

# **BLACK FRIDAY in numbers**

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We analyze 5 brands with presence across Greece. All of these brands run promotional campaigns on Black Friday, except one.

### Key findings:

1. The 4 brands that have run promotional campaigns boost their daily sales per 390% on average, compared to the previous Friday, and per 346% compared to their daily average sales of the week.
2. There were brands that have raised their daily sales up to 504% compared to the previous Friday, or 519% regarding the daily average rate of sales of the week.
3. The brands that did not run any promotional campaigns had a steady or slightly decrease of sales of -4% regarding the previous week, or -8% regarding the daily average rate of the week.
4. The brands that have combined their promotional campaigns with the mandatory use of the membership card, had a great raise of the member's subscriptions, without this having a negative impact on the sales.

	Black Friday sales	Sales of the previous Friday	%	Daily Avg. Sales of the week	%	Black Friday Promo	Mandatory Membership
Brand 1	229.810 €	49.305 €	366%	49.845 €	361%	Yes	Yes
Brand 2	699.637 €	103.592 €	575%	112.960 €	519%	Yes	Yes
Brand 3	194.000 €	90.872 €	113%	78.000 €	149%	Yes	No
Brand 4	500.000 €	82.765 €	504%	110.000 €	355%	Yes	No
Brand 5	547.974 €	571.000 €	-4%	597.000 €	-8%	No	N/A
	Members Subscriptions	Subscriptions of the previous Friday		Daily Avg. Subscriptions of the week			
Brand 1	1.091	268	307%	226	383%	Yes	Yes
Brand 2	1.165	197	491%	194	501%	Yes	Yes
Brand 3	522	359	45%	300	74%	Yes	No
Brand 4	539	371	45%	211	155%	Yes	No
Brand 5	1.092	1.425	-23%	1.022	7%	No	N/A