



Black Friday Cyber Monday Preparation

November 6, 2023

HOUSEKEEPING

Before we get started...



Please submit questions through the **Ask the Speaker channel** on the right hand side of your screen



Weigh in on the content through the **session chat** (you're able to **reply & react** to messages too!)



Want to show the speaker some love? Use the audience emoji reactions for **virtual applause**



Yes, this webinar **will be recorded and shared** with all registrants!

Table of contents

01 BFCM Overview

02 Media Strategy Recommendations

03 Budget Considerations

04 Execution Best Practices

05 Post Event Strategy

06 Key Takeaways



Today's presenters



Kate Greubel

Senior Media Director

Kate has over a decade of experience building and executing Retail Media and Shopper Marketing strategies for Fortune 100 companies. She leads high-performing teams who leverage retail media across leading retailers to achieve topline sales and market share growth for their clients.



Alyssa Stermitz

Media Manager

Alyssa has a background in media and advertising with over 8 year of experience in the industry. She is passionate about ecommerce and draws upon her extensive media experience to drive Flywheel's growth and innovation as a technology leader in the digital commerce space

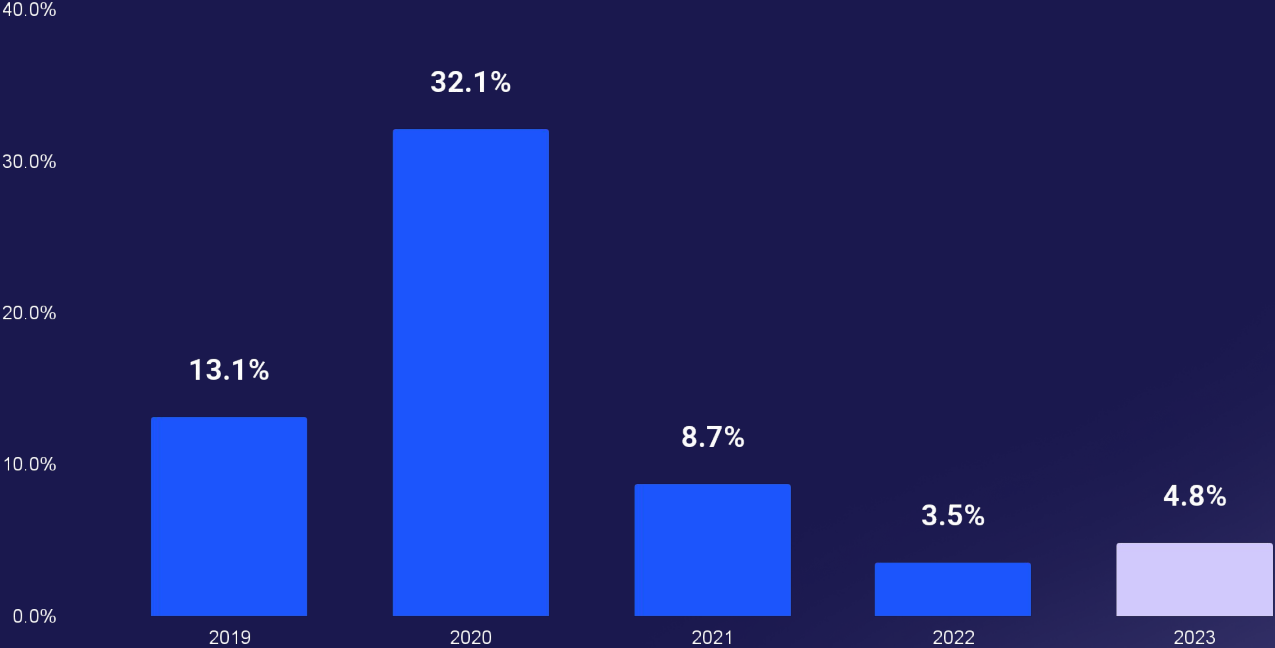


BFCM Strategy Overview

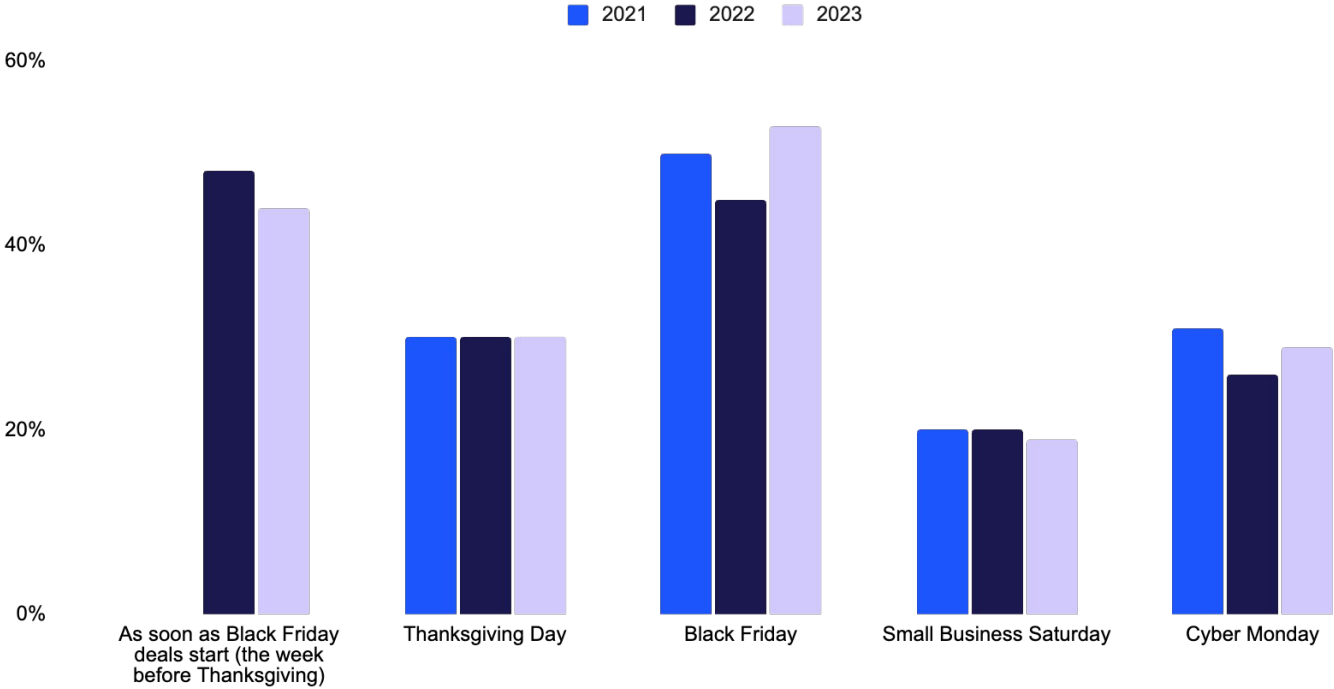


Shoppers are forecasted to increase Holiday ecommerce spend in 2023

Holiday Ecommerce Spend Growth by Year, with 2023 Forecast

