

admetrics

Data Studio for Shopify

The Ultimate 2023 BF/CM E-Commerce Marketing Playbook

A Comprehensive Guide to Skyrocketing Sales This Shopping Season

Contents

Introduction	3
Laying the foundations	6
Pre-Event Preparations	10
Conversion Rate Optimization	16
Offers and Discounts	28
Consumer Psychology	32
Crafting an Omni-Channel Strategy	40
Mastering Social Media Ads	44
Google Ads	51
TikTok Ads	56
Meta Ads	60
Amazon	66
Influencer	69
Creative Testing	73
Measuring Performance	77
Other Revenue-Driving Strategies	85
Post Event To-Do's	92

Introduction

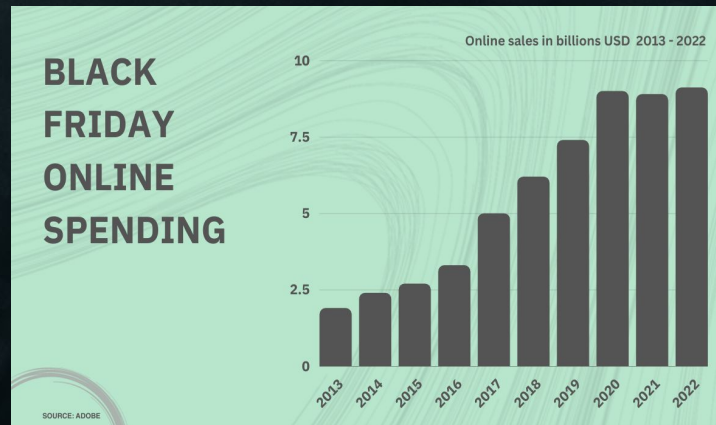
What is Black Friday/Cyber Monday All About?

Black Friday and Cyber Monday are monumental shopping events that kick off the holiday season. They occur the day after Thanksgiving and the following Monday, serving as a critical period for retailers, including DTC and e-commerce brands, to **maximize sales and customer acquisition**.

For DTC and e-commerce companies, these events are not just about immediate sales but also about customer retention and brand building. The potential for revenue generation and customer engagement is immense.

According to Adobe Analytics, Black Friday online sales reached \$9 billion in the U.S. in 2020, marking a 21.6% increase from the previous year.

Cyber Monday was even more significant, with sales hitting \$10.8 billion, making it the largest online shopping day in U.S. history.



In 2022, Black Friday online sales grew 3.5% to **\$65.3 billion globally**. The U.S. retail sales on Black Friday increased 12% YoY.

Why This Guide is Essential for DTC and E-commerce Brands

Covers the Full Funnel

The guide is structured to address various aspects of your marketing funnel, from lead generation to customer retention. Each chapter is designed to offer valuable tactics and metrics that can be directly applied to your campaigns.

1

Preparation is Everything

With the rise of online shopping, especially during high-traffic events like Black Friday, having a well-planned strategy is crucial. This guide provides actionable insights and key metrics to track, ensuring you're well-equipped for the shopping season.

2

Your Playbook and Checklist

This guide serves as a comprehensive playbook for DTC and e-commerce brands looking to optimize their Black Friday and Cyber Monday strategies. It covers everything from pre-event preparations to post-event analysis, offering a holistic approach to maximize success.

3

Laying the foundations

Budgeting and Forecasting for BFCM: A Strategic Overview

Budgeting and forecasting for Black Friday and Cyber Monday are crucial for brand owners and CFOs, serving as a strategic guide through the Q4 period's hectic sales landscape. This process is not merely about crunching numbers but is an art and science that helps envision your brand's potential future outcomes.

Art and Science of Forecasting

Forecasting is a sophisticated science that utilizes historical data, market trends, and advanced analytics to craft a roadmap for Direct-to-Consumer (DTC) brands. Techniques like Monte Carlo simulation offer a spectrum of possible outcomes, accommodating the unpredictable nature of consumer behavior in e-commerce.

Specialized Stock Forecasting

Stock forecasting is a specialized area requiring distinct models. Implementing techniques like Economic Order Quantity (EOQ) and Just-in-Time (JIT) inventory systems are essential. EOQ calculates the optimal order quantity minimizing costs, while JIT synchronizes raw material orders with production schedules, reducing holding costs.

Scenario Planning

Incorporate scenario planning into your budgeting and forecasting process. This approach prepares your brand for various market conditions by creating different scenarios, each based on unique assumptions, and analyzing their potential impacts on your budget and Key Performance Indicators (KPIs).

Different Budgeting and Forecasting Approaches

Incremental budgeting

This is the most straightforward budgeting approach where the budget for the new period is based on the actual figures of a previous period. This method is often used due to its simplicity. For example, if a brand spent €20,000 on advertising last Black Friday, they might allocate €22,000 this year.

Activity-based budgeting

ABB focuses on the costs of activities necessary to market a product or service. A skincare brand, could use ABB to budget for each step involved in marketing. ABB can help DTCs allocate resources for specific Black Friday activities, such as flash sales or influencer partnerships. initiatives.

Rolling budgets

Rolling budgets are continually updated. This allows companies to adapt to market changes quickly. Rolling budgets allow DTC brands to adapt quickly to Black Friday dynamics. If early morning sales are sluggish, a rolling budget could allow for reallocating funds to push a more aggressive campaign by afternoon.

Flexible budgeting

Flexible budgets adjust to changes in activity levels. Flexible budgets are ideal for adapting to the unpredictable nature of Black Friday. If a DTC brand finds that certain products are selling faster than expected, a flexible budget would allow for reallocating funds to restock those items quickly.

Cash flow budgeting

Cash flow budgeting focuses on when revenue will be received and when expenses will be paid. DTC fashion brands might time its inventory purchases to align with expected revenue from seasonal sales. By knowing when revenue will be received, brands can better time their expenses.

Project-based budgeting

This approach is useful for DTC brands that operate on a project-to-project basis. A furniture brand could set a separate budget for a limited-time holiday collection. For DTCs launching Black Friday collections or bundles, project-based budgeting can be invaluable.

Setting Black Friday / Cyber Monday Goals, KPIs, and Targets

The Black Friday/Cyber Monday season is a high-stakes period for any DTC brand, and setting the right goals, Key Performance Indicators (KPIs), and targets is crucial for success.

Objective and Key Results

OKRs are a goal-setting framework that aligns objectives across different departments within an organization. In the context of BFCM, OKRs can help DTC brands align their marketing, sales, and logistics goals.

Balanced Scorecard

This strategic planning tool can be invaluable for DTC brands during BFCM. It balances financial objectives with customer, process, and developmental goals, providing a holistic view of performance.

Best Practices

SMART Goals: Specific, Measurable, Achievable, Relevant, and Time-bound goals are essential for any BFCM campaign. For example, instead of aiming for "increased sales," a DTC brand might aim for a "20% increase in sales compared to last BFCM."

Dynamic KPI Adjustments

Given the fast-paced nature of BFCM, KPIs should be monitored in real-time and adjusted as necessary. Machine learning algorithms can be employed to make these adjustments automatically based on real-time data.

Pre-Event Preparations

Inventory Management

For DTC brands, inventory management is a critical component of pre-event preparations for Black Friday and Cyber Monday (BFCM). The objective is to strike a balance between having enough stock to meet increased demand and not overstocking, which could lead to holding costs and potential markdowns.

Inventory shortages

Inventory shortages during Black Friday can be devastating, especially if you've invested heavily in promotions. For example, if you stock only 10 units of a popular \$250 product and have more demand than supply, you could miss out on significant revenue. The pandemic has added another layer of complexity, causing delays and uncertainties.

Accurate forecasting is essential

Use predictive analytics to understand demand patterns and stock accordingly. Inventory Decisions and Forecasting decisions on BFCM promotions well in advance. Tools like Shopify Reports can provide insights into past BFCM product performance.

Audience Safety Stock Calculation

Calculate a safety stock level to act as a buffer against uncertainties like delayed shipments or sudden spikes in demand. This is particularly crucial for BFCM when demand can be highly unpredictable.

Dynamic Reordering

Use predictive analytics tools to dynamically adjust reorder levels based on real-time sales data. This ensures that you neither run out of stock nor overstock.

Key metrics to watch

- Stock Turnover Rate
- Gross Margin Return on Inventory Investment (GMROI)
- Days Sales of Inventory (DSI)

Forecasting and Budgeting: Pitfalls

⚠ Insufficient Planning

Last-minute planning for Black Friday and Cyber Monday can put your business at risk.

Solution

A strategic planning calendar and automated inventory replenishment systems can help you prepare well in advance.

⚠ Irregular Inventory Monitoring

Infrequent inventory counts lead to inaccurate financial reporting and increased risk of theft.

Solution

Regular audits and product segmentation can help keep track of inventory and identify profitable and less profitable items.

⚠ Lack of Performance Metrics

Without proper metrics, you can't assess the success of your Black Friday sales.

Solution

Integrate inventory with accounting software to track both items and profits. Track metrics working capital alongside sales income.

⚠ Poor Vendor Selection

Choosing the wrong vendor can have long-term negative effects, especially during high-demand periods.

Solution

Conduct due diligence before selecting a vendor. Look for those who offer fast delivery.

⚠ Poorly Trained Employees

Inadequate training can lead to errors in inventory management, causing overstocking or stockouts.

Solution

Employee training is crucial, focusing on inventory management and customer service.

⚠ Ineffective Promotions Strategy

Unclear promotional objectives can lead to wasted funds and unsold stock.

Solution

Implement data-driven promotions that align with customer demands to attract the right audience and efficiently move inventory.

Real World Example: Away Luggage

Inventory Management Insights

Away's success story provides valuable insights into effective inventory management, which is crucial for brands, especially during the high-demand BFCM season.

Quality Over Quantity

Away's approach to inventory is unique; instead of offering a wide range of products, the company focuses on providing high-quality items. This strategy not only reduces the risk of inventory wastage but also ensures that the products resonate with the customers' expectations and needs.

During BFCM, offering a curated list of quality products can help in attracting and retaining customers while managing the inventory.



Customer Feedback for Planning

Away actively listens to its customers' feedback and implements it in their product and inventory planning. Engaging with customers and understanding their needs and expectations can provide valuable insights into which products are likely to be in demand. For BFCM, consider incorporating customer feedback into your inventory planning to ensure that your offerings align with consumer expectations and market demand.

Data-Driven Inventory Decisions

The DTC uses data to understand customer preferences, buying patterns, and market trends. This is invaluable in making decisions regarding product development, stock levels, and inventory turnover.

Contingency Planning

Why it's crucial

Contingency planning is the unsung hero of successful BFCM campaigns. Even with meticulous planning, things can go awry—website crashes, payment gateway issues, or inventory shortages can derail your sales event.

Risk assessment

Start by identifying potential risks that could impact your BFCM campaign. This could range from technical glitches to supply chain disruptions. Prioritize these risks based on their likelihood and potential impact.

Action plans

For each identified risk, develop an action plan. This should include immediate steps to mitigate the issue, responsible parties, and communication protocols.

Backup systems

Consider implementing backup systems, especially for critical operations like payment processing and inventory management. This ensures business continuity even when primary systems fail.

Real-time monitoring

Use real-time analytics and monitoring tools to quickly identify and address issues as they arise. The faster you can spot a problem, the quicker it can be resolved.

Vulnerable areas of your online business

Extended Sales Periods and Early

Instead of concentrated sales on the BFCM weekend, trends indicate a spread over weeks. In November 2021 sales increased by 10% YoY, while Black Friday sales dropped by 31%. DTC should prepare to launch offers early and sustain them beyond the BFCM dates.

1

Order and Fulfillment Workflows

High sales volumes require efficient fulfillment processes. Organize your fulfillment area, consider hiring additional help, and communicate effectively with your team. Use tools and analytics to understand order operations and identify areas for improvement.

2

Contingency Planning

Preparation involves anticipating challenges. What if your shipping partner is overwhelmed? Or there's an inventory delay? Given the shipping challenges during the pandemic, it's crucial to have backup plans. Think of worst-case scenarios and devise strategies to address them.

