

»DISCOVERED  
BY KLEUVU

# BLACK FRIDAY CYBER MONDAY



Acquisition, Retention &  
Beyond

NORTHERN

FOUNDATION  
COMMERCE

Unified

scandiweb

12  
E-COMMERCE

C O R R A

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JUNO

BEMEIR

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BraveBison

# Letter from the editor



**Rachel Tonner**

Managing Editor, Discovered  
Magazine  
VP Marketing Klevu

**BFCM** is quickly approaching – and that means it's time to get your eCommerce site in gear. This weekend symbolises the start of the holiday shopping season, with shoppers all around the world looking for unbeatable discounts on their favourite products.

As an eCommerce retailer, this period can be a great opportunity to drive sales, build customer loyalty, and increase brand recognition so it's important to take advantage of this potentially lucrative weekend. However with many companies fighting for shoppers' attention, it's essential that retailers prepare early and have a comprehensive strategy in place to stand out from their competition.

From quick wins to checklists, to what not to do, this edition of Discovered Magazine aims to provide retailers with tried and tested advice from Klevu partners who have years of eCommerce experience that you can trust. It'll also cover how you can convert lost sales in abandoned carts and how to retain your new customers when peak season is over and maximise customer lifetime value.

However you usually do peak season, it's never too late to learn something new. Get ready to kick off peak season with a bang!

# Contents

4.

Northern

8.

Foundation Commerce

11.

Unified

14.

Scandiweb

17.

12leCommerce

20.

Corra

23.

Vaimo

26.

Juno

30.

Bemeir

33.

Klevu

36.

Brave Bison

39.

Conclusion

# Northern

Headquartered in London, Ontario, Northern Commerce is a full-service agency helping brands navigate digital transformation. Our solutions help brands grow by optimizing their digital customer journey. From initial engagement to conversion, we enhance their audience's digital experience to support their commerce objectives.

[www.northern.co](http://www.northern.co)



**Colton Hathaway**

VP Technology at Northern

## Essential Email Retention Strategies for Retail Brands in 2023.

**T**he holiday shopping season is an exhilarating and profitable time for retail brands. Black Friday and Cyber Monday, in particular, present an opportunity to drive significant sales and attract new customers. However, amidst the frenzy of discounts and promotions, it is crucial for businesses to develop effective email retention strategies to maximize customer engagement and ensure long-term success. To maximize results, ensure that you deliver the **right message**, to the **right person**, at the **right time**.

### The Right Message

#### **Pre-Event Teasers and Exclusive Offers:**

Black Friday and Cyber Monday are highly anticipated events, and leveraging the power of exclusivity can significantly boost customer engagement. Send pre-event teasers to your email subscribers, offering a sneak peek into the upcoming promotions and discounts. Build excitement and anticipation by highlighting

exclusive offers available only to your email subscribers. By providing this added value, you encourage customers to remain engaged and eagerly await the arrival of the peak season.

#### **Browse, Cart, and Checkout Abandonment Messaging:**

These on-site triggers are great at capturing your mid-funnel audience. We'll cover more details in the next section, but remember, they abandoned your website for a reason—test creative and personalized messaging to bring them back.

#### **Post-Purchase Follow-ups:**

Don't let the customer journey end after the purchase is made. Implement post-purchase follow-up emails to nurture relationships and encourage repeat business. Send thank-you emails expressing appreciation for their purchase, ask for feedback via survey, and provide value-added content such as product usage tips or exclusive discounts for their next purchase. By showing genuine care and maintaining communication, you establish a lasting connection with your customers and increase the likelihood of their loyalty.

## To the Right Person

### **Audience Segmentation:**

One-size-fits-all emails are a thing of the past. To stand out from the crowd and capture the attention of your target audience, it is essential to segment your email lists and personalize your communications. Utilize your customer data to divide your audience into meaningful segments based on demographics, past purchase behavior, and preferences. By doing so, you can send tailored emails that resonate with each segment, increasing engagement and conversion.

### **Customer Loyalty Programs:**

Encourage customer retention and repeat purchases by implementing customer loyalty programs. Use email to inform your subscribers about the benefits of joining your program, such as exclusive rewards, early access to sales, or free shipping. Regularly send emails to update participants on their loyalty status, reward balances, and personalized offers based on their purchase history. By fostering a sense of belonging and appreciation, you can turn one-time buyers into loyal brand advocates.

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## At the Right Time

### **Browse (Product and Category) Abandonment Emails:**

When customers browse items but don't add them to the cart, it's a chance to re-engage them. Use their browsing history to send personalized emails featuring the items they were interested in. A friendly reminder about their recent activity, combined with information about holiday discounts, can create urgency and encourage a return visit.

