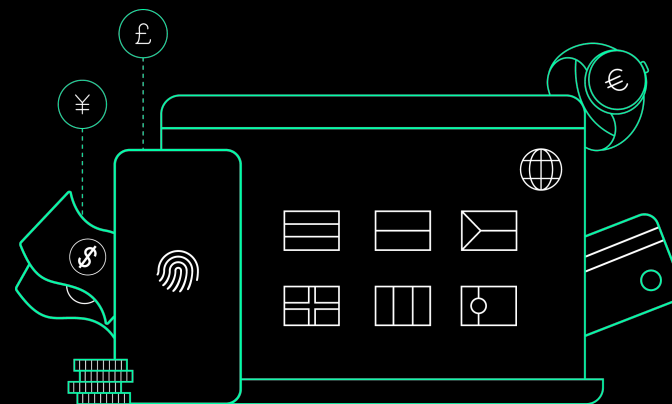


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**How to scayle
November**

Capture in November the highest demand of the e-commerce year



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>75%

increase in Black Friday
online revenues since
2017

+51%

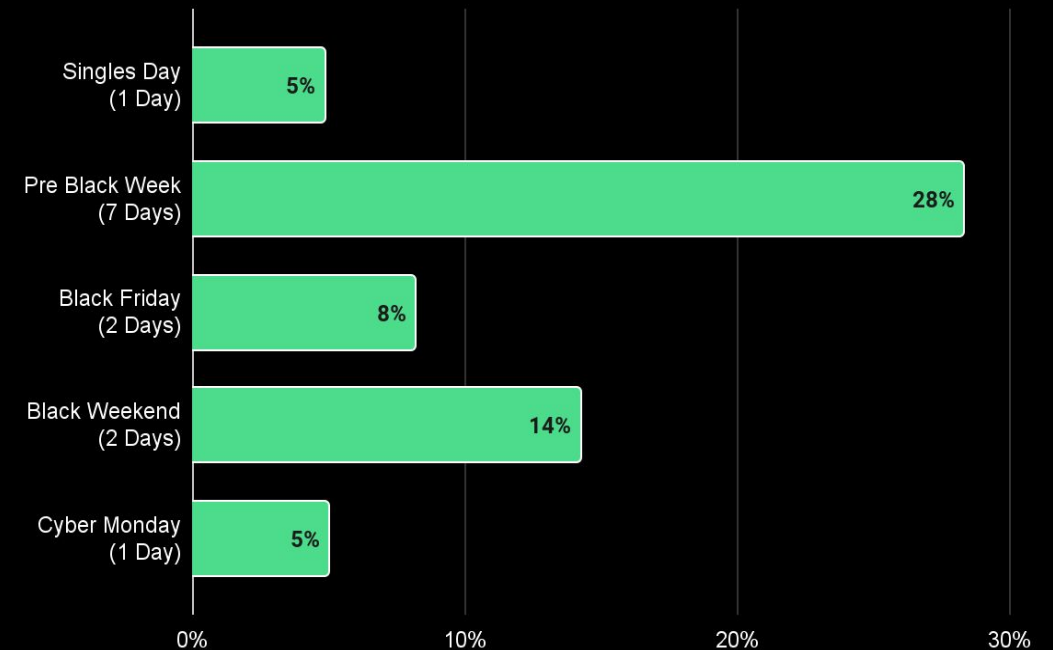
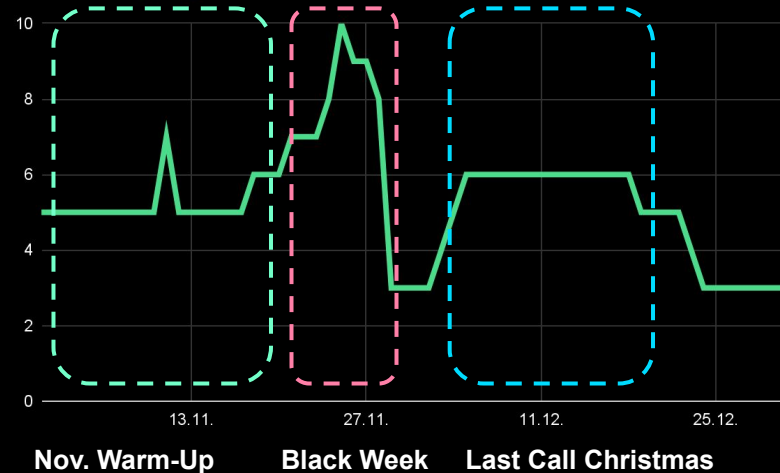
YoY revenue growth
during Black Friday with
SCAYLE marketing
services

Several peak times across November

Top shopping days in November by % of monthly
revenue (Fashion)

Winning shoppers across 3 phases:

Online shopping interest



Take the challenge and **outperform your competition**



Black Friday season starts early

A demand uplift can be seen from the beginning of November and an increasing number of advertisers starts to offer early discounts before the Black Weekend.

- ➔ **Build a smart campaign plan for the whole month, exploiting increased demand from the beginning**



Loyalty needs to be earned

70% of consumers switch retailers or brands when facing out-of-stock products or technical issues during Black Friday.

- ➔ **Test your online shop**
- ➔ **Build a smart eCRM strategy**
- ➔ **Prepare emergency protocols**



High media costs can limit your impact

Competition and demand increase result in high media costs over the Black Week. Ensure to only enter the battle if you run a convincing offer.

