



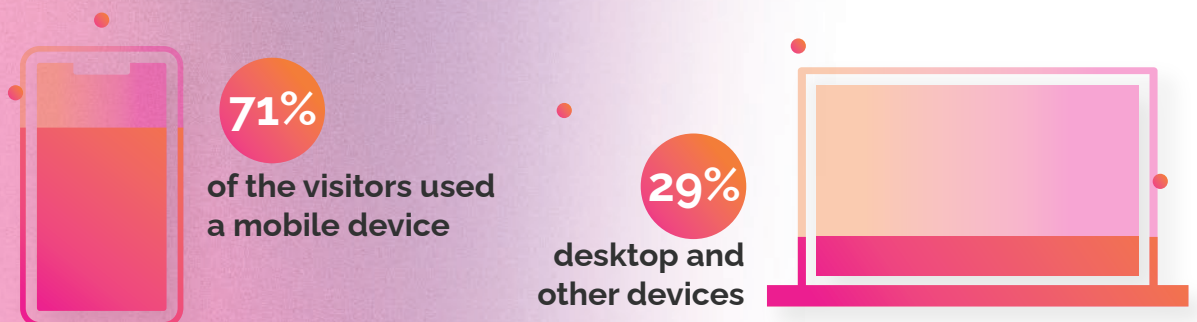
**BLACK FRIDAY &
CYBER MONDAY**

BLACK FRIDAY & CYBER MONDAY

Facts & Figures

Online shopping has surged in popularity over the last 18 months. For some it was simply an alternative for anyone not wanting to wait outside in the early morning chill with a crush of other holiday shoppers or battle over the last most-wanted item. Largely because of the pandemic however, shopping online has now become habitual.

The preference for online shopping was amplified by circumstance in 2020 and it became the dominant method of shopping.



27/11 /2020- 28/11/2020



BLACK FRIDAY & CYBER MONDAY

Experience is King

Also, COVID's impact on customer spending during COVID, may have permanently altered customer behavior. In fact, according to Gregory Ng, CEO of Brooks Bell, organizations have placed a new priority upon CX budgets. After months of fragmented shopping behaviors, consumers are now beginning to settle into a new habitual behaviors. However, this "new normal" requires companies to place a heightened understanding upon the importance of CX and customer understanding, and also personalisation based on this understanding.



BLACK FRIDAY & CYBER MONDAY

Performance Boost With Fanplayr

Fanplayr clients are taking advantage of custom made strategies and AI driven insight data to **give their customers a better experience** that is resulting in increased revenue per user visit.

Our patented Segmentation as a Service technology allows etailers to offer their users **personalized conversion paths**, depending on the behaviour they demonstrate real-time on site.

Conversions increase when you deliver the right message in front of the right audience at the right time. Fanplayr specializes in pinpointing the right user, at the right time and engaging that user in sessions.

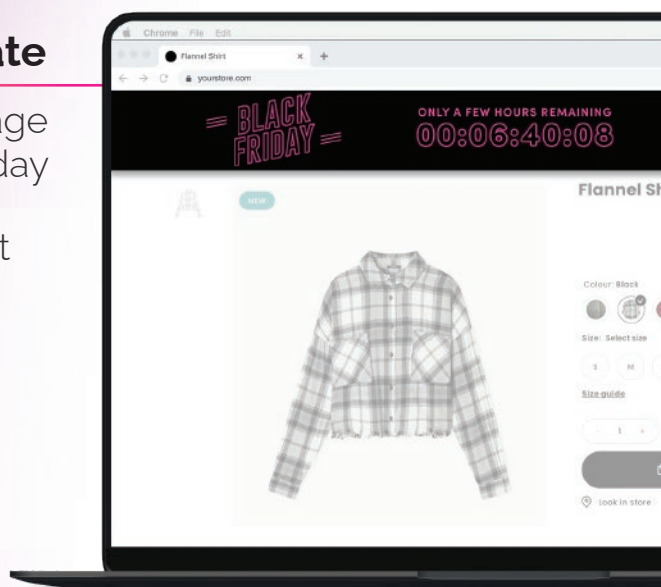
Rock your Q4 with Fanplayr

Discover what Fanplayr can do to help you reach and exceed your goals for Black Friday and Cyber Monday.

Creativity Update

Give consistency to your brand image in accordance with Black Friday

- Fixed bar at the top of the page to highlight the website promo
- Addition of urgency elements on creative, such as a countdown or "limited stock"
- Change widget graphic to let it be aligned with Black Friday websites's look and feel



BLACK FRIDAY & CYBER MONDAY



Offers Update

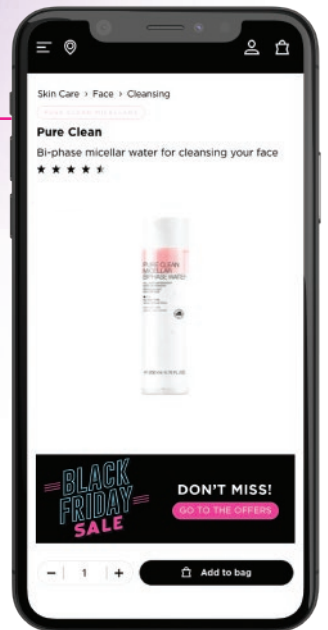
Highlight special offers based on business needs

- Specific offers for the Black Friday period, giving lower incentives or higher minimum purchase value
- Urgency strategies for users looking to abandon the website

Strategies Update

Use our advanced segmentation tools to reach your goals based on specific metrics

