

Day #12: Don't let your influx of new customers go to waste

Your store will have seen a decent amount of net-new shoppers over peak season, lured by all the juicy discounts (or perhaps their loved ones' wishlists!). What you're not going to want to do is fall off their radar the minute peak season closes out. That's why our final tip is to make sure you have a gameplan that keeps people coming back for more.

Firstly, it's important you monitor the engagement of these shoppers right from the moment they purchase.

From there, you can identify, for example, those who've made a one-off purchase and haven't been back to your site in a certain period of time, then create a 'lapsed purchaser' segment to target them specifically.

With the example above, you might want to have re-engagement flows designed specifically for these customers. Make sure they're not part of any other workflow, though as you don't want to bombard them!

With any post-purchase emails you do send, be sure you are including email widgets within them. Whether that's product recommendations tailored towards their shopping affinities, or a glimpse at what's new since their last visit, you're sure to urge them back to your door.

Continue targeting those customers onsite with the likes of FOMO-inducing messaging (e.g. 'Last chance', 'Low stock') on their previously browsed products, or items visually similar to those.

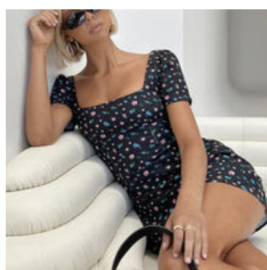
It's also an idea to send any future gift guides to them nice and early to make it simple for them to shop. Need a hand creating gift guides? Skip back to [day 8's advent!](#)

Remember, you don't have to resort to discounting to keep this segment engaged. Try various incentives and other types of messaging to grab their attention before axing your prices—which might be unnecessary.

WE THINK YOU WOULD LOVE...



Daniela Mini Dress Blue Floral
\$64.00



Hastings Mini Dress Black Floral
\$65.00



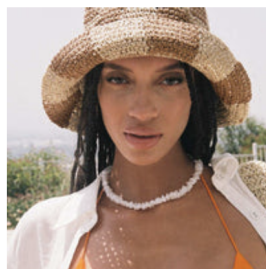
Empress Of Love Mini Dress Yellow Floral
\$66.00



Zeldine Crochet Hat Blue
\$25.00



Empress Of Love Mini Dress Red
\$66.00



Lyndon Bucket Hat Beige Check
\$25.00

Nosto users: a good rule of thumb is to set up segments inside of Nosto for your peak season paid campaigns ahead of time, so you can see how those shoppers move through the funnel (see customer distribution funnel within segmentation and insights). And remember, any segment within Nosto can be synced back with your ESP, Facebook Ad Manager, and Google Analytics for effective remarketing.

