

Yes, It's Already Time: Holiday Prep 2023

It's never too early to start preparing
for retail's busiest time of the year!



Your June 2023 Best Practice Session Hosts

Experience Strategy & Management



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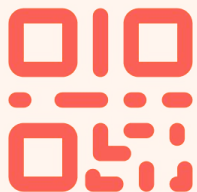


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Taking a Step Back: Today's Macro Environment

State of the Consumer Economy



Let's take a look at the condition of the world and how consumer behaviour is affected by global circumstances.

1

Modest wage increases led to falling real wages. Which impacts global growth, as governments try to offset high inflation for struggling households.

2

Global headline inflation is projected to decrease to 7% in 2023 from 8.8 % in 2022 and further decline to in 2024.

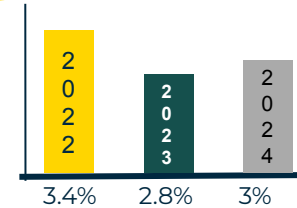
3

Consumer confidence increases slightly in the second half of 2023, helped by lower food and energy prices. Still prices are higher than long term averages. Global financial markets have remained largely resilient

- [World Economic Database](#)
 - [oecd](#)
 - [UN](#)
 - [World Inflation Rate](#)

1

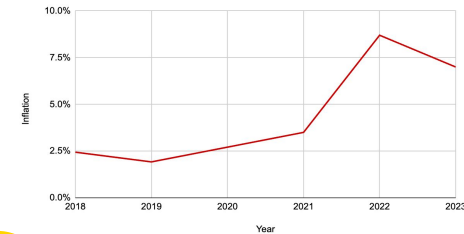
Global Growth Predictions



2

Global Inflation Rate

Global Inflation vs. Year



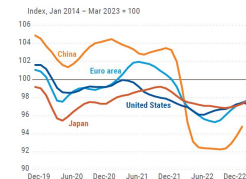
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Global Inflation Rate

Figure 2

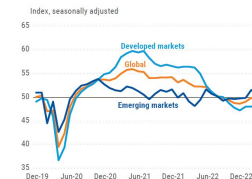
Consumer confidence and manufacturing Purchasing Managers' Index in selected economies

a) Consumer confidence



Source: UN DESA, based on data from the Organisation for Economic Co-operation and Development (OECD).
 Note: The long-term average value from Jan 2014 until March 2023 equals 100.

b) Manufacturing Purchasing Managers' Index



Source: UN DESA, based on data from CEIC.
 Note: The manufacturing Purchasing Managers' Index (PMI) is produced by S&P Global. A value below 50 signals a contraction of activities compared to the previous month.



Celebration Intentions



Christmas is said to be the most celebrated holiday around the world, but this varies by country.

In the U.S. nearly 9/10 of consumers are planning to celebrate Christmas

1

Understanding how early consumers begin holiday celebrations informs industries when to begin stocking products, advertising, and turning over sites and stores for the holiday season.

Advanced planning can include meal preparation, gift wrapping, venue booking, and decorating.

2

Understanding how consumers celebrate helps industries identify which holidays will be the most lucrative or busy. A grocery store will likely see an increase in purchases leading up to Thanksgiving, while flower shops will see a similar trend leading up to Valentine's Day!

Consumer celebrations include gathering, cooking & baking, gifting, decorating, eating out, take out, parties, and travel.

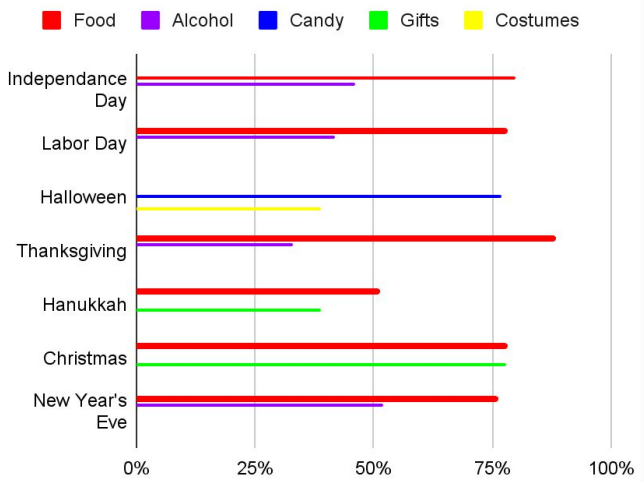


What holidays are consumers celebrating and what are their celebration plans?



Shopping Habits

Top Items by Holiday



Source: Numerator 2023 Holiday Preview 1/19/2023 (n=5,263) | What items, if any, do you expect to purchase for [Holiday] this year?

Shopping Channels

- Grocery Store
- Mass Retailer
- Club/Wholesale
- Bar/Restaurant
- Specialty Retailer
- Drug Store
- Delivery Service
- Convenience Store

Shopping Methods

1. In-Store
2. Online
3. Pick-Up
4. Delivery

In-store shopping is the most popular option for all holidays except Christmas, which has a slight skew towards online.

