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Holiday Marketing Quarterly: Third Quarter 2020 Checklist



The holiday season doesn't have an off-season. Having a successful holiday season means executing a successful year-round strategy. Oracle's Holiday Marketing Quarterly gives you a quarter-by-quarter plan for how to achieve more during the critical holiday season.

The third quarter is focused on the final prep for the start of the holiday season. In this Holiday Marketing Quarterly, we'll cover:

- Campaign Planning
- Workload Management
- Contingency Planning
- Audience Optimization
- Performance Monitoring Plans
- Solidify Your Tech Stack

Our goal with our clients is to always be thinking 3 to 6 months out so they can avoid stalling out. We hope this quarterly checklist helps you plan ahead and stay on track so you achieve your goals. And, of course, if you'd like assistance, we're always here to help. Reach out to us at any time at CXMconsulting_WW@oracle.com.



Clint Kaiser
Head of Strategic & Analytic Services
Oracle CX Marketing Consulting

Campaign Planning

What promotions and campaigns is your brand going to run and how can email support them? Which days do you want to be in your subscribers' inboxes? How can you treat different segments of your subscribers differently to maximize your performance and keep your risks in check? Answering all of those questions is part of building a successful holiday campaign plan. Here's a checklist to get your planning underway:

- Review your post-mortem from the past holiday season.** In our [first quarter Holiday Marketing Quarterly](#), we provided a checklist for doing a thorough review of the performance of your last holiday season. Pull out that [holiday post-mortem](#) now!
- Finalize the promotional calendar across departments**—merchandising, retail, customer care, supply chain, and other relevant groups within your organization. An overall promotional plan should take into account the holiday behavior of your customers, your business goals, and the merchandising and supply chain realities that you face. Your email promotion plan should then enhance that.

- Compile a list of key dates** for all the holidays, occasions, and events throughout the season that your brand wants to be a part of. Check the following that you want on your campaign calendar:
 - Holiday hosting and decorations (September–early November).** This messaging is all about getting ready for guests, getting your holiday cards done, and getting your house decorated. Often the messaging about getting guest-ready is as much about Thanksgiving as it is the holidays.
 - Halloween (Oct. 31).** Traditionally, there's a significant jump in holiday messaging on Halloween, especially later in the day.
 - Black November.** Holiday messaging builds considerably throughout the early weeks of November. Oracle CX Marketing Consulting data finds that Thursdays are particularly effective days to email, with many subscribers likely planning their weekend shopping at that time.
 - Veterans Day/Singles Day (Nov. 11).** Perhaps vying to be the new unofficial start of the holiday season, Veterans Day in 2019 saw email volume increase 38% compared to the year prior, according to Oracle CX Marketing Consulting data.

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Given all the possible complicating factors this holiday season, planning and preparation is more important than ever. EMarketer predicts a 10% drop in retail sales this year due to economic conditions, so having a thorough plan and the ability to execute it will help your chances of protecting your revenue goals.



Clint Kaiser

Head of Strategic & Analytic Services,
Oracle CX Marketing Consulting

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When do your buyers typically purchase? How far in advance? Consider this as you build your calendar. For instance, if you're a furniture retailer and it takes you 6-8 weeks to deliver an order, don't send your subscribers an email a week before Thanksgiving saying, 'Furnish your home in style just in time for Thanksgiving guests' since they probably won't get their order until the new year.



Lizette Resendez

Associate Director,
Oracle Consulting

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With Amazon Prime Day pushed to an expected September date this year, it's likely that some holiday shopping will be pulled forward even more. Consider counter-programming during that time to not lose share of spend heading into peak holiday season.



