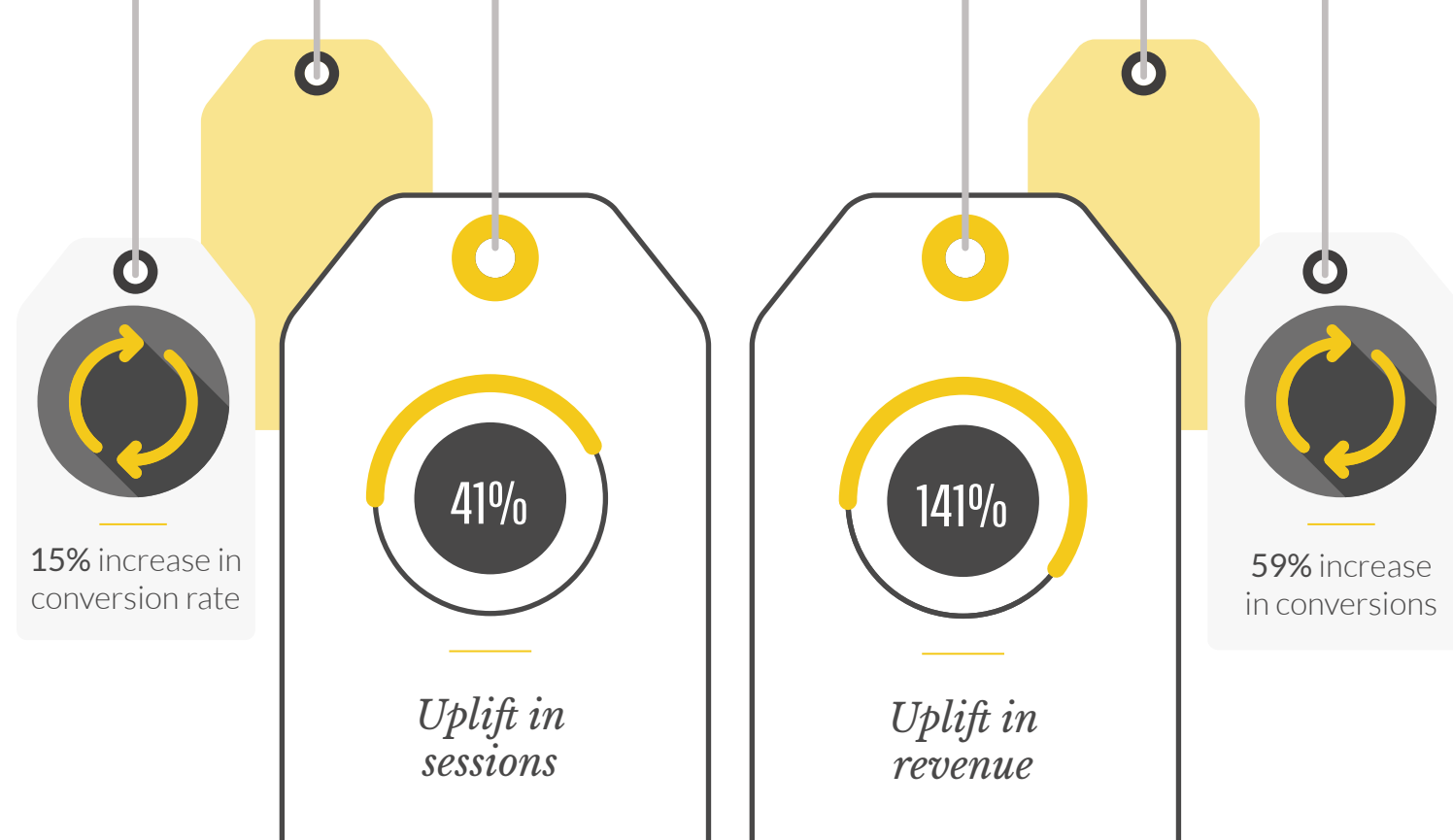


# THE Croud BLACK FRIDAY index 2018

With another Black Friday and Cyber weekend wrapped up, we take a look at the key trends that emerged across Croud's global retail clients this year.

