Your Holiday Testing Checklist

15 Tests to Run Before Peak Season Hits

Succeed this season with 15 low-lift, high-impact tests that deliver actionable insights now, so you're optimized when it matters most.

The holiday season is noisy, competitive, and fast-moving. Testing ahead of time gives you the space to experiment without the pressure, helping you uncover what truly engages your subscribers and customers before the stakes are highest.

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01

Text-only Email

This minimalist format is making a comeback. Among a crowded inbox of heavily designed emails, a plain text-style message can feel more personal, more direct, and more trustworthy. Many brands are seeing higher click-through rates (CTR) as a result. so test it now to see if it helps your brand stand out.

MIRACLESUIT

To our Miracle Family,

After decades of experience in fashion and retail,
I know this: feeling good in what you wear changes everything.

This season, I've fallen in love with a few standout pieces that I wanted to personally highlight. Whether I'm by the pool or heading out to dinner, it's the trio I keep reaching for:

Swizzle One Piece: Pretty touches of gold make me perfectly pulled together, the hidden underwire gives incredible shaping and support, it's my little secret superpower.

Pleated Beach Dress Cover Up: Lightweight, stylish, and perfect for packing in your suitcase.

Maxi Shaping Dress: I can't believe how perfect. The shaping is all built in! I feel cinched and transformed in seconds. My go-to from work to wherever.

I designed (and wear) these pieces wi[...]
for me, but for all women who want to [...]
know you will.

Thank you for being part of this amazi[...]
your style, and your energy continue to[...]

Here's to finding your Miracle moment[...]

Susan
Brand President, Miraclesuit

Please add slim@miraclesuit.com to your address boo[...]
email was sent to allie.naughtonlistrak@gmail.com b[...]
Argyl, PA 180[...]

If you wish to unsubscri[...]

VIEW IN BROW[...]

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shop   **newton**   reviews

Hi there,

It's Michael, Newton's founder.

We know how quickly costs are rising—at the grocery store, the gas pump, even diapers. That's why, for just 48 hours, we're doing something different:

Take 25% off any order of $400 or more with code: 25OFF

This is the best discount we've offered all year—and it's only here for two days.

If you've been thinking about a Newton crib mattress, bassinet, or big-kid mattress, now's the time.

Because helping families sleep better, feel safer, and save money is what matters most to us.

– Michael
Founder, Newton

Shop the Sale >

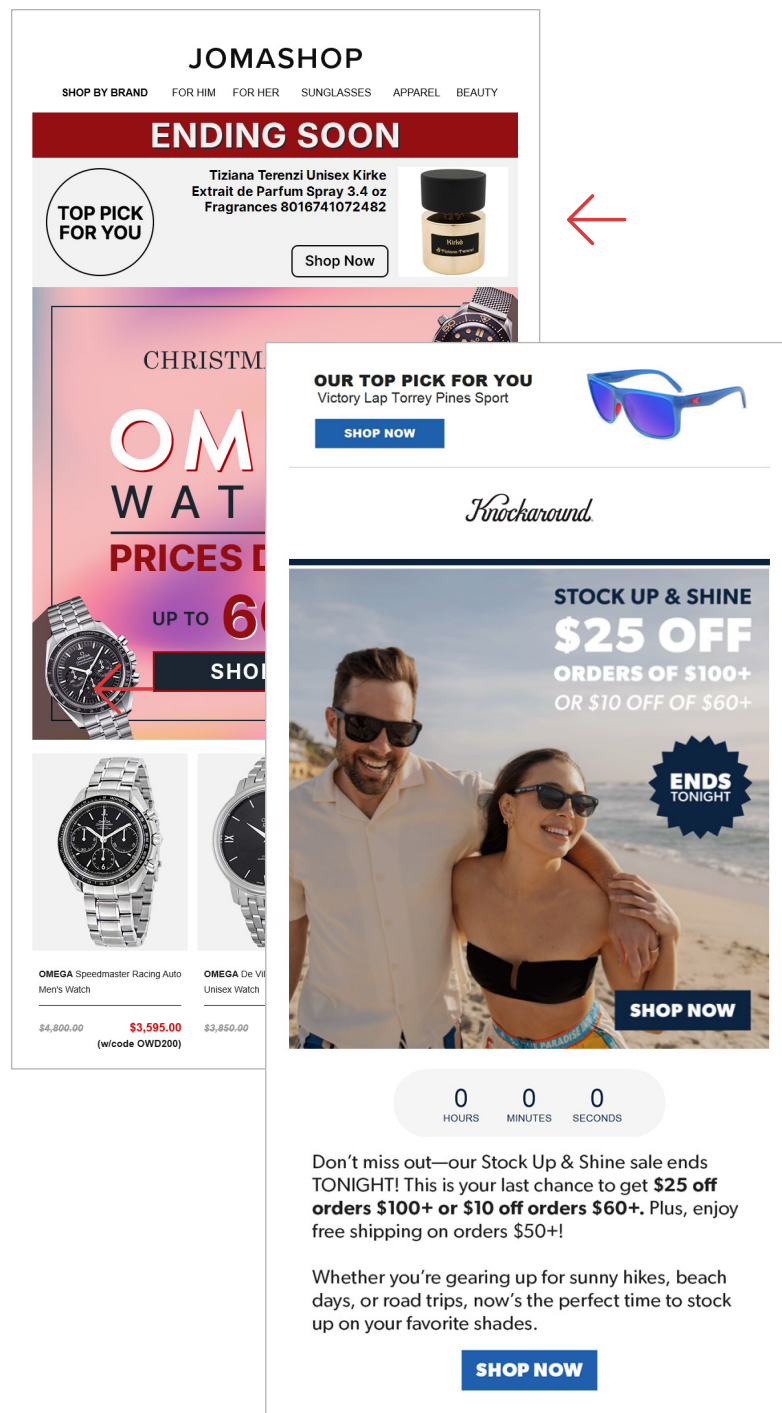**newton**

**listrak**

02

Add a "Recently Viewed" content section

Include products that customers browsed but didn't buy, making it easy for them to pick up where they left off and encouraging conversions.

