

Towards Black Winter

SALESmanago Black Friday aftermath





SUMMARY



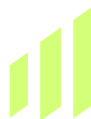
Our customers went for a record this year

This year's Black Friday went for a record among SALESmanago's customers. Marketing communications started earlier, were delivered omnichannel and inside cleverly planned campaigns. The volume of messages sent was also significantly larger.

The effect? The scale of interactions with the brand skyrocketed compared to 2022. And, what's the most important - so did the number of transactions.

And our prediction for Black Friday turning into Black Winter seems to hold well.



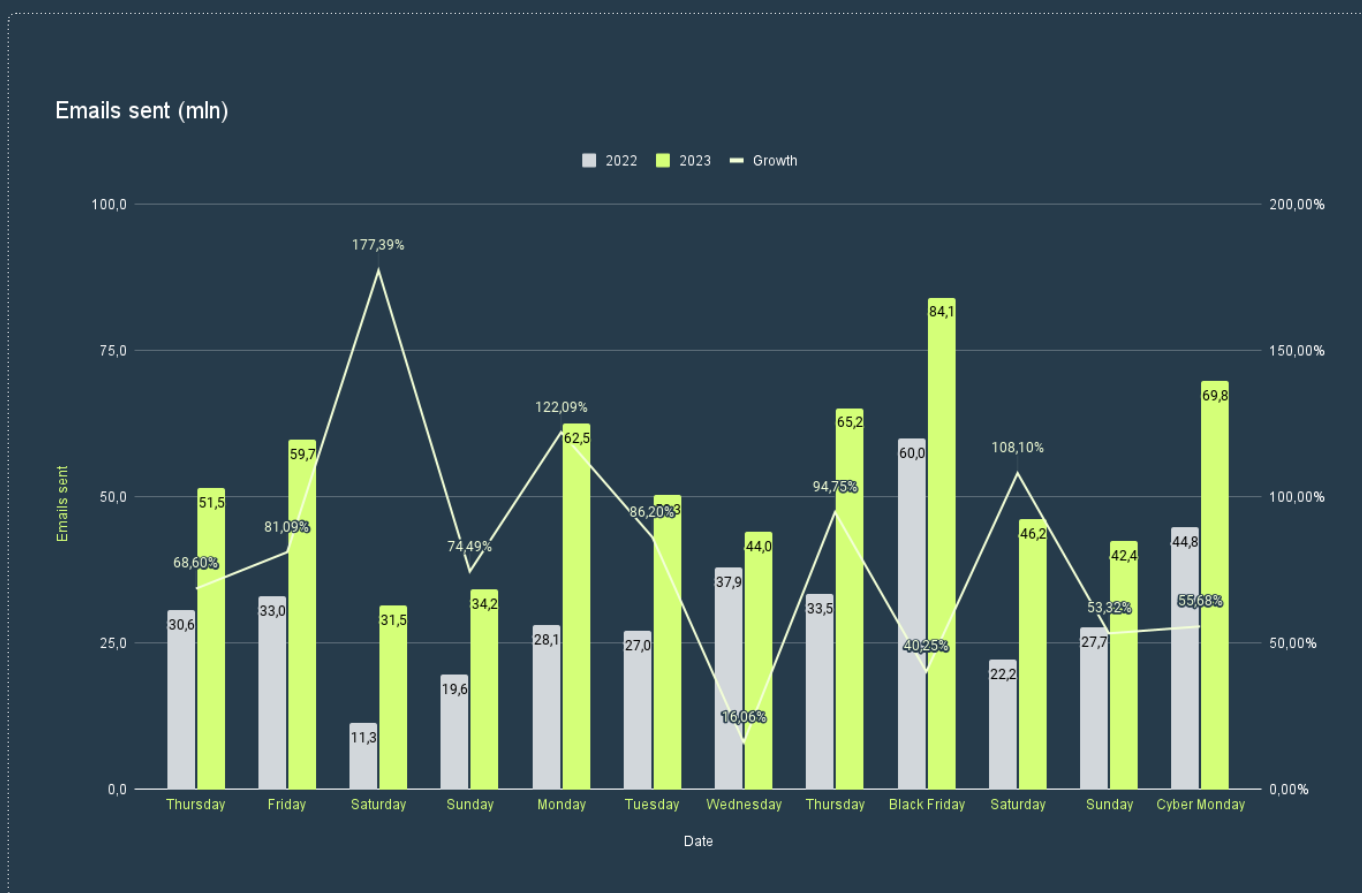


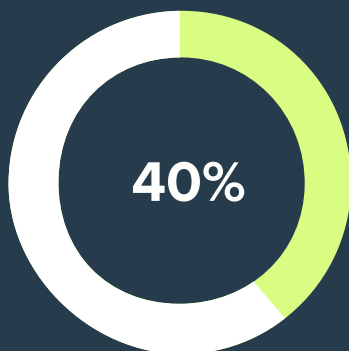
EMAIL MARKETING



... and still the heavyweight champion of the world

The king is one for the time being. Email Marketing is responsible for the record-breaking communication on Black Friday 2023.





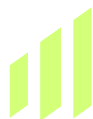
**Communication reached 40% higher
on Black Friday alone
compared to 2022.**



But it's not only this. The marketers, empowered with the latest Martech solutions, were significantly busier this year overall. For example, Saturday before Black Friday saw 177,39% communication increase year-to-year and Monday 122,09%. We observed a significant shift in marketers' activity. Instead of intense messaging on Wednesday, Thursday and Friday, strong actions were undertaken solidly two weeks before Black Friday. A rise in activity was visible in the month before.

This relentless work has warmed the customers to a shopping frenzy and given them great orientation in the width and depth of the planned offer.

In consequence, communication on Black Friday itself (which saw the aforementioned 40% increase anyway) served merely as a reminder and final CTA for already prepared customers.



