

The **Black Friday** shopping season lasts for much longer than a single day; the moment spans 10 weeks of consumer research, purchase, and discount-hunting behaviour in three distinct stages: the build-up, the craze, and the last call. Within this period lies an important date to mark on your calendars:

Singles' Day.

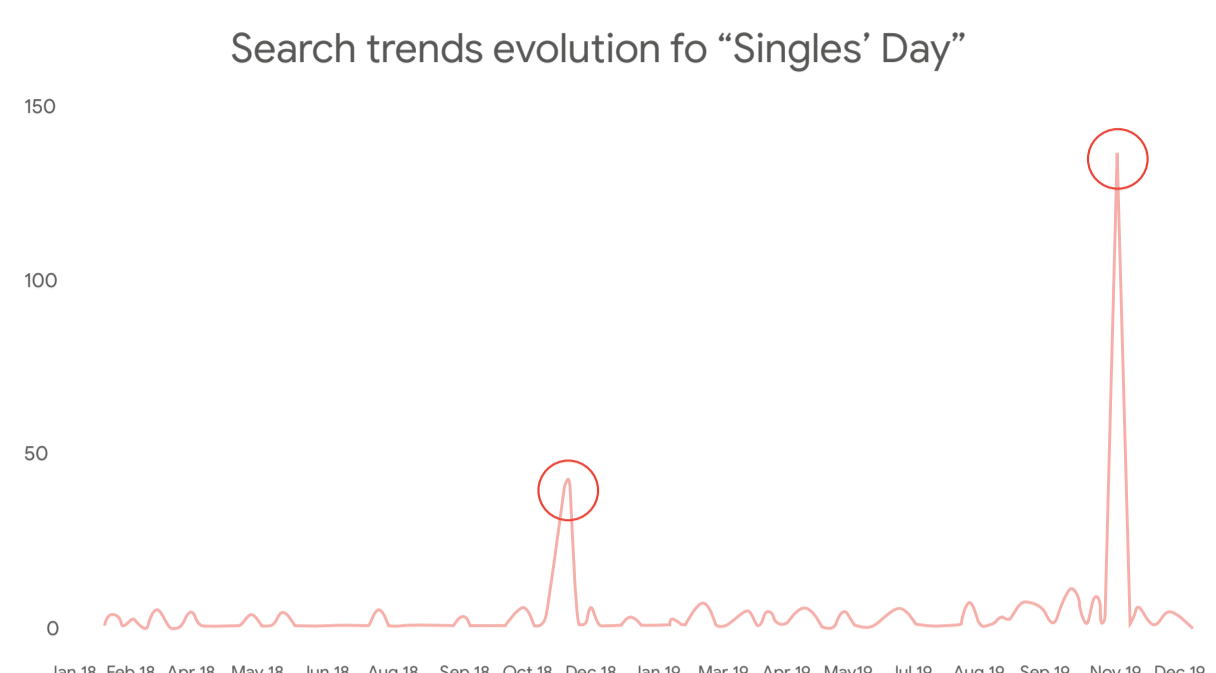


Growing moment in the region

Search interest related to **'Singles' Day'** in MENA grew by **224%** year-on-year.

In **2019**, search queries for the **Singles' Day date**, "11.11 sale", grew over

