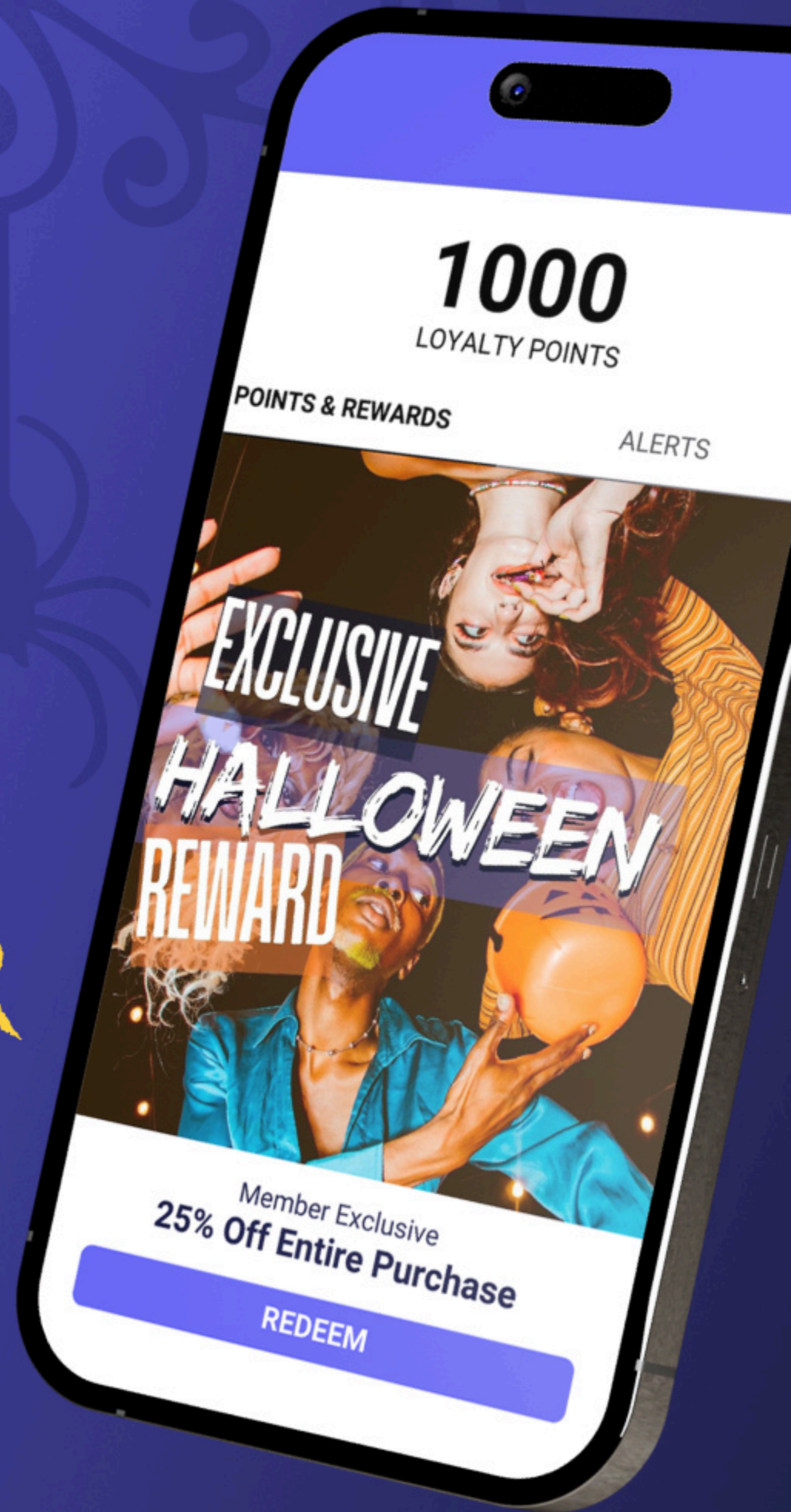


10

Powerful
Segments For
**SPOOKTACULAR
HALLOWEEN**
Marketing



1

Offer spooktacular discounts based on loyalty status and shopping habits

FREQUENT SHOPPERS

Craft a segment to send a targeted Halloween offer just for your loyalty members who are frequent shoppers.

