



Drive Revenue in an Unprecedented Holiday Season

eCommerce Takes Center Stage in Q4

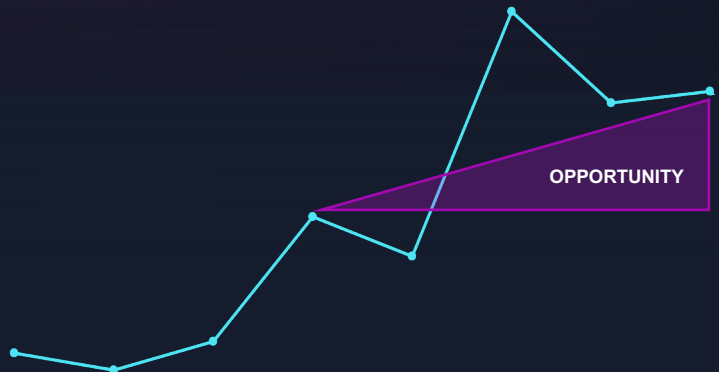
While consumers do not expect to change *how much* they're spending this holiday season, *where* they plan to shop represents a radical shift from years past – increasing pressure (and volume) for omnichannel eCommerce.

RETAILERS SHIFT FOCUS



DEMAND FOR ONLINE SHOPPING CONTINUES

US Retail eCommerce Sales as Total % of Retail Sales



75%
Of shoppers will shop online *more* during this holiday season

And the majority indicate they will spend the same, or more, as last year overall

Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
2019				2020			

With heightened importance of Q4 for business' bottom line: data-driven, omnichannel marketing is crucial to WIN in this transforming landscape.

eCommerce demand during the pandemic already exceeds 2019 peak levels and will persist throughout Q4.

Due to this consistently high demand, brands need to plan ahead. Solidifying your eCommerce strategy now will allow for maximum optimization and ROI.

It's time to prepare.

NIGHT MARKET

Q4 eCommerce Accelerator

Seize the moment this Q4 with [our bootcamp](#) for your eCommerce business, focused on igniting your commerce strategy to meet evolving consumer demands and [accelerate online revenue](#).

The Q4 eCommerce Accelerator is a quick-turn engagement package tailored to your business, including:

- 1. CHANNEL ASSESSMENT**
Conversion flow audit and SWOT analysis to understand the role of channels in driving conversions and the factors impacting sales
- 2. ON-SITE AND MARKETPLACE OPTIMIZATIONS**
Recommendation and implementation of tactical improvements to marketplace presence and/or DTC site (i.e. PDP enhancements, landing page strategy, and review management)
- 3. PERSONALIZATION STRATEGY**
Optimization and messaging strategy to allow for greater personalization throughout the consumer purchase journey
- 4. CUSTOMER PROFILING AND CART SEGMENTATION**
Leverage our data partnerships, and your first party data, for a deeper understanding of consumer shopping behavior and product purchasing patterns

Leading clients through this transformational time, **Night Market** drives performance through the intersection of media & eCommerce, connecting shopping data across all points of the consumer purchase journey to **maximize revenue and ROI**.

To get started, contact Randy Browning
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