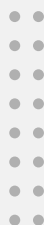




Mastering the Last-Minute Holiday Sales Surge

A Comprehensive Guide to
Swift Coupon Solutions

www.mezzofy.com





Introduction

The holiday season marks a crucial juncture for retailers, with 2022 witnessing holiday retail sales soaring to an impressive \$943-\$960 billion, as reported by the National Retail Federation (NRF)⁽¹⁾. As we approach the peak of festivities, there's a prevailing misconception that the window for last-minute shopper engagement is closing. However, the reality is quite the opposite. It's not too late to tap into the immense potential of these final weeks leading up to Christmas.

This guide explores the art and science of orchestrating a last-minute promotion spree, spotlighting the efficiency and versatility of digital coupon solutions. Discover how, with swift and strategic marketing tactics, retailers can still capture the remaining festive fervour and boost their sales to new heights.

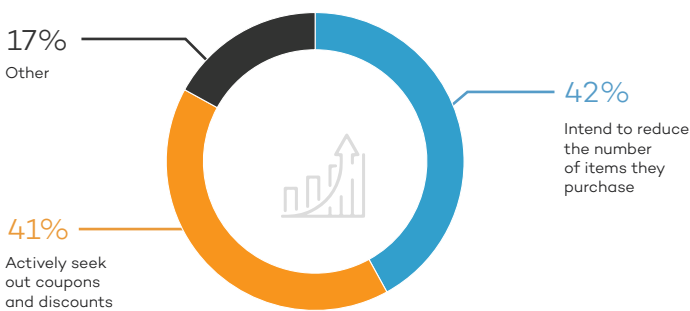


Crafting Effective Holiday Coupons

Understanding Shopper Behaviour

Navigating the holiday season requires a profound understanding of consumer dynamics. As reported by the NRF, half of holiday shoppers (50%), express a strong inclination towards time-sensitive deals, emphasizing the significant impact of limited-time offers on their decisions. In 2022, 38% of shoppers admitted to spending more due to coupons⁽²⁾. This revelation lays the foundation for the effectiveness of urgency-driven promotions during the festive season.

Besides, in current economic landscape marked by inflationary pressures, consumers are exhibiting heightened financial consciousness. Bankrate recent report reveals that a substantial 87% of holiday shoppers are strategically planning to save money. Among these strategies, 42% intend to reduce the number of items they purchase, while 41% actively seek out coupons, discounts, or sales (3). This growing trend underscores the increasing eagerness among shoppers for attractive deals that can provide savings during the gift-giving season.



Efficient Promotions Amid Inflationary Pressures

Approaching the holiday season amid inflationary pressures, efficiency is key. Recognizing that shoppers actively seek deals in response to economic challenges adds urgency.



Streamlining the creation and deployment of time-sensitive promotions is imperative.

Mezzofy's internal data reveals that retailers leveraging digital coupon platforms experience up to a 30% reduction in time compared to traditional printed coupon promotions. This efficiency not only makes last-minute deals more attainable but also positions retailers to respond swiftly to evolving consumer demands.

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“ Mezzofy's e-voucher management solution helps us consolidate all e-vouchers under one system which makes it a lot easier to manage and save us a lot time and effort.”

Matthew Chan

Chief Digital Officer of
Jardine Restaurant Group

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Choosing the Right Coupon Strategy for the Holidays

■ Crafting Effective Discounts: A Psychological Approach

Discounts go beyond price reduction; they tap into customer behaviour and psychology. Coupons should resonate with how customers perceive numbers, products, and their expectations from your brand.

The festive season is an ideal playground for experimenting with various coupon types—percentage discounts, cash discounts, buy-one-get-one (BOGO) offers, free gifts, etc. Understanding these options empowers marketers to tailor promotions to specific situations and align with evolving consumer preferences.



Percentage or Fixed amount

Many customers rely on intuition rather than meticulous discount calculations. Consider providing percentage discounts for items under 100 and fixed amount discounts for items exceeding 100. According to eMarketer, 2016, over 70% of US internet users said they preferred to receive discount with a dollar amount off the purchase.

