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SMART MARKETER LIVE 2026

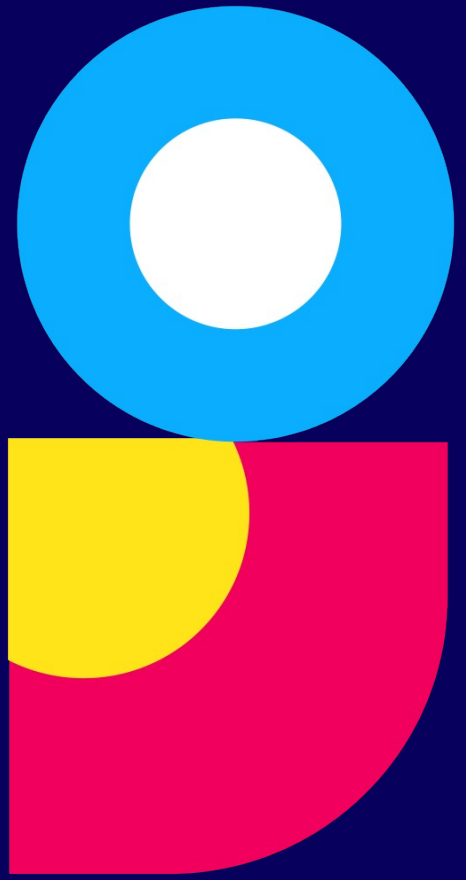
# Five Proven Plays to Have Your Best Q4 Yet

Brand-new insights from millions in ad spend and email marketing

'26

John Grimshaw ✦ Molly Pittman

MADE POSSIBLE BY OMNISEND



WHERE THIS COMES FROM

# We studied anonymized Q4 data from 30✦ businesses and rebuilt our proven plan around profitability.

### Analyzed

Anonymized Q4 data from 30+ businesses

### Flagged

High-opportunity and high-risk trends

### Updated

Our proven Q4 plan, with a focus on profitability

Put this data to work in your business with the **Smart Marketer LIVE Coach.**

Q4 QUINTESSENTIALS

# The eternal truths of a winning Q4

These haven’t changed, and never will.

## Plan in phases

Every open and every close is another reason to buy.

## Mix up your offers

Rotate discounts and modifiers to make scarcity honest.

## Segment for profit

Speaking to unique buying patterns unlocks hidden revenue.

Q4 IS NOT ONE DEMAND SPIKE

# Black Friday is fixed.
# Demand is fluid.

WHO SELLS...

