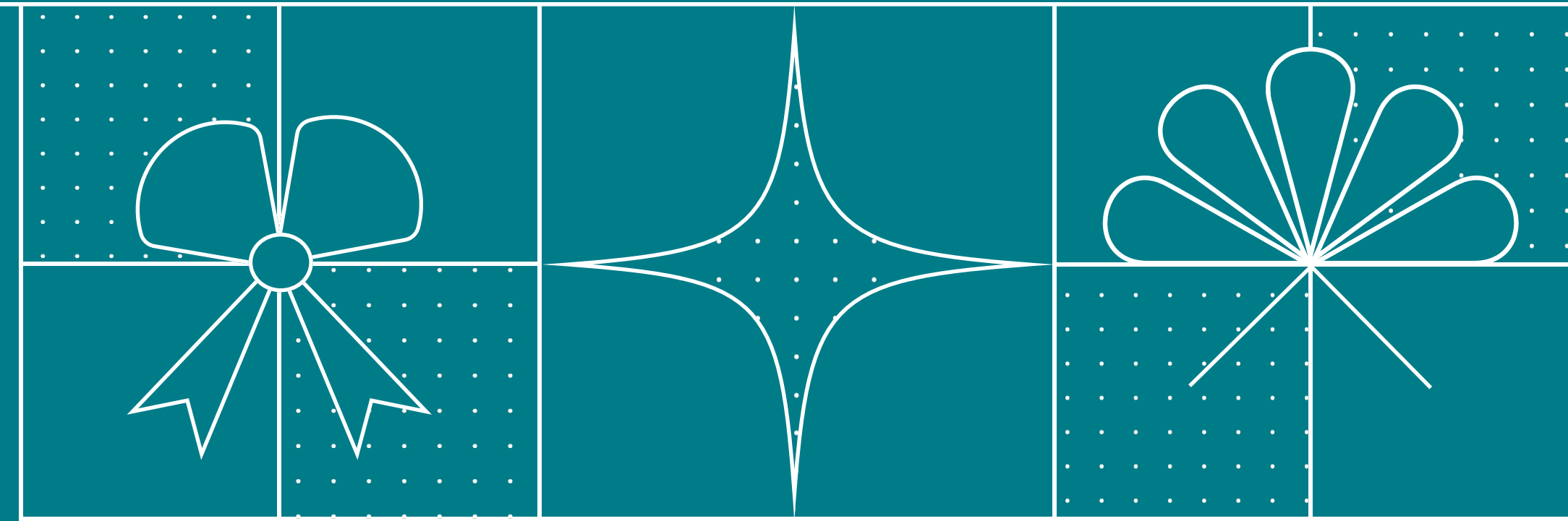


# This Holiday, It's Personal



This report is based on a commissioned survey conducted by

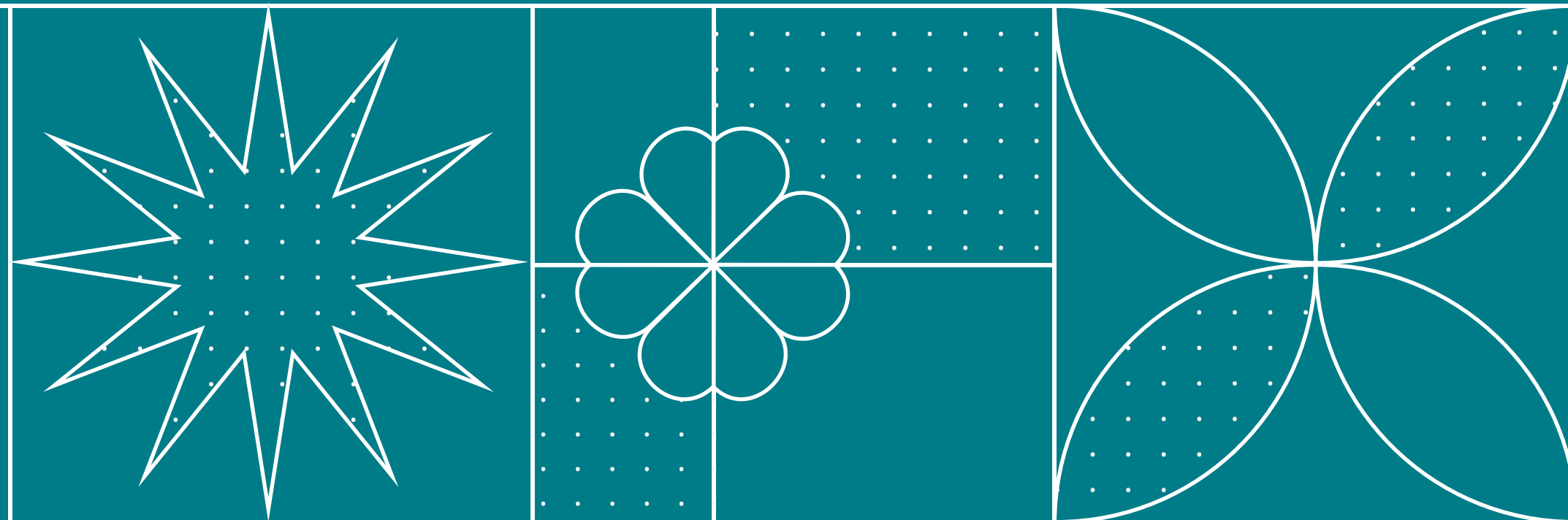


6 insights to save time and maximize revenue with a personalized approach

*A Mailchimp Report*  
*A Mailchimp Report*

Report No.

002



**INTUIT**  
**mailchimp**

Introduction (Pg. 03)

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For many marketers, the holiday season is not only the busiest time of the year, it's critical to their bottom line

According to a survey of e-commerce professionals and consumers conducted by Edelman DXI on behalf of Mailchimp in June of 2023, **two-thirds of marketers estimate that the holiday season drives between 21%-40% of their company's annual revenue.**<sup>1</sup> That means a lot of businesses are racing to achieve the same goals at the same time.

In 2022

**8B+** emails were sent by Mailchimp customers from Thanksgiving Day through Giving Tuesday<sup>3</sup>

**400K** brands marketed with Mailchimp on Black Friday alone<sup>3</sup>



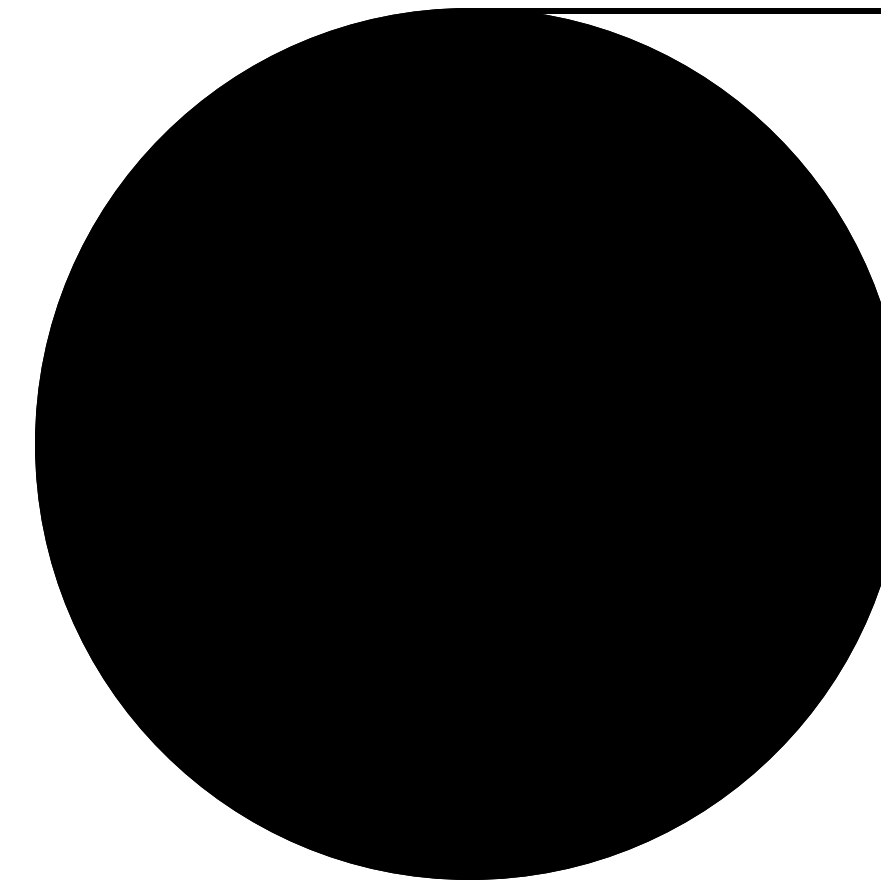


We know that marketers have a lot on their plates, and implementing new techniques or strategies isn't always easy—especially during the holiday season.

**Nearly 3 in 4 marketers feel overwhelmed by all the different [personalization] capabilities offered and the same percentage don't have the time to explore all of those capabilities.<sup>1</sup>**

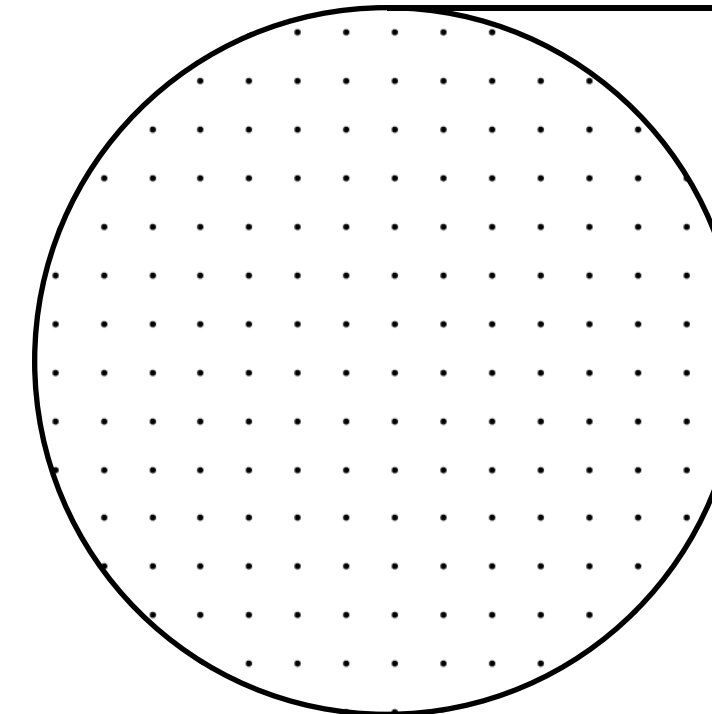
And with so many businesses vying for the attention of customers, it's common for marketers to send as many emails as possible to as many people as possible in hopes that saturating the market will lead to more sales. But more isn't always more.

Marketers can actually see better business results when they take a more focused, personalized approach and tailor their strategy to the needs and preferences of their customers.



87%

of customers are more likely to click into an email if it's personalized to them<sup>1</sup>



71%

of customers are more likely to purchase from a company that sends them a personalized email<sup>1</sup>

Our report reveals 6 key holiday marketing insights—informed by the perspectives of marketers and preferences of consumers toward holiday campaigns—and shares Mailchimp platform data that shows how those perspectives translated to campaign performance.

