



MEGASALES

Campaigns

How to succeed during Black Friday,
Cyber Monday & Christmas

INDEX



1. Methodology

2. A look into

Industries
Brands
Consumers

3. What Brands truly demand

Brand's goals and pains
Consumer experience

4. The ultimate Campaign Guide

How to create awareness
How to direct traffic
How to drive sales

5. The future of Mega Sales

Conclusions
Recommendations

6. About SAMY Alliance

7. Sources



METHODOLOGY

Yes, we all know that time of the year is coming. All our social media is going to be filled in advertising, discounts and promos everywhere for the last two months of the year.

Every single brand is trying to pop out, while the consumers are trying to get the best deal possible whilst still dealing with a complex economic situation.

To understand how brands can create effective strategic campaigns during what we have called the Mega Sales season, we conducted several types of researches, including, of course, social listening exercises that we crossed with open source data. Simply put, we access data through social media listening platforms and then enhance that data with our proprietary intelligence suite, contemplating a period of 3 months (from November to January) in the Mega Sales season of 2022.

Here we show how brands can stand out from the others through creative and innovative sales and marketing strategies during these exciting but yet hard couple of months of the year, where celebrations like Black Friday, Cyber Monday, Christmas sales and even new social phenomenons like “AliExpress Day” can make every user go crazy. It’s an overload of messages what they’re going to receive, and brands need to tailor their 360 communication well beyond the promo email or their social media posts. Here we explain why, and show how, and if you need to understand how the new conZumer journey is working, here we leave another paper that could be of your interest.

A LOOK INTO

In the world of commerce, a captivating phenomenon known as 'Mega Sales' has emerged, taking center stage during the final two months of the year. As November and December unfold, Mega Sales redefine the retail landscape, offering a blend of consumerism, creativity, and marketing innovation. However, this spectacle unfolds against a backdrop of increasing consumer resistance to advertising, making the task of capturing attention and driving sales a formidable challenge for brands. In this paper, we delve into the essence of Mega Sales, exploring the strategies adopted by brands to navigate this unique terrain and engage a discerning audience amidst the flurry of super discounts and consumer ad fatigue.

Most Relevant Industries



Toys and kids products are the most rising category, since the pandemic-born babies are already toddlers and the Millennials fathers are dedicated to get their children all the gadgets possible, it's ranked in 3rd position of interest this year.

Health and beauty in 2022 is in 4th place vs. in 2020 they were in 7th place, this increase is due to the different trends that have been seen in the make-up segment by content creators and influencers.

For the third year in a row, **fashion and footwear** remains in the top positions of most shopped items during the Mega Sales

Telecommunications was ranked 3rd in 2020, but by 2022 it drops to 5th place, with an interest drop of 8% from the users.

Household appliances moves from 4th place in 2020 to 6th place in 2022, with an interest drop of 9% from the users.

Industries

MEGASALES

Category	2020 RANK	2022 RANK	Interest CHANGE
Toys and kids products	5th	3rd	Highly increased
Health and Beauty	7th	4th	Increased
Fashion and Footwear	Top 2	Top 2	Unchanged
Telecommunications	3rd	5th	Decreased by 8%
Household Appliances	4th	6th	Decreased by 9%

Brands



<p>Europe</p> <ul style="list-style-type: none"> + Samsung + Amazon + Sephora + Tesla 	<p>UK</p> <ul style="list-style-type: none"> + Nike + Myprotein + Xiaomi + Chanel + Gymshark + Amazon
<p>Globally</p> <ul style="list-style-type: none"> + Amazon + Apple + Walmart + Nike + "My protein" + Samsung + Gymshark + United airlines + Disney 	<p>United States</p> <ul style="list-style-type: none"> + Amazon + Apple + Disney + Gymshark + Walmart + Nike + Target

Most mentioned brands during Black Friday

<p>Latam</p> <ul style="list-style-type: none"> + Peugeot + Amazon + Casetify + Apple + Itau + Gamestop
--



Most engaged countries during Cyber Monday

- + USA (170K mentions)
- + UK (20K mentions)
- + Canada (15K mentions)
- + Argentina (+10K mentions)
- + Spain (10K mentions)

Most engaged countries during Black Friday

- + USA (+800K mentions)
- + UK (+150K mentions)
- + Canada (100K mentions)
- + Spain (100K mentions)
- + Francia (+50K mentions)

Brands

BLACK FRIDAY VS CYBER MONDAY



Brand	Black Friday 2022	Cyber Monday 2022
Amazon	237.6k	55.6k
Apple	73.4k	15.3k
Zara	4.3k	230
Nike	12.3k	3.1k
Adidas	10.2k	3k
Samsung	49.3k	13.4k
Sephora	3.7k	1.2k
Target	36.5k	11.4k
Nintendo Switch	18.7k	3.1k
Ikea	2.3k	441

Black Friday takes the lead on number of mentions, but mobile industry is the most relevant during Cyber Monday

It's important to note that in the **top 10 most mentioned brands**, we have:

- + 1 Ecommerce
- + 1 Retailer
- + 3 Tech
- + 1 Fashion
- + 2 Footwear
- + 1 Beauty & cosmetics
- + 1 Home & furniture

**Number of mentions of the top 10 brands during each Mega Sale Season.*

Consumers

CONSUMERS' PURCHASE INTENTION DURING MEGASALES

Although the increasing costs of life, the [cost reduction projections](#) are 40% UK, 30% Spain, France, Canada, Italy and US. Nearly 20% in Australia and Germany.

