

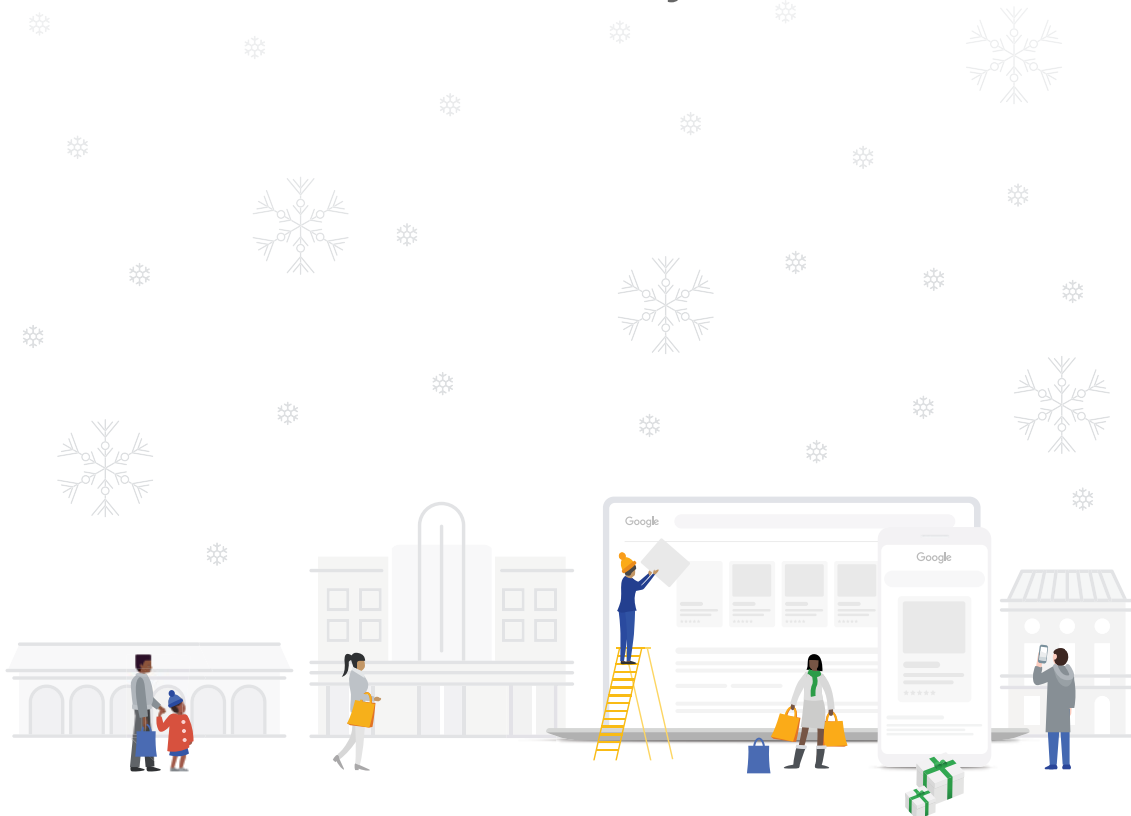
# Five Ways to Thrive in Cyber Five

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The five-day period encompassing Thanksgiving and Cyber Monday comprises a major portion of many brands' annual budget and creative resource allocation—and Cyber Five's impact on shopping is increasing every year. Search interest for "Black Friday" in 2018 was the highest it's been in the past five years,<sup>1</sup> demonstrating that online is playing an increasingly important role for holiday shoppers. So what's the best way to allocate resources? In short, how can you thrive in Cyber Five?

**79%** of US shoppers 18+ visited a website or app during the 2018 Black Friday/Cyber Monday week.<sup>2</sup>



## Create an experience-centric strategy

Customers have high expectations for their experiences with brands. To meet those expectations, your strategy should feel like a highly tailored, comprehensive seasonal campaign rather than a series of one-off campaigns focused on certain products or messages. To deliver equal parts consistency and personalization, consider the following tactics:

- **Invest early in your digital strategy and asset creation, especially on YouTube.**

Showing beats telling: consumers are drawn more to engaging formats than static ads. In fact, 2 billion logged-in global users visit YouTube each month,<sup>3</sup> and the company generated \$3.4 billion in ad revenue<sup>4</sup> last year.