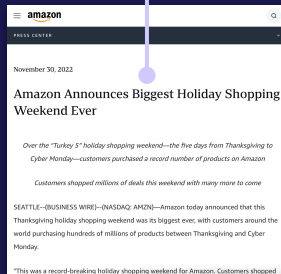


This year, more consumers are planning to shop on key holiday shopping days in comparison to the past 2 years



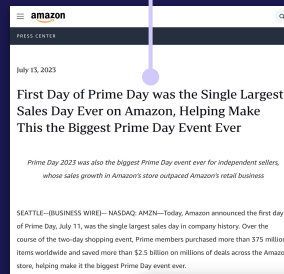
Over the last 12 months, Amazon deal events have continued to break records. Every subsequent event is the “largest ever”.

Amazon Announces Biggest Holiday Shopping Weekend Ever



Turkey 5 2022

First Day of Prime Day was the Single Largest Sales Day Ever on Amazon, Helping Make



Prime Day 2023

Company's Largest Two-Day October Holiday Kick-off Event Ever



Prime Big Deal Days 2023



New in 2023: Amazon announces 11 days of BFCM deals

Deals will be extended from Nov 17-27th to provide shoppers more time to take advantage of deals this holiday season.

Deal Day opt-in

This 11 day deal period is entirely optional, so if you have limited budget or inventory, you'll still be able to select which days and which ASINs you want to run deals on.

More emphasis on lead up

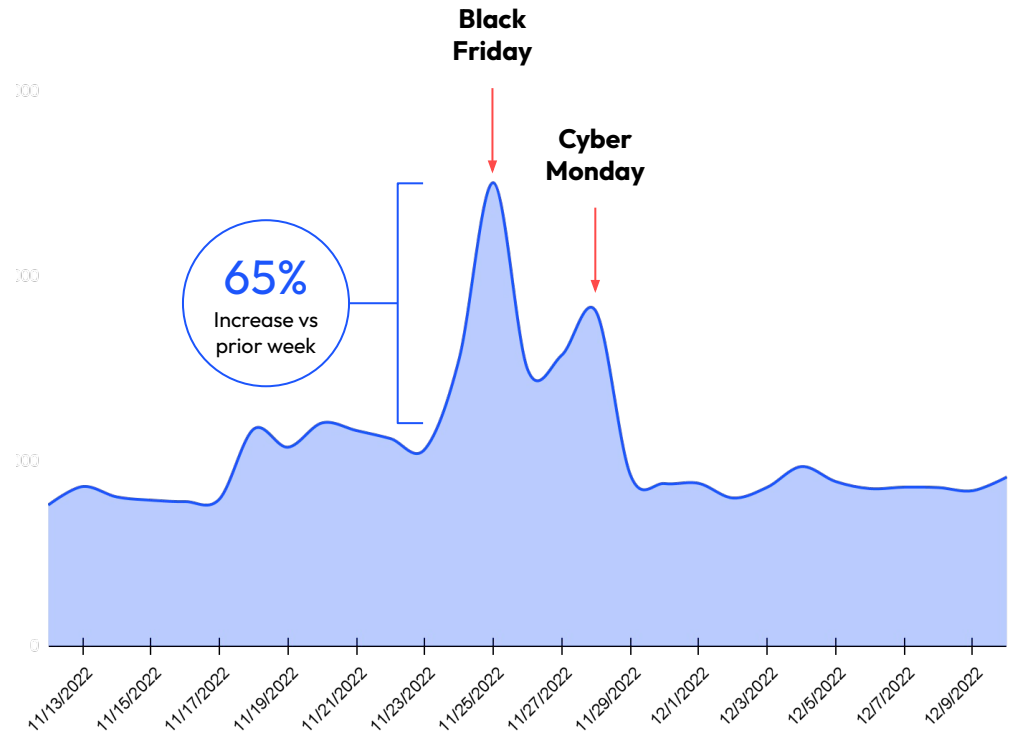
With Amazon's announcement they're placing more emphasis on the importance of having a strong lead up strategy. In 2022, conversion rates rose 7% in the 2 weeks leading into BFCM, making this a prime time to advertise while traffic and conversions are high.



Black Friday Cyber Monday is a great opportunity to capture a large stream of customers

- Holiday traffic on Amazon peaks over Black Friday Cyber Monday
- In 2022, glance views increased by 65% during Turkey 5 vs. prior week and grew 43% YoY.