Now that [the global chip shortage is coming to an end](#), the distribution chain is getting back on track and gaming users are excited and eager to enjoy offers and discounts on their products.

Christmas and Sales [account](#) for 53% of all searches in the seasonal period.



What are user's concerns and pains around the Mega Sales?

TRUST IN MEGA SALES DEALS:

62% of shoppers [expressed](#) doubts about the authenticity of Black Friday sale prices.

Source: *The Drum*

APATHY CREEPS IN: THE CHALLENGE OF MAINTAINING EXCITEMENT

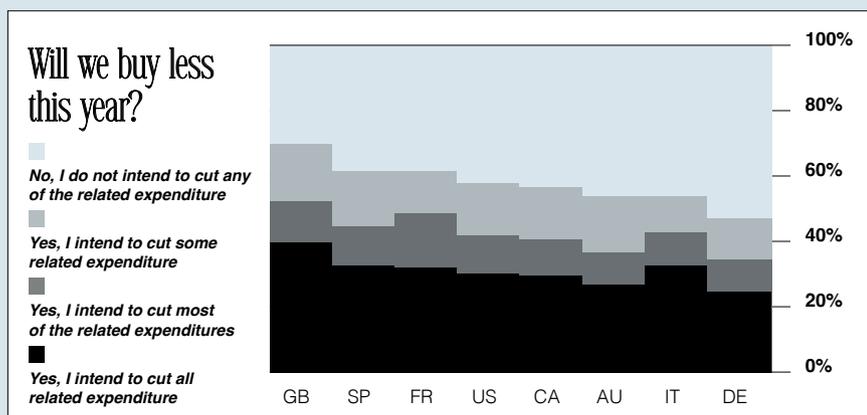
49% of consumers feel deceived by how Black Friday deals are presented.

Source: *The Drum*

MEGA SALES' DILEMMA: RISING EXPECTATIONS AND DIMINISHED ENTHUSIASM

As each year passes, consumer expectations for Black Friday deals increase.

Retailers face the task of rebuilding trust in deal credibility and reimagining their advertising strategies.



Consumers

DIFFERENT GENERATION, DIFFERENT CONNECTIONS

The significance of consumer experience extends beyond the initial purchase. In the context of Black Friday, where consumers are enticed by steep discounts and enticing deals, managing the aftermath of the sale is paramount. Statistics reveal a concerning trend across generational lines, underscoring the importance of a robust post-sale strategy.

Black Friday purchase regret by generation

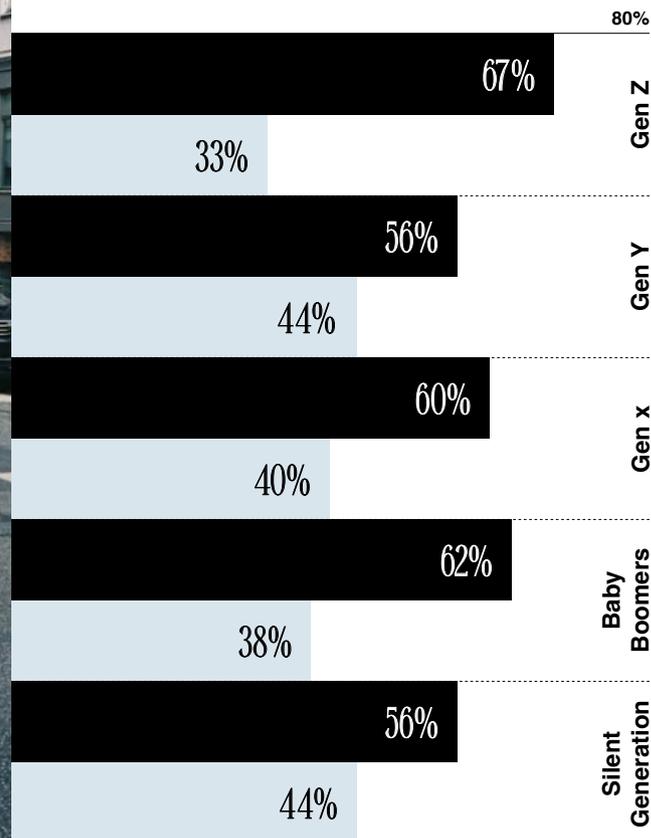
Generation Z has shown the highest regret - *67% regret*.

Baby Boomers this was followed by baby boomers - *62% regret*.

All generations experienced regret after shopping, **all of them with regret rates above 50%**.



Share of consumers who regret their past Black Friday purchases in the United States in 2022, by generation



Consumers

DIFFERENT GENERATION, DIFFERENT CONNECTIONS

Generation Z

BORN 1997-2012

Digital Natives: Gen Z is highly tech-savvy and tends to do most of their shopping online, particularly during Mega Sales events.

Research-Oriented: They rely on online reviews, social media influencers, and peer recommendations before making a purchase.

Seek Value: While interested in discounts, they also prioritize eco-friendly and socially responsible brands.

Millennials

BORN 1981-1996

Online Shoppers: are comfortable with online shopping and frequently search for deals and discounts.

Brand Loyalty: They value brands that align with their values and are more likely to engage with brands that offer personalized shopping experiences.

