



The Great Acceleration

A winning guide for the holiday season
across Southeast Asia



Getting ahead powered by the Great Acceleration

The upcoming holiday season, coupled with the ongoing COVID-19 pandemic, is acting as a catalyst for retail's transformation, and it's important to capitalise on this change in behaviour to gain ground on the competition.

This "Great Acceleration" has fuelled the desire and need for more e-commerce, and as a result, the need for retailers to adapt to a truly digital-first world. Today, nearly half of consumers have shifted their spending to online channels, across all categories ranging from electronics and education to games and grocery ¹.



Social distancing and stay-at-home orders have accelerated adoption of e-commerce

For retailers, the post-COVID-19 landscape offers them uncharted opportunities to increase their market share and margins. Online orders are seeing 2 to 3 times year-on-year growth, with some retailers seeing increases of more than 20 times¹. Even online grocery is increasingly going mainstream, as shoppers are driven by contactless shopping experiences.

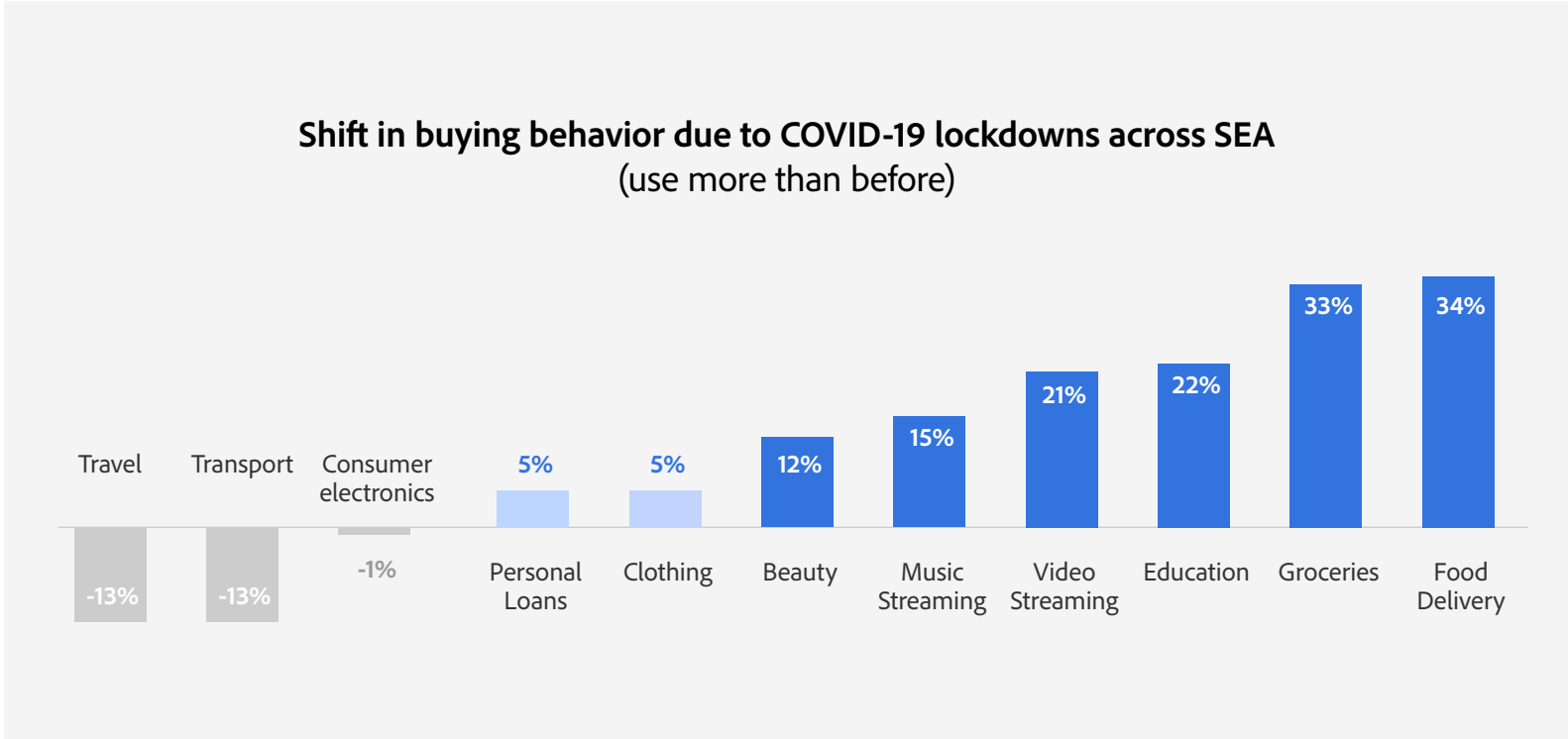
And the race is heating up...

