



HOLIDAY MARKETING GUIDE • 2026

Before the Sale Begins

A practitioner's guide to the weeks
that shape holiday shopping decisions.



You are not competing on the **day you think you are.**

By the time your 11.11 campaign goes live, many shoppers have already decided what they want to buy.

Across the region, shoppers spend weeks researching and waiting for the right sale event.

The sale is when they pay.
The decision often happens earlier.



The numbers behind the rush.

Across South East Asia, these numbers show how sale events influence what, when and how people buy.

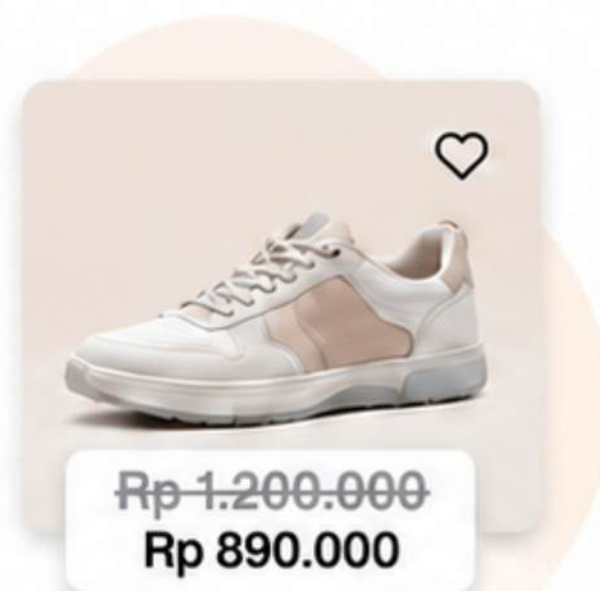
8 in 10

shoppers wait for a major sale event to buy.



63%

defer higher-priced purchases.



81%

bought during a double-date event.



+14%

average basket size during sale events.



+6.4%

traffic growth during sale periods.



Basket size grew more than twice as fast as traffic.

Traffic grew 6.4%. Basket size grew 14%.
Bigger baskets contributed more growth than additional traffic.

Sale-event growth traditionally depended on bringing more shoppers in, often through deeper discounts.

But the bigger shift was in what each shopper spent. Basket size grew 14%, more than twice the rate of traffic growth. That makes knowing what an individual shopper is likely to buy increasingly important.

Lazada reported the same shape from its 9.9 event, with average order value up close to 38% year on year.

If growth increasingly depends on knowing the shopper, when do you learn enough about them to act?

Q4 DOUBLE-DATE EVENTS, SOUTHEAST ASIA



Basket size grew at more than double the rate of traffic, peaking **17%** above baseline during 11.11.

Your dashboard starts too late.

By the time the purchase appears in your campaign report, the shopper may have spent weeks getting there.

19days

Average time from first product view to purchase.

70%

Begin researching at least a week before a mega sale.

A product gets viewed. Compared. Saved. Revisited. Then, eventually, purchased.

**The campaign sees the conversion.
The shopper journey started much earlier.**



Four people, **one window.**



Putri
The Watcher

She chose the product months ago. She is waiting for the price.



Arif
The Comparer

He knows the category. He has not chosen the brand.



Nadia
The Flight Risk

She is an existing customer being exposed to competitor prices.



Bima
The Late Gifter

He is buying gifts under a deadline and does not know what to buy.

Your flattest weeks decide your biggest ones.

Before a sale opens, your reporting looks unremarkable. Ordinary traffic, ordinary conversion, no campaign live because there is nothing to announce.

Mai is choosing during exactly this period. She sees the product, saves it, and waits for the price to move.



