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Are You Ready For Cyber Weekend?

Accelerating Q4 Growth by optimising Cyber Weekend performance.

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INTRODUCTION

Are you ready for Cyber Weekend?

We all know that Q4 is important for retailers, but just how important is it? From our experience, spend in Q4 equates to 38% of a retailer's annual budget. The sales contribution, however, is even greater at 40%.

For 2018, there are 4 key dates to remember:

- **November 23rd -** Black Friday

- **November 25th** - Sofa Sunday

- **November 26th -** Cyber Monday

- **December 10th -** Green Monday

From Black Friday onwards, every Monday becomes important - these are the biggest online shopping days - but Black Friday, Sofa Sunday, Cyber Monday and Green Monday are the 4 to not get wrong!

With thousands of campaigns running across a wide range of clients and verticals, we have collated performance data in order to help you better understand the overall digital marketplace and garner essential consumer insights for Cyber Weekend.

In this report, we'll be looking across the weekend to highlight:

- When to push activity

- What devices present the biggest opportunities

- How to make the most of your campaigns

This information will give you key takeaways for making the most of the Cyber Weekend based on 2017 trends.
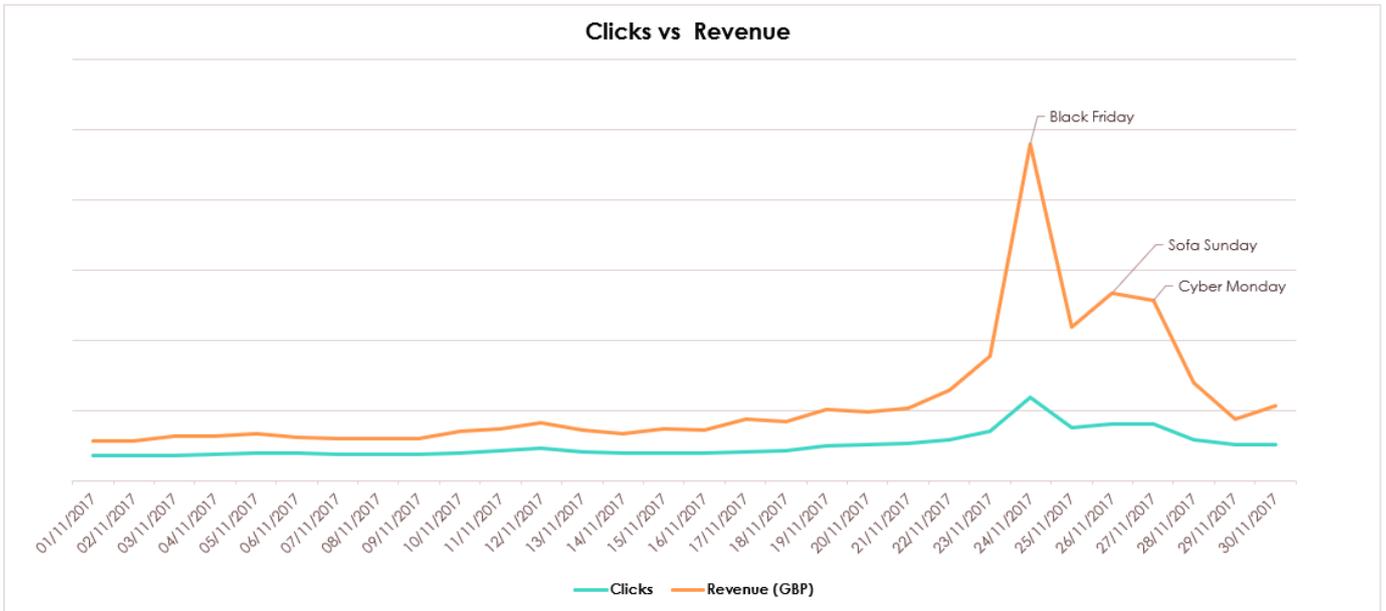
WHEN TO PUSH

THE BEST DAY

Our analysis shows that Black Friday was still the clear winner regarding both online traffic and revenue generation for 2017.

What was interesting about last year was that for the first time Sofa Sunday actually outperformed Cyber Monday, though not by much.