- **Help your customers discover new things and make purchases with as little friction as possible.**

Customers expect you to remember their shipping and billing information, as well as their shopping history to make suggestions for future purchases.

- **Put your customers' needs first.**

Respond to questions from all your platforms as quickly as possible. Mobile searches for "24/7" + "customer service" have grown over 400% in the past two years,<sup>5</sup> which means that consumers are actively prioritizing highly accessible customer service from brands. If there are negative reviews, follow up to make sure they're being addressed and that improvements are made.



**58%**

of consumers want promotions based on purchase history.<sup>6</sup>

**47%**

of US shoppers say they currently watch product review videos.<sup>7</sup>

**31%**

of US shoppers would rather buy from a company/brand that offers a range of ways to connect with them.<sup>8</sup>

**59%**

of consumers expect shipping and billing information to be remembered.<sup>9</sup>

## Benchmark against prior performance

To inform strategies for this year, look at your year-over-year performance across all products: Which campaigns have caught on in the past, and where did you fail to get traction? With that being said, remain open to changing up promotions. What worked last year might not work this year. Based on early customer interactions and trends you see at the beginning of the season, you might be more successful shifting to a different promotion strategy, reworking budgets, or adjusting your bids.

- **Build brand awareness** and test promotions as early as possible for two reasons:
  - To showcase your brand name and products to become top-of-mind for shoppers.
  - To leverage this shopper data and get an early sense of customer behavior.
- **Determine your customers' shopping schedule (specific time of day, day of week)**, and coordinate bidding strategies with the major drop-offs or increases you've seen in the past.
- **Test audiences and creative strategies** across properties to determine top-performing content or creative to feature.
- **Analyze the ads that performed best last year**, then take that learning and optimize this year's ads by creating a flexible promotion calendar for the upcoming season.
  - **Export daily spend and conversions** from last holiday season for analysis and forecasting.
  - **Set KPIs** based on historical data and current year-over-year trends.



**+18.4%** **67%**

YoY e-commerce sales in 2018, their strongest growth in over a decade.<sup>10</sup>

of holiday shoppers confess that they still have shopping to do heading into the last week before Christmas.<sup>11</sup>

## Prep your online audience

For the first time ever, more than half of consumers' time spent shopping<sup>12</sup> and purchasing<sup>13</sup> occurred online. According to Forrester, half of US retail sales are now digitally impacted, and they expect that figure to grow to 58% by 2023.<sup>14</sup> Engage consumers early and often for the optimal holiday shopping experience.

- **Know your audience.** Not all consumers approach holiday shopping the same way. While some customers spread out their shopping over the whole holiday season, early birds finish ahead of time. Deal-seeking shoppers consolidate most of their purchasing on the Black Friday/Cyber Monday weekend, while others wait until the last minute. Account for these [differences in audience behavior](#), and know which types of shoppers tend to be your customers when planning your campaigns.
- **Keep a full-funnel perspective.** Don't get stuck on conversions or other performance metrics too soon. Instead, think about brand awareness and how to connect across the entire funnel: How is it affected by where you are in the year? As your customers' intent to buy increases, maximize impressions by driving them from research to conversion. Look at multiple attribution models (not just last click) and the entire path to purchase.
- **Make your strategy multichannel, multidevice, and multiplatform.** Users rarely start and end on the same platform or device, so reach them throughout each touchpoint in their buying process.
- **Pay attention to site speed and quality.** A one-second delay in mobile load time can impact mobile conversions by up to 20%.<sup>15</sup> Leading brands are relentlessly focused on ensuring their mobile experience is best in class.
- **Moving into December, allocate more resources for remarketing** to visitors who engaged with your previous campaigns. Offer solid promos and free shipping, especially as last ship dates approach.



