

afterpay 

# Smash your EOFY sales targets:

Your guide to their shopping game plan.

Discover exclusive insights, tips and tactics to help you prepare for your best mid-year sales yet.



# Make the mid-year moment the start of something beautiful...

Don't sleep on this mid-year sales moment.

Sure, winter's on the way, but this is no time to hibernate. The end of financial year is nearly here – and shoppers are poised to spend. In this report, we'll offer exclusive insights into the way Aussies shopped in 2022, as well as tips to help you make the most of this year's EOFY sale moment. Welcome to your best mid-year sales season yet.



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# Your sales snapshot.

What you need to know about the EOFY sales moment.



**7** out of **10**

Afterpay customers have EOFY deals on their radar.

**50%**

of Afterpay customers have shopped EOFY sales in the past, and most of them have scored more than one deal.

**EOFY**

More people are aware of EOFY sales than Cyber Monday and ClickFrenzy – making it a major sales opportunity.

**TIP**

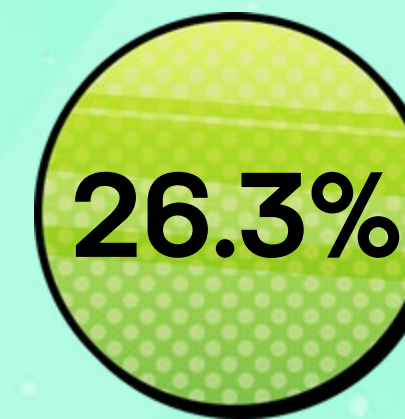
Re-target customers who shopped last year's sale by segmenting your email list and sending an EDM with a deal that's hard to refuse this time around.



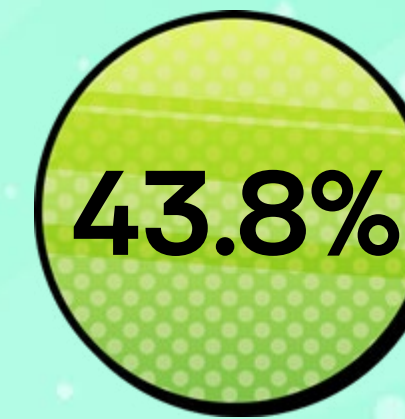
**Q Who's shopping?**

**A Everyone!**

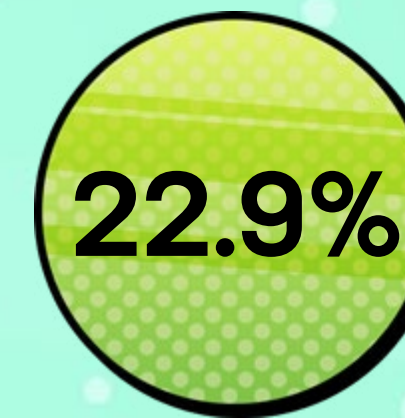
But EOFY sales are definitely a Millennial shopping moment.



**Gen Z** [born 1995-2015]



**Millennials** [born 1980-1994]



**Gen X** [born 1965-1979]

**TIP**

**Millennials love EOFY sales**, so consider them in your marketing: play to a) nostalgia with '90s references and b) sell to their stage of life – many are settling down and becoming parents.

# Where bargain hunters hang.

Here's where savvy shoppers are searching for a deal.

- ✓ Online search
- ✓ Retailer emails
- ✓ Retailer website
- ✓ Afterpay website + app
- ✓ Social media

## TIP

Submit your EOFY offer throughout June [here](#) to be featured in Afterpay's shop directory.

Social media is one way to target shoppers. But don't forget paid search, as many bargain hunters will be researching their purchases online.

## TIP

Consider your marketing mix, and which channels will help you reach Millennials and Gen Z shoppers.

# Winning offers, ranked.

Here's what tempts shoppers through the checkout.

## TIP

Focusing solid discounts on stock you want to move is a sure-fire strategy, but don't underestimate the power of sweetening the deal on higher-value or more popular items using free gifts with purchase or loyalty points.

Close the deal with an offer shoppers will love.

