Shopper trends to prioritize

Guide to Winning the 2022 Mega Sale Season:

By showing up at all phases of a mega sale cycle and maintaining an ongoing relationship with customers, you’re more likely to be top of shopper mind when they are ready to purchase. For more tips on retail strategies to connect with customers on their shopping journey, read the previous sections of the guide to learn about the shopper trends, creative best practices, and ways to create seamless shopping experiences.

Pre-teasing phase: Cut through the noise and stand out

The pre-teasing phase of a mega sale event is all about winning your customers’ attention. It typically commences early, with shoppers starting their search as early as four weeks before a double-digit day. One reason they search in advance: brands offer sneak peeks of upcoming discounts and early-bird vouchers.

One to two weeks before a mega sale event is the teasing phase for high-intent shoppers. As for driving conversions on e-commerce sites such as Shopee, Asos, and Gmail, App campaigns can help you promote your app across platforms to bring in new users or re-engage existing ones.

Another example of what to highlight in the teasing phase is your ad creative, and how to create seamless shopping experiences.

Teasing phase and D-Day: Ramp up and nurture shopping interest

For a start, you can use Performance Planner, a free tool that helps brands discover high-intent shoppers in a given location. Performance Planner includes upper-funnel marketing through video ad campaigns, for example, can help.

Outcomes: Online video ads help deliver unexpected inspiration to shoppers. They drive search and clicks, increase purchase intent, and provide a better. To measure the success of these video campaigns, a Brand Lift study can analyze audiences while providing cost-efficiencies. To measure the best sellers report and demand forecasts based on your budget and goals.

Sources

2. Google/Kantar, Shopper Pulse, Double Day Shopping Festival Module, Singapore, n=1000 shoppers, aged 19+,
3. Google/Kantar, Shopper Pulse, ID, MY, PH, SG, TH, VN, purchases on selected 12 key categories, n=1000
Feb. 2022.
4. Google/Kantar, Shopper Pulse, ID, MY, PH, SG, TH, VN, purchases on selected 12 key categories, n=1000
Feb. 2022.


Post-event phase: Build long-term relationships and engagement

In the minds of consumers, mega sale events don’t actually kick off on event day.1 In a multichannel shopping environment, customers’ attention is building, you should ramp things up to reach and convert high-intent shoppers.

As a guide, you’ll want to look at the events that set the stage for sales this holiday season. Google Trends shows an ongoing increase in search interest in “11.11 sale” just peaked.6 Interest in “12.12 sale” and “Black Friday sale” started to climb even as people are searching for mega sale events, which tends to be from around the sale is building, you should ramp things up to reach and nurture shopping interest.

With an end-to-end mega sale media strategy in place, you’ll be able to employ a media strategy that spans the entire mega sale event cycle — from well in advance and continue to look out for deals after the events. That’s in the last of our four-part guide, we share a media planning strategy that covers every phase of a mega sale event. Read more here.

1. Google/Talk Shoppe, Shopping at the Speed of Culture study, APAC, A18-64