Putri

8 in 10

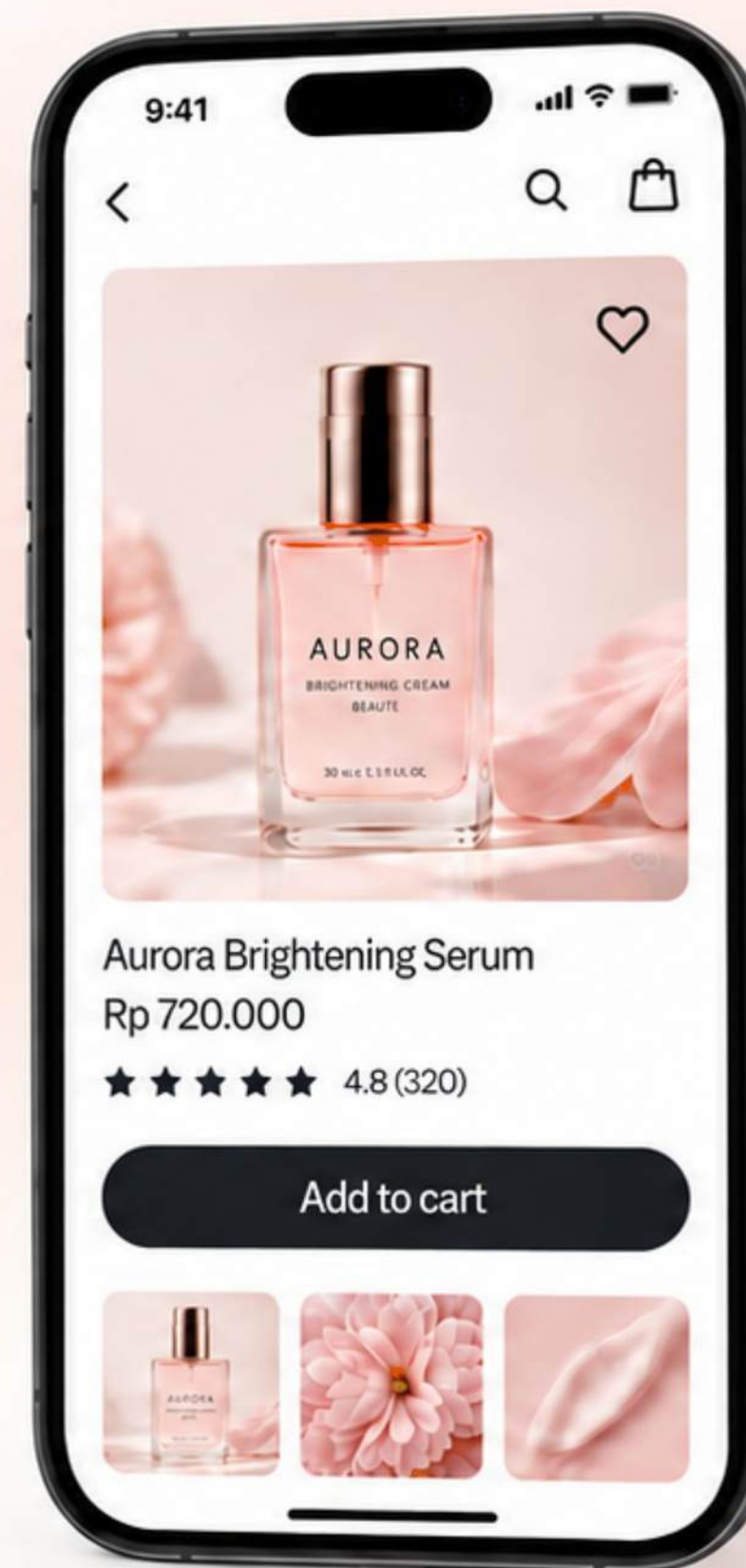
shoppers in the region hold purchases back for a major sale event.

63%

defer higher-priced purchases specifically.

A saved item and an abandoned cart both look like failure in a weekly report. So they get treated as failures, and the standard response is a retargeting sequence pushing urgency.

The shortlist gets written while your reporting looks flat.



Viewed product
Oct 12, 2024
10:24 AM



Saved to wishlist
Oct 14, 2024
6:17 PM



Added to cart
Oct 19, 2024
11:03 AM

Putri is not shopping. She is retrieving.

