



Holiday Marketing Checklist



Avoid Abandoned Carts by Using Mobile Wallets

Make the shopping experience consumer-friendly to avoid massive abandonment.



Mobile Attribution Is Key

Are you able to connect your mobile spend with meaningful non-mobile results?



Direct Mobile Customers to Your Landing Pages

Make sure you are set up to receive them and direct them to your landing pages.



Use Facebook to Retarget Ecommerce Customers

Use retargeting pixels and drop one at your site to instantly retarget abandoners.



Use Amazon Ads

The Amazon vendor ad platform includes campaigns for sponsored products.



Get Your Email List Tidied Up

It should be ready to blast off right after Halloween.



Get Your Marketplace in Order

Right now! Keep an eye on reviews of your brand. Have inventory ready to go.



Assess Your Customer Service Staffing Needs

Assess your staff right now and deal with any potential problems immediately.