- ➔ **Ensure to plan media budgets in line with the attractiveness of your offer, to avoid a low marketing ROI due to high media pricing at a low conversion rate**

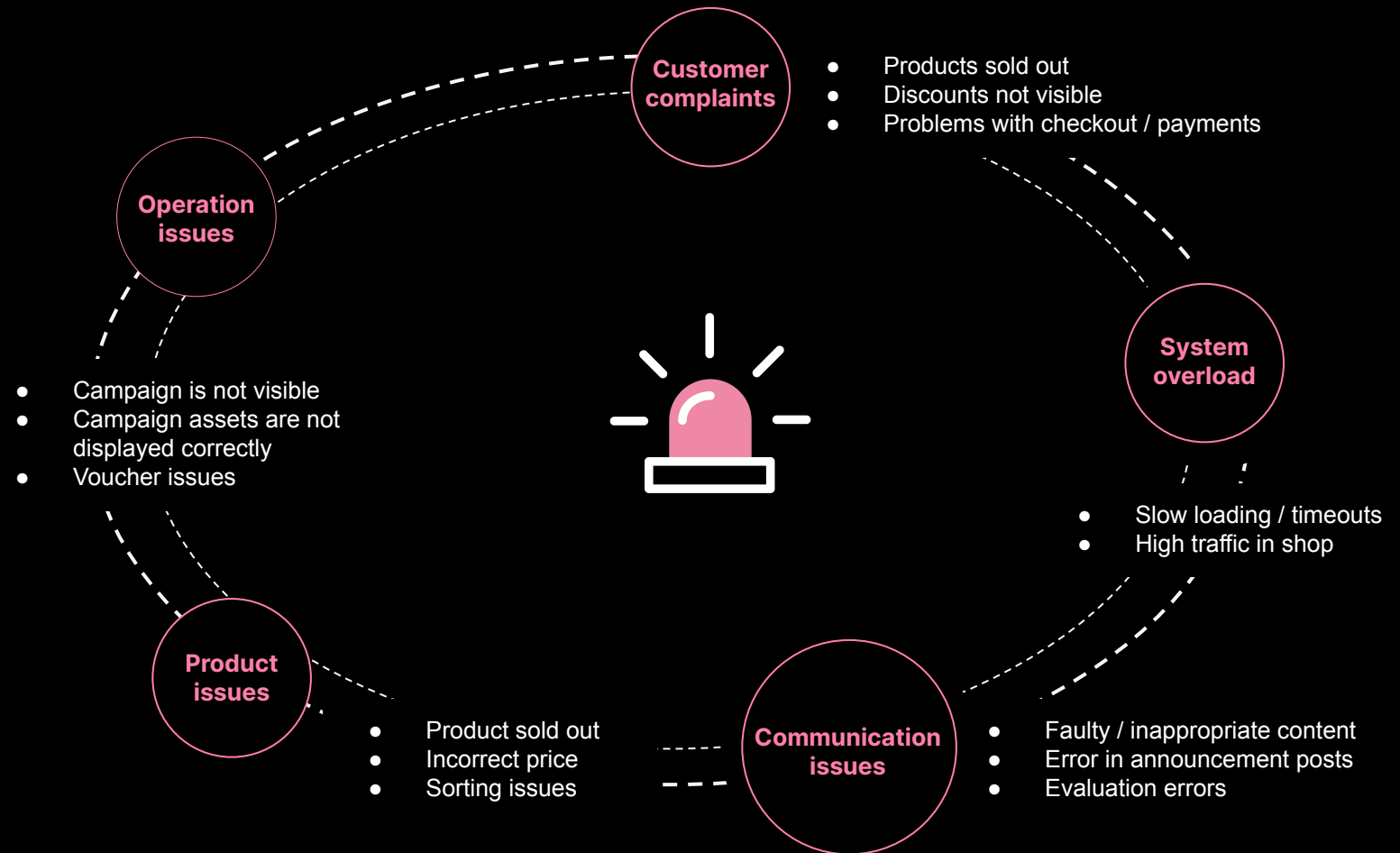
Minimize your risk and be prepared for the volume boost



Be aware of your risk areas and potential bugs

We advise to have an emergency protocol ready for critical situations:

- ➔ Define clear responsibilities and points of contact for each risk area
- ➔ Document contact details and availabilities over the weekend
- ➔ Define activity protocol in case of typical incidents
- ➔ Distribute list to all relevant internal and external partners



Don't get lost but **focus on these 5 things that really matter**

1 Monthly campaign plan

- Plan various campaigns across November to exploit the full potential
- Include specific campaign days to push high engagement platforms or audiences (e.g. app-only promotion, VIP customer discount,..)

2 CRM and media strategy

- Keep loyal user-base informed about attractive upcoming sales in advance and build a time-optimized send out schedule
- Increase your newsletter audience with a lead generation campaign upfront Black Friday
- Consider ATL media to boost your new customer acquisition if you are offering a competitive promotion

3 Smart reduction approach

- Communicate high discounts with an “up to” messaging
- Build a profit optimized discount mix on your whole assortment
- Ensure to include some best sellers at higher discount levels and feature them in marketing communication

4 Scalability of shop infrastructure

- Consider potential traffic and checkout peaks to ensure decent loading times at increased demand
- Execute a “stress-test” upfront to simulate the impact

5 Logistic and warehouse capabilities

- Increase your capabilities in delivering products and handling returns in accordance with your planning
- Adjust delivery timeline communication in advance, to avoid customer dissatisfaction
- Prepare backlog scenarios in case the order volume exceeds your expectations

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↗ Let's talk