3

Conversion Rate Optimization

CRO Techniques

In the lead-up to Black Friday and Cyber Monday (BFCM), your website is essentially your storefront, and optimizing it is crucial for both user experience and conversion rate. Here's how experts in DTC brands can prepare their websites for the high-traffic, high-sales BFCM period.

Conversion rate optimization (CRO)

CRO is the practice of increasing the percentage of visitors who take a desired action on your website. For BFCM, this could mean optimizing landing pages, product descriptions, and checkout processes to maximize conversions. A slight increase in conversion rate can lead to significant sales growth. Tools like the e-commerce conversion rate calculator can help brands benchmark their performance and identify areas of improvement.

User experience (UX) design principles

Applying UX design principles like Hick's Law, which suggests that the time it takes to make a decision increases with the number of choices, can streamline user navigation and improve conversion rates.

Ensuring website efficiency

Efficiency is paramount, especially for your website. Slow loading times can deter customers and impact conversion rates. A mere 0.1-second improvement in site speed can boost conversions by 10. With anticipated traffic surges, it's vital to ensure your website can handle the load. Shopify, for instance, has invested significantly in server capabilities to manage BFCM traffic spikes.

Website Optimization: Best Practices

Discover essential tweaks and tricks to enhance your website's performance, ensuring a seamless and engaging shopping experience for your customers during the bustling Black Friday / Cyber Monday season.

A/B testing

Conduct A/B tests on various elements of your website, such as call-to-action buttons or product images, to determine what resonates most with your audience.

Page load speed

A delay of even one second in page load time can significantly impact conversions. Use tools like Google PageSpeed Insights to identify areas for improvement.

Mobile responsiveness

With a significant portion of BFCM sales happening on mobile devices, ensuring your website is mobile-friendly is non-negotiable.

Localized strategies

Brands are now looking beyond borders. Shopify Markets enable brands to cater to international markets with localized experiences, from currencies to languages.

Key Metrics to Watch: Landing page optimization

Add to cart rate

Percentage of visitors that added at least one item to cart.

$$= \text{Unique adds to carts} / \text{Visitors} * \%$$

Conversion rate (CVR)

Percentage of visitors that purchased.

$$= \text{Conversions} / \text{Visitors} * \%$$

Time on page

The average time visitors spend on a page.

$$= \text{Time spend on page} / \text{Visits}$$

Average order value (AOV)

Average order value

$$= \text{Revenue} / \text{Orders}$$

Bounce rate

% of visits that ended without requesting more than 1 page.

$$= \text{One-page visits} / \text{Visits} * \%$$

Exit rate

Percentage of visits that end the session on a given page.

$$= \text{Page exits} / \text{Visits} * \%$$

Time on site

The average time visitors spend on the site.

$$= \text{Time spend on site} / \text{Visits}$$

Average order profit (AOP)

Average order profit

$$= \text{CM2} / \text{Orders}$$

Real World Example: Allbirds Localized Digital Strategy

The DTC footwear brand Allbirds focuses heavily on website optimization. They employ A/B testing to refine user experience continually, which has led to a lower investment in paid channels.

Localized digital strategy

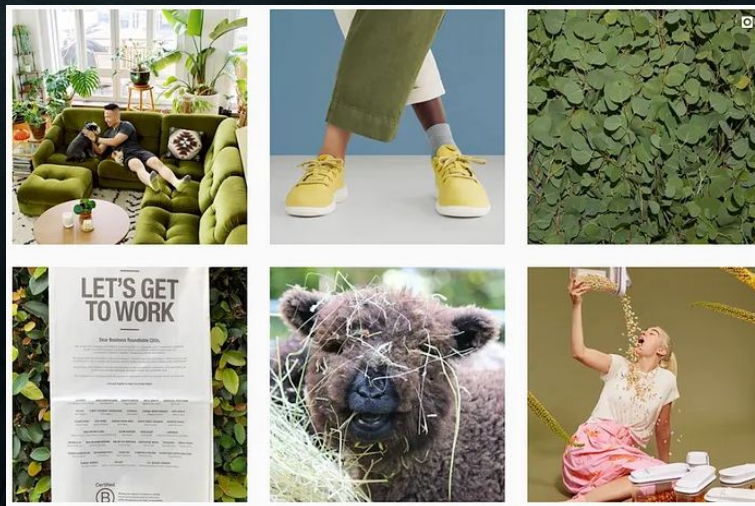
Allbirds uses site localization to customize their website for different global markets, going beyond mere language translation to include local search terms and currency.

Self-competition for organic reach

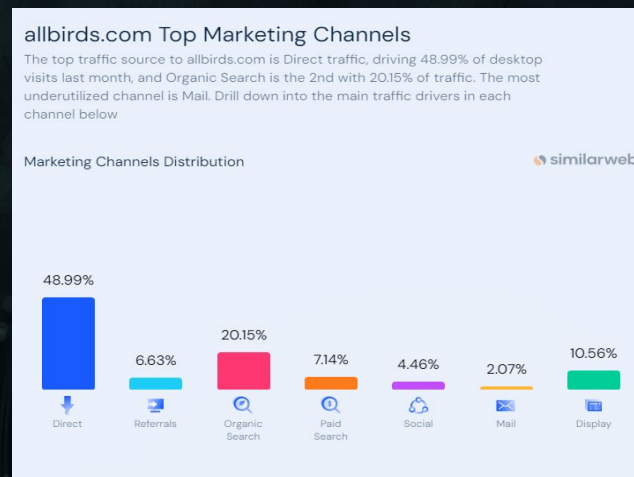
A unique aspect of Allbirds' approach is that they essentially become their own top organic competitor. This enables them to dominate their targeted "Keyword Universe," reducing external competition.

SEO impact during BFCM

This multi-faceted strategy ensures a strong organic reach across various markets, offering a distinct advantage during high-traffic sales events like Black Friday and Cyber Monday.



Real World Example: Allbirds Localized Digital Strategy



Landing Page Optimization for BFCM Success

BFCM are among the most significant sales events of the year, and for DTC brands, the competition is fierce. Your landing page, as the first point of interaction with potential customers, needs to be optimized to capture and convert as much of that traffic as possible.

1. Clear and compelling offers

During BFCM, consumers are bombarded with deals. Ensure your offers stand out with clear, compelling visuals and copy. Highlight the exclusivity or limited-time nature of your BFCM deals.

2. Fast page load times

With increased traffic during BFCM, any delay in page loading can result in lost sales. Optimize images, scripts, and utilize content delivery networks to ensure speedy page loads.

3. Mobile optimization

A significant portion of BFCM shopping is done via mobile. Ensure your landing page is responsive, easy to navigate on mobile devices, and that the checkout process is seamless.

4. Trust signals

Incorporate reviews, testimonials, and security badges. These build trust, especially with first-time visitors who might be discovering your brand during BFCM.

5. A/B testing

Before BFCM, test different versions of your landing page to see which elements resonate most with your audience. This could be different call-to-action buttons, images, or offer placements.

6. Retargeting pixels

Integrate retargeting pixels to recapture visitors who don't convert on their first visit. Given the short window of BFCM, timely retargeting can be especially effective.

7. Clear call-to-action

Your CTA should be prominent and guide visitors towards making a purchase. Whether it's "Shop Now" or "Grab the BFCM Deal," ensure it's visible and compelling.

Landing Page Optimization for BFCM Success

Deep dive into landing page performance metrics

For a holistic view of campaign success, whether organic or paid, key metrics at the landing page level should be analyzed. These include conversion rates, add-to-cart rates, profit margins (CM1-3), and customer acquisition metrics.

The efficacy of an ad campaign transcends mere traffic generation; it's truly successful when it results in conversions. Superior ad copy and precise audience targeting don't inherently guarantee sales. Landing pages need meticulous optimization for tangible results.

Strategizing based on landing page insights

Landing page metrics can guide content strategies, offering profound insights into content efficacy.

For instance, content tailored for educational or informational search intent, as opposed to purchase intent, effectively captures users in the awareness phase.

This approach is especially potent when marketing high-ticket items or in B2B scenarios where the purchase decision is more prolonged.

A/B Testing

Why A/B Testing is Crucial for BFCM

A/B testing, or split testing, involves comparing two versions of a webpage to determine which one performs better in terms of conversions. During BFCM when traffic surges and competition is fierce, A/B testing becomes even more critical for e-commerce and DTC brands.

Optimized User Experience: BFCM attracts both regular and new customers. A/B testing ensures that your landing pages, product listings, and checkout are optimized for the broadest audience.

Maximize Conversions: Even a slight increase in conversion rate can lead to significant revenue during BFCM. A/B testing helps identify and implement changes that can boost conversions.

Reduce Bounce Rates: By testing different elements, brands can identify factors that might be causing visitors to leave without making a purchase.

Key elements to test before BFCM

CTA Buttons: Experiment with colors, text, and placement to see which version drives more clicks.

Product Descriptions and Images: Test different product images or description lengths to determine which resonates more with BFCM shoppers.

Promotional Offers: Test different discount structures or promotional messages to find the most enticing offer.

Checkout Process: Simplify and streamline the checkout process by testing different layouts or steps.

The Importance of Pre-BFCM Testing

It's crucial to have your best strategies and marketing collaterals ready before BFCM based on months of A/B testing. During the BFCM period, it's not the time to experiment. You shouldn't be A/B testing anything website related in the middle of BFCM. Instead, rely on the insights and data you've gathered beforehand.

Conversion Funnels in the Context of BFCM

The Importance of BFCM Conversion Funnels

During BFCM the influx of traffic is immense, making it crucial to understand and optimize the customer journey. This is where **conversion funnels come into play**.

Capturing the surge

BFCM brings a surge in potential customers. A well-optimized funnel ensures that you capture and convert as many of these visitors as possible, maximizing your sales potential.

Identifying drop-off points

Understanding where potential customers drop off in the buying process allows brands to address specific pain points, ensuring smoother transitions from one stage to the next.

Optimizing the BFCM Funnel

Retargeting campaigns: Use retargeting ads to bring back visitors who didn't convert the first time.

Urgency and scarcity: Emphasize limited stock or time-bound offers to encourage quicker decision-making.

Clear CTAs: Ensure that your calls-to-action are clear, compelling, and guide the visitor towards the next step in the funnel.

Key Stages in the Conversion Funnel

Awareness

The top of the funnel. Potential customers become aware of your BFCM deals through channels like social media, email marketing, or PPC ads.

1

Interest

Visitors browse your site, looking at different products and offers. Engaging content and targeted product recommendations can keep them interested.

2

Consideration

Potential buyers might add products to their cart, read reviews, or compare items. Offering limited-time discounts or showcasing customer testimonials can nudge them towards a purchase.

3

Conversion

The final purchase. Streamlined checkout processes, multiple payment options, and trust signals (like secure payment badges) can increase conversion rates.

4

Retention

Post-purchase engagement. This includes follow-up emails, loyalty programs, or exclusive post-BFCM deals to turn one-time buyers into repeat customers.

5

Landing Page Optimization with Admetrics Data Studio

Admetrics Data Studio for Shopify provides a deep understanding of your landing page performance.

Evaluate visitor behaviour

Gain insights into metrics like conversion rates, add-to-cart rates, profits (CM1-3), AOV, AOP, and customer acquisition metrics.

Tailor your strategy

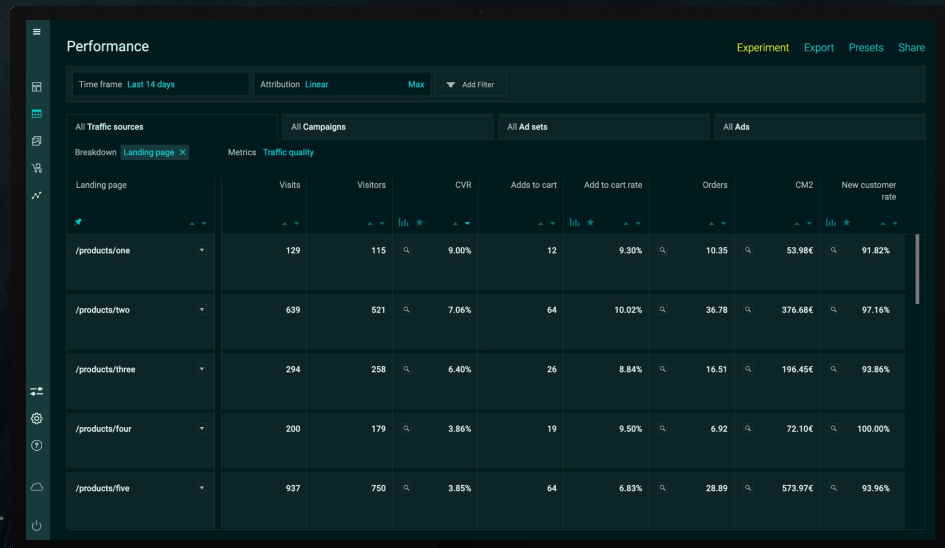
Assess the behavior of visitors on your site, from initial interaction to conversion or drop-off.