Consumers that order online prefer delivery for gift giving holidays and pick up for non gift giving holidays.

*based on U.S. consumer surveys



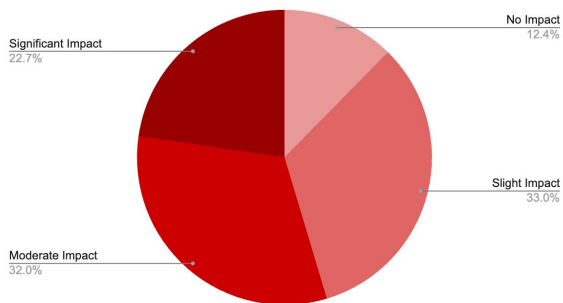
Spending Predictions

INFLATION IMPACT

88% of consumers expect inflation to have an impact on their 2023 holiday shopping & spending, with **52% expecting that the impact will be moderate or significant.**¹

67% of shoppers expect to buy items on sale and **48%** plan to buy less than years prior.¹

Inflation & Economic Impact



Source: Numerator 2023 Holiday Preview 1/19/2023 (n=5,263) | To what extent, if any, do you expect inflation and/or a potential economic slowdown to impact your 2023 holiday celebrations and shopping?

Expected Spending

US retail holiday season sales are expected to rise **4.5% to \$1.328 trillion** in 2023.²

TikTok is the primary reason we expect **social commerce to grow by 29.8%**²

Greater interest in Buy Now, Pay Later (BNPL) as more shoppers worldwide are strapped for cash.²

US Retail Holiday Season Sales, by Channel, 2022 & 2023

billions, % change, and % of total

	2022	2023	% change	% of total 2023 spending	% of 2023 growth contribution
Brick-and-mortar/ in-store retail	\$1,037.94	\$1,067.41	2.8%	80.4%	51.5%
Retail ecommerce	\$232.85	\$260.56	11.9%	19.6%	48.5%
—Desktop and other (includes voice)	\$120.85	\$131.32	8.7%	9.9%	18.3%
—Mobile	\$112.00	\$129.24	15.4%	9.7%	30.2%
Total	\$1,270.79	\$1,327.97	4.5%	100.0%	-

Note: sales are for Nov and Dec of each year; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales; retail ecommerce holiday season sales include products or services ordered using the internet, regardless of the method of payment or fulfillment; retail non-ecommerce holiday season sales exclude products or services ordered using the internet; numbers may not add up to 100% due to rounding

Source: eMarketer, Feb 2023

280206

eMarketer | InsiderIntelligence.com

¹ [Numerator 2023 holiday preview](#)

² [US Retail Holiday Season Sales](#)



Harnessing Your Data From 2022: Drive Growth in 2023



First, look for old, active holiday rules

Ensuring this year's priorities are reflected in this year's set up

Search your ranking rules for old, irrelevant rules:

- Outdated priorities in and products these old rules are geared toward can clutter your 2023 efforts
- **If you're unsure whether or not to keep a rule**, add a retroactive Activity using Insights => Activities to assess pre vs. post impact

Identifier	Variants	Enable	Last Edited By	Actions
men's nautica nautica sweater men's christmas sweater	1	On	2023-11-01	Edit
christmas tree christmas trees	1	On	2023-11-01	Edit
bakeware christmas bakeware bake ware	1	On	2023-11-01	Edit
christmas jewelry	1	On	2023-11-01	Edit
christmas sweater	1	On	2023-11-01	Edit
christmas bedding	1	On	2023-11-01	Edit
christmas pajamas	1	On	2023-11-01	Edit
christmas tree skirt tree skirt christmas tree skirts tree skirts	1	On	2023-11-01	Edit
holiday frames christmas frames holiday frame christmas frame frames photo frame photo frames picture frames picture frame holiday...	1	On	2023-11-01	Edit

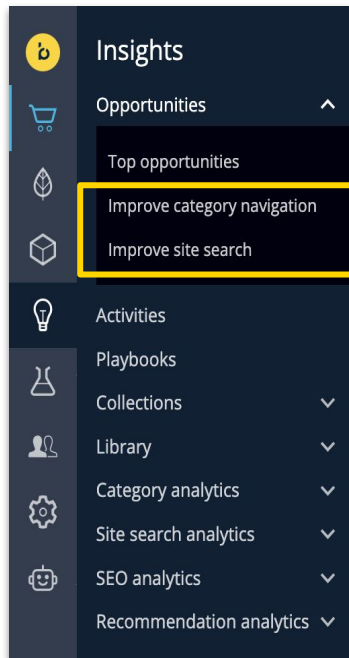
Some of these rules could be as old as 2019...





