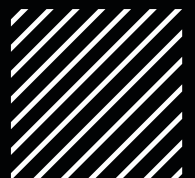


2022

BLACK FRIDAY GUIDE

**DIGITAL MARKETING
INSIGHTS & TRENDS**

**INSIGHTS & BEST PRACTICES
FOR LAUNCHING AN EFFECTIVE BLACK
FRIDAY CAMPAIGN**





Black Friday Guide 2022

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Together we *Win*

We Dream to be
the Human Centric Ecosystem
driving Growth to our Partners
in the Digital Age.

WE ARE SLEED

Our work has been awarded more than 220 times, in a number of different competitions related to e-business, social media and design while we have won numerous competitions and initiatives organized by major partners like Google and Meta.



BLACK FRIDAY INSIGHTS

CONSUMER BEHAVIOR & TRENDS.

Economic uncertainty influences consumer preferences during Black Friday [BF], which has recently evolved into a five-day shopping weekend. While 70% of consumers began holiday shopping before the end of October, the majority of them will make their purchases online. Furthermore, when it comes to shopper preferences, sustainability and eco-friendly practices are critical, and customers will buy items that they know will be worthwhile. The need for authenticity and meaningful content persists, and it can be expressed through native and entertaining ad formats on

various digital platforms to drive discovery and action. It seems that the adoption of full-funnel campaign solutions that separate product categories with different assets boost performance. Hence, a well-informed, omni-channel strategy that removes operational roadblocks while increasing profitability over time is a must.



**WELCOME TO BF
NEW REALITY,
WHERE DEALS
& DISCOUNTS ARE
NO LONGER LIMITED
TO ONE FRIDAY.**

Black Friday expanded from a Friday to a whole week & now to a whole month.

FROM BLACK FRIDAY WEEKEND...



Over the years, retailers began competing with one another to see who could open the earliest on Black Friday. This led to Black Friday becoming what experts called a five-day shopping weekend.



As these five days expanded into a week and then into weeks, experts have recently dubbed all of November to be “Black Friday November,” referring to the long-term sales leading up to Black Friday and Cyber Monday.



...TO BLACK FRIDAY MONTH.

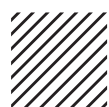
18%

Only about 18% of shoppers consolidate all of their shopping to the Black Friday-to-Cyber Monday weekend.

42%

And by the Black Friday and Cyber Monday period, shoppers have already completed 42% of their holiday shopping.

WHAT IS ACTUALLY HAPPENING IN **BF** PERIOD?



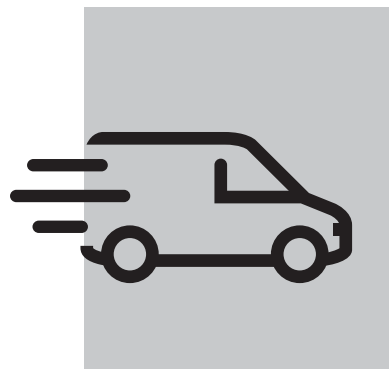
OFFERS CHAOS.

Brands, eshops and local businesses offer too many & different choices causing a chaos in shopper's mind.



BARGAIN HUNTERS.

Shoppers are price sensitive & trading time spent standing in line for time spent researching everything from door-busting deals to details around specific products & driving people on the lookout for the best deals.



DELIVERY MESS.

Delivery & logistics problems that emphasize last year made shoppers think twice about the comforts & utilities of an online shop.

Retailers adjusted their sale schedules as they saw an increase in early holiday shopping

CONSUMER BEHAVIOR IN **BLACK FRIDAY & CYBER MONDAY.**

SHOPPERS ARE ONLINE

Pandemic caused BF shoppers to primarily shop online according to a survey from digital experience analytics firm Glassbox

CAPITALIZE ON EXPERIENCE

After pandemic, many returned to in-person shopping. The sentimental aspect of shopping for holiday gifts drives people to visit stores.

SHOPPERS ARE OUT EARLY

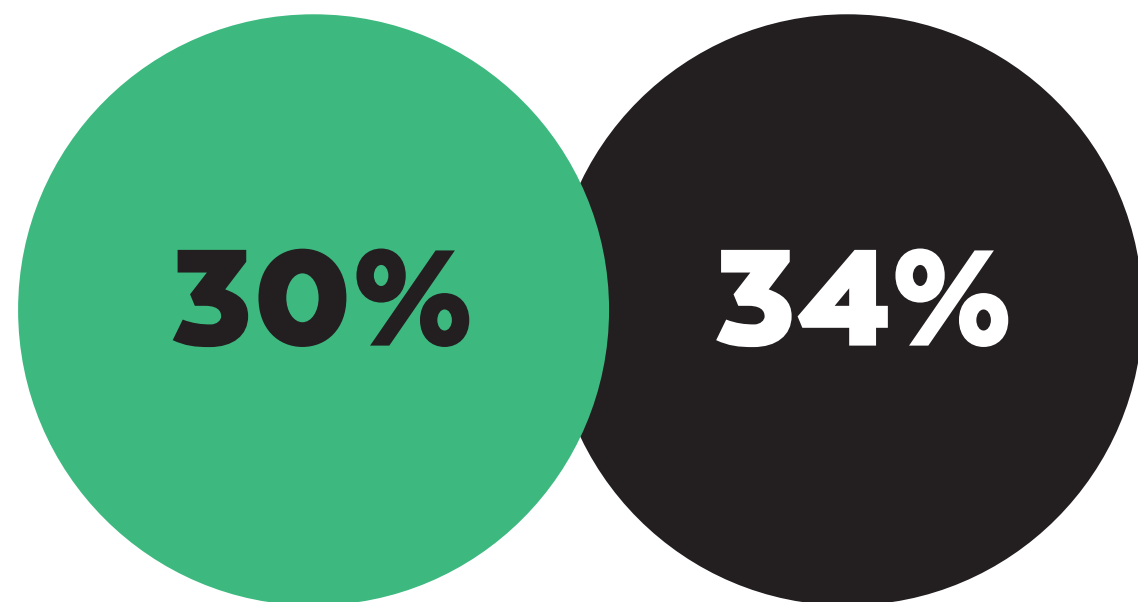
70% of consumers told Deloitte that they began holiday shopping before the end of October, compared with 66% in 2020



LATEST INSIGHT:

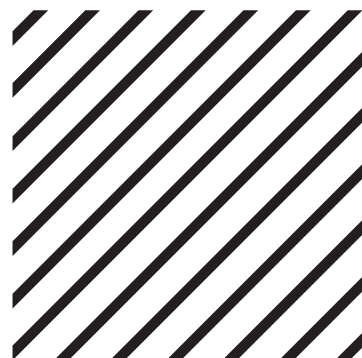
GREEN IS THE NEW BLACK.

