

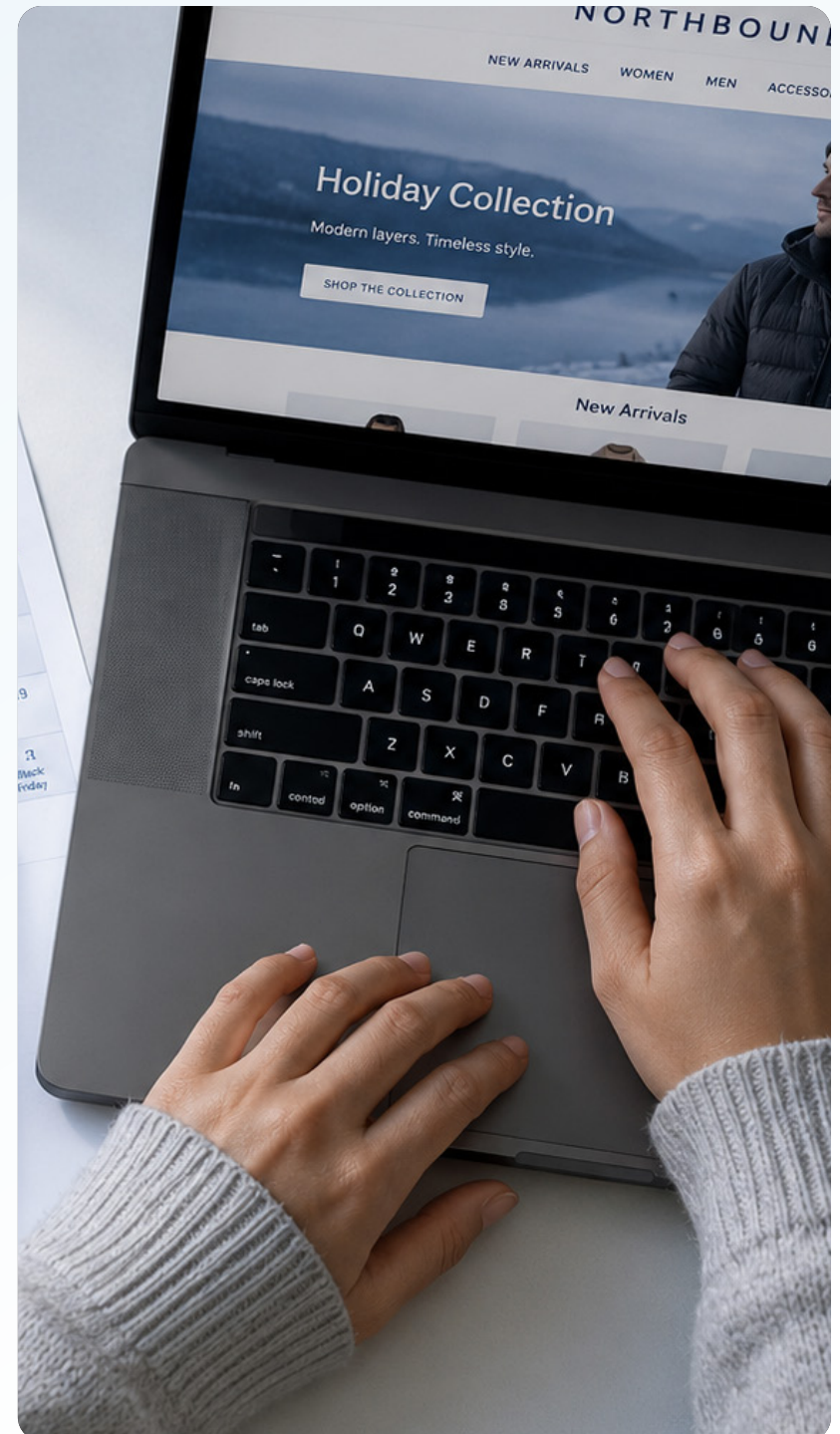


HOLIDAY RETAIL READINESS

Your Holiday Testing Checklist

20+ Low-Lift, High-Impact Holiday Marketing Tests to Run Before Peak Season

Updated for 2026 with new tests covering AI, cross-channel marketing, and advanced personalization.





CREATIVE

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 with you in mind. I know you'll love them for me, but for all women who want to feel confident, I know you will.

Thank you for being part of this amazing community. Your style, and your energy continue to inspire me.

Here's to finding your Miracle moment.

Susan
Brand President, Miraclesuit

Please add slim@miraclesuit.com to your address book. This email was sent to allie.naughtonlistrak@gmail.com by Susan, PA 180

If you wish to unsubscribe, click here.

[VIEW IN BROWSER](#)



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 >](#)

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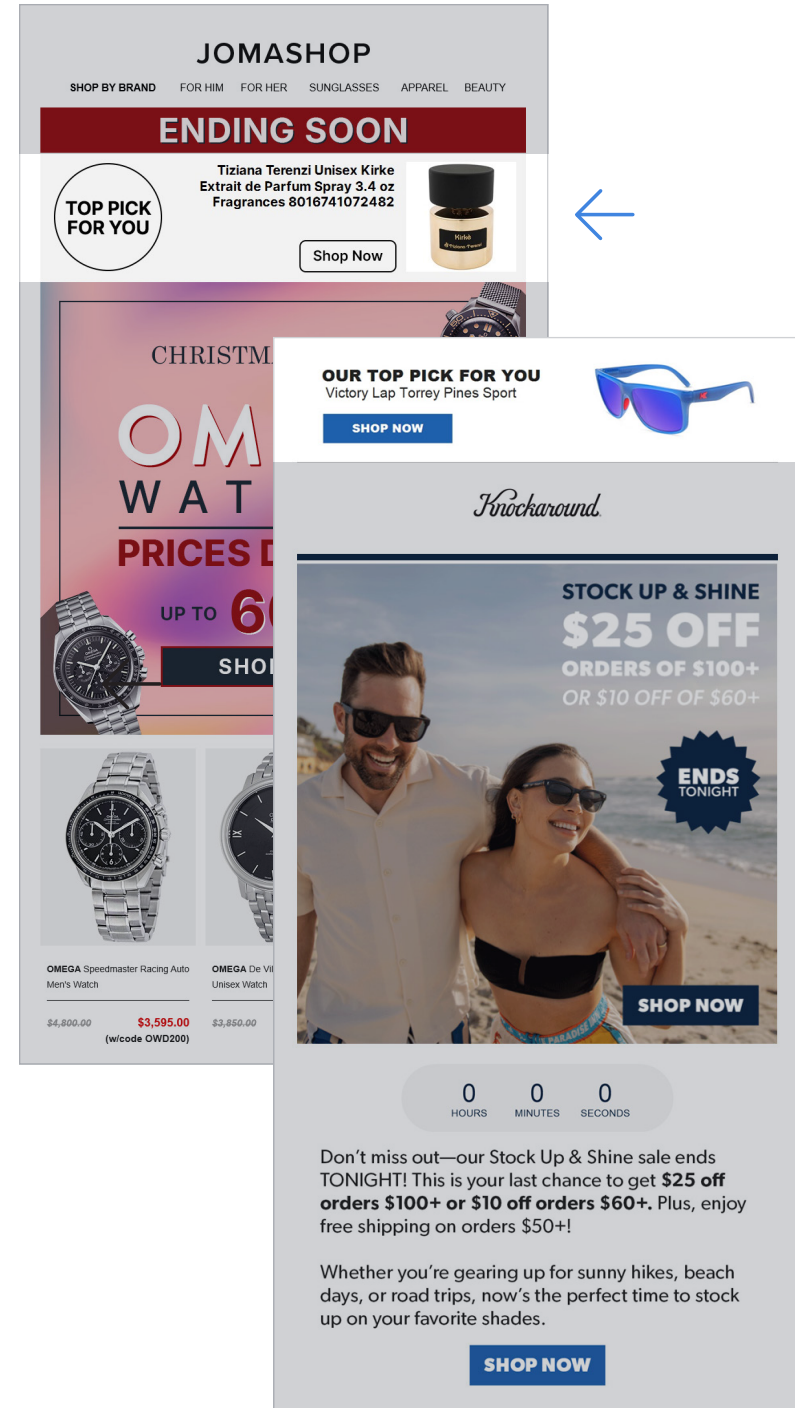