Clint Kaiser

Head of Strategic & Analytic Services,
Oracle CX Marketing Consulting

- **Early Thanksgiving Week (Nov. 22-25).** The strategies here are split, with some brands promoting teasers for Thanksgiving and Black Friday deals and other brands promoting “early access” and other deals that subscribers can act on immediately.
- **Thanksgiving Day (Nov. 26).** Because most retailers are closed on Thanksgiving or open late in the afternoon, this day is generally about “one-day online-only deals.”
- **Black Friday (Nov. 27).** Black Friday is routinely the second busiest email marketing day of the year, with lots of the messaging geared toward driving in-store sales. Because of consumers’ health concerns or potential limits on store capacities, Black Friday may have a much stronger online component this year.
- **Small Business Saturday (Nov. 28).** In addition to a popular day for small business promotions, many retailers extend their Black Friday deals into Saturday.
- **Cyber Monday (Nov. 30).** Perennially the biggest ecommerce day of the year, Cyber Monday is also perennially the biggest email day of the year. Email volume on Cyber Monday increased 11% last year, according to Oracle CX Marketing Consulting data. Cyber Monday was also the highest revenue per email day of the year, according to our data, so it’s the most popular day to email for a reason.

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Because of financial pressures and the potential for a coronavirus resurgence and supply chain disruptions to affect sales in December, retailers will likely try even harder than usual to get consumers to make gift purchases soon. That means more campaigns and deeper discounts during early November, but particularly around Singles Day.



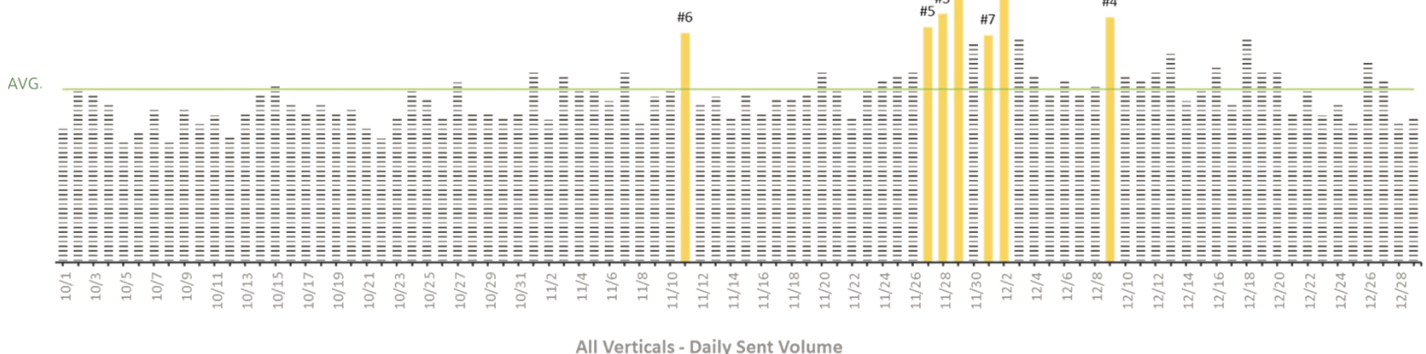
Chad S. White
Head of Research,
Oracle CX Marketing Consulting

Cyber Monday and Black Friday have been the #1 and #2 highest email volume days of the years for over a decade now. That’s unlikely to change anytime soon. The impact of these days can be seen in the fact that the days immediately before and after them are also well above average sending days, as brands promote early access to and the extension of Black Friday and Cyber Monday deals.



The Highest Volume Email Days

Every day is competitive, but these were the most competitive in the inbox during the 2019 holiday season



- Giving Tuesday (Dec. 1).** A major occasion for nonprofits, Giving Tuesday also sees many retailers extend their Cyber Monday campaigns either for another day or into “Cyber Week,” which tends to end on the next Thursday.
- “12 Days of Christmas” (early December).** Because of the calendar this year, those retailers that run this campaign of daily deals for 12 days straight will likely start their campaigns between Dec. 2 and 4.
- Hanukkah (Dec. 10-18).** This Jewish holiday is generally only mentioned in secondary content blocks, although a few major retailers dedicate primary content blocks to it on the first day.
- Green Monday (Dec. 14).** Even before it was branded Green Monday, this day tends to see a spike in ecommerce. Now that’s even more so the case, as consumers start to close out their online shopping.
- Free Shipping Day (Dec. 14).** As free shipping has become ubiquitous, this occasion has become less significant, with fewer brands mentioning it by name. Even so, some brands do mark the occasion by being in the inbox with a free shipping offer or a special shipping offer, such as free shipping with no minimum or free express shipping. Falling on the same day as Green Monday this year means that even fewer brands will likely mention Free Shipping Day.
- Order-by deadlines for...**
 - Personalized and customized items.** Engravings, monograms, and other custom embellishments or designs take extra time.
 - Oversized and heavy items.** These products are often drop shipped from manufacturers and also often are slower to deliver.
 - Standard shipping.** Order-by deadlines can vary by region or state.
 - Express and expedited shipping.** Highlight variations and exclusions.
 - Overnight shipping.** Highlight variations and exclusions.
 - International shipping.** Highlight variations.
- Super Saturday (Dec. 19).** The last Saturday before Christmas is generally an occasion to drive in-store sales, but with Christmas falling on a Friday this year, there will still be time for express shipping.

