

How MarTech can improve your Black Friday

campaigns



Apteco



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**Data expert with
more than 30-years
experience in the
MarTech space**

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Ade Ewart
Managing Director
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Planning for Black Friday success

- Market trends and opportunities
- Why MarTech is important
- Key areas where MarTech provides benefit





Black Friday

- Massive promotions
- Deal hunters
- Pressure to stand-out





Is Black Friday still significant

\$69bn spent Online in 2024 | A record \$2.2bn spent online on Black Friday



2024 saw a 10% year-on-year growth of online sales



Comparable in-store sales up 5%



Shift in Xmas shopping from December to November



53% of GenX shopped in the 2024 Black Friday event, 10% higher than the average of other generations



“Follow the customer, if they change, we change.”

Sir Terry Leahy
CEO Tesco 1997 – 2011

Shopping generations



Gen Alpha

2011-2024



Gen Z

1998-2010



Millennials

1981-1997



Gen X

1965-1980



Baby Boomers

1946-1964



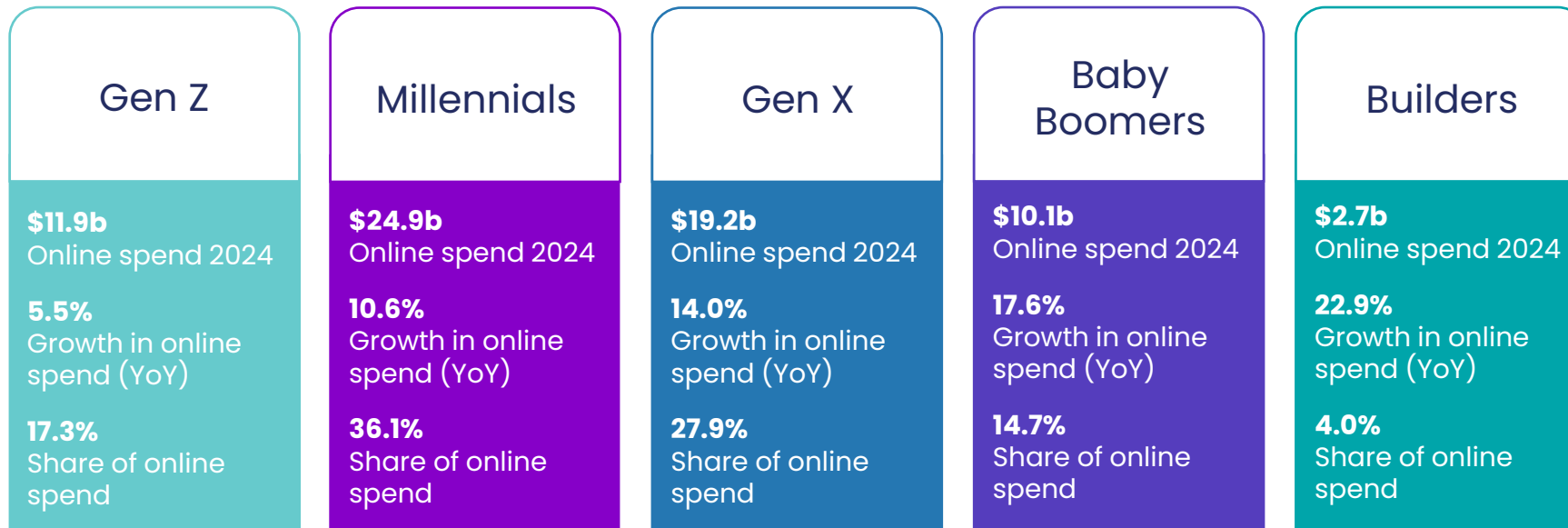
Builders

1925-1945



Know your market

Millennials led eCommerce in 2024, spending nearly \$25 billion





Looking to the future

Gen Alpha

- Currently influencing parents spend
- By 2029 they will be spending \$8.6 trillion globally
- More likely to shop online than instore

\$8.6 T

expected global
spend by 2029



Shopping trends

Influencing factors

- Cost of living
- Rising prices
- Move from Impulse to planned purchase





“Despite many studies predicting a challenging period for retailers as consumers look to tighten their purse strings, our data indicates that this could be a key revenue moment ... in fact, shoppers have recently cut back so they are ready to spend during BFCM to get more for their money. Brands need to embrace this opportunity by offering competitive deals and higher quality products as if they don’t, consumers may move away to another.”

