

PREPARING FOR BLACK FRIDAY ON AMAZON

**Retail, Advertising, and Logistics.
Maximising Success for E-commerce Sellers**

BLACK FRIDAY

A Key E-Commerce Event

40%

OBSERVED U.S. SALES

in 2023 during Black Friday week, up from **37%** in 2022.

>25%

INCREASE IN TRAFFIC

during the Black Friday weekend compared to other months, allowing brands to reach a larger audience

15-30%

HIGHER AOV

during Black Friday than the rest of the year, with consumers more willing to buy high-ticket items due to deep discounts and promotions.



STOCK MANAGEMENT & INVENTORY PLANNING

ANALYSE HISTORICAL DATA

Use past Black Friday data to estimate demand

COLLABORATE WITH SUPPLIERS EARLY

Ensure stock availability with longer lead times

USE AMAZON FBA

Fast shipping via Prime improves conversion rates

STOCK HIGH-DEMAND ITEMS

Focus on popular and trending products

25%

MORE SALES FOR
SELLERS USING FBA

Sellers using **Fulfillment by Amazon** see on average 25% more sales compared to non-FBA sellers during Black Friday due to Amazon's fast shipping and Prime eligibility.



— OPTIMISING PRODUCT LISTINGS

KEYWORD OPTIMISATION

Use tools like Helium 10 to target relevant keywords

COMPELLING PRODUCT DESCRIPTIONS

Highlight benefits and unique selling points

HIGH-QUALITY VISUALS

Include high-resolution images, videos, or 360-degree views

ENHANCED BRAND CONTENT (EBC)

Utilise A+ Content to improve presentation

PREMIUM
A+ CONTENT,
BOOSTS
SALES BY

20%

Compared to conversions 3-10%,
with A+ Content



ADVERTISING STRATEGY

The Basics

START EARLY WITH SPONSORED ADS

Build traffic and momentum before Black Friday

ADJUST BIDS

Increase bids for high-converting keywords

SEPARATE CAMPAIGNS FOR BLACK FRIDAY

Control budget and track performance

USE PROMOTIONS AND COUPONS

Increase click-through rates with deals

55%

of U.S consumers took advantage of early holiday sales

35%

engaged in shopping during the week leading up to Black Friday



ADVANCED ADVERTISING

Amazon DSP & Retargeting

LEVERAGE AMAZON DSP

Retarget shoppers who viewed your products but didn't convert

CUSTOM BLACK FRIDAY CAMPAIGNS

Prioritise high-intent audiences

MONITOR CAMPAIGN PERFORMANCE

Adjust bids dynamically throughout the day

73-78%

of online shopping carts were abandoned on Black Friday in 2023 globally

21%

of Black Friday shoppers started shopping early, from midnight to 6am



LEVERAGE EXTERNAL TRAFFIC FOR AMAZON

LEVERAGE SOCIAL PROOF WITH INFLUENCER MARKETING

Partner with influencers to promote your Black Friday/Cyber Monday deals.

USE URGENCY AND EXCLUSIVITY TO CREATE FOMO (FEAR OF MISSING OUT)

Use limited-time offers, and exclusive early-bird deals to create urgency.

CREATE SHOPPABLE CONTENT ON SOCIAL PLATFORMS

Use platforms like Instagram and TikTok to create posts and stories that link directly to your Amazon product pages.

OPTIMISE PAID SOCIAL ADS TARGETING SUITABLE AUDIENCES

Use paid social ads to target specific audiences with promotions for your deals.

USE AMAZON ATTRIBUTION TO TRACK SUCCESS

Use Amazon Attribution to measure the impact on your amazon traffic and sales.

NEARLY
HALF

of Amazon Prime members use
TikTok

72%

of Gen Z begin their shopping
journey there



BLACK FRIDAY DAY-OF TACTICS

MONITOR AD CAMPAIGNS

Adjust bids and budgets in real-time

WATCH INVENTORY LEVELS

Set inventory alerts for high-demand products

CUSTOMER SERVICE READINESS

Fast responses help close sales

TRACK SELLER PERFORMANCE METRICS

Ensure good ODR and LSR for Buy Box eligibility

75-82%

of Amazon's total sales are processed through the Buy Box, and this figure is even higher for mobile purchases



POST-BLACK FRIDAY STRATEGY

REVIEW CAMPAIGN PERFORMANCE

Analyse what worked and what didn't

EFFICIENT RETURNS MANAGEMENT

Quick return processes maintain customer satisfaction

HOLIDAY SHOPPER FOCUS

- Continue advertising for the holiday season
- Use Black Friday momentum for long-term growth

5%
RETURN
RATES IN 2023

Which **reduced significantly** after an abnormally high rate in 2022.

Retailers became more transparent about their discounts and return procedures which resulted in fewer returns.



KEY TAKEAWAYS

1

PLAN

Plan early
for inventory
& logistics

2

OPTIMISE

Optimise listings
& launch ads in
advance

3

LEVERAGE

Leverage off
Amazon
opportunities to
drive awareness
of your deals

4

MONITOR

Monitor closely
on the day of
Black Friday

5

ANALYSE

Analyse & adjust
post-Black Friday
for continued
success



NEED HELP PLANNING
FOR BLACK FRIDAY
& CYBER MONDAY?

Contact our experts at
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