### **Abandoned Cart Recovery Campaigns:**

Cart and checkout abandonment is a common challenge for retail brands. However, Black Friday and Cyber Monday present a unique opportunity to convert those lost sales. Implement abandoned cart/checkout recovery campaigns to remind customers of the items they left behind and entice them to complete their purchase. Craft compelling emails that highlight the limited-time discounts and promotions available during the peak season. Include personalized recommendations based on their browsing history to further incentivize them to return and make a purchase.

### **Timing Matters:**

Incorporating browse, cart, and checkout abandonment campaigns into your email retention strategy can help recover potential sales and increase customer engagement during the holiday shopping season. These strategies, when tailored and timed correctly, can effectively drive customers back to complete their purchase.

### **Bonus: Extend the Holiday**

During the holidays, you are gathering an immense amount of information about your customers and their interest in your products. Be sure that you have a data governance and usage strategy in place so that you can take advantage of this data after the holidays. Let's say that you run out of stock on a popular product - you might implement back in stock notifications and even extend a personalized discount offer based on their holiday interest.

End

# Foundation Commerce

Based in the UK, Foundation Commerce is a Magento 2 agency and an official Adobe Solution Partner. We are a team of ecommerce experts with a driving passion for helping merchants grow their businesses and sell more online. We provide the technical foundation that all ecommerce businesses need to succeed.

[www.foundationcommerce.co.uk](http://www.foundationcommerce.co.uk)



**Ryan Copeland**

Director at Foundation Commerce



**W**ith the holiday shopping season fast approaching, it's time to prepare your e-commerce store for the Black Friday and Cyber Monday sales surge. Follow these top five tips to boost your sales and ensure a successful and profitable holiday season.

### **1. Check Your Website Performance Passes Core Web Vitals**

Website performance is directly linked to how much revenue your online store generates. Google has introduced Core Web Vitals, a set of metrics related to speed, responsiveness, and visual stability, to help site owners measure user experience on the web. If your site isn't up to par with these vitals, it will ultimately hurt your conversion rates.

Research shows that websites passing Core Web Vitals are more likely to convert visitors into customers. They ensure smooth, engaging experiences that retain visitor attention, reduce bounce rates, and, therefore, boost sales. Consider a website audit to evaluate your performance and rectify any issues before the holiday shopping frenzy begins.

### **2. Implement an Effective Upsell Strategy**

Black Friday and Cyber Monday shoppers are eager for a bargain and more receptive to upselling. Leverage this opportunity by presenting them with related, higher-value items, or additional features that enhance their chosen product.

A tool like Klevu product recommendations can be instrumental in this regard. It allows you to add rules to recommendation blocks, tailoring what customers see based on their behaviour and real sales data thus allowing you to promote an effective upselling strategy.

### **3. Display Price Change History on Product Pages**

In an age of transparency, customers appreciate honesty. Your customers have become more savvy and sceptical about discounts. Displaying a price change history on product pages can be an effective way to establish trust. This strategy validates your discounts and promotes credibility, assuring customers they're truly getting a deal, encouraging purchases.

### **4. Devise an Effective Merchandising Strategy**

Merchandising is an art that significantly influences conversion rates. It's crucial to structure your categories and listings in a way that makes your products irresistible. The key is to promote the right products at the right time, and in the right places.

*Research shows that websites passing Core Web Vitals are more likely to convert visitors into customers. They ensure smooth, engaging experiences that retain visitor attention, reduce bounce rates, and, therefore, boost sales.*

Klevu's category merchandising tool is a valuable resource for this task. It empowers merchants to configure rules to their preference, allowing for easy customization of product display, based on real user sales data thus driving more conversions.

#### **5. Label Sales and Offers Clearly Across the Site**

Customers love a good deal, but they need to know where to find it. Clear labelling of sales, promotions, and offers across your website helps shoppers navigate to the best deals.

Prominent display of these deals in selected high traffic areas of your website encourages customers to explore and take advantage of these offers. This ease of discovery increases the likelihood of impulse purchases and upselling opportunities, boosting your overall sales.

In conclusion, preparing for Black Friday and Cyber Monday doesn't have to be a daunting task. With a focus on these top tips you can maximise your conversions, build customer trust, and increase your revenue.

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End

# Unified

Unified is a full service agency with a team of experts spanning strategy, design, tech, marketing and growth. We come together to channel our collective expertise into helping brands win and grow online.

[www.unified.co](http://www.unified.co)



**Rich Kirk**

Head of Innovation and Consulting  
at Unified

**W**hen peak season hits the world of ecommerce, the intensity is turned up to maximum – this means high open rates on emails, increased website traffic, and more eyes across all pages hunting for early purchases or promotional offers.

