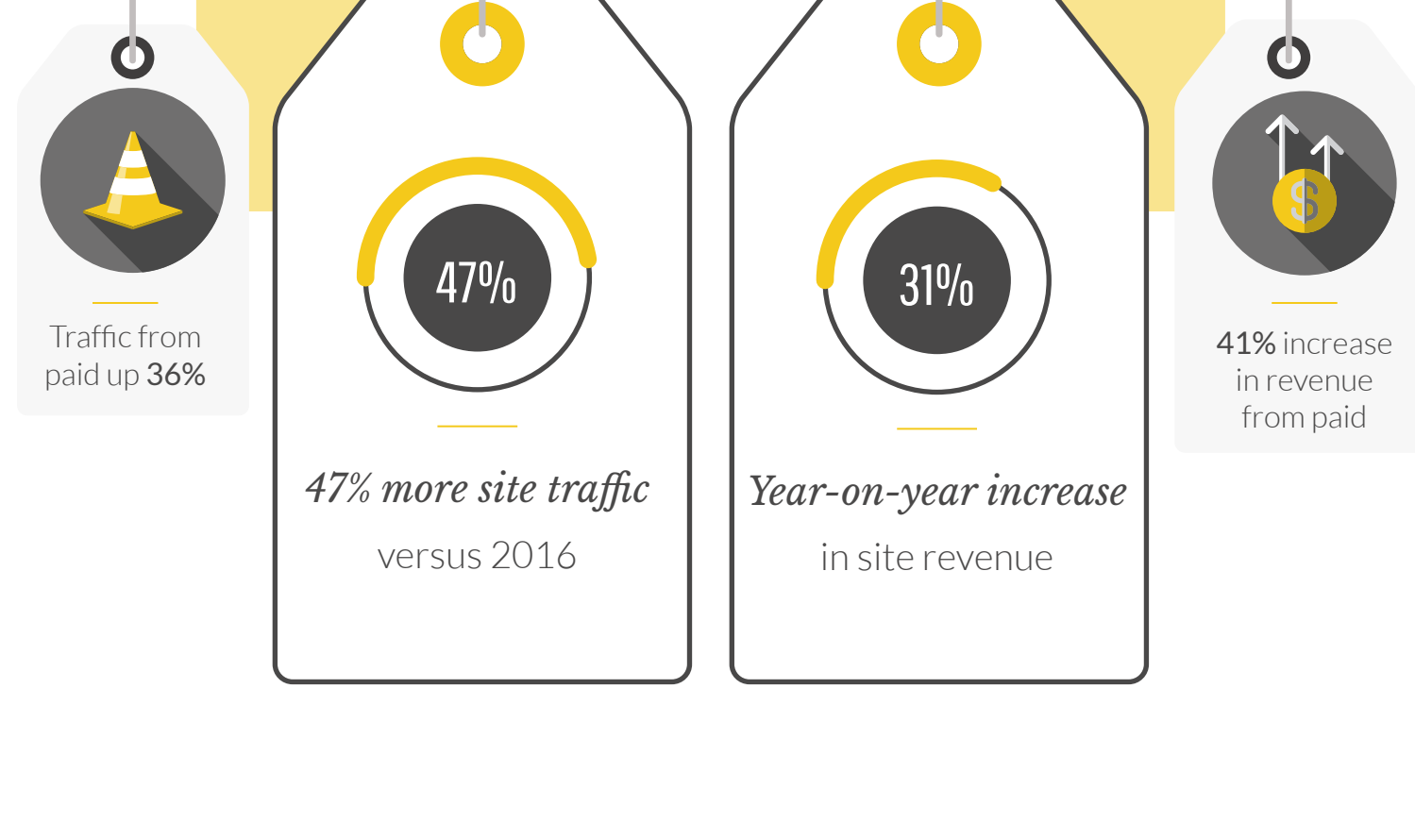


Black FRIDAY & CYBER MONDAY 2017 *Key trends in biddable*

INCREASED TRAFFIC & REVENUE

Across Croud's UK and US retail clients over the period from Black Friday to Cyber Monday 2017, we saw:



COUPLED WITH INCREASED COMPETITION...