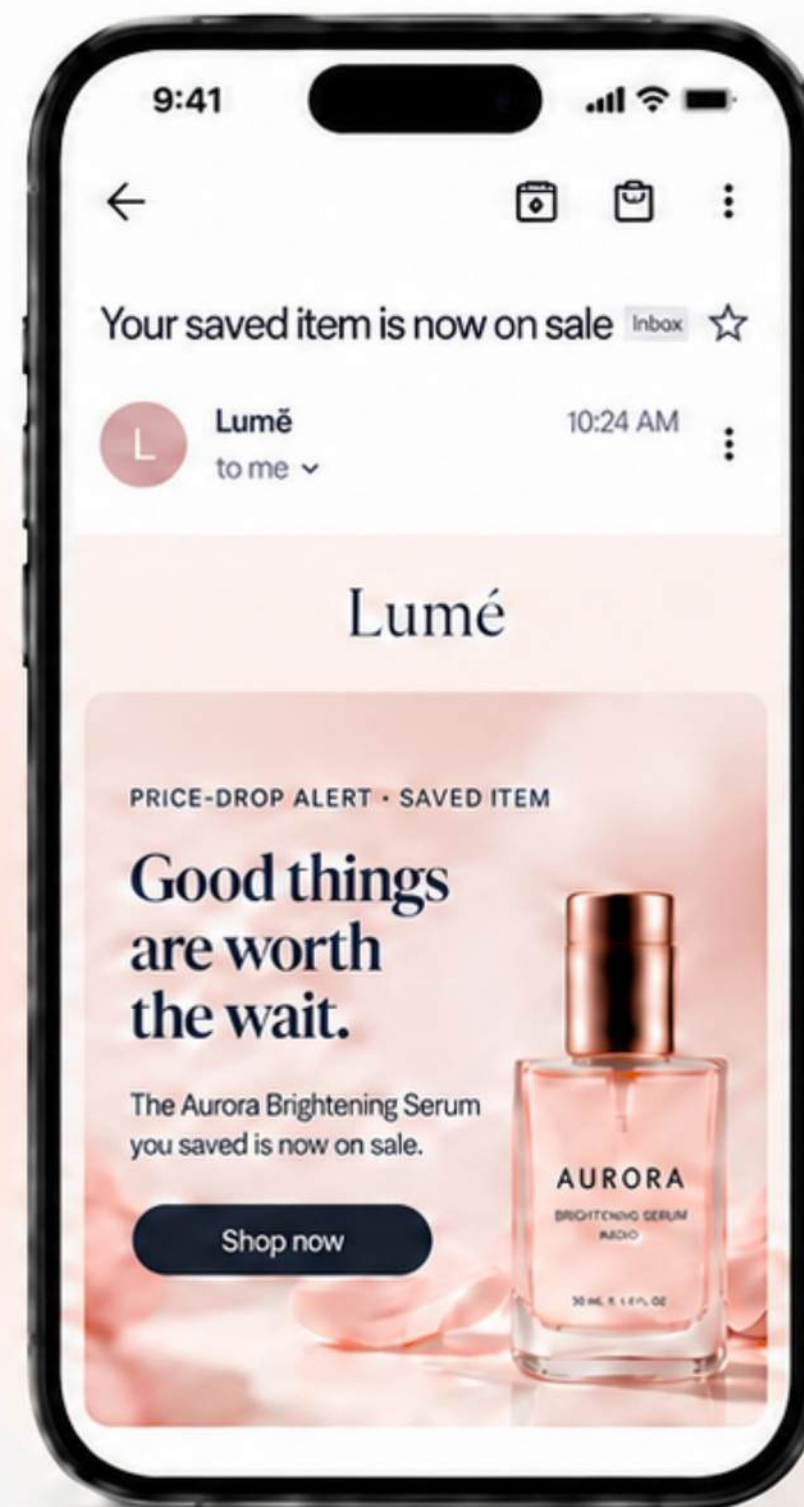
Behavioural segmentation

Group shoppers by what they have done rather than who they are. A saved item, a cart left open for eleven days, the same product viewed four times in a fortnight. Each is a shopper who has decided and is waiting.

In most reporting they sit inside a lapsed or low-engagement bucket, which is precisely backwards. They are the highest-intent group in your database.

Trigger on the price, not the calendar

She is waiting for one event, and it is not your campaign launch. It is the moment her item gets cheaper. So the message that matters fires when the price on that product moves, and goes to the people who saved it.



It arrives at the only moment she is listening, and it needs no discount beyond the one you were already running.

You are not creating the wait. You are deciding who it belongs to.

Arif is researching. Just not on your website.

Arif knows the category. He hasn't chosen a brand yet. He compares features, checks prices, reads reviews and watches videos. He moves across channels to make a confident decision.

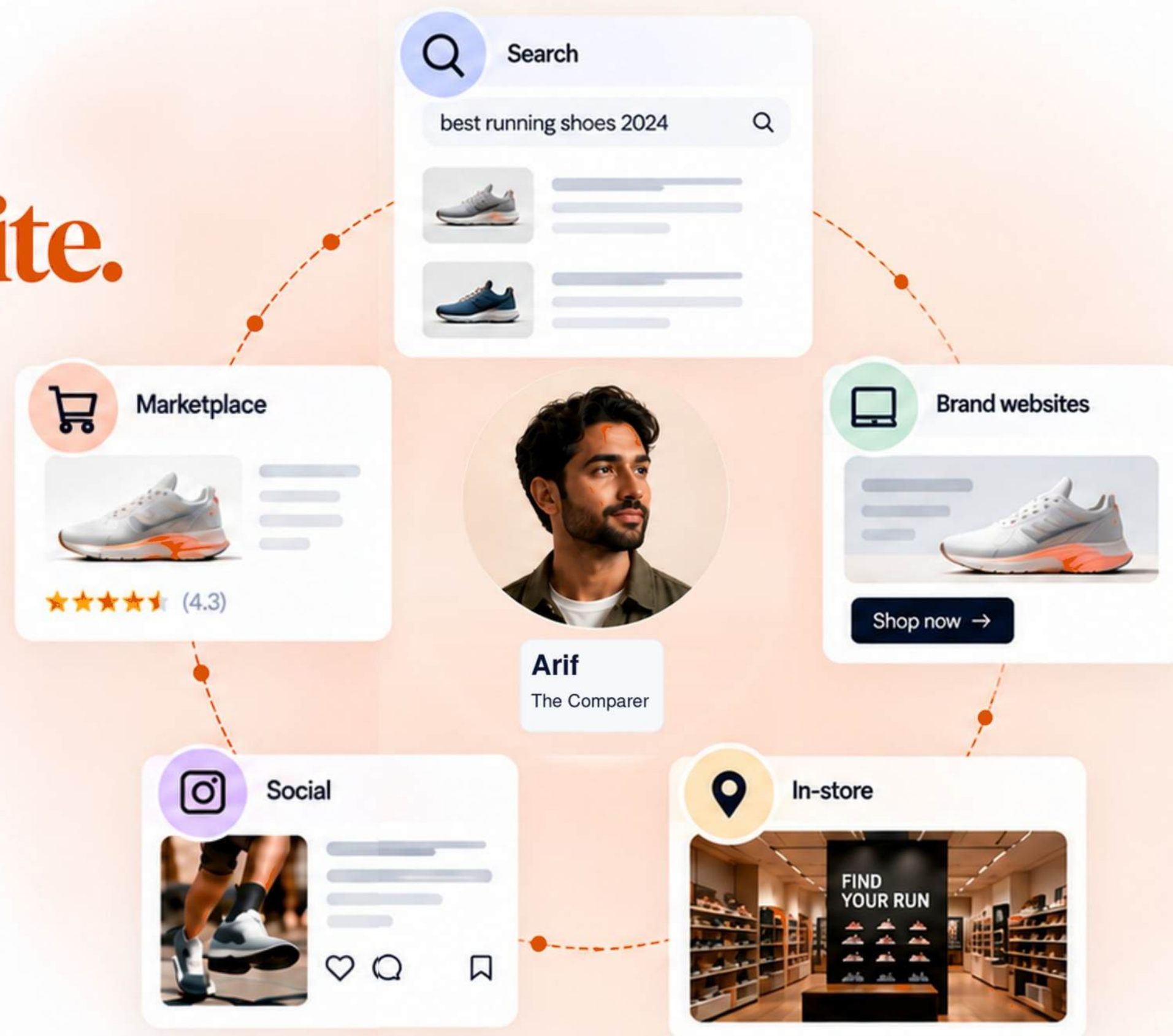
During a mega-sale day, 78% of shoppers used five or more channels, 75% visited more than one marketplace, and 92% used Google Search or YouTube.