* Audience name

Halloween Campaign | Loyalty + Purchase > 1/Month

WHO SHOULD BE IN THIS AUDIENCE ?

All customers where Mean purchases /month more than 1

And where Is loyalty member is true

And where

Add requirement

Generate description

LAPSED CUSTOMERS

Create a segment to target formerly frequent shoppers who are no longer actively engaged. Offer a “Spooktacular Comeback” discount to reawaken their interest.

* Audience name

Halloween Campaign | Frequent Shopper Win-Back

WHO SHOULD BE IN THIS AUDIENCE ?

All customers where Lifecycle stage contains chilling

And where Mean purchases /month more than 2

And where

Add requirement

Generate description

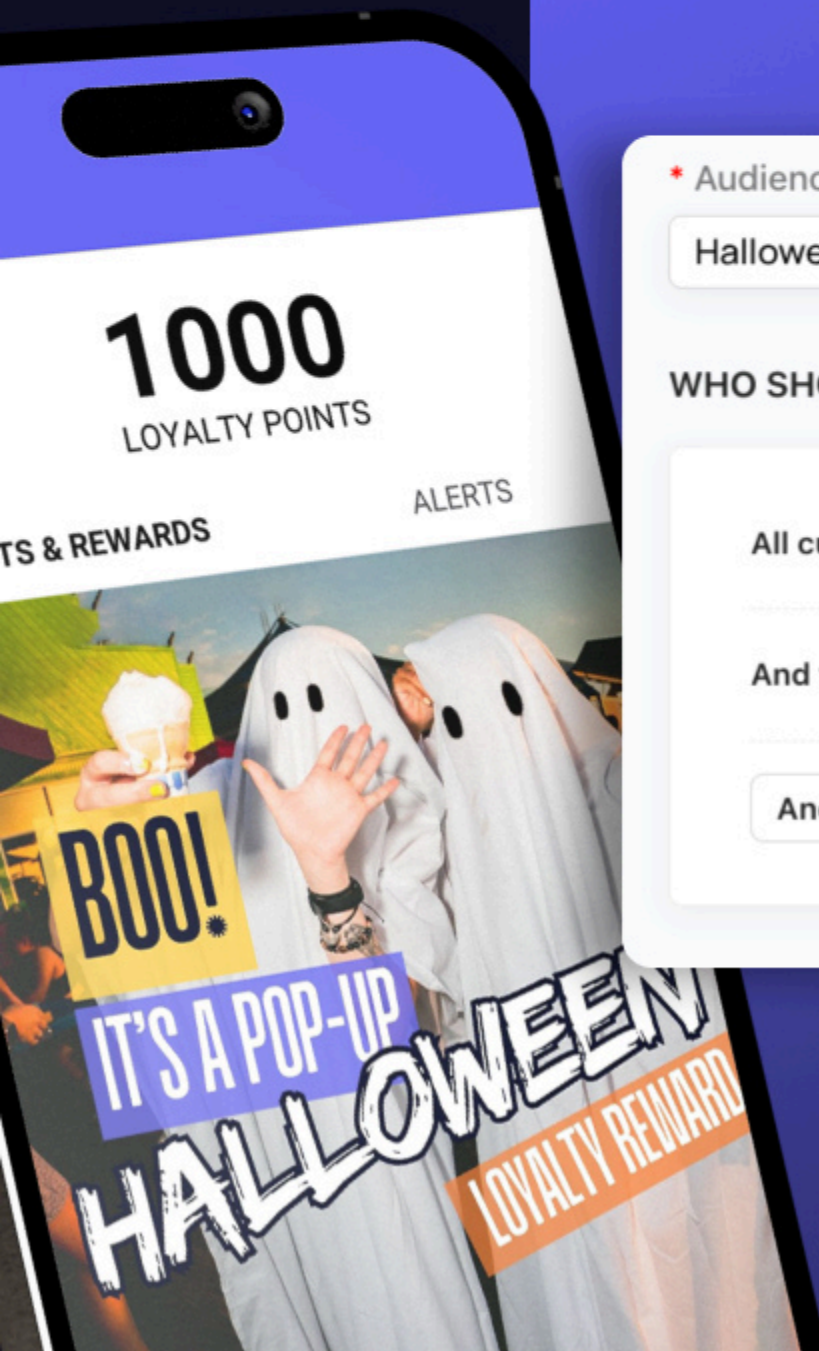


2

Empower loyalty members with fangtastic Halloween rewards

EXCLUSIVE TOP-TIER MEMBER OFFERS

Send VIP customers early access to Halloween LTOs or extra points for themed purchases.



* Audience name

Halloween Campaign | Loyalty, Top 20% Spender - VIP

WHO SHOULD BE IN THIS AUDIENCE ⓘ

All customers where ⓘ

And where ⓘ

POINTS REDEMPTION FOR HALLOWEEN TREATS

Encourage your loyalty members to redeem their points for an exclusive Halloween-themed reward, or offer them a special treat as a bonus incentive to boost engagement and make their experience more festive.

* Audience name

Halloween Campaign | Points Balance, 500-999

WHO SHOULD BE IN THIS AUDIENCE ?

All customers where Is loyalty member is true

And where Total loyalty points in range 500 to 999

And where

Add requirement

Generate description

3

Tailor Halloween themes for Gen Z and Millennial shoppers

SPOOKY 21+ GEN Z THEMES

For younger adults, create edgier campaigns focused on Halloween parties, costume contests, or themed cocktails.



