



Mother's Day The Yieldify Guide

Data-driven conversion
optimisation strategies for 2017



How to be the favourite this **Mother's Day**

With every year that goes by, Mother's Day becomes a bigger event in the e-commerce calendar, surpassing even Valentine's Day in total spending. It's a huge opportunity, and our data shows that a good onsite remarketing strategy can pay substantial dividends, with conversion rate uplift levels often reaching over 70%.

In this book you'll find four simple rules for increasing your conversions in the weeks leading up to the event, with simple execution ideas for each one.

The rules here are based on our in-depth analysis of the campaigns we've executed in the past three years (that's 50,000), so you can head into your Mother's Day activity confident that your conversion rate is fully optimised.



The four rules of Mother's Day

1. Make the most of free delivery

Free delivery is always an effective message - even if it has a minimum spend attached, it's an extremely powerful incentive for the indecisive shopper. Don't let it sit undiscovered on your homepage - highlight it with a seasonal campaign that speaks directly to the Mother's Day crowd.

3. Stretch your shoppers to increase AOV

Just because your customer is likely only buying for one person, it doesn't mean that they need to have a low-value order. Use campaigns to amplify your existing promotions and offers, encouraging shoppers to spend a little more in order to qualify for them (all without affecting your margins).

2. Be persistent with your reminders

Start your Mother's Day campaigns with plenty of time for your shoppers to get their items delivered; it's important to create a sense of urgency, so use dynamic content like countdown clocks to make sure your visitors know that they need to make a purchase soon. This tactic is particularly important as it can deliver uplift even if you don't have an incentive to add to it.

4. In times of need, a gift card helps

While some shoppers will go to lengths to get mum a bespoke bouquet of her favourite flowers, there will always be those who have 'been busy with work', 'definitely ordered flowers, are you sure they didn't arrive?' and 'will take you to lunch sometime'. For anyone who misses the delivery deadline, a gift card is a surprisingly popular resort.

Make the most of free delivery



The challenge

Mother's Day shoppers have (usually) just one gift to choose, but it's an important one. They'll often take time making their decision and do plenty of shopping around. So how do you make sure that your website is their last stop?



Our strategy

Highlight free delivery



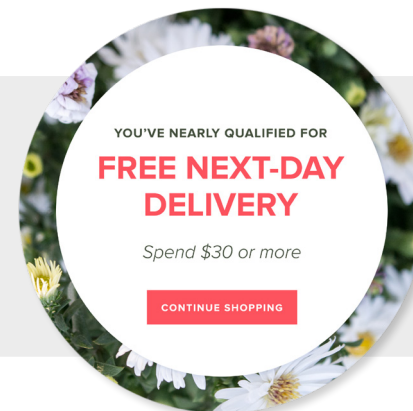
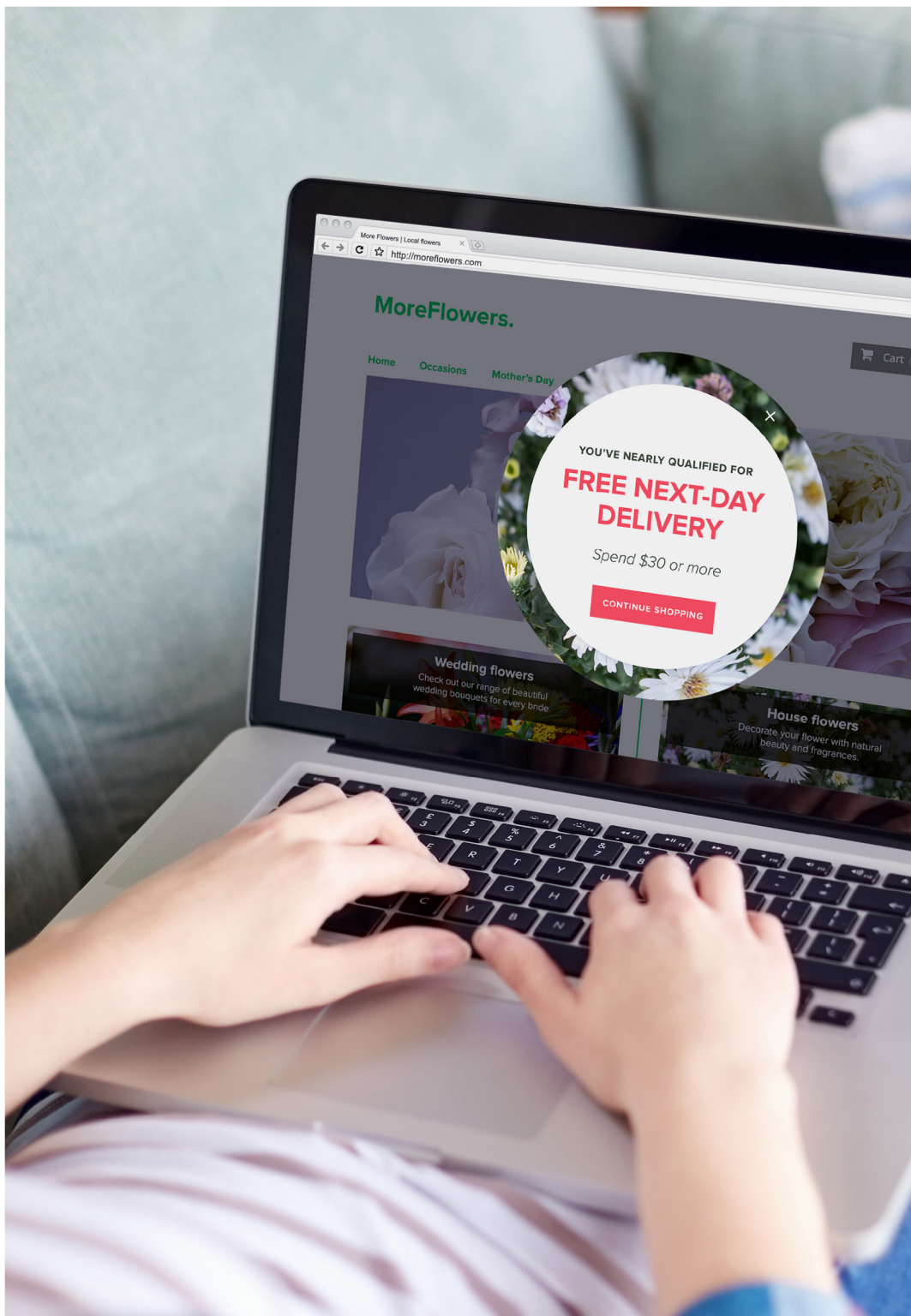
Targeting and triggering