Impulse Buyers: Some can be impulse buyers, especially during Mega Sales, but they're also conscious of budgeting.

Generation X

BORN 1965-1980

Research-Driven: Gen X shoppers are known for conducting thorough research before making a purchase decision.

Value Quality: They value quality over quantity and are willing to invest in products that last.

Less Impulsive: While they participate in Mega Sales, they tend to be less impulsive and more selective.

Baby Boomers

BORN 1946-1964

In-Store Shoppers: Many Baby Boomers prefer in-store shopping but have also embraced online shopping in recent years.

Brand Loyalty: They often have strong brand loyalties and may seek familiar brands during Mega Sales.

Pragmatic Shoppers: They are more likely to prioritize practicality and utility in their purchases

Consumers

MEGASALES



Platform	Cyber Monday	Black Friday
Twitter	54%	55%
General News	23%	16%
Forums	14%	22%
Regional News	5%	3%
Instagram	5%	4%
Total mentions (without TikTok)	235.5M	1.4B
TikTok (Views)	1.1B	9B

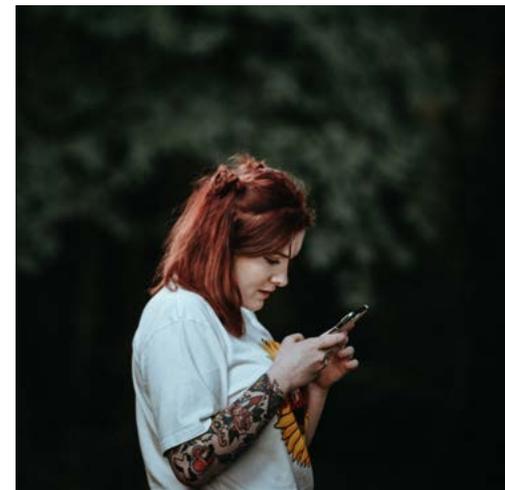
Where is the conversation happening?

Countries that prefer offline shopping

Austria, Ireland, France, Belgium and New Zealand

Countries that prefer online shopping

Italy, Sweden, Germany, UK and USA



[Source](#)

Consumers

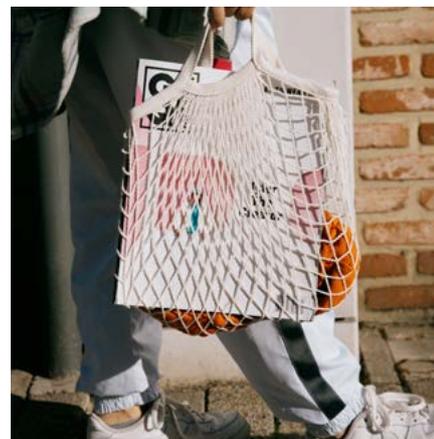
CONSCIOUSNESS

In our social listening research, the sustainability interest around the Mega Sales season **had 4.8K mentions**.

Platform	% of mentions
General News	63%
TV & Radio	11%
X (Twitter)	10%
Regional News	9%

Most **relevant #** used:

- + Black Friday
- + sustainability
- + sustainability
- + givingtuesday
- + rediscover
- + Homedecor



In terms of sentiment, **positive sentiment outweighs neutral sentiment**. This is partly due to campaigns promoting greater awareness of sustainability at this time of year.

Consumers are increasingly engaged with the idea of shopping more responsibly and sustainably during Black Friday, contributing to a generally positive rather than neutral sentiment.

The countries with the highest interaction on sustainability in relation to Mega Sales, in order, are: *USA, Spain, UK, Canada and France*.

Spain can be highlighted in this area, taking into account that it was ranked 4th in the overall BF conversation.



"Buy Nothing Day"

The new anti capitalist movement

It has only gathered 1.2K mentions in 2022, and it aims to promote less consumption by not buying anything these dates, appealing to the environmental damage, less quality of products and overall having a better, most responsible relationship with shopping. The most engaged countries in the conversation are USA, UK, Canada, Spain, France and Mexico.

- + **61%** of the mentions of BND were on X (twitter).
- + **31%** of BND mentions were on forums.
- + **6%** of BND mentions were in general news.

WHAT BRANDS TRULY DEMAND

Satelital Considerations

SET EVERYTHING UP FOR THE BIG PARTY

Before launching the huge campaign of the year any marketer has to make sure that all the machinery will work smoothly, with the aim of generation the highest ROI.

There are 3 categories that are critical in order to maximize the conversion of the campaign and taking them into account will help to determine the most effective action-points from Marketing.

So, if we take into account that not every action that affects the buying process can be solved through marketing, it's important to understand the impact it can and should have on the strategy. Being aware of the overall state of the business can and should impact directly on the sale strategy. A massive ad campaign is not going to profit correctly if the website cannot support the traffic, or if the inventory is not enough to make sure users are not left without their purchase. In that sense, we are going to group the issues in the following way:

Production & Logistics
Experience
Business Approach



Satelital Considerations

PRE GUIDE

Production & Logistics

- + **Inventory Management:** Balancing inventory levels is critical. Overstocking can lead to excess costs, while understocking can result in missed sales opportunities. Brands must accurately predict demand.
- + **Technology and Infrastructure:** Handling the surge in online traffic and processing orders efficiently can strain a brand's e-commerce infrastructure. Downtime or technical issues can be costly.
- + **Shipping and Logistics:** Managing the logistics of fulfilling orders and ensuring on-time delivery can be challenging, especially when dealing with a high volume of orders.
- + **Returns and Refunds:** Higher sales volumes also mean more returns and refunds. Managing returns efficiently while maintaining customer satisfaction is vital.



