



Black Friday Readiness





Slido

- Go to slido.com and enter **#bestpractices**
- OR click on the link in the chat
- OR scan the QR code
- **Polling**
- **Q&A Session** – at the end of the session, Slido only





Agenda

1. Email Deliverability during the Peak Season
2. Black Friday key statics and forecast
3. How to deliver more optimised and personalized communication during Black Friday
4. Alternative ways to approach the Black Friday
5. Q&A + Feedback



Intro





Team Introduction



Gavin Sherry

Head of Deliverability

- 10+ years experience in email marketing and Deliverability



Donata Pieta

*Senior Manager,
UK Business Consultancy*

- 4+ years in Business Consultancy @ Bloomreach UK
- 10+ years in SaaS MarkTech UK
- 8 years in Ecommerce / Retail UK

Peak Trading & Deliverability – Key Considerations



Contents

1. Getting Ready for Peak Trading
2. Improving your Reputation
3. Measuring the Health of your List (post iOS 15 changes)
4. Sending Tactics during Peak Trading
5. Contacts over the Black Friday Weekends



Getting Ready for Peak Trading

- If you wish, you can share your Black Friday / peak trading sending plans with the Deliverability team or your CSM and we will give you our feedback.
- If we required, we can look at adding a temporary additional IP to give you additional bandwidth and throughput to your sending over this time. **Please note** new Ips need to be warmed up. This is not something you need to do. That job is done by our email platform partners. They will write a script which gradually adds more and more volume to the dedicated IP. It takes 15 sends for the new IP to be fully warmed up.



Getting Ready for Peak Trading

- You want to be going into Black Friday / peak trading with the best possible sender reputation. If you haven't already done so, sign up to Microsoft SNDS and Google Postmaster reports. These reports will give you important insights into your sender reputation. Notes on how to sign up for these reports have been appended.


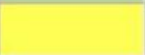

Microsoft SNDS reports will provide the following:

1. Number of messages sent from your IP(s) to Microsoft recipients
2. Reputation of your sending IP addresses (either green, yellow, or red)
3. Amount of bounces
4. Bounce percentage
5. Complaint percentage
6. Number of Spam trap hits



Getting Ready for Peak Trading

Microsoft SDNS: The colour coding of your IP gives you a good indication of your IP health. Green is good and it means that less than 10% of your emails are being sent to the spam folder. Red is bad, meaning more than 90% of your emails are hitting the spam folder and yellow is somewhere in between. For good deliverability, your IPs need to be achieving green status.

Result	Example	Verdict percentage
Green		Spam < 10%
Yellow		10% < spam < 90%
Red		Spam > 90%



Microsoft SDNS reports

View Data: 161.38.205.209

Below is the data history for the selected IP, 161.38.205.209. Please note that days where it sent less than 100 messages will be indistinguishable from days where it sent no messages at all, because neither will show up below.

The date and times in the displayed data below are rendered into your preferred timezone: All available data for 161.38.205.209 are displayed below. Please note that days where the IP sent very low volume (fewer than 100 messages) are not included.

The data is divided into days based on the U.S. Pacific time zone, however the activity periods in the table below are shown according to your preferred time zone: (GMT-06:00) Central Time (US & Canada)

Activity period [?]	RCPT commands [?]	DATA commands [?]	Message recipients [?]	Filter result [?]	Complaint rate [?]	Trap message period [?]	Trap hits [?]	Sample HELO [?]	Sample MAIL FROM [?]	Comments [?]
Total: 90 days	20,963,007	20,962,523	20,955,746	0 red days	< 0.1%		1	0 distinct values	0 distinct values	
2/15/2022 6:00 PM - 2/16/2022 6:00 PM	158131	158127	158035		< 0.1%		0			
2/14/2022 6:00 PM - 2/15/2022 6:00 PM	298775	298770	298557		< 0.1%		0			
2/13/2022 6:00 PM - 2/14/2022 6:00 PM	282553	282548	282404		< 0.1%		0			
2/12/2022 6:00 PM - 2/13/2022 6:00 PM	141985	141984	141912		< 0.1%		0			
2/11/2022 6:00 PM - 2/12/2022 6:00 PM	286377	286373	286368		< 0.1%		0			
2/10/2022 6:00 PM - 2/11/2022 6:00 PM	213003	212998	212925		< 0.1%		0			
2/9/2022 6:00 PM - 2/10/2022 6:00 PM	357202	357202	357075		< 0.1%		0			
2/8/2022 6:00 PM - 2/9/2022 6:00 PM	177083	177080	177023		< 0.1%		0			
2/7/2022 6:00 PM - 2/8/2022 6:00 PM	224065	224061	224009		< 0.1%		0			
2/6/2022 6:00 PM - 2/7/2022 6:00 PM	198919	198917	198846		< 0.1%		0			
2/5/2022 6:00 PM - 2/6/2022 6:00 PM	196404	196402	196397		< 0.1%		0			

This is an example of what the SNDS report looks like, It includes the colour filter result and the spam complaint activity and the number of spam trap hits you have incurred on the Microsoft network



Getting Ready for Peak Trading

Google Postmaster reports will offer you insights into:

1. IP reputation
2. Domain reputation
3. Spam Complaint Rate
4. Delivery Errors

Please note Google (Gmail) do not send data back to any email platform with regard to spam complaints. The only place you can monitor your Gmail spam complaint rate is via the Google Postmaster reports

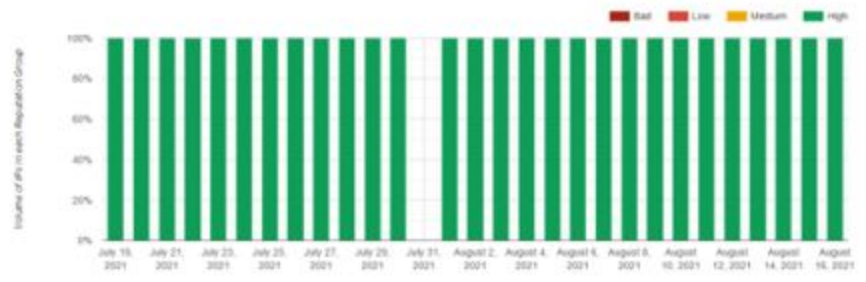
Finally, it is worth noting that Google place more emphasis on domain reputation than IP reputation.