Target visitors with items in their basket, triggering the overlay when they show exit intent. If your free delivery policy applies only above a set amount, deliver an additional campaign to abandoning visitors who've not yet qualified, showing them how close they are



Overlay types and content

Standard overlays on desktop and mobile effectively deliver this message. For added impact, try simple animations



WHAT TO EXPECT

This is the most successful tactic in driving conversions, with an average uplift of over 105% for Mother's Day

Be persistent with your reminders



The challenge

Ensuring that your casual customer makes a Mother's Day purchase, even when you have no incentives or special ranges to entice them



Our strategy

Launch a reminder campaign, do so early and do so persistently



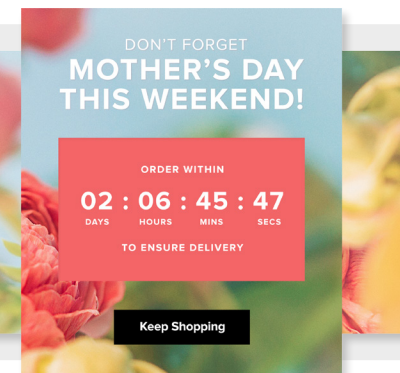
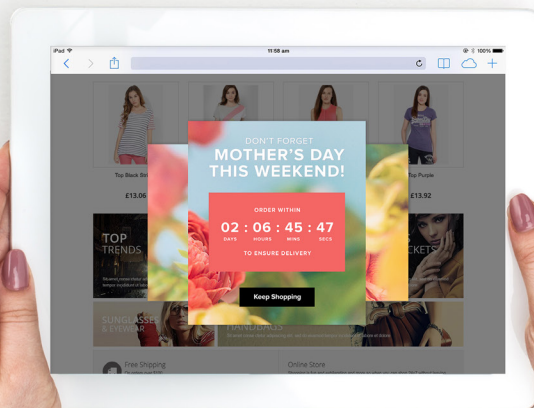
Targeting and triggering

Target all visitors on a timer



Overlay types and content

A desktop overlay, slider or corner highlight format can all be effective ways of serving reminders; add a countdown clock to highlight your delivery deadline and increase the sense of urgency



WHAT TO EXPECT

A simple reminder campaign can have surprisingly effective results, even without an added incentive. We've seen over 70% average conversion rate uplift with these.

Stretch your shoppers to increase AOV



The challenge

The Mother's Day shopper is usually just looking for one gift - and one gift only - so what can you do to increase their average order value?



