

criteo.

EUROPE

Black Friday & Cyber Monday 2020:

What Marketers Need to Know



Anticipation

Values

Giving

Renewal

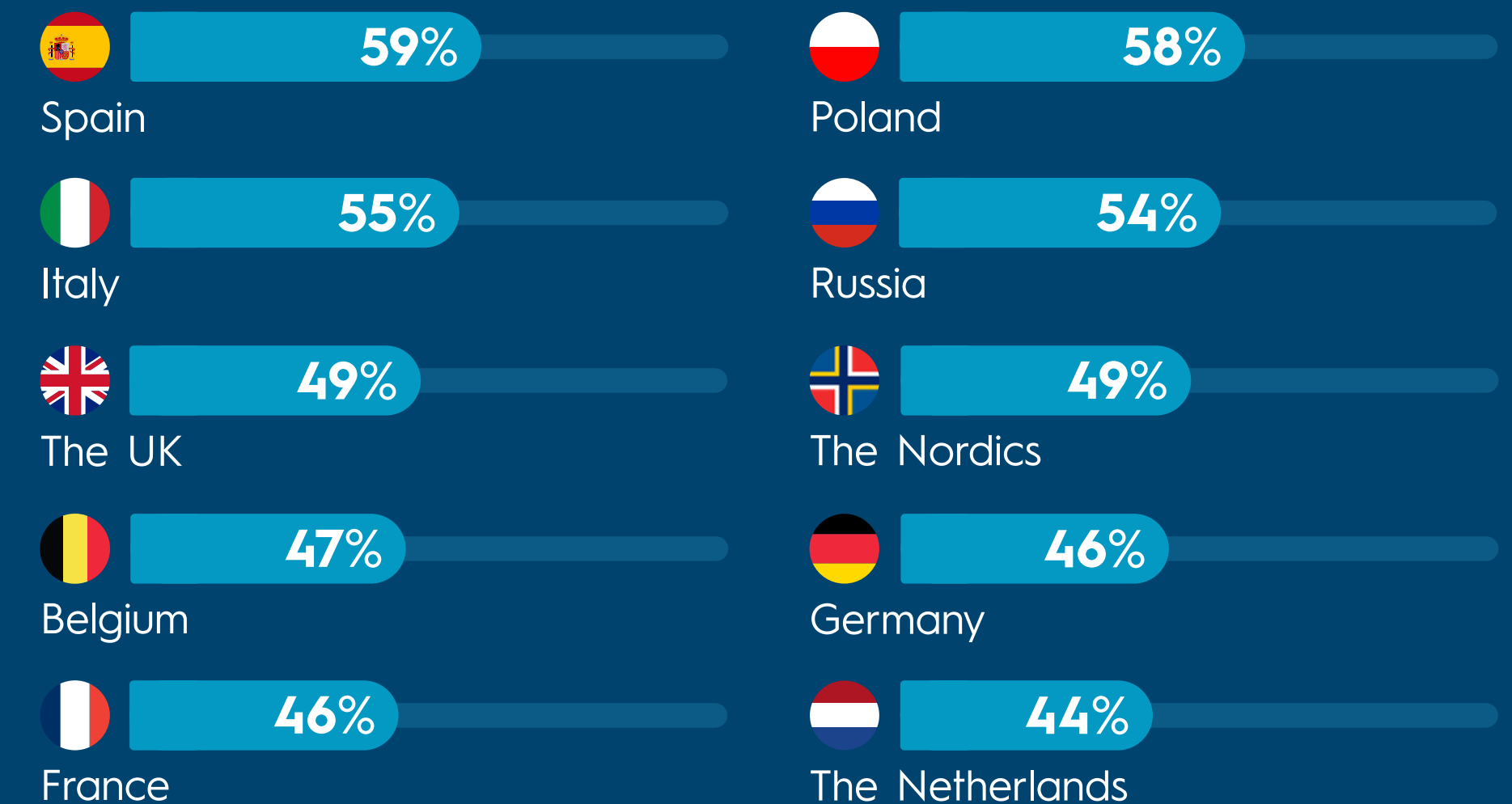
Coronavirus lockdowns forced many stores to close and more consumers to go online than ever.

Our “Peak to Recovery” study surveyed over 10,000 European consumers from May to June. We found that 52% of Europeans discovered at least one form of online shopping—like buying through mobile apps or picking up online purchases in-store—that they want to continue.¹

So where does that leave Black Friday?

While some countries have flattened the curve, social distancing regulations will likely be kept in place through the festive season.

Respondents who discovered at least one form of online shopping that they want to continue:



The majority of those European shoppers (83%) plan to keep purchasing from a new online store they found.


Looking Back to 2019


We built the interactive **Criteo Seasonal Sales Dashboard**, based on 2 billion transactions and 5,000 retailers from 35 countries, to understand festive season trends from last year.