Deann Evans, EMEA Managing Director, Shopify



Key statistics



52%

of Black Friday shoppers say that financial concerns have led them to rely on promotions more than normal



84%

of consumers agree that a positive experience with a retailer during Black Friday would encourage them to make repeat purchases



54%

of surveyed shoppers say their main reason for shopping during the Black Friday period is to buy Christmas presents for loved ones



What do these trends mean for you – the marketer?

Mastering Black Friday campaigns is a fast-paced and high-stakes endeavour

To succeed, marketers must...

- Plan ahead
- Stay agile
- Closely monitor results





Guidelines

share learnings

streamline campaign management



Start planning early



Align with business goals



Leverage automation tools



Enable data driven decision making



Make use of A/B testing

repurpose existing content and campaigns

celebrate wins



What tools and techniques will help you achieve better results

- Greater brand awareness
- Increased sales
- Higher engagement

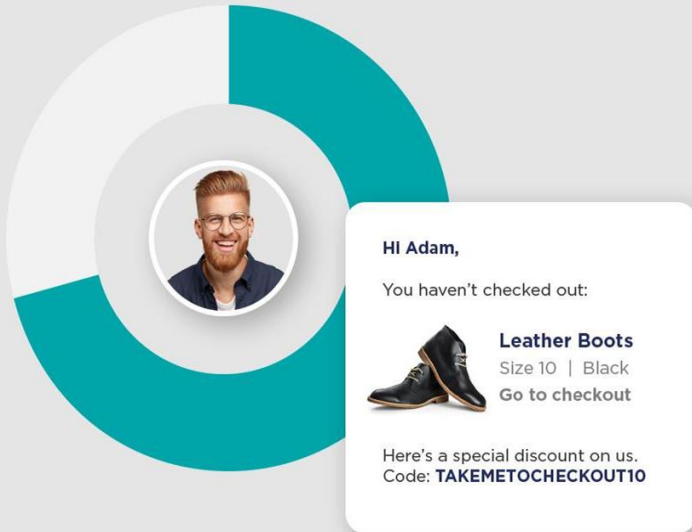




1. Optimise data management

- Poorly organised data hinders your marketing effectiveness and decision-making ability
- But martech tools such as customer data platforms (CDPs) can help
- They work by consolidating all your data into one system, so you get a unified view of all customers and operations





71%

of consumers expect a personal touch from brands that send them marketing messages

