

5 LAST-MINUTE HOLIDAY QUICK WINS

Add one (or more) of these contextual tactics to your existing campaign to enhance your email experience and boost results in a big way.



1.

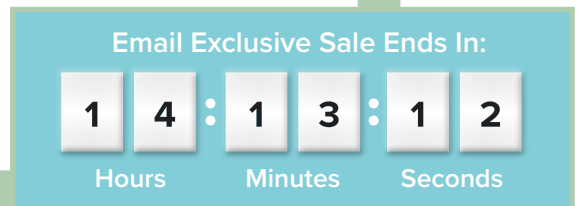
RUN A SPLIT TEST

Test subject lines, preview text, call-to-action copy, images and GIFs.

*Email marketers split test less than **50%** of their campaigns.¹*



2.



SWAP OUT EXPIRED OFFERS WITH TIME-TARGETING

Swap out expired offers to keep your content fresh and your customers happy.

***45%** of emails are opened after an offer expires.²*



3.



REWARD YOUR LOYAL CUSTOMERS

Delight your customers with a freebie or a one-time discount.

***75%** of companies see ROI from their loyalty programs.³*



4.



GATHER HOLIDAY INTEL WITH A LIVE POLL

Poll your customers and follow up with an email based on their answers.

*Gamification leads to **100-150%** increase in engagement.⁴*



5.

ADD USER-GENERATED CONTENT

Add a live social feed to show how real customers use your products.

*Combining email and social can increase clicks by **158%**⁵*