The magic of charm pricing

The perception that \$8.9 is more attractive than \$9 is rooted in psychological pricing strategies. This phenomenon is often referred to as “charm pricing.” The idea is that prices ending in .99 or .95 are perceived by consumers as being significantly lower than the next whole number, even though the actual difference is just a small amount.

Crafting Contextual Messages

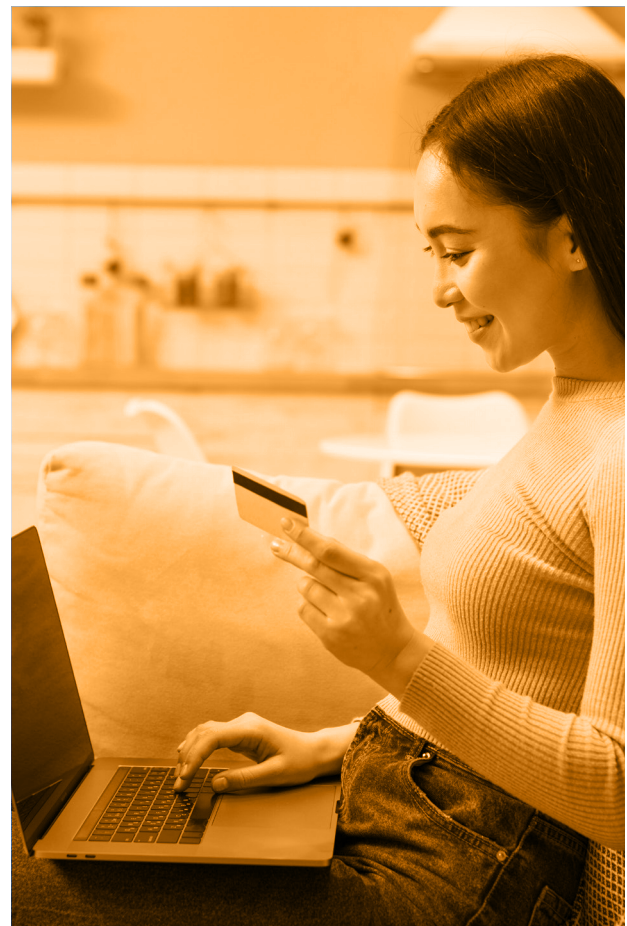
The way you phrase your offers significantly influences consumers’ perception. For instance, “Get \$X off” directs attention to the customer’s gain, while “Save \$X” emphasizes the potential loss they can avoid. Conduct A/B tests with varied approaches to determine the most effective method.

Distinctive Desires

In the realm of holiday shopping, preferences diverge— According to a research from Fortunly , 47.4% of women have a clear inclination towards items like jewelry/accessories, showcasing distinct desires ; while 32.3% of men prefer the simplicity of gift vouchers as their chosen Christmas presents, reflecting a more straightforward approach to gifting ⁽⁴⁾

Smart use of coupon reminder

While consumers may be overwhelmed with all types of promotion offers during the festive season, setup automated “coupon reminder” messages that gently nudge customers about unredeemed digital coupons. These reminders not only enhance message visibility but also instil a sense of urgency, encouraging customers to redeem before expiration. Emails promising discounts in the subject line have a proven track record of higher open rates. Mezzofy digital coupon platform which integrated with email and your CRM helps you manage this effortlessly.



Elevating In-Store Experiences



The Role of In-Store Activation

In-store shopping remains a festive delight for 40% of consumers, according to NRF. The digital age has brought about a fusion of online and in-store experiences. A significant 40% of grocery shoppers utilized mobile discount codes in-store in 2021, signalling the trend of merging digital ease with physical shopping. ⁽⁵⁾



Furthermore, digital coupon availability not only impacts individual purchases but also store choices. Valassis reports 63% of shoppers decide where to shop based on digital coupon offerings. In-store activation of digital coupons is now pivotal for retailers, creating a seamless blend of mobile convenience and in-store allure to drive purchases and influence consumer decisions.