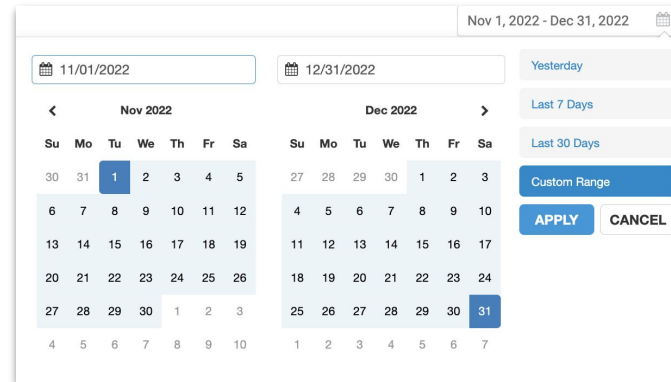
Look back to your own 2022 peak data

Review your team's key actions during 2022 peak and assess their impact



First, navigate to:

Insights => Opportunities
=> Improve Site Search,
Improve Category Navigation



Second, select your relevant 2022 peak window with the date picker.





Let's dive into the Dashboard!

But now, how do I understand what we did last year:
what was worth it, and what wasn't?



A/B Testing Into Your Win

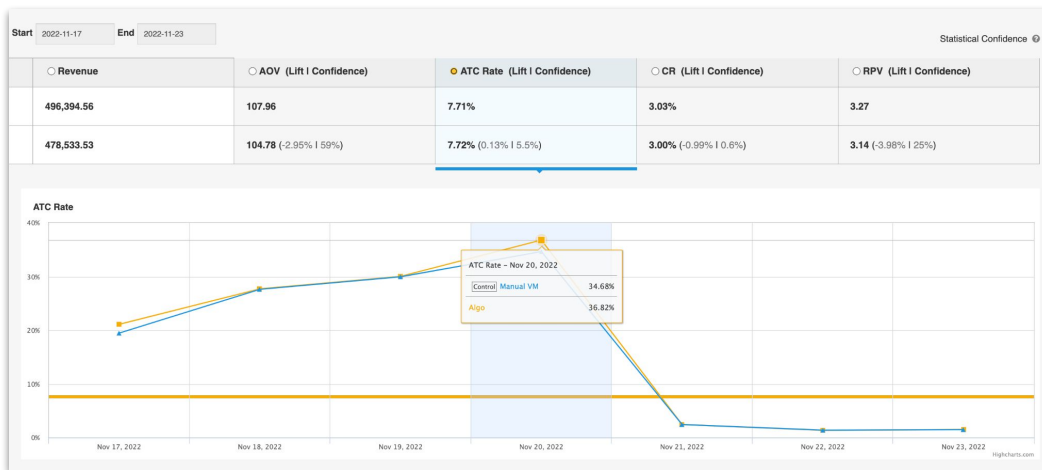
Plan your big moves as tests



A/B Testing; When You're Not 1000% Sure

Activities are excellent for optimizations that we feel good about. For those we'd like to be more careful about, A/B Testing is the way to go for search & merch teams to drive decisions with data.

A/B Testing is an easy way to validate decisions - if it's not an Activity, it should be an A/B Test



Solutioning

DO WITH:



TESTING



Activities: Your new best friend

Understanding your team's biggest wins... and learnings

1. Find your team's biggest rules, redirects, etc. and annotate them as activities

Annotate Activity ✕

Activity Name *

Easter Dining - Products Added to Recall

Remarks (Maximum characters: 1024)

Easter dining - popular search query last year. Pulling in new products w/high association