• Audience name

Halloween Campaign | 21+ Gen Z, 21-27

WHO SHOULD BE IN THIS AUDIENCE ⓘ

All customers where

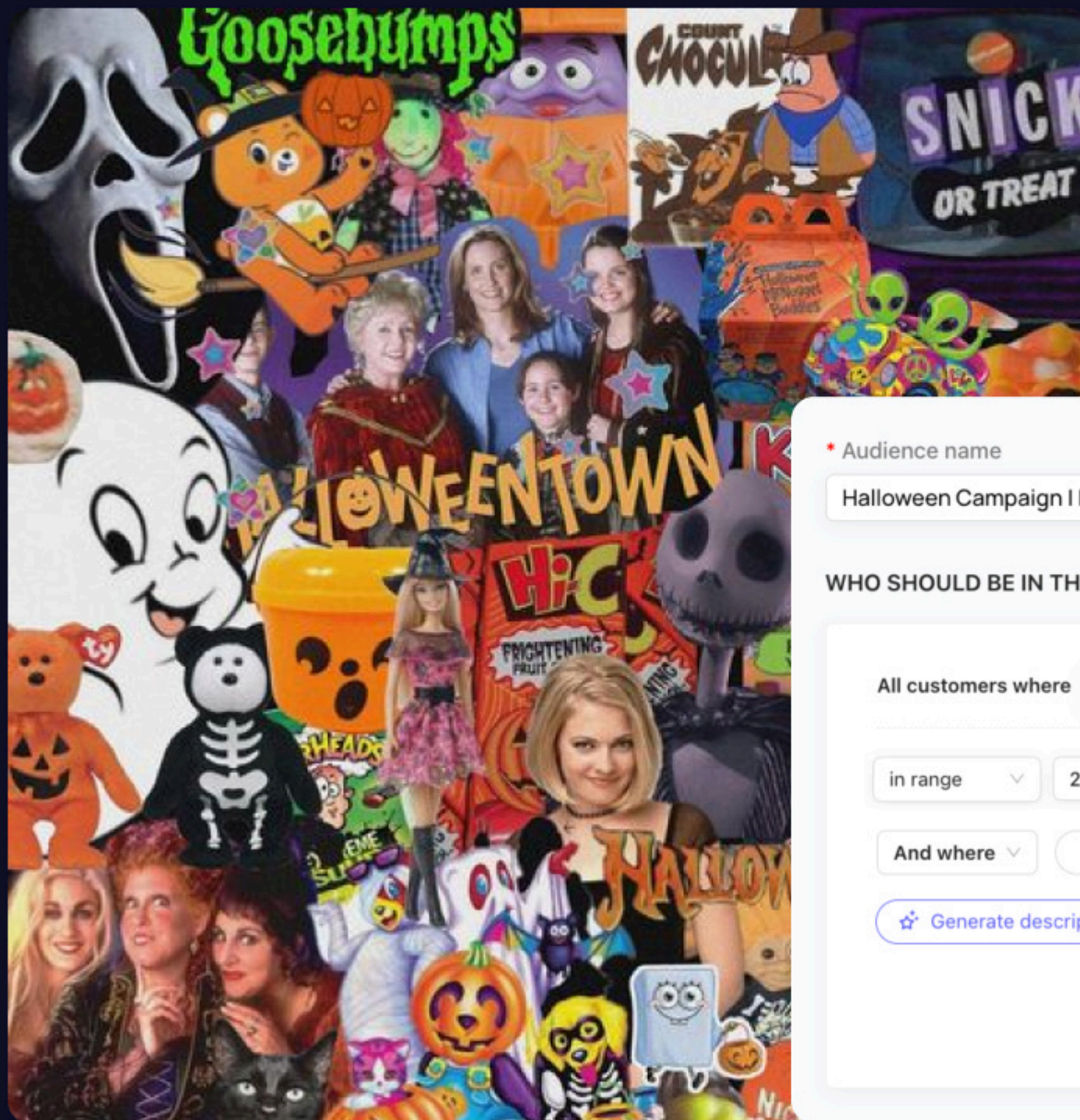
in range to

And where

[Generate description](#)

NOSTALGIA CAMPAIGNS FOR MILLENNIALS

Tap into the nostalgic side of millennials with offers tied to classic Halloween movies, retro costumes, or 90s-themed decor.



