

4 Tips

for Turning Holiday Season Success into Q1 Profits



Where We are Today - 2021 Stats

\$859B

projected for 2021 retail spend - a 10% YoY increase

\$207B

projected for 2021 holiday revenue (Nov 1 to Dec 31)

\$10.7B

Cyber Monday 2021 revenue

\$109B

revenue thus far from Nov 1 through to Cyber Monday

50%

of discounts are significantly lower this year

258%

increase YoY for items being out of stock

4 Tips for Turning Holiday Season Success into Q1 Profits

Tip 1

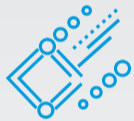


Make Data Driven Decisions

Sellers shouldn't have to wait for their digital analytics analysts to tell them how the business performed during the Cyber 5. All business users should have access to sales, marketing and merchandising data in real-time.

- Data needs to be reliable, granular and actionable

Tip 2



Modernization

Look at what worked for you and what didn't and decide what technologies need to be upgraded or replaced. Start by evaluating your weak links - what was least efficient and least automated?



Tip 3



Marketplace Strategy

If you don't have a Marketplace strategy, you aren't addressing a massive shift happening in retail. It's important to acknowledge marketplace growth and utilize marketplace sellers for additional sources of inventory or alternate products as needed.

- Marketplace growth is double traditional ecommerce growth

Tip 4



Customer Journey

Building a great customer experience journey is simple: just give them exactly what they want, when and how they want it and be prepared for that to change. Constantly.

- Use the return process to wow customers
- Look for friction-full moments to shine



About Us



Pivotree designs, builds and manages complex commerce ecosystems for market-leading brands. We empower frictionless commerce experiences for our client's customers across the entire buyer journey, from finding their item, to buying it, to getting it, all the while trusting the experience.



VTEX is the Enterprise Digital Commerce Platform that enables brands and retailers to achieve faster time to market, reach their customers across any channel, and uncover new growth areas.



Contact Us For More Information:

sales@pivotree.com | 1-877-767-5577 | www.pivotree.com