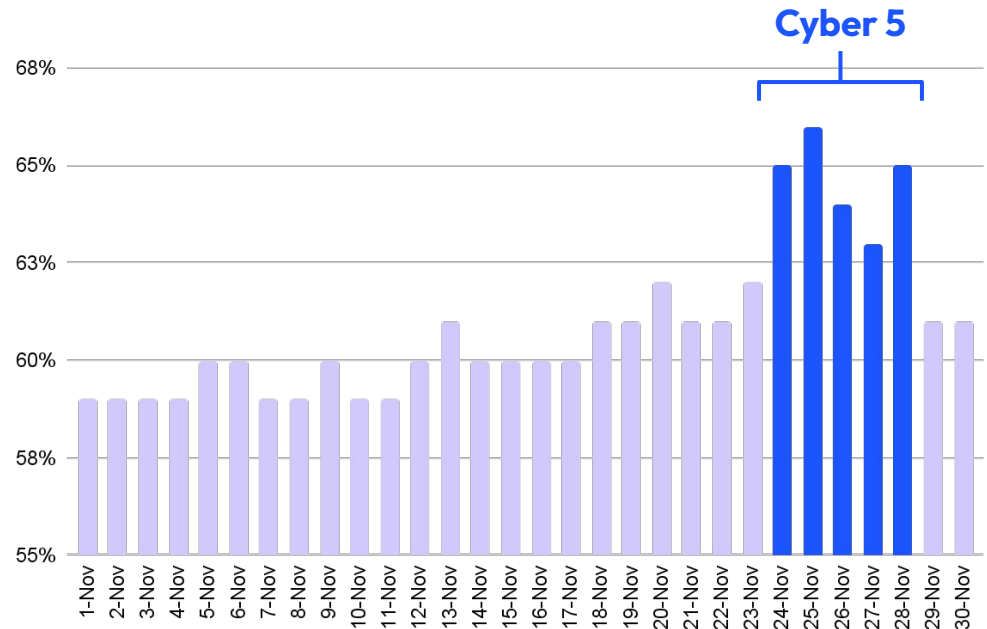
Global Amazon Glance Views, 2022



The Holiday Deal Period in Particular Enables Brands to Capture New Customers

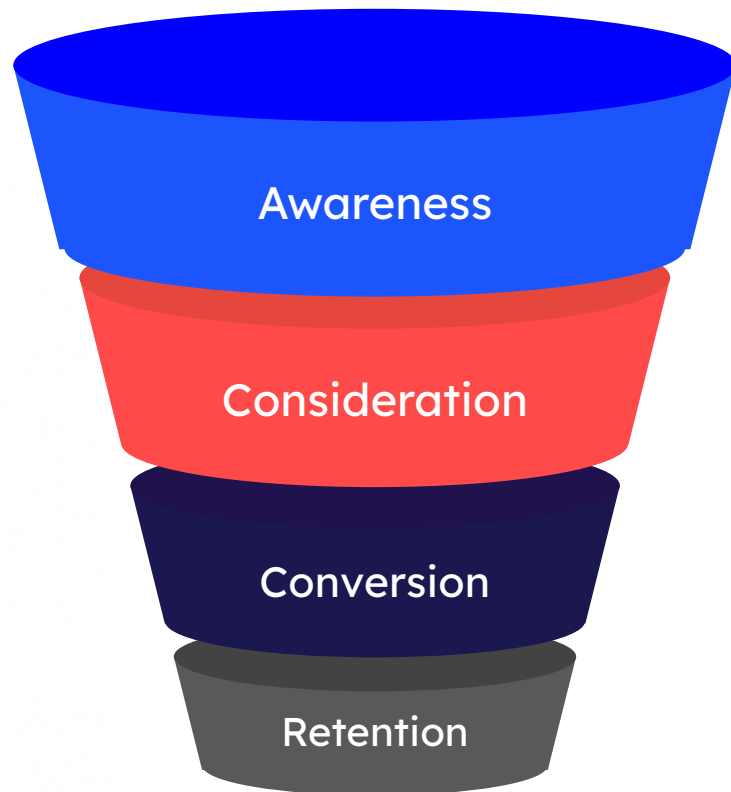
- Average percent of sales attributed to NTB shoppers in November in the lead up to Black Friday Cyber Monday is 60% while both Black Friday and Cyber Monday hit 64% of shoppers being NTB.
- Black Friday saw a 163% increase in NTB sales and 141% boost in total sales vs. a normal November shopping day.
- Cyber Monday saw a 139% increase the NTB sales and 123% growth in total sales vs. a normal November shopping day.

Global Amazon New to Brand % of Sales, 2022



Optimizations to everyday media strategy are recommended for Black Friday Cyber Monday to...

- Enter shoppers' considerations sets during pre-shopping period
- Disproportionately support items on deal as a result of shopper's deal-seeking mindset
- Remain competitive and visible amidst increased competition



Focus Areas for the Remainder of Today's Webinar

PLANNING



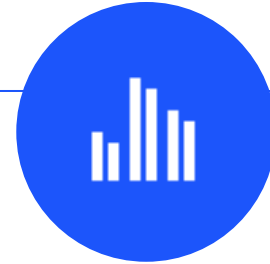
Media Plan Recommendations spanning Lead In, During & Lead Out Event Periods

BUDGETING



Tangible Strategies to Win during Black Friday Cyber Monday with a Limited Budget or Limited Deals

EXECUTING



Executorial Best Practices to Balance Media Efficiencies & Visibility during Black Friday Cyber Monday



Black Friday Cyber Monday Media Plan Recommendations



Black Friday Cyber Monday Event Strategy

Timing

Lead In

2-4 Weeks Prior Event
Period

During

Core Days of the Event

Historically: Thanksgiving - Cyber
Monday (11/23 - 11/27)

