

Wunderkind

Preparing for Black Friday and Beyond

Strategies to Boost Your Revenue





Introduction

Is that a chill in the air? For consumers, spring may have just kicked off, but for ecommerce and retail marketers, holiday planning is in full swing.

With a successful 2023 Black Friday/Cyber Monday (BFCM) season behind us, we look towards 2024's season to see how we can apply what we learned to truly win this season. In this quick guide to BFCM, we'll cover what we predict will happen (backed up by data), the important dates you should keep in mind, and the strategies you can start right now to feel fully prepared by the time pumpkin spice lattes start hitting the coffee shops.

Who are we?

Wunderkind is the leading AI-driven performance marketing solution that collects consent based, first-party data and identifies anonymous traffic for brands in order to scale hyper-personalized one-to-one messages.

During Black Friday and Cyber Monday week, we track over 50 billion events and send tens of millions of revenue-generating emails and texts per day. Our data scientists are fascinated by how consumer behavior changes during the holiday shopping season and spend their time tracking BFCM data and extracting trends and best practices from what they see.

We're Wunderkind and we're here to help you have the most successful BFCM ever.

In 2023, we saw...

31M+

emails on Cyber Monday and
241 million for the week

17M+

texts on Black Friday and
71 million for the week

3.7B

pageviews with over 600 million
daily pageviews on both days

53B

events tracked and 427
events per second at peak

\$3.1B

in purchases tracked
by our clients

\$128M

in Wunderkind
click revenue

Predictions for BFCM 2024



BFCM will start earlier than ever this year

Holiday sales have always been creeping forward into the year, but ever since pandemic-related supply chain issues in 2020, it's really ramped up. [eMarketer](#) data predicts that it will start as early as the first half of October. Our Wunderkind data shows that you need to have everything – from messaging to campaigns to triggers to identity strategy – **tested and running by Halloween**. This means if you're not implementing and optimizing your technology and identity solutions during June and July you might miss out on major revenue opportunities.

This election cycle will make it harder to stand out

The election cycle in 2024 means that political ad spending will ramp up considerably. This means that marketers need to rethink how they're getting consumers' attention. Paid ads will cost plenty more and competition for them will be fierce. We recommend rerouting some spend to your owned channels – like email and text – where you can control the message and how you're seen. One area to consider getting some of the same performance but with lower CPMs is sending text messages. If you'd like to explore this topic more, we have a [great webinar](#) on it.

Marketers will need to lessen their reliance on third-party cookies

Now, more than ever, marketers need to find alternatives to the third-party cookie. While Google announced they will be sticking around, it may be only on an opt-in basis. This will make retargeting challenging. Plenty of alternatives to the third-party cookie exist, including using your owned channels or an [identification partner](#). It's essential to look into these solutions early so that you're ready to go by Halloween.

Tactics & Considerations for BFCM 2024



Winter is coming: Be prepared

Okay, so maybe Game of Thrones and Lion King don't make for the best mashup – but **we cannot emphasize enough how you need to have solutions in place by Halloween at the latest**. And, as we mentioned earlier, eMarketer sees holiday spending start as early as the first half of October.



Your marketing strategy should be always on

Whether it's the holidays or not, we expect that your marketing strategy is always on. You're always collecting data on consumers to capitalize when their spending kicks in later in the year.



Use your minor holidays to see what works

[Mother's Day](#), [Father's Day](#), [Valentine's Day](#), [Fourth of July](#) – these are all excellent chances to test your messaging, your offers, your triggers and more. What are people responding to? Do they respond to urgency around an offer ending? What type of sales/offers do they like? Does scarcity motivate them? What channels do shoppers respond to best? This is your chance to test and see results that could inform your BFCM strategies.



First-party data collection kicks in come Halloween

Want no tricks and all treats this Halloween? The good news is data for the past several years show consumers are eager to sign up directly to brands' email and texts lists starting on Halloween. They know the holiday season is right around the corner and brands will start sending out early season offers in these channels and they don't want to be left out. Capitalize on the fact that they're moving into discovery mode and will be eager to opt-in to your email list so they can stay informed of your sales and offers. Collecting opt-ins all year is the best strategy, but jumping on that post-Halloween interest to get more opt-ins is a great idea. Some ideas: tailor your acquisition messages to make sure people are the first on the list to get access; tap into exclusivity by making early access exclusive to email or text subscribers.



