

BV BellaVix

***BLACK FRIDAY
& CYBER MONDAY 2024 RECAP:***
HOW AI TRANSFORMED
THE SHOPPING EXPERIENCE

www.bellavix.com

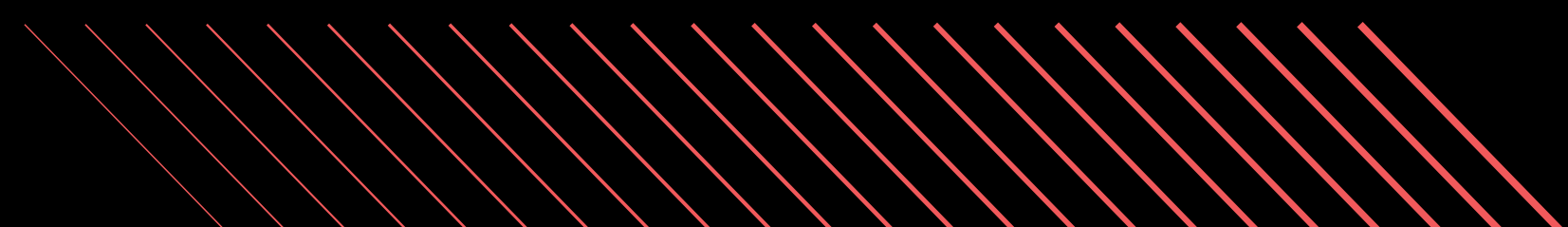
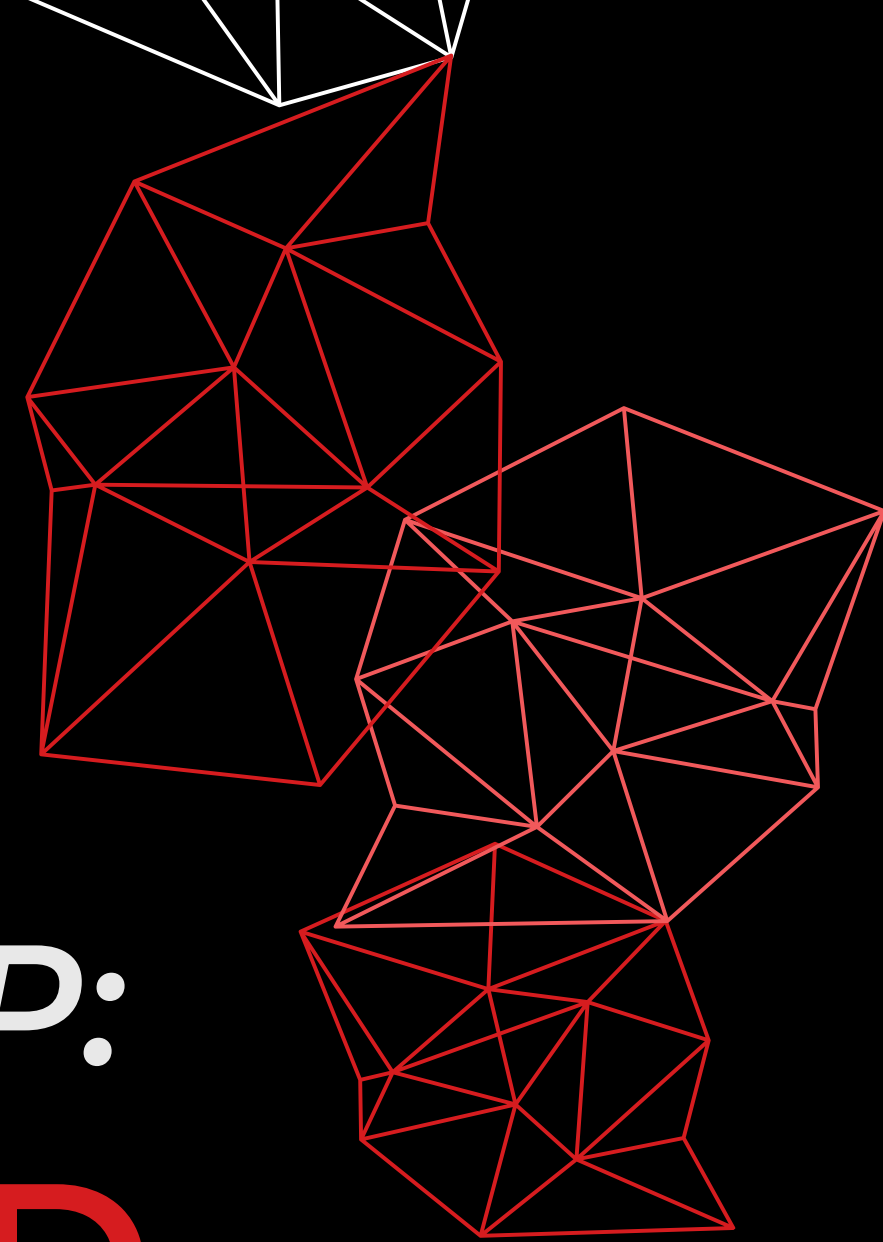


TABLE OF CONTENT

This comprehensive report provides an early glimpse into the most captivating new features and trends, actionable insights, and key highlights from this year's much-anticipated Black Friday and Cyber Monday 2024 shopping event. Explore the data shaping the eCommerce landscape as we analyze its impact on brands and categories alike.

- **Results** of Amazon's Black Friday / Cyber Monday
- The Future of eCommerce: **AI-Driven Trends**
- **Category** Performance Overview
- **Preliminary** Internal **Data**
- **Success Stories:** Brand Highlights



MORE THAN **13.3 BILLION SPENT** AND **57% OFF** ONLINE SALES WERE ON **MOBILE DEVICES**

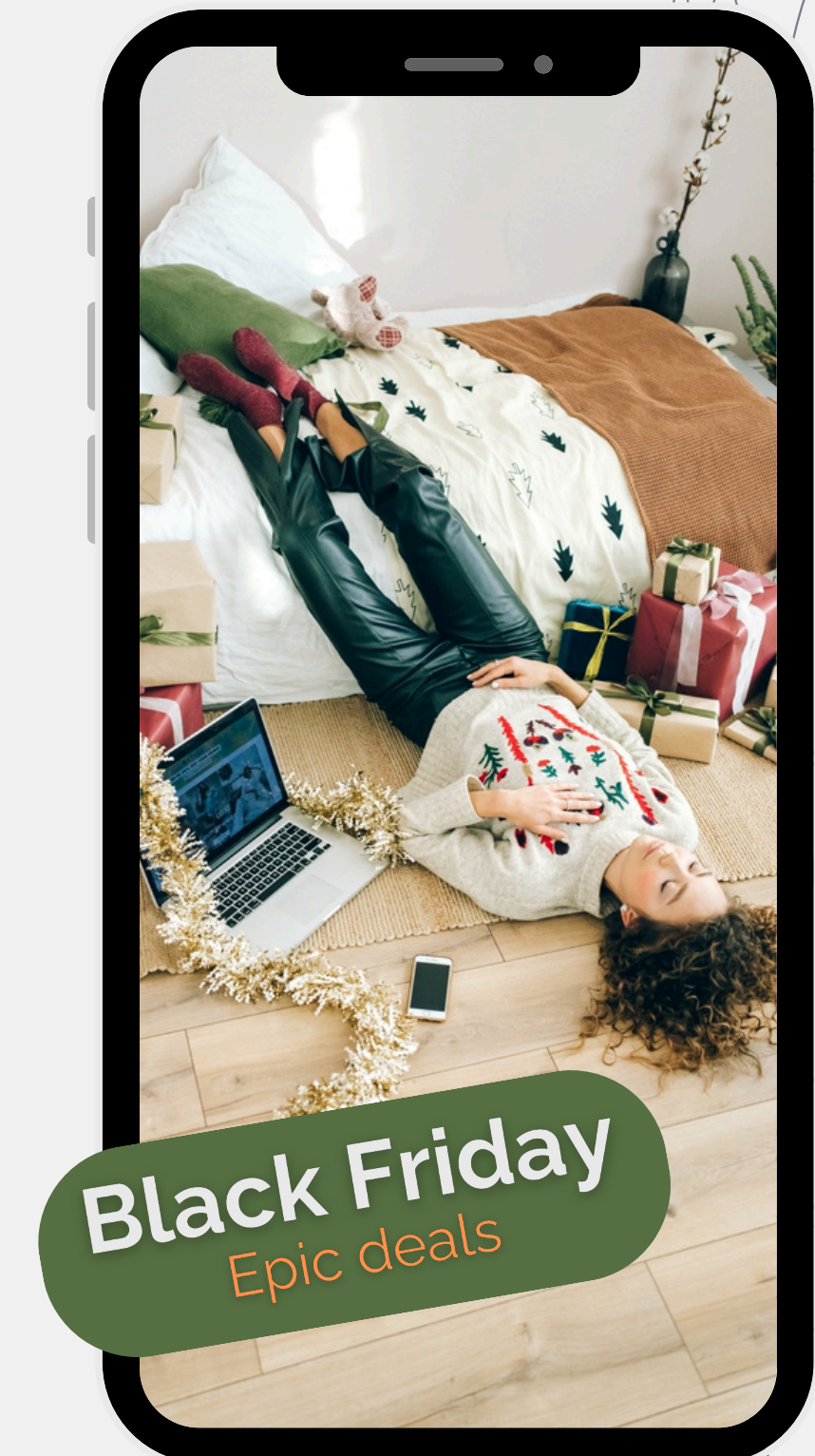
Cyber Monday 2024 set a new milestone, with online sales reaching an astounding **\$13.3 billion**, a **7.3%** YoY increase, according to Adobe Analytics*. During peak shopping hours, consumers spent **\$15.8 million per minute**, contributing to the overall **Cyber Week sales of \$41.1 billion**, an 8.2% YoY growth.

