# Emma Male reveals strategies for maximising Q5 sales opportunities



Emma Male, a data cleansing expert at Hopewiser, has outlined vital strategies for businesses to effectively navigate 'Q5', the high-value sales period that unfolds between Christmas and New Year. This window, often overlooked by many retailers, presents an opportunity to engage with consumers who are still in shopping mode following the holiday season.

During this festive period, shoppers are particularly active. According to a recent survey cited by Male, 41% of respondents plan to make purchases after Christmas. Despite these statistics, many businesses tend to withdraw their advertising efforts post-holiday, with a significant portion opting to halt marketing activities altogether once holiday shipping deadlines have passed. Male highlighted this discrepancy, stating, “With fewer campaigns running after 26th December, many marketers may assume that consumer activity slows down after Christmas, but the reality is that a significant portion of shoppers are still actively purchasing.”

Research shows that around 70% of holiday shoppers intend to engage in purchases during the week following Christmas. This trend underscores the importance of targeted marketing during Q5, especially as advertising costs see a noticeable decrease. The drop in cost per thousand impressions (CPM) can be as much as 26% on Facebook and 33% on Instagram, allowing businesses to extend their reach to audiences at a reduced price.

Data from the past holiday season reinforces Male's assertions, revealing that the week beginning December 26th, 2022, recorded a 29% increase in sessions per campaign compared to the yearly average, challenging the notion that consumer engagement diminishes post-Christmas. The YouGov Survey noted that women, in particular, were more inclined towards shopping during this timeframe, further indicating a ripe market for businesses looking to maintain their advertising presence.

To maximise this opportunity, businesses are urged to invest in data preparation. Male explained, “Taking the time to cleanse and maintain this information is important, as accurate and well-organised data allows businesses to better understand their customers and plan future campaigns effectively.” Conducting a thorough health check on customer data post-Q4 enables retailers to convert raw information into actionable insights, paving the way for profitable opportunities.

Integrating innovative tools to enhance the purchasing experience is also pivotal. Male emphasised the significance of ensuring a seamless transition from online shopping to in-store visits, which can be facilitated through features like store locators during the checkout process. Additionally, providing customers with in-store return options while promoting exchanges over refunds can help maintain sales while cultivating trust and loyalty.

As competition and advertising costs diminish, maintaining robust customer relations becomes crucial. Engaging customers directly through social media and implementing personalised follow-up communications can foster trust and ensure customer satisfaction. By offering relevant content through email campaigns and hosting special events, retailers can keep their customers engaged during Q5.

Lastly, effective data management emerges as a foundational element of success during this period. With fluctuating engagement patterns, optimising data-driven insights enables businesses to direct their marketing efforts toward active customers, thus preserving brand reputation and ensuring the efficiency of their campaigns.

Ultimately, the insights provided by Emma Male from Hopewiser illuminate the significance of embracing the Q5 sales period as an opportunity rather than a lull and reinforce the importance of data management and customer engagement strategies to harness the potential of this crucial season.

Source: [Noah Wire Services](https://www.noahwire.com)

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