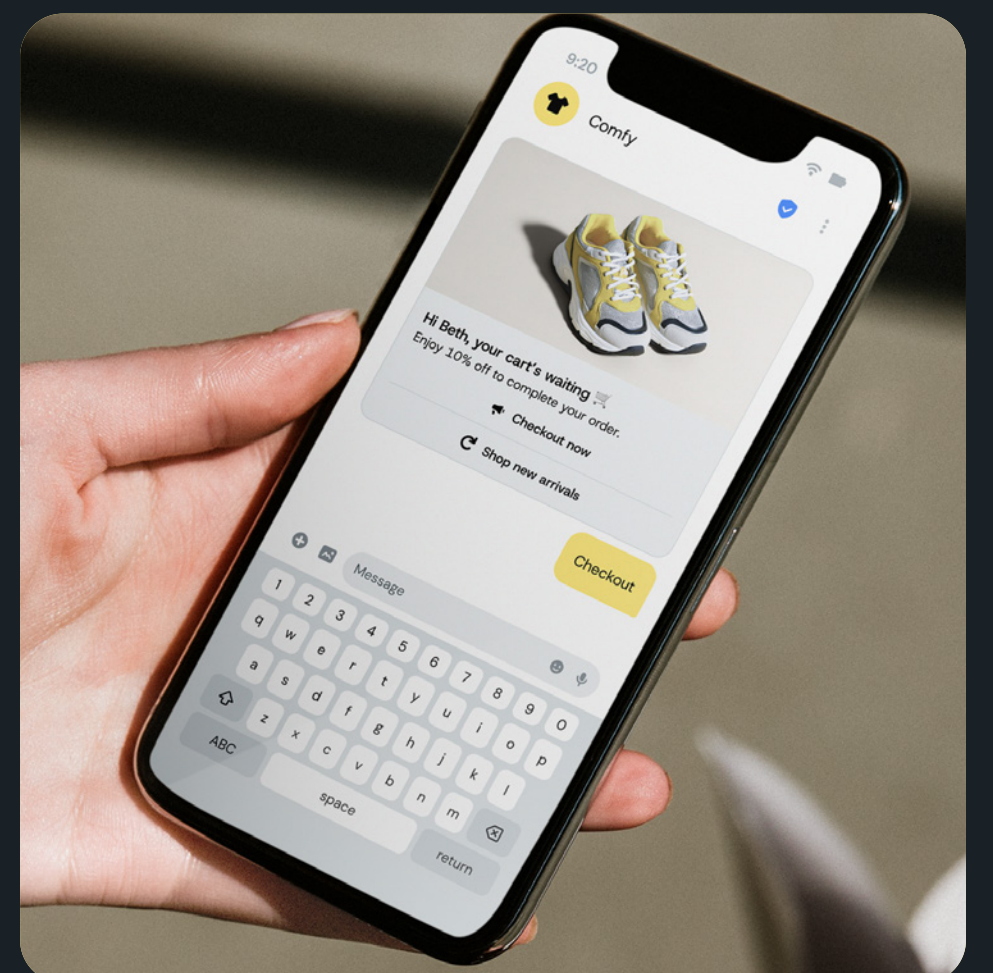


Peak Readiness Quick Start Guide

Your pre-season to-do list





Peak season is louder, longer and more competitive. To cut through: **start now.**

If you run a small retail business, Christmas probably feels like it arrives earlier every year. That's because it kind of does.

Peak season used to be a sprint: Black Friday, December, done. Now it's a long, multi-week sales period instead of a short, high-intensity burst. This means more sales, more messages from more retailers, and more chaos to cut through. And for consumers, that barrage of communication means some simply switch off.

So this year, you need to do things differently.

30%
of customers
stop buying
from brands that
message too often.

❓ Think you're ready for Peak?

There's more to it than you might think. The first thing you need is to spot your gaps.

[Take our 3-minute quiz to find out →](#)



Four steps to a Peak that **really peaks.**

When you're already scrambling for time and swapping out all those hats, it's easy to leave your Peak season campaigns to the last minute, send out a few emails, and hope for the best.

And that? It's a recipe for flat engagement.

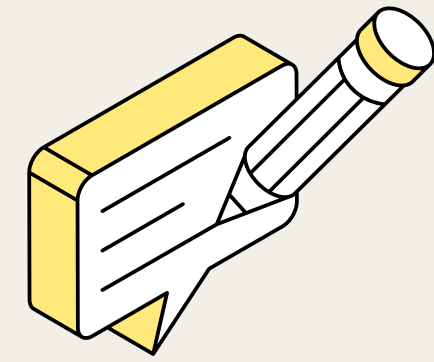
When your messages are swimming in a wave of communication from other brands, it's easy to get lost.

