

Quikly

2017

Holiday Lookbook



# 2017 Holiday Outlook Across Key Marketing Objectives

## ✓ ACQUISITION

Email is the preferred channel for holiday outreach. However, traditional marketing tactics have become ineffective as consumers are overwhelmed with promotional messaging.



MORE THAN **1/2**

of shoppers said they preferred email notifications around holiday promotions <sup>1</sup>

## ✓ ENGAGEMENT

Holiday shoppers are looking to get recommendations from brands. With changes to social algorithms and crowded inboxes, marketers are struggling to reach consumers with recommendations.



MORE THAN **1/2**

of online holiday shoppers said they purchased an item that was recommended directly from a retailer <sup>1</sup>

## ✓ SALES

Scarcity and urgency are key to holiday offer redemption. Frequently utilized "limited time" offers reduce efficacy of promotional messaging and delay holiday purchases.



**7 IN 10**

SHOPPERS

said they no longer felt pressured to immediately jump at holiday deals because they're generally confident that deals will last throughout the season <sup>1</sup>

## ✓ RETENTION

Brand loyalty is challenged during the holidays. Traditional strategies can grow stale over time, decreasing brand loyalty at key shopping periods where brands provide compelling incentives to steal share.



OVER **50%**

of holiday shoppers are willing to buy from a new retailer, and 41% completed purchases from new retailers <sup>2</sup>



# What's on Your Holiday Marketing Shopping List?

## We Can Help!



### ACQUISITION FOR HOLIDAY OUTREACH

Quikly's unique urgency marketing approach leverages scarcity, anticipation, empowerment and competition to drive immediate incremental holiday sales. Retailers can amplify reach through social sharing, with up to 60% of campaign participants referring an average of 8 friends.



### ENGAGEMENT TO ENCOURAGE CONSIDERATION

It's challenging for brands to capture consumer attention during the busy holiday season. Quikly provides solutions to engage consumers for an average of 3 minutes, while incentivizing actions such as opting-in to email, viewing content, watching videos and more.



### SALES VIA LIMITED TIME OFFERS

Unlike traditional promotional offers and deals that are overlooked in crowded inboxes, consumers that have earned an offer through a Quikly experience have a 75% claim rate and a 25% increase in spending compared to customers with standard email offers.



### RETENTION OF CUSTOMER LOYALTY

Brands leverage Quikly's platform to target customers most vulnerable to competitor conquest by capturing attention through limited time offers and gathering insight into lapse. Quikly's Retention Solution delivers a 2-3x increase in lapsed customer reactivation compared to traditional strategies.

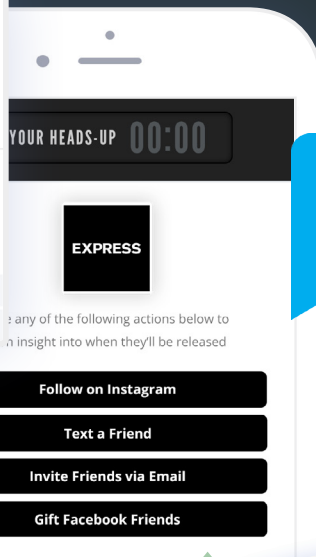
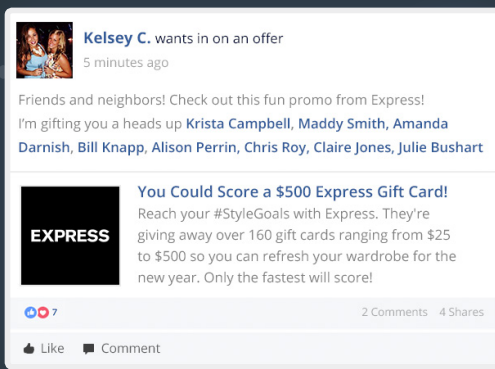


# Grow Customer Databases

## CLIENT STORY

Brands utilize various strategies to acquire new customers, from paid media to customer advocacy. While paid media guarantees reach, social advocacy is more authentic and drives higher conversion rates. Quikly helped Express to harness the power of social advocacy to increase their new-to-file emails, mobile subscribers and Instagram followers to break through the noise during the crowded holiday time period.

