



September Best Practices Webinar

Holiday 2024:

Strategies to Set You Up for a Successful and Peaceful Holiday Season



Your Hosts



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Taking a Step Back: Today's Macro Environment



2024 Holiday Spending

Gear up for a shorter, **more competitive** shopping season

SHORTER SEASON

2024 has the fewest number of days between Thanksgiving & Christmas since 2019

HEIGHTED PRICE CONSCIOUSNESS

$\frac{2}{3}$ of shoppers report that prices will decide where they choose to shop

43% of consumers carry more debt than in 2023

HOLDING OUT FOR THE BEST DEALS

$\frac{2}{3}$ of shoppers say they will hold out for Cyber Week, largely because they believe this will be the time to score the best deals and discounts





Unwrap Holiday Sales Success with Loyalty Shoppers

Encourage your loyalty members to start shopping early in the season with enticing offers they can redeem whenever they are ready to shop.

Do it with Bloomreach Audiences
Utilize the Audiences feature to merchandise landing pages specifically for your loyalty customers
For example, if you send out an early access promo email to Loyalty members, use the referral URL to merchandise the landing page specifically for that audience

3X
Loyalty member purchases vs non-loyalty members

2 out of **5**
Purchases over the holiday season will be from a repeat buyer



Harnessing Your Data From 2023: Drive Growth in 2024

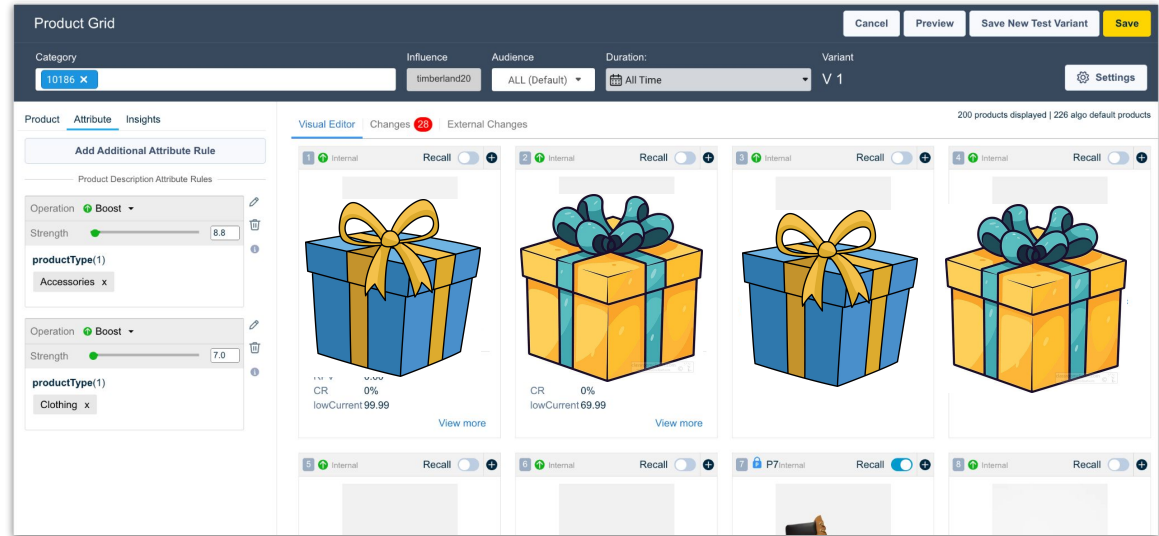


Look for Old, Active Holiday Rules

MAKE SURE ANY RULES IN PLACE REFLECT THIS YEAR'S PEAK PRIORITIES

Search your ranking rules for old, irrelevant rules:

- Outdated priorities and products these old rules are geared toward can clutter your 2024 efforts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



Example: This is a ranking rule for a **Gift Guide** category page that has not been updated since Oct 2023, so it is boosting products that should not be boosted for 2024

BR Tip

Utilize the Duration feature to set an end date for any rules that utilize product boosts/locks.