Google Postmaster Reports

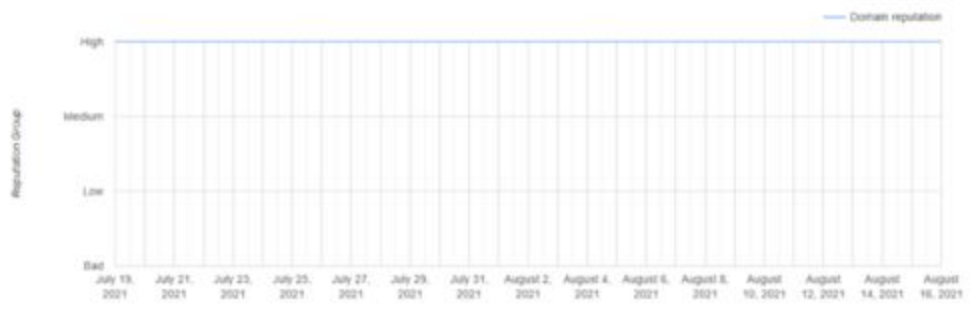
spam rate

IP Reputation



Date	User reported spam rate
Aug 11, 2021	0.1%
Aug 12, 2021	0.0%
Aug 13, 2021	0.1%
Aug 14, 2021	0.1%
Aug 15, 2021	0.0%
Aug 16, 2021	0.1%

Domain Reputation





Knowing your reputation

This table shows targets and thresholds for the main email metrics. Achieving these metrics and staying under key thresholds is a good indication of having a healthy sender reputation

Metric	Target or Threshold
Delivery Rate	99+%
Click to Delivered Rate	2 to 5%
Hard Bounce Rate	Less than 0.5%
Soft Bounce Rate	Less than 0.5%
Unsubscribe Rate	Less than 0.5%
Spam Complaint Rate	Less than 0.05%



Getting Ready for Peak Trading

- If you're still unsure of your sender reputation, you can reach out to your CSM who will ask the Bloomreach deliverability team to undertake an audit of your recent sending.



Key Question

“How do I improve my sender reputation ahead of Black Friday?”



Improving your reputation

- Firstly, you need to identify the cause of your impacted reputation. The most significant things that could be lowering your reputation are:
 1. Spam trap hits
 2. Spam complaints
 3. Targeting a disengaged audience with too high a frequency
 4. Your sending speed is too fast

Spam Trap Hits:

If you are seeing high volumes of spam trap hits (via Microsoft SNDS or feedback from Bloomreach deliverability) you will need to clean up your list. Spam traps are not real email addresses, and they only serve to identify spammers and senders with poor list hygiene. The good news is that we can clean the list by means of a list validation service.



Improving your reputation

Spam Complaints:

The threshold for spam complaints is super low and is less than 0.05%. If you are receiving spam complaints high than this rate, this will be impacting on your reputation and your inbox placement.

You need to consider why people are reporting you as a spammer? The number one reason is that you are targeting a disengaged audience with too high a frequency. We will discuss that next. However, the steps you can take to reduce this are:

1. Reduce your frequency to certain segments who have clearly “tuned out”
2. Bring the unsubscribe link to the top of the email. If people want to leave your list, don't make them scroll through the length of one of your emails to find the unsubscribe link. Remember, the spam complaint button is always within the top navigation of all email apps.



Improving your reputation

Targeting a disengaged audience with too high a frequency:

The ISPs / mailbox providers (the likes of Hotmail, Gmail, Yahoo etc) operate algorithms which determine where an email should be sent once accepted. Should it be delivered to the inbox or the spam folder? To solve this query, they are referencing the last engagement date (last open or click date). 180 days of no activity will trigger their filters to move your email to the spam folder. The more they do that, the faster they downgrade your reputation. In the following slides, we have an overview of the Health of Your List segments which are then mapped to frequency. Adjusting your sending accordingly ahead of Black Friday will boost your reputation



Measuring the health of your list (post iOS 15 changes)

NEW - (All)	Creation date is less than or equal to 30 days in the past
PASSIVE - (All)	Creation date is between 31 and 90 days and LAST OPEN or LAST CLICK did not happen
ACTIVE (Non IOS 15)	Creation date is greater than 30 days and LAST OPEN or LAST CLICK is LESS than 90 days
ACTIVE (IOS 15)	Creation date is greater than 30 days LAST CLICK is LESS than 90 days OR has clicked more than once in the last 180 days
LAPSING - (All)	Creation date is greater than 30 days and LAST OPEN or LAST CLICK is BETWEEN 91 and 180 days
IOS 15 Open & non click	Creation date is greater than 30 day, LAST "OPEN" is less than 180 days but NO CLICK
LAPSED - (All)	Creation date is greater than 30 days and LAST OPEN or LAST CLICK is GREATER than 180 days
INACTIVE - (All)	Creation date is greater than 90 days and LAST OPEN or LAST CLICK did not happen

This part of your list needs to be managed with caution



Understanding the Health of Your List

- **NEW** is a good segment. New email subscribers are typically a very enthusiastic audience. For this reason, they are eligible for a reasonably high frequency.
- **PASSIVE** is still relatively “new” audience (older than 30 days but less than 90 days). We should give this segment the option to engage in your emails. If you don’t, they will end up in the **INACTIVE** segment (which is not a targetable segment). However, due to their lack of engagement, take the frequency down so as not to impact on your metrics and reputation
- **ACTIVE**; a healthy list will have at least 40% ACTIVE email addresses. This audience are eligible for your highest frequency of email.
- **LAPSING** this audience are starting to tune out. The number one reason why people “tune out” of brands emails is they are getting bombarded with very similar content. Try fresh content ideas, personalisation to improve engagement. However, **the number one recommendation is to move this segment to a reduced frequency.** So, as not to impact on your metrics and reputation by their lack of engagement.



