



Black Friday Management Checklist

Objectives

Maximize traffic for deal ASINs to ensure demand is captured by specific ASINs. Maintain or improve performance KPIs including CPC and ROAS versus previous year.

Prep (~2 weeks prior to event)

- Review last years performance & spend to allocate sufficient budget to ensure you can capture demand during the event
- For priority ASIN management ensure sufficient stock availability
- Ensure deal ASINs are featured in SB campaigns
 - If directing to custom created Store pages, start sending traffic to these pages 2 weeks in advance to build up relevance
- Deal ASINs active in SP
- SBV campaigns have been created where needed
- SDA retargeting campaigns have been created for flash deals
- Tag deal ad groups as Cyber 5 with Dimensions & Categories
- Promote new product launches in the lead up phase to improve visibility and get traction for new campaigns
- Review Automated Actions and Ad Scheduling for any settings that may need to be revised or paused during Cyber 5
 - Ex: Dayparting settings may need to be paused during Cyber 5 based on budget allocation

The day before the event:

- Pause budget navigator along with portfolios for the Cyber 5 period to allow for maximum reach
- Review retail readiness to ensure you promote the right ASINs. Utilise the Skai report "Amazon Products Not Serving" for insights"
- Increase your daily budgets based on your analysis from last year's performance. If you are running Black Friday activity for the 1st time, increase budgets x3 before you log off not to miss out on early conversions



- ❑ Budget allocation across promotional campaigns; recommended split SPA 60%, SBA 25%, SDA 10% and SBV 5%. If only using SPA & SBA go for a 80%/20% - 75%/25% split
- ❑ Adjust bids across keywords, placements, and categories (especially all your brand terms +25%) for your promotional campaigns
- ❑ Review Automated Actions & pause any AA that could restrict performance across Cyber 5 for example:
 - ❑ Pause previous Ad Scheduling settings

Black Friday - on the day:

- ❑ Manually filter to Active Campaigns and Daily Budget Out of Budget & then implement automated actions to increase 'out of budget' campaigns by 20% every 2 hours:
 - ❑ Manual check times ~2 hours including Native UI
 - ❑ Check suggested daily budget in Amazon UI and update campaigns (Select all active SP SB campaigns in Skai, Actions → Update from Channel in Skai) to check total daily budget level toward target so that we don't overspend
 - ❑ Check Amazon UI for real time data - monitor CPC increases as an indicator as well.
 - ❑ Continuously check 'Top-of-search impression share' at the campaign level especially on your brand terms as that will give you a good indication if you are missing out on impressions & not being competitive enough with your CPC bids
 - ❑ Additionally tag your top 50 keywords for Skai SOV monitoring
- ❑ Monitor priority keywords (TBD)
 - ❑ If not spending increase bids based on filters
 - ❑ If pacing behind budget, increase core keywords and high performing keywords & product targeting

Over the weekend:

- ❑ CVR will no doubt decline over the week, as seen from the table below, so review bids on priority terms & depending on performance



potentially only run with your 'brand' term campaigns to maximise return

- ❑ Create alerts to help you make impactful business decisions E.g. an alert for CPA going over a certain threshold or ROI going below 1

Cyber Monday:

- ❑ Continue with the daily checks as outlined in the Black Friday section
- ❑ Play closer attention to spend & performance levels, as Cyber Monday general does not reach the same levels of performance than Black Friday does depending on your market

Here is a table showing percentage increase in sales vs the daily average leading up to the event:

| | | 2019-11-29 | 2019-11-30 | 2019-12-01 | 2019-12-02 |
|-------------------------|---------------------------|---------------------|------------|------------|--------------|
| | 15 days before BF average | Black Friday | Saturday | Sunday | Cyber Monday |
| GLOBAL | 100% | 246.48% | 109.85% | 128.52% | 326.99% |
| Amazon - Canada | 100% | 379.09% | 128.29% | 144.22% | 348.11% |
| Amazon - France | 100% | 421.70% | 164.86% | 221.02% | 188.11% |
| Amazon - Germany | 100% | 275.55% | 117.63% | 149.70% | 146.54% |
| Amazon - India | 100% | 80.22% | 81.77% | 94.51% | 93.96% |
| Amazon - Mexico | 100% | 229.52% | 113.60% | 59.28% | 155.97% |
| Amazon - Spain | 100% | 458.59% | 155.79% | 161.53% | 341.99% |
| Amazon - United Kingdom | 100% | 214.07% | 90.55% | 93.99% | 128.85% |
| Amazon - United States | 100% | 233.51% | 107.64% | 124.50% | 358.05% |

[Source:](#) DataHawk

The day after Cyber 5:

- ❑ Reinstate Automated Actions and/or Ad Scheduling settings to run as normal

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- ❑ Review bid settings to ensure bulksheet upload returned bids to normal