



afterpay  day

August 17-20

Afterpay Day Unlocked.

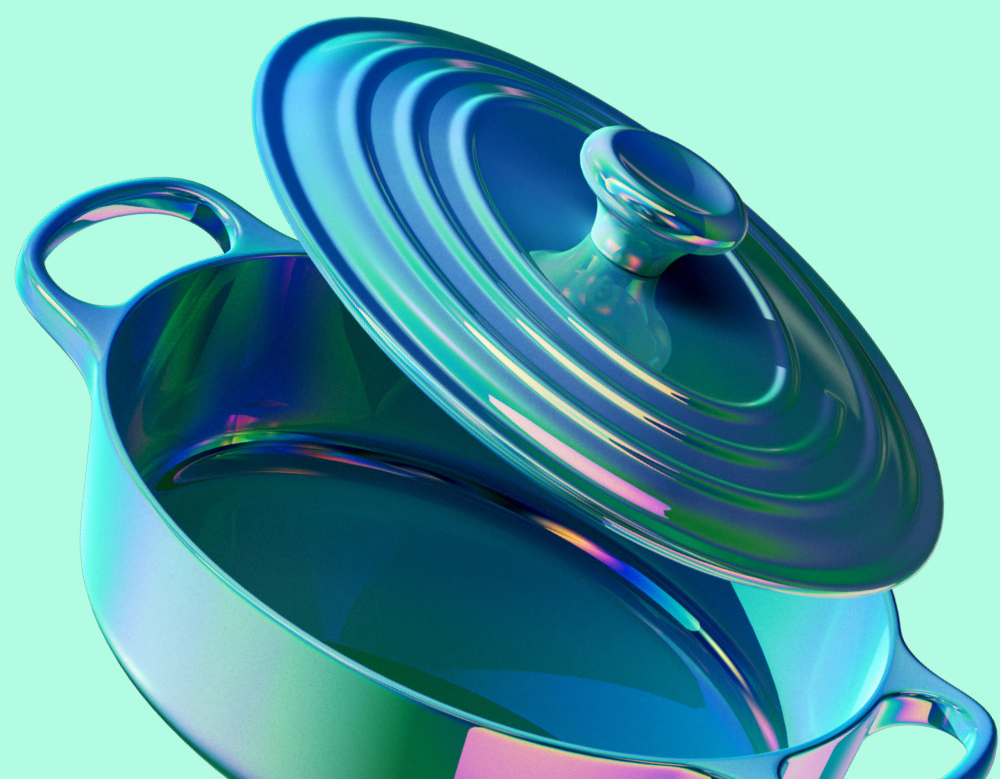
Smash sales and boost your bottom line.

We surveyed 1000+ Australasians who've shopped Afterpay Day before to get the lowdown on their deal-hunting plans and uncover tips to help you achieve your best Afterpay Day yet!

Contents

What's in store in this report...

3	Why Afterpay Day?	10	How to spread the word
4	The top tips	11	Promote online
5	Why shoppers love Afterpay Day	12	Promote in-store
6	What shoppers want	13	Key dates
7	How consumers have shopped in the past		
8	Create an offer that converts		
9	When to promote to customers		



Why Afterpay Day? It's a big deal.

Shoppers are poised to spend. Here's why merchants shouldn't miss the sale moment.

[Learn more](#)

84%

of customers agree that retailers should accept Afterpay as a payment option

81%

of customers who are aware of Afterpay Day plan to shop this August

67%

Afterpay Day has the highest conversion rate of any sale event – including Black Friday

72%

have spent up to \$500 in previous years and use Afterpay to spread out their payments

36%

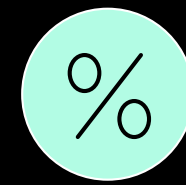
of shoppers plan to spend more than ever

The top tips.

Add these dates to your calendar.