Understanding the Health of Your List

- **IOS 15 Open non Click** this segment presents a risk if targeted with any degree of regularity. This segment will contain all “Fake opens” from IOS 15 subscribers who have not opened and where the open event has been generated by Applemail’s privacy feature. The lack of click engagement over the last 180 days confirms this audience as a not very engaged one. Contacting them should be significantly limited. The aim in contacting them should be to generate a click which will move all active subscribers to a segment where you can identify them as ACTIVE.
- **LAPSED** this audience have not opened or clicked an email in over 6 months. If you continue to email with any degree of frequency, the ISPs will filter your emails to the SPAM folder. In addition, this part of your list may contain recycled spam traps. Consider tactics to re-engage with this audience before they hit 180 days inactivity. The earlier you try to re-engage with an audience, the more success you will have
- **INACTIVE;** this audience have never opened or clicked an email. They offer zero revenue through the email channel. Do not email them, they will bring your metrics down. Targeting them is very clear evidence to the ISPs that you are spamming an audience that doesn’t want to hear from you.



Segments mapped to frequency – High Frequency

Segment	Frequency
NEW	3+ emails per week
PASSIVE	1 - 2 emails per week
ACTIVE	4+ emails per week
LAPSING	1 - 2 email per week
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVE	DO NOT TARGET

Model for high frequency senders. What is high frequency? 4 or more emails per week



Segments mapped to frequency – Medium Frequency

Segment	Frequency
NEW	1 to 2 emails per week
PASSIVE	1 email per week
ACTIVE	3 emails per week
LAPSING	1 email per week
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVE	DO NOT TARGET

Model for medium frequency senders. What is medium frequency? 2 to 3 emails per week



Segments mapped to frequency – Low Frequency

Segment	Frequency
NEW	1 to 2 emails per week
PASSIVE	1 email every 2 weeks
ACTIVE	2 emails per week
LAPSING	1 email every 2 weeks
IOS 15 Open no Click	Once a month
LAPSED	4 to 6 times a year
INACTIVE	DO NOT TARGET

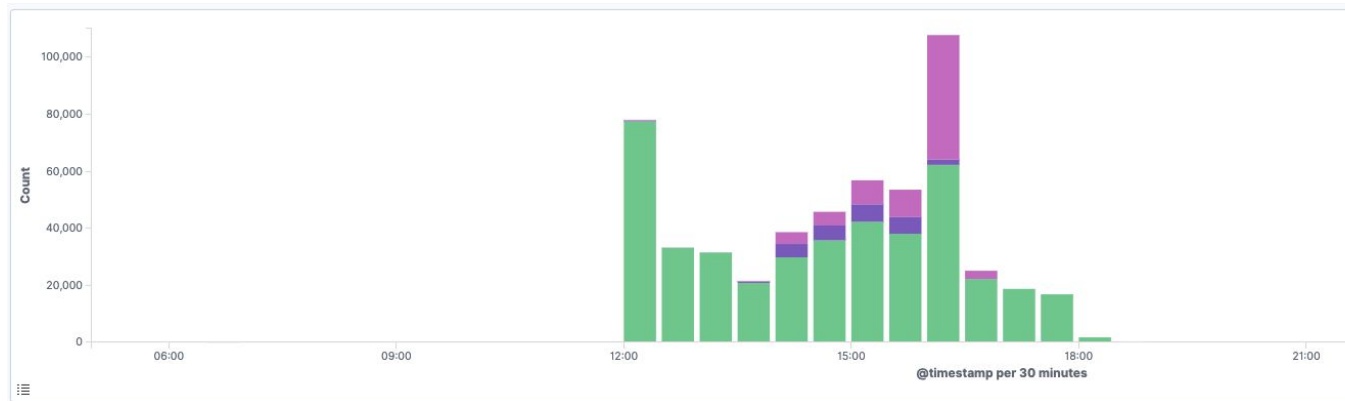
Model for low frequency senders. What is low frequency? 1 to 2 emails per week



Improving your reputation

Your sending speed is too fast:

When you hit SEND on a bulk email campaign / newsletter and all the emails are sent at once, you are not following best practice. Microsoft domains, Yahoo and AOL are all very sensitive to high volumes of emails attempting delivery at one time. If your reputation with these ISPs is not good, they will not tolerate high sending speeds





Improving your reputation

Your sending speed is too fast:

The above chart is typically what happens. The purple and lilac activity are all temporary failures. The normal output of these temporary failures is that the ISPs / mailbox providers move the emails to the spam folder or soft bounce them

The recommendation for all bulk senders is to evenly distribute your sending over 2 to 3 hours. This can be done in a scenario and applying a wait note with 120 or 180 minutes (the longer you can spread your distribution evenly over a certain time frame the better).



Improving your reputation

Add to Address Book:

This little CTA (call to action) typically has a low conversion rate (circa 2%) when added as a content piece. However, the ISPs love it and it over indexes in terms of boosting your reputation. It's all about how you position it. An example is given below which can be added to your emails in the run up to Black Friday..