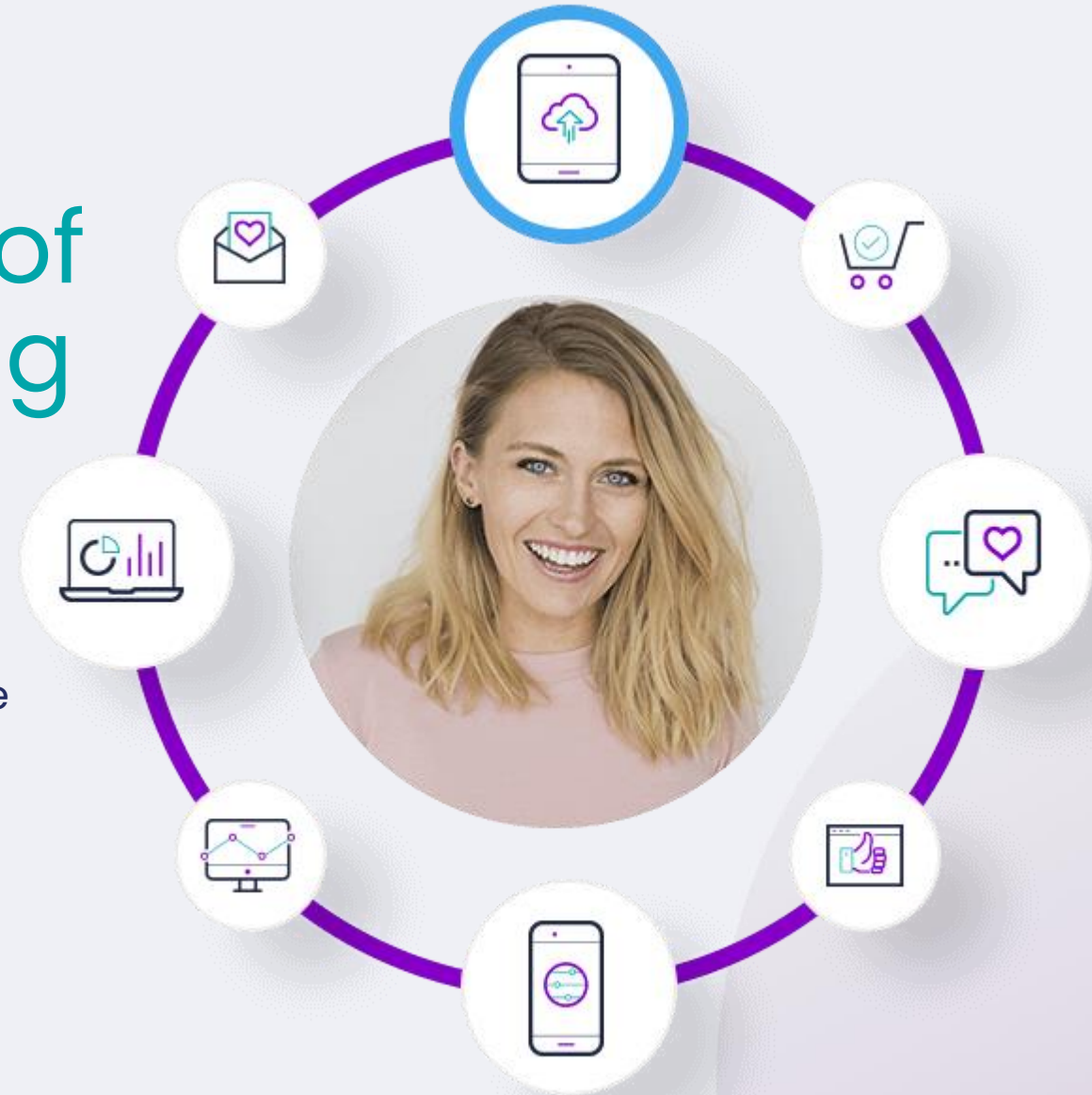
2. Supercharge personalisation

- Personalised experiences are now the norm
- Consumers expect it – and react strongly if brands don't deliver
- You can use martech to analyse your first-party data, such as your customers':
 - Transaction histories
 - Addresses
 - Birthdays



3. Leverage the power of omnichannel marketing

- It often takes multiple touchpoints to close a sale.
- This means the marketing messages you push through various channels have to be consistent.
- AI-enabled marketing automation tools that integrate seamlessly with your existing tools and
- Platforms can help with this.
- Launch seamless, end-to-end campaigns with timely and consistent messaging across a range of channels, to create a more cohesive customer experience, and convert one-time buyers into repeat customers.



The McKinsey & Company logo is centered in a white rounded rectangle. It features the company name in a classic serif font, with 'McKinsey' on the top line and '& Company' on the bottom line.

McKinsey
& Company

“Consumers are saying they plan to shop across all ... channels. And consumers are increasingly expecting that anything they want, wherever and whenever they want it, they can get. And they want retailers to understand who they are, when they’re shopping, and where they might want to get something, and coordinate it all. That is a challenge for retailers – one wherein consumers’ expectations are sky-high.”