Category page boost / bury

Category page left nav

Category page product add

Create new page

Email campaign

Paid search campaign

Site hierarchy change

Site navigation

Site search left nav

Site search product add

Site search product boost / bury

Site search re-direct

Site search thesaurus entry

✓ Other

Measurement Period

30 Days

Channel

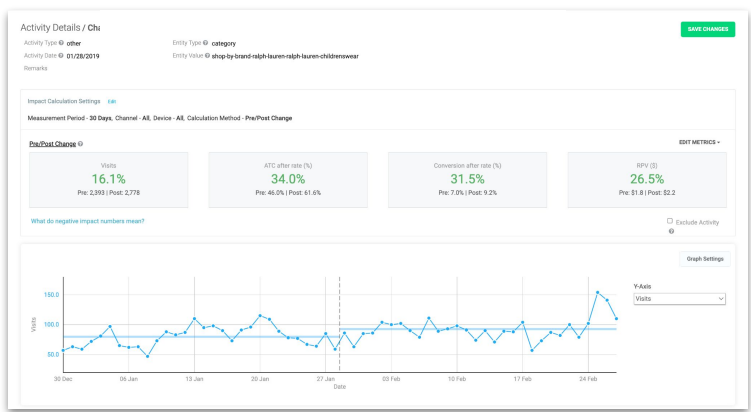
All

Device

All

SAVE

2. Evaluate pre vs. post in real time (yes, even past events!)



3. Use the body of knowledge to inform 2023 work!

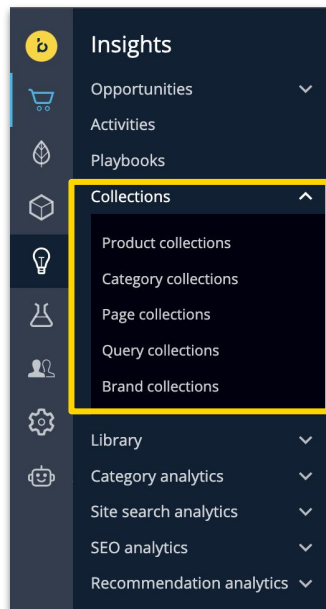
Impact Of Category Activities		
Activity Name	Visits	RPV Change (%)
MS US BOUTIQUE CORSE CLASSICS WOMEN SHOES PUP	563,152	12.5%
MS US BOUTIQUE CORSE CLASSICS WOMEN SHOES PUP	419,962	13.6%
MS US BOUTIQUE CORSE ON WOMEN CLASSICS PUP	301,412	43.4%
MS US BOUTIQUE CORSE ON WOMEN CLASSICS PUP	267,556	46.9%
Change product grid for 1204 at Dec 13 2022 04:07:08	255,241	-32.5%





Mind your full catalog - and track it

Utilize Collections to assess group-level performance

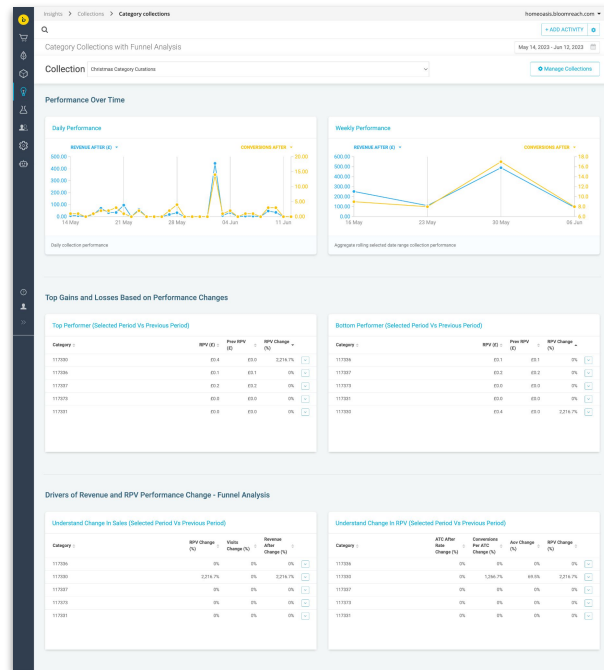


First, navigate to:

Insights => Collections

Second, navigate to:

Manage Collections => Add New



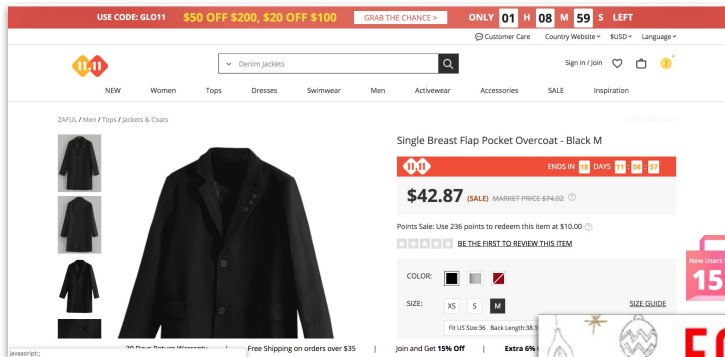
Third, use this to monitor group-level performance, allowing you to see holistic performance changes d/d, w/w or m/m



