



# EXCLUSIVE HOLIDAY

# PLANNING GUIDE

# 2016

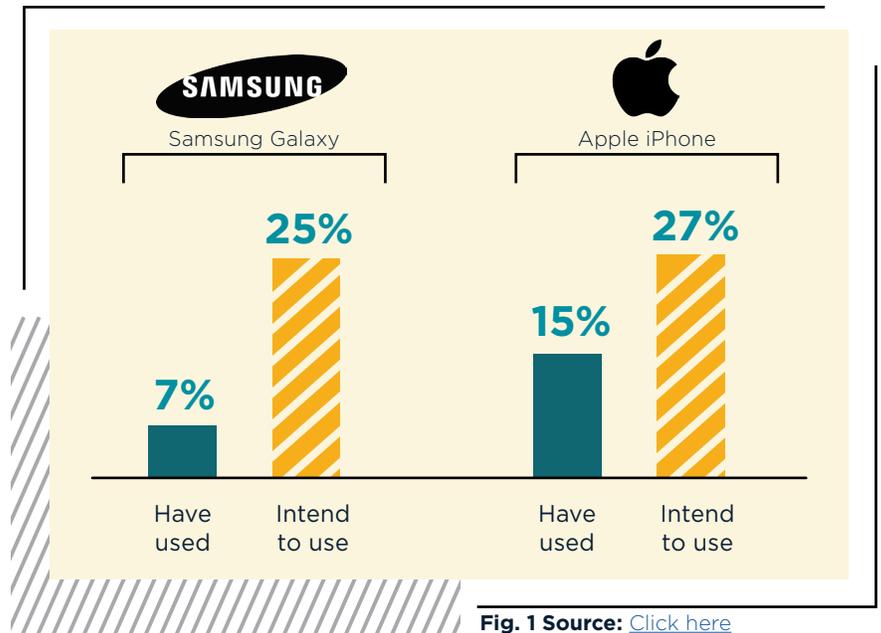
Holiday planning isn't just about "getting ahead," it's also about taking action before it's too late. Here are steps retailers must take now (and info they need) to be ready for holiday 2016.

# Payments

When it comes to newer mobile payment options, 58% of online buyers own or use a phone that is capable of accessing Apple Pay (36%) or Samsung Pay (22%).

Similarly, nearly one-third of shoppers have PayPal in their wallet, and 11% have Amazon Pay as well.

Samsung Pay vs. Apple Pay (In-store)



What Payment Options do Online Buyers Have vs. Prefer to Use?