The more time spent upfront preparing for industry peaks will help mitigate visitor, or website issues, and can really assist in driving engagement and subsequently conversion rates – you have one shot, so put the preparation in early!

Make sure the basics are covered first – stock availability and competitively speedy delivery times are essential – but following that, make sure to optimise your website, ensuring it can handle the increased traffic by performing load tests and performance monitoring, followed by reviewing the user experience, site navigation, merchandising, optimising search and much more.

Here are my top four tips that I always run by my clients when they are preparing for peak seasons:

#### **Take pride in your product data**

If you are doubting the depth of information provided on your product pages, you can be sure your customers will. Take time to improve product descriptions, images, and pricing information, and try adding customer reviews and ratings to help build brand affinity.

Unified always recommend having a seamless Product Information Management system, such as Akeneo, to drive exceptional product experiences across owned and unowned channels during peak times. This will really help you to exceed customers' expectations while eliminating chaos and delays from siloed operations.

#### **Optimise the mobile experience**

During peak sales periods, conversion on mobile devices increases 30-50%<sup>1</sup> over normal trading days. Therefore, it's essential to optimise for mobile visitors and transactions – helping visitors find products easily (by navigation or search) and move around to other categories and products with ease. An optimised, fast-loading experience, with clear product pages and imagery. Clear calls to action in prominent positions. And above all, an easy-to-use, finger-friendly, simple checkout process (ideally with on-device payment options).

### **Conduct competitor analysis**

We see many of our luxury clients not partaking in big ecommerce events such as Black Friday, and sometimes what you don't do can be just as impactful as what you do. If you're a luxury, high-end brand that doesn't do traditional discounting then monitor your competitors' promotions, pricing, and marketing tactics so that you can be clear with your point of differentiation – perhaps a unique proposition or offering.

### **Test, test, and test again**

Don't forget to prioritise testing before the peak season arrives. Run A/B tests on promotional messaging, landing pages, and checkout flows to optimise conversion rates. Then continue to analyse and track key metrics through the peak season and beyond, to help identify areas for improvement – either day-by-day or after peak.

And finally, remember to monitor customer feedback, stay agile, and leverage data-driven insights to make informed decisions that will drive sales during these busy times. By analysing and optimising your ecommerce website during peak seasons, you can enhance the shopping experience, maximise conversions, and capitalise on increased traffic.

*During peak sales periods, conversion on mobile devices increases 30-50%<sup>1</sup> over normal trading days*

End

<sup>1</sup>.Source

# Scandiweb

Scandiweb is a full-stack agency with a certified and innovative team, delivering eCommerce projects to bootstrapping startups and Fortune 500 enterprises. We crafted eCommerce solutions for brands such as Puma, Jaguar Land Rover, Walmart, Thomson Reuters, and The New York Times, among many others. Today, Scandiweb has gone global with 550+ teammates from 33 countries working in offices and leading remote teams across the globe.

[www.scandiweb.com](http://www.scandiweb.com)



**Glebs Vrevsky**

Co-CEO

With these areas addressed, we ensure our clients nail the Black Friday sales period every year.

### 1. Infrastructure

The sudden surge in traffic during Black Friday can overwhelm the store's server resources, resulting in poor website performance and even downtime. With the potential revenue at stake, we always remind our clients to test their servers as the top priority, optimize site speed if needed, and upscale infrastructure as necessary to avoid server crashing during the most important shopping event of the year.

#### Something we always do

- Test server load capacity to see where it crashes
- Timely upscale the infrastructure to handle the increase in the number of requests
- Test and optimize site speed
- Reindex the Magento database to ensure that prices are not cached

### 2. Functionality

By identifying and fixing potential issues and testing all store features, merchants reduce purchase friction to deliver an enjoyable shopping experience that can increase average order value, decrease cart abandonment, and drive more sales.

#### Something we always do

- Crawl the website for 404s
- Update all extensions, payment solutions, and security patches to the latest versions
- Test all available payment methods and BF-related coupon codes
- Synchronize shopping carts across all devices
- Enable upsells and cross-sells
- Ensure easy returns and exchanges
- Prepare customer service, ensuring customers can reach the store beyond website support—through social media, chat, email, and call centers

### 3. Data analysis

Performing data analysis on the previous year's peak season provides priceless insights into how users interact with the website during it to reveal bottlenecks and improvement areas and tailor strategies to meet customer expectations, as well as better estimate inventory requirements.