Whether it is Diwali or Singles' Day, local holidays or the upcoming year-end festive season, e-commerce platforms and merchants often see record-breaking sales on these key shopping dates. Which makes now the best time for retailers to start preparing for this new landscape and be well-positioned for the year-end holidays.



9 in 10 new digital consumers intend to continue using digital services going forward

Users moved online for Food delivery, Groceries, Education, Entertainment



Ready, Set, Sell. Major shopping events³ across SEA



Sep 2021	Holiday season starts early for selected SEA markets (September 1*)
Oct-Dec 2021	Year-End Sales (October 1 – December 31)
Nov 2021	Singles' Day (November 11) Black Friday (November 26) Cyber Monday (November 29)
Dec 2021	12.12 Sales (December 12) Christmas Day (December 25) Boxing Day (December 26)
Jan 2022	New Year (January 1)
Feb 2022	Lunar New Year (February 1) Valentine's Day (February 14)

*For the Philippines market, the Christmas holiday seasons start from 1 September

7 Winning Tips to Accelerate Holiday Season Sales

Preparing for key shopping dates in advance can help retailers get ahead of the competition, as waiting until the last minute to push ads and promotions to shoppers can backfire. Black Friday, for example, is the worst day to send emails, with a 20% increase in emails sent but an 11% reduction in open rates⁴.

Check out these 7 tips to getting prepared for the upcoming holidays.

1 Know your customers, grow your sales

There is no one-size-fits-all strategy for planning holiday engagement campaigns, but behavioural segmentation and personalisation can help you identify optimal timings and content for your campaigns based on the different habits and buying behaviours of your users. To achieve this, you first need to segment users based on how they engage with your app/website/platform—from frequency and usage patterns to promotional campaigns they've engaged with. It also helps to understand which channels your customers frequent, and what ads and product messaging entices them best.

2 Develop an omnichannel approach

Retailers who launch omnichannel campaigns are better positioned to offer shoppers a consistent experience of their brand and increase the potential engagement touchpoints with your brand. And a well-orchestrated omnichannel strategy will further encourage brand recognition and trust, that goes beyond the upcoming holidays.

3 Promote and entice

Promotions and coupon codes that help your shoppers save more as they shop more can be a highly effective way to generate traffic and conversions. Exclusive offers and limited-time offers can also be combined with promotional codes to pique shopper interest, and accelerate the browsing-checkout journey.

4 Delight customers with highly relevant experiences

Scaling customer service can be challenging, especially personalised experiences. But well-designed chat bots can offer a speedy, yet scalable way for retailers to deliver highly interactive experiences and increase conversions by up to 8x more⁴.

5 Sell more with free shipping

Imagine your sale is just a click away but you don't offer free shipping. What next? 61% of shoppers will abandon their carts if a merchant doesn't offer free shipping³. Simply offering shoppers free shipping can significantly accelerate your sales—when it matters.

6 Offer combos, and upsell

Consider combos which bundle frequently bought items together or offer contextually products that pair well together at the bottom of the checkout screen. Another way is to upsell, by offering free shipping for a minimum order value, "1-for-1" etc. Highlighting these promotional offers across your home screen, in-app notifications, or social campaigns can help boost purchases.

7 Keep in touch with your customers

It's never over even when it's over. Launching a post-holiday email campaign can be a smart move. Whether you are showcasing customer recommendations and product reviews or recommended gift packs and exclusive promotions, keeping consumers engaged can keep your brand top of mind.





References

¹ Are_You_Ready_For_Ecommerce.pdf (oliverwyman.com)

² e-Conomy SEA 2019: Swipe up and to the right: Southeast Asia's \$100 billion internet economy (thinkwithgoogle.com)

³ <https://www.jtexpress.sg/insights/the-biggest-sale-events-across-southeast-asia>

⁴ The Ecommerce Holiday Campaign Playbook | CleverTap

About Adobe Commerce

Adobe Commerce is the world's leading digital commerce platform. With Adobe Commerce, you can build engaging shopping experiences for every type of customer — from B2B and B2C to B2B2C. It's built for enterprise on a scalable, open-source platform with unparalleled security, premium performance, and a low total cost of ownership. Businesses of all sizes can use it to reach customers wherever they are, across devices and platforms, including marketplaces. It's more than a flexible shopping cart system. It's the building block for business growth