

**BLACK
FRIDAY**

&

**CYBER
MONDAY**

Early Amazon Sales Summary

PREPARED BY:

BELLAVIX

Black Friday and Cyber Monday (BF/CM) are the two most significant shopping events in the United States. According to the annual survey released by the National Retail Federation (NRF) and Prosper Insights & Analytics, an estimated 166.3 million people are planning to shop from Thanksgiving Day through Cyber Monday this year.

Black Friday is the day after Thanksgiving and symbolizes the beginning of the Holiday Shopping Season. In the beginning, in the early 1960s, the phrase for retailers was a symbol of being "in the Black" and turning a profit. Since then, it has become a staple retail holiday for the best bargains and deals for gift shopping.

It is such a powerful event that in 2005 The National Retail Federation noticed an online traffic and revenue spike on the first Monday after Thanksgiving.





Since 2020, or the pandemic, more and more retailers have started sharing their offers before Black Friday, at the beginning of November, making it Black November, which makes the Holiday shopping season start earlier.

This trend is seen in this year's first-ever Amazon Prime Early Access shopping event held on the 11th and 12th of October. And again, with early Amazon Black Friday deals.

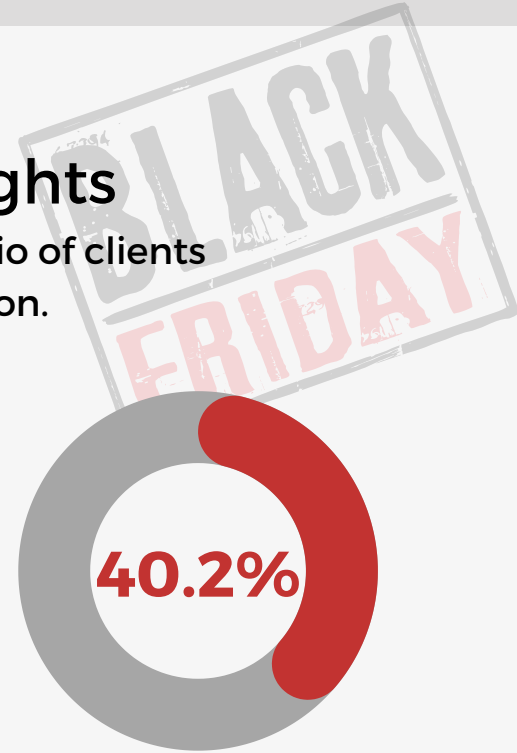
But what are the insights and sales results from all shopping events in 2022? In this summary, we present some early sales performance data based on our portfolio of clients and exposure to different Amazon categories.

