

eCommerce guide



**OPTIMISE YOUR
ECOMMERCE**

**FOR THE
SUMMER SALES**



Map out a summer sale action plan for your online store.

We help you **optimize your pricing and promotion strategy** to generate maximum profits from this sale period. We have created a guide that you can use as a checklist to ensure you have everything you need to make your eCommerce summer-sales-ready.

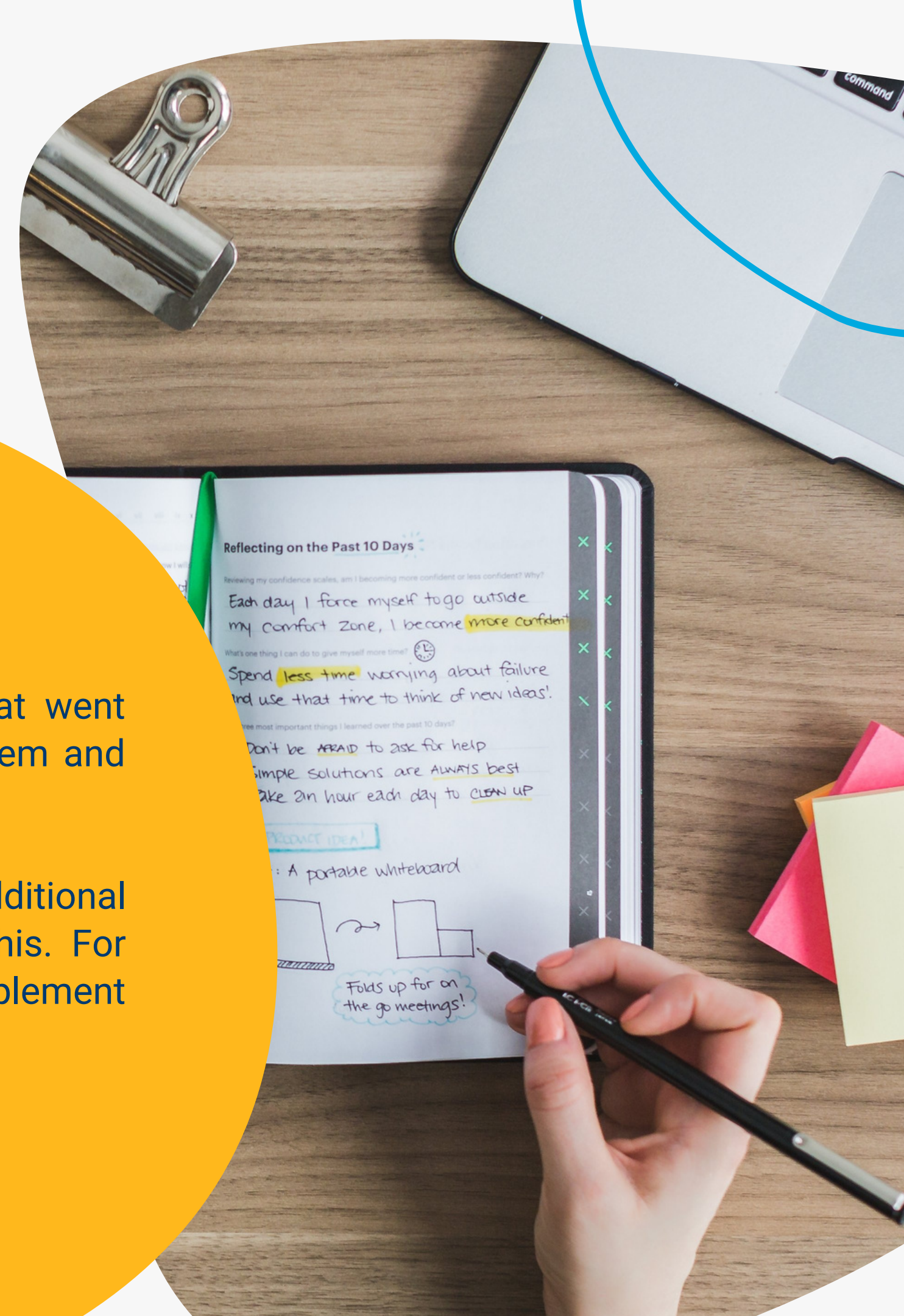
1

Define your goals

Analyse last year's results. Reuse the strategies that worked. Identify what went wrong with the strategies that didn't work so well, so you can learn from them and adapt them for this new campaign.

Are you aiming to improve on last year's results? You should consider what additional resources you will need or what changes you need to make to achieve this. For example, you could use new advertising channels, increase your budget, or implement new strategies.

An initial analysis will help you identify and define your objectives.