**56%**

of consumers' time spent shopping was online.<sup>12</sup>

**53%**

of shopper-reported purchases were made online.<sup>13</sup>

**1 sec**

of delay in mobile load time can impact mobile conversions by up to 20%.<sup>16</sup>

## Automate, automate, automate

75% of your competitors are using at least one automation tool.<sup>17</sup> It's bigger than just solving workforce issues like managing SKUs in a spreadsheet. The real power of automation is its ability to enhance your predictive decision-making by tapping into your own information on customers, as well as Google's data.

- **Get your plan in place** by the end of September so you have time to digest the information and successfully automate your holiday campaigns. Throughout the season, this planning will help you **adjust and manage your bids** at scale, as well as **optimize ad variations** to maximize conversions.
- **Increase your conversion value** by reaching the right audience for the right price using technology like Google's [Smart Shopping](#), YouTube [TrueView](#), responsive text, and programmatic display ads.
- **Gather available consumer data** to gain a clearer picture of whom you're targeting, what their interests are, and how to leverage all that into an effective ad campaign. Then test out campaign variations, gain insights into relevant messaging, and efficiently remarket to those shoppers.



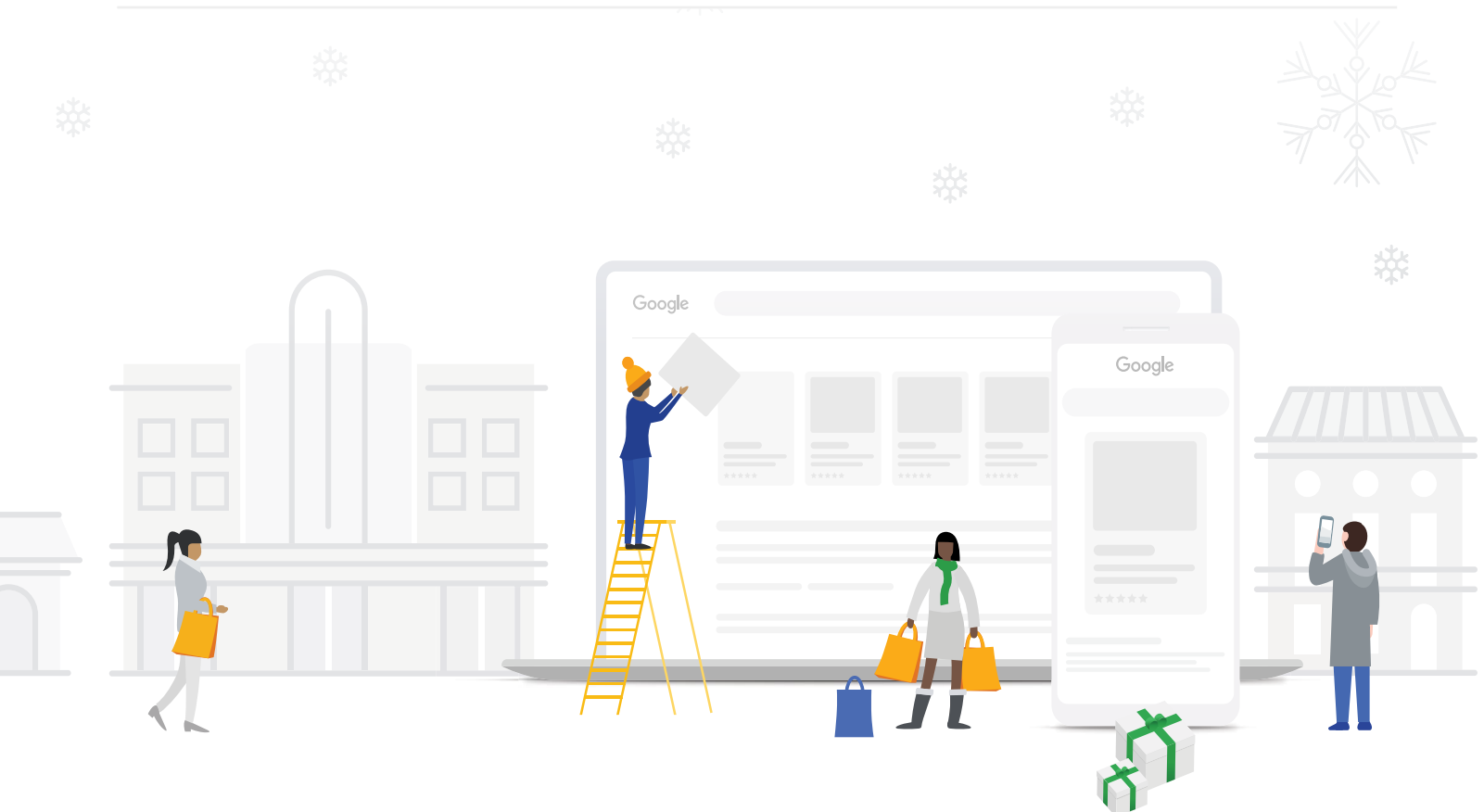
# 72%

of retail marketing execs believe their functional KPIs can be better achieved with greater investment in automation and machine learning.<sup>18</sup>

## Make the most of mobile

Customers are increasingly comfortable buying on their mobile phones. 61% of online purchases were made via mobile in 2018, an increase of 27% over the previous year.<sup>19</sup> 60% of consumers shopped via a mobile app,<sup>20</sup> and as mobile market share continues to grow, the gap between search and shopping impressions will expand.

- **Keep it succinct and optimized.** You've got less room on mobile to make an impact.
- **Use mobile bid adjustments** to target on-the-go shoppers.
- **Think mobile-first** with both video ads and collection ads by customizing video dimensions for mobile, reducing slow load times, and prioritizing storytelling to inspire viewers.
  - **Eliminate friction points** like slow load times.
- **Use square images** for single image/video feed ads.
- **Always think mobile—except when you shouldn't.** If the majority of your traffic comes from sources other than mobile, then focus on those channels.





## Frette: A Case Study in Brand Awareness



Frette, a leading provider of luxury bed linens for homes and hotels, had two of their highest revenue days ever on Black Friday and Cyber Monday 2018, thanks in large part to ROI Revolution's strategies surrounding promotion extensions, bidding decisions, and ad scheduling to increase base bids.

The ROI team provided hourly monitoring and scaled the campaign spend as each day went on. Comparing hour-of-day performance to 2017, they made in-the-moment bidding decisions. Keeping a close eye on daily device performance, the team also adjusted device modifiers based on where people were coming from. Promotion extension tags for the entire Cyber period and a free shipping threshold also led to an increase in AOV and overall revenue.

The team started running promotions for Frette in November of 2018 and continued them all the way to the new year. However, when comparing just the month of November year over year, Frette saw a 26% increase in their click-through rate (CTR), as well as an increase in transactions by 26% and a massive increase in revenue by 72%.



With so much at stake this holiday season, it pays to be prepared. By meeting your customers' needs, building a nimble promotion strategy, driving engagement online, leveraging your audience's purchasing data, and optimizing your mobile experience, you'll be ready to thrive in Cyber Five and head into a successful holiday 2019.

We know time is tight, especially in Q4. That's why we'd like to offer you a complimentary competitive analysis report, completely customized for your brands' unique needs. This report leverages industry research, trends, and insights to offer up actionable opportunities for profitable brand growth, and it outlines how you stack up to your top competitors. Get your copy today by visiting [www.roirevolution.com/cyberfive](http://www.roirevolution.com/cyberfive).

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## About ROI Revolution



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### Company info:

4401 Atlantic Avenue  
Raleigh, NC 27604  
919.964.3836

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

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ROI Revolution is the trusted partner to 450+ growing brands and retailers and is the only agency recognized by Internet Retailer with top vendor status in both search engine marketing and channel management. Through caring expertise, proactive testing and optimizing, and advanced technology, we drive \$1B+ in annual revenue for clients including Perry Ellis, Lumber Liquidators, Puma, and Sony Latin America. Our clients appreciate our deep analytics and knowledgeable experts across Google, Amazon, and Facebook. We take the time to understand your business, brand, and technology to develop a custom plan aligned to your unique goals.

### Stats:

**1B** in annual revenue for our clients

**17** years of e-commerce experience

**450+** growing brands

**30k hours** creating and enhancing our technology suite over the past three years