## RECORD ONLINE SALES

In line with wider predictions, we saw a sharp year-on-year increase in online revenue over the four days of Cyber Weekend, with other key metrics also experiencing significant uplift.

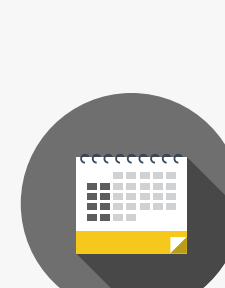


Conversely, average order value (AOV) increased by only 0.5% on average, suggesting that more customers are taking advantage of Black Friday and Cyber Weekend promotions.

## SHOPPING CPCs DOWN

Across Croud's retail clients, shopping costs-per-click (CPCs) were unsurprisingly up by 18% on average...

... Compared with the Friday - Monday period prior to Cyber weekend



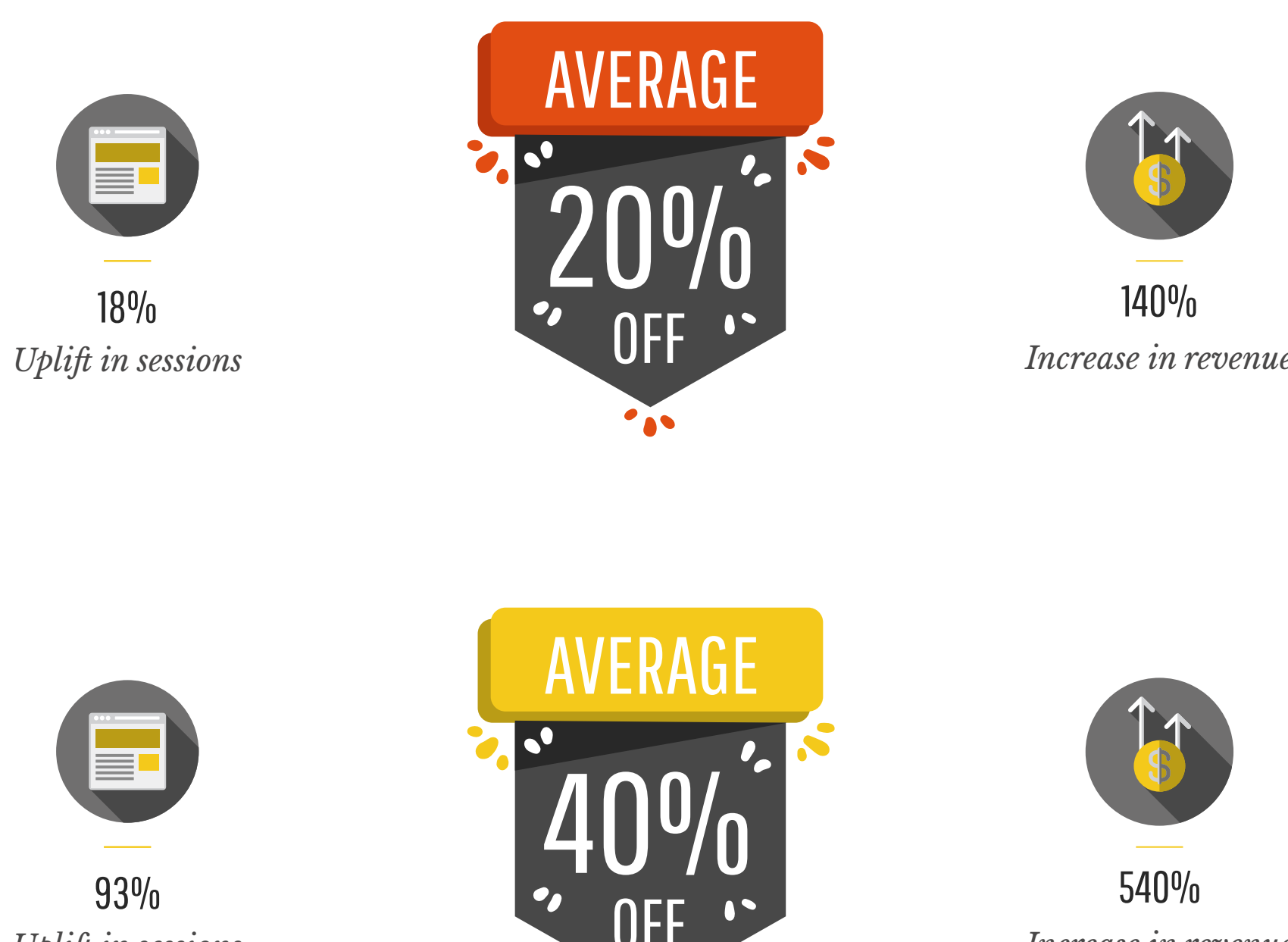
But looking at year-on-year averages, shopping CPCs dropped by 30%

