

How to leverage your sale season data

db digital balance

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How to leverage your sale season data

Lasting from November through January, sale season captures the excitement and hustle as retailers gear up for Click Frenzy, Black Friday, Boxing Day, and beyond.

Here's how brands can leverage data, ethically collect customer information, and prepare for a data-driven sales season to maximise the potential of these events.



Retail ↘

Enhance your retail operations with our tailored solutions designed to optimise customer experience and drive sales growth.

Pain points we address include:

- Enhancing Customer Experience
- Understanding Customer Behaviour
- Optimising Digital Marketing Efforts

Brands we've worked with include ↘



FMCG ↘

Learn how to accelerate product movement and enhance brand visibility through data-driven insights.

Pain points we address include:

- Ensuring Product Visibility
- Managing Consumer Data
- Enhancing Customer Engagement

Brands we've worked with include ↘



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Ethically Collecting Data During Sales Events

With stricter regulations on consent, transparency, and data usage expected from the Australian Privacy Act, it's essential that retailers ensure they collect customer data ethically, especially during high-traffic sales events.

Each event provides opportunities to gather first-party data, but retailers need to ensure that collection practices align with evolving privacy requirements.

First-Party Data Collection

Use competitions and surveys to collect customer information with their consent. Clearly explain the purpose of data collection and offer incentives like discounts or early access.

Transparent Communication

Include privacy-compliant banners that inform customers of data collection practices, making it easy for them to understand and manage their preferences.

Opt-in Opportunities

Allow customers to control how they engage with your brand by providing options for SMS, email, or web & app push notifications. This helps customers feel empowered over their data.

Preparing for the Sales Season

To maximise sales day performance, retailers need more than just promotions. A solid data infrastructure and strategic approach are essential to ensure smooth operations, timely customer engagement, and the ability to pivot during these high-traffic periods. Here are key areas where expert support can help:



Data Clean-up and Management

Before any major sales event, the quality of your data can make or break campaign success. It's critical to start with clean, accurate datasets that have been updated and segmented properly.

Remove outdated or duplicated information, correct errors, and refine segmentation based on the most recent customer interactions. This ensures that your marketing efforts reach the right people with relevant offers.

Clean, well-organised data leads to more effective targeting, better email deliverability, and improved campaign outcomes.

Experts can assist by auditing your datasets, identifying gaps, and establishing data hygiene protocols to prevent future inaccuracies.

Infrastructure Support

Website and system performance is critical during peak sales days like Black Friday, Click Frenzy, and Boxing Day.

High traffic volumes can lead to slow load times, system crashes, or checkout failures, all of which can damage customer trust and lead to lost revenue.

Infrastructure support involves stress-testing your website, ensuring that servers, databases, and payment systems can handle spikes in traffic without compromising the user experience.

Key performance optimisations include load balancing, caching strategies, and server scaling.

Additionally, ensure your payment systems and inventory management tools are integrated and robust, avoiding errors in stock visibility or payment processing during busy periods.

Real-Time Reporting and Analysis

Having near real-time access to sales data, customer engagement, and campaign performance is essential for making on-the-fly adjustments.

Dashboards that offer as close to live reporting as possible enable retailers to monitor critical metrics, such as conversion rates, average order value, and customer behaviour throughout the sales event.

These insights help identify bottlenecks (like a slow checkout process) or highlight popular items that may need additional promotion.

Real-time data allows for quick reactions, such as extending a promotion, adjusting marketing messaging, or tweaking inventory levels based on demand.

With expert support, you can set up custom reporting dashboards tailored to your specific KPIs, helping you stay agile throughout the event.



Key Sales Event Guide

CLOCK FRENZY®



Click Frenzy (11–15 November)

Click Frenzy draws in shoppers looking for everything from tech deals to travel discounts. Retailers can use data insights from past events to decide which products to promote and how to personalise customer interactions.

Strategies:

- Audience Segmentation: Categorise customers based on previous purchases and browsing history. This ensures that campaigns are relevant and reach the right people.
- Personalised Messaging: Send targeted emails and on-site messages that appeal to individual preferences, increasing the likelihood of engagement.

Checklist

- Review past Click Frenzy data to identify top-selling items and customer segments.
- Create audience segments based on previous browsing and purchase behaviour.
- Set up personalised messaging for targeted email and SMS campaigns.
- Prepare your website for increased traffic; ensure high-demand items are easy to find.
- Offer exclusive deals to newsletter subscribers to build engagement and urgency



Singles' Day (11 November)

Singles' Day, originally from China, has become a global phenomenon. Australian brands can participate by attracting international customers and offering deals on local products.

Strategies:

- Cross-Border Marketing: Refine marketing strategies to appeal to international shoppers familiar with Singles' Day, promoting Australian-made products.
- Targeted Social Media: Use social media to reach customers interested in global shopping events. Tailored campaigns can be highly effective for this audience.

Checklist

- Develop cross-border marketing strategies for international and local audiences.
- Identify Australian-made products that resonate with global customers.
- Create targeted social media campaigns with geo-specific ads to reach international shoppers.
- Collaborate with influencers or use customer testimonials to enhance brand trust.
- Set up analytics tracking to monitor international traffic and optimise future campaigns.

END OF SEASON

BLACK FRIDAY

SHOP NOW



Black Friday (29 November)

One of the biggest retail days worldwide, Black Friday offers Australian brands a chance to attract shoppers and boost sales by analysing data from previous years.

Strategies:

- Predictive Analysis: Analyse sales data to forecast demand for certain products, ensuring stock and promotional efforts are aligned with customer interest.
- Early Teasers: Build anticipation with teaser campaigns and early access offers. These can be sent through email, SMS, and social channels to engage customers before the sales day.

