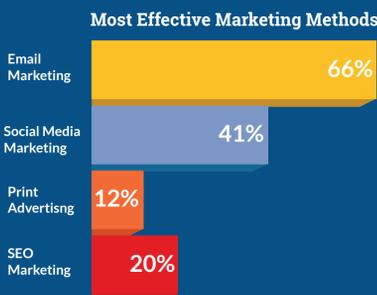


- CHRISTMAS IN JULY -

How to Jumpstart Holiday Success

Summer is here and before you know it, the children will be heading back to school and your time at the beach will be coming to an end. The holiday season may not currently be top of mind, but early planning has shown

great holiday success for retailers! Check out key findings from our survey on holiday preparedness, and get planning your email marketing campaigns for the upcoming season.



Email reigns as King

Email ranks above all other channels as the most effective marketing method.

1 Plan ahead early

62% of retailers found early preparation of marketing content and promotions as the most helpful resource for the holiday season -- 38% higher than having a mobile responsive website.

33% of retailers who began preparing for the season before September reported a very successful 2016 compared to only 22% who began preparing in September or later.

Only 8% of retailers are most concerned with tech issues this holiday season. To truly be prepared, have a backup in case the web goes wrong.

2 2017 outlook is optimistic for email marketers.

59% of those who find email marketing to be the most effective channel are expecting a better holiday season in 2017.

Include a fun holiday coupon to be used at a later date

59% of retailers will prioritize promotions and discounts this season.

3 Personalize emails to customers

40% said personalization was the most effective boost to email marketing efforts.

4 Social media is the gift that keeps giving

72% of retailers say Facebook was most effective social platform for the 2016 season.

5 Social media integrations will be a bigger focus this year.

42% of retailers are planning to focus more on social media integrations this year, making them the up-and-coming boost of the season.

Campaigner conducted its 2017 Christmas in July survey, sampling 564 members of its customer base and extracting 100 retailers for the purpose of this study. The margin of error is +/- 4%.