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03

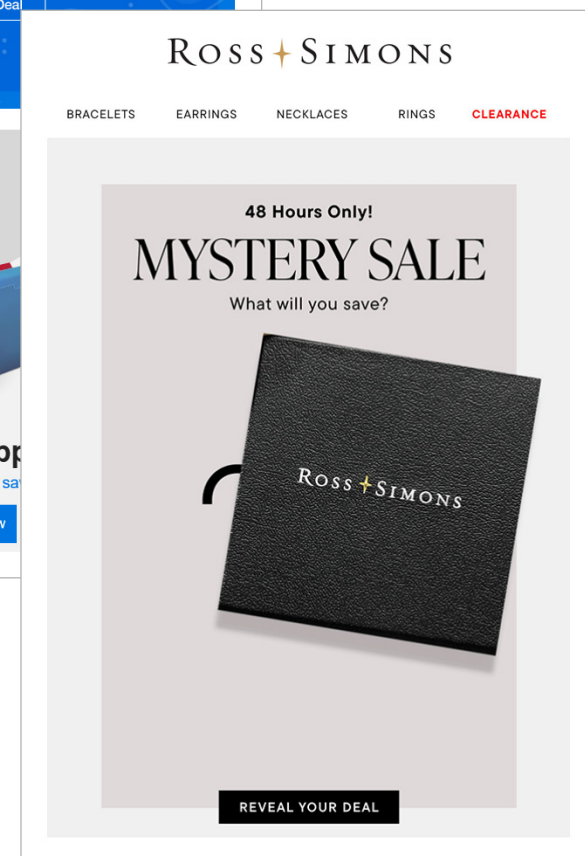# Use countdown timers for price-sensitive sales

Create urgency with a visible countdown timer in your emails and SMS to encourage quicker decisions from shoppers.

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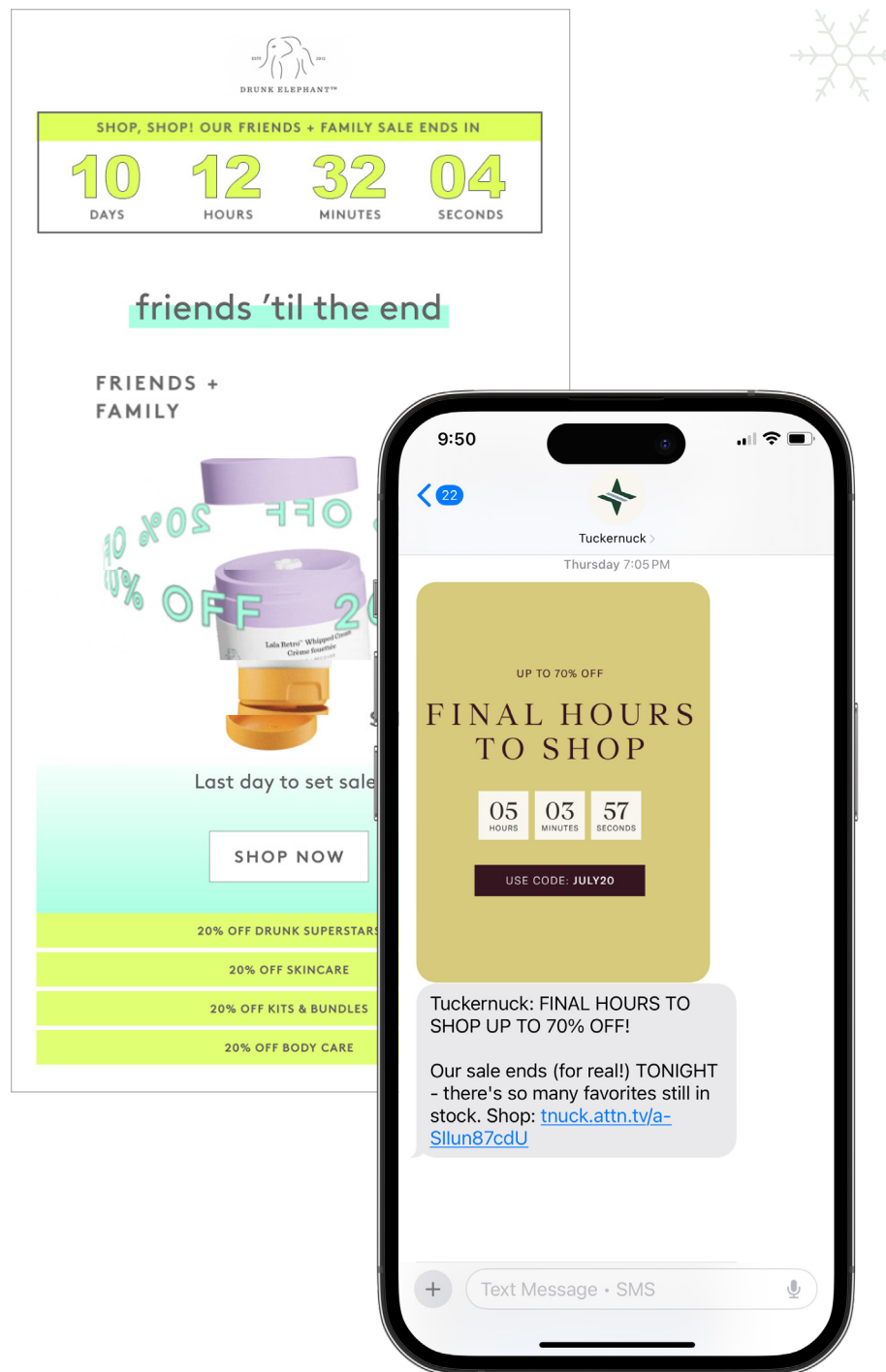
04

