

BV BellaVix

TURKEY 5

**DATA-DRIVEN SUCCESS:
BLACK FRIDAY & CYBER
MONDAY RECAP 2023**

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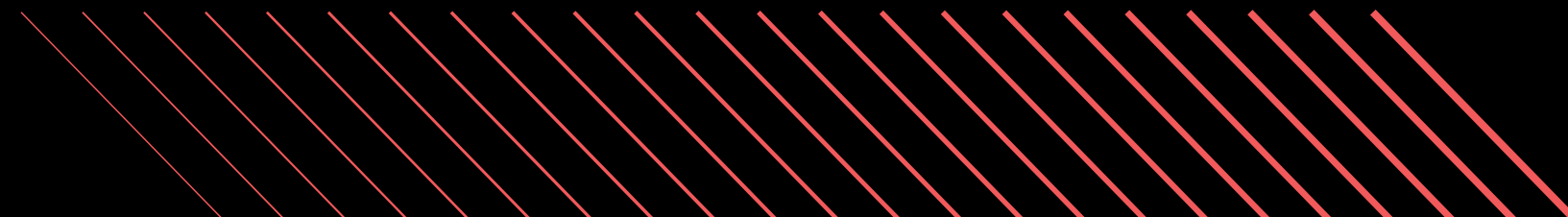
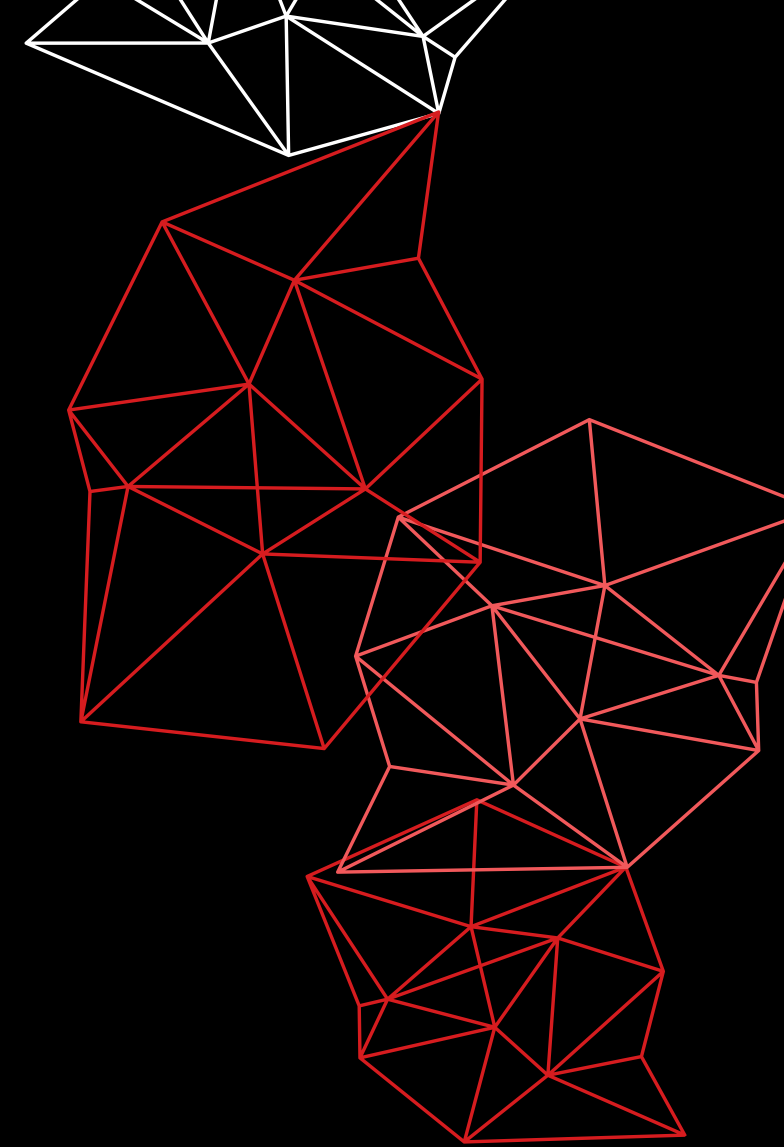


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This Early Data Comprehensive Report for Black Friday Cyber Monday 2023 is crafted to offer you a glimpse into the most captivating trends, insights, and highlights from this eagerly awaited event.

- **Results** of Amazon's Black Friday Cyber Monday
- Have you Seen This **Feature**
- **Category** Overview
- **Initial** Internal **Data**
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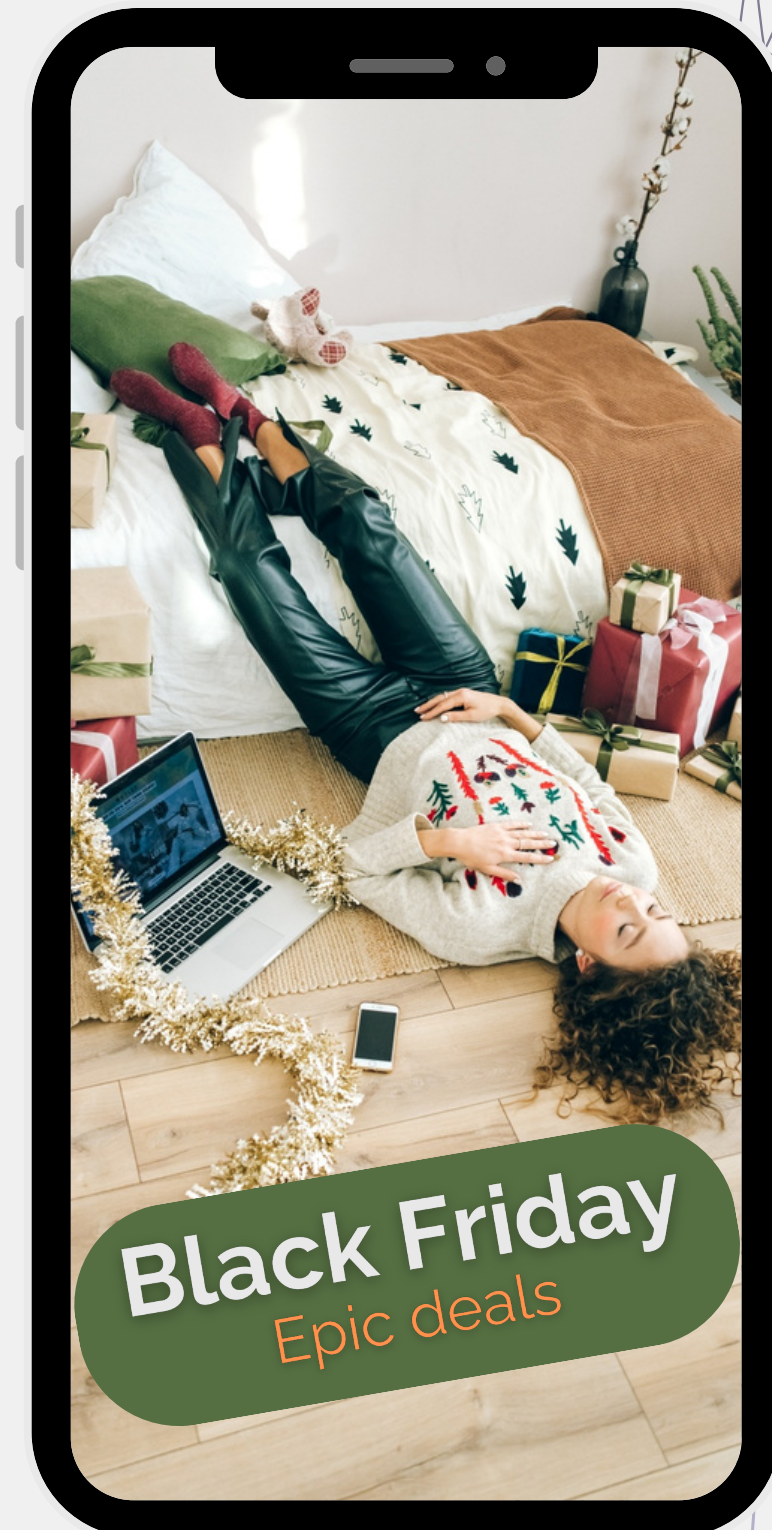
MORE THAN **9.8 BILLION SPENT** AND **54% OFF** ONLINE SALES WERE ON **MOBILE DEVICES**

According to data from Adobe Analytics, online shoppers set a **new record on Black Friday**, spending a staggering **\$9.8 billion***. This figure represents a **7.5% increase** compared to the previous year.

According to Adobe Analytics, **smartphones were responsible for \$5.3 billion** in online sales during Black Friday, marking a 10.4% increase compared to the previous year.