Satelital Considerations

PRE GUIDE

Experience

- + **Customer Experience:** Providing a seamless and satisfying customer experience is essential. Slow websites, long checkout processes, or poor customer service can lead to cart abandonment and negative reviews.
- + **Sustainability Concerns:** Consumers are increasingly concerned about the environmental impact of their purchases. Brands need to address sustainability concerns and communicate their eco-friendly initiatives.
- + **Phygital Excellence:** Part of the success lies in taking care of the experience both digitally and physically and at every stage of the buying process, from awareness to affiliation, this includes even the return and refund processes, either if it happens in one channel or another.
- + **Brand Image and Reputation:** Over-promotion and aggressive sales tactics can negatively impact a brand's image. Maintaining a positive brand reputation is crucial in the long term.



Satelital Considerations

PRE GUIDE

Business Approach

- + **Intense Competition:** Super sales seasons are highly competitive, with numerous brands vying for the attention of consumers. Standing out in a crowded market can be a significant challenge.
- + **Price Wars:** Brands often engage in price wars to attract customers, which can lead to eroding profit margins. Maintaining profitability while offering discounts is a constant struggle.
- + **Marketing and Advertising Costs:** Brands often increase their marketing and advertising budgets during super sales seasons. The cost of acquiring customers through advertising can be high, and there's no guarantee of a return on investment.
- + **Ad Fatigue:** Consumers are bombarded with advertisements during super sales seasons, leading to ad fatigue. Brands need to find creative ways to engage customers without overwhelming them.



Brand's Pains

According to our investigation and the execution of +50 Mega Sales campaigns in 2022 and 2021, we have pinned **the top 3 brand's concerns** when it comes to sales strategies, and we will approach them from different angles and solutions.



How to make people aware of the brand's benefits

The “mega promotion” campaigns, especially during Black Friday, Cyber Monday and Christmas, have become a cultural phenomenon. However, **the sheer volume of campaigns and promotions can lead to saturation and end up tiring out not only the consumer but also the brand itself**. Many brands adopt a similar approach, concentrating on discounts and offers, which means they don't stand out.

How to direct traffic to the brand's page

This stems from the saturated online environment. With countless websites, social media platforms, and digital channels competing for user attention, it's increasingly difficult for a brand to distinguish itself. **Effective strategies involve optimizing search engine visibility, producing compelling and relevant content, managing advertising budgets wisely, ensuring an exceptional user experience, and finding ways to stand out in a fiercely competitive landscape.**

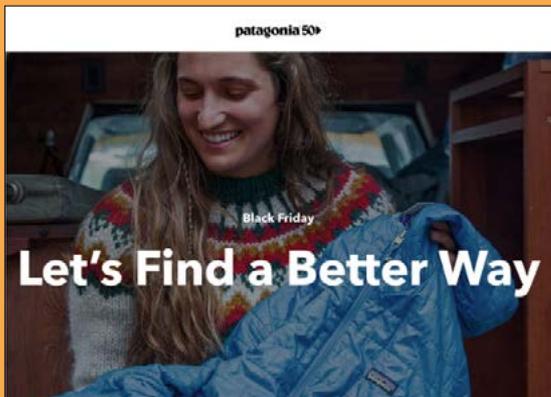
How to drive sales

The intense competition that saturates the market makes it difficult for brands to distinguish themselves. The pressure to offer substantial discounts to meet consumer expectations can also impact profitability. **Moreover, consumers may become saturated with promotional campaigns during these periods, making it challenging to capture their attention and drive conversions effectively.**

THE ULTIMATE CAMPAIGN GUIDE

How to create awareness

CREATING ENGAGING NARRATIVES, MAKE YOUR BRAND STAND OUT



It's important to balance presenting offers with connecting with your audience on a more personal level. Consumers are increasingly demanding, and are not just looking for good offers, but are looking for **brands that fit in with their values and aspirations** so that they feel connected to them.

To efficiently address the challenge of standing out during these events, **brands must consider different approaches such as offering unique value propositions in order to differentiate themselves from the competition, an emotional connection with the customer, a commitment to specific values such as sustainability**, for example.

The Good Practice

PATAGONIA WORN WEAR

In keeping with its sustainable brand value, Patagonia created the Worn Wear movement to promote sustainability during Black Friday. They encouraged customers to buy used items of clothing, or to reach out to them to repair lost items in the wardrobe.

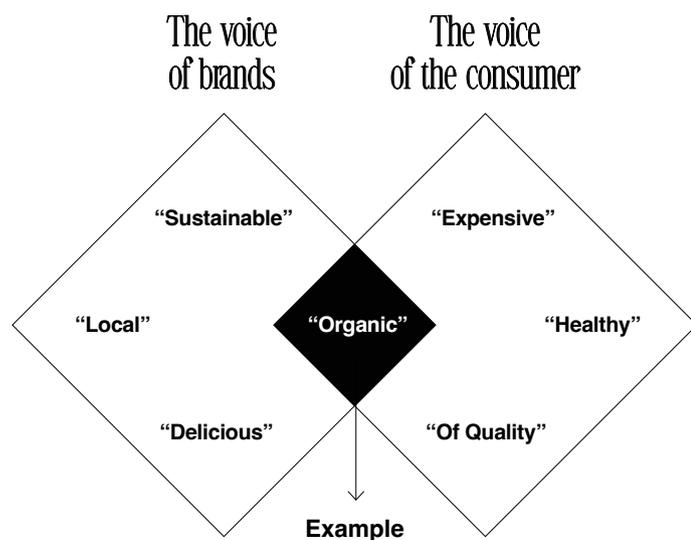
"It's imperative to create engaging narratives that appeal to the emotions in order to create a deeper connection with the target."