## DISCOUNTS MATTER

The level of discount offered over the Black Friday and Cyber Monday period had a significant impact on all key metrics.

With those retailers offering heftier discounts unsurprisingly seeing not only more sales but also more sessions.

For example:



Having said this, AOV was down 2% week on week for those offering a 20% average discount, versus a drop of 12% for those dropping prices by 40%.

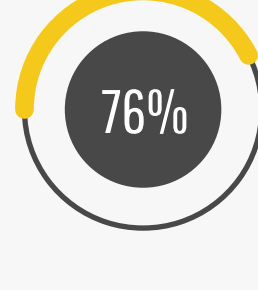
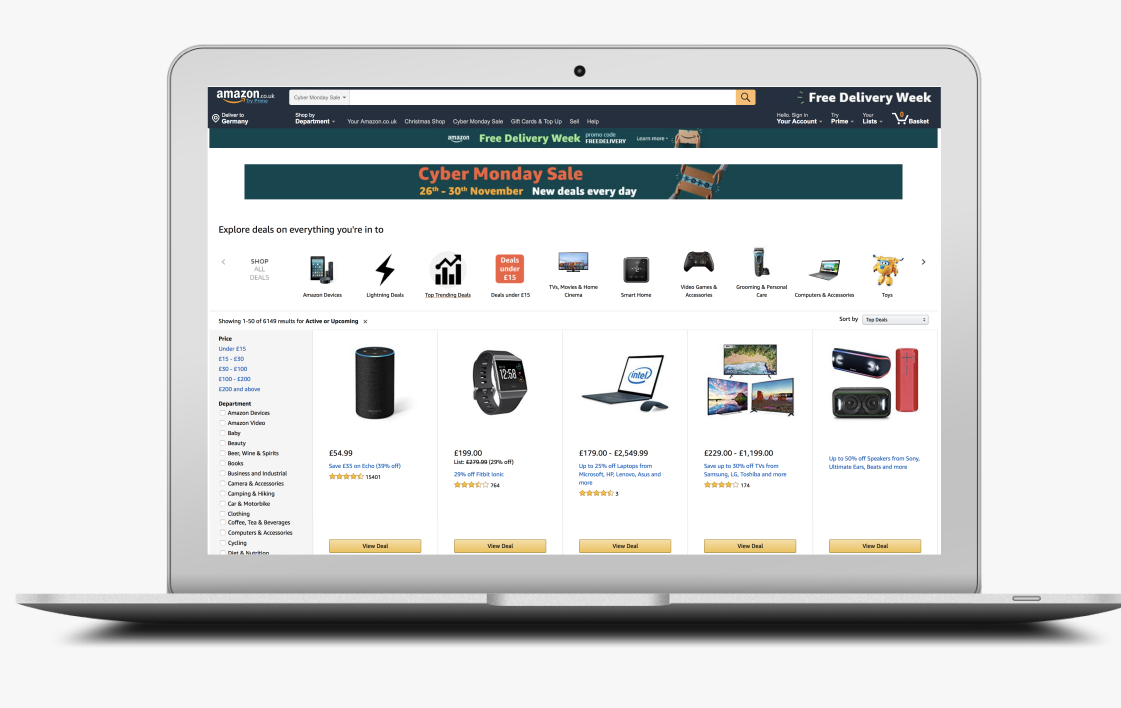
So retailers need to think carefully about balancing short-term sales with the potential longer-term benefits of higher lifetime value customers.