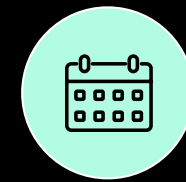
Offer submissions open - 4 July
Submissions close - 2 August
Hype phase begins - 14 August
Afterpay Day drops - 17 August
Afterpay Day ends - 20 August

Source: Afterpay Day Research ANZ August 2023



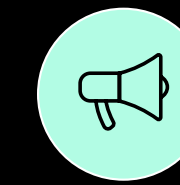
Which offer should I run?

A whopping 80% of shoppers say their preferred offer is a fixed discount – and the sweet spot is 20-30% off



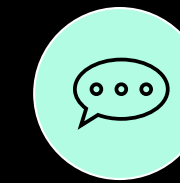
When should I start promoting Afterpay Day?

Start hyping up your Afterpay Day offer from 14 August. You can get a head start on your marketing by downloading the [in-store & online toolkits](#).



Where should I promote my offer?

Everywhere. Shoppers will check retailers' homepages and emails for sale news, and look to in-store signage. 67% of customers will search Afterpay's website and app, so [submit your offer](#) by 2 August to be featured.



Is there extra support available?

We have assets, social media templates and case studies on [the Afterpay Day Hub](#) to help you drive more sales this Afterpay Day. Your first step is to submit your offer by 2 August. That way we can help promote it on our Shop Directory and app.

Why shoppers love Afterpay Day.

Shoppers want discounts and deals but many plan to splurge. Create a hot offer to get them in the door and lead them to your full-priced stock.

To take advantage of discounts:	70%
To get value for money:	54%
To save money:	50%
To treat myself:	43%
To buy items that are normally outside my price range:	39%
To buy gifts for special occasions:	28%
To treat my friends and family:	16%

What shoppers want.

Clothes are king.

Fashion, plus beauty and wellness, top shoppers' lists.

But these categories are catching up.

Electronics and tech, as well as furniture, homewares and home improvement are becoming more popular. Twice as many shoppers compared to past years are looking for offers in these areas.

Get ready for the online orders.

Four in ten people will shop exclusively online, while 75% will shop partly online.

Don't overlook brick and mortar.

51% of customers will split their shopping between online and in-store, and 7% will shop only in-store. Our advice? Think omnichannel.

3 in 5 will shop small.

Shoppers supporting local and small-to-medium-sized businesses will likely be looking for beauty, wellness, health and homewares.

Department stores are a drawcard.

Nearly half of shoppers will head to a department store, while 53% plan to purchase from chain stores offering homeware, electrical and sporting goods.



Don't offer Afterpay in-store?

There's still time to make it happen. Reach out to sales@afterpay.com.au to activate Afterpay in-store now.

How customers have shopped in the past.

Here's what shoppers couldn't get enough of during the March Afterpay Day.

The top five categories were:


- 1 Apparel & Accessories
- 2 Department Stores
- 3 Beauty & Cosmetics
- 4 Electronics
- 5 Travel & Experiences

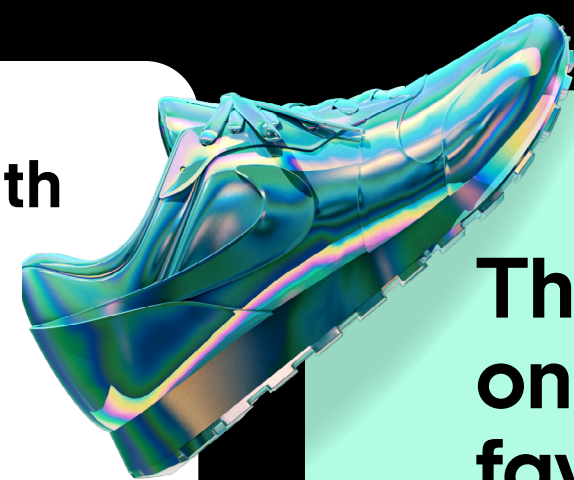
For small businesses, the top five categories were:

- 1 Apparel & Accessories
- 2 Beauty & Cosmetics
- 3 Home & Garden
- 4 Health & Wellbeing
- 5 Sporting & Outdoor Recreation

In 2023, the top trending categories with the highest YoY growth were:

 **35%**
Health and wellbeing

 **23%**
Travel and experiences



The scoop on shoppers' favourite products

The top five products were:

- 1 Gift Cards
- 2 Shirts & Tops
- 3 Fruit & Vegetables
- 4 Outerwear
- 5 Dresses

For small businesses they were:

- 1 Fitness & Nutrition
- 2 Shirts & Tops
- 3 Cosmetics
- 4 Outerwear
- 5 Arts & Crafts

Create an offer that converts.

