



LIVECLICKER
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HOLIDAY LOOKBOOK 2019

Real-Time Solutions to 9 of Retail Marketers' Biggest Holiday Email Headaches

Solutions Inside

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- 2 Engage Inactive Loyalty Members
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\$1

Trillion

Holiday retail sales crossed the \$1 trillion mark last year, and are projected to grow even higher in 2019*

Email marketing is a critical component in securing your slice of the pumpkin pie.

But retailers encounter perennial problems with the email medium; issues that hinder campaign efficiency and result in lost revenue.

Real-time personalization delivered to the right person at the right moment through a powerful automation platform offers innovative, scalable solutions to these challenges. Marketers have creative new possibilities to reach customers and the opportunity to improve ROI during retailers' most important time of the year.

**eMarketer Holiday Shopping 2018 Roundup*

1 Keep Your Emails 'In Stock'

When things are going as planned, inventory moves fast during the holidays.

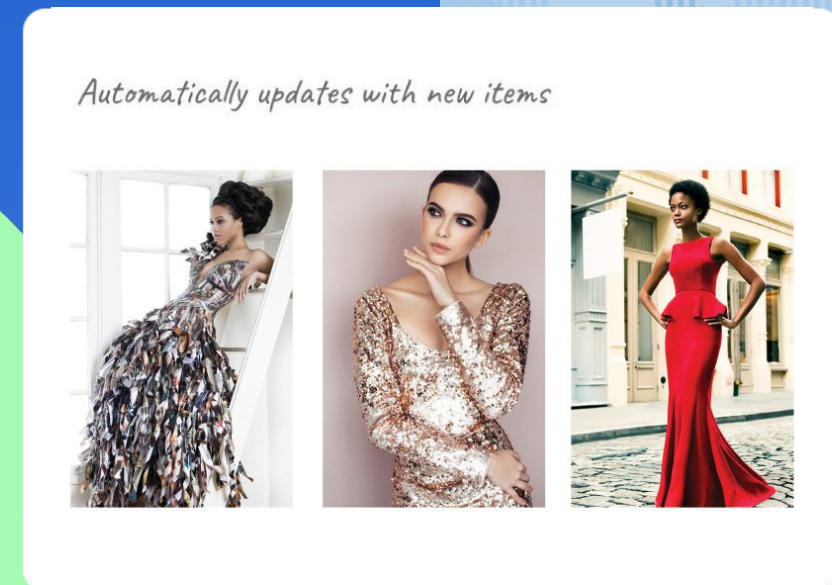
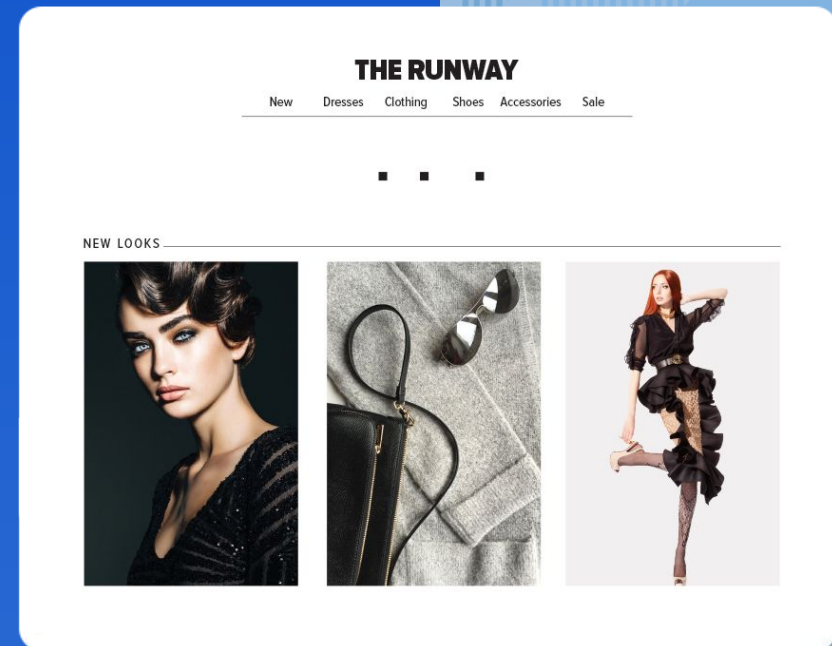
But that can create a situation where emails feature products that go out of stock or become temporarily unavailable. This makes a confusing, disappointing experience for subscribers who are excited about an item or sale.