A large part of his research happens on properties you don't own.

78%
used five or more
channels

75%
visited more than
one marketplace

92%
used Google Search or
YouTube



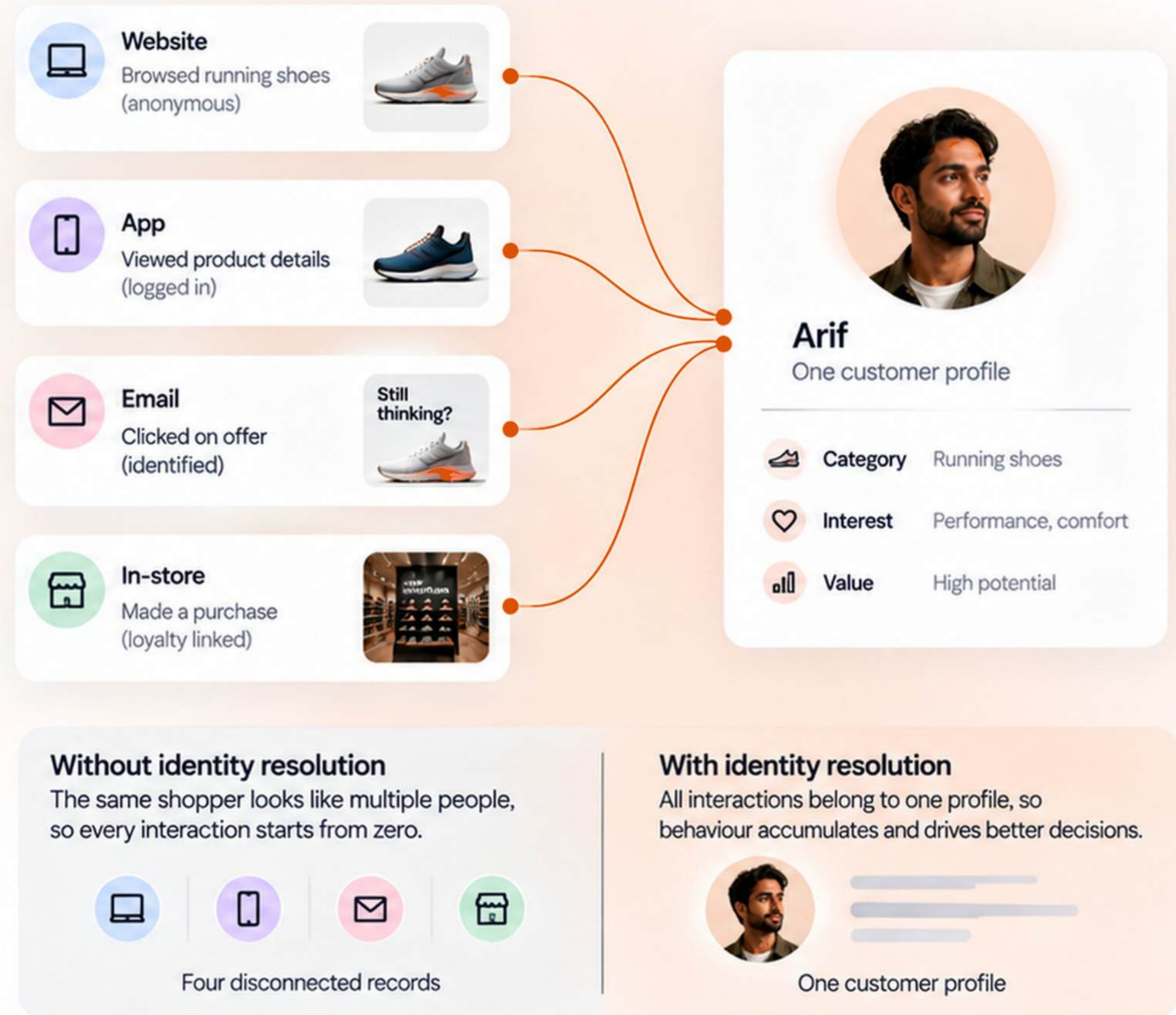
Identity resolution starts with the signals you can actually see.

Arif's research may span search, marketplaces and social platforms. Most of that happens outside your view.

But when he does interact with your brand, those interactions shouldn't start from zero.

An anonymous web visit, activity in your app, an email click and an in-store transaction can all belong to the same shopper. Identity resolution connects those signals into a persistent profile, so each interaction adds to what you already know.

That matters especially when online and offline behaviour overlap. If Arif walks into a store with your app open, the store visit is not just footfall. Combined with his existing profile, it becomes another indication of what he is considering.



The customer you are about to lose is on your list.

Nadia has bought from the brand before. She isn't unhappy or actively looking to switch. The problem is that during the festive sale window, every competing brand is discounted, so trying something else becomes low-risk.

Most of your growth during this period comes from existing shoppers spending more, not just new customers.

Traffic	Transactions	Basket size
+6.4%	+6.5%	+14%

Which makes protecting your existing customer base especially important. If you treat every past buyer the same, you risk giving unnecessary discounts to the wrong people, while still losing those who are most likely to lapse.



	Putri The Watcher	Nadia The Flight Risk
Engagement	72	70
Lapse risk	0.12	0.81
Full price	Yes	No longer

Their engagement looks almost identical, but their likelihood of lapsing is completely different. A blanket discount strategy wastes margin on Putri while failing to distinguish Nadia's actual risk.

Change where the discount goes, not how deep it cuts.