Focus on high-CVR products

Refine ad strategies and content based on detailed analytics to resonate with the target audience.

SHOW ALL FEATURES

14-day free trial. Setup in 15 minutes.



The screenshot displays the 'Performance' dashboard in Admetrics Data Studio. It features a sidebar with navigation icons and a main content area with filters and a data table. The table is titled 'Performance' and includes tabs for 'All Traffic sources', 'All Campaigns', 'All Ad sets', and 'All Ads'. The 'Breakdown' is set to 'Landing page' and the 'Metrics' are set to 'Traffic quality'. The table lists five landing pages with their respective performance metrics.

Landing page	Visits	Visitors	CVR	Adds to cart	Add to cart rate	Orders	CM2	New customer rate
/products/one	129	115	9.00%	12	9.30%	10.35	53.98€	91.82%
/products/two	639	521	7.06%	64	10.02%	36.78	376.68€	97.16%
/products/three	294	258	6.40%	26	8.84%	16.51	196.45€	93.86%
/products/four	200	179	3.86%	19	9.50%	6.92	72.10€	100.00%
/products/five	937	750	3.85%	64	6.83%	28.89	573.97€	93.96%

Offers and Discounts

Crafting BFCM Offers Aligned with Your Margins

Black Friday presents a plethora of promotional opportunities to captivate customers. As you sift through potential deals, it's paramount to align them with your brand's objectives and financial health.

Marginal cost pricing

This economic theory suggests setting the price of a product equal to the marginal cost of producing an additional unit. For DTC brands, this means understanding the variable costs involved in producing one more unit of a product and setting BFCM discounts that don't dip below this threshold.

Price elasticity of demand

Understanding how sensitive the demand for a product is to a change in its price can help DTC brands set discounts that will maximize revenue without hurting margins.

Key considerations

- Identifying the core goal for your BFCM campaign and ensuring your chosen promotions resonate with it.
- Evaluating if the proposed deals align seamlessly with your profit margins.
- Planning that your BFCM decisions not only attract customers but also bolster your bottom line.

Key metrics to watch

- Gross Margin Return on Investment (GMROI)
- Contribution Margin
- Average Margin Per User (AMPU)

Offerings and Discount Examples

Percentage-based discount

A certain percentage off the purchase

Membership discounts

Exclusive deals for subscription holders, fostering loyalty

Loyalty-based discount

Special deals for returning or loyal customers

Flash sales

limited-time offers that create urgency

Buy one get one (BOGO)

Customers buy one product and get another for free

Free shipping

Free shipping can increase conversions

Early bird discounts

For those who shop before a certain time

Fixed amount discounts

A specific amount off, such as €10, "Spend and save"

Bundle discounts

Buy a set of products together at a reduced price

Threshold discounts

Activated once a customer spends a certain amount

Gift with purchase

Complimentary item when certain amount is spent

Exclusive email promotions

Special deals sent only to email subscribers

Upselling techniques

Encouraging customers to purchase a higher-end product

Cross-selling opportunities

Promoting related or complementary products

New product launches

Introducing new products during BFCM

Mystery Discounts

Customers receive a surprise discount at checkout

VIP early access

Allowing VIP customers to access BFCM deals early

Speedy delivery promos

Promotions like free express shipping

Gift wrapping services

Offering gift wrapping during the holiday season

Seasonal promotions

Special discounts during the holiday season only

Real World Example: Casper

Casper, a leading DTC mattress brand, smartly utilizes a tiered discounting strategy during Black Friday and Cyber Monday. With discounts reaching up to \$800 on premium products, this approach boosts sales and ensures alignment with product margins, safeguarding profits.

Discounts, while attracting customers, can erode profit margins if not applied strategically. Casper's tiered strategy offers larger discounts on high-margin products, preserving its bottom line while offering customers significant savings, creating a win-win during BFCM.

Founded in 2014, Casper has become a key player in the DTC mattress industry by offering high-quality, reasonably priced products directly to consumers. The BFCM tiered discount strategy reflects Casper's dedication to value, protecting revenue while providing customer value.

Casper's strategic discounting during BFCM drives sales and ensures the continued offering of competitive prices on quality products, highlighting its commitment to customers and long-term success in the competitive mattress market.

TOP CASPER BLACK FRIDAY DEALS

 Casper Hyperlite Sheets Now 25% Off \$193 AT CASPER CREDIT: CASPER	 Casper Bold Plaid Throw Now 50% Off \$64 AT CASPER CREDIT: CASPER	 Casper Original Casper Pillow Now 47% Off \$45 AT CASPER CREDIT: CASPER
 Casper Silk Pillowcase + Sleep Mask Set \$69 AT CASPER	 Casper Everyday Quilt + Sham Set Now 62% Off \$130 AT CASPER	 Casper Weighted Blanket Now 56% Off \$74 AT CASPER

Consumer Psychology

Leveraging Consumer Psychology for BFCM Success

Understanding consumer psychology is pivotal during the BFCM sales period, providing invaluable insights into customer behavior and decision-making processes.

By delving into the psyche of your consumers, you can craft offers and promotions that are not only enticing but also deeply resonate, ensuring a successful and profitable BFCM campaign.

Key insights to consider

- Recognizing the emotional drivers that influence your customers' purchasing decisions during BFCM, such as urgency, exclusivity, and the thrill of getting a deal.
- Implementing strategies that tap into these psychological triggers, ensuring your promotions not only attract but also resonate deeply with shoppers.
- Acknowledging that BFCM is a highly anticipated event, consumers are not just ready but eager to spend; hence, crafting offers that are irresistible and satisfying is crucial.

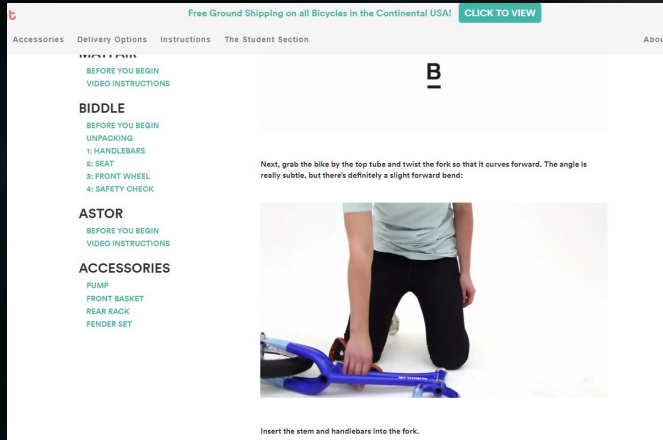
Cognitive biases to include in your BFCM strategy 1 / 2

Cognitive Bias	Example	Application for BFCM
Decoy effect	The decoy effect in Dollar Shave Club's pricing strategy involves presenting a third pricing option that, while not as attractive, makes one of the other two options appear more valuable, influencing purchasing decisions.	Introduce a product variant during BFCM that acts as a decoy, making your primary product seem more valuable.
Ikea effect	The tendency of consumers to place a disproportionately high value on products they partially created or assembled themselves is similar to how customers may value their DIY assembled bikes from Brilliant Bikes.	This bias is also known as the "IKEA effect," where the labor and time invested in assembling products lead to higher valuation and attachment to those products.
Anchoring bias	Alpin Loacker, a sustainable outdoor equipment DTC brand displays its promo, on-sale launch box next to a similar more expensive one. Thus, the sales offer seems a bargain in comparison.	Start your BFCM promotions by showcasing the original prices (anchors) before revealing the discounted prices.
Loss aversion	With the occasion of International Children's day, German DTC Bumpli offers a limited-time discount, emphasizing that customers will "miss out" if they don't purchase before the sale ends.	Emphasize the limited availability of BFCM deals to tap into customers' fear of missing out.

Cognitive biases to include in your BFCM strategy 2 / 2

Cognitive Bias	Example	Application for BFCM
Reciprocity	A beauty brand offers free samples to online shoppers. Many shoppers feel obliged to make a purchase after receiving something for free.	Include free samples or gifts with BFCM purchases to encourage further shopping.
Endowment effect	Dagsmejan offers to reimburse their customers even after 30 days. This reinforces the quality of the garment, while customers already perceive they own a high-value product.	During BFCM, offer personalized products or limited editions that customers can perceive as uniquely theirs, enhancing their perceived value.
Scarcity	Paul Valentine indicates an offer with a very limited items available enforcing scarcity around their advent calendar, creating a sense of urgency for shoppers.	Use real-time stock indicators or clock during BFCM to show when products are running low.
Authority	Goruck collaborates with well-known athletes or trainers to endorse its products, leveraging their authority in the rucking and training world.	Collaborate with influencers or experts in your industry for BFCM endorsements.

Real World Examples: Cognitive biases to include in your BFCM strategy

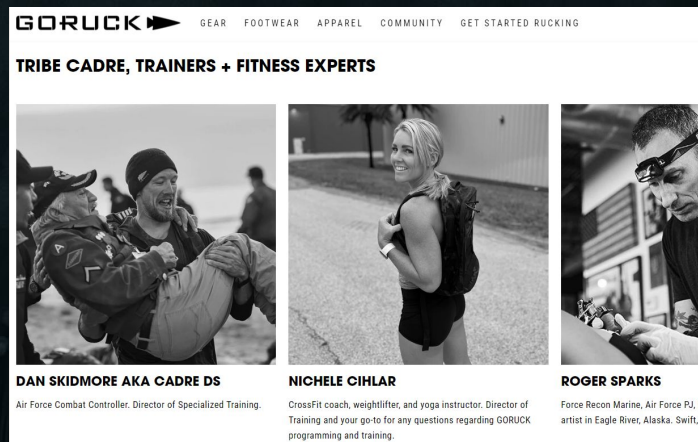
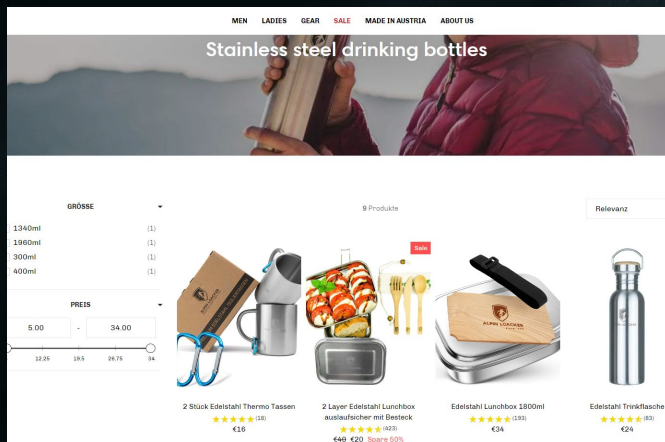


Example of the **Ikea effect** - the Brilliant Bikes must be assembled first.



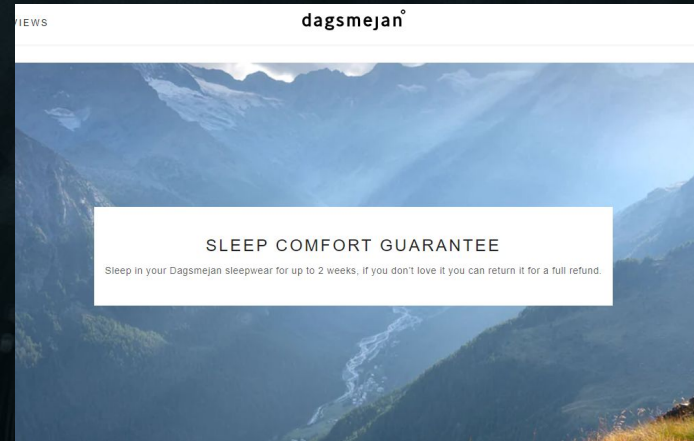
Example of **Decoy effect** - the pricing plan of The Dollar Shave Club.

