

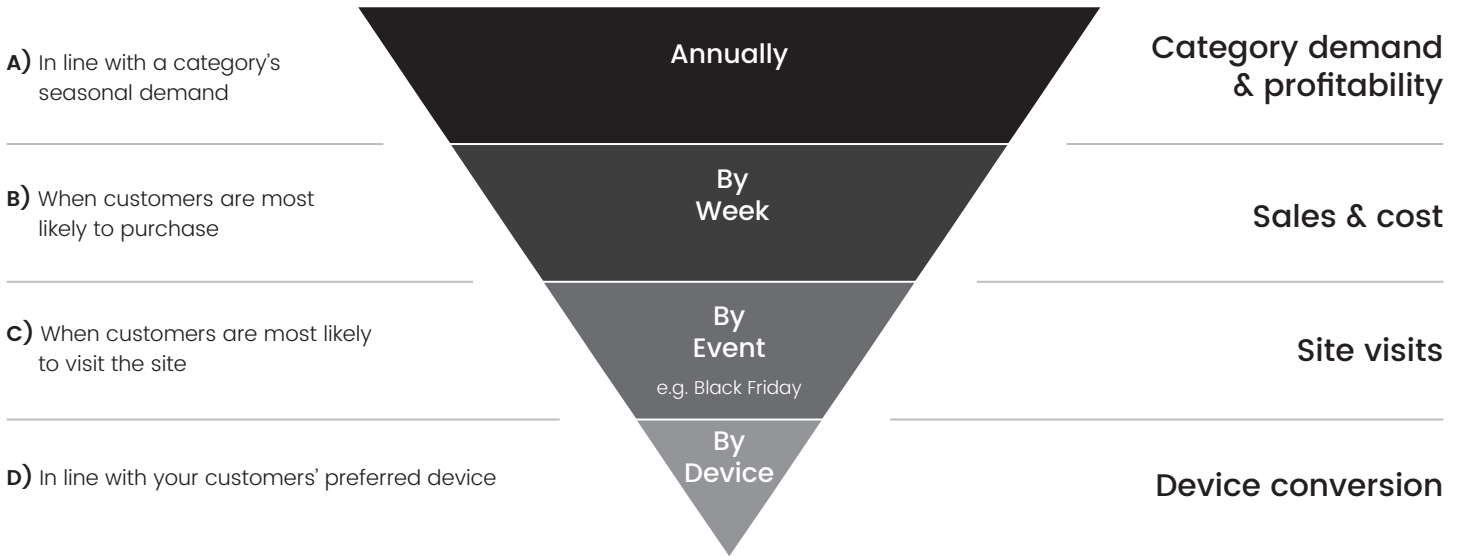
How to plan a more profitable peak online



As specialists in online retailing, data drives everything we do here at Summit, and planning for peak is no different. With over 15 years' experience supporting some of the UK's leading retailers we have developed a simple, insight led approach to planning peak which will maximise your profits and delight your customers. Included in the quick guide below are the two key elements you should focus on when planning peak and the key data points to use through the planning cycle to make your marketing investments go further.

1. Budgeting

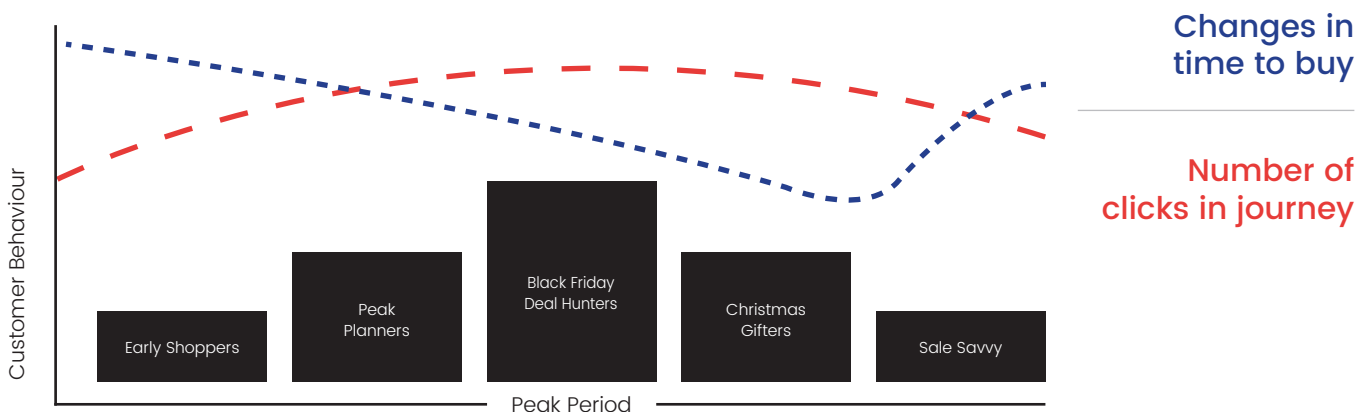
How do I invest in peak?



2. Customers

How do customers behave during Peak?

Use customer data from your website and analytics tracking to understand behaviour and plan your online marketing activity more effectively. In doing so you will help customers find exactly what they want, when they want it.



Key Behaviour	Research	More Items in Basket	Highest Order Value	Highest Conversion	Fewest Journey Clicks
Key Category	Furniture	Toys Games	Consumer Electronics	Health and Beauty	Fitness

Customer behaviour

Category demand