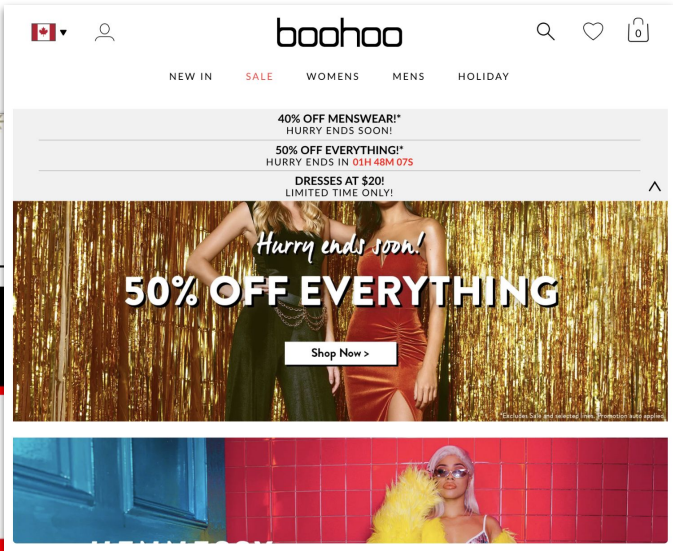
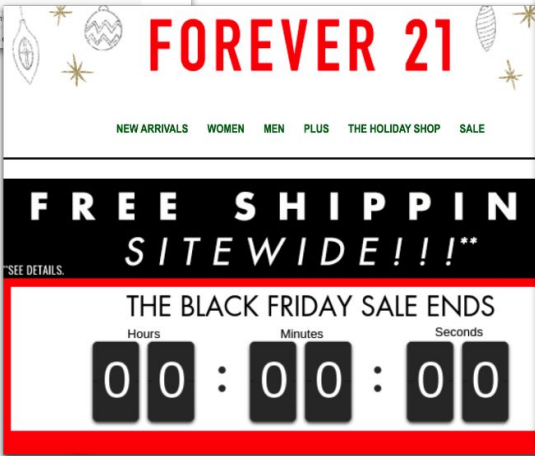
Saving Your Sanity: Getting Ahead of The Crazyiness



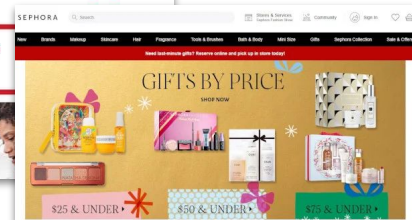
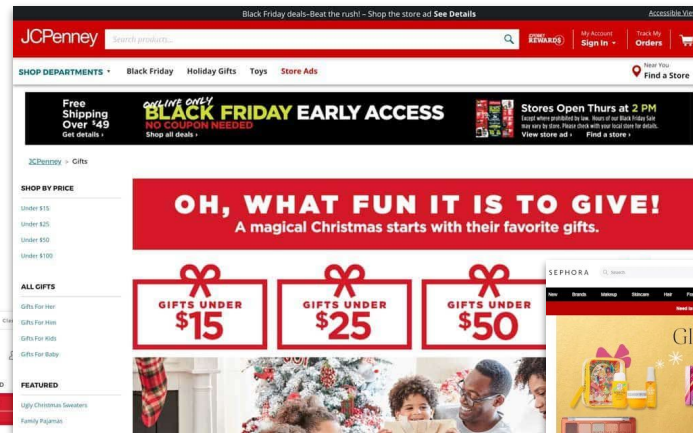
#1: Delight, Inspire & Create Urgency



Create a sense of urgency by including a countdown timer for deals across site.



#2: Create a gifting landing page that covers everyone on the shopping list



Pro Tip: Use "Shop By..." curations to inspire shoppers and provide unique 'ways in' to your catalog



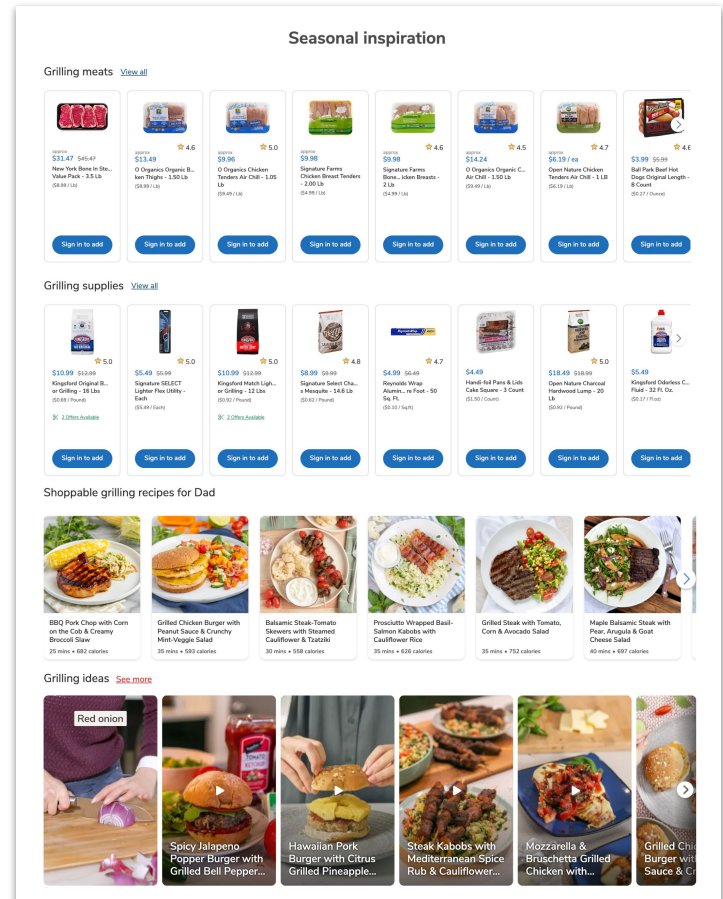
Pro Tip: Redirect "Black Friday, Cyber Deals, Weekly Ads, New Lower Price and other seasonal sales terms to a landing page that features all participating products and categories.