54% of all online sales were done through **smartphones**. This can be attributed to enhanced shopping experiences that have made completing purchases on mobile devices more convenient.

Additionally, **influencers and social media advertising** have facilitated consumers' feeling **more comfortable** when making purchases on their mobile devices.**



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

[*Source: Retaildive.com](https://www.retaildive.com)

[**Source: CNBC.com](https://www.cnbc.com)

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E-COMMERCE PRICE DECREASE OF 6% YOY

The latest data from the Consumer Price Index reveals that there has been a **3.2% rise in prices** for all items over the past 12 months in October. This increase is **slightly lower** than the 3.7% rise observed in the previous 12 months ending in September, **indicating a possible slowdown in inflation.**

According to Adobe's Digital Price Index, eCommerce prices have **consistently dropped for 14 consecutive months**, with a year-on-year decrease of **6%** in October. These declining prices, coupled with a stabilizing inflation rate, could potentially have a positive impact on consumer spending, particularly during the holiday season.

**Source: Forbes.com*



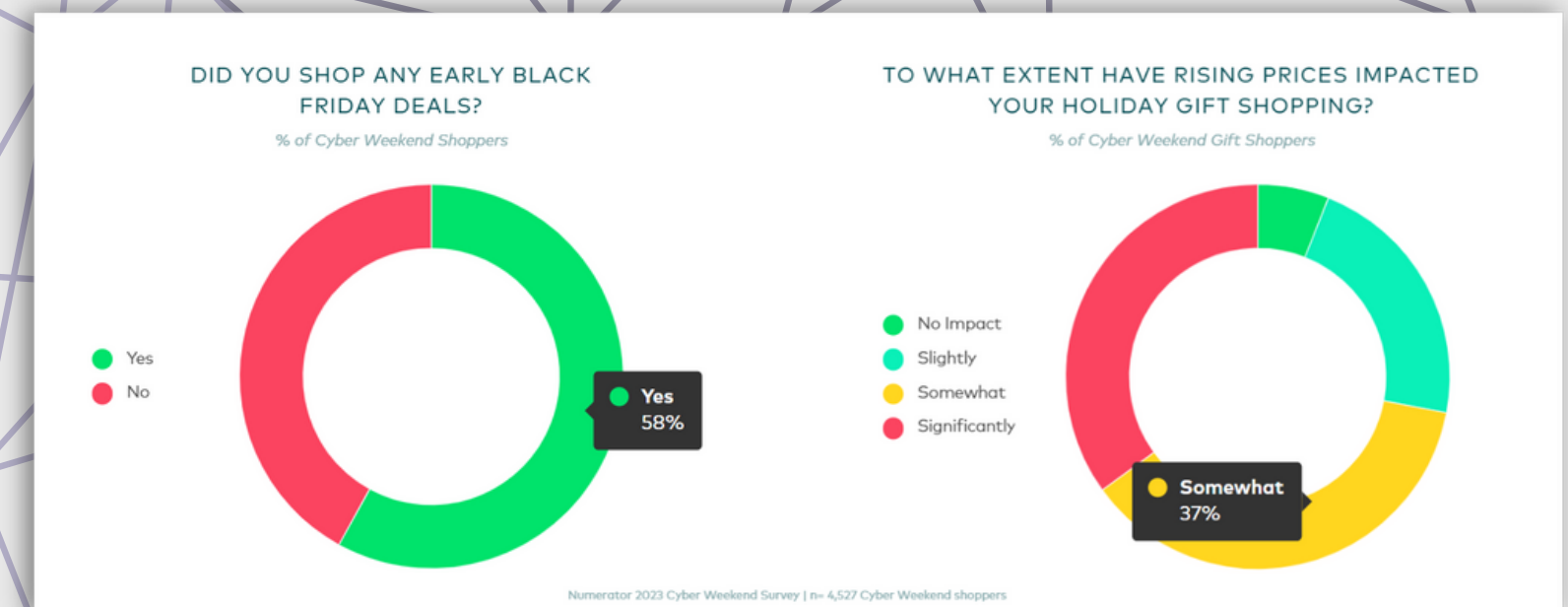
89% OF SALES WERE DONE ON BLACK FRIDAY

According to Numerator's early data analysis of Cyber Weekend 2023, **89%** of the shoppers were making purchases during **Black Friday**.

Most of the purchases were **primarily gifts for others (36%)**. **Apparel (66%)** is the most attractive category for gift purchases.

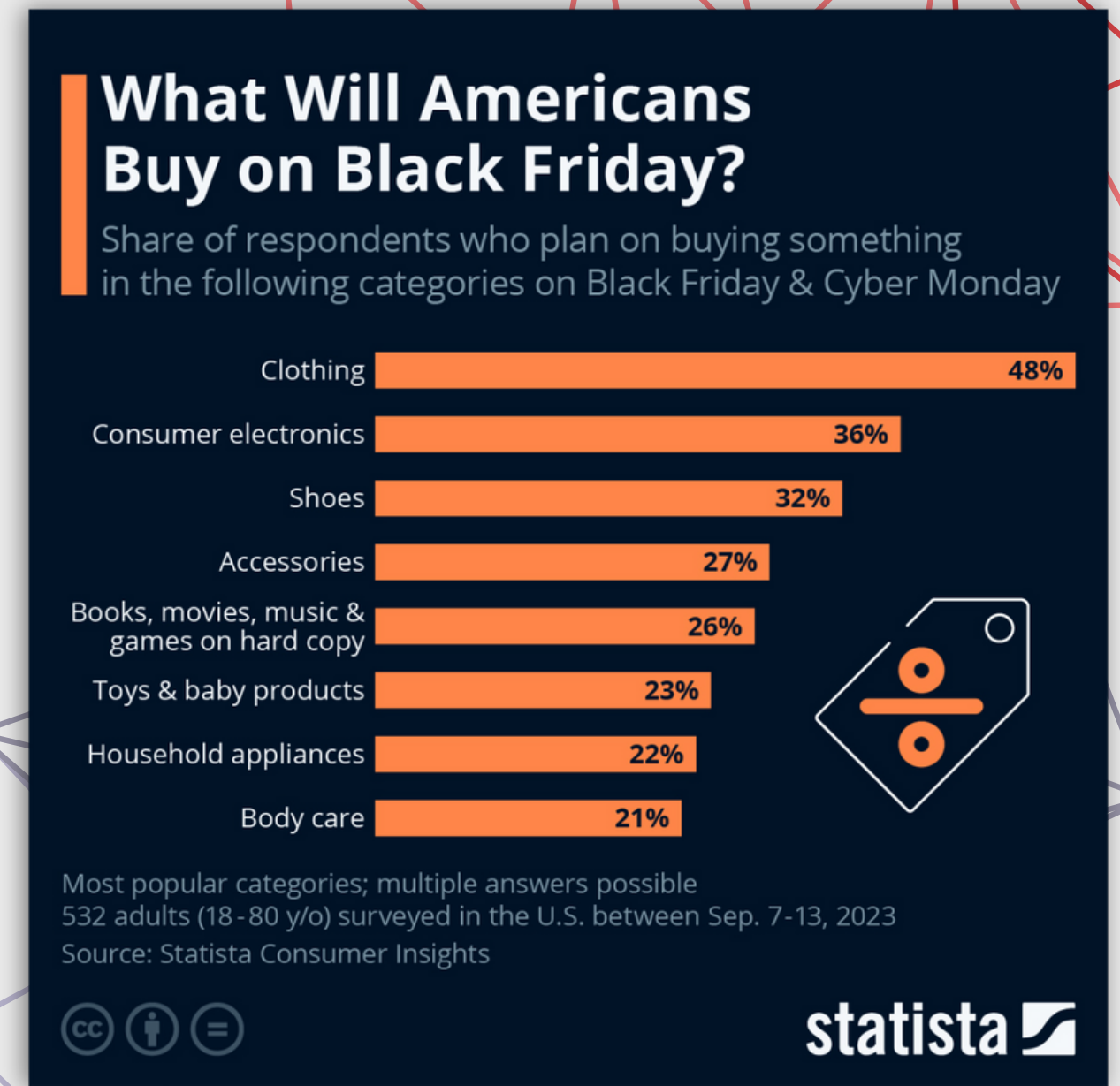
Additionally, **37%** of the people said that inflation and price rises had **somewhat** of an impact and **35%** a **significant** impact on their holiday gift shopping.