Avoid promoting sold-out products. Keep customers' favorite product categories up to date with the most riveting available selections on your website. Then showcase subscribers' preferred items and scrape

in this content directly from those web pages on the fly.

When something is out of stock or removed from the category page, it's instantly replaced in your emails!

Use Oracle Responsys
and LiveScribe to
automatically feature hot
inventory items that just came
into stock and keep your
recommendations fresh



2

Engage Inactive Loyalty Members

Marketers triple time of open with these campaigns!

Loyal shoppers might spend up to 50% more during the holidays than first-time buyers.

A timely reminder about benefits and account status is a great way to re-engage your loyalty program members right when they're most needed.

This is especially helpful for converting members who are very close to a reward threshold and just need a nudge at the right time to make a purchase.

And if they already have rewards waiting, it's a perfect opportunity to invite them to visit your stores or site to redeem and spend additional dollars.

Consider sending a warm-up email right as the holidays start, or shortly after for a powerful 'Year in Review' message.

Combine LiveRender and LiveImage with Oracle Responsys to easily automate the Deployment of a personalized, animated message to each of your loyalty members

MAKEUP COUNTER

MAKEUP FRAGRANCE SKINCARE HAIRCARE SALE

DISCOVER WHAT'S NEW

What a year it has been!

Wow, Danielle, in 2018...

You Shopped at Makeup Counter

5 times

We love making you look and feel your best!

You earned a total of

692 points

Looks like all your beauty fares really loved you back.

You saved a total of

\$9

Way to spend less and love yourself more!

You have

450 points

To redeem

That's worth \$14.00 to spend on anything you wish.

New Year,

New Possibilities

**COUNTER
REWARDS**

SIGN IN TO YOUR ACCOUNT

3 Make Key Moments, Events, and Deadlines Unforgettable

Adding an in-email countdown timer can increase Black Friday conversions up to 400%!

The holidays are some of the busiest times of the year. It's easy for your limited-time sales, special events, and shipping deadlines to get lost in the commotion.

Don't let your time-sensitive events be overlooked! Use an animated countdown timer in emails to count down to the special moment.

Extend your reach beyond the inbox and schedule time on their personal calendar app with an 'Add to Calendar' function to

deliver a reminder right on time. Make it useful for customers; remind them when a sale starts or ends and use the calendar description to add first name personalization and link directly to a shoppable landing page!

Add LiveCalendar

to campaigns sent through Oracle Responsys to let openers add a personalized event invite or sale reminder directly to their favorite calendar app

Come share your holiday wish list with **Santa!**



Photos with Santa
NOV. 8 THROUGH DECEMBER 24

Monday - Saturday: 10am - 9pm
(Santa will be feeding his reindeer from 1 - 2pm and 5 - 8pm)

Sunday: 11am - 6pm
(Santa will be feeding his reindeer from 2 - 3pm)

LEARN MORE

CHRISTMAS 2018

NEW RINGS ARE HERE

Which design is your favorite?
Click below to let us know!

SHOP NOW



Total Voter: 15%

VOTE



Total Voter: 16%

VOTE



Total Voter: 14%

VOTE



Total Voter: 10%

VOTE



Total Voter: 24%

VOTE



Total Voter: 5%

VOTE

#MYDIAMONDS

Learn Your Customers' Wish Lists

4

You're not Santa; no one will be sending you elaborate holiday wish lists this year. So how do you find out what your subscribers want?

Ask them!

Use an interactive poll embedded into an email at the beginning of the holiday season to see what your audience as a whole wants and gather valuable information on individual product preferences.

Then use that information to shape your email strategy through the rest of the season and personalize individual emails with hyper-relevant offers and recommendations.