Black Friday & Cyber Monday Sales Summary

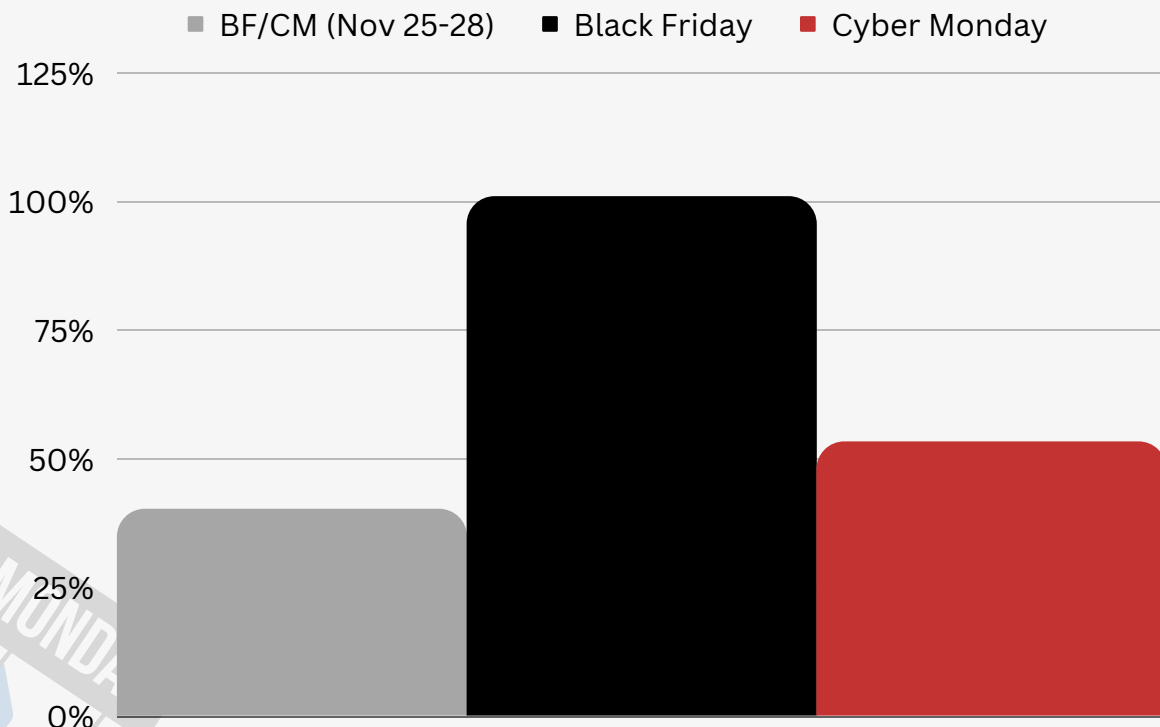
Preliminary Results & Key Insights

Here are some highlights we noted in our portfolio of clients spanning across most major categories on Amazon.

From BF/CM, BellaVix clients saw an average increase in sales of **40.2%**



Average Sales Growth

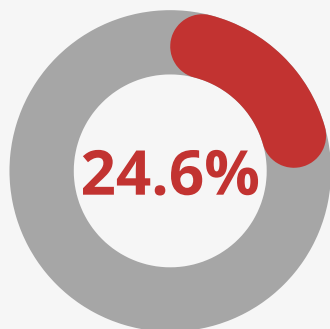


Black Friday was the strongest day of the shopping event, with an average increase of **100.9%** in sales compared to pre-holiday period (Nov 1-19).

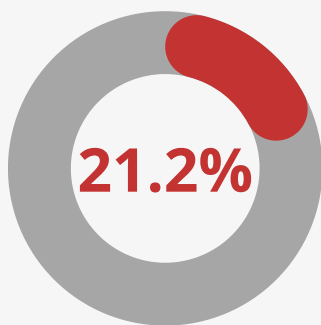
Black Friday & Cyber Monday 2021 vs 2022

Average Change in Sales

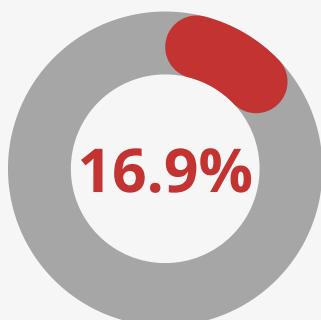
Black Friday and Cyber Monday this year outperformed the previous year's event in terms of sales when comparing similar periods year-over-year.



BF/CM 2022 vs. Pre-Holiday Week 11/13- 11/19
24.6% increase in sales



Black Friday 2022 vs. Black Friday 2021
21.2% increase in sales

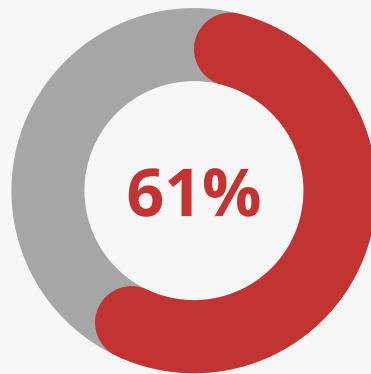


Cyber Monday 2022 vs Cyber Monday 2021
16.9% increase in sales

The YoY growth can be attributed to our improved audience-building techniques and improvements in the analytics shared by Amazon.