Customers expect brands to add value to society. The most influential factor in purchasing decisions, after employee and customer treatment, is brands' sustainability practices and this holds true during Black Friday.



THINK SUPPORTING SUSTAINABLE BRANDS

THINK BUYING PRE-OWNED GOODS



Nearly

72%

of shoppers want brands to contribute positively to society!



2021

BLACK FRIDAY 2021 IN NUMBERS

Without a doubt, Black Friday is the pinnacle of bargain shopping for both in-store and online shoppers; this is a day when shoppers are looking for the best deals without breaking the bank.

Online sales jumped

+119%

on average compared with the average turnover in 2021,
with the number of visits rising by up to

+60%

The **clothing/footwear** sector recorded
the biggest increase

+170%

followed by **sports item**

+100%

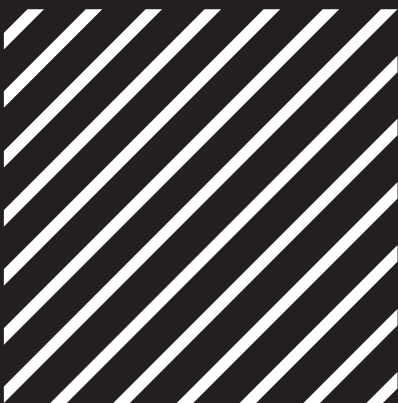
and **pharmacies**

+60%

KEY TAKE-AWAYS

WHAT IS IMPORTANT TO CONSIDER?

Prioritize your needs and begin early in the planning process by deciding how and where you will deliver your message to each target group.



1

BE PREPARED

Get your store ready so your customers are ready to shop. This includes checking your site speed, measuring the maximum bandwidth, making sure your product descriptions sell and also preparing your cross-selling game!

2

START PLANNING & EXECUTING AS SOON AS POSSIBLE

By the end of the month - early November we have to decide on our concept / messages, channels, content, media planning and timing and start reserving and setting up our campaigns.

3

SHOP ~~FAST~~ SLOW

The occasion is no longer limited to one day, so plan it all the way for the audience that is ready and waiting, allowing consumers to shop calmly, not urgently. Prevent them from over consumption by using different, clear offer option throughout this period.

4

GO BIG. BOTH QUALITY & QUANTITY

Offer **tempting markdowns and irresistible discounts**. Products advertised between 50%-60% and 70%-80% sell out the most, with a 50% discount performing the best. We have to format sales strategically to make sure they maintain shoppers' interest & promote different deals during specific days or weeks instead of offering blanket storewide sales throughout the BF period.

5

TAKE
ADVANTAGE OF
MID-SEASON SALE

Run **great promotional offers before Black Friday**. Shoppers will get into shopping mode early November and won't wait for Black Friday and Cyber Monday to make purchases.

6

BE TOP
OF MIND

It's important to cause excitement, finding **a way to stand out**, using a differentiation point such as think green, based on sustainability pillar or consider giving back to the society.

7

CUSTOMERS
WILL EXPECT
VALUE

Shoppers will look for lower prices, so track competitor pricing to make sure you won't lose your wallet share, but don't let markdowns and discounts erode your profit margins. **Build a cautious discounting strategy to balance value with profit**. Another great way to add value is by offering coupons that can be redeemed by customers on future purchases.

8

GO
OMNICHANNEL

Buying journey is no longer a linear physical vs. digital experience. Buyers **interact at multiple touch-points** before completing their purchase.

9

BOOST YOUR
PRE-CHRISTMAS
SALES ON BLACK
FRIDAY

The majority of shoppers plan on buying all their Christmas gifts on Black Friday this year, so if you want to make the most out of the holiday shopping season, **try launching or at least teasing your next big shopping day before Black Friday ends**.

10

BE PRESENT
IN DIFFERENT
PLATFORMS

More than half Gen Zs **will do their Black Friday and Christmas shopping using "alternative" methods** such as Pinterest and TikTok, combining entertainment and shopping - much like traditional malls do. And the trend isn't limited to younger adults, many over-35s intend to use similar ways of spending during holiday sprees too.

11

PROMOTE GIFT
CARD DEALS
AND LOYALTY
PROGRAMS

Offering Black Friday gift cards is a great way to enable customers to plan ahead and send gifts to loved ones. Also, you should consider **offering memberships at lower prices or enhance loyalty programs** with special features, challenges, or bonuses. Eventually shopper will want to use them later on!

12

USE BUY NOW,
PAY LATER
PROGRAMS

With inflation driving product prices up, **we expect more and more shoppers to try out these payment programs**.

YOUTUBE SELECT

A NEW PACKAGING APPROACH TO HELP YOU FIND MORE OF THE MOST RELEVANT CONTENT

- More content:** More content solutions and more customization
- More capabilities:** Increased targeting capabilities
- More certainty:** More ways to measure



Lineups

Google generated packages based on topic, audience or moment

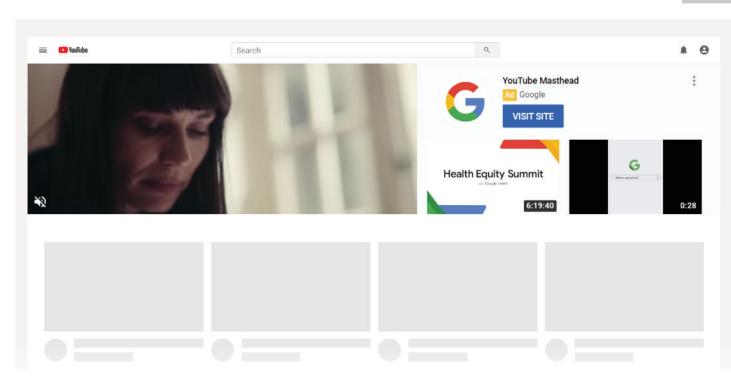
- Advanced Contextual Signals
- Buying flexibility
- Advanced audiences in Instant Reserve



YOUTUBE MASTHEAD

THE MASTHEAD DELIVERS HIGH VISIBILITY, ON YOUTUBE'S TOP SLOT PLACEMENT

The masthead is the only reserve ad unit featured at the top of the YouTube home feed making it the first thing your audience sees when visiting the YouTube homepage