On Black Friday and Cyber Monday 2019, which both fell a full week later than they did the year prior, online retail sales in countries across Europe spiked significantly when compared to the first four weeks of October.²



 **+167%** **+104%**
Austria


 **+226%** **+132%**
Belgium

 **+189%** **+110%**
Czech Republic


 **+692%** **+149%**
Denmark

 **+432%** **+135%**
Finland

 **Black Friday**
 **Cyber Monday**

 **+334%** **+201%**
France

 **+214%** **+90%**
Germany

 **+381%** **+231%**
Italy


 **+258%** **+77%**
The Netherlands


 **+687%** **+185%**
Norway


 **+212%** **+108%**
Poland

 **+460%** **+293%**
Portugal

 **+110%** **+41%**
Russia
+44% on Singles' Day


 **+234%** **+132%**
Slovakia

 **+444%** **+217%**
Spain
+56% a week before
Reyes Magos

 **+365%** **+118%**
Sweden

 **+288%** **+114%**
Switzerland

 **+176%** **+29%**
Turkey

 **+348%** **+185%**
United Kingdom
+73% on Boxing Day

Our analysis found that Black Friday sales in certain retail categories saw outsized spikes in different markets:



Computing/High Tech

 **+441%**
France

 **+296%**
Germany

 **+285%**
The UK

 **+366%**
The Netherlands



Mass Merchants

 **+316%**
France

 **+124%**
Germany

 **+170%**
The UK

 **+115%**
The Netherlands



Fashion/Luxury

 **+352%**
France

 **+223%**
Germany

 **+384%**
The UK

 **+278%**
The Netherlands



Home Improvement

 **+155%**
France

 **+117%**
Germany

 **+106%**
The UK

 **+138%**
The Netherlands



Health/Beauty

 **+210%**
France

 **+369%**
Germany

 **+740%**
The UK

 **+307%**
The Netherlands



Sporting Goods

 **+458%**
France

 **+286%**
Germany

 **+344%**
The UK

 **+427%**
The Netherlands

Overall, conversion rates in Europe were up 81% on Black Friday in 2019.

Black Friday

Season 2020

Earlier & Longer

With Amazon Prime Day now rumored to be happening in October, look for other retailers and brands to go all-in with promotions at the same moment—and to benefit from the halo effect.

As a sign of what may lie ahead for Amazon Prime Day in Europe, Criteo analysis of US clients who ran deals during Prime Day 2019 showed that they saw an average of 59% more sales compared to the average between June 1 and June 28. Many retailers only participated in discounting for one day, and our data showed that only around 40% of retailers participated at all—leaving a potentially huge opportunity on the table.³



An autumn Amazon Prime Day could kick off what we typically think of as “big deals season,” putting Black Friday deal hunters in the mood to shop earlier than ever and smoothing out the sharp spikes we usually don’t see until late November.

No matter what happens, all signs indicate that 2020 might be the year when doorbuster deals and mad rushes for hot-ticket items finally come to an end, replaced by online discounts that start sooner and span a longer period of time.

More and more, the deals on Black Friday will resemble Cyber Monday. So what does a festive season shopper's journey look like?

At Criteo, we analyzed our data from 20,000 retailers globally to find the answer.

#1 *The Customer Journey*

#2 *The Black Friday Bounce*

#3 *Black Friday in the New Normal*

The Customer Journey

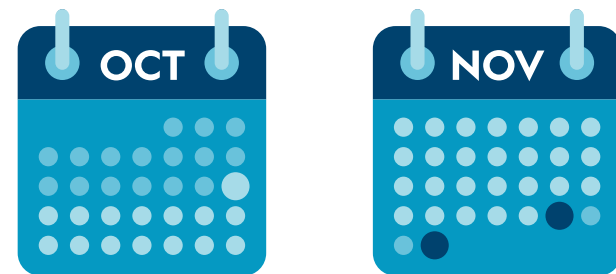
Start raising awareness about your business well in advance of Black Friday.

Staying top of mind between a shopper's first touchpoint and purchase is an ongoing challenge for businesses. But with all the information and choices out there, the consideration phase will have outsized importance in the festive season shopper journey of 2020.

We analyzed Criteo data from 2019 to understand how long it takes the average European festive season shopper to buy during Black Friday weekend.



Consideration Starts Early



Criteo data shows that buyers who shop for the first time from a retailer during Black Friday weekend make their first online visit, regardless of the browsing environment, **43 days prior** on average.⁴ That's over **six weeks** for a festive season shopper to search, evaluate, and investigate a Black Friday purchase.

This means that creating touchpoints early in the season is critical, even if they don't seem to pay off right away. Many consumers believe that Amazon Prime Day is going to happen in October, so they're already browsing for stuff they want.

