

## # Holiday Flagship Early-Access & Pop-up Tests

### \*\*Executive Take\*\*

Two-arm A/B: Arm A legacy markdowns vs Arm B bundle+GWP+loyalty in the same two-week early window. -> tracks Retail sales 1.03xLY -> Immediate (030 days): Stand up the two-week A/B in top markets. Lock inventory splits, creative, store staffing, QR codes, and an analytics holdout. Instrument door counts and QRPOS before launch.

### ## 01 • Signal Thesis

\*\*Creative Consumption Peaks Over Black Friday Volume\*\* We will run a two-week early-access test against a unified holiday target pack: detectable foot-traffic uplift \*\*1015%\*\* (stretch \*\*25%\*\* in top markets), early-window transaction share \*\*2030%\*\* (baseline ~1215%), event CPA \*\*0.80x\*\* baseline, and QR/scan redemption \*\*5%\*\* of footfall. The mechanism is simple: concentrated early access plus a bundle+GWP+loyalty arm repositions value capture into an earlier window and compresses CPA versus legacy markdowns; Arm A is legacy markdowns while Arm B is bundle+GWP+loyalty inside the same two-week window. Collaboration teams must \*\*align merchandising, stores, CRM, and analytics and lock inventories and creative within 30 days\*\* to run the A/B, instrument door counts and QRPOS links, and set clear holdouts for measurement [^5][^8][^9].

The mechanism is simple: Young US shoppers are shifting from volume buying to curated, creative purchases during the Black Friday period, prioritizing experiences and distinctive gifts. Retail reporting shows the event has become a series of decision moments rather than a single price chase, altering purchase timing and basket composition.

Analogy: It behaves like a timing switchboard for the behavioral teams.

\_Diagram prompt: Sketch the compressed window with operators gating demand like an air traffic stack.\_

### ### Signals at a Glance

- Creative Consumption Peaks Over Black Friday Volume (Behavioral) Brand merchant: launch a 6-week 'Creative Gifting' micro-drop across top 25 stores plus online; measure AOV and conversion lift versus baseline; KPI: 10% AOV lift or +2ppt conversion; test window: 6 weeks starting immediately.
- Agentic Commerce Raises the Value of Unified Identity (Technology) Brand data team: run an 8-week agentic pilot that surfaces automated 1:1 offers for 10% of active customers; KPI: conversion rate on automated offers and cost-per-acquisition; test window: 8 weeks.
- Anchor Store Exit Rewrites Mall Footfall Dynamics (Market) Brick-and-mortar operator: deploy an 8-week local partnership program (pop-ups, co-promos) in affected malls; KPI: week-on-week store visit lift and conversion lift; test window: 6-8 weeks.
- Non-linear Behavior Requires Real-Time Offering (Cultural) Brand strategy team: run a 4-week creative-and-offer cadence test with daily variants informed by social listening; KPI: incremental conversion per creative variant; test window: 4 weeks.

## ## 02 • Measurement Spine

### ### Anchors

Metric   Value   Notes
---   ---   ---
Metric   Retail sales 1.03xLY   US holiday retail growth (observed retail sales YoY)
Metric   Target 1015% footfall uplift; stretch 25% in top markets   Foot-traffic uplift vs baseline
Metric   Move early-window share from ~1215% to 2030%   Early-window transaction share
Metric   CPA 0.80xbaseline   Event CPA

### ### Measurement Plan

Metric   Expression   Owner   Window
---   ---   ---   ---
Event CPA   CPA 0.80xbaseline   Performance marketing   Thanksgiving weekend
Buyer activity share vs promo intensity   Transactions in early window 2030% while promo SKU share LY   Merch + Analytics   Nov 1326
Footfall uplift vs baseline   1015% uplift target; stretch 25% in top DMAs   Retail ops   Nov 1825
QR / scan redemption   Redemptions 5% of footfall in test stores   Retail ops + Digital   Nov 1825

## ## 03 • Mechanisms

- Cause: Timing: High-value windows stretch and scatter

Effect: Black Friday is no longer a single weekend.

Second-order: The event has expanded into a 10-week research and purchase period, which fragments peak demand across many micro-windows and extends post-sale behavior [^5].

Constraint: Instrument cohorted conversion and AOV by week across a 12-week horizon and flag top 3 micro-windows by net margin; use 6-week micro-drop tests with a 10% AOV lift or +2ppt conversion goal as a baseline.

- Cause: Discounting math: volume-focused promotions erode margins faster

Effect: Younger consumers favor creative, experience-led purchases over volume stacking, which reduces the leverage of blanket discounts [^8].

Second-order: This changes one thing about how operators should think.

Constraint: Instrument incremental margin per offer by cohort and compute net margin per converted customer versus a no-discount control; treat 10% AOV lift targets as the breakpoint for profitable creative offers.