As a result, Christmas and Black Friday can be less Sales Boom and more Stress Zone. It's not all that great for your customers either: it makes the holiday season months of noise.



Here's what you need to do to get ready for Peak.

1 Rethink your messaging strategy



In 2026, messages have stepped up. It's no longer enough to send a simple sales promo or a functional update. Instead, customers expect personalised, relevant experiences.

If you mostly send sales blasts to your entire contact list, there's so much more you could be doing. To figure out what else you could be sending, think like your customers and ask yourself what messages you could send in these categories:

- **Helpful**, eg. back in stock, product recommendations based on past purchases, common questions and how-to or buying guides
- **Timely**, eg. birthday wishes, season changes and refill reminders
- **Interesting or inspirational**, eg. curated gift or season lists, news, trend reports, style inspo or expert insight

❗ Generic

Get 20% off everything!

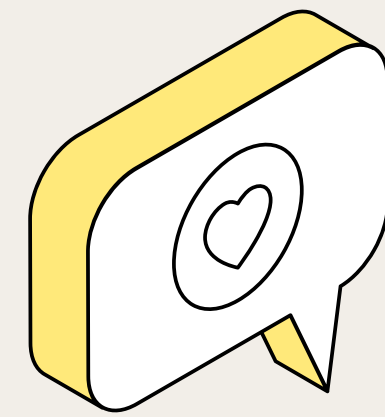
✔ Personal and helpful

Hey Sarah, your summer faves are back! Here are 3 picks in your size.



Good looks like: segmented, personalised messages sent regularly.

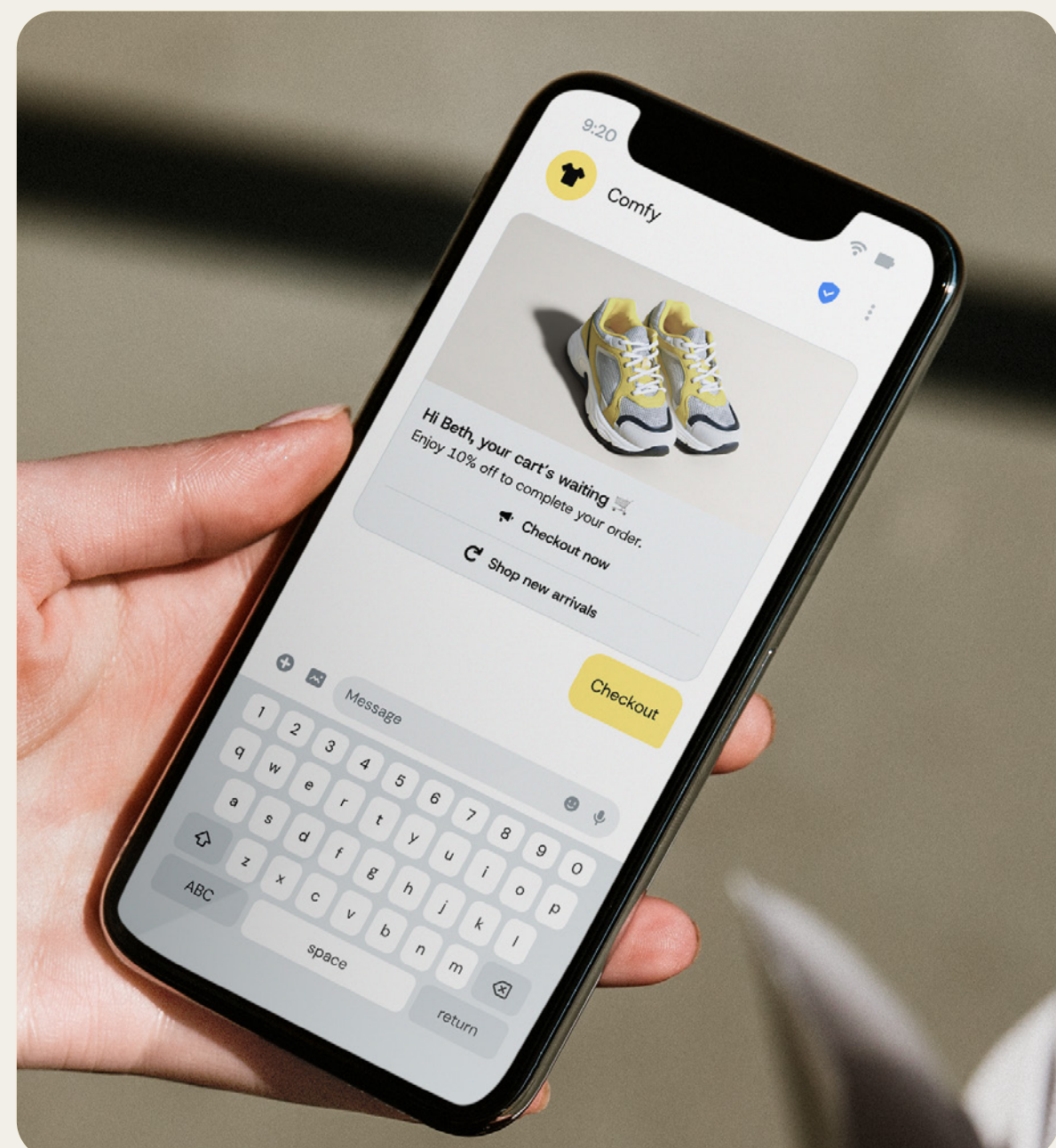
2 Nurture customer relationships before Peak hits



