

Data driven customer base in the Covid-19 Era

(Black Friday / Cyber Monday)



\$7.4B

in online sales (\$1.2B higher comparing to Black Friday 2018)

190M

people shopped online during the Cyber Weekend

\$2.9B

of which, were spent through smartphones*

\$361.90

average spend over the five-day-period, up 16% compared to 2018

TRENDS



49%.....free shipping



36%.....discounts



20%.....heading to the store

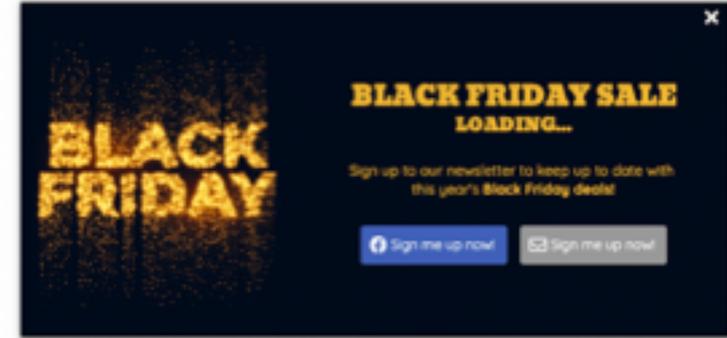


21%motivated by easy-to-use

Lead acquisition early enough

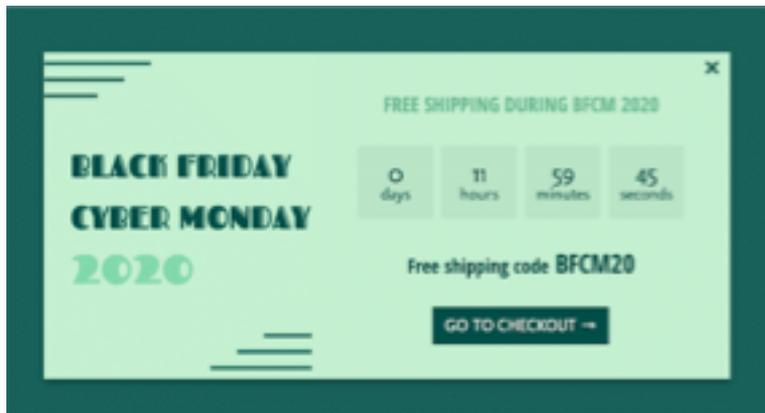
Lead acquisition was increased by 180% compared to regular period!

- 52% with pre-sign up campaigns before deals were launched.



Guide shoppers experience

- Sitewide popups promoting BFCM deals had an **avg 20.73% Conversion Rate**.



Combat Cart Abandonment

4 out of 5 of our retailers running them during 5-day period.

→ Average conversion rate of 18.12%!

Mobile is king

73% of traffic to Social merchants' sites came from mobile.



*How to create
anticipation*



Personalize your emails

“Happy Holiday, John”.

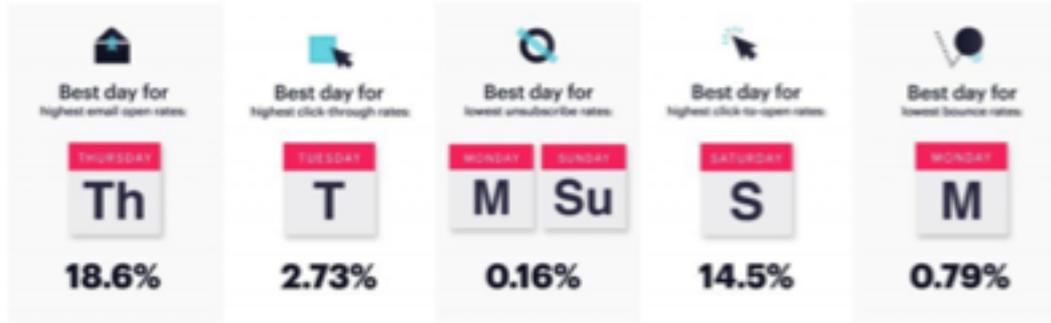
[Sephora](#), used subscribers' first name in their email campaigns subject lines.

- 30.32% higher Open Rate
- 49.66% higher Click Rate



Email marketing

Time matters sending out the right time your email will help to get the **highest email open and click rates**



Make Your Subject Line Stand Out

The top 5 terms with the highest open and click rates are:

1. **“Deals”**: 13.6% open rate and 2.1% click rate
2. **“Black Friday”**: 13% open rate and 2.5% click rate
3. **“Sale”**: 12.8% open rate and 2.4% click rate
4. **“Free”**: 12.2% open rate and 2% click rate
5. **“Cyber Monday”**: 12% open rate and 2% click rate

***Encourage immediate
action during BFCM***

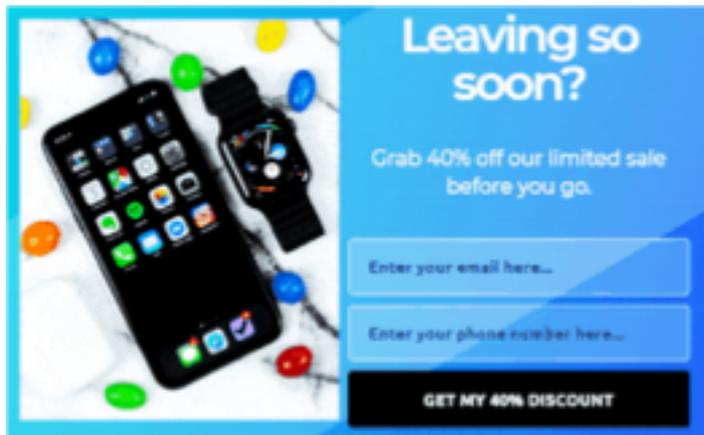
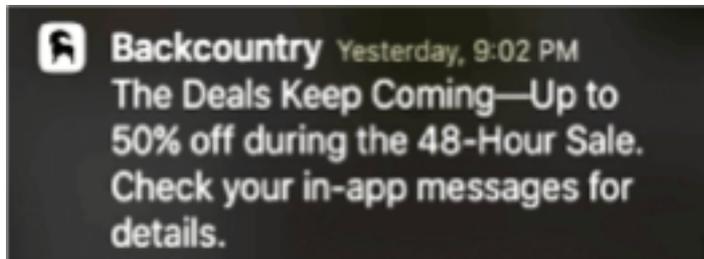


Mobile-only offers

On average, we check our phones **58** times a day.