“Hey, we have some great deals coming your way over the next week. To ensure our emails reach your inbox, add us to your safe sender list”



Improving your reputation

Set up your DMARC record:

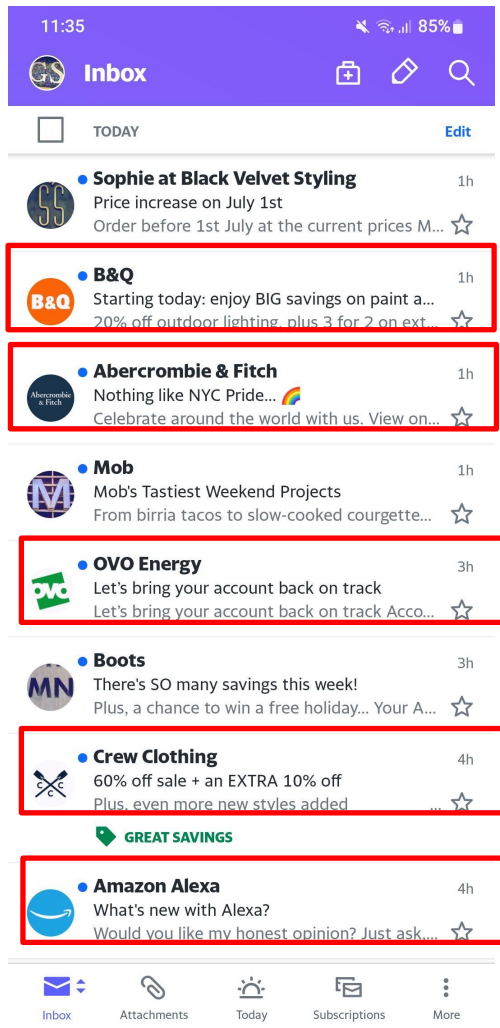
DMARC records: It's not a requirement to have a DMARC record for your domain. However, it is best practice. DMARC offers significant additional security against anyone attempting to use your email domain for spamming, fraud or phishing. From a deliverability perspective, ISPs endorse it. It allows them to “**trust**” you more as a sender.

This is a useful guide for setting up DMARC records
<https://dmarcian.com>



Setting up DMARC

- In addition, creating the DMARC record places a logo in the inbox preview which helps your customers know that the email is coming from you, the legitimate sender
- The boxes in red in the screenshot to the right shows the brands which have set up their DMARC record and those that have not.





Sending Tactics during Peak Trading

- Mapping your sending plans to your segmentation model is a key recommendation. The table on the next slide has a high frequency and is not a recommendation to email more than your intended sending. However, it illustrates how you might manage a high frequency sending plan over the key dates of 22 Nov to 28 Nov.
- You will note that the plan does target LAPSED on the key dates of Black Friday and Cyber Monday. However, the age profile of LAPSED (last open or click is greater than 180 days) should be capped. A sensible cap which allows for shoppers who purchased last year would be 13 months.
- The recommendation when targeting LAPSED is to target your more engaged customers first and then target your LAPSED segment once they have all been contacted
- Immediately after your targeting of LAPSED, it is recommended that the very next send goes to a much more targeted audience to boost your reputation



Sending Tactics during Peak Trading

Date	Segmentation	2 nd Send	Segmentation
Tue 22 Nov	Active & New	None	n/a
Wed 23 Nov	Active & New	None	n/a
Thu 24 Nov	Active & New	None	n/a
Fri 25 Nov	Active, New, Passive, Lapsing, iOS 15 Opens but no click, Lapsed (capped at 13 months since last engagement)	Yes	Target openers / clickers but non converters
Sat 26 Nov	Active & New	None	n/a
Sun 27 Nov	Active & New	None	n/a
Mon 28 Nov	Active, New, Passive, Lapsing, iOS 15 Opens but no click, Lapsed (capped at 13 months since last engagement)	Yes	Target openers / clickers but non converters



Sending Tactics during Peak Trading

- Second sends are seen on the key dates. A typical tactic is to target non-openers of the earlier email. This is not recommended. It is seen as spammy and the open rates are normally disappointing. With a focus on conversions, the recommendation is to target openers and clickers but non converters. The approach is “Worth another look?” When implemented this second send has both great engagement and conversion rates.



Sending Tactics during Peak Trading

- Undertake some analysis of last year's sending. Are there any key learnings?
Key questions to ask:
 1. What was the most impactful time of sending for email engagement?
 2. Which subject lines performed best?
 3. Which emails produced the most complaints? Is there anything we can learn from this?
 4. Do we need to adjust our sending based on web traffic? Were there any website issues last year with higher volumes visiting the site?



Sending Tactics during Peak Trading

- During peak trading, with all brands sending more emails, one of the most beneficial tactic is to slow down your sending speed (as discussed above). This should apply to all senders (even those with a good reputation).
- With inboxes being bombarded by higher email frequency by so many brands, we typically see spikes in unsubscribes and spam complaint rates. To avoid this, update your From Name to demonstrate that these emails are related to Black Friday and that normal sending will resume. When implemented we have seen a decrease in unsubscribe and spam complaints. Example give below

Normal From Name	“Bloomreach”
Black Friday Special From Name	“Bloomreach – Black Friday Event”



Contacts over the Black Friday weekend

- Should you have a sending issue over the Black Friday sending weekend, you will be able to reach out to Bloomreach Support
- In addition, you can email Gavin Sherry (UK and Europe - normal business hours) gavin.sherry@bloomreach.com
- And Michael Mann (N. America - normal business hours) Michael.mann@bloomreach.com



Black Friday Key Stats and Predictions





Black Friday 2021

Key Stats:

- **74.17%** of online traffic on Black Friday was from **mobile devices**
- **56.2%** of online products were sold **via a mobile device** on Cyber Monday
- Cart Abandonment on Black Friday was 77.74% (81.01% in 2020)
- 12:00 was the peak time for Add-To-Cart rates on Black Friday
- **10:00 is the peak time for online sales on Black Friday**
- Online traffic increased 35.28% overnight in the fashion sector from the day before Black Friday
- Airline and Luxury Fashion had the highest cart abandonment rates.
- Online traffic in the retail segment saw a 32.32% increase compared to the previous week
- On Cyber Monday 21:00 was the lowest cart abandonment rate of the day at 76.49%
- **The peak time for online traffic on Cyber Monday was 21:00**

