

WHITEPAPER

The PPC Black Friday Blueprint



Black Friday is one of, if not the, biggest seasonal days for online retail in the calendar year.

Our guide is the only one you'll need to make sure that your Black Friday PPC campaigns are set up for success, and drive the results you want.

What To Expect

OUR TOP TIPS FOR A WINNING
BLACK FRIDAY PPC STRATEGY

REAL-WORLD EXAMPLES OF
BLACK FRIDAY PPC SUCCESS

THE DO'S AND DONT'S OF
DRIVING GREAT RESULTS

PRACTICAL GUIDANCE THAT
CAN BE IMPLEMENTED TODAY

INSIGHTS FROM OUR TEAM
OF PPC EXPERTS

HOW TO PUT A BLACK FRIDAY
PPC STRATEGY INTO ACTION

Introduction



What is Black Friday?

First of all, if you're reading this, you really *should* know what Black Friday is. But, there's nothing wrong with a little refresh!

Black Friday, for brands and advertisers alike, is arguably the biggest shopping day of the year – with many using it as an opportunity to drive customer acquisition and deepen brand loyalty through lowered prices.

According to reports by Finder, Black Friday spending in the UK was predicted to drop by approximately £900m in 2023, yet the percentage of people predicted to make a purchase was higher than ever at 51%, with a lower estimated spend per shopper of £113. Perhaps this was a result of predicted penny-pinching due to the UK's ongoing economy crisis?

The implication of this for brands and advertisers looking to drive sales over the Black Friday weekend was a requirement for more severe price drops in order to stand out amongst competitors that could be undercutting them.

Essentially, Black Friday is known as a day where grabbing a bargain should be expected, with many retailers slashing their prices temporarily to

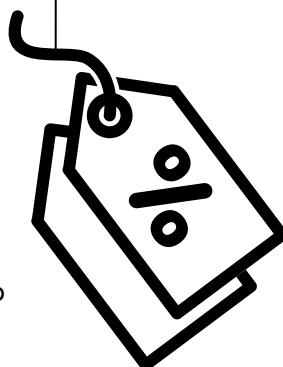
mark the beginning of the festive shopping season.

What's in store for 2024?

Black Friday spending in the UK has shown consistent growth over the past few years, with a resurgence in consumer spending following the pandemic.

This year, economic factors are likely to be a large factor when it comes to Black Friday – both in positive and negative ways for retailers. On the one hand, those feeling the pinch due to the ongoing cost-of-living crisis might be waiting for sales periods such as Black Friday to save money on essential purchases. On the other hand, this same audience might completely cut spending in order to save money, spending nothing during the Black Friday period when they might have previously spent significantly.

Based on historical trends and YOY spend growth, predicted UK spend on Black Friday in 2024 is £3.66bn (a 10% increase from 2023), but will depend on external factors and consumer behaviour as we move into Q4. Read on for our deep dive into how to get the most from your Black Friday strategy.



Understanding PPC & Its Role In Black Friday



There's no one-size-fits-all PPC strategy for retailers. However, one thing that all retailers do have in common is that investing in PPC during the Black Friday period can be hugely rewarding, with many seeing impressive uplifts when they do implement a considered PPC strategy that addresses the demand that arises on Black Friday.

The Rise of Online Retail

For a while, Black Friday was a day dreaded by retail workers across the world as they prepared for what can only be described as a stampede of customers rushing through shop doors at the moment they opened, hungry for a bargain.

Oh how times have changed!

According to a 2023 Statista report, only **26% of consumers said they preferred shopping in-store, with 35% preferring online shopping.**

This rise in those preferring to shop online not

only reflects an increasingly 'online' world, but also points towards a likely increase in competition as more retailers focus on how to best reach their audience online.

Using PPC as part of your strategy can help you to drive results and best challenge competitors.

How PPC Helps Brands Drive Results

Whilst the optimisation of an entire suite of marketing channels is advised, PPC differs from its counterparts as with PPC activity, results can be immediate and measurable!

During promotional periods such as Black Friday, PPC can help retailers to successfully target the right people, with the right products, at the right time.

Throughout this whitepaper, we'll be sharing insights into the effectiveness of PPC, and how it can be used to meet and exceed expectations during the Black Friday period.



"PPC can really help retailers live up to the demand that comes with Black Friday by increasing ad visibility against competitors, and displaying products to an intentional audience who are ready to make a purchase. During this period, people are ready to and have a desire to buy, which retailers should absolutely take advantage of to see a sales and revenue uplift."