Try mystery deals that require a click to reveal

Curiosity drives clicks, so test offers where customers must open the email or message to discover the deal.

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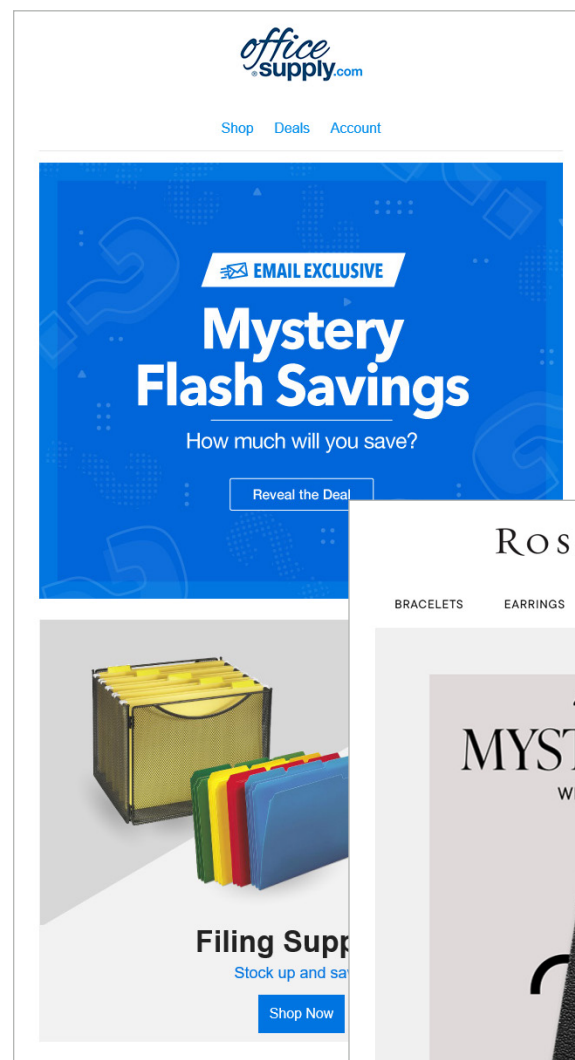
05

Highlight trending, best sellers, or new-to-clearance in email navigation

Feature trending, best-selling, or new-to-clearance products in your email navigation to guide shoppers toward popular and value-driven options.

06

Test different From Names

The from name is one of the first things people see, and it can have a big impact on open rates. Test swapping in your brand's customer service persona, a real name (like your CEO), or even a timely promo callout. Small changes here can drive noticeable engagement.

Examples:

Duluth | Sitewide Sale

fullbeauty Outlet

Amy from Kirkland's Home

Deals at Jomashop

Shark | Email Exclusive

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07

Use "Oops" in your email subject line

You don't need to admit a mistake, just the word "Oops" piques curiosity and can boost open rates. Try it as a playful hook to break through inbox clutter.

Examples:

Ooops! Clearance Pricing Is Fixed Now!
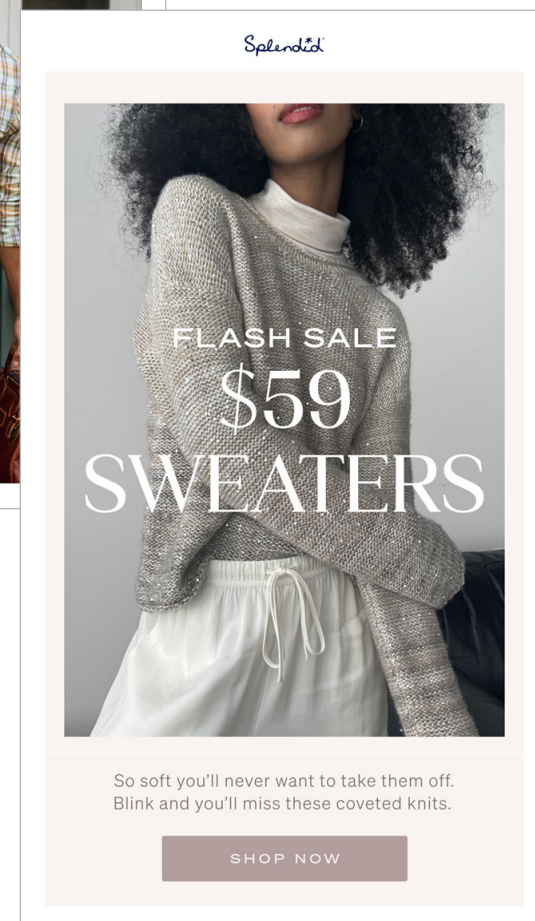
OOPS! We Forgot To Tell You...