Propensity and churn modelling

Score your existing customers on their likelihood to lapse before the festive window opens, using signals you already have.



Purchase intervals getting longer



Declining engagement across channels



Previously bought at full price, now converting only on promotion

Then act on it

Treat customers differently based on their predicted risk. Protect high-value, low-risk customers from unnecessary discounts, and proactively re-engage high-risk shoppers with the right offer at the right time.



Putri

Low lapse risk
(0.12)

Keep the experience premium.
No unnecessary discount.



Verlo

now*

New arrivals, just for you

Explore our latest collection, curated for your style.



Shop new arrivals



Nadia

High lapse risk
(0.81)

Re-engage with a relevant offer to win her back.



Verlo

now*

Still thinking about these?

Here's 40% off to help you complete your look.



40% OFF

Shop now



Same data. Different treatment. Higher retention.

Identify at-risk customers early and engage them with the right offer, while protecting margin with low-risk shoppers.

Bima cannot search for what he cannot name.



Bima
The Late Gifter

Bima is shopping for other people. He has a delivery deadline approaching, but doesn't really know what products to look for.

Most ecommerce experiences assume intent already exists — filters expect a category, search expects a keyword, and recommendations assume the shopper's own preferences are useful.



Session taken at face value

His gift shopping session makes it look like these are his interests.



Baby & toddler

High



Watches

High



Kitchen

High



Running gear

Buried



Session recognised

When gift shopping is identified as a separate context, his actual preferences come through.



Running gear

High



Audio

Medium



Travel

Medium



Gifting

Seasonal



**Four days of gift shopping
degrade a profile you spent two years building.**

A conversation solves what filters cannot.

A shopping assistant, on your own property.

Bima doesn't know what to search for, but he knows what he needs who it's for, his budget, the occasion, and when it should arrive.

Your AI shopping assistant understands, narrows it down to relevant in-stock options, and explains why, so Bima can choose with confidence.



Understands natural language

Recipient, budget, occasion, delivery timeline.



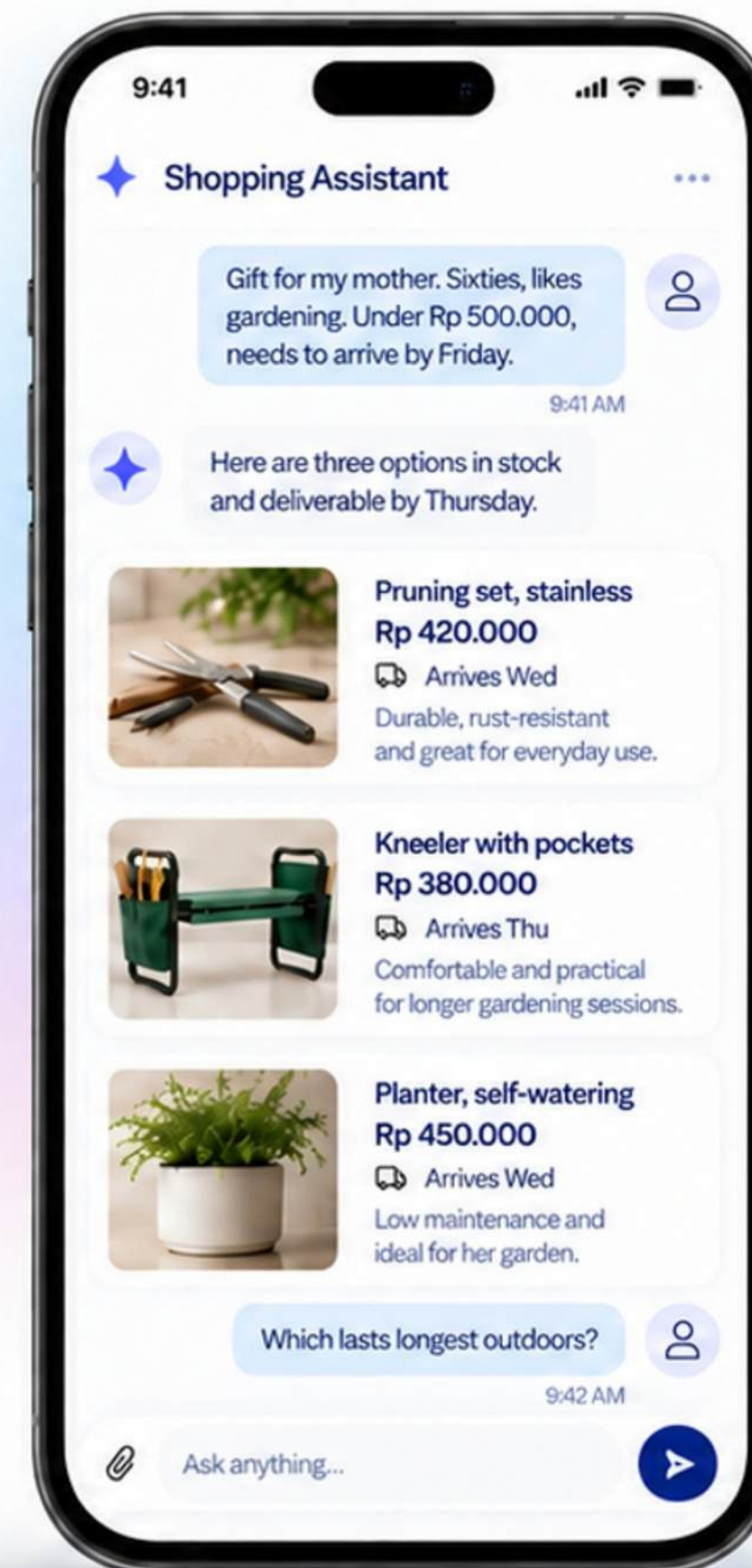
Shows relevant, in-stock options

With clear reasoning and delivery dates.