#### You'll also discover

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### → Data from Edelman DXI survey

Results from an online survey of 2,200 customers and e-commerce professionals in the US and UK conducted in June 2023

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### → Data from Mailchimp

Email marketing campaign activity from the 2022 holiday shopping season

---

### → Actionable advice

Advanced marketing recommendations to help you create a stand-out holiday campaign

---

### → Customer and partner case studies

Inspiring examples to help you apply these insights to your own marketing strategy

01

SMS & social media are valuable, but email (still) reigns supreme

Use email to drive your core message

02

Customers are willing to share their data if it means more personalization

Take advantage of the data you have, ask for the data you need

03

Even with customer data in hand, many marketers don't have time to utilize it effectively

Use segments and AI-powered tools<sup>2</sup> to deliver more relevant messages without all the work

04

Customers want you to share with them, *then* sell to them

Build trust in your brand to drive future sales

05

Email volume drops over Black Friday Cyber Monday (BCFM) weekend, but consumers don't stop engaging

Send targeted automations to keep customers engaged all weekend long

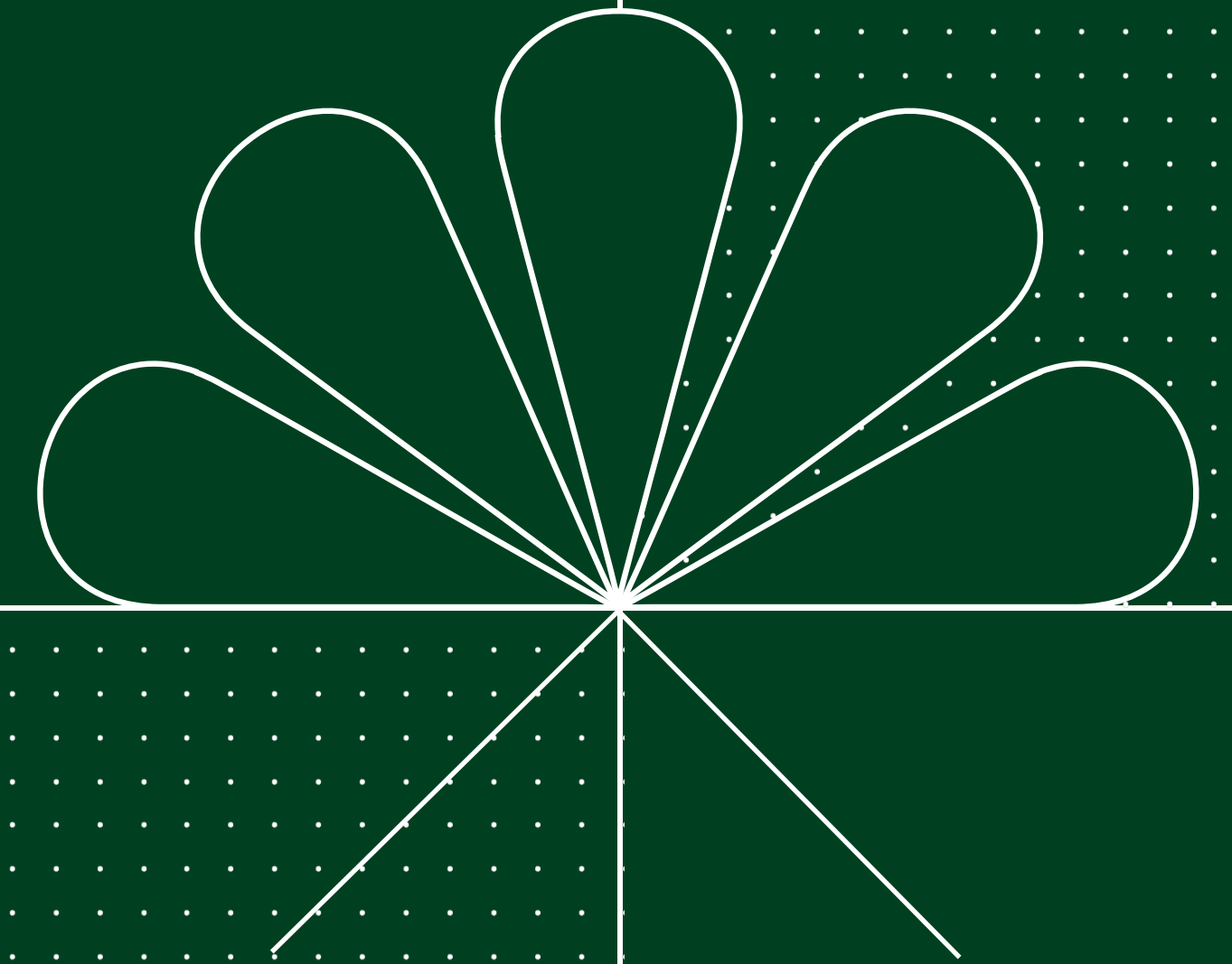
06

Personalized offers can help marketers stand out from the crowd

Offer tiered promotions to reward your best customers

01

SMS & social media  
are valuable, but email  
(still) reigns supreme



An omnichannel approach is a great way to maximize reach—channels like SMS and social media are powerful resources for accelerating growth and building stronger connections with your customers—but for many marketers, an effective holiday campaign centers around email.

9 out of 10

marketers say that email marketing is very-to-extremely important to their overall marketing strategy<sup>1</sup>

4 in 5

customers prefer email over any other form of communication<sup>1</sup>

95%

of marketers agree email marketing has an excellent ROI<sup>1</sup>





## CRAFT A WINNING CAMPAIGN

### Use email to drive your core message

As you develop your marketing strategy for this upcoming holiday season, think about the different ways you can use email to share your core message, promote an offer, tell a brand story, and connect with your customers while using your other channels to provide useful, complementary content.

For example, if you sell designer eyewear, you could:

- Send an email to let customers know about an upcoming sale or remind them about a pair of glasses **they left in their shopping cart**
- Follow up via SMS<sup>3</sup> to provide a discount code for that item and create a sense of urgency for the customer
- Share a social post with tips on how to keep your glasses clean and scratch free



# AR Marketing uses email as the linchpin of their clients' campaigns

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Industry	Marketing & Design
Location	Findlay, Ohio
Company Size	~40 full-time employees
Year Founded	2009

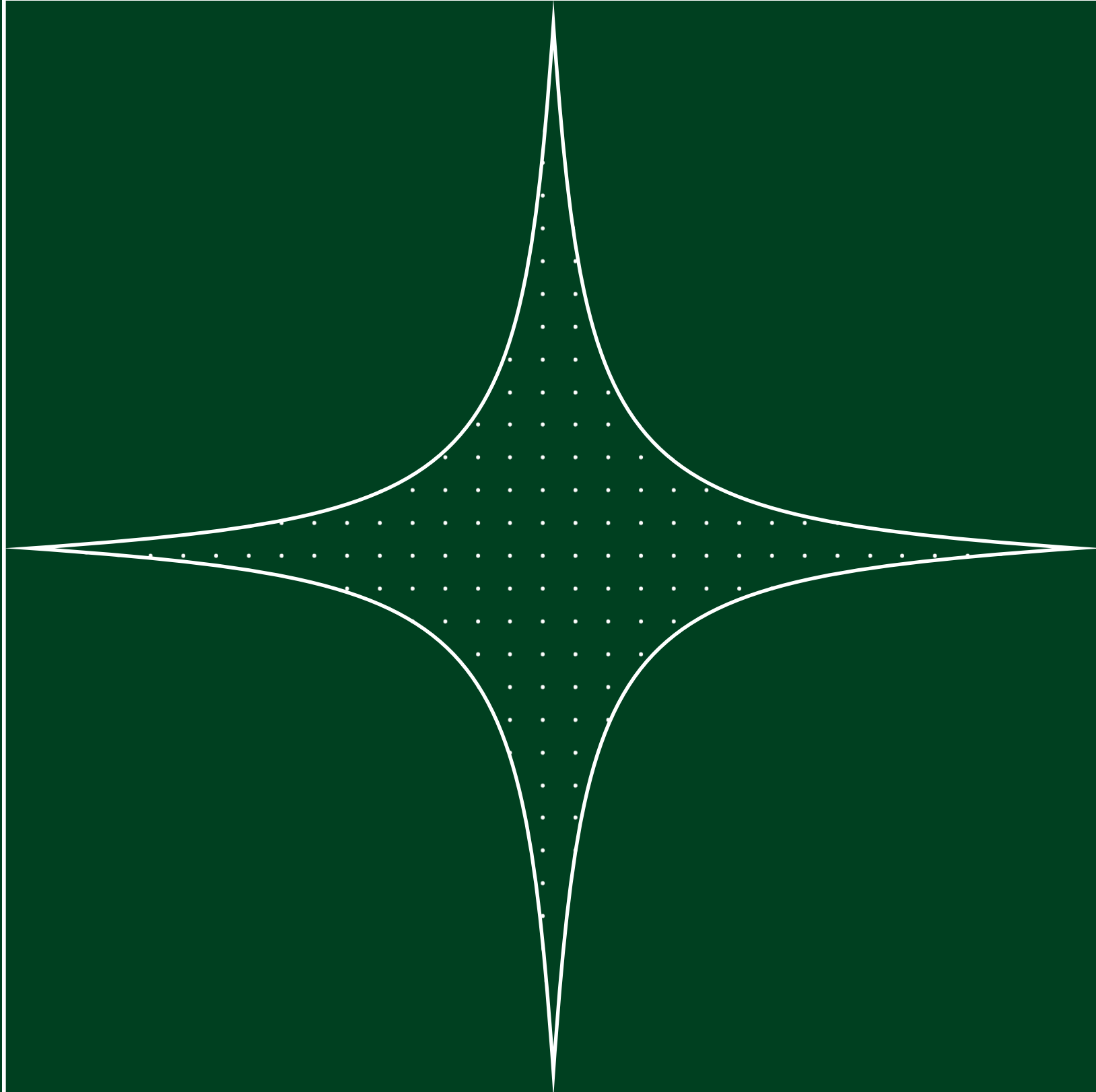
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**AR Marketing**, an Ohio-based agency and **Mailchimp partner**, works heavily with businesses in the grocery space, often creating campaigns that focus on feeding the family and on nostalgic, seasonal items that remind folks of home and days gone by. It's a theme that resonates with audiences all year long, but it can be particularly effective around the holidays.

Often, the campaigns they develop for clients take a multichannel approach with **personalized emails** at the center—the emails drive web traffic and sales, while **SMS** and **social media** marketing support the core message by boosting awareness and engagement.

**“SMS allows us to segment based on buying habits and locations and quickly deliver to engaged customers. Social media helps our grocery retail clients tell a story and set the mood for holiday tastes by sharing recipes and meal prep tips. But email often leads the charge, because it links back to websites and e-commerce opportunities for our retail partners.”**

— Eric Anderson, Co-Founder and principal, AR Marketing



02

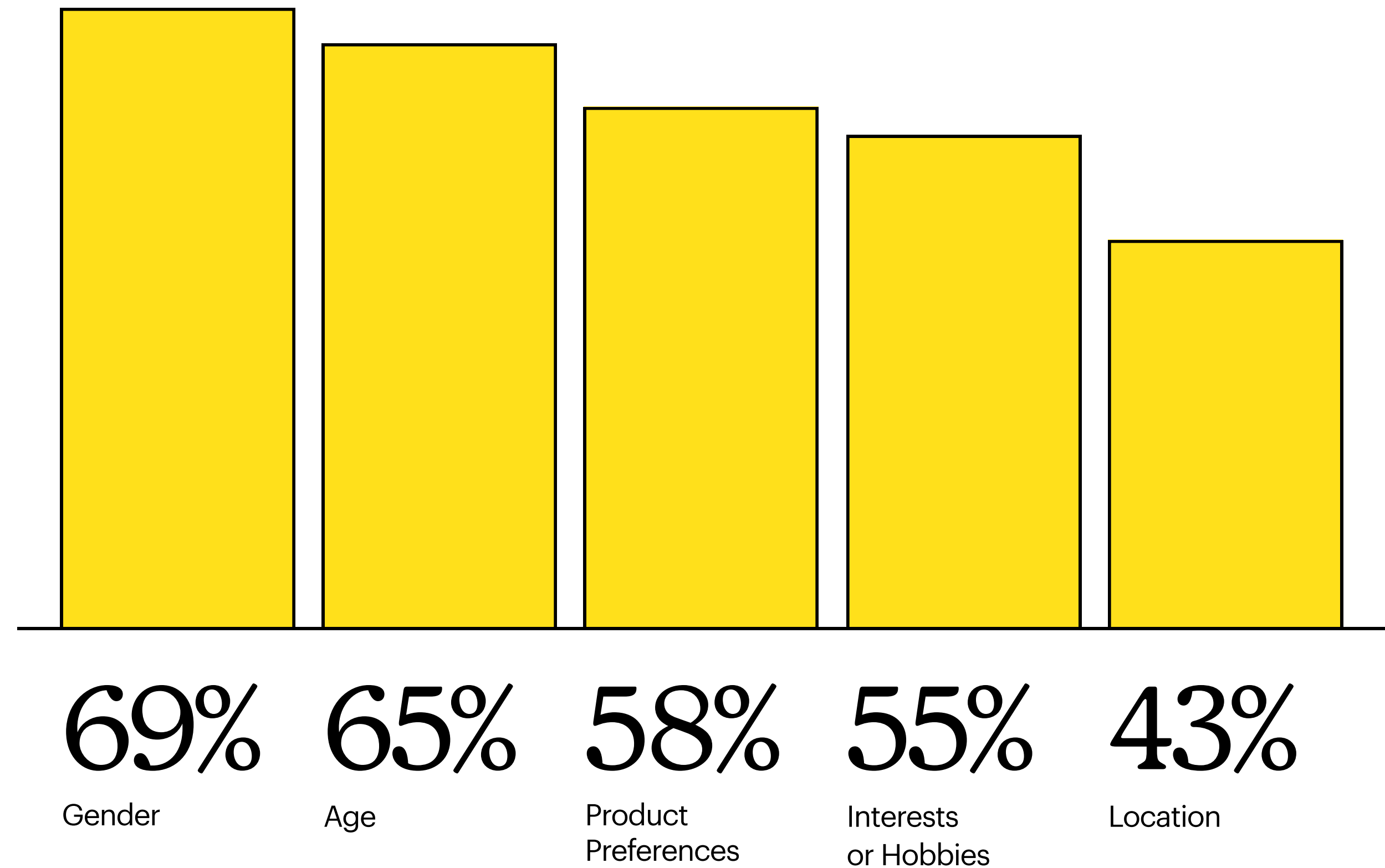
Customers are willing to share their data if it means more personalization

