

2020

Holiday Marketing Guide

Essential Marketing Strategies
for a Successful Holiday Season

In a year that has been unlike any other, this holiday season will be even more critical than usual for retailers. The stakes could not be higher in what will be the biggest online holiday season in history.

With that in mind, we diverged from the norm of producing a “whimsical” holiday guide (e.g. “12 Days of Holiday Insights” – yes, we’re guilty of that in the past), and instead opted for the practical, pragmatic and productive...

...so we turned to our people.

While we have exceptional technology solutions at Listrak, it is our extraordinary people who help Listrak clients leverage those solutions to drive results with their customers every day.

Throughout this guide, we’ve assembled tips and advice from a cross-section of our account managers, client strategists, and account directors – a group with decades of combined experience working across more than 1,000 retailers and brands.

While we obviously couldn’t capture all of their advice in this “guide” format, we did try to include some of their best (and we’ve curated those insights to reduce redundancy and duplication). Finally, we asked each selected contributor to share their own personal or family holiday tradition.

I’m confident we will be successful as long as we work together through the remainder of this year and this holiday season – and then move together into a brighter and better year in 2021.

I wish you each a holiday season full of hope, kindness, love, and understanding.

Happy Holidays,



Ross Kramer
CEO





Katherine Brown

Enterprise Account Director

Representative Clients:

7 for All Mankind, Kendra Scott, Kirkland's

“It’s essential to do the work beforehand.”

Set-up new technologies by August

- Implement any new technologies by the end of August to give yourself time for testing and to work out any kinks, e.g., SMS, product recommendations, content recommendations, user-generated content, etc.

Get organized

- Build out a high-level marketing calendar.
- Determine the creative assets needed for broadcast messages, behaviorally-based triggers, and your popup.

Have your “oops” template ready to go

- During the holiday, customers are quick to forgive and just as ready to move to a competitor’s site if they experience problems. Be prepared with 1-2 oops messages so you can quickly respond to any issue or mistake.

Design creative efficiently

- Build out a holiday banner using saved content that you can include in all automated and marketing messages. This can communicate special offers, gift cards, shipping deadlines, etc.

Grow your SMS list in time for Black Friday

- Create an “Early Access” Black Friday campaign for SMS subscribers only. Create a new Keyword and advertise via Social and Email channels.

My Holiday Tradition

Growing up, my family would gather at my Sicilian grandparent’s house on Christmas Eve, where we would feast on seafood and homemade pizzas. We would play card games using an Italian deck of cards and betting quarters. Fast forward 30 years, and while the venue has changed, the menu and card games have not!



Kris Fulton

Director, Client Services

Representative Clients:

Hudson, Journeys, ZAGG

“Retailers must stay nimble, but don’t abandon the tried and true strategies.”

Leverage SMS for instant direct communication with your customers

- Consider adding SMS messaging to support order confirmation, order ready, and order pick-up messages to promote ease of use.

Win the battle of the inbox

- Leverage customer and behavioral data to increase targeting and personalization to stand out from the vast increase of messages during the holidays.

Mobile, mobile, and mobile

- Help your customers transact quickly from whatever device they receive your messages. Be sure to test the customer experience from your email or SMS to purchase conversion to ensure a seamless experience.

Brace for the uncertainty

- It’s important to stay flexible and sensitive to the ongoing Covid-19 and economic situation.

My Holiday Tradition

Over the years, our family has grown from five to 38, including spouses, children, and grandchildren. Christmas Eve is when the whole family comes together, and we celebrate the holiday with late afternoon lunch and games. After the chaos of the group event, my kids come back to my house for a quiet night, including dessert and a holiday movie.



Ryan Ogurcak

Account Director

Representative Clients:

White + Warren, J. Lindeberg, JomaShop

“I tell my clients don’t reinvent the wheel, improve on it.”