YouTube + Search Ads

+8%

more Search conversions at their target CPA

YOUTUBE - VIDEO ACTION + DISCOVERY ADS WITH FEED

Conversion based Video Ads e.g. tCPA using both website or enhanced conversions

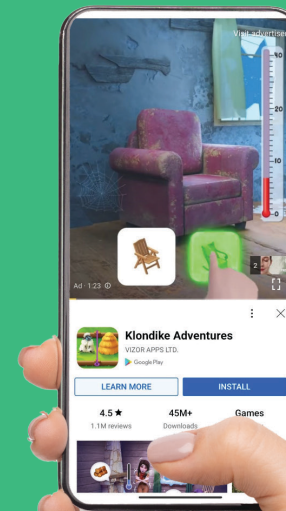
In Stream and Video Discovery formats

Full Google Inventory: YouTube Videos, YouTube Home feed, Discover feed & Gmail

Discovery + Search Ads

+12%

more Search conversions at their target CPA



TIKTOK - SOLUTIONS



NATIVE & ENTERTAINING
AD FORMATS, DRIVING
DISCOVERY
AND SPARKING
ACTION ACROSS
COMMUNITIES
IN TIKTOK.

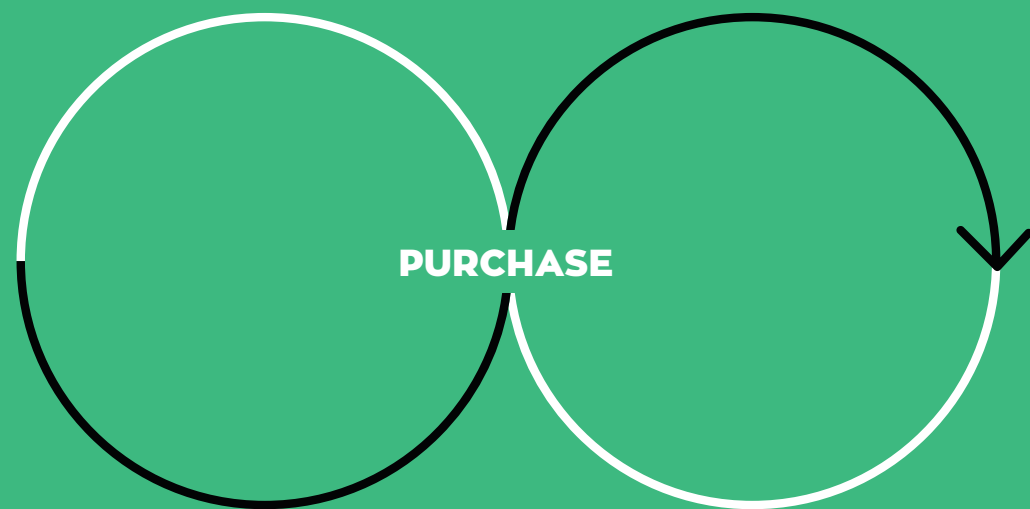
DISCOVERY

REVIEW

PURCHASE

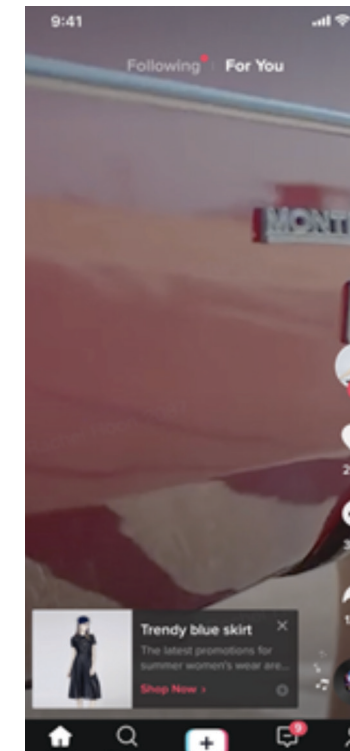
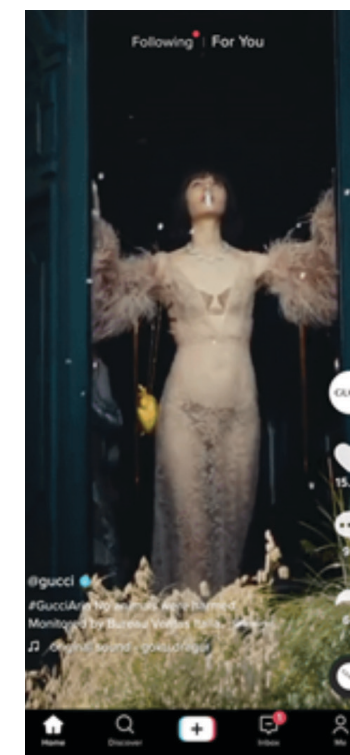
CONSIDERATION

PARTICIPATION



VIDEO SHOPPING
ADS

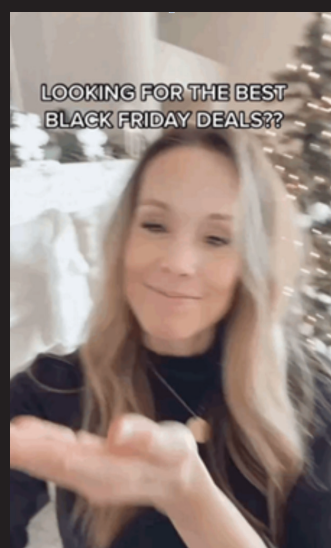
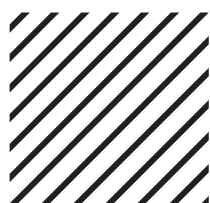
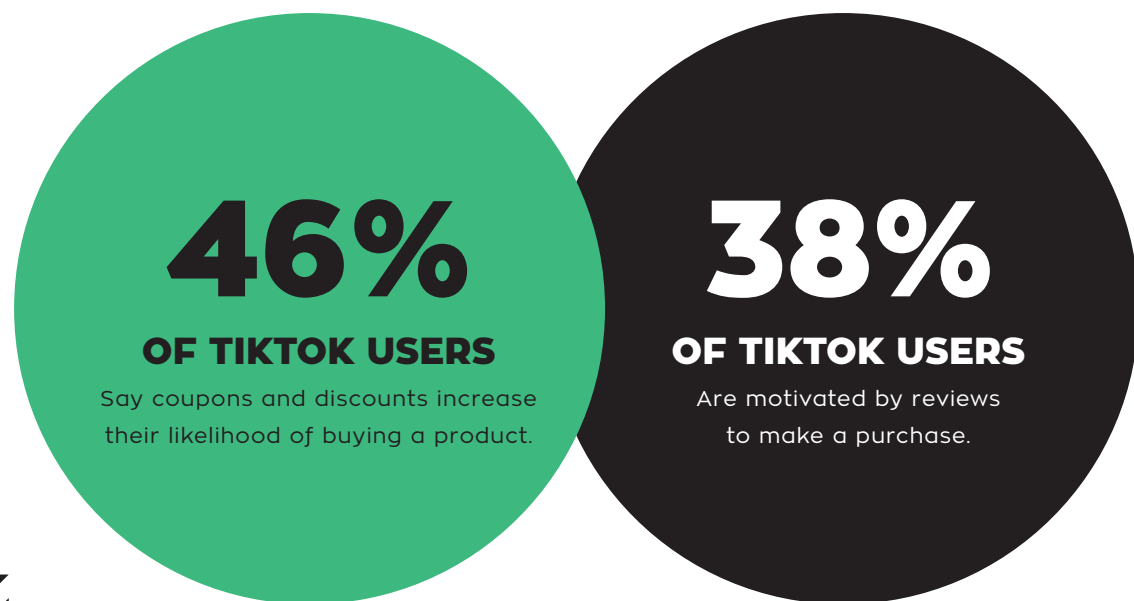
COLLECTION ADS