CREATIVE

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.



JOMASHOP
SHOP BY BRAND FOR HIM FOR HER SUNGLASSES APPAREL BEAUTY

ENDING SOON

TOP PICK FOR YOU
Tiziana Terenzi Unisex Kirke
Extrait de Parfum Spray 3.4 oz
Fragrances 8016741072482
[Shop Now](#)

CHRISTMAS WATCH PRICES
UP TO 60% OFF
[SHOP NOW](#)

OUR TOP PICK FOR YOU
Victory Lap Torrey Pines Sport
[SHOP NOW](#)

Knockaround.

STOCK UP & SHINE
\$25 OFF
ORDERS OF \$100+
OR \$10 OFF OF \$60+
ENDS TONIGHT
[SHOP NOW](#)

0 HOURS 0 MINUTES 0 SECONDS

Don't miss out—our Stock Up & Shine sale ends TONIGHT! This is your last chance to get **\$25 off orders \$100+ or \$10 off orders \$60+**. Plus, enjoy free shipping on orders \$50+!

Whether you're gearing up for sunny hikes, beach days, or road trips, now's the perfect time to stock up on your favorite shades.

[SHOP NOW](#)



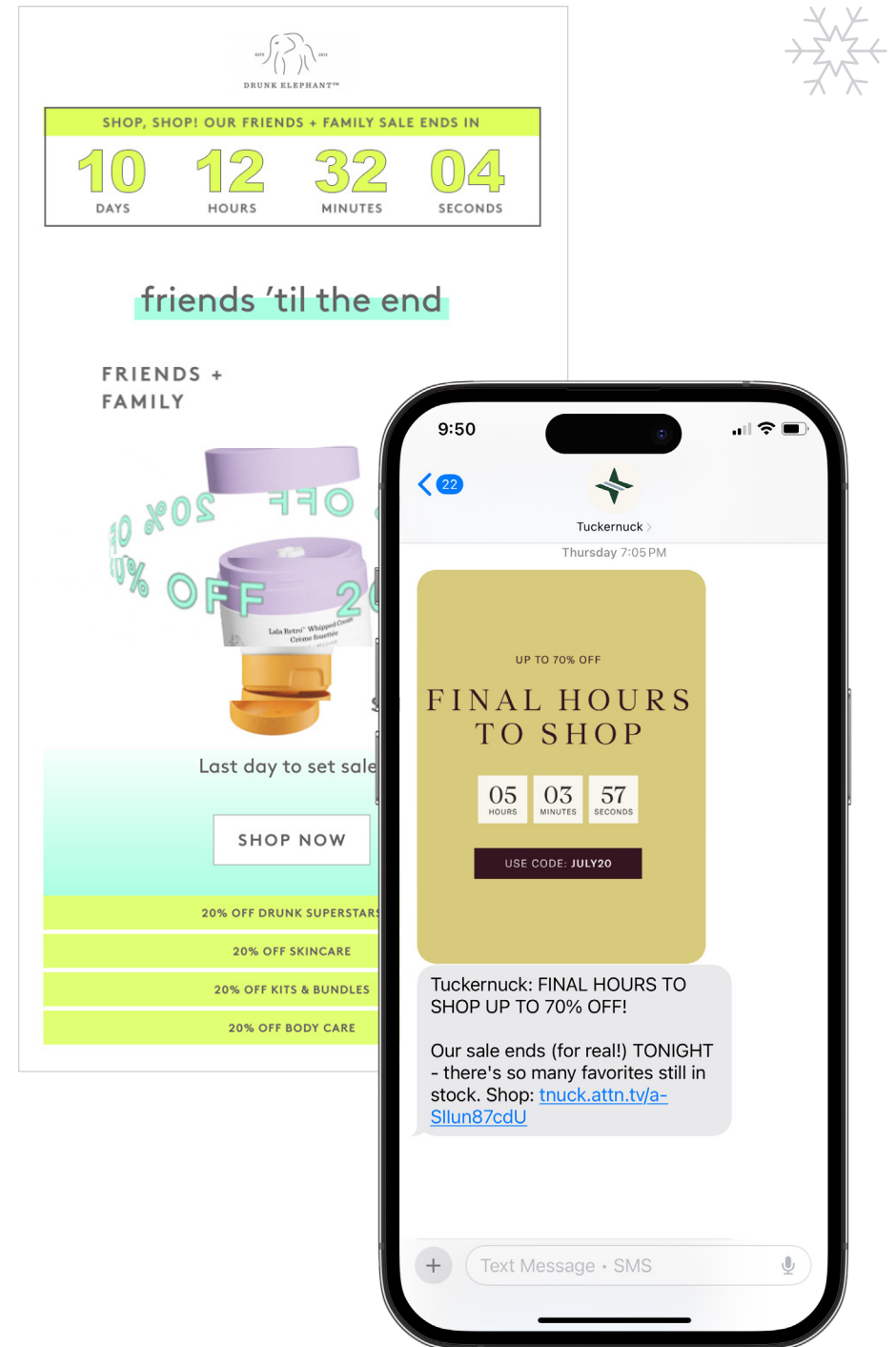


CREATIVE

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.