Audit last year’s holiday broadcast sends

- Review which campaigns generated the highest engagement metrics and conversion rates. Strongly consider running similar campaigns this holiday and tweak subject lines, products, or calls to action for those that didn’t perform.

Run a re-engagement campaign pre-holiday

- Revitalize subscribers that have disengaged the past several months to increase your holiday reach and decrease the post-holiday season’s net unsubscribes.

My Holiday Tradition

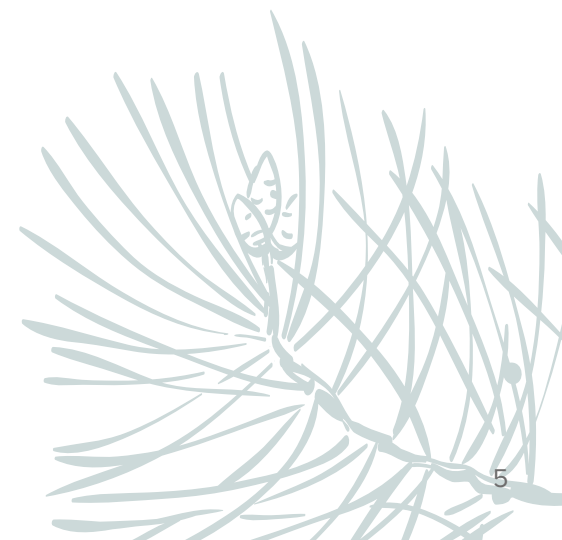
My family loves Christmas movies – we consider Christmas Vacation, Elf, and Home Alone to be a must-watch every year, and typically we watch them multiple times every year.

Tweak your segmentation strategy

- Some subscribers will only purchase during the holiday season, so include purchasers from last year’s holiday season (November - December) in your broadcast sends.

Repetition is key

- Create a “12 Days” campaign, sharing a new “product focus” each day for 12 straight days. To maximize success, be sure to show the previous products in each new email creative for ongoing product awareness.
- In the last few days of the year, countdown the “top products” of the year for new product awareness and subscriber interest.





Joe Schmidt

Account Director

Representative Clients:

Boston Proper, Vince, Shindigz

“Prepare now to meet the challenges coming in the fourth quarter.”

Don't wait to get people's attention

- In late summer, start recurring email campaigns and push re-engagement ads on social channels.

Spend the time now identifying your audiences

- Pre-build your core audiences/segments you'll need for broadcast messages: purchasers, non-purchasers, single, multi, engagement levels, last purchase date, Holiday, COVID-19, etc.
- Use audiences for social posts and ads.

Plan for the worst, hope for the best

- This year, you must be ready to deploy order updates due to order delays, delivery delays, inventory shortages, closed stores, etc.

My Holiday Tradition

As a kid, my grandmother, mom, and I would bake Christmas cookies for gifts. Today, my wife, daughter, and I have continued the tradition. Our favorite to make is the 80-year-old recipe for “Grandma Cookies,” and we honor the original directions to always mix those entirely by hand – just like Grandma did!

Prepare to send daily, even multiple times

- Daily engagement is a must to stay competitive and top of mind.

Implement the learnings you've collected all year

- Most consumers are creators of habit, so Holiday is the time to execute your proven subject lines, promotion strategies, and routine send times.

A final note

- Keep track of the temporary Q4 changes you made so you can quickly revert in January.



Karen DiClemente

Senior Strategy Director

Representative Clients:

Vineyard Vines, Splendid, Stella & Dot

***“This year will be different,
think about the big picture.”***

It's time for cross-channel

- Enhance your email and social campaigns with SMS. Customers are expecting to connect and shop with you across devices and channels. Differentiate yourself from your competitors with SMS and create urgency, exclusivity, and loyal shoppers who prefer mobile messaging.

Scenario planning will optimize your holiday opportunities

- With possible store closures or limited in-person shopping, be prepared to send geo-targeted emails to encourage traditional in-store shoppers to shop online.
- Crisis planning is a must this year, so make sure you have an apology email template ready to go and a plan in place if your website crashes from unprecedented traffic and demand.