Smartphones played a pivotal role, driving **\$7.6 billion in Cyber Monday sales**, up **13.3%** from last year. Remarkably, **57%**** of all online sales were made on mobile devices, showcasing the growing preference for convenient, on-the-go shopping.

The **influence of social media** advertising and **content creators** also proved instrumental, fostering trust and inspiring consumers to confidently make purchases via their smartphones. Together, these trends underline the importance of **mobile optimization and influencer collaboration** in today's eCommerce landscape.

[Source:Adobe.com](https://www.adobe.com)

[**Source: Finance.Yahoo.com](https://finance.yahoo.com)

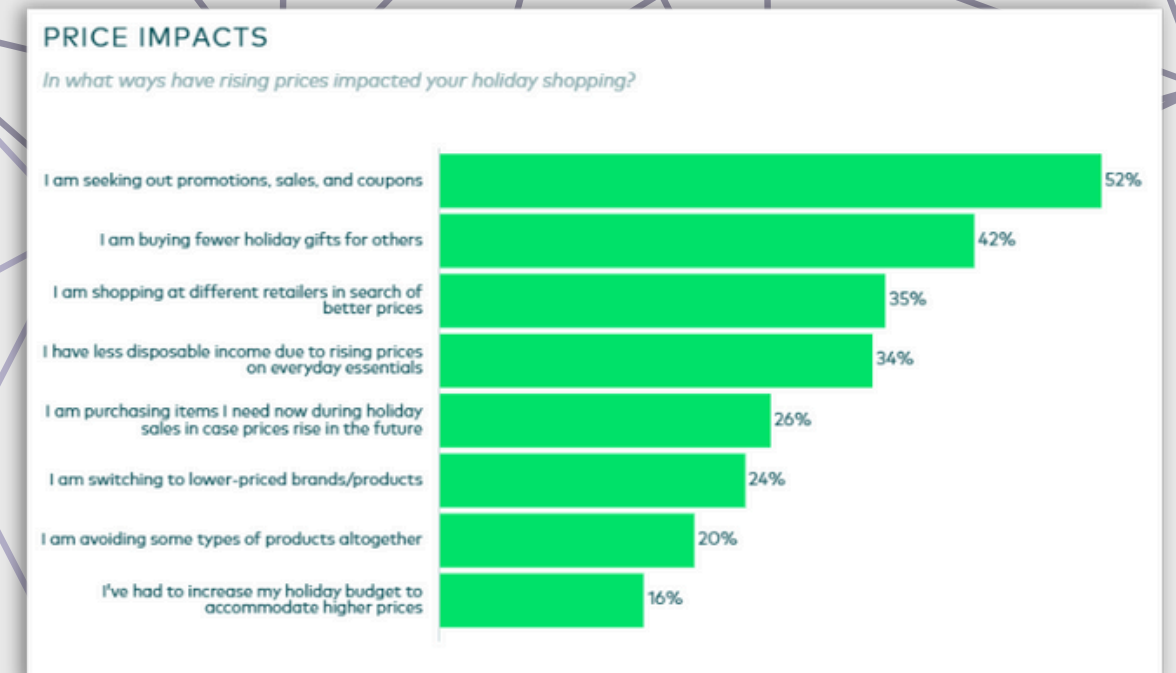
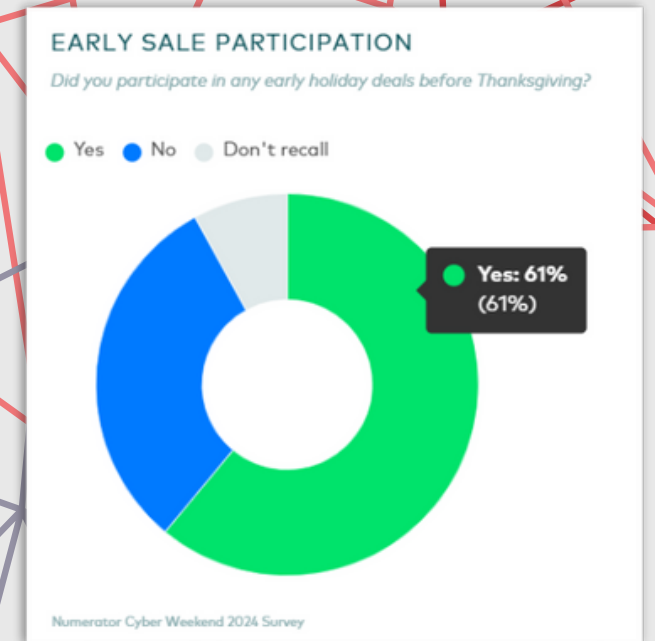


52% OF SHOPPERS WERE SEEKING OUT PROMOTIONS

Early data from Numerator's reveals that **86%** of shoppers named Amazon their most trusted retailer during **Cyber Weekend 2024**, reaffirming its dominance in eCommerce. Consumers flocked to Amazon for its reliability, vast selection, and competitive pricing.

The pursuit of savings was a key driver, with **52%** of shoppers specifically seeking **promotions, sales, and coupons** to stretch their budgets. Moreover, the shopping season started early for many, as **61%** of respondents reported **participating in early holiday deals before Thanksgiving**. These insights highlight the growing importance of early sales and strategic promotions

in capturing consumer attention during the holiday rush.



*Source: Numerator.com

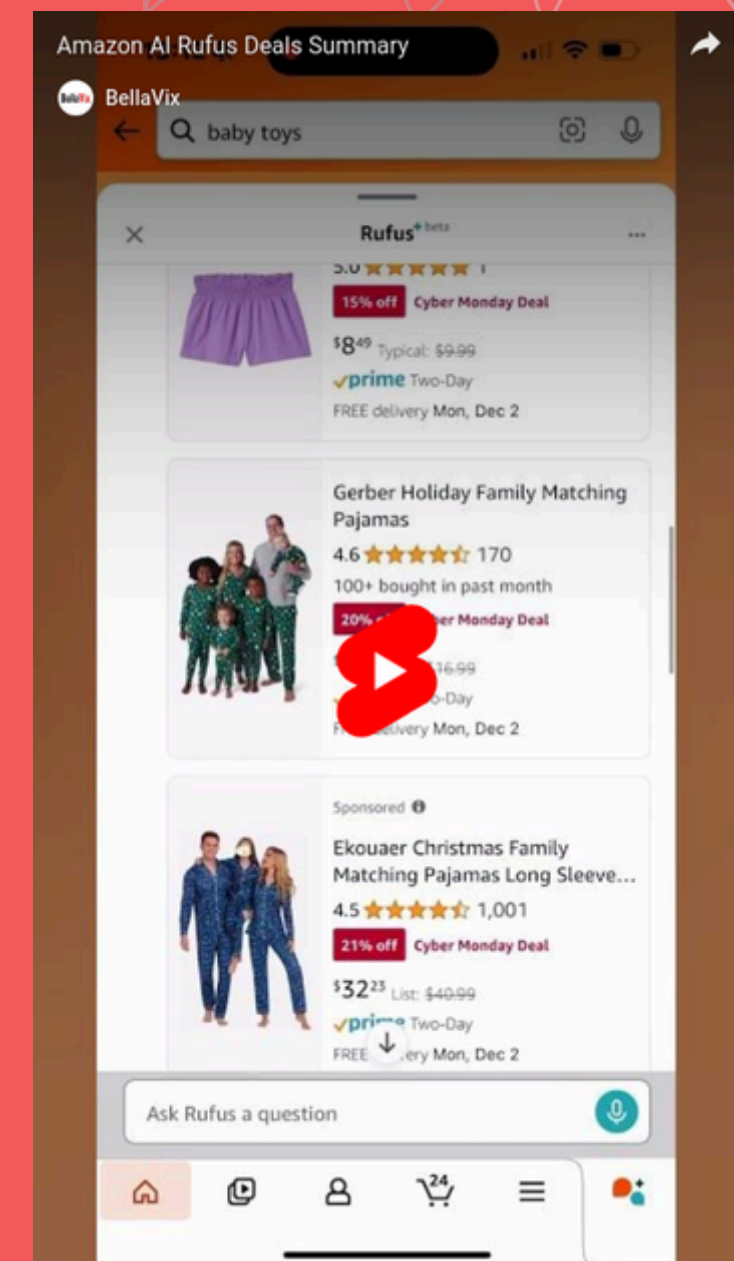
AI-DRIVEN TRENDS

AI-driven tools took center stage on Amazon, offering shoppers unprecedented interactivity. Among the standout features was Amazon AI Rufus, a virtual assistant designed to provide personalized product suggestions tailored to each shopper's needs and preferences. Rufus allowed users to ask for recommendations based on their specific criteria, streamlining the discovery of ideal products.