**Source: Numerator.com*



85% WOULD LOVE TWO PRIME DAY EVENTS A YEAR

The most sought-after items for American consumers intending to make online purchases on Black Friday and Cyber Monday were **clothing** 48%, **electronics** 36%, **accessories** 27%, **toys** 23%, and **body care** 21%. These products topped the list of popular choices among those planning to shop during these two major retail events. *



Buy Now, Pay Later (BNPL) continues to play a big role in the shopper's behavior. **26%** of shoppers have said that they used Amazon Pay in the past 12 months.**

*Source: Statista.com

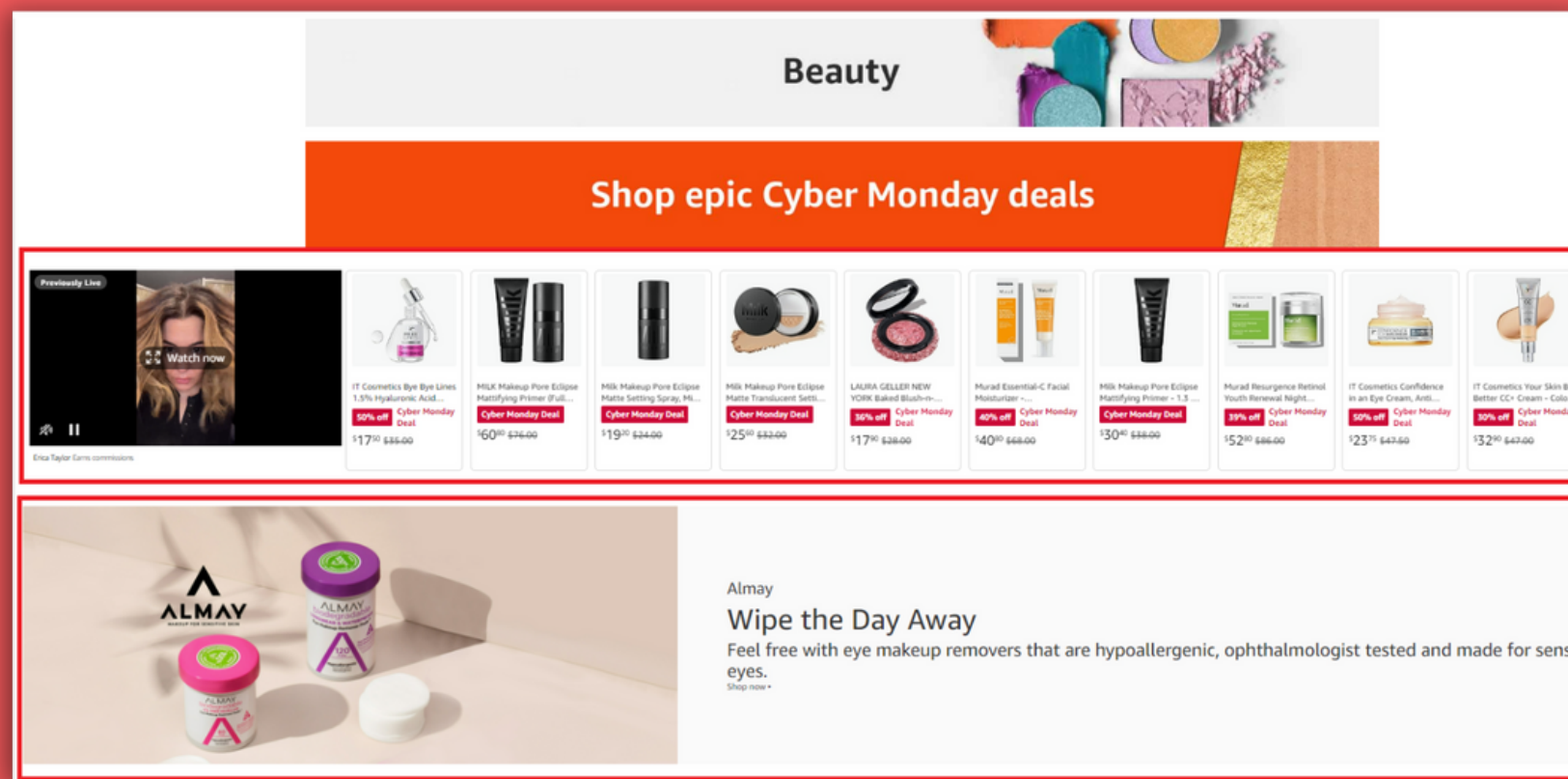
**Source: Statista.com

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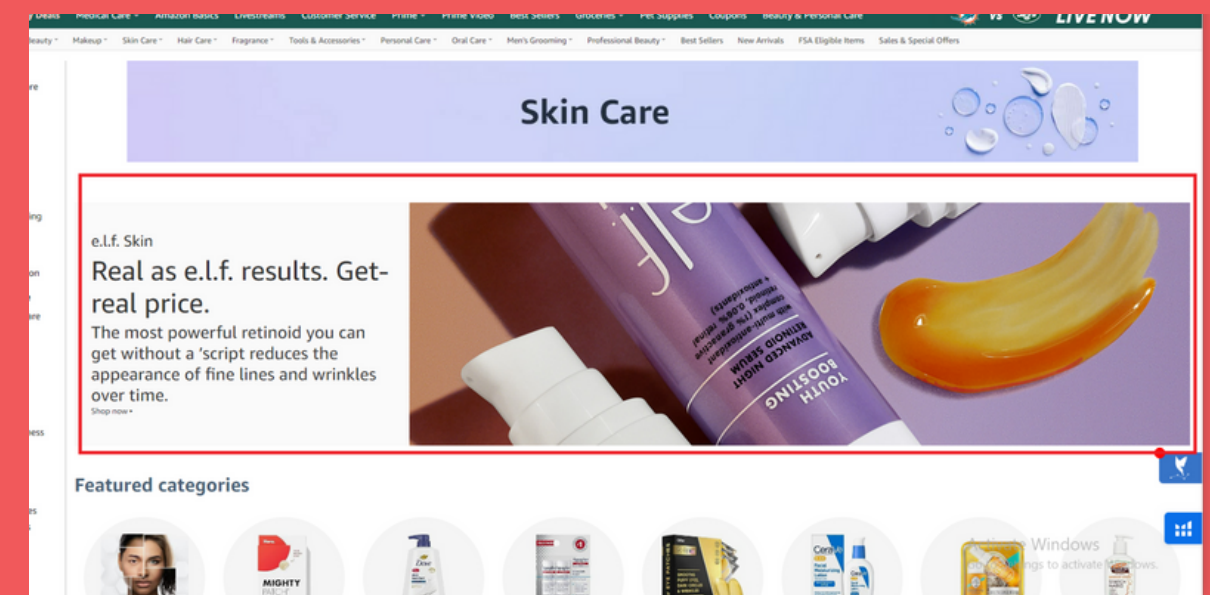
NEW FEATURES

Once again, Amazon introduced updates to its platform during a major sales event. The purpose behind these updates is to elevate the shopping experience and make it even more of a delight.

In certain categories, a prominent brand banner is now available, resembling an article that focuses on the selected products. The innovative approach involves utilizing unique formats for advertisements that shoppers are not accustomed to seeing.

