



**THE HOSPITALITY SURVIVAL GUIDE TO  
BLACK FRIDAY & CHRISTMAS GIFTING IN 2023**

# Tis the Season...

## **£27M OF TOGGLE GIFT CARDS WILL BE BOUGHT IN NOV & DEC 2023**

Meaning this year we expect to see over £27m spent through Toggle in the final two months of the year.

This will be our 6th festive period and we've learn a few tricks along the way to ensure that it's a very merry Christmas...

# What's on the menu?

01

## What's Toggle?

A quick introduction, to the world of Toggle.

02

## The gifts of Xmas Past

What can we learn from previous years?

03

## It's Toggle Time

Let's turn this learning, into earning.



# Don't Panic!

Let us give you the gift of time.

Whilst we may already be in the final 2 months of the year, you still have time to make all of the most profitable changes... you even still have the time to set up a full shop from scratch. It's all so simple.

- [success@usetoggle.com](mailto:success@usetoggle.com)
- [sales@usetoggle.com](mailto:sales@usetoggle.com)
- [Open your Toggle account today](#)

We're here to help you succeed in 2023.



# 01. What's Toggle?

Welcome to our gifting grotto

450

Hospitality brands already live on Toggle

£200m

Total Transactions through Toggle to date

50+

Integrations into other tech platforms  
(EPOS, Order & Pay, Ecommerce, Feedback and more)

# 100% Hospitality Focused

**FRANCO MANCA**  
SALVADORAN PIZZA

**TONKOTSU**

**BananaTree**  
PAN-ASIAN RESTAURANT

**ZAAP**  
THAI CAFE

*Rudy's*

**CHOPSTIX**  
NOODLES & RICE

**GOOSE ISLAND**

**THE STABLE**  
CIDER-LOVING PIZZA MANIA

*neat burger*

**Boston Tea Party**

**BUSABA**

**LOUNGERS**

**WAHACA**

**HICKORY'S SMOKEHOUSE**

**THE NEW WORLD TRADING CO.**

**BOB BOB RICARD**

**AUSTRALASIA**  
RESTAURANT

**COPPA CLUB**

**INCIPIO**

**THE ALCHEMIST**

**TAVOLINO**

*San CARLO*

**PARK CHINOIS**

**CAFE ROUGE**  
EST. 1989

**IBÉRICA**

**Blacklock**

**MISSION MARS**

**GUSTO**  
ITALIAN

**Hard Rock CAFE**

**Blackhouse**

**ROSA'S**  
THAI CAFE

**ego**  
mediterranean

**PESTO**  
GREAT ITALIAN FOOD

**las IGUANAS**

**REVOLUTION**

**CÔTE**

**Zizzi Restaurants**

**TAPAS REVOLUTION**

**YD!**

**BYRON**

**LEON.**  
NATURALLY FAST FOOD

**Turtle Bay**  
Caribbean social

**ASK ITALIAN**

**Creams**

**Bella Italia**

**ST AUSTELL**  
EST. BREWERY 1881

**WELLS & CO**

**BREWHOUSE**  
AND KITCHEN

**J.W. LEES**

**HONEST**  
BURGERS

**BRAKSPEAR**  
ESTABLISHED 1779

**BUTCOMBE**  
BREWING Co.

**PAROGON**  
GROUP

**SHEPHERD NEAME**  
SINCE 1382  
BRITAIN'S OLDEST BREWER

**SIGNATURE PUB GROUP**

**BLACKROSE**

**EAST LONDON**  
PUB CO.

**GAIL'S BAKERY**

**VINE HOTELS**

**MOLLIE'S**

**beds & bars**

**VILLAGE**  
HOTELS



# What can you gift?



**Gift Cards**

Physical & Digital  
cards + On  
Demand print



**Experiences**

Pre-paid  
experiences,  
events & bundles



**Pay It Forward**

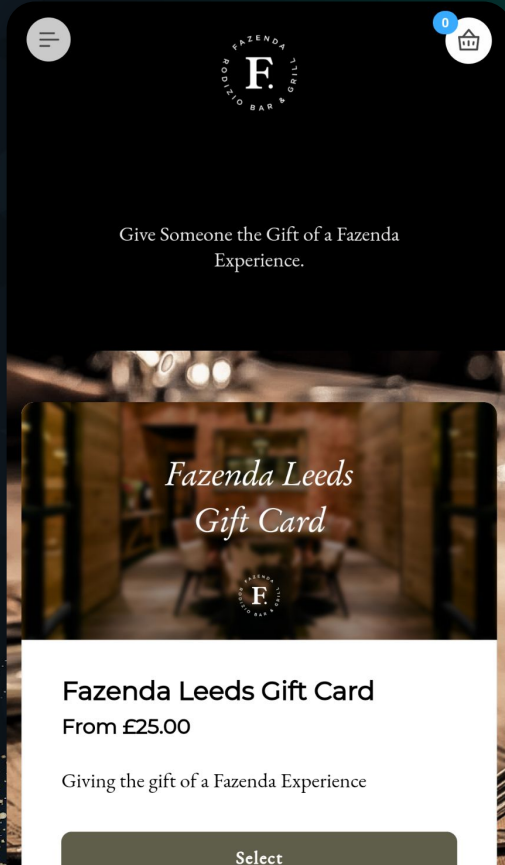
Tie Toggle into  
your chosen  
charity or  
community project



**Pre-loaded Card**

Free of charge  
cards for unhappy  
customers, staff,  
influencer & more

# Branded Webshops



A mobile app interface for Fazenda Leeds. The top navigation bar is dark with a menu icon, the Fazenda logo, and a shopping cart icon with a '0' badge. The main text reads 'Give Someone the Gift of a Fazenda Experience.' Below this is a blurred image of the restaurant interior with the text 'Fazenda Leeds Gift Card' and the Fazenda logo. At the bottom, the text 'Fazenda Leeds Gift Card From £25.00' is displayed, followed by 'Giving the gift of a Fazenda Experience' and a 'Select' button.

