

Day #7 Deals of the day

Daily deals are a great way to create a sense of urgency among your shoppers and motivate them to quickly convert while the discounts are on! Merchants tend to use these daily offers in the run-up to Cyber Weekend, elongating the buzz.

Try launching a daily deals campaign that your traffic can sign up to (having each deal sent straight to their inbox and pointing them back to your store). This can be particularly effective in driving repeat visits, and thus repeat purchases.

Want to increase the conversion likelihood of your daily deals all the more? Explore having them powered by product recommendations. By this, we mean having each item you promote be a personalized recommendation to a specific shopper that is filtered so only discounted items show. It would be wise to also include a fallback of best-sellers with discounts, so that any traffic you don't have enough data on to serve 1:1 recommendations to will still see something.

Oh, and remember how our day 2 tip urged you to anticipate any surplus stock that you might have over peak season? Well, daily deals are one way to shift it, offering limited-time discounts that tempt shoppers to snap those slower-moving products right up!

Nosto users: if you're reading this, you're already ahead with your peak season planning, which means you'll likely have time to test out any planned onsite activations in advance. You're going to want to prioritize implementing whatever performs well. Our client, Bulletproof, was considering running a deal of the day campaign one BFCM, so tested it out months in advance and the results confirmed it was worthy—with the deal times seeing 22.2% post-click conversion rate!

