

Holiday Podcast Series Guide

Plan, Test, and Personalize for Peak Season

Our three-part Holiday Podcast Series shares practical recommendations for holiday readiness, from preparing your program and testing new strategies to creating more relevant onsite experiences that convert. **This guide brings together the key takeaways from each conversation.**

EPISODE 1

Your Guide to Peak Season Prep

1. Plan now to perform when it matters most.

Test and optimize your acquisition, messaging, automation, and onsite strategies now so your program is ready when holiday demand peaks.

2. Adapt your automations for holiday shopping behavior.

Prioritize high-intent triggers, evaluate reentry rules, and adjust lookback windows to capture increased demand without overwhelming customers.

3. Prepare every touchpoint for increased traffic.

Make sure acquisition, mobile, personalization, and cross-channel journeys are ready to capture and convert new visitors and returning holiday shoppers.

EPISODE 2

Holiday Marketing Experiments Worth Running Now

1. Test acquisition strategies before traffic peaks.

Test entry popups, micro-commitments, persistent buttons, exit-intent campaigns, and more to understand what drives subscriber growth and conversion before holiday.

2. Test new ways to stand out in the inbox.

Experiment with personalized imagery, from names, and text-based emails to learn which creative approaches capture attention and drive engagement during peak season.

3. Test how shoppers engage with your SMS messages.

Try multiple links, different content placements, and richer messaging experiences to learn what drives clicks and conversion before holiday traffic peaks.

EPISODE 3

Personalizing Your Website's Holiday Shopping Experience

1. Carry personalization from the message to the site.

Use referral source, campaign engagement, and other available signals to create more relevant onsite experiences, even for anonymous visitors.

2. Use customer data to make shopping easier.

Surface loyalty points, recently browsed products, past purchases, and personalized recommendations to reduce friction and help shoppers find what they need faster.

3. Create urgency while shoppers are ready to buy.

Use countdown timers, progress bars, coupon codes, loyalty incentives, and inventory messaging to encourage conversion while shoppers are still on site.



Put Your Holiday Plan Into Action

Explore the full [Listrak Holiday Resource Center](#) to prepare your program for peak season