Attention during Peak season doesn't come easy. One way to get some cut through? Being a brand that your customers know and trust. You don't have to be a big box store to do that – leverage your size, and go super personal. Then keep those comms coming throughout the year. This kind of ongoing outreach helps you build loyalty and find out more about customer preferences. Win-win.

What to do **right now**

1. **Define your top three customer groups** – how you split up your customers depends on your business. It might make sense to split them by location, how often they buy from you, what they buy or something totally different.
2. **Hatch a plan to build your relationship with each** – think about what they care about, what will land with them, and how best to connect with them. Make sure these aren't all about your next big sale. Will they want special experiences, insider info, tips or product recommendations?
3. **Test out some richer formats and channels** – how do your audiences respond differently?
4. **Plan and schedule messages for each group** – aim to send these out regularly from now until Peak.



Good looks like: starting now, before Peak hits.

3 Get your data in shape



Clean, accurate data is a gift (pun intended). It can help you understand your customers and refine your messaging, segment and target by past behaviour, and measure the impact of your work. If your current data sources aren't working, now is a great time to look for alternatives.

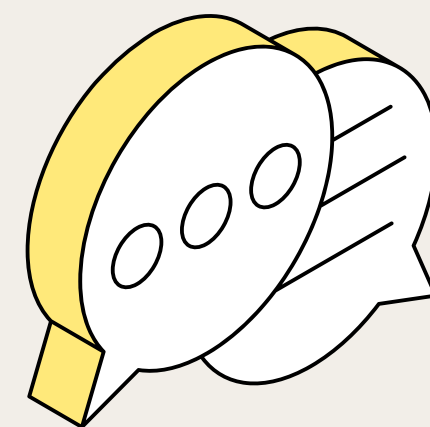
What to do **right now**

1. **List your current data sources** (e.g. eCommerce platform, POS, email tool, messaging platform). Do they connect or do you have customer data sitting in silos?
2. **Spot the gaps in what you're collecting** – do you know your customers' last purchase dates, locations, what channels they tend to use or what they buy?
3. **Make your existing database more usable** – remove any entries that are doubled up or incomplete.
4. **Segment with what data you have** – group by repeat customers, one-time buyers, inactive customers, for example. You can always refine this later.
5. **Get smarter about data collection going forward** – Make sure your tools are collecting the right info and that it all goes into the same system.



Good looks like: accurate customer data all in one place that you can use to segment, personalise, and measure what's working.

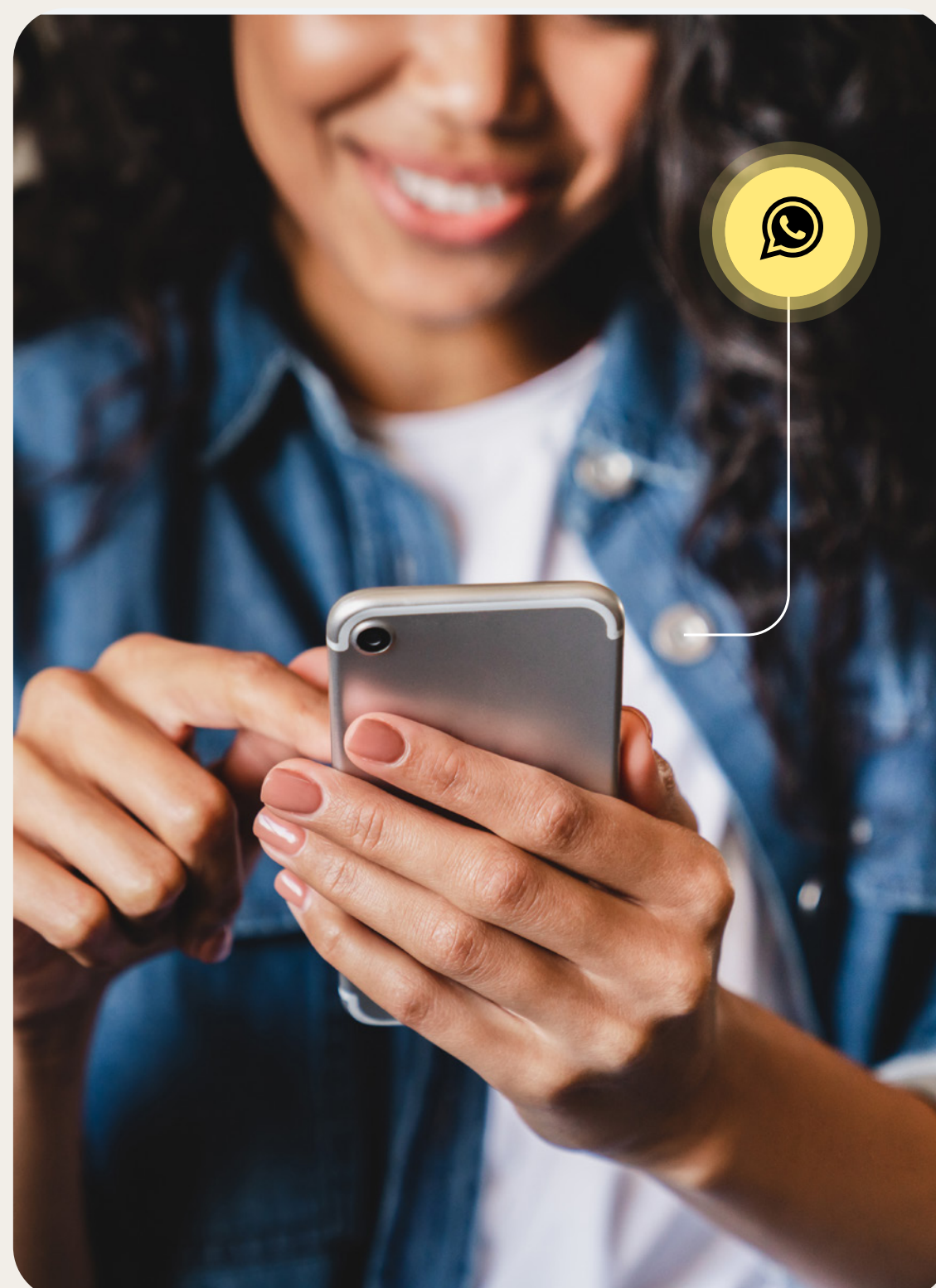
4 Choose your channels



With more and more channels on offer, what's the best option for your customers? This is where great data comes in handy – it can help you measure channel performance and find the most effective channels for different customer segments. You might use WhatsApp to talk to some customers, and SMS to talk to others. Most customers don't stick to one channel. The more relevant your mix, the better your results. Again, this is where being smaller and more nimble will be to your benefit.

Quick tips

- **Start by choosing the channels based on the content** – SMS for time-sensitive offers, WhatsApp or RCS for interaction, email for deeper and less urgent messages.
- **Refine as you get more info** – track where and when you get the best response from your different segments, so you do more of what drives engagement and sales.
- **Respect customer preferences** – make it easy for customers to control how and when they hear from you. That choice can drive engagement.



Good looks like: matching channels to message and customer preferences.



Start your **Christmas** **countdown** now.

Why prep for Christmas when Easter eggs are still on the shelves? As we've seen, early planning is the best way to fight the holiday rush and get through to your customers this season. The retailers that do best over Peak season don't just show up. They show up prepared.

 **Send messages your customers actually want**

[Try Sinch MessageMedia for free →](#)



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