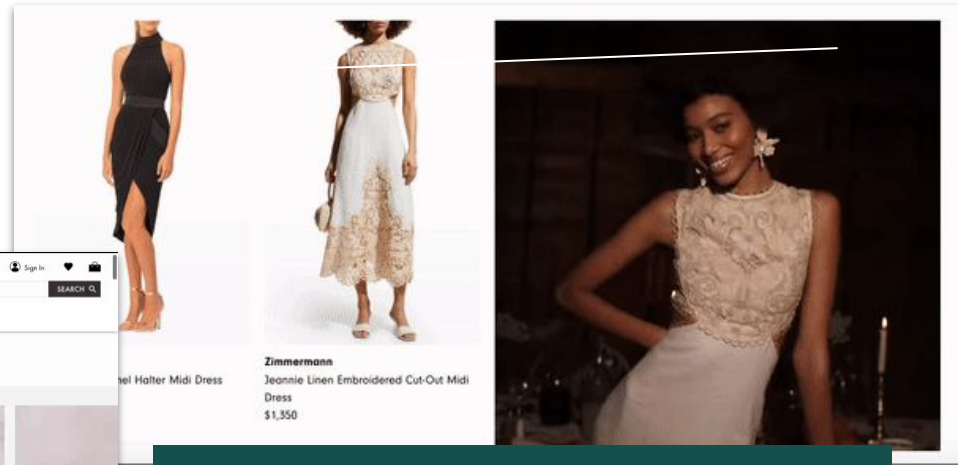
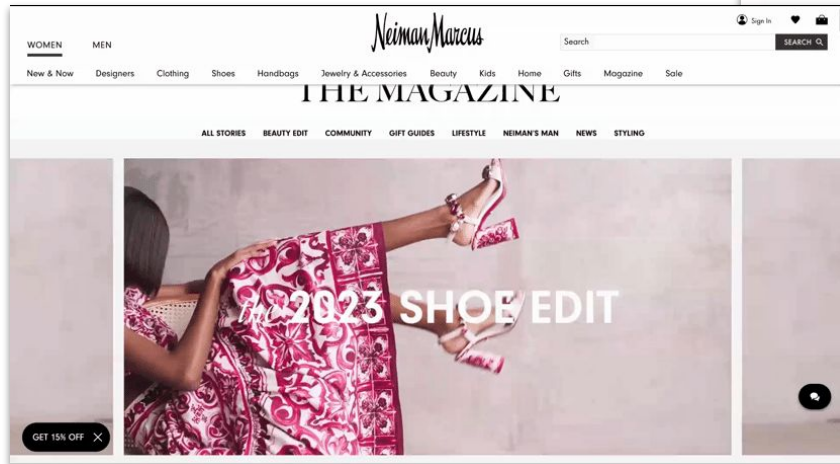
#3: Drive Cross-Sells & Personalized Recommendations

Albertson's uses Bloomreach Recommendations masterfully by pairing it with content that gives visual context, appealing to the five senses while simultaneously playing to seasonal consumption periods.

- Look to this an a best-in-class example of combining experiential elements like seasonality, content, and product recommendations
- This type of execution is perfect for a home page experience or department-level experiences, offering inspiration and multiple 'ways in' to the catalog.



#4: Include engaging content throughout the purchase funnel



Elevate the customers shopping experience by highlighting content on grid pages.



Delivering magical, measurable experiences ✨

#5: Merchandise your store to meet business needs



Do it With Bloomreach

1. Keep Assortment Fresh & Relevant

Leverage trending and top-selling insights to curate product grids based on customer intent signals.

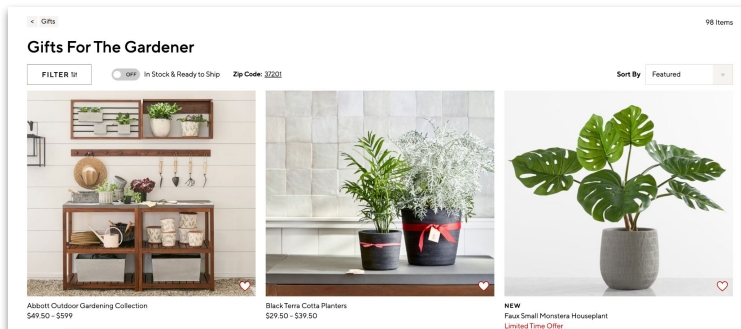
2. Promote Key Products & Categories Through Focused, Impactful Experiences

Highlight new arrivals, create color stories, or feature special buys for the season by *boosting* products. Keep assortment focused and relevant using *bury* or *block* to hide out-of-season or out-of-stock products.