Tamara Charm, Partner, McKinsey

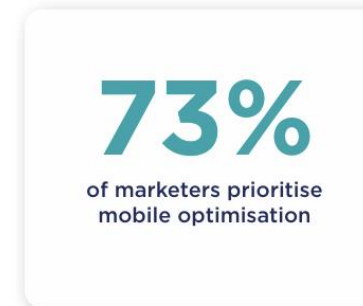


4. Email marketing tools

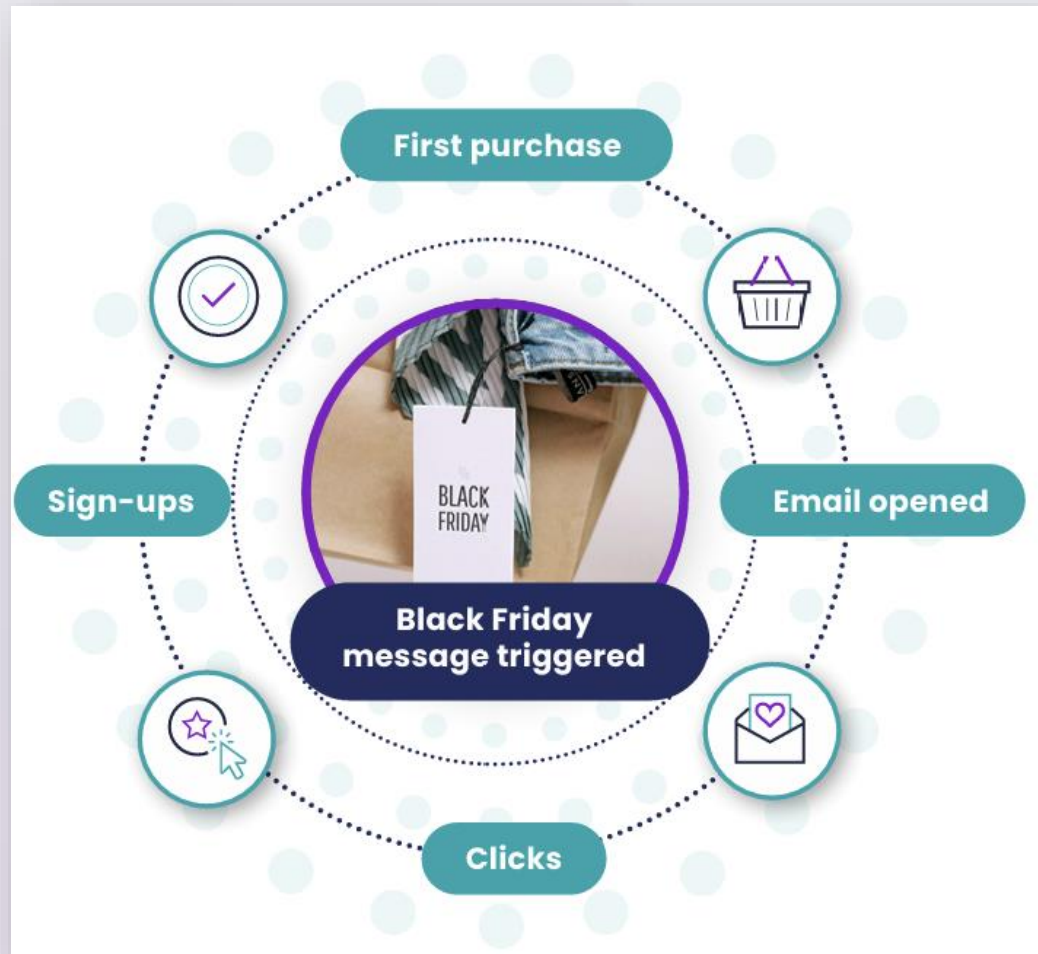
- Email remains the cornerstone of modern marketing
- Ensure emails are mobile optimised
- Choose a platform that has an easy-to-use editor and pre-built templates
- Use AI to help enhance personalised and dynamically driven content