Balance your holiday plan with the deliverability risks

- Be strategic in your sending. Yes, you want to maximize reach and revenue this holiday, but to be successful, you must always be thinking about the frequency of total messages and the depth of your file.
- If you want to send to your full list or a much larger audience than usual, ramp-up sending one month before your planned send, and monitor your deliverability during the increases.

Connect now to ensure success

- Don't wait, start in third quarter so you have the highest possible circulation and engagement in fourth quarter.

My Holiday Tradition

Choosing and decorating the Christmas tree with my daughter is one of my favorite things to do. It's funny to see it all decorated with most of the ornaments hung low at the bottom, where she can reach!



Megan McNamara

Enterprise Account Manager

Representative Clients:

TULA Skincare, Elemis, Yummie

“Set yourself up for success.”

Review this holiday technical checklist for email

- Verify all subscription points are working correctly.
- Ensure your mobile website is functioning and creates an ideal shopping experience.
- Confirm your product files are up to date and being delivered successfully to avoid discrepancies within product recommendations.
- Review the performance of your product recommendation algorithms and adjust as needed.
- Review your cart and browse abandonment triggers and update them as needed.
- Re-stock coupon pools and unique codes for peak days and double-check expiration dates.
- Update promotion terms & conditions to match holiday offers and expiration dates.

Update creative across your channels

- Update all creative elements to a holiday theme – Email: header, footer, Social: profiles images, Website: homepage, popups.

Communicate and support your value proposition

- Motivate shoppers to buy from you, differentiating yourself from the competition, e.g., curbside pickup, free shipping, easy returns, gift wrap, wish lists, guaranteed holiday delivery, payment options, customer service contact details, product reviews, etc.

Cart value segmentation

- Analyze your percent of traffic by cart value, and provide different messaging in cart abandonment messages to help drive conversions. Consider offering lower value carts value props for reassurance and cross-sells, and higher value carts value props and possible special offers.

My Holiday Tradition

After Thanksgiving dinner, the ladies in my family all get together for midnight and early-bird Black Friday shopping. We love the excitement of it and have found some terrific deals!



Kyle Newton

Account Manager

Representative Clients:

BBQ Guys, Woolrich, D'Artagnan

“Online shopping will continue to be the focus for consumers.”

With increased site traffic, focus on email data capture

- Desktop Popup: Consider offering a more aggressive incentive for the holiday season to differentiate yourself from the competition.
- Mobile Popup: Consider adding a mobile sticky button to show when the entrance popup is closed out. This provides consumers another opportunity to sign up and use the offer later in their shopping experience.
- Consider your popup prime real estate, and communicate special holiday offers, exclusive sales, early access, and shipping deadlines.
- Test the timing of each popup and adjust based on your shopper's engagement habits.
- Include an email sign-up call to action in your transactional emails, and as order activity increases, capture through your triggered campaigns.
- Update creative across your channels.

Drive significant revenue through your SMS program

- If you have an SMS strategy, promote new holiday keywords on your website and within your email campaigns for customers to sign up for SMS holiday communications.
- Use a Tap to Join popup on mobile to maximize sign-ups.
- Invite your email VIPs to subscribe, offering them exclusive access and extended discounts.
- Communicate big sale days: Black Friday and Cyber Monday.
- Execute a daily deals campaign in early December.

My Holiday Tradition

My wife and I wake up early Christmas morning and cook a huge breakfast with a side of Bailey's and coffee. We then watch our favorite movie, The Christmas Story, and try not to fall asleep!





Jake Pasini

Senior Director of Strategy Services

Representative Clients:

Perry Ellis, PAIGE, Donald Pliner

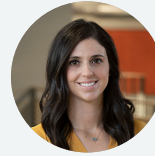
“This year retailers must stay top of mind & relevant.”

The competition will be more intense than ever.