3. Create & schedule these rules ahead of time so that you are prepared for the many campaigns your business launches throughout peak.



**Search & Category
Ranking Rules**



Gear to Get You Out



TNF™ Logo Box Cuffed Beanie
\$99.00 \$21.00



Salty Lined Beanie
\$28.00



Women's Summit Series FUTUREFLEECE™ Full-Zip Hoodie
\$160.00



Women's Summit Series FUTUREFLEECE™ LT 1/2-Zip Hoodie
\$130.00



Preventing Fires, Fighting Fires: What/Where/How



Improve Site Search

identifying opportunities

Low Product Page Views Site Search Queries

Site search queries with low product views per search indicate thin or non-relevant results.

We could start to work through this report 1 by 1, starting with the query with the lowest product views.

Or, we could take a step back, note if there are any themes in the data we're seeing and focus on identifying a few key optimisations that can be applied to the maximum number of queries.

Optimising 1 by 1

wreath
nutcracker
ornament
serving tray
holiday pillow
wine glasses
candlesticks
bedding

VS

Identifying themes to optimise at scale

wreath
wreath hanger
ornament
bulbs
Christmas lights
candlesticks
candleholders
holiday table decor

In this instance, 60% of our low product view queries could be grouped into the theme 'holiday home decor'





Use Compass to Set Minimum Thresholds

prioritizing opportunities

Dive into Compass and Playbooks from Improve Site Search, Improve Category Navigation screens.

1 - Compass is an excellent place for prioritization. You're able to easily see what opportunities are worth your time and set a minimum threshold.

2 - From there, you can use the carrot icon next to each opportunity to further diagnose.

This ensures that you're optimizing for the opportunities that will actually move the needle.

1. Set a threshold for what's worth your time

Lowest Converting Category Pages

Minimum Visits ⓘ

Device ⓘ

[Go](#)

2. Use the carrot symbol to diagnose opportunities

Heading ⓘ	Visits ⓘ	RPV After (\$)	Conversion After Rate ⓘ
2019 Plus Size Holiday Gift Guide	294	\$0.00	0%
Hurry! These Items Are Almost Gone	278	\$0.00	0%
NEW! Push Up T-Shirt Bras	271	\$0.00	
Plus Size Sweater Dress	565	\$0.15	
Plus Size Vacation Outfits & Resort Wear	1,756	\$0.13	

PLAYBOOKS

- Assess Performance
- Find Optimizations
- View Customer Journey

QUICK LINKS

- Category Page Diagnostic





Maximizing on Trends

prioritizing opportunities

1. Look at trending products, brands, categories

Trending Products

Product	Heading	Last 7 Days Visits	Avg Visits	Spike
	Women's Blurred Kimono	307.1	6.9	44.7
	Plus Size Long Sleeve Tunic Core Solid Top	294.6	6.6	44.6
	Women's Long Sleeve Solid Tunic Top	196.1	7.2	27.1
	Century Bath Towel Collection	121.9	5.1	23.9
	Cabbage Bunny Small Dish	138.3	7.1	19.6

[See More](#)

Look for high visit, high-spike opportunities

Insights -> Improve Site Search or Category Navigation -> Scroll to Trending Products / Categories / Queries

Look for where opportunity is on the rise via trending products, categories, and queries. Collect your top 5 of each, and head over to Insights -> Library -> Reporting -> Diagnostics to **understand more about these opportunities granularly for easy quick wins with cross-selling and cross-curation, deepening your impact.**

2. Quickly dive deeper into diagnostics

Product Dashboard

Feb 19, 2023 - Mar 20, 2023

Women's Blurred Kimono

Visits: 7,840 | ATC Rate: 95.2% | CVR: 2.6% | Revenue: \$2,136 | BPV: \$0.3

Products Cobought

Products Compared

Product	Heading	Association Score	Product	Heading	Association Score
	Women's Floral Topper	100		Women's Floral Topper	100
	6 Pack of Scrunchies	5		Women's Elbow Sleeve Crinkles Kimono Duster	11
	Juniors' Open Front Lace Kimono	5		Ombre Topper	9
	30 Millimeter Embellished Buckle Belt	4		3/4 Sleeve Tina Kimono	8

[See More](#)

Scan for quick wins - highly associated products, queries, categories. In this case, the highest associated product is also the highest co-bought, but isn't being cross-sold intentionally on this retailer's site today. A quick win would be to boost the related product across primary source of sales for the Women's Blurred Kimono in question.