2

Create attractive offers

Given the highly competitive nature of summer sales, it won't be enough to offer customers discounts on part of your product range. You'll **have to attract them to your eCommerce by ensuring you stand out**. To attract more attention than your competitors, make sure you **have an eye-catching pricing strategy** that helps you attract increased traffic. Monitor your competitors' moves to keep your prices optimized, while maintaining your profit margin.

Show the discount

Show the percentage discount, as well as the before and after prices or even the amount the user will save. This improves users' understanding of how much they are saving.

Create a sense of urgency

For a Limited Time Only or *Last Few Remaining* ads and flash offers put the customer under pressure and help boost the conversion rate.

Additional bonus

Offer a gift with every purchase. For example, free samples or additional discounts on future orders.

A person in a blue suit is holding a tablet displaying various charts, including a bar chart and a pie chart. They are also holding a pen over an open notebook with sticky notes. The background is a bright, out-of-focus indoor setting.

Tip

Design profitable campaigns

One of the main reasons for the loss of turnover in retail is unprofitable promotional campaigns. Instead of increasing sales, these campaigns cause losses.

Reactev's Promotion Optimization software allows you to design campaigns around products with elastic demand. For these products, reducing the price translates into a direct increase in sales.

**Find out
the ideal
discount**

**Set the ideal
length for
the
promotion**

You can do all this with a disruptive tool that uses Artificial Intelligence to perform complex calculations daily.

SEE REACTEV IN ACTION



3

Improve shipping conditions

You can create special shipping conditions to reward your customers. Two effective ways of doing this are to **reduce the minimum threshold to qualify for free shipping** for a set period of time, or to send **free shipping vouchers to your most loyal customers** via email or push notifications.

According to the 'E-Commerce Study 2023' conducted by Sendcloud and Nielsen, **62% of consumers who abandon shopping baskets do so because shipping costs are too high**. Even Google Shopping has recently started to make shipping costs more visible on its platform.

Make delivery options and lead times more flexible. This campaign is also a good time to review your delivery system. Identify where things are going wrong and consider what options determine whether or not consumers complete the purchase.

4

Create new landing pages for your eCommerce

Make your landing page the best possible shop window to grab your target market's attention and thus increase traffic to your eCommerce site. Design new landing pages. **Group together the products you want to spotlight around concepts and consumer ideas.**



Simplify the user journey

For sales success, you should focus on showing the products clearly so the user is not distracted by redundant content.

Mobile-first design

Around 60% of browsing worldwide was done on mobile devices in August 2022. Make sure your landing page is optimized for these devices.

Use CTAs

Calls to action are essential to convert a visit into a purchase. *Buy*, *More information* or *Contact us* buttons must always be highly visible.



5

Plan retargeting campaigns

Dedicate a part of your advertising and online marketing budget to **retargeting campaigns to recover abandoned baskets**. During sales periods, users browse even faster, which increases the risk of them abandoning your eCommerce. To avoid this, you can **launch product ads with an additional bonus via Google Ads and social Ads**, as we mentioned in the second point of this guide. Make sure your retargeting list is up-to-date and contains all abandoned baskets within the last 3 to 6 months.

A more immediate option is to send an email **notification to users reminding them that they left the platform before completing the purchase**. You could also offer an additional incentive to go back and complete the purchase.

A silhouette of a person with long hair, wearing a wetsuit, holding a surfboard under their arm. They are standing on a sandy beach, looking out at the ocean during a sunset or sunrise. The sky is a mix of orange and yellow, with some clouds. The overall mood is serene and summery.

6

Share summer content

Summer sales are seasonal, so you need to **adapt the content that you share across different channels** to keep users informed.

- Themed posts to improve your SEO positioning with terms related to offers, sales and summer.
- Use discount and summer keywords in your SEM and Social Ads ads.
- Bring this promotional and summery vibe to your social media profiles to grab attention and generate more traffic.
- Design an attractive newsletter focusing on featured offers.

Bonus track, don't forget pricing

Price is the main driver of online shopping ahead of shipping costs, product quality, convenience, etc. Consumers compare prices on different websites before buying.

You need a tool that allows you to:

- Find out the price consumers are willing to pay.
- Be aware of changes to competitors' prices, stock, or catalogues daily.
- Access the entire catalogue and prices of any online retailer.



We are the European leader in price and catalogue intelligence. Founded in 2012, we are one of the first Price Intelligence companies in the market and our tool is supported by the most demanding clients.



The best suite of cloud-based pricing tools for retailers and manufacturers who need to monitor and optimise pricing and product assortment. The perfect solution for companies which are looking for a powerful tool for managing pricing. Improve and automate your pricing decisions thanks to technology and data.



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