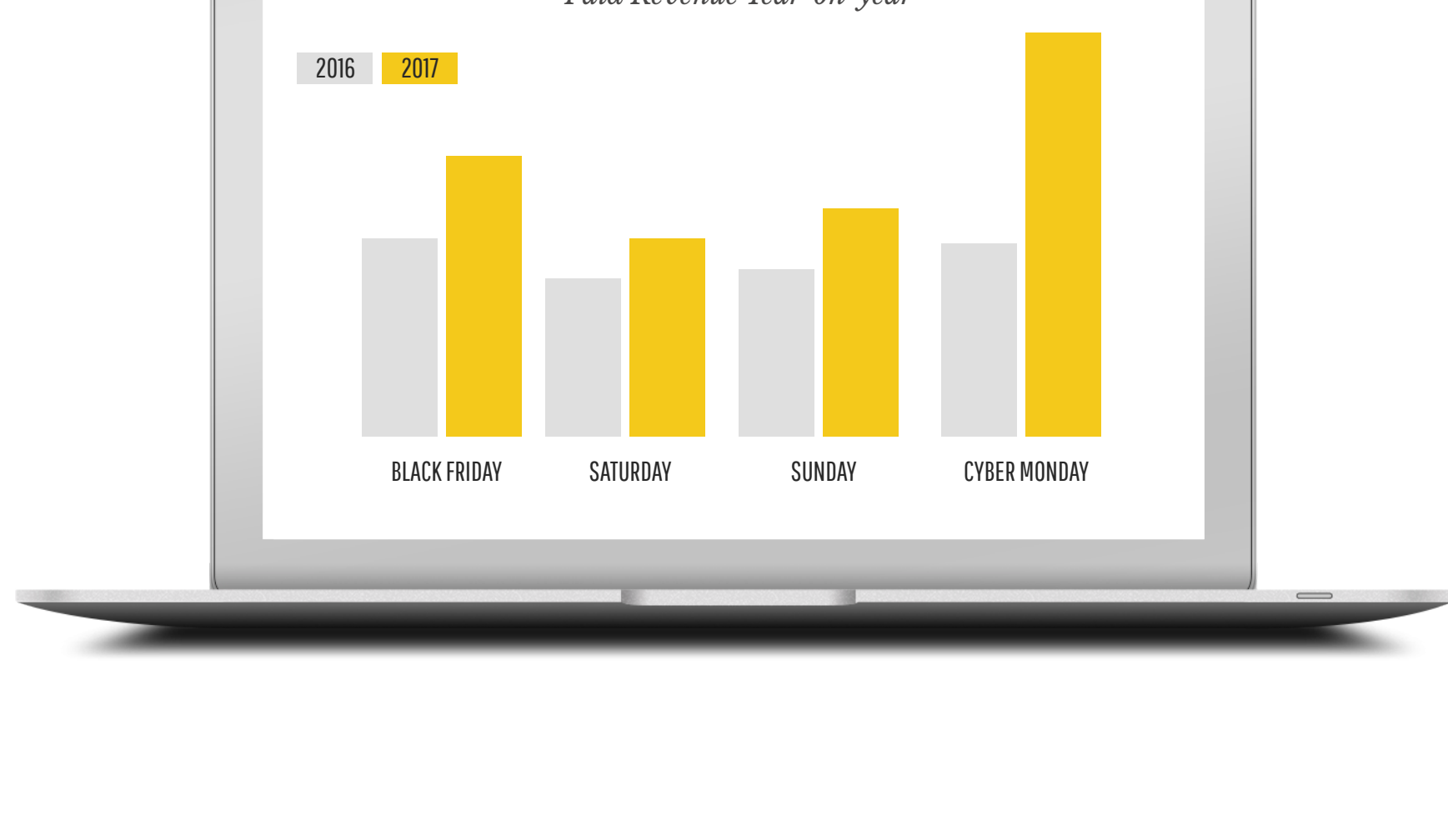
Facebook CPMs up 38% year on year



AdWords CPCs up 8%

TIMING IS EVERYTHING...

Across our US retail clients, we saw a shift towards Cyber Monday, with strong results right up to the end of deals at midnight



For our UK retailers, however, Black Friday was the strongest revenue driver, with Sunday also showing strong results



WHAT WORKED?

Let's take a look at what contributed to such strong traffic and revenue growth...



ENSURING BEST PRACTICE

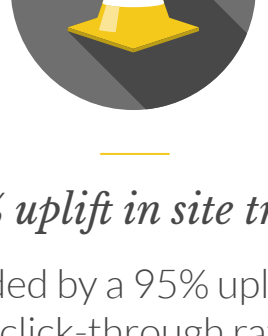
As throughout the year, ensuring all our clients are driving best practice and leveraging full feature sets is key to driving results during this period.

In PPC, this includes fully leveraging audience products, plus the full suite of Google extensions. Getting accounts up to Croud's best practice standards also involves optimising RLSA bids, ad scheduling, search partner activity and ad rotation.

