

Retail Year-end Performance Audit

The best way to ensure success for this year's big-ticket retail events is to apply the lessons you learned from last year. Our experts created an audit to help you decipher what worked and what didn't and how to proceed as the 2020 holiday season approaches.

1. What went as well as planned?

	Yes	No	
a.			The Who: Is there anything we can do to make this perform even better during the next sales cycle, such as can we reach more people in the same demographic, extend our offering or expand the discount in some way?
b.			The Where: Can we apply this strategy to other products or services in the next sales cycle and expect similar success, or was this specific to a certain product, service or year?
c.			The Why: Is it in our best interest to try to repeat this, or might there be a shelf life or limit of interest to this offering that would make it better to phase it out in favor of a newer version?

 **Action item:** If you decide that some aspects have to be tweaked based on your answers to the questions above, now is the time to start working out that strategy.

2. What went better than planned?

a.	The Who		
	Yes	No	
i.			Did you do better with new customers or with long-standing brand advocates?
ii.			Did city dwellers engage more, or did suburbanites, or maybe people living in rural areas?
iii.			Did age or income level have anything to do with likelihood to purchase?

 **Takeaway:** The better you can break down this data, the better positioned you'll be to perfect your marketing message in the future.

b.	The Where		
	Answer		
i.			Where did this unexpected windfall come from, exactly?
ii.			Did an exclusive offer on your social feeds generate higher interest than you expected?
iii.			Did a banner ad or email promo convert better than usual?

- ✓ **Takeaway:** It's important to use all of the analytical tools at your disposal to trace these sales to their source, so you can duplicate and even increase the success.

c.	The Why	
	Answer	
i.		Which audience responded better to email?
ii.		What distinguished who was more likely to click through on social channels?

- ✓ **Action Item:** If you're missing the analytical tools to trace your sales success back to the who, where and why, [it's time to set it up.](#)

3. What went worse than planned?

Ask your team:			
	Answer		
a.			How did we fail to connect with the people we were trying to reach?
	Yes	No	
b.			Was it the wrong type of person for this promo, the wrong media or the wrong message?
c.			Were we presenting things in a way that didn't appeal, or that didn't cut through the clutter on media, such as email, social channels or outbound sales?

- ✓ **Act on Item:** Consulting the analytical data generated from your 2019 holiday shopping season should give you the information you need to answer these questions. If not, it's time to [integrate a more, robust data-analytics program](#) into your communications strategy

Let's make 2020 your best retail season yet.
Send us your results at marketing@workingsol.com.

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