Data is average week-on-week uplift comparing 23 - 26 November 2018 versus 16 - 19 November 2018

## AN EXTENDED CYBER WEEKEND

We're seeing the traditional cut-off point at midnight on Cyber Monday gradually disappear, with many retailers offering deals for the full week, or even into December.

Black Friday conversations are also starting much earlier, with women driving the lion's share of engagement on Facebook in the run-up to the holiday season.

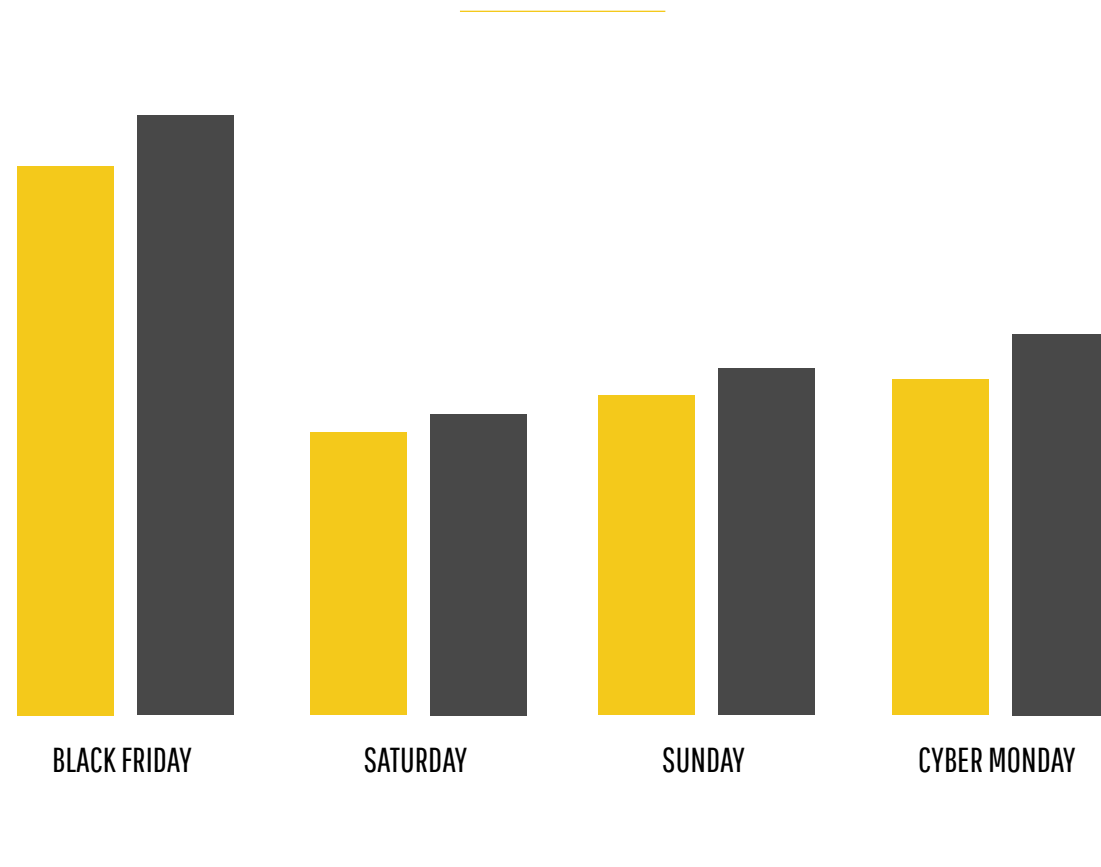


Women drove 76% of holiday-shopping conversations globally on Facebook from Nov 1-8, 2018

## BUT BLACK FRIDAY REIGNS SUPREME

Whilst Sunday or Cyber Monday outperformed Black Friday in some cases, the original discount day still drove the highest share of online sales across retailers overall.