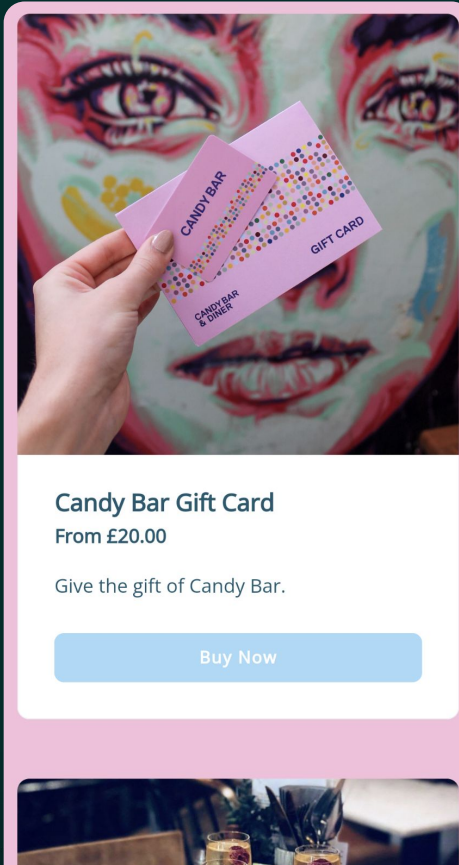
Give Someone the Gift of a Fazenda Experience.

*Fazenda Leeds*  
*Gift Card*

**Fazenda Leeds Gift Card**  
From £25.00

Giving the gift of a Fazenda Experience

Select

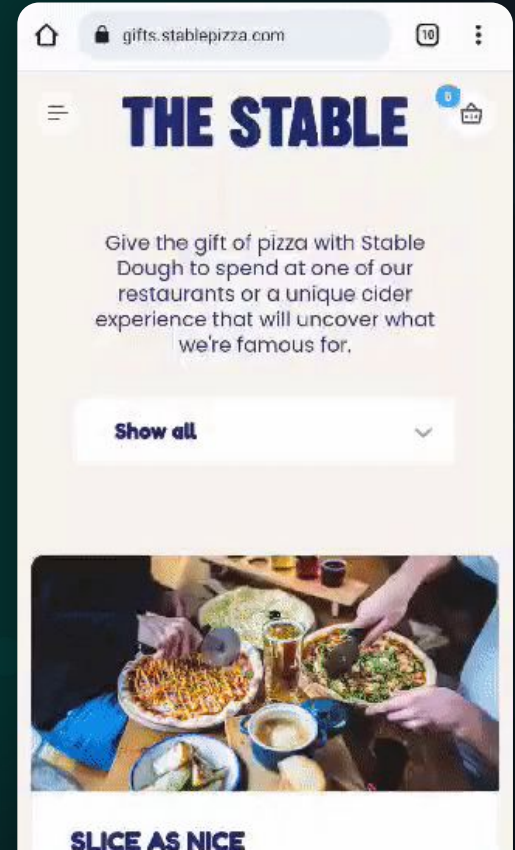


A mobile app interface for Candy Bar. The top image shows a hand holding two pink gift cards against a background of a stylized face. The text below reads 'Candy Bar Gift Card From £20.00' and 'Give the gift of Candy Bar.' A blue 'Buy Now' button is at the bottom. The bottom image shows a table with drinks and food.

**Candy Bar Gift Card**  
From £20.00

Give the gift of Candy Bar.

Buy Now



A mobile app interface for The Stable. The top navigation bar is light with a menu icon, the 'THE STABLE' logo, and a shopping cart icon with a '10' badge. The main text reads 'Give the gift of pizza with Stable Dough to spend at one of our restaurants or a unique cider experience that will uncover what we're famous for.' Below this is a 'Show all' button with a dropdown arrow. The bottom image shows hands serving pizza on a table, with the text 'SLICE AS NICE' at the bottom.

**THE STABLE**

Give the gift of pizza with Stable Dough to spend at one of our restaurants or a unique cider experience that will uncover what we're famous for.

Show all

SLICE AS NICE

# Designed to Convert

- Optimised checkout journeys
- Apple & Google Pay enabled
- Mobile - first design ethos
- Add cards to Apple & Google wallet

**9.9%**

avg. conversion rate across all Toggle webshops in 2022

**75%**

of purchases are made on mobile

**1 in 2 People**

Visiting a Toggle webshop resulted in a purchase on Christmas Day!

Do you have a promotional code or gift card?

Apply

Would you like to receive email marketing communications from YO!

☒ Yes please

☐ No thanks

Total  
**£50**

 Pay

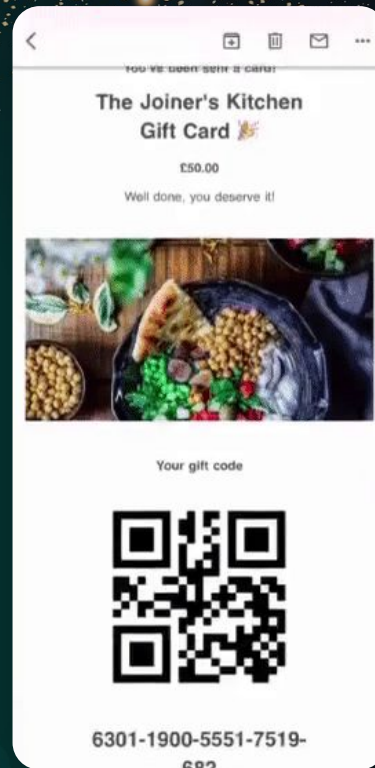
 Pay

or pay by card



**Delayed delivery available.**

Select email if you want to send this on a specific date and time.