**Nearly 3 in 4 customers are comfortable with companies using their personal data if they are transparent with how they are using it.<sup>1</sup>**

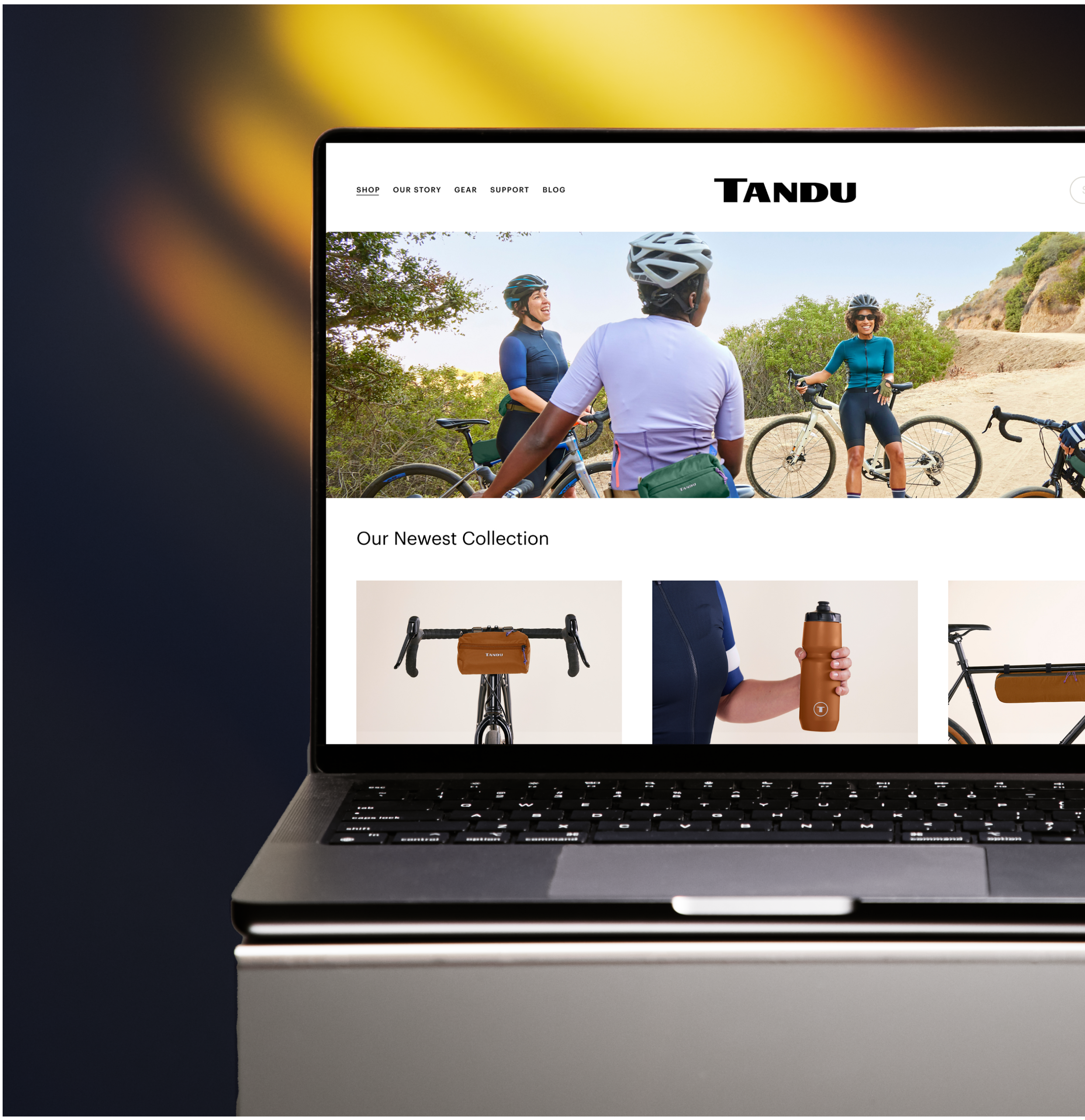
Personalization can increase relevance, humanize your brand, and create a better experience for your entire audience. In fact, **73% of customers feel more valued when they receive personalized emails.<sup>1</sup>**

And while marketers are often wary about asking folks to provide the data required to add personalized content, those concerns can be alleviated with consent and transparency.

5 data points customers are willing to share for personalized content<sup>1</sup>







## CRAFT A WINNING CAMPAIGN

### Take advantage of the data you have, ask for the data you need

Marketers generate a lot of actionable data that can be used for personalization. When people opt into your email list, you can monitor their engagement data every time you send them a message. When those people **visit your online store**, you can track their activity and find out who browses a product page, makes a purchase, or leaves something behind in their shopping cart.

But if you need additional details, consider including extra fields to your **email signup form**.

- Ask customers about their interests, location, or demographics
- Invite folks to update their profile in your database to receive more relevant content
- Send a **survey** to learn more about their preferences, how satisfied they are with your business, or how you could improve your offerings



# Club Soda uses an onboarding survey to better understand the needs of their customers

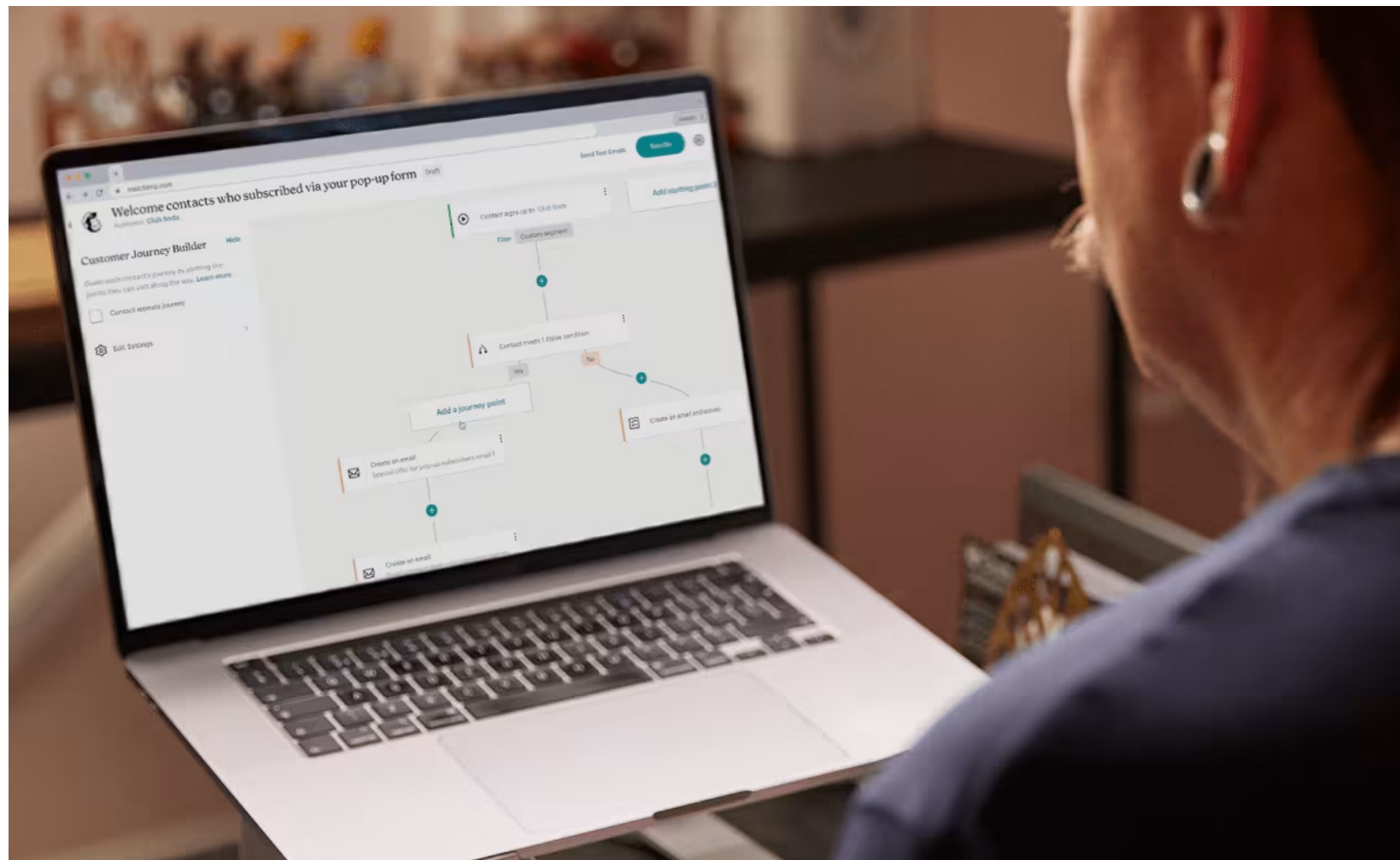
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Industry	Commerce, Retail
Location	London, England, UK
Company Size	~8 full-time employees
Year Founded	2014

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Mailchimp customer **Club Soda** is a UK-based movement that helps people drink more mindfully by promoting the availability of low- and no-alcohol drinks, and offering courses and workshops that support people cutting down on, taking breaks from, or quitting alcohol.

When someone signs up for a course, they're asked to fill out an onboarding survey **powered by an integration on the company's website**. Club Soda uses that data to inform their **Customer Journeys** and communicate with folks in a more meaningful way.

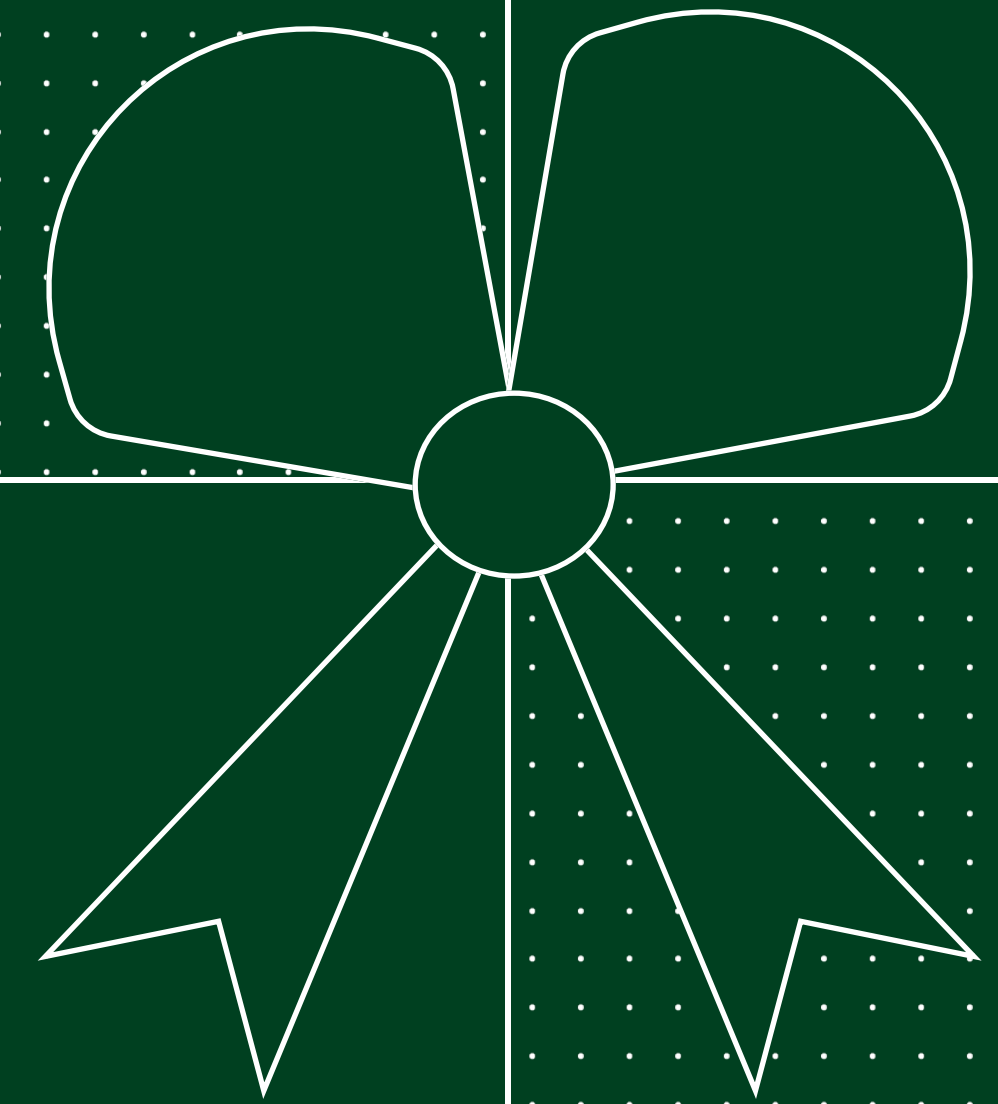


The data actually means that we can be really customized for people in the way that those journeys work, and make sure that people end up in a solution that really works for them and meets their needs. We wouldn't be able to do that without the data from our integrations flowing into Mailchimp [that drives] those journeys in different directions. It's absolutely invaluable.