Ensure Global Rules Reflect Peak Strategies

make sure you're passing the necessary attributes to create the rules you need

If this is one of your goals...	➔ You'll want an attribute for...	➔ So that your team can:
Protect margin	Margin	Boost products with high margin
Grow a category	Category ID	Boost top products from this category across assortments
Maximize sales or deals performance	On/off sale, % off thresholds	Boost products that are on-sale
Promote in-store, in-stock products	In Stock	Drive footsteps to your stores

Setup

brSM global configurations

Global ranking rules

Global facet management

Product grid settings

API modifier

Cloning configurations

Global Ranking Rule

Global Category Ranking Rule

Global Search Ranking Rule

Global Recommendation Ranking Rule

Add Rule

4 Options are available in global ranking rule settings



Look Back to Your 2023 Peak Data

INVESTIGATE OPPORTUNITIES FOR IMPROVEMENT FROM 2023

- Insights
- Opportunities
 - Top opportunities
 - Improve category navigation
 - Improve site search
- Activities
- Playbooks
- Collections
- Library
- Category analytics
- Site search analytics
- SEO analytics
- Recommendation analytics

First, navigate to:

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

Oct 1, 2023 - Dec 31, 2023

10/01/2023 12/31/2023 Yesterday

Oct 2023 Nov 2023

24 25 26 27 28 29 30 29 30 31 1 2 3 4

8 9 10 11 12 13 14 12 13 14 15 16 17 18

15 16 17 18 19 20 21 19 20 21 22 23 24 25

22 23 24 25 26 27 28 26 27 28 29 30 1 2

29 30 31 1 2 3 4 3 4 5 6 7 8 9

APPLY CANCEL

Second, select your relevant 2023 peak window with the date picker.

Insights > Opportunities > Improve category navigation

Improve Category Navigation

Lowest Converting Category Pages

Category	Heading	Visits	Conversion After Rate (%)
40008	Morphix Collection Timberland US	123,280	0.2%
10176	Timberland PRO® Women's Work Footwear Timbe	120,413	0.4%
289005	Blue Line x Timberland Timberland US	1,329	0.5%
91604	Under \$200 Timberland US	5,194	0.5%
40002	Best Sellers Timberland US	140,128	0.7%

See More

High Exit Rate Category Pages

Category	Heading	Visits	Exit Rate (%)
10000	Mens Watches & Timepieces; Mens Accessories Ti	5,271	60.6%
10167	Steel Toe Boots & Work Shoes Timberland PRO Ti	9,342	60.3%
10083	Men's Leather Wallets and Accessories Timberland	9,157	58.4%
10080	Women's Best Sellers Clothing and Footwear Timb	40,676	58.1%
91612	Promotion Timberland US	247,917	57.5%

See More

Categories With Missing Products

Category	Heading	Visits	Percent Covered Not in Category
400509	Back to Campus Timberland US	6,464	687
0108	Bottoms Timberland US	2,625	651
0121	Backpacks & Bags Timberland US	2,136	605
0119	Socks Timberland US	975	464
0123	Belts Timberland US	725	425

See More

High Next Search Traffic Category Pages

Category	Heading	Visits	Next Search Traffic Rate (%)
10058	Men's Accessories - Wallets, Hats and Belts Timbe	714	16.7%
10056	Men's Jeans, Pants and Jogger Pants Timberland I	972	14.8%
10168	Timberland PRO® Anti-Fatigue Footwear Timberla	693	14.2%
66023	Women's Footwear - Women's Ankle Boots Timbe	541	13.7%
20002	Men's and Women's Workwear Timberland US	18,550	13.6%

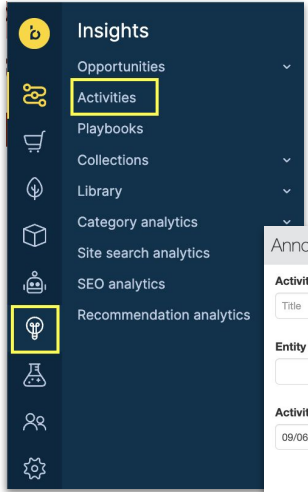
See More



Utilize Activities to Analyze Last Year's Actions

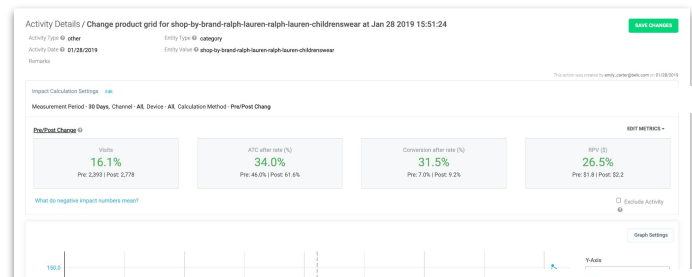
UNDERSTANDING YOUR TEAM'S BIGGEST WINS & OPPORTUNITIES

Navigate to Insights > Activities



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

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



Use the body of knowledge to inform 2024 work!