Source: www.salecycle.com



US Black Friday Online Sales Trend

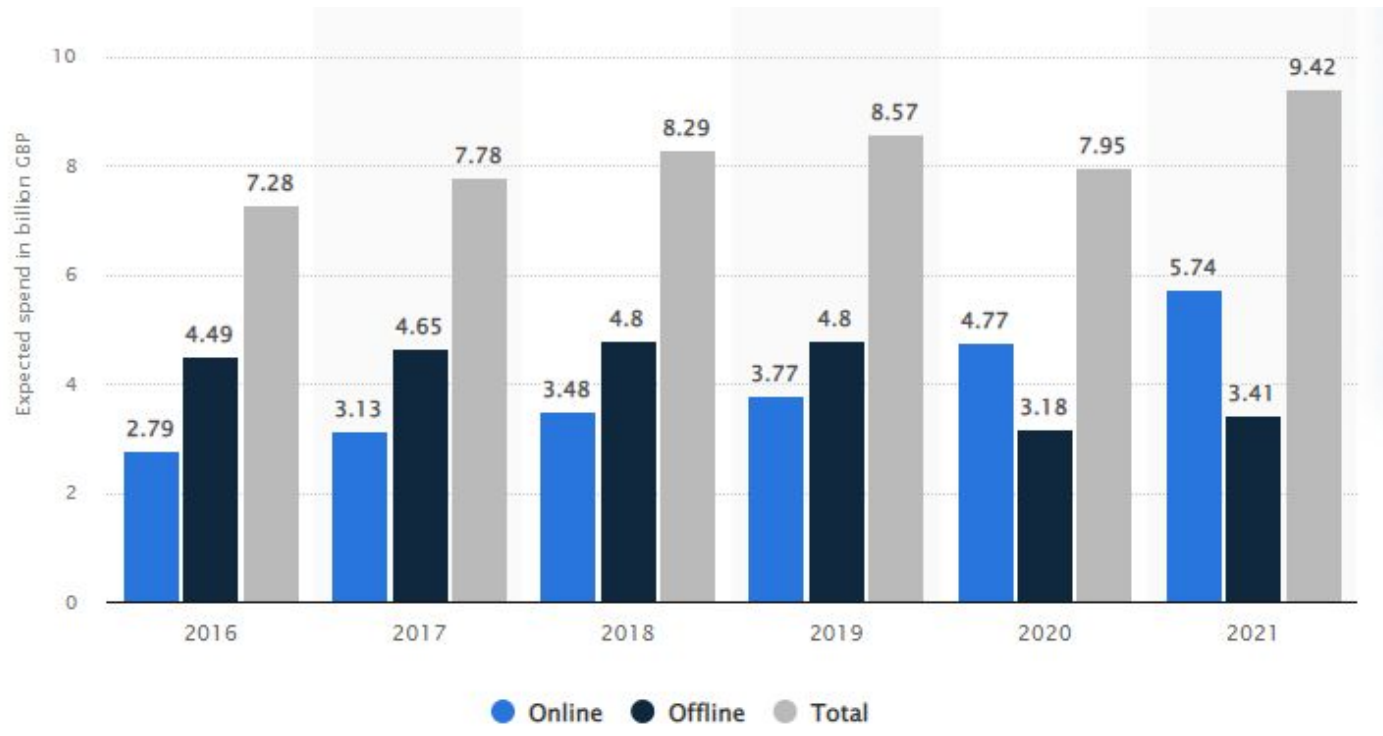
Black Friday Online Sales
2013 - 2021



Source: SaleCycle



UK Black Friday Spend

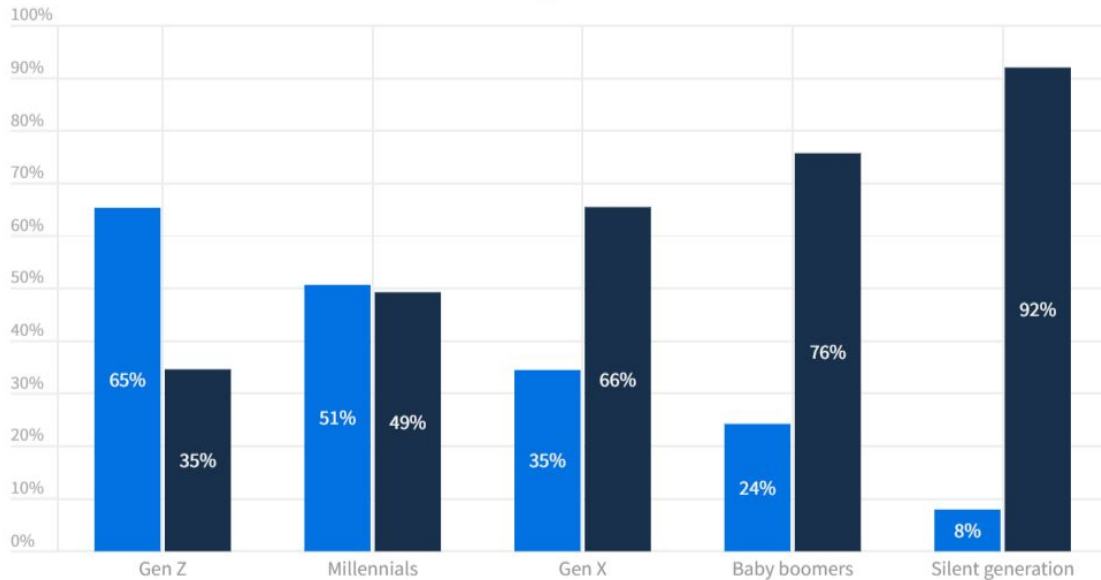




Black Friday 2022 Predictions

Do you plan on spending any money on Black Friday/Cyber Monday this year?