Utilize LivePoll

to learn what kind of products your subscribers are interested in and use that data to update their Oracle Responsys profiles

5 Drive In-Store Traffic

Using LiveMap regularly in emails can increase click-through rates and even improve open rates by almost 200%!

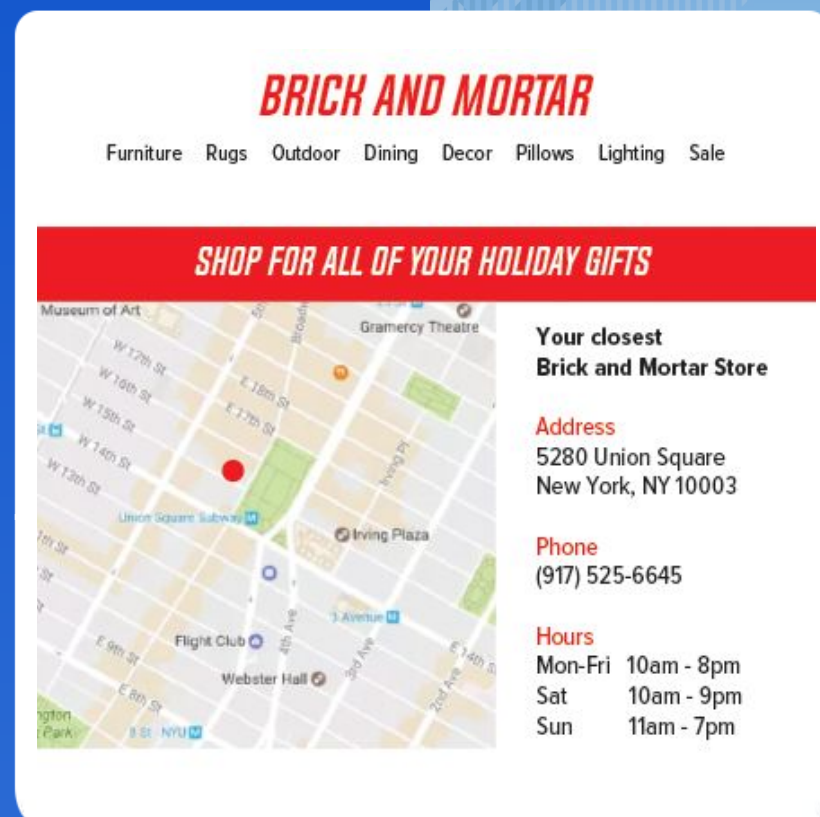
Ecommerce revenue is always welcome, but shoppers tend to spend more if you can get them in store.

The challenge for email is directing subscribers to the most convenient brick and mortar location out of hundreds or thousands of stores.

Use a dynamic map feature in your emails that shows directions to each subscriber's preferred store or the facility nearest to their real-time geographic

position, plus store-specific information like open hours. Store hours tend to be different during the holidays, and this is a great way to keep changing information accurate and up to date.

This tactic is especially useful once shipping deadlines have passed; use a map to show nearby locations and continue generating last-minute conversions!



Use LiveMap

alongside Oracle Responsys to display the closest stores to the user at the moment of open. Include dynamically populated store information like contact information and hours for maximum convenience

Use Transactional Elements for More Conversions

6

CUSTOMER# 7964510

BRICK AND MORTAR

Furniture Rugs Outdoor Dining Decor Pillows Lighting Sale

ORDER # 119143419

Your order is on its way, Jane!

We're happy to let you know your item has shipped. If you have multiple items, they may ship in separate packages. You will receive a separate email confirming each shipment!.

UPS Tracking

1Z3136V70386665228



 **MINNEAPOLIS, MN, US** UPS GROUND, 5.60LBS

Date & Time	Action	Location
02/02/2017 2:58 PM	DELIVERED	MINNEAPOLIS, MN, US
02/02/2017 5:27 AM	OUT FOR DELIVERY	MINNEAPOLIS, MN, US

...

