



Singles' Day 2023: How to prepare

What started back in 2009 as a retail-focused holiday primarily recognized in China as a special day to celebrate yourself without having to acknowledge being in a relationship (after all, there are plenty of special days for that!), Singles' Day has grown to be a multibillion dollar holiday recognized throughout the world. In fact, many consider Singles' Day to be the world's biggest shopping event, with total retail sales hovering around the **\$157 billion USD** mark for 2022.

For many consumers and retailer's alike, it's also the official start of peak holiday shopping following a busy Halloween push. And this year, with the worst of the pandemic safely in our collective rear-view mirror, marketers are once again gearing up for another record-breaking day.

For Partnerize's part, our clients' previous year's performance is a good indication of what we can expect for the current year and that can help inform our clients' and partners' holiday strategy and execution plans. So let's take a look at 2022's Singles' Day performance across Partnerize to help better predict and be prepared for what's ahead.

Singles' Day by the numbers

When evaluating Singles' Day results from 2022, marketers should consider KPI-specific optimizations such as:



Revenue

Incent purchases this season with free shipping deals and gift guide creation, layering in additional lightning deals or perhaps consider extending your Singles' Day deals this year.



Mobile AOV

Make sure your mobile experience is optimized for Singles' Day so your customers are comfortable and willing to purchase bigger-ticket items on mobile to boost AOV.



% of New customer revenue

One of the best ways to attract new customers is to establish trust in your brand and product. Offer great incentives to new customers like 15% off your first purchase or free shipping on their first order.



New customer orders

Consider offers that appeal to first-time buyers including discounts, free shipping or gift with purchase. You may also consider discounts for bundling complimentary products (higher AOV!) to new buyers only.



Total publisher commissions

Set up custom commission rates to deploy higher payouts to partners for unique attributes of surplus SKUs (think: size, color, material) or lower commission rates on deeply discounted items to protect profit margins.



Mobile revenue

Don't forget, customers are back on the go and traveling more than ever this holiday season! The opportunity for mobile is ripe for the taking: Don't forget to optimize your mobile experience!



Average order value (AOV)

Incent higher order values by creating order minimums for free shipping, offering complimentary products at order thresholds or run 'buy more, save more' promos.

[For more insights, please visit here.](#)