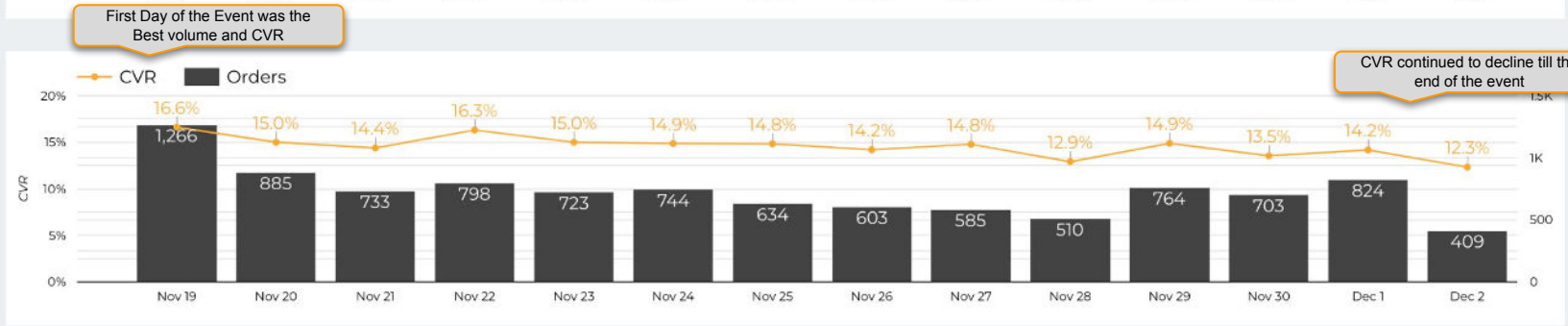
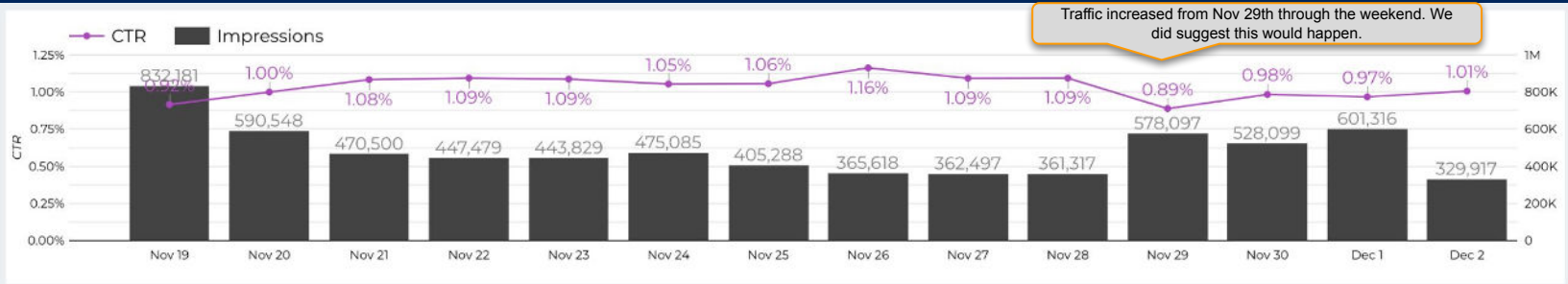


Unbranded - Black Friday Promotional Event - AU



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Key Takeaways

- The first two days of the event remain the best return on your ad spend, as shoppers opt to get in early to complete their Christmas shopping.
- The increased CVR and traffic on the first day suggests most shoppers knew what they wanted before coming to Amazon; this is a good case for brand awareness before the event. Things like increasing budget for headline ads to help drive awareness are a good strategy here.
- We saw the importance of the deal badges and getting this to stick through the event. Brands that lost the Black Friday Deal badge saw a significant drop in CVR. The badge mattered almost more than the actual discount.
- The weekend's results were underwhelming for two reasons. Firstly, the competitiveness of the event over the weekend drove more expensive clicks; it was harder to hold those top of search placements. Secondly, the shoppers were picky, resulting in a lower conversion rate.
- Premium brands and brands that run less discounts throughout the year benefited most from this promotional event, with customers viewing this as a true discount.

Summary

- If you have a limited budget, focusing your ad spend on awareness in the lead-up to the event and on the first two days will give you the best return for your ad spend.
- Consider Pausing your SB headline ads except for the first two days of the event, we saw CPC at nearly double compared to Sponsored Products, while CVR was lower. Sponsored products were better value for ad spend options.