50%
of Black Friday
sales happen on
smartphones



73%
of marketers prioritise
mobile optimisation



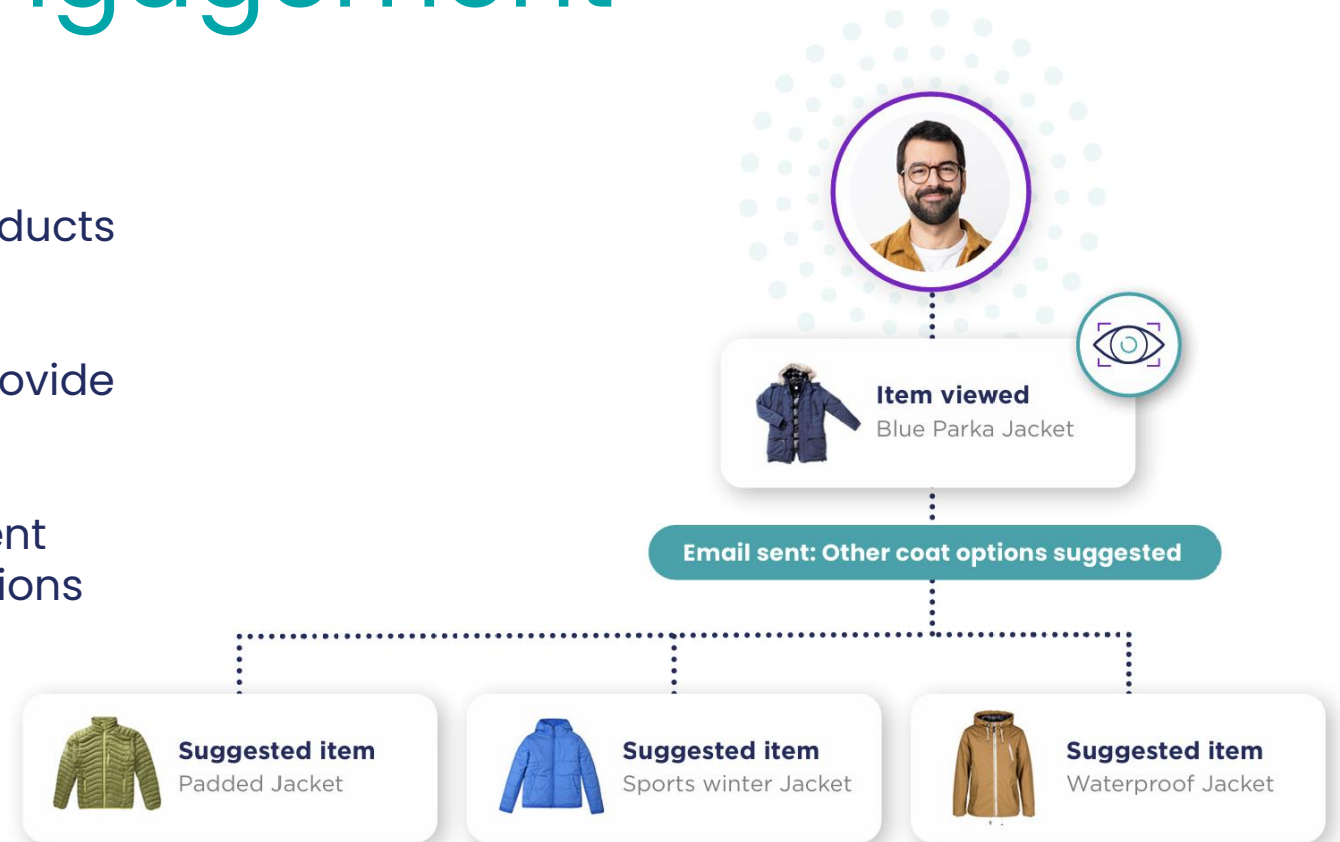
5. Campaign automation and journey building