Express offered brand enthusiasts the opportunity to unlock gift cards and offers to complete their holiday looks through sharing their love of Express with friends and family. Referred participants could increase their odds of earning a reward through opting-in to Express' email and mobile clubs, or by following Express on Instagram.



Express Holiday Parties Every Weekend is now LIVE!  
Be fast to score!  
CLAIM NOW



Up to 60%

of campaign participants will refer 8 friends



30-50%

lower CPA compared to clients' existing acquisition tactics



82%

of consumers say they are likely to explore an offer they learned about from a friend or family member<sup>3</sup>

Click here to learn more about adding Quikly's acquisition solution to your holiday shopping list.

LEARN MORE

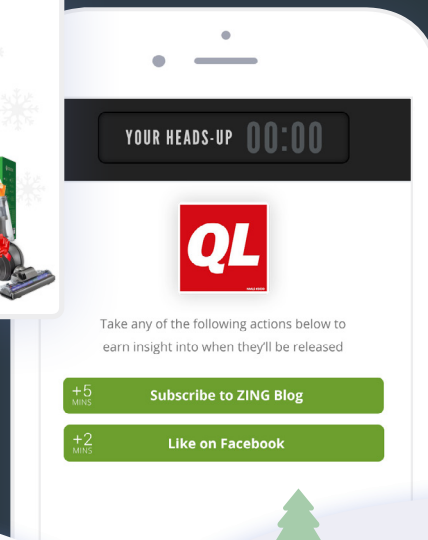


## Engage Current Customers

### CLIENT STORY

The mortgage industry is evolving with innovative solutions to a challenge as old as home ownership. Quicken Loans was looking for fun and engaging ways to educate their most valued customers on available products and services during the holiday season, ultimately driving incremental sales.

The Quicken Loans team leveraged Quikly to create awareness around their offerings through driving participants to view educational content. By taking action to learn more, participants increased their odds of winning aspirational wish list items for their home during the holidays.



## 2x-3x

increase in CTR (and engagement) with Quikly communications



## Up to 60%

of participants will view educational content from a brand to learn more



## 90%

of consumers say they would be likely to explore an offer from a brand with which they have a long-standing relationship <sup>3</sup>

Click here to learn more about adding Quikly's engagement solution to your holiday shopping list.

[LEARN MORE](#)

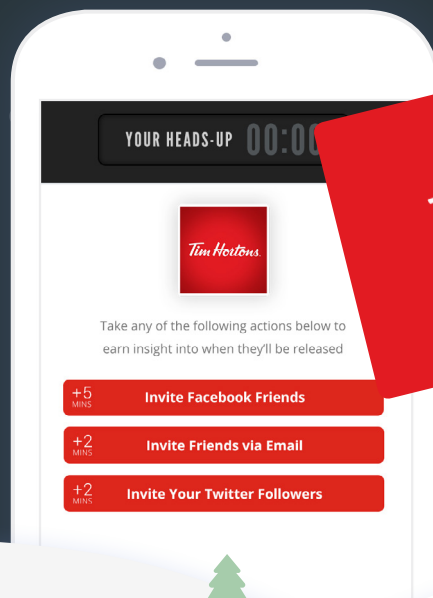


## Drive Sales Efficiently and Effectively

### CLIENT STORY

Holidays are a hectic time not only for marketers, but also for consumers as they are flooded with holiday messaging while trying to knock out their holiday to-do lists. Tim Hortons Cafe & Bake Shop was looking to drive holiday sales while spreading some holiday cheer for their customers during this busy time.

Tim Hortons Cafe & Bake Shop worked with Quikly to unlock gift cards and offers to give consumers a chance to have a fresh brewed coffee and baked good to relax during the holiday rush. Participants were encouraged to share the experience with friends and family to increase their odds of earning a top reward.



*Tim Hortons.*  
\$2 E-Gift Card!



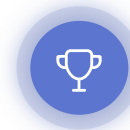
## Up to 75%

of participants will claim an offer



## 10-25%

lift in redemption rates compared to other offer delivery tactics



## 88%

of consumers say that they are more likely to redeem an offer that they had to earn in some way<sup>3</sup>

Click here to learn more about adding Quikly's sales solution to your holiday shopping list.