Checklist

- Use predictive analytics to anticipate demand for popular items and adjust stock levels.
- Launch teaser campaigns through email and social channels a week in advance.
- Personalise messaging based on past Black Friday behaviours to boost engagement.
- Test your eCommerce platform's capacity to handle high traffic and avoid downtime.
- Create urgency with limited-time offers and countdown timers on key landing pages.



Small Business Saturday (30 November)

This day focuses on local businesses, with an emphasis on community. Small retailers can use this day to connect with their local customer base.

Strategies:

- Localised Campaigns: Geolocation-based marketing helps target customers nearby, promoting in-store experiences and special local offers.
- Customer Testimonials: Showcasing customer stories strengthens connections with the community and promotes trust, encouraging repeat purchases.

Checklist

- Run localised campaigns that encourage community support and foot traffic.
- Share customer testimonials or local stories across digital and in-store channels.
- Offer unique in-store experiences or local promotions for added appeal.
- Promote in-store exclusives to incentivise visits and build community ties.
- Partner with other local businesses for collaborative promotions or events.

CYBER MONDAY

Cyber Monday (2 December)

Cyber Monday appeals to online shoppers who may have skipped Black Friday crowds. It's a prime day for retailers to retarget customers and make additional sales.

Strategies:

- Retargeting Campaigns: Reach out to customers who abandoned their carts or browsed on Black Friday, offering them exclusive deals or incentives to complete their purchases.
- Exclusive Online Deals: Online-only offers capture the interest of customers who may not have shopped in-store, allowing retailers to extend the sales momentum.

Checklist

- Set up retargeting campaigns for customers who browsed but didn't purchase on Black Friday.
- Prepare online-exclusive deals that encourage quick purchases and drive urgency.
- Personalise web banners and pop-ups based on customer preferences.
- Enable cart abandonment emails with incentives to complete the purchase.
- Monitor real-time sales data to adjust deals or highlight popular products.

SPECIAL OFFER

BOXING DAY

SHOP NOW

Boxing Day (26 December)

Boxing Day is a beloved Australian shopping day, with high foot traffic and online activity. Retailers should ensure seamless online and offline experiences to capture as many sales as possible.

Strategies:

- Omnichannel Marketing: Ensure consistency between online and in-store experiences, allowing customers to reserve in-store items and check stock online.
- Holiday Return Policies: Offer flexible return policies to attract hesitant shoppers. Clearly communicate these policies on websites and in-store to reassure customers.

Checklist

- Ensure seamless integration between online and in-store experiences.
- Implement flexible return policies and communicate them clearly on your website.
- Use omnichannel marketing to reach customers through email, SMS, WhatsApp, Web & App push and social media.
- Offer bundling promotions to move seasonal stock and increase order value.
- Create special in-store experiences or displays to draw foot traffic.

CLEARANCE
SALE!

January Clearance Sale

January clearance sales offer a chance to move excess holiday stock, attracting customers looking for deals on remaining seasonal items.

Strategies:

- Inventory Analysis: Identify unsold stock and promote it through clearance campaigns. Targeted clearance events can be managed by integrating inventory tracking systems with data analytics.
- Engagement Campaigns: Reward returning customers with loyalty points or offer early access to clearance sales, encouraging continued engagement and brand loyalty.

Checklist

- Identify excess holiday stock and target these items for clearance promotions.
- Set up exclusive access for loyalty program members to enhance engagement.
- Share content on social media that promotes the value of clearance items.
- Use customer insights from holiday sales to inform January marketing strategies.
- Create “best deals” lists or product bundles to attract bargain hunters.



Post-Event Strategies

Maintaining customer engagement after sales events is essential for building long-term loyalty. Here are some ways to stay connected:

- Post-Sale Follow-Up: Send thank-you emails, satisfaction surveys, or product recommendations based on recent purchases. Personalised follow-ups show appreciation and keep your brand top-of-mind.
- Exclusive Offers: Reward customers with early access to future sales or exclusive discounts, creating a VIP experience that builds loyalty.
- Content Engagement: Share content that's relevant to their purchases, such as product guides, styling tips, or care instructions. This adds value and reinforces their buying decision.
- Loyalty Programs: Encourage repeat purchases by offering points or perks that customers can redeem in future purchases, increasing retention.
- Personalised Retargeting: Use insights from sales data to create targeted retargeting campaigns. Suggest complementary products based on recent purchases or remind them of items left in their cart.

Digital Balance services ↘

- Analytics
- Customer Experience (CX)
- Data
- Privacy
- Consulting

Analytics ↘

Gain valuable insights and make informed decisions with our advanced analytics solutions

- Audits
- Reports, Dashboards & Visualisations

Technology Solutions ↘



Customer Experience (CX) ↘

Cultivate unparalleled customer experiences with our suite of CX services

- Experimentation & Personalisation
- Audience Activation
- CX Reporting

Technology Solutions ↘



Data ↘

Build trust and ensure compliance with data privacy regulations with our comprehensive privacy solutions

- Measurement Strategy
- Data Transformation and Warehousing
- Customer Data Platform (CDP)
- Data Storage

Technology Solutions ↘



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Drive digital transformation and harness the power of your data with our end-to-end data services

– Consent Management

– Tag Management & Audits

Technology Solutions ↘



Consulting ↘

Achieve your business objectives with strategic consulting and support from our experienced team

- Digital & Data Strategy
- Measurement Strategy
- Roadmaps
- Training
- Team Capacity Expansion

Get in touch

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