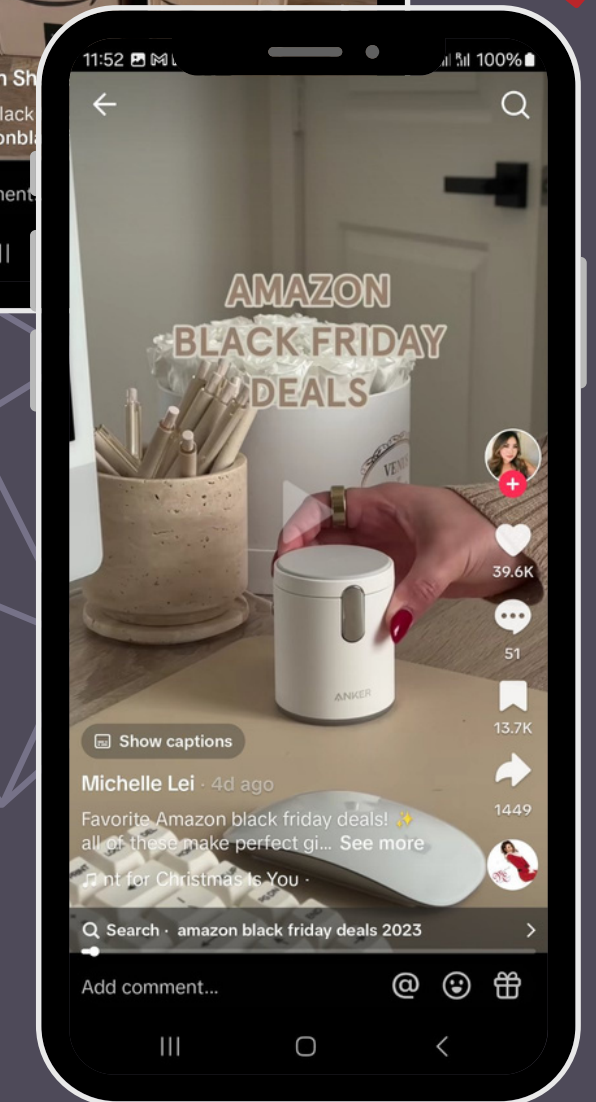
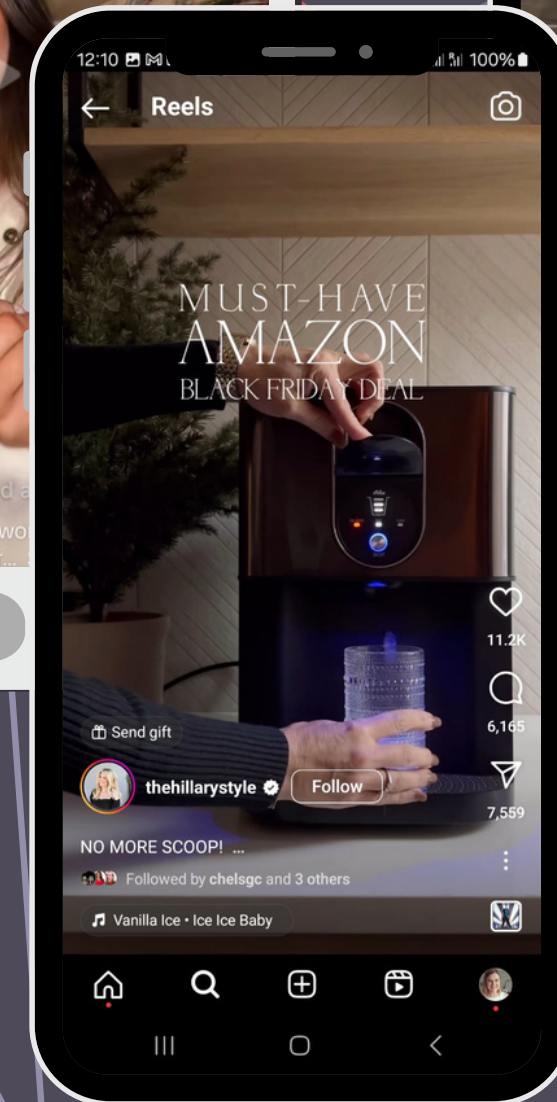
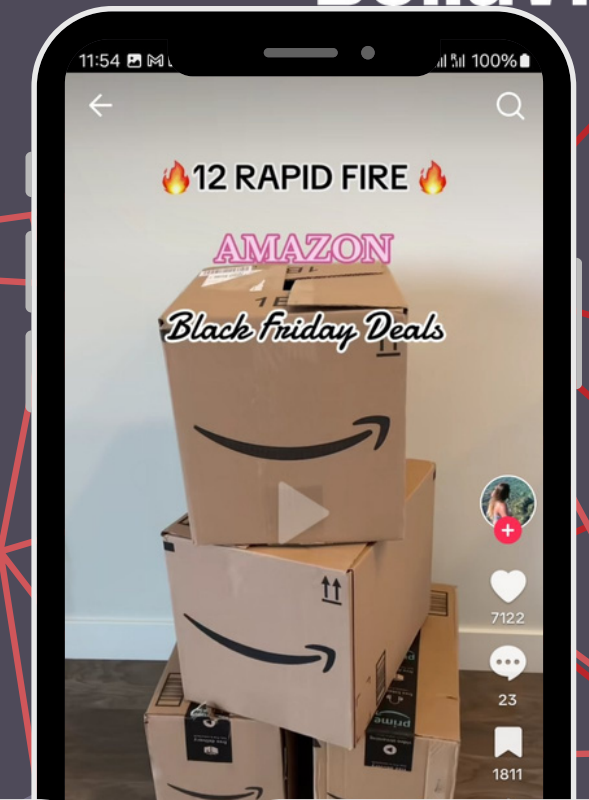
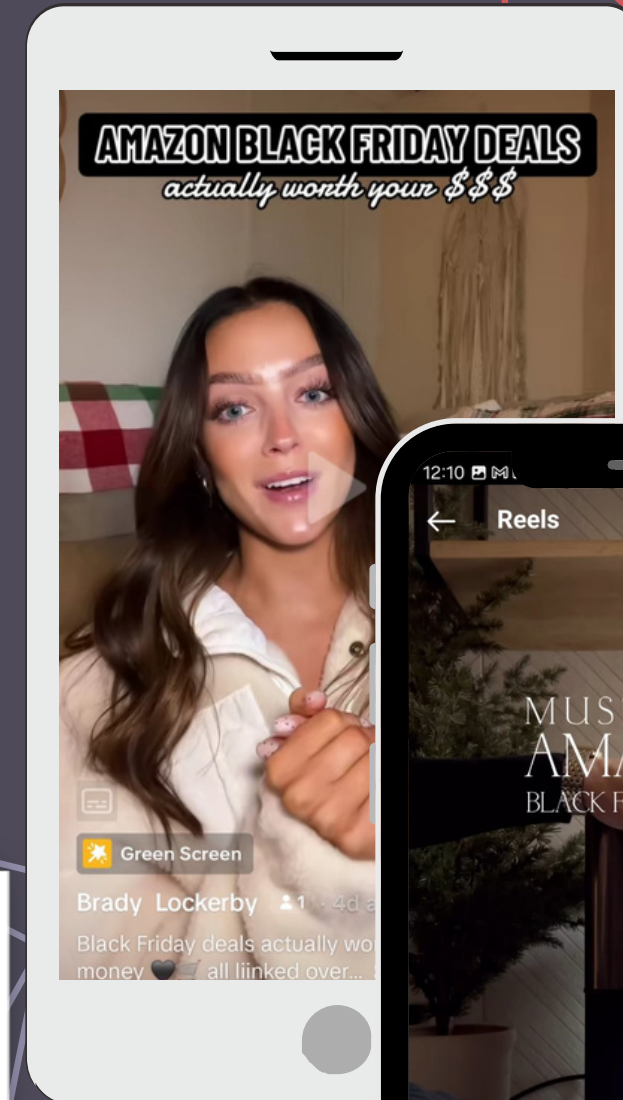
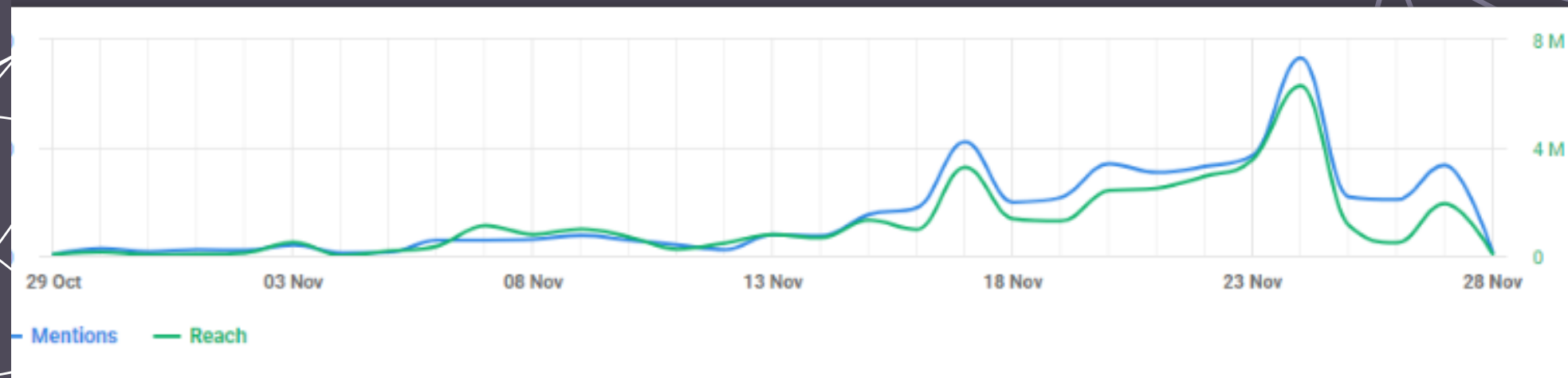


Amazon Live streams are now being shared within specific categories, bringing the offers closer to the shoppers.



WHY INFLUENCERS?