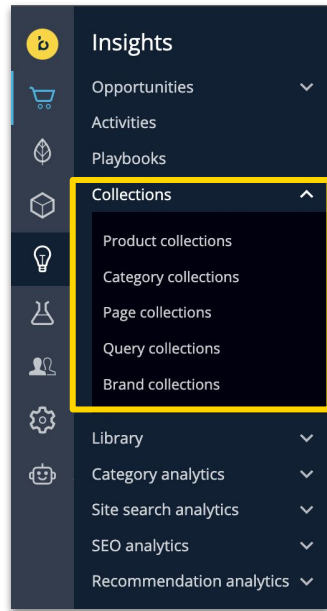
Annotate Activity form with fields for Activity Name, Entity type, Activity Date, and Status



Table with columns: Activity Name, Visits, and RPV Change (%)

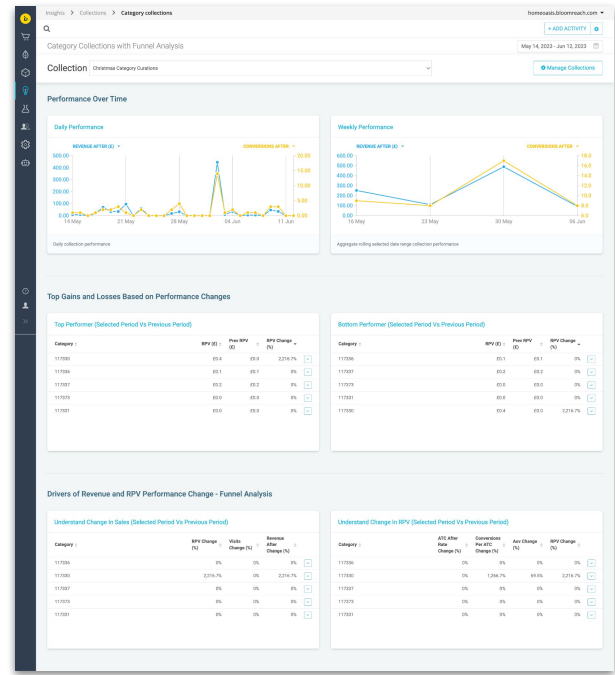


Use Collections to Assess Aggregate Performance of Last Year's Holiday Categories



