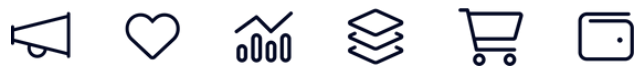
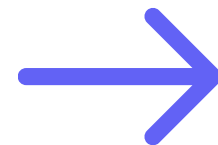


RETAIL HOLIDAY SEASON

2024

5 Strategies To Implement For Black Friday & Cyber Monday

Blending In-Store vs. Digital Customer Experience





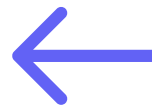
Retail Holiday Season 2024

01

Unifying Promotions Across Channels

Customers are bombarded with promotions during **Black Friday & Cyber Monday**.

It's critical that your deals are aligned across both in-store and online channels.



Black Friday & Cyber Monday Prep

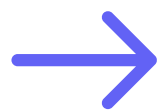


Retail Holiday Season 2024

Streamlining The Customer Experience

02

When blending in-store and digital strategies, a smooth customer experience is crucial.



Shoppers expect convenience and efficiency whether they're online or in your store.



Black Friday & Cyber Monday Prep



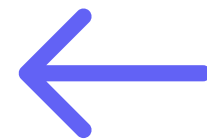
Retail Holiday Season 2024

03

Personalization Through Data

Shoppers expect personalized experiences, especially during the holiday season when **retailers are competing for customer attention.**

Leveraging data to craft personalized messaging, recommendations, and offers make all the difference in retaining customers during peak shopping times.



Black Friday & Cyber Monday Prep

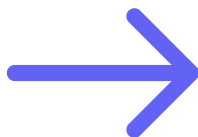


Retail Holiday Season 2024

Enhancing Loyalty Programs For The Holidays

04

Holiday promotions are the perfect time to **supercharge your loyalty program.**



By offering exclusive perks, early access, and personalized rewards, you can boost customer retention and create long-term value.



Black Friday & Cyber Monday Prep



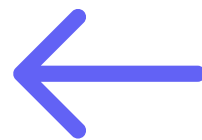
Retail Holiday Season 2024

05

Multi-Channel Campaigns For Maximum Reach

A successful holiday season strategy requires a multi-channel approach.

Communicate promotions effectively across all active touch points—email, SMS, push notifications, and voice drops.



Black Friday & Cyber Monday Prep

Start prepping for

RETAIL HOLIDAY SEASON

2024