Andre Santos
Creative Director Iberia

Offers + Communication = Sweet Point

How to create awareness

ACHIEVE CULTURAL RELEVANCE THROUGH DATA BASED CREATIVITY



Data is a unique tool in these approaches in order to **take advantage of real insights from potential consumers**, and for all this to culminate in an interesting proposal that works, **creativity is the key**, all this to make the final approach as personal as possible, capturing attention and making your brand remembered.

One of the questions that any brand should ask itself is, "do people talk about the brand in the same way the brand communicates?"

Contrasting these analysis allows us to ultimately understand how to create an engaging bond with our audience.

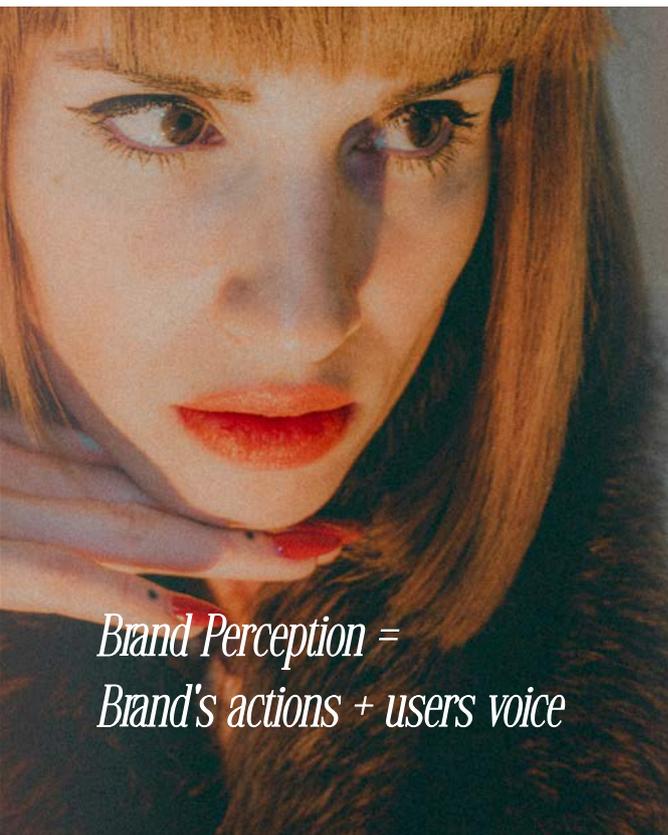
"The opportunity for brands beyond pushing offers, should always be to build something bigger that contributes to the brand from a broader place."

Hernán Cerdeiro
Chief Creative Officer Americas

How to create awareness

DATA INTELLIGENCE: THE BASE OF THE STRATEGY

In order to create effective communication strategies that attends certain audiences, it's indispensable to know how to reach them in advance - in this scenario, as our experts said, finding a niche that resonates with your proposal could be even more efficient than trying to get all the billboards and hope for the best.



*Brand Perception =
Brand's actions + users voice*

Content Audit

THE VOICE OF THE BRAND

What - kpi's

- + Volume of posts.
- + Post performance (interactions, views, etc).
- + Content pillar identification and analysis.
- + Media formats.
- + Marketing objectives.

How - Data extraction

Posts from the brand's active profiles



Brand Perception

THE VOICE OF THE CONSUMER

What - kpi's

- + Volume of mentions around each brand.
- + Sentiment registered.
- + Main topics of conversation.
- + Brand Perception.
- + Key Opinion Leaders.

How - Social Listening

Tools used



Digital Platforms analyzed



How to direct traffic

GO BIG OR GO HOME

Whether you are going big on your conversion strategy with a kick as results driven campaign that can deliver at the right time of channel, or you have focused on getting into the cultural conversation with a big idea, **the key is that if you want to play during these times, you cannot be shy about it.** There are also great opportunities for brands to **take ownership of certain moments VS trying to be there for all of them**, especially if there's a good cultural fit for the brand / product.



The Good Practice

“With the right knowledge, a brand can embrace the moment, seize the spotlight, and win the race during Mega Sales, but instead of the top of mind, we should also consider top-of-heart. We need to aim to that special space among consumers and own it.”

