

# BLACK FRIDAY 2022

## 7 THINGS

# 1

### EARLY-ACCESS DEALS

Early access to discounts is likely to make shoppers buy during BFCM



**80%**

OF RESPONDENTS TO A LOYALTYLION SURVEY SAID YES

### MULTICHANNEL MARKETING

# 2

Targeted Black Friday emails get 5.83% more opens than non-targeted emails



**2000%**

THIS IS HOW MUCH ROI SMS MARKETING COULD ACHIEVE DURING BLACK FRIDAY, ACCORDING TO DRIP.COM

# 3

### DOUBLE-DIGIT DISCOUNTS

Consumers will be shopping for the best deals, so be ready to drop your prices to as low as you can if you want to compete this holiday season

DISCOUNTS THIS HOLIDAY SEASON COULD FALL AS LOW AS

**32%**

COMPUTERS

**22%**

TELEVISIONS

**18%**

APPLIANCES

**27%**

ELECTRONICS

**19%**

SPORTING GOODS

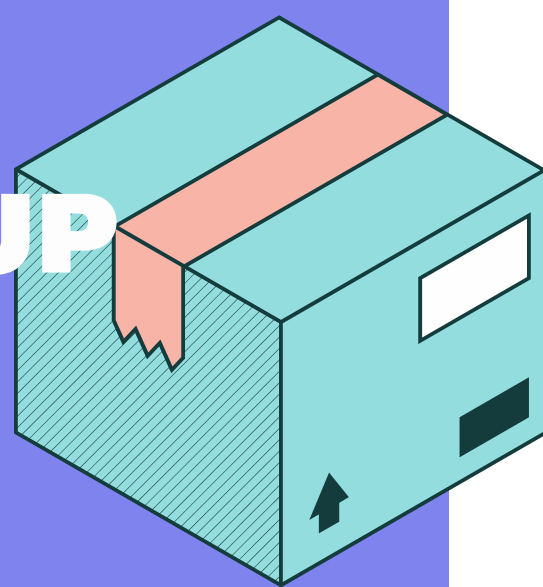
**17%**

APPAREL

# 4

### BOPIS & CURBSIDE PICKUP

Online shoppers are open to store visits



**DECEMBER 22-23**

PEAK OF BOPIS

**35%**

PLAN TO USE CURBSIDE PICK-UP SERVICES THIS HOLIDAY SEASON

### PRICE, DELIVERY, RETURNS

# 5

Customers will shop around for the best offers

**74%**

WANT THE LOWEST PRICE

**51%**

WILL CHOOSE STORES WITH THE BEST RETURNS POLICY

**64%**

WILL LOOK FOR THE BEST SHIPPING POLICY

### BUY NOW, PAY LATER

More shoppers will opt for BNPL financing as they try to spread out expenses given the higher costs of goods



# 6

### SOCIAL MEDIA & MOBILE SHOPPING

Sales generated by social integrations in BFCM 2021 almost tripled compared to 2020, Shopify estimates

Social commerce is the direction brands need to take to capture today's generation of consumers



# 7

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