#### Something we always do

- Gather insights into user behavior and issues from last year's Black Friday
- Identify the time frame of traffic spikes to monitor performance during that time this year

### 4. Traffic acquisition

Black Friday will be much more successful with targeted, qualified site traffic, therefore, we suggest maximizing the impact of promotional emails, re-engaging customers who abandoned their carts, and optimizing shopping feeds.

#### Something we always do

- Set up cart abandonment emails

- Optimize email campaigns for mobile
- Crawl Google Shopping Feeds for links leading to 404 pages

### 5. Content

To attract organic traffic and entice potential customers, merchants need to add BF-specific content to their sites and consider limited-time deals, ensuring all provided information is relevant and not outdated. To go a step further, we also propose creating gift guides and gift sets to assist customers with their Black Friday shopping.

#### Something we always do

- Prepare content related to Black Friday and include exclusive products and offers
- Check if Terms & Conditions, Shipping & Returns, and other policies are up to date.

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End



# 121eCommerce

Founded in 2014, 121eCommerce has quickly risen to the ranks of premier Magento web development agencies in the US, earning Adobe's Emerging Partner Award for North America for 2020. As a certified Magento Professional Solution Partner, they focus on developing conversion focused, user-friendly B2B and B2C eCommerce websites on Magento, the world's most popular eCommerce platform. With solid customer service, a Magento trained and certified development team, a far-reaching partner network and a full stack of website development services, they help their clients realize their ROI to drive their eCommerce growth to the next level.

[www.121ecommerce.com](http://www.121ecommerce.com)



**Cole Godsey**

Senior eCommerce Marketing Manager at  
121eCommerce

12leCommerce has helped numerous clients prepare for their Black Friday/Cyber Monday promotions from both the technical and marketing perspective.

**Make Sure Your Site is Technically Sound:**

Starting on the technical side, making sure your site's servers can handle an influx in traffic is an absolute must! The last thing you want is someone going to a site that is offline, as it results in lost sales during peak traffic times. To enhance your site's experience during peak traffic, we also recommend looking into one-click checkout options, more robust search integrations, and even new category sorting for BFCM specials can help drive more engagement, and enhance your users' experience.

Making sure your site is up to date with the latest security updates and patches may seem like a no-brainer, but it's important to make sure that your site isn't vulnerable during peak traffic.

**Be Prepared with Marketing:**

From the marketing side, preparing specific BFCM landing pages, UTM tracking for your campaign's performance, and emails in the weeks leading up to the event are extremely important. Simply put, don't wait until the last minute to start a campaign. We've worked with clients in the late summer and early fall to ensure they had months to prepare.

Having email reminders, or even pop ups with a discount code are another great way to ensure sales go through on your site. Some users may have second thoughts, but a 15% discount code may sway them to go through with their purchase. If they do end up leaving, an email reminder of the items they left in their cart (and even suggested items that could go with it) could be a way to not only complete the sale, but upsell them as well.

Once the campaign launches, it's important to benchmark your site's performance before the start of the campaign to gauge how successful it was. If you're using a solution such as Adobe Analytics, you can even call out a traffic spike for those days to have it highlighted in your web traffic reporting.

It's important to report on the campaign

performance, because it allows you to determine what was a success, what can be improved upon, and what can be repeated in the future. With that being said, don't just report on metrics just to report on metrics. Make sure these turn into actionable insights for you and your business.

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End

# Corra

Corra is the global digital agency that helps growing brands and organizations make great decisions across their entire digital commerce ecosystem. We are strategic thinkers, accomplished engineers, and award-winning experience designers. We believe outstanding customer experiences can't exist without flawless technology, and that flawless technology is pointless without beautiful, human-centered design.

Our clients are an integral part of our team. Together, we remove the obstacles that are limiting their growth, uncover the opportunities that they didn't know existed, and we don't rest until they achieve their full potential.

[www.corra.com](http://www.corra.com)



**Duke Marr**

SVP, Strategy & Marketing at Corra

Holiday season is around the corner: how's your checkout flow?

**F**ew things give ecommerce leaders more agita than checkout. It's super complicated and tricky to optimize, especially as you prepare for Black Friday. For us at Corra, we think you have a couple of different broad approaches to consider:

#### **Optimizing The Experience Already In Place**

Now is always the right time to do a deep dive into your checkout user experience and analytics. To get a comprehensive picture, we recommend you start by triangulating between a mix of quantitative and qualitative data points. Once you identify your key drop-off points via analytics, you can use heat maps and session recordings to zero in on exactly those steps to understand why people are leaving your checkout. These tools are not rocket science but they are time-consuming to utilize. Once you begin to isolate single variables, say shipping for instance, it gets easier.