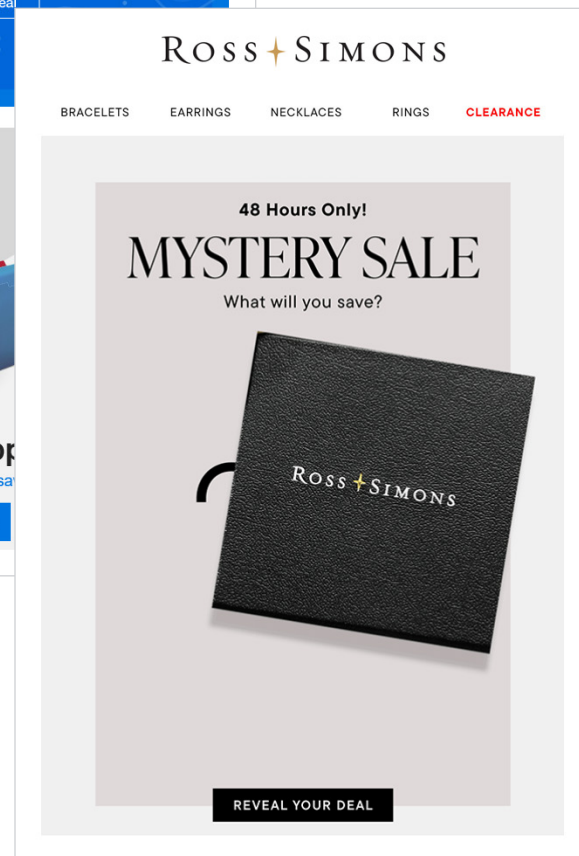
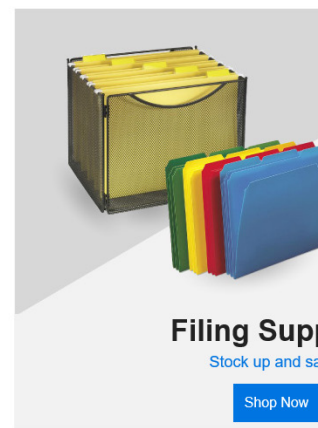
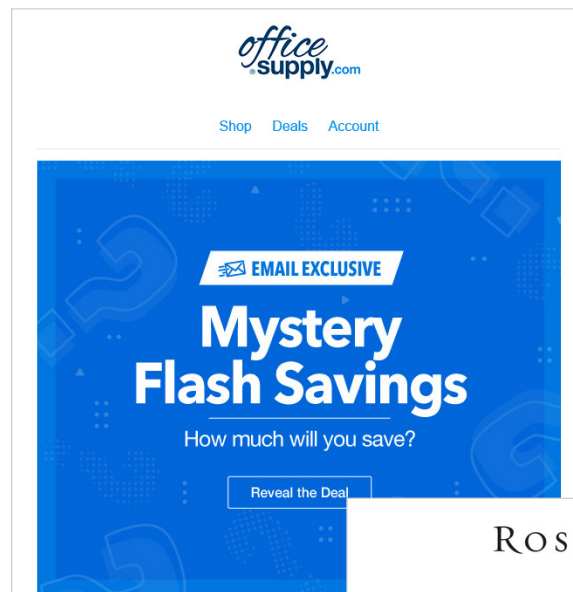


CREATIVE

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.



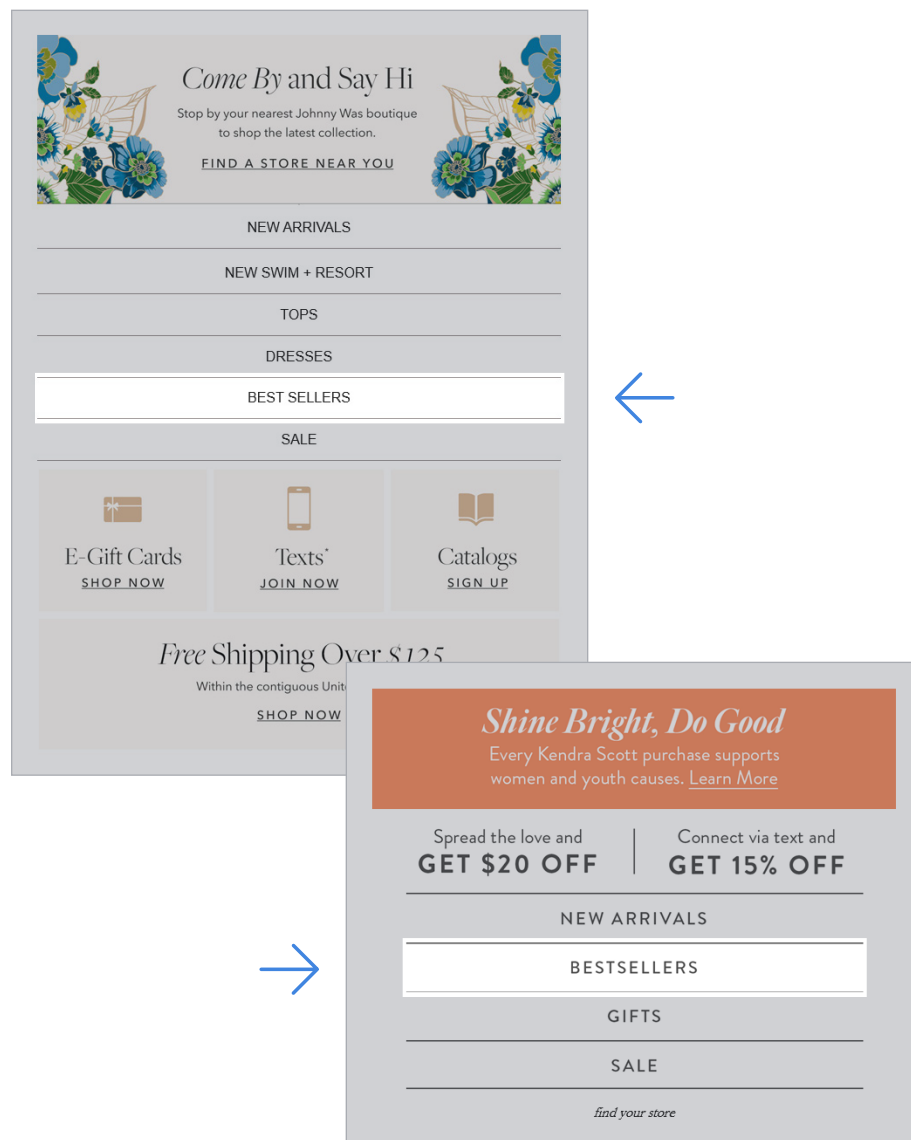


CREATIVE

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.





COPY

06

Test Trusted From Names

Your From Name is one of the first things shoppers notice in the inbox. Test different sender name strategies while maintaining brand recognition to determine which builds the most trust and drives the highest open rates.