DYNAMIC
SHOWCASE ADS

SPARK ADS

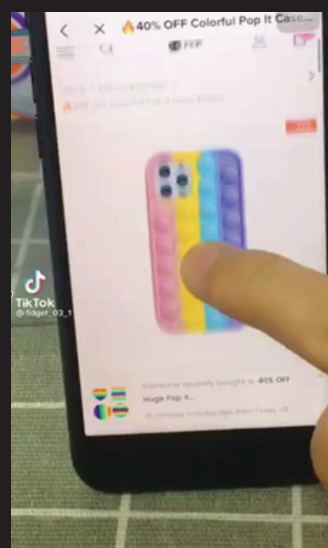
TIKTOK - SHOPPERS ARE READY



SHOPPING TOGETHER



DELIVERY



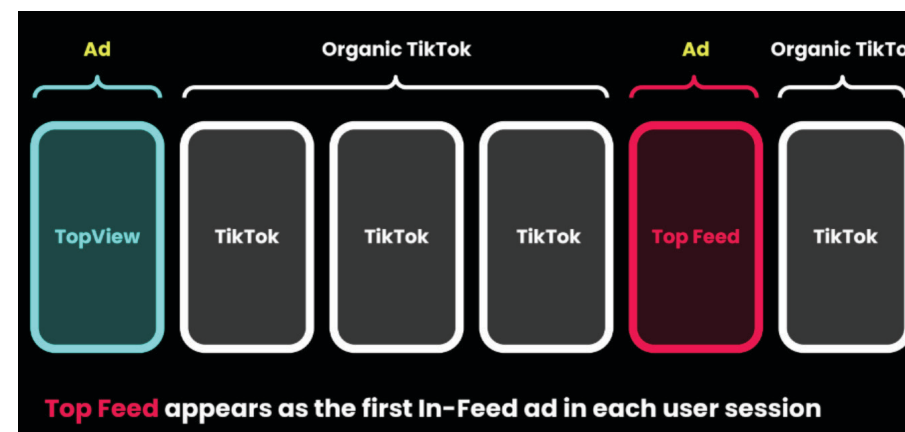
FINDING INSPIRATION



RELATABLE MOMENTS

TIKTOK - TOP FEED & INTERACTIVE ADD-ONS

Top Feed is a new feed type on TikTok Ads Manager that allows advertisers to place their branding content as the first TikTok in-feed ads at every app-open in Reach & Frequency buying method.



GIFT CODE CARD

GESTURE ADS

DISPLAY CARD



REACH & FREQUENCY

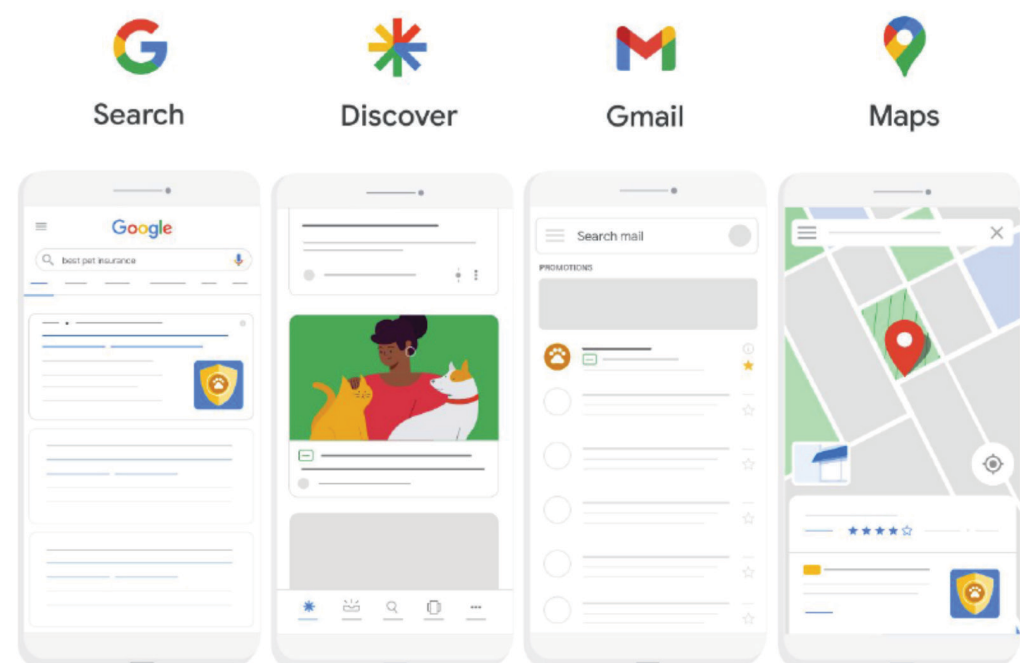
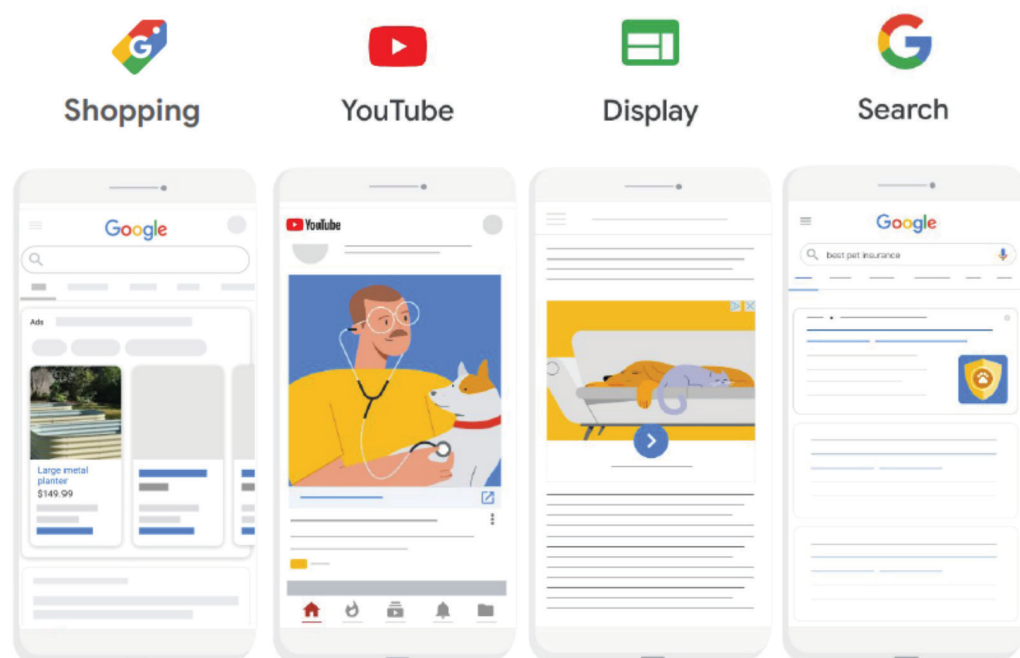
+