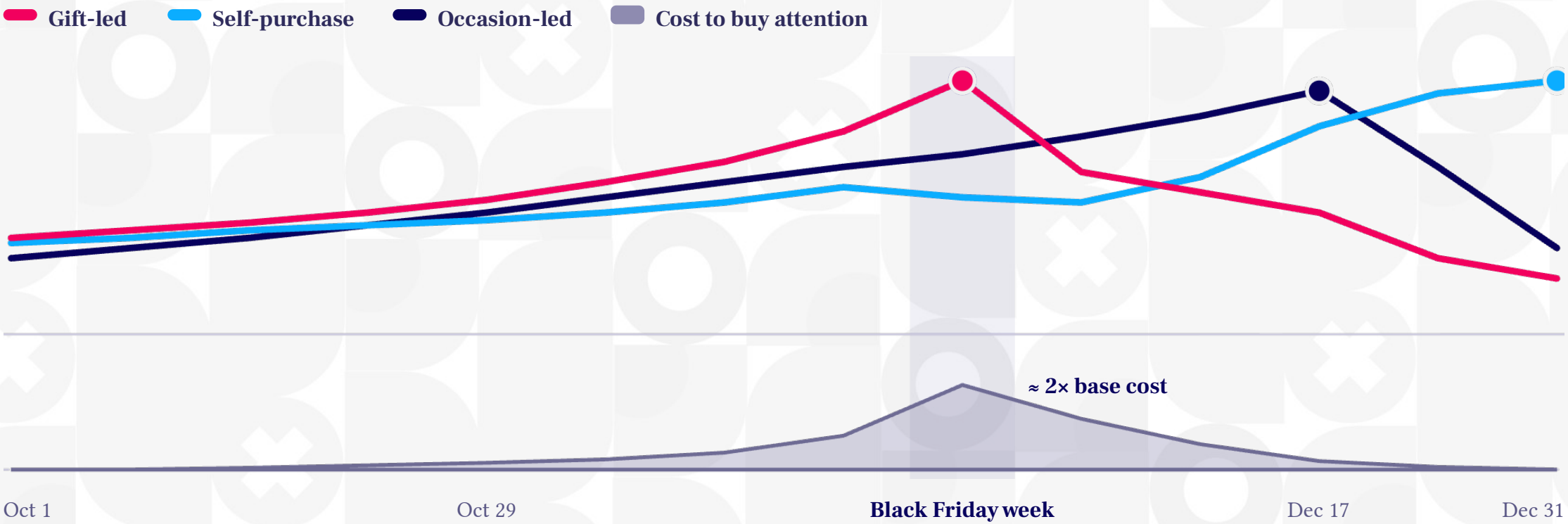
Something people **give**

Something people **buy for themselves**

Something tied to an **occasion or deadline**

THE FRAMEWORK

# Three demand shapes, one cost curve



TACTIC 1 · SCALE V. HARVEST

# Scale versus Harvest: How a brand timed their spending for growth AND profit

**BFCM · HARVEST**

**~$40**
returning-customer cost

**~$80**
new-customer cost

**LATE DECEMBER · SCALE**

**~$38**
new-customer cost, Dec 16–31

**~2×**
New Year gross profit per day vs. BFCM

**Your move:** check costs for each Q4 phase, not the quarter as a blended average.

TACTIC 2 · OFFER ECONOMICS

# Escalate the value, not the discount

A deeper discount gives away **more margin.**

More perceived value creates **a new reason to act.**

## WAYS TO ADD VALUE WITHOUT ADDING DEPTH

- **Gift with purchase**
- **Free shipping**
- **Bundled transformation**
- **Limited Availability**
- **Early access**
- **Delivery certainty**

TACTIC 2 · OFFER ECONOMICS

# Five more points off, or something worth holding?

**A $300 ORDER AT 25% OFF**

$75 discount

**- $15**

more margin given away on every order than at 20% off

**A $300 ORDER AT 20% OFF ✦ A $50 GIFT**

$60 discount

**✦$50**

of visible value, for about $10 of product cost at 20% COGS

**A discount disappears on the receipt. A gift arrives in the box.**

TACTIC 2 · PICK THE RIGHT GIFT

# The five-point gift audit

Before anything goes in the box, it has to pass all five.

**1**

### Landed cost

What does it really cost to give, delivered?

**2**

### Perceived value

Would a customer pay for it on its own?

**3**

### Existing demand

Is it already selling at full price? Then don't give it away.

**4**

### Inventory

Can you cover every qualifying order through the season?

**5**

### Threshold

Does it sit just above today's AOV, so it lifts the basket?

☆ **Your best gift** costs little, feels valuable, isn't already selling, and you have plenty of it.

TACTIC 3 · THE TRAFFIC JOURNEY

# Layer, don’t replace

Keep the evergreen winners while adding seasonal shopping

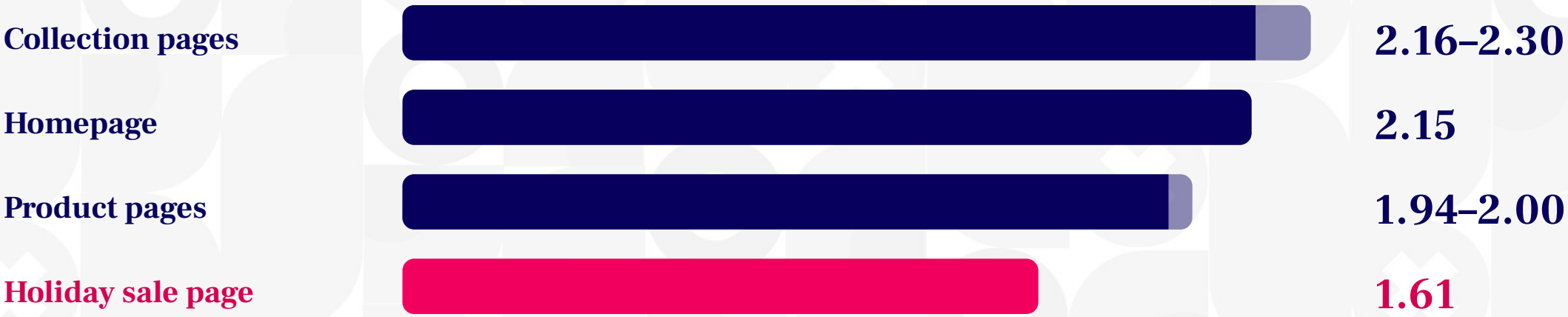
**3** **Deadline and urgency creative**
Added for the close

