taggstar

How to win in Golden Quarter 2020

There's no denying that Golden Quarter 2020 will be different, as uncertainty continues around the world.

However, we can still look forward to catching up with family and friends in one way or another and marking this special season with gifts and traditions.

It's likely shopping will mean fewer visits to the store or shopping centres. So it's good that millions of people have acquired the habit of online shopping during 2020 in the UK.

Many of those people will be doing their holiday shopping online for the first time. Others will need to use eCommerce for big ticket items or the sort of consequential purchase they'd usually make in store.

It's never been more important for retailers to give every one of their customers a positive digital experience.

Adding social proof messaging to the customer journey is a powerful and low risk way to achieve that.

In this eBook we set out how we can support your customers at every step of their digital journey and help them make informed purchasing decisions (which in turn can help improve your conversion rates and increase sales).

There's still time to introduce social proof to your digital channels in time for peak season. Contact me directly at **marjorie@taggstar.com** to start the ball rolling on a pilot project.

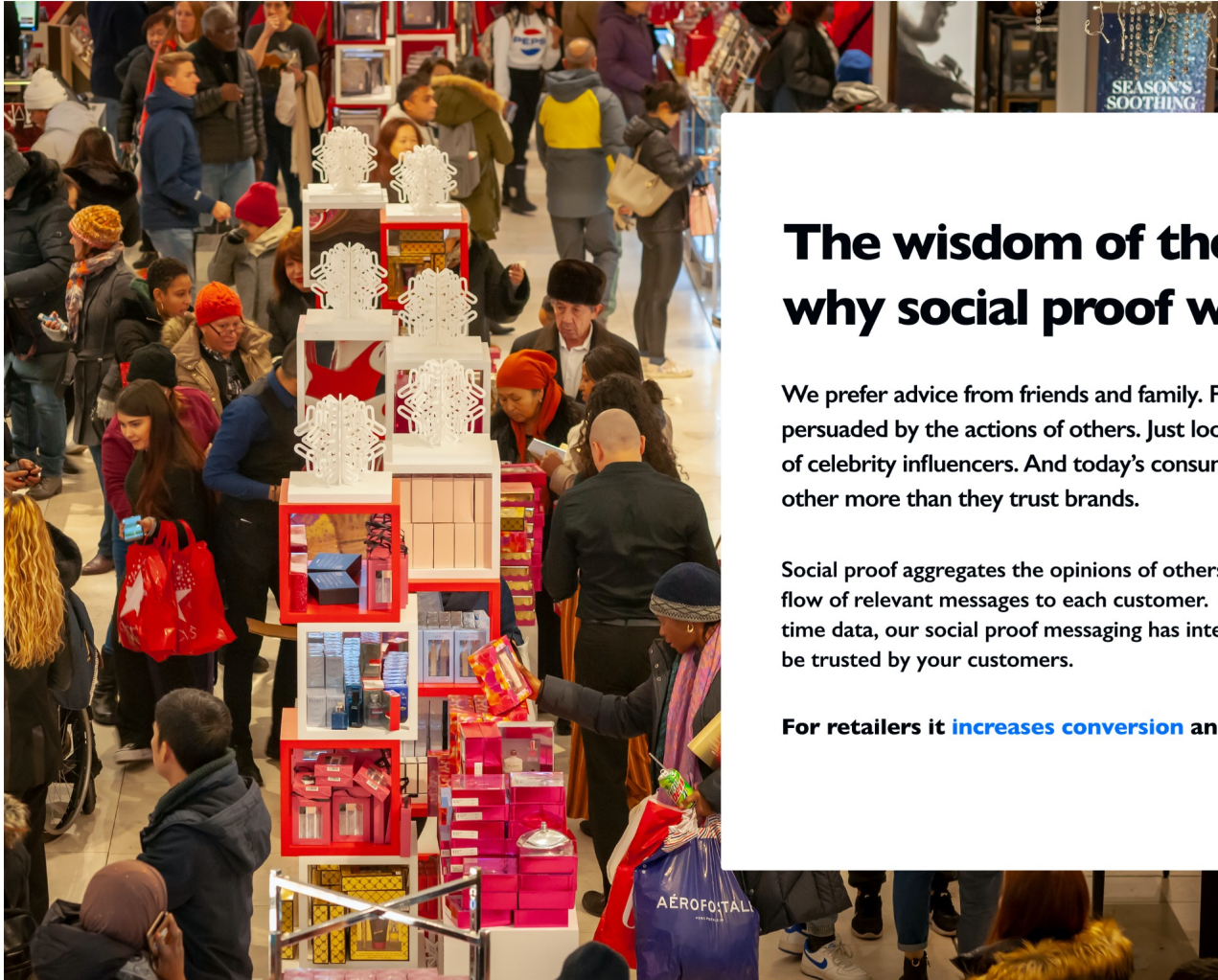Let's make sure everyone can shop online with confidence this holiday season.