StyleCo

To: Emily Kim >

Reply To: StyleCo >

8:10 AM

Cozy Up to the New Winter Collection ❄️❄️



StyleCo + Riley Madison

To: Emily Kim >

Reply To: StyleCo >

8:10 AM

Cozy Up to the New Winter Collection ❄️❄️



StyleCo + Customer Care

To: Emily Kim >

Reply To: StyleCo >

8:10 AM

Cozy Up to the New Winter Collection ❄️❄️



StyleCo + Rewards

To: Emily Kim >

Reply To: StyleCo >

8:10 AM

Cozy Up to the New Winter Collection ❄️❄️



StyleCo + Holiday Team

To: Emily Kim >

Reply To: StyleCo >

8:10 AM

Cozy Up to the New Winter Collection ❄️❄️



COPY

07

Test Curiosity-Based Subject Lines

Curiosity can be a powerful way to break through inbox clutter and increase open rates. Test subject lines that use unexpected language, pattern interrupts, or intrigue to encourage subscribers to open your email.

Examples:

A Little Something Extra

Did You See These?

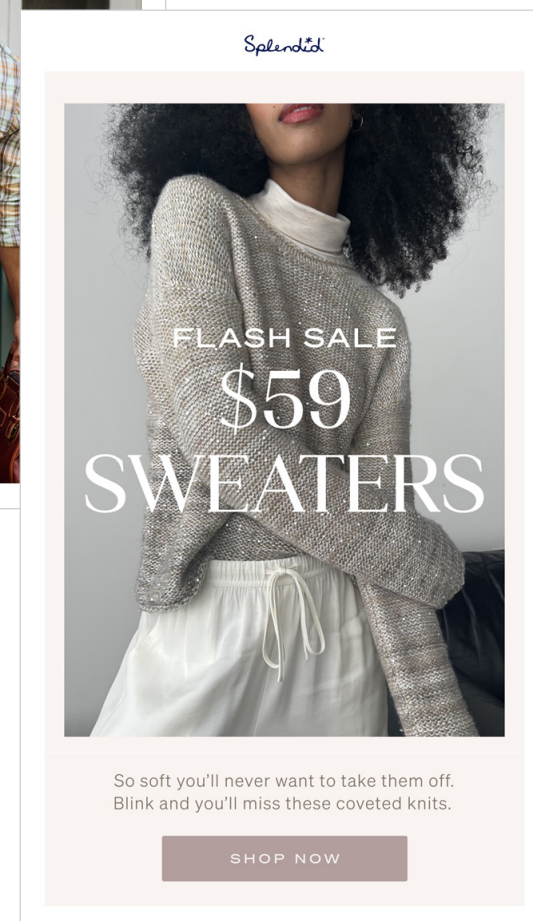
We Couldn't Wait to Show You

Oops! Prices Were Too High!



Subject Line:

You Might Want to See This...



Subject Line:

This Won't Last Long...



COPY

08

Test Attention-grabbing first lines in SMS

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

Examples:

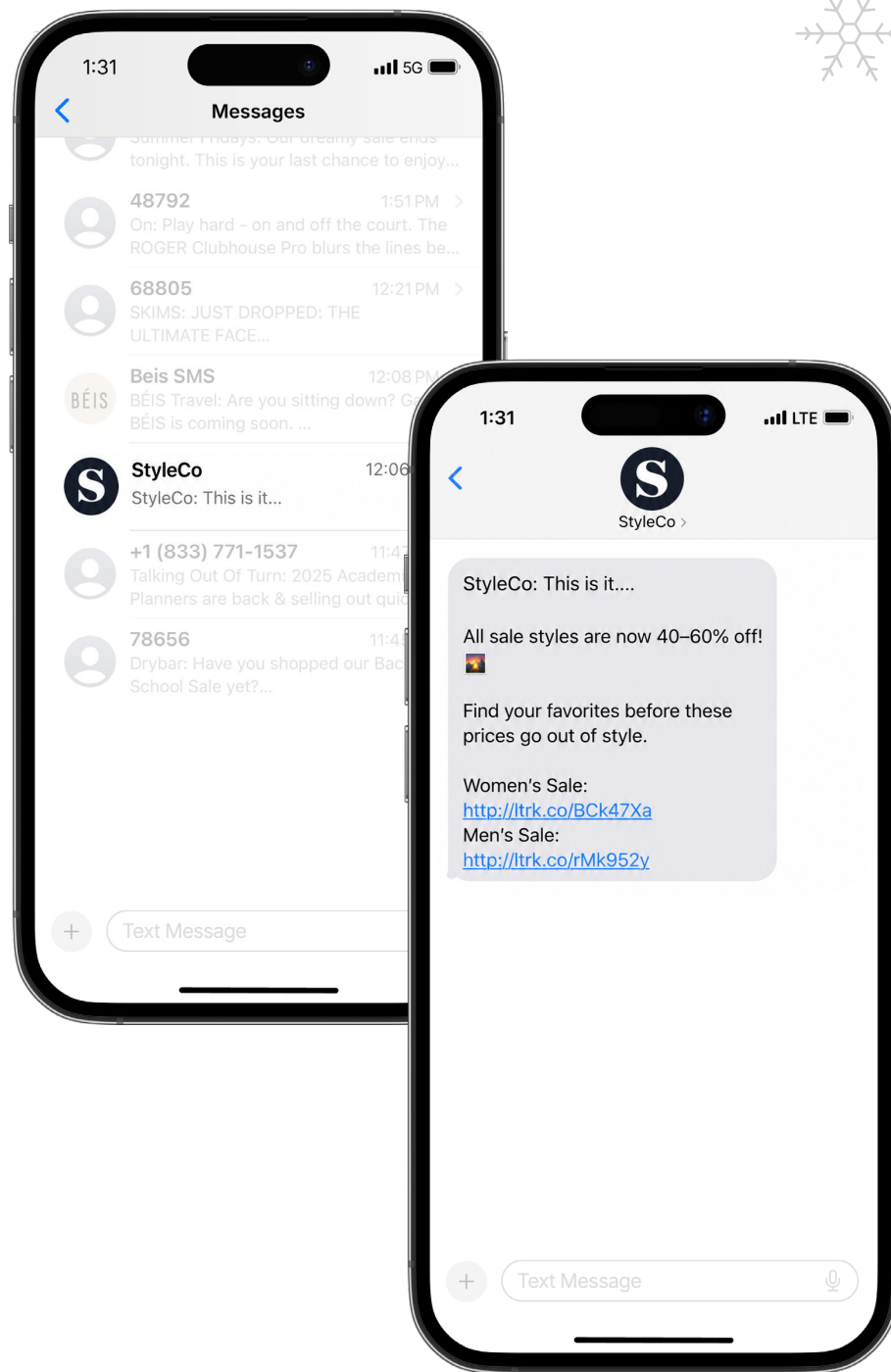
Before the Holiday Rush

One More Gift Idea

Don't Miss This One

Your Holiday Favorites Are Waiting

Oops! We Fixed It



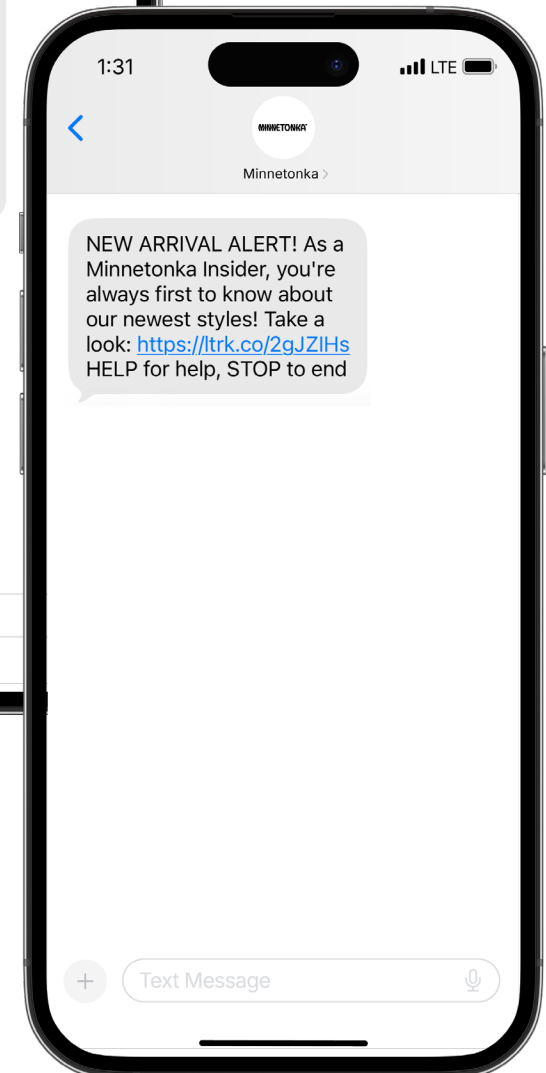
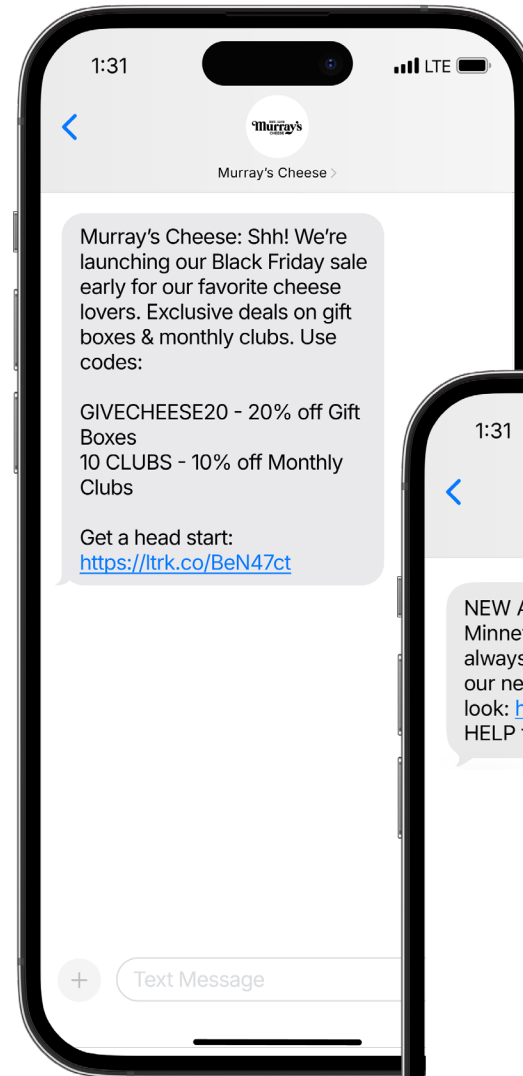


COPY

09

Test SMS-only offers for early buyers

Test an exclusive, limited-quantity offer for SMS subscribers and measure how it impacts click-through and conversion rates.



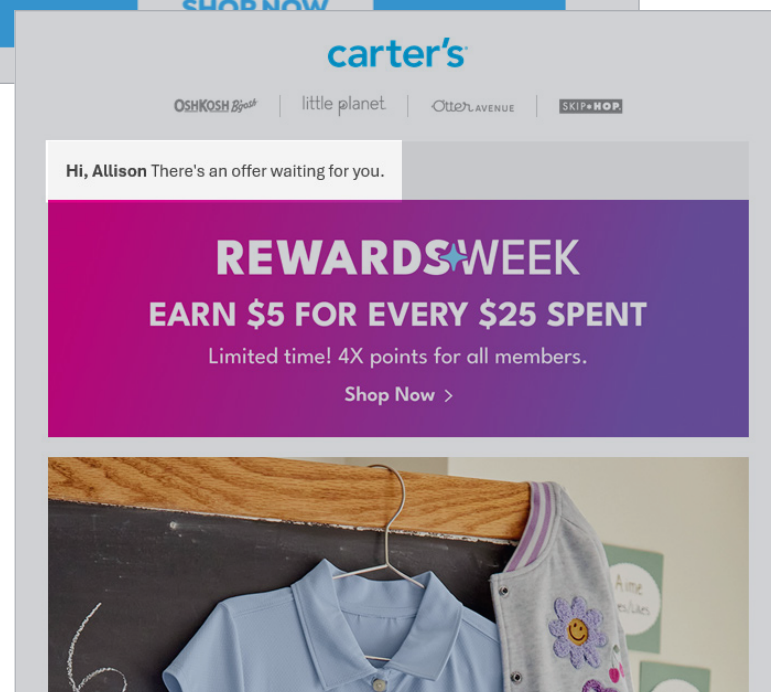
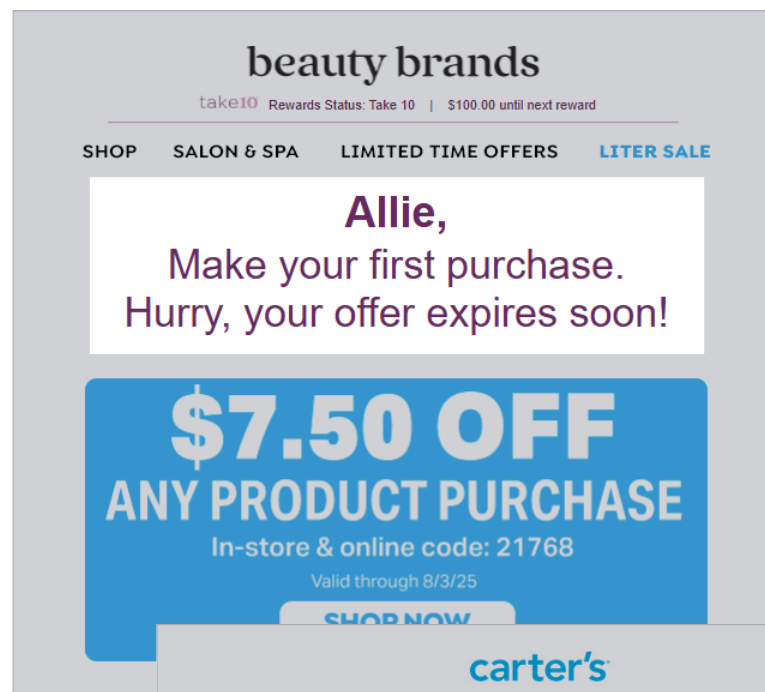