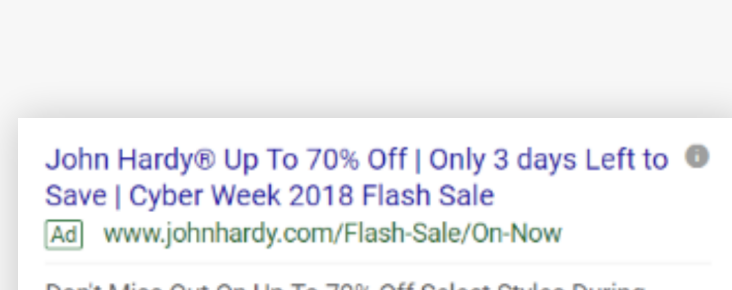
Cyber weekend revenue: 2018 versus 2017



## WINNING TACTICS

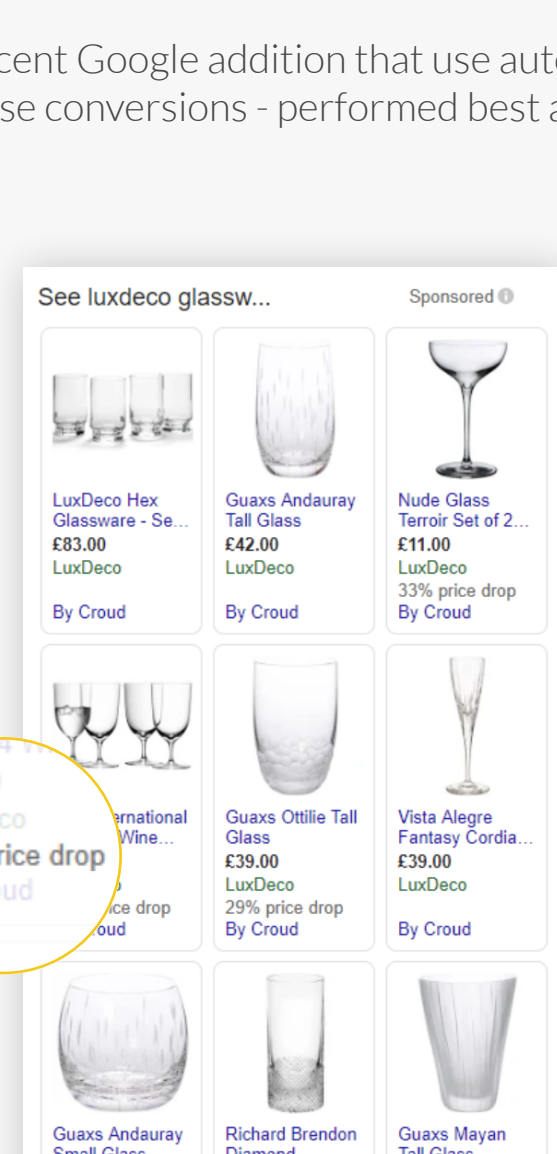
Several trends emerged over the Black Friday and Cyber Monday period, offering retailers a taste of the digital marketing tactics that could work well over the continued holiday season.

'Early access' messaging was more prevalent within remarketing and current customer segments across paid social, allowing retailers to capitalise on earlier awareness of Black Friday deals within their audience base.



Similarly, **countdown ads** were the top-performing creative on paid search for many retailers, driving a 50+% branded click-through-rate, and building anticipation for Black Friday sales.

**Smart Shopping campaigns** - a recent Google addition that use automated bidding strategies and dynamically created ads to maximise conversions - performed best across the majority of retailers



**Merchant promotions** on shopping ads allowed retailers to showcase their special offers, such as free delivery or generous discounts, driving a higher CTR

Contact Croud to find out more about how to optimise performance during peak sales periods

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