Ensure your journeys are in place

Take this time to look back at purchasers from last year's BFCM. Have they been forgotten? Creating a user journey for them after purchase can remind them about your brand throughout the year so you don't have to wait another year to get them to convert again.

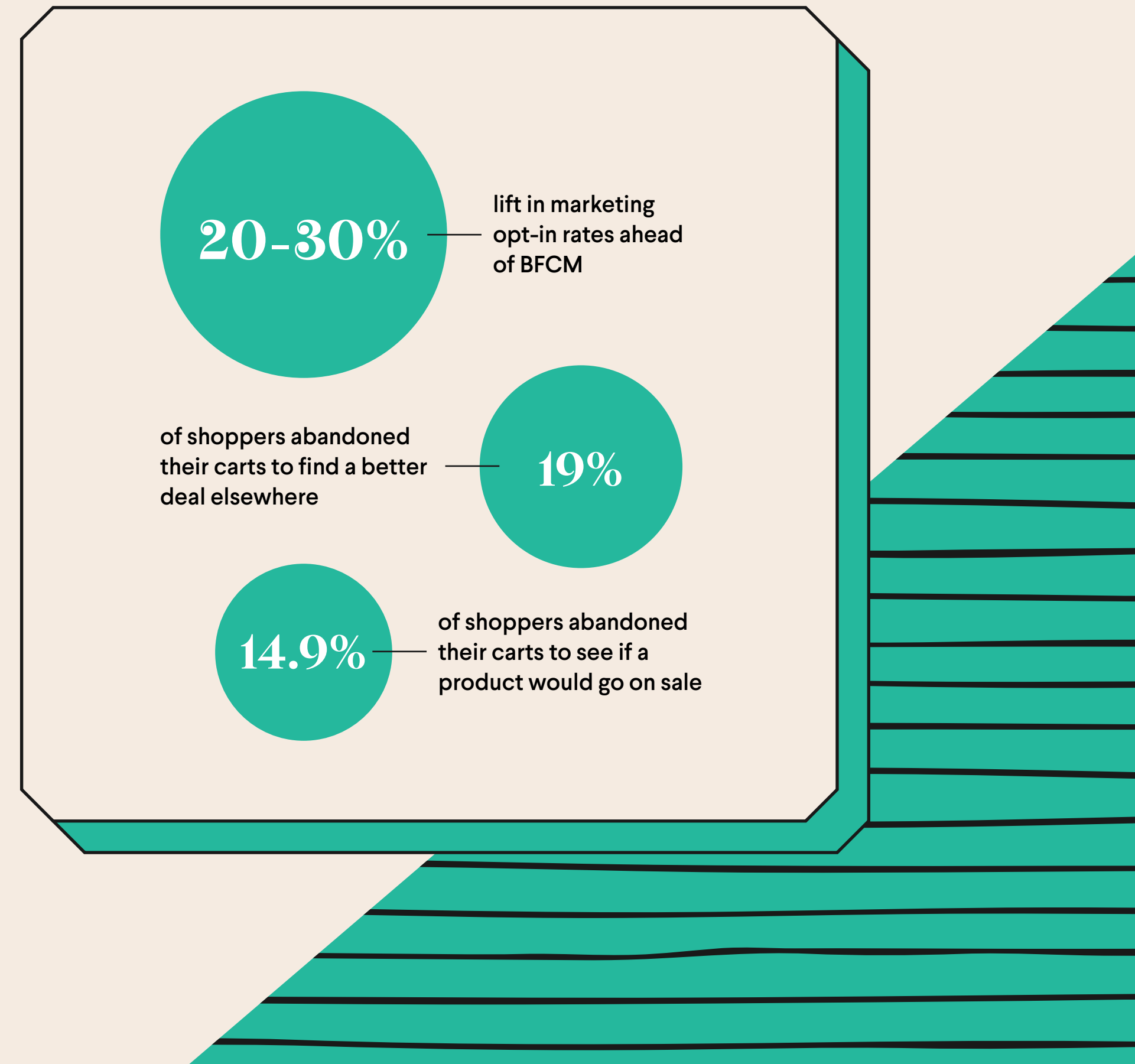


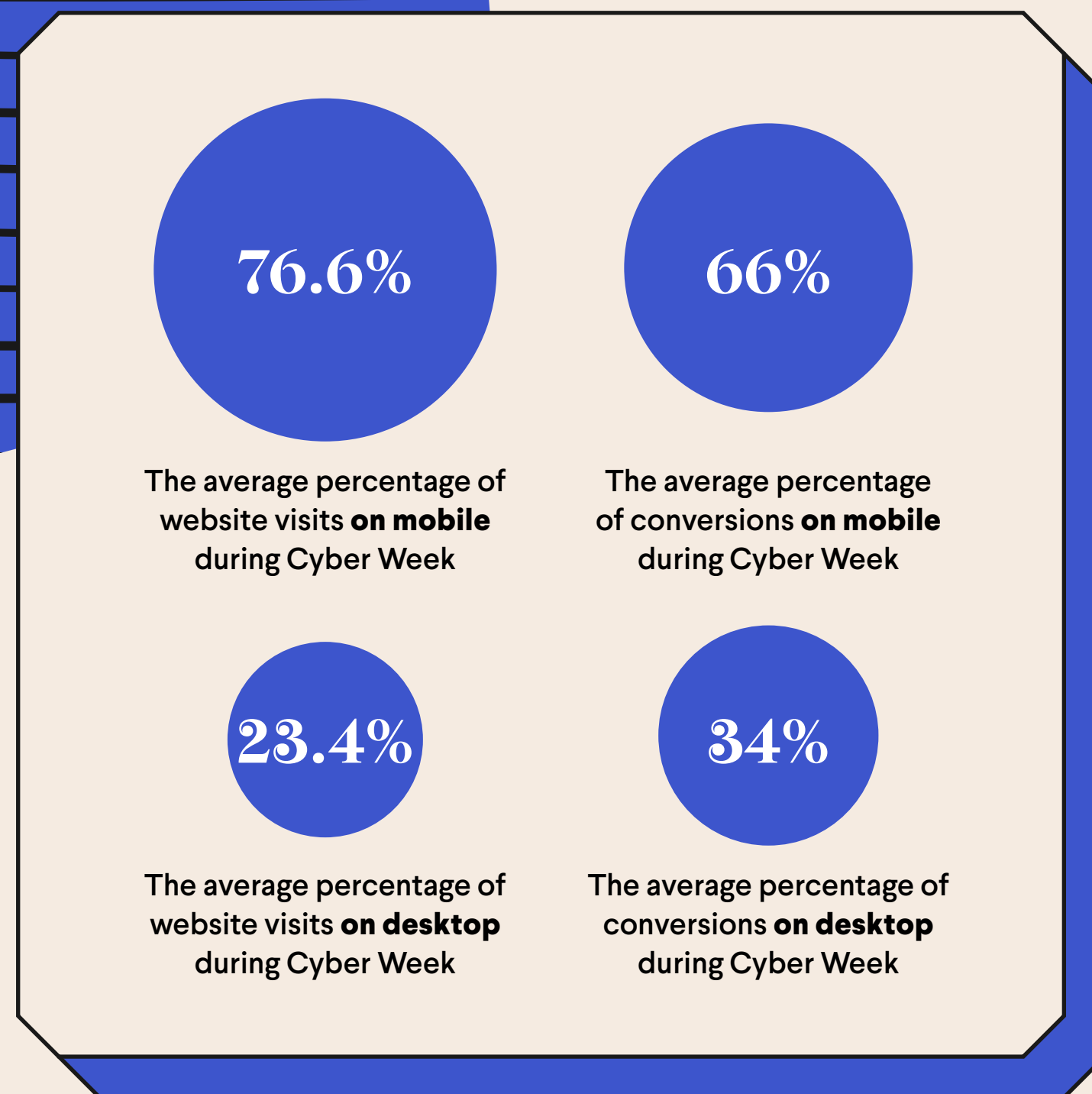
Get the easy things done and out of the way

Now is the time to set up everything you can early on. Set up your automation and triggers. These things can be set-it-and-forget-it. If you'd rather rely on seasoned experts to do this – [reach out to Wunderkind](#) and we can ensure your identification, automation, and triggers are all set and ready to go so you can focus on other important BFCM strategies.

Cart abandonment behavior will spike

The “consideration” stage for consumers is unmatched during the holiday shopping season. Plenty of shoppers will be browsing, researching competitors, and abandoning carts. And if you can’t identify who they are – down to an email or phone number – you won’t be able to retarget them with deeply personalized messages. The good news is that consumers are much more open to opting into future communications from your brand, like sales alerts. In 2024, optimize your holiday strategy to reach and nurture consumers with your owned channels while they’re willing to connect with you, ahead of the BFCM period. Remember, for Wunderkind clients, this is where abandonment modules and triggered texts and emails play such a critical role for getting consumers back to your website for purchase.