Marjorie Leonidas, CEO, Taggstar
Stay **safe**, and **happy** holidays

Give every customer the confidence to shop online

The wisdom of the crowd: why social proof works

We prefer advice from friends and family. People are persuaded by the actions of others. Just look at the power of celebrity influencers. And today's consumers trust each other more than they trust brands.

Social proof aggregates the opinions of others, delivering a flow of relevant messages to each customer. Based on real-time data, our social proof messaging has integrity and can be trusted by your customers.
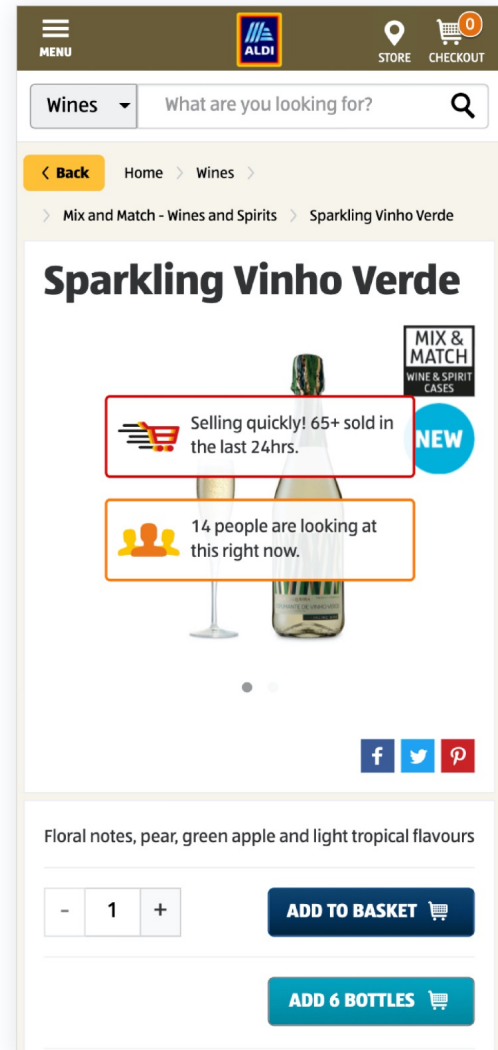
For retailers it increases conversion and revenue.

ALDI

"Taggstar acts like a virtual sales assistant, helping to make purchasing decisions easier for our millions of customers, and supports the growth of our online sales"