Include real-time

shipping data via Oracle Responsys and LiveTracker to build excitement for incoming orders and keep users coming back to your emails time and again

“LiveTracker’s added benefit and overall ease to implement was a bright spot in the team’s busy season! LiveTracker also helped bring our transactional campaigns into the 21st century.”
- an eCommerce marketing manager

Holiday inboxes are full of account registrations, order confirmations, shipping updates, and so on. These messages can sport open rates of 50% or more...but the transactional elements within often go underutilized as an opportunity to get customers back into the funnel.

Adding live shipment data and real-time package tracking to your promotional emails gives buyers a reason to open your email time and

again, meaning more opportunities to re-sell and up-sell with marketing messages and special offers.

This improves the customer experience, minimizes audience attrition to third party delivery company sites, and reduces the volume of customer service inquiries about delivery status that come flooding in during peak season.

7 Convert Gift Givers into Repeat Buyers

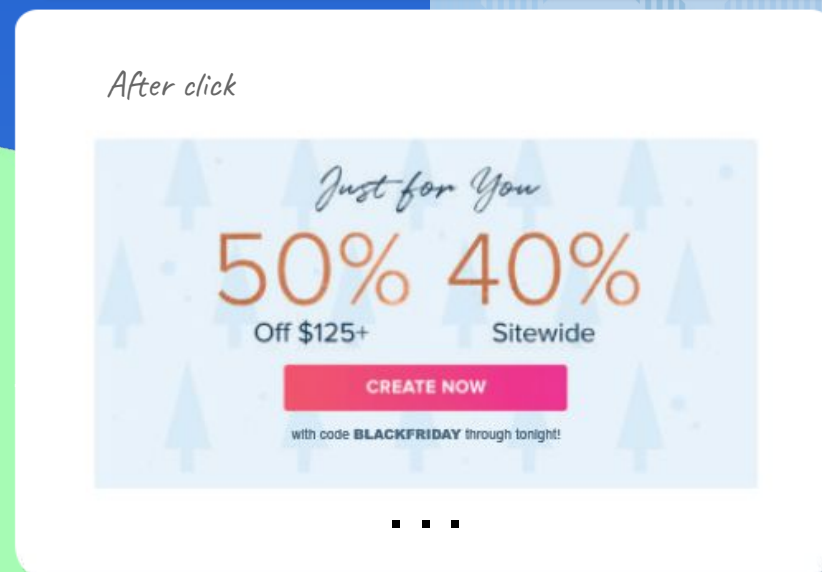
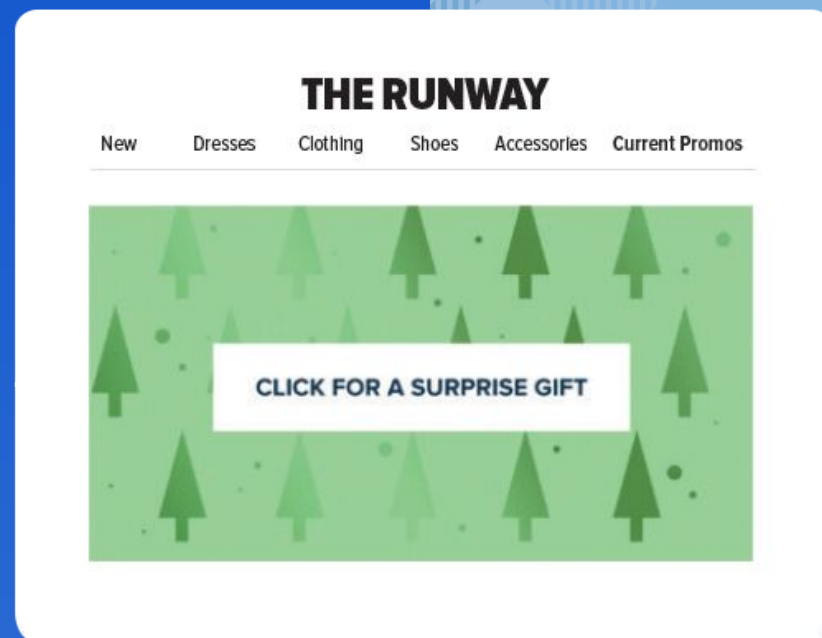
Many shoppers during the holidays are one-time buyers getting gifts for others or splurging on themselves. Unfortunately, these new customers often don't return for additional purchases throughout the rest of the holidays and beyond.