Ooops! Let's Try This Again...

Ooops! Prices Were Too High!

![listrak logo]

Subject Line:

Oops! Clearance Pricing Is Fixed Now!
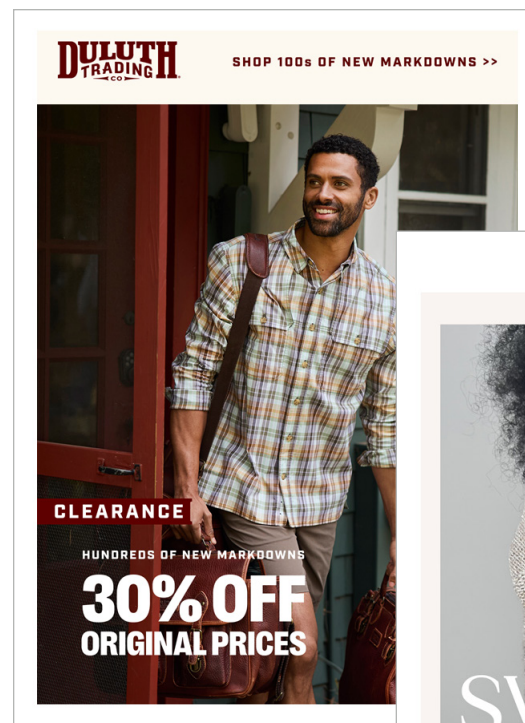
Subject Line:

Oops, Let's Try This Again...

08

Test Attention-grabbing first lines in SMS

The first line in an SMS message matters as it drives users to open and engage. Experiment different hooks to see what resonates best with your subscribers.

Examples:

Stop what you're doing right now!

This month's best selling collection is...

Shhhh don't tell anyone...