Keeps the shopper in control

Narrows and explains, but doesn't make the decision for them.

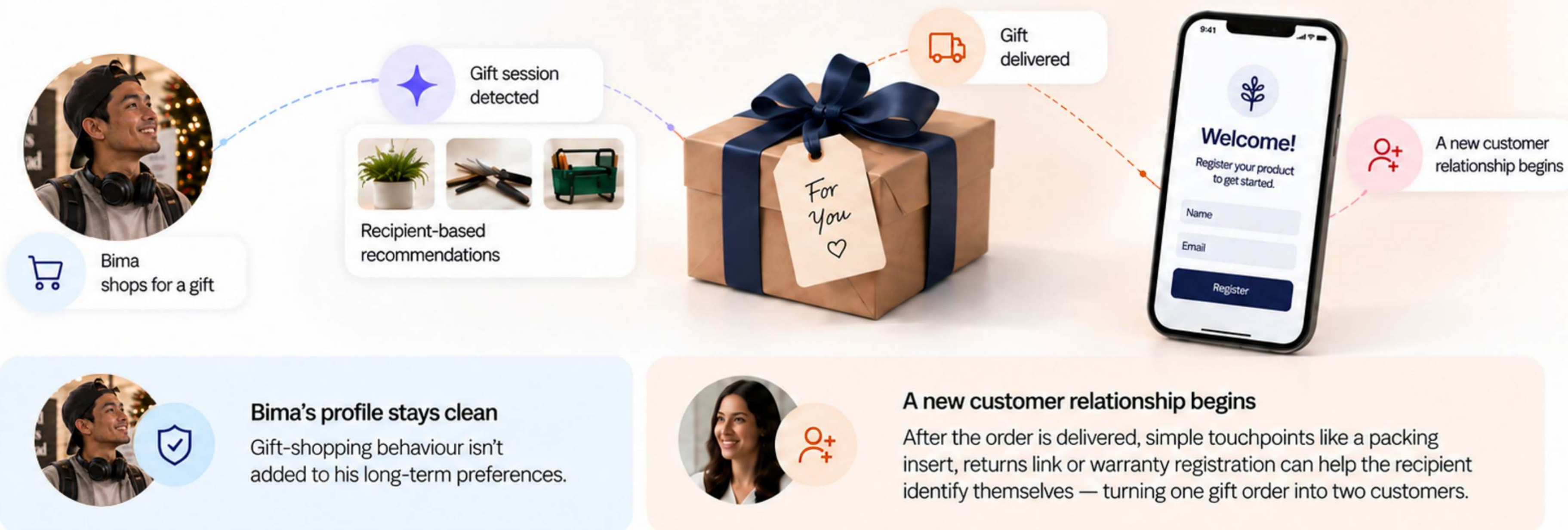


The order that brings you someone new.

Session intent detection turns gift moments into new relationships.

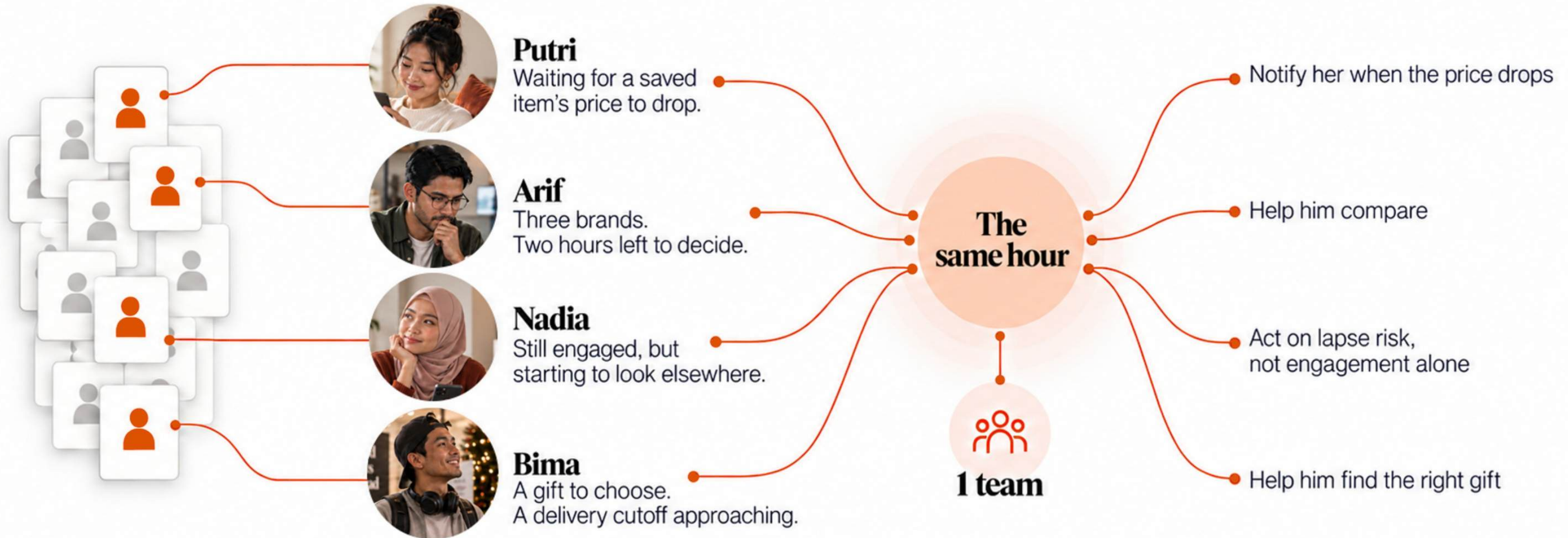
When Bima shops for a gift, the signals are already there — multiple unrelated categories, a different delivery address, and behaviour that's unlike his usual browsing pattern.