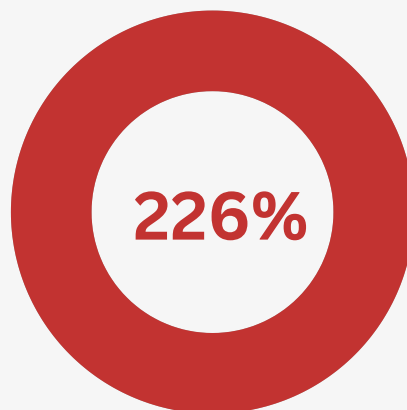
BF/CM vs Prime Day & Prime Early Access Sale

Comparison of 2022 Events on Amazon



BF/CM 2022 vs. Prime Day 2022

When comparing the two events, we found that BF/CM drove, on average, **61%** more sales.



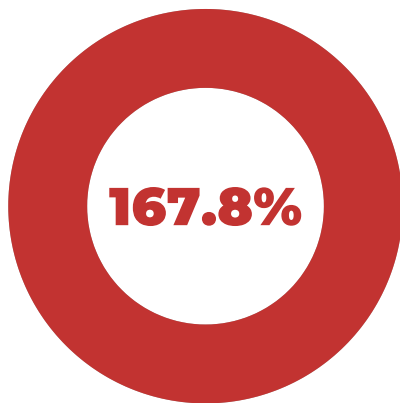
BF/CM 2022 vs. Prime Early Access Sale 2022

When comparing the two events, we found that BF/CM drove, on average, **226%** more sales.

Black Friday & Cyber Monday

Advertising Data & Performance

New-to-Brand Sales Growth



On average BellaVix clients saw an increase of **167.8%** in new-to-brand customers when compared to the pre-holiday average (11.01 - 11.19).

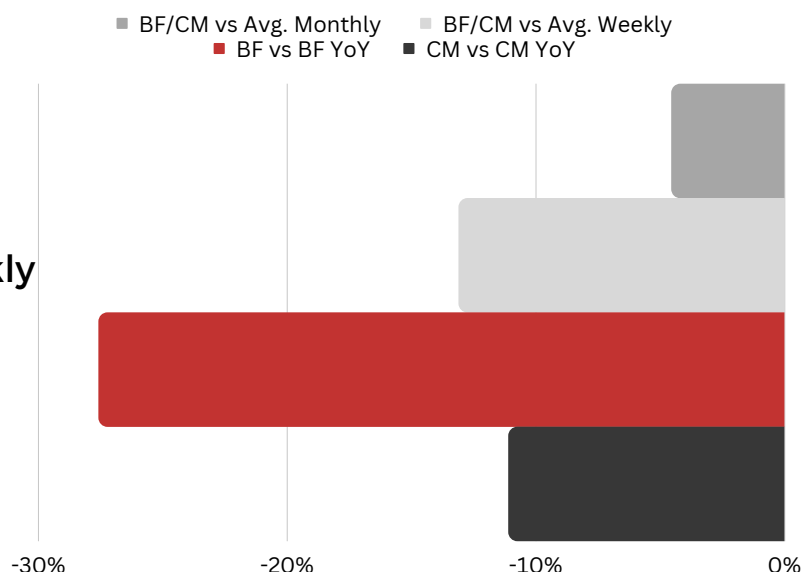
ACoS

BellaVix's portfolio of clients has seen an average ACoS of **38.6%**. But when compared with the previous period or event, there is a significant decrease in ACoS across the board:

- **-4.5%** in BFCM vs. average monthly ACOS and
- **-13.1%** in BFCM vs. average weekly ACOS.