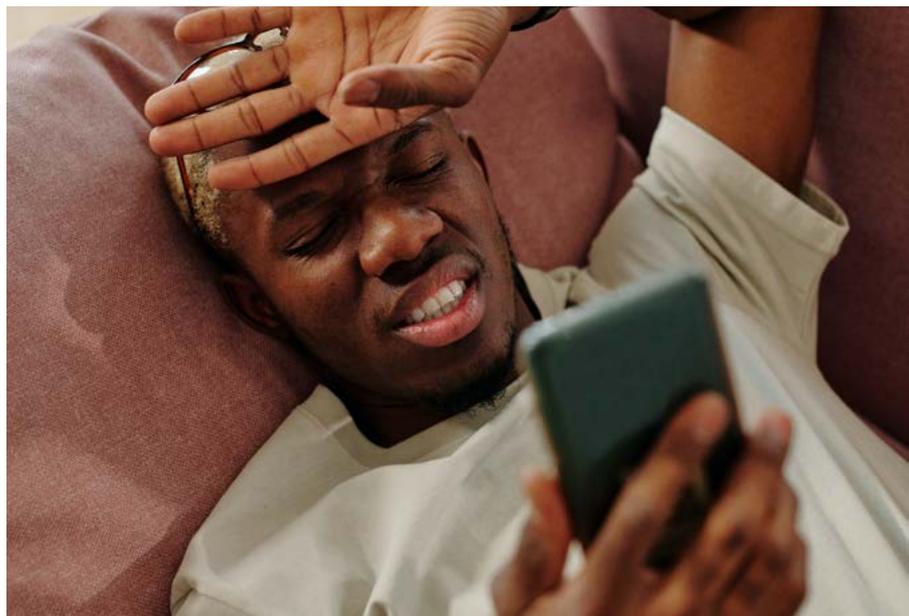
Jayson Fittipaldi
Creative Director SHARE US

Google launched a great campaign a few years ago that had a strong creative approach related to culture. The key message was to support and draw attention to black-owned businesses and shops during the holiday season. Beyond the clever connection on the “black friday” name, it was beautifully crafted to showcase some of those businesses at a global stage, complete with a custom song.

How to direct traffic

We understand that users' these days are overwhelmed by digital impacts and communications, dealing with this "ad fatigue" that leads them to reject everything they sense as manipulative or persuasive (the basics of traditional advertising, for the matter). Here is where creators, influencers and everyone who can create a "rating video" or give a recommendation counts.

Hubspot's industry study revealed that 71% of marketers witnessed higher quality customers and traffic from influencer marketing channels compared to other sources.



According to our report The New ConZumer Journey:

66% of Gen-Zers are more likely to trust recommendations from friends, family members, or influencers on social platforms. More than just that.

82% have purchased, researched or considered purchasing a product or service after seeing friends, family, or influencers post about it.

There are more than just one road to finish the consumer journey, especially when it comes to younger generations that are used to be multiplatform.

How to direct traffic

How to choose the right influencers?

Identify Relevant Profiles:

Monitor real-time social conversations in your niche to find influencers actively engaged in discussions related to your brand.



Objective Classification:

Create scoring indices using advanced analytics to objectively evaluate influencers based on factors like reach, engagement, content quality, and alignment with your brand.

Align with Brand Objectives:

Monitor real-time social Verify that the influencer's audience demographics, interests, and engagement patterns align with your brand's goals, ensuring effective influencer marketing.



How to drive sales

Although consumers are motivated to buy products based on offers and tangible benefits that brands can offer, and taking into account the economic situation that the world is experiencing today, **the few companies that stand out in terms of communication are those that continue to maintain a focus on building value throughout the whole process.** Supported by a clear strategy of message construction that goes beyond sales' campaigns and with very good storytelling and well-cared business journey (from awareness to advocacy).



Bringing emotional value to the communication and not only to functional aspects such as the offer or the price is key during these overly saturated times. Seize your time and find a spot, even if it is outside the “hot dates”.

Hernán Cerdeiro
Chief Creative Officer Americas

Get prepared:

1.	People are (way) ahead of the holiday rush
2.	People like the convenience of omnichannel shopping
3.	People now do their window shopping online

The action timeline:

Winning customers' attention and inspiring them with benefits.

Pre-teasing

Cut through the noise and stand out

4 weeks

Try to reach high-intent shoppers and give them more reasons to stay, as multiple payment options.

Teasing & D-Day

Ramp up and nurture shopping intent

1-2 weeks

Make sure to turn the most of them into long-term shoppers

Post-event

Build long term relationships and engagement

How to drive sales

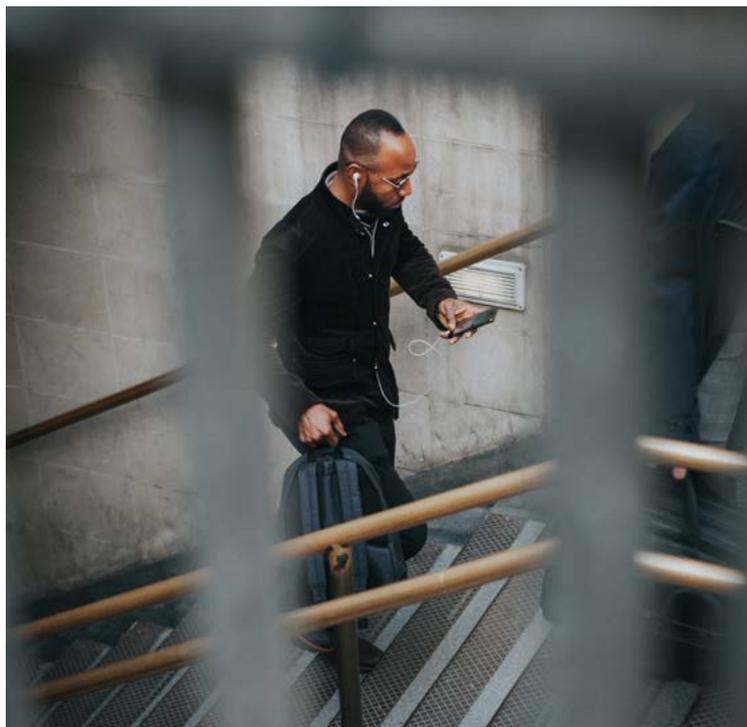
The paid-media way

Getting the right message to the right person will be crucial during a super-sale media strategy. The more hyper-personalised, the better.