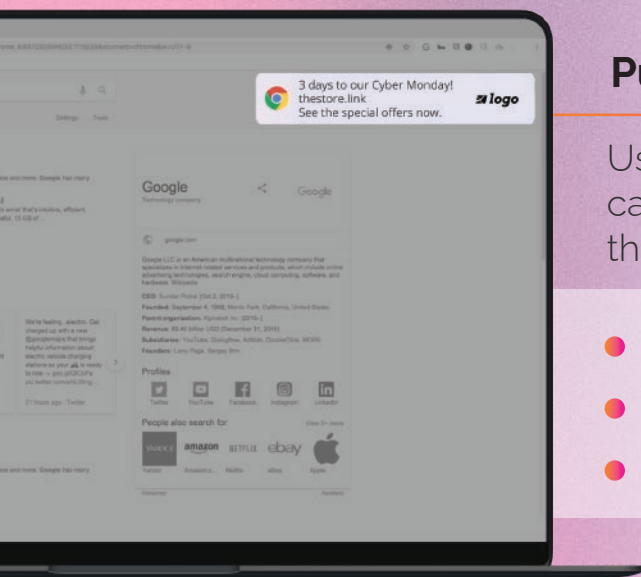
- Upselling strategies per number of purchased items
- Cross-selling strategies highlighting the products with the biggest margins
- Embedded widget on all product pages with redirect to black Friday offers page



Push Notification

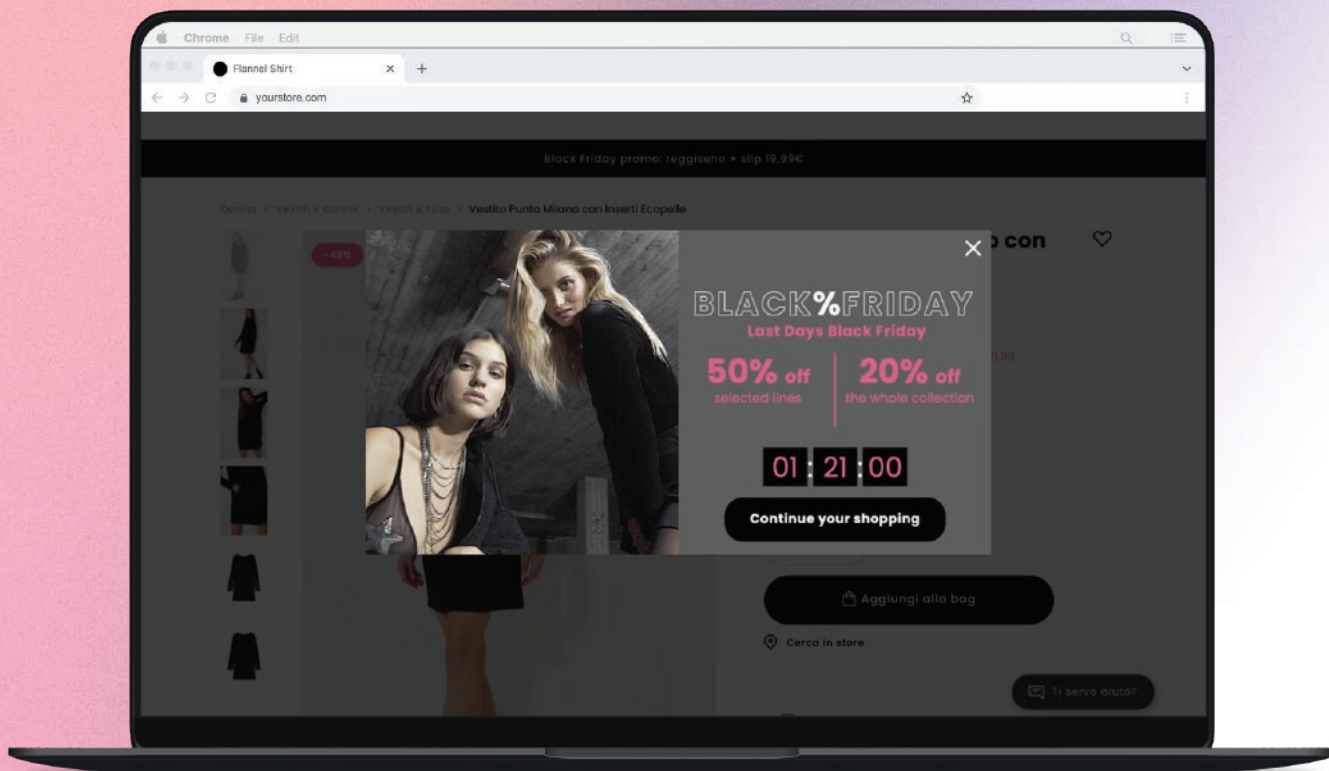
Use Fanplayr segmentation to retarget site and cart abandoners and also any user who browsed the site with specific targeted messaging

- 3 days before Promo Date
- Day of launch
- 12h before the offer end

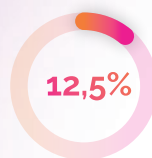


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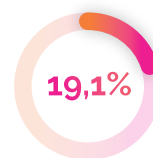
Fanplayr Results



In this Case Study from an apparel client, the goal was to increase the Conversion Rate for users who were abandoning the website. An overlay including countdown functionality was used to convey urgency to those users.



Average CR
Q2 - Q3



Average CR
Black Friday

By adopting this strategy via Fanplayr, the client was able to increase the Conversion Rate by 53% compared to the previous period.



Fanplayr is a global leader in e-commerce and websites behavioral data, using machine learning and AI to enable businesses to increase conversion rates and revenue, collect more leads, and retarget visitors. Fanplayr is headquartered in Palo Alto, California with offices in New York, Buenos Aires, Mexico City, Milan, London, Amsterdam, Sao Paulo, Melbourne and Tokyo.

Book a demo at fanplayr.com