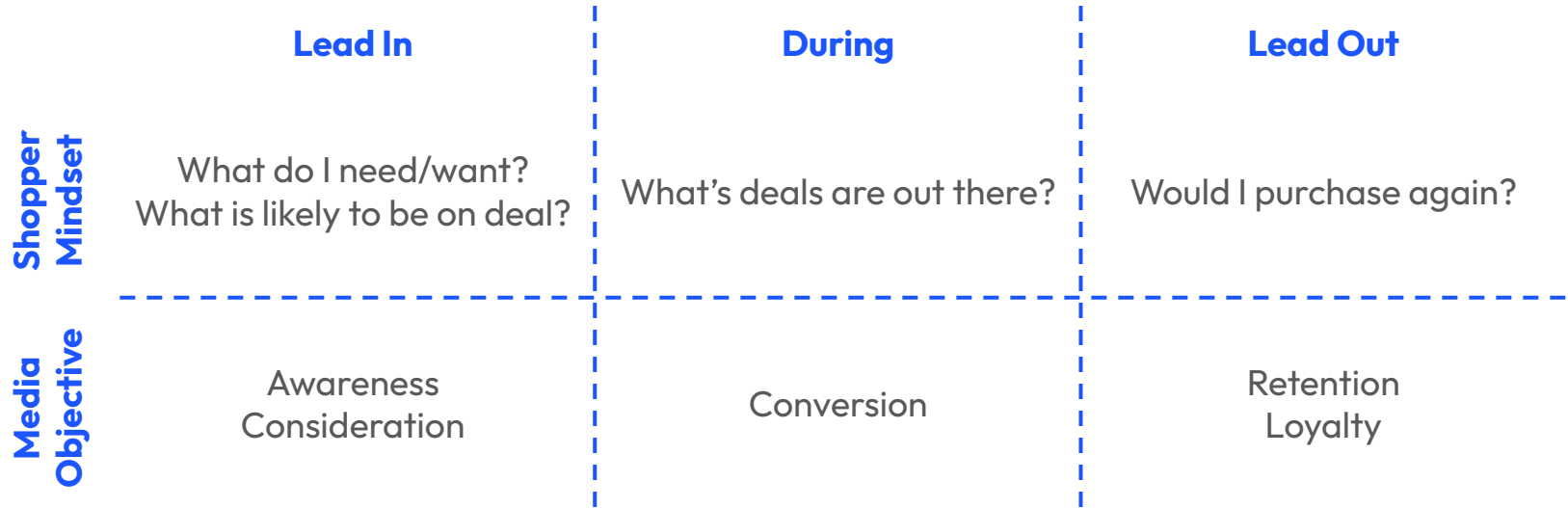
New in 2023: 11/17 - 11/27

Lead Out

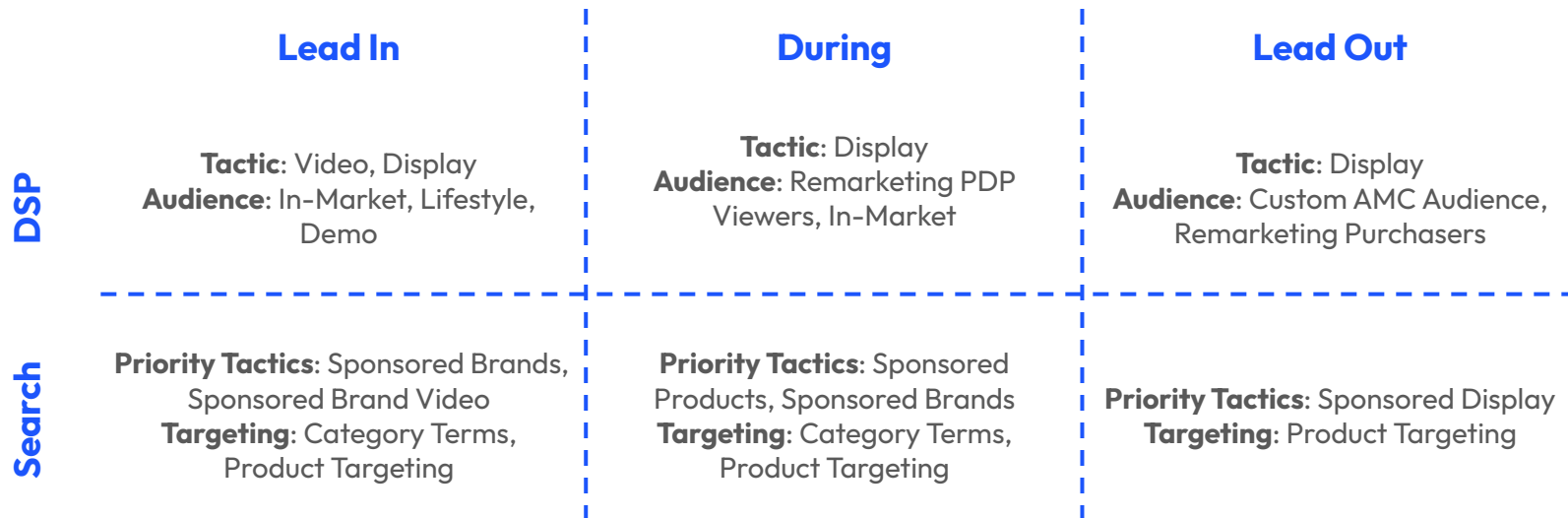
2-4+ Post Event Period



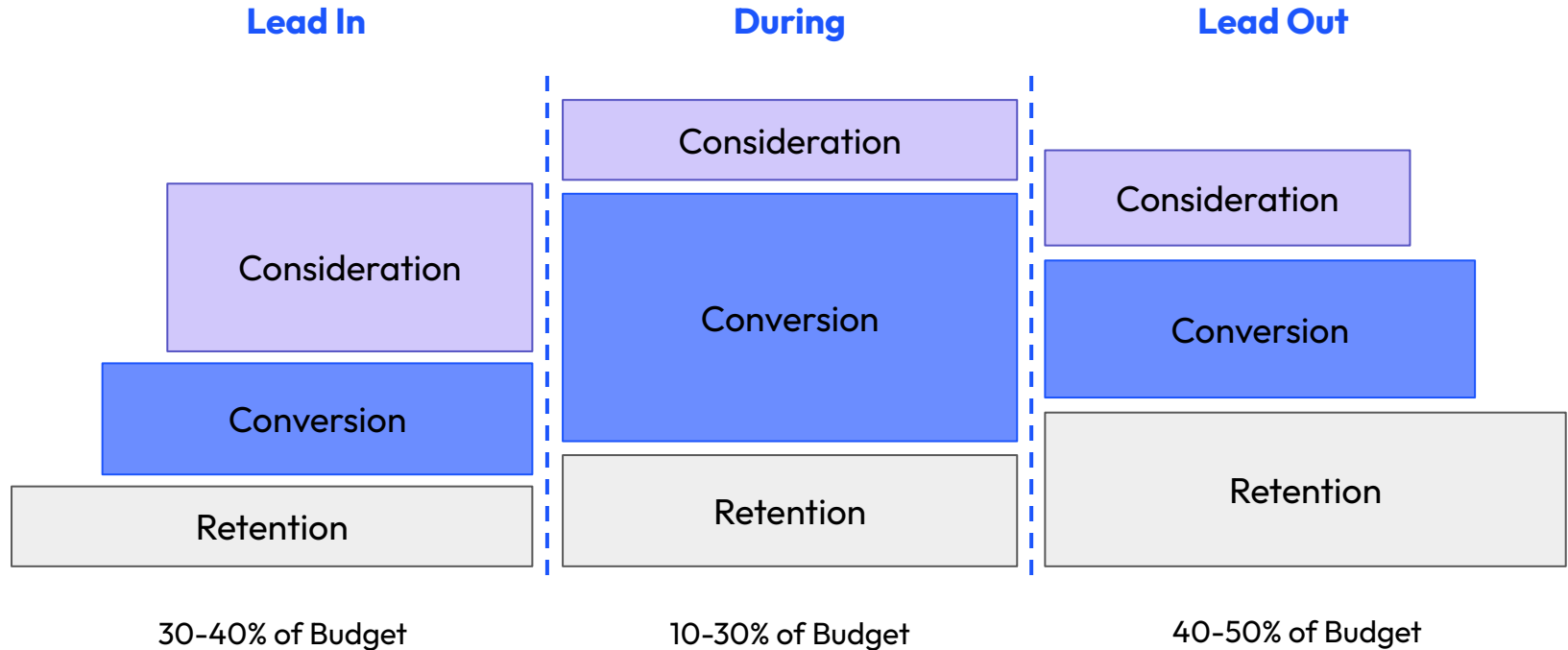
Black Friday Cyber Monday Event Strategy