Add to  
Apple Wallet



Add to  
Google Wallet



# Why all the fuss?



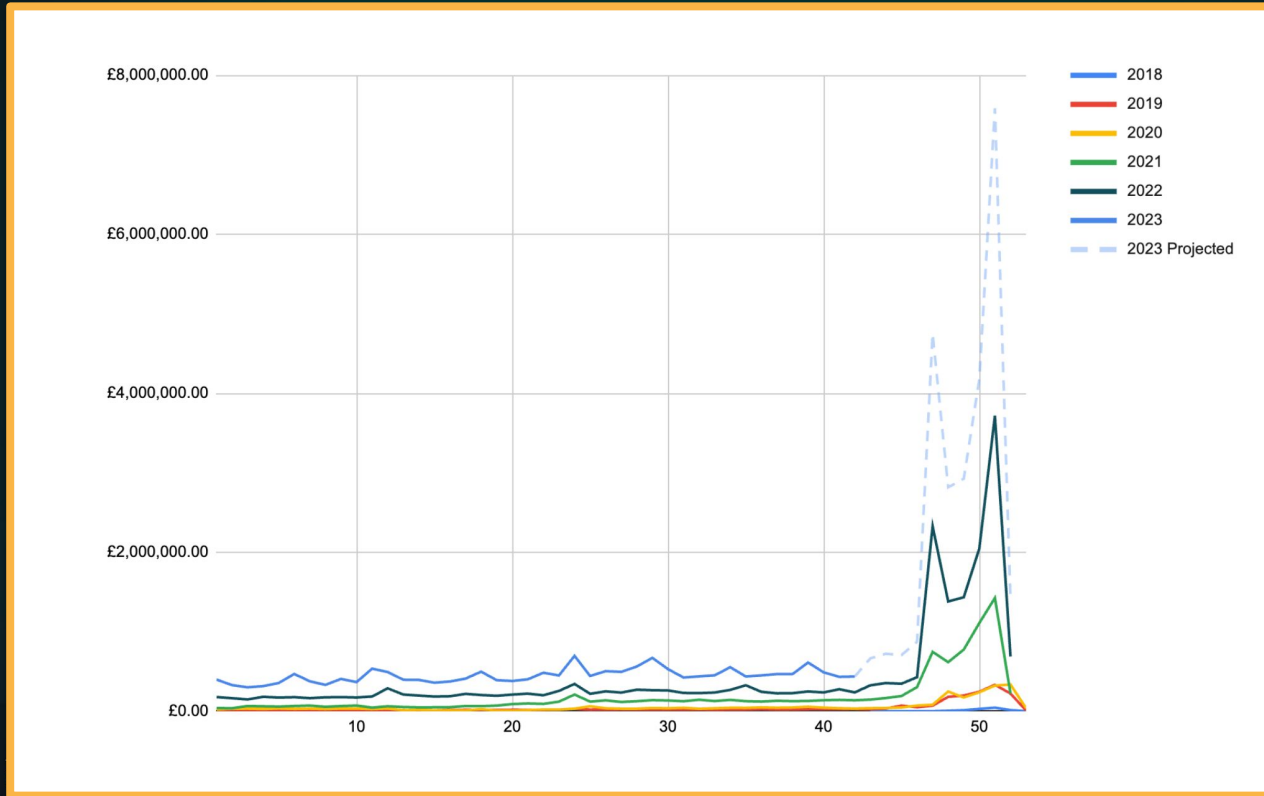
**£60**  
average order  
value in 2022

**Christmas Eve**  
Toggle's biggest day

**9.9%**  
avg.conversion rate  
across all Toggle  
webshops in 2022

**20%**  
Of all gift cards  
go unredeemed

# It's only getting bigger





02.

# The gifts of Xmas Past

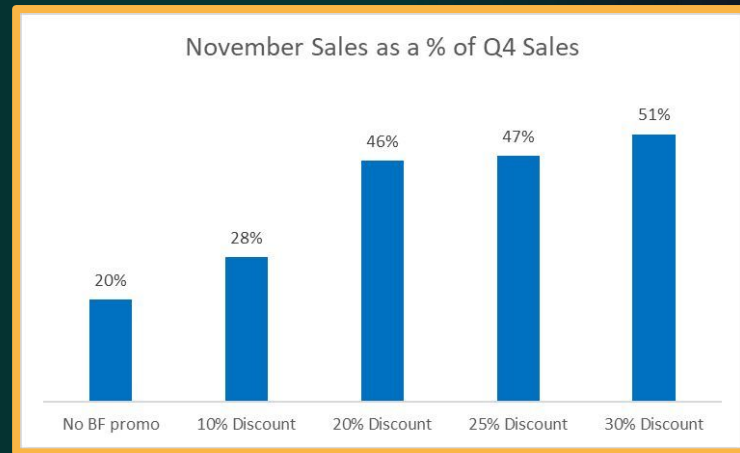
What can we learn from previous years?



# Black Friday is a big deal (and it's not just one day)

Many brands start feeding out their Black Friday offers on the Monday before, and running them all week. In fact in 2023 we have a number of brands already live at the end of October!

- 20% of all your Q4 gifting sales happen in Nov regardless (Spoiler: December is where all the magic happens, even if you're not trying!)
- However, if you run a discount on Black Friday, you'll see 45% of your gifting sales happen in Nov. 20% is the sweet spot.
- For brands offering multiple products. Their non-discounted gifts still see a 100% increase, if they are running a Black Friday offer.