Our strategy

Amplify your existing offers and show your customer exactly how much more they'd need to spend to qualify for them - whether that's a discount, free or expedited delivery or a free gift



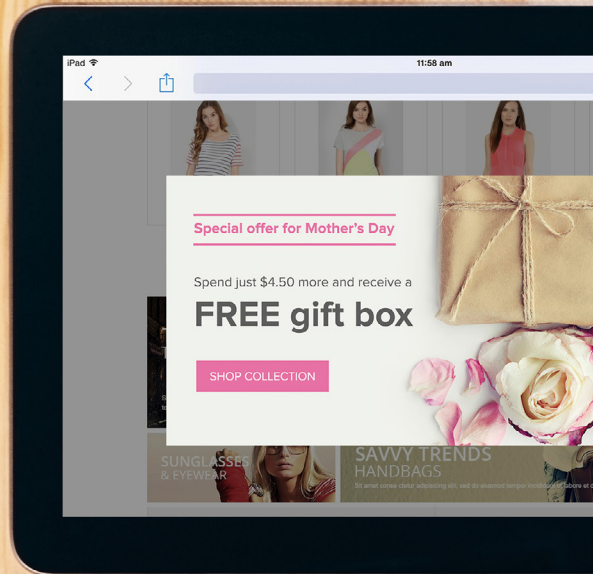
Targeting and triggering

Target your visitors who are close to qualifying for your promotion, triggering on timer or on exit



Overlay types and content

Standard overlay with our 'stretch and save' function



Special offer for Mother's Day

Spend just \$4.50 more and receive a

FREE gift box

SHOP COLLECTION

WHAT TO EXPECT

Mother's Day 'stretch and save' campaigns have shown conversion rate uplifts of over 72% on average

In times of need, a gift card helps



The challenge

Inevitably, there'll be the Mother's Day shopper who lands on site when it's too late to buy something and get it delivered in time. Why lose out on their business?



Our strategy

Offer up an electronic gift card - the delivery-free way of making sure they stay out of trouble come Mother's Day



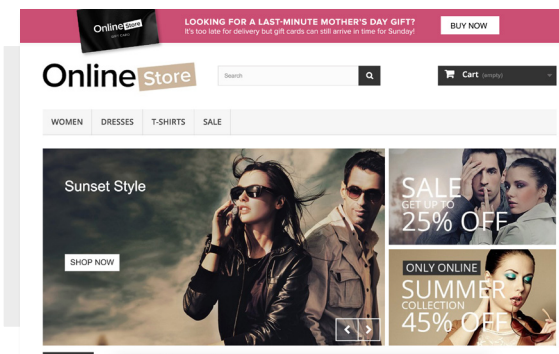
Targeting and triggering

Target all visitors



Overlay types and content

Persistent header bar with a clear message relating to Mother's Day



WHAT TO EXPECT

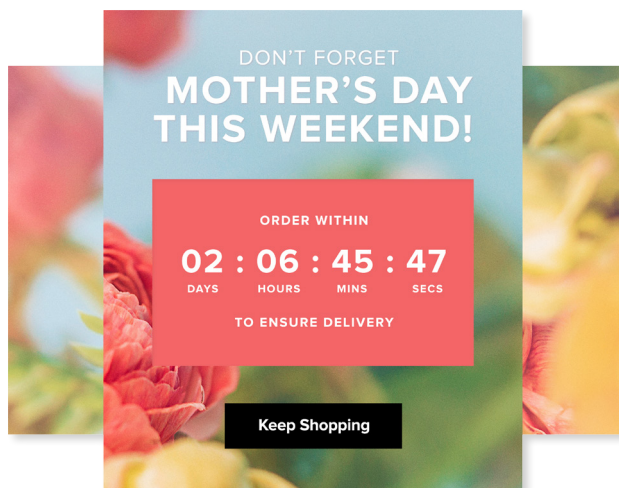
We've seen over 20% conversion rate uplift by pointing visitors in the direction of specific ranges

Data-driven insights

The insights in this book are based on the thousands of campaigns that we've run across the world. And we can apply this same logic to your specific campaigns using our Predict and Convert product.

When we've analysed your website in detail and identified the points in the user journey where you need a campaign most, we'll compare our campaign ideas against all previous comparable executions to deliver a clear prediction of campaign uplift.

You'll then be able to see how your campaign should be performing, benchmarked against other websites in your vertical and traffic bracket. It all adds up to a thoroughly data-driven, effective strategy, and performance metrics that you can rely on.



Vertical: Retail (department store)
Traffic: 755,000 unique visitors per month
Campaign type: Promo
Trigger: On timer
Visitor type: All
Basket target: All baskets
Keyword: Mother's Day
Predicted uplift: 67%

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