



afterpay ↻ day

March 14 - 17

AFTERPAY DAY UNLOCKED.

Enjoy your best Afterpay Day sales event yet. We unlock the numbers on what our customers loved most over the last two Afterpay Days.

Boost your bottom line.

TOP TIPS...

Why take part?

Businesses that took part in Afterpay Day in August 2023 enjoyed a 23.1% increase in sales compared to those who didn't participate.

Which retail categories are most popular?

Apparel and accessories took the top spot, while hardware and food & beverage were the fastest-growing categories year-on-year. For SMBs, apparel & accessories, beauty & cosmetics, as well as home & garden products were most sought after.

When are customers more active?

Peak shopping periods tend to be similar each Afterpay Day. Online merchants should expect a surge in sales from late morning on Thursday. In-store merchants have typically seen sales peak from late-morning on Saturday.

Which offer should I run?

The top offer type is a fixed percentage discount, ideally run as a storewide promotion. Participating businesses that ran a '% off' promotion experienced a 39.4% uplift in sales compared to non-participating merchants – and those that ran 30% off saw a 63.1% uplift in sales.

Which channels drive engagement?

Snapchat drove the most traffic, followed by Meta (including Facebook and Instagram), and TikTok.

WHICH OFFERS DRIVE RESULTS?

The secret to a successful Afterpay Day is crafting a compelling offer. We analysed data from August 2023 to find out which promotions deliver the best sales results.

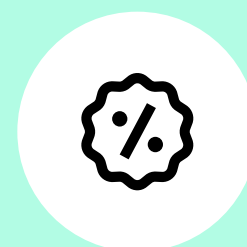
TIP Forget dollar discounts. Go for percentages!

Trying to decide between a fixed percentage discount [e.g. 25% off] and a fixed dollar offer [e.g. \$20 off every \$100 spend]? The data shows that percentage discounts performed best.

Take it storewide.

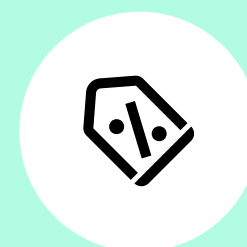
Storewide offers - that means both online and in-store - delivered more sales than discounts on specific categories. To really succeed, try taking an omnichannel approach by promoting your Afterpay offers in-store and across your online channels.

THE TOP 3 OFFERS IN 2023



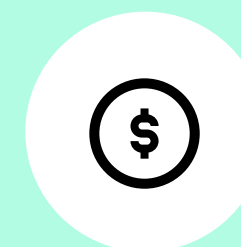
Fixed % discount.

Merchants who offered a fixed-percentage discount saw a 39.4% increase in sales.



Buy one get 50% off a second product.

Businesses that offered this promotion saw a 23% increase in sales.



\$ discount.

Merchants that offered customers a fixed-dollar discount saw an 8% increase in sales.

Mark your diaries!

Afterpay Day is 14-17 March 2024. But don't wait until then to let your customers know what's coming! You can start promoting Afterpay Day two weeks beforehand, with the official 'hype phase' beginning on 4 March.

TIP

To drive sales, it's vital that you promote your offer. Use social media, emails, paid search - even influencer marketing - to drive awareness of your in-store and online offers.

PEAK SHOPPING ONLINE.

Thursday 10am onwards.

If you're online, the data shows that the biggest spike in sales occurs on Thursday from 10am.

PEAK SHOPPING IN-STORE.

Saturday 11am onwards.

If you're in-store, the data shows that sales peak on Saturday morning.



WHICH PRODUCTS AND SERVICES ARE MOST POPULAR?

Afterpay Day is popular across a wide range of brands and businesses. However, the August 2023 data shows that some categories are especially in demand.

The top products:

- 1 Gift cards
- 2 Concert tickets
- 3 Nespresso coffee pods

The top five categories:

- 1 Clothing and accessories
- 2 Department stores
- 3 Marketplaces
- 4 Electronics
- 5 Beauty and makeup

For small businesses, the top five categories were:

- 1 Clothing and accessories
- 2 Beauty and makeup
- 3 Home and garden
- 4 Health and wellbeing
- 5 Sports equipment and outdoor

The fastest-growing categories year-on-year were:

- 1 Hardware
- 2 Food and beverages
- 3 Utilities
- 4 Gift cards
- 5 Services



WHO IS THE AFTERPAY DAY CUSTOMER?

Everybody loves a sale – and our data shows that Afterpay Day is popular among all age groups. However, while Gen X and Millennials purchased more products during Afterpay Day, it was Millennials who spent the most overall.

Number of Afterpay Day purchases:

3.5

Gen Z

4.1

Millennial

4.3

Gen X

4.0

Boomer

Total Afterpay Day spend:

24.1%

Gen Z

45.5%

Millennial

24.5%

Gen X

5.9%

Boomer



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SPREAD THE WORD.

The easiest way to get your promotion in front of more people? Submit your offer to Afterpay so it can be featured on the Store Directory and app, and you'll be putting your brand in front of 4.1m active Afterpay customers across Australia and New Zealand.

[SUBMIT YOUR OFFER NOW](#)

Source: Afterpay Day Internal Data, 2023