Once your audit is completed, it's time to run A/B testing to decide which tweaks or adjustments should be made to optimize the

*Hype aside,  
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checkout. Corra worked with the world's largest cookware brand, Groupe SEB, and [helped All-Clad reinvigorate](#) and optimize their checkout process through A/B testing, which yielded an almost 40% increase in conversion. For our client [Wahoo](#) A/B testing and optimization of checkout yielded a 15% increase in mobile purchases.

There are use cases though where A/B testing and optimizing the solution already in place won't drive the necessary changes. In these cases, the best route forward will be to upgrade checkout and cart to a composable solution.

### **Future-Proof Checkout With A Composable Solution**

Composable is a buzzword in ecommerce and with good reason; we wrote a whole [whitepaper](#) about it. Hype aside, composable allows individual aspects of a commerce solution to be accomplished through best-of-breed vendors. If your analysis of your checkout concludes that the experience is irrevocably broken you may feel you have to replace your entire ecommerce platform – a task you surely could not achieve in time for this year's Black Friday. But, with composable principles, you could instead take your cart and checkout and replace them with a pre-built,

composable alternative that will have already proven performance. This will get you through the holiday. Then next year you can go about finding similar best-of-breed solutions for all the other components of your website. Bit by bit, you can strangle your existing platform without ever undertaking the dreaded replatform project.

Additionally, we believe the rise of generative AI tools will move much of the traditional browse function of a website to chatbot spaces. When this happens, your upper funnel traffic will surely decline. But the traffic you still enjoy will be more qualified and even less patient for any friction in your checkout experience.

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End

# Vaimo

Vaimo is one of the world's most respected experts in digital commerce and customer experiences. For us, experience is everything. It is at the heart of all we do.

As a full-service digital experience agency, we deliver consulting, design, development, support, and analytics services within all four fields.

We are a global partner with a local presence, focused on cultivating close, long-term relationships with our clients. We work with brands, retailers, manufacturers, and organizations all over the world and have over 650 employees based in offices in more than 15 markets across EMEA, APAC, and North America.

[www.vaimo.com](http://www.vaimo.com)



**Nick Bennett**

Head of Operations at Vaimo

## Top 5 factors that can derail Black Friday 2023 & tips to avoid them!

To prepare a winning plan for Black Friday 2023, start with a thorough retrospective of last year. Ask important questions about refunds, campaign stress points, team coordination, and successful strategies. Analyze key metrics like traffic, sales, and catalog quality. Raise the alert level internally and align with executives to drive success. Finally, listen to input from various departments to ensure a well-rounded plan.

So, you've checked the boxes internally. Is there anything that can possibly go wrong? The answer is "yes." To help overcome potential challenges and negative outcomes and set yourself up for success, here are five key factors that can derail Black Friday sales.

### **#1 Adopt a gradual release strategy instead of unveiling all product specials at once**

Increasingly, retailers are opting for a drip-feed approach to alleviate the pressure and anxiety associated with a sudden release. Dropping the curtain too early might result in accusations of unfairness, while dropping it too late can lead

to customers feeling frustrated and wasting their time.

### **#2 If possible, avoid adding or removing products from the catalog on Black Friday?**

This process often interrupts the online store's operations and can have performance implications. The best advice is to engage with your technical partners to determine the least risky methods of enabling or disabling categories, adding or removing products, and updating badges.

### **#3 Find low-risk methods for adjusting prices and stock to minimize interruptions and performance impacts**

Prices may change, and stock availability may fluctuate during Black Friday. Deactivating integrations can disrupt the flow of price and stock information between the ERP system and the online store. As in the prior recommendation, it is important to consult with your technical partners to find low-risk methods for adjusting prices and stock.

### **#4 Avoid unplanned marketing events**

Unplanned marketing can cause a monster



surge on the website and miscommunication between the ecommerce and marketing departments can derail Black Friday campaigns. It is important to adhere to agreed-upon schedules to avoid such issues.

#### **#5 Limit cashing, export and re-indexing routines**

While access to certain routine tasks, such as flash cash or re-indexing, can be performed by various departments, during Black Friday it is important to limit these activities. Restricting admin panel access to a limited number of individuals will prevent disruptions that can comprise the speed of your site.

Here are two real world examples of unplanned events. In one instance, a full search index was initiated just as the curtain dropped, resulting in a disastrous user experience. In another case, a member of the finance team inadvertently initiated a system-wide export of historical order data, causing a slowdown in order processing. Both situations could have been avoided by restricting admin panel access.

These potential dangers can be snakes in the grass. Ecommerce managers should allocate sufficient attention to these areas as they prepare for Black Friday 2023. By proactively

*The best advice is to engage with your technical partners to determine the least risky methods of enabling or disabling categories, adding or removing products, and updating badges.*

addressing these five factors, retailers can mitigate risks and improve their chances of a successful sales event.

