

How to keep your Black Friday shoppers engaged during the holidays and beyond

You did it. You're through it. Black Friday is done for another year. *(Takes deep breath)*
The festive season is well underway.

You've got them, now it's time to retain them

If customer acquisition was a focus for you during Black Friday, then you might be looking through your long list of newly created contacts, and thinking 'Great, but what's next?' or 'Now how do we keep them?'

The associated discounts mean that consumers acquired during Black Friday have a high chance of being one-time purchasers looking for a bargain. This means that despite the influx of purchases and customer acquisition, these new contacts often have a low customer lifetime value (CLV), and you might not see them again until Black Friday 2023.

This doesn't always have to be the case. The period after each holiday can be a great time to delight and engage new customers, and increase the likelihood that they shop with you again.

We spoke to our in-house retail experts and compiled a quick-fire **Post-Black Friday Retention Checklist** that can be used to kickstart your retention efforts and turn your holiday purchasers into lifelong customers.

— Don't forget to introduce yourself

Welcome campaigns are a great way to forge an emotional connection with your consumer by introducing your brand and values.

a. As mentioned in our [Black Friday Survival Guide](#), make sure your welcome campaign is seasonally appropriate by updating your copy and imagery where necessary.


A current example comes from Sleep brand Emma. As you can see their welcome campaign includes details of their ongoing Black Friday sales front and center for those subscribing to updates.

b. At this time of year, email inboxes are bursting at the seams with Black Friday promotions, order confirmations, and post-purchase campaigns. Why not experiment with cross-channel when you introduce yourself to help break through the noise?

Emma.

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Thank you for subscribing! We're glad to have you on board. You've just joined a community of **over 1,000,000 happy and well-rested sleepers** who love to be awake.

BLACK FRIDAY
UP TO **50% OFF**

Black Friday sales has started
Don't forget to join our happy customers! Save up to 50% off EVERYTHING and have the best night sleep 😴

Also, thanks to the code **EMMABLACKFRIDAY** save an additional 5% on top of your order!

[Shop Black Friday Sale now](#)

Are you ready to unlock the best in yourself with our sleeping products?

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02

— Review and optimize your post-purchase campaigns

Black Friday is the first retail event in peak season, which means if you keep your contacts engaged there are short-term opportunities for similar repeat purchases during the festive season.

Now's the time to keep their attention with an engaging, tailored post-purchase campaign. You might also want to incentivize a quick follow-up purchase with free shipping, a personalized offer, or a relevant product recommendation. We'll review how to use data to optimize this approach a little later on.

Here's an example of an updated welcome and post-purchase campaign from last year. Received the day after Black Friday 2020, you can see that Selfridges have updated some of their copy and creative to reflect the seasonality, and to encourage additional spend before Christmas.

The screenshot shows a Selfridges email campaign. At the top, there is a link "View email online" and the Selfridges logo. Below the logo are navigation links for "Women", "Men", "Bags", and "Beauty Gifts". A black banner contains the text: "Free UK Nominated/Next Day Delivery on your next order*. Just enter code HELLO43 at checkout". The main heading is "Welcome to Selfridges", followed by a sub-headline: "From now on, you'll be the first to know about all things Selfridges, from our exclusive new arrivals to the latest news and inspiring content to brighten up your day." Below this is a large red banner with the text "CHRISTMAS COMES EARLY" in a serif font, and "• WITH UP TO 20% OFF •" in a smaller font. Underneath is the headline "GOOD THINGS COME TO THOSE WHO CAN'T WAIT" and a sub-headline: "Get your Christmas all wrapped up with up to 20% off*. Simply enter code SELFCCE at checkout." A button labeled "Shop Christmas Comes Early" is positioned below the sub-headline. The email body features a grid of product recommendations, each with a product image and a category label with a right-pointing arrow: "WOMENSWEAR" (black jacket), "MENSWEAR" (white puffer jacket), "BAGS" (white handbag), "SHOES" (black sneaker), "BEAUTY" (Santal 33 perfume bottle), and "HOME" (wood-burning stove). A yellow badge on the perfume bottle says "SELFRIDGES WINNER BEAUTY AWARDS".

03 — Accentuate other value-add perks

Yes, your Black Friday shopper might have arrived via a discount, but that doesn't mean that additional price cuts are the only way to keep these consumers interested.

In a recent study we commissioned on fashion consumers we found that while discounts are popular, other rewards, like early access to product launches, points-based loyalty programs, or perks and gifts on birthdays are also highly valued by customers, and don't eat into your margins.

That said, make sure that promoting other rewards doesn't become a distraction. At this time of year, we often see our customers shorten welcome campaigns or delay dedicated loyalty program messaging while their focus is on Black Friday revenue, so rolling this message into an existing broadcast campaign or similar is advised so that the focus stays on repeat purchase.



