



# The Yieldify Valentine's Day guide

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Six tried-and-tested  
ways to optimise your  
conversion rate in 2017





## The most romantic day of the e-commerce calendar

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Welcome to Yieldify's guide to preparing for Valentine's Day 2017. In this book you'll find campaign ideas and inspiration so that you can be fully prepared for the ramp-up to February.

The six rules you'll find here - and the campaign suggestions based on them - are based on our in-depth analysis of the campaigns we've executed in the past three years (that's around 50,000), so you can approach your Valentine's Day strategy with confidence.

To find out more on how we did it - and what that data can do for you - turn to the back of this book.





# The six rules of Valentine's day



## 1. Free delivery wins

Our data found that free delivery is hands-down the highest-converting type of campaign. Valentine's Day shoppers know they need to buy 'something'; an extra sweetener can be all they need to make them move to purchase rather than continue their search.

## 2. Serve the right incentive

Incentivising - particularly when it's dynamic - has a similar impact to free delivery, with the added bonus of potentially getting your visitor to not only convert, but spend a little extra.

## 3. Always remember that people forget

Even if you can't offer a discount or an added incentive, any campaign is better than no campaign. Valentine's Day is notoriously last-minute; get ahead of your visitor and remind them of the purchase they should be thinking about.

## 4. Find the perfect match

Since your shopper is buying for someone else, they'll often be shopping without any specific item in mind, making them vulnerable to analysis paralysis and liable to get distracted and abandon. Pointing them towards curated selections will make their lives easier and take them a step closer to checkout.

## 5. Don't forget mobile

Plenty of your Valentine's Day visitors will be browsing via mobile, but liable to abandon before making a conversion. Take the opportunity to make their journey easier in order to encourage them to take the last step before purchase.

## 6. Don't BOGOF

Unsurprisingly, our data showed that buy-one-get-one-free campaigns show little uplift at a traditionally monogamous time of year.

# Free delivery wins



## THE CHALLENGE

Getting a customer to convert while they shop around for the perfect gift.



## OUR STRATEGY

Highlight free delivery.



## TARGETING AND TRIGGERING

Target visitors with items in their basket, triggering the overlay when they show exit intent.



## OVERLAY TYPES AND CONTENT

Standard overlay. You can also use a dynamic countdown clock to add a sense of urgency, or even add animation for a seasonal touch.

## WHAT TO EXPECT »

This is the single most successful tactic we've seen at driving Valentine's Day conversions, with an average **uplift of over 100%**

You've qualified for  
**FREE NEXT-DAY  
DELIVERY**

**CHECKOUT**



# Serve the right incentive



## THE CHALLENGE

Getting a customer to convert, but also increase the value of their purchase.



## OUR STRATEGY

Highlight the right promotion, to the right person, at the right time.



## TARGETING AND TRIGGERING

Target any user with items in their basket, triggered on timer.



## OVERLAY TYPES AND CONTENT

Standard overlays or header bars. In order to increase personalisation, you can use a stretch-and-save tactic to display how much more the visitor has to spend to qualify for the discount.

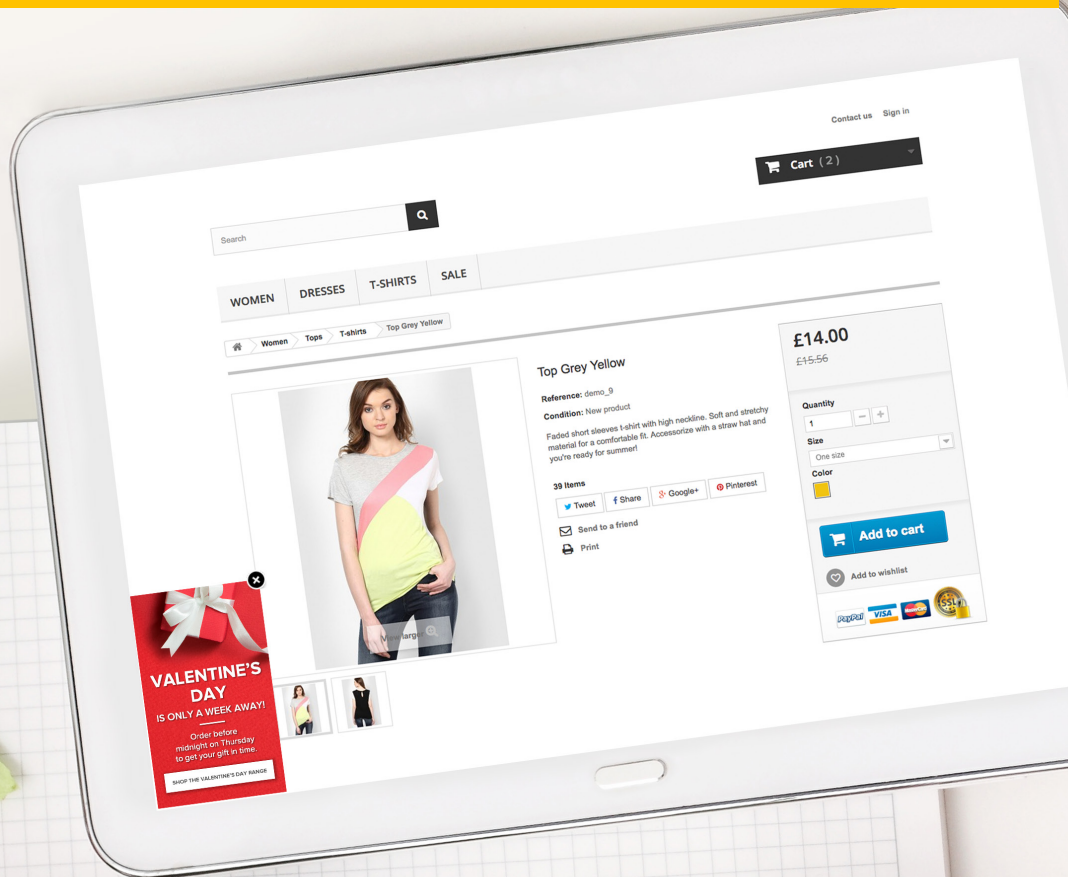
## WHAT TO EXPECT »