150% YoY

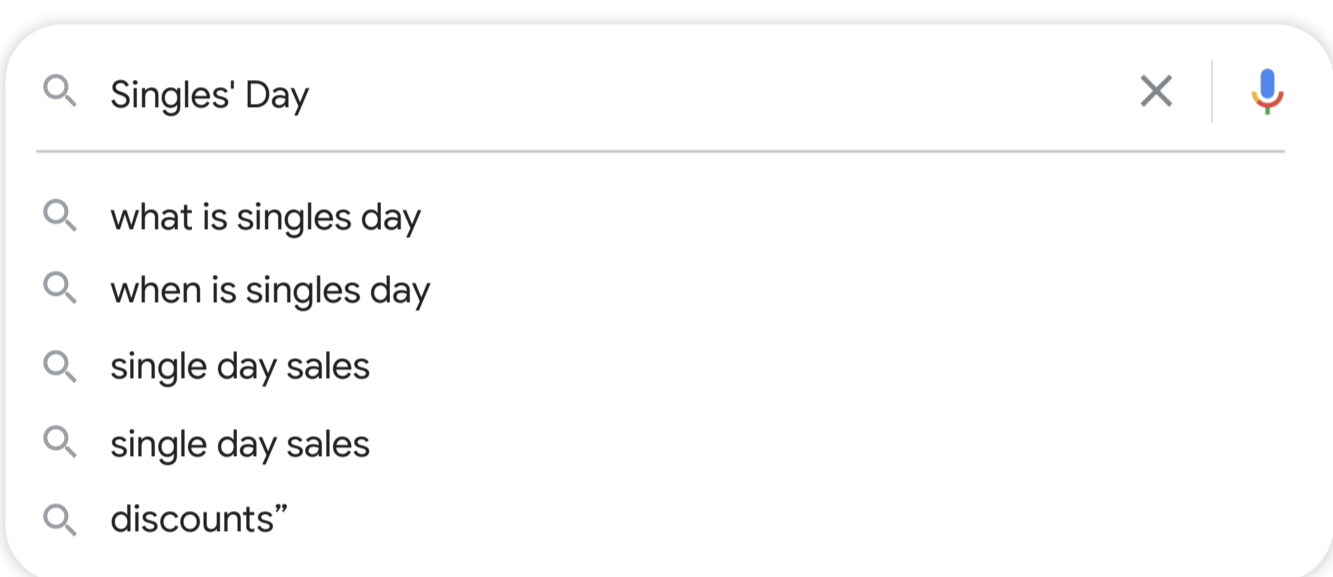


Action to take

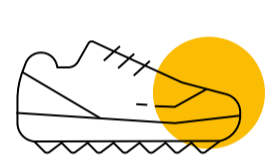
- Start** early and consider a campaign specifically tailored to this micro-moment.
- Maintain** a presence throughout for consumers, including before and after the event. Take inspiration from this [3 step guide](#) to devising a tailored marketing activation.
- Utilise** free tools such as [Test My Site](#) to ensure your website is optimised for speed.

Key Searches to take note of

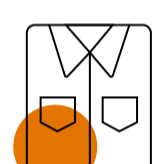
On Search, people are curious about Singles' Day and are searching specifically for **Singles' Day deals**. Top search queries include:



The **rise in retail** searches intensifies during **Singles' Day week**, with a prominent increase in searches around



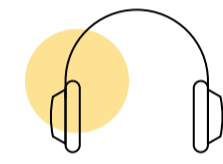
Footwear*
+19%



Clothing*
+12%



Sports & Fitness Apparel*
+27%



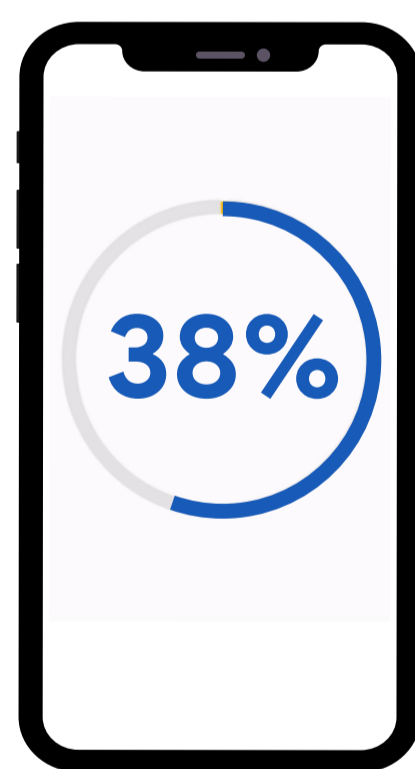
Headphones*
+29%

Action to take

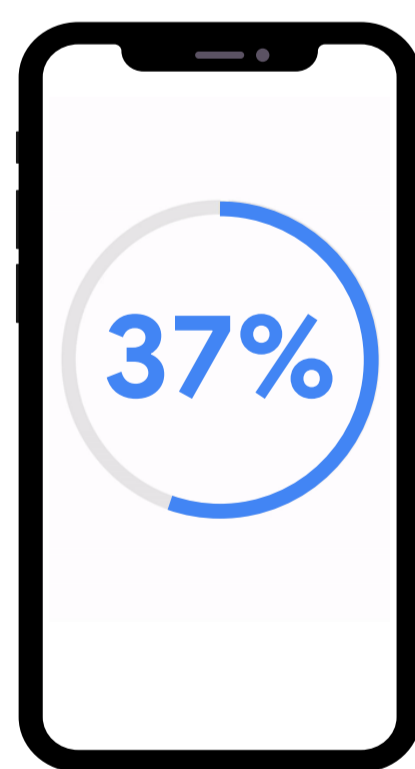
- Ensure** you have keyword coverage on relevant terms your customers are searching for and utilise [Google Trends](#) to monitor rising searches.
- Ensure** feed titles and descriptions are optimised. Consider custom labels in your feed for Singles' Day and for your products. Use the free [Keyword Planner tool](#) to meet consumer needs based on their search interests.
- Create** a [shopping campaign](#) that provides consumers with detail before they even click, based on search interest.