Second, navigate to:
Manage Collections => Add New

First, navigate to:
Insights => Collections



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



Collections Use Cases

PRODUCT COLLECTION

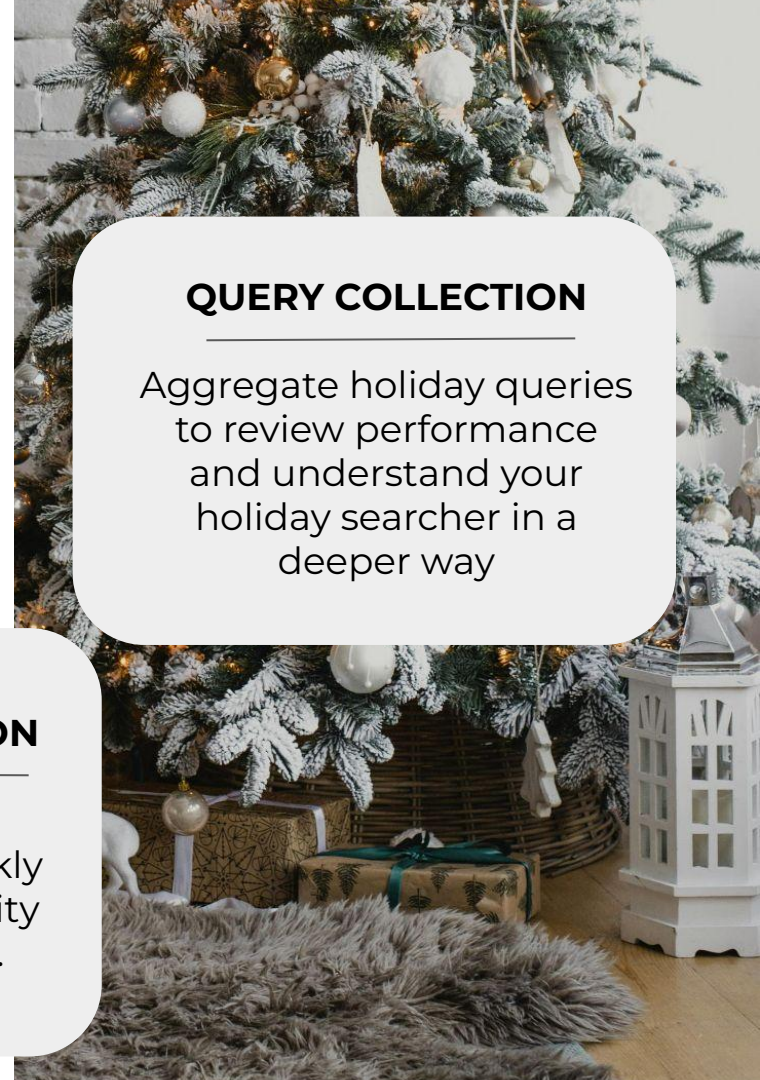
Track and analyze the performance of products in your holiday collection across the entire site.

CATEGORY COLLECTION

Organize key holiday categories to track weekly performance and identify growth opportunities.

QUERY COLLECTION

Aggregate holiday queries to review performance and understand your holiday searcher in a deeper way





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'



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: Women's Blurred Kimono

Visits: 7,840 | AOC Rate: 95.2% | CTR: 2.6% | Revenue: \$2,136 | ROY: \$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 Sunchies	5		Women's Elbow Sleeve Crinkle Kimono Duster	11
	Junior's Open Front Lace Kimono	5		Ombre Topper	9
	30 Millimeter Embellished Buckle Belt	4		3/4 Sleeve Tina Kimono	8

[See More](#) [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.





Lean on the Duration Feature

Create ranking rules now and Schedule them to start for Peak.

Set an end date for your holiday rules to automatically turn off after the season.

Product Grid

Category: 26100156 x Audience: ALL (Default) Duration: All Time

Product Attribute Insights

Create New Attribute Rule

All Time Today Tomorrow Next 7 Days Next 30 Days This Month Next Month Custom Range

11/24/2024 - 12/31/2024 Cancel Done

Nov 2024							Dec 2024						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	31	1	2	24	25	26	27	28	29	30
3	4	5	6	7	8	9	1	2	3	4	5	6	7
10	11	12	13	14	15	16	8	9	10	11	12	13	14
17	18	19	20	21	22	23	15	16	17	18	19	20	21
24	25	26	27	28	29	30	22	23	24	25	26	27	28
1	2	3	4	5	6	7	29	30	31	1	2	3	4



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Peak 2024 Prep List

- ✓ Stock Up on Insights
- ✓ Check Everything Twice
- ✓ Use the Latest Bloomreach Features to Sleigh your Holiday Site Experience



Stocking up on Insights

USE THE DASHBOARD TO PLAN FOR SEARCH & CATEGORY OPTIMIZATIONS

Take advantage of the reports at your fingertips in the Insights area of the dashboard, reviewing both last year's peak data as well as current metrics

Search

Insights > Opportunities > Improve Site Search

- Queries with Highest Increase in Volume (Visits)
- New Queries with Highest Visits
- Queries with Largest Dip in RPV
- Queries with Highest Exit Rate
- Low ATC Rate Queries
- Queries with Lowest RPV

Insights > Site Search Analytics

- Top Keywords
- No Revenue Keywords
- No Search Results Keywords

Insights > Library

- Sitewide Overview
- Site Search Overview
- Site Search KPIs

Categories

Insights > Opportunities > Improve Category Navigation

- Lowest Converting Category Pages
- High Exit Rate Category Pages
- High Next Search Traffic Category Pages
- Trending Categories
- Trending Brands
- Trending Products