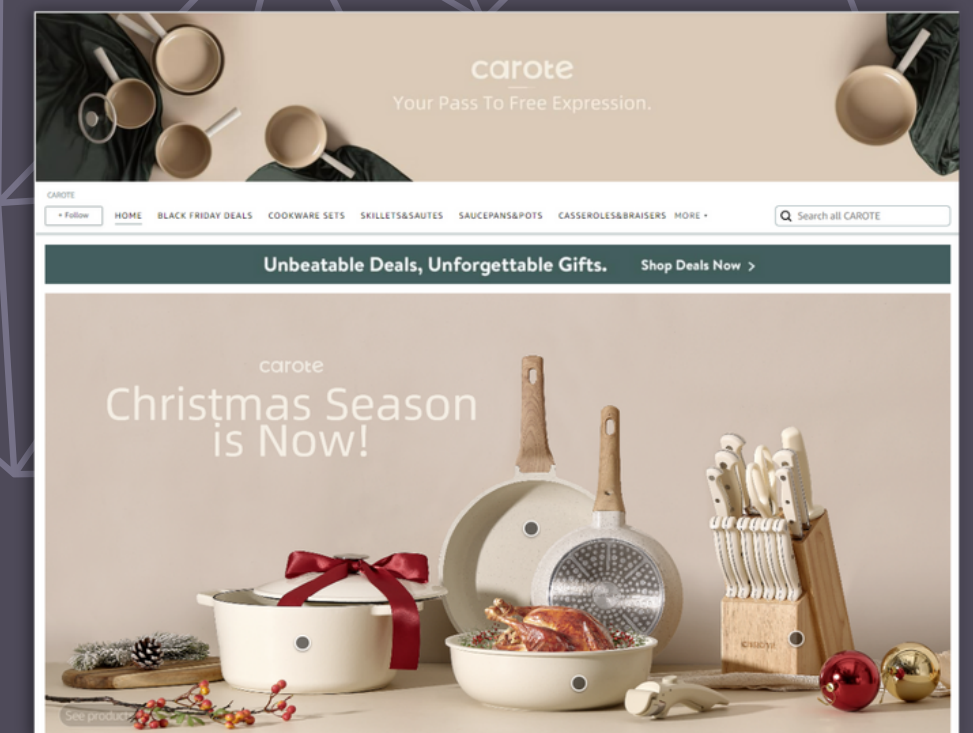
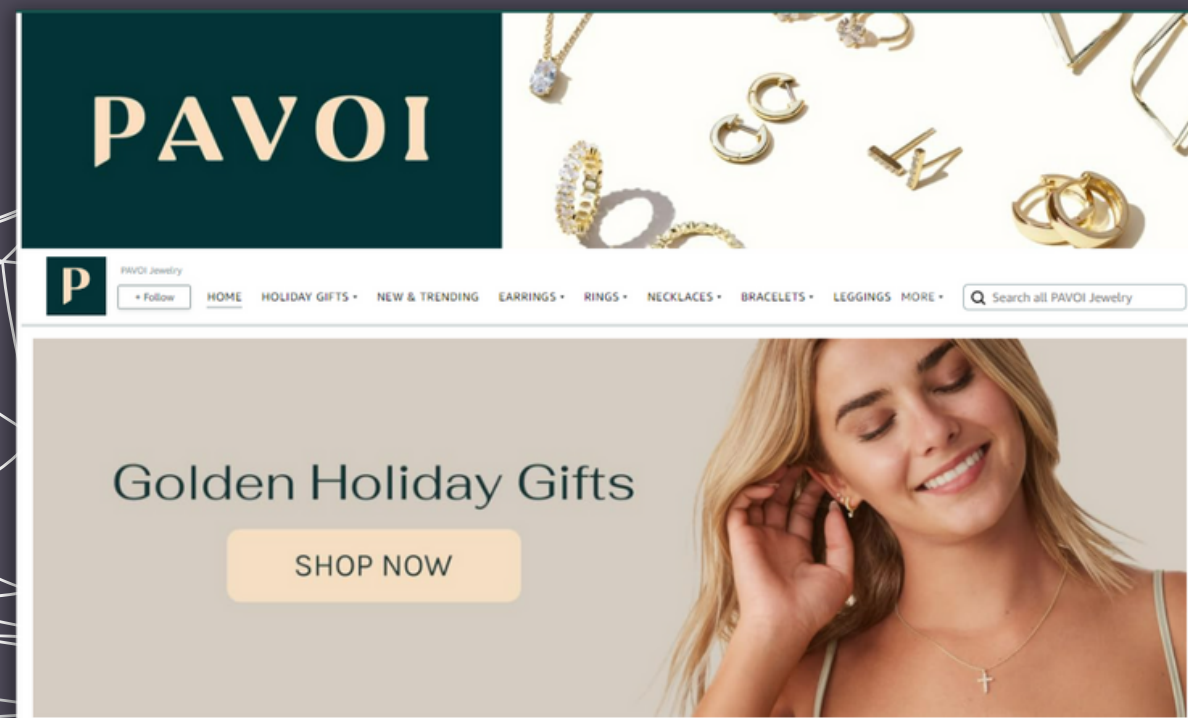
The **role** influencers play in **sharing brand products** is becoming more and **more significant**, as shown in Amazon lives and on Social media presence. The **#amazonblackfridaydeals** had more than **6M** reach on different platforms. On TikTok **#AmazonBlackFriday** had over **106M** views, and on Instagram **#black_friday** more than **507K** on Instagram.



MISSED OPPORTUNITY

One of the biggest missed opportunities that we noticed during this sales event was to **“dress” brand storefronts in a festive holiday atmosphere.** This would enhance the shopping experience and motivate customers to purchase for themselves or their loved ones.

Depending on the category and product that the brand sells, they can update designs with additional **holiday wording** on banners or use **holiday-themed banner designs.**



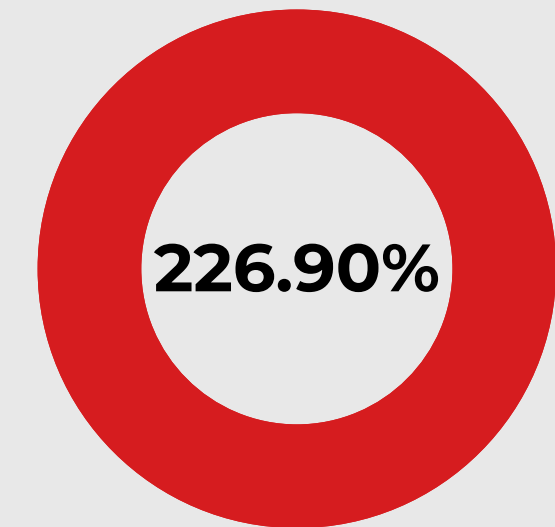
BELLAVIX SC INTERNAL DATA

Turkey 5 sales event has shown again that is the busiest time of the year, and for a good reason. Through meticulous preparation, BellaVix **Seller Central** clients **experienced** an **average increase** of **226.90%** in **Total Revenue** when comparing Black Friday with month-to-date data, and a **236.91% increase** when comparing Cyber Monday with month-to-date data. Also, **158.21%** in **total revenue** when compared BFCM weekend (11.24 - 11.27) to the month-to-date data.

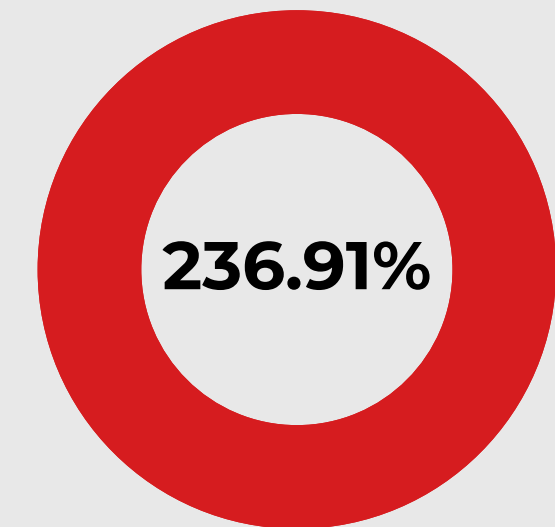
In addition, we saw page views increase by **126.05%**, conversion rate improve by **48.24%**, a **16.13%** increase in cost per click when comparing Black Friday with November month-to-date data.

And, for Cyber Monday with November month-to-date data, we saw increases in page views by **100.51%**, a conversion rate improvement by **45.59%**, and a **15.18%** increase in cost per click.