Discount campaigns show clear positive results, with **over 25% average uplift** for Valentine's Day





# Always remember that people forget



## THE CHALLENGE

Customers forget that it's Valentine's Day; make sure you don't miss out on potential orders.



## OUR STRATEGY

Remind them! Deliver your message in time for them to successfully order and receive their gift in time for the big day.



## TARGETING AND TRIGGERING

Target all visitors on a timer.

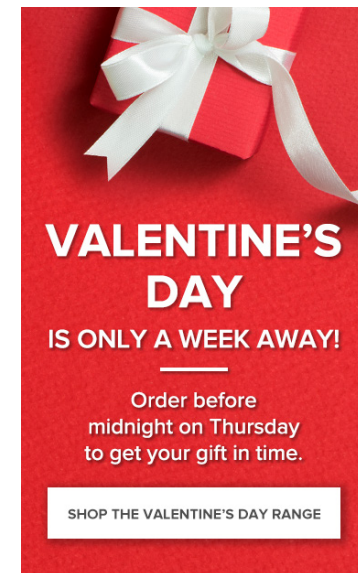


## OVERLAY TYPES AND CONTENT

Corner highlight. To increase a sense of urgency, highlight your delivery deadlines.

## WHAT TO EXPECT »

Reminder campaigns are consistently successful for Valentine's Day, with **over 20% average uplift**





# Find the perfect match



## THE CHALLENGE

Your Valentine's Day shopper may not have any idea what to buy; analysis paralysis and therefore abandonment can set in quickly.



## OUR STRATEGY

Help them out by pointing them in the direction of the right range, reducing the browsing they have to do.



## TARGETING AND TRIGGERING

Target visitors without items in their basket on timer or on exit.



## OVERLAY TYPES AND CONTENT

Slider. This is a great opportunity to make your campaigns engaging; highlight selected products in the range in order to entice your visitor.