Now is the right time to launch consideration campaigns that bring traffic to your site and app.



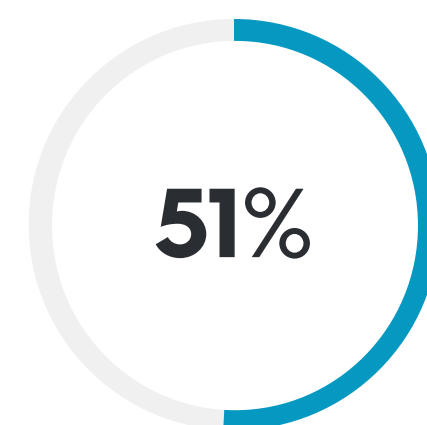
The Black Friday Bounce



Get your mobile site and app ready for increased Black Friday traffic and sales.

Today's at-home lifestyles mean adults are buying things in the backyard on their smartphones, kids are adding to shopping carts on tablets, and everyone is scrolling handheld devices in front of Netflix on a regular basis.

When it comes to Black Friday, Criteo data shows that many festive season shoppers bounce across different devices prior to completing a purchase:



of new Black Friday weekend buyers made their first purchase from a different browsing environment than the one they first visited.⁵



Before a transaction during Black Friday weekend in 2019, retailer properties were browsed on an average of 1.7 different browsing environments.⁶

This tells us that a non-linear path to purchase is the norm for many Black Friday shoppers, so cross-device tracking is a must-have to deliver seamless, customer-centric journeys. For example, persistent shopping carts across your mobile site, app, and desktop presence let festive season shoppers easily pick up where they left off, right on the channel they prefer.

Black Friday in the New Normal



Position your store as a Black Friday differentiator.

During the unpredictable surge in consumer demand earlier this year, items ran out of stock while long waits for delivery added to frustrations.

Over the past few months, BOPIS (buy online and pickup in store) has emerged as a huge differentiator. Research from Signifyd shows that BOPIS orders more than doubled globally in June.⁷

Criteo data shows that the relationship between mobile and stores is close-knit:



of matched in-store transactions follow mobile touchpoints.⁸

This festive season, stores may be closed, fully open, or somewhere in between, and consumer comfort levels will vary.

Build trust and confidence by communicating how you're making your stores a safe and positive experience and localize your campaigns where stores are open.

Alternatively, focus on ecommerce where stores are closed.

The Rebound Economy is Ready for *Black Friday & Cyber Monday 2020*

There's no doubt that this festive season will be driven by deals.

Consumers are looking for ways to get the most value from everything they do, including their festive shopping. As soon as discount season arrives, shoppers are bound to start spending for everyone on their list.

This year saw an unprecedented acceleration in ecommerce growth, the rise of safer store shopping options, and increased comfort levels with online-meets-offline purchasing (BOPIS, curbside pickup). Taken together, festive season 2020 has the potential to be a key period for businesses to resonate with more audiences in more ways for far longer than usual.

More than ever in this very special year, festive shoppers will be on the lookout for offers that inspire and bring value to them and their loved ones, in the season when it matters most.



For more festive season marketing 2020 insights, contact Criteo.

Get Started

Sources

¹ Criteo “Peak to Recovery” Survey. Criteo surveyed 16,244 respondents having experienced partial or complete lockdown at any point within the past few months across 15 countries between May 13 and June 16, 2020 (10,397 in Europe). Respondents were asked to evaluate how forced social distancing had affected their daily habits and how they envisaged returning to normal. The sample is representative of the populations of the respective countries by age and gender (ethnicity in the US). Europe sample size: N=10,397.

² Criteo Seasonal Sales Dashboard, Global. Indexed traffic and sales data is compared to the average in the first four weeks of October (1-28) 2019, excluding applications.

³ Criteo "Silver Quarter Report", United States, 2020.

⁴ Criteo Data, Apparel, Europe, Q4 2019, all devices combined.

⁵ Criteo Data, All Retail, Europe, Q4 2019.

⁶ All Retail, Europe, Q4 2019, Web, Mobile Web, and App combined.

⁷ <https://www.signifyd.com/ecommerce-business-data-covid-19-crisis-pulse/>

⁸ Criteo Data, All Retail, Europe, Black Friday weekend transactions 2019.

About Criteo

Criteo (NASDAQ: CRTO) is the global technology company powering the world's marketers with trusted and impactful advertising. 2,700 Criteo team members partner with over 20,000 customers and thousands of publishers around the globe to deliver effective advertising across all channels, by applying advanced machine learning to unparalleled data sets.

Criteo empowers companies of all sizes with the technology they need to better know and serve their customers. For more information, please visit www.criteo.com.