[LEARN MORE](#)

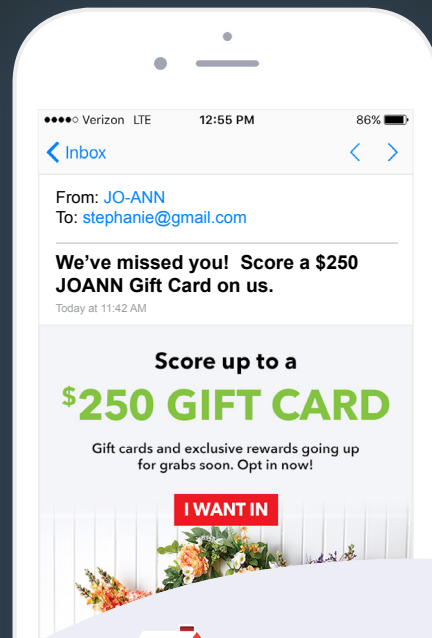
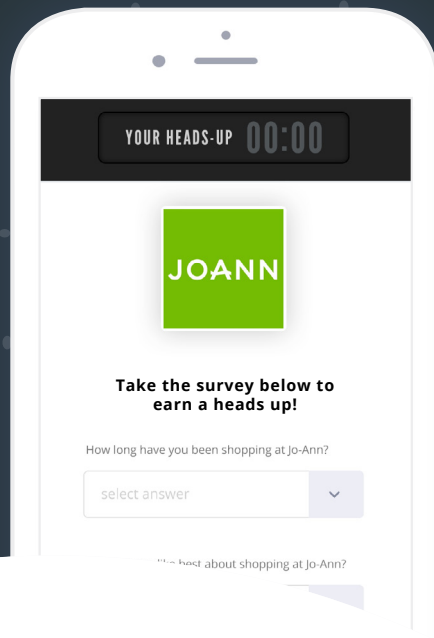


# Reactivate Lapsed Customers

## CLIENT STORY

Acquisition of a new customer is five times costlier than retaining an existing customer. With this in mind, JOANN was looking for innovative ways to reactivate lapsed customers during the holidays and gain insight into the cause of customer lapse to improve retention.

JOANN leveraged the Quikly platform to successfully re-engage lapsed customers through limited time holiday offers and gather insights through surveys. Participants were encouraged to redeem their offers in-store to shop for holiday must haves.



### 2x-3x

increase in reactivating lapsed customers by infusing Quikly into existing reactivation strategies



### 70-90%

of participants will complete a lapsed customer survey as part of the campaign engagement



### 54%

of consumers say receiving an exclusive offer would encourage them to reconnect with a brand <sup>3</sup>

Click here to learn more about adding Quikly's retention solution to your holiday shopping list.

[LEARN MORE](#)

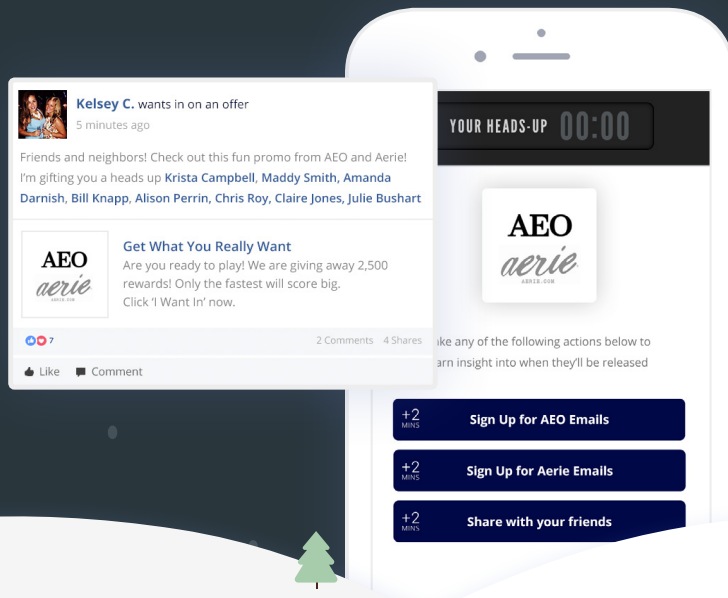


# Create Immediate Demand for Post Holiday Sales

## CLIENT STORY

With digital interactions influencing over 1/3 of every dollar spent in brick and mortar stores, retailers are seeking ways to engage customers in the digital space to drive in-store sales. American Eagle Outfitters was looking for an innovative digital solution to drive customers to shop post holiday.

