

**Black Friday Insights  
2017**





## **Black Friday in numbers**

In this report we analyze 5 brands with presence across Greece. These brands run promotional campaigns on Black Friday. Compared to 2016, we see a steady and perhaps a slightly decline of the specific promotional activity in some brands. However, it should be noted that year-on-year the stores that run the specific promotional activity, are growing.

### **Key Findings:**

1. **All brands that have run promotional campaigns boost their daily sales per 253%** on average, compared to the previous Friday, and per **106%** compared to their daily average sales of the week.
2. There were brands that have raised their daily sales **up to 534%** compared to the previous Friday, or **158%** regarding the daily average rate of sales of the week.
3. The brands that did not run any promotional campaigns in 2016 and had a steady or slightly decrease of sales, this year that they run promotional activities on Black Friday, they have raised their sales per **22%** compared the previous week or 12% regarding the daily average rate of the week.
4. The brands that have a customer loyalty program in place had a **great raise of the members subscriptions**, per **172%** on average compared to the previous Friday or per **89% compared to their daily average sales of the week.**

	<b>BLACK FRIDAY SALES</b>	<b>SALES OF THE PREVIOUS FRIDAY</b>	<b>%</b>	<b>DAILY AVG. SALES OF THE WEEK</b>	<b>%</b>	<b>BLACK FRIDAY PROMO</b>	<b>MANDATORY MEMBERSHIP</b>
<b>BRAND 1</b>	491K	124K	296%	224K	119%	YES	NO
<b>BRAND 2</b>	182K	45K	307%	72K	151%	YES	NO
<b>BRAND 3</b>	260K	126K	106%	137K	89%	YES	NO
<b>BRAND 4</b>	534K	84K	534%	207K	158%	YES	NO
<b>BRAND 5</b>	631K	519K	22%	562K	12%	YES	NO

	<b>MEMBERS SUBSCRIPTIONS BLACK FRIDAY</b>	<b>SUBSCRIPTIONS OF THE PREVIOUS FRIDAY</b>	<b>%</b>	<b>DAILY AVG. SUBSCRIPTIONS OF THE WEEK</b>	<b>%</b>	<b>BLACK FRIDAY PROMO</b>	<b>MANDATORY MEMBERSHIP</b>
<b>BRAND 1</b>	470	102	361%	213	121%	YES	NO
<b>BRAND 2</b>	291	121	140%	145	101%	YES	NO
<b>BRAND 3</b>	508	308	65%	326	56%	YES	NO
<b>BRAND 4</b>	908	246	269%	368	147%	YES	NO
<b>BRAND 5</b>	681	539	26%	565	20%	YES	NO