

SALES & ROI

# HOW TO FIX CHRISTMAS E-COMMERCE CHALLENGES (AND SELL LIKE )



# WHY MOST E-COMMERCE BUSINESSES **FAIL** DURING PEAK SEASON

## 1. Lack of focus on conversion optimization

Many e-commerce businesses pour their efforts into driving traffic during the holiday season but fail to address what truly matters—conversion.

Sponsored



Ocean Spray

<https://www.oceanspray.com>

### Ocean Spray Ingredients | Your Cranberry Supplier

Bringing Innovative Cranberry Ingredients & Solutions To Food & Beverage Manufacturers. The Might Cranberry From Ocean...



S'mores Dipped Cranberry Mix



Ocean Spray® HERSHEY'S Dark Chocolate Cherry Dipped Cranberry Bites



Blueberry Cran™ Snack Medley



Greek Yogurt Flavored Dipped Cranberry Bites



Mango Cran™ Snack Medley



Pineapple Cran™ Snack Medley



Ocean Spray® HERSHEY'S Milk Chocolate Dipped Cranberry Bites



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## 2. Overwhelming options and decision fatigue

The abundance of choices during the holiday season can quickly overwhelm shoppers, leaving them unsure of what to buy—or worse, deciding not to buy anything at all.

New in Clothing Trending Shoes Dresses Gifting Accessories Face + Body Brands Activewear Topshop Vintage **Sale**

### SHOP BY PRODUCT

**SALE Selling fast**

**SALE Last chance to buy**

**SALE View all**

SALE Dresses

SALE Coats & Jackets

SALE Jumpers & Cardigans

SALE Evening Dresses

SALE Casual Dresses

SALE Tops

SALE Shoes

SALE Trainers

SALE Accessories

SALE Activewear

SALE Bags & Purses

SALE Designer brands

SALE Face + Body

SALE Hoodies & Sweatshirts

SALE Jeans

SALE Jewellery & Watches

SALE Jumpsuits & Playsuits

SALE Lingerie & Nightwear

SALE Shorts

SALE Skirts

SALE Socks & Tights

SALE Sunglasses

SALE Swimwear

SALE T-shirts & Vests

SALE Trousers & Leggings

**A-Z of brands**

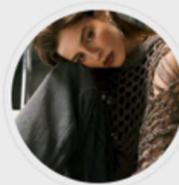
### SHOP BY PRICE



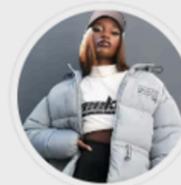
Sale under £5



Sale under £10

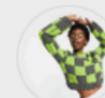


Sale under £30



Sale under £50

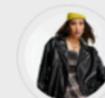
### SHOP BY SIZE



Size 6



Size 8



Size 10



Size 12



Size 14



Size 16+

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## 3. Intense competition

With endless options at a consumer's fingertips, standing out becomes a monumental challenge. This gets amplified during peak sales events, when every business is pulling out all the stops.

eye serum



Clarins - Double Serum Ojos Sérums de ojos 20 m...  
**€40.99**  
 Douglas.es  
 Free shipping  
 €2,049.50/11  
 ★★★★★ (9k+)  
 Serum · Hyperpigme...  
 By Adferenc...



**15% OFF**  
 E-Peptide Eye Serum - LICO Cosmetics - Reduce Bols...  
**€47.90**  
 LICO Cosmetics  
 Free shipping  
**€40.72 with ...**



**SALE**  
 Paula's Choice Booster Pro-collágeno Multipéptido ...  
**€16.80** €21  
 Paula's Choice.  
 +€3.95 ship...  
 ★★★★★ (1k+)  
 Wrinkles  
 By DEPT®



Estée Lauder - Advanced Night Repair Eye...  
**€49.99**  
 Douglas.es  
 Free shipping  
 €3,332.67/11  
 ★★★★★ (8k+)  
 Serum · Hyperpigme...  
 By Adferenc...