James Kinnear
eCommerce Retail Director, Aldi UK

YASMINE BUTTON THROUGH V NECK DRESS

By Joules

TOP MARKS!
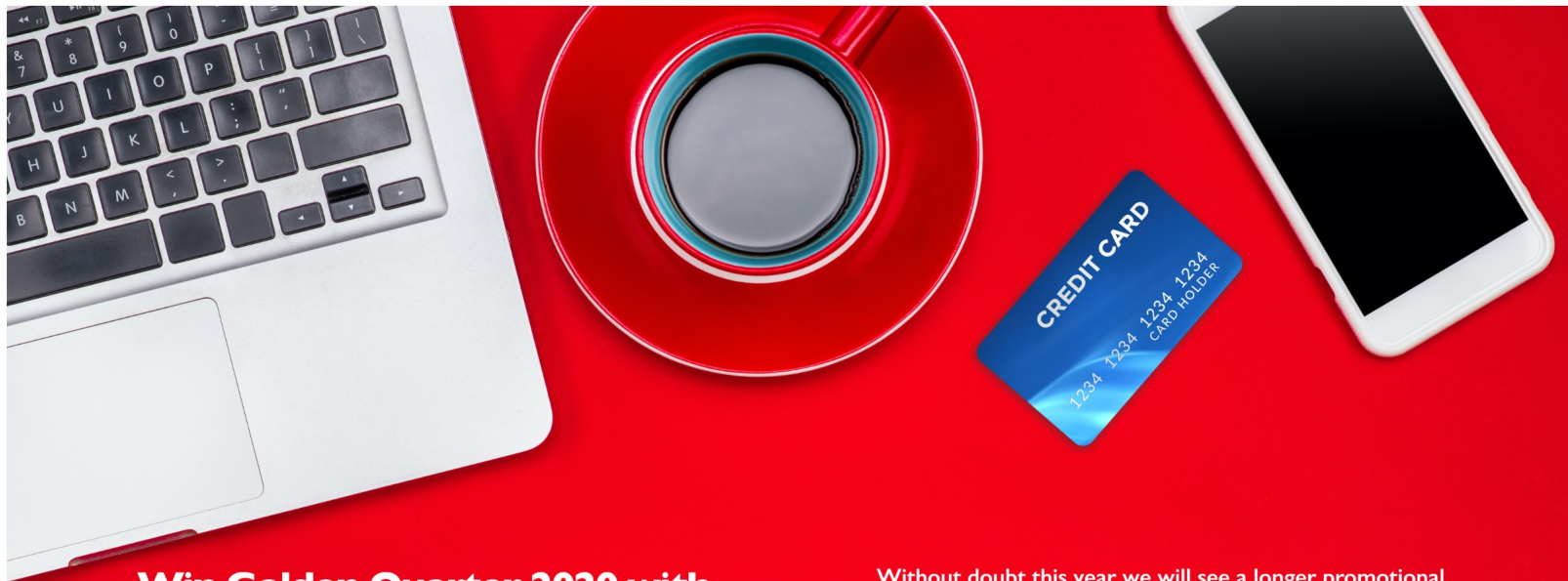95% of people would recommend this

★★★★★

"We knew that review data was important to support our online customers. Our existing Taggstar social proof messages give us the channel to surface this information on our product pages, and incremental results have been excellent."

Ralph Percival
eCommerce Director, Joules

Win Golden Quarter 2020 with an engaging digital customer experience

Golden Quarter 2020 will be very different to Golden Quarter 2019 – and may well be the year the peak selling season changes for ever.

Black Friday the marker that traditionally jump starts peak season is no longer the trigger, this year it will be Amazon's postponed Prime Day now confirmed for the 13th and 14th October.

Without doubt this year we will see a longer promotional period.

Many surveys have been conducted into how consumers will shop during Golden Quarter this year with one stating that 73% of UK shoppers primarily expect to make their holiday purchases online and 54% will use their mobile devices to do so[2].

In the UK the majority, 42% look set to spend the same amount on holiday purchases as last year[2].

1. USA Today - Amazon confirms annual Prime Day sale will be Oct. 13-14 with select deals now available for members
2. Netimperative - Merry Clickmas: Consumers set to spend big online this holiday period

# Retailers who will be the winners during Golden Quarter 2020

will be those that ensure that they provide an informed and engaging digital experience for their customers to give them the confidence to purchase online.

And very importantly the confidence to purchase products that are out of their comfort zone in product categories where they may be unfamiliar.

Real-time social proof messaging provides[3] shoppers with relevant messaging at all parts of the online journey to drive swifter and confident decision making which increases conversion rates and revenue for retailers.