Real World Examples: Cognitive biases to include in your BFCM strategy



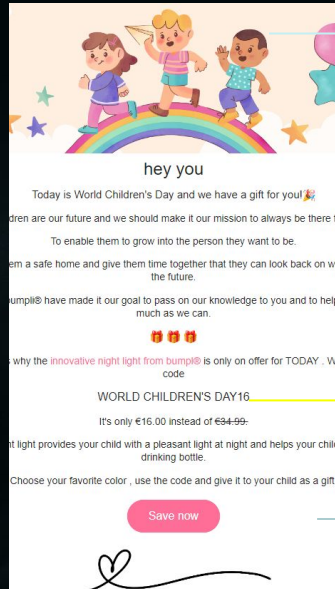


Example of the **Scarcity bias** - to highlight the scarcity, Paul Valentine uses power worlds and other graphic elements.



Example of **Endowment effect** - Dagsmejan offers full reimbursements even if the returned items are worn.

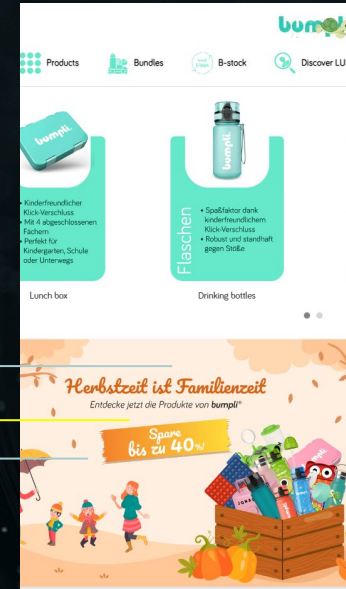
Real World Examples: Cognitive biases to include in your BFCM strategy



Calendar themed offers

Limited-time discount

Emphasis on saving appealing to certain demographics



German DTC Bump! uses calendar themed offers and applies limited time discounts to enforce scarcity, fear of missing out as well as loss aversion. All these cognitive biases are used in conjunction with a demographic adapted language (young families with small children) by emphasizing words like save, savings and similar.

Crafting an Omni-Channel Strategy

Crafting an Omni-Channel Strategy for BFCM

As BFCM approaches, retailers must recognize the critical importance of adopting an omni-channel strategy. This isn't merely a best practice but an essential framework that significantly influences your brand's success.

The indispensable omni-channel

Meeting customer expectations: An omni-channel approach is non-negotiable to meet and exceed these expectations, fostering a customer experience that is smooth, integrated, and consistent across various platforms.

Driving Revenue Growth: An effective omni-channel strategy is directly proportional to increased sales. Customers engaging through multiple channels typically spend more, thus a well-executed omni-channel approach is a revenue driver.

Consistent Customer Support: Deliver uniform and efficient customer support across all channels. Consistency in service, irrespective of the channel, enhances customer experience and builds trust.

Data Collection and Personalization: An omni-channel approach facilitates the collection of invaluable data from diverse touchpoints and enabling personalization of customer experiences which stimulate sales.

Essential Components of Omni-Channel Success

Seamless Commerce Experience: Integration between online and offline channels is vital. Ensure real-time synchronization of inventory, order management, and customer data to offer a frictionless shopping experience.

Mobile-First Approach: A mobile-friendly interface is crucial for capturing the significant segment of consumers who prefer shopping on their devices.

Leveraging Social Media: Enable shopping features on your social platforms to tap into the vast user base and drive BFCM sales.

Social Media Advertising: A BFCM Statistical Overview

\$153 Billion Spent in 2021

Social media advertising was a \$153 billion market, the second-largest in digital ads.

Google & Meta Lead

Google commands 28% of global digital ad spend, with Meta close at 24%.

179.8 Million Shoppers

BFCM 2021 saw 179.8 million unique in-store and online shoppers, undeterred by the pandemic.

Digital & Mobile Dominance

BFCM is increasingly digital, with mobile leading at 69% for product discovery, outperforming desktop's 31%.

Social Media for Discovery

54% of Gen Z and 58% of Millennials prefer social media over search engines for discovering products and brands.

The Blueprint of an Effective Omnichannel Strategy

Know your audience

Demographic analysis

Understand who your customers are.

Behavioral insights

Analyze shopping behaviors and preferences.

Customer journeys

Understand paths customers take from awareness to conversion.

1

Channel integration

Consistent messaging

Ensure consistency across all channels.

Synchronized inventory

Prevent overselling through real-time updates.

Unified data

Consolidate data from all channels for a holistic understanding.

2

Personalization

Targeted offers

Provide deals and discounts that resonate with customer segments.

Recommendations

Suggest products based on past purchases and browsing history.

Responsive support

Offer timely and efficient support across all platforms.

3

Social media

Social selling

Leverage platforms like Instagram and Facebook for direct sales.

User-generated content

Encourage and share content created by your customers.

Community building

Foster a sense of community and brand loyalty through engaging social content.

4

In-store (if applicable)

Click-and-collect

Offer options for online ordering with in-store or curbside pickup.

QR Codes

Utilize QR codes for easy access to online content and deals.

In-store deals

Provide special offers available only to in-store customers.

5

Mastering Social Media Ads

Best Practices for Crafting BFCM Social Ads

Historical data & trends

Reflect on past events: Analyze previous campaigns, identifying what worked and what didn't.

Understand key metrics: CVR, AOV, CM2, ROAS, New customer ROAS and POAS. Also look at RPRs and CLV of last year's BFCM shoppers to understand how you much you can potentially spend on acquisition.

Plan your promotions

Detail your offers: Clearly outline the specifics of your promotions, including content type, discount size, validity period, and products involved.

Balance your content: Avoid overwhelming followers with promotions; intersperse with varied content types.

Craft eye-catching visuals

Stand out: With consumers bombarded by BFCM promotions, create visuals that grab attention and encourage exploration of your offers.

Trend-savvy: Be aware of current trends, like the rise of short-form videos in 2022, especially if targeting Gen Z.

Organize collateral

Stay organized: With increased content production during BFCM, have a system to store and organize assets efficiently.

Best Practices for Crafting BFCM Social Ads

Optimize for mobile users

Ensure your content and website are mobile-friendly, as a significant portion of consumers shop on their smartphones during BFCM.

Tailor campaigns for mobile users, considering the unique behaviors and preferences of this audience segment.

Maintain consistency

Harmonize Your Channels: Ensure consistent messaging across all marketing channels to maximize traffic and conversions.

Crafting Engaging BFCM Ads: Copy and Visuals 1 / 3

Grab attention

Engage your audience with thought-provoking questions or offer solutions to everyday problems.

Use simple and direct keywords that are relevant to your audience's search queries.

1

Relevant keywords

Balance specific and general keywords to target both recurring and new consumers.

Avoid keyword stuffing; ensure your ad copy is readable and concise.

2

Provide value

Understand your target consumer's needs, questions, pain points, and preferences.

Ensure your ad copy offers solutions and value to the audience.

3

Compelling CTAs

Avoid clichés; use strong, unique CTAs that resonate with your audience's desires.

Use clear and direct verbs to guide the audience towards a desired action.

Draft CTAs that align with campaign objectives.

4

Crafting Engaging BFCM Ads: Copy and Visuals 2 / 3

Leverage power words

Use words that trigger psychological reactions, evoking emotions like trust or urgency.

Employ “you” and “your” for a personal touch.

5

Optimize for mobile

With the increasing use of mobile devices, ensure your ads are mobile-optimized.

Consider using expanded text ads designed for mobile optimization.

6

Maximize ad space

Use all available character space and ad extensions to convey more information.

Adhere to the recommended or mandatory character limits on different platforms.

7

Harness emotions

Steer clear of dull ads; instead, stir emotions to render your ads unforgettable and enticing.

Engage both negative and positive emotional triggers to fuel engagement and prompt action.

8

Crafting Engaging BFCM Ads: Copy and Visuals 3 / 3

Tackle objections

Address potential objections in your ad copy proactively to alleviate customer apprehensions.

Ensure your ad copy is valuable and relevant to the target consumer.

9

Showcase your UVP

Clearly highlight the distinctive qualities that differentiate you from the competition.

Accentuate unique offers, accolades, or aspects of your brand identity.

10

Promote local appeal

Even if you're a multi-location operation, emphasize your local business allure.

Incorporate location-specific terms and local contact numbers in your advertisements.

11

Test and refine ads

Engage in frequent A/B testing to discern and apply the most effective ad strategies.

Experiment with various keywords and phrases in headlines and body copy for enhanced performance.

12

Visual Ad Best Practices

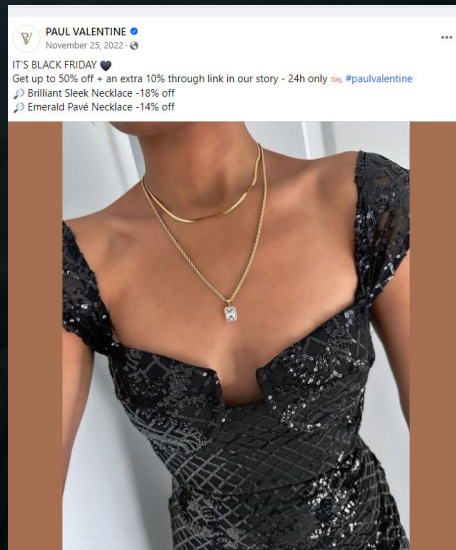
Make first impressions matter: Engage your audience with striking, high-quality images that instantly grab attention.

Highlight promotions: Clearly present any sales or promotional offers within your visuals, while complying with each platform's text-on-image policies.

Center on your offerings: Ensure the spotlight is on your products or services, delivering a straightforward and unmistakable message to viewers.

Expand ad format diversity: Implement an assortment of ad formats and aspect ratios to maximize reach and efficacy across various platforms.

Choose readable fonts: Opt for fonts that are not only bold and easy to read but also professionally formatted and color-coordinated to avoid any visual discord or readability issues.



A 2022 Paul Valentine Black Friday Facebook ad featuring alluring yet simple graphics centered around the product while offering an incredible discount.

Google Ads

Omnichannel Strategy: Crucial Factors Influencing Google Ads Performance

Ad Rank

Ad Rank plays a pivotal role in determining the position of your ads on the search results page. It's calculated based on your bid amount and the Quality Score of your ad.

Craft a Quality Score

The Quality Score is a metric that reflects the relevance and quality of your ad. It's influenced by the CTR, the relevance of your keywords, the quality of your ad copy and CTA, and the user experience provided by your landing page. A higher Quality Score can lead to lower costs and better ad positions.

Location targeting

The geographical location you target when setting up your ad significantly influences its visibility. For physical stores, target areas within a reasonable radius around your location. For e-commerce stores, target areas where you can ship your products. The location setting ensures that your ads are shown to users in the specified areas, enhancing their relevance.

Keyword selection

Choosing the right keywords is fundamental for the success of your paid ads. Your selected keywords should align closely with user intent. Each ad group within your campaign should target a small set of closely related keywords (ideally one to five), enhancing the chances of your ad being displayed for relevant search queries.

Omnichannel Strategy: Google Ads Campaign Types

Search campaigns

These are text ads appearing on Google results pages. With Responsive Search Ads, you can create dynamic ads with multiple headline and ad copy variations, allowing Google to display the best-performing combinations.

1

Display campaigns

Display ads are image-based and shown on websites within the Google Display Network. These ads are ideal for reaching audiences that align with your buyer personas.

2

Video campaigns

Provide Video ads are displayed on YouTube and are effective for capturing user attention with the right keywords.

3

App campaigns

Promote your mobile application across various Google platforms. You provide the app information, audience, and bid, and Google handles the rest.

4

Shopping campaigns

These ads promote specific products with detailed information and are displayed on Google's search results pages.