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It’s important to have a compelling inbox story to tell on those critical high volume days. Do that by front loading your subject lines and preview text with your most compelling offers and promotions. Use emojis to draw visual attention to your inbox messages, but be sure to render test! When your subscribers open your emails, your headline and primary message should seamlessly continue your inbox story for the best user experience.



Jason Witt

Senior Creative Director for Creative Services,
Oracle CX Marketing Consulting

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For LEGO, we’ve created simple Happy Holiday cards. Sometimes this would just be with a message, but other times it would highlight a holiday video they produced for the web. If content is already being created, why not leverage it in email? Since the recipients of these emails have just made their holiday purchases, it may be difficult to motivate them to purchase again. However, if we can continue to give them content that they find interesting, we can stay top of mind for when they are ready to purchase again.



Roald Ansano

Senior Art Director for Creative Services,
Oracle CX Marketing Consulting

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Year in review emails take serious planning. What data points can you include? What data points would you like to include? What will you share with new or inactive customers? Spend the time earlier rather than later gathering this information and getting the data set up so that you can spend more time on the creative aspect of building a stand-out YIR campaign.



Lizette Resendez

Associate Director, Oracle Consulting

- Last-minute gift buying options (Dec. 20-25).** After shipping deadlines have passed, retailers promote store hours, gift cards, and e-gift cards—with the latter promoted as late as Christmas Day, in case “you forgot someone.”
- “Happy Holidays” (Dec. 24-Jan. 1).** These holiday greetings messages are sometimes accompanied by promotional secondary messages, but most brands keep them focused on just saying thanks. Since they generally aren’t promotional, brands tend to send them on a day when sales are low, which can vary between Dec. 24, Dec. 25, or Jan. 1 depending on the brand.
- Christmas Eve (Dec. 24).** This is typically a day for promoting e-gift cards and for “Happy Holiday” wishes.

- Christmas Day till the end of year (Dec. 25-31).** While there are a few promotions for e-gift cards for “People you forgot,” Christmas generally marks the start of messages about after-Christmas sales and gift card redemption messaging that encourages people to “get what you really wanted.”
- New Year’s (Jan. 1).** Although most B2C brands send messages about New Year resolutions, some send “Happy New Year” messages in lieu of a “Happy Holidays” email if they feel that the days around Christmas are too valuable to dedicate to this kind of message.
- “Year in Review” (mid December – early January).** Dec. 31 and Jan. 1 are favorite send dates for these emails, which summarize the unique interactions of customers with your brand. When such personalization isn’t possible, brands typically highlight overall customer usage.

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- Draft an email cadence and targeting strategy.** For the days, occasions, and events you identified above—plus any others that are important to your brand—determine how many emails will be associated with each one. Also, for each email, determine whether it will be sent to your entire active mailing list or just a segment of it. For the latter, what will the targeting criteria be?
 - Balance your holiday plan with your deliverability risks.** After you formulate your email cadence and targeting strategy, go back to it and revise it with your deliverability risks in mind. How good is your sender reputation now? Can you improve it before the holidays arrive? Under your current cadence plan, is your holiday email volume ramping up too quickly?

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Mailbox providers often tighten spam filters during the holiday season. To protect yourself, take an extra close look at your deliverability health before setting your holiday mailing calendar. Now is the time to shore up any weak areas of deliverability health, including low open rates, high bounce rates, high complaint rates, blocklistings, and any other factors weighing negatively against your sender reputation.