Additionally, shoppers could engage in dynamic conversations directly on product pages, accessing pre-generated FAQs and AI-curated answers derived from product listings. The AI tool enabled deeper, more customized dialogues, enhancing the shopping experience and making it easier for users to find exactly what they needed.



Rufus on Product Detail Page



Personalized Product Suggestions

AI-DRIVEN TRENDS

Holiday Virtual Shops: Immersive Online Experiences

Amazon pushed boundaries further with its **Holiday Virtual Shops**, transforming online browsing into a nearly tactile experience. These shops were divided into curated sections like **Beauty, Next-Gen Gifts, Kitchen Appliances, Stocking Stuffers, Gifts for Her, and Gifts for the Best Host.**

For younger shoppers, a dedicated **Toy Shop** showcased popular and age-appropriate options. The virtual shops offered **interactive showrooms**, allowing users to view products as though in a physical store, complete with deal highlights and size comparisons against other items. This innovative approach brought the feel of brick-and-mortar shopping to the digital realm.



[Amazon Holiday Virtual Shop](#)



[Amazon Toy Virtual Shop](#)

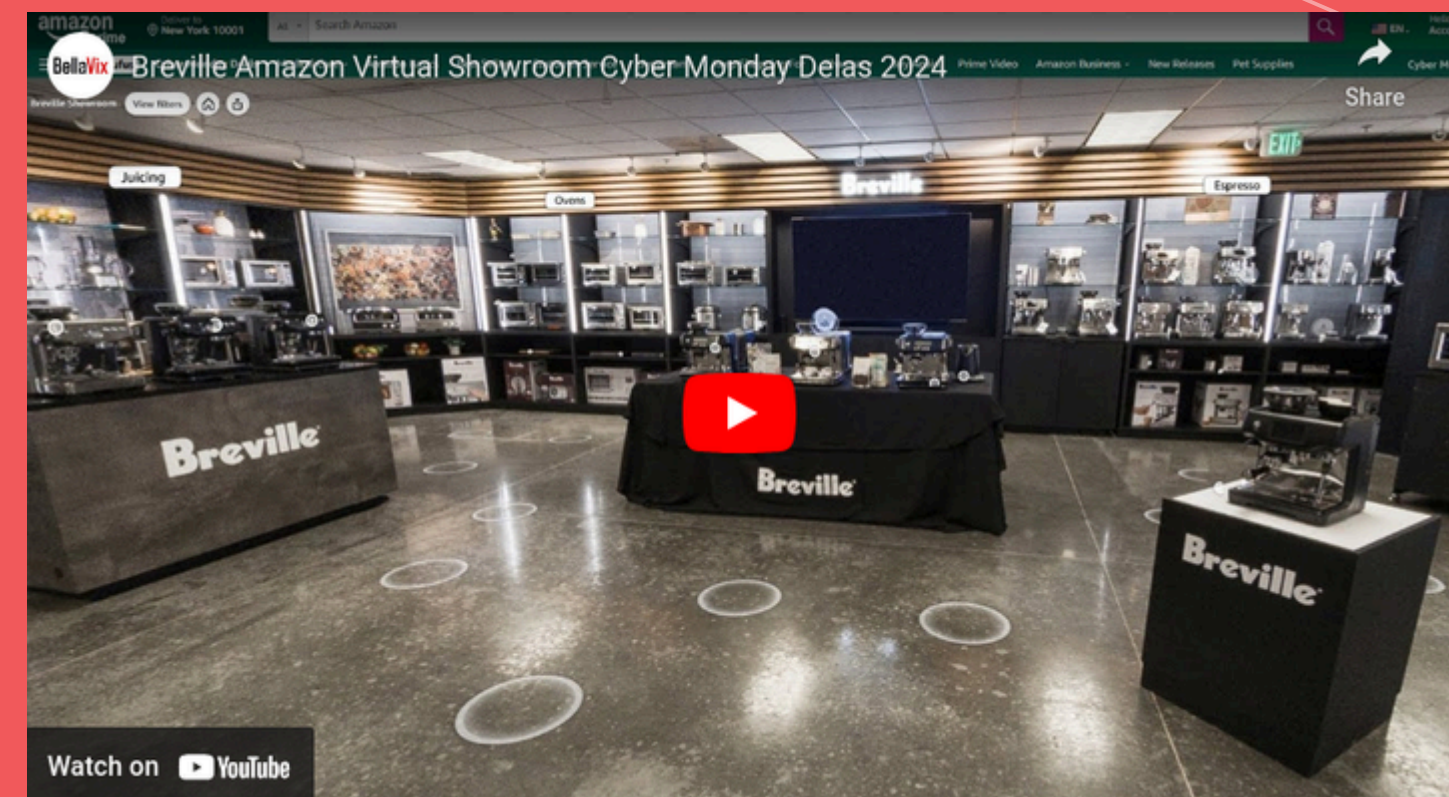
AI-DRIVEN TRENDS

In addition to Amazon's Holiday Virtual Shops, brand-based virtual showrooms emerged as a powerful way for top brands like Samsung and Breville to connect with shoppers. These dedicated spaces offered a curated selection of products, allowing customers to explore the brands' offerings in an immersive, interactive format.

These branded showrooms enhanced the shopping experience by presenting deals, detailed comparisons, and demonstrations, mimicking the benefits of in-store browsing while leveraging the convenience of online shopping. For brands, these spaces provided an opportunity to tell their stories and build deeper connections with customers, reaffirming their value and quality during the busy holiday season.



[Samsung Amazon Virtual Shop](#)

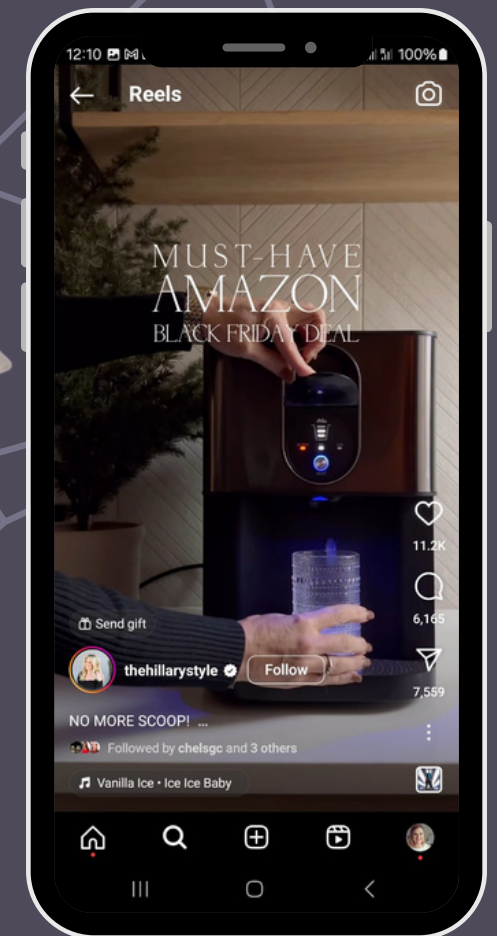
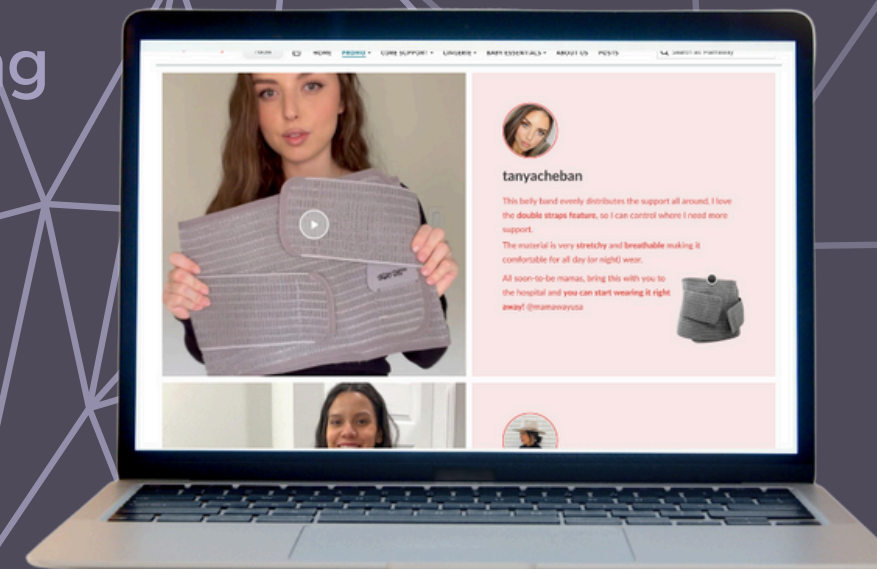
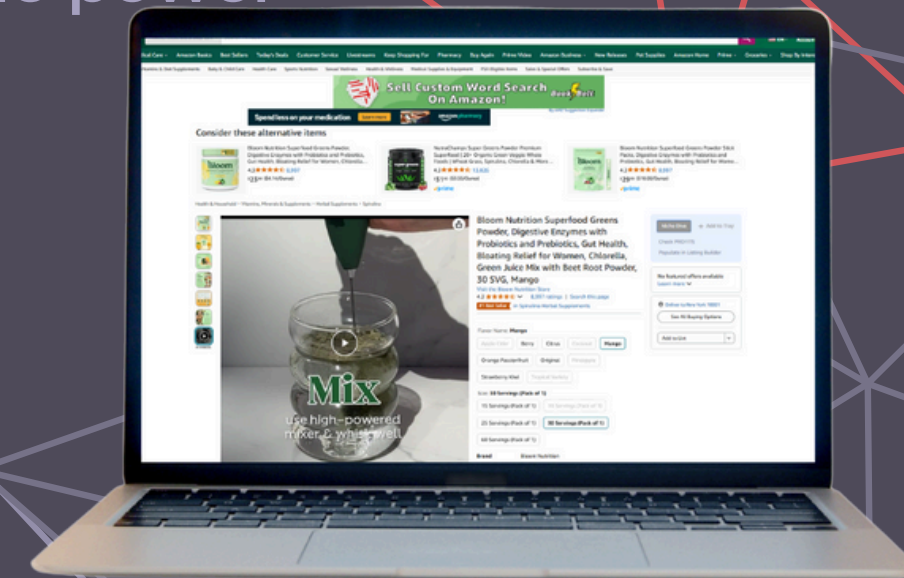
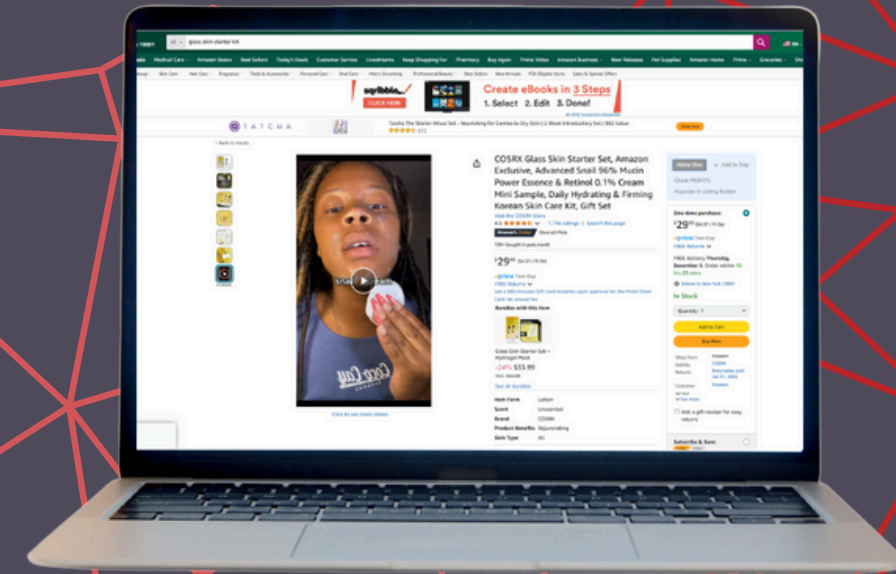