End

# Juno

We're a leading Shopify Plus agency who build, grow, and support businesses. We'll get you exactly where you need to be. Founded in 2006, Juno has since solidified our reputation as a reliable ecommerce agency. We've helped hundreds of brands achieve their business goals, through beautiful, bespoke websites as well as our expert consultancy.

[www.junoecommerce.com](http://www.junoecommerce.com)



**Su Dias**

Head of Studio at Juno

## Juno's Proven Strategies for a Successful BFCM: Avoid Disappointment with These Top 3 Tips

### **T**he Importance of Avoiding Last-Minute Website Launches or Updates

Make sure you put Deployment freezes in place – do NOT launch a new website a week before Black Friday Cyber Monday.

A lot of people think that they need a brand new website to launch immediately before a significant trading period. Flashy, upgraded, fresh. Well, that's a huge mistake. Why?

- It won't have the SEO authority that you'd expect if you update the layout, hierarchy and copy drastically. Maybe your website IS dated and needs a refresh but DON'T launch significant updates before a peak season. Having Google crawl your brand-new content during BFCM is a big no-no.
- It could confuse your regular/ most loyal customers if too much has changed since they last visited. The last thing you want is to confuse your customers when

*Start stimulating curiosity two weeks in advance by announcing your participation in Black Friday and hinting at some enticing, limited-time offers.*

you expect them to spend more money. Reviewing your UX Strategy is vital but it's as important to time it well, announce it to your email and SMS subscribers and give them time to digest the new concept before a significant promo period.

- Bugs happen. And what you need is a stable store that converts. Keep deploying new fixes, features and sections until the last minute and risk having the site down during a crucial business time. Yes, it could be a cool countdown or automated delivery message but... is it worth the risk?

### **Engaging Strategies for BFCM and How to Prepare**

- A common pitfall for e-commerce brands is procrastinating until the last moment to launch their Black Friday promotional ad campaigns. The winning strategy is to captivate potential customers with anticipation-building messages ahead of Black Friday.
- Consider how prominent retailers like Amazon leverage the buildup to Black Friday; they prime consumers for the event so that when the day arrives, customers flock to their site eager to discover available

deals. You should aim for the same level of engagement with your brand.

- Start stimulating curiosity two weeks in advance by announcing your participation in Black Friday and hinting at some enticing, limited-time offers. Resist the urge to reveal specific deals upfront, instead foster a sense of intrigue to keep your ideal prospects engaged.
- As the competition increases at that time of the year, it's important to keep in mind that the cost per click (CPC) and cost per mile (CPM) may rise, resulting in potentially higher expenses. To navigate this situation, brands can take some proactive steps like setting maximum bids, utilizing lifetime budgets if suitable, and keeping a close eye on their accounts during this temporary period of volatility. These strategies can help you stay on top of things and manage your budget effectively.

### **Streamlining the Purchase Funnel for Improved Customer Experience**

Create very clear entry points for your promos and featured products. How?

- Your navigation is your best friend. Always

make sure it has room for a promo-specific new link or dropdown to be added. Your customers want to get the best deals and be in and out in no time. Help them.

- Use and abuse sub-collections. These look like filters but are, in fact, their own collections which will help with your SEO as well as guide your customers' journey significantly.
- Upsells! What better time to feature these on your Product Pages, Collections and Basket? 'Goes well with', 'You may also like', 'Bundle options' – make sure your website is developed to accommodate this functionality and that you can make the most of your merchandising tools!

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End

# Bemeir

Bemeir is dedicated to making a positive change in the world by helping companies of all sizes evolve and grow using the power of eCommerce. We are an eCommerce success agency. We provide the missing piece of your team, in the form of a trustworthy, reliable partner to help grow your revenue and solve your challenges. We will help you start and see projects to completion. We support you through launch and post launch, and then innovate with you and your team to achieve continuous sustained growth.

[www.bemeir.com](http://www.bemeir.com)



**Maier Bianchi**

Founder/CTO at Bemeir

## The Power of Preparation: How to Nail Your Black Friday and Cyber Monday Initiatives

As someone who has been through over a dozen peak holiday seasons both on the brand side and the agency side I have learned many lessons in this process.

The biggest thing we preach to brands is to get all departments on the same page. Often the marketing department can be in a silo or is managed both internally and externally and sometimes not everyone is on the same page. One thing that helps for this is to organize your marketing calendars as early as possible and show them to your tech team / agency, your customer service department, and your fulfillment teams at a minimum.

