



Day #1: Get to know your audience

During peak season (and particularly BFCM), most brands should expect both an influx of new traffic that is unfamiliar with their brand (i.e. folks shopping for gifts), and returning customers who are shopping both for themselves and for others.

With this in mind, you want to make sure you have any potential actionable segments set up in advance, so you have the opportunity to get to know those audiences ahead of peak season:

- **Where are they coming from?**
- **What pages are they visiting?**
- **What products are they purchasing?**
- **What products are they adding to cart but abandoning?**
- **What’s their AOV, items per transaction?**
- **What pages are they bouncing from?**

Nosto users: Nosto comes out-of-the-box with the aforementioned segments, so you’re already ahead of the game! However, you should take a look in your Segmentation & Insights dashboard at the % of traffic you have an email captured for; this will give you an idea of how big an opportunity there’ll be to send personalized emails when you start promoting peak season sales. P.S. if this % is low, now’s the time to work to increase email capture as email is still one of the top marketing channels for retailers and therefore a huge missed opportunity if you can’t reach out to people ahead of peak and retarget them thereon.

<input type="checkbox"/>	Segment type	Segment name	Identified Rate	Segment size	Visits	Abandoned Carts	Conversion rate	Orders	Total sales
<input type="checkbox"/>	All	Everyone							
<input type="checkbox"/>	Custom								
<input type="checkbox"/>	Default	Mobile							
<input type="checkbox"/>	Default	Desktop							
<input type="checkbox"/>	Default	Facebook traffic							
<input type="checkbox"/>	Default	Google traffic							
<input type="checkbox"/>	Default	Converters							
<input type="checkbox"/>	Default	Non-Converters							
<input type="checkbox"/>	Lifecycle	First-Time Visitors							
<input type="checkbox"/>	Lifecycle	Returning Visitors							
<input type="checkbox"/>	Lifecycle	Prospects							
<input type="checkbox"/>	Lifecycle	First-Time Customers							
<input type="checkbox"/>	Lifecycle	Repeat Customers							
<input type="checkbox"/>	Lifecycle	Loyal Customers							