04 — Was it a gift?

'Tis the season for gifting, and many shoppers use Black Friday to buy for others. Gift shoppers behave differently compared to ordinary customers, but it can be difficult to know when someone is making a gift purchase. There is no perfect way to determine this, especially as you'll likely have some consumers who make a mixture of gifts and personal purchases from your brand.

Many retailers we work with use attributes or specific product purchases to ascertain whether a purchase is a gift. For example, if the shopper has purchased from the 'Gifts/ Gifting' section of their site, if they have opted for gift-wrapping, a gift receipt, or if the order contains a gift bag. If you have these attributes configured, then you can then build and run a dedicated post-purchase campaign to tempt your shopper back with gift guides and recommendations for the other people they still have to buy for.



Treat yourself

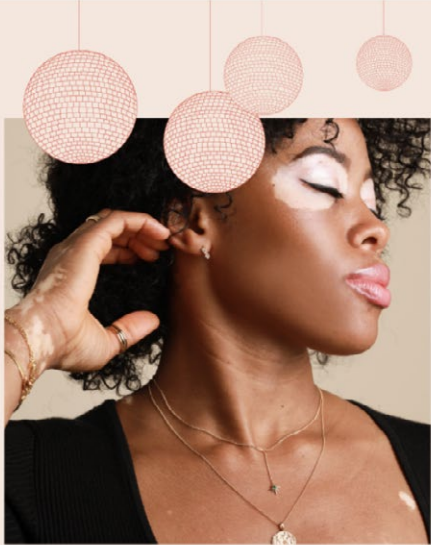
Finally, now is a good time to convince your shopper that they also deserve a treat and should purchase something for themselves. A recent broadcast campaign from jewelry retailer Astrid & Miyu featured their 'gifting mantra' ahead of the holiday season, which is 'one gift for them, one gift for you' to encourage gift shoppers to make a personal purchase in tandem. The call-to-action below their mantra links to a festive jewelry gift guide compiling 'most wanted gifts', and they also have a 'Gifting' section on their main site to support differentiation between gift and personal purchase.

Don't miss, free huggies when you spend £75*

ASTRID & MIYU

FREE HUGGIES, WHEN YOU SPEND £75

SHOP NOW



*Introducing the
A&M Festive Gift Guide*

Give them the sparkles they deserve this year with an A&M treat. Whoever the recipient, we have the perfect jewellery gift for them - whether it's personalised jewellery, a gift on a budget or just jewellery for the party season.

Our gifting mantra? One gift for them, one gift for you.

SHOP NOW



— Optimize your evaluation strategies for speed and efficiency

Peak is an incredibly hectic time. There is barely time to breathe, let alone do any in-depth performance analysis. So, with this in mind, here are some light-touch ways to build and gather ongoing insights in a way that isn't too time-intensive, but will deliver value as you continue through the season.

a. Set up a way to monitor and understand your newly acquired contacts

Do this as soon as you can! Create new segments for customers and leads acquired during Black Friday, so you can easily review the categories they shopped and what brought them in. This will equip you to identify quick wins and opportunities, but long-term this action will also enable you to monitor and understand future engagement when you have the chance to look back on this period.

b. Double down on quick win insights

Leverage short-term insights as part of the post-purchase campaign optimization effort we mentioned earlier. If there were specific categories, products, or channels that proved popular for these new contacts make sure they're included in this campaign to get that all-important swift second purchase.

c. 2-3 months later

Now, you'll have enough data (and hopefully a little more time) to analyze these monitored segments to see.

- i. Which customer segments drove the most revenue?
- ii. Which customer segments made a second purchase?
- iii. What tactics worked best for you?
- iv. What do your most valuable Black Friday customers have in common (Is it source, product preference, marketing preferences)?

You can use these insights to inform current campaigns to these segments, or if you see an engagement drop-off or poor performance, to optimize for Peak 2023 - which leads us to our last bonus tip.



Bonus tip

While it's great news if you convert your Black Friday shoppers to repeat purchasers in the short term, don't forget where they came from, and what brought them to you in the first place. Make sure you're set up to target the same consumers next year with a campaign ready for that segment in 2023.

Good luck for the rest of Peak, we know you'll get through this.

We hope your Black Friday has been as smooth and successful as it could possibly be, but if you've experienced any issues, setbacks, or dramas when it comes to the technology that powers your customer experiences, then [we would love to speak to you](#) about how we can help you create next-generation experiences, drive sustainable CRM revenue, and have a better Peak next year.

Ometria helps retailers create experiences their customers will love. We work with over 200 of the largest and most cutting-edge retail brands, including Steve Madden, MADE.COM, Pepe Jeans to create amazing experiences for 350 million individual customers across the world. To find out more about the Ometria platform why not [speak to one of our retail experts](#).