Full Funnel Strategy to Drive Success



DSP Strategy Doubleclick - Audience Allocation



Expanded Deal Period Considerations

Amazon will be running deals from 11/17 - 11/27 this year, an expanded deal period vs. the traditional Turkey 5.

Key unknowns impacting media strategy include:

- **Traffic** > will shoppers pull forward holiday purchasing as Amazon desires
- **Competitor media strategy** > will brands adjust media strategy or continue to prioritize historical deal days

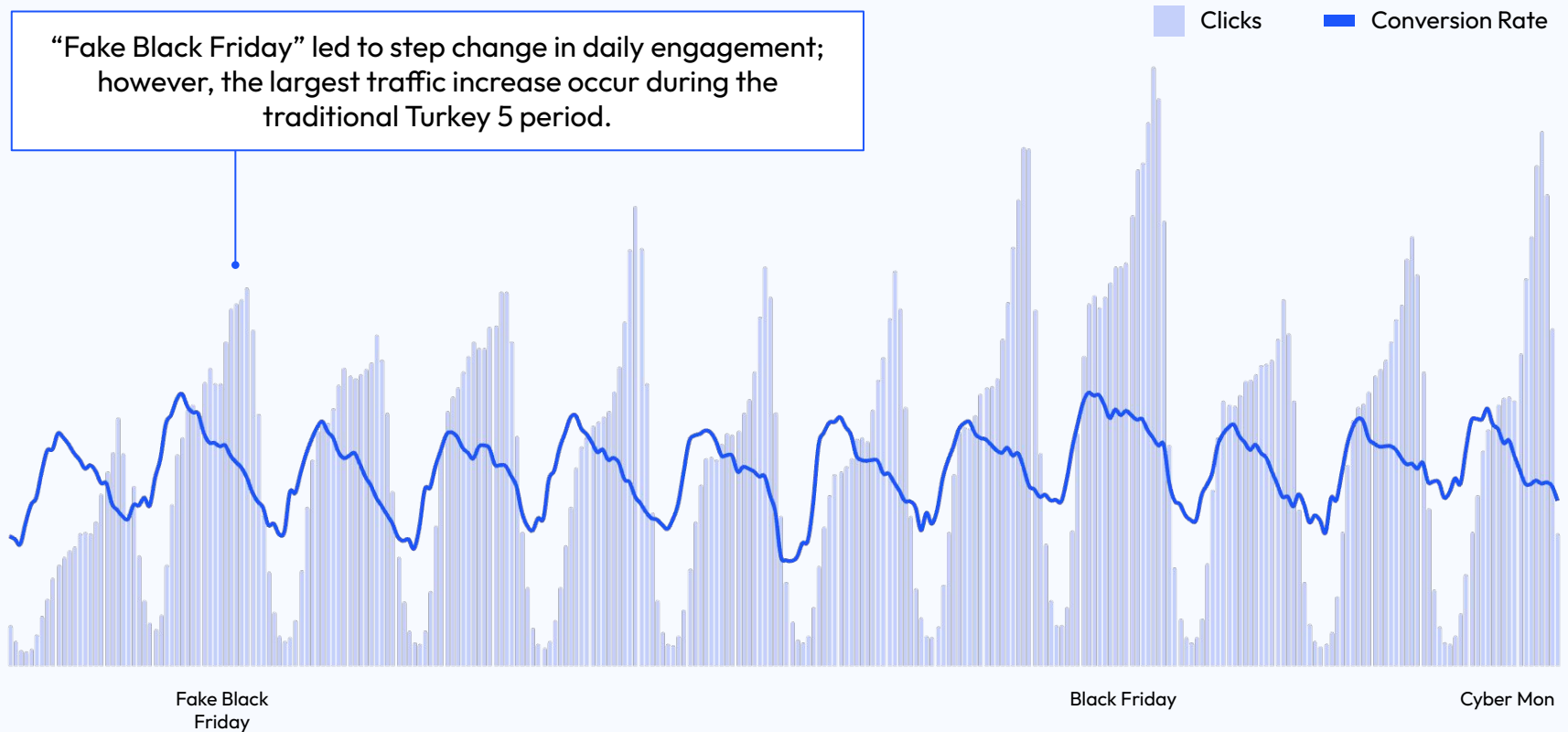
Media Recommendations

- Optimize media to feature any deals launching 11/17
- Establish daily or pre-Thanksgiving budget targets
- Monitor, optimize, iterate