COPY

10

Include first names with exclusive messaging in emails and SMS

Test first-name personalization alongside exclusivity messaging to determine whether the combination increases engagement.



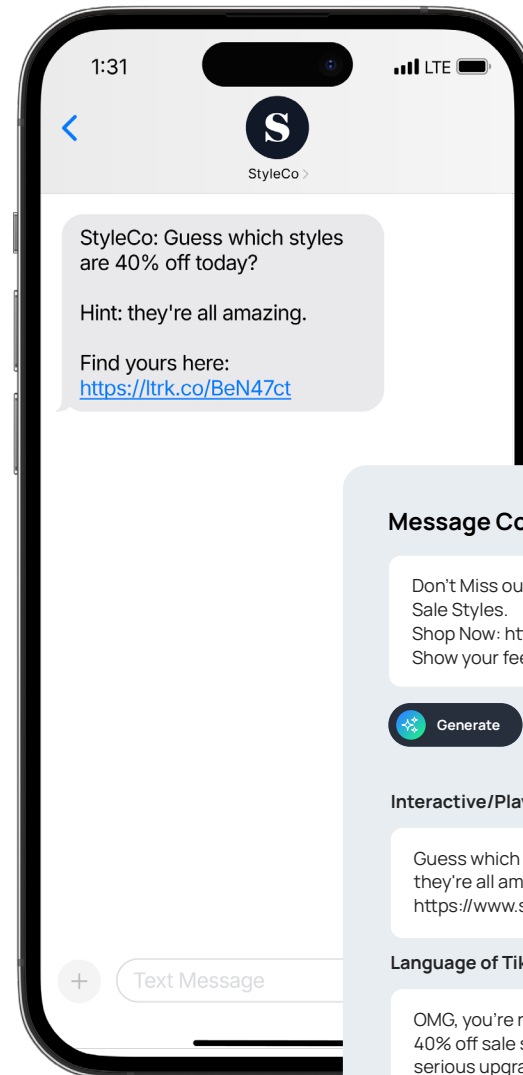


COPY

11

Test AI-Assisted Copy Variations

Use Listrak's AI Test Generator to generate multiple copy variations. Compare AI-assisted messaging against your current control to determine whether new approaches improve engagement and conversions.



Message Content

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



Interactive/Playful

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

Language of TikTok

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

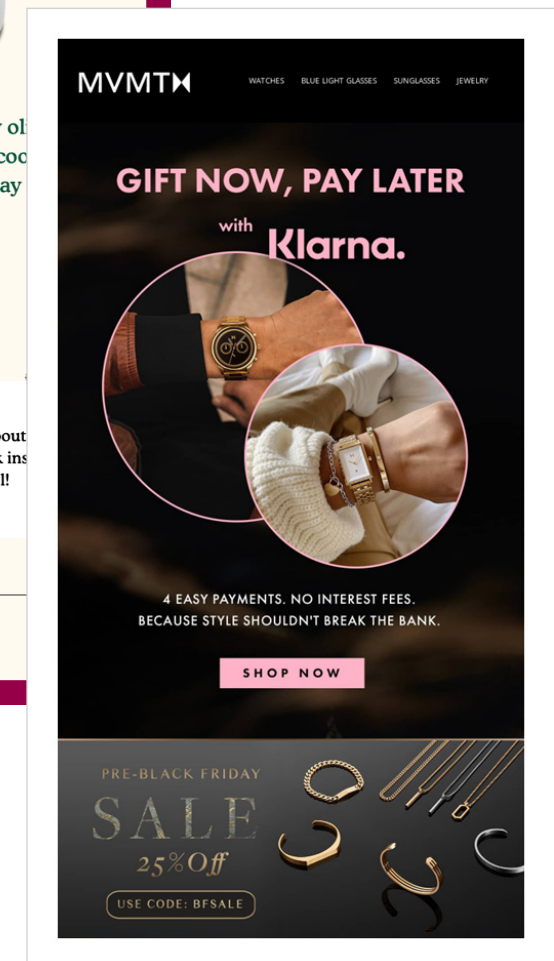
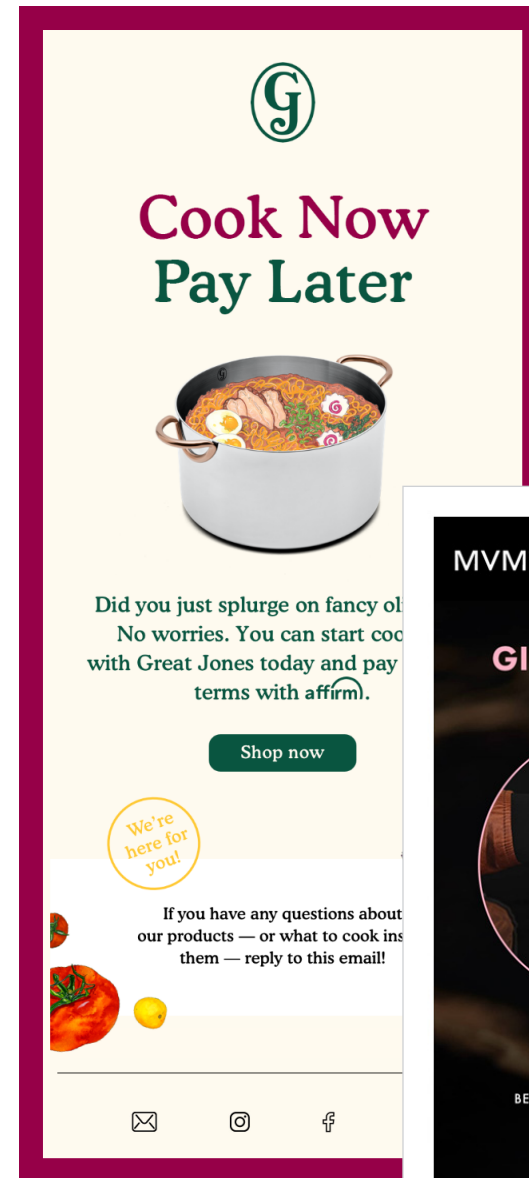


CADENCE

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.