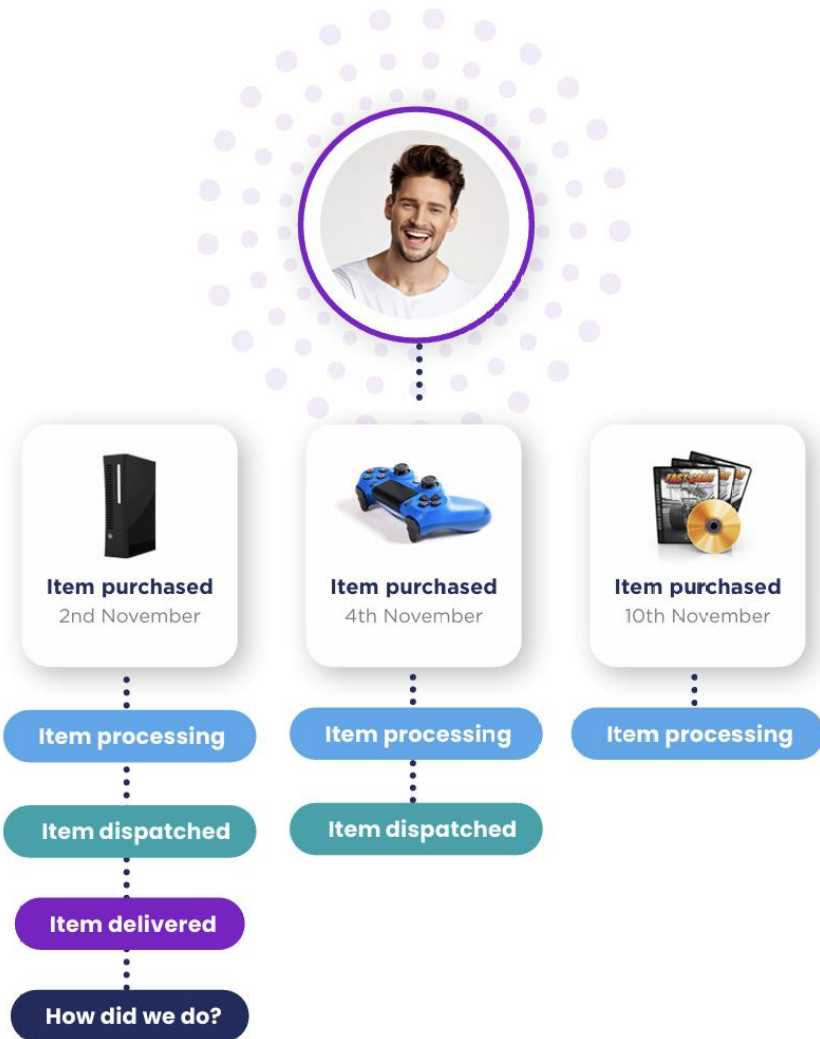
- The intensity of Black Friday makes managing multiple promotions near impossible
- Campaign automation tools allows comms to be scheduled ahead of time, maintaining audience engagement
- Journey builders can map-out complex customer paths associated with relevant personalised content



6. Live audience engagement

- Communicate in real time
- React to customer behaviour such as products viewed or Abandoned cart
- Send offers based upon interactions to provide seamless engagement
- Increase the level of customer engagement through timely and relevant communications