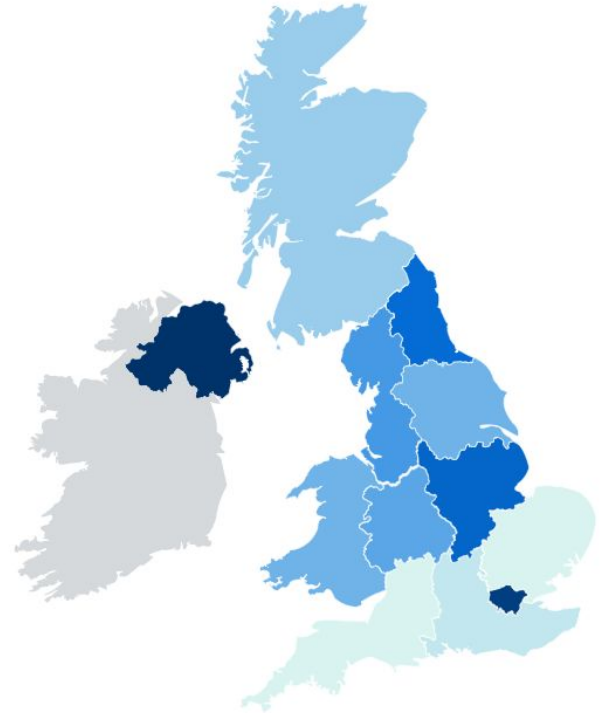
■ Yes ■ No





Which region is more likely to spend on Black Friday?

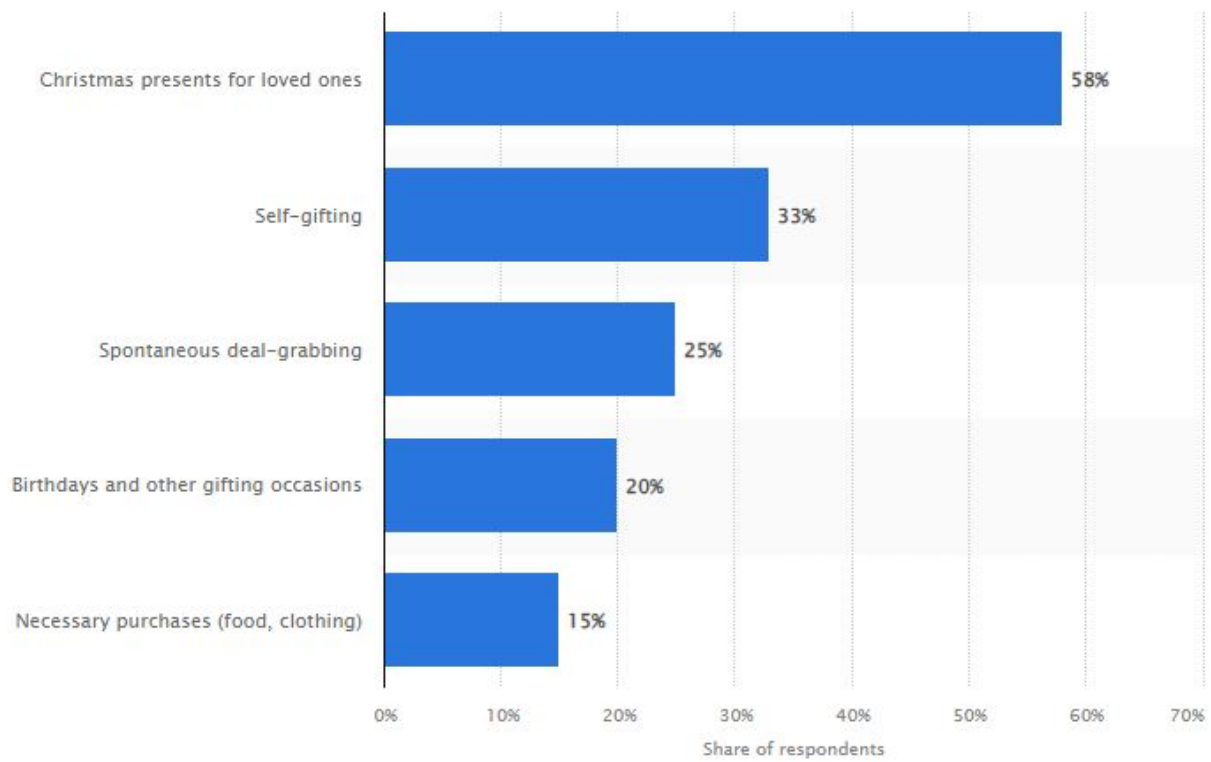
- Residents in Northern Ireland are most likely to take part in Black Friday shopping, with 53% saying they will spend this year. London is the next most likely at 51%, followed by the East Midlands (45%), North East (44%) and the West Midlands (39%).
- The Scottish are expected to spend the most on the Black Friday and Cyber Monday sales in 2022, with each shopper spending £257 on average. The next biggest total spenders are those in the East Midlands (£225), followed by London (£206) and Yorkshire and the Humber (£204).



Source: www.finder.com/uk/black-friday-statistics



UK Reasons for shopping





How Bloomreach Engagement can help with the Black Friday wins





BLACK FRIDAY

20% OFF EVERYTHING*

up to 70% off everything PLUS
an extra 10% off. code: noworever *1&cs

BLACK FRIDAY STARTS NOW...



BLACK FRIDAY
SIZZLING HOT DEALS
NOW UP TO
70% OFF

CYBER WEEKEND
50% OFF EVERYTHING
+ MEGA PRIZES WITH EVERY ORDER

Shop Now

BLACK FRIDAY

50% OFF*

Selected lines only

% OFF EVERYT

SHOP NOW

UP TO
50% OFF EVERYTHING

NEW STYLES HAVE LANDED

25% OFF EVERYTHING

BLOOMREACH

BLACK FRIDAY

Black Friday Deals

up to **70% off**

How to cut through the noise?