Optimize for mobile, then desktop, then tablet

For years, we've watched mobile grow and every year mobile accounts for more revenue during BFCM. But this doesn't mean you should forget desktop – many consumers still prefer to make their purchases on their desktop computers. We'd suggest optimizing for mobile, then desktop, then tablet.

Shoot to have most of your sales earlier in the week...

Deals typically do not get better as the week goes on and we see consumers purchasing less as the week goes on. It's important to try and pull forward your BFCM promotions and ensure that that revenue happens earlier in the week. Urgency is a great way to do this, as it has always worked well for BFCM; use it both for day-over-day deals and shipping deadlines. Our data scientists see surges around midnight every day of BFCM week because consumers are worried about deals ending – try to tap into this.

...but prep for those last minute shoppers.

Some shoppers just love the adrenaline rush of waiting til the last minute to buy. Your job is to have messaging prepared to tap into that. Again, urgency is a great motivator. Use reminders to leverage closing deals toward the end of the weekend.

In 2023, here's what we saw:

Thanksgiving



Consumers started shopping early on Thursday. At 6:30pm ET, there was a steep incline in site visits and conversions until about 10:30pm ET (with a peak at about 9:45pm ET).

Black Friday



By 12pm ET, consumers had already doubled the volume of conversions from the previous day. Transactions held strong and steady all day, right up to the midnight bell, including small spikes at 11:50pm in each U.S. time zone.

The Weekend



Both Saturday and Sunday had roughly 50% more traffic than Thanksgiving day. Evening shopping held strong both days with 9pm ET being a popular time to cash in on offers.

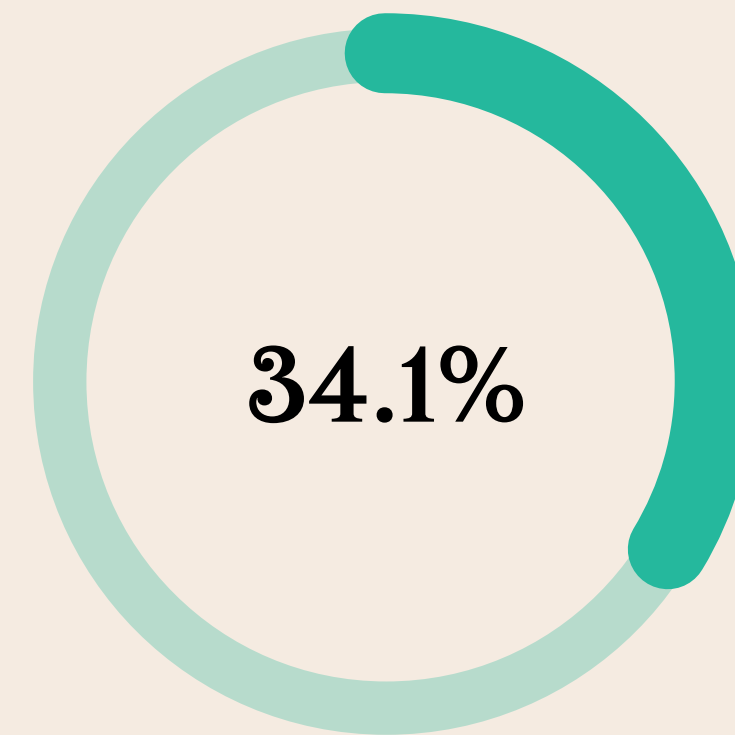
Cyber Monday



At around 6:30pm ET, there was a dramatic lift in site conversions that peaked at 10:30pm ET. It slowly declined as midnight neared—the cut off for many discounts—but bumped back up in the 10 minutes leading up to midnight in each U.S. time zone.

BFCM is all year long

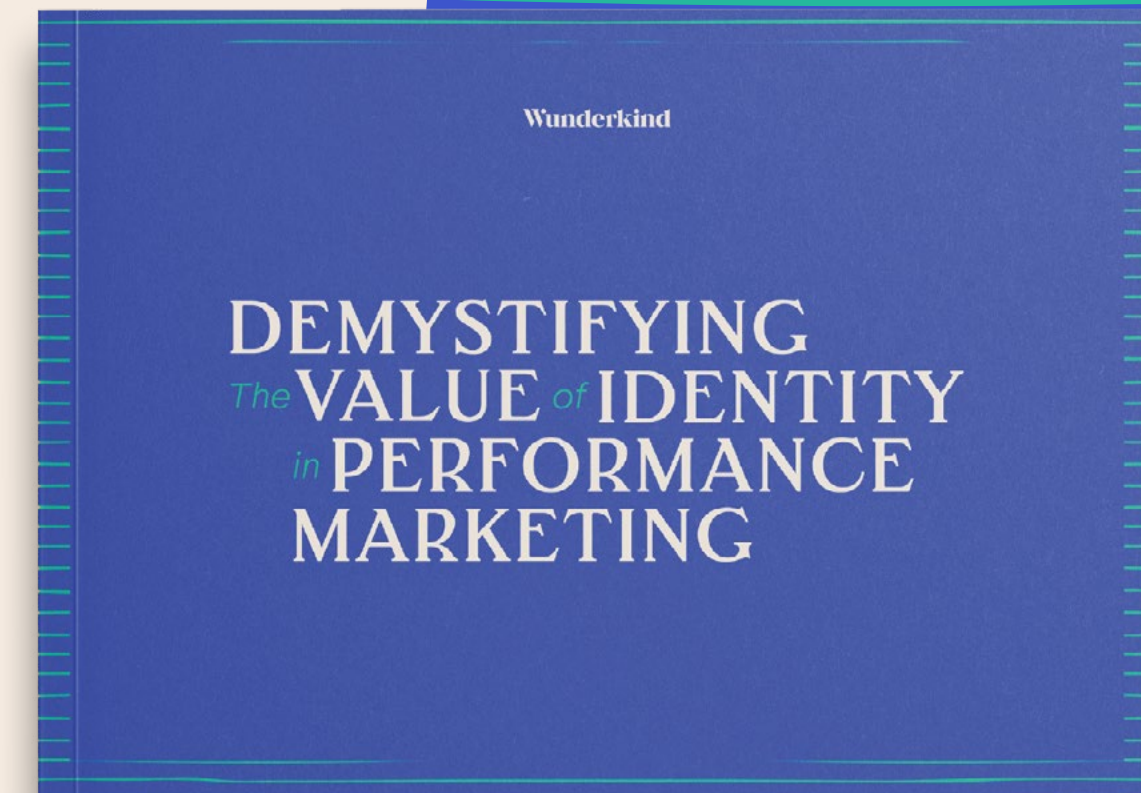
BFCM is so much bigger than BFCM. It's more than just that one week or the holiday shopping season of November and December. It's a chance to acquire new users and build your relationship with them throughout the year. Some of these shoppers will only take advantage of holiday deals, but others will stick with you throughout the year – especially if you prioritize their journeys. Consider the lifetime value of these customers – they can fuel your program not just during the holidays, but throughout the year.



of BFCM revenue can be
tied back to a Wunderkind
email capture

Put your identification strategy in place now

As we mentioned in the cart abandonment section, cart abandonment is huge during BFCM. These shoppers are showing clear intent, but may need more of a nudge – whether that’s a reminder of what’s in their cart or an offer. But you won’t be able to do any sort of retargeting if these shoppers have never signed into your website or identified themselves to you through a sign-up form. If you don’t have identity resolution in place to identify these anonymous visitors, you can’t send them those retargeting emails or texts to pull them further down the funnel. Remember, these users have high intent and capitalizing on them can lead to higher conversions. **Get this in place now to ensure maximum impact – [Wunderkind can help](#).**



Identity resolution is an essential part of performance marketing and the top alternative to using third-party cookies. Learn more in our ebook.

[Download the Guide](#)

Wunderkind

Wunderkind is the leading AI-driven performance marketing solution that collects consent-based, first-party data and identifies anonymous traffic for brands in order to scale hyperpersonalized one-to-one messages. Brands lean on the Wunderkind Identity Network, a proprietary database recognizing 9 billion devices, 1 billion opted-in consumers and observes 2 trillion digital transactions per year, to trigger the most impactful offers to their target audience at the right moment and in the right channel. This proprietary data is accessed by Wunderkind's Autonomous Marketing Platform, an AI engine which integrates seamlessly into a brands' existing ESP to boost performance across email, text and advertising channels. Wunderkind is the only performance solution that guarantees a lift in revenue for its clients and delivers over \$5 billion in directly attributable revenue annually for brands across a number of industries, often ranking as a top 3 revenue channel in clients' own analytics platforms. Brands such as Harley-Davidson, Perry Ellis and Shoe Carnival partner with Wunderkind to drive top-line revenue through its guaranteed results.



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