- With the possibility of in-person retail not having Black Friday, businesses need to increase their eCommerce marketing efforts to succeed – email, SMS, cross-channel.
- Simply put, retailers need to start earlier than last year, market more than last year, and extend longer than last year.
- Use the most effective offer you’ve seen in the past and improve upon it.

My Holiday Tradition

On Christmas Eve, we go out for Chinese food and to the movies. The big debate each year is who gets to pick the movie! Afterwards our family gets together at my in-laws where we celebrate the 7 Fishes Feast late into the night and Christmas morning.



Ashley Bailey

Account Manager

Representative Clients:

Kate Somerville, Spiritual Gangster, Perricone MD

“Your marketing campaigns should be fun and engaging.”

Motivate shoppers to buy from you.

- Create gift guides that promoting your doorbusters, steals, and CEO picks.
- Offer exclusive perks, like gift wrapping, to differentiate and provide an exceptional customer experience.
- Finish strong and continue your momentum with a ‘year in review’ to send out between Christmas and New Year’s.

My Holiday Tradition

On Christmas Eve, my family celebrates with the Feast of the Seven Fishes! After we’ve cleaned up the many, many dishes, we open presents.



Jess Weisbrot

Account Director

Representative Clients:

Minnetonka, Jonathan Adler, The Grommet

“Embrace the trends we’ve seen this year.”

#Selfcare

- Historically categories such as beauty, fitness, and electronics have been purchased as personal gifts, taking advantage of holiday season deals. Today with “treat yourself” hyper-relevant, all retailers should have fun highlighting select products that are a personal splurge and remind customers to buy for themselves.

Timing is everything

- Communicate holiday shipping deadlines prominently and include a buffer for COVID-19 delays and holiday demand. Ensure these timelines are consistent throughout the customer funnel, including marketing and abandonment cart emails, Support, and FAQ pages.

Gift now, pay later

- Given the financial impact of COVID-19 on select consumers, offering services like Klarna and AfterPay will be lucrative to create gift-giving opportunities with a payment plan and build customer rapport. Be sure to promote these services in Shopping Cart Abandonment or Inventory Alert messages to drive urgency, awareness, and peace of mind.

Welcome alternative payment

- Create a frictionless customer experience, reminding customers to use PayPal, Venmo, and highly mobile-friendly services, including Apple Pay and Android Pay, to make checking out straightforward and secure from any device.

My Holiday Tradition

Every Chanukah, we have a family party, with potato latkes, brisket, and way too many desserts. We also choose a local charity and donate a few toys and gift cards to spread some joy.



Lindsay Gray

Enterprise Account Manager

Representative Clients:

My Pillow, Cutco, Urban Skin Rx

“Here are a few of my top strategies to engage and motivate.”

Personalize message content for ‘gifters’

- Use dynamic content to cater messaging for those who haven’t been to your site since last holiday versus those who are more evergreen and familiar with your brand. They may need more guidance in the form of category or price specific gift guides.

Capture your increased site traffic

- If you typically only use an entry popup for email acquisition, consider adding an exit popup or a sitewide button or banner.

Create urgency

- Leverage countdown timers – end of sale/ promotion countdown, Black Friday countdown, VIP access countdown, free delivery countdown.
- Use subject lines and calls to action to highlight the scarcity of top-selling products to create a pressing need to click through now.

Show you care

- Consumers favor brands that do good, so don’t wait until Giving Tuesday to communicate your involvement. Show and share your efforts throughout the entire holiday and consider promotions that get your shoppers involved.

My Holiday Tradition

Every year, the women in my extended family get together for a cookie exchange. We each make a few batches of our favorite and then swap with each other, so we go home with a variety. We typically end up doing more chatting and eating cookie dough than actual baking.



Tatum Albert

Account Manager

Representative Clients:

Robert Graham, Le Creuset, Books a Million

“I find it helpful to organize holiday planning to-dos by month.”