It goes a long way if everyone knows why certain dates are important as usually the heavy sales start right around the time of the beginning of November or even the month before it starts ramping up. Even if you have gone into a code-freeze, there still may be last minute changes or needs around a specific campaign. Too often we have seen brands learn the hard way that by not properly informing other teams as early as possible, special discounts or

promotional avenues that are predicated upon an assumption of having the tech available may not actually work out.

So the way you can avoid falling short of the execution of your marketing strategy is via sharing a marketing calendar, and including representatives from other teams on the high level marketing initiatives and meeting.

Another lesson we have learned which goes a very long way to succeeding on your Black Friday and Cyber Monday initiatives is to create a carefully coordinated response plan and get buy-in from members of your team who are ok with long hours during holiday times and willing to go that extra mile. I myself have spent many Thanksgiving meals with a laptop in hand working on last minute Black Friday issues.

If you approach your team ahead of time and get buy-in this creates an environment where people are willingly giving their time for the greater good of the company and they do not feel they were put on something impossible at the last minute. Not every preparation will go according to plan but it is the people who will ensure you are successful!

Communicate with first-line responders ahead of time and empower individuals to be the

*The way you can avoid falling short of the execution of your marketing strategy is via sharing a marketing calendar, and including representatives from other teams on the high level marketing initiatives and meeting.*

most prepared for the urgent situations that can occur. Sometimes they need to prepare themselves and their family members that the expectations of an ecommerce operator or team member around BFCM are much different than the average person who gets the day off. In fact this is the busiest time for eCommerce professionals!

Some of the greatest camaraderie and fondest memories come from solving problems in the heat of the moment or from a team coming together to successfully execute their strategy. eCommerce can be taxing but it can also be a rush of adrenaline when your best laid plans succeed. By preparing your teams and promoting communication you are ensuring your success.



# Klevu

Founded in 2013, Klevu's proprietary search & product discovery technology drives traffic, conversion, and loyalty for ecommerce websites, while reducing bounce rates. It is easy to configure, optimize and maintain and fully integrates with major ecommerce platforms in hours.

[www.klevu.com](http://www.klevu.com)



**Nilay Oza**

CEO, Klevu

## Connect shoppers with the products they want to buy with AI-powered product discovery!

As the holiday season approaches, retailers and e-commerce businesses alike must prepare for the busiest shopping days of the year – Black Friday and Cyber Monday. These two days alone account for a huge percentage of the year's revenue, so businesses need to ensure that they are prepared and optimized for success. To help, we've compiled a comprehensive guide to help you prepare for the upcoming holiday shopping season.

### Tip #1: Ensure Accurate Search Results

Have you ever tried to search for something and received zero results? It's frustrating, and most shoppers will simply leave your website if they can't find what they're looking for. To avoid this, make sure that your search engine can process typos, misspellings, long descriptive queries, and even queries including price ranges. With an effective search engine, you can increase conversion from search by 12%.

### Tip #2: Allow for Search by Price Range

Customers are more likely to purchase products that fall within their budget. Allowing customers to search using long-tail queries that include elements like price range and color will help customers find items they want faster. Nearly 50% of people are now using voice search or may be trying to describe items they've seen on social media or from a friend.

### Tip #3: Provide Easily Accessible After-Sales Content

Returns policies matter. In fact, 68% of shoppers view returns policies before making a purchase. So, make sure to surface after-sales content like delivery or returns in search and in your main navigation. Providing easily accessible after-sales content such as delivery and returns information and providing content/blog article results as well as product results will help conversion.

### Tip #4: Don't Over-Merchandise

During sale periods, merchandising teams are under a lot of pressure. Instead of over-merchandising, focus on merchandising just the top few rows of a listing page and also use an AI tool like Klevu to automate the rest. This

way, ecommerce teams can focus on other areas while letting the AI work to increase average order value by 22%.

#### **Tip #5: Provide Suggestions in Search**

Don't expect shoppers to know product names, how to spell product names, or even which product they're looking for in the first place. Auto-suggestions help customers browse using search. If retailers don't have this on their websites, shoppers are forced to think too much about their search terms and may bounce.

#### **Tip #6: Use Trending Products and Recommendations**

AI tools may be necessary during fast-moving trading periods. It's important to make sure that products that are in stock trend more than products that are not. Klevu automatically does this on product listings and product recommendations banners.

#### **Tip #7: Plan Merchandising in Advance**

Merchandising product ordering, marketing banners, and landing pages in advance before sale campaigns saves a lot of time and headache. Merchandisers can plan campaigns in advance with Klevu.