THE TEXT YOU ACTUALLY WANT

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09

Test SMS-only offers for early buyers

Offer a steep discount to the first 1,000 users who redeem via SMS. Measure how this exclusive deal lifts your typical sale click-through rates (CTRs).
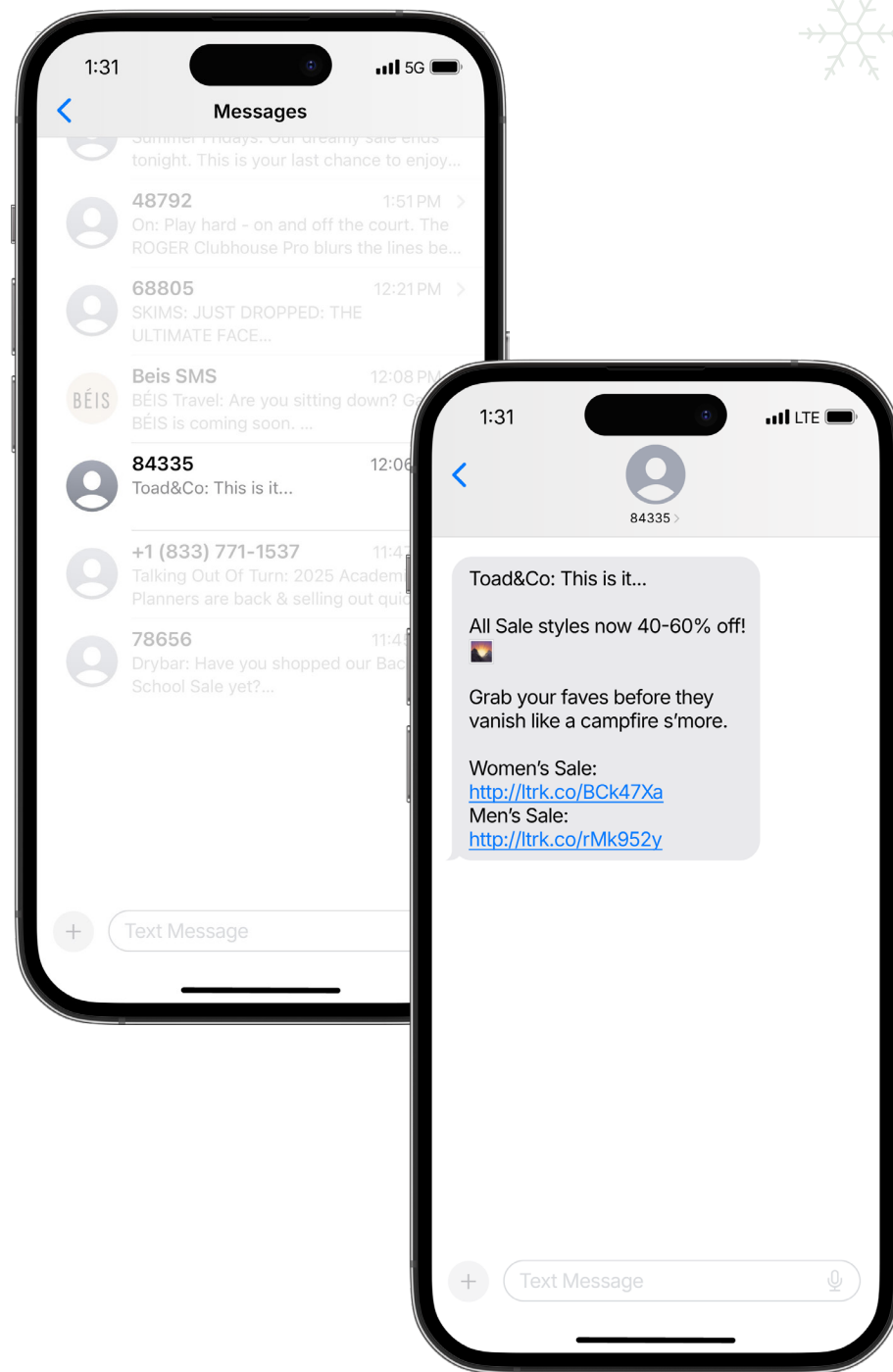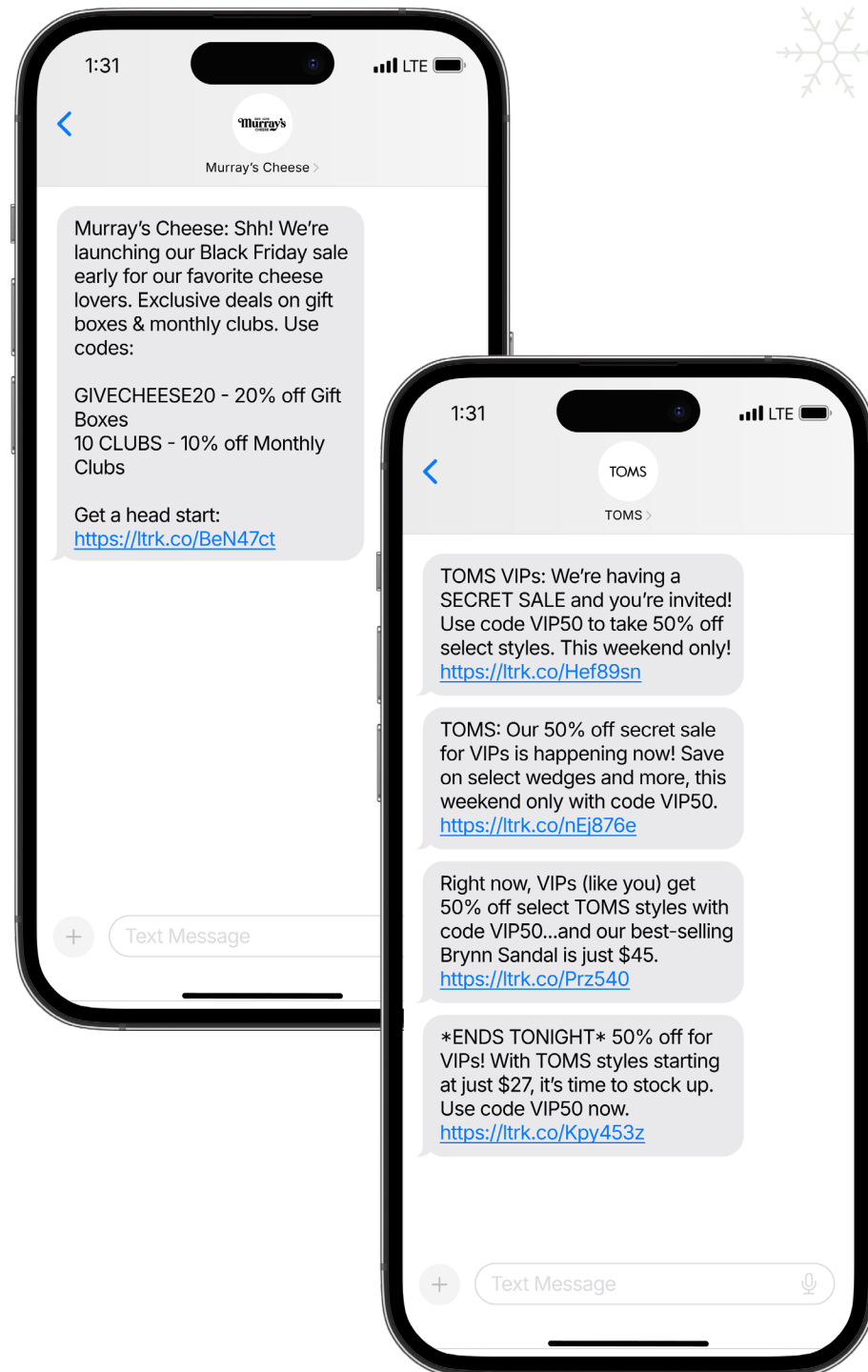

Murray's Cheese: Shh! We're launching our Black Friday sale early for our favorite cheese lovers. Exclusive deals on gift boxes & monthly clubs. Use codes:

GIVECHEESE20 - 20% off Gift Boxes
10 CLUBS - 10% off Monthly Clubs

Get a head start:
https://ltrk.co/BeN47ct

TOMS VIPs: We're having a SECRET SALE and you're invited! Use code VIP50 to take 50% off select styles. This weekend only! https://ltrk.co/Hef89sn

TOMS: Our 50% off secret sale for VIPs is happening now! Save on select wedges and more, this weekend only with code VIP50. https://ltrk.co/nEj876e

