

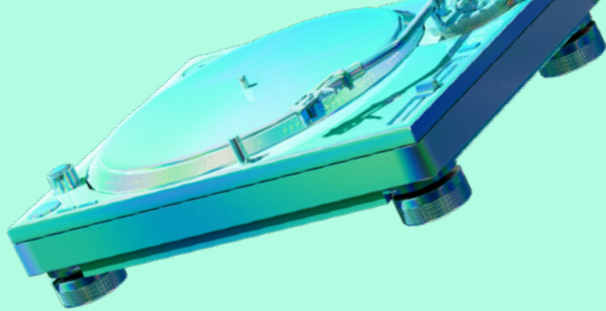


afterpay ↻ day

March 16 -19

Afterpay Day Unlocked

A look back on consumer behaviour
during the last two Afterpay Days.



The top tips.

Which offer should I run?

The top offer is a **fixed discount of 20%** or more, ideally run as a storewide promotion.

When is the best time to target customers?

If you're online, we found the biggest spike in sales on the first Thursday of Afterpay Day between 11am and 5pm. If you're in-store, we found the biggest spike in sales on Thursday night [during late-night shopping] and on Sunday.

Which channels drive engagement?

TikTok saw the highest levels of engagement, but it was Twitter that had #AfterpayDay trending.

Afterpay Day Unlocked Report

What are the top products being purchased?

Apparel and accessories hit the top spot, followed closely by home and garden. For small businesses, beauty was #1 followed by furniture and homewares.

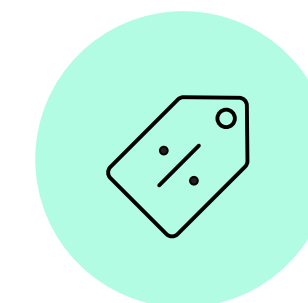
Read on to discover more insights, tips and strategies to unlock your biggest Afterpay Day yet.

Which offers drive results?

It's the biggest question every Afterpay Day... which promotional offer should we run? We analysed over 10,000 offers from the last two Afterpay Days to see which ones delivered the best sales results.

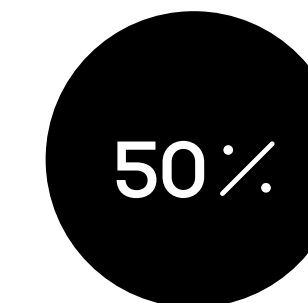


The top 3 offers were:



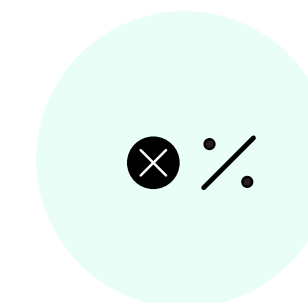
Fixed discount

↗ 49% increase



Buy one get 50% off a second

↗ 34% increase



Up to X%

↗ 29% increase

TIP

Percentages work better than dollars!

If you're choosing between a fixed percentage offer e.g. 25% off, or a fixed dollar offer e.g. \$20 off every \$150 spend, we found that fixed percentages generally resulted in a higher sales uplift.

TIP

Go Storewide!

Storewide offers delivered greater sales than discounts on specific categories. If you're looking at a fixed discount sitewide, the strongest amount is a minimum of 20% off.

When's the best time to talk to customers?

Over the four days, there are times when we see more customers shop.

TIP

Take advantage of the times where customers are eager to shop - how can you better target them during these moments? Think emails, social channels and don't forget your frontline staff - get them talking about the sales event!

Online

**Thursday
11am – 5pm**

If you're **online**, we found the biggest spike in sales on the **first Thursday of Afterpay Day** between 11am and 5pm.

In-store

**Thursday
night**



If you're **in-store**, we found the biggest spike in sales on **Thursday night (during late-night shopping) and on Sunday.**

Overall, we see **51%** of sales occur between 11am and 5pm each day - so don't forget that morning marketing activity!

Which products and services are customers waiting for?

No matter your business type, there's a customer for you this Afterpay Day! But looking back, we spotted a few trends in which categories got consumers most excited:

The top five products purchased were:

- 1  Apparel and accessories
- 2  Home and garden
- 3  Beauty
- 4  Travel
- 5  Electronics

For our small businesses, the top five products purchased were:

- 1  Beauty
- 2  Furniture and homewares
- 3  Electronics
- 4  Games
- 5  Kids, babies and toys

In 2022, the top trending categories with the highest YoY growth were:

+85%

Fitness

+76%

Beauty

When it comes to products, there were some that customers couldn't wait for!

The top five products purchased were:

1

Vacuum cleaners

2

T-shirts

3

Mattresses

4

Moisturiser

5

Event tickets

TIP

Not the right time for a storewide offer? Make sure you're highlighting your most popular products throughout your marketing activity to draw customers in. Social media is a great way of promoting multiple products and offers - don't forget to include #AfterpayDay.

For our small businesses, the top five products purchased were:

1

Sportswear

2

Protein powder

3

Makeup

4

Travel activities

5

Games

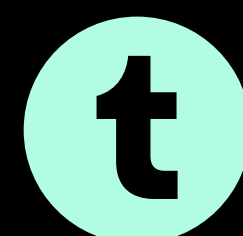
Strong marketing material can see double the uplift in sales.

Don't forget, our handy merchant toolkit is available for you to download web, social, email and in-store assets. In fact last year, merchants in a control group who used our assets, saw double the uplift in sales!

[Download toolkit](#)

Which offer should I run?

Get behind the channels that drive engagement.



Twitter

Last Afterpay Day, #AfterpayDay was the number one trending hashtag over the four days.*



TikTok

We saw our greatest engagement from TikTok! If you're still new to the channel, or want to do more, Afterpay Day can be a great time to jump in and reach new customers.

*Across Australia & New Zealand



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Ready to submit your
Afterpay Day offer and
unlock your biggest
sales event yet?

Submit your offer

Source: All data has been taken from Afterpay's internal reporting of Afterpay Day customer data between the periods 17 March - 20 March 2022 and 18 August - 21 August 2022. This report is not intended to reflect wider consumer behaviour.