With this work, we were able to achieve the following results for **Topps Tiles** over 2017's Black Friday period:



Uplift in orders versus 2016

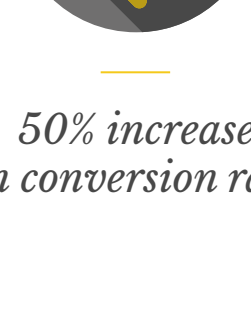


261% uplift in site traffic, aided by a 95% uplift in click-through rate

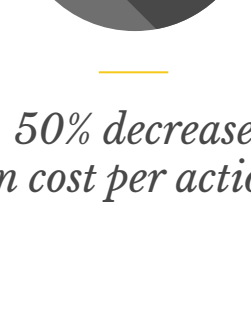


Decrease in cost per click by streamlining the account and cutting unnecessary spend

And our client **Sophia Webster** saw a:



50% increase in conversion rate



50% decrease in cost per action



38% increase in ROI



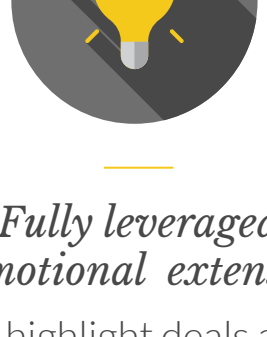
GOOGLE SHOPPING

Google Shopping campaigns were a huge traffic and revenue driver over the Black Friday period, with many retailers shifting focus and spend from text ads to Shopping.

For **Vestiaire Collective**, we:



Rebuilt their AdWords Shopping campaigns to drive discoverability, including building new campaigns and a custom feed

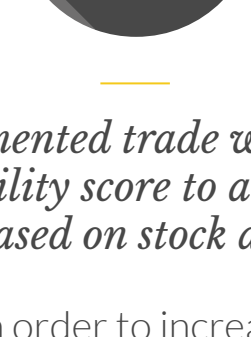


Fully leveraged promotional extensions to highlight deals and separate Vestiaire Collective from the competition

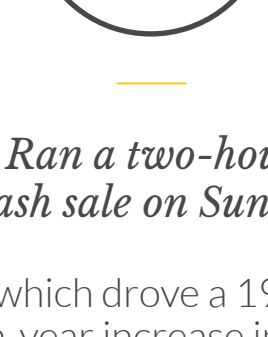


Increased site traffic by more than 75% year on year

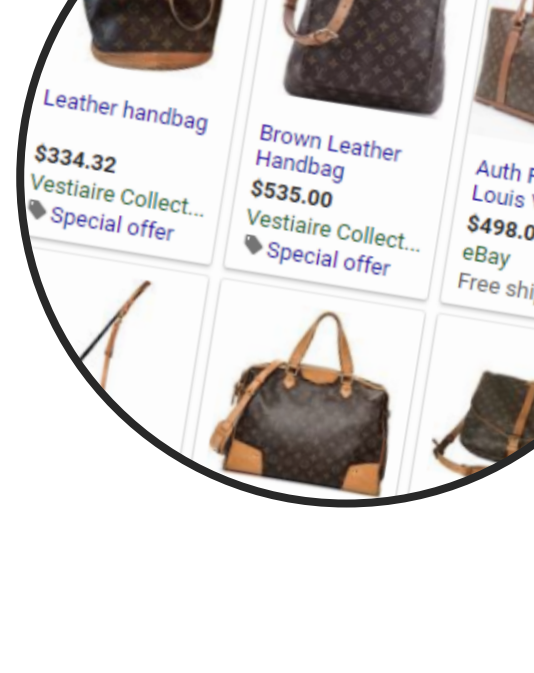
And for **Moss Bros**, we:



Implemented trade weighted availability score to adjust our bidding based on stock availability in order to increase conversion rate



Ran a two-hour flash sale on Sunday which drove a 19% year-on-year increase in revenue

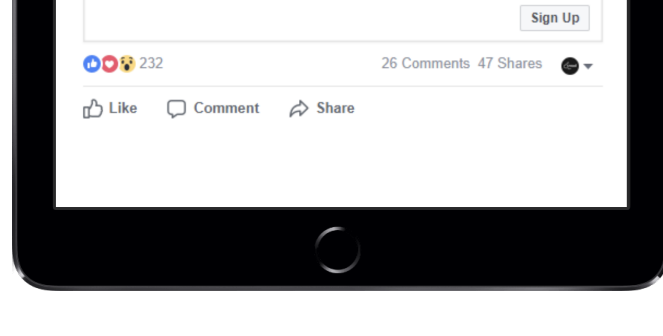


FACEBOOK DYNAMIC OVERLAYS



For **Alice + Olivia**, we leveraged new dynamic overlays in Facebook to call attention to promotional pricing, leading to strong increases in revenue and ROAS

RIGHT AUDIENCE + RIGHT MESSAGE + RIGHT TIME



Northern Brewer targeted top prospects via CRM segmentation and follow-ups to geo-based awareness ads.

Each segment received tailored messaging and offers.

The end result was a ROAS of over 800% for the weekend.