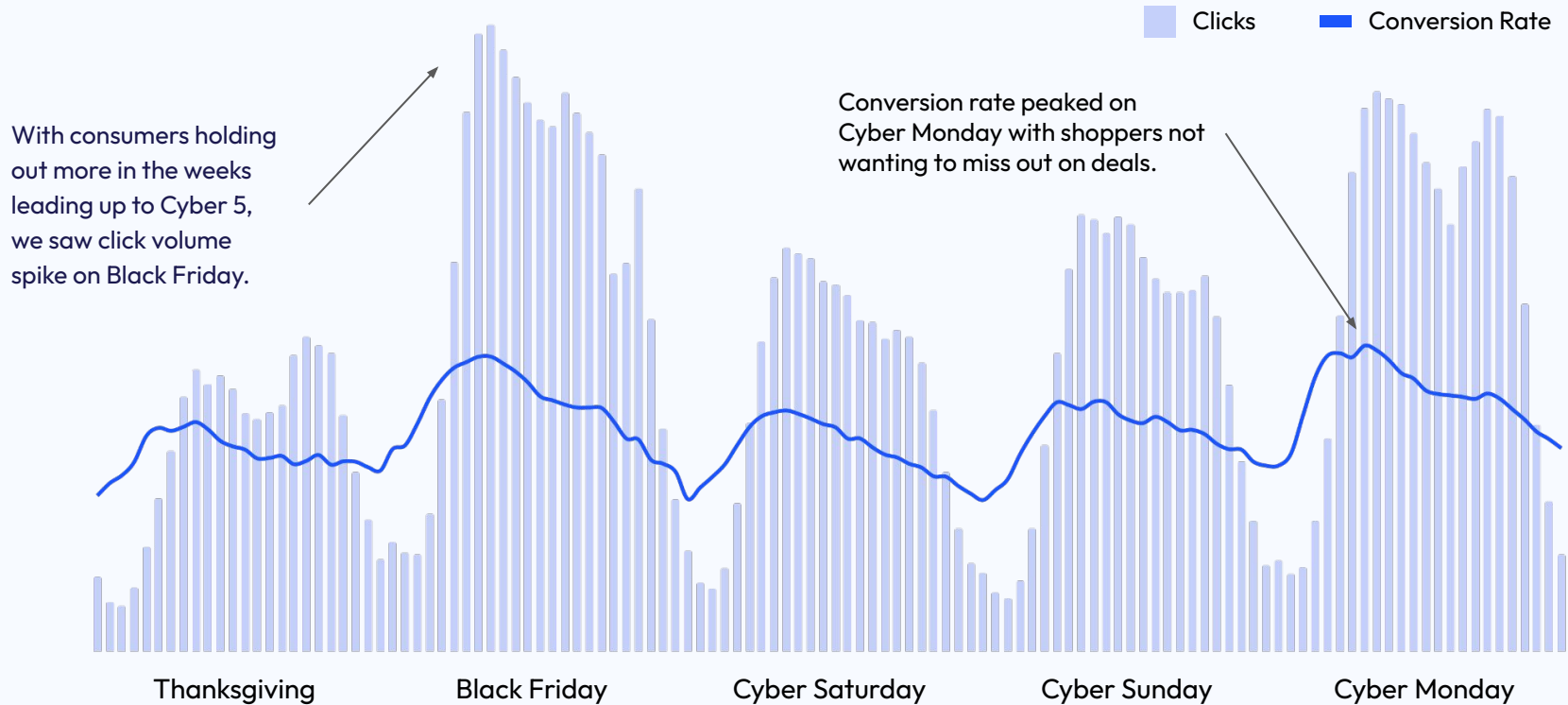


Case Study: 2022 EU “Fake” Cyber 5, deals 1 week before actual C5

“Fake Black Friday” led to step change in daily engagement; however, the largest traffic increase occur during the traditional Turkey 5 period.



Media Flighting during the core Turkey 5



Achieving Visibility and Conversion on a Limited Budget

Prioritization is key when seeking to win a deal event with a finite budget.

Aspects of the media strategy that should be prioritized include:

- Items promoted
- Targeting leveraged
- Time of day and day of week



Disproportionately support items on deal due to shopper mindset



As deal type allows, prioritize investment on BF & CM



Hone targeting strategy to top 20% of keywords / audiences



Brands with few or no deals should continue to invest during Black Friday Cyber Monday

+450%

OPS lift for ASINs on Deal

+80%

OPS lift for Non-Deal ASINs

A brand in the Toys category saw a lift in Ordered Product Sales (OPS) during Turkey 5 across their full catalog



Three Strategies for Brands with Limited or No Deals

Go Dark... Strategically

Utilize Amazon Stream data from historical deal events and the category today to **align bids and budgets to the most efficient hours of the day** based on conversion rates and CPCs

1

Optimize based on efficient placements & targeting strategy

Leverage more efficient + incremental targeting such as **Product Attribute Targeting (PAT) and longer tail terms** to drive conversions as efficiently as possible

2

Track Performance in Real-Time

Track your **real-time conversion rates and CPCs** compared to a typical day to determine if you are seeing efficiencies and should continue to invest or pull back investment

3



Case Study: Achieving Efficiencies via Product Attribute Targeting

Objective

Secure spend efficiencies without sacrificing return by leveraging Product Attribute Targeting (PAT) over manual keyword targeting to reach shoppers considering competitor products.

Approach

Set-up Sponsored Product Product Attribute Targeting (PAT) campaign targeting competitor ASINs and category audiences, while negatively targeting the promoted brand. Compare performance results to Sponsored Product campaign targeting competitor branded search terms.

Results

Despite requiring **54% less spend than conquering manual targeting, PAT drove a 46% increase in sales**, proving effective in fueling spend efficiencies during a tentpole.

