





Getting ready with Alpine IQ


Holiday Kickoff 101

Optimizing the customer experience to influence and retain growth during peak retail season





▲ 26%
Total ROI

Enable Intelligent Timing Yes

	Text	1	<input type="button" value="v"/>	<input type="button" value="^"/>
	Push	2	<input type="button" value="v"/>	<input type="button" value="^"/>
	Email	3	<input type="button" value="v"/>	<input type="button" value="^"/>
	Voice	4	<input type="button" value="v"/>	<input type="button" value="^"/>

➤ Refer-a-Friend
<https://www.ifjkvjbw.com> 

➤ Build Text Notification

-  Personalization
-  Save as Template
-  Attach Discount
-  Product Feed



During peak holiday season,

keep in mind that customers generally take advantage of sales no matter the retail provider, making it especially important to target your most valuable customers: **loyalty members**.

It is key to remind your loyalty base why they shop with you to ensure their business is retained as retailers leverage their holiday promotions to win over your customers.



It is key to remind your **loyalty base** why they shop with you to ensure their business is retained as retailers leverage their holiday promotions to win over your customers.

The most effective way to achieve this is through loyalty exclusive incentives

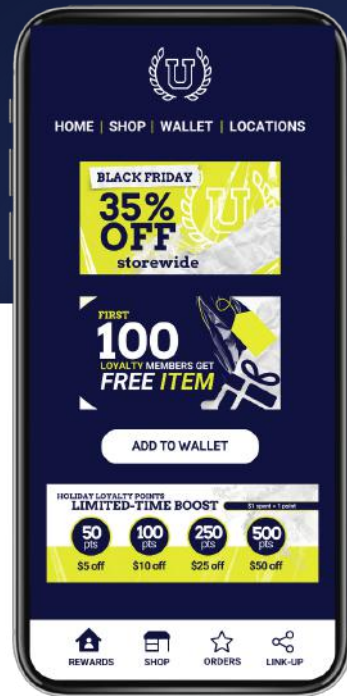
- 1 Early access to promotions & deals
- 2 Extend sale periods
- 3 Implement post-transaction offer to influence return to store
- 4 Increase your refer-a-friend incentive to leverage customer's ability to bring in new customers
- 5 Offer online exclusives

BRINGING THESE STRATEGIES TO LIFE

Leveraging AIQ's capabilities to implement and expand promotional reach

1

Structure campaigns to service your deals and organize holiday specific information through strategic buildouts.



Keep in mind that carrier filtration is heightened during the holiday season as marketers everywhere boost their volume of customer coms. Utilizing this tool is a great mechanism to combat this risk.

2

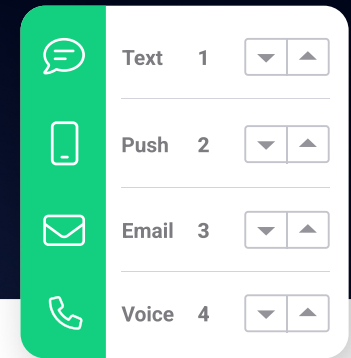
Achieve greater reach with Voice Drop to highlight storewide deals or primary promotions to expand customer accessibility and avoid risk of filtration.

[See more Voice Drop best practices](#) →

3

Leverage the waterfall feature to increase deliverability assurance.

[Read more on Waterfall](#) →

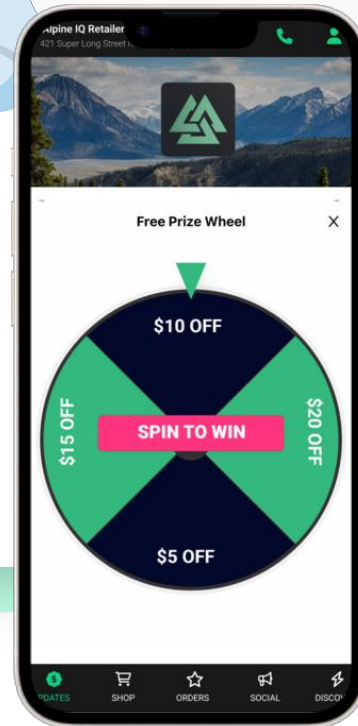


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4

For Native App users, putting the Prize Wheel into action is a great way to add excitement to the customer experience and create further deals for shoppers to take advantage of.



5

Go beyond the reach of your loyalty base by pushing promotions to all customers directly in their wallet, requiring no opt-in to achieve.



This allows you to put your storewide deal(s) right in the hands of every customer with a wallet, providing increased exposure to your sale. To implement:

- build your discount in AIQ and set the target audience to be "All Audiences"

*For loyalty members opted-in to direct messaging/notifications, highlight this discount in your primary holiday campaign for an additional increase in visibility, letting them know it's ready to view in their wallet. *There is no need to include the discount macro here as the discount build itself will target all audiences.*

DISCOUNT BUILDER

v Audience Target

What store locations should have this discount in their wallet?

☆ All stores x

What audiences should have this discount in their wallet?

☆ All audiences x

PREPARING YOUR RETAIL SPACE

Ensure your retail environment is prepared to support staff and promote loyalty.

It is expected to experience an influx of both new and current customers in your retail space during shopper focused holidays, especially if your promotions are enticing. This provides a great opportunity to create new loyalists by upselling membership with your loyalty exclusive offers, available to access upon sign-up.



Make it easy to promote and achieve an opt-in, having sign-up QR's easily visible and accessible for customer use. This keeps retail traffic moving while supporting staff in achieving new membership enrollment.

[View marketing templates](#) →

Leverage Alpine IQ's Retail Launch Guide and Front Line Staff Certification to refresh your staff on best practices to market, sell and manage your program during a sale.

[See Retail Launch Template](#) →

[Get AIQ certified](#) →



Accessible to customize, AIQ's Retail Launch Guide is designed to highlight the primary components of the customer experience your staff will be responsible for addressing during a sale. Share the Alpine IQ Front Line Staff Certification with your retail teams to ensure the AIQ Staff App is understood and able to be effectively utilized to enhance the sales experience.