Your AI recognises the intent, shows recipient-based recommendations, and keeps this gift-shopping behaviour out of Bima's long-term profile.



Behind these four are **thousands more.**

During the sale, thousands of shoppers are active at once. They don't all need the same response.

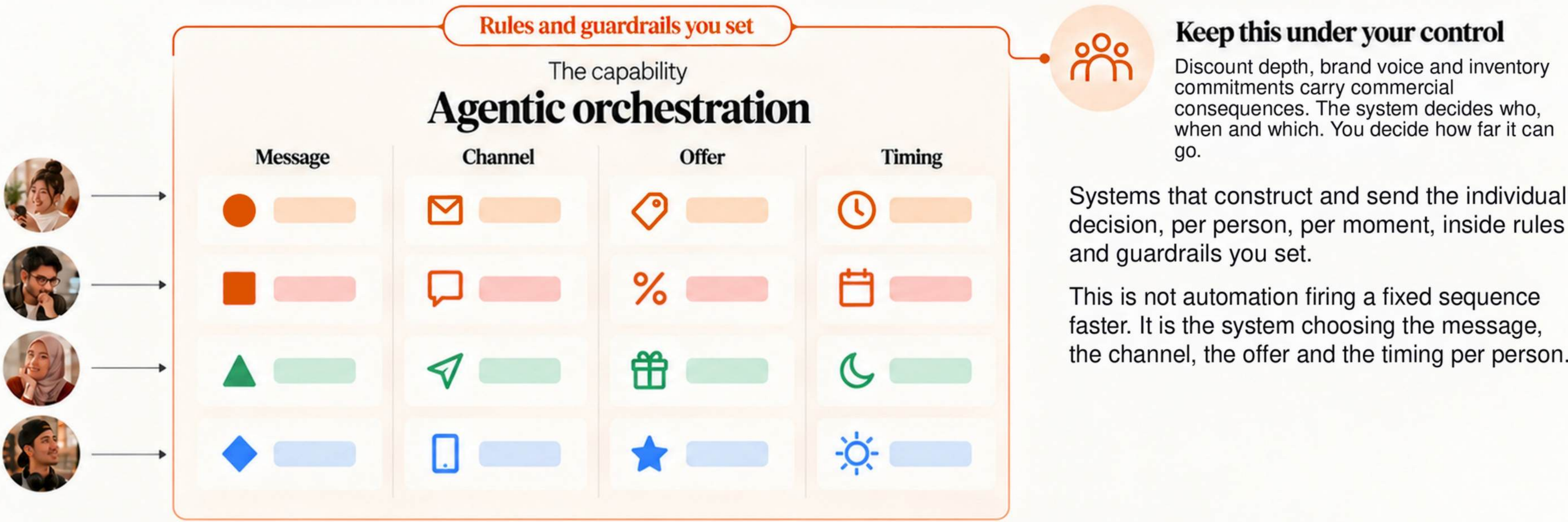


The challenge is making the right decision for every one of them.

More decisions than a team can make

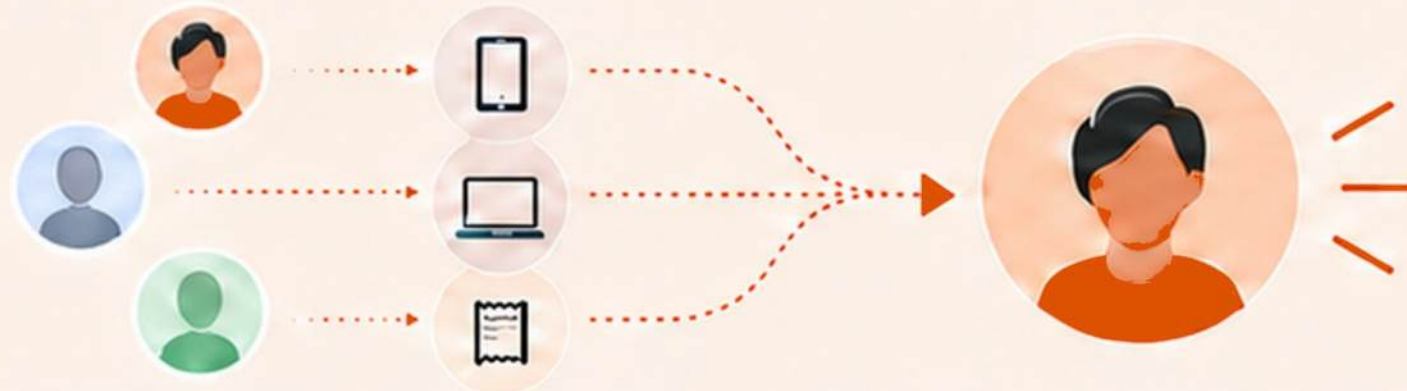
Markets weight the festivals differently. Categories carry different consideration windows. Each one multiplies the number of decisions, and none of them extends the window.

This is not a creative problem, and a better calendar does not fix it. They build one campaign for the average shopper, and the average shopper does not exist.