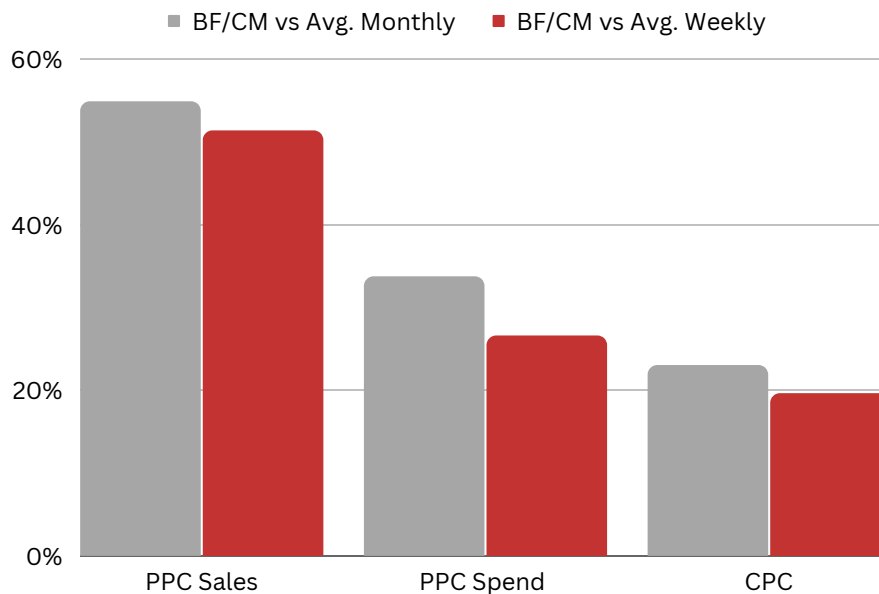
One of the most exciting results is the YoY decrease in ACoS:

- **-27.5%** in Black Friday YoY comparison, and
- **-11.1%** Cyber Monday YoY comparison.



Black Friday & Cyber Monday

Advertising Data & Performance



BellaVix's portfolio of clients saw improvements across various advertising metrics. The increase is more significant in the monthly average versus the comparison with the weekly average.

PPC Sales:

- **54.8%** increase in PPC Sales when compared to BF/CM vs. average monthly PPC Sales, and
- **51.3%** increase in PPC Sales when compared to BF/CM vs. average weekly PPC Sales.

PPC Spend:

- **33.6%** increase in PPC Spend when compared to BF/CM vs. average monthly PPC Spend, and
- **26.5%** increase in PPC Spend when compared to BF/CM vs. average weekly PPC Spend.

CPC:

- **22.8%** increase in CPC when compared to BF/CM vs. average monthly CPC, and
- **19.5%** increase in CPC when compared to BF/CM vs. average weekly CPC.

Black Friday & Cyber Monday

Advertising Data & Performance

Ad Impressions



BellaVix clients, on average, saw more ad Impressions on BF/CM vs. the monthly (**76.1%**) and weekly (**68.2%**) averages.

Ad Conversion Rate (CR)



BellaVix clients, on average, saw improved ad conversion rates on BF/CM vs. the monthly (**13%**) and weekly (**16.3%**) averages.

Ad Click Through Rate (CTR)



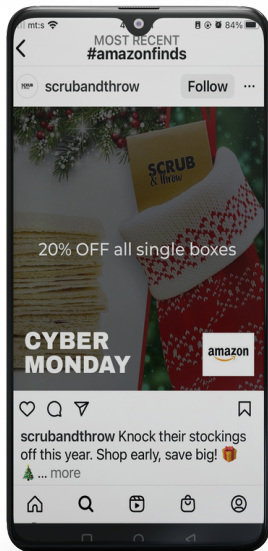
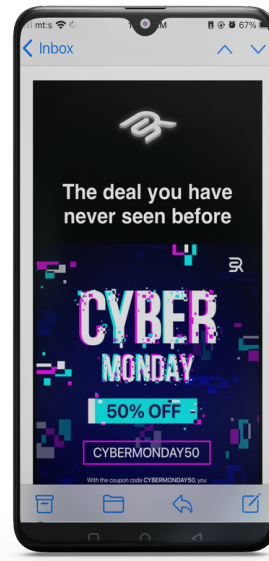
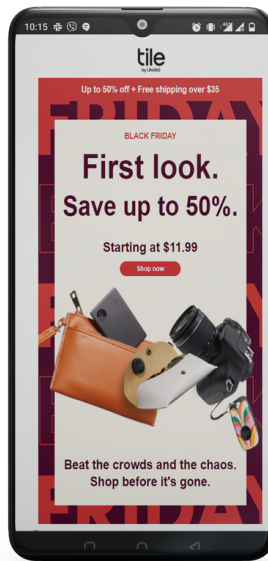
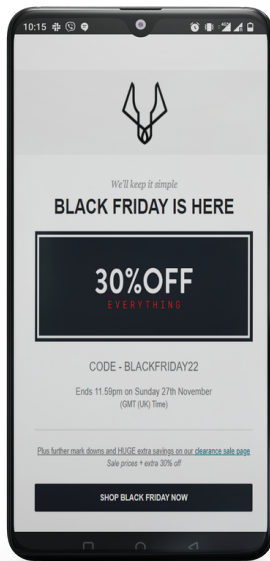
BellaVix clients, on average, saw a decrease in advertising click-through rate (CTR) vs. monthly (**-23.2%**) averages and the weekly (**-20.9%**) averages.