Seamless Integration for Lasting Impressions

Capitalizing on this trend, cutting-edge technologies like the NFC coupon solution are revolutionizing the in-store experience in these final weeks. With this advanced NFC-powered coupon solution, consumers can effortlessly receive digital coupons by simply tapping on an NFC tag in-store—truly game-changers. This innovative technology seamlessly integrates with in-store promotions, adding a layer of efficiency to the last-minute shopping dash, thereby contributing to heightened customer satisfaction and loyalty.



Mobile-Friendly Instant Coupons for On-the-Go Shoppers

■ The Significance of Mobile Devices

A study by Deloitte found that 59% of holiday shoppers planned to use their smartphones for holiday-related activities. Juniper Research also projects 80% of coupon redemptions will happen on mobile by 2023, emphasizing the mobile-centric future of coupon interactions.

In the context of last-minute promotions, ensuring mobile-friendliness is crucial. Leverage digital coupon platform that are designed with mobile users in mind, allowing retailers to target customers on their devices with exclusive offers that drive them to physical or online stores.

■ Realizing the Potential of Digital Coupon Wallet

Marketers can enhance the last-minute shopping experience by delivering instant, mobile-friendly coupons. This ensures that time-pressed, on-the-go shoppers receive promotions in a format that aligns with their preferences. Explore the trend-led mobile coupon wallets crafted to enhance the redemption process. This feature enables customers to effortlessly find all distributed coupons in one place, simplifying the overall experience for hassle-free redemptions.





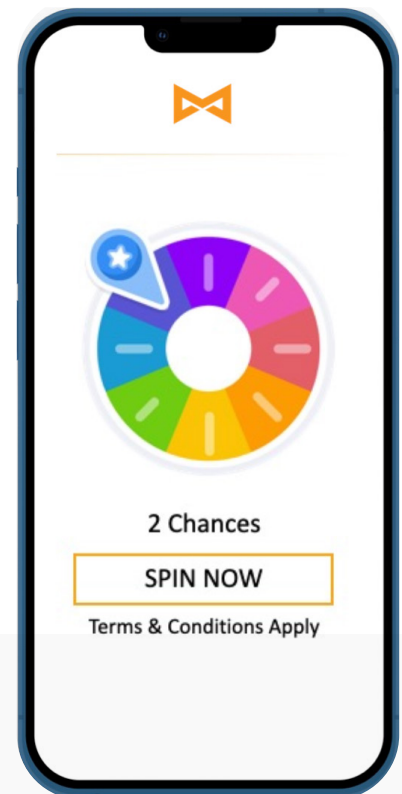
Gamify to Engage in the Final Dash

Adding Fun to Last-Minute Shopping

Engaging shoppers in the final dash to Christmas is crucial, and incorporating gamification elements can make the shopping experience more enjoyable. According to the NRF, 53% of holiday shoppers are more likely to visit a store that offers some form of game or entertainment.

Support for Gamification

Digital coupon solutions support interactive features like digital scratch cards or quick spin-to-win games, enhancing engagement during this critical period. By infusing a sense of fun into last-minute promotions, retailers can capture the attention of busy holiday shoppers and drive increased foot traffic to physical and online stores.



Real-Time Analytics for Strategic Optimization

Unveiling the Power of Real-Time Insights

In the dynamic realm of last-minute promotions, real-time analytics emerge as the guiding force. The comprehensive redemption data captured within the coupon platform, ranging from individual to branch-specific insights, empowers marketers to monitor the real-time performance of promotions. This granular data offers valuable insights into customer behaviour, coupon redemption patterns, and the overall effectiveness of the ongoing campaign.

Strategic Optimization in Action

As highlighted by a Retail TouchPoints survey, retailers leveraging real-time analytics witnessed a notable 10% increase in the effectiveness of their promotions. Mezzofy platform provides the tools for real-time analysis, empowers marketers to optimize their last-minute promotion strategy dynamically. This ensures that every decision is grounded in data, strategically geared towards achieving maximum impact within the constraints of the limited time available.



Harnessing Social Media for Last-Minute Coupon Buzz

■ The Social Catalyst

In the frenzied landscape of last-minute holiday shopping, social media platforms emerge as indispensable tools for savvy marketers. Nearly a third of buyers, constituting 28%, plan to leverage social media platforms in their quest for holiday goods. ⁽⁶⁾

In the realm of social media coupon discovery, Facebook reigns supreme. According to Statista, a staggering 42% of shoppers turned to Facebook in 2022 to hunt for promotions and discounts, surpassing other platforms.