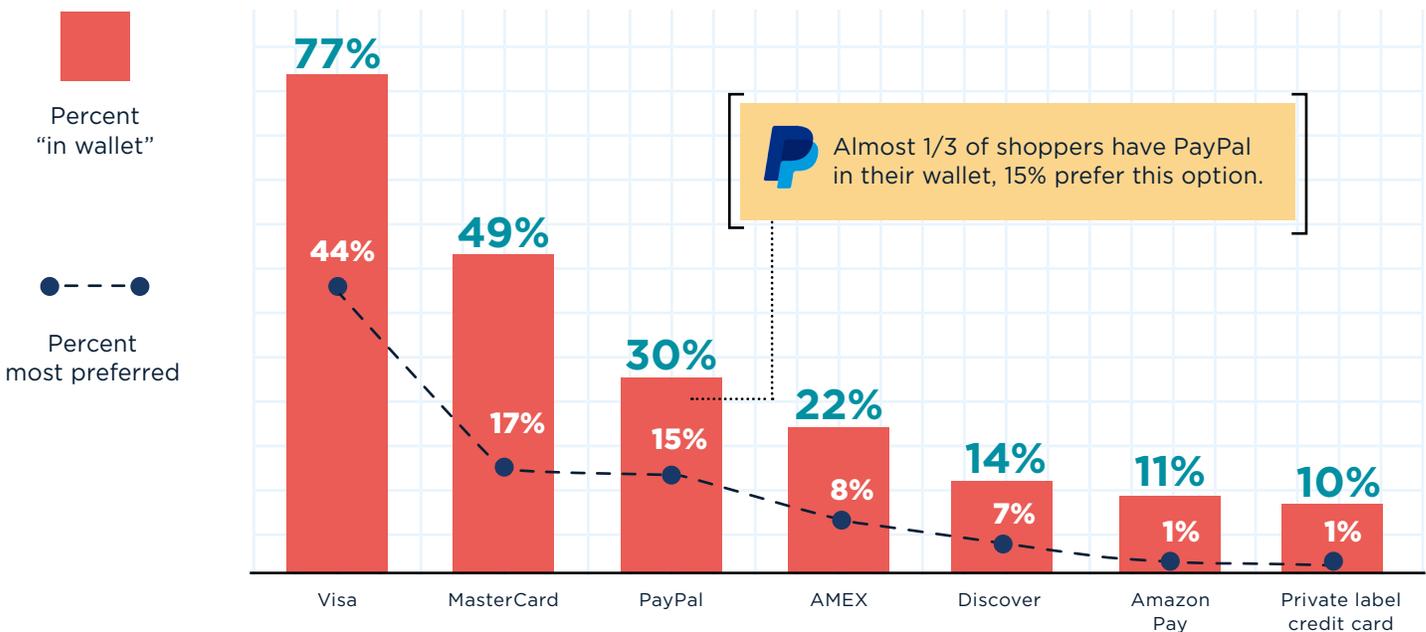


Fig. 2 Source: [Click here](#)

# Promotions

**Make sure to surface all major promotions on your website—and make them easy to search for.**

When seeking out special deals, 38% of holiday shoppers sign up for a retailer’s newsletter, and 35% search on the retailer’s website for discounts or coupons.

Be sure to make all promotions and coupon codes easily discoverable through your on-site search box.



Fig 3. Source: [Click here](#)



Fig 4. Source: [Click here](#)

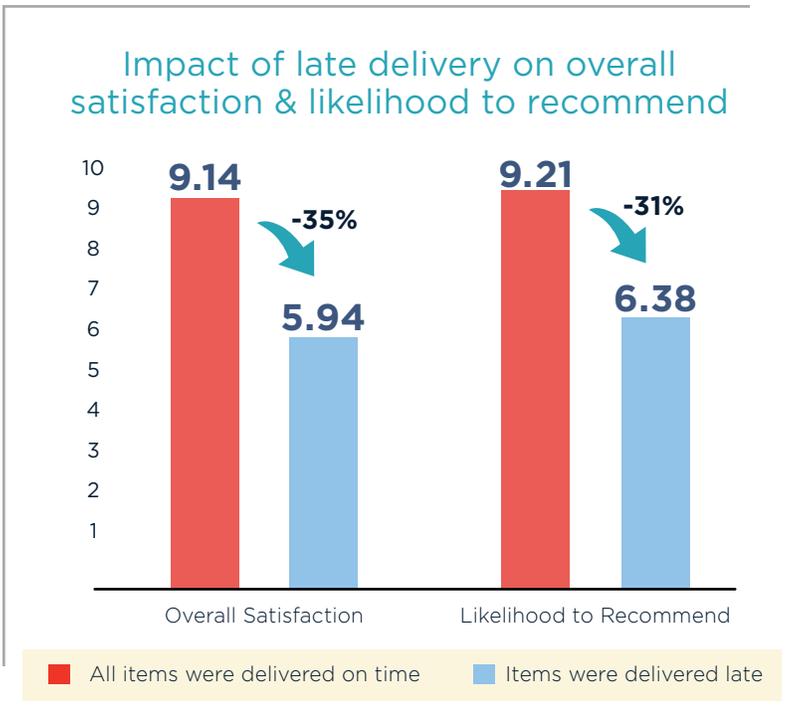
How can you lure those who are hesitant to buy online during the holidays?

Unsurprisingly, free shipping and discounts are huge draws for holiday shoppers—but it turns out free returns shipping is also a significant incentive.

Consider promoting free returns to attract the risk-averse.

# Delivery Trends

**Late delivery—which spikes during the holidays—is strongly related to a drop in satisfaction and likelihood to recommend.**



On average, late delivery leads to a 35% drop in overall satisfaction, and a 31% drop in the customer’s likelihood to recommend the brand after receiving their order.

During the same holiday period (Dec 10-24<sup>th</sup>) one-day and two-day shipping orders were the least likely to be delivered on-time—so be sure that you are prepared to follow through on expedited delivery times.

