

clearpay  day

April 27 - May 1

Clearpay Day Unlocked

A look back on consumer behaviour
during the last Clearpay Day





The ridiculous statistics.

Clearpay Day is our bi-annual flagship event which helps to drive sales and brand awareness for participating retailers. Here are just a few reasons why our merchant community loves Clearpay Day:

Boost those sales

Participating retailers saw a 14% increase in sales on average over the course of the last event.

Increase your leads

Our last event drove a whopping 900k referrals from our 'shop' to merchant websites.

Attract millennials

Clearpay Day consistently attracts the millennial audience, with females aged 36 years charting the biggest shopping demographic during the last event.

Incremental gains

We saw strong basket sizes during our last event in October 2022, with customers buying 3.7 items on average per purchase.

Read on to discover more insights, tips and strategies to unlock your biggest Clearpay Day yet >>>

The top tips.

Which offer should I run?

81% of participating merchants ran a fixed discount offer, making it comfortably the most popular offer type.

How much should I discount?

A flat discount of 20% was the most common discount percentage with nearly a quarter [23%] of participating merchants running this promotion.

What are the top products being purchased?

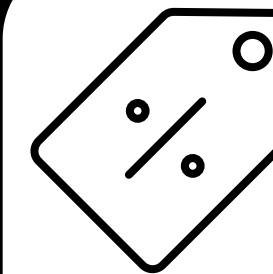
Apparel and footwear hit the top spot, followed closely by beauty and home. For small businesses, beauty was #1 followed by furniture and homewares.

When is the best time to target customers?

We found the biggest spike in sales on **Thursday with 9pm** also being the most popular time to shop.

Which offers do Clearpay Day merchants run?

It's the biggest question every Clearpay Day... which promotional offer should we run? We analysed all offers from our last event to see which offers were most common.



The top offer types were:

81%

Fixed discount

6%

Up to X% off

2%

Buy one, get a % off/another item

3%

Free Shipping

3%

Gift with purchase

2%

Other

TIP

Run your promotion throughout Clearpay Day

We promote all offers on our app throughout the event to maximise exposure. From our last event, 95% of participating merchants also ran their promotion across all five days.



When's the best time to talk to customers?

Over the five 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, push notifications - get talking about Clearpay Day!

Peak sales periods by day

Thursday
9pm

Friday
8pm

Saturday
7pm

Sunday
11am


Monday
10am

We found the biggest spike in sales on Thursday with 9pm also being the most popular time to shop.

Which products and services are customers waiting for?

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

The top five products purchased were:

-  Apparel and accessories
-  Footwear
-  Beauty & Cosmetics
-  Home & Garden
-  Jewellery

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

-  Beauty
-  Home
-  Kids
-  Furniture
-  Jewellery

From the October Clearpay Day, the top trending categories with the highest YoY growth were:

+50%

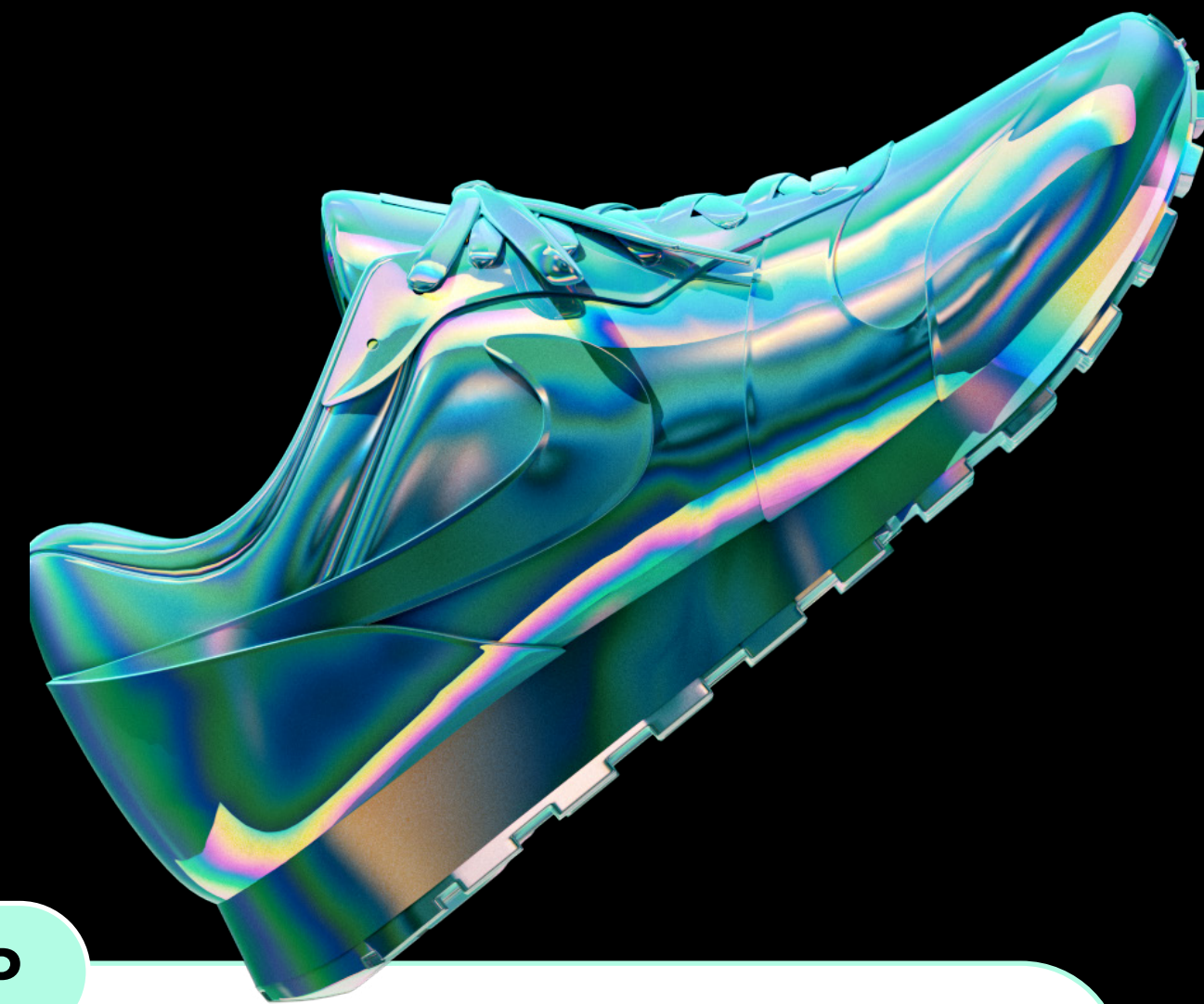
Department Store

+32%

Home



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



The top five products purchased were:

1

Moisturiser

2

T-shirts

3

Trainers

4

Glasses

5

Jewellery

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 #ClearpayDay

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

1

Beauty Advent Calendar

2

Oral Care

3

Sweets

4

Toys

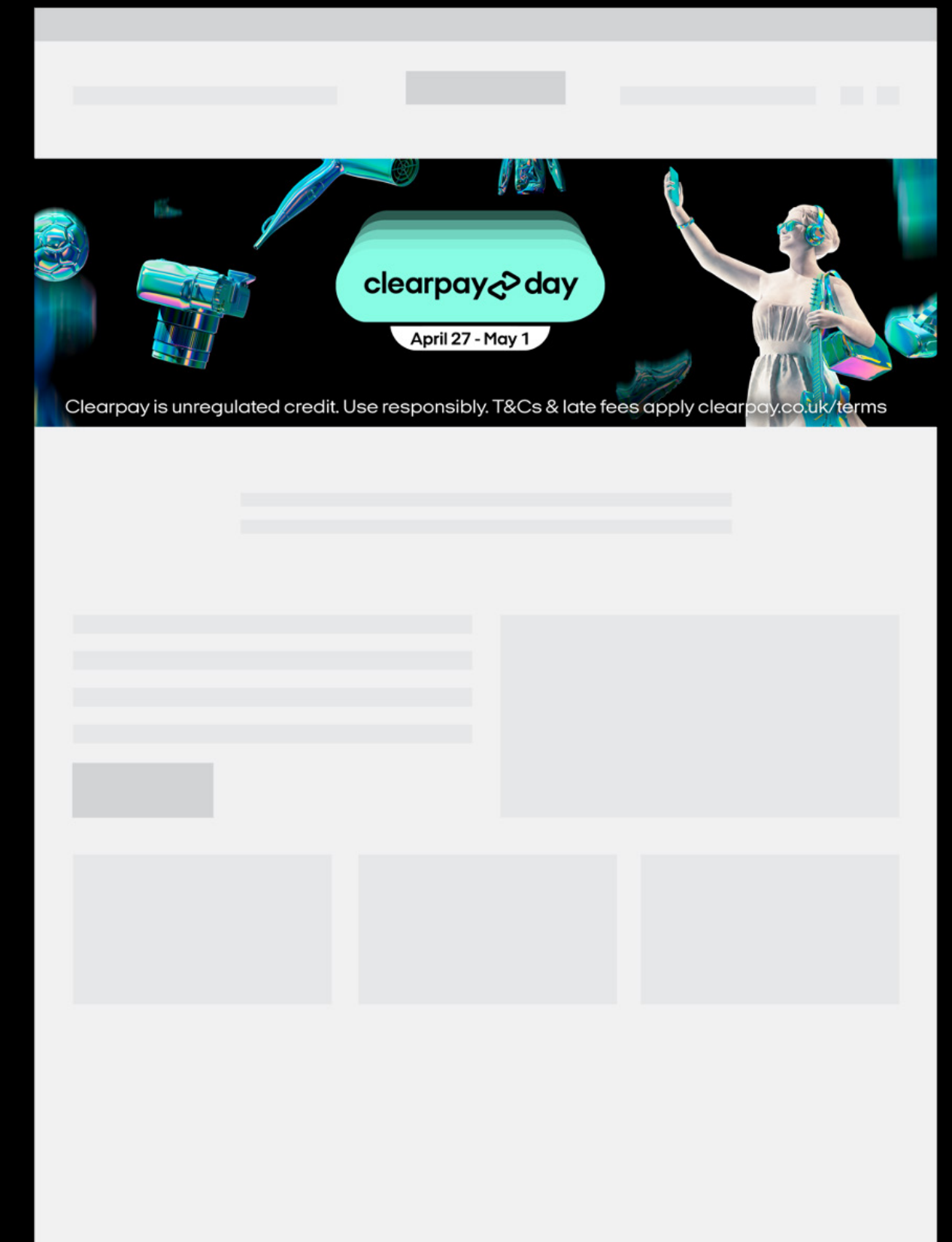
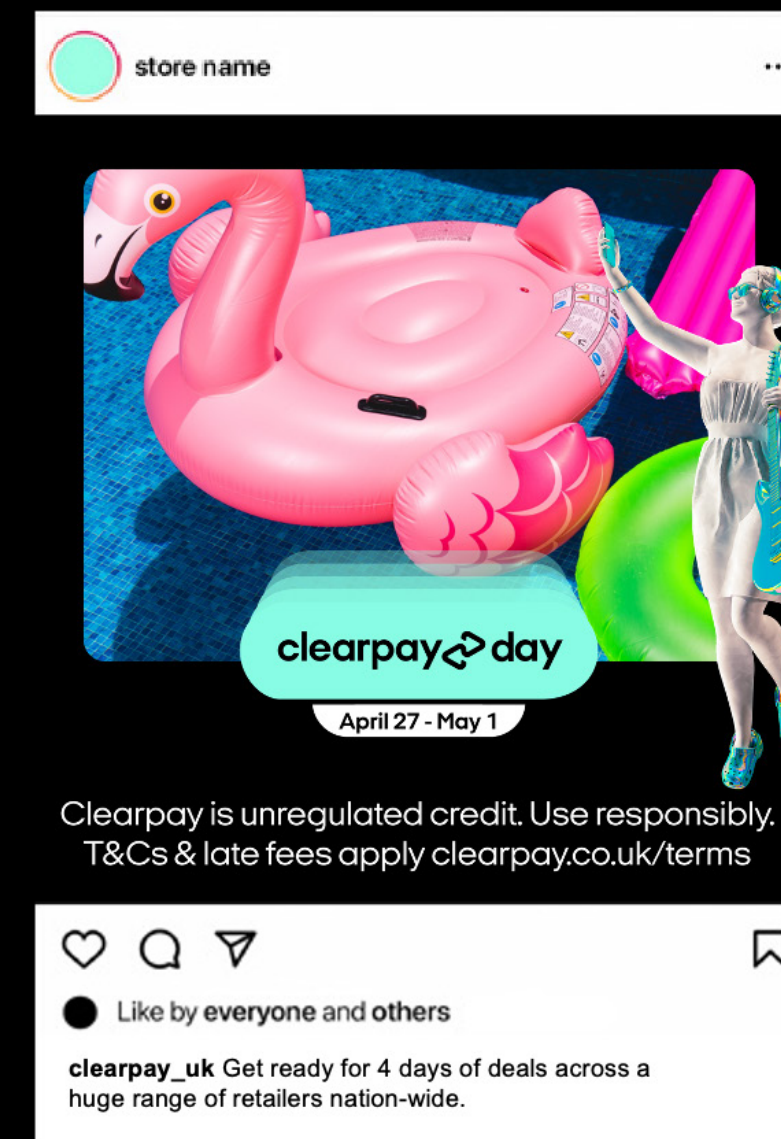
5