[Breville Amazon Virtual Shop](#)

WHY INFLUENCERS?

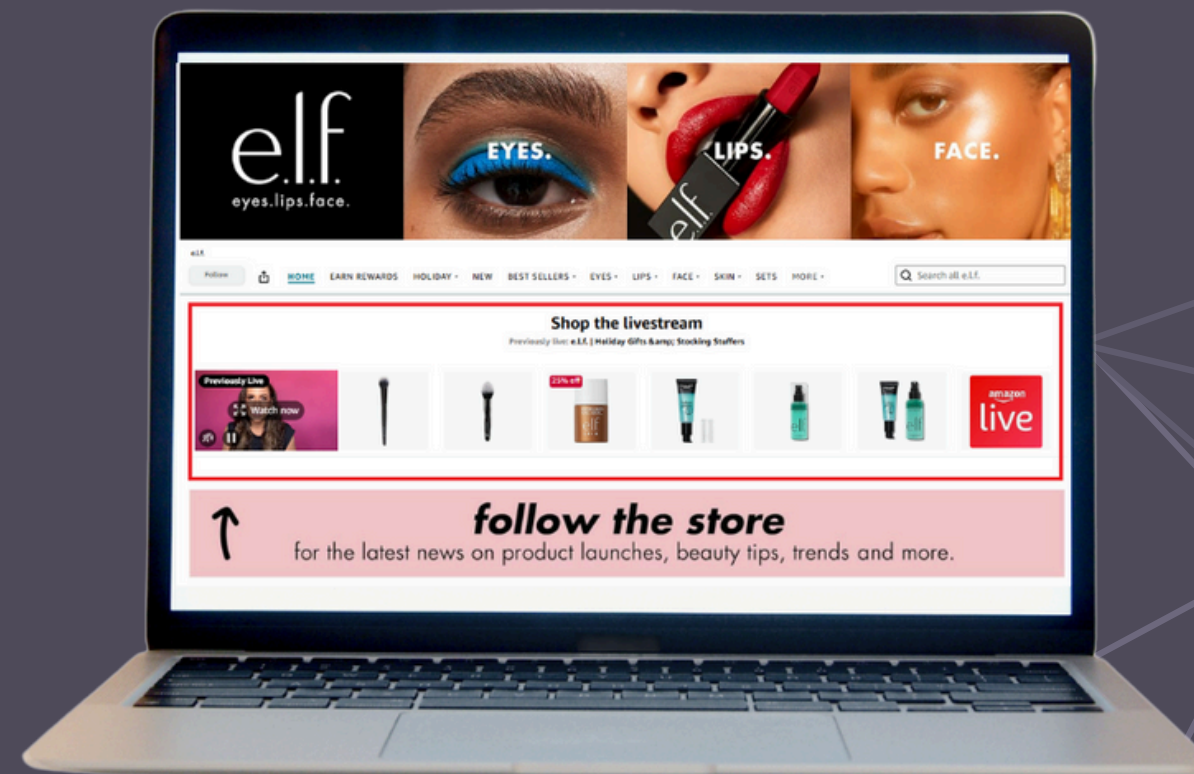
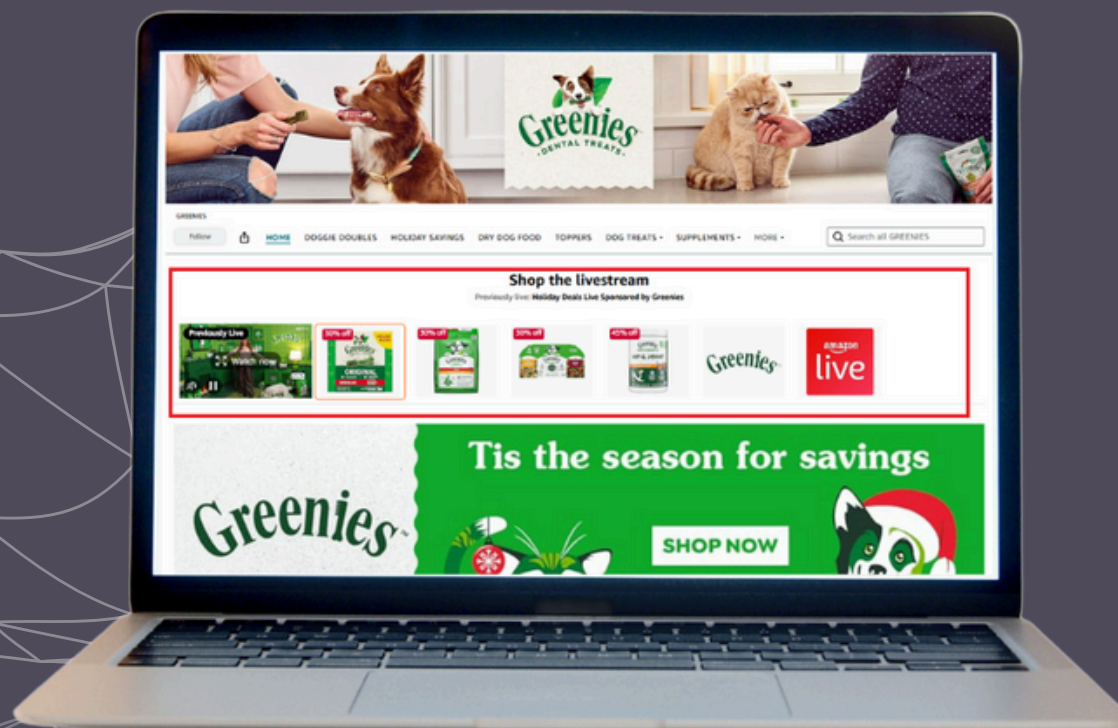
The role of **influencers** in shaping **consumer behavior** has never been more critical. Platforms like **TikTok Shop** are leading the charge, generating an astounding **\$100 million in sales in the U.S.** alone. This trend underscores the growing importance of social proof and the power of influencer-driven content.

For **Amazon sellers**, incorporating influencers into your strategy can unlock immense potential. Influencers play a pivotal role in building trust and engagement through authentic storytelling. **Tactics like featuring influencer videos in product detail pages**—especially within the **first six visual assets or in their A+ content**—and encouraging product video reviews help create a richer shopping experience. **Video as a format is more present in every section of Amazon**, from more video ad placements, to more similar brand suggestions with video sections.



WHY INFLUENCERS?