The strategic fusion of a well-crafted digital coupon strategy with social media channels isn't just a trend but a powerhouse move. This integration has the transformative ability to amplify your brand's reach and captivate potential customers where they spend a significant portion of their time—on social media platforms.



Points to Consider:

1. Multi-Channel Delivery:

Adopting Digital Coupon Platform that offers the flexibility to deliver coupons through various channels, including email, SMS, social media, and even chatbots. This versatility ensures that your promotions reach customers on their preferred platforms, enhancing the likelihood of engagement.

3. Engagement through Visuals:

Visual content is a powerful driver of engagement on social media. Design visually appealing coupons, whether it is image or video format, that stand out in crowded feeds, capturing the attention of potential customers and encouraging them to explore your last-minute offers.

2. Instant Gratification:

Leverage the immediacy of social media by delivering instant coupons. Mezzofy digital coupon platform enables you to create and deploy promotions swiftly, ensuring that your last-minute offers are shared across social channels in real-time, sparking immediate interest.

4. Encouraging Social Sharing:

Foster a sense of community and urgency by encouraging social sharing of your coupons. There is a share and transfer feature from Mezzofy that makes it easy for customers to share promotions with their network, amplifying your reach and driving more traffic to your store.



5. Personalized Coupon Offers:

Personalize your coupon offerings by segmenting consumers based on their preference. Segmented email campaigns, as highlighted by Campaign Monitor, led to a staggering 760% increase in email revenue. Tailoring your offerings to specific consumer segments enhances relevance and boosts conversion potential.



“Since 2016, we have partnered with Mezzofy, benefiting from their coupon management service. This service has been instrumental in distributing our digital vouchers across various B2C channels, enabling us to reach a wider consumer base and ultimately increase our revenue.”

Desmond Dun

CFO of Maxims Group



Geo-Targeting for Hyper-Personalization

Geo-targeting is a strategic approach that takes your digital coupon strategy to the next level by tailoring offers based on location-specific data. Apply the sophisticated geo-targeting feature that allows you to customize promotions according to store or branch performance, traffic data, or local customer behaviour.

■ Tailoring Offers Per Store Level:

1. Branch Performance Insights:

Leverage valuable redemption by branches insights. This data empowers you to understand which locations are thriving and where additional promotional efforts are needed.

3. Local Customer Behaviour Analysis:

The digital coupon platform enables you to analyse local customer behaviour, understanding the preferences and buying patterns unique to each store. Tailor your offers to align with these behaviours, ensuring that promotions resonate with the specific audience in each location.

2. Traffic-Based Customization:

Utilize traffic data to customize promotions based on the footfall in different stores. For high-traffic locations, consider offering exclusive promotions to maximize sales, while for less frequented stores, craft targeted incentives to drive traffic.

4. Flexible Control with Ease:

The geo-targeting feature provides unprecedented flexibility while ensuring ease of control. Marketers can effortlessly customize and deploy promotions at the store level, setting control authority for staff to adjust offer, responding dynamically to real-time data without cumbersome manual processes.



Conclusion

Orchestrating Holiday Success with Strategic Coupons

As retailers navigate the last-minute holiday rush, strategic coupon management emerges as a powerful tool. Understanding the influence of urgency-driven promotions, streamlining processes for efficiency, choosing the right coupon strategy, elevating in-store experiences, embracing mobile-friendly instant coupons, adding fun through gamification, utilizing real-time analytics, and harnessing the power of social media and geo-targeting are crucial components for success.

Mezzofy is here to assist you. With our digital coupon management platform, marketers can enhance time efficiency and gain valuable insights to tailor promotions effectively. This festive season, let your coupons be the guiding star that leads customers to joy and boosts your sales. Partner with Mezzofy for a prepared and successful holiday period. Happy promoting!



Source:

1. NRF, January 2021
2. Credit Donkey
3. Bankrate, September 2023.
4. Foutunly, October 2023
5. Statista, 2023
6. Moosend Christmas marketing statistic 2023

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