Total Revenue



Black Friday '23 vs. November MTD



Cyber Monday '23 vs. November MTD

BELLAVIX SC INTERNAL DATA

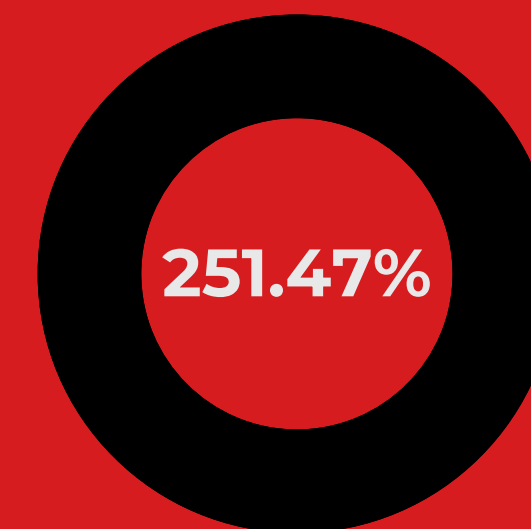
The average ACoS during this period was:

- **Black Friday 39.41%**
- **Cyber Monday 48.31%**
- **November MTD 41.49%**

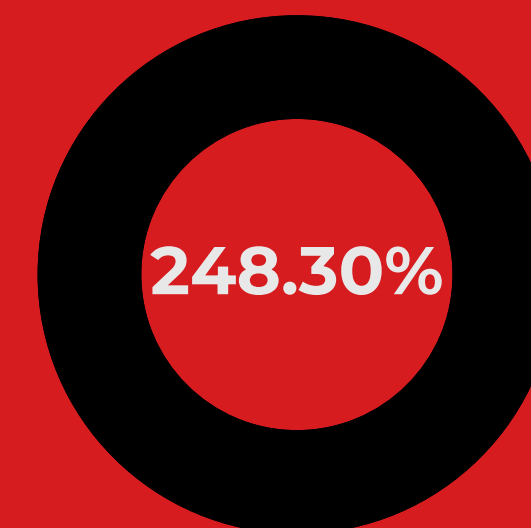
When we compare the **Total Order Items** on Black Friday versus month-to-date data, we see an increase of **251.41%**. And with a slight decrease Cyber Monday versus month-to-date data with **248.30%**.

Overall, we noticed that more promotions started a week prior to the Black Friday Cyber Monday weekend. **More shoppers browse prior to the event and make purchases during it.** This highlights the **importance of increasing investment in advertising campaigns prior to the event and starting promotions early.**

Total Order Items



Black Friday '23 vs. November MTD



Cyber Monday '23 vs. November MTD



BELLAVIX VC INTERNAL DATA

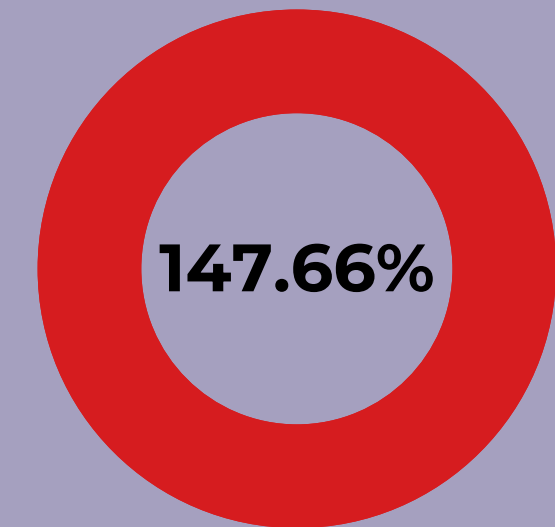
Selling on Amazon Vendor Central has its own benefits and perks. BellaVix Vendor Central clients saw better results on Cyber Monday when compared with Black Friday.

BellaVix Vendor Central clients **experienced** an **average increase** of **147.66%** in **Total Revenue** when comparing Cyber Monday with month-to-date data and a **71.86% increase** when comparing **T5 Weekend** (11.24 - 11.27) with month-to-date data.

In addition, we saw **page views increase** by **192.08%**, and **total order items** increase by **149.01%**, when comparing Cyber Monday with November month-to-date data.

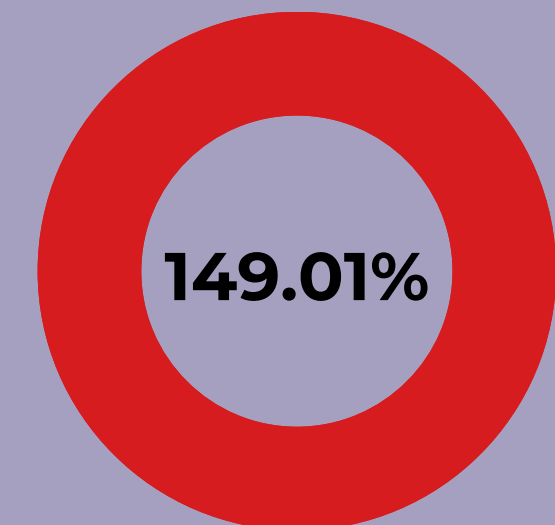
And, **CPC** on Black Friday has increased by **127.72%** compared with for November month-to-date data.