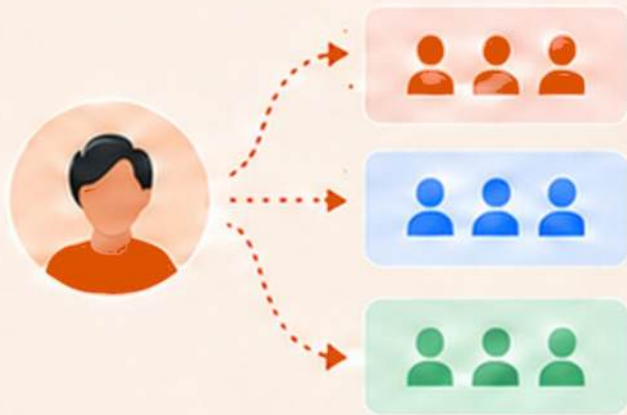
Where to **start**

The order matters more than the list.



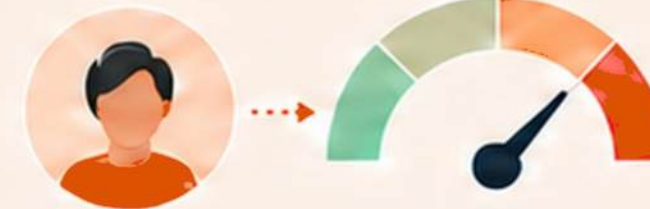
01 Identity resolution

Everything after this assumes one shopper is one record. It is the foundation that makes the remaining capabilities possible.



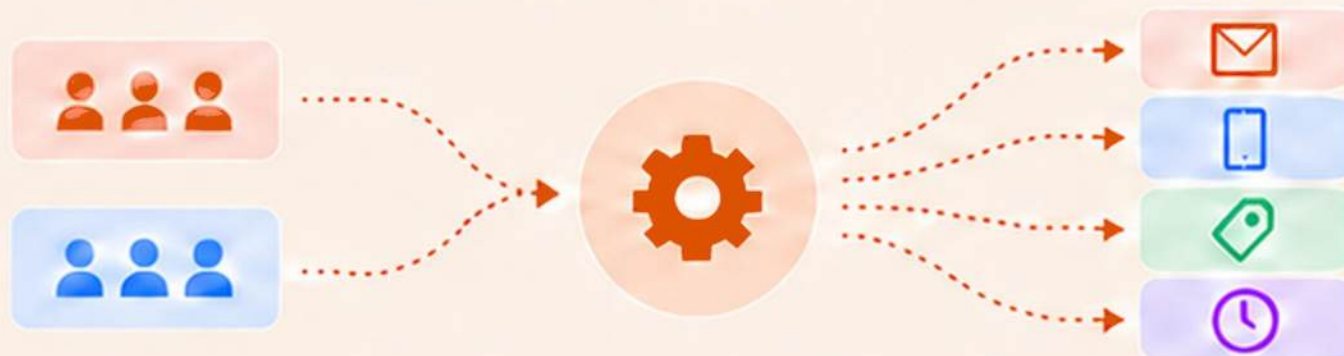
02 Behavioural segmentation

Behaviour can only be grouped correctly once it belongs to the right person. Otherwise Arif appears in several groups and receives several disconnected messages.



03 Propensity and churn scoring

Scoring needs reliable history attached to a resolved profile. Fragmented data models noise, discounts loyal customers and misses genuinely at-risk ones.



04 Agentic orchestration

Agents need reliable identities and scores to act on. Broken inputs simply make the system execute the wrong decision faster and at greater scale.

Work backwards **from the sale.**

Identity resolution takes time. Propensity models need reliable history before they can predict anything. If you begin when sale traffic arrives, the capabilities you need are still being built while the decisions are already being made.



If you have one quarter, start with identity.

Resolve the shopper across your channels first. That gives segmentation and scoring a reliable foundation, and orchestration something dependable to act on. How far you get depends on where you start. The sequence stays the same.

The decision happens before the sale. **So does the preparation.**

Before the sale **begins**



Putri

Putri decided months ago and is waiting for the price.



Arif

Arif is comparing you against everyone, mostly somewhere you cannot see.



Nadia

Nadia has stayed with you for years. This season, she is considering someone else.



Bima

Bima cannot name what he needs. Helping him find it could introduce you to his gift recipient.

The sale is where it gets counted.
It is not where it gets decided.

Your sale calendar is full.

Your team doesn't have to do it all.



About Netcore

One platform

Multiple Channels

25+ years

6500+ Global Brands

Netcore, a global MarTech leader, empowers B2C brands to craft distinctive digital journeys through innovative acquisition, engagement, and retention solutions. Established in 1997 by Rajesh Jain, a visionary in the internet domain, Netcore pioneered AI/ML-driven marketing automation. Today, Netcore continues revolutionizing consumer interactions for marketing and product teams worldwide.

We champion 'Intelligent Customer Experience' for brands, facilitating seamless, personalized interactions across digital channels. As part of its continued innovation, Netcore has engineered Agentic AI, a first-of-its-kind collective of intelligent agents that think, decide, and execute like expert marketers. Anticipating the shift toward intelligent

automation early, Netcore has spent the last two years building Agentic AI to deliver autonomous personalization, campaign intelligence, and profitable growth at scale with unmatched efficiency.

In 2025, Netcore Cloud won the Google Cloud Business Applications Partner of the Year Award for Emerging Industry. Additionally, we secured 200+ badges and have been recognized as Leaders in 22 categories in G2's Spring 2025 report.

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