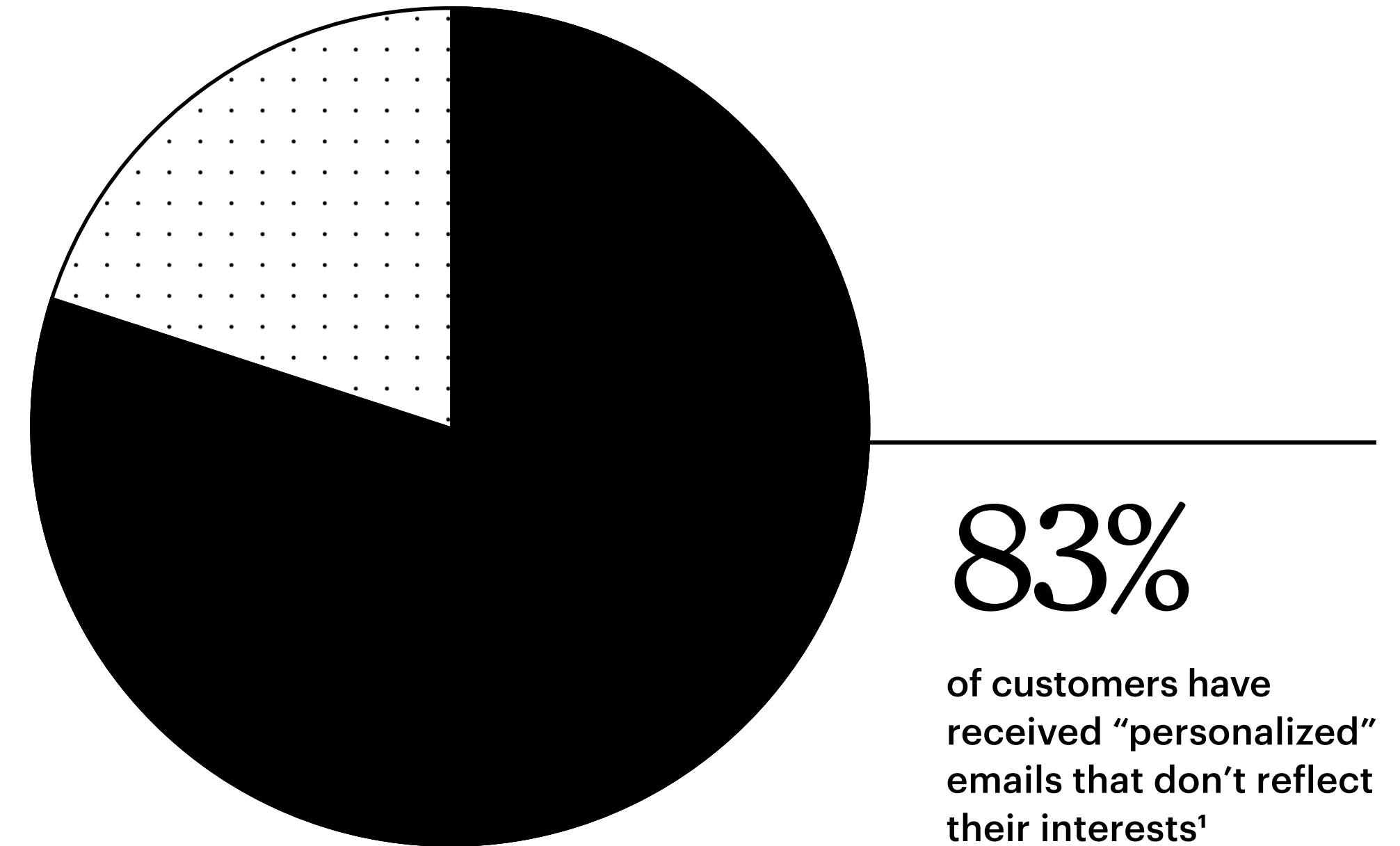
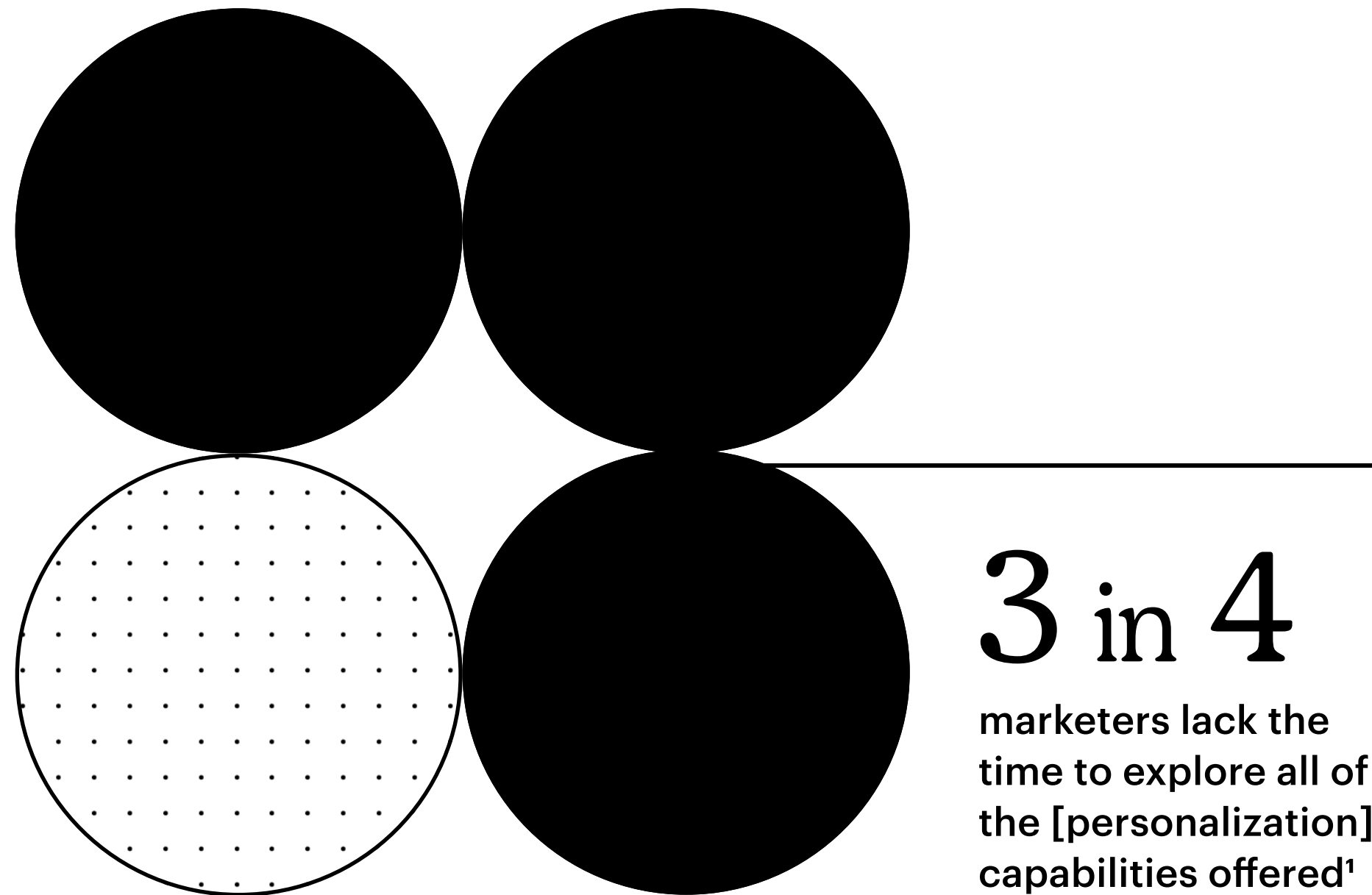
Dru  
Jaeger

Co-Founder  
Club Soda

Even with customer data in hand, many marketers don't have time to utilize it effectively



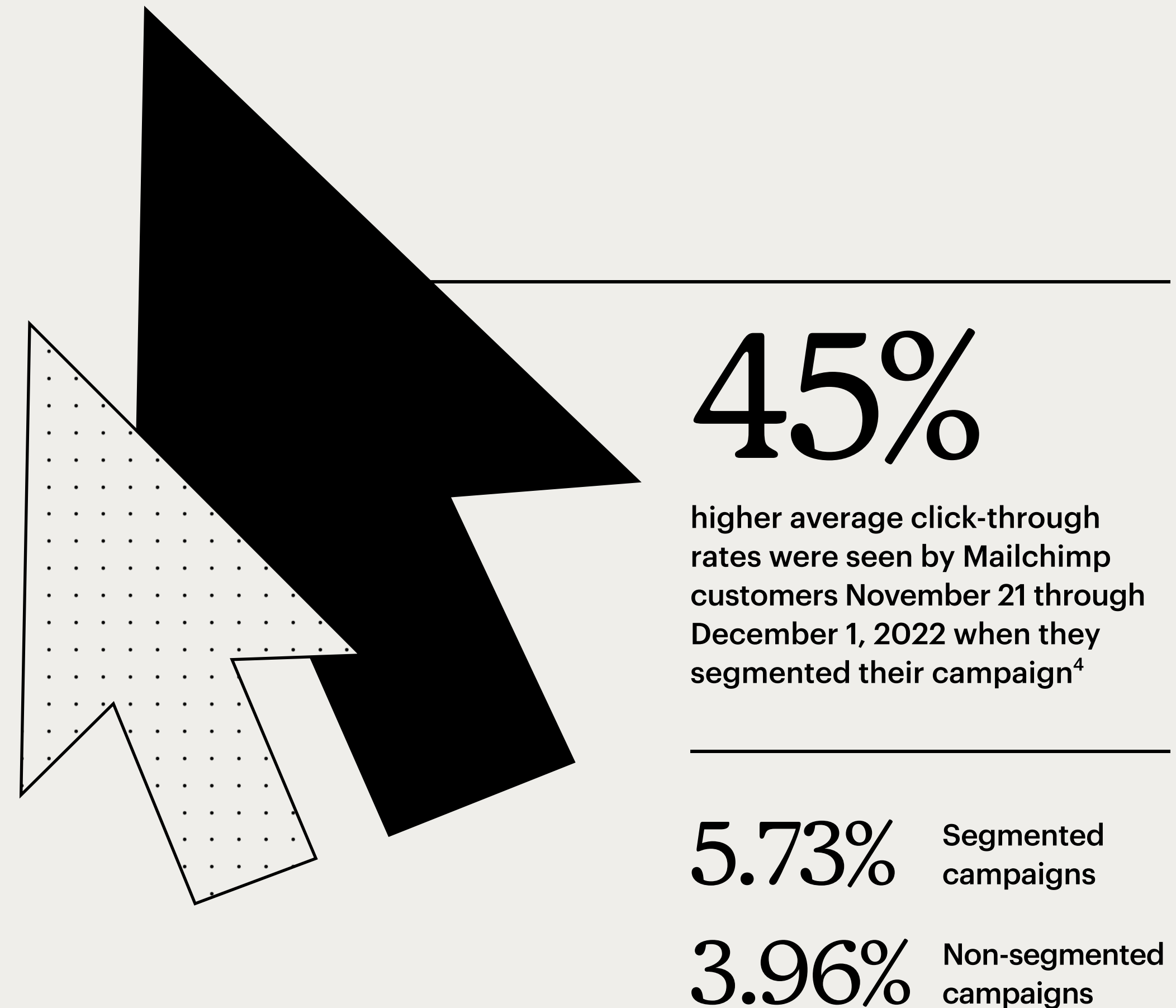
# More than 1 in 2 marketers say leveraging customer data is a challenge<sup>1</sup>



One of the most effective ways to utilize customer data is to break your audience into segments and send emails uniquely tailored to those groups.