7. Transactional campaigning

Incorporate transactional data into communication content

Target high-intent customers driving them further down the sales funnel

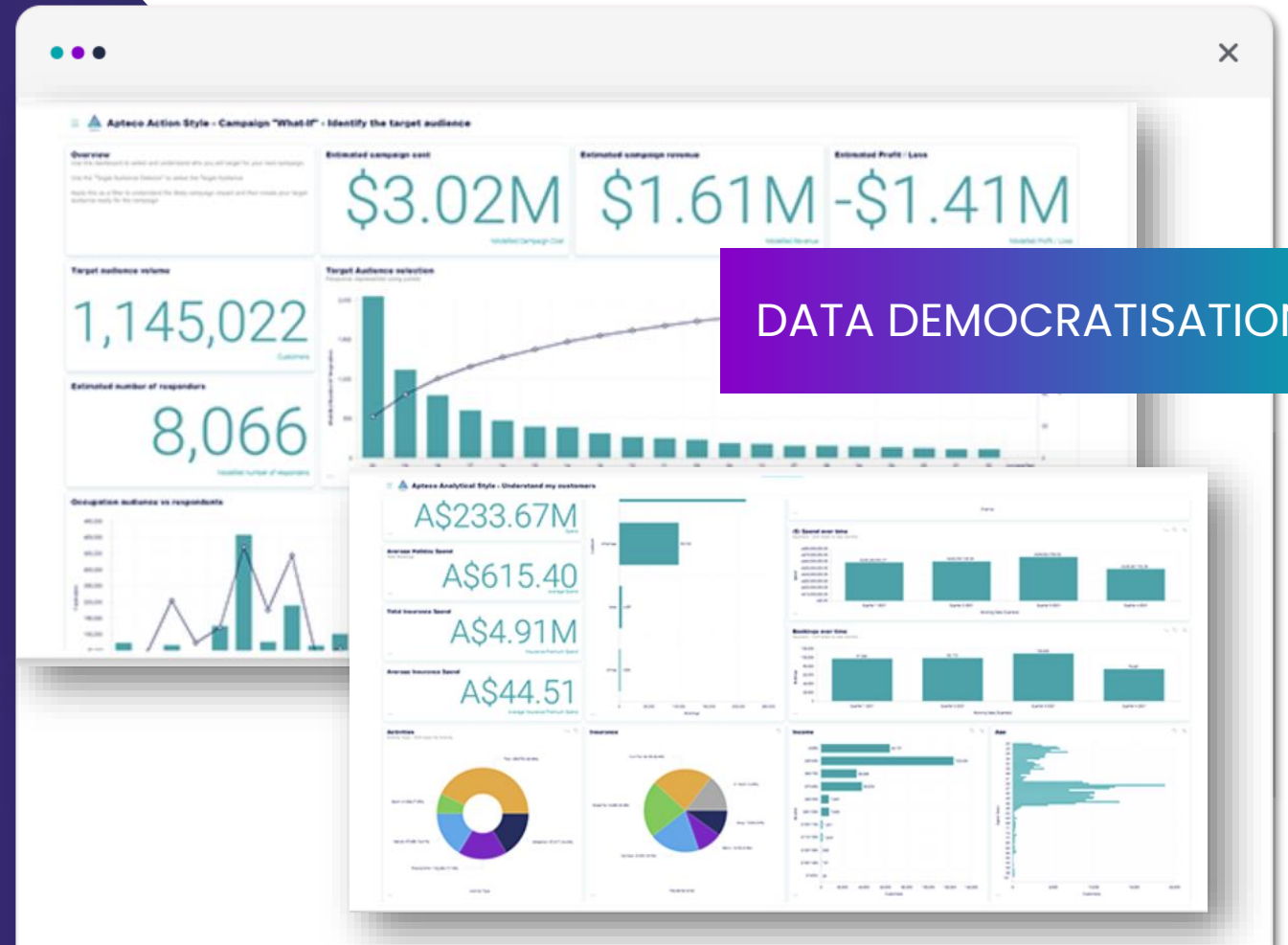
- Track multiple orders
- Inform shipping progress
- Share delivery dates

Encourage up-sell and cross-sell by recommending complementary products



8. Real-time dashboards

- "A problem shared is a problem halved"
- Share results and information across the organisation
- Democratisation of information increases your ability to quickly respond to changes





Black Friday campaign ideas and strategies we love

When you have a great marketing platform,
the opportunities to activate your
campaign ideas are endless