La Mer - The Lifting Eye Serum - 5ml  
**€32.69**  
 stylevana.com  
 +€4.69 ship...  
 ★★★★★ (422)  
 Eye Serum  
 By Shoparize



SkinCeuticals A.G.E. Advanced Eye 15ml -...  
**€115.00**  
 SkinCeuticals  
 Free shipping  
 €766.67/100...  
 ★★★★★ (3k+)  
 Cream · Hyperpigme...  
 By Shoptize

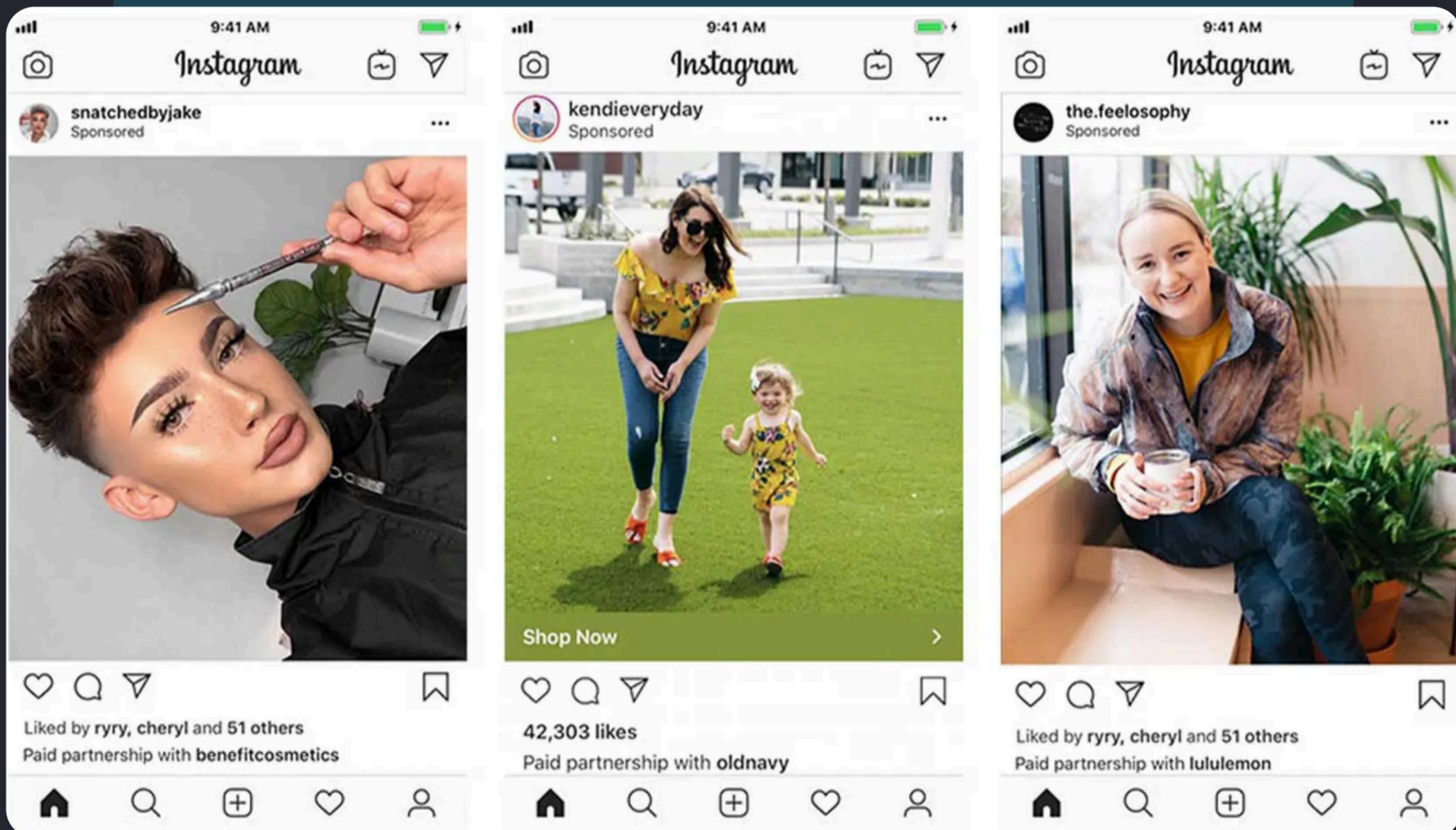


SERUM - GLASSKIN Sérum con niacinamida ...  
**€42.00**  
 facegloss  
 +€3.50 ship...  
 Serum  
 By Google

# WHY MOST E-COMMERCE BUSINESSES **FAIL** DURING PEAK SEASON

## 4. High customer acquisition costs

During peak seasons like Black Friday or Christmas, campaigns' costs are multiplied. Paid ads, social media campaigns, SEO, and influencer marketing come with hefty price tags.