Total Revenue



Cyber Monday '23 vs. November MTD

Total Ordered Items



Cyber Monday '23 vs. November MTD

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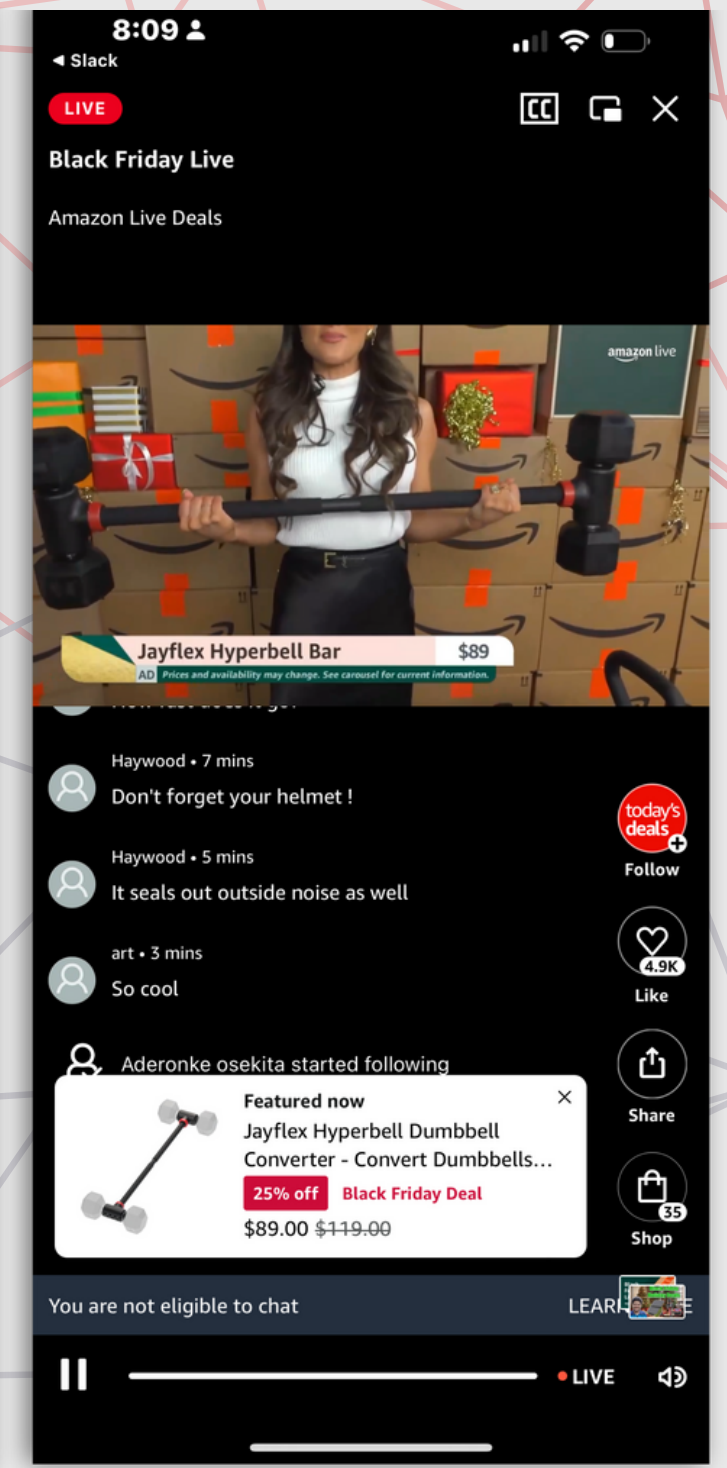
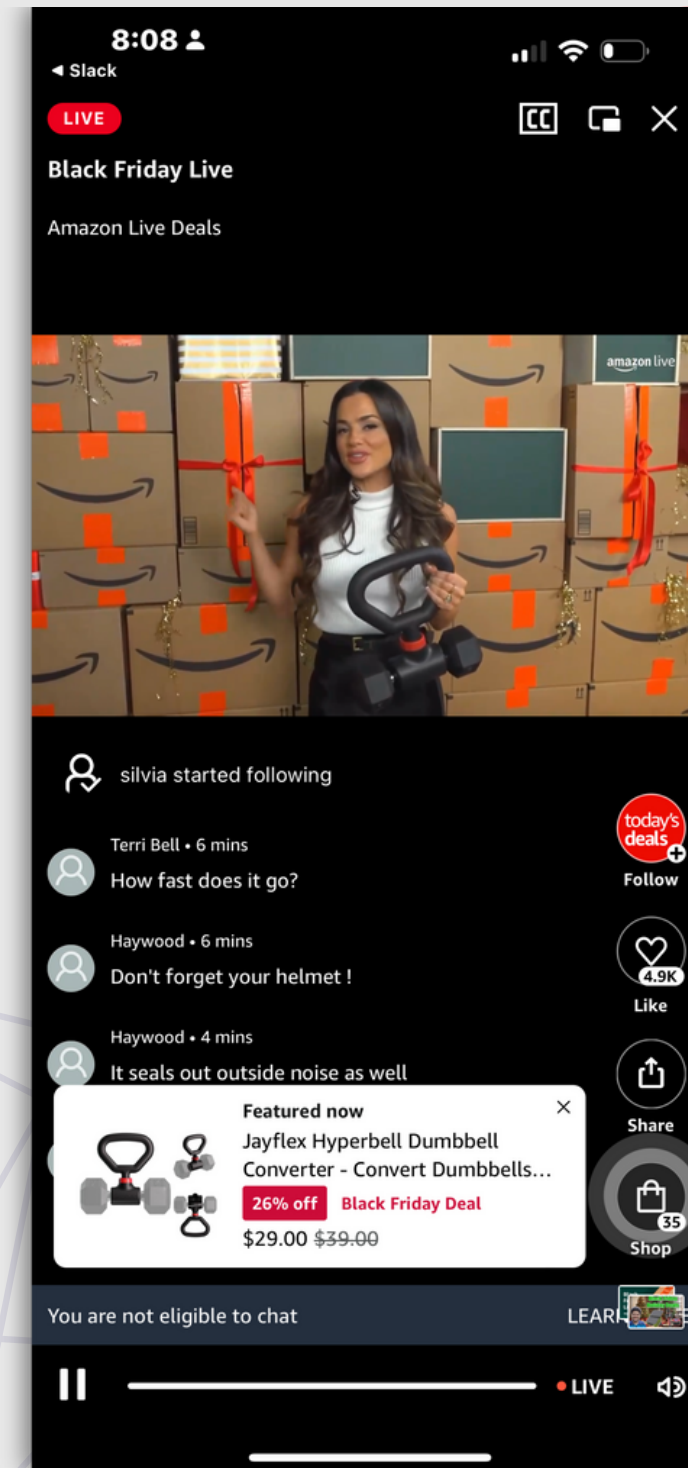
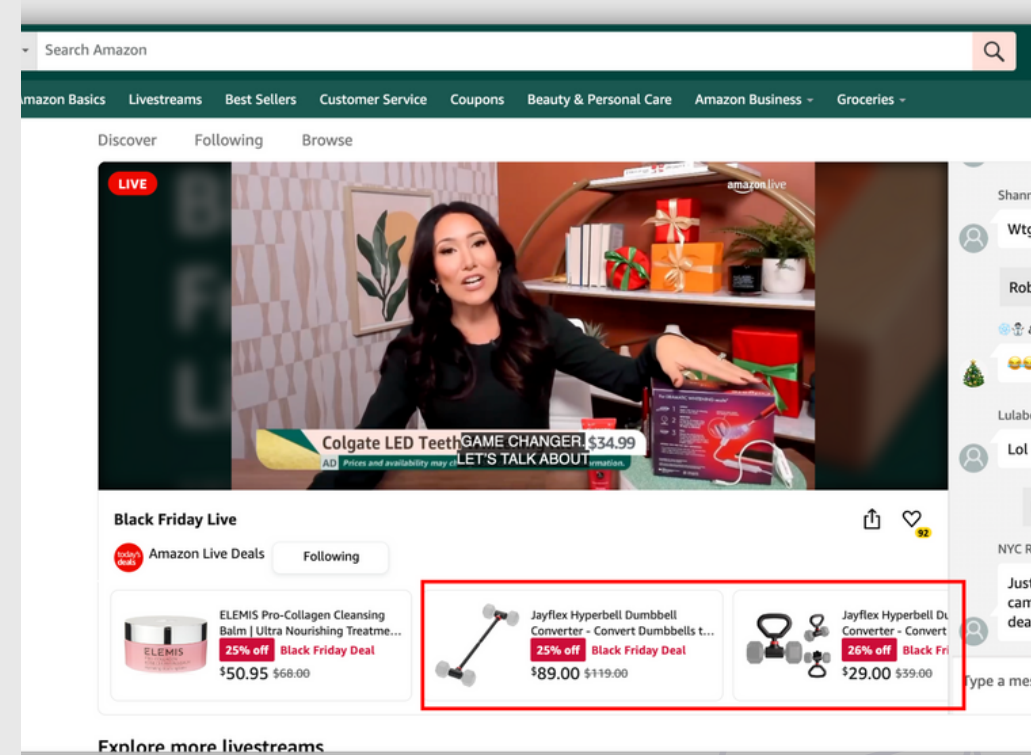
BRAND WINS AND SUCCESS STORIES

According to the latest Numerator Cyber Weekend report, **15%** of sales were made in the Sporting Goods category.

Selling products in this highly competitive and diverse category presents its fair share of challenges, particularly during sales seasons when numerous brands are vying for increased visibility and sales. This is why it is crucial to develop a comprehensive strategy well in advance.

The Sports and Fitness category brand had a combined strategy of **increased advertising budget, competitive promotions**, and utilizing **Amazon Live**.

The brand ran a **25% off promotion** with sales prices the **lowest they've ever been on top-sellers**.



*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.

BRAND WINS AND SUCCESS STORIES

Advertising Strategies

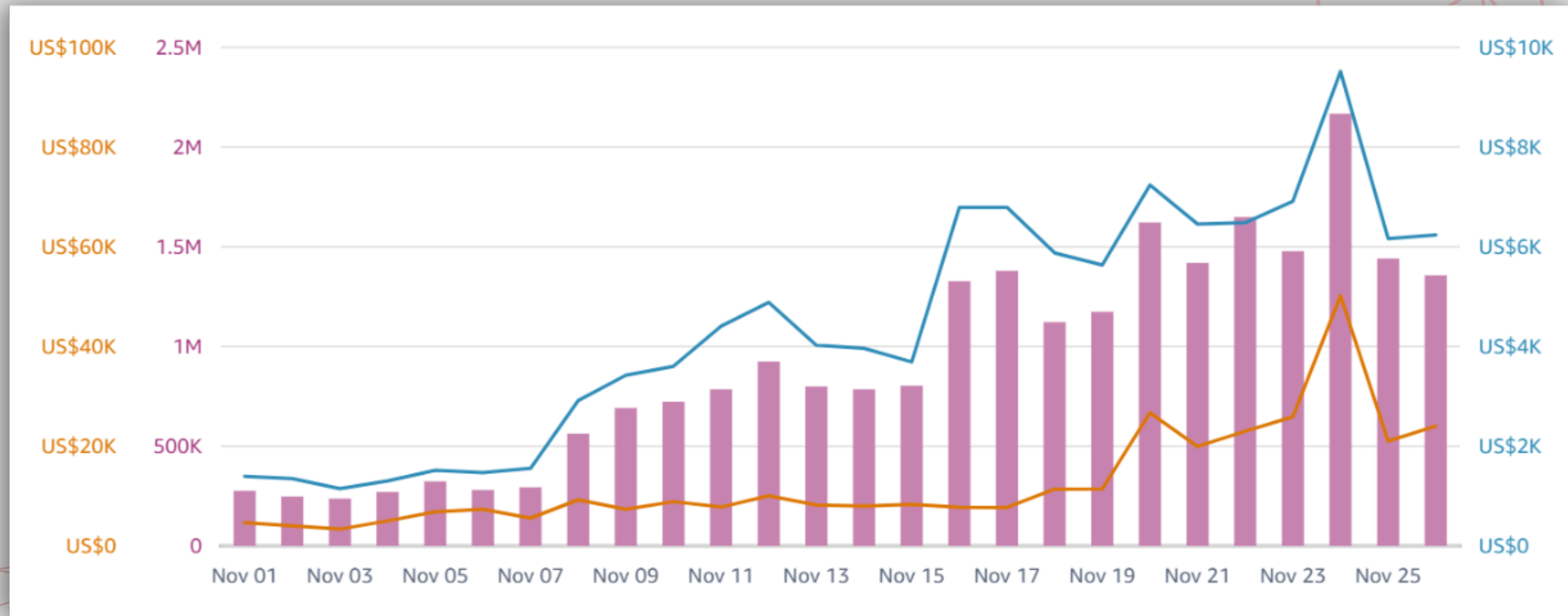
The strategy centered around an **approach tiered** to **ad spend**, **building sales momentum** and **remarketing pools** starting at the beginning of November.

