

Day #5: Prove your value and amplify your social proof

Competition's always rife over peak season, but our 2023 research shows that global cost of living pressures are forcing shoppers to compare products across stores, all the more. That's why it's an **absolute must** that you highlight your USPs this year, right off the bat:

- **Do you offer free, expedited shipping?**
- **Free returns?**
- **Are you a small, woman- and/or minority-owned business?**
- **Are you committed to sustainability?**
- **Socially conscious in other ways?**

Such things might just be the tipping point when it comes to shoppers choosing where to buy from, so be sure to make them visible on the likes of your global site header, homepage, and PDPs.

You should also look to include some social proof across your store—it'll help instill confidence (and urgency) among your shoppers and encourage them to convert.

For example, show overall shopper activity on popular items with FOMO messaging like 'X left in stock'. Set a fallback for items with more than 10 units left, to instead show how many people are currently viewing them.

Think about leveraging your own customer's content on your site as well. Shoppable UGC inspires shoppers and boosts brand credibility. Did someone say BFCM haul reels? 🧐

Nosto users: when it comes to UGC, video reigns supreme. And now, it's easier than ever to display video and reels directly within your onsite widgets! Better yet, you can now easily connect your TikTok Business account to your Nosto Visual UGC account to feature your customers' viral content across your site (as well as in your ads, event screens, and more!)—a must-have to convert those Gen-Z shoppers.