5

Omnichannel Strategy: Google Ads Best Practices

Bidding strategies

- Automated Bidding: Google adjusts your bid based on competitors, working within your set maximum budget.
- Manual Bidding: You set the bid amounts for your ad groups and keywords, allowing control over spending on each ad.
- Cost Per Acquisition (CPA) Bidding: Pay only when a user converts, ensuring you only spend when acquiring a customer.

Best practices

- Use a PPC planning template: Stay organized and visualize how your ads will appear online.
- Avoid broad keywords: Opt for specific keywords to ensure your ad reaches the right audience.
- Set clear goals: Define your objectives before creating ads.

Pro tips

Improve Quality Score: Work on enhancing your ad's Quality Score for better ranking and visibility.

Create relevant landing pages: Ensure your ads lead to landing pages that facilitate conversion.

Automate bidding: Use tools like Google's Smart Bidding to optimize the bidding process.

Employ negative keywords: Prevent your ads from appearing in irrelevant searches.

Measure and improve: Integrate with Google Analytics to track, analyze, and improve your ad performance over time.

Omnichannel Strategy: Optimizing Performance Max Campaigns for BFCM

Performance Max (PMax) campaigns offer both opportunities and challenges for DTC brands, serving as a pivotal tool for maximizing reach, driving sales, and uncovering valuable insights.

⚠️ The Double-Edged Sword of PMax

Introduced by Google, PMax campaigns are a powerful yet enigmatic tool. While they promise to maximize your reach and drive traffic and sales efficiently, understanding and navigating through their intricacies is crucial for success.

Importance of excluding branded terms

Branded keywords are known for their high conversion rates, often outperforming non-branded counterparts. With ROAS for branded searches reaching up to 30x, not excluding these from your PMax campaigns can result in skewed data and misallocated ad budgets.

Preventing keyword cannibalization

Avoid undermining your branded keywords by running separate campaigns for organic branded searches. This strategy prevents competition between your paid ads and organic results, ensuring efficient use of branded keywords to drive traffic and sales.

Key takeaways

Exclude branded terms: To avoid misleading data and optimize advertising budgets, always exclude branded terms from PMax campaigns.

Run separate campaigns: Implement distinct campaigns for organic branded searches to prevent keyword cannibalization and enhance the effectiveness of your advertising efforts.

TikTok Ads

Omnichannel Strategy: Crafting Your TikTok Advertising Strategy for BFCM

Setting goals & KPIs

Before launching TikTok ads, establish clear campaign goals, KPIs, and budgets. Define objectives like driving sales, increasing brand awareness, or promoting new products, aligning with overall marketing goals. Utilize TikTok Ads Manager to set daily or lifetime budgets, or opt for no limit for flexibility.

Content strategy

Craft a content strategy that mirrors your brand voice and values. Engage with your audience, leverage TikTok trends, and encourage user-generated content (UGC). Experiment with various content formats and ad formats, staying authentic and creative. Test different angles and approaches to discover what resonates with your audience. Learn more about [How to create your TikTok ads creative strategy](#).

Engaging visuals

Develop visuals that grab attention. Use bold colors, incorporate movement, and experiment with text overlays, sound, and music. Keep visuals simple and clear, experimenting with TikTok's diverse content formats. Tailor ad copy to your audience, keeping it concise and engaging.

TikTok ad formats & placements

In-Feed Video Ads are standard and feel like native content, suitable for various campaign objectives. TopView ads offer prime placement, ideal for brand awareness. Brand Takeover ads provide high impact, while Branded Hashtag Challenges engage audiences through content co-creation. Branded Effects immerse audiences, offering high engagement levels.

Crafting Engaging BFCM Ads: Ad Copy and Visuals

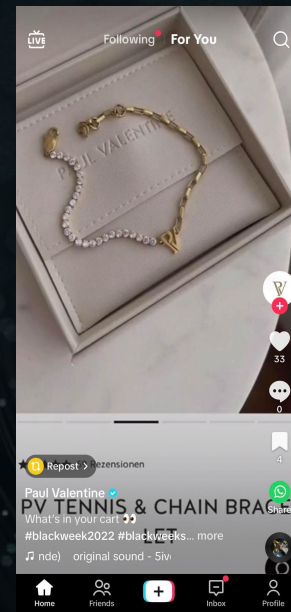
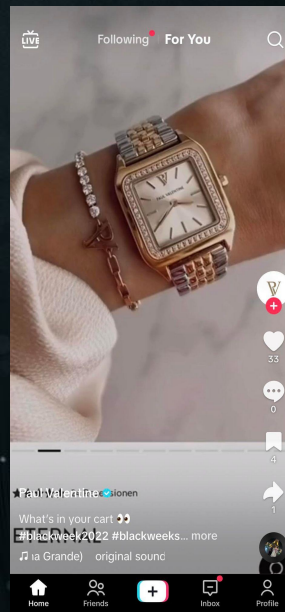
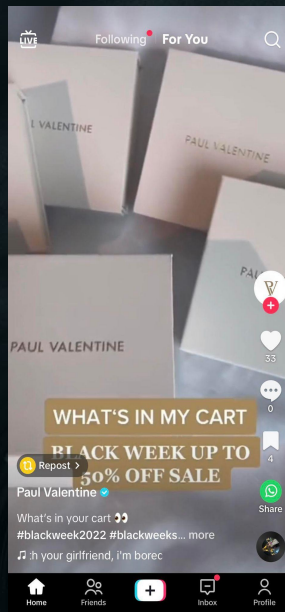
Paul Valentine's TikTok Black Friday campaign

Paul Valentine, an Admetrics Data Studio client, effectively engages audiences with attention-grabbing visuals, using bold colors and dynamic movement.

Experimenting with text overlays, sound, and music, the brand keeps content simple and clear, aptly utilizing TikTok's varied formats. Watch their 2022 BFCM TikTok videos [here](#).

Their ad copy is concise, engaging, and meticulously tailored to speak to their target audience, embodying advertising best practices for memorable campaigns.

[Learn more about How to use ChatGPT to write video ad scripts for TikTok.](#)



Analyzing TikTok Performance with Admetrics Data Studio

Analyze creative performance

Use Admetrics Data Studio to analyze more than 100 performance metrics of your TikTok ads at the creative level.

Track video impact

Employ video metrics like Thumbstop rate and Video views to understand the effectiveness of your TikTok videos in engaging audiences.

Understand conversion potential

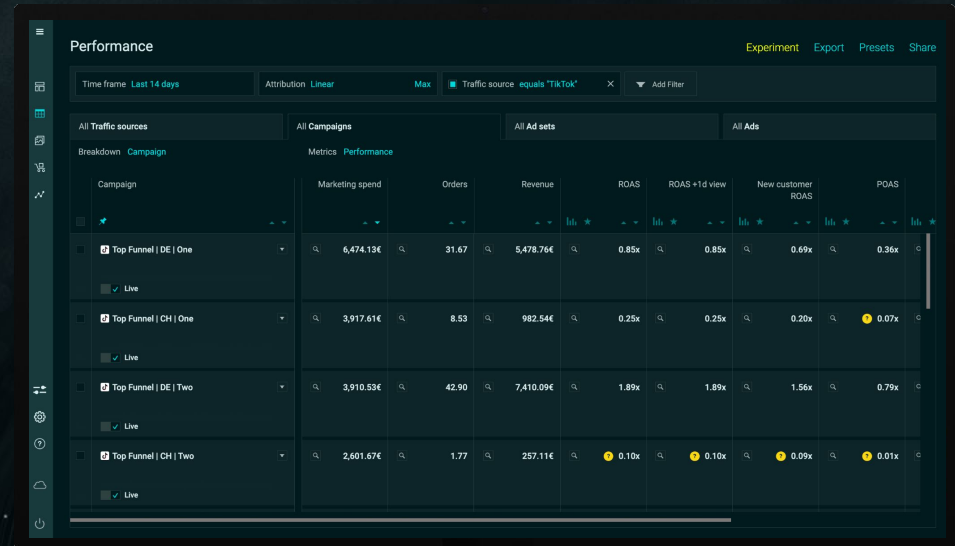
Use the metrics to comprehend a creative's conversion potential, aiding in making informed decisions for scaling ads on TikTok and other channels.

Preview best-performing creatives

Preview and identify top-performing videos and copy that drive sales, facilitating data-driven decisions beyond TikTok's native reporting.

SHOW ALL FEATURES

14-day free trial. Setup in 15 minutes.



The screenshot displays the 'Performance' dashboard in Admetrics Data Studio. The interface includes a sidebar with navigation icons and a main content area with a table of campaign performance data. The table is filtered for 'Last 14 days' and 'Attribution Linear'. The table columns include Campaign, Marketing spend, Orders, Revenue, ROAS, ROAS +1d view, New customer ROAS, and POAS. The table lists four campaigns, each with a 'Live' status indicator.

Campaign	Marketing spend	Orders	Revenue	ROAS	ROAS +1d view	New customer ROAS	POAS
Top Funnel DE One	6,474.13€	31.67	5,478.76€	0.85x	0.85x	0.69x	0.36x
Top Funnel CH One	3,917.61€	8.53	982.54€	0.25x	0.25x	0.20x	0.07x
Top Funnel DE Two	3,910.53€	42.90	7,410.09€	1.89x	1.89x	1.56x	0.79x
Top Funnel CH Two	2,601.67€	1.77	257.11€	0.10x	0.10x	0.09x	0.01x

Meta Ads

Crafting Your Meta Advertising Strategy for BFCM

Avoid major edits during BFCM

Refrain from significant alterations to targeting or creative elements as it resets the ad's learning phase, wasting precious time during BFCM.

1

Double check ad elements

Ensure your ad copy is typo-free and images contain minimal text. These seemingly minor details can significantly impact ad success.

2

Adjust your spending limits

Anticipate higher ad expenditure during BFCM and adjust spending limits accordingly to prevent disruption to high-performing ads.

3

Adhere to character limits

Maintain short headlines (under 25 characters) and link descriptions (under 30 characters) to prevent truncation. Studies suggest images with less than 20% text perform better.

4

Leverage paid advertising

With organic reach on Facebook diminishing, consider utilizing paid ads to effectively reach your audience among Facebook's 2.7 billion monthly users.

5

Omnichannel Strategy: Crafting Your Meta Advertising Strategy for BFCM

Common mistakes to avoid

Unclear Targeting: Define your targeting persona meticulously, considering both demographics and psychographics.

Inadequate Strategy: Develop a comprehensive, multi-channel strategy with a conversion-optimized funnel.

Over Reliance on Discounts: While discounts are attractive, creativity in offers (like BOGO and bundles) is crucial.

Poor Campaign Planning: A successful Black Friday campaign requires careful planning of various elements including copy, creative, audience, structure, multi-channel approach, offer, and funnel.

Strategic tips

Creative Offers: Beyond discounts, consider innovative deals like Buy One, Get One (BOGO), bundles, and other enticing offers.

Comprehensive planning: With numerous components involved in a successful campaign, meticulous planning is essential to cover all bases from copy and creative to audience and offer structure.

Black Friday Facebook Strategy for Optimal Budgeting & Scaling

Budgeting essentials

Allocate at least double your CPA per creative. For a \$20 CPA, assign a \$40 budget to each creative. Plan budgets for different phases: Anticipation (5%) Pre-Black Friday (80%) Black Friday (5%) Pre-Holiday (5%), and Holiday (5%).

Vertical scaling guidelines

Incremental Increases: Boost budgets by 10% for good results, 20% for very good, and 30% for exceptional outcomes.

Downscaling: If campaigns underperform, consider reducing the budget by 10%.

Budget-Specific Strategies

< \$2,000: With limited funds, be selective with creative formats, focusing on dynamic product catalogue ads.

\$10,000 Range: Plan multiple creatives but limit to one or two audiences for maximum impact.

Over \$100,000: Plan campaigns with 3-5 audiences and creatives.

Audience Segmentation

Custom Audiences: Recommended for budgets over \$100,000, with a split of 30% retargeting and 70% prospecting.

Automation for Scaling

Implement Facebook ad rules to efficiently manage high budgets, turning off underperformers and adjusting budgets. Examples:

Safe side: Disable ads if CPA is spent without a purchase.