# Black Friday Example

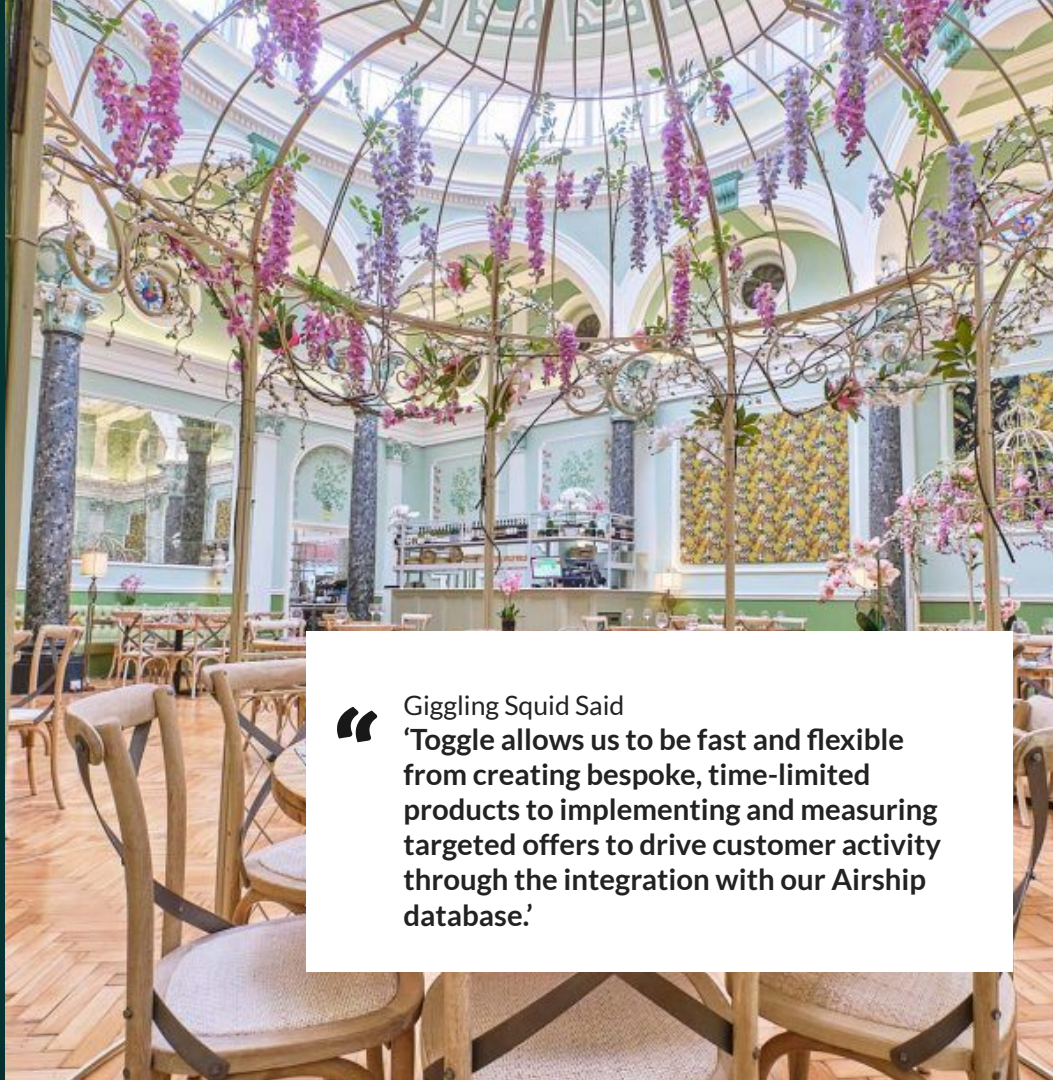
## Giggling all the way to the bank

Giggling Squid's Floral Friday campaign was a £50 'Floral Friday' gift card for £40, using our 'Added Value' promotional feature!

Floral Friday saw huge success. They sold 1,481 cards with an average order value of £50.

Out of the £74k they brought in on the day, they have guaranteed future visits, an uplift in spend, and a potential 20% never to be redeemed.

[Read the full use case here!](#)



“

Giggling Squid Said  
'Toggle allows us to be fast and flexible from creating bespoke, time-limited products to implementing and measuring targeted offers to drive customer activity through the integration with our Airship database.'

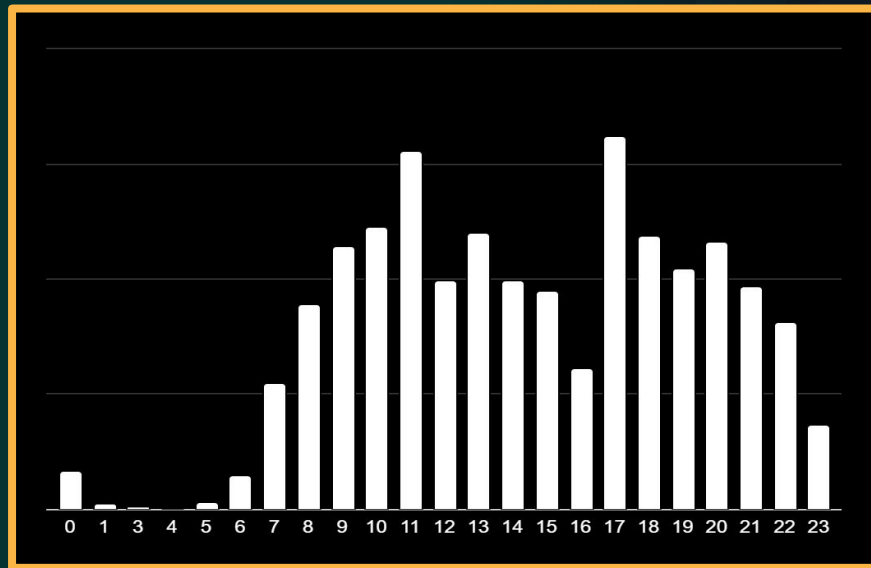
# Email is still undefeated

## Conversion rates from emails are amazing

The average Toggle conversion rate across the week of Black Friday 2022 was 11.2%. That's really, really good.

However, when customers arrived on a webshop via an email link, the conversion rate was consistently around 20%.

Those who landed on a shop via social media on the other hand, generally had a conversion rate around 4%. Although, that's still a pretty good ecommerce conversion rate



Purchase by Hour of Day



# Let's take an Ego trip

## Every day can be Black Friday...

Ego used Toggle to host their 'Summer Bank Holiday Flash Sale'. This special digital gift card promotion offered guests an extra £10 value loaded on top of a £50 purchase.

- They sent out 261,000 emails
- The email had an open rate of 55%
- With a 2% click-through to Ego's Toggle store.
- 32.3% of them made a purchase.
- £72k in sales from a single email send, each click was worth £17.24



**HOW TO SEND  
AN EMAIL  
WHERE EVERY  
CLICK IS  
WORTH £17**

Airship in Case Studies  
3min read

**AIRSHIP**

**ego**  
mediterranean

**toggle**

# Money for nothing...

Some brands can be concerned about the implications of giving away money for free; but in reality a good portion of your discounted cards will never make it out of the bedside drawer.

The lower the gift card value, the more likely it is to go unredeemed!