**Fig. 5 Source:** [Click here](#)



**Fig. 6 Source:** [Click here](#)

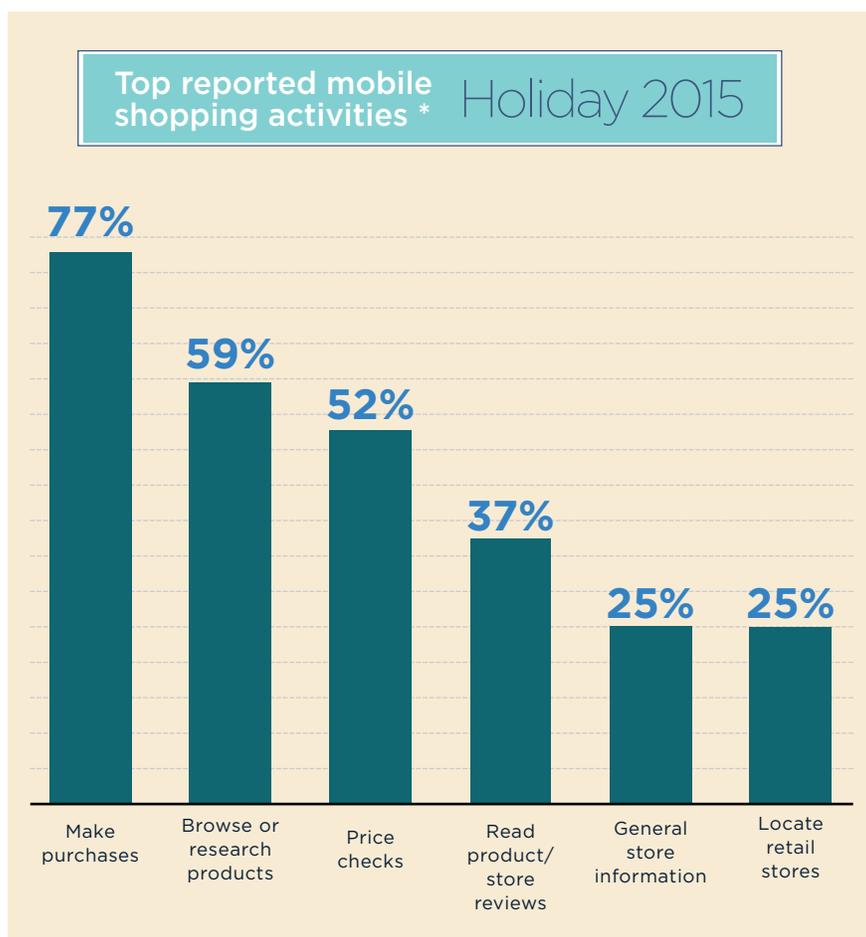
# Mobile

## In 2015 nearly half of online purchases could be made on mobile—how can you support the buyer journey across devices?

In the retail industry, it seems every year is labeled the “year of mobile.” Undoubtedly, the second half of 2016 will be no exception. We project that over 40% of web-based purchases will be made on a mobile phone or tablet this holiday season.



Fig. 7 Source: [Click here](#)



\*Note: survey of online buyers

Fig. 8 Source: [Click here](#)

Want to raise your mobile conversion rate this holiday season?

It's essential to prioritize a seamless mobile checkout experience, but retailers should also support other mobile needs by improving the browsing experience across devices, making the price easily visible and surfacing product and store reviews on mobile.

# Key Take-Aways

The holiday season will creep up before you know it. Here are five important steps to be prepared.

1. **Support mobile payments** like Apple and Samsung Pay, especially if you have Millennial customers.
2. **Test and promote free returns**—even if free shipping isn't possible.
3. **Make it easy to find coupons** and discounts through your search box.
4. **Be ready for one and two-day shipping** to avoid a dip in your customer satisfaction and NPS.
5. **Mobile checkout is #1**, but also support activities like checking reviews, prices and local store info.

**“Take a cue from designers and manufacturers who are already working on Fall and Holiday 2016. Sit down NOW to identify your biggest drivers for sales success and assign project leaders to put wheels in motion.”**

- Hayley Silver  
VP of Bizrate Insights



## Be Ready for Holiday 2016

Interested in knowing what **your** shoppers want during the holidays and beyond? Learn how you can set up our **free** survey tool before the holiday rush begins—and boost your star ratings in search engines as a bonus:

[Get Started](#)