3. Taggstar
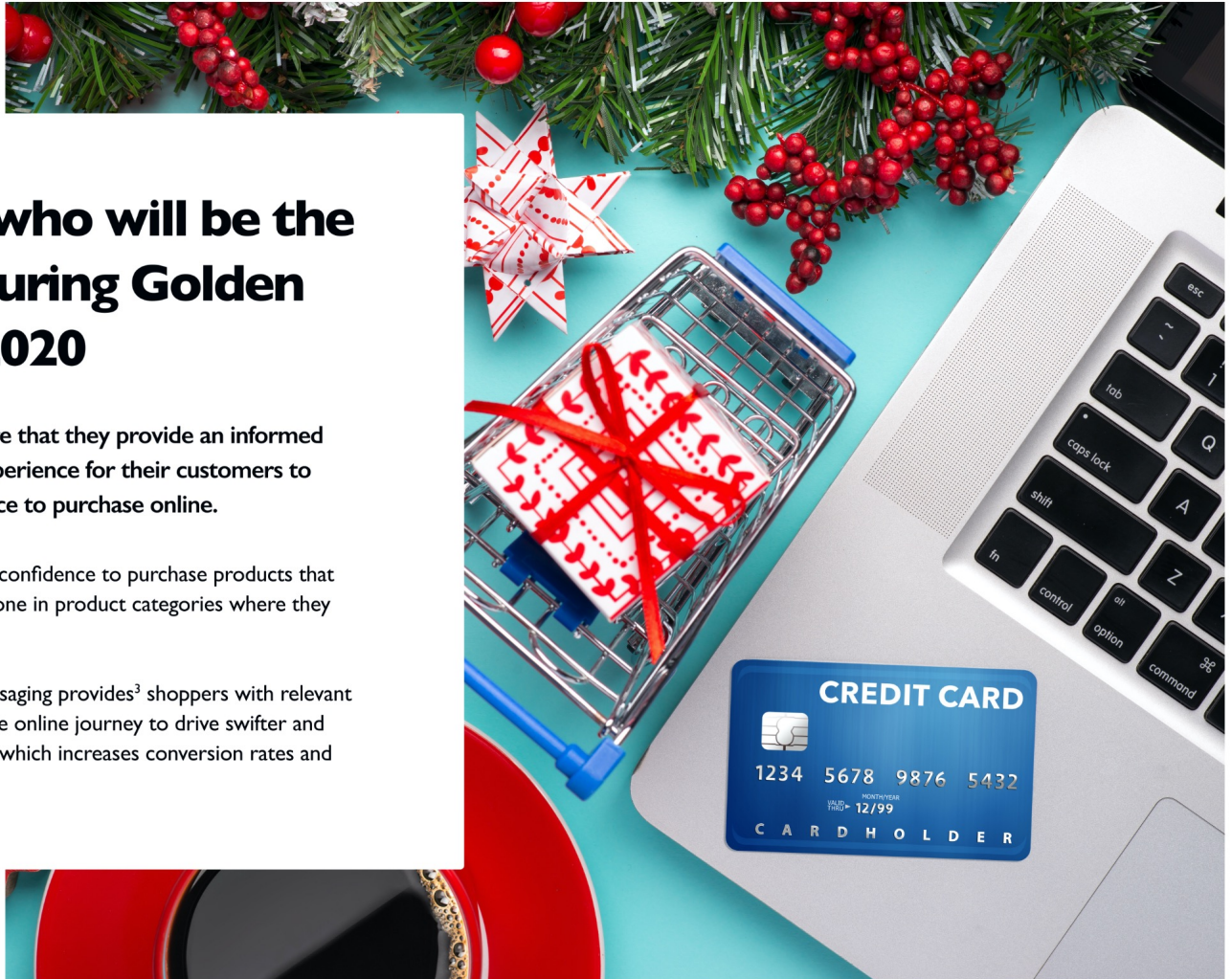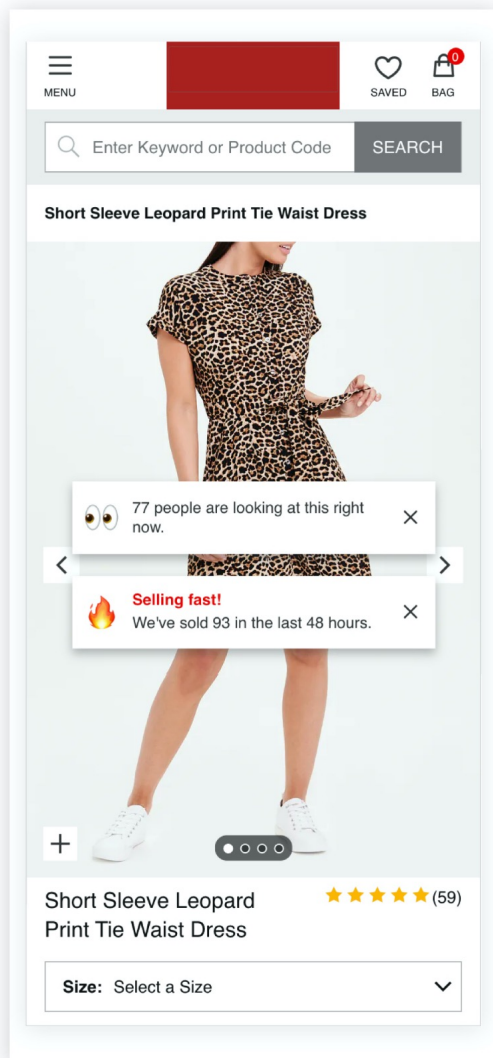
Help your customers to buy fashion online with confidence