Aggressive downsizing: Reduce budget by 10% every 12 hours if ROAS is below 2.

Hourly scaling: Increase budget by 10% hourly for exceeding ROAS.

Daily scaling: Daily 10% budget increase for well-performing ROAS.

Strategic tips

Be meticulous with creative choices, especially with limited budgets.

With substantial budgets, diversify audiences while maintaining creative focus for optimal impact.

Strategies for Effective Black Friday Facebook Ads

Fast-track budget delivery

Avoid Ad Review Delays: Ensure your Facebook ads are not stuck in review during the crucial Black Friday period.

Implement Accelerated Ad Delivery: This strategy allows for rapid budget expenditure to maximize ad visibility and engagement.

Use bid caps

Incompatible with Campaign Budget Optimization: Accelerated delivery requires the use of bid caps, which are not compatible with Campaign Budget Optimization campaigns.

Control Spending: Bid caps prevent overspending per purchase, helping you maintain adherence to your allocated budget.

Employ Facebook Ads automation

Automate Non-Performing Ads: Implement rules to automatically deactivate ads that are not delivering the desired performance metrics.

Example Rule: Turn off ads after spending \$100 without conversions or if the Return on Ad Spend (ROAS) is below 1 within a 24-hour timeframe.

Monitor spending limits

Avoid Ad Pausing: Regularly check your ad account spending limit to prevent unintentional pausing of all your ads.

Active Monitoring Over Limits: Instead of setting spending limits, actively monitor your ads daily to avoid unexpected issues and ensure optimal performance.

Strategic Tips

Daily Ad Monitoring: Engage in consistent daily review and monitoring of your ads to preemptively identify and address issues, ensuring a smooth and effective ad campaign during the Black Friday season.

Practical Ad Budget Allocation During BFCM: Cost Caps

When allocating a substantial ad budget, like \$1M, for Black Friday and Cyber Monday, the decision between using Highest Volume (HV) and Cost Caps (CC) strategies is crucial. Here's a concise guide to understanding and efficiently utilizing these approaches for maximum returns.

Highest Volume (HV)

This approach prioritizes spending your entire budget, regardless of the Cost Per Acquisition (CPA).

Cost Caps (CC)

Focused on performance, CC ensures spending only occurs when it's profitable, maintaining a balance between expenditure and returns.

Overcoming the fear of Cost Caps

Many brands hesitate to use Cost Caps due to the fear of under-spending their budget. However, this strategy is designed to react dynamically to the auction environment, optimizing spending based on the availability of cost-effective purchases against the set target CPA.

Custom dynamic spending with Cost Caps

For instance, if your target CPA is €50, CC will adjust the spending based on the auction dynamics. During weekends, when users are actively scrolling through social media, there might be more purchases available at a CPA less than €50. Conversely, on less profitable days, the spending is automatically reduced to avoid higher CPAs.

Example scenario

Consider a fashion retailer: weekends see higher engagement and conversion rates due to consumers having more time to browse and shop. These days would have lower CPAs due to higher conversion rates. If that's the case, Facebook will increase spend on weekends when you can hit that CPA target, and reduce spend on weekdays when it's not as profitable.

Key takeaway

Cost Caps allow for smarter, more efficient budget allocation, especially during BFCM when the auction environment is highly dynamic. It ensures that your €1M is spent judiciously, maximizing returns by capitalizing on the most favorable auction conditions.

Amazon

Maximizing Amazon Sales This BFCM

If you aren't already on **Amazon**, here's why you should use this channel now.

With over 50% of all online purchases in the US and 3,400 products sold per minute in Europe, Amazon is a behemoth in online retail.

Many e-commerce businesses have yet to fully leverage the sales and visibility potential offered by Amazon.

Challenges in Amazon sales tracking

Brands often struggle with isolated data from Amazon and Shopify, lacking a comprehensive overview.

The vast Amazon landscape can be daunting for brands to navigate and analyze effectively.

Getting a Holistic Marketing Overview with Admetrics Data Studio

Blended ROAS/MER dashboard: Obtain a unified view of your Shopify and Amazon ROAS and Marketing Efficiency Ratio (MER).

Holistic marketing overview: Experience a consolidated view of all marketing channels, eliminating data silos.

Amazon ad efficiency insights: Receive valuable data to optimize your Amazon ad campaigns effectively.

Cross-channel financial reports: Understand your costs and profits, with detailed reports including Amazon FBA Fees.

Granular product reports: Make informed decisions with detailed product-level reports.

Customer acquisition & retention: Gain insights into new vs. returning customers, profitability by product, and more.

SHOW ALL FEATURES

14-day free trial. Setup in 15 minutes.



Influencer

Navigating Influencer Marketing for BFCM

Understanding influencer marketing dynamics

Influencer marketing is pivotal, with 68% of brands engaging influencers across platforms like blogs, YouTube, Instagram, and TikTok.

The \$16.4 billion industry in 2022 leverages short video content popularity on social media. Thus, it's vital to effectively track revenue from influencer campaigns, moving beyond likes and shares.

Influencer collaborations

Follow these steps to effectively find, collaborate, and measure the impact of influencer partnerships.

Finding the right influencers

Identify Your Audience: Understand who your target customers are, their interests, and where they spend most of their time online. This insight will guide you in selecting influencers who resonate with your audience.

Research influencers: Select influencers whose values align with your brand, have a following within your target demographic, and exhibit high engagement rates, quality content, and audience trust.

Use influencer platforms: Numerous platforms and tools can assist in finding and vetting influencers, offering detailed analytics and insights into their audience and performance.

Structuring collaborations

Define objectives: Clearly outline what you aim to achieve with the influencer collaboration, whether it's increasing brand awareness, driving traffic to your site, or boosting sales.

Negotiate terms: Agree on the collaboration's scope, including the number of posts, type of content, posting schedule, and compensation.

Create a contract: Draft an agreement that covers all aspects of the collaboration, including deliverables, timelines, payment terms, and any legal considerations.

Leveraging UGC

User-Generated Content (UGC), including images, videos, text, and audio posted by users online, is a powerful tool for brands to build authenticity and engage communities.

Why UGC is particularly effective with Gen Z

Authenticity matters

Gen Z consumers crave authenticity. They prefer real, unfiltered content that reflects the diverse and inclusive world they inhabit. UGC naturally embodies this authenticity, as it showcases real people using products in their everyday lives.

Peer recommendations

Gen Z values the opinions and recommendations of their peers. UGC acts as a digital form of word-of-mouth marketing, where users willingly endorse and promote products they love and use.

Relatability

UGC is relatable. It often depicts scenarios and uses that resonate with Gen Z, making it easier for them to envision themselves using the products.

Interactive and engaging

Gen Z is more likely to engage with interactive and dynamic content. UGC encourages participation and content creation from users, creating a two-way interaction.

Maximize UGC for Gen Z Engagement

Initiate campaigns encouraging content creation related to your brand, using hashtags for aggregation.

Feature this content across various platforms to enhance social proof and acknowledge creators.

Design campaigns centered around UGC, incorporating contests, challenges, or influencer partnerships that reflect your brand values.

Define KPIs like engagement, click-through, conversion rates, and ROI to gauge collaboration success. Post-campaign, assess performance against objectives and KPIs for insights into future influencer partnerships.

Track Influencer and Affiliate Campaigns with Admetrics Data Studio

Track and analyze the performance of your influencer campaigns using **Admetrics Data Studio**, and make informed and strategic marketing decisions.

With Admetrics you can understand spend, sales, ROAS, and profitability of your influencer campaigns.

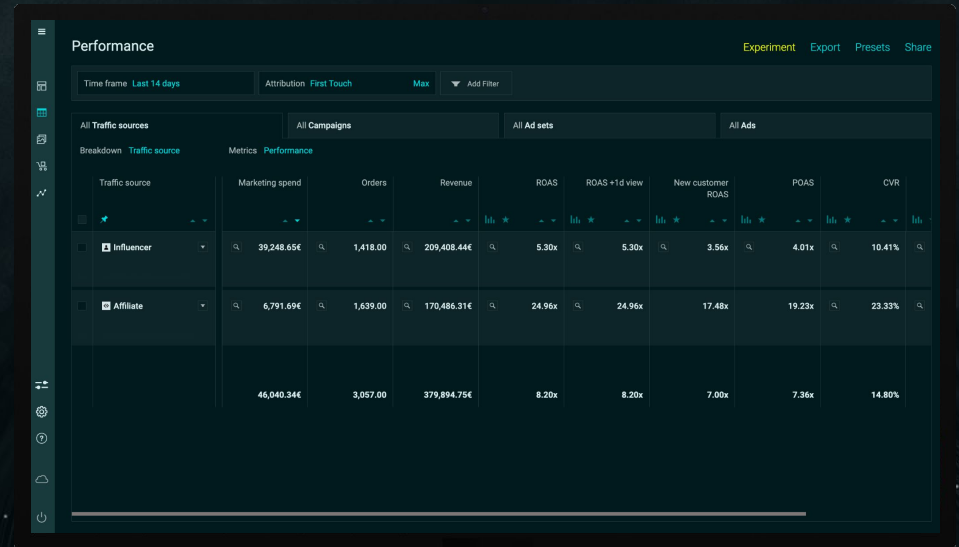
Accurately analyze and scale collaborations with influencers across different networks.

Track various channels, including affiliates, podcasts, or TV, and get a comprehensive view of your campaign's impact.

Based on this data you can evaluate the effectiveness of your campaigns and make data-driven decisions for future influencer collaborations.

SHOW ALL FEATURES

14-day free trial. Setup in 15 minutes.



The screenshot displays the 'Performance' dashboard in Admetrics Data Studio. It features a sidebar with navigation icons and a main content area with a table of campaign performance data. The table is filtered by 'All Traffic sources' and 'All Campaigns'. The table has columns for Traffic source, Marketing spend, Orders, Revenue, ROAS, ROAS +1d view, New customer ROAS, POAS, and CVR. The data is grouped by Traffic source (Influencer and Affiliate) and then by Campaign (All Campaigns).

Traffic source	Marketing spend	Orders	Revenue	ROAS	ROAS +1d view	New customer ROAS	POAS	CVR
Influencer	39,248.65€	1,418.00	209,408.44€	5.30x	5.30x	3.56x	4.01x	10.41%
Affiliate	6,791.69€	1,639.00	170,486.31€	24.96x	24.96x	17.48x	19.23x	23.33%
	46,040.34€	3,057.00	379,894.75€	8.20x	8.20x	7.00x	7.36x	14.80%

Creative Testing

Importance of Creative Testing

Prior to BFCM, dedicate time for rigorous creative testing, including images, videos, headlines, and ad copy. Proactive creative testing is crucial for a successful BFCM campaign.

Below are key reasons underscoring the importance of testing for your BFCM initiatives:

Enhanced engagement

Testing allows you to identify which visuals, copy, and call-to-actions resonate most with your audience, fostering higher engagement levels.

Optimized performance

Through iterative testing, you can refine creatives that drive optimal click-through and conversion rates, maximizing the performance of your ads.

Informed decision-making

Data-driven insights garnered from creative testing empower you to make informed decisions on which creatives to push, ensuring efficient allocation of your advertising budget.

Reduced ad fatigue

Regularly refreshing and testing new creatives prevent ad fatigue, maintaining the interest and attention of your target audience.

Increased ROI

Investing in creative testing ultimately yields a higher return on investment, as it enhances the effectiveness of your ads, leading to increased sales and revenue during the BFCM period.

Testing Creatives at Pace

Admetrics Data Studio's integrated experimentation engine Quantify empowers marketers to accelerate testing and learning, and efficiently optimize campaigns, creatives, or landing pages.

Comprehensive analysis: Analyzes data from various sources, providing actionable insights and allowing testing of channels, campaigns, creatives, messaging, email copy, audiences, and bidding strategies.