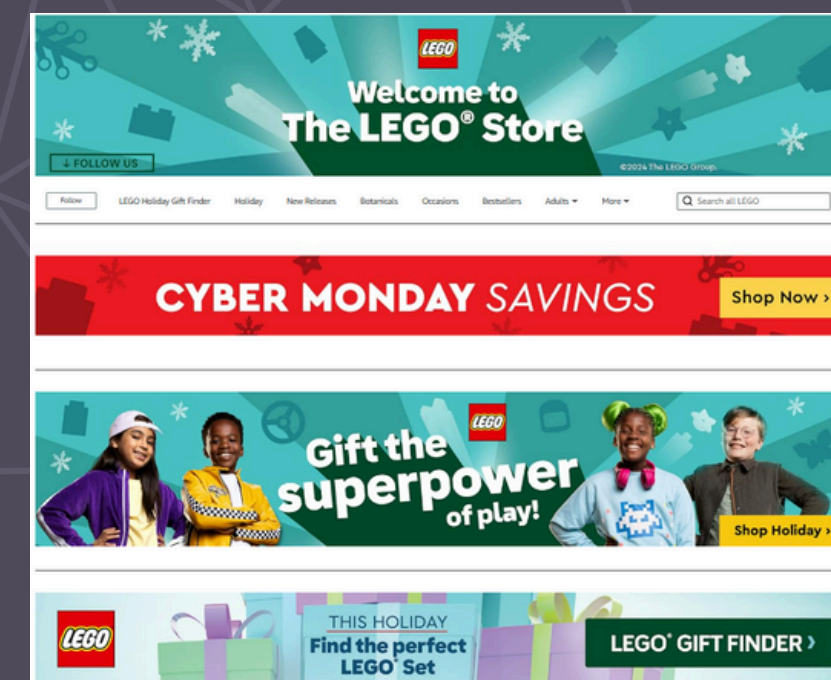
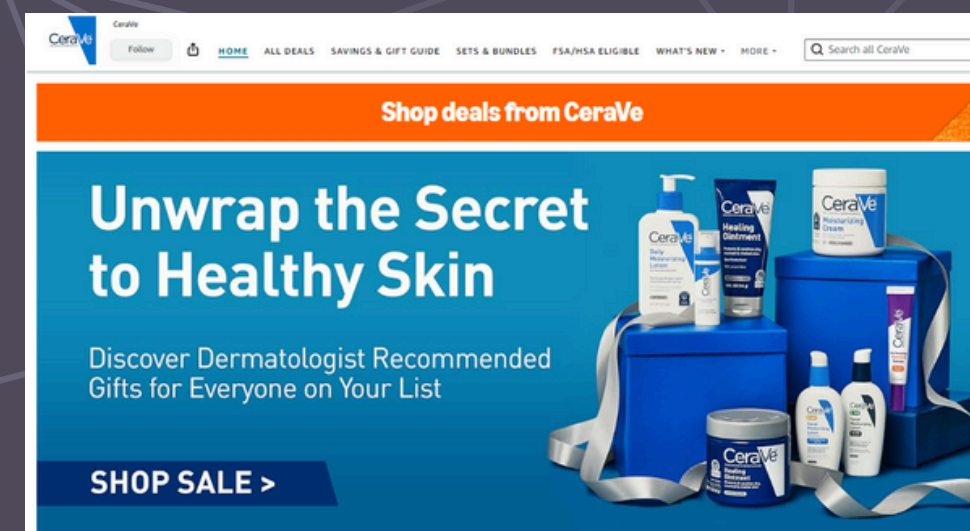
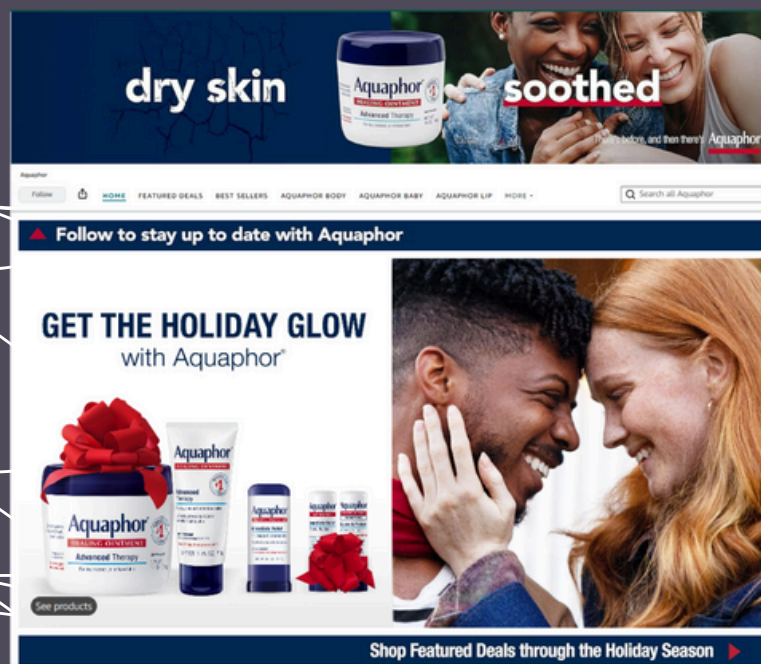
Amazon Lives and strong social media presence further amplify this strategy, allowing sellers to reach audiences where they are already spending time. Brands that embrace these methods not only boost visibility but also tap into a proven pathway to higher conversions. **Now is the time to integrate influencers into your eCommerce playbook.**



MISSED OPPORTUNITY

One of the most overlooked opportunities during major sales events like Black Friday and Cyber Monday is the **lack of festive holiday-themed storefronts**. A well-designed, holiday-inspired storefront can elevate the shopping experience, enticing customers to shop for themselves or find the perfect gifts for loved ones.

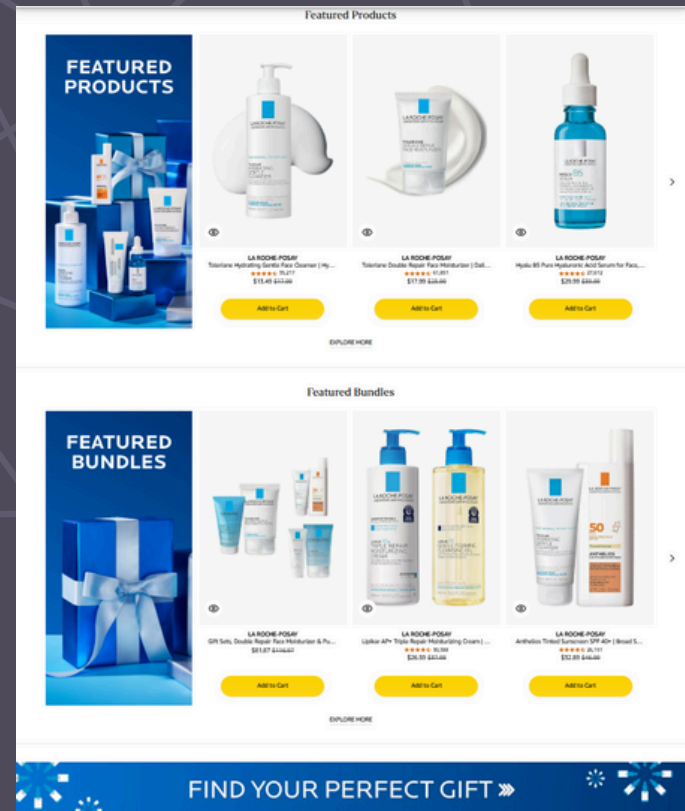
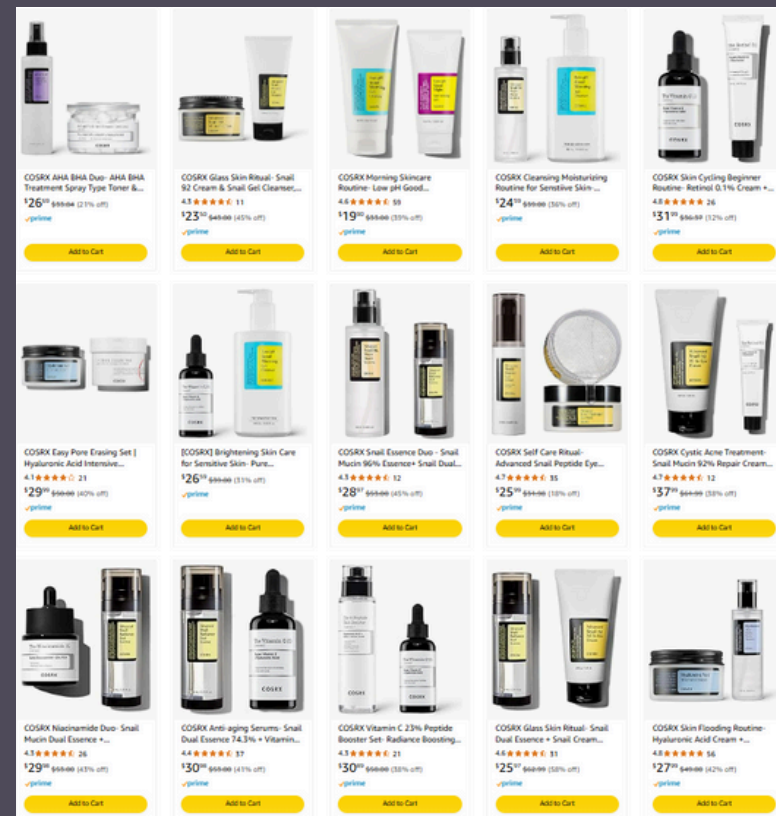
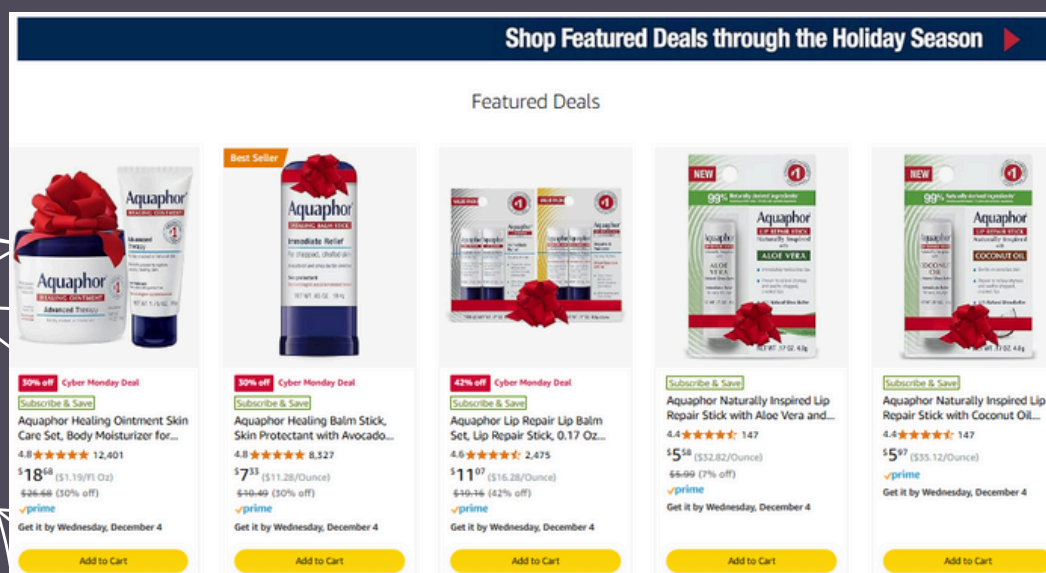
Sellers should take a strategic approach by incorporating holiday-themed banners and messaging that resonates with the festive spirit. Phrases like "Unwrap the Secret to Healthy Skin," "**Deck the Halls with Savings**," and "**Gift the Superpower of Play**" not only grab attention but also create a sense of excitement and urgency.