Measure Aggregates With Collections

measuring your impact

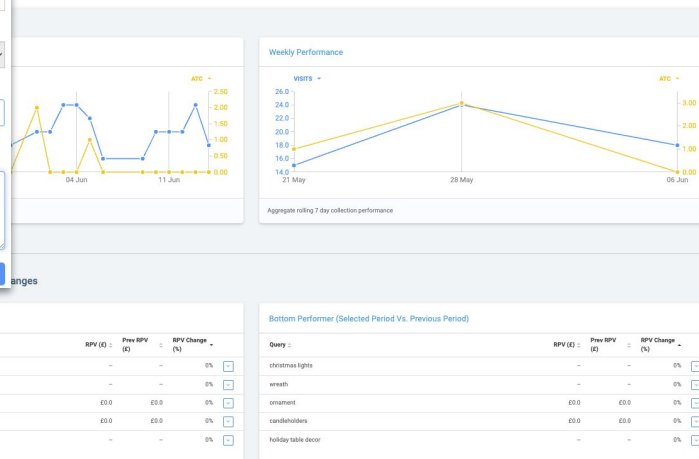
Collections

Let Bloomreach support you in keeping track of all the optimisations you are doing at scale with the Collections feature under insights.

Simply input all the *holiday home decor* related queries that were optimised as a result of the low product views report and have Bloomreach auto-track the performance.

1. Add collections that reflect your themes of optimizations

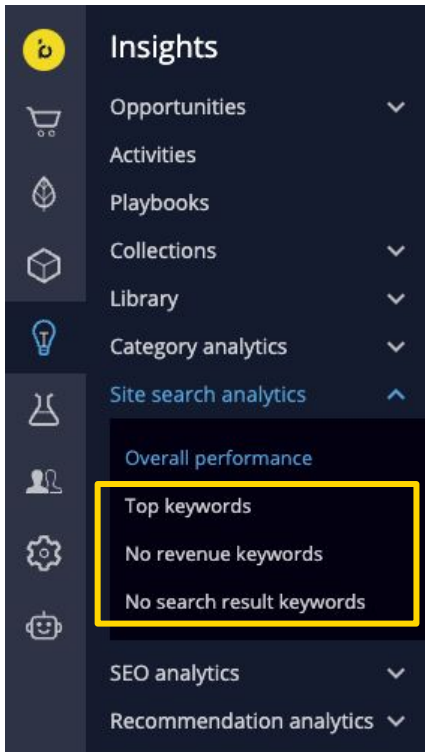
2. Track KPIs, daily movement, and top vs bottom performers





Search Insights

leverage trending queries in real time



1. Review Top Keywords report to determine customer intent in the real time, identify trends and confirm areas of opportunity

Query	Browse Sessions	Session Source	ATC assisted Co.	ATC assisted Re.
	514,479	95%	1,030	£100,200
desk	13,286	95%	11	£1,797
bench	10,856	93%	8	£1,308
mirror	9,402	94%	4	£1,070
chair	8,207	94%	9	£2,480
curtains	7,501	93%	15	£675
ottoman	7,329	95%	6	£925
umbrella	6,916	92%	24	£1,295
basket	6,125	94%	16	£1,028
chairs	5,795	94%	2	£720
shelves	5,535	94%	8	£1,729
table	4,872	94%	2	£255

2. The No Revenue Keywords report identifies queries that aren't driving conversions. Use this report to evaluate gaps in assortments, missing redirects or synonyms.

3. Reduce null search results by setting up redirects and synonym rules where appropriate. Ensure product data is optimized in the "searchable feed data" field.



Solutioning

DO WITH:



INSIGHTS:
SITE SEARCH ANALYTICS



happy holiday prep!

Keep the conversation going... join the Bloomreach Slack Community!

- Stay up-to-date on all things monthly Best Practices and access resources related to our session topics by adding yourself to the **#discovery-best-practices** channel
- Network and share ideas with fellow Bloomreach customers
- Hear the latest news from Bloomreach and stay informed about industry trends

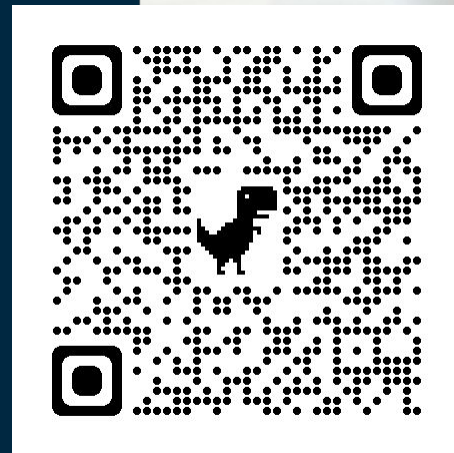
→ [Link to join](#)





Let's keep the conversation going!

1. Join the **Digital Merchandising Community** on LinkedIn
2. Invite a friend..OR two to join the community and the events
3. If you are interested in being apart of a future panel, we would love to have you join one!





Q&A and final notes



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