SP PAT vs. CON Manual Campaign

-54%
Spend

+217%
ROAS

+8%
Conversion Rate



Execution Best Practices



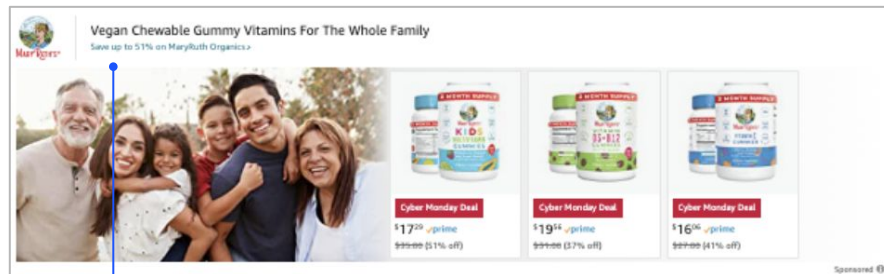
Adequately preparing for BFCM will allow for smooth execution during what can feel like a hectic time for teams managing media. **Our tips will help ensure brands are set up for success going into these high traffic events**



Optimize Creatives Early



Responsive Ecommerce Creative (REC) will auto-populate deal flags



SB Ads have an automated deal CTA when all featured ASINs are on deal; CTA displays up to the highest % discount of the featured ASIN



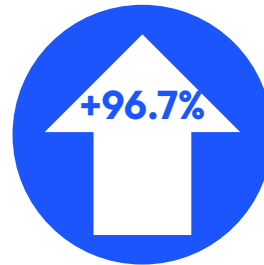
Scheduled Budget Rules

Create Budget Rule ✕

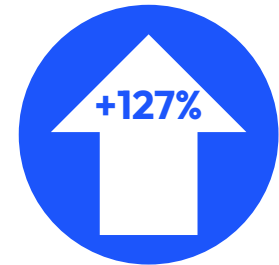
Increase By * % ▾
Budget will be changed from \$2000 to \$2800.00

Rule Duration * 📅 Nov 24, 2023 - Nov 27, 2023 ▾

Cancel ✓ Save



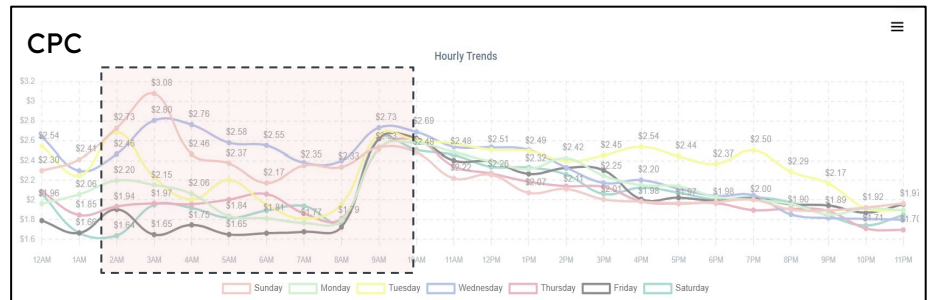
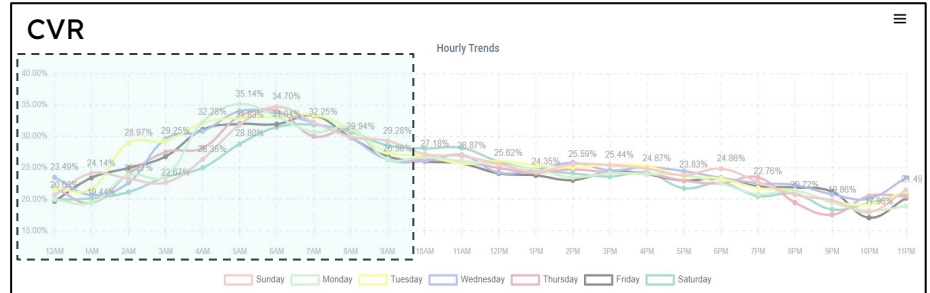
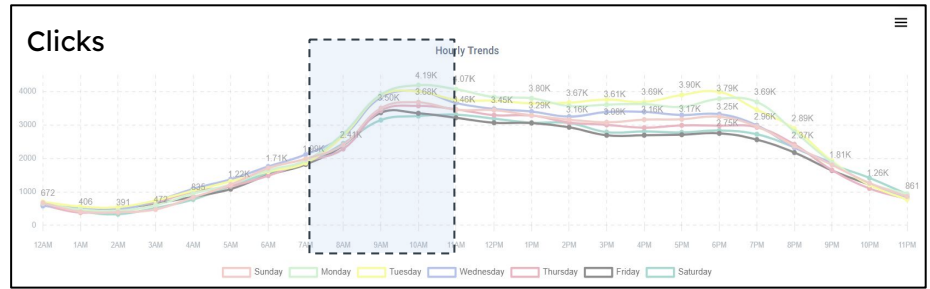
Increase in sales
during BF



Increase in sales
during CM



➤ Bid-Modifiers and Intraday Bidding Schedules





Walk the aisles to ensure visibility

1-48 of over 8,000 results for "vitamin c d zinc"

Eligible for Free Shipping

Free Shipping by Amazon
All customers get FREE Shipping on orders over \$25 shipped by Amazon

Delivery Day

Get It by Tomorrow

Deals & Discounts

Black Friday deals

Amazon Local Stores

Amazon Fresh
 Bristol Farms
 Whole Foods Market

Climate Pledge Friendly

Climate Pledge Friendly

Department

Vitamins, Minerals & Supplements
Vitamin C Supplements
Blended Vitamin & Mineral Supplements
Elderberry Herbal Supplements
Zinc Mineral Supplements
Antioxidant Combination Nutritional Supplements
Echinacea Herbal Supplements
Multivitamins

Customer Reviews

★★★★★ & Up
★★★★☆ & Up
★★★☆☆ & Up
★★☆☆☆ & Up

Brands

Nature Made
 Emergen-C
 Nutribiotic
 Viva Naturals
 Nature's Way
 Clean Nutraceuticals

Price

Under \$25
\$25 to \$50
\$50 to \$100
\$100 to \$200
\$200 & Above

\$ Min \$ Max Go

Caplet
 Capsule

VOOST
EFFERVESCENT VITAMINS





Delicious Daily Vitamin Boosts!

Shop Voost >



RESULTS

Check each product page for other buying options.

