

# CASE STUDY

How Seasonality and Data can come together  
to drive scale-up in Black Friday Sale



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## About The Business

Shoebacca is a lifestyle that everyone can be a part of. Founded in 2002 on the principals of philanthropy and community. Texas-based company that offers one of the largest assortments of footwear and apparel, a perfect fit for all.

The company is committed to providing its customers with a convenient and hassle-free shopping experience, with free shipping and returns and a 110% price match guarantee.



## The Challenge

### **The background:**

Black Friday and Cyber Monday are key shopping events in the United States, and they both occur in the week following the Thanksgiving holiday. Black Friday is known for massive discounts and deals offered by retailers both online and in-store in the United States. Cyber Monday falls on the Monday following Thanksgiving is a recent addition to the shopping calendar. Online retailers extend their offers till cyber Monday to drive sales and attract customers. Together, Black Friday and Cyber Monday represent a significant portion of holiday shopping revenue for retailers



### **The context:**

Black Friday and Cyber Monday are the biggest sale days of the year. The challenge was to build a scale up in the spends, without compromising on the performance parameters like return on ad spends, popularly termed as ROAS.

## The Approach

At the core of our approach was to study the past years data and draw out the conclusions and learnings about the category's sales, and their consistency in the last year. The two most important questions we were required to answer were:

- Which product category needs to be prioritised?
- Which brand and price range needs to be scaled up?

After going through the results and having support about the current trends from Google, a category of products were identified to be pursued for scale up. The growth observed in sales was more than 30% month on month.



Another data support came from the data available against the price range, pre-set in the feed for analysis. The performance of the past few months was analysed and shortlisting of sections for targeting was completed. This concluded the structure of the campaign, while multiple brands were focused on using specific campaigns for them, while ensuring other brands are not left out.

We used a season oriented communication strategy with “Boots for fall” messaging which directly catered to the seasonal demand.

## The Conclusion

Generated 131% increase in revenue and 10% increase in ROAS with 2x spends for the boots category in this Black Friday and Cyber monday month.

## Platforms