August and September – Focus on acquisition to increase your holiday reach

- Run a sweepstakes to quickly and easily grow your subscriber list – consider refer-a-friend or co-branding with a similar retailer to maximize exposure.
- Re-vamp your popup strategies to capture new subscribers.

October – Connect

- Begin to increase your sending cadence, but watch unsubscribes.
- Start sending out gift guide emails to inspire and educate.

November – Be top of mind

- Tighten up the timing between your abandonment triggered messages.
- Make sure to send a non-promotional Happy Thanksgiving message from your team.
- Black Friday and Cyber Monday are now “week-long events”.

December – Make it easy to shop

- Promote shipping dates and deadlines.
- Promote e-gift cards.
- Promote self-gifting – everyone enjoys a gift of their own!

My Holiday Tradition

My favorite tradition is finding the hidden pickle ornament on my grandparent’s Christmas tree. This game is a German tradition, and it is said the first person to find the pickle on the tree would receive a year of good fortune. I’ve found it for the past seven years!



Valerie Stecker

Senior Account Manager

Representative Clients:

Bluemercury, Uncommon Goods, J. McLaughlin



“Check off these to-dos.”

- Do a message analysis, looking at send time, send cadence, send day, subject lines used, creative, and segmentation utilized to gauge low and high performers.
- Analyze your competitors’ strategies.
- Leverage a cross-channel experience; consumers are ready to hear from you via email and SMS.
- Do a list clean-up at the end of Q3.
- Ensure your emails are mobile-friendly and leverage prominent clickable CTA buttons.
- Link to a landing page or product page, preferably not your homepage.
- Keep subject lines short and to the point, utilizing personalization, emojis, and incentive details.
- Leverage text promotional codes vs. an image. It allows customers to copy and paste, if necessary, easily.
- Tighten timing on trigger campaigns and cadence between multi-message series.
- Create back-up emails should a specific email not perform as expected.
- Use dynamic content to provide an incentive to who purchased last year using a promotion, and no incentive to those who purchased at full price.
- Create a gift guide or daily deals campaign, to provide a sneak peek leading up to the reveal.
- Provide early access to your VIP’s.
- Promote self-gifting this year.

My Holiday Tradition

*Each year, before we put the kids to bed, we read *The Night Before Christmas* in anticipation of Santa’s arrival.*



Nigel Piggot

Client Services Director

Representative Clients:

Aden + Anais, Julep, Huk Gear

“Maximize your revenue with these best practices.”

Personalize to making shopping easy

- Every message you send should be dynamic, engaging, and helpful to customers. Personalize each with content and products across all triggers and in broadcast.

Keep Shoppers Shopping

- Link emails to a daily deal or gift guide page. Don't risk linking to a sold-out item and the negative customer experience that creates.

My Holiday Tradition

My wife brought in the Seven Fishes Italian Christmas Eve tradition, but we struggled to prepare 7 unique seafood dishes our kids liked. The solution and tradition we started a few years ago is to complement our dinner with an assorted tray of sushi that has something each of our kids enjoys, and it gets us to 7 fishes fast!

Test and improve subject lines to boost open rates

- Always be testing subject lines, especially during sale weeks, when many shoppers move from browsing to buying. The increased volume of opens and clicks from holiday shopping will quickly promote a split test winner to give the email campaign an incremental revenue gain.



Jon Sanville

Account Manager

Representative Clients:

Miele, Marmot, Yankee Candle

“Use automation to drive incremental revenue throughout the season.”

My Holiday Tradition

On Christmas eve, my wife and I bake cookies and deliver them to our neighbors. Afterwards, we watch A Charlie Brown Christmas with our plate of cookies.