90% of text messages are read within **3 minutes**.

Nearly **50% of Black Friday sales** thus far have come from a smartphone.

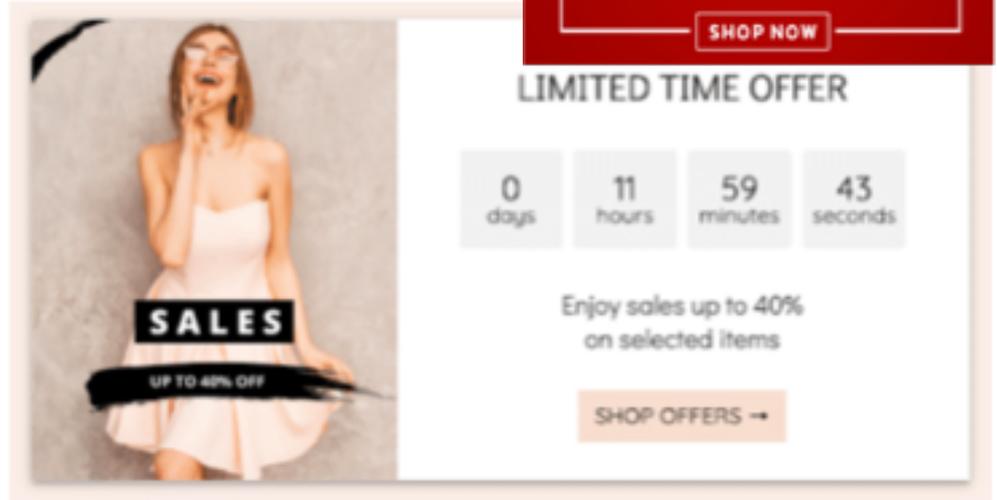


Tip: If you have a mobile app you can promote it by giving a dedicated discount to shoppers.

Generate a sense of urgency to boost season sales

Sense of urgency encourages shoppers to act quickly

35% Improvement in average conversion

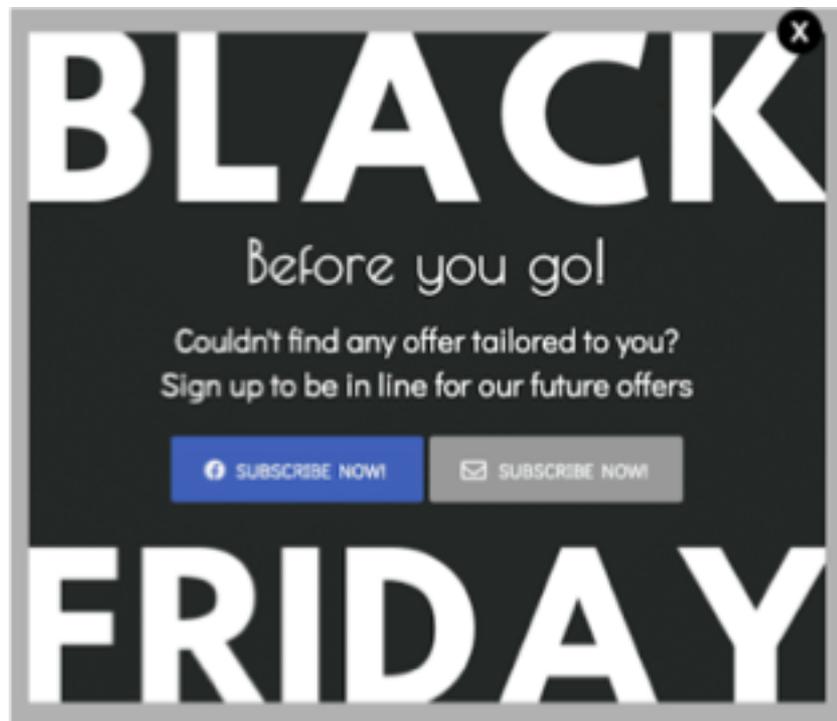


The image displays a promotional strategy for Black Friday/Cyber Monday (BFCM). On the left, a woman in a light pink dress is shown with a 'SALES UP TO 40% OFF' banner. On the right, a red banner features the text 'LAST CHANCE 1 HOUR LEFT!' and '30% OFF'. Below this is a digital timer showing '0:59:58' and the text 'GET THIS DEAL, WHILE IT LASTS'. A 'SHOP NOW' button is positioned at the bottom of the red banner. Below the red banner, the text 'LIMITED TIME OFFER' is displayed, followed by a timer showing '0 days 11 hours 59 minutes 43 seconds'. Below the timer, the text 'Enjoy sales up to 40% on selected items' is shown, and a 'SHOP OFFERS →' button is located at the bottom.

Don't let any shopper leave without capturing their email

98% of your visitors aren't ready to make a purchase the first time they come to your site.

30% Lifetime Conversion Rate





socital

Black Friday Cyber Monday

Thank you!