Black Friday & Cyber Monday

Off Amazon communication

While creating Black Friday and Cyber Monday sales and advertising strategies on Amazon, brands should also include an Off Amazon communication. Utilizing all communication channels, will increase awareness of their deals, coupons, and/or share information about the availability of their products.

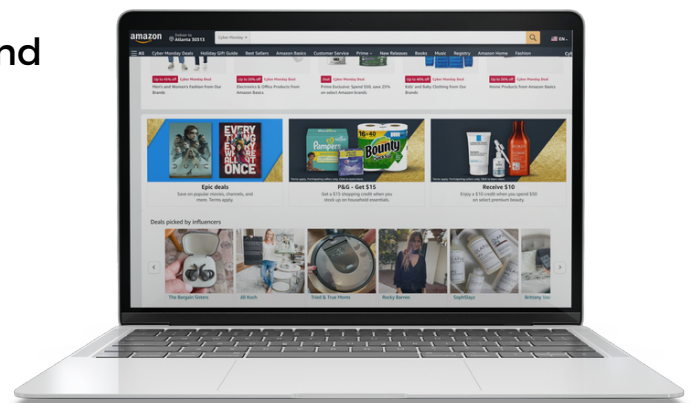
Here are some examples:



Black Friday & Cyber Monday

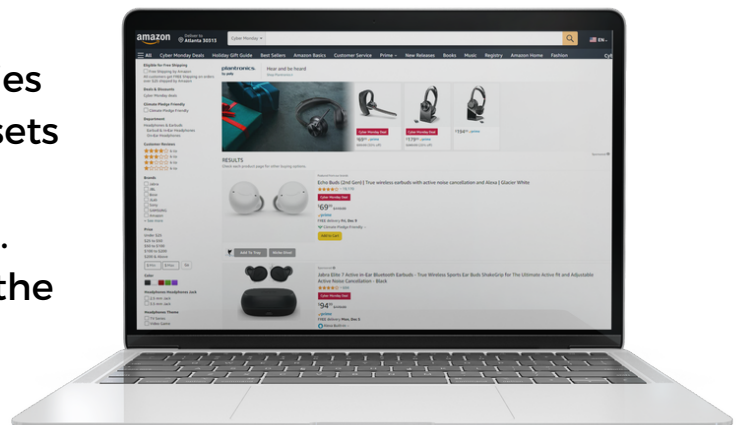
On Amazon communication and deals

One of the things that are more and more utilized is influencer collaboration. This was a case confirmed with Amazon's "Deals picked by Influencers" imagery found on Product detail pages.



Creating lightning deals and deals that are shared on Amazon Live are steps that can expand a brand's reach and New-To-Brand exposure.

Exploring all the badge opportunities is one of the most underutilized assets that can improve sales and build consumer confidence. For example, "Climate Pledge Friendly" is one of the badges in the example to the right.



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