

HOW TO HAVE YOUR STRONGEST FINANCIAL YEAR SALE YET



WANT TO CLOSE THE YEAR ON A HIGH?
DISCOVER EXCLUSIVE INSIGHTS, TIPS AND
TACTICS TO BOOST YOUR SALES STRATEGY.

DON'T MISS THIS MAJOR SALES MOMENT

MORE THAN HALF OF AFTERPAY'S CUSTOMERS HIT THE SHOPS DURING THE EOFY SALES, MAKING THIS A CAN'T-MISS OPPORTUNITY FOR MERCHANTS. HERE'S HOW TO MAXIMISE THE MOMENT.

60%

OF AFTERPAY
CUSTOMERS SHOPPED
THE LAST EOFY SALES*

5.2

AVERAGE PURCHASES PER
CUSTOMER DURING THE
SALES PERIOD*

41%

OF CUSTOMERS SHOPPED WITH
SMALL-TO-MEDIUM-SIZED
BUSINESSES*

WANT TO GET IN FRONT OF THEM?

SUBMIT YOUR EOFY OFFER BY 30 MAY TO BE FEATURED ON THE AFTERPAY SHOP DIRECTORY, AND USE OUR READY-TO-GO MARKETING ASSETS TO HELP SPREAD THE WORD ACROSS YOUR OWN CHANNELS.

[SUBMIT YOUR OFFER NOW](#)

MEET YOUR SHOPPERS



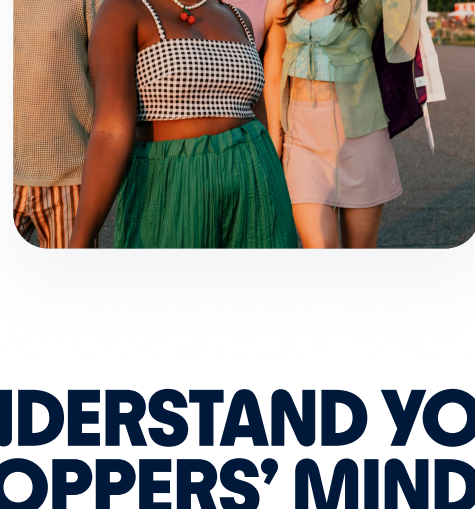
71%

OF EOFY CUSTOMERS WERE
MILLENNIALS AND GEN Z

TIP

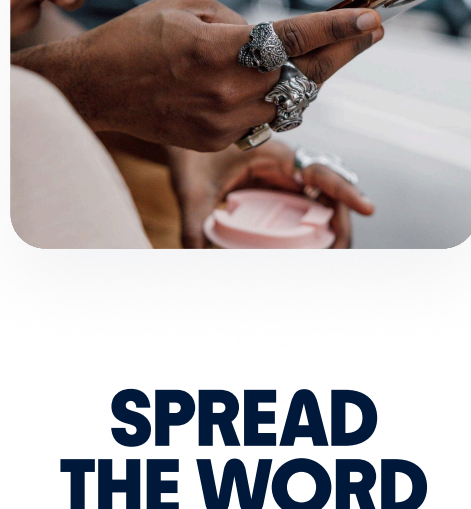
CONSIDER YOUR MARKETING MIX, AND WHICH CHANNELS WILL HELP YOU REACH MILLENNIAL AND GEN Z SHOPPERS. DON'T FORGET TO INCLUDE AFTERPAY IN YOUR SOCIAL MEDIA POSTS, SO CUSTOMERS KNOW THEY CAN TAKE ADVANTAGE OF YOUR EOFY OFFER AND PAY IN INSTALLMENTS.

HOW TO REACH EOFY SHOPPERS



UNDERSTAND YOUR SHOPPERS' MINDSET

UNDERSTAND WHAT DRIVES YOUR CUSTOMERS TO SHOP. ARE THEY SEARCHING FOR WORK-RELATED ITEMS TO CLAIM ON THEIR TAX RETURN? LOOKING TO MAXIMISE THEIR HEALTH INSURANCE BENEFITS BEFORE THEY EXPIRE? REFRESHING THEIR WARDROBE FOR WINTER? MAKE SURE YOUR MARKETING SPEAKS DIRECTLY TO THEIR MOTIVATIONS.



SPREAD THE WORD

SHOPPERS CAN'T TAKE ADVANTAGE OF YOUR EOFY OFFER IF THEY DON'T KNOW IT EXISTS. AMPLIFY YOUR PROMOTION ACROSS AS MANY CHANNELS AS POSSIBLE, FROM SOCIAL MEDIA TO EMAILS, AS WELL AS ON YOUR E-COMMERCE WEBSITE.



INVEST IN AMPLIFICATION

MANY SHOPPERS RESEARCH AND COMPARE DEALS BEFORE THEY BUY. MAKE YOUR OFFER STAND OUT BY INVESTING IN PAID SOCIAL MEDIA OR SEARCH CAMPAIGNS TO REACH THEM AT THE RIGHT MOMENT.