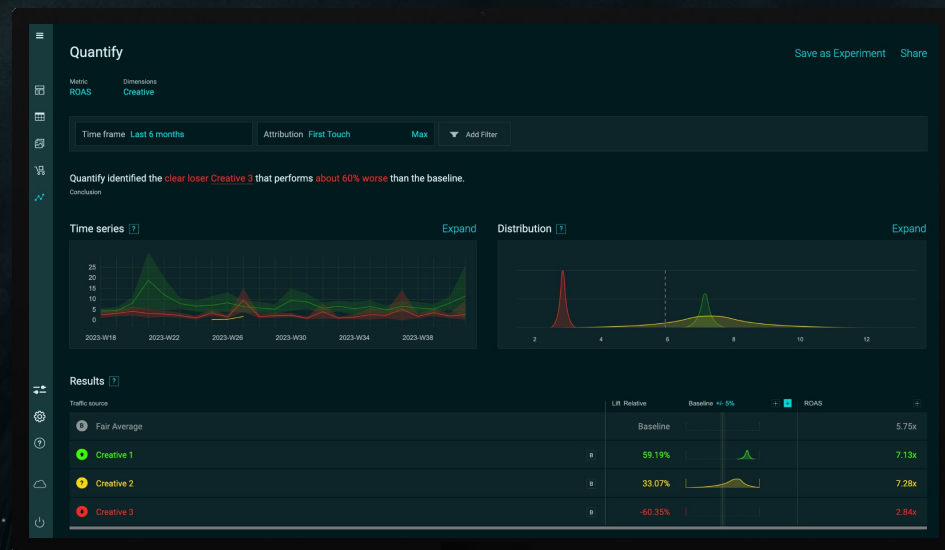
A/B/n testing: Conduct experiments with multiple variants, testing different elements simultaneously.

Efficient and cost-effective: Achieve faster results with 60%-90% less data, saving time and budget, leading to quicker conclusions.

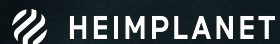
Data-driven decision making: Make informed decisions with credible performance data, eliminating guesswork.

SHOW ALL FEATURES

14-day free trial. Setup in 15 minutes.



Customer Story Heimplanet



Testing Creatives Before Product Launch

We've been actively using the experiments and **Quantify** within **Admetrics** at Heimplanet. During a recent product launch, we extensively tested various creatives to identify which ones truly resonated.

The **experiments tool was invaluable in this process**. It allowed us to quickly pinpoint winning and underperforming ads, enabling efficient budget reallocation.

With Quantify, we could confidently conclude our tests without unnecessary extensions, as it provided all the data we needed to make informed decisions.

– **Jonas Gritzmann**
Marketing Manager

Customer Stories —

a

How **Heimplanet**
scales despite long
customer journeys

Learn how Heimplanet conducts pre-launch tests of their creatives and audiences, enabling them to find the best product launch strategies:

WATCH VIDEO NOW

Measuring Performance

Leveraging Unified, Trustworthy Data for Measuring Ad Performance

Having a comprehensive overview of all performance metrics is non-negotiable for advertisers aiming for effective ad scaling this Black Friday / Cyber Monday season. The overview should be a reliable reflection of your advertising activities, updated frequently, ideally multiple times a day, to provide the most accurate insights.

Reliable data

Reliable data, updated multiple times daily, is vital for informed decision-making in advertising, especially for e-commerce and DTC brands where data informs everything from engagement to revenue

iOS 14+ privacy restrictions

The iOS 14 update changed data attribution, giving users more data control and advertisers less access. Adapting to these changes is crucial, and an accurate attribution tool to navigate this new landscape is essential.

Unified data

A platform consolidating all data provides a comprehensive campaign view, simplifying strategic planning and data management without switching between platforms.

Real-time insights

In digital advertising, frequently updated data is essential for real-time insights and responding to market and behavior changes promptly.

Precision in ad scaling

Accurate, unified data is crucial for scaling, offering clear insights into campaign performance, necessary adjustments, and optimal budget allocation, providing a competitive edge in data-driven marketing.

Measuring Performance with Attribution Modeling

What is marketing attribution?

Marketing attribution is the process of identifying which marketing touchpoints a consumer interacts with on their journey to conversion. It helps marketers understand which strategies are working and which ones need adjustment.

Attribution modeling

Attribution modeling is the method of correlating a conversion to specific touchpoints in the customer journey. This allows marketers to value and scale their efforts accordingly.

Single-touch attribution models

These models assign credit to only one event or touchpoint during the entire customer journey

- **First Touch Attribution:** Credits the first interaction before a conversion
- **Last Touch Attribution:** Credits the last interaction before a conversion

Multi-touch attribution models

These models assign value to each touchpoint leading to a sale or conversion. They provide a more comprehensive view of the customer journey.

- **Linear Attribution:** Distributes credit equally among all touchpoints
- **Time Decay Attribution:** Gives more credit to recent engagements
- **Position-Based Attribution:** Assigns more credit to the first and last touchpoints, with the middle touchpoints sharing the remaining credit
- **Data-Driven Attribution:** Uses machine-learning and statistical modeling to determine the most impactful conversion points

Which Attribution Model to Use?

It's really science to decide which model you want to use in your business, but here are a couple of rule-of-thumb recommendations:

Upper funnel / prospecting / branding

For campaigns focused on acquiring new customers, or brand and awareness campaigns, the first interaction is crucial. This is why **we recommend using First Touch Attribution for most of your Prospecting campaigns.**

Complex customer journeys

For DTC brands selling high priced products or operating in competitive markets where customer journeys are non-linear and multifaceted, multi-touch attribution models provide insights into each touchpoint's impact.

Conversion focus

When the primary goal is to drive sales or conversions, understanding the last touchpoint that led to conversion is crucial.

Limited-time offers & flash sales

In scenarios where DTCs run short-term promotions, the Last Touch Attribution model helps in understanding which channels were effective in driving immediate conversions. Alternatively you might wanna use First Touch attribution and limit the attribution window to 1 or 2 days (see next slide).

Acquisition and conversion

When the focus is both on acquiring new customers and converting them, Position-Based Attribution provides insights into which channels are effective at introduction and closure.

Holistic channel analysis

To get an overview of channel performance multi-touch models like Position-Based or Linear attribution usually offer a balanced view of the customer journey.

Retargeting

In retargeting campaigns it often makes sense to look at Last Touch Attribution as you want to understand how effective a campaign is in driving sales.

Mastering Attribution Windows

Attribution windows are crucial in understanding and crediting the various touchpoints in a customer's journey leading to a purchase.

Understanding attribution windows

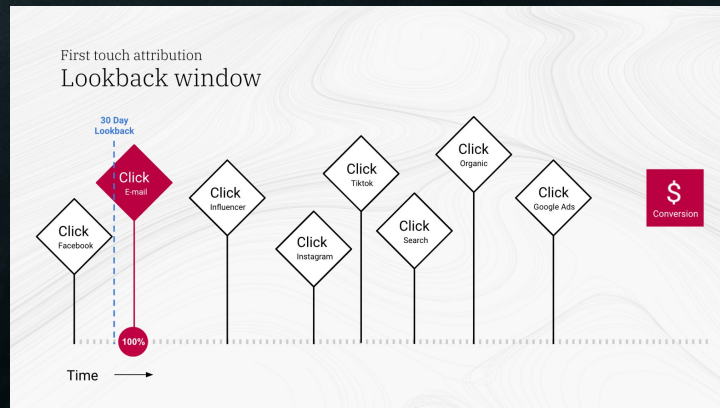
An attribution window is the set time frame allowed between a customer's interaction with a touchpoint and the eventual conversion. This window can vary in length.

Why attribution windows matter

Attribution windows helps marketers and networks optimize for conversions. Without considering the time gaps between ad exposure and customer action, there's a risk of misattributing organic actions to paid advertising, leading to poor optimization and suboptimal ad performance.

Choosing the right attribution window

The ideal attribution window depends on the campaign type, channel, and objectives. While 7 to 30-day windows are common, some attribution software offers longer or even infinite windows.



Use-Cases for Shortened Attribution Windows

Short vs. long windows

Short windows are apt for campaigns with quick conversion cycles, whereas longer windows suit campaigns requiring extended decision-making. The chosen window should align with your campaign goals and the platform's capabilities.

Benefits of short attribution windows

Short windows (1-2 days) are beneficial for campaigns aiming for immediate conversions, providing a rapid assessment of campaign impact within a concise timeframe.

When to avoid short windows

Short windows may not fully encapsulate impact for channels with longer conversion cycles and customer journeys. A longer window might offer a more comprehensive view of campaign performance over time.

Why not always choose a long attribution window

A long attribution window can sometimes give undue credit to certain touchpoints, skewing your data. Choose a window that provides the most accurate and meaningful insights.

Use-cases for shortened attribution windows

- **Retargeting:** Short windows are ideal for retargeting campaigns, where the ad's influence wanes over time. This provides a more accurate evaluation of a display ads' conversion-driving power.
- **Short sales cycles:** For limited-time offers or flash sales, short windows offer precise tracking for the campaign duration, yielding valuable insights for strategy refinement.
- **Low-priced products:** Campaigns promoting inexpensive items or targeting impulse buyers benefit from short windows, capturing immediate conversions and facilitating tests of pricing strategies and audience targeting.
- **Testing:** Short windows are invaluable for testing ad variations and new traffic sources, quickly identifying top-performing ads and effective networks.

Customer Story SugarGang

SUGARGANG.

Using Admetrics Attribution to 3x ROAS Despite iOS14

Before Admetrics, the data from Facebook, Snapchat and TikTok was very distorted. Thanks to Admetrics, we could analyze what really works, what are the real numbers and therefore scale easier and faster.

The biggest effect we have noticed is with Facebook. Before the iOS update it all worked great, after iOS14+ everything collapsed. We did not have a good performance anymore.

Admetrics has enabled data passback to Facebook and has created its own pixel, so we could just optimize our campaigns based on the Admetrics pixel and thereby the performance just massively increased. **We could triple our ROAS and also on TikTok we could scale more efficiently.** And most importantly, we can scale based on real, accurate data.

– Tim Thies
Marketing Manager

Customer Stories —

a

How DTC brand
Sugargang 3x their
ROAS despite iOS14

Learn more about how SugarGang tripled its ROAS by
leveraging the Admetrics Data Studio for Shopify
essential insights:

WATCH VIDEO NOW

Tracking & Attribution Tooling

There's a variety of tracking and attribution solutions on the market. Here's what you should look out for in a solution:

Selection of attribution models

You should be able to seemingly switch and compare between single- and multi-touch models depending on your use-case.

Flexible attribution windows

Being able to limit attribution windows for specific use-cases is crucial. By default the tracked customer journeys should not be artificially limited, so also look out for unlimited attribution windows.

Ad-level and creative insights

Make sure you can analyze campaign, creative and ad-level data including all important KPIs, such as: ROAS, New Customer ROAS, POAS, CVR, AOV, or AOP.

Server-2-Server Data Passback

Ideally you should look for the ability to share the tracked data and customer journeys back to ad platforms like Meta, TikTok or Snapchat for improved ad efficiency.

If you are looking for a powerful tracking and attribution solution that has all the features you need, make sure to checkout [Admetrics Data Studio](#)

Other Revenue-Driving Strategies

Strategies to Increase AOV

Product bundling

Bundling involves creating packages of complementary products, providing perceived enhanced value to customers. Combine related products and offer discounts on bundles. It helps sell slow-moving inventory by pairing it with popular items.

Upselling and cross-selling

Suggesting complementary products or upgrades can increase sales and profits significantly. Highlight the benefits of additional items and ensure they align with customer needs and preferences. According to McKinsey, cross-selling and category-penetration techniques can increase sales by 20% and profits by 30%.

Discounts for bulk purchases

Bulk purchase discounts motivate customers to buy more, increasing the AOV. Offer tiered discounts based on quantity purchased, providing savings to incentivize larger orders.

Limited-time offers

Time-sensitive offers create a sense of urgency, prompting customers to make larger purchases. Use cues like limited stock or time-bound discounts to drive conversions and leverage the Fear of Missing Out (FOMO), especially among millennials.

Free shipping threshold

Offering free shipping for orders exceeding a specific amount encourages larger purchases. Set the free shipping threshold slightly above your current AOV to encourage additional item purchases. Promote the offer prominently on your website.

This strategy not only increases AOV but also reduces cart abandonment rates.