* Audience name

Halloween Campaign | Millennials, 28-43

WHO SHOULD BE IN THIS AUDIENCE ⓘ

All customers where Age

in range

28

to

43



And where

Add requirement

Generate description

4

Engage abandoned cart shoppers with frighteningly good deals

OFFER A FRIGHTENINGLY GOOD DEAL

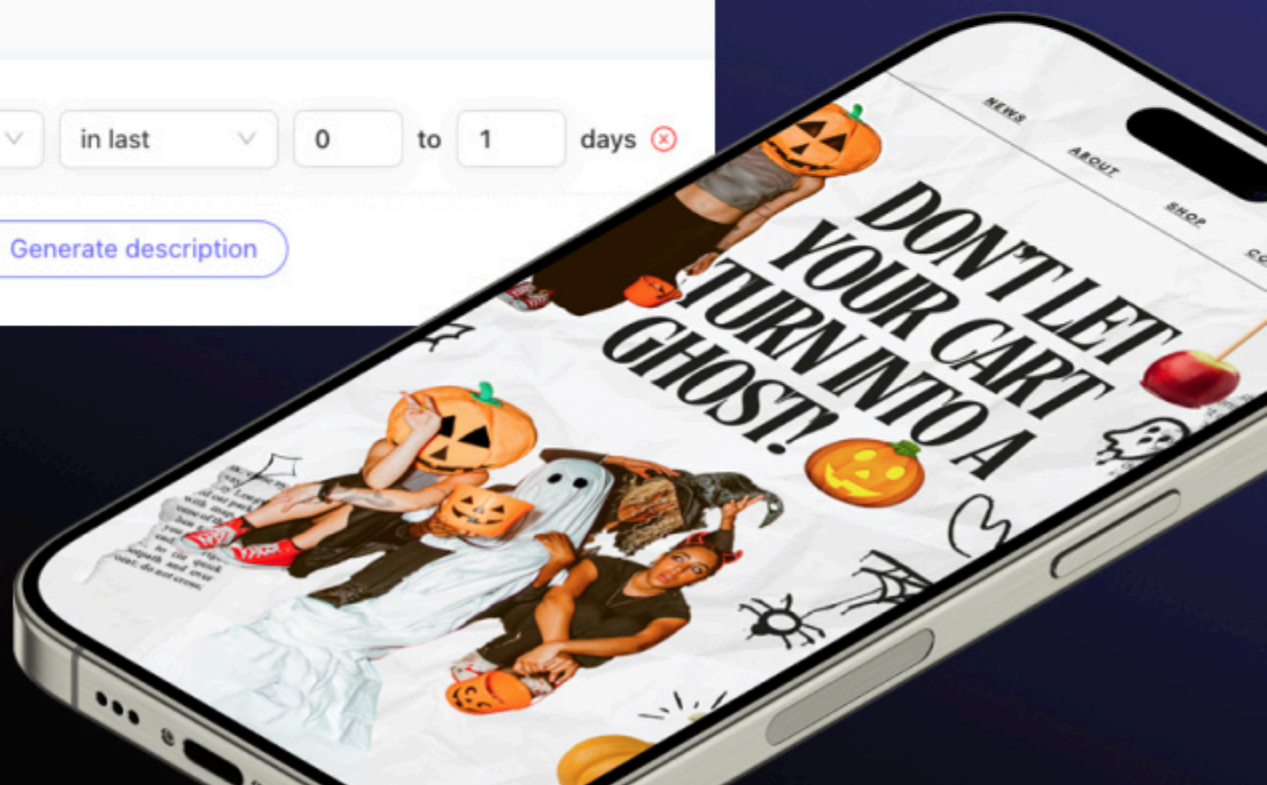
Send an email to customers who abandoned their carts, offering a small discount to entice them to complete their purchase.