- Cause: Personalization: agentic offers compress CAC and speed conversion

Effect: Unified customer and product data enables automated 1:1 offers that raise conversion velocity and reduce cost per acquisition when executed against the right micro-windows [^9].

Second-order: The signal underneath is agentic commerce moving from theory to near-term pilots; running a pilot on 10% of active customers for eight weeks will reveal lift and CPA delta quickly [^9].

Constraint: Instrument uplift and CPA for automated offers versus a randomized holdout; track repeat purchase within 30 and 90 days and set pilot KPI thresholds before scale.

- Cause: Physical retail: anchor losses create local attention arbitrage
- Effect: Rapid anchor store bankruptcies rewire foot traffic patterns and create short windows where local partnerships and pop-ups capture displaced shoppers [^2][^3].
- Second-order: The mechanism is simple.
- Constraint: Instrument week-on-week in-store visits, conversion, and AOV for test locations and run co-promo or pop-up programs with immediate 6-8 week measurement windows.

## ## 04 • Operator Moves

### \*\*Immediate Actions (0-30 days)\*\*

- Immediate (030 days): Stand up the two-week A/B in top markets. Lock inventory splits, creative, store staffing, QR codes, and an analytics holdout. Instrument door counts and QRPOS before launch.
- Positioning (quarter-scale): Scale Arm B bundle+GWP+loyalty to the top 25 stores and matched online; prioritize stores hitting \*\*10%\*\* initial uplift for incremental allocation.
- Compounding (long-tail): Convert high-performing bundle experiences into a 6-week micro-drop cadence tied to loyalty triggers and local pop-up partnerships to sustain early-window share.

### \*\*Positioning Moves (Quarter scale)\*\*

- Top-25 6-week creative micro-drop: Run a 6-week 'Creative Gifting' micro-drop across top 25 stores plus online; KPI: 10% AOV lift or +2ppt conversion.
- Automated 1:1 offer pilot: Run an 8-week agentic pilot that surfaces automated 1:1 offers for 10% of active customers; KPI: conversion on automated offers and CPA.
- Creative-and-offer daily cadence test: Run a 4-week creative-and-offer cadence test with daily variants informed by social listening; KPI: incremental conversion per creative variant.

### \*\*Compounding Opportunities (Long tail)\*\*

- Micro-windows dominate seasonal spend: Peak shopping behavior will continue to fragment into multiple short purchase windows driven by longer research cycles and creative-first preferences. Operators running short micro-drop tests and agentic offers should recapture margin and conversion velocity within 6 to 12 weeks [^5] [^8]. Measureable wins will appear first in AOV and cohort conversion lift before showing in total revenue [^9].
- Agentic personalization scales margin recovery: Automated 1:1 offers and unified customer-product data will scale from pilots to standard practice for brands that can automate decisioning. This will compress CAC and increase conversion velocity while allowing promotions to be surgical rather than blanket [^9] [^8]. Local partnerships and creative cadence testing will separate winners from laggards in physical retail recovery [^2] [^4].

## ## 05 • Window & Guardrails

- Window: 2025-11-18 -> 2025-11-25
- Region focus: US

## ## Risks and Exceptions

- Signal drift: Trigger Operators chase low-quality suppliers.. Detection Measurement stops beating baseline.. Mitigation Fall back to the guardrails and re-center on quantified demand..

## ## Mini Case Story

Then: Music festivals and niche events monetized higher per-fan spend than arena tours by delivering curated experiences. Now: Brands use micro-drops and creator-driven events to capture identity-led holiday spends. Operators read it as proof and Test limited SKUs tied to creators and local events to create higher AOV windows instead of deeper, blanket markdowns..

## ## Closing Frame

If Creative Consumption Peaks Over Black Friday Volume is true, Immediate (030 days): Stand up the two-week A/B in top markets. Lock inventory splits, creative, store staffing, QR codes, and an analytics holdout. Instrument door counts and QRPOS before launch. becomes optimal.

## ## One-Line Mental Model

> Measurement: door counts or proxy, QRPOS attribution, and a merchant holdout to prove incremental margin and CPA.

## ## Sources & Confidence

Confidence: Medium (0.83). 0.83

- kalkinmedia.com (2025-11-25): Disney DIS Movement Within Entertainment Landscape Amid S&P 500 Shifts
- msn.com (2025-11-25): Major U.S. Malls Lose Dillards, Macys, and JCPenney in Quickest Bankruptcy Cycle
- msn.com (2025-11-25): Major U.S. Malls Lose Dillards, Macys, and JCPenney in Quickest Bankruptcy Cycle
- exchange4media.com (2025-11-25): How brands find order in a non-linear world

\_Generated 2025-11-25 09:44 • Window 2025-11-18 -> 2025-11-25 • Region US\_