MISSED OPPORTUNITY

Some brands embraced eye-catching main images to capture shoppers' attention, featuring festive elements like red bows as holiday-themed accents. These visuals not only evoked the holiday spirit but also made products stand out as perfect gift options.

In addition, an increasing number of brands leaned into bundles as a promotional strategy. By offering complementary products together, they provided shoppers with greater value while simplifying the gifting process. These trends reflect a shift toward enhancing appeal and convenience, making holiday shopping more festive and practical than ever.



NEW OPPORTUNITY

This holiday season saw the rise of the "Buy \$X and Save %Y" promotional strategy, encouraging shoppers to purchase more from a single brand to unlock greater savings. By incentivizing bulk purchases, brands not only boosted their overall sales but also fostered customer loyalty by creating a sense of value.

SPEND \$35, SAVE \$10
Stock up on Comfort!

SPEND \$50, ENJOY \$10 OFF
SELECT STARBUCKS® ITEMS

SHOP NOW ▶

SPEND \$35, ENJOY \$10 OFF
SELECT ITEMS

Terms and conditions apply. © 2024 Kellogg. All Rights Reserved.

Deals on Laundry

Scotch-Brite Lent Pellets, Works Great on Pet Hair... \$12.99 \$14.99 24% off prime	All Mighty Plus Laundry Detergent, Free Clear for... \$15.99 \$20.99 24% off prime	Oxiclean Odor Blasters Versatile Odor and Stain... \$11.78 \$14.99 Save \$3.21 with coupon prime	Lysol Sport Laundry Sanitizer Additive, Sani... \$11.44 \$14.99 23% off prime	Nature's Miracle Laundry Boost-to-Wash Stain and... \$9.90 \$14.99 33% off prime	Static Guard Fabric Spray, Fresh Linen Scent, 5.5 Oz... \$5.22 \$8.99 42% off prime	Snuggly Dryer Sheets, Long Lasting Fresh and C... \$6.95 \$14.99 Save \$1.50 with coupon prime
--	---	---	--	---	--	---

VICKS
TRUSTED RELIEF FOR 125 YEARS

BUY 2 SAVE \$3
STOCK UP AND SAVE FOR COLD AND FLU SEASON

#1 plant protein powder brand

Orgain

Follow our store The No. 1 U.S. Choice over 12 weeks ending 10.08.23

HOME FEATURED ITEMS PLANT BASED PROTEIN POWDERS POWDERS SHAKES COLLAGEN KIDS BARS MORE

Search all Orgain

Spend \$40, save \$10
on eligible protein powders, collagen, shakes & more

Shop Now

Add \$40.00 to unlock \$10.00 off

0 item(s): \$0.00 \$40.00

Protein and Collagen Powders

Orgain Organic Vegan Protein Powder, Vanilla B... \$28.49 \$30.99 8% off prime	Orgain Organic Vegan Protein Powder, Creamy... \$28.49 \$30.99 8% off prime	Orgain Organic Vegan Protein + 50 Superfoods... \$20.99 \$24.99 16% off prime	Orgain Hydrolyzed Collagen Peptides Powde... \$18.97 \$23.99 20% off prime	Orgain Organic Vegan Protein + 50 Superfoods... \$20.99 \$24.99 16% off prime	Orgain Organic Vegan Protein Powder, Natural... \$31.52 prime	Orgain Organic Simple Protein Powder, V... \$25.98 \$29.99 13% off prime
---	--	--	---	--	---	---

Protein Shakes

Orgain Clean Protein Shake, Grass Fed Dairy, C... \$22.12 \$29.49 25% off prime	Orgain Organic Nutritional Protein Shake, Vanilla Be... \$34.86 prime	Orgain Organic Nutritional Vegan Protein Shake, Va... \$34.86 prime	Orgain Organic Nutritional Vegan Protein Shake, Sm... \$27.74 \$30.99 10% off prime	Orgain Organic Vegan Protein Shake, Creamy C... \$35.99 prime	Orgain Clean Protein Shake, Grass Fed Dairy, V... \$22.12 \$29.49 25% off prime	Orgain Organic Vegan Protein Powder, Creamy... \$35.99 prime
--	---	---	--	---	--	--

BELLAVIX INTERNAL DATA

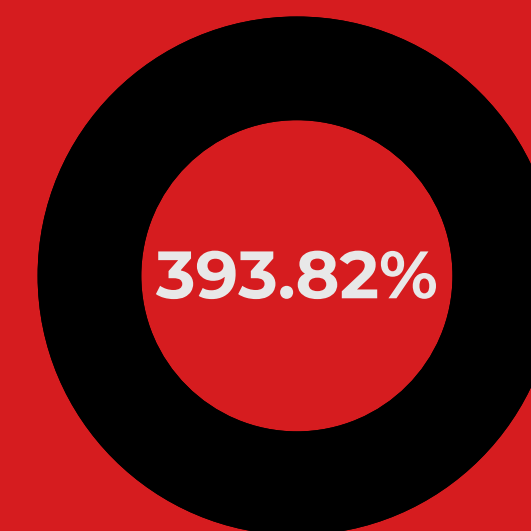
Black Friday and Cyber Monday continue to reign as the busiest shopping events of the year—and for good reason.

BellaVix clients reaped the rewards of **meticulous preparation**, achieving an extraordinary **393.82% increase in Total Revenue** during the BFCM 2024 weekend compared to November month-to-date data.

Additionally, clients saw a **378.85% increase in Units Ordered**, highlighting the effectiveness of strategic planning and execution during this crucial period.

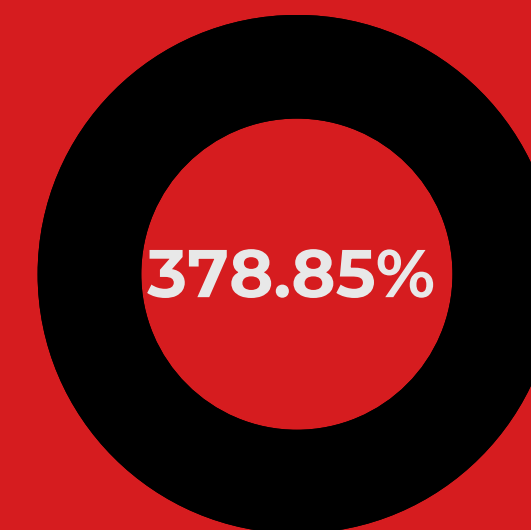
These impressive results underscore the importance of leveraging expert marketplace management to capitalize on the holiday shopping surge.