Daniel Deneweth

Head of Email Deliverability Services,
Oracle CX Marketing Consulting

- Develop an A/B testing plan.** Ad hoc testing isn't as powerful as having a carefully considered testing schedule. Don't wait until you're in the thick of the holiday season to come up with elements to test. Review your tests from the past holiday season or two and use that to inform a test plan for this holiday season. High-impact elements to consider testing include subject lines, preview text, headlines, hero images, and calls-to-action.
- Work out any adjustments you'll make to your triggered emails.** Will you add holiday-related secondary messaging to your automated emails? Will you add seasonal imagery, copy, or navigation or other links to some or all of these emails? Will you adjust the timing or flow of these emails, such as triggering cart abandonment emails more quickly on Cyber Monday because of faster consideration times on the part of customers? Don't neglect your automated and transactional emails during holiday planning.

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Retailers that have category browse abandonment triggers in place should review that campaign with a holiday lens. Pay close attention to the product categories and product assortments you plan to promote during the holidays so these triggered emails can amplify the impact of planned promotional campaigns.



Chris Wilson

Strategic Director of Strategic & Analytic Services, Oracle CX Marketing Consulting

Oracle CX Marketing Consulting's Strategic & Analytic Services team can help you plan an effective holiday marketing cadence, and our **Email Deliverability Services team** can help ensure that your emails don't end up blocked by inbox providers. Want to discuss your needs? Reach out to us at CXMconsulting_WW@oracle.com.

Workload Management

Now that you have a campaign plan, you need to put plans in place to be able to execute it. Peak holiday email volume is generally about 50% higher than a brand's baseline non-holiday email volume, plus all of your triggered messages need attention as well, so you likely won't be able to build all of your campaigns without help or some serious front-loading. Here are some to-dos that address both of those solutions:

- Improve your email template so that it's more modular, making emails easier to build.** Modular email templates are flexible and adaptive, allowing a brand to swap in and out content blocks that serve specific use cases.

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We often create 'holiday templates' for clients that involve streamlining modules and minimizing change to tertiary elements. This reduces our turn-around time to a day or two, allowing us to create reactionary campaigns.



James Wurm

Head of Coding Services, Oracle CX Marketing Consulting

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- Work ahead on email assets** that you know you'll need during the holidays. Start on them now when you have more time. Those assets might include:
 - Holiday headers.** These logo and header treatments add seasonal motifs, such as snowflakes, snowmen, evergreen trees, and stars.
 - Seasonal navigation bars.** The category-level links in your email nav bars should probably change throughout the year to reflect seasonal popularity. During the holiday season, it's fairly common to add a "Gifts" or "Holiday" link to email navigation bars. Often those seasonal links are stylized in some way. As you plan your navigation bar strategy, be sure to look at both desktop and mobile email navs, as well as any top and bottom nav structure you might have in your mobile version.
 - Secondary holiday messaging blocks.** Do you have products or product categories that you routinely promote during the holiday season? Think about both your broadcast/segmented messages and your automated/transactional messages. If so, create promotional messaging and email content blocks for those now.
 - Gift guide recovery module.** These content blocks go toward the bottom of your emails and typically present links to a range of product categories that are popular with your gift shoppers.
 - Gift services footers.** These modules are also placed near the bottom of your emails and include details on or links to gift guides, order-by deadlines, gift wrapping, return policies, financing options, and other information that's more important during the holiday season.

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- Start designing any special or seasonal email campaigns early.** Are you using a one-off design for your Thanksgiving, Black Friday, or Cyber Monday email? Are you doing a "12 Days of Christmas" campaign? Will any of your holiday emails involve interactive email elements, especially ones that you don't have much experience with? Start working on these emails now so they can be in a nearly complete state going into the holiday season.

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We include a holiday gift guide recovery in almost all of our holiday emails. Since shopping behaviors can change pretty drastically throughout the holidays, this recovery gives additional options to our audience, as well as giving us info to retarget with follow-up emails.



Nick Cantu

Senior Art Director for Creative Services,
Oracle CX Marketing Consulting

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If you've created holiday headers or seasonal nav bars in the past, deciding to reuse them or making minor updates may not take much time at all. But making those decisions now can save time later when every minute will be much more precious.