 <p>Sponsored @ Nature's Way Immune Power, Triple Action Immune Support Blend*, Vitamins C and D, Zinc, Strawberry... 90 Count ★★★★★ - 5,295 Black Friday Deal \$11⁴⁷ (\$0.13/Count) \$48.49 \$10.90 with Subscribe & Save discount prime: Get it as soon as Sat, Nov 26 FREE Shipping on orders over \$25 shipped by Amazon Add to Cart</p>	 <p>Sponsored @ Quercetin 1000mg Zinc 50mg Vitamin C 1000mg Vitamin D 5000 IU Bromelain Elderberry - Lung... 60 Count (Pack of 1) ★★★★★ - 1,067 \$29⁹⁵ (\$0.50/Count) \$44.99 \$26.96 with Subscribe & Save discount Save 5% with coupon prime: Get it as soon as Sat, Nov 26 FREE Shipping by Amazon Add to Cart</p>	 <p>Sponsored @ OLAY Regenerist Vitamin C + Peptide 24 Brightening Face Moisturizer Cream, Lightweight Anti Aging... 1 Count (Pack of 1) ★★★★★ - 9,320 \$28⁹⁹ (\$28.99/Count) Get it Wed, Nov 30 - Fri, Dec 2 \$3.54 shipping Add to Cart</p>	 <p>Sponsored @ 8 in 1 Immune Support with Quercetin Zinc 50mg Vitamin 1000mg Vitamin D3 5000 IU... 60 Count (Pack of 1) ★★★★★ - 2,183 \$24⁹⁵ (\$0.42/Count) \$49.99 \$22.46 with Subscribe & Save discount prime: Get it as soon as Sat, Nov 26 FREE Shipping on orders over \$25 by Amazon <input type="checkbox"/> Small Business - Add to Cart</p>
--	---	--	---



Budget Monitoring

Filter by ▾

Cost-per-click (CPC)

Orders

Sales

Advertising cost of sales (ACOS)

Return on ad spend (ROAS)

Detail Page Views (DPV)

Almost or out of budget

Cost per 1,000 viewable impressions (VCPM)

Viewable impressions

Portfolio

Video first quartile



Post Event Strategy



Capitalizing on performance after the peak event



Ensure you are pulling back bids and budgets after the event. We often see elevated CPC and CPMs post tentpole event due to advertisers being slow to adjust down bids.



Evaluate performance post event to influence your always on media strategy. Review keyword and ASIN level performance to boost incremental sales.



Retarget shoppers who viewed your PDP but did not purchase during the event with DSP, Sponsored Display and AMC data.



Amazon Marketing Cloud Custom DSP Audiences



Cart Abandoners

Identify users who added items to their cart in during BFCM but didn't make a purchase



Willingness to SnS

Layer a SNS Lookalike audience with a custom audience of shoppers who purchase during BFCM



Tailored Remarketing

Remarket to BFCM shoppers at the precise point of repurchase with custom audiences based of product life-cycle



Basket Building

Identify shoppers who purchased during BFCM and deliver ads for additional portfolio products



Case Study: Re-Engaging past Prime Day Purchasers with AMC Audiences

Supplements brand drives compounding growth and 2x higher return purchase rate on Prime Day using AMC Audiences, sponsored ads, and price promotions

Challenge: How to re-engage past PD purchasers?

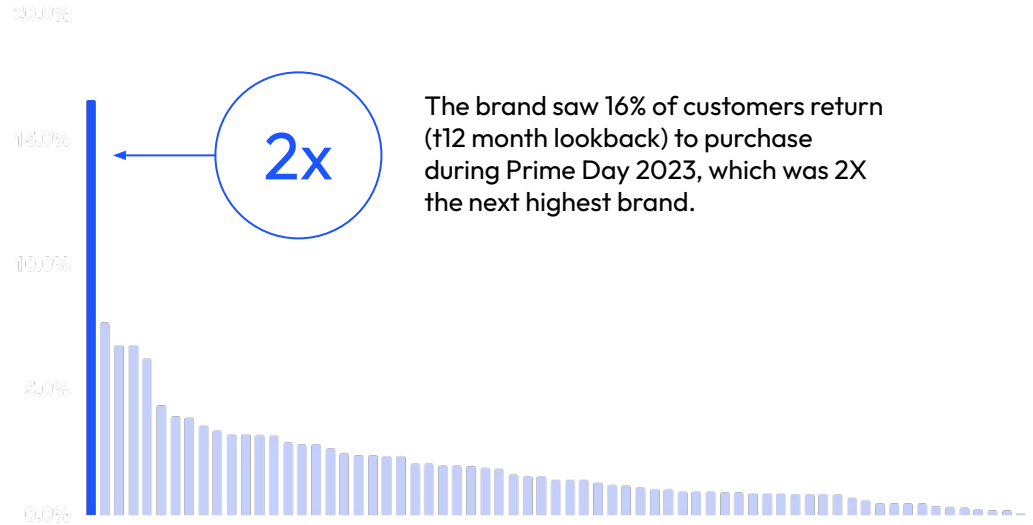
While PD is great at driving new customers (NTBs), these customers typically have lower repeat purchase cadence than customers acquired during non-tentpole events.

The brand wanted to find a way to re-engage users who purchased their product on Prime Day in 2022. However, the Amazon DSP does not currently allow retargeting users who purchased an ASIN within a specific time frame nor extending beyond the 365 day period.

Solution: Full-funnel approach + AMC Audiences

Our AMC team built a custom audience composed of users who purchased from the brand the week of Prime Day 2022, and retargeted those users via Amazon DSP and Streaming TV campaigns.

These efforts were paired with active presence in sponsored ads and price promotions drove 2x return rate of all other brands.



Key Takeaways



Key Takeaways



Shopper Volume

As tentpole event traffic continues to increase with each event, brands should ensure they are planning for sufficient funding and have the ability to be agile with the ever changing landscape



BFCM drives new customer acquisition

BFCM is a great time to capture new brand loyal shoppers



AMC Data

Brands should leverage AMC data to reach and engage past purchases



Execution best practices

Adequately prepare for BFCM using our tips to mitigate challenges during the event





Thank you

Senior Media Director: Kate Greubel
Kate.Greubel@flyweeldigital.com

Media Manager: Alyssa Stermitz
Alyssa.Stermitz@flyweeldigital.com