Right now, VIPs (like you) get 50% off select TOMS styles with code VIP50...and our best-selling Brynn Sandal is just $45. https://ltrk.co/Prz540

ENDS TONIGHT 50% off for VIPs! With TOMS styles starting at just $27, it's time to stock up. Use code VIP50 now. https://ltrk.co/Kpy453z
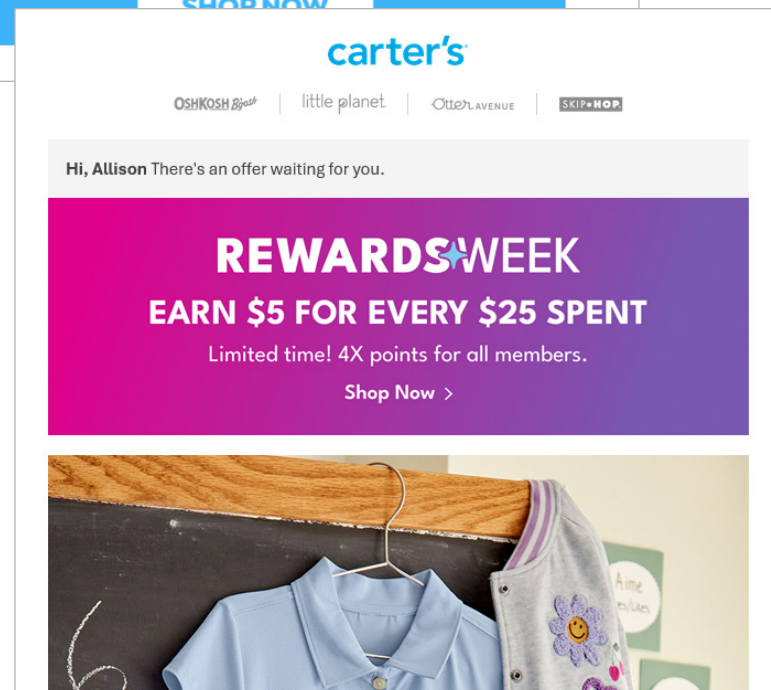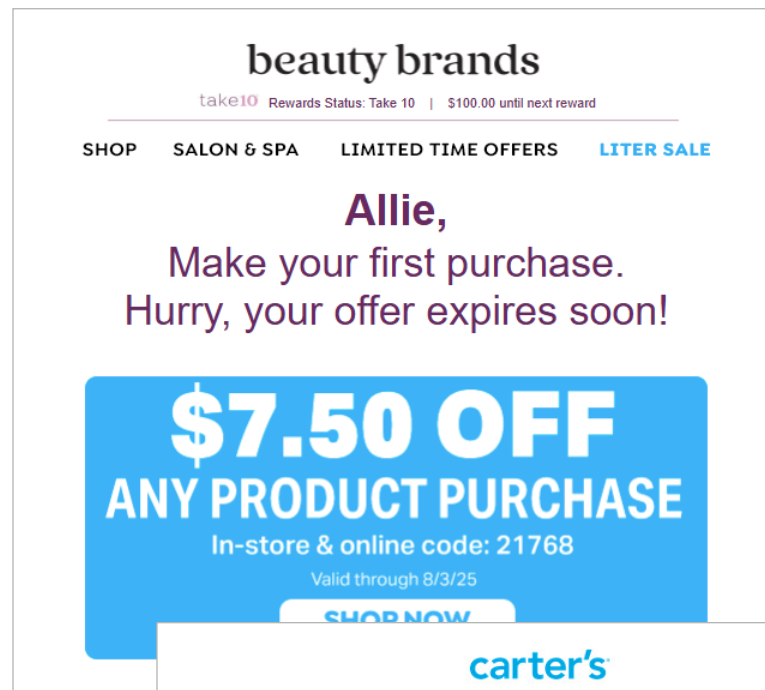
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10

Include first names with "exclusive" offers in emails and SMS

Personalizing messages with the subscriber's name alongside a sense of exclusivity can increase engagement.

beauty brands

take10 Rewards Status: Take 10 | $100.00 until next reward

SHOP   SALON & SPA   LIMITED TIME OFFERS   LITER SALE

Allie,
Make your first purchase.
Hurry, your offer expires soon!

$7.50 OFF
ANY PRODUCT PURCHASE
In-store & online code: 21768
Valid through 8/3/25
SHOP NOW

carter's

OSHKOSH B'gosh | little planet | Otter AVENUE | SKIP•HOP.

Hi, Allison There's an offer waiting for you.