You can create segments manually or take advantage of time-saving tools like pre-built or predictive segments that harness the power of machine learning to automatically generate segments based on campaign activity, purchase history, demographics, and more.

Marketers who segmented their email audiences saw on average higher click through rates than marketers who didn't.





**CRAFT A WINNING CAMPAIGN**

Use segments and AI-powered tools to deliver more relevant messages without all the work

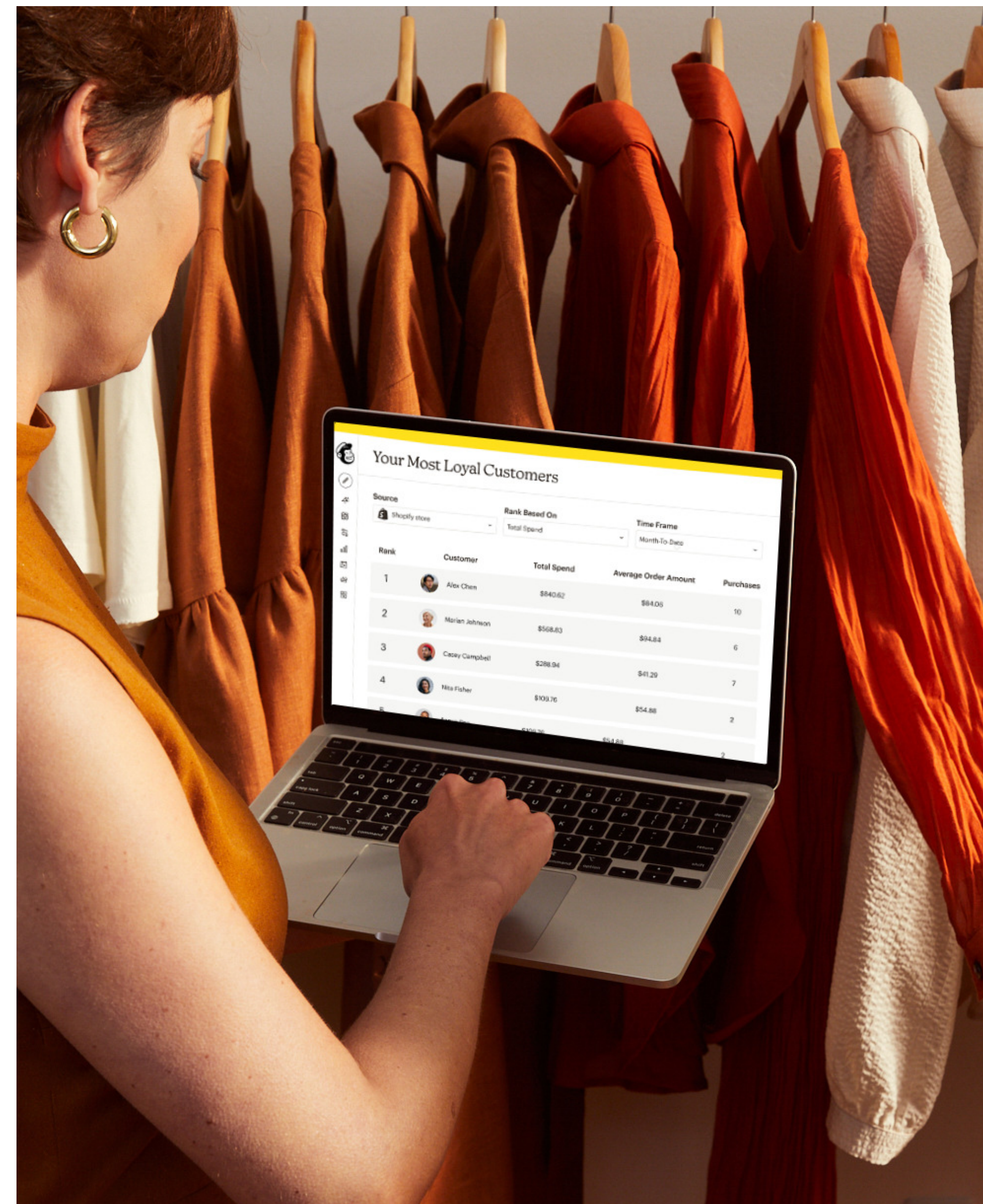
You can learn a lot about your customers by reviewing the performance of your previous marketing efforts.

- Target last year's biggest holiday spenders with a thank you note or **personalized product recommendations**
- Celebrate first-time buyers with a welcome email or overview of your best-selling products

If you're a Mailchimp user, after selecting a segment, you can save time by using **generative AI-powered tools**<sup>2</sup> to:

- Suggest subject lines and headlines
- Draft body copy that matches your industry, tone, and intent
- Create custom designs based on your brand's colors, logos, and fonts

All you'll need to do is review them, add in a few personal flourishes to make them your own, and then send them to your customers.







# Customer data helps Atlanta History Center deliver content that resonates

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Industry	Museums, Historical Sites
Location	Atlanta, Georgia
Company Size	~50-100 full-time employees
Year Founded	1926

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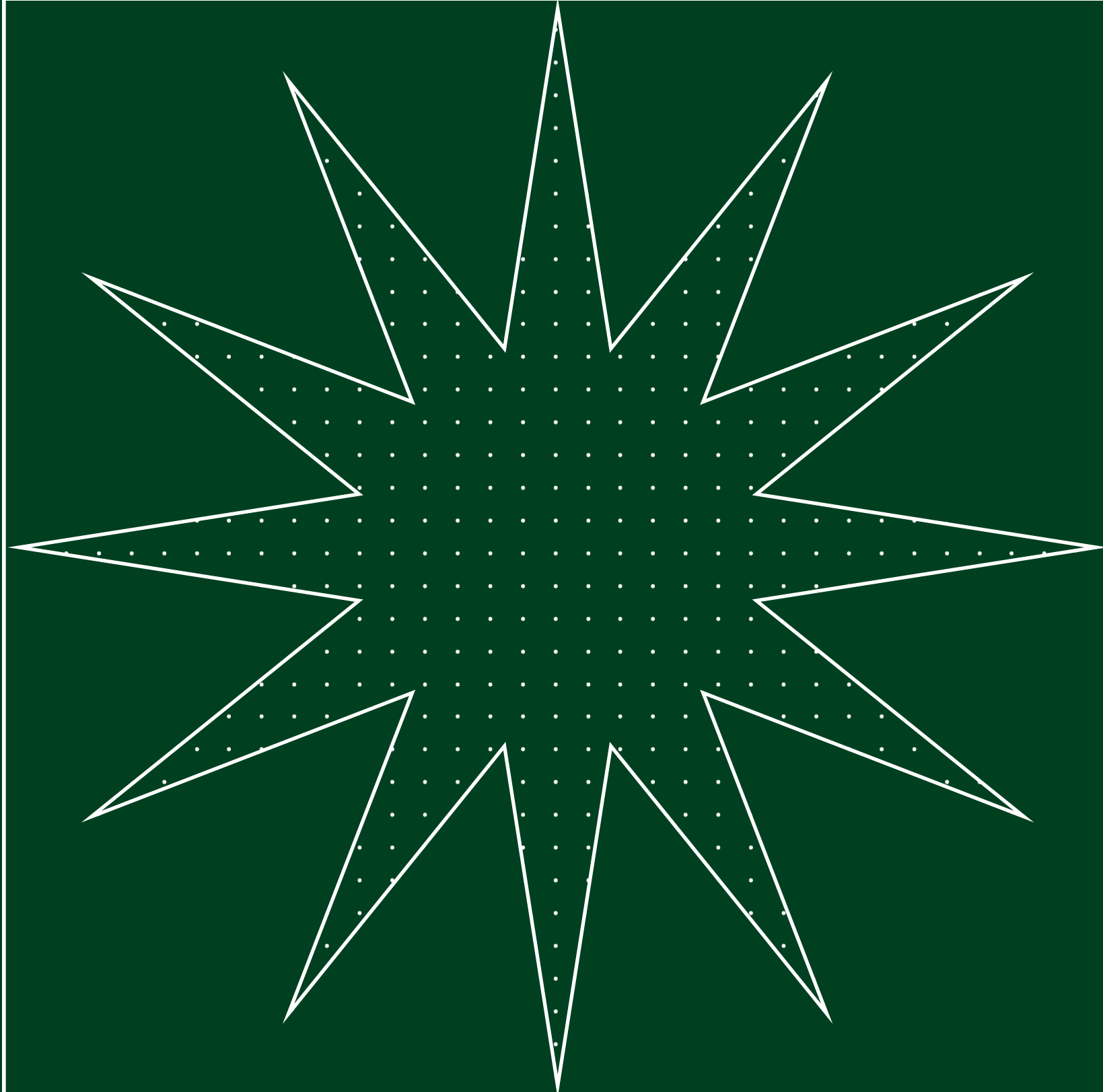
The Atlanta History Center is a Mailchimp customer and home to award-winning exhibitions highlighting some of Atlanta’s most important moments, people, and artifacts. For a large part of the year, they send campaigns targeting broad collections of people, like the tourism crowd or national media outlets. Around the holidays, their strategy becomes hyperlocal; primarily focusing on current members, prospective members, and the local community. But through it all, they’re always monitoring their data to learn what resonates most with each audience.



We look at social data—like demographics of our followers on each platform and engagement metrics—and [track] which content garners the greatest number of click-throughs across our campaigns. For each segmented audience, we are slowly learning what type of content they want to see from us—and what they are most likely to engage with online.

Ryan  
Nix Glenn

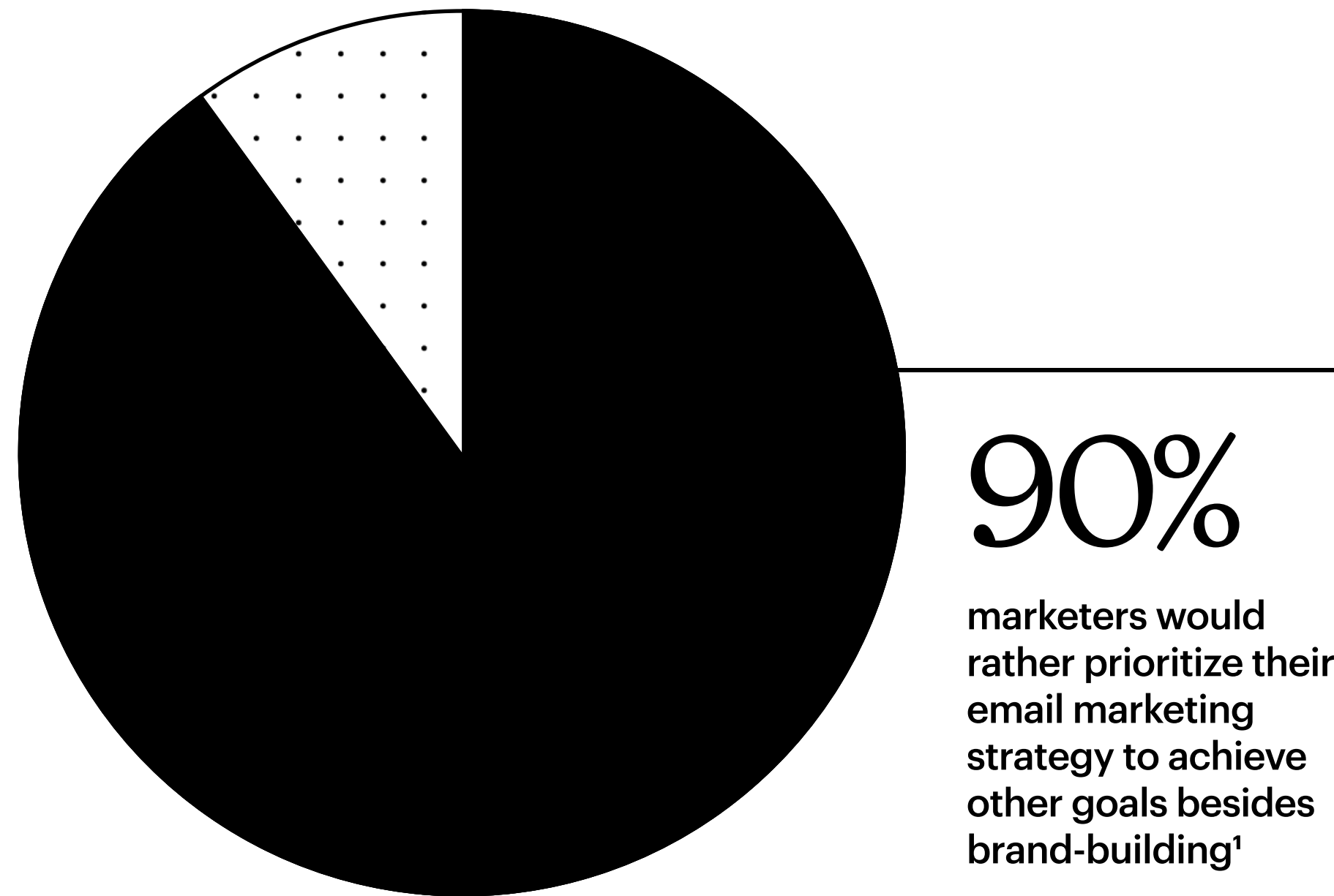
Vice President of Marketing & Brand Experience  
Atlanta History Center