The chart below shows the uplift of key metrics over Cyber Weekend compared to the November average. If we look specifically at clicks and conversion rate, we see that Cyber Monday had marginally more clicks than Saturday and Sunday, but consumers were just not converting at the same rate as Black Friday.
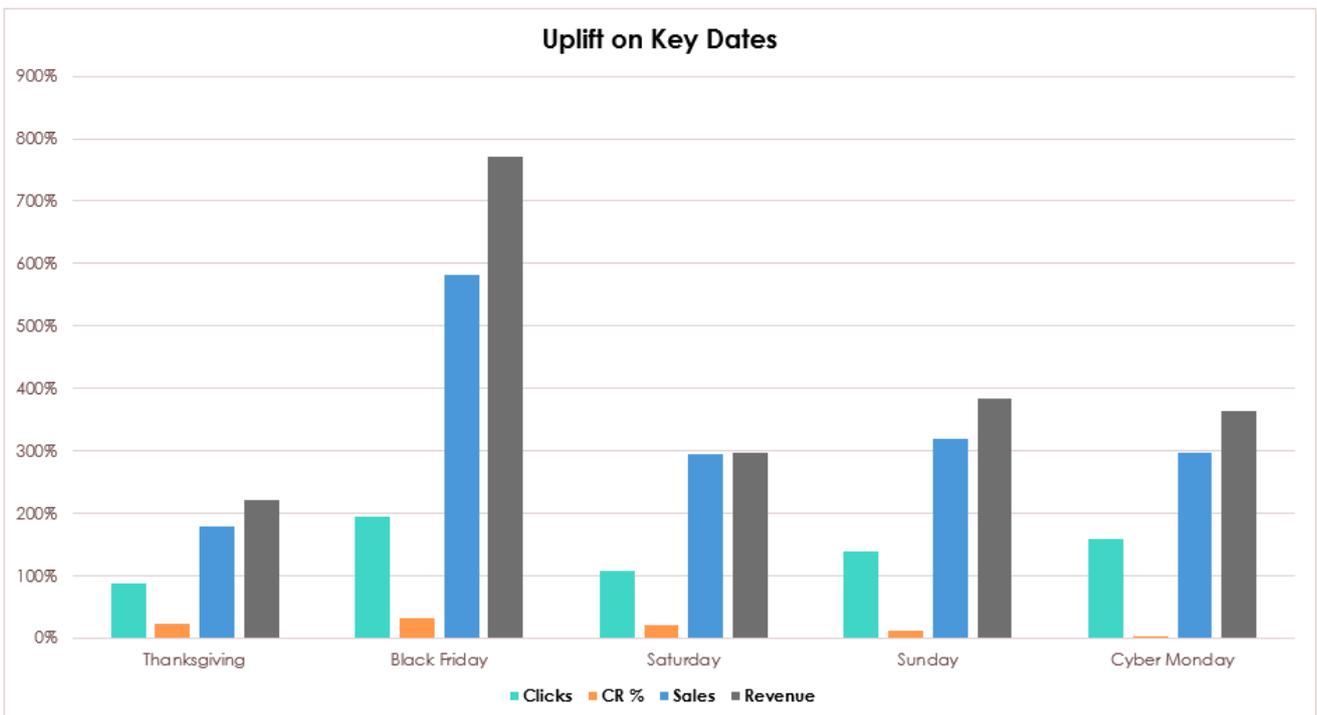
MOBILE EXCEEDS DESKTOP IN DRIVING TRAFFIC

The difference between device performance in 2017 and 2016 is staggering. In just a year mobile devices made a massive jump to overtake desktop in driving website traffic.

Now we know that this isn't very odd behaviour as many consumers use mobile devices to research before purchasing. What is interesting is that revenue driven by mobile matches that of a desktop on Black Friday.

This year we can expect mobile devices to overtake desktop performance. Make sure your strategies are tailored appropriately.
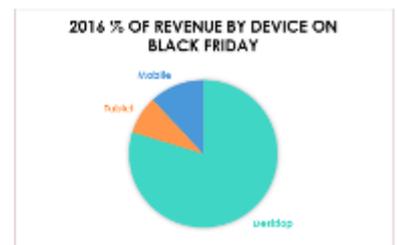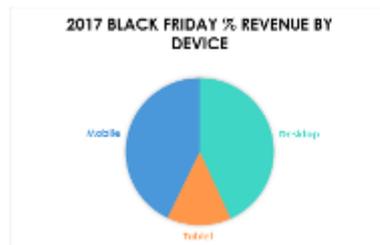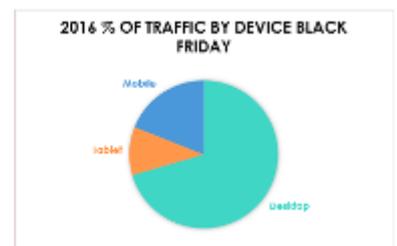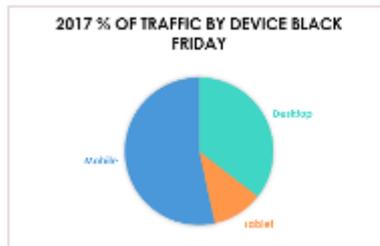
Whilst mobile is growing; desktop is still the leader when it comes to conversion rate. The bigger screen and ease of checkout keeps the user engaged from research to purchase.
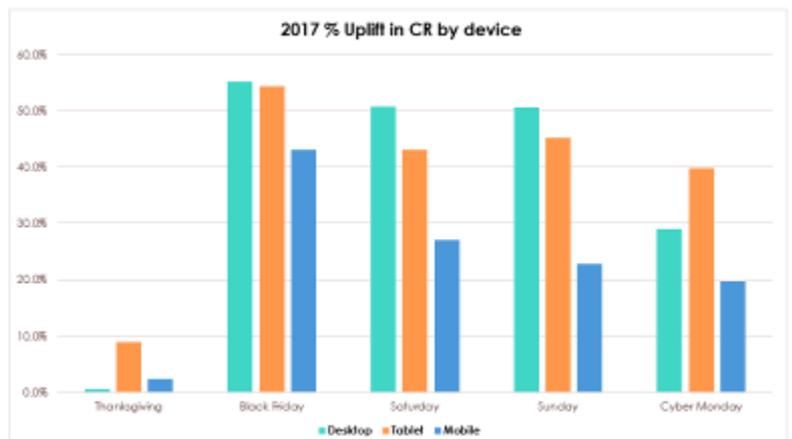
DEVICE ANALYSIS