HOW?

- Using data intelligence
- Making media planning more efficient

By understanding your audience better, you can deliver effective messaging, and reach them with higher cost efficiency.



Leveraging Paid Media's unique targeting capabilities and targeting segmentation, brands can efficiently reach customers at scale with hyper-personalised content based on past interactions with the brand or product. Paid Media is essential to any successful e-commerce strategy, even more so during this busy period.

Charles Ruyant
Managing Director at THYGA

How to drive sales

The Thyga Method

- + **Efficiency Through Data**
Data-driven planning improves budget allocation, channel selection, and timing.
- + **Precision Targeting**
Understand your audience at a granular level for highly targeted campaigns.
- + **Relevance and Messaging**
Personalize messages to address specific audience needs and preferences.
- + **Cost Efficiency**
Minimize ad spend on irrelevant audiences, ensuring a cost-effective campaign.
- + **Maximizing ROI**
Real-time optimization enhances campaign performance and ROI.
- + **Competitive Advantage**
Stay ahead by adapting to market conditions faster than competitors.
- + **Scalability**
Easily adjust reach to meet the demands of a big sales campaign.
- + **Performance Insights**
Analyze data for data-backed decisions and campaign refinements.
- + **Customer Retention**
Use data-driven ads to nurture customer relationships and drive repeat purchases.



The Good Practice

NIKE CASE

Nike previously utilized [Performance Max](#) campaigns in its ongoing media strategy to enhance both awareness and sales during Member Days. However, the brand aimed to achieve more conversions and maximize cost-efficiency. By incorporating [Video action campaigns](#), they achieved remarkable results:

- + Conversions increased by **164%**.
- + Cost per conversion decreased by **40%**.
- + **“Nike Member Days”** interest surged, with a **26X** rise in Search and a **73.8X** increase on YouTube.

Brands looking to replicate Nike’s success during mega sale events can enhance their Performance Max campaigns with additional strategies, including [Video reach](#), [Display ads](#), [Discovery campaigns](#), and [Search broad match](#).

To further enhance results during mega sale events, brands can leverage [Customer Match](#) in conjunction with App campaigns for engagement. This approach allows for tailored bids and creatives catering to distinct customer segments, including lapsed customers and high-value shoppers, leading to improved outcomes.



THE FUTURE OF MEGA SALES

Conclusions

It's not a lost cause...

The global average indicates that 43% of consumers are taking advantage of seasonal sales.



Then... how can a brand make it through the season?

To gain insight into consumer behavior during Mega Sales, it's essential to consider their shopping habits and expectations, which extend beyond the shopping event itself and encompass post-purchase reflections. Basically, **understanding their voices and needs.**

Consumers these days are increasingly turning to online resources to discover the best deals. **However, they exhibit a dynamic approach, seamlessly transitioning between online channels and physical stores, demonstrating brand and platform flexibility.**

Surprisingly, a significant portion of mega sale purchases—nine out of ten, to be precise—**is a result of meticulous planning and research.** Shoppers **allocate over two-thirds of their shopping time to online activities such as browsing, idea gathering, research, and actual purchases.** Notably, despite the deepening reliance on digital touchpoints during mega sale days—with 52% conducting more online research compared to previous sales events—84% of shoppers ultimately make their way to physical stores following their digital explorations.

80% had researched or browsed before making a purchase

20% had made a purchase on impulse

Source. ThinkWithGoogle

Online ratings, reviews, and price comparisons play pivotal roles in instilling confidence in substantial purchases, often surpassing the influence of advice from family and friends, and that's why taking care of the after-purchase phase is so relevant with the upcoming dates. **This data highlights how consumers are taking a measured and informed approach, leveraging both online and offline resources to make well-considered mega sale purchases.**

[Adobe Analytics data](#) shows that online spending on Black Friday this year reached \$9.12 billion, up 2.3% year over year.

Conclusions

It's also imperative to brands understand where people are finding out new products or services, **and the reasons why they choose a particular platform.**

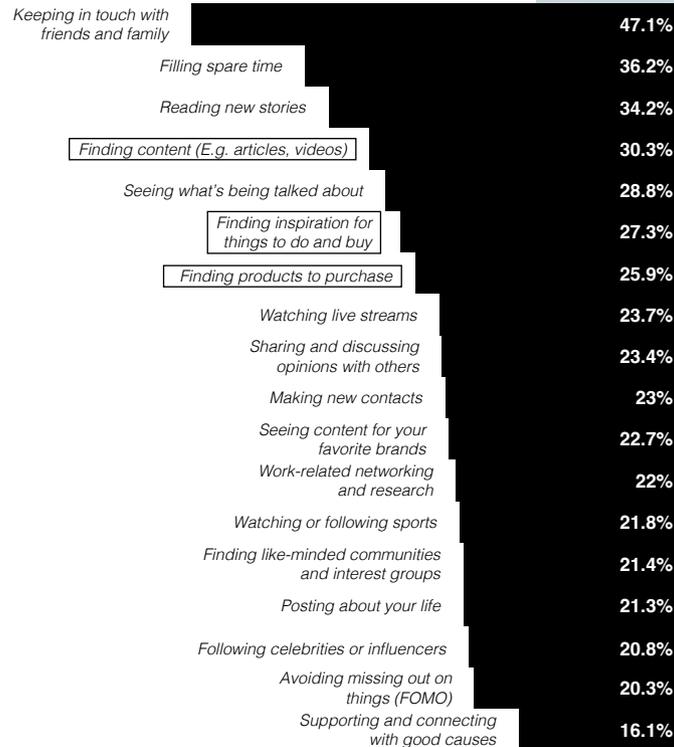
Where have you discovered products or services that have interested you recently?