**2** **BFCM promotional creative**
Added for the event

**1** **Evergreen ads and proven destinations**
Never paused. Everything else sits on top.

TACTIC 3 · THE TRAFFIC JOURNEY

# The holiday sale page was the weakest paid destination




**Cold shoppers still need product truth:** proof, reviews, ingredients, sizing, comparisons.

TACTIC 3 · THE TRAFFIC JOURNEY

# Route by temperature

**COLD TRAFFIC**

- ✓ Proven product pages
- ✓ Proven collection pages
- ✓ Education and proof

**WARM ✦ OWNED TRAFFIC**

- ✓ Holiday destination
- ✓ Early-access page
- ✓ Faster offer path

## ADD THE OFFER WHERE TRAFFIC ALREADY LANDS

**Hello bar** **Banners** **Collection hero** **PDP-carousel image**

TACTIC 4 · LEAD CAPTURE

# Swap the popup for the season

Your highest-intent traffic of the year shouldn’t see the evergreen popup.

## THREE REQUIRED CHANGES

1

**Seasonal creative**

2

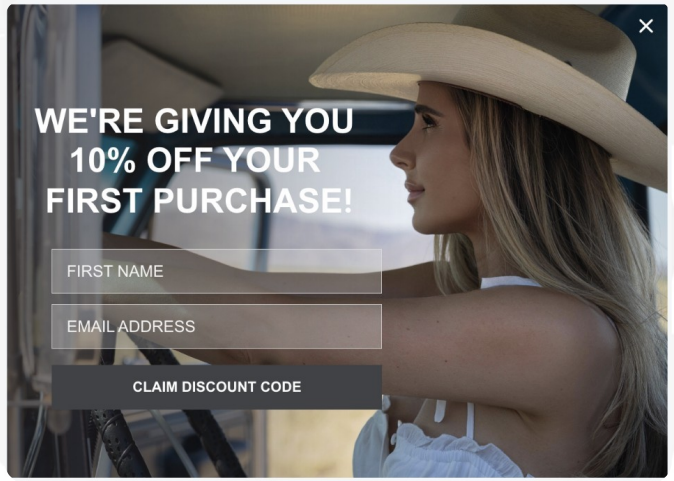
**Seasonal reason to subscribe**

3

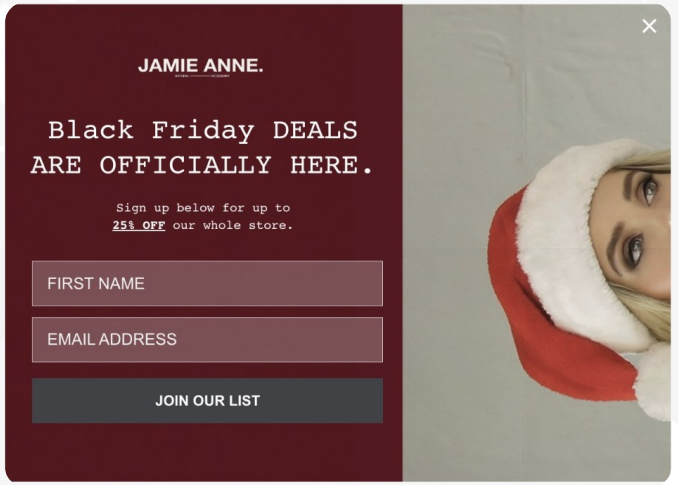
**Follow-up that matches the live offer**

