather-based product suggestions, or countdown timers**, can create a sense of immediacy, making recipients feel like they need to act now.

Increase Sharing with Social-Interactive Elements

Make your emails inherently shareable by embedding social-media-friendly interactive elements, such as a **"Share Your Wishlist"** feature that allows customers to build and send their holiday wish lists directly from the email. This not only amplifies your reach but also taps into peer recommendations, making it easier for shoppers to communicate what they want.



Data-Driven Insights And A/B Testing

The holiday season is a make-or-break time for many businesses, and **A/B testing** in the months leading up to this critical period can provide invaluable data that will help you optimize your campaigns for maximum impact. By running controlled experiments early, you can gather insights that inform your holiday strategies, ensuring you launch campaigns that resonate with your audience and drive conversions when it matters most.

Here are some examples of A/B testing to run before the holiday season:

Subject Line Testing: Urgency vs. Curiosity

- ✦ Test subject lines that create urgency (e.g., "Last Chance for Savings!") against curiosity-driven ones (e.g., "Your Special Deal Awaits!"). This will help you determine which tone boosts open rates during the high-pressure holiday period.

CTA Button Testing: Design and Copy

- ✦ Experiment with different CTA button colors, text (e.g., "Shop Now" vs. "Grab Your Deal"), and placement. Understanding which combinations drive more clicks will allow you to maximize engagement during key promotions.

Send Time and Frequency Optimization

- ✦ A/B test sending emails at different times of the day (morning vs. afternoon) and on various days (weekday vs. weekend) to find your audience's peak engagement time, ensuring maximum visibility during the holidays.

Offer Structure Testing: Discounts vs. Free Shipping

- ✦ Compare the effectiveness of different promotions, like a percentage discount versus free shipping. This will help identify which offer motivates more purchases so you can build more compelling holiday deals.

Visual Element Testing: Static vs. Interactive

- ✦ Test emails with static imagery against those with interactive elements like GIFs or countdown timers. This will reveal whether your audience prefers simple, clean designs or more dynamic, engaging content during the holiday season.

Aligning Email Campaigns With Omnichannel Strategies

A cohesive, omnichannel experience is key to maximizing your holiday marketing impact. Integrate email with other marketing channels such as social media, SMS, and your website for a seamless customer journey.

Create a Unified Message Across Channels

- ✦ Ensure consistent messaging across email, social media, SMS, and your website to build brand recognition and trust. Align holiday promotions, visuals, and offers across all platforms, using cohesive branding and festive themes to create a seamless customer experience.

Implement Retargeting and Cross-Channel Remarketing

- ✦ Use email data to retarget engaged but non-converting subscribers on other platforms like social media. Retargeting ads with exclusive holiday offers or discounts can nudge subscribers to return and complete purchases, reinforcing your message across multiple channels.

Seamlessly Bridge Online and Offline Experiences

- ✦ Integrate email with in-store promotions for a true omnichannel experience. Use geo-targeted emails with local store incentives or offers that encourage visits, creating a bridge between online engagement and physical shopping.

Leverage Social Proof and UGC Across Channels

- ✦ Incorporate user-generated content (UGC) and social proof in your emails, social media, and website. Featuring real customer reviews and holiday experiences builds trust and encourages others to engage, creating a feedback loop that enhances your omnichannel presence.

Sync Email and Website for a Seamless Journey

- ✦ Ensure your emails flow seamlessly into your website experience with consistent messaging and dynamic landing pages. Align holiday email promotions with dedicated landing pages that feature the same products, offers, and visuals, reducing friction and driving conversions.



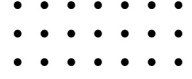
Cross-Promote Social and SMS from Email Campaigns

- ✦ Use email to drive social media and SMS engagement. Encourage email subscribers to follow your brand on social platforms for exclusive holiday content, or sign up for SMS updates to receive time-sensitive holiday offers and promotions.

Monitor and Adjust Based on Cross-Channel Data

- ✦ Track engagement across email, social media, SMS, and other channels to optimize your messaging in real-time. Use data insights to tweak your holiday campaigns, amplifying what works and adjusting underperforming content across all touchpoints.





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Lead Digital Strategist, Klaviyo



10

Advanced Segmentation And Personalization

Do the unexpected. Lots of brands will lean into sales and % off promotions. Your brand may need to as well. That's fine. Do other engagement sends as well. Add value to the relationship. Educate them on your products and services in addition to selling them. Make it easy for them to buy by telling them why they should.

Triggered Email Workflows

Make sure your triggers are omni-channel. Email is great for automated reminders and so are SMS and push notifications. Using all three in tandem makes the likelihood of response that much higher. For email specifically, make sure you balance the needs of campaigns with triggers. When customers enter your automated flows, hold them out of campaigns unless they're absolutely critical. The right message at that time for that customer is the triggered flow. Put more simply: do they really need an abandoned cart flow AND your sales email or newsletter that day?

Interactivity, Gamification, Videos, Gifs

This also relates to being different during this busy inbox season. Consumers are super busy. Using the unexpected to engage them will keep them clicking. Link to videos, use GIFs in unique ways (e.g. count-down clocks, cinemagraphs, flipbooks, mystery % off, hide and reveal products). Have fun with season favorites like the 12 days of Christmas that reveal a new offer each day via an animated reveal.

Unique Subject Lines To Capture Attention

Use AI? Yes! Take your best copywriting ideas, put them in your favorite generative AI tool and ask for 10 additional options. Will they be on brand, maybe not. That said, you'll have 10 new ideas that will spark your creative juices.

Data-Driven Insights And A/B Testing

In Q4, test things that you can act on that same week. This is not the best time for a multi-week test (unless you're already preparing for the 2025 holiday). I love simple segmentation tests like knowing what's the best engagement audience for multi sends per week or per day. Grab a holdout from your additional sends to understand the incremental value of each send. Look at the impact opt outs, clicks, revenue and other KPIs. Another test that could prove valuable is knowing how re-sends to clickers works for your brand. If a customer clicks but doesn't purchase during a critical sale, set up a reminder for later that day (for those who would not fall into an abandonment flow).



Well, there you go! Lock, stock, and barrel. Whether B2B or B2C, your holiday email marketing planning should be as good as sorted. Excited to bring your holiday marketing up to speed? We, for one, can't wait!





Get in touch!



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