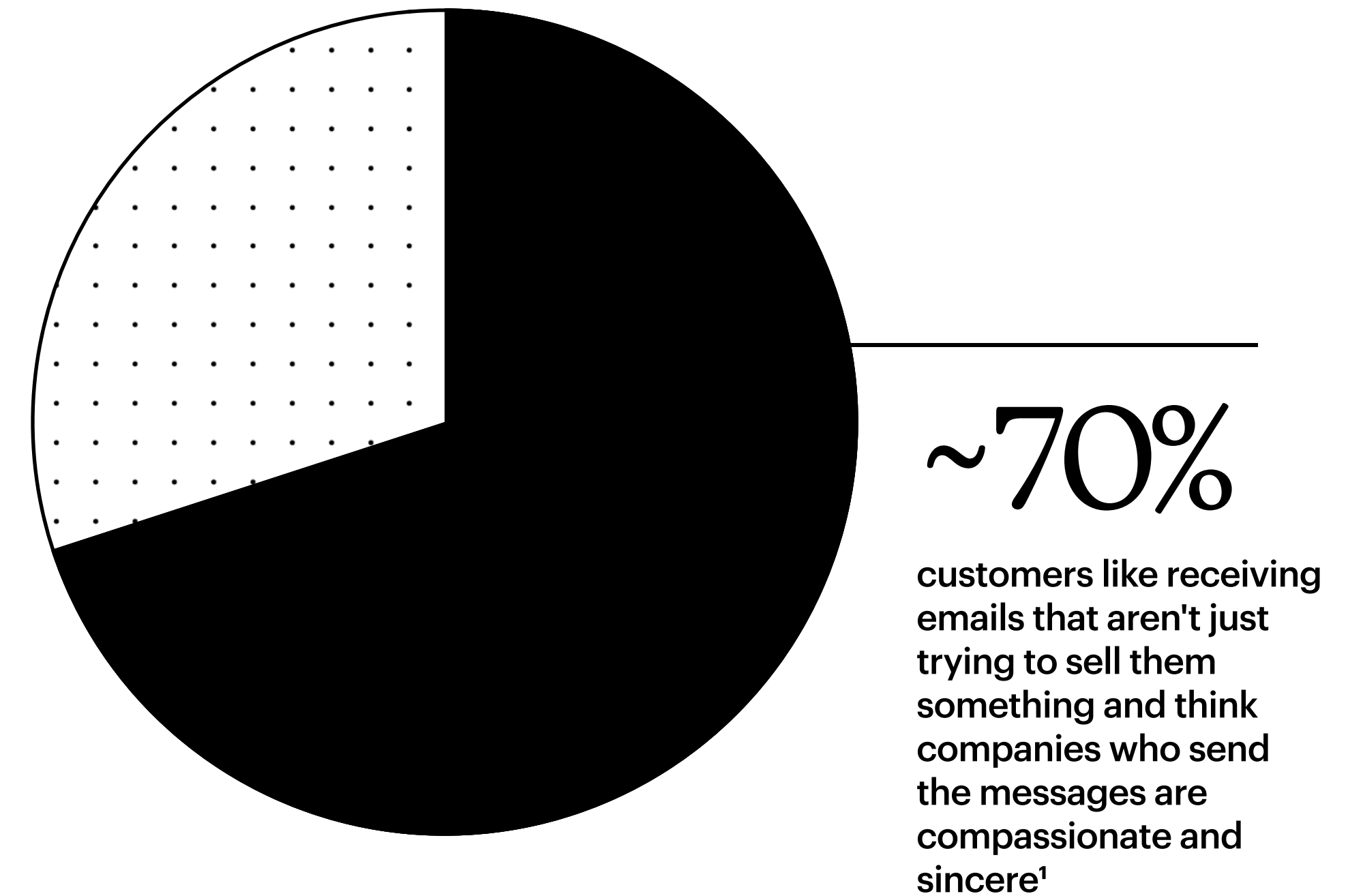
04

Customers want you to share with them, *then* sell to them

Most marketers already recognize the power of brand building, but they don't often make it a priority



However, when marketers **do** make time for brand-building strategies, customers tend to be very receptive







## CRAFT A WINNING CAMPAIGN

### Build trust in your brand to drive future sales

Your marketing can help humanize your business and make customers feel valued. Customer service and the quality of your products or services play a role in gaining that trust. Consider expanding your marketing efforts to include emails that aren't intended to drive sales, like:

- A glimpse behind the scenes
- Tutorials, customer spotlights, or other educational content
- Business updates or previews of new products

If you're a Mailchimp user, you could even perform **A/B or multivariate tests** to find out which topics and content types resonate most with your audience, using open and click rates to help you determine what works best.



# Neuralab helps clients boost engagement (and sales) by building an emotional connection with audiences

---

Industry	E-commerce
Location	New York, NY
Company Size	~15 full-time employees
Year Founded	2007

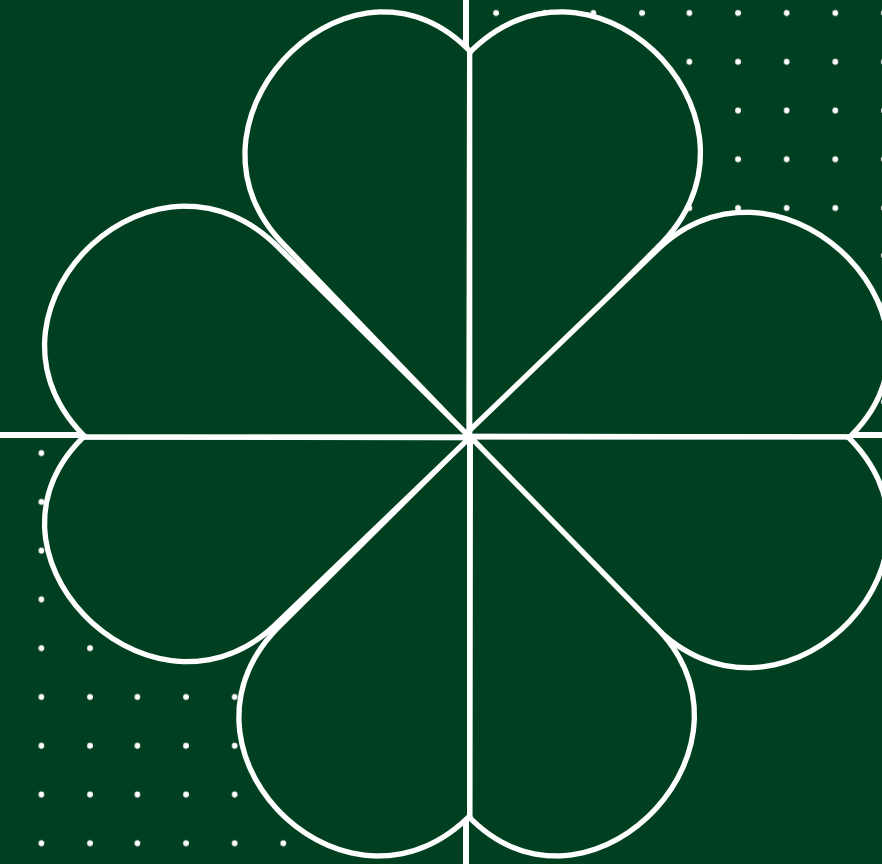
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Neuralab, a Mailchimp partner with offices in New York City and Zagreb, Croatia, is an agency that helps businesses—particularly in the e-commerce sector—develop marketing strategies and achieve their goals. They’re big advocates of brand-building campaigns, which they build using tools like segmentation and automation, then optimize with A/B testing to find out what connects with audiences most effectively.

“We have advised customers to focus on nurturing their audience by delivering value-added content, personalized offers, and storytelling elements that resonate with their brand ethos. This approach helps to build a strong emotional connection with the audience, making them more receptive to holiday sales campaigns when they roll around. Clients who implemented these brand-building tactics saw an average increase of roughly 15% in customer engagement rates and a 10-15% uptick in holiday sales compared to those who didn't focus on brand building throughout the year.”

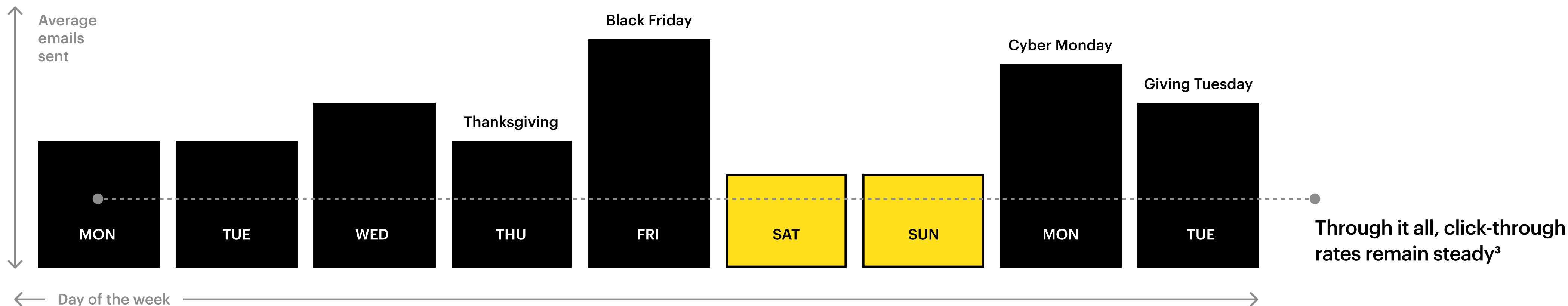
— Bruno Zagorščak, Neuralab

Email volume drops over  
Black Friday weekend,  
but consumers don't  
stop engaging





Black Friday and Cyber Monday (BFCM) get a lot of attention from marketers, **but the weekend between those days tends to be less active than you might expect. Marketers send around half the email volume over the weekend than they do the rest of the week—**and it's not due to lack of consumer interest.