CADENCE

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 improve.

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



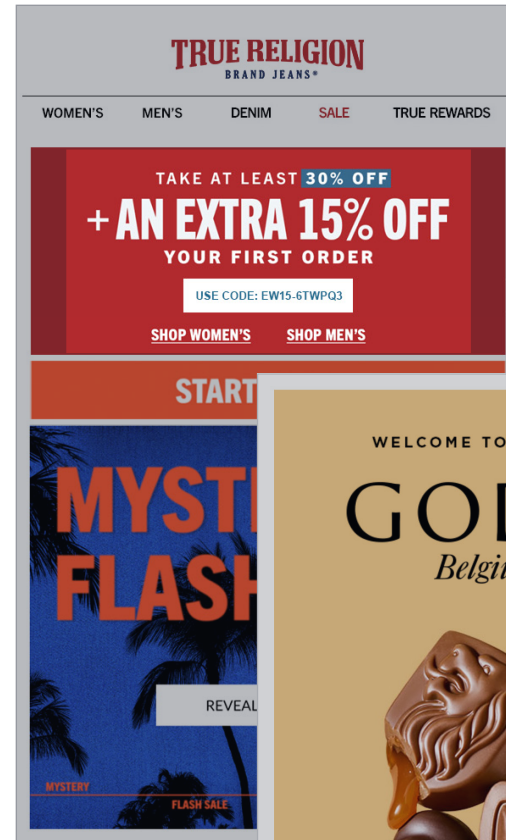


SEGMENTATION

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.



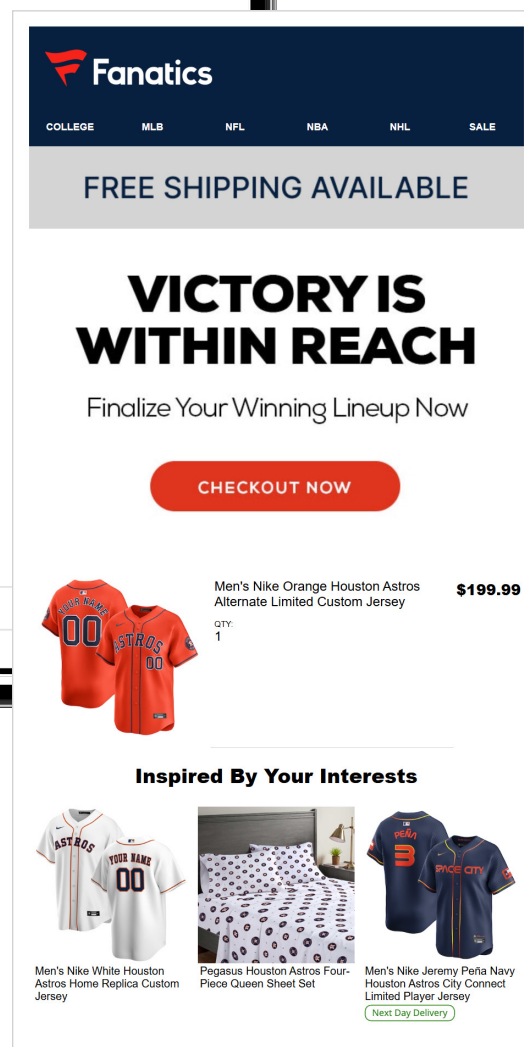
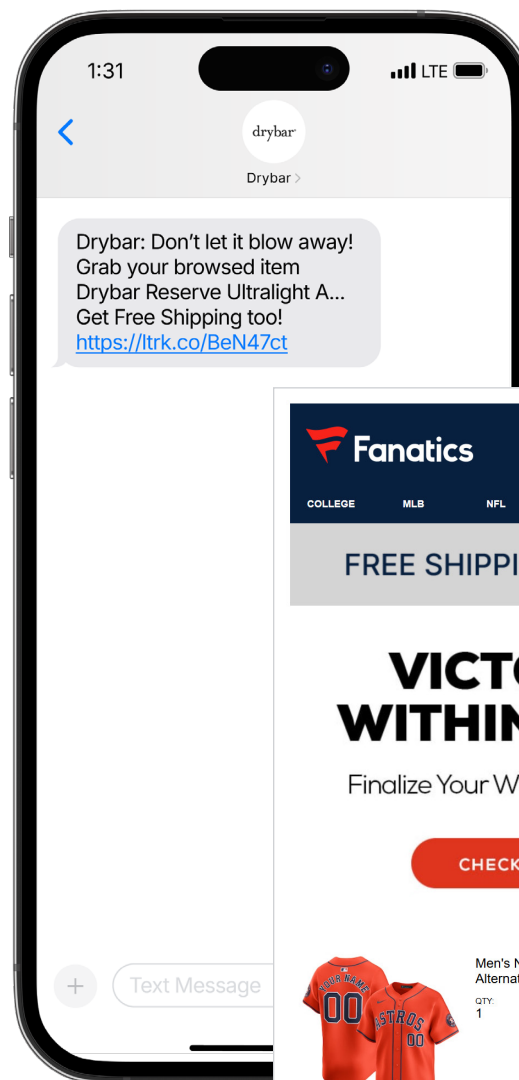


SEGMENTATION

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.





16

Optimize for AI-generated email summaries

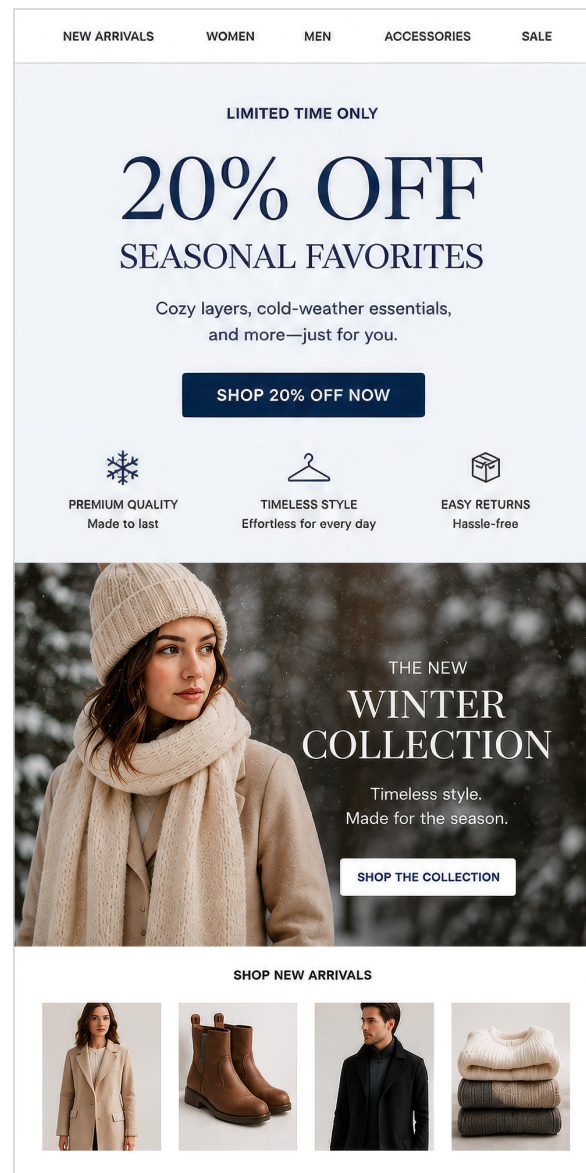
AI-generated email summaries are becoming more common in inboxes, helping subscribers decide whether to open an email. Compare traditional hero-first emails with layouts that communicate the value proposition earlier to determine which drives stronger engagement.