Total Sales



BFCM weekend '24 vs. November MTD

Units Ordered



BFCM weekend '24 vs. November MTD



BellaVix

BRAND WINS AND SUCCESS STORIES

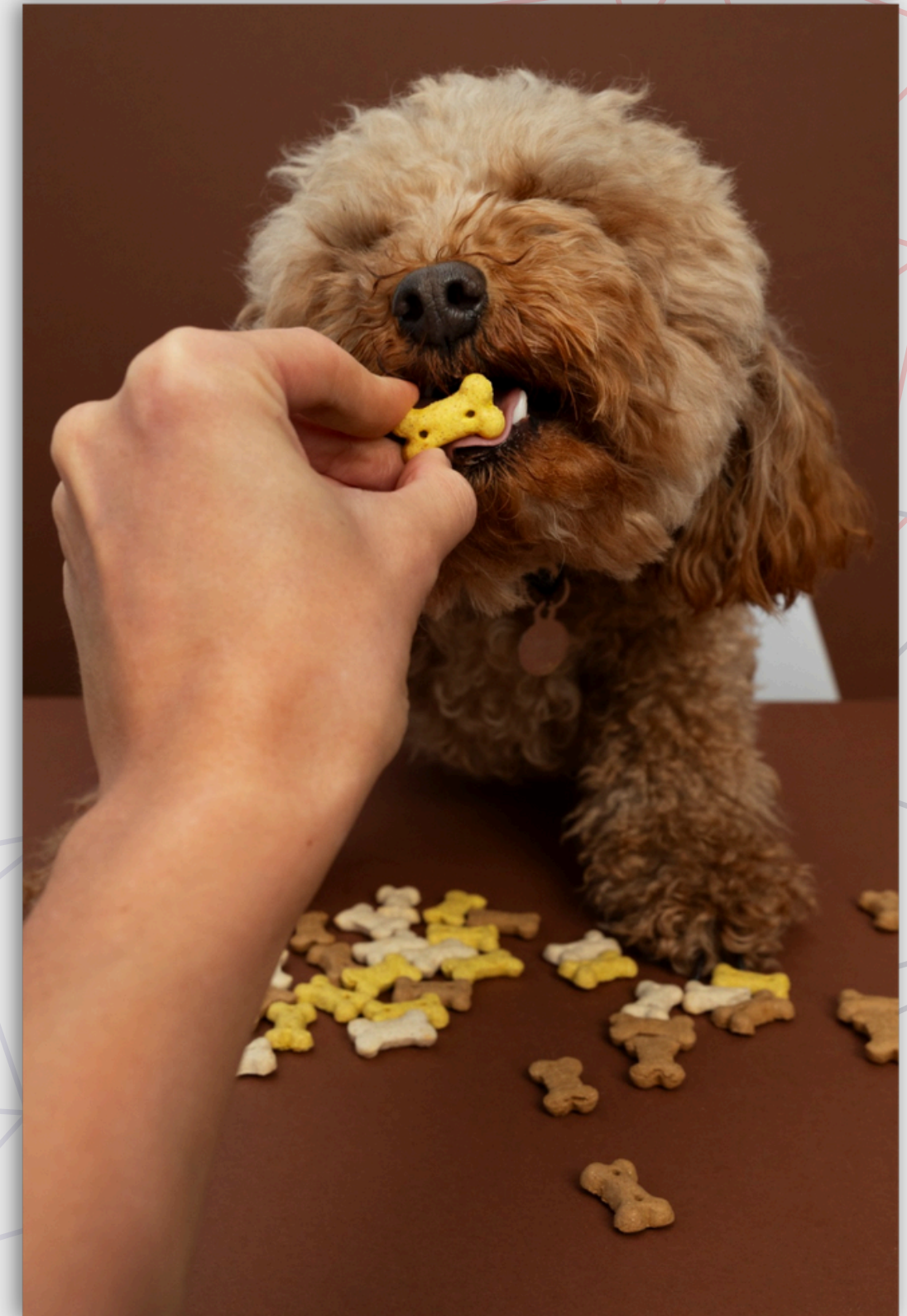
BellaVixes premium supplement brand client strategically avoided frequent discounts throughout the year to maintain its exclusive positioning.

However, during Black Friday and Cyber Monday (BFCM), the team seized the opportunity to **attract new customers** through **limited-time promotions**, striking a balance between maintaining their premium image and driving sales.

The strategy included **optimizing advertising campaigns** by adjusting bids and budgets for **top-performing keywords** and **launching Sponsored Brand Video** ads alongside **DSP ads** to retarget brand viewers.

Additionally, engaging **BFCM-themed creatives were added to the storefront**, complemented by a **holiday brand story across product detail pages**, creating a cohesive and visually appealing shopping experience.

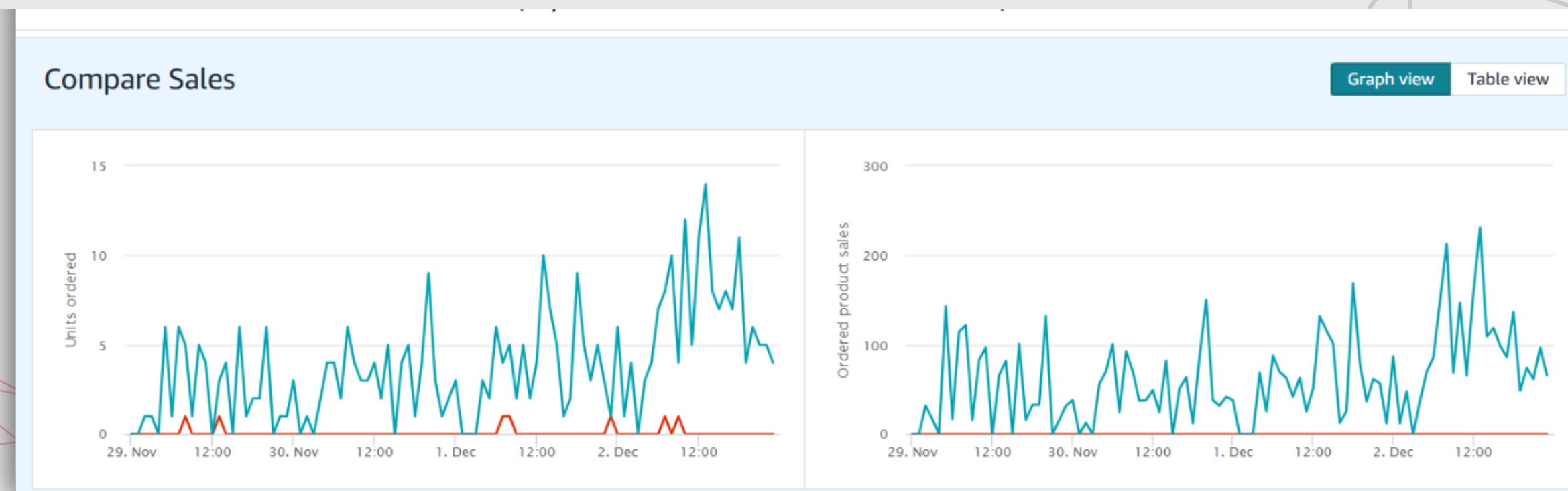
Prime Exclusive Discounts, featuring Amazon's red badge, were introduced to capture the attention of deal-seeking shoppers. To expand visibility further, the team leveraged external traffic through Meta Ads, taking full advantage of the **Brand Referral bonus**.



BRAND WINS AND SUCCESS STORIES

The results were impressive. The enhanced BFCM creatives significantly increased traffic to the Brand Store, where improved visual appeal contributed to higher conversion rates, demonstrating the effectiveness of their well-rounded approach.

- Comparative Growth:
 - **53% increase** compared to the same period the previous week.
 - **1011% increase** compared to **Pet Day** (May 7-8).
 - **456% increase** compared to **July Prime Day** (July 16-17).
 - **111% increase** compared to **October Fall Prime Day** (Oct 8-9).



BellaVix

BRAND WINS AND SUCCESS STORIES

Offering discounts on Black Friday is essential for capitalizing on the heightened consumer spending during this peak shopping event.

Black Friday is a critical opportunity to attract both loyal customers and new shoppers who are actively seeking deals. By providing competitive discounts across BellaVix clients catalog, we not only **incentivized purchases** but also **created a sense of urgency that drove conversions**. **Matching discounts** on our website and Amazon storefront ensured a seamless shopping experience, **reducing the risk of cannibalizing sales** between platforms.

This strategy **reinforced brand trust**, as customers saw consistent pricing regardless of where they chose to shop, allowing us to capture **maximum traffic and sales** while avoiding potential frustration or abandonment from price discrepancies.