SUCCESSFUL STRATEGIES

SUCCESSFUL SHOPPING THROUGH FEED OPTIMISATION

Google Shopping is one of the most profitable channels for retailers, predominantly because it's so easy for consumers to use. Unfortunately, it's not the easiest of Google tools for a brand to optimise, and a lot of your problems will stem from the quality of the feed.

Product Titles

It is important to include words and phrases that users are likely to search for, as well as the brand name and size within the product title.

Product Sizes

Having individual identifiers for each item size will allow for more granular bidding by item, and makes it possible to exclude certain sizes from appearing when they are very low in stock.

Categorisation

Ensuring consistency with Product Types across the feed will help when structuring Shopping campaigns.

Custom Labels

Custom labels provide another method of subdividing products into groups when structuring campaigns. Using 'Cyber Weekend' labels will allow you to push harder on the products that perform best over the weekend.

Additional Attributes

Including columns such as 'material' and 'colour' in the feed will help Google classify the products correctly and serve the Shopping ads for the most relevant search queries.

SUCCESSFUL SOCIAL ACTIVITY WITH CREATIVE

Driving successful social activity revolves around 3 core areas, and are predominantly focused around creative including:

VARIETY

Running multiple ad formats can do amazing things to your performance. It allows you to be more relevant, keeping your CPMs lower.

DYNAMIC

Dynamic creative is another way to improve your sales. When running dynamic product ads, we often see significant increases in performance.

REFRESH

Ad performance starts to decline after 10-14 days, so frequently rotate your creatives to keep them fresh and relevant.

CASE STUDY

Working with a women's fashion brand, we have been running a variety of ad formats to determine which drive the best results, with some highlights below:

DYNAMIC vs STATIC

Dynamic product ads have **100% higher CTR** and **50% higher CR** compared to static images. This means they often outperform generic search on an ROI basis.

MULTIPLE AD FORMATS

Running multiple ad formats, rather than single ad formats saw a **20% reduction in CPCs**.

VIDEO ADS

Video ads have grown in success, making up **40% of non-DPA (Dynamic Product Ad) activity**, with performance which is comparable to carousel ads.

CASE STUDY

UNLEASHING THE POWER OF GOOGLE SHOPPING

HARVEY NICHOLS

THE BRIEF

Help Harvey Nichols to grow by driving online sales from international markets in a way which is scalable and profitable, while finding a way to unlock the power of Google Shopping.

RESULTS

In Oct – Dec 2017, NMPi exceeded targets by 10%, delivering incremental revenue from international activity.

Google Shopping campaigns were delivered on a risk-free ROI of 1030%.

After Christmas when most retailers see a lull in sales, our activity stayed stable and continued to drive significant revenue.

CLIENT'S THOUGHTS

"We have a unique challenge as a business to compete with other big brands in their local markets. NMPi quickly identified the specific audiences and localities where we could make the most out of our marketing budget and intelligently applied technology and expertise to gain a competitive advantage in those areas, driving performance that far exceeded our initial targets."

- Paul Gunn , Digital Marketing Manager at Harvey Nichols

EFFECTIVE DIGITAL MARKETING AWARDS
WINNER
Most Effective Retail & FMCG

PERFORMANCE MARKETING AWARDS 2018
WINNER
Best Use of Automation/AI

PERFORMANCE MARKETING AWARDS 2018
HIGHLY COMMENDED
Global Excellence

THE DRUM SEARCH AWARDS
HIGHLY COMMENDED
Most Innovative Campaign

CONTACT US

Succeed this season. If you would like to learn more about how we can help drive performance for you, get in touch.

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