Twitter	60%
Spotify	26%
Youtube	33%
Twitch	6%
Streaming platforms	9%
Reddit	4%
Physical shop	32%
Discord & Telegram	6%
Personal recommendation	56%

Source: Samy Alliance Survey

According to our investigation and research, Black Friday has 1.4M mentions y Cyber Monday 235.5M on social media and media outlets in general, while on TikTok only Black Friday has +9B visualisations and Cyber Monday 1.1B, meaning that **the amount of content on the clock app is +640% for Black Friday and +367% for Cyber Monday.**

Share of respondents



Source: Statista



Recommendations

MEGASALES

In this ever-evolving retail landscape, we've come to realize that there's no one-size-fits-all approach to Black Friday. But if we could create a "cheat-sheet", this would be:

- + **Their Stance on Black Friday**
- + **The Needs of Their Target Audience**
- + **The Message They Want to Convey**
- + **The Tone of Their Campaign**

The development of a Mega Sales strategy hinges on addressing these four key questions. It can range from adopting a sarcastic or humorous messaging style to orchestrating a comprehensive 360-degree operation that incorporates consumer experience as an integral part of the selling process. Given the ongoing macroeconomic challenges faced by consumers, it's challenging to predict which retail winners will maintain their success throughout the season. However, some noteworthy trends have emerged, and a time-sensitive plan is the best approach possible.

Recommendations

Digital Transformation: A Necessity	Go outside the box	Buy Now, Pay Later (BNPL)... To an Extent.	Other <u>considerations</u>
<p>75% of Black Friday shoppers will shop online. To accommodate the surge in online traffic, brands must invest in robust website and app infrastructure.</p> <hr/> <p>Real-time inventory tracking is essential to prevent over-selling, thereby avoiding the frustration of customers who've made payments for products that are no longer available.</p> <hr/> <p>Furthermore, providing attentive customer service post-purchase is vital.</p> <hr/> <p>Mobile commerce continues to play a pivotal role, with Black Friday witnessing yet another record. Mobile sales accounted for 48% of all online sales, up from 44% in 2021.</p>	<p>Online video is a format to consider, as 80% of shoppers say they alternate between online and video search when looking for products to buy. 80% of shoppers say they alternate between online and video search when looking for products to buy.</p> <hr/> <p>Don't focus your strategy on a single day. 104% grew their profit during the week after Black Friday</p> 	<p>Deloitte's Black Friday predictions anticipated increased BNPL usage, with 48% of survey respondents planning to use credit cards and 37% considering BNPL. On Thanksgiving Day, online BNPL revenue grew by 1.3% YoY, with orders up by 0.7% (according to Adobe data).</p> <hr/> <p>Notably, some consumers opted for BNPL even for lower-priced items, as evidenced by a 6% decrease in the average order value for BNPL purchases in the U.S. on Thanksgiving (Salesforce data).</p> <hr/> <p>The week of Nov. 19 to Nov. 25 saw a remarkable 78% surge in orders using BNPL compared to the prior week, with an overall 81% increase in BNPL revenue during the same period (Adobe data).</p>	<p>Shipping Policy Interest: Global search interest in "shipping policy" peaked in early December, likely due to heightened holiday shopping.</p>  <hr/> <p>Post-Holiday Refund Searches: In 2022, searches for "get refund" were higher after the holidays than during tax season, indicating post-holiday concerns.</p> <hr/> <p>Internet Coupon Peaks: Interest in "internet coupon" declined from January to October but surged in late November during Black Friday, reflecting a seasonal pattern tied to shopping events.</p>

ABOUT SAMY ALLIANCE

MAKING BRANDS MOVE FORWARD

We do this by combining pioneering research and technology with strategy, creativity and performance to create solutions, messages and experiences that mean more.

We are a global ecosystem of specialised and integrated solutions founded on understanding the voice of the consumer and state-of-the-art creativity.

With over 400 employees and 15 offices in 15 countries in Europe, the US and Latin America, at Samy Alliance we operate in 55 markets for 100+ AAA customers, developing award winning end-to-end digital campaigns based on data, strategy and creativity.

At Samy Alliance, we have developed our technological suite, capable of indexing social networks to obtain information on both the digital reputation and the positioning of the brand and the user's purchasing behaviour and product trends.

We offer complete marketing and communication services including: Influencer Marketing, market research and intelligence, data and analytics, social media, digital content, creativity, communication, and public relations.

Samy Alliance was recently named by the Financial Times one of Europe's Top 1000 fastest-growing companies for the fourth consecutive year.

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