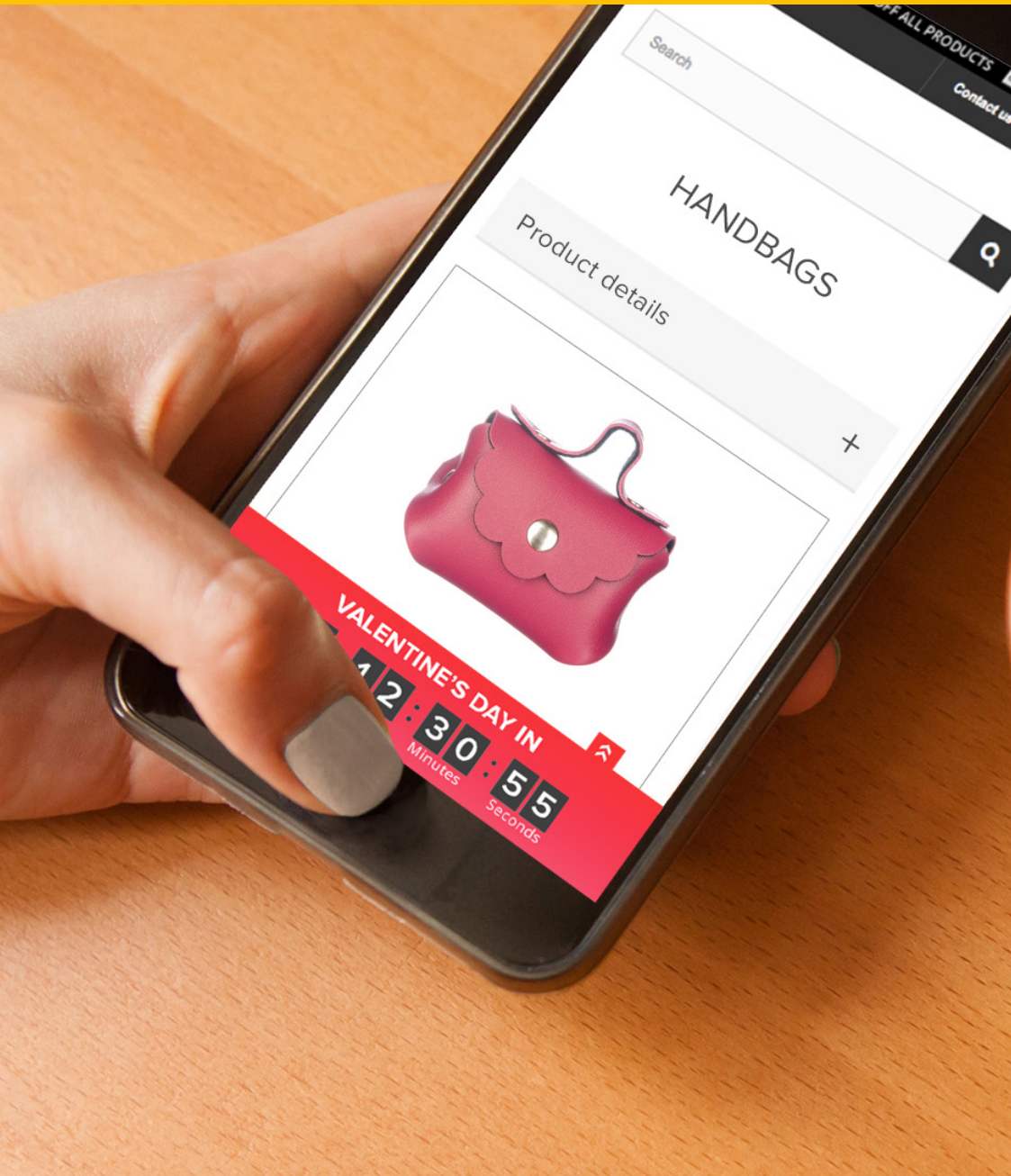
## WHAT TO EXPECT »

We've seen over **20% conversion rate uplift** by pointing visitors towards specific ranges





# Don't forget mobile



## THE CHALLENGE

60% of consumers made mobile their primary device last year. So plenty of last-minute shoppers (and even those who are a little more prepared) will be doing their browsing on mobile; the challenge is to make sure they convert there.



## OUR STRATEGY

Help them out by making their mobile journey easier with a persistent bottom bar that personalises their journey without interrupting it.



## TARGETING AND TRIGGERING

Target all your visitors, triggering on a timer.



## OVERLAY TYPES AND CONTENT

Mobile bottom bar that expands when clicked to show a key message or offer, including dynamic content where possible and relevant.

## WHAT TO EXPECT »

Mobile campaigns tend to deliver **conversion uplift of at least 10%**

### VALENTINE'S DAY IN

03:12:30:55  
Days Hours Minutes Seconds

### VALENTINE'S DAY IN

03:12:30:55  
Days Hours Minutes Seconds

SHOP OUR VALENTINE'S  
DAY COLLECTION



# Don't BOGOF

A ring that's just for them.  
And another one for their  
best friend.

**Buy one get one free  
on Valentine's Day  
jewellery**

Buy now

Finally, we've  
found that it's  
fairly rare to see  
a buy-one-get-  
one-free offer for  
Valentine's Day  
perform well.

We can't think why





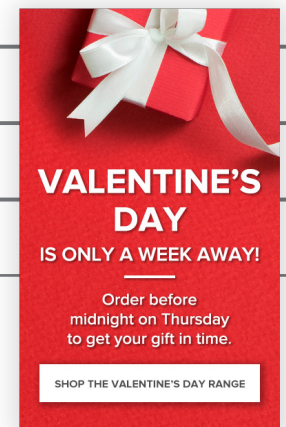
# Data-driven insights

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 (fashion)
TRAFFIC:	265,000 unique visitors per month
CAMPAIGN TYPE:	Promo
TRIGGER:	On timer
VISITOR TYPE:	All
BASKET TARGET:	All baskets
KEYWORD:	Valentine's
PREDICTED UPLIFT:	37%



# About Yieldify

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Yieldify creates smart and simple marketing technology products that predict customer behaviour to optimise customer experience with brand revenue.

Trusted by over 500 brands on more than 1,000 websites globally, Yieldify helps some of the world's most innovative companies drive incremental revenue.

Backed by Google Ventures and SoftBank, we're constantly finding new ways to deliver more for our clients - and we'd love to tell you more about it.

## Some of the global brands we've worked with

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MARKS &  
SPENCER



**Domino's**

Staysure™

FRENCH CONNECTION

"Yieldify's products and service have proven to be a valuable part of our digital strategy, driving an increase in conversion rates, average order values and high ROI as a result. The results we have seen are excellent and we are excited to see what we can achieve with Yieldify as we move forward together."

*Hayley Tillson* Performance Marketing Manager, Domino's Pizza

# Get in touch

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