

Christmas is coming!

It's time to decorate the store.

Your Afterpay Christmas checklist.

- ☐ Unwrap your new visual merchandise and sprinkle it throughout the store.
- ☐ Have your elves complete the enclosed Afterpay in-store training.
- ☐ Enter our Merry Quizmas competition for your chance to win \$1,000 prepaid card [see over].
- ☐ Gift yourself a spot at the Afterpay webinar to learn how to maximise sales.
- ☐ Get into the Christmas spirit by reading Afterpay's Christmas shopping report.
- ☐ Open your doors to an incredible shopping season!

Scan me →



Why in-store is the place to shop

We surveyed 1,000 consumers ahead of the festive season for our Christmas by Afterpay Report. Here's what they told us.

81%
are expecting to do some of their Christmas shopping in-store.

52%
use in-store shopping experiences and shopping centres as inspiration.

55%
of shoppers are really excited about Christmas.

34%
of Gen Z are planning to spend more this Christmas vs last.



← Afterpay Report



**We've made the list,
you check it off.**

~~Watch Afterpay's Peak Trade Webinar.~~

Read Afterpay's **Festive Forecast**.

Dive deep into your consumer data.

Apply the breadcrumb navigation strategy.

Piggyback on the **Afterpay partnership**:

- Be featured in our **shop directory**.
- Use the Afterpay **holiday digital assets**.
- Always have your **Afterpay visual assets** on.

Have fun with your seasonal store design.

Create immersive & sensory in-store experiences.

Gift Better.

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