REWARDS✦WEEK
EARN $5 FOR EVERY $25 SPENT
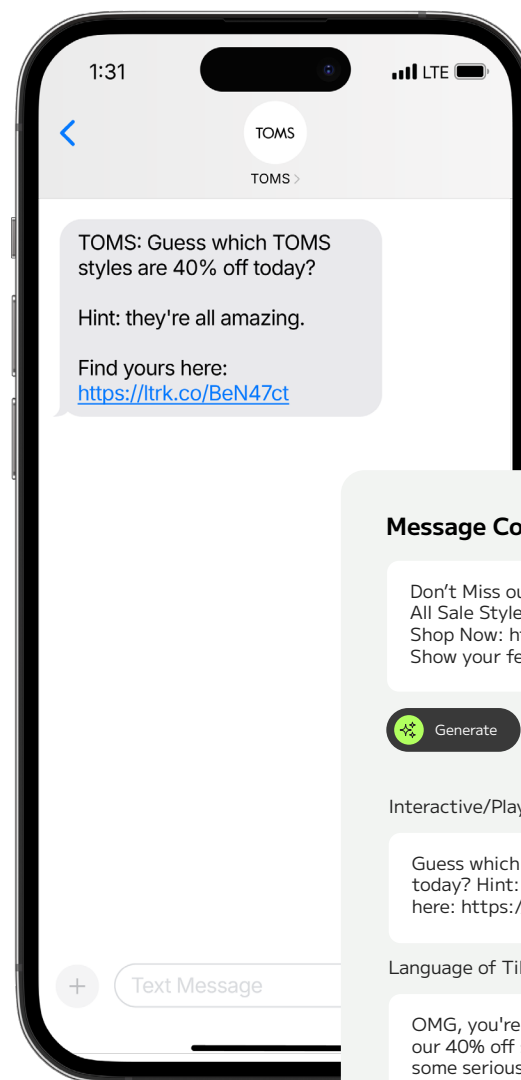Limited time! 4X points for all members.
Shop Now ›

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11

Experiment with AI-generated copy against your marketer-written messages

Use Listrak's AI text generator to create alternative copy and compare it to your usual messaging. Find out which resonates best and drives more engagement.

1:31   ◦ LTE 🔋

< **TOMS**

TOMS >

TOMS: Guess which TOMS styles are 40% off today?

Hint: they're all amazing.

Find yours here:
https://ltrk.co/BeN47ct

＋   Text Message

Message Content

Don't Miss out on the Sale taking 40% Off All Sale Styles.
Shop Now: https://www.toms.com/sale
Show your feet some love.

✦ Generate

Interactive/Playful

Guess which TOMS styles are 40% off today? Hint: they're all amazing. Find yours here: https://www.toms.com/sale

Language of TikTok

OMG, you're not gonna believe this! Shop our 40% off sale styles and give your feet some serious upgrades! https://www.toms.com/sale

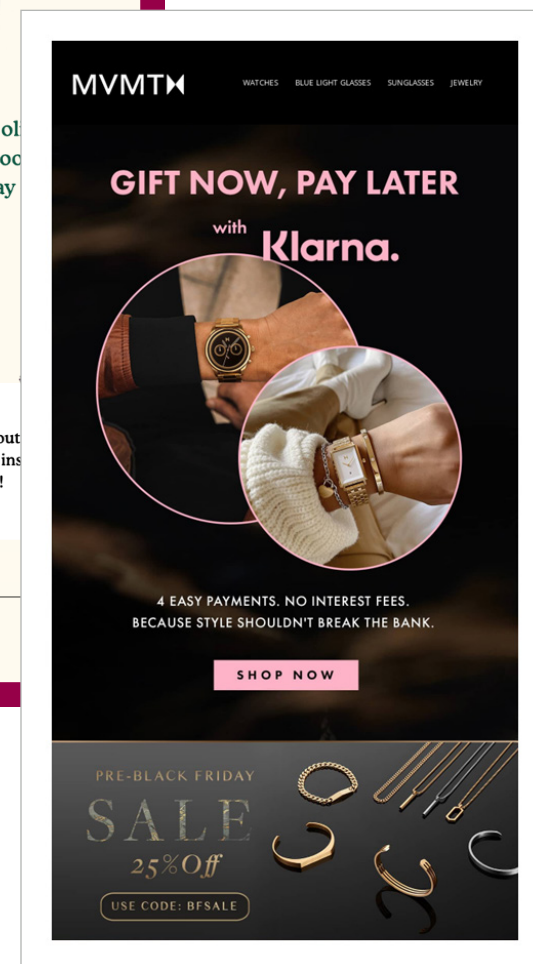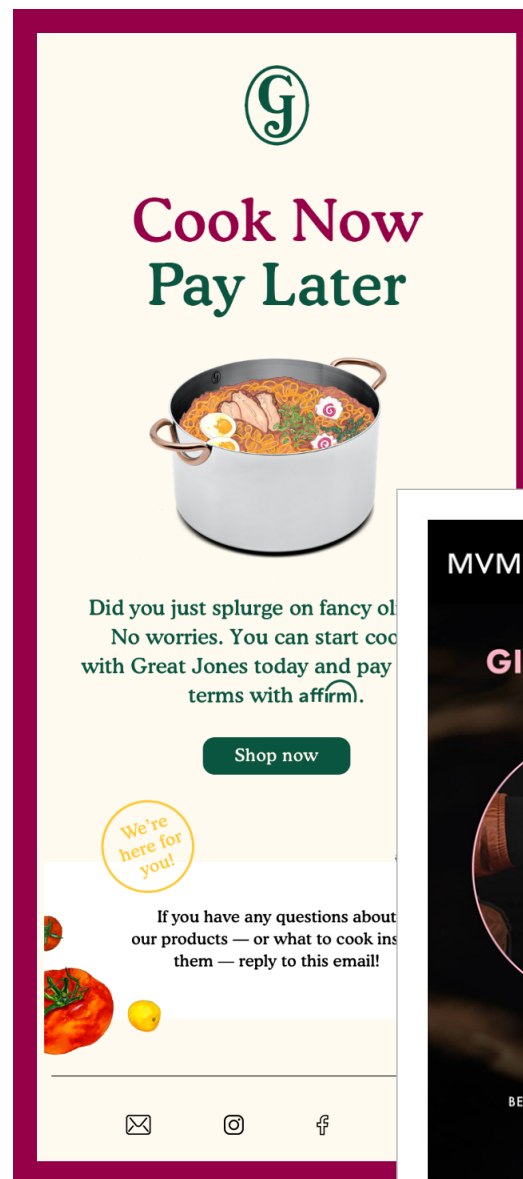**Curiosity-Driven and Interactive**

Ready for a little surprise? Step into style and treat your feet to 40% off! What's your favorite look? https://www.toms.com/sale

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12

Showcase Buy Now Pay Later (BNPL) in abandonment cadence

Two to three days after abandonment, highlight your BNPL options. This may nudge hesitant shoppers toward completing their purchase.

