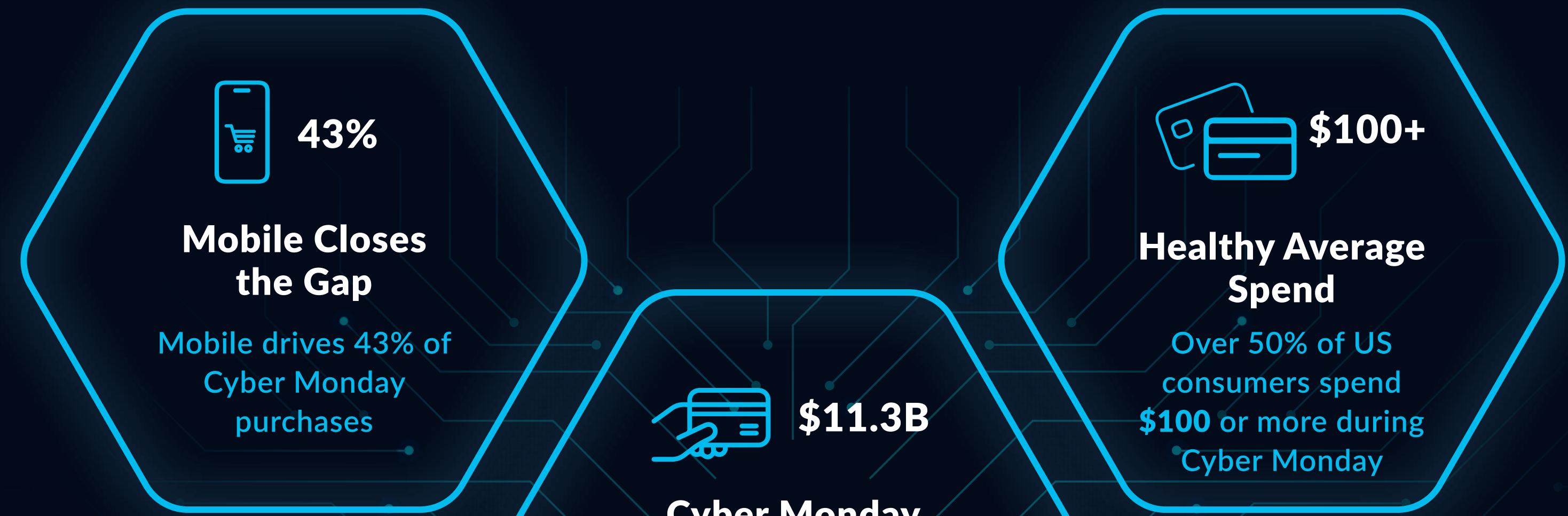


Cyber Monday is one of the biggest shopping events of the year, surpassing even Black Friday. What was an online tech focussed event has expanded to encompass everything from food to fashion. For brands and retailers, it's the perfect opportunity to win new customers and boost sales.

But with everyone competing for a slice of the pie, how do you ensure you get your fair share? Discover our top tips for Cyber Monday marketing success, with innovative examples from forward-thinking brands.

CYBER MONDAY STATISTICS



Cyber Monday Trumps Black Friday

Consumers spent

\$11.3B during Cyber

Monday 2022, \$2B more

than Black Friday

85%

Buy Now, Pay Later Explodes

Buy now, pay later orders increase by 85% during Cyber Monday

\$12.8M per minute

8 - 9pm Is The Most Popular Time To Shop

Consumers spent \$12.8M every minute during peak shopping times

7 TACTICS FOR CYBER MONDAY MARKETING SUCCESS

21%

of Millennials and Gen Zs say social media "buy now" buttons drive impulse purchases

28%

of Cyber Week online

sales are driven by

paid search

#1 Double Down on Social Commerce

Include a "buy now" button on your social media channels to deliver a smoother shopping experience for always online consumers.

#2 De-risk Your Deals

Encourage impulse purchases by offering free shipping and no questions asked returns on Cyber Monday purchases.



of UK consumers say free shipping makes them more likely to buy online

#3 Invest in Paid Search

Stand out in a competitive marketplace and target your ideal customers with a Cyber Monday pay-perclick (PPC) campaign.

#4 Layer Your Promotions

Offer additional gratification to incentivize consumers to engage with your Cyber Monday offering and boost sales with enticing, layered promotions.

Snipp Tip

Combine 'gift-withpurchase' (GWP) with a sweepstake for an offer that's hard to refuse!

82%

of consumers say

they'll try, buy, or

recommend a product

based on influencer

content

Moundies

200%

is the avg increase in click-through rates for brands that add countdown timers to their website

#5 Harness FOMO

Add a countdown or a 'sneak peek' to your Cyber Monday landing page to create a sense of urgency among your customers and increase impulse buys.

#6 Partner with Influencers

Partner with influencers to get people talking about your products, build trust, and drive sales. Don't have a big budget? Consider working with up-and-coming influencers to harness their connection with important audience groups.

22%

of consumers are interested in experiencing and exploring products in virtual shops

#7 Make the Most of the Metaverse

Create unique digital experiences that allow consumers to explore your products and engage with your brand in exciting new ways.

CYBER MONDAY MARKETING EXAMPLES

TO INSPIRE YOUR NEXT CAMPAIGN

Dyson Brings the In-Store Experience into the Living Room

Global home appliance brand Dyson lets customers test its hair straighteners, hairdryers, and stylers in virtual reality (VR). They describe Dyson Demo VR as "an immersive 360-degree virtual reality environment where you can discover, shop, and learn about our technology from the comfort of your home".

MeUndies, Live from Facebook

Underwear brand MeUndies hosted a Facebook Live event to provide a fresh Black Friday/Cyber Monday experience for its army of followers. Featuring a DJ and several dance contests, the promotion offered increasingly large rewards as more people joined, encouraging customers to invite their friends. The event attracted 13,000 people, with a conversion rate of 25%.

Timberland Harnesses the Power of Influencer Marketing



To support its mission of reaching a positive net environment impact by 2030, fashion brand Timberland partnered with eco-conscious influencer @blakemoynes for Black Friday/Cyber Monday. The campaign raised awareness of the brand's sustainable eyewear line and created a more authentic connection with its customers.

Improve Your Cyber Monday Marketing Promotions

Snipp's contests, sweepstakes and shopper marketing promotions – powered by our market-leading receipt validation platform – can help you acquire and engage customers while capturing first-party consumer purchase and behavioral data!

LET'S TALK

www.snipp.com/contact-us

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