Step 1

Understand your customer.

Inflation is causing 48% of shoppers to buy fewer luxury items, so a targeted Afterpay offer could help them access products on their wish lists.

Step 2

Offer them a deal they can't refuse.

80% of shoppers told us they want a fixed discount, with 55% saying they would be persuaded to purchase an item if the discount is between 20% and 30%.

Step 3

Create a specific Afterpay code.

AFTERPAY25 is a great example of a code that customers immediately understand and will associate with the event.

Which offers convert?

80% fixed discount

66% spend and save

64% free gift with purchase

63% buy one, get one at discounted price

49% loyalty points

When to promote to customers.



This year more customers than ever plan to research offers ahead of time. That means you need to start hyping up your offer from 14 August and be ready to go live with that offer from 17 August. Plan your promotional activity now using our [in-store](#) & [online](#) toolkits.

Fashion brand **All Things Golden** takes part in Afterpay Day every year, and in 2022 drove \$200,000 in sales. Founder Olivia Coleman begins mapping out her organic and paid social media campaigns two months in advance.



We tend to go pretty hard. We start with creating a really strong visual campaign that flows from across our site and then through all our marketing channels."

All Things Golden

Founder Olivia Coleman



There's no room to test and learn on the day. You have to have it all organised beforehand to get the most value out of Afterpay Day."

Orbitkey

Marketing manager Hans Suhartanto.

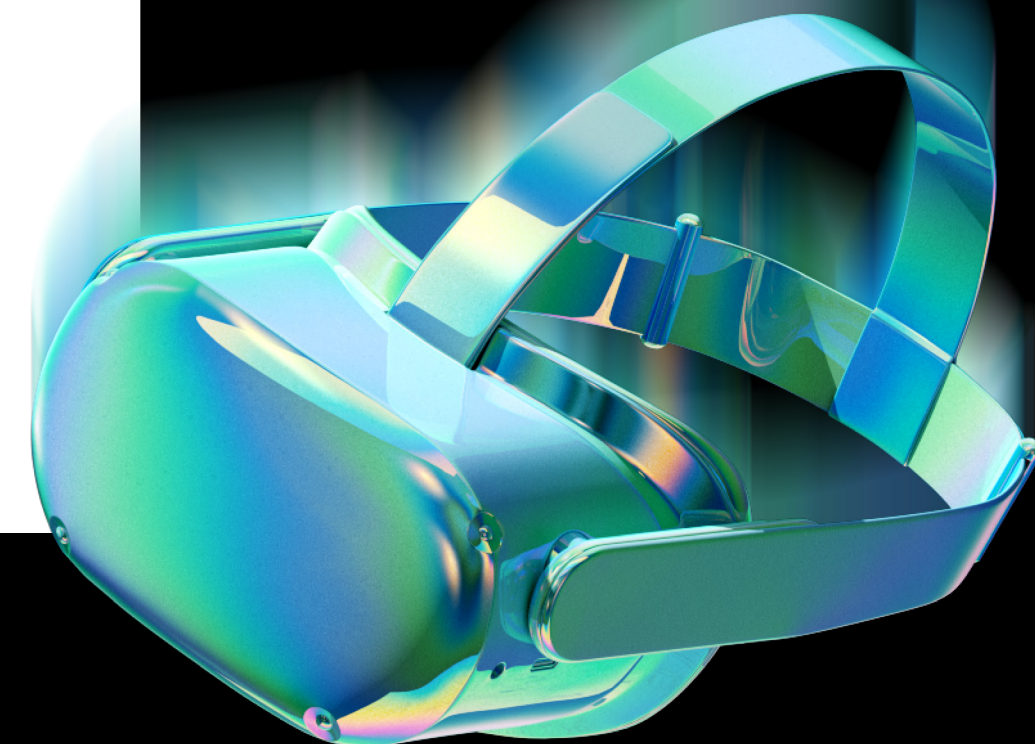


How to spread the word!