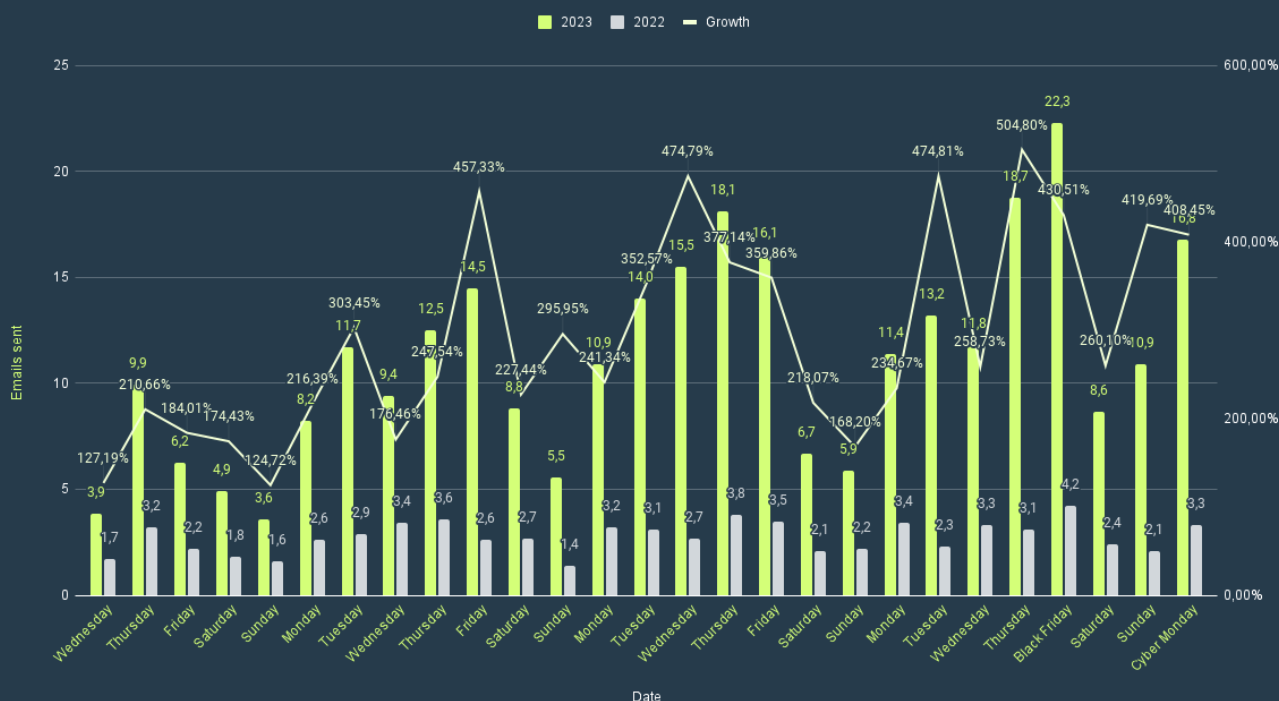
WEBPUSHES

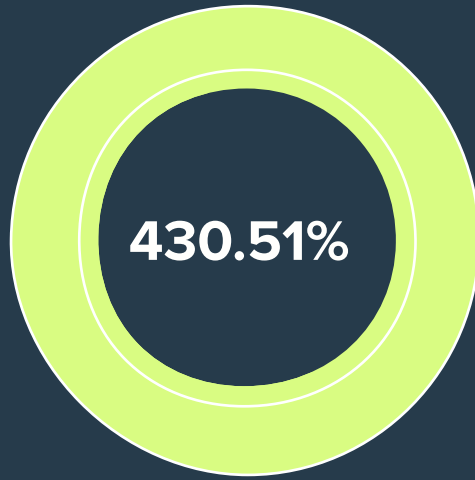


Be everywhere! Omnichannel works

It came to us as no surprise. But it was so satisfying to see our predictions materialize nevertheless. Much more active omnichannel communication, combined with clever tactics of communicating in intervals gave astonishing results.

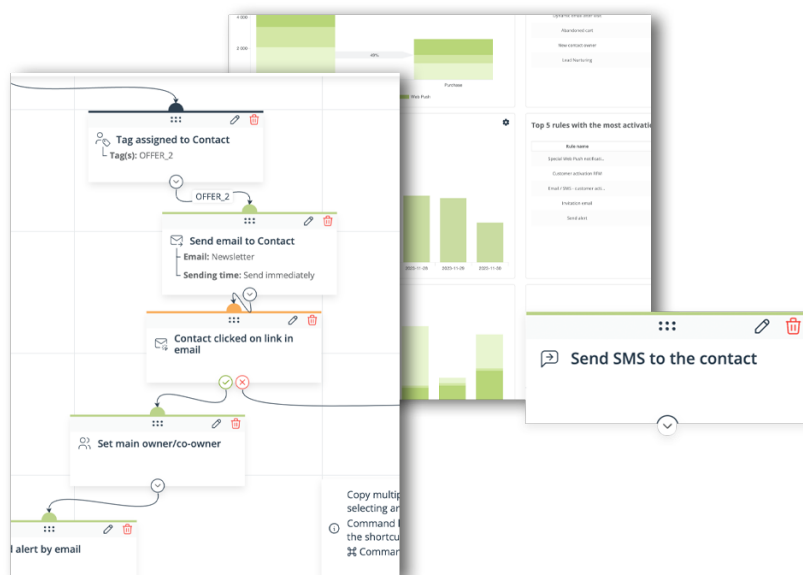
Webpushes (mln)





rise in omnichannel communication on Black Friday alone!

Being omnipresent and very active translated into a synergy effect - the rise in brand interactions was much greater than the rise in marketer's efforts in all channels.