* Audience name
Halloween Campaign | Abandoned Cart

WHO SHOULD BE IN THIS AUDIENCE ⓘ

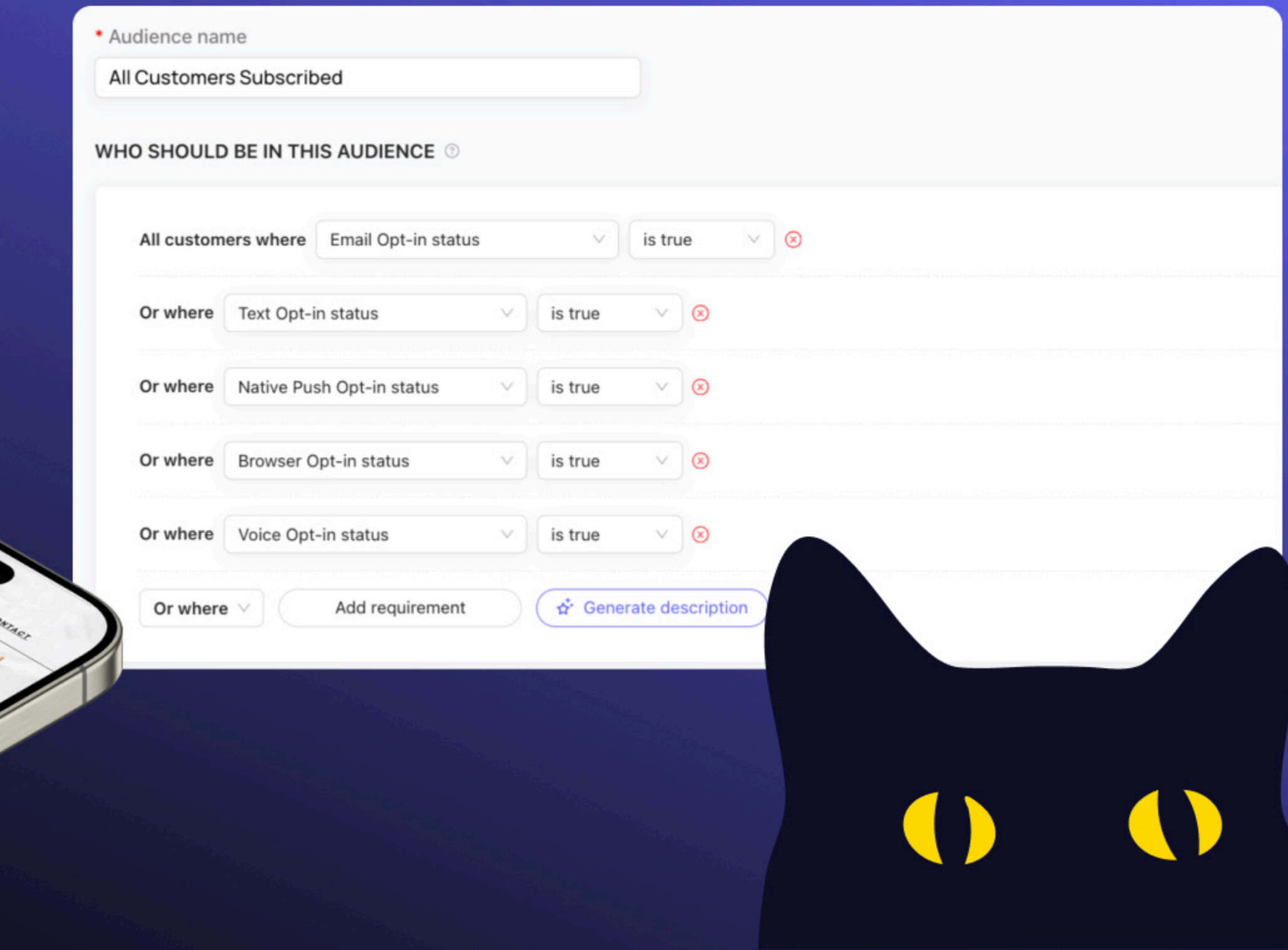
All customers where Abandoned Cart in last 0 to 1 days

And where Add requirement [Generate description](#)



HIGHLIGHT LIMITED STOCK

Create urgency by reminding customers that popular Halloween items are selling out fast, encouraging them to finish their order before their favorite product disappears.



A screenshot of an audience builder interface. At the top, there is a red asterisk and the text "Audience name" followed by a text input field containing "All Customers Subscribed". Below this is a section titled "WHO SHOULD BE IN THIS AUDIENCE" with a help icon. The main area contains a list of requirements for the audience, each starting with "All customers where" or "Or where". Each requirement consists of a dropdown menu for the field name, a dropdown for the operator, and a red "X" icon. The requirements are: "Email Opt-in status" with operator "is true"; "Text Opt-in status" with operator "is true"; "Native Push Opt-in status" with operator "is true"; "Browser Opt-in status" with operator "is true"; and "Voice Opt-in status" with operator "is true". At the bottom of the interface, there is a dropdown menu labeled "Or where", a button labeled "Add requirement", and a button labeled "Generate description" with a star icon. In the bottom right corner, there is a large black silhouette of a cat's head with two yellow crescent-shaped eyes. On the left side, a portion of a smartphone is visible, showing a contact list with the name "CONTACT".

Audience name

All Customers Subscribed

WHO SHOULD BE IN THIS AUDIENCE ⓘ

All customers where Email Opt-in status is true

Or where Text Opt-in status is true

Or where Native Push Opt-in status is true

Or where Browser Opt-in status is true

Or where Voice Opt-in status is true

Or where Add requirement Generate description

5

Upsell Halloween extras to holiday shoppers



COMPLETE YOUR COSTUME

Target customers who bought costumes with upsell campaigns promoting accessories, face paint, or other finishing touches.