84%

fixed discount

59%

buy one, get a second one discounted

57%

gift with purchase

54%

tiered discounts

45%

retailer loyalty or reward points



**Match deals with products:** 'buy one, get one' discounts make sense for items that often require multiples, like school supplies or family products, while gifts with purchase work well with "treat yourself" discretionary items.

# Why shoppers buy.

Understand the shopper mindset and drive more sales.



## TIP

Treating friends and family is a key driver for Gen Z and Millennials, while 30 per cent buy gifts in advance during this time. Consider gifting as a call to action in your marketing, and spotlight products that are popular to buy others for special occasions.

## Small business?

You're in luck – almost one in two shoppers are looking to support small (and that number is even higher among Gen Z). Amp up your homegrown credentials in your marketing!

## Deal or no deal?

Half of shoppers want value for money. Ensure that you adequately convey the value of your products and the benefits they bring.

## YOLO!

Two in five Aussies shop to treat themselves or buy items that are usually outside of their budget. Don't forget to let them know that Afterpay is available to help them get that deal they're coveting.

# 35%+

That's the average minimum discount to persuade customers to spend.



# First they plan. Then they purchase.

**More Aussies are researching before they buy.**

More shoppers are researching offers ahead of EOFY sales. Between 2021 and 2022 shoppers were **50 per cent more likely to research deals before the sales kicked off**. Meanwhile, during the same period, fewer shoppers planned to buy spontaneously.

## TIP

Get those offers out there early – or at least prime your customer base with sneak peeks about what's coming.

OMG



# IRL or URL?

## Turns out, both are winners.

Afterpay shoppers love purchasing online during the EOFY sales. However, in-store sales were also strong, ranging from **27.5 – 31.7 per cent** throughout the 2022 sales period.

The bottom line? If you're not offering Afterpay in-store, you could be missing out on sales. An omnichannel approach will ensure shoppers don't slip through the cracks.

For time-poor customers, offering a click and collect option in-store makes their lives easier (and eases the friction of hitting the purchase button).

### TIP

Don't offer Afterpay in-store? There's still time to make it happen. Reach out to [sales@afterpay.com.au](mailto:sales@afterpay.com.au) to activate Afterpay in-store now.

### CONTACT US

### TIP

Now is the time to check that your shipping and returns policies are displayed clearly online - and that they're competitive. Shoppers increasingly expect free and fast delivery options.

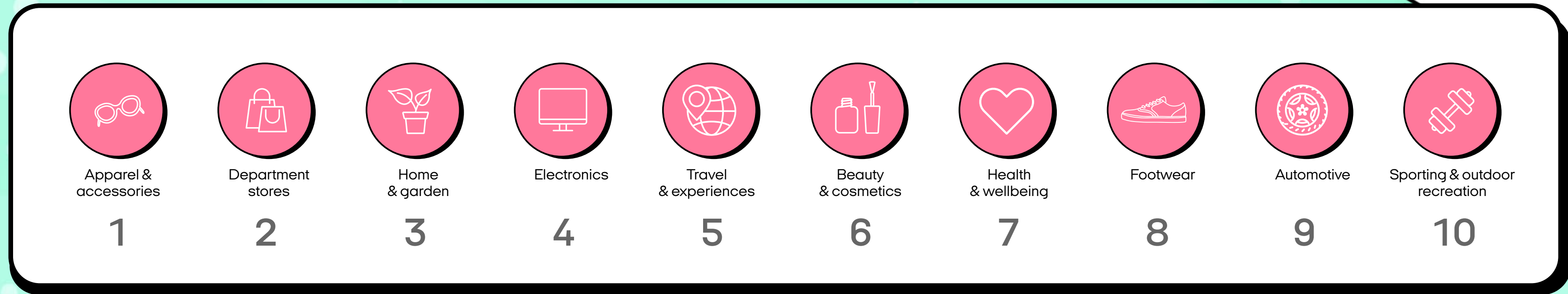


# What's on wish lists.

Your snapshot of Afterpay's top performing EOFY categories & products in 2022 across AU & NZ.