PREMIUM PLACEMENTS

COUNT-DOWN STICKERS

GOOGLE ADS - PERFORMANCE MAX

DRIVE MORE CONVERSIONS
ACROSS CHANNELS

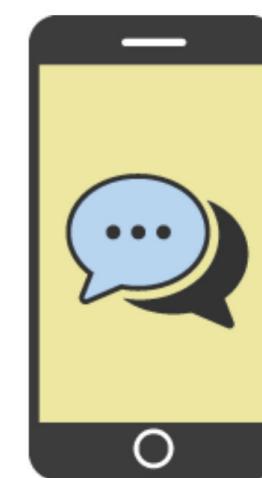


FULL FUNNEL
CAMPAIGN SOLUTION

using different asset groups separating product categories with different assets (banners, videos, search ads etc.) for higher performance



AWARENESS



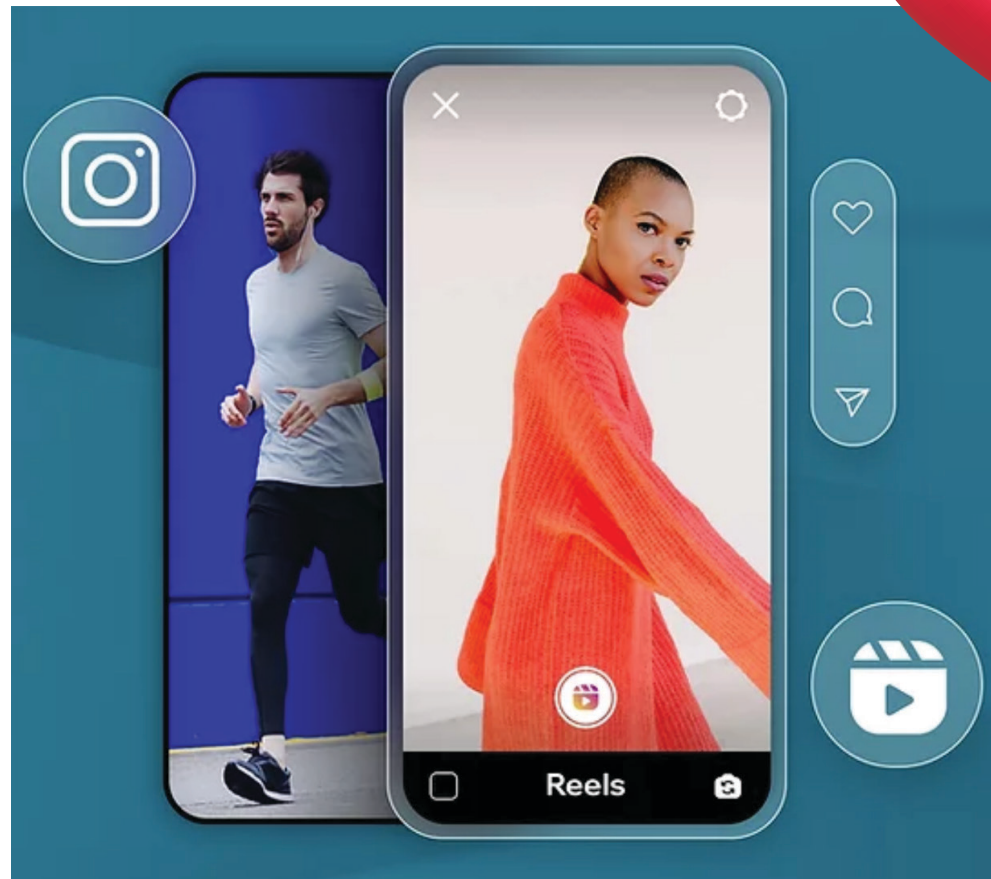
CONSIDERATION



CONVERSION

FULL FUNNEL =
BRAND BUILDING
+
PERFORMANCE
MARKETING

“ Full-funnel marketing enables businesses to become more relevant to their customers, create a more complete and accurate picture of marketing’s overall effectiveness, and generate more value without incurring additional marketing costs.



INSTAGRAM - REELS

Full screen **vertical videos** up to 90" long

They **don't disappear** after 24 hours like stories

Reels are currently **favored by the Instagram algorithm**, which is more likely to recommend them to people who don't follow you than feed posts

Dedicated tab that can be accessed above the account's Feed

Perfect for short **storytelling videos**

PINTEREST - IDEA ADS

Idea Pins are short video segments, or a series of up to 20 graphics, similar to Instagram Stories. They give you **more ways to convert versus standard video or graphic Pins**, such as:

User **tagging**

Interactive **stickers** and topic **hashtags**

Text and graphic **overlays**

Option to add **detail pages** and **voiceover**



56%

On average, campaign that feature Idea ads see 56% higher brand awareness.