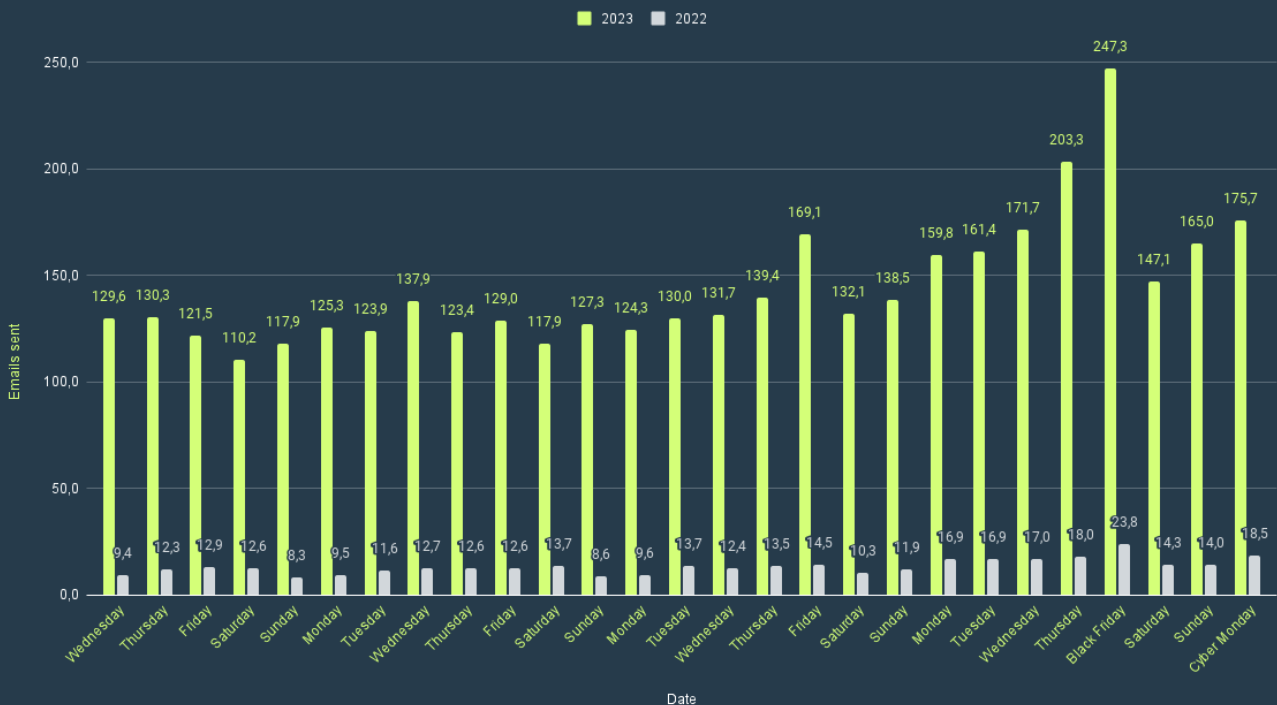
EVENTS



Profit is the brand made visible

Fine art is knowledge made visible - said Gustave Coubert. We can easily paraphrase these words for this publication. Marketers' efforts made their brands visible. The number of brand interactions won by marketers with SALESmanago simply dwarfed the previous year's numbers.

Events





247,3 mln

in **2023**

33,8 mln

in **2022**

at Black Friday

Interactions reached the peak, to no surprise, at Black Friday. The customers are well aware that the best deals will hit this day anyway.



**But astronomical year-to-year rise, more than 1000%
on average, was seen even a month before
Black Friday**

The customers were well prepared for the crucial day, their engagement elicited and minds focused on advertised goods.