Use dynamic content to promote early engagement

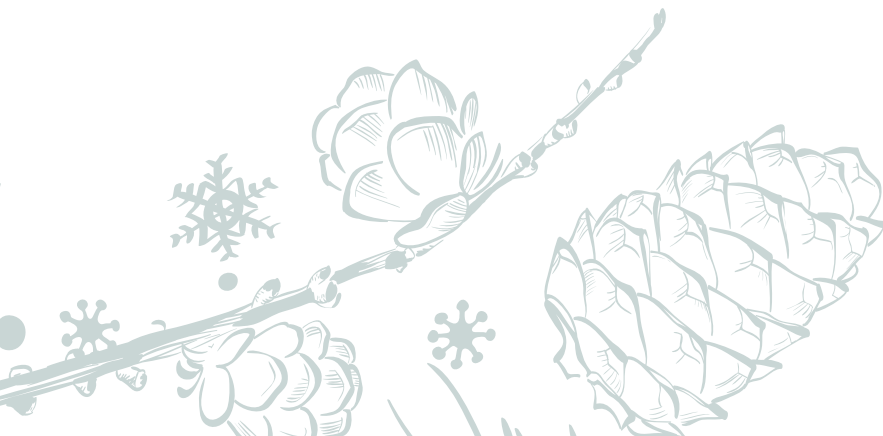
- Consider your ‘active audience’ those site visitors since March. Tease upcoming holiday deals and products to this audience.

Utilize recurring automated campaigns throughout the holiday

- Promote your top sellers by adjusting the product recommendations algorithms to promote your top sellers in the last seven days instead of the last 30 days.

Convert non-purchasers post-holiday

- Create an audience of site visitors during the holiday season who did not purchase, and create a recurring automated campaign with a small offer.
- Separate this audience in cart and browse abandonment campaigns to send offer sooner.
- Setup recurring SMS campaigns to non-buyers pointing them to the Sale/Deals portion of the website.





Marisa Patton

Enterprise Account Manager

Representative Clients:

Brandsmart.com, Sigma Beauty, Chicco



“It’s essential to keep customers engaged all season.”

Promote early shopping this year

- With storefronts potentially closed or limited due to Covid-19, promote early shopping in mid-October to your full subscriber list to get ahead of online demand, inventory, and shipping.

Re-engage last year’s purchasers to buy this year

- Target holiday-only buyers (previous November - December purchasers) with content highlighting your holiday bestsellers, seasonal gifting, and gift cards.
- Trigger a campaign series that starts early November and ramps up closer to peak holiday dates.

Help your shoppers get started

- In mid-November, set-up a dynamic recurring automated campaign to trigger weekly messages focused on gift ideas – curating the product recommendations algorithms based on gender, categories, and price point.

Reward your loyal customers

- Identify your VIPs and offer them ‘early bird’ and other exclusive offers with one-time user codes.

My Holiday Tradition

New, matching family pajamas is my family’s holiday tradition. We stay in them all day!



Vivian Ly

Account Manager

Representative Clients:

Michael Stars, HUM Nutrition, St. John Knits

“Look to engage your audience on social.”

My Holiday Tradition

My family's Christmas day tradition growing up was a crab feast lunch!

Leverage social to drive email list growth and increase social media ROAS

- Tease exclusive holiday sales on your Instagram stories and posts, then ask your followers to subscribe to your emails to be the first to hear about sales.
- Create a seamless omnichannel experience by leveraging the swipe up functionality on Instagram Stories to drive traffic to an email acquisition landing page on your website.
- Update the link on your Instagram profile to drive traffic to your email sign-up page, or leverage a tool like LinkTree to include it as an option to click on when someone clicks on the URL in your profile.

Retarget holiday sale shoppers

- Retarget last year's holiday shoppers on social with sales-focused ad copy to drive them back to your website.
- Create a look-a-like audience to target similar groups of holiday sale shoppers on social to generate new interest.





Jess Tesoroni

Enterprise Account Manager

Representative Clients:

Windsor, Plant Therapy, EyeBuyDirect

“Here are my top tips to maximize your holiday engagement.”