The American Eagle Outfitters team leveraged Quikly to create consumer excitement around post-holiday sales, and encouraged participants to share the excitement with their friends and family via social referral. Participants unlocked offers and were encouraged to shop in-store or online for the items they really wanted for the holiday season.



25-40%

of campaign traffic is driven through referrals, increasing offer reach and redemptions



Up to 60%

of claims happen in under 5 minutes, driving immediate sales



72%

of consumers believe exclusive deals or promotions are typically better than offers that are available to anyone<sup>3</sup>

Click here to learn more about adding Quikly's sales solution to your holiday shopping list.

[LEARN MORE](#)

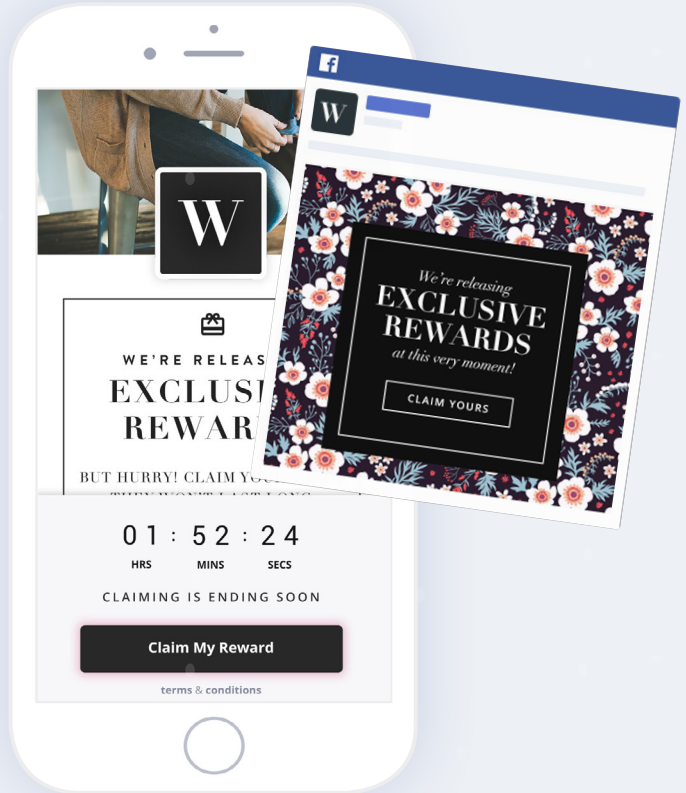


# Quikly Instant

## NEW FOR THIS HOLIDAY SEASON

The holiday season is the biggest retail sales period of the year, accounting for up to 30 percent of annual sales (National Retail Federation). Brand marketers are challenged to find innovative solutions to break through the holiday clutter and drive sales during this critical time period.

Quikly Instant provides brands with an easy to deploy marketing tool that converts owned and paid media impressions to immediate sales in-store and/or online. Consumers are encouraged to claim a limited quantity of rewards available immediately, and are given a short window to redeem their hard earned brand offers toward holiday purchases.



### 30%

increase in response rates compared to other delivery tactics



### 30-50%

of participants will claim in first five minutes



### 30% More

Quikly customers spend up to 30% more than average brand customers

Click here to learn more about adding Quikly Instant to your holiday shopping list.

[LEARN MORE](#)

## ABOUT QUIKLY

Quikly provides unique and engaging experiences that help brands and retailers acquire customers, engage with their audience, drive purchases and ultimately build a loyal customer base through a combined offering of the Quikly Engagement Platform and outstanding professional services. We strive to help brands optimize investment and amplify the effectiveness of existing marketing technologies and tools.

Motivate consumers to react – Quikly.  
Contact us today to get started!



[quikly.com](http://quikly.com)



[hola@quikly.com](mailto:hola@quikly.com)



1 - 2017 NRF Holiday Planning Playbook

2 - ipsos / Google Post Holiday Shopping Intentions 2015

3 - Quikly Smartphone Owners Study 6-2017