

# Winning Black Friday & Cyber Monday in 2024

A Strategic Guide for Retailers

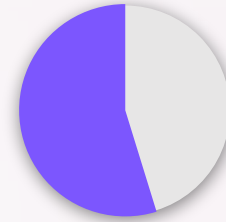


# 1 Optimizing Mobile Experiences

## Mobile Optimization is Key

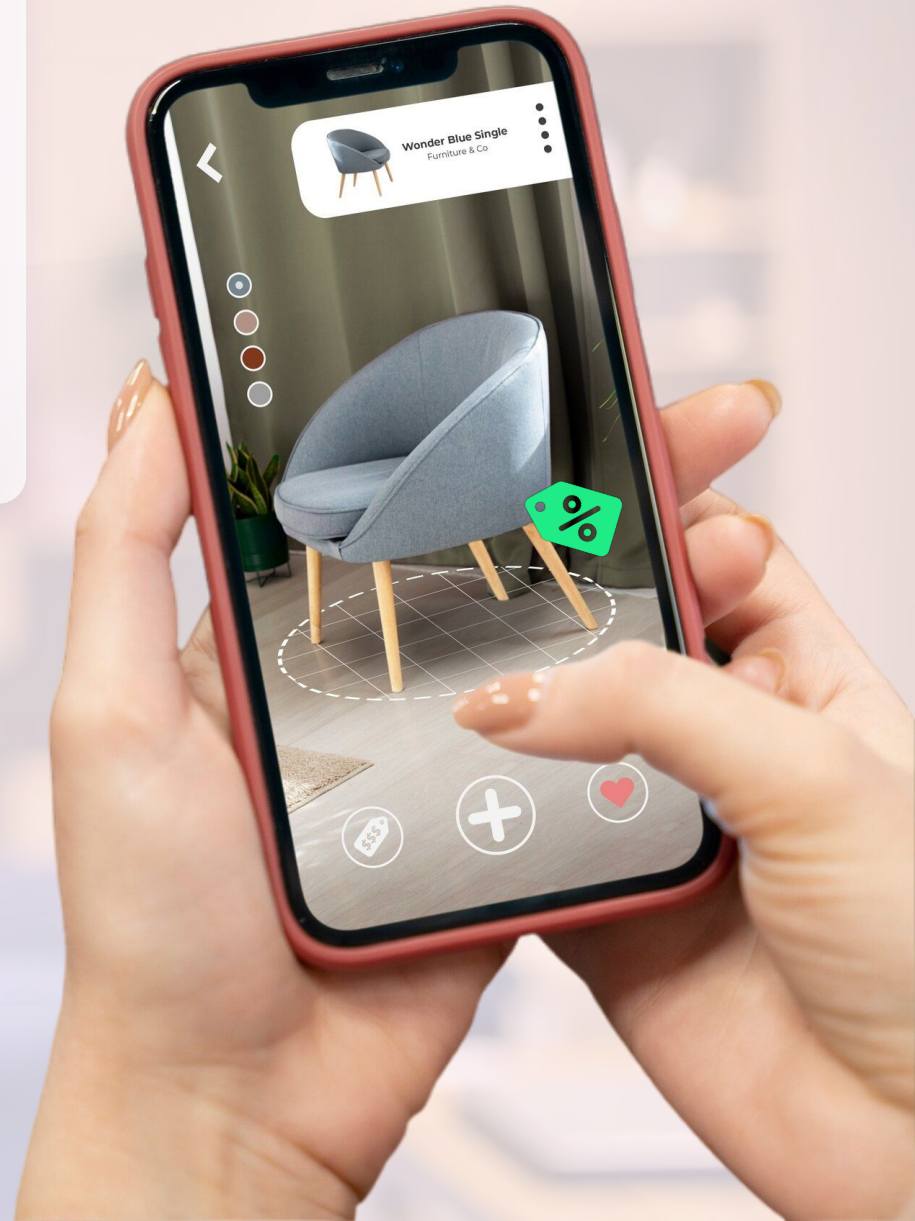
With a significant portion of holiday shopping conducted on mobile devices, it's essential that your website is mobile-friendly. Fast loading times, easy navigation, and a straightforward checkout process are crucial.

According to MobiLaud, 59% of Black Friday sales came from smartphones, a 55% increase from the previous year. Ensuring a seamless mobile experience can significantly reduce bounce rates and increase conversions, contributing to higher sales.



59%

of Black Friday  
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## 2

## Leveraging Social Media for Targeted Ads

### Engage with Personalized Ads

Investing in targeted social media advertising can drive traffic and conversions. Personalized ads resonate more with potential buyers, capturing their interest and encouraging them to visit your site. Platforms like Facebook, Instagram, and TikTok offer powerful tools for targeted campaigns, allowing you to reach a broader audience and engage with them meaningfully.

Effective social media strategies enhance brand visibility and attract more shoppers during the holiday season.