TACTIC 4 · LEAD CAPTURE

# The one-hour popup change




**2.68%** submit rate · Evergreen




**6.36%** submit rate · BFCM

**~$37K**

evergreen form · 3 months

=

**~$37K**

BFCM form · 14 days

**Seasonal form** → **Tagged audience** → **Live-offer welcome path**

TACTIC 5 · THE RETENTION SEQUENCE

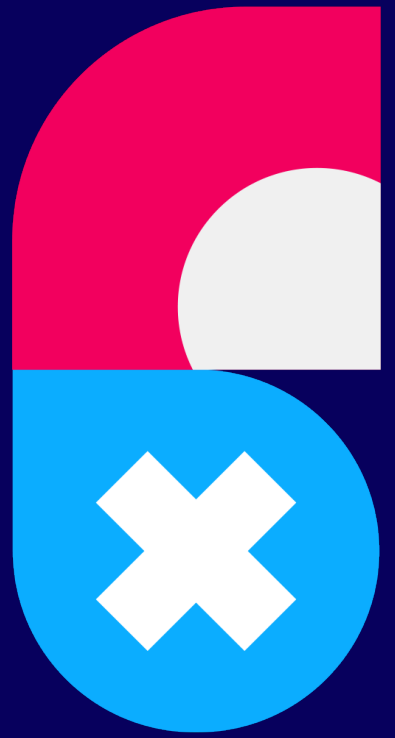
# Segment by why they buy

THE OLD QUESTION

~~When did they last engage?~~

THE 2026 QUESTION

## What is their shopping type?



Which buying motives are hidden inside your blended Q4 curve?

TACTIC 5 · THE RETENTION SEQUENCE

# Your blended curve is hiding several curves

**1**

## Cluster

Group last Q4's orders by hero product, purchase reason, use case, recipient and buying window.

**2**

## Name three motives

**Time-poor** → access
**Technical** → proof
**Occasion** → reassurance

**3**

## Match the motive

One message, one modifier and one primary phase per segment. Not twelve microsegments.

**4**

## Activate

Explore and activate the groups with Omnisend's segmentation and its MCP.

**Your move:** build three motive segments before the final Q4 calendar.

BEFORE YOU PLAN

# Three other things to consider

### The biggest Q4 misses were inventory, not marketing

Across all industries, the biggest misses in Q4 were **inventory shortages**. Optimize gifting and discounting to preserve critical stock before you set the budget.

### Subscribers need their own Q4 calendar

A sitewide code send to subscription customers steals your closed deals. Give subscribers their own offers & perks that escalate their subscriptions.

### Segmented sends crush mass blasts

For one brand, small segmented sends earned **8 to 85× the revenue per recipient** of mass blasts. Keep the broad sends but layer segmented ones on top to maximize profit.

WHY OMNISEND

# More sends, sharper segments

### SEND THE VOLUME Q4 NEEDS

- ✓ Email and SMS in one retention platform
- ✓ Pricing that doesn't punish sending more
- ✓ Lists, flows and templates moved in five days, no extra charge

### FIND THE SEGMENTS WORTH SENDING TO

Omnisend's MCP lets you explore your customer data and surface groups like:

**"Who bought last Q4 and hasn't come back?"**

**"Who is engaging with a product category but hasn't bought?"**

**"Who stopped opening but still buys?"**

**If your ESP pricing makes you ration the Q4 volume your strategy needs,** this is the moment to compare Omnisend.

YOUR TURN

# Pick two or three and ship them

1. Label every phase **SCALE** or **HARVEST**.
2. Swap one deeper discount for more perceived value.
3. Keep evergreen winners live and theme proven destinations.
4. Launch the seasonal popup and a matching welcome path.
5. Build three buying-motive segments, each with its own message.

> *Don't leave with five more ideas. Give two or three an owner and a date.*

MADE POSSIBLE BY OMNISEND

# Commit to the volume.
# Keep it relevant.

Consider Omnisend for Q4 retention.

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**Migration in 5 days, no extra charge**