#### **Tip #8: Show Recently Viewed Products**

Recently viewed products are a useful tool for shoppers during peak trading. Customers

*Nearly 50% of people are now using voice search or may be trying to describe items they've seen on social media or from a friend.*

may be looking around a lot of retailers for the best price of a product during a sale. If they are returning to your site, they are potentially looking for products they previously viewed, so give them a quick path to these products.

#### **Tip #9: Boost Sale Category Products in Results**

People are looking for a bargain. Highlighting sale/discount products at the top encourages shoppers to dig for a good deal. Unlike normal trading when sale products are usually demoted, consider having these at the top of the results.

End

# Brave Bison

A different beast: we're a media, marketing and technology company built for the new era. Connecting digital experiences, creators and conversions, we embrace the complexity of our clients' worlds and ours to deliver sustainable growth

[www.bravebison.com](http://www.bravebison.com)



**Ed Hornby**

Managing Director at Brave Bison

**A**t Brave Bison, we understand the unparalleled opportunities Black Friday and Cyber Monday (BFCM) offer to digital marketers. There are two core fields of play that we usually jump in to with clients:

1. Site and fulfilment readiness
2. Getting a larger piece of the inflated market of motivated buyers that is BFCM

Both require advanced preparation, not a quick tactical review in October. With preparation in the following areas, it is possible to navigate the BFCM frenzy with confidence and achieve outstanding results.

### Site and Fulfilment Readiness

To excel during BFCM, Brave Bison advises our clients to optimise their website and fulfilment processes. Our experts recommend implementing an effective Conversion Rate Optimisation (CRO) program well in advance. By analysing previous BFCM activities and customer behaviours, you'll gain valuable insights to refine your strategies further. Develop comprehensive analytics that measure journey metrics and attribute marketing efforts to sales, driving maximum impact.

*Cross-selling and  
upselling tactics  
ensure long-term  
benefits for your  
brand.*

### Strategic Marketing Approaches

Clearly, certain search terms around BFCM are expensive, so unless you have a large volume of inventory to shift where margins can be squeezed, you need to find other strategies. Expanding beyond expensive search terms, it's worth exploring alternative, cost-effective strategies to outperform competitors. Such as, leveraging the power of social media, create pre-BFCM buzz and engage customers to generate demand early on, making it an event. This can include social commerce, live shopper events or gamified campaigns, to tempt bargain hunters. Such as a reverse auction that we did for a few years with a client, running with great success. Taking a more innovative

approach, ensures your brand stands out during BFCM, leaving a lasting impression on customers.

## Dynamic Product Offers and Pricing

At Brave Bison, we know dynamic product offers are key to captivating customers during BFCM. Our team encourages you to leverage e-commerce platforms with dynamic pricing capabilities to optimise profits. Tailor pricing strategies to address your business's specific challenges and inventory variations. Strategic pricing decisions drive buyer interest and conversion, contributing to your BFCM success.

## Cross-Sell and Upsell Strategies

Maximise profitability with prepared cross-sell strategies for higher-margin products. Brave Bison recommends you seize the opportunity during BFCM to upsell customers on complementary, higher-value items, boosting revenue and enhancing customer loyalty. Cross-selling and upselling tactics ensure long-term benefits for your brand.

Brave Bison's playbook for BFCM delves into fundamental elements driving success during this critical period. Optimise your website and fulfilment processes and set up data-driven

insights to understand what sets you apart from the competition. With cost-effective marketing strategies, you should engage customers pre-BFCM, creating an unforgettable experience. Finally, dynamic product offers and pricing strategies attract and convert buyers, while cross-selling and upselling tactics maximise profitability.

Stay ahead of the curve and dominate the BFCM landscape, setting your brand up for continued success in the years to come.

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End

# Conclusion

**I**n conclusion, Black Friday and Cyber Monday are busy shopping days, but with the right preparation, your business can benefit greatly from the influx of shoppers. Following these tips will help ensure that your website is optimized for success and increase your conversion rate. So, start planning now and get ready to make the most of the holiday season.

Our trusted Klevu partners have incredible services and technologies that can help you maximise your ROI, ensure your customers a great online experience and overcome hurdles to ensure you have the best Black Friday and Cyber Monday yet! Special thanks to Northern, Foundation Commerce, Unified, Scandiweb, 12leCommerce, Corra, Vaimo, Juno, Bemeir, Brave Bison.

# Looking for some quick wins to improve your conversion this holiday season?

If you would like to learn more about how you specifically can win this Black Friday/Cyber Monday, Let our experts dissect your product discovery journey – search, category navigation, and product recommendations and uncover areas that need improvement.

Request an audit today, at [www.klevu.com/audit](http://www.klevu.com/audit)

To learn more about Klevu, visit [www.klevu.com](http://www.klevu.com)



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