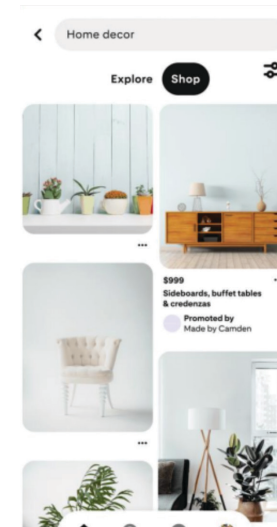
59%

On average, users who saw Idea ads were 59% more likely to recall that brand.

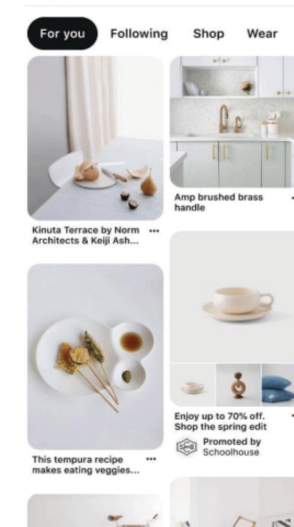
52%

Multi-objective advertisers observe a 52% increase in unique reach when pairing Awareness & Consideration together (vs. Consideration only)

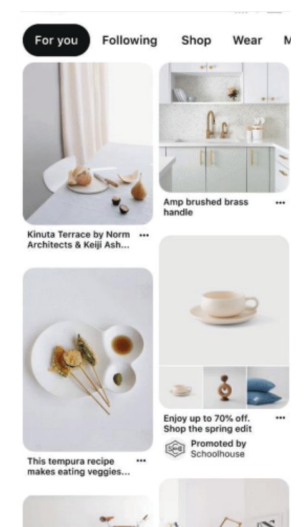
PINTEREST - SHOPPING ADS SOLUTIONS



SHOPPING ADS



COLLECTIONS ADS



DYNAMIC RETARGETING ADS

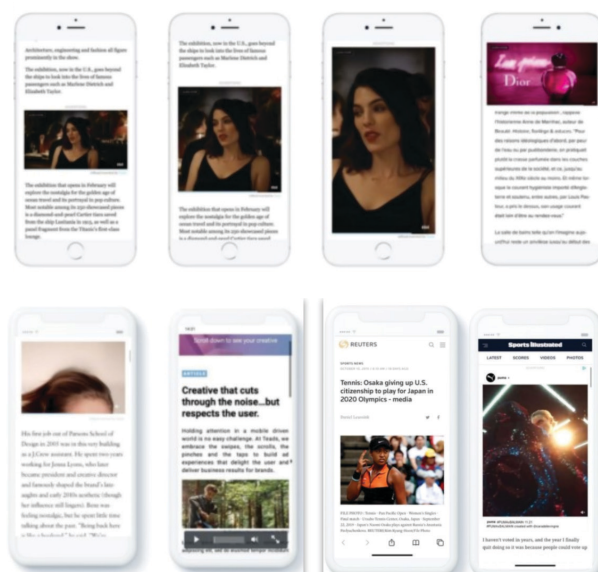
Teads

THE GLOBAL MEDIA PLATFORM

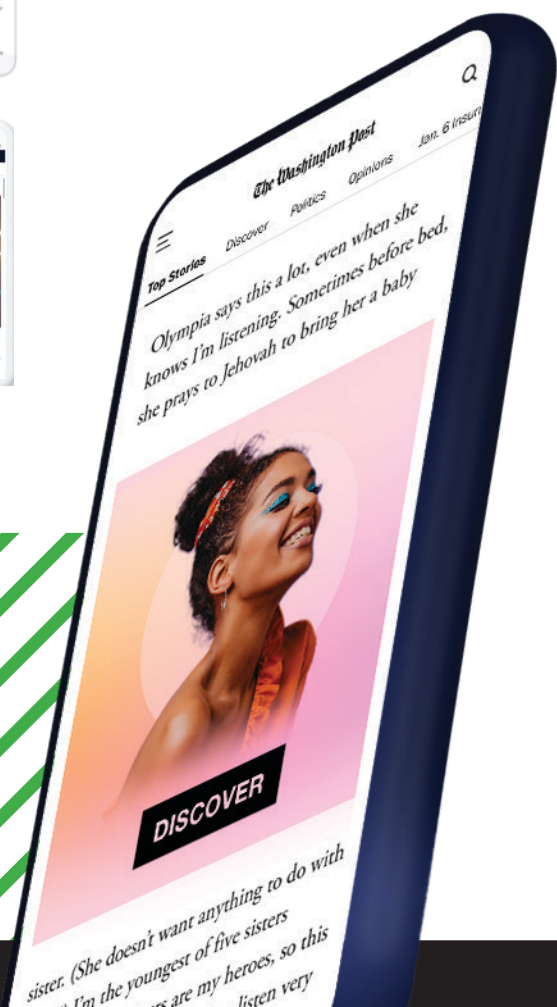
Teads curates quality inventory across the world's best publishers through programmatic in-read ads

A Single access point to the world's top publishers
 >> Mass Reach & Highest Possible Brand Safety.

Creative that cuts through the noise but respects the user.
Full-funnel ad & monetization solutions, tailored to business objectives.
Guaranteed outcomes, powered by AI & Data.



"Delivering guaranteed media outcomes in quality environments"



WHY SO SERIOUS?

There are a bunch of different methods to cut through the clutter and get your message heard. We all enjoy a good laugh, so why not capitalize on that?

Humor stimulates the memory-related areas of the brain. When we come across something amusing, it has far more of an impact than simply presenting data. Being edgy can surprise and entertain customers, causing them to remember you. Brands that dare to use humor are more relatable since we find something amusing when we can relate to it.

This year Amazon has released a commercial for Early Black Friday Deals featuring a lonely Yeti. The scruffy yeti is staring off into the distance when it notices Amazon's Early Black Friday Deals. The yeti gets a much-needed refresh after receiving a hair dryer, revealing a clean, silky, and glamorous look that captures the attention of everyone at the holiday party.



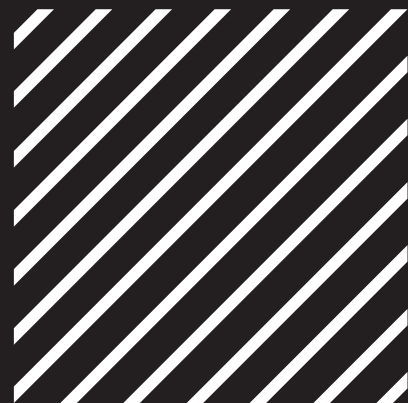
BEING HUMOROUS IMPLIES THAT YOU ARE GENUINE. THIS WILL NOT ONLY ENSURE THAT YOU ARE SEEN AMONG THE CROWD OF BRANDS, BUT WILL ALSO EARN YOU A SOLID FAN BASE AND LOYALTY.

