

# Brands: How to Make the Most of your Black Friday Audiences

**Black Friday 2023 saw an increase in US sales by 7.5% YoY with over 40% more sales made online.**

After the frenzy of Black Friday sales, your success hinges on what you do next. Retailers have a goldmine of valuable 1st party customer data (1PD). Don't let it go to waste!

Partner with them to unlock actionable insights into your Black Friday audience.

**BLACK FRIDAY**

## 3 actionable takeaways from Black Friday sales for Brands

### TAKEAWAY 1

#### Uncover Hidden Treasure: Dive into your Retailers 1st Party Customer Data Goldmine

Make the most of increased web-traffic and transaction data



#### ACTIONABLE TIP

Create a multitude of audience segments to be able to leverage across onsite and offsite advertising.

Look at upselling opportunities in known purchases, or lookalike audiences to find your ideal buyer looking to buy something during the next big retail event - Christmas!

### TAKEAWAY 3

#### Leveraging Off-site Retail Media for high return Dynamic Ads



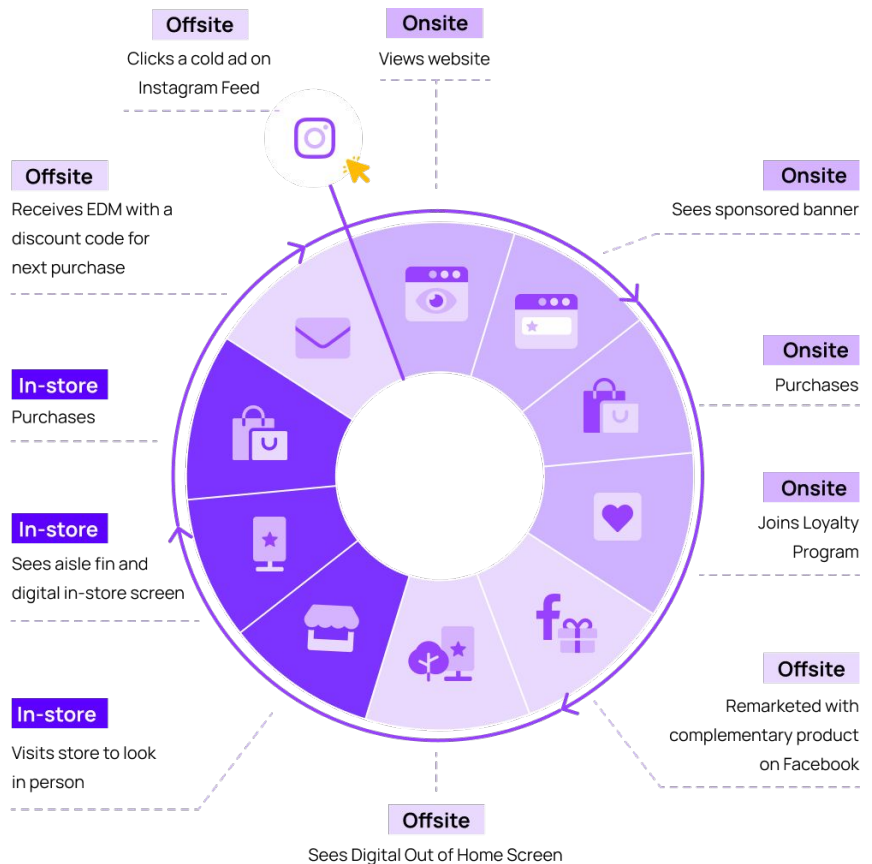
#### ACTIONABLE TIP

Optimise offsite retail media channels, such as Meta's MPA, for dynamic ads that resonate with diverse audience interests. Utilise the swift API connection to track and target effectively, ensuring flexibility in advertising through your retailer's or your own Facebook or Instagram handle.

Extend brand reach beyond your website, retargeting Black Friday visitors, and stay top-of-mind for continued success during the holiday season.

### TAKEAWAY 2

#### Get Personalised!



#### ACTIONABLE TIP

**71% of consumers prefer personalised ads.**

Brands using first-party data (1PD) can target potential customers at crucial purchase moments, boosting engagement and conversions. This customisation fosters emotional connections, loyalty, and lifetime customer value.

Brands can identify specific behaviours, like incomplete purchases, and encourage second conversions with timely discounts or incentives.

**Want to learn more about personalisation? Check out our playbook [here](#).**