Rick Tobin

Managing Director, Circus PPC



The Power of PPC for Black Friday



When it comes to seeing immediate results, PPC is the marketing channel that no retailer should forget about. Unlike other marketing channels, investment in PPC can be a quicker way to target the right audiences and in turn, drive sales. PPC on Black Friday, in this case, can be a great way to make the most of the seasonal period.

Adapting to seasonality

Demand ebbs and flows, so it only makes sense that advertising should also follow this pattern to ensure that retailers are maximising their budget to best reach the right people, on the right platforms, at the right time.



PPC is driven by budget. If an area is doing well, investing more in this area can help drive sales volume and ROI.

On the other hand, if something isn't doing well, removing budget can ensure that no more resources are wasted on this area, and rather, is freed up to allocate to best performing areas.



The tangibility of PPC allows retailers heightened control and visibility over exactly what is and isn't working, which is essential when it comes to adapting your strategy to the seasonal changes that go hand-in-hand with Black Friday.

Black Friday: what to expect

Black Friday is a massive day for online shopping – not just in the US, but globally.

Over the past decade, it has been adopted by major retailers, which has then trickled down and expanded to smaller retailers. Now, it's difficult to find a business that doesn't in some way take part in Black Friday.

As a result, it's now well-known amongst shoppers as the day to find the best deals and offers from retailers, with over half of UK adults predicted to have made a purchase last year.

This surge in popularity means that online retailers should expect an uplift in website traffic and sales, and prepare accordingly.

Aligning your PPC strategies

Despite preaching about how Black Friday is a whole different beast than your day-to-day PPC strategy, it's also important to ensure the two align to drive the best results. Many of the decisions you make regarding your Black Friday strategy will be based on the current health of your account, what's working well and what's not, with budget likely to be allocated to the areas that are working well and driving performance. This is why it's important to have early conversations around Black Friday – to ensure you're doing what you can and need to do to drive success both year-round and during the Black Friday period.

Tracking & Analysing Performance Metrics



One of the most important parts of PPC in general, but especially on Black Friday, is having accurate tracking in place.

Ensuring your tracking is accurate and working on Black Friday is crucial for a number of reasons.

Maximising ROI

Budget efficiency: accurate tracking allows you to see the ads that are performing well, and those that aren't. This can help with reallocating your budget to the best-performing campaigns, ensuring every penny spent drives the highest possible return.

Bid Optimisation: with precise tracking, Smart Bidding can optimise the campaigns in real time to capitalise on the most profitable areas of the account.

Performance analysis

Detailed insights: accurate tracking provides detailed insights into customer behaviour, such as which ads are driving results. This data is essential for understanding what strategies are working and where improvements are needed.



Campaign adjustments: real-time tracking data allows for immediate adjustments to campaigns, ensuring that you can quickly respond to any underperforming elements and optimize for better results.

Attribution accuracy

Correct Attribution: Proper tracking ensures that conversions are attributed to the correct ads and channels. This is particularly important on Black Friday when multiple campaigns and channels are often used simultaneously.

Cross-Channel Analysis: accurate tracking enables a comprehensive analysis of how different channels (e.g., Google Ads, Bing Ads, direct traffic etc.) interact and contribute to the overall sales funnel.

Understanding the customer journey

Behavioural insights: tracking helps in understanding the entire customer journey, from the first click to the final purchase. This insight is critical for creating targeted marketing strategies and improving customer experience.

Remarketing opportunities: with precise data on customer interactions, you can create effective remarketing campaigns to target users who showed interest but did not convert initially.

Tracking & Analysing Performance Metrics



Competitive advantage

Real-time adjustments: on a high-stakes day like BF, the ability to make real-time adjustments with Smart Bidding based on accurate data can provide a competitive edge over competitors who may not have such capabilities.

Identifying trends: accurate tracking helps in identifying emerging trends and customer behaviour early, allowing you to adapt your strategies quickly to stay ahead of the competition.

Preventing budget waste

Eliminating non-performers: by identifying under-performing ads and keywords, accurate tracking helps in eliminating wasteful spending, ensuring that budget is used efficiently.

Fraud detection: accurate tracking, alongside use of a click fraud detection software such as Lunio, can help in preventing click fraud, which is important during high-traffic events like BF.

Future campaign planning

Historical data: accurate tracking provides reliable historical data that can be used to plan future campaigns. Understanding what worked and what didn't on Black Friday can inform strategies for future promotions and peak shopping days.