There is nothing more disappointing than to receive a gift that you have to return.

Fashion and footwear is the second highest category for online return rates in retail at 25%[4]. The most common reason is size, fit and quality.

Aggregating customer review data to display real-time information about these all important attributes; popularity messaging to provide reassurance on choice and upsell and cross-sell messaging to help gift buyers complete outfits with confidence will increase conversion rates, average order value and revenue.
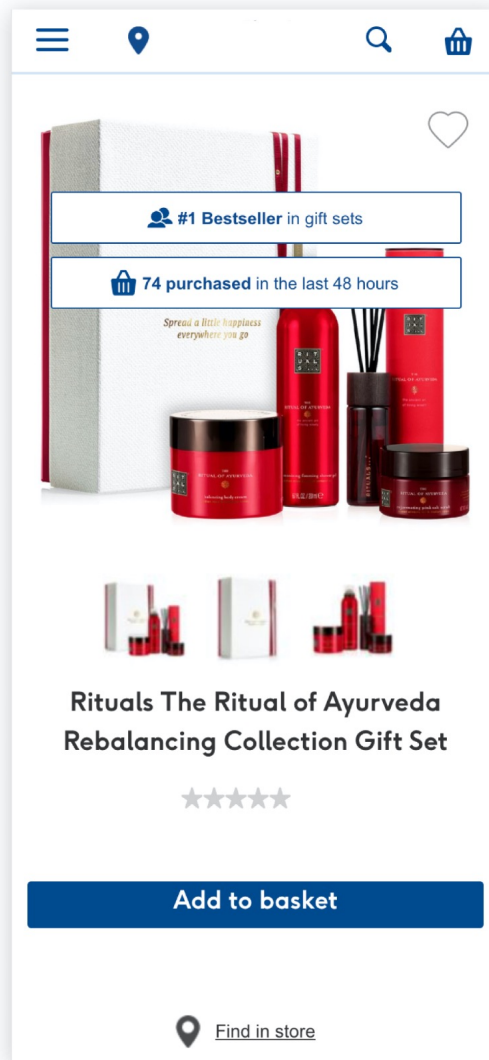
4. Sale Cycle - Ecommerce Returns: 2020 Stats and Trends.

Bring the beauty counter experience online

Historically 85% of beauty purchases were made in-store[5], if you help your customers to navigate your website and/or App to find the products that they are looking for they are comfortable to now buy online.

Beauty shoppers in particular like the reassurance of knowing what others like them are purchasing for themselves or as gifts and what is on trend.

Use authority messaging to highlight your best selling product within a category; trending messaging to highlight fast selling items and aggregate customer reviews to reassure them of their choices.

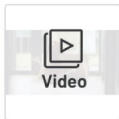5. McKinsey - How COVID-19 is changing the world of beauty

#1 Bestseller in gift sets

74 purchased in the last 48 hours

Rituals The Ritual of Ayurveda Rebalancing Collection Gift Set

★★★★★

Add to basket

⌖ Find in store

Give customers confidence to buy home and DIY products online

Home and DIY products are popular gifts - as well as sometimes essential 'own' purchases with friends and family visiting during this time.

Purchases in this category can take your customers into unfamiliar territory and may be high value. Help them navigate the breadth and range of your products where differences may be nuanced to avoid the 88.2% basket abandonment in this category[6].

Popularity, since you last visited and aggregated review messaging will give them that much needed confidence to complete the purchase.