# WHY MOST E-COMMERCE BUSINESSES **FAIL** DURING PEAK SEASON

## 5. Lack of personalization

When users see the same products plastered across the homepage or get suggestions that don't align with their needs (especially with more complex items, they're left confused or uninterested)



SIM Free HONOR X6b 128GB AI Mobile Phone - Forest Green

★★★★★ (166)

Save £10.00

£79.99 | ~~£89.99~~

 Add to trolley



SIM Free Samsung A15 128GB Mobile Phone - Blue Black

★★★★★ (1163)

£169.99

 Add to trolley



SIM Free iPhone 14 5G 128GB Mobile Phone - Midnight

★★★★★ (709)

Save £50.00

£549.00 | ~~£599.00~~

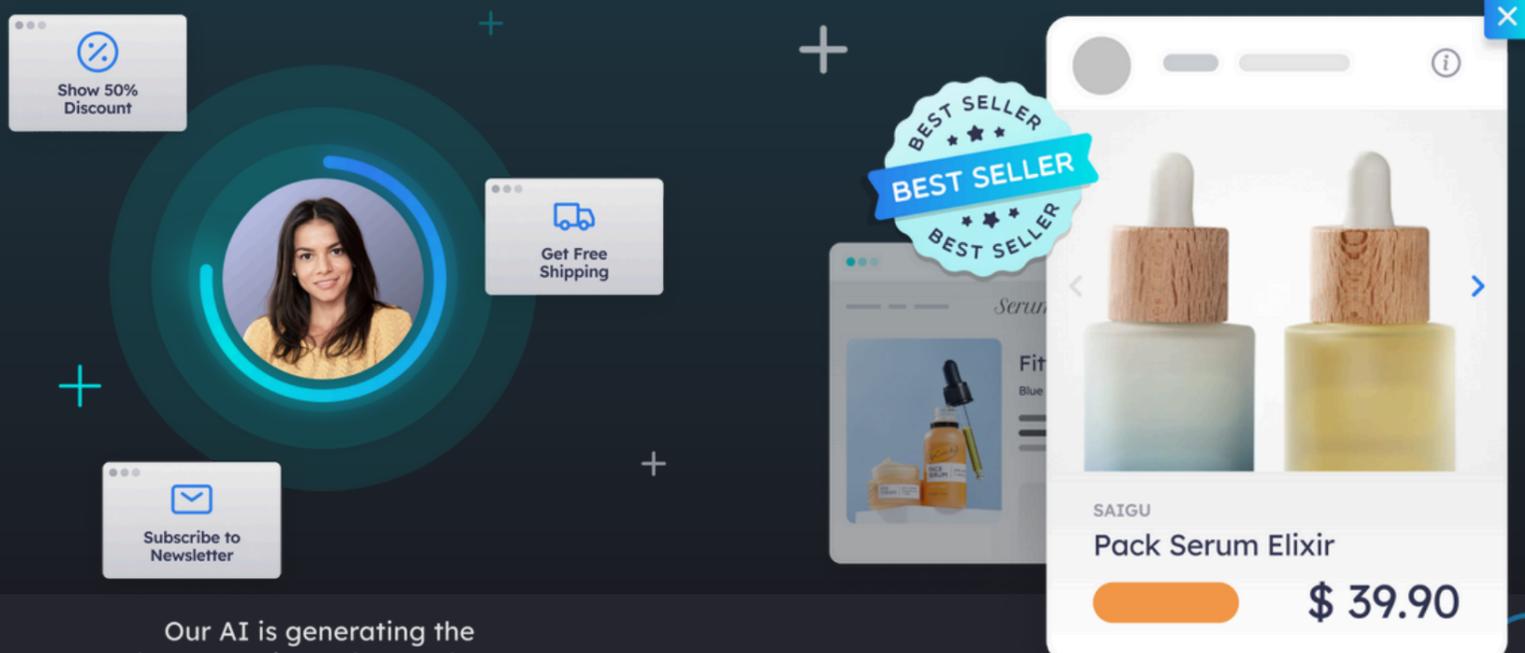
 Add to trolley



# HOW AI CAN PERSONALIZE YOUR E-COMMERCE FOR CHRISTMAS SALES

AI can directly address the core struggles e-commerce businesses face—low conversion rates—by transforming the customer journey into a dynamic and data-driven experience.

- ✓ **Personalized shopping experiences:** AI has the power to understand each visitor's behavior and intent in real-time, automatically adjusting your website for every visitor.
- ✓ **Maximize ROI of campaigns:** AI helps you get the most out of your customer acquisition efforts by converting more visitors into buyers.



Our AI is generating the best experience for purchase

# TURN HOLIDAY TRAFFIC INTO SALES

↳ [Book a demo with our team](#)