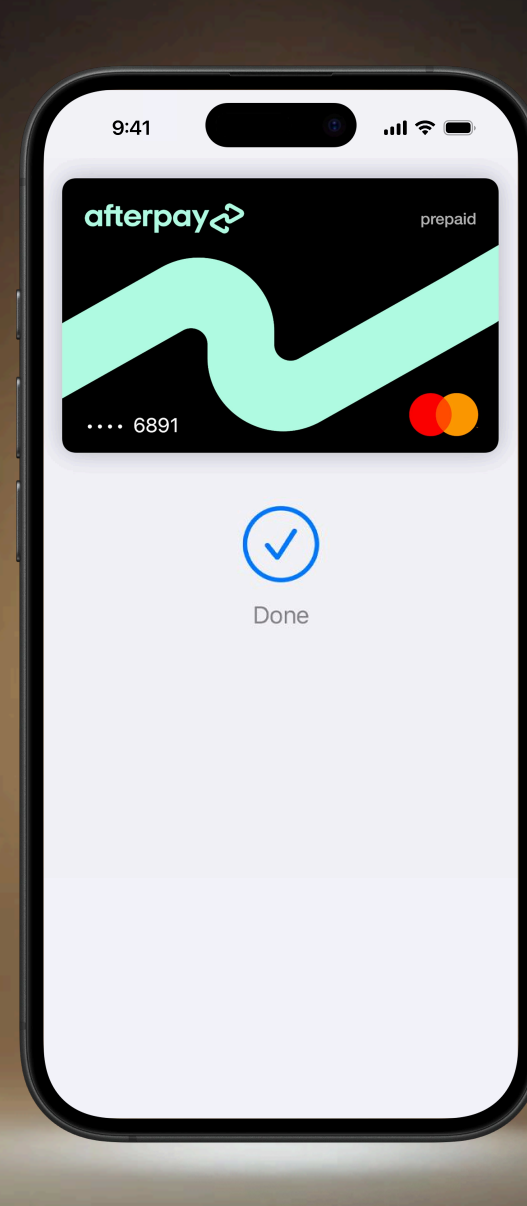
IN-STORE VS ONLINE

72.49%

SHOPPED ONLINE*

25.51%

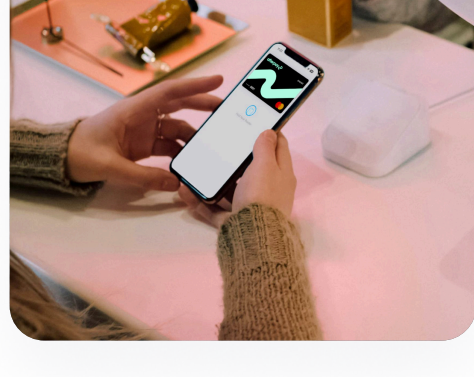
SHOPPED IN-STORE*



TIP

EOFY SALE CUSTOMERS ARE CROSS-CHANNEL CUSTOMERS, SO ENSURE THAT ALL YOUR MESSAGING - IN-STORE, ONLINE AND ON SOCIAL MEDIA - IS CONSISTENT. AND DON'T FORGET TO MENTION YOU HAVE AFTERPAY; IT COULD HELP CLOSE THE DEAL.

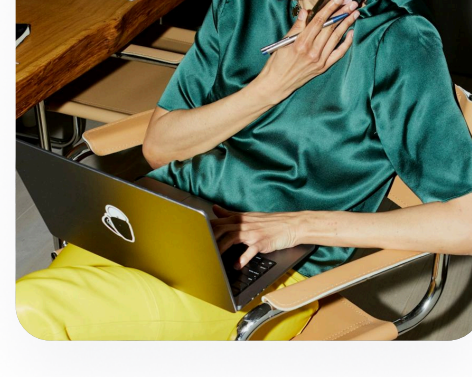
PREPARE FOR PEAK PERIODS



IN-STORE SALES SOARED...

12-3PM DAILY

SATURDAYS AND SUNDAYS*



ONLINE SALES SOARED...

9AM-12PM AND 6PM-9PM DAILY

WEDNESDAYS, THURSDAYS AND WEEKEND*

WHAT BARGAIN-SAVVY SHOPPERS SPEND ON



TOP 5 BEST-PERFORMING CATEGORIES

- 1 APPAREL AND ACCESSORIES
- 2 ELECTRONICS
- 3 TRAVEL AND EXPERIENCES
- 4 HOME AND GARDEN
- 5 BEAUTY AND COSMETICS

TOP 5 BEST-PERFORMING ITEMS

- 1 COSMETICS
- 2 DRESSES
- 3 KITCHEN APPLIANCES
- 4 BEDDING
- 5 TELEVISIONS

FAST-GROWING CATEGORIES

- HARDWARE
- SPORTS AND OUTDOOR
- TOYS AND GAMES

SUPERCHARGE YOUR EOFY SALES

SUBMIT YOUR OFFER AND PROMOTE IT WITH OUR CUSTOMISABLE ASSETS TO HELP SUPERCHARGE YOUR SALES. WE'VE CREATED A RANGE OF EASY-TO-PERSONALISE TEMPLATES, SO YOU CAN SPEND LESS TIME CREATING MARKETING ASSETS, AND MORE TIME SELLING!

[SUBMIT YOUR OFFER NOW](#)

