

# Unbranded - Black Friday First 4 days - AU

## Key Takeaways

- Impressions were the highest for the first day up by 316% on a normal day. Our average CTR outside deal events is 1.30%.
- Clicks up by 153%, while the CPC dropped each day as the CTR increased. Average CPC outside of deal events is \$1.02
- Orders up by 168%; CVR declined as we expected as the event progressed but interestingly increased on Friday, Nov 22nd, coming into the weekend. Our average CVR outside deal events is 12.5%.
- Premiums brands benefited more than none premium brands, Some brands saw over 6x to 10x in sales.

## Summary

- The buyer psychology of people getting their deals done on the first day stands true.
- Premium brand benefit more than none premium brands due to shoppers looking for value in discounts.
- We expect shoppers will operate out of fear of missing out on the last days of the event, so expect a big surge in traffic and conversion from the 29th of Nov through the 2nd of December.