Optimize each channel to provide customers with a unified message

- Consumers should receive a consistent and personalized message however they interact with your brand - email, SMS, push, search, social, and display. Take the time to plan and review how each channel will present a unified message.

Personalized the experience

- Customers want to feel special, and it is imperative to deliver a personalized customer experience. Target offers to certain audiences, personalize recommendations and much more.

Mix it up

- Keep subscribers engaged by mixing up your messaging. If your promotions and communications become too predictable, you may get overlooked in the inbox.

We're in this together

- Reach out to your Account Manager if you are struggling with something. We're always here to help!

My Holiday Tradition

On Christmas Eve my family goes to the movies. On the way home, we drive around looking at all the holiday lights. There is something magical about seeing all of the twinkling lights on Christmas Eve.





Rob Burkholder

Enterprise Account Manager

Representative Clients:

Diane von Furstenberg, PEARL iZumi,
King Arthur Baking Company

***“I help my clients
make small changes to
create a big impact.”***

Improve your acquisition offer

- Capture new site visitors with a holiday-themed popup and a free holiday-themed gift with purchase.

Update triggered messages and conversations like broadcast campaigns

- Triggers, when done correctly, should quickly move customers down the purchase funnel. Add relevant links and content blocks to Welcome Series and Abandonment campaigns to highlight gift guides, shipping cut-off dates, special promotions, etc.

Look at intra-season trends

- The Holiday buying season has milestones and is long enough to take advantage of intra-season activity. For example, send a reminder or offer on Cyber Monday to contacts who clicked or visited your site on Black Friday but did not purchase. As a shipping cut-off approaches, send messages to contacts who have been active during this year's buying season but not yet purchased.

My Holiday Tradition

Growing up, my family always waited to put up and decorate our tree until Christmas Eve day. We would spend the afternoon into the evening hanging as many ornaments as we could make fit before heading off to church!



Meg Kunkle

Enterprise Account Manager

Representative Clients:

ALEX AND ANI, Soko Glam, Midwest Sports

“Here are a few holiday strategies for you to try.”

My Holiday Tradition

When we vacation or travel as a family, we always buy a Christmas ornament to represent the trip. It makes decorating our tree so fun. This year will be extra special – we’ll be putting a beach sandal ornament on the tree from my son’s first family vacation.

Add site visitors to your active audience

- Layer in “last site visit” to your active audiences, so you don’t miss shoppers interested in you, even though they may not be opening your emails. Your next send may pique their interest to open and convert.

Target late-night shoppers

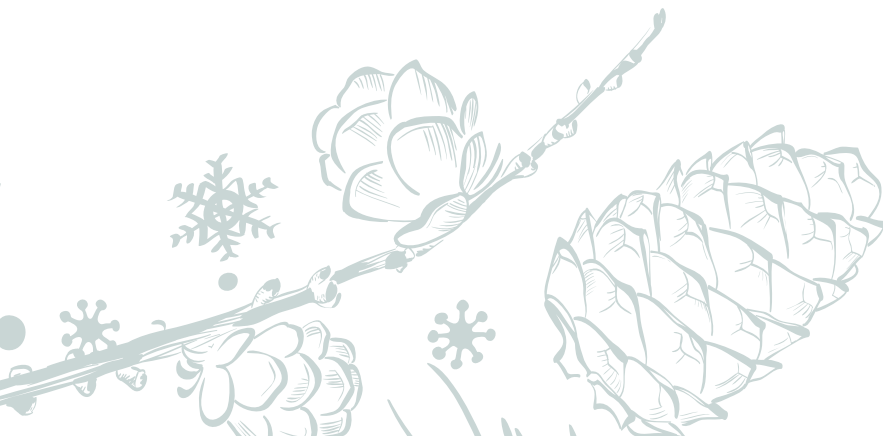
- Send a few emails later in the evening with a deal or promo to connect with your ‘night owls.’

Don’t panic shoppers about delivery

- Be transparent about any shipping delays and warehouse backups. Offer alternative to appease your customers’ needs and timelines.