- Tier 1 - First week of November - bids budgets increased from October to get the **flywheel in motion**
- Tier 2 - Second week of November - another round of increased bids and budgets as we got closer to the Promo period and T5. **Mid-funnel DSP campaigns** created to increase brand/product awareness at a large scale.
- Tier 3 - Third Week of November - more increased budgets and new campaigns created. **Competitor-targeting and Category-targeting** were strengthened to generate a large increase in impressions.
- Tier 4 - Week of Black Friday - further increased bids and budgets. The promotion started the beginning of that week, so this was the big push. Even larger dedicated T5 budgets helped us capture traffic on the premium shopping days, including supporting our **Live stream** by owning as much branded traffic/DP ad placements as possible.
- Tier 5- After T5 - We will ride the momentum and buzz generated about the brand and products to maximize sales at a lower spend rate. We will have plenty of **retargeting** opportunities for shoppers that showed interest but didn't convert, some of which will come from viewers of the Livestream.

BRAND WINS AND SUCCESS STORIES

Results

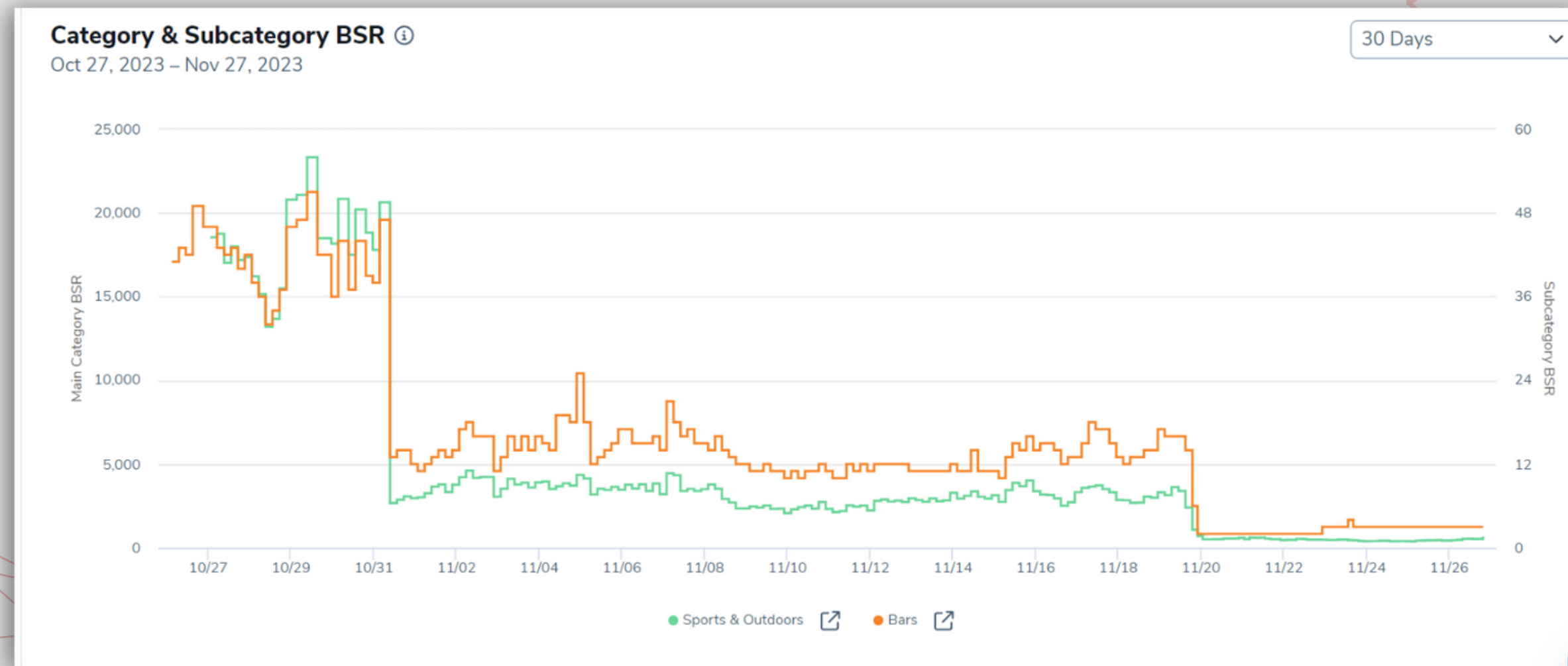
- Pacing to beat the previous best month (July 2023) by **30%**, making it the **highest-ever sales month**.



BRAND WINS AND SUCCESS STORIES

Results

- **Conversion improved** a full percentage point compared to the previous best month.
- **Best-Seller rank improved** dramatically with big jumps at the beginning of the month when we started spending more, and another big jump coincided with our T5 promotion. The top item went from 47th to 2nd in about three weeks.



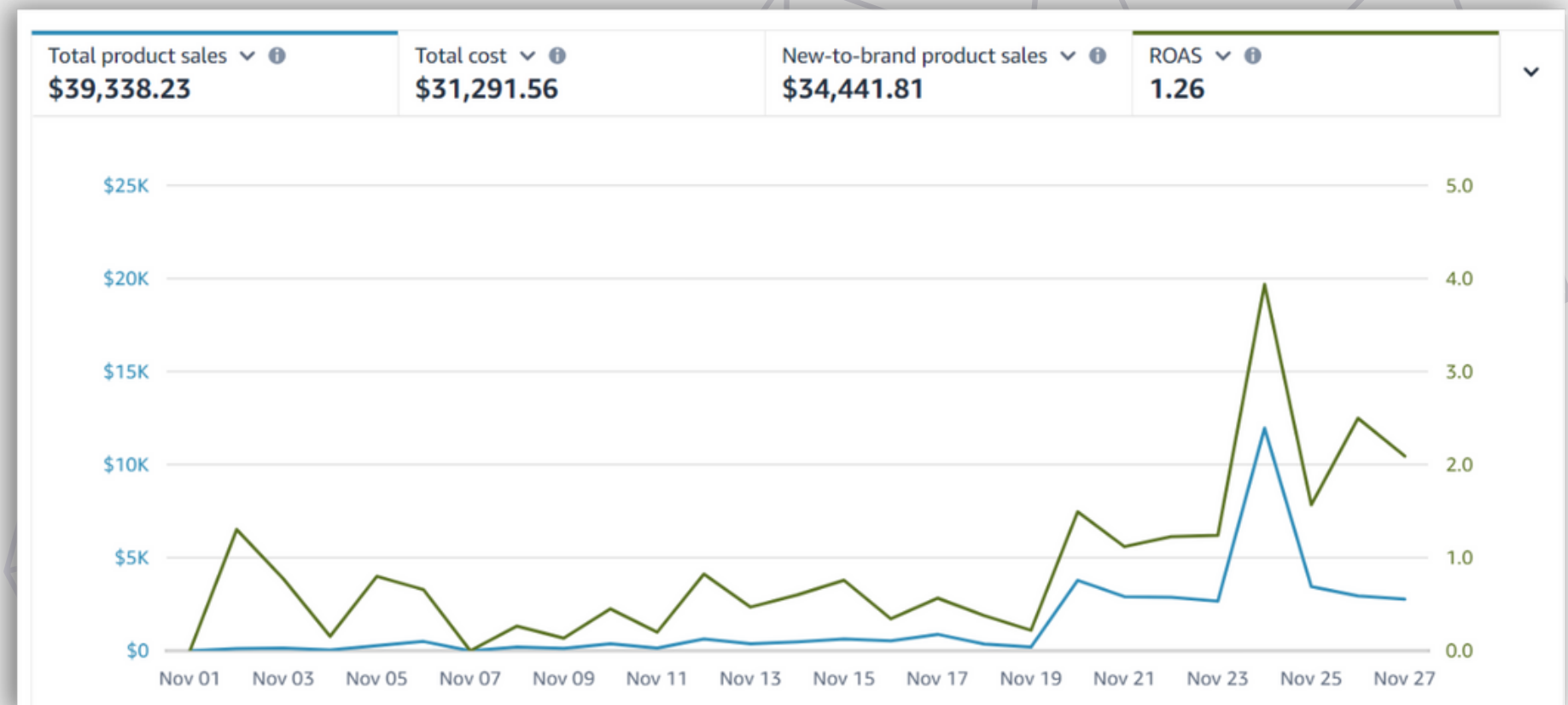
BRAND WINS AND SUCCESS STORIES

Results

- Top seller saw significant growth lining up with the promotion start.
- In DSP, the week of Black Friday saw its **best week for ROAS** since we started campaigns, even on increased spend.

Conclusion

With a retail-ready catalog at attractive price points, this seller met lofty sales goals with the implementation of an aggressive, holistic advertising strategy and agile adjustments to maximize efficiency.



*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.

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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.

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