GJ

Cook Now
Pay Later

Did you just splurge on fancy ol...
No worries. You can start coo...
with Great Jones today and pay...
terms with affirm).

Shop now

We're here for you!

If you have any questions about
our products — or what to cook ins...
them — reply to this email!

MVMT   WATCHES   BLUE LIGHT GLASSES   SUNGLASSES   JEWELRY

GIFT NOW, PAY LATER
with **Klarna.**

4 EASY PAYMENTS. NO INTEREST FEES.
BECAUSE STYLE SHOULDN'T BREAK THE BANK.

SHOP NOW

PRE-BLACK FRIDAY
SALE
25% Off

USE CODE: BFSALE

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13

Send messages timed to your peak order hours

Look at when your customers usually place orders and test sending messages closer to those times to see if engagement and/or conversions improves

When to Send

12/5/2025 12:20 PM

Eastern Daylight Time (New York)

Send Time Optimization
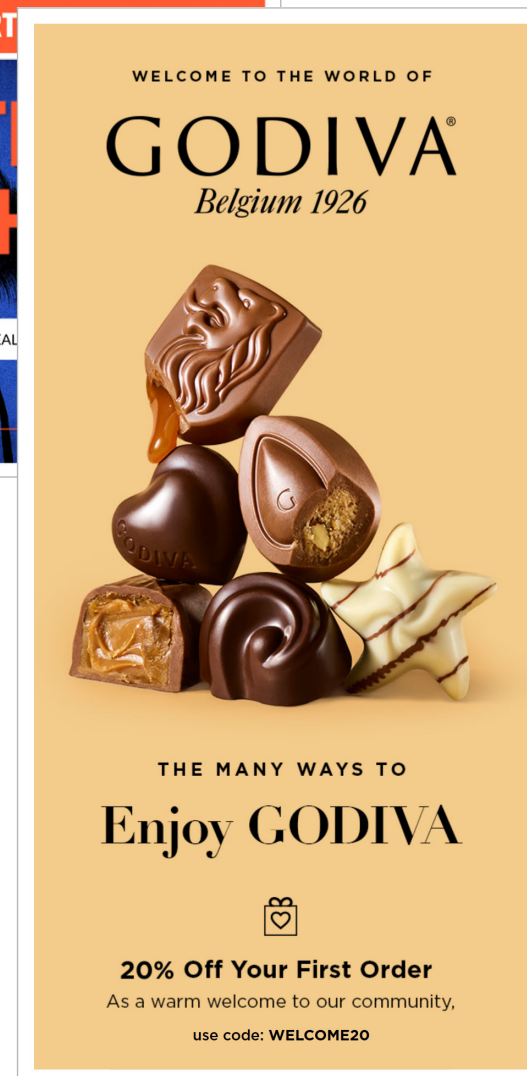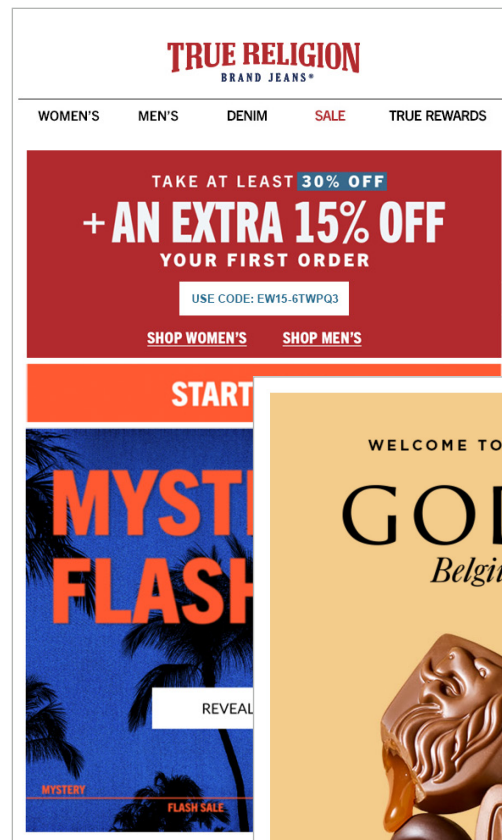
○ Based on contact's activity

● Based on contact's time zone

14

Add the welcome coupon to marketing sends for new subscribers

If not already in use, add the welcome coupon to your marketing sends during the first 30 days so it stays easily accessible and top of mind – helping new subscribers convert faster without digging through emails.

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15

Test free shipping promos in abandonment for dormant customers

For customers who haven't purchased in 6 months, test a free shipping offer in abandonment emails and SMS for a week to encourage reactivation.

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