In-Depth AOV Analysis

Admetrics offers key insights into order values and reveal how your customers are spending.

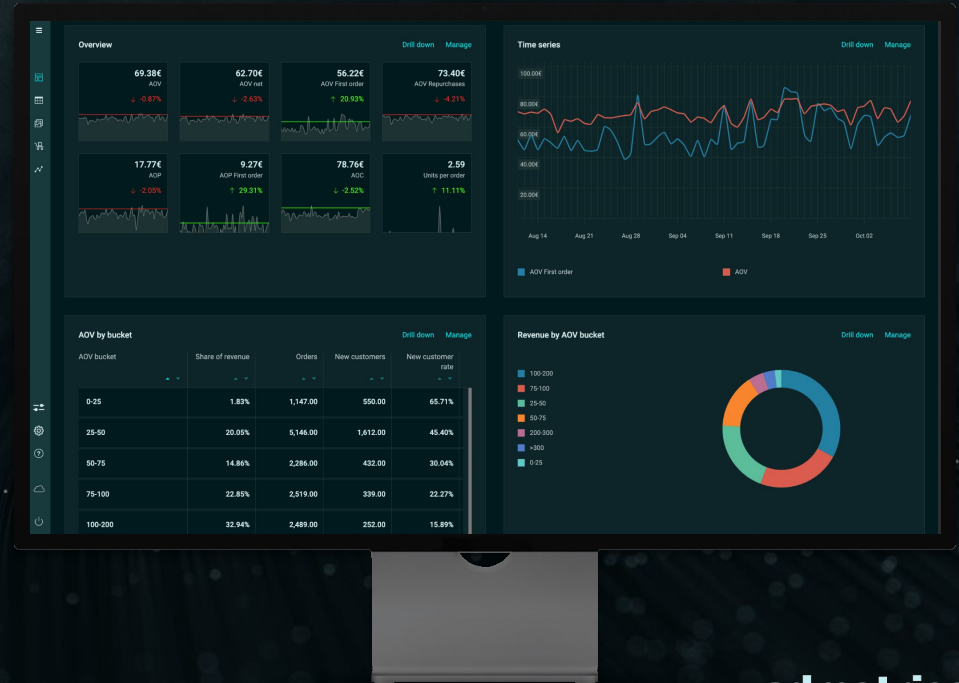
Deepen your understanding of business dynamics and make strategic decisions by leveraging these metrics available in the **Admetrics AOV Dashboard**.

Understand how your AOV's develop over the time, which AOV's make up most of your revenue and which buckets are most profitable.

Besides many other insights the AOV Dashboard enables you to understand AOV and AOP (average order profit) for first and recurring purchases, as well as which AOV buckets perform best.

SHOW ALL FEATURES

14-day free trial. Setup in 15 minutes.



Customer Story Bumpli



Scaling Profitably Despite Low AOVs

In the past few months, there hasn't been a single day where we weren't profitable, highlighting the importance of KPIs in our operation. As a bootstrapped company, we don't have unlimited funds for awareness campaigns. We need to be profitable from the first purchase, making it crucial to select the right tools for informed decision-making.

I really appreciate **Admetrics** for its **CM3 reporting**, which is synonymous with profit for us. We rely on Admetrics for A/B testing as well, utilizing it to identify which landing pages have the best ad-to-cart rates and are ultimately profitable.

This invaluable insight allows us to craft hypotheses for A/B tests, a crucial step in our process.

– Enis Eyari
CEO

Customer Stories —

a

How DTC brand **Bumpli** optimizes for profitability

Learn more about how Bumpli leverages the
Admetrics Data Studio for Shopify to increase
profitability despite low AOVs:

[WATCH VIDEO NOW](#)

Strategies to Increase CLV this BFCM

Why CLV matters

Customer Lifetime Value is crucial during the BFCM season as it helps brands identify and focus on their most profitable customers.

Understanding CLV allows for the creation of targeted campaigns that maximize revenue and customer retention, ensuring a more successful and lucrative BFCM.

Long-term profitability

CLV helps assess the profitability of customers over time, aiding in identifying and targeting high-value customer segments.

Strategic planning

It informs budget allocation, marketing strategies, and product development, maximizing revenue from your customer base.

CLV to CAC ratio

Understanding the CLV to Customer Acquisition Cost (CAC) ratio is crucial. It provides a holistic view of the value customers bring relative to the cost of acquiring them, serving as a strategic guide for resource allocation and business growth. A higher CLV to CAC ratio indicates a healthy return on investment.

Pre-BFCM you should understand exactly which audiences, channels and ads are driving your highest CLV customers, so you can double-down on these segments during high season.

[Watch this video](#) and learn everything you need to know about Customer Lifetime Value and how to drive it.

Practical Insights: CLV Use-Cases

Creative analysis

Identify and implement creative concepts that not only attract but also retain high-value customers. Conduct rigorous creative testing to pinpoint which visuals, messages, and calls to action resonate most with customers who have a high lifetime value.

Product-loyalty mapping

Understand which products initiate purchases and foster long-term customer loyalty. Analyze purchase data to identify products that not only drive initial sales but also encourage repeat purchases and long-term loyalty.

Budget optimization for maximum value

Allocate your marketing budget effectively to areas that guarantee the highest return on investment. Channel funds into campaigns and platforms that yield the highest customer value.

Retargeting remastered

Enhance retargeting campaigns by analyzing and acting upon repurchase rates. Conduct in-depth analysis of repurchase rates and customer behavior to craft timely and effective retargeting campaigns that boost sales.

Crafting custom loyalty programs

Develop loyalty programs that are specifically tailored to high CLV segments identified through various channels or campaigns. Design loyalty programs that cater to the needs and preferences of high-value customer segments, encouraging repeat business.

In-depth CLV Analysis with Admetrics

Harness insights from the **Admetrics Customer Lifetime Dashboard** to understand revenue-driving factors.

Trace CLV from various touchpoints and discover factors that contribute to higher CLV, such as:

Discount codes: Understand which discounts cultivate loyal customers.

Order tags: Explore how specific types of orders influence CLV.

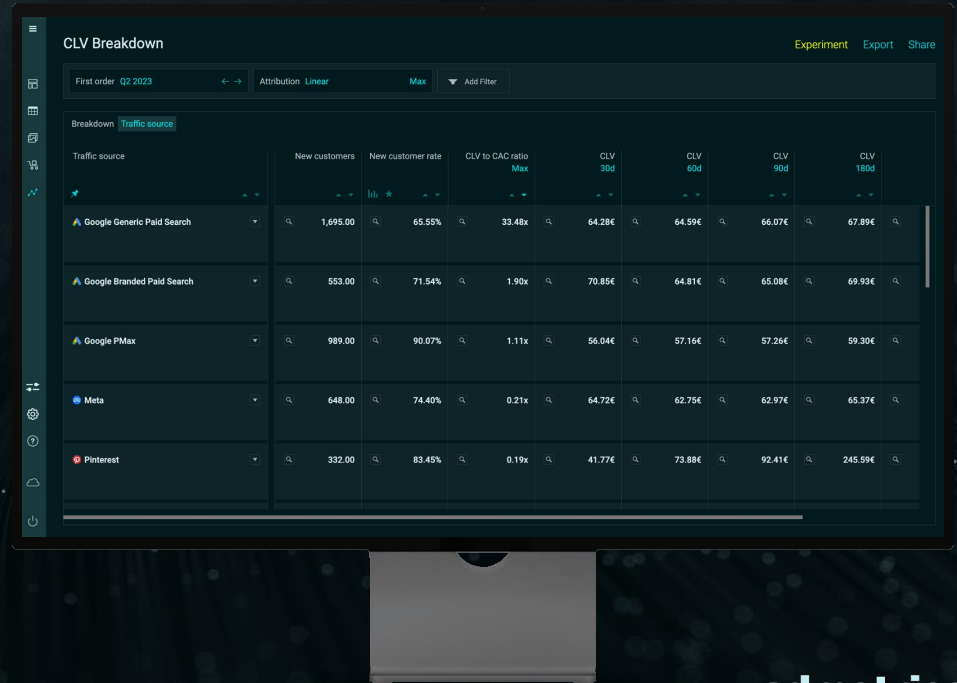
Product insights: Learn why certain products yield higher CLV.

Marketing channel effectiveness: Identify channels attracting high CLV customers.

Campaign, ad and creative insights: Assess the impact of specific ads and campaigns.

SHOW ALL FEATURES

14-day free trial. Setup in 15 minutes.



The screenshot displays the Admetrics Customer Lifetime Dashboard. The main section is titled "CLV Breakdown" and shows a table of data for the first order of Q2 2023. The table is filtered by "Attribution: Linear" and "Max". The table has columns for "Traffic source", "New customers", "New customer rate", "CLV to CAC ratio", and "CLV" for different time periods (30d, 60d, 90d, 180d). The data is sorted by "CLV to CAC ratio" in descending order.

Traffic source	New customers	New customer rate	CLV to CAC ratio	CLV 30d	CLV 60d	CLV 90d	CLV 180d
Google Generic Paid Search	1,695.00	65.55%	33.48x	64.28€	64.59€	66.07€	67.89€
Google Branded Paid Search	553.00	71.54%	1.90x	70.85€	64.81€	65.08€	69.93€
Google PMax	989.00	90.07%	1.11x	56.04€	57.16€	57.26€	59.30€
Meta	648.00	74.40%	0.21x	64.72€	62.75€	62.97€	65.37€
Pinterest	332.00	83.45%	0.19x	41.77€	73.88€	92.41€	245.59€

Post-Event To-Dos

Evaluating Campaign Success

Performance analysis

Delve into the KPIs that were set prior to the campaign. These could range from sales and conversion rates to customer acquisition costs and AOVs. Analyzing these metrics provides a clear picture of your performance.

Sales and revenue analysis

Review the total sales, revenue generated, and the best-selling products. Understanding which products were popular and which ones underperformed can guide inventory and marketing decisions for future campaigns.

Marketing channel performance

Examine the performance of various marketing channels used during BFCM. Understanding which channels drove the most traffic and conversions will help in allocating resources and budget more effectively in the future.

Inventory evaluation

Stock Levels: Review the remaining inventory to understand which products were best-sellers and which ones underperformed.

Product performance analysis

Analyze the sales data of individual products to gain insights into customer preferences and buying behaviors during BFCM.

Lessons learned

Acknowledge the challenges and obstacles encountered during BFCM. Reflecting on what didn't work or what could be improved is just as important as celebrating successes.

Preparing for Future Campaigns: Customer Retention Strategies

The strategies you employ post-BFCM can turn one-time shoppers into loyal customers. Below are key customer retention strategies to implement after the BFCM event:

Email marketing

- Send thank-you emails to first-time buyers and express gratitude to repeat customers.
- Share exclusive offers, upcoming sales, or loyalty program invitations to keep them engaged.

Social media

- Continue the conversation on social platforms by sharing user-generated content, customer reviews, and engaging posts.
- Respond promptly to customer inquiries and feedback, fostering a sense of community and trust.

Loyalty programs

- Introduce or promote your loyalty program to encourage repeat purchases.
- Offer exclusive rewards, discounts, or early access to sales for loyalty program members.

Customer service

- Ensure timely and responsive customer support to address post-purchase inquiries or issues.
- Offer assistance through various channels, including email, social media, live chat, or phone.

Retargeting

- Launch retargeting ads to re-engage customers who made purchases during BFCM.
- Highlight products or services that complement recent purchases.

Make Better Decisions. Everyday.

Thank you for exploring our comprehensive Black Friday Cyber Monday Playbook. We trust that the insights and strategies shared will empower your DTC brand to maximize sales and engagement this shopping season.

We invite you to implement this playbook, strategies, and measurement with Admetrics Data Studio.

All your data in one place, enriched with state-of-the-art tracking and attribution so you can start making better decisions today. **Everyday.**

Admetrics is the central source of truth for hundreds of DTC brands that want to know better.

INSTALL ON SHOPIFY

SHOW ALL FEATURES

14-day free trial. Setup in 15 minutes.*



admetrics
Data Studio for Shopify



admetrics

Data Studio for Shopify

www.admetrics.io