Optimise for a better customer experience

Singles' Day is prevalent on the app front. In 2019, downloads of top e-commerce apps grew at **38%** during Singles' Day week and active users grew at **37%**.



Increase in **downloads** of top eCommerce apps



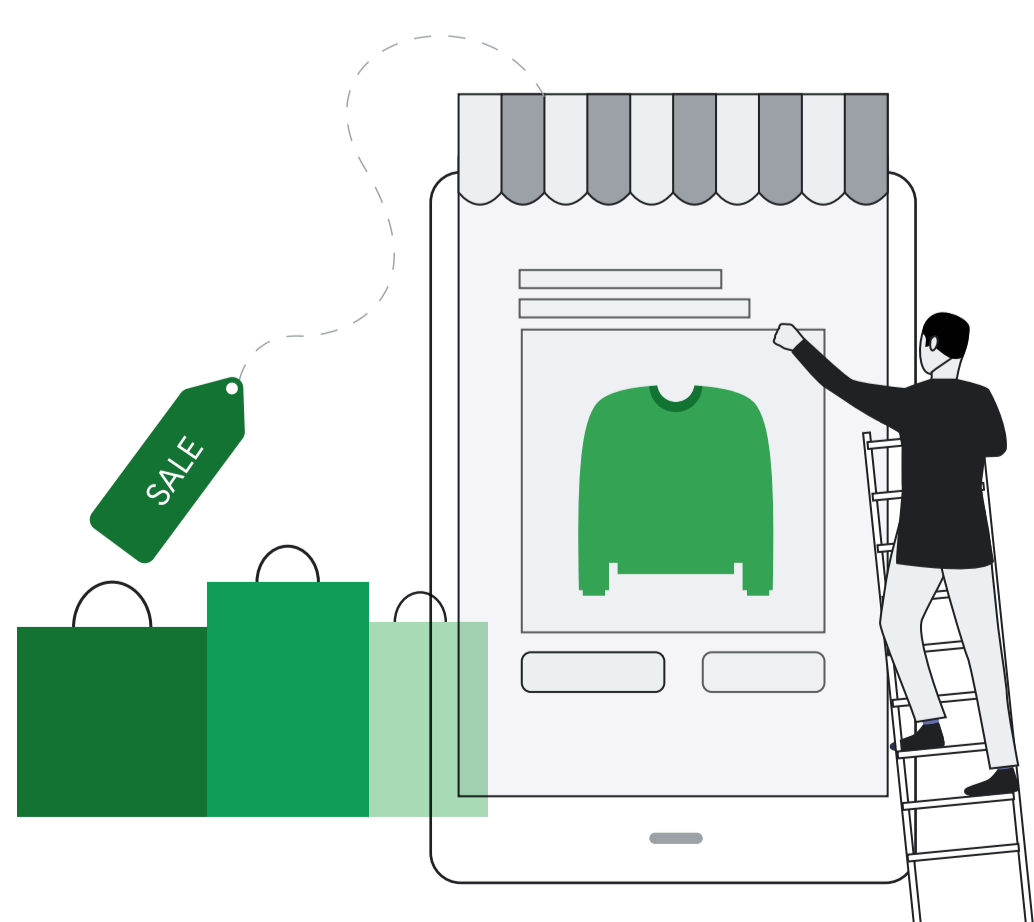
Increase in **active users** of top eCommerce apps

90% of Singles' Day purchases are made on **mobile devices**.

Action to take

- Be ready** during the shopping moments that matter by putting extra effort into a [smooth customer experience online \(UX/UI\)](#) and a [streamlined mobile experience](#) to keep customers engaged.
- Consider** [adding new mobile app features](#) to increase customer satisfaction.
- Draw inspiration** from best practices based on [brands that have a strong app strategy](#) in place.

Be ready



With peak e-commerce app downloads and a spike in consumer interest for special offers, Singles' Day is quickly emerging as a key moment amid the wider Black Friday retail period. Be prepared with a tailored offering for this unique event based on specific consumer insights, including a seamless website, mobile, and app experience. Successfully engage audiences at this stage to maintain consumer interest throughout the Black Friday period and into the rest of the holiday shopping season.

Sources: Google Trends, AE/SA/EG, Nov 11 - 17 2018 vs. Nov 10 - Nov 16 2019. Google Search Queries, 2019, AE/SA/EG, *Increase of queries on singles' day compared to beginning of October. App Annie, AE/SA/EG, 2019, percentages are growth during singles' day week vs. beginning of October. McKinsey & Company, 2018.