Wish folks a Happy New Year

- Segment to non-purchasers and offer a discount to use in 2021.
- Segment to purchasers and thank them for being loyal shoppers in 2020.





Leslie Kubicki-Bradbury

Account Manager

Representative Clients:

Joie, Soft Surroundings, Blick Art Materials

“Here are a few holiday strategies that drive revenue for my clients.”


- This year everything will be accelerated, so don't hold back offering early Black Friday Deals.
- Use your social platforms for a stronger presence, and give sneak peeks of big sales days there, followed by email.
- Have fun with category-based gift guides; this helps the over-whelmed shopper.
- Capture the first purchase with an exclusive promotion to the non-purchasers on your list.
- Promote gift cards on non-sale days and to your last-minute shoppers.

My Holiday Tradition

I love it when all our kids come home; the house fills with excitement and love! We wake up on Christmas morning to our 'traditional' breakfast casserole and drink champagne while we exchange presents - we stay in our holiday pajamas all day!



October

27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12 	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31 

Noteworthy Dates

- 12 Columbus Day
- 12 Canadian Thanksgiving
- 31 Halloween



November

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

Noteworthy Dates

- 11 Veterans Day
- 21 Friendsgiving
- 26 Thanksgiving
- 27 Black Friday
- 28 Small Business Saturday
- 30 Cyber Monday

December

29	30	1 ●	2	3	4	5
6	7	8	9	10 ●	11	12
13	14 ●	15	16	17	18	19 ●
20	21	22	23 ●	24 ●	25 ●	26 ●
27	28	29	30	31 ●	1	2

Noteworthy Dates

- 1 Giving Tuesday
- 10 Hanukkah Begins
- 14 Green Monday
- 18 Hanukkah Ends
- 19 Super Saturday
- 23 Gift Card Day
- 24 Christmas Eve
- 25 Christmas Day
- 26 Boxing Day
- 31 New Years Eve

Shipping Deadlines

- 15 USPS Retail Ground
- 16 UPS Ground Shipping
- 18 UPS 2-Day Air
- 19 UPS 3-Day Air
- 21 USPS First Class Mail/ Priority Mail
- 23 USPS Priority Mail Express, UPS Next Day Air
- 23 UPS On-Call Pickup for UPS Next Day Air

About Listrak

Integrated Cross-Channel Solutions

Best-in-class Email, SMS, Behavioral Marketing, Personalization, Identity Resolution, and Customer Analytics solutions – all together and optimized in a single platform

Retail-Focus: Driving Results for 1000+ Leading Brands

Purpose-built solutions developed exclusively for retailers that drive increased levels of customer engagement, retention, and revenue

Industry-Leading NPS Score

A testament to our focus on driving results, Listrak has earned an industry-leading 80 net promoter score from our clients

Continuous Innovation

Our product roadmap continuously evolves based on the changing needs of our retail clients and the challenges they face

An Extension of Your Team

Listrak clients gain more than just a technology platform, they gain a strategic partnership with a group of retail marketing experts who drive success together

KURU

for all mankind

bluemercury[®]
makeup • skincare • spa

KENDRA SCOTT

HUDSON

joie

vineyard vines

Soft Surroundings
my time. my place. my self.

spiritual gangster

Kate
Somerville

ALEX AND ANI

BOSTON
PROPER

TULA
SKINCARE

uncommongoods

JONATHAN
ADLER

BLICK[®]
art materials

Perricone MD

KIRKLAND'S

PERRY ELLIS

S&D

Michael Stars

PAIGE

DONALD/PLINER

Splendid

m | travis Mathew

Oscar de la Renta

WHITE + WARREN

MINNETONKA[®]

HUM

Robert Graham

DIANE VON
FURSTENBERG

Miele

SOKO GLAM

JULEP

aden + anais

ELEMIS

DTLR | VILLA

BRAHMIN

BTR BEYOND THE RACK