This will expedite the speed to purchase, increase conversion rates and revenue.

6. Today.com - Shoppers are abandoning their online carts more than ever — here's why

Buying luxury goods online with confidence

The holiday season is prime time for splashing out on luxury products but without the help of an in-store sales associate up to 46% of customers are faced by choice overload and drop out of the buying journey[7].

Help your customers to make informed buying decisions by showing them what's trending, what's hot with trending and popularity messaging. Nudge them to purchase with urgency and scarcity messaging.

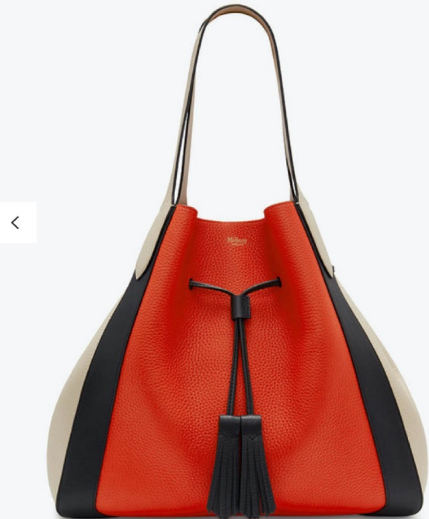This will increase conversion rates and revenue.

Search product or brand

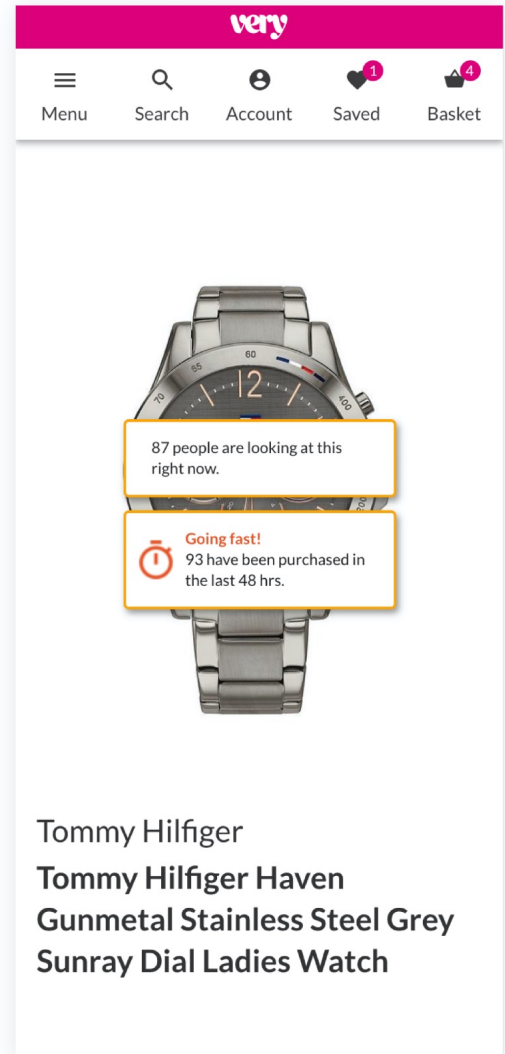## Mulberry Millie Colour-Block Heavy Grain Leather Tote Bag, Coral/Chalk/Black

SELLING FAST
A customer bought this 25 minutes ago

"What we found with Taggstar was that we were impressed by the technology, but also the level of support, so it was a straightforward decision for us."

Sam Barton
Head of User Experience, The Very Group

87 people are looking at this right now.

Going fast!
93 have been purchased in the last 48 hrs.

Tommy Hilfiger

Tommy Hilfiger Haven Gunmetal Stainless Steel Grey Sunray Dial Ladies Watch

Engage and convert throughout the customer journey

Social proof can engage and convert your customers to buyers throughout their shopping journey.

For example that all-important discovery phase, where beauty shoppers spend 80% of their time[8] – real-time social proof can be injected into Facebook and Instagram helping them to start curating their short list and avoiding choice overload.

In fact, 60% of people say they discover new products on Instagram[9].

Basket abandonment which has an average of 84.5% across all of retail[10], can be tackled head on with social proof included in email marketing showing them how popular the

product(s) are that they left in their basket and how many are left in stock.