Insights > Category Analytics

- Top Categories

Check Everything Twice

- Review all ranking rules for holiday categories & queries to ensure old products are not manually merchandised
- Ensure pinned/boosted products are not expected to sell through too quickly
- A/B test ranking rules early in peak season, to make a data-driven decision about the correct rule to use for Black Friday / Cyber Monday
- Consistently review Trending reports to get ahead of optimizing trending queries/categories/products
- Keep an eye on your Null Search Report to quickly fix any holiday null queries
- Create holiday collections to track aggregate performance

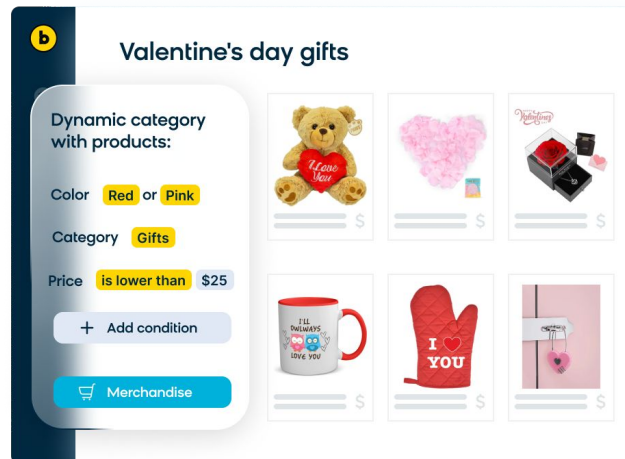
Use the Latest Bloomreach Features to *Sleigh* Your Holiday Site Experience

DYNAMIC CATEGORIES

The Dynamic Categories feature automates the category creation process by allowing you to **effortlessly curate product collections based on pre-defined criteria** without having to search through your entire product catalog.

Key Benefits

- Saves time and effort in creating new categories
- Enables user to categorize products dynamically based on certain product attributes
- Real Time Updates - reflects real-time changes in product attributes and conditions. As soon as a product meets the specified criteria, it is instantly added to the assortment. This ensures that the category is always up-to-date with the latest offerings and **eliminates the need for manual adjustments** or delays in updating the product selection.



Holiday Use Cases

Holiday Gifts Under \$25 (using price attribute)

Newest Holiday Gifts (using attributes for Newness and Gifts category)

Gifts for Her/Him (using attributes for gifts and gender)

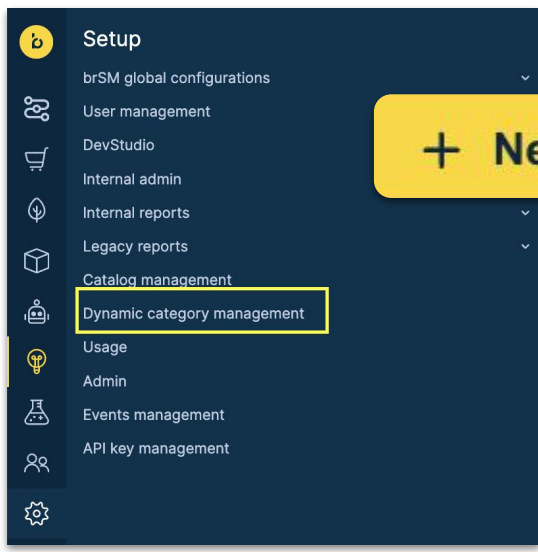
Gifting Favorites This Year (using a curated list of PIDs)