- 49% of £5 gift cards go unredeemed
- 30% of £10 cards
- 21% of £20 cards
- All the way to £200 cards, where 11% of them are unredeemed!  
Two. Hundred. Pounds.

**toggle** Toggle in Case Studies  
2min read

**THE ALCHEMIST**

## Alchemist & Toggle: A Perfect Revenue Potion

20% off today - gift cards, prints & t-shirts\*  
Can't see this email? Follow this link

# BLACK FRIDAY IS GOLD

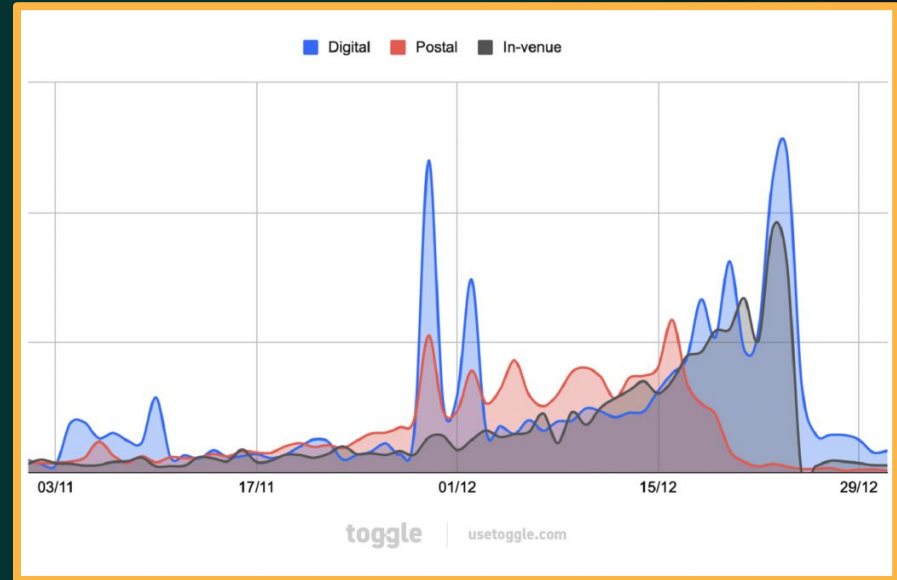
Case Study: Black Friday

**"We saw an incredible £56,000 in gift card sales on Black Friday"**

Jenny McPhee, Brand Director

# Digital Rules (In November)

- 79% of cards purchased across the Black Friday week were digital / online purchases.
- 14% opted for a physical card purchased online
- 7% were physical bought in-venue.
- But after Black Friday, physical orders can make up to 60% of the mix! It's still not too late to add a physical option.





# Dwell time is up

People spend twice as long on Toggle shops at this time of year. An average of 3 minutes.

So, make sure your shop is looking as good as it can be; full of information, and loaded with all sorts of other gifts, experiences, and merchandise.

They may only be there to bag themselves a saving, but getting across the range of what you do while people are in browsing mode is a big opportunity.



## WHISKY & BEER PAIRING MASTERCLASS FROM £40.00

A tutored tasting of 5 whiskies and 5 craft beers plus meal, hosted by our expert!

[BUY NOW](#)



## YOUR CHOICE EXPERIENCE FOR 2 - BEER, GIN OR WHISKY FROM £80.00

Choose your preferred tipple, be it Craft Beer, Gin or Whisky and enjoy a Masterclass for 2

[BUY NOW](#)



## GIN TASTING MASTERCLASS WITH MEAL FROM £40.00

A tutored tasting of a variety of craft gins plus meal, hosted by a gin expert!

[BUY NOW](#)



## BEER MASTERCLASS WITH MEAL FROM £40.00

A tutored tasting of 8 craft beers, nibbles, plus meal hosted by our beer specialist

[BUY NOW](#)



## BREWERY EXPERIENCE DAY FROM £95.00

Spend the day brewing an amazing craft beer with one of our award-winning brewers!

[BUY NOW](#)



## BGK GIFT CARD FROM £10.00

Exchange for a Brewing, Beer, Gin, or Whisky, masterclass or just great food and drink!

[BUY NOW](#)



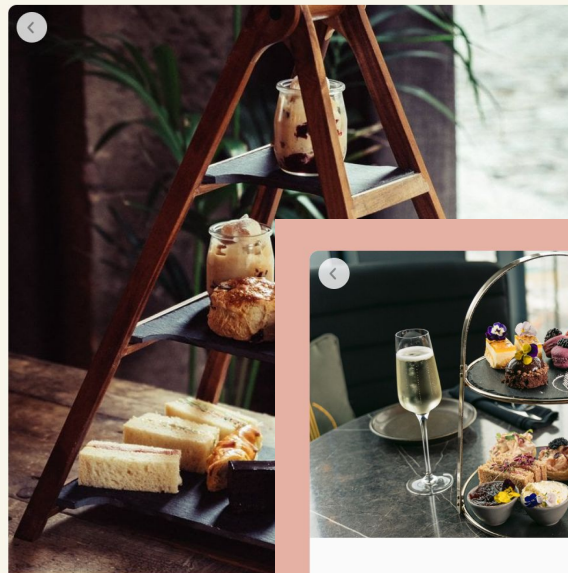
# It takes two

Our data indicates that experiences specifically 'for two' sell incredibly well over the Christmas period.

If you package up a 'date night for two' or a 'tasting menu for two' or a 'spa getaway for two', you'll boost your Toggle sales!

In fact, during week 51 (comprising Christmas Eve & Boxing Day), 'For Two' experiences sell roughly 5x times better than any other experience.

Pleased  
to meet you



Champagne Afternoon Tea

Give the gift of a Champagne Afternoon Tea for two, featuring a selection of finger sandwiches, our very-own



## LAURENT-PERRIER CHAMPAGNE AFTERNOON TEA AT THE TOP

Enjoy a truly memorable Laurent-Perrier Champagne afternoon tea for two at 3SIXTY, located on the 26th floor of Hadrian's Tower. Take in the unforgettable views of Newcastle whilst sipping champagne. Afternoon tea at 3SIXTY includes a plethora of sweet treats and savory bites curated by our chefs served with a choice of tea or coffee and of course a glass of Laurent-Perrier.

