



Black Friday promotions achieve high engagement via calendar marketing

Challenge

Black Friday, the pinnacle of global shopping events, presents massive opportunities and fierce competition for brands. To stand out and boost sales, brands need innovative, direct, and impactful ways to communicate offers.

How could ECAL help retailers gain increased awareness during Black Friday?

Introduction

- For sports fans across the globe, Black Friday merchandise sales are a highly anticipated retail period as fans anticipate gift purchases, exclusive offers and discount merchandise.
- ECAL provides in-calendar events with relevant calls to action based on publisher objectives for their Black Friday campaigns.
- For ECAL, the creative opportunity for retail offers is high, with the ability to insert limited-time offers, flash sales, and exclusive discounts directly to what is regarded as a high-value audience at exactly the right time, all via the intimacy of their digital calendar.

Objectives

1

Impact

Impact **fan engagement** and maximise revenue opportunities by driving pre-registration for exclusive deals and product launches,

2

Integrate

Integrate **Black Friday marketing campaigns** and utilise calendar marketing to share timely and relevant promotional material.

3

Promote

Promote **retail events** directly into customer calendars with relevant calls to action for seasonal sales.

4

Create

Create a **direct path to purchase** and allow publishers to actively alert fans about merchandise sales, discounts and special offers..





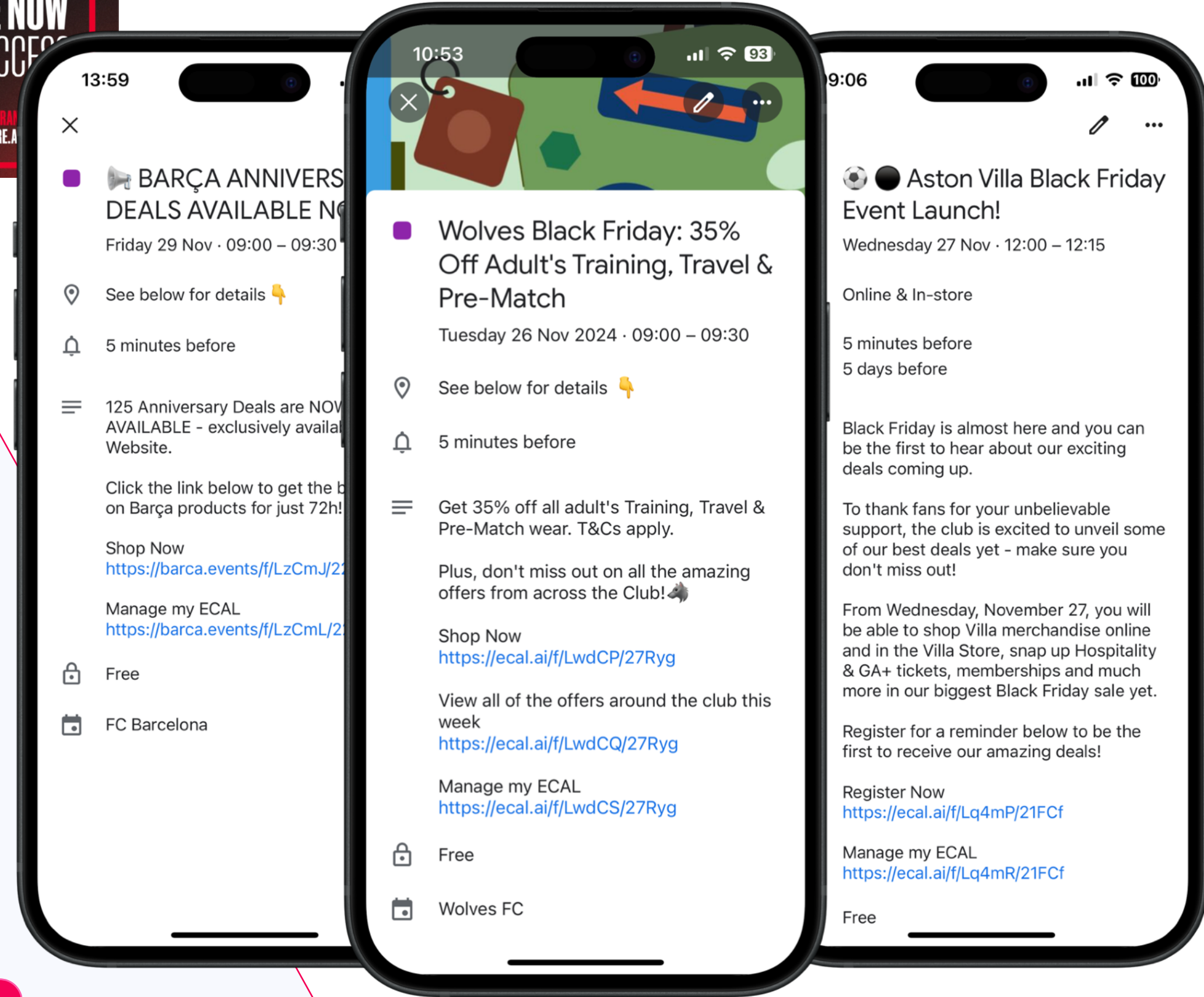
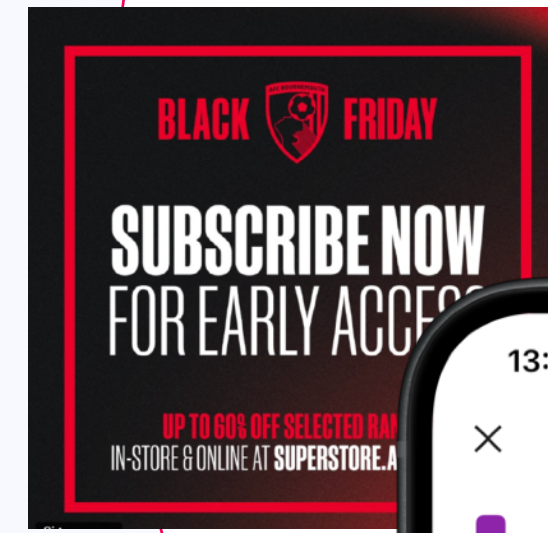
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Strategy

- ECAL prepared and supported timely and relevant daily retail campaigns for Black Friday promotions, including discount offers, merchandise promotions and integration marketing campaigns.
- Calendar marketing impacted daily sales and increased engagement during the sales period.

Solution

- ECAL’s innovative use of calendar-based marketing provided publishers with a powerful tool to connect with their audiences, drive revenue, and maximise the impact of their Black Friday campaigns.
- By delivering timely, relevant, and personalised offers, ECAL helped publishers achieve their objectives and stand out in a highly competitive market.



Outcomes

6.5%

CTR's

CTRs ranged from 1% to 6.5% for on-the-day sales events.

12M

Impressions

Over 12 million event impressions on Black Friday alone.

8D

Awareness

8 days of promotional events sustained audience interest and participation throughout the week.

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Sales

High engagement from targeted promotions led to increased sales.



Find out more.

Request a demo and discovery session today.



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[Book a meeting here](#)