Whereas Walmart's first Black Friday commercial, "Case of the Mondays," combines humor and nostalgia by showing the front desk of Initech, which "Office Space" fans may recognize as the stereotypical company from Mike Judge's cult classic film.



CONTENT GUIDELINES

A successful creative strategy is built on memorable storytelling and real-time creative performance measurement.



1

BE RELEVANT

INSIGHT

74%

of consumers get frustrated when ads appear that have nothing to do with their interests.

2

TELL THEM A STORY TO CUT THROUGH THE CLUTTER

INSIGHT

Research shows that messages delivered as stories can be

22

times more memorable than just facts.

3

USE REAL TIME MEASUREMENT TO ASSESS CREATIVE PERFORMANCE

80%

of agencies spend more than half of their time on rework. Spending excessive time redoing things may indicate a problem with your process, such as poor communication and comprehension of the client's brief.

ATTRACT Hook consumer attention with a story

BRAND Help consumers associate your brand to the story

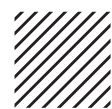
CONNECT Make them excited about your offers through emotions and information

DIRECT Give them an appealing call to action

Storytelling! To deliver a strong story, make sure to embed the ABCDs.

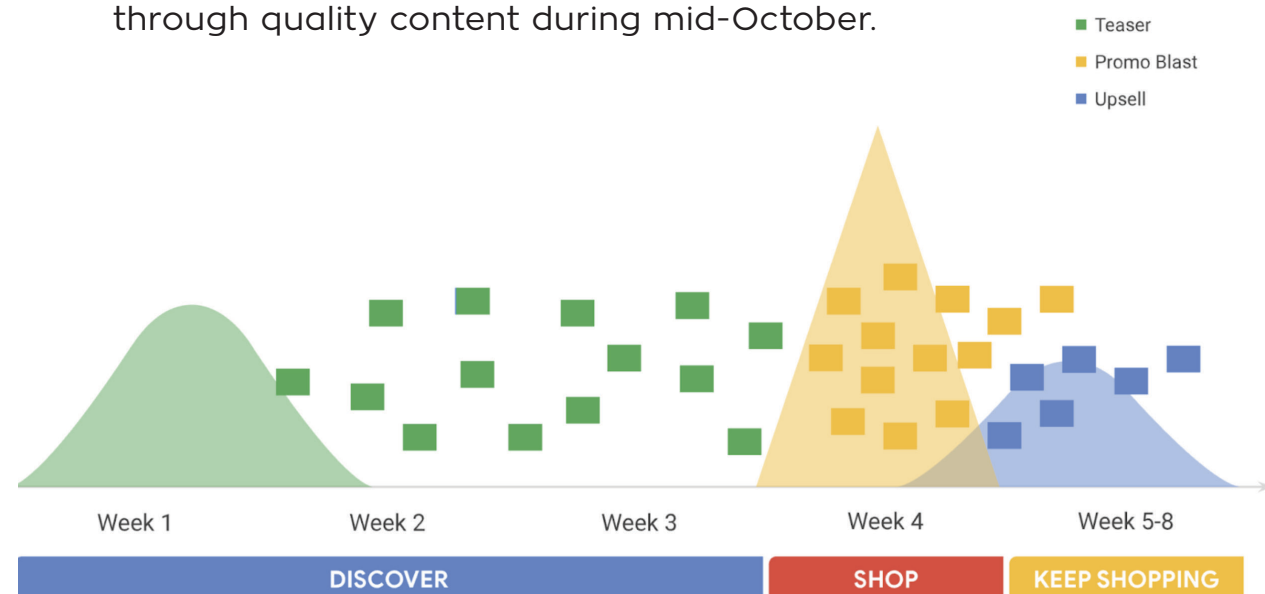


**TELL ME WHAT TO DO
TELL ME HOW TO DO IT
TELL ME WHAT'S IN IT FOR ME**



BE PROACTIVE

The average consumer researches potential Black Friday purchases 4.8 weeks ahead of the event, meaning brands should aim to reach consumers through quality content during mid-October.



MAKE IT PERSONAL

What motivates your customer segments to buy on Black Friday?

Research shows men are more likely to buy for themselves, while women are more likely to buy gifts for others.

Target last year's shoppers as it's likely they'll check out your Black Friday and Cyber Monday deals again this year because they'll be buying gifts for the same people in their lives.

Reward your loyal customers and show them you value their support with personalized offers such as early-bird access to your BFCM specials, discount codes, and product recommendations.

Experiment with **customization for audiences.**

TAILOR CREATIVE

- T COPY
- MUSIC
- VOICEOVER
- CROPPING
- IMAGES
- STORY ARC
- ETC.

GIVE THE IN-STORE EXPERIENCE - ONLINE

Shopping in-store is fully immersive: other consumers, prominent sale signs, and fast-emptying racks all feed into a frenzy of activity.

One difficulty is recreating the excitement and demand of Black Friday online.

Pushing sales too forcefully risks people exiting your site; pushing too lightly risks them missing your Black Friday event altogether.

ACTIVELY EXTEND THE CAMPAIGN

Customers that buy **once** are

32%

likely to return.

Customers that buy **twice** are

54%

likely to return.

DEDICATED REFERRAL CAMPAIGNS

Dedicated refer-a-friend campaigns drive

3x more referrals than non-referral campaigns.

Last year (west EU data), fashion brands in particular processed a huge 290% more referrals than usual.

HUMAN ELEMENT

With the **change in consumer behavior** and the incredible **drop in attention span**, it's important to know what types of creative elements positively affect your ads.

Example:

Gadget & tech consumers are 48% more likely to engage with an ad that **has a human presence in them, even if it's just a hand.**

In some studies, they concluded to a drop of 47% in CTR in ad creatives that show the product without a human presence.



OTHER CREATIVE INSIGHTS

1 SQUARE CREATIVES ARE PERFORMING A LOT BETTER THAN HORIZONTAL ONES.

2 MAKE SURE VIDEOS ARE SHORT, TO THE POINT, & AREN'T LOUD.

3 DON'T USE MORE THAN 7 SCENES (IDEAL IS 5)

4 KEEP YOUR VIDEOS UP TO 15 SECONDS SHORT (IDEALLY UNDER 10 SECONDS)

5 MAKE SURE VIDEOS DON'T START WITH A LOUD, INTERRUPTIVE SOUND & ARE ALWAYS DESIGNED FOR SOUND OFF

INFRA- STRUCTURE

We can act proactively by estimating the capabilities of the website's infrastructure using the appropriate tools.