Recommendations

- State the primary offer in live text within the first 50–75 words.
- Ensure subject line, preview text, and headline reinforce the same core value.
- Support image-based promotions with clear, crawlable copy.
- Align message hierarchy to the elements most likely to drive conversion.

Subject: 20% OFF Seasonal Favorites

Preview: Shop cozy layers and cold-weather essentials for a limited time.





17

Test holiday gift discovery

During the holidays, shoppers often browse by recipient, budget, or occasion rather than product category. Test different gift discovery experiences to help shoppers quickly find relevant products and simplify holiday shopping.

GIFTS UNDER \$50

Stylish picks they'll love—without breaking the bank.



RIBBED BEANIE
\$38



CASHMERE GLOVES
\$45



SOFT WOOL SCARF
\$29



KNIT BEANIE
\$32

GIFTS FOR HIM

Thoughtful finds he'll use and love.



TOILETRY BAG
\$42



LEATHER WALLET
\$45



KNIT BEANIE
\$32



TRAVEL TUMBLER
\$28

LAST-MINUTE GIFTS

Thoughtful gifts that can still make it in time.

 Order by 12/18 for delivery by 12/24.*



TOILETRY KIT
\$55



COZY SOCKS
\$24



SCENTED CANDLE
\$36



E-GIFT CARD
\$25+



18

Test coordinated email and SMS campaigns

Rather than sending email and SMS independently, test coordinated cross-channel campaigns to determine how each channel can work together to reinforce your message throughout the customer journey.

Early Access Email

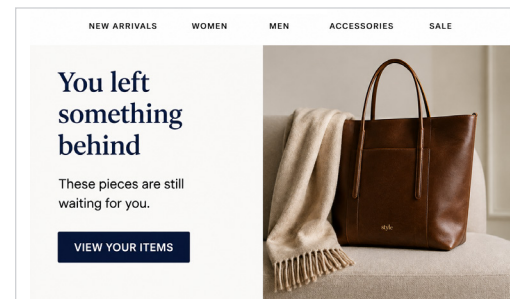


SMS Later that day

Style: Early access is ending soon! Get 20% off our seasonal favorites before everyone else.

Shop Now
<http://style.co/7ev8jET>

Abandonment Email

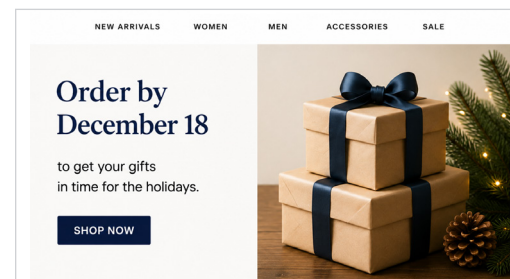


SMS a few hours later

Style: Your favorites are still in your cart. Complete your order before they sell out.

View Items
<http://style.co/9ab34nT>

Shipping Deadline Email



SMS the next day

Style: Last call! Order by midnight tonight for guaranteed holiday delivery.

Shop Now
<http://style.co/pn76yf2>



19

Test algorithm-driven merchandising instead of discounts

Retailers don't always need to lead with a discount. Test product recommendations based on best sellers, customer favorites, and top-rated products against promotional messaging to see which approach drives stronger results.

BEST SELLERS

The styles everyone's shopping.



Cable Knit Sweater
\$98

BEST SELLER



Wool Topcoat
\$248

BEST SELLER



Leather Chelsea Boot
\$168

BEST SELLER



Leather Tote
\$198

BEST SELLER



Cashmere Scarf
\$78

BEST SELLER

CUSTOMER FAVORITES

The pieces our customers love.



Puffer Jacket
\$198

♥ Customer Favorite



Fleece Hoodie
\$78

♥ Customer Favorite



Oxford Shirt
\$88

♥ Customer Favorite



Chino Pants
\$74

♥ Customer Favorite



Cable Knit Sweater
\$98

♥ Customer Favorite

TOP-RATED PRODUCTS

Our highest-rated styles, chosen by you.



Merino Quarter-Zip
\$118

★★★★★ 4.9 (232)



Wool Overcoat
\$248

★★★★★ 4.8 (189)



Cashmere Crewneck
\$148

★★★★★ 4.9 (203)



Tailored Dress Pant
\$98

★★★★★ 4.8 (156)



Premium Oxford Shirt
\$78

★★★★★ 4.9 (112)



20

Test category-based personalization

Recently viewed products remain an effective personalization strategy, but they aren't the only option. Test category-based recommendations using recently browsed or favorite categories to keep recommendations relevant when individual products sell out or inventory changes.



Sweaters & Knits
Viewed Recently



Personalized Recommendations

Best Sellers



Cable Knit Sweater
\$98



Ribbed Mock Neck Sweater
\$88



Wool V-Neck Cardigan
\$108

New Arrivals



Striped Crew Sweater
\$92



Cotton Knit Cardigan
\$110



Chunky Turtleneck
\$98

On Sale



Cable Knit Sweater
\$98 ~~\$68~~



Cashmere Turtleneck
\$128 ~~\$96~~



Ribbed Cardigan
\$108 ~~\$75~~



21

Test shipping confidence messaging

As holiday shipping deadlines approach, shoppers become increasingly focused on delivery timing. Test shipping confidence messaging alongside discount-focused promotions to determine which approach drives stronger results.

Try Testing:

- Arrives Before Christmas
- Order by Friday for Delivery
- Ready to Ship
- Delivery Guarantee

22

Test engagement-based holiday cadence

Not every subscriber should receive the same holiday email frequency. Test higher messaging frequency for your most engaged audiences while maintaining your standard cadence for less engaged subscribers.

Try Testing:

- Standard holiday cadence
- Higher frequency for engaged subscribers
- Standard SMS cadence
- Higher SMS frequency for engaged subscribers