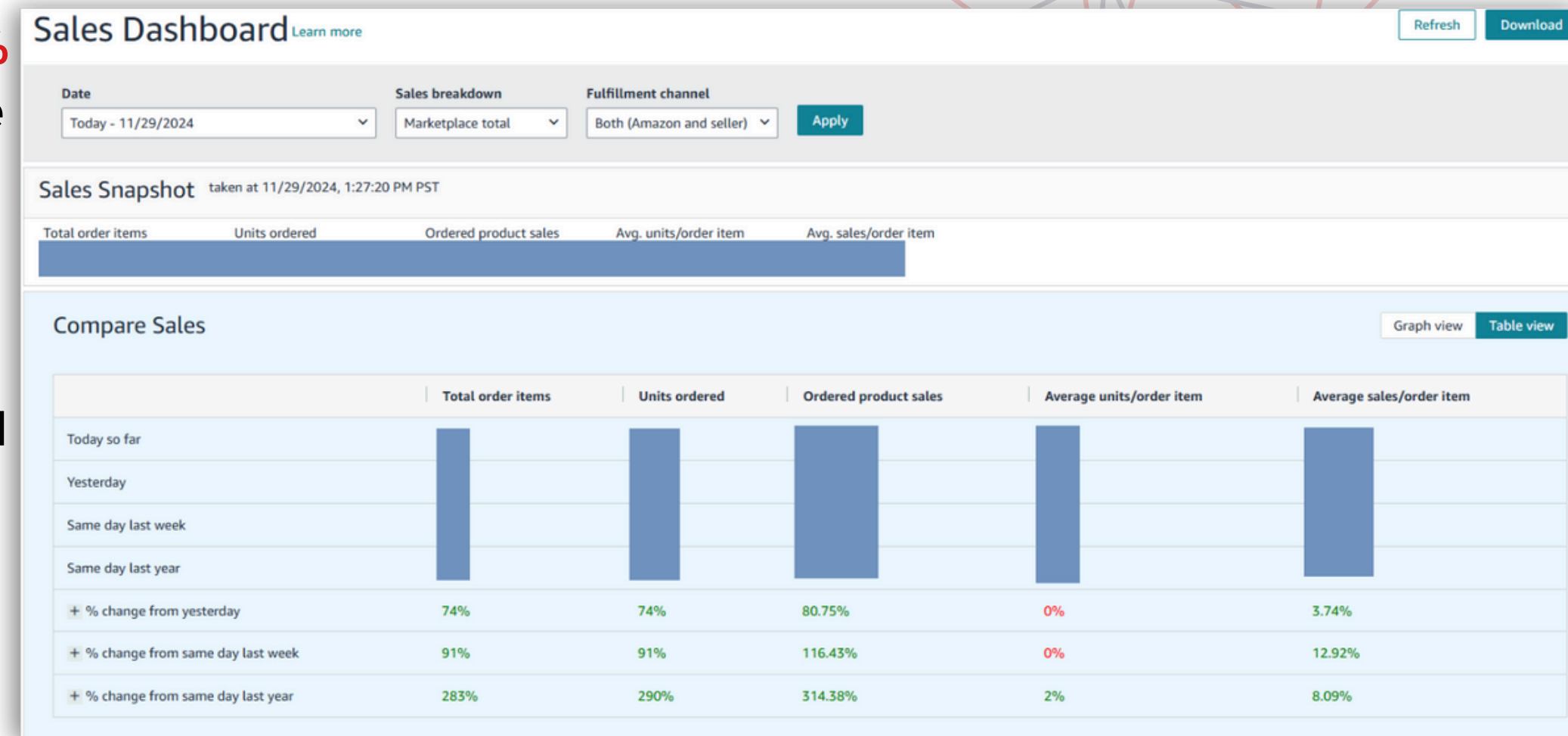
BRAND WINS AND SUCCESS STORIES

In addition to offering discounts, other factors likely contributed to the impressive results, including **strategic marketing efforts leading up to the event** and **improved user experience on our platforms**.

The **80% sales increase** compared to the day prior and a **120% increase** compared to the week prior highlight the effectiveness of **pre-event promotions and customer anticipation**. The **300% growth in sales** compared to last year demonstrates not only the success of this year's campaign but also likely reflects growing brand recognition and loyalty.

Moreover, the **94% surge in page views** and a **4% improvement in overall conversion rate** indicate that optimized site performance, compelling product presentations, and an enticing value proposition were key drivers.

Together, these elements created a well-rounded approach that maximized engagement and revenue during this critical retail period.



BellaVix

BRAND WINS AND SUCCESS STORIES

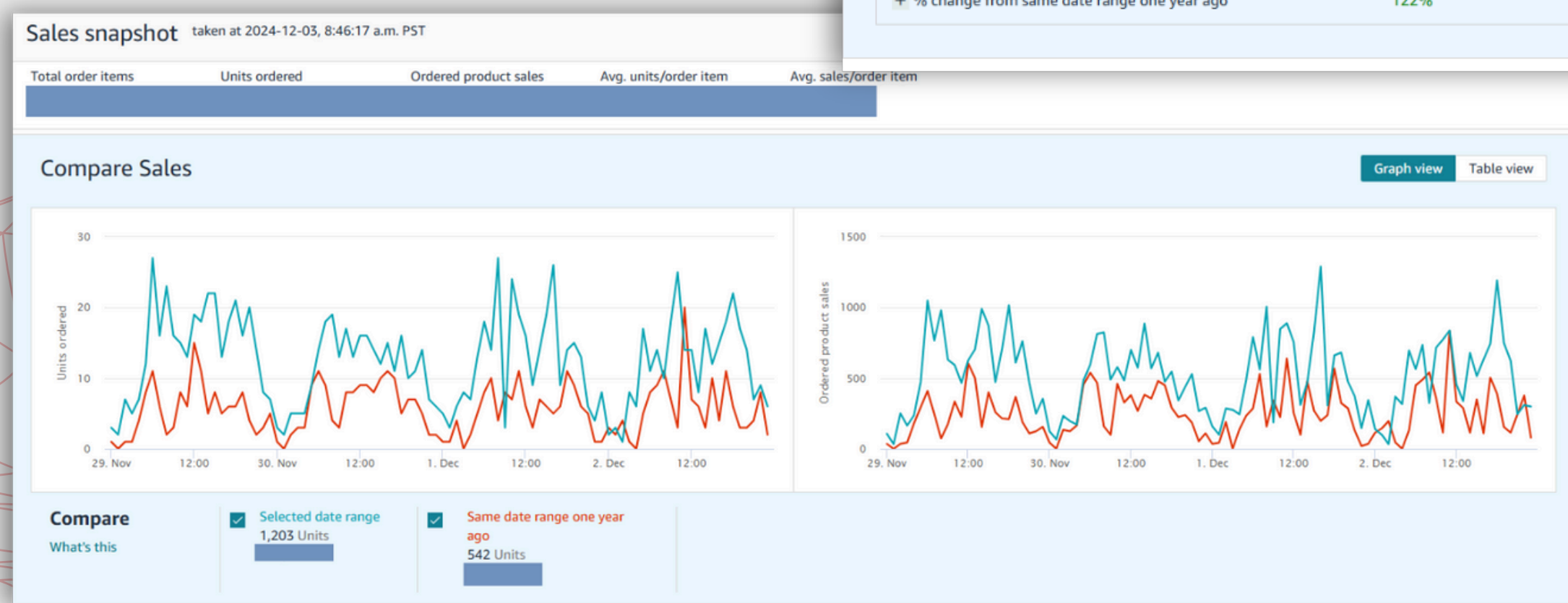
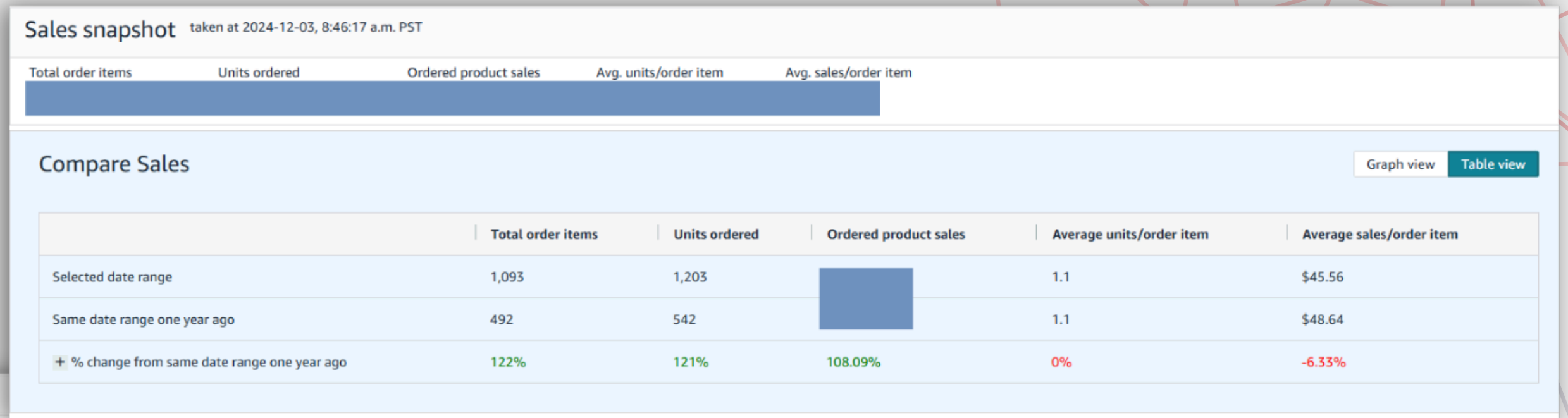
For another BellaVix client in the **highly competitive supplement category**, Black Friday and Cyber Monday 2024 presented both challenges and opportunities.

The success was achieved by offering **discounts that appealed to deal-seeking shoppers**. To navigate frequent buy box challenges, the team ensured that **prices and discounts were the lowest**, maintaining competitiveness and maximizing sales despite the obstacles.



BRAND WINS AND SUCCESS STORIES

While **buy box issues** impacted conversion and traffic, meticulous planning led to a remarkable **108% increase in sales** compared to last year, showcasing the client's ability to thrive during the peak shopping season.



BellaVix

WE BUILD BRANDS ON AMAZON

If you are **interested in** learning more we are happy to provide additional references and content. We enjoy challenges and **new opportunities to learn & grow**. We look forward to working together.

hello@bellavix.com
www.bellavix.com