Chad S. White

Head of Research,
Oracle CX Marketing Consulting

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For one client, we built a '12 Deals of Christmas' template that stuck to a format and we created the emails weeks in advance. They were easy to adjust if testing was incorporated, an offer was changed, or if inventory shifted and a product needed to be swapped. The overall goal is to have an arsenal of email content built out and ready for deployment.



James Wurm

Head of Coding Services,
Oracle CX Marketing Consulting

Develop a plan for handling workload increases during the holiday season. Even doing some work ahead of time, the increases in email development during the holiday season can be substantial for many B2C brands. Consider the following options to secure extra resources:

- Shift people internally temporarily to help with email, whether it's on a part- or full-time basis for the season.** Do you have web developers that you can train up so they can help with email coding? Do you have copywriters elsewhere within marketing that can be trained up to help with email copywriting? Do you have designers elsewhere within marketing that can be trained up to help with email design? If so, start training these people now in the nuances of email marketing.
- Hire freelancers or an agency.** When you need expert help for a limited period of time, this is often the best solution.

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We've developed several production efficiencies to be able to handle the 3-4X increase in email volume that we experience with some of our clients. We map out send dates, holidays, sales, etc. and have it all approved in advance. Next, we create email wireframes outlining our content plan. This provides clear messaging direction to our team members before they start work on a campaign.



Nick Cantu

Senior Art Director for Creative Services,
Oracle CX Marketing Consulting

Oracle CX Marketing Consulting's Creative Services and Coding Services teams can help you handle peak holiday email production, as well as craft seasonal email designs, gift services footers, holiday headers, and other email assets. Our **Campaign Deployment & Monitoring Services team** can help with deployment, quality assurance, and other campaign services. Want to discuss your needs? Reach out to us at CXMconsulting_WW@oracle.com.

Contingency Planning

Planning for the unexpected is an everyday practice, but during the holiday season it takes on heightened importance because so much is at stake. This year, contingency planning is taking on added urgency because of the risk of a second wave of coronavirus infections and the restrictions and disruptions that might come with that. Get prepared with this to-do list:

- **Create or update your apology email template** and have a clear, documented plan for how you'll handle email corrections. Hopefully you won't need it, but the holiday season has historically been ripe for apologies and corrections due to email content mistakes and websites crashing under Black Friday or Cyber Monday traffic. This **framework** can help you decide if an apology is necessary.
- **Plan for potential winter storms and a coronavirus resurgence.** What will you do if you have to close stores or your deliveries are delayed because of a storm or disaster? Be prepared to send a **geo-segmented crisis message email** to those affected, whether it's an update about store closures, a change in hours, or other service updates. Have a designated email template ready to go to handle these kinds of notifications to subscribers. Here are **examples of how brands have responded to past storms.**

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With rapidly changing business needs, email is often looked to as the channel that can react quickly and be a lever the organization can pull for fast results. Being proactively prepared with things like pre-built templates or ready-made emails to have ready in the queue to launch is a way email teams can try to get out in front of last-minute and emergency requests. On the targeting front, having a 'contingency filter' ready with a preset target audience on file that you know you can launch quickly is a good idea.



Peter Briggs

Director of Strategic & Analytic Services,
Oracle CX Marketing Consulting

Oracle CX Marketing Consulting's Campaign Deployment & Monitoring Services team offers crisis and rush campaign support with 24x7 follow-the-sun coverage that can help your company get a critical message out the door in 2 hours or less. Want to discuss your needs? Reach out to us at **CXMconsulting_WW@oracle.com**.

Audience Optimization

A key element of holiday email marketing success is having a healthy, engaged, and growing list going into November. All three of those elements are important because a large list doesn't mean much if subscribers aren't engaged and emails to them are junked or blocked. Here's our checklist for optimizing your email audience going into the holidays:

- Maximize your best subscriber acquisition sources.** Examine the performance of your subscriber acquisition sources, whether it's the email signup form on your homepage, on your in-store kiosks, during checkout, or any number of other places. Optimize and drive more traffic to the ones that are producing the most value—that is, the number of subscribers from that source multiplied by the average monetary value of those subscribers. At the same time, deemphasize or shut down sources that produce lots of low-value subscribers, hard bounces, and subscribers who are prone to complaining.