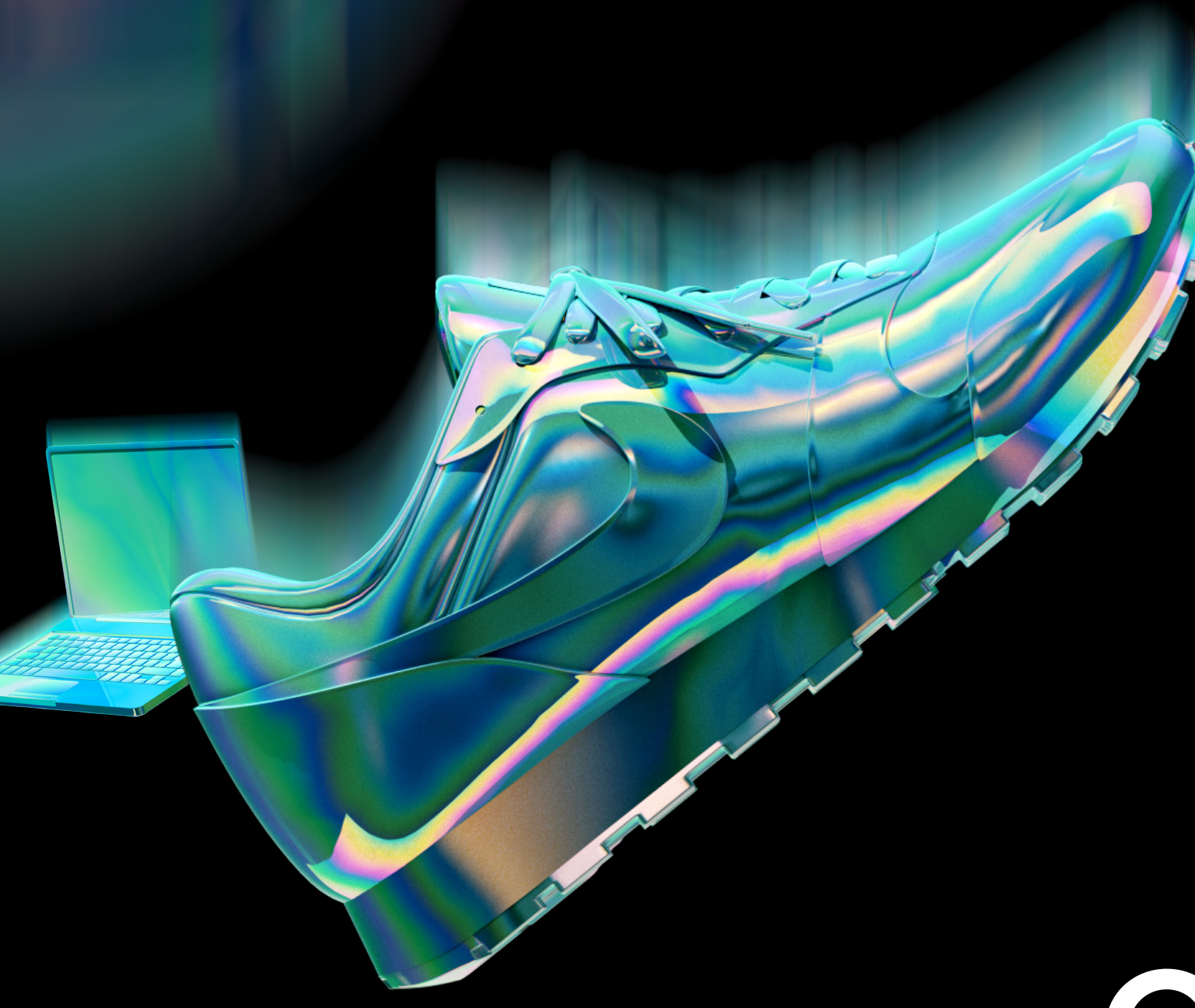
Hair Care

Strong marketing material will help your uplift in sales.

Our handy merchant toolkit is jam packed with web, social, and email assets to help you spread the word that you are participating in the event

Download toolkit





clearpay ↻ day

April 27 - May 1

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

Submit your offer

Source: All data has been taken from Clearpay's internal reporting of Clearpay Day customer data between the periods 27 October - 31 October 2022. This report is not intended to reflect wider consumer behaviour.