Building a Dynamic Category

1. Define your Dynamic Category

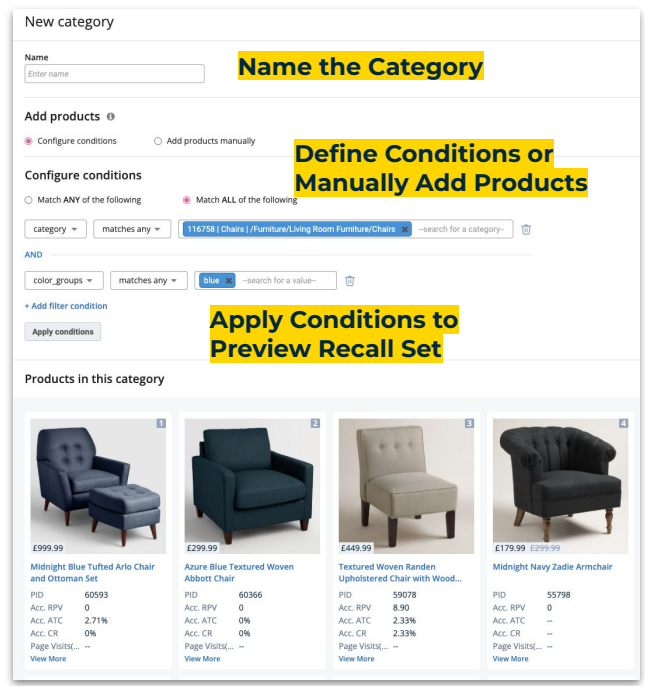
Navigate to Setup > Dynamic Category Management



+ New dynamic category

On the landing page, select 'New Dynamic Category'

Set the Conditions for your Category and Save



Name the Category

Define Conditions or Manually Add Products

Apply Conditions to Preview Recall Set

****In this initial version, you can only create a rule based on Configurable Conditions OR Adding Products by ID, in future iterations you will be able to use a combination of the two**



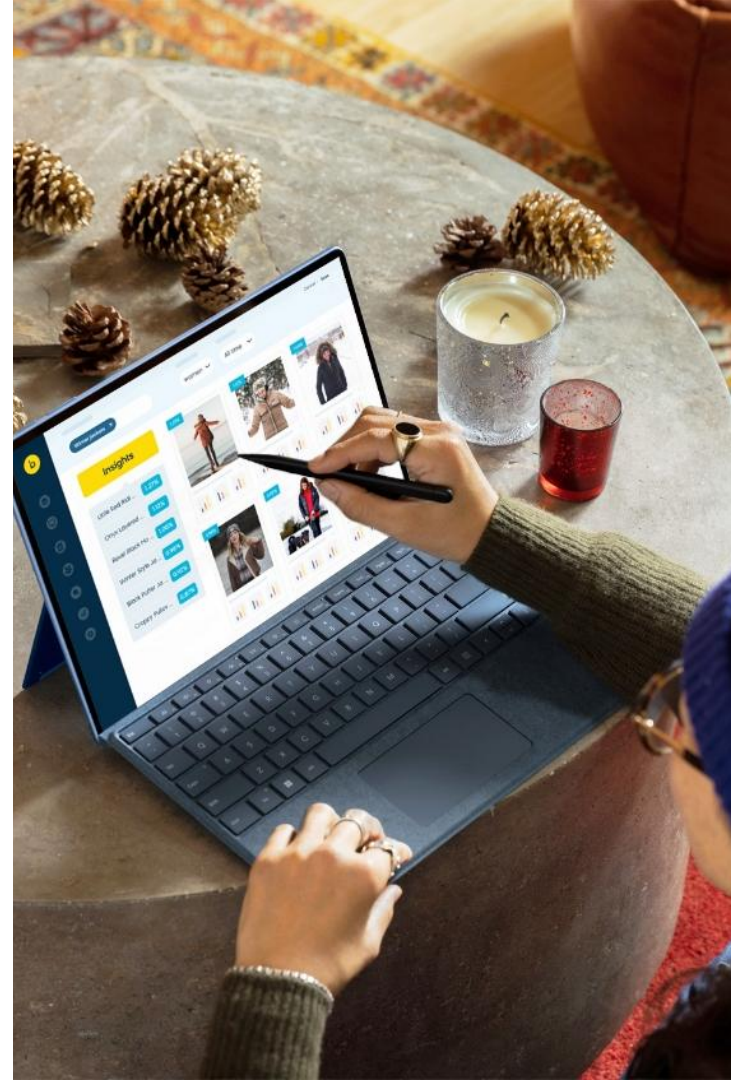
Once Created, Dynamic Categories are Treated the same as Feed-Originated Categories

All* functionalities available for categories, such as:

- Add to recall
- Bulk operations
- Group merchandising
- Scheduling, audiences
- Sequential lock
- Facet management
- Global categories ranking rules
- Dynamic Categories as facets and product attribute values

Will be available for Dynamic Categories as well.

*Cloning configuration will become fully available at a later date





Happy Holiday Prep!