Benchmarking: establishing benchmarks for future Black Friday performance evaluations is easier with accurate tracking data, helping in setting realistic goals and expectations.

Reporting

Transparent reporting: accurate tracking ensures that you can provide transparent and detailed reports to clients and stakeholders, showcasing the performance and impact of your PPC campaigns.

Celebrating wins: with accurate tracking that shows the data you want and need to see, there's no guesswork around how well your campaigns have performed, and you can validly celebrate any potential wins!

Precise tracking is essential during peak periods such as Black Friday due to the likely surge in traffic!



Given the significant spike in traffic and sales during the Black Friday period, having accurate and working tracking in place needs to be at the top of the priority list. Without it, you're hugely limited to the insights and performance data you can access, which could be the difference between a successful or wasted budget.

Expert Tips & Tactics



Yes, your Black Friday strategy is unique to you.

However... there are some things that nobody should be overlooking, and always taken into consideration when creating your strategy.

Amend your ad copy

By amending your ad copy to reflect Black Friday, and using keywords such as 'black friday deals' or more specific product-related keywords such as 'black friday crocs deals' is going to do a number of things.

1. *It's going to target shoppers who are looking for a specific product;*
2. *It's going to target shoppers who are looking for a specific product on Black Friday;*
3. *It's going to target shoppers with the intent to purchase a specific product on Black Friday.*

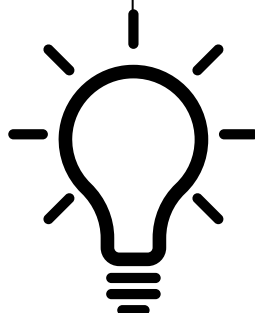
One more thing - don't forget to switch your ad copy back following the Black Friday period!

Consider conversion lag

It's easy to become disheartened if you don't see immediate results, but this isn't a reason to pull back on aggression or activity. Conversion lag can now date back 90 days, so you could be seeing the fruits of your labour for a long time after Black Friday ends.

Extend your promotions

Black Friday is no longer just a day - it can be a week, month, or even longer!



Tap into the entire buyer journey

Of course, getting that sweet conversion is the main goal, but being present throughout the entire buyer journey can certainly help you towards that!

By making your ads and your brand visible before, during, and after Black Friday, you can tap into the different stages of the buyer journey, and make sure that when someone is ready to convert, you're the first brand they think of.

Use countdowns in ads

Using countdowns in your ads can create excitement and better engage shoppers!

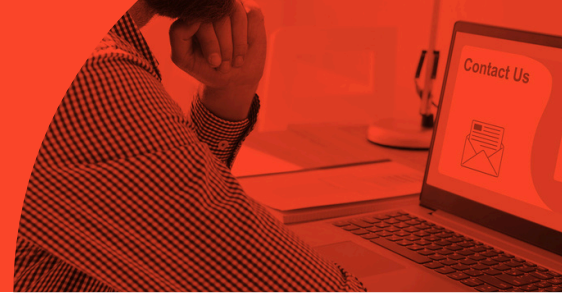


Make the most of historical data

If this isn't your first rodeo, and you've taken part in Black Friday before, then hopefully, you'll have a nice chunk of data that you can use to analyse what worked well and what didn't, along with any trends, peaks and troughs during the Black Friday period. Data may look different depending

on the year, as the date of Black Friday changes. For example, this year it falls on both the final Friday and final working day of the month, which is payday for many people, so conversion rate might look different (in a good way)!

Expert Tips & Tactics



Our PPC experts have seen a Black Friday or two in their time, so who better to share their biggest and best tips for a successful Black Friday strategy?



Don't leave preparation for the last minute, because there are so many things you have to align. My first conversation about Black Friday this year was in February, which is quite early, but when you take into account all of the months of preparation needed to accommodate Black Friday, then sometimes the conversations have to happen pretty early.



Inny Vaiciute
PPC Manager



Get started way earlier than you think. Now more than ever, it's not just a single day - it's a month, or sometimes even more than a month. Start looking at your budgets early, start looking at what you want to capture early, and most importantly make sure your tracking is working as attribution can take us back as far as 90 days.



Ru Watt
PPC Analyst



Plan your promotions in advance. Make sure you know all the ins and outs of your promotions including when they're starting and when they end. It's such a busy time and you want to make sure you're taking as much real estate up on the search results page as you can.



Chloe Tetmajeris
PPC Manager



Expert Tips & Tactics



Get all budgets approved well ahead of time, and implemented as early as possible!