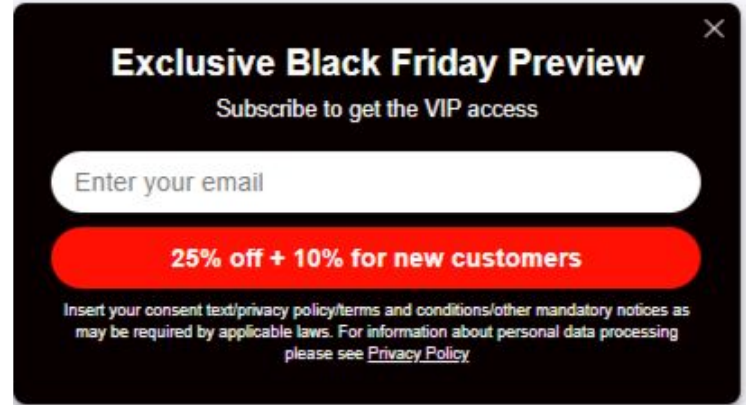
Customer Centric Communication & Personalisation



Step 1 - Data & Analytics

Plan ahead of time, gather data points that can help you later with more personalised customer communication that is relevant to each individual. Great chance to get new subscribers with the intention to buy.

E.g. In the lead up to Black Friday there is a **huge increase in online traffic and browsing**, so here would be a great opportunity to introduce a **browse abandonment solution, price drop solution** and also opportunity of increasing database subscriptions.





Step 2 - Organise the data and align with your strategy

Ensure you have a clarity of the different campaigns and communication channels so you don't get lost in the Black Friday noise.

- Behavioural Data: previously browsed, added to cart, interacted with products and/or product categories
- Purchase Data: previously purchased products and categories
- Most valuable customers - special treatment, VIP preview, different types of communication
- Bargain hunters - target with specific price points / final reductions
- Customer attributes - different shopping behaviour by country /brand





Step 3 - Personalisation

Customer Aggregate:

- most commonly viewed or purchased product category: **dynamic content within omni channel communication**

Product Recommendations:

Personalized recommendations for you: Email / Website

- Recommend items that similar customers like using collaborative filtering-based recommendations

Customer recent interactions: Email / Website

- Items customer recently interacted with, for example recently purchased or viewed products

Personalized category page: Website

- Personalized recommendation of items based on behavioral similarities between your customers

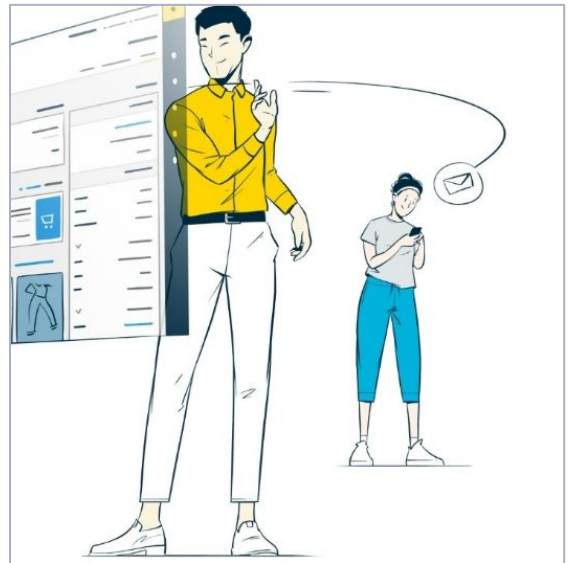




Step 4 -The right channel

Rather than blasting customers with the same messages across all your channels, think of the way to engage them in a certain way in the given channel.

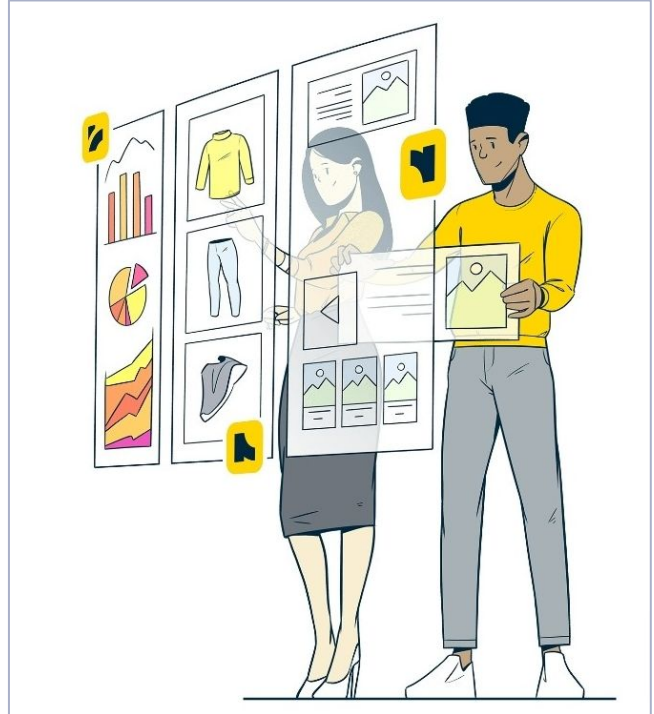
- **Last channel before purchase**
 - a segment based on last purchase channel
 - an aggregate: **most common** channel before purchase
- **Last channel customer engaged with that ended up with website visit**
- **Custom prediction** - best channel multinomial classification model





Other Trends

- **Cross device behaviour**
 - are your customers mostly browse on mobile but purchase on the website? Ensure you have certain mechanism that will allow them to keep track of the products they liked - **wishlist, likes, save for later, email follow ups etc.**
- **Shopping behaviour**
 - are most of your sales coming from mobile? Ensure your customer journey is as seamless as possible to enable quick purchase
- **Engagement** - what channel drives the most clicks/ visits? What assets are most successful, what images drive the traffic etc.





Retargeting - Social & Google Ads

Social Retargeting should be based on high value customer segments with propensity to purchase.