**1.3B** on average are sent by marketers from the Monday before Thanksgiving in the US through Giving Tuesday the following week

Over the weekend, that number drops to an average of **744M** emails per day<sup>3</sup>



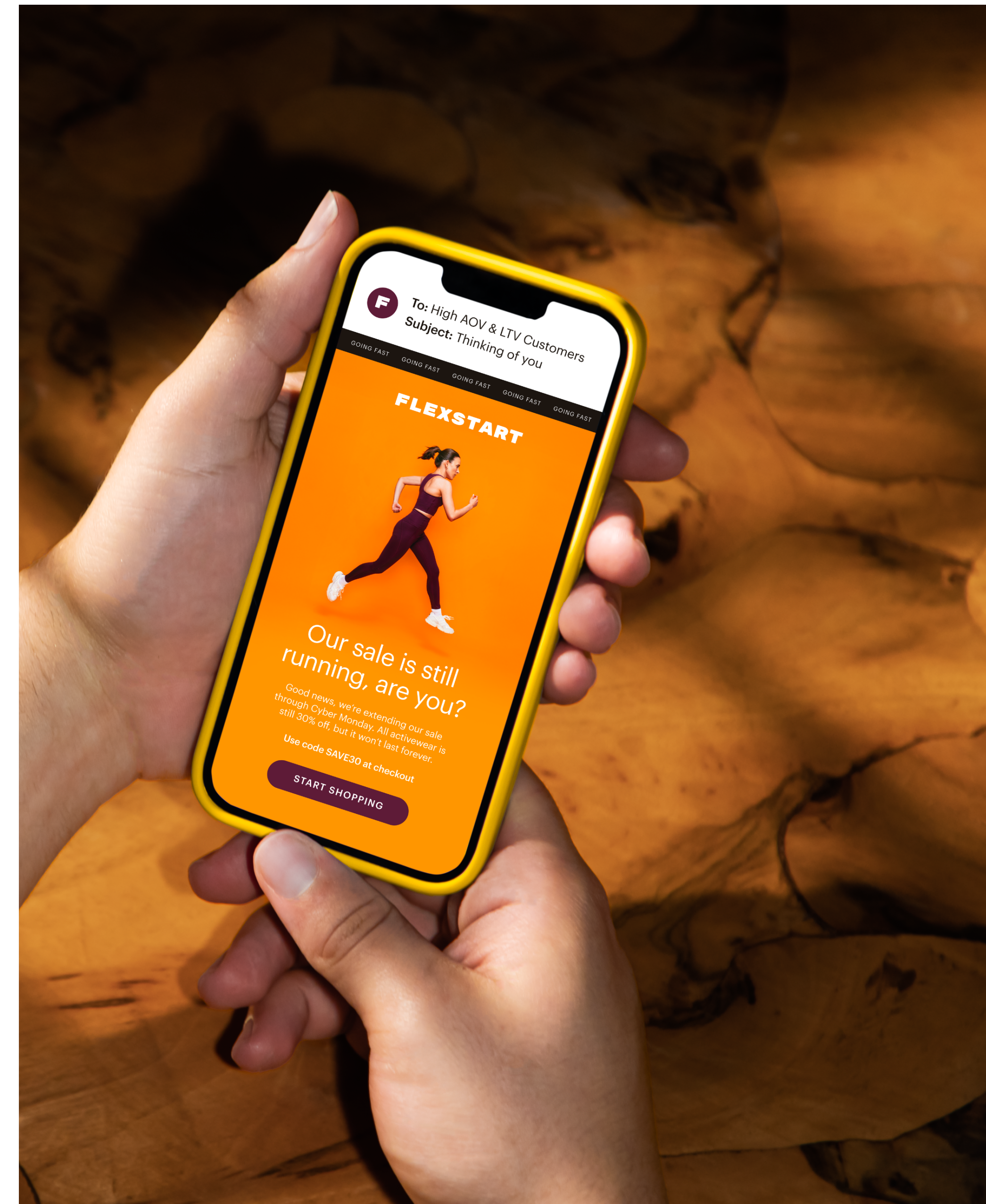
**CRAFT A WINNING CAMPAIGN**

## Send targeted automations to keep customers engaged all weekend long

Customers are likely just as interested in emails over BFCM weekend as they are during the days leading up to it, so use it to your advantage.

- Ahead of the weekend, set expectations for your customers to build anticipation.
- Schedule an automated email for Saturday or Sunday when there may be less competition in customers' inboxes.
- Highlight any remaining Black Friday specials, promote weekend-only discounts, or announce your Cyber Monday deals.

If you're a Mailchimp user, you could even set up **Customer Journeys** to help you stay connected with the folks who engage with your email or buy something from your shop all weekend long. The campaigns run themselves, and you're able to generate sales without actually working over the weekend—it's a win/win.





# Flic Email connects with customers early to build anticipation for BFCM weekend

---

Industry	Email Marketing
Location	Buckinghamshire, UK
Company Size	Owner Operated
Year Founded	2020

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Vicky Smith of Flic Email is a UK-based Mailchimp pro partner and an email marketing expert. She helps clients use email to build customer relationships and drive sales throughout the year, and she knows a thing or two about running successful holiday campaigns, too.

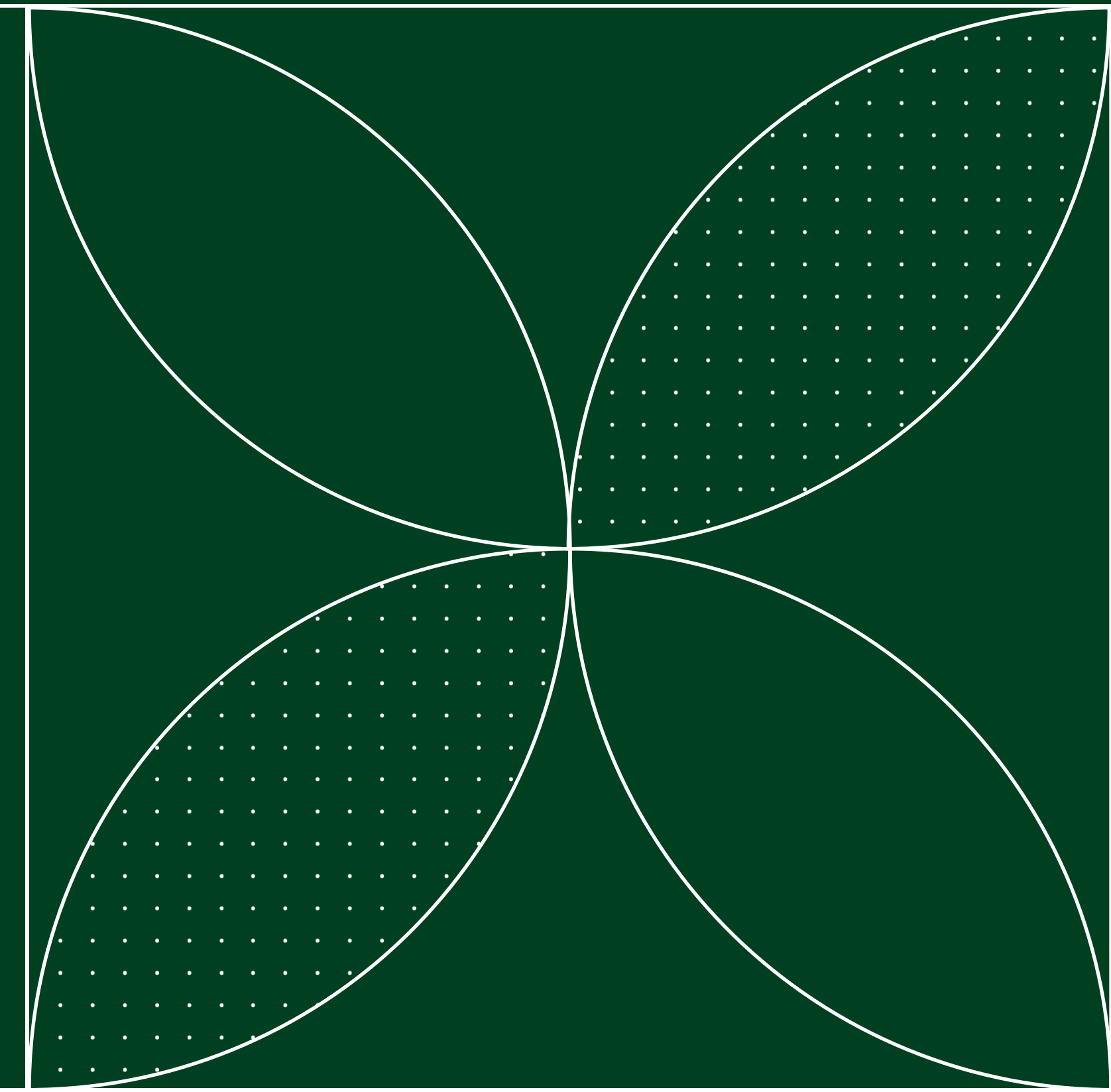
Vicky helps clients plan for BFCM by setting up Customer Journeys to implement post-purchase automations that can enhance customer loyalty. She also stresses the importance of connecting with your customers ahead of the season—and ahead of BFCM weekend in particular—to prepare them for receiving more emails from you and pique their interest about what’s to come.

**“If your audience has only heard from you sporadically (or not at all) throughout the year, you need to start consistently sending emails in the [weeks] leading up to BFCM weekend. It’s also important to communicate the expectation of increased email frequency over BFCM weekend; this will remind customers to check their inboxes and help build anticipation for exclusive offers.”**

— Vicky Smith, Founder, Flic Email



# Personalized offers can help marketers stand out from the crowd

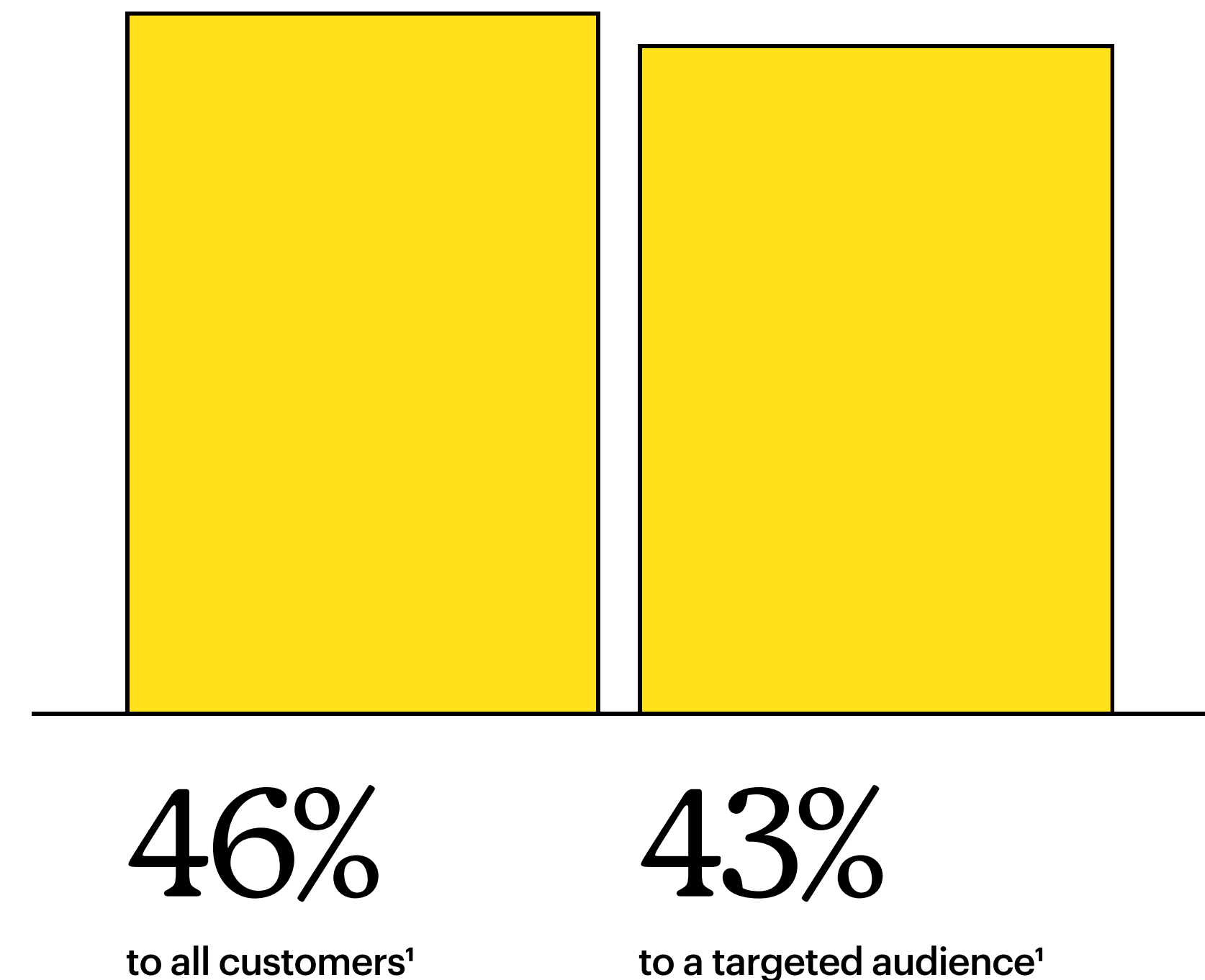


Offering promotions—like discounted products, coupon codes, BOGO deals, or free shipping, for example—can be an effective method of boosting sales and driving repeat customers.