When your customers see display ads reminding them of products they were recently looking at, sharing relevant real-time social proof messaging increases the click thru and conversion rates.

60%

of people say they discover new products on Instagram

8. Blue Acorn - Beauty Shoppers Spend 80% Of Their Time In This Crucial Phase Of The Buying Process
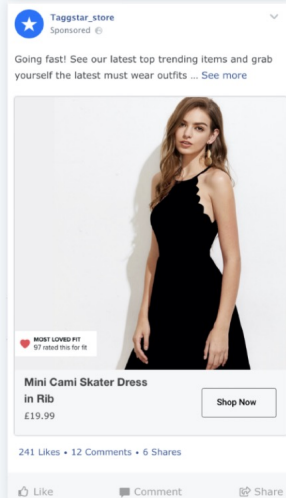
9. Instagram - Why Instagram

10. Statista - Online shopping cart abandonment rate in selected industries in March 2020

Engage your customers this holiday season throughout their shopping journey

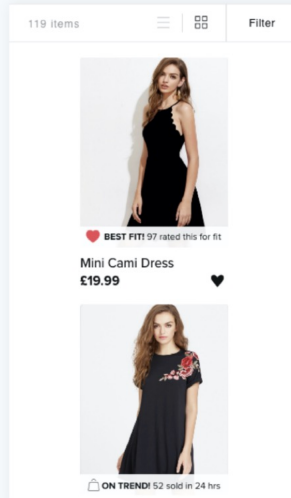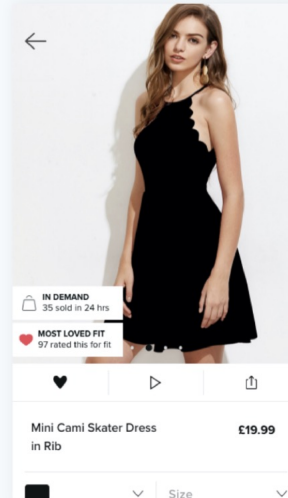All messaging is **customisable** to your brand and tone of voice
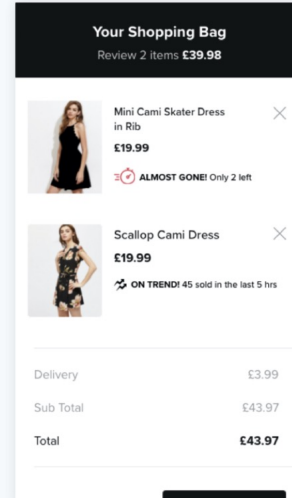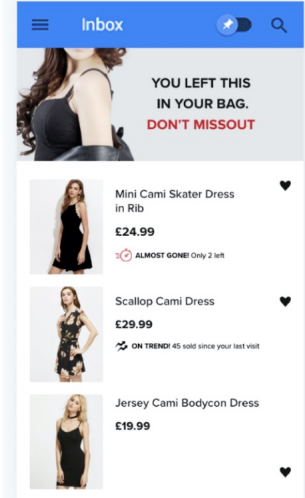
It's not too late to choose social proof with Taggstar

1 **Pioneers**: We were the first company to bring social proof to enterprise retailers in 2013 and we are still the experts in consistently delivering results for our enterprise customers.

2 **Low Risk, High Impact Investment:** You can expect a ROI of at least 100% from increased conversions and sales.

3 **Integrity:** We use accurate, transparent information and our messages are designed to nudge customers towards the right decision.

4 **Scalable**: We've delivered 100% service availability every Black Friday event for the past 6 years and deliver more than 2 billion real-time messages per month.

5 **Fast Front-End Implementation:** You will be up and running with social proof in as little as five working days.

6 **Partnerships**: We work with other technology innovators combining our social proof in dynamic email, retargeting/display ads, social media feeds and more.

★ taggstar

Social Proof. It's all we do.
And we're the experts.

ALDI

HOTEL
Chocolat.
BRITISH CACAO GROWER

JOHN LEWIS
& PARTNERS

joules

N A - K D

PRETTYLITTLETHING

very

MATALAN

Argos

MISSGUIDED

Get social proof messages running on your digital channels in days.

Contact: sales@taggstar.com