Serves two with a glass of Laurent-Perrier La Cuvee Champagne and a pot of tea or coffee.

This card is valid for 1 year after purchase

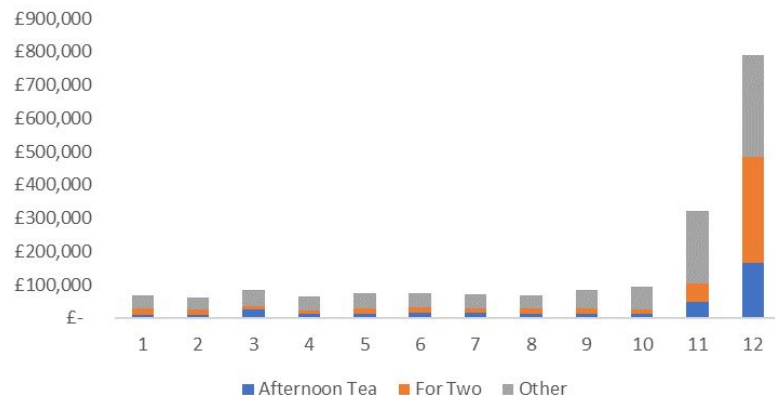
Select an option

£69.00

# Experiences in more detail

- 60% of all experiences sold in 2022 were in November (17%) and December (43%)
- The best selling experience types in December are those that mention 'for two' (40% of all experience sales)
- The second best selling were afternoon teas (21% of all experience sales).

Total experience sales by type by Month



75% of all experience sales on Xmas Eve and Xmas Day mentioned "for two" in the product name. Last minute gifting?

	Avg Item Value	
All Experiences	£	52.59
Afternoon Tea	£	36.79
For Two	£	89.05

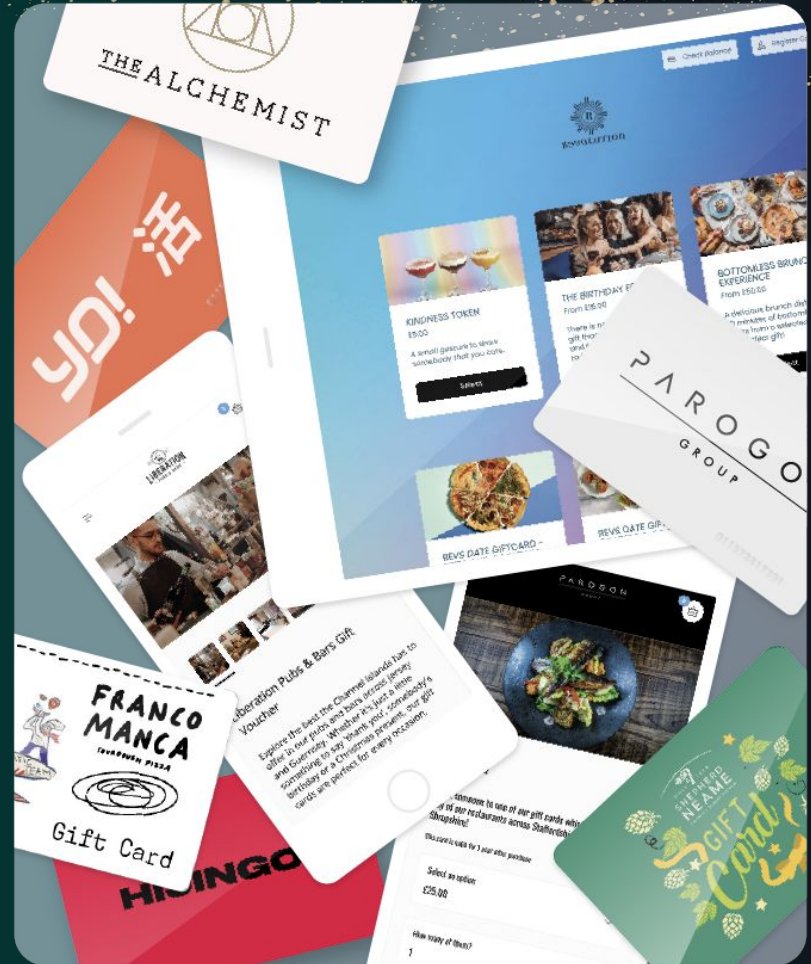
Data: Only looking at Experiences sold in 2022

# Who, where?

75% of people viewed a webshop did so on a mobile, and 21% were on a desktop.

However, desktop performs a little better with a longer viewing time, a higher conversion rate and a higher average transaction value: £71 average spend for desktop compared to mobile's £62.

Around 60% of purchasers were female and 40% male. Additionally, it seems gift cards have a broad age range appeal, but topping the charts were the 26 to 35 years old bracket.





03.

# It's Toggle Time (3)

Let's turn this learning, into earning



“When we recall Christmas past, we usually find that the simplest things, give off the greatest ~~glow of happiness~~  
**amount of money**”

—**Bob Hope** (Slightly Paraphrased)

