



BLACK FRIDAY ANALYSIS

Mobile channels expected to account for **more than 70%** of the Online Traffic

Consumers expected to pay **9% more** due to **Inflation**



Out-of-Stock message stand **>172%** vs **Pre-Pandemic** era

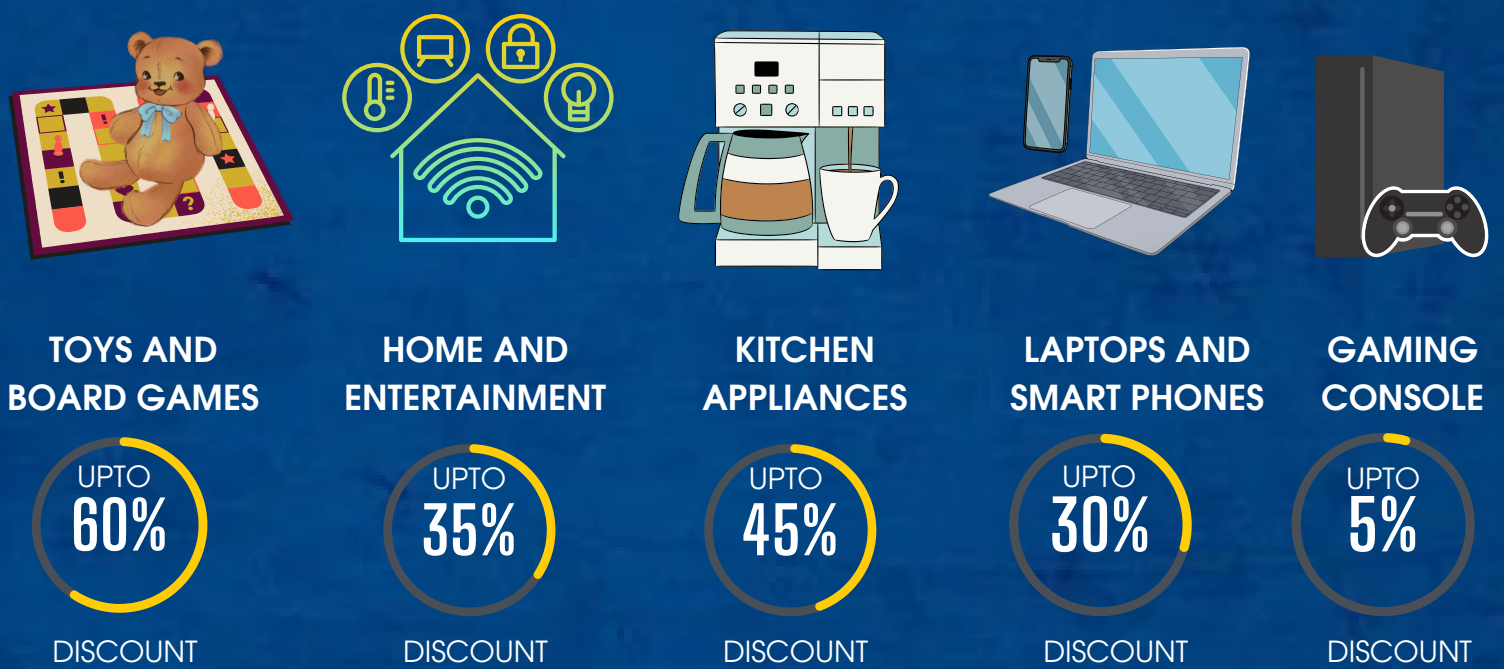
Spend via Smartphone will see **16.6% YoY growth** this festive season

*November-December

PEOPLE'S EXPECTATIONS



WHAT PEOPLE PLAN TO BUY



BEST TIME TO BUY



THE EMERGENCE OF E-COMMERCE



TRAFFIC DECREASES IN KEY RETAIL AREAS



BOOM OF ONLINE SALES



During the week 48 of '20 (festive season) online sales exceeded traditional sales, for the first time ever triggered by Covid-19



With Walmart, Target, Best buy, Kohl's and other top retailers closed for Thanksgiving this year, the importance of Online shopping is unparalleled in such situations.



- On average, a US consumer will spend **12hrs shopping** online this season.
- Americans will cumulatively spend **414K years — 3.6B hours!** — shopping online this Nov-Dec.



PREVIEW SALES FROM TOP RETAILERS



Black Friday price guarantee
If a product featured in a day's sale goes any lower in price before Black Friday, Best Buy is offering a **full refund** for the difference.

Walmart's Preview Sales
The retail giant will be releasing **three** more **early Black Friday preview sales**, two of which Walmart+ members will get exclusive early access

Epic Deals sale
The first retailer to kick off the Black Friday shopping season with its **Epic Deals** sale, which includes "**Black Friday-worthy discounts**", dropping throughout the season



Target's Price Match
The retailer will let the customers **Price-Match** its own deals **through Dec. 24**, and select competitors' pricing **within 14 days** of purchasing.



