

BLACK FRIDAY CYBER MONDAY

WHAT YOU NEED TO KNOW

The holidays are fast approaching, and that means peak sales events are near. Black Friday and Cyber Monday are opportunities for advertisers to stand out from the competition, reach already engaged shoppers where they are browsing, and drive incremental sales.

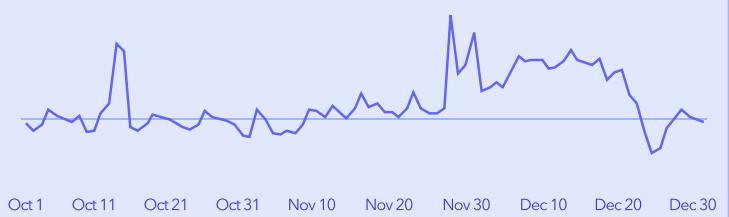
We've broken down the data so you can best optimize your ads to achieve maximum success for your brand.

Prime Day moved back to June in 2021

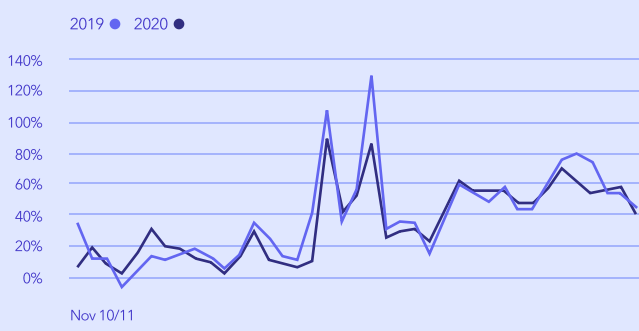
WHAT DOES THIS MEAN FOR 2021?

For advertisers on the Amazon DSP, Perpetua recommends spending considerably more (2-3x higher) on impressions to capture Black Friday and Cyber Monday's uniquely purchase-driven audience.

Sales growth over Q4 2020



Sales growth 2019 vs. 2020



Despite shipping delays, 2020 was similar to 2019

WHAT DOES THIS MEAN FOR 2021?

You will likely see a slower October, with higher spending and sales coming in November and December. We don't anticipate a spike in sales similar to Prime Day until we reach Cyber 5.

NOTE: Ensure that you have adequate budget planned to accommodate for this increase in traffic.

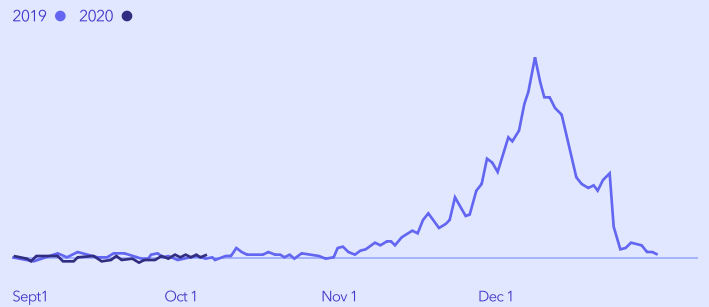
Holiday Shopping hasn't kicked off...yet

We typically see gifting traffic increase at the start of November, and aren't seeing any increases earlier than anticipated.

WHAT DOES THIS MEAN FOR 2021?

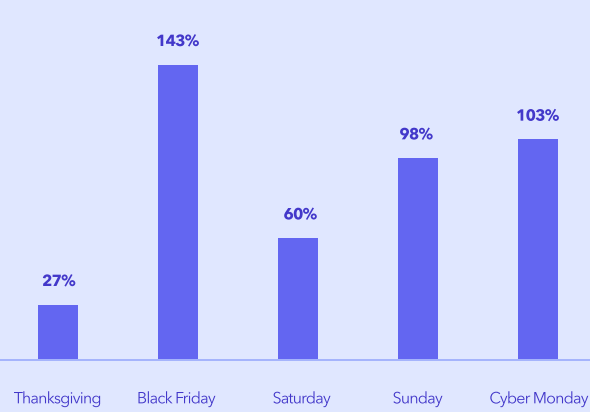
Shoppers aren't behaving significantly differently this Q4 than in previous years and beginning their shopping early. That being said, if you have products that have larger consideration windows and you need to bid on gifting keywords, keep in mind that this traffic will start to increase at the start of November.

Increase in Impressions for Gifting search terms



Black Friday Cyber Monday best practices

Increase in Spending over Cyber 5



In 2020, we saw spending spike slightly over 100% relative to what advertisers had been spending in the weeks prior, and we recommend doing something similar.

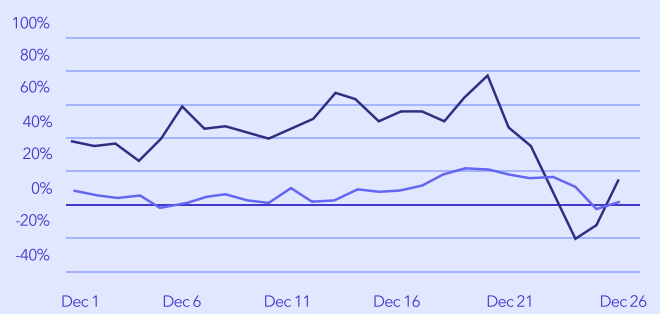
Remember to:

- Be flexible
- Adjust as necessary and as new trends emerge

Increases in ACOS & spend in 2020

Baseline from prior to Cyber 5

ACOS ● Spend ●



Spending increases up until shortly before Christmas, with shoppers drastically slowing spending around the 22nd of December.

NOTE: We tend to see ACOS climb in this final week. The best time to capture sales are earlier in December when there is increased spend without an increased ACOS.

Automate your Q4 Strategy with Perpetua

Leverage our 1-click opt-in program to optimize your ads over peak sales events this quarter.

[Learn More](#)