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# How to deal with the post- Holiday slump

## Holidays interrupt B2B Demand Generation

**52%** of Buyers disengage during holiday weeks

**28%** dip in email open rates post-holiday week

- In many companies, Memorial Day marks a trigger point for shifting priorities

## Missed Memorial Day Planning Window?

- Launch a themed “Summer Reset” campaign with urgency messaging
- Offer webinars addressing Q3 challenges to drive mid-funnel engagement
- Deploy segmented email re-engagement flows with value-first content

# Reignite Pipeline with Agile Demand Tactics

**30%** engagement with post-Holiday (pH) webinar launch

**40%** lost traffic recovery with personalized email sequence pH

**3X** Pipeline velocity vs standard outreach with timely campaigns

# Turn Recovery into Opportunity

- Audit inactive segments and deploy reactivation offers
- Launch a “back to Business” micro-campaign next week
- Set reminder and plan for pre-holiday prep (I.e. Labor Day in US)

YOUR TAKE?

**Did you plan  
for a post-  
Holiday drop?**