- Reactivate inactive subscribers.** Typically, 30% to 50% of an email list is composed of inactive subscribers who haven't opened or clicked one of your emails in many months. Getting some of those subscribers to reengage is a form of list growth because you're building your active email list. Higher subscriber engagement also helps boost deliverability. Launch your reengagement efforts early in the third quarter.

- Review and optimize your welcome email program.** Typically, brands see a large influx of new subscribers during the fourth quarter. Ensure that you're making the best first impression and driving value immediately by reviewing your welcome program, especially if you haven't for a while. Specifically...
 - Audit your existing welcome program.** If you're using double opt-in, make sure that it's functioning properly and that your opt-in confirmation request email is clear and doesn't have navigation bars or anything else to distract recipients from confirming their signup. Ensure that your first welcome email is being triggered immediately after signup, has clear branding, and is generating value. Check the content and timing of subsequent welcome emails.

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Many senders wait until the holiday season to kick off reactivation programs, but these efforts will most likely cause some short-term harm to your sender reputation, so allow time for your reputation to recover to healthy levels before you reach holiday peak season. Complete any reactivation of older list segments well before holiday peak season begins.



Daniel Deneweth
Head of Email Deliverability Services,
Oracle CX Marketing Consulting

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You always get a lot of first time customers during the holiday season. This year, though, expect a lot of first-time online buyers from your traditionally offline customers. Consider what that means for your welcome program. For instance, can you identify those customers and customize their welcome accordingly?



Clint Kaiser
Head of Strategic & Analytic Services,
Oracle CX Marketing Consulting

- **Seasonalize your welcome program.** Consumers who sign up for your emails during the fourth quarter are likely looking for gift ideas and discounts. Add seasonal imagery and messaging to your welcome email to better serve these gift-minded subscribers. Consider adding a welcome email to your series that highlights your gift guides, gift wrapping services, and other holiday offerings and services.

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Have a strong THANK YOU game. You can drive high re-engagement rates and build loyalty with your new customers during the holidays by sending welcome and transactional emails that show appreciation and educate them about the value of your brand and your email program. Let's face it, first impressions are everything! Start your new holiday relationships off right with sincere messages that demonstrate empathy and value to your new customers.



Jason Witt

Senior Creative Director for Creative Services,
Oracle CX Marketing Consulting

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Sony sent a fantastic progressive profiling campaign one year where they asked subscribers in early November, 'Which of these six product categories would you like a Black Friday deal for?' Subscribers clicked the one they were most interested in and they received a deal for it on Black Friday. It was straightforward messaging that was a win-win for Sony and the customer.



Chad S. White

Head of Research,
Oracle CX Marketing Consulting

Oracle CX Marketing Consulting's List Growth & Demand Generation Services team can help you audit your subscriber acquisition sources, optimize them so maximize safe list growth, and avoid problematic sources that are hurting your deliverability. And our **Campaign Automation Services team** can help you launch new triggered emails or optimize existing ones. Reach out to us at CXMconsulting_WW@oracle.com.

Performance Monitoring Plans

The holiday season moves quickly, with lots of campaigns and lots of action. To ensure that your plans are on track, keep a close watch on your performance metrics. Here's our analytics and reporting checklist:

- Identify ongoing holiday reporting needs.** What email performance data do you need, how often do you need it, and what support is needed to get that? Your strategies may need day-to-day adjustments—or morning-to-afternoon adjustments in some cases. Make sure you have timely data to drive those decisions.
- Be prepared to review analytics and performance results quickly so it can inform upcoming campaigns.** The results of your Thanksgiving Day campaign hold insights that can improve your Cyber Monday campaign, and the results of your Cyber Monday campaign holds insights that can improve your Green Monday campaign—but only if you're set up to review your analytics in a timely fashion and translate your data into insights you have time to act on. Have a plan for how you'll do this, particularly in the run-up to launching key campaigns.

