

Retarget, retarget, retarget

Black Friday shoppers have incredibly short attention spans and will compare deals across multiple vendors and price comparison sites. But good news- their leaving your site doesn't mean your chances to woo them are over. Especially if you implemented the data collection pop-ups mentioned in the previous section.

Retargeting campaigns have been seen to double ad effectiveness with an average of .2%¹³.

The answer, of course, is retargeting- going back to a visitor that has been on your store either with a generic call to action (in this case, to return to your Black Friday/Cyber Monday sale) or with a reminder of the specific item they were interested in. This can be done through email, Facebook and display advertising. In fact, with display advertising where CTR's are usually between .05 - 0.1% retargeting campaigns have been seen to double their effectiveness with an average of .2%¹³.

But remember, this is a one day deal so adjust your retargeting cycle accordingly, using the the lowest time-frame possible. It may go against your (hopefully) normal best practice of not bombarding people but this is silly season! Shoppers expect it to be chaotic and the competition is fierce- only the brave and the bold will win. Take abandoned cart emails for example - where normally you may wait a few hours or a few days to remind abandoned cart owners of the goods they were about to buy, on Black Friday lower this to five minutes to avoid them going elsewhere.





Volcom retarget shoppers on Facebook with items that they have abandoned.



Could your business do with a boost beyond the holiday season?

Personalization could be the answer. Why not speak to one of our
ecommerce specialists to find out more?

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