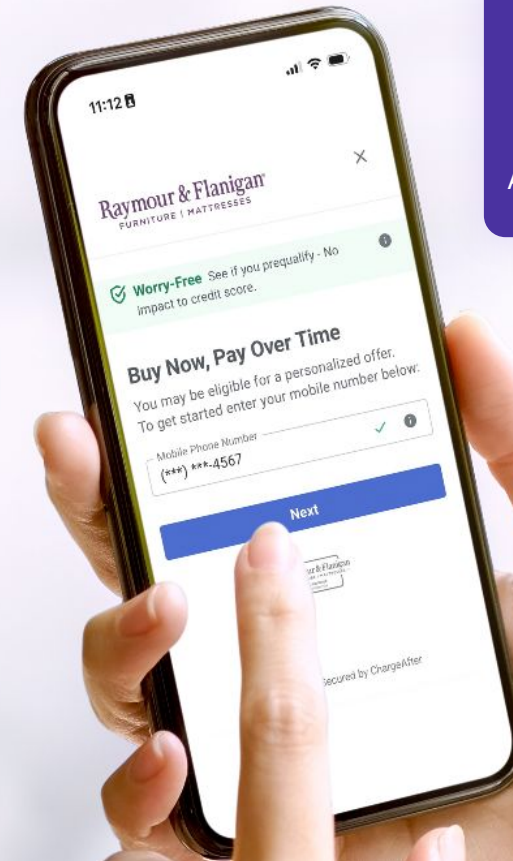


### 3 Ensuring Seamless Checkout Processes

## Streamline the Checkout Experience

A smooth and quick checkout process can reduce cart abandonment, making the difference between a lost sale and a loyal customer. Streamlining the checkout process involves minimizing the steps required to complete a purchase, offering multiple payment options, and ensuring that the process is secure and user-friendly.

According to SaleCycle, the cart abandonment rate for Black Friday was 76.63%, and for Cyber Monday, it reached 80.25%. A seamless checkout experience can significantly enhance customer satisfaction and encourage repeat purchases.



76.63%

Black Friday Cart Abandonment Rate



80.25%

Cyber Monday Cart Abandonment Rate



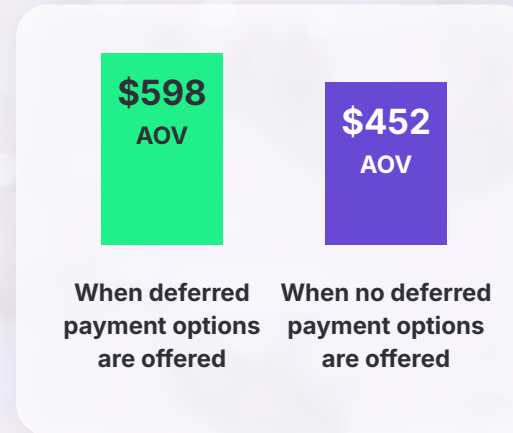
# 4

## Offering Flexible Financing Options

### The Power of Flexible Financing

Providing multiple financing options can significantly impact customer satisfaction and conversion rates. Shoppers who used a Buy Now, Pay Later (BNPL) service spent \$598 on average on Black Friday, compared to \$452 among those who didn't use a deferred payment method (PYMNTS Intelligence).

By integrating platforms like ChargeAfter, retailers can offer a variety of financing options, catering to individual customer needs and enhancing the overall shopping experience. This flexibility is crucial during the high-traffic holiday season when shoppers are looking for the best deals and convenient payment methods.



# 5

## Starting Early: The Early Bird Strategy

### Capture Early Interest and Grow Your Audience

For the past several years, consumers have shown eagerness to sign up for brand email and text lists around Halloween. They know the holiday season is approaching and don't want to miss out on sales or inventory announcements. While capturing opt-ins should be a year-round effort, Halloween is an ideal time to ramp up these efforts. Retail trends show that holiday sales start earlier each year, meaning all product messaging, campaigns, email triggers, and identity strategies should be tested and ready to run by Halloween.

#### Website Pop-Ups



Use pop-ups with special offers or sign-up incentives after visitors have been on your site for a certain duration or just as they're about to leave.

#### Influencers



Collaborate with influencers to create unique content that resonates with their audience. Partner for product giveaways or contests to boost visibility and engagement.

#### Social Media



Develop engaging content with polls, quizzes, and user-generated content. Create stories and reels on platforms like Instagram and TikTok for limited-time offers or behind-the-scenes looks.

#### Paid Ads



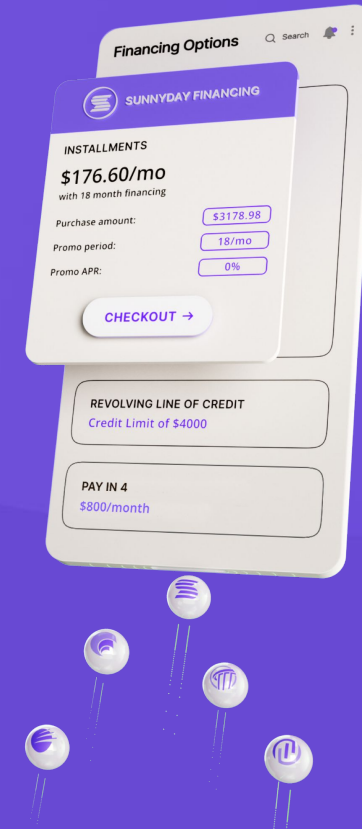
Launch retargeting ad campaigns to show ads to users who visited your site but didn't make a purchase. Use platforms like Facebook to target lookalike audiences, reaching users similar to your existing customers.

# Act Now to Unlock Black Friday / Cyber Monday Success

To truly capitalize on Black Friday and Cyber Monday in 2024, start preparing now. Focus on optimizing mobile experiences, leveraging social media for targeted ads, ensuring seamless checkout processes, and offering flexible financing options like those provided by ChargeAfter. Boost sales, reduce cart abandonment, and create a memorable shopping experience that keeps customers coming back - **retailers who use ChargeAfter see up to 85% POS financing approval rates.**

Integrating the ChargeAfter platform is seamless and easy, with plenty of time to get set up before the holiday rush. Plus, our merchant portal is packed with powerful data and insights to help you manage lenders effortlessly and supercharge your post-season strategies.

**Want to see how ChargeAfter can transform your holiday season sales? Schedule a demo with ChargeAfter today and unlock the potential of personalized financing!**



[Schedule a demo](#)