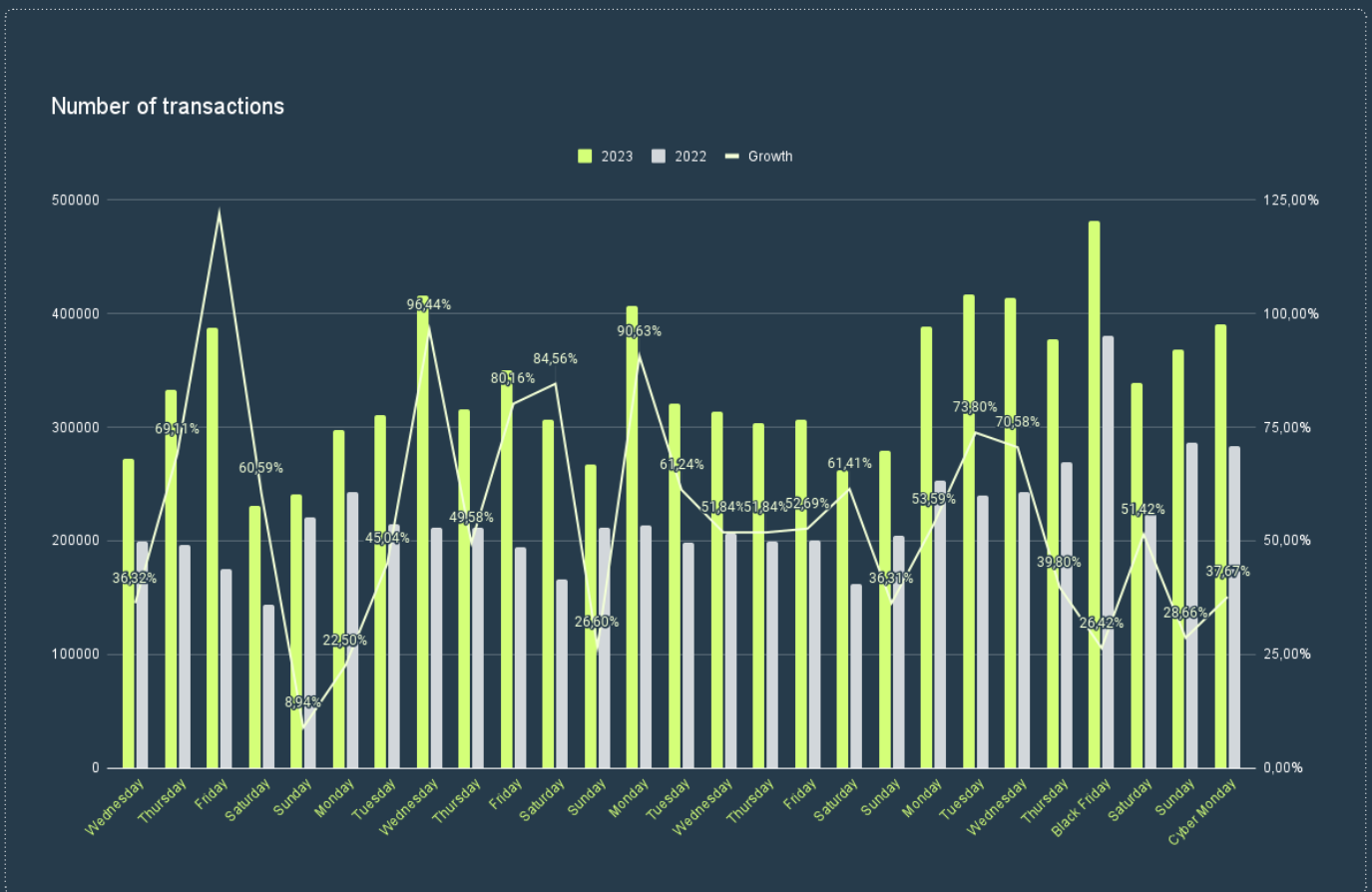


TRANSACTIONS



Money talks

The interval activity of marketers is clearly mirrored by the number of transactions in a month span before Black Friday. Although The Day definitely towered over the whole month, marketers' extra effort unleashed a shopping frenzy more than a few times before:





As mentioned before, the interaction curve was pretty flattened before Black Friday - but the plateau was also very high compared to 2022. Extra customer engagement and, maybe most of all, their offer awareness, translated to a few shopping bursts and overall very solid performance.

BLACK WINTER



... is coming

Early marketing actions, cautious albeit high customer engagement even a month before Black Friday, cleverly elicited shopping frenzies, with sales, weeks before the day, breaking previous year's Black Friday records - we see the writing on the wall here.

The idea of Black Friday, the day of outrageous deals, the consumption feast, spreads out and echoes even a month before and the marketers know better than to waste this momentum. Empowered by cutting-edge martech solutions, they are, apparently, able to unleash hell way before the crucial day, and can keep the show spinning at least to the end of the year. Now we are probably in the middle of this.

And when the saturation of these high-tech solutions will enable marketers to understand customers even better, create offers more accurately, right on time, and always deliver omnichannel, we will see Black Winter pouring over Blue Monday, into next year, truly reigning over the whole season.

SALES  **manago**