

# SEIZING THE Season

PREPARING YOUR ECOMMERCE BUSINESS FOR THE 2021 HOLIDAYS



## Yuletide Landscape

A rise in consumer spending suggests a happy holiday season for brands and retailers. Meet the increasing demand for convenient, personalized online shopping experiences and dazzle your customers this year.

### Cyber Monday

WILL STILL BE THE BIGGEST ONLINE SPENDING DAY OF THE YEAR



**\$211.6 billion**

projected US retail ecommerce sales during the 2021 holiday shopping season<sup>1</sup>

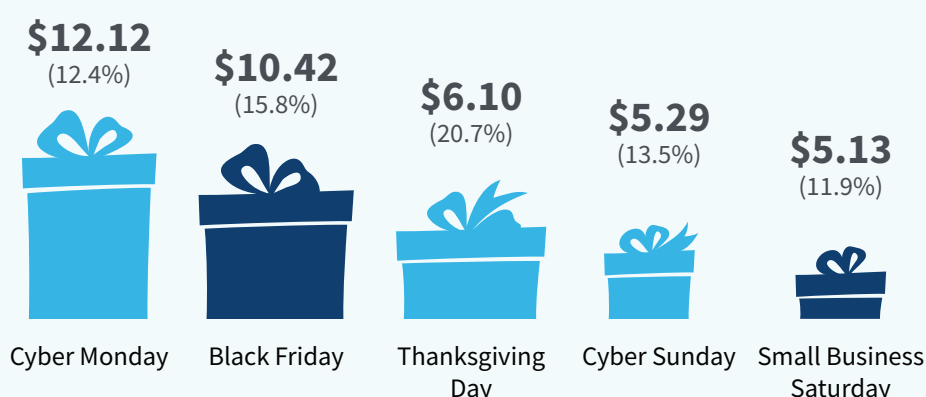


**15%**

of surveyed US consumers plan to do all their holiday shopping online<sup>2</sup>

#### US Cyber Five Retail Ecommerce Holiday Season Sales, by Shopping Day, 2021

billions and % change vs. prior year



Source: eMarketer, "US Holiday Shopping 2021" report



## Sleigh Supply Chain Challenges

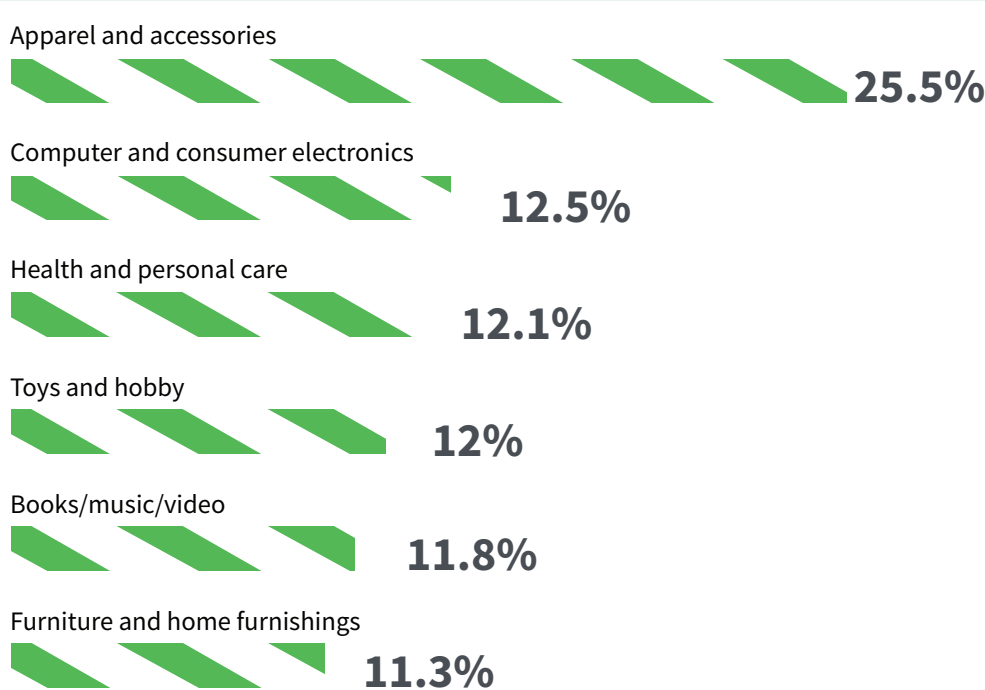
71% of online holiday shoppers say product availability will affect their online purchasing decisions.<sup>3</sup>

#### MITIGATE THE IMPACT OF SUPPLY CHAIN ISSUES

- Enable pre-order options
- Recommend alternative products
- Sell mystery boxes using existing inventory
- Include "order by" dates in promo copy

#### US Holiday Season Ecommerce Sales Growth, by Product Category, 2021

% change vs. prior year



Source: eMarketer, "US Holiday Shopping 2021" report

### Subscriptions

The gift that keeps on giving for both retailers and consumers

**61 MILLION**

US CONSUMERS USE AT LEAST ONE SUBSCRIPTION RETAIL SERVICE<sup>4</sup>

- Subscribe-and-save offers appeal to price-conscious consumers
- Subscription boxes containing curated items can alleviate inventory issues
- Subscriptions create predictable recurring revenue beyond the holidays

## Beyond the Most Wonderful Time of the Year



CHANGES IN ONLINE PURCHASING HABITS ARE LIKELY TO LAST WELL BEYOND THE 2021 HOLIDAY SHOPPING SEASON

**~80%**

OF CONSUMERS PLAN TO MAINTAIN SOME OR ALL OF THEIR SHOPPING HABITS OVER THE NEXT COUPLE OF YEARS<sup>5</sup>

## The Wrap Up

Use subscriptions to enhance customer experience



Optimize your website for mobile commerce



Launch holiday promotions as early as possible



Leverage a reliable ecommerce platform to manage the holiday rush



Discover how sticky.io empowers ecommerce merchants during the holiday shopping season and all year round.

**REQUEST DEMO**

Sources:

- eMarketer, "US Holiday Shopping 2021" report
- Kount + PYMNTS, "The 2021 Holiday Shopping Outlook"
- Kount + PYMNTS, "The 2021 Holiday Shopping Outlook"

- sticky.io + PYMNTS, "Subscription Commerce Conversion Index"
- sticky.io + PYMNTS, "DTC and the New Brand Loyalty Opportunity" report