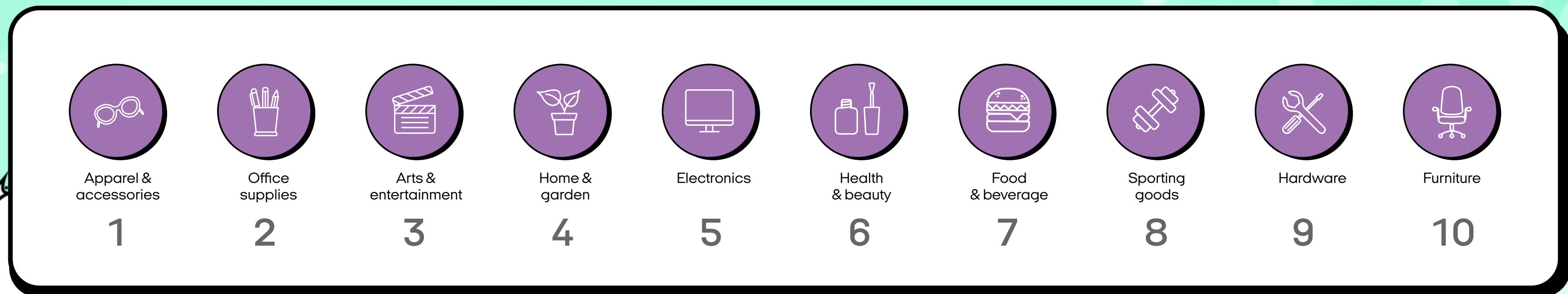
## Top performing categories, online & in-store.

Whether they're shopping online or in-store, Aussies and Kiwis see the mid-year sales as the perfect excuse for a mid-season wardrobe update.



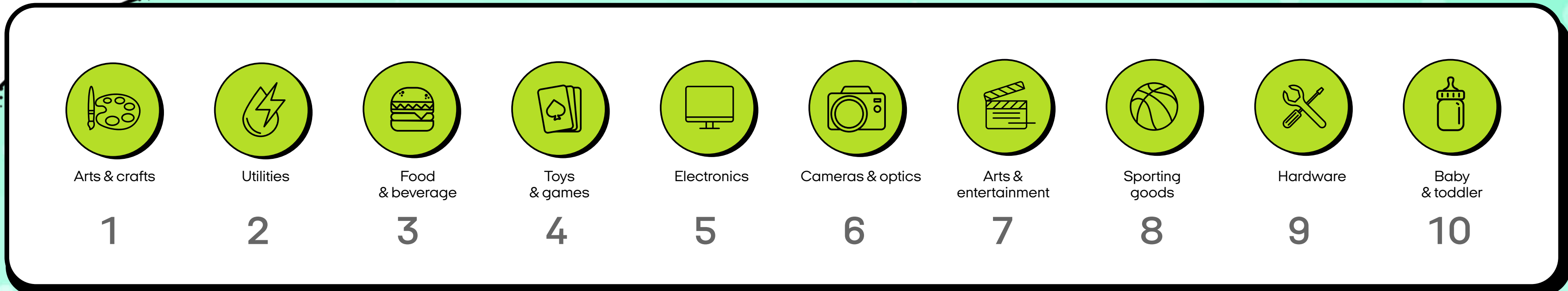
## Top performing online categories.

Office supplies ranked highly after fashion in the EOFY sales. It was the second top performing online sub-category in 2022. Here are the rest...