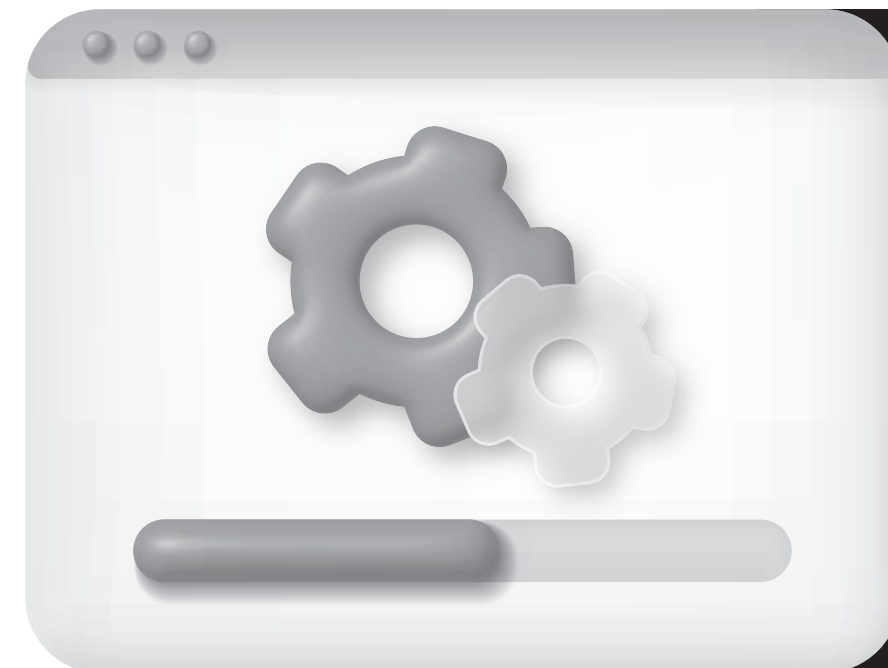
BLACK FRIDAY PREPARATION

INFRASTRUCTURE CHECK (SERVER , WEBSITE, DATABASE)

The infrastructure serves a large number of requests at the same time during sales or high traffic periods. A weak infrastructure may cause the eshop to crash or significantly increase the response time, rendering it virtually unreachable in the case of a large number of simultaneous visitors (high concurrency).

Controlling and mapping the infrastructure's capabilities is an important factor in determining the actions that will take place during sales.

By utilizing special applications (stress testing tools), we can simulate situations of a sharp increase in requests (traffic surge) and get an estimate of the simultaneous traffic that the infrastructure can support without affecting the shopping experience.



WEB PERFORMANCE AUDIT

A web performance audit looks at all of the factors that can affect the speed of the eshop’s front end.

The audit examines the current state and makes recommendations to improve eshop performance and user experience.

Possible actions include:

- Minimizing CSS and JS
- CDN and server tuning
- 3rd party apps and files that cause delays.

UX AUDIT & MOBILE OPTIMIZATION

Checking the site’s UX is critical since a user-friendly site increases potential sales. The widespread use of mobile devices requires eshop’s optimization for mobile devices.

CACHING

Caching allows us to “store” content and deliver it to users without increasing the weight or infrastructure of the site (server, database).



DURING BLACK FRIDAY

LIMITATION ON PRODUCT UPDATES OR SITE MODIFICATIONS

Updates, changes, or procedures that may increase the load on the site and infrastructure should be avoided during Black Friday as well as other days when the eshop is experiencing increased traffic.

SUPPORT TEAM STAND BY

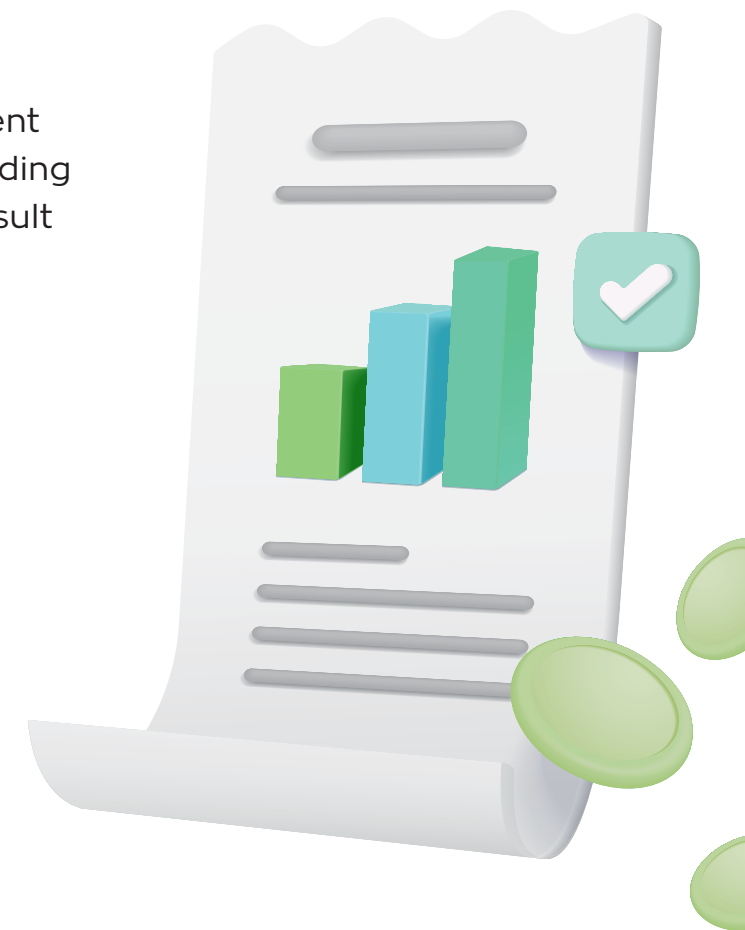
On days when high traffic is expected in the eshop, a support team should be available to monitor traffic and infrastructure performance.

EMAIL SEGMENTATION

All promotional emails should be sent in batches as the simultaneous sending of a large number of emails can result in high traffic to the site, putting the site’s stability at risk.

QUEUING SYSTEM

If the estimated simultaneous traffic exceeds the capacity of the infrastructure, a queue system can be set up using third-party services (Cloudflare, Queue-it, etc.). When the number of users on the site reaches a certain threshold, the next users are routed to a “waiting page” until their turn comes.





sleed

SLEED.COM