HOLIDAY TO GROWTH PLANNING WORKSHEET

Turn what your holiday data taught you into clear 2027 actions.

Holiday Learning	2027 Growth Action	KPI
Gift shoppers purchased once	Build post-purchase education and second-purchase journeys	Repeat purchase rate
High traffic, low conversion	Test landing-page UX and product messaging	Conversion rate
Strong creator engagement	Repurpose top creative into social and paid tests	Qualified traffic and CAC
Heavy discount dependence	Test value-led messaging and audience segmentation	Contribution margin
Strong email revenue	Expand lifecycle personalization and flow optimization	Flow revenue and retention
YOUR TURN: ADD YOUR OWN HOLIDAY LEARNINGS		

Fill in the blank rows with your own holiday learnings. Need a second set of eyes? Book a strategy call at sltconsulting.co

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