Audience name Awarded Badge

Halloween Campaign | Purchased Costume [Select Badge](#)

WHO SHOULD BE IN THIS AUDIENCE

All customers where Purchased category contains in range between dates →

HOST THE BEST HALLOWEEN PARTY

For customers who purchased decor, send a follow-up email suggesting party essentials like themed snacks, drinks, or entertainment.

Audience name Awarded Badge

Halloween Campaign | Purchased Decor [Select Badge](#)

WHO SHOULD BE IN THIS AUDIENCE

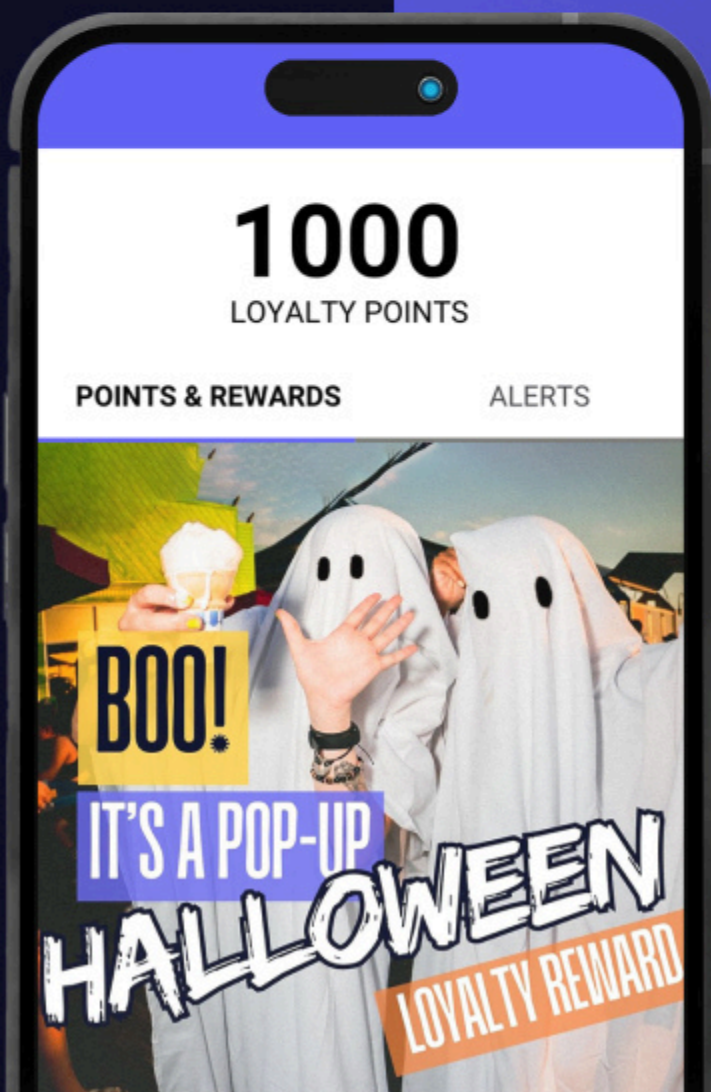
All customers where Purchased category contains in range between dates →

6

Analyze results to optimize holiday marketing strategy for Black Friday and Cyber Monday

ANALYZE PERFORMANCE BY CHANNEL

Identify which segments respond best to Halloween-themed subject lines or specific offers and refine your strategy accordingly.



Channel Performance	
All Channels Voice Drop SMS/MMS Email Native Push Browser Direct Mail	
Sends	31,449
Opens	15,285 (48.60%)
Clicks	8,996 (58.5%)
Conversions	7,491 (83.27%)
Rev per Send	\$5.37
Cost Per Conversion	\$0.64
Rev Generated	\$4,566,730.81
Spent	17,538 credits
Total ROI	\$4,566,649.20
Failed Sends	528 (1.67%)
Unsubscribes	98 (0.3%)

REVIEW SALES REPORTS ON CAMPAIGN AUDIENCES

Run a comprehensive segmented sales report that highlights the buying behavior of customers who received a specific campaign, providing insights into purchase patterns, product preferences, and how the campaign influenced their overall buying decisions.