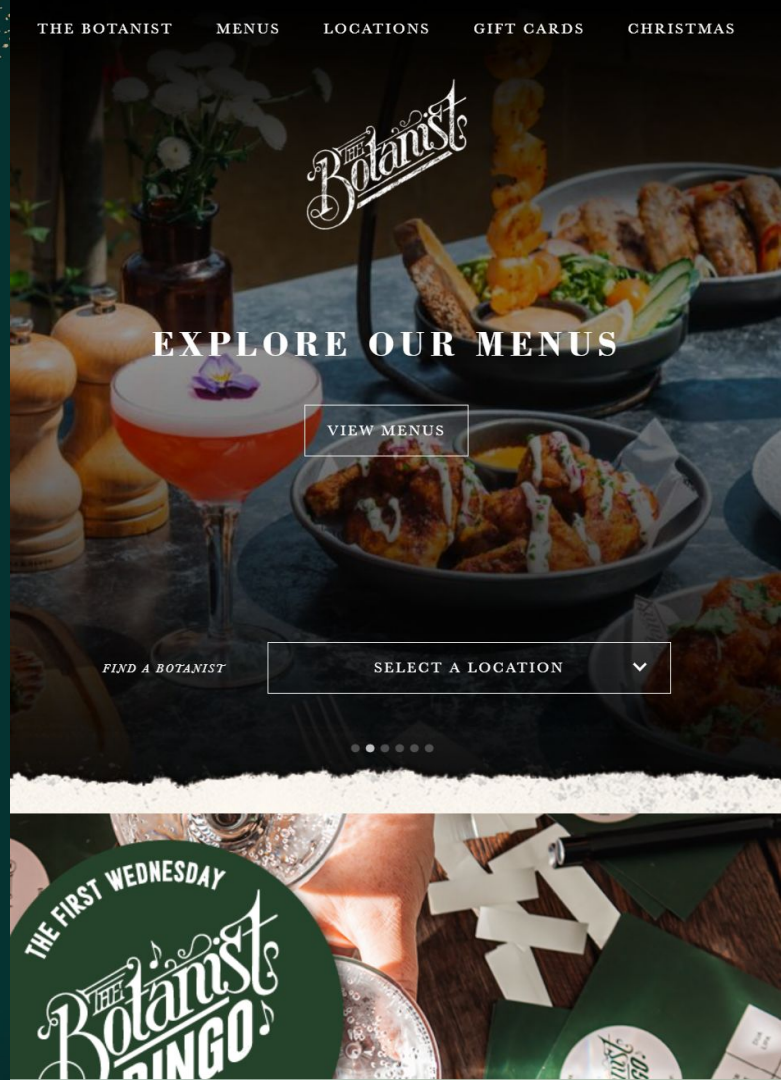


# A Christmas Kiss

## (Keep it Simple, Stupid)

Above anything else, just focus on getting the basics right:

- Your shop is easy on the eye
- Prominent in your website header
- Updated Social Banners
- Present and promoted via emails & social posts (over & over again)
- Apple Pay & Google Pay enabled
- Multiple products live, not just 'a gift card' - this is your shop front



# Give it some Gusto



# Black Friday (or Boxing Day sales)

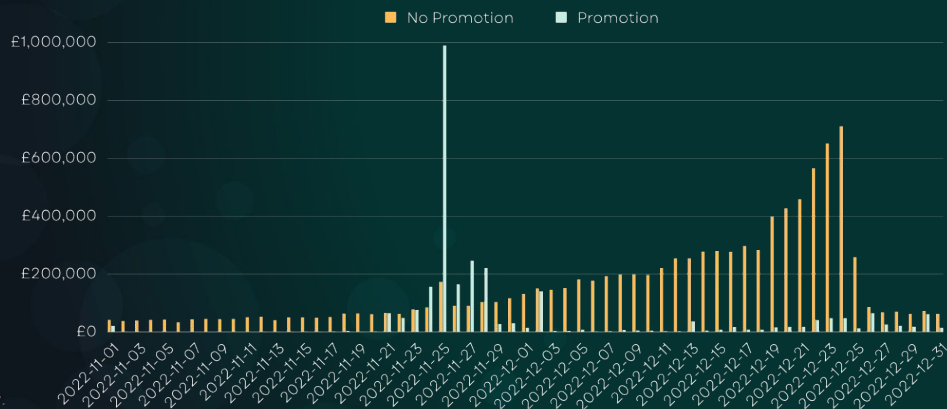
- Don't let this opportunity pass you by.  
If discounting is strictly a no go, then why not try an 'added value campaign'.
- SHOUT ABOUT IT. Emails, Socials, In Venue, Influencers, Banners, Blimps... You're up against a lot of other brands, competing for a large pot of money. For one day of the year, your customers have money burning a hole in their pockets.
- Almost everyone is buying Black Friday cards for themselves, so you have little risk of cannibalising Xmas sales. But also - you can set these to be 'digital only', so as not to deplete your physical stock.
- You can restrict the usage to a short time frame, or go long and have it not redeemable until January. You can even set a limited availability to drive urgency (which works a treat!)
- You could apply discount to all cards and experiences, or just a selection. You can also restrict access to discounts behind a unique code, that is only shared with certain customers



# Gift Card Promotions (under the microscope)

Black Friday is all about the promotion.

- 83% of the value sold on Black Friday had a discount or value add promotion associated.
- Sales without a promotion still saw over 100% increase in sales value compared with the day before but this uplift is only for the day. There was no noticeable uplift in sales in the days surrounding BF if no promotion was offered.



Data: Only looking at Gift Cards sold in 2022

Looking a bit deeper at the sales with no associated promotion, we can see that most of the uplift (138% vs previous day) on BF is from customers who do run promotions. Whilst the uplift on BF for customers who do not run any promotions is only 48%.





# Bonus Tip

Set up a specific product for each festive event.

Branding a gift card as a 'Black Friday gift card' will boost your gifting sales... even without a discount.

(we're not sure why this works either)

# On Demand Print

In the final two months of the year, physical gifting ranges from between 40 - 60% of all purchases. It's still not too late to take your slice of this action, just ask our team about 'On Demand Print'

- Quick and easy set-up
- Makes you an option to those who only gift physically (40%)
- Your guests cover the Postage & Packaging



# Email marketing on Xmas Eve & Christmas Day. Marketing up to wire

This one is nice and simple, and does exactly what it says on the tin.

Christmas Eve is the biggest day of the year for hospitality gift purchases, by some distance.

Christmas morning has the highest conversion rate of any day part across the entire year.

Schedule an email to go out on both Christmas Eve & Christmas Day morning, promoting your digital gift cards. Do it.





# Toggle is your shop front

There's more eyeballs on your Toggle shop than any other time of year, and dwell time is at its maximum.

More visits means more opportunity to upsell, cross sell & build a relationship with your brand:

- Does your shop invite 'browsing'?
- Are there opportunities to sell multiple products at a time?
- Experiences / 'gifts for two'
- Cross selling your other services / merchandise / bundles?