- Pre-determine performance tolerance levels.** For each of your key performance indicators, what are your lower bounds below which corrective action is needed?
 - Opens.** What's the minimum average open rate you can tolerate before needing to tighten your engagement segmentation?
 - Revenue.** If you miss an email marketing revenue target for a week, how will you respond? Will you do additional A/B testing? Send a remarketing campaign or an additional highly segmented email? Target more broadly? Whatever your plan, be prepared to deal with the negative consequences, whether it's more email production costs or a hit to your deliverability.
 - Deliverability.** What will you do if you see signs of deliverability issues? The cause of problems can vary widely, but you should have an action plan for adjusting targeting across inbox providers.
 - Unsubscribes.** Pay extra attention to how your most valuable subscribers are reacting to your holiday campaigns.

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The impact of anything you are doing is so magnified during the holiday period that any learnings or results matter so much more. You need to be almost maniacal about measuring your campaigns, programs, and audiences to drive incremental ROI at the most important time of the year.



Doug Sundahl

Senior Director of Strategic & Analytic Services,
Oracle CX Marketing Consulting

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As you ramp up volume and frequency during peak holiday weeks, it is critical to monitor KPIs around file health to ensure you understand the impact of incremental frequency and mailings. For example, your unsubscribe rate can be deceiving since you're sending campaigns more frequently or to more of your list—or both. That means that your number of unsubscribes per week could be much higher than your baseline.



Peter Briggs

Director of Strategic & Analytic Services,
Oracle CX Marketing Consulting

Oracle CX Marketing Consulting's Performance Reporting Services team can enable you to make more data-driven decisions, helping you access important data, focus on the right KPIs, view your performance holistically, and gain critical context for your metrics. Reach out to us at **CXMconsulting_WW@oracle.com**.

Solidify Your Tech Stack

Adding to, updating, or making big changes to your marketing technology stack during the holiday season invites disaster.

- Finish implementing any new martech tools** by the end of quarter—or by mid October at the latest!
 - Does your martech solution have the bandwidth and proven up-time to ensure your holiday mailings are supported?
 - Are all your critical integrations with data and reporting systems ready to drive your messaging to your holiday audiences?
 - Are all your IP warmup plans set to finish before any key holiday dates?
 - Do you have all the tools to support holiday messaging? For example, **Oracle Infinity** can be implemented to support real-time out-of-stock and back-in-stock triggered emails.
 - Do you have all the creative and technical resources you need to support your holiday volume?

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Consider using live inventory solutions from companies like Movable Ink. Fear of missing out is a real thing, so highlighting low-stock items may help get users to purchase faster and showing out-of-stock items may spur them to decide on something else before those are gone as well. Replacing the out-of-stock messaging with alternate recommendations can be an easy pull if you already have a recommendation tool on your website.



Lizette Resendez
Associate Director, Oracle Consulting

- Get new service and partnership relationships firmly established.** It's not just new tech that can trip you up. With services, make sure that responsibilities are clearly delineated, processes are solidly in place, and lines of communication are open. Understand what happens if you have an issue that needs to be escalated during the holiday season.

Oracle CX Marketing Consulting's Implementation Services team can help you make sure your Oracle technology is configured to integrate seamlessly with your current infrastructure to perfectly meet your specific marketing, business, and analytics goals. Reach out to us at **CXMconsulting_WW@oracle.com**.

Planning and running a successful holiday marketing program takes year-round effort. We can help.

Oracle CX Marketing Consulting has more than 500 of the leading marketing minds ready to help you to achieve more with the leading marketing cloud through...

- Implementation Services
- Platform Training & Adoption Services
- Strategic & Analytic Services
- List Growth & Demand Generation Services
- Database Management & Compliance Services
- Design Thinking & Innovation Services
- Creative Services
- Coding Services
- Campaign Automation Services
- Campaign Deployment & Monitoring Services
- Email Deliverability Services
- Performance Reporting Services
- Website Optimization & Personalization Services
- Social Media Strategy & Analytics Services

Want help? Let's talk about how we can work together to seize your opportunities and overcome your challenges. Reach out to us at CXMconsulting_WW@oracle.com. Or **visit us online**.