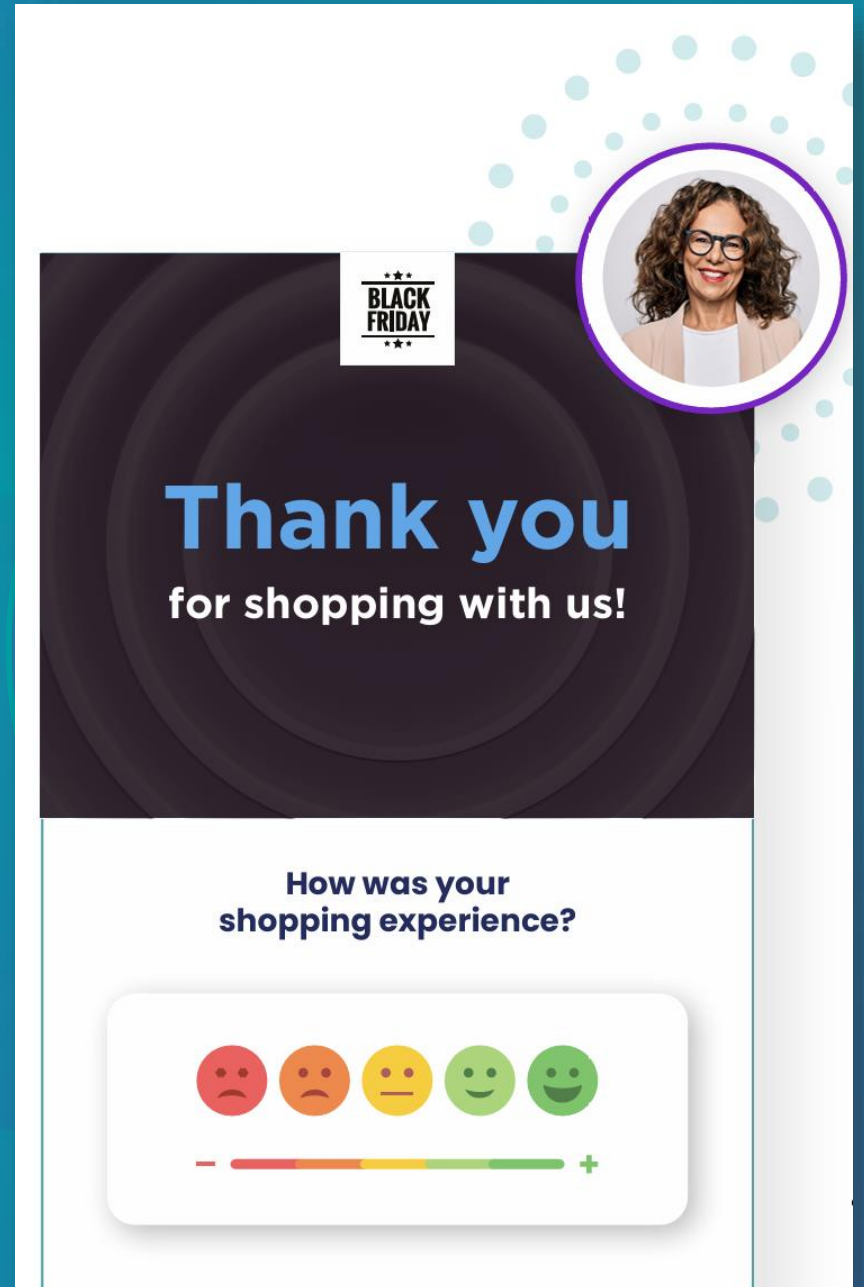
- Encourage repeat business
- Drive traffic
- Grab attention





Ideas and strategies

- Limited time offers
- Early-bird discounts
- Promote sales in advance
- Rewards for loyal customers
- Minimum spend rewards
- Focus on abandoned cart rates
- After sales follow-up





In summary

Black Friday is still a significant event



All shopping generations take part



Cost of living is changing consumer behaviour



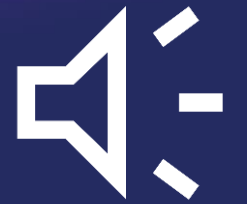
MarTech and data driven marketing is key to success



Ensure the platform(s) you use are up to the challenge



Determine your communication campaign strategy





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our eGuide

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The art

of crafting successful
Black Friday campaigns

Discover top tips, trends, and
techniques to optimise your Black
Friday campaigns from start to finish.

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Thank you!



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