## Turtle Bay *Caribbean social*

It's not just a Gift Card, it's Caribbean good times! All our Gift Cards and Experiences are valid for 12 months from date of purchase. We've been told that Royal Mail will be carrying out more strikes in the coming weeks/months. Please head to our FAQs to find out the strike dates.



### Turtle Bay Gift Card From £20.00

Treat them to Caribbean good times with a Turtle Bay Gift Card!

Select



### Bottomless Brunch Experience From £34.50

Celebrate with the one and only Turtle Bay Bottomless Brunch.

Select



### Turtle Bay Round of Cocktails From £25.00

What's better than a cocktail? How about a round of cocktails?!

Select

## OAKMAN GROUP

The Oakman Group are an awarding winning pub business with restaurant and hotel venues across England. Whether you're looking for something to say a little 'thank you' or want to treat someone to dinner or even an overnight stay, then a gift card to spend at The Oakman Group is the perfect gift.



### Gift Card From £1.00

The perfect gift to treat someone to dinner or perhaps an overnight stay at one of our hotel venues.

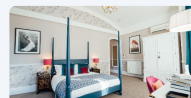
SELECT



### Bottomless Brunch for Two £70.00

The perfect excuse for a treat. Enjoy brunch and bottomless bubbles with a friend

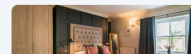
SELECT



### Dinner Bed & Breakfast £260.00

Accommodation for 2  
Evening Meal  
Cooked Breakfast  
Available 7 days a week

SELECT

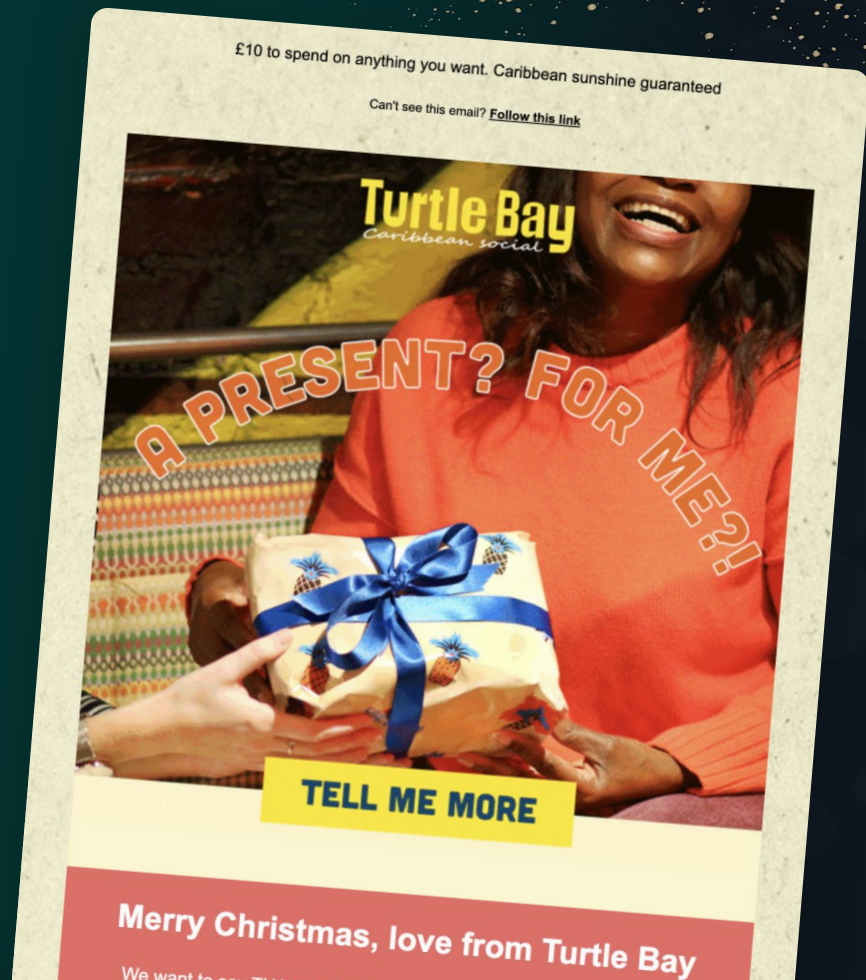




# January Bounce Back campaigns

Toggle represents a super simple way to power your January Bounce Back campaigns - driving more visits in your quietest month. E.g.

- Discounted cards or experiences that are only redeemable in the month of January
- Or, perhaps a Christmas gift to all / certain customer. "Here's a £10 gift card for being such a wonderful customer - only redeemable in Jan"



# It's Never Too Late...

You can be live on Toggle in 24 hours.

Just visit [usetoggle.com](https://usetoggle.com) and click 'Sign Up' to open your toggle shop today.

## las IGUANAS

Welcome to the Las Iguanas shop, the home of one-of-a-kind spirits and cocktails ready to be delivered straight to your door. Or for those last-minute gifts, check out our digital gift cards, experiences and instantly redeemable goodies!

Show all



DIGITAL  
GIFT  
CARD

**Christmas Gift Card**  
From £10.00

Looking to give someone a tasty festive Christmas gift? Look no further!

Find out more

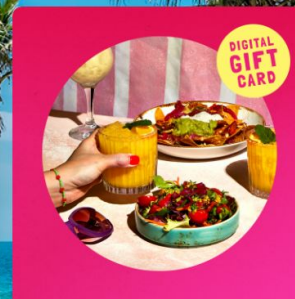


DIGITAL  
GIFT  
CARD

**Las Iguanas Gift Card**  
From £10.00

Give them the gift of Las Iguanas and they'll be off to Rio without their passport!

Find out more



DIGITAL  
GIFT  
CARD

**Chicas' Cocktail Club**  
From £26.50

The perfect way to catch up & celebrate good company the Latin American way

Find out more



DIGITAL  
GIFT  
CARD



DIGITAL  
GIFT  
CARD



DIGITAL  
GIFT  
CARD

# In Summary



# £27,000,000

Don't forget the size of the prize this year.  
Book in time with your team now to review your gifting plan for 2023.



# Thank you!

**Questions?**

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0114 299 6477  
usetoggle.com