Use your emails to make a lasting impression and give these customers a reason to come back for more. Make it an unforgettable experience that establishes a personal connection and inspires loyalty.

Try adding an in-email poll to learn about their personal interests so you can tailor future

messages accordingly. Record a special welcome video and embed it directly into your email. Or use an interactive scratch-to-reveal feature to show a hyper-personalized "just for you" coupon for a self-gift that's too good to ignore.

Use LiveReveal
to tease tempting special offers to subscribers, then automate a nurture cadence with Oracle Responsys to build loyalty and drive sales throughout the year



Update Your Fast-Moving Deals and Discounts

8

MAKEUP COUNTER

MAKEUP FRAGRANCE SKINCARE HAIRCARE GIFTS SALE

Get Your Gifts on Time!

**FREE 2-DAY SHIPPING
ON ORDERS OVER \$100**

Order By 12/20 at 1pm EST

Not valid on Canada or international orders.

■ ■ ■

Automatically updates to new message

Get Your Gifts on Time!

**\$10 OVERNIGHT SHIPPING
ON ORDERS OVER \$100**

Order By 12/20 at 1pm EST

Not valid on Canada or international orders.

■ ■ ■

Discounts can vary greatly throughout the holiday season, especially if you're closely responding to the sales marketed by competitors. One minute you're offering 40% off; the next it might be 25% or buy one get one free.

That creates a difficult situation for marketers: if you send an email promoting a discount that has changed by

the time the message is actually read, you risk upsetting and alienating subscribers.

Remedy this problem by implementing images that can be updated even *after the outdated promo lands in the inbox*.

Promotional content can be updated en masse so that the information in your emails always matches the offers, special products, and sales that you're currently running.

Incorporate LiveImage

In campaigns sent through Oracle Responsys to retroactively update the terms of your deals, discounts, and shipping offers as they change over time

9 Beat the Black Friday/Cyber Monday Rush

This tactic earned one retailer a 30% increase in CTR!

The Black Friday/Cyber Monday period is the climax of the year for most retailers, and more promotional emails are sent around this time than any other.

This flood of emails creates technical deployment issues, ESP delays and long email queues right at the most critical time.

One way to beat the rush (and stand out in an overcrowded inbox) is to send your BFCM emails a day early and tease the sale cadence so subscribers know what's coming.

Outfit your email with dynamic content and real-time personalization elements that can automatically adapt and be updated retroactively with announcements, promotions and time-sensitive deals.

Get ahead

of peak email delivery issues by sending an email early through a reliable application like Oracle Responsys. Use LiveImage to update content as products become available and replace or hide them when they go out of stock

 **DIAMONDS**
artisan jewelry

10% OFF INCLUDING SALE

WHAT'S SPARKLING?



NOW AVAILABLE IN-STORE

Check here tonight for Online availability!

EXCLUDED FROM ALL PROMOTIONS

Message changes based on inventory status

NOW AVAILABLE IN-STORE

Check here tonight for Online availability!

EXCLUDED FROM ALL PROMOTIONS

NOW AVAILABLE ONLINE AND IN-STORE

EXCLUDED FROM ALL PROMOTIONS

SOLD OUT ONLINE.

Check your local Diamonds for In-store availability!

EXCLUDED FROM ALL PROMOTIONS

May Your Metrics Be Merry and Bright

See how **RealTime Email** solves your biggest holiday headaches:

- Fast Ramp Up
- Easy Integration
- Ready in Time for Your Holiday Campaigns!

Request a Demo

ORACLE

B2B and B2C marketers use Oracle CX, an integrated portfolio of best-in-class applications, to drive sales, brand and customer loyalty. Oracle CX offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent and connected experiences to customers wherever they are and however they choose to engage.

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