- People who are not engaging with emails - look into retargeting them via Ads
- **Abandoned Cart follow up***
 - You can push abandoned products to e.g. Facebook to retarget your customers on social media
- **Abandoned Browse follow up***
- **Recommended products*** based on recent views or purchases



**Prerequisites: a tech setup may be required*



Typical Pre-defined Bloomreach Use Cases

- **Abandoned Browse** - email only
- **Abandoned Browse with multichannel retargeting** (email, mobile push, SMS, browser push)
- **Price drop alert based on viewed items***
- **Personalized reactivation** - based on previous online behaviour
- **Price drop alert - customer initiated** - subscribe to get notified about price decrease on a specific item



**Should be launched ahead of time to collect relevant data*



Alternative Ways to Approach Black Friday



Green Friday
at sofology

Every order plants a tree
29th Nov - 8th Dec

Help us fight climate change in partnership with The Woodland Trust

[FIND OUT MORE](#)

In partnership with the
WOODLAND TRUST



Alternative Ways to Approach Black Friday

KOTN Search Pricing later.com L

This Black Friday we're donating 100% of our proceeds so that...

→

The ABCs Project by Kotn November 26 - November 30, 2021

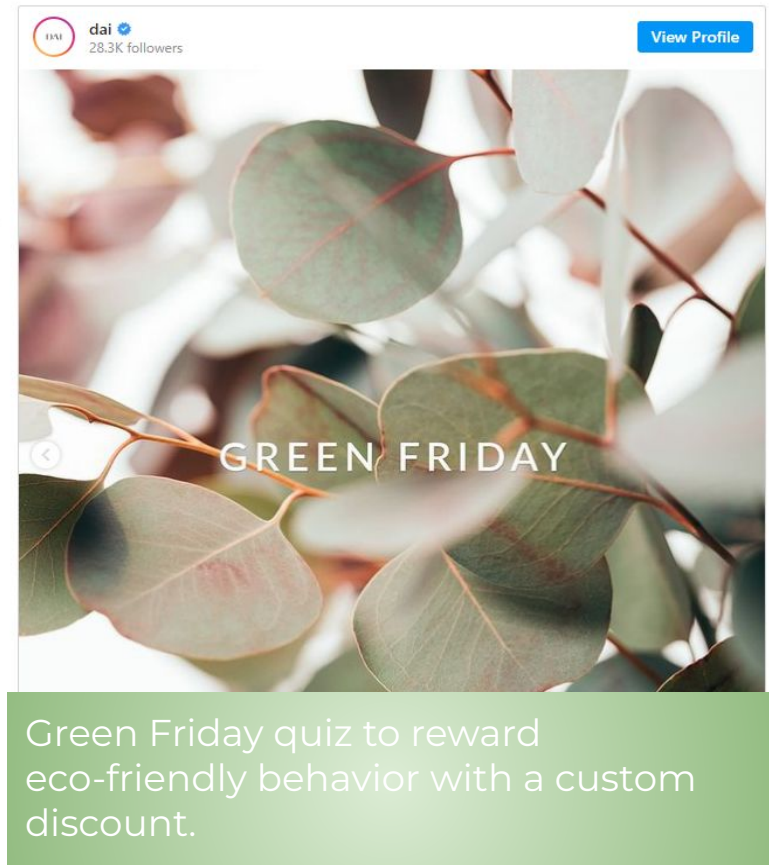
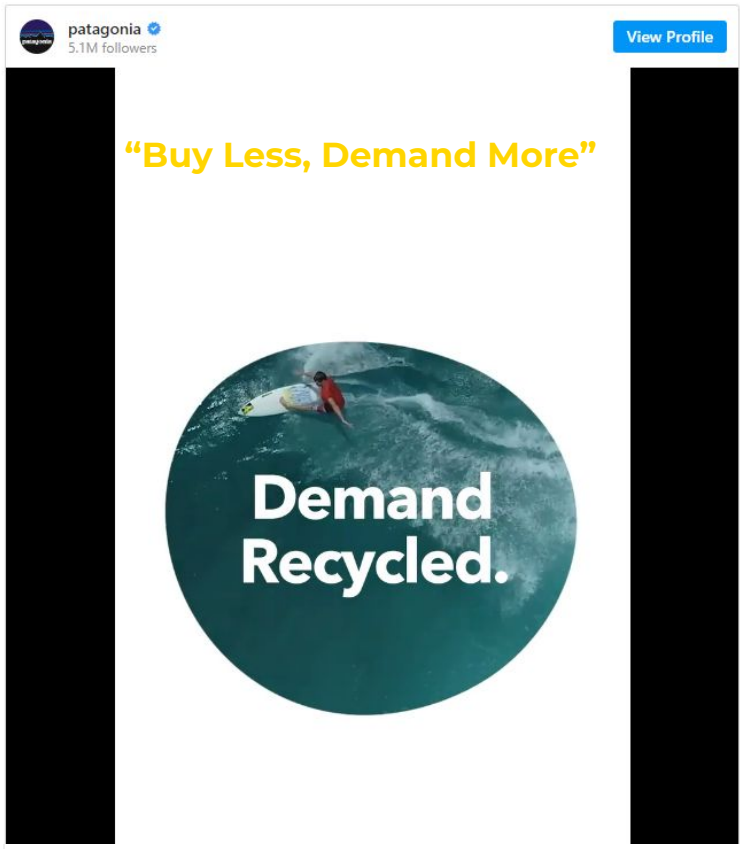
Miir x charity: water

BLACK FRIDAY

TODAY only, **100%** of all Miir product sales benefit charity: water



Alternative Ways to Approach Black Friday





Slido

- Go to slido.com and enter **#bestpractices**
- OR click on the link in the chat
- OR scan the QR code
- **Polling**
- **Q&A Session** – at the end of the session, Slido only





Do you want to know more about optimizing your channels? Then register for our brand new course: **Omnichannel Orchestration.**