Tristan Parr
PPC Executive



Ensure that you have budgets. Not just for Black Friday but from October onwards to ensure your visibility is strong, and to ensure you know the products you want to push. Then when it gets to November, push continuously with your budget allowance not just for the day, but the entire period.



Claudia Morris
PPC Analyst



Make sure that you're using seasonal bid adjustments during the Black Friday period. Also, do your research into what your client's competitors are doing.



Arthur Delaune
PPC Executive



More Top Tips From Our Partners



We asked our industry partners from **Salesfire**, **Shoptimised**, **Lunio**, **Let's Run Marketing** and **Infinity** for their insights around how to make Black Friday one of the most lucrative and successful times of the year.

What's your top tip for Black Friday?

Lunio: We've seen companies have tremendous success by segmenting audiences based on purchase history and preferences. This allows you to tailor ads to each group's interests, maximizing relevance and boosting customer engagement. You can then use real-time analytics to further optimize your ads, leading to higher conversions at lower costs. Personalization is key when it comes to Black Friday campaigns.

Infinity: Get to grips with what's driving your most valuable sales calls ahead of the Black Friday deadline so you can ensure campaigns are totally optimised and your budget will work as hard as possible for you.

Salesfire: With 70% of Black Friday 2023 orders coming from mobile traffic, retailers need to ensure these shoppers are at the forefront of their Q4 campaigns this year. Optimise the buying process for your mobile shoppers by making sure the buying process is simple - catering for quick purchases. You can do this by streamlining the path to purchase with product recommendations that connect browsers with their perfect match.



Shoptimised: Prepare in good time. Analyse last year's data (especially hourly trends over the Black Friday weekend). Make sure you assign budget correctly over the day. Ensure you actively manage your budgets on the following Saturday and Sunday (don't set and forget)! Expect big CPC and AOV increases.

Let's Run Marketing: Start engaging your audience early with teasers and pre-Black Friday offers. Use social media to build anticipation and collect leads through sign-ups and exclusive early-bird deals. By creating a sense of urgency and exclusivity, you can build momentum leading up to Black Friday. On the day itself, ensure your campaigns are dynamic and responsive to real-time performance data. Additionally, before running any Black Friday offers, we suggest you know your numbers. If your numbers don't stack up, you don't have to play in the highly competitive game of 'Black Friday.'


Salesfire **Shoptimised** **LUNIO** **Infinity** **LET'S RUN MARKETING**


Case Studies: Successful Black Friday Campaigns





In 2023, we saw a total 16.5% increase in revenue across our retail client accounts, despite ongoing external economic factors such as the cost of living crisis causing an increase in CPC. PPC experts, Chloe Tetmajeris  and Claudia Morris , shared their client's success during Black Friday 2023 with, and what they did to drive it.

How did you work with your client to develop a Black Friday strategy?


 My client, Kiddies Kingdom, has their peak sale period from November-January, which makes this period a strong revenue driver. Customers historically wait for this period to convert on bigger purchases, and the client does allow further budget to accommodate this. Together, we developed a strategy that allows the best possible use of the budget to drive performance.

 It was important that I worked with my client, Enesco, closely as Q4 is a huge period for gifting (their industry), and even more so in times of economic uncertainty as shoppers are looking for bargains and savings. Our client invested 218% more towards their Q4 budget YOY, so a lot of this budget was allocated to Black Friday week, with a focus on both volume and profitability.

 I suggested a number of performance-driving activities that would help us to make the most of the peak sales and Black Friday period. This included beginning to build on spend and therefore visibility in October to allow Google to adapt to a sharp uplift in demand and reach customers in the research stage; putting a product file in place to highlight what the client believed were their best deals, and splitting high, mid, and low profit campaigns so that we could push more budget into campaigns we knew would drive a higher ROI/lower COS.

 My suggestions to best drive performance with the available budget were to plan promotions and prepare activity early to give time for Google to approve; plan budgets on a week-by-week basis to have better control over aggression; use a numerical % for offers rather than 'Black Friday Sale' as this resonates better with users, and run promotions for at least the week before Black Friday - if not the entire month.

How did your client's BF strategy differ from day-to-day activity?

 In the run-up to Black Friday, we created more PMax and Search campaigns to increase visibility for high profit/popular seasonal products. This helped broaden our reach, open ourselves up to new audiences, and begin to nurture the upper funnel prior to Black Friday to capture users who were in the research and consideration phases. This way, when Black Friday came around, we were already a recognisable brand that could offer discounts on products they were familiar with.

Case Studies: Successful