

# 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  
[hello.threepipe@reply.com](mailto:hello.threepipe@reply.com)**