And most marketers tend to agree—**81% of marketers say it is very or extremely important to be able to target customers with discount codes as part of personalized campaigns.**<sup>1</sup>

The pattern carries over to the competitive holiday season as well, with **89% of marketers planning to offer a promotion or discount.**<sup>1</sup> And that's not surprising, given that **62% of customers say holiday promos and discounts are very or extremely important.**<sup>1</sup>

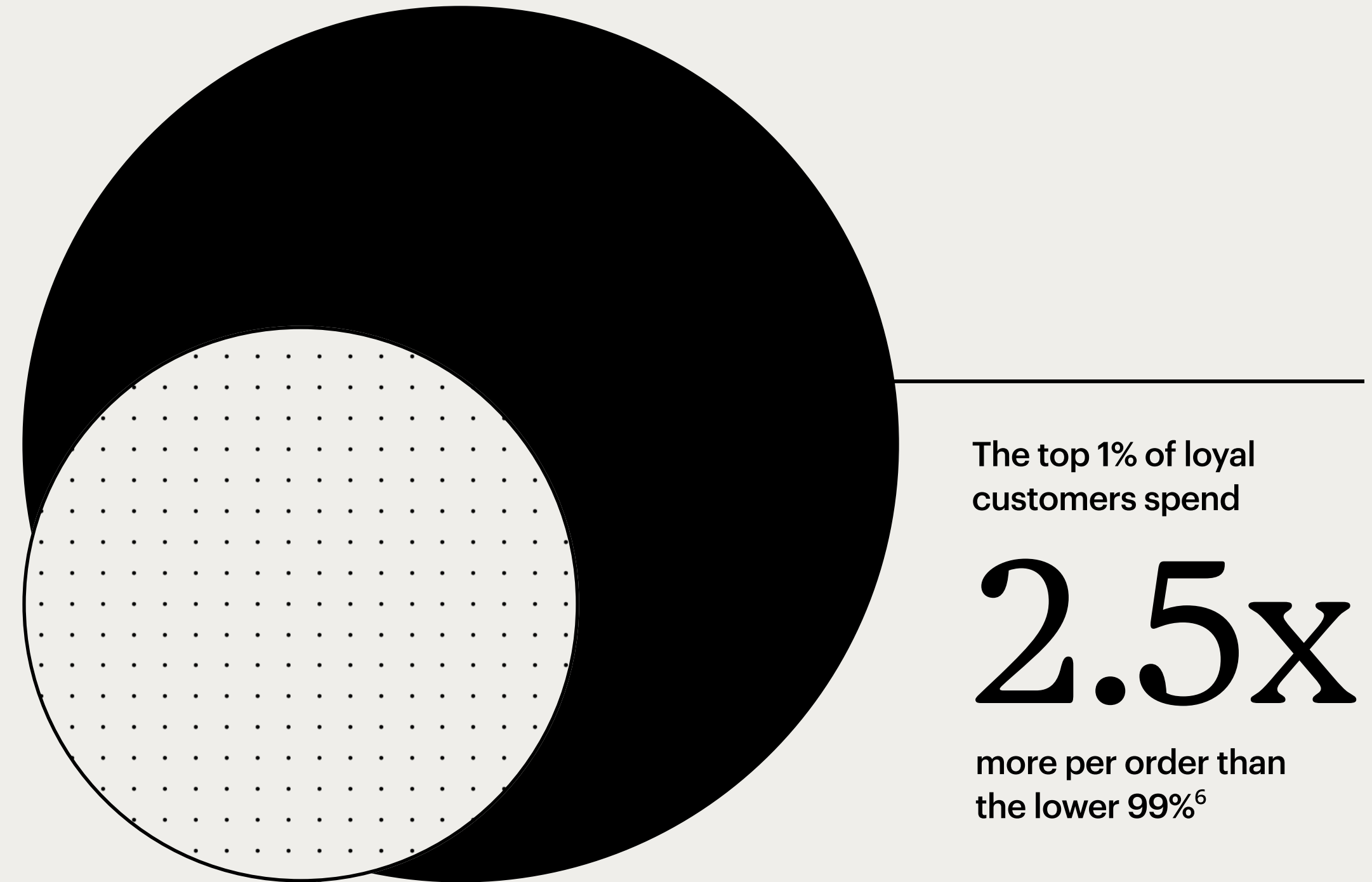
Marketers are split on which customers are going to receive holiday promotions



It's true that promotions—offered to any audience—that lead to a purchase can help boost loyalty and increase the chance of someone becoming a repeat customer.

**Smile.io**, an Ontario, Canada-based app that helps businesses establish rewards programs and incentivize customers, has found that **after one purchase, a customer has a 27% chance of returning to your store. After their second and third purchase, there's a 49% and 62% chance, respectively, that they'll make another purchase.**<sup>5</sup>

But over the years, Smile.io has found that the holiday season has become a popular time for brands to focus on their most loyal customers by offering them exclusive rewards, early access to new products, or more generous discounts. This tiered approach gives marketers a way to show extra appreciation to the folks who have been supporting them all year long. This strategy can also help marketers ensure that they're offering their best perks to their biggest spenders.





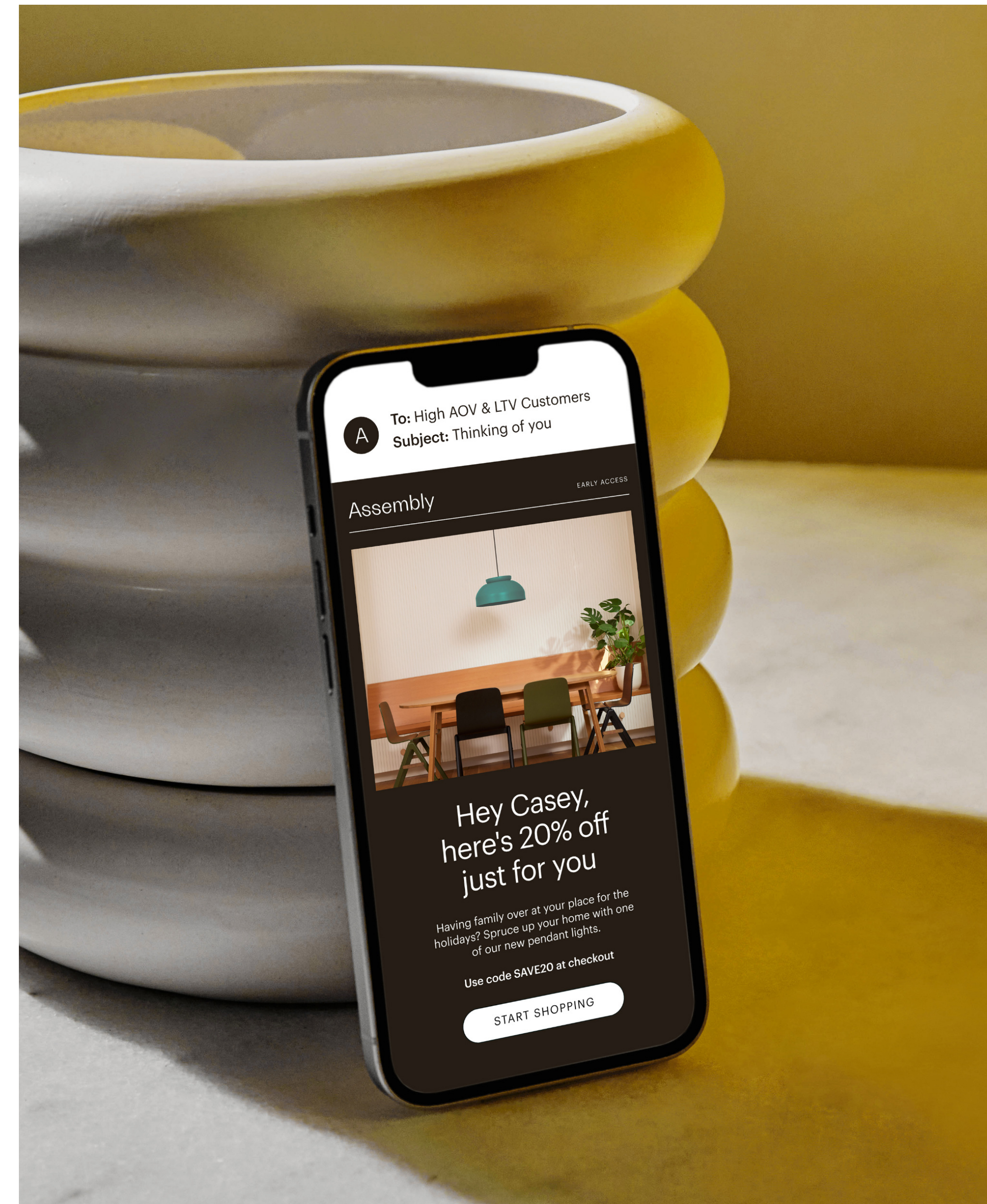
## CRAFT A WINNING CAMPAIGN

### Offer tiered promotions to reward your best customers

Promotions and incentives can encourage customers to take action and choose you over the competition, but that doesn't mean you have to offer deep discounts on everything to your whole audience for an extended period of time. Instead of a one-size-fits-all approach, consider:

- Exclusive promotions for your **most valuable customers**
- Limited promotional periods to create a sense of urgency
- Discounts that require customers to spend a certain amount (i.e. 25% off \$200 purchase)
- Strategically choosing the products you mark down to protect your margins; if an item will sell out right away at full price, you may not need to put it on sale

Over time, you'll learn which type of offers resonate most with your target audience and generate the most sales for your business.





# Penguin E-Commerce turns personalized promotions into marketing success

---

Industry	E-commerce
Location	Wheaton, Illinois
Company Size	Owner Operated
Year Founded	2016

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Penguin E-Commerce is an Illinois-based agency, and Mailchimp partner that helps businesses set up virtual storefronts and connect them to Mailchimp so they can start selling online. By utilizing tools informed by customer data—like automations, Customer Journeys, tags, and segments—they’re able to create personalized experiences and launch targeted promotions that always reach the right people for the most significant impact.

“Using [customer] data is the only way to develop your promotional strategy. Without the data, you’re just blindly sending emails or SMS messages. I almost exclusively try to get clients to work in segments because I find them to be so much more valuable than blasting the whole list with more generic offers. Offering things to the VIPs or the customers who haven’t been around in a while is more valuable and easier to do, because you can control the discount based on the customer tier. With the clients that have taken these approaches, there has been an increase in clicks, interactions, and sales.”

— Kate Stough, Founder, Penguin E-Commerce



## IN CONCLUSION

Personalize  
your holiday  
marketing,  
maximize your  
holiday revenue

- ➔ Use email to drive your core message
- ➔ Take advantage of the data you have, ask for the data you need
- ➔ Use segments and AI-powered tools to deliver more relevant messages without all the work
- ➔ Build trust in your brand to drive future sales
- ➔ Send automations to keep customers engaged over the weekend
- ➔ Offer tiered promotions to reward your best customers

# Disclosures

*(Because marketers  
love details)*

- 1 For all Edelman Statistics/Figures: Edelman DXI conducted a panel-sample online survey on behalf of Mailchimp June 12–28, 2023. The survey consisted of 1,000 US Respondents and 500 e-commerce professionals and 500 UK Respondents and 200 e-commerce professionals. The margin of error is +/- 4.9 percent for the national sample and about +/- 6.9 percent for e-commerce professionals, reported at a 95 percent confidence level.
- 2 New AI tool (beta) has very limited availability to certain US, United Kingdom, Canada, and Australia Standard and Premium plan users with e-commerce connected stores in English only. Feature may be more broadly available soon and represents no obligation and should not be relied upon in making a purchasing decision. Agreement to terms required. Terms, conditions, special features and service options are subject to change without notice.
- 3 Based on average emails sent by Mailchimp users from 11/21/22 to 12/1/22. Engagement measured by click-throughs.
- 4 Based on emails sent by Mailchimp users with segments versus non-segmented emails from 11/21/22 through 12/1/22. Audience Segmentation features and functionality vary by plan, paid and free, and are subject to change without notice. See pricing page for details.
- 5 Based on all shoppers who used Smile.io while making a purchase, or a repeat purchase, from any store running Smile.io between November 1–December 31st, 2022.
- 6 Based on April 2023 analysis of Smile.io's all-time historical data from a sample of over 1.1 billion shoppers and 250K e-commerce brands.

Visit the [Mailchimp Experts Directory](#) for more information on Mailchimp Partners.

Mailchimp SMS Marketing is available as an add-on to US paid plans only and SMS credits are added to your account after purchase. Application and agreement to terms is required before purchasing credits. Credits are issued monthly and unused credits expire and do not roll over. Pricing varies. [See terms for details.](#)

Features and functionality vary by plan, paid and free, and are subject to change without notice. Visit [Mailchimp's pricing page](#) for details.



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