To see the benefits of Afterpay Day, you need to promote it far and wide

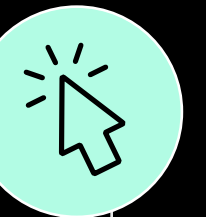
Need to update your website or create social media posts?

Download our easy-to-use, co-branded templates to make promoting your Afterpay Day offer a breeze.



Use your channels

Footwear brand UGG Express saw sales soar by 42% during Afterpay Day in 2022. The key to success? "You have to use all your own channels," says marketing manager Laura Li.



Small team? No problem.

Australian nursery furniture brand Boori used Afterpay's downloadable marketing templates to promote Afterpay Day in 2022 and saw a 36% increase in sales.es.



"[The templates] make it easier for us to take part. They're really helpful."

Boori

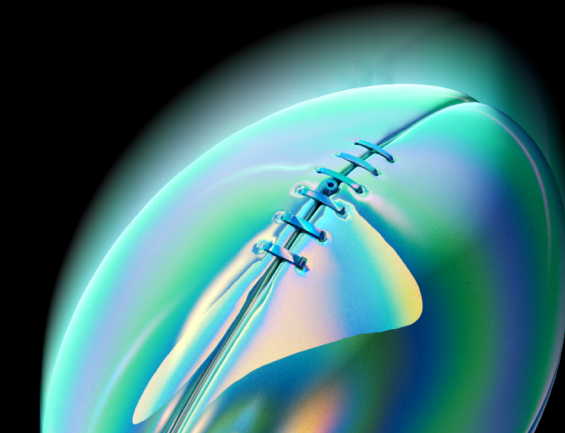
Online manager Vanessa Chui

Afterpay is where it's at.

67% of shoppers search for Afterpay Day deals on Afterpay's app and website. To appear there, **submit your offer** by 2 August.

Post those promos!

Shoppers will also check retailers' websites and emails [36%] for Afterpay Day news, as well as social media [29%]. Others [29%] will simply search using Google. In other words, start planning your omnichannel marketing strategy now and promoting from 14 August.



Promote online.

For online businesses, the biggest spike in sales during the past two Afterpay Day events was on the first Thursday between 11am and 5pm.

But that's not all. Shoppers will also be looking for details of Afterpay Day offers on your product pages [46%] and the checkout page [14%]. 32% of shoppers expect to see a pop-up announcing deals and discounts.

Download Afterpay Day social media assets, website banners and email templates.

Download online assets

Learn the best ways to use Afterpay Day creative assets with our [merchant guide](#).

Promote in-store.



Staff will play a critical role this Afterpay Day, with 29% of customers of small-to-medium-sized business (SMB) saying they will be looking to in-store staff for support during the sale period. Don't forget to prep your team in advance of Afterpay Day.

Your other vital influencer? Your visual merchandise. Around three in four SMB shoppers say that in-store signs are their main source of sale info, while 59% check store windows and 47% look at price tags.



Learn the best ways to use Afterpay Day creative assets with our [merchant guide](#) and set your team up for success with our [in-store checklist](#).

Download Afterpay Day in-store print assets & digital screens creative.

[Download in-store assets](#)

Did you know?

Over the past two years, the busiest spike in sales for in-store merchants during Afterpay Day was Thursday night (during late-night shopping) and Sunday.



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Unlock your biggest Afterpay Day sales event yet.

Don't delay.

[Submit your offer now](#)

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