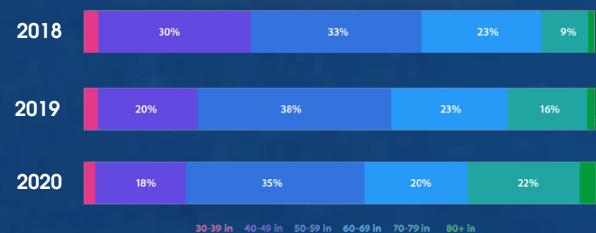
Costco's Savings
Costco released its holiday **savings opportunities on Nov. 1 - earlier than last year**, with its 17-page catalog where products are cheaper than other retailers with its deal starting only after **November 15th**



Kohl's Cash
During specific deal dates, the retailers provides **\$15 Kohl's Cash for every \$50 spent** on certain items. In addition, some items are eligible for **an extra 15% off**.

PRODUCTS TO LOOK OUT FOR

TV CATEGORIES



We expect to see **50-59 inch** display topping the category, with **70+ inch** displays adorning more walls this festive season

HOTTEST BRANDS

- Sony
- Samsung
- LG

HOTTEST RESOLUTIONS

- LED
- 4K
- OLED

TOP SEARCHED TOYS & BOARD GAMES

TOYS

- NERF
- LEGO
- HOTWHEELS

BOARD GAMES

- HASBRO
- MATTEL
- ASMODEE

TOP SEARCHED SMARTPHONES

- Iphone 13,12
- Samsung Galaxy S21 Series
- One Plus 9 Series

TOP SEARCHED GAMING CONSOLES

- Nintendo Switch OLED and Lite
- PlayStation 4 & 5
- Xbox Series S & X

HOTTEST LAPTOP BRANDS



- HP
- DELL
- LENOVO

HOTTEST KITCHEN APPLIANCES

- Instant Pot Duo Pressure Cookers
- Ninja & Bella Pro Series Air Fryers
- Keurig & Nespresso Coffee Makers

TOP SEARCHED SMART HOME DEVICES

- Fire TV Stick Lite with Alexa Voice Remote
- Blink Mini security camera
- Ring Video Doorbell Pro

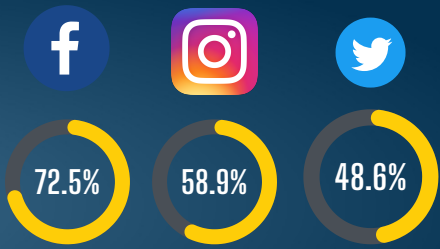
TOP SEARCHED VACUUM CLEANERS

- Roomba j7+
- Shark IQ Robot RV1000 WiFi Vacuum
- Dyson Cyclone V10 Motorhead

RECOMMENDATIONS TO BOOST UP SALES

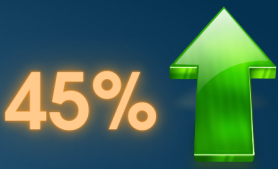
LEAN SOCIAL MEDIA STRATEGY

To engage more customers, Facebook should be the priority to push ads and offers followed by Instagram and Twitter



PERSONALIZED PROMOTION

- Customers likely to do business with personalized Promotions
- Segmented emails and customized nudges/push notifications increases the chances of conversion by 45%



KILL COUPON AND CODES

- Optimizing closet to money strategy with discount / coupons already applied upon reaching specific threshold in the cart
- Reduces shopping cart abandonment and boosts conversion
- Increase average order value



RESCUE CART ABANDONMENT

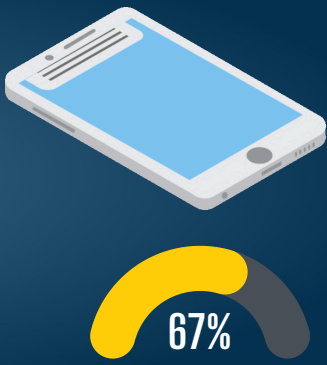
- If CA % is high for a specific product, using 3rd Party services like " Retention Rocket " can yield high conversion rate.
- Exit Intent Pop Up are highly used for cart abandonment



OPTIMIZE MOBILE-FIRST BUYING

2020 Black Friday saw 67% orders via Mobile devices
This can be done via:

- Improved Site Navigation
- One Click Purchase
- Better Website Speed



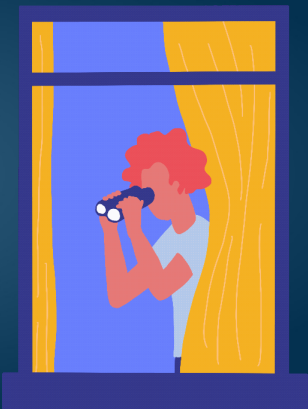
LOYALTY RETENTION

- Integrate in-cart rewards during checkout for having CRL (Customer Retention Loyalty)



RETARGETING STRATEGY

- Using specific tools and strategies the window shoppers can be converted into actual customers and can also be made loyal customers.
- Search Term optimization (Also part of SEO)
- CRM utilization
- Hyper Relevant ad's based on site navigation



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Sources: [Adobe](#), [Nosto](#), [Statista](#), [Finances Online](#), [NRF](#), [BlackFriday.com](#)