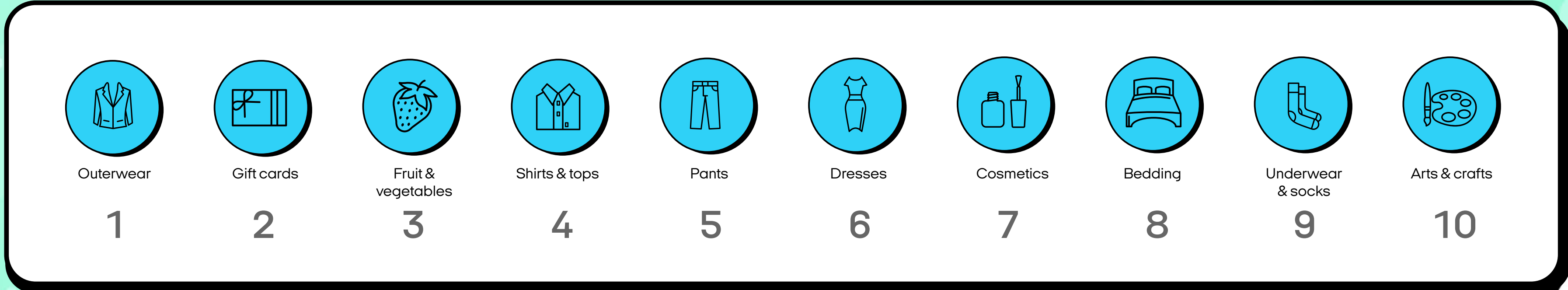
### Top-10 fastest growing online categories.

Arts and crafts, utilities and food and beverage were among the fastest-growing online categories in 2022. Here's what else made the list.



### Top performing online products.

Jackets, coats and cosy bedding were among the top performing online products for Afterpay shoppers in 2022.





# Meet your shortcut to success...

We've created a suite of templates and assets that you can customise to help you promote your EOFY sales. From email banners to social media posts, these eye-catching assets will make your sales offer stand out, while also reminding your customers that they can pay with Afterpay.

[DOWNLOAD AU ASSETS](#)

[DOWNLOAD NZ ASSETS](#)






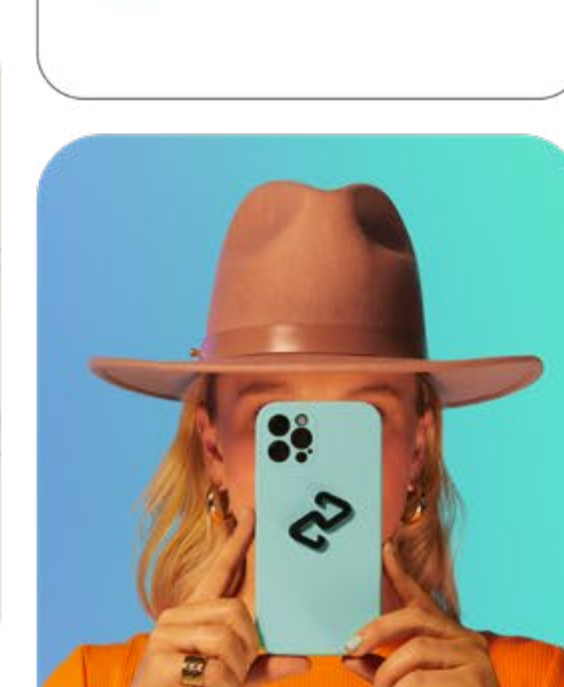


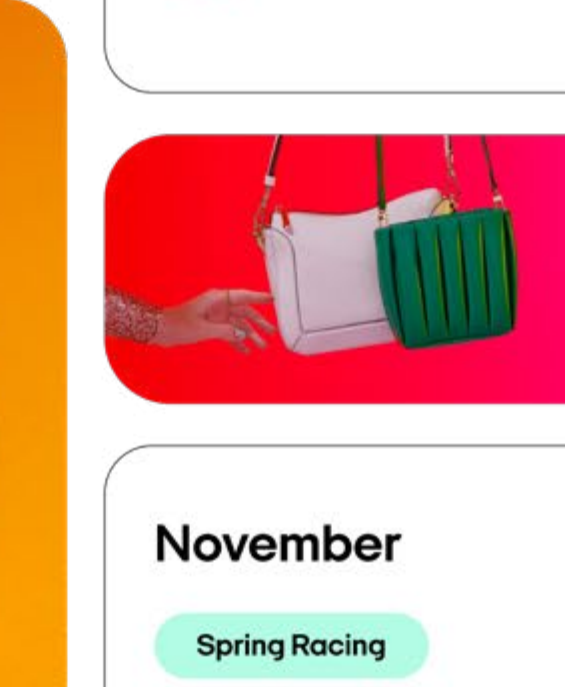
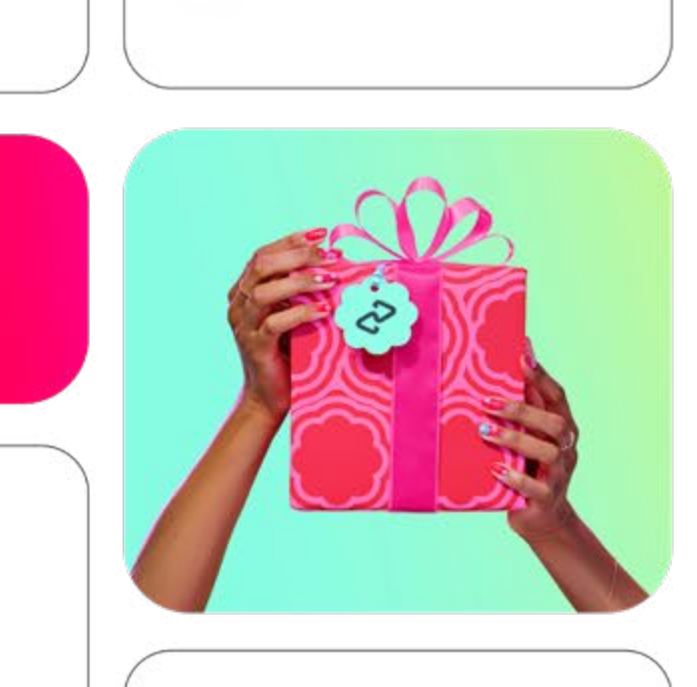
# Before you go...!

Looking for ways to amplify your EOFY deals? Submit your EOFY offer throughout June to be featured in Afterpay's shop directory.

[SUBMIT YOUR OFFER](#)

# What's in store in 2023.

We hope this report helps you ace the EOFY sales. But there are plenty more retail moments in store for 2023. Stay up to date with Afterpay's retail calendar and trade event page [here](#).

<p><b>January</b></p> <ul style="list-style-type: none"> <li>4-31 Back to School</li> <li>22 Chinese New Year</li> </ul>	<p><b>February</b></p> <ul style="list-style-type: none"> <li>Sydney WorldPride</li> <li>14 Valentines Day</li> <li>25 Mardi Gras</li> </ul>	<p><b>March</b></p> <ul style="list-style-type: none"> <li>8 International Women's Day</li> <li>16-19 Afterpay Day</li> </ul>	<p><b>April</b></p> <ul style="list-style-type: none"> <li>7-10 Easter Long Weekend</li> <li>22 Earth Day</li> </ul>	<p><b>May</b></p> <ul style="list-style-type: none"> <li>14 Mother's Day</li> <li>15-19 Australian Fashion Week</li> <li>TBC Click Frenzy</li> </ul>	<p><b>June</b></p> <ul style="list-style-type: none"> <li>12 King's Birthday</li> <li>16-24 Click Frenzy</li> <li>30 EOFY</li> </ul>
					
<p><b>July</b></p> <ul style="list-style-type: none"> <li>Winter Sales</li> <li>Christmas in July</li> <li>TBC Support Small Sale</li> </ul>	<p><b>August</b></p> <ul style="list-style-type: none"> <li>TBC Afterpay Day</li> </ul>	<p><b>September</b></p> <ul style="list-style-type: none"> <li>3 Father's Day</li> </ul>	<p><b>October</b></p> <ul style="list-style-type: none"> <li>2 Labour Day</li> <li>31 Halloween</li> </ul>	<p><b>November</b></p> <ul style="list-style-type: none"> <li>Spring Racing</li> <li>11 Singles Day</li> <li>24 Black Friday</li> <li>27 Cyber Monday</li> <li>TBC Click Frenzy</li> </ul>	<p><b>December</b></p> <ul style="list-style-type: none"> <li>25 Christmas Day</li> <li>26 Boxing Day</li> <li>31 New Year's Eve</li> </ul>

Source: All data has been taken from 'Afterpay EOFY Research 2022' and Afterpay user data from 1-30 June 2022. This report is not intended to reflect wider consumer behaviour.