

## Day #4: Align your merchandising to the season

Your peak season shoppers want to browse and buy fast, so it's crucial that you focus on facilitating relevant product discovery from the get-go. A well-merchandised store that pushes the right products to the right people is going to be your golden ticket!

### **Focus on your key product discovery real estate**

On-site search, category pages, product recommendations slots, and any content tiles you have featuring products will all need to be optimized. Prioritize the parts that get the most views first.

### **Acknowledge peak-season-likelihoods**

Odds are, you're going to have shoppers seeking out the best BFCM deals. And you're going to face quick product sellouts. Unless you adjust your merchandising around such likelihoods, the first items in a shoppers' search results, for instance, might not be discounted, or — worse still — might be out of stock. By leveraging product attribute and performance data, you can ensure that relevant, discounted and in-stock items appear first and foremost throughout your campaigns.

### **Get personal**

Presenting products that're aligned with your shoppers' individual preferences can be game-changing. For example, your category pages might include thousands of products that are lengthy to sift through. However, by boosting items that are definitely available in, let's say, a shopper's preferred size, you're bound to remove frustrations and increase conversions

### **Don't forget to merchandise for paid traffic**

Most retailers invest heavily in ad spend over peak season and need a dedicated merch strategy for those coming from paid channels. Be sure the experiences they're shown on-site align with the ads that attracted them in the first place. So, if your ad is featuring a specific product, make sure you are driving the shopper to the PDP or PLP where that same item's available for purchase.

**Nosto users:** Since we're always looking to improve how you can enhance your merchandising strategy, we'll soon be enabling Nosto merchants the ability to rerank products within recommendation slots (based on product attributes such as price, inventory level, and performance metrics such as CR and margin). This capability is already available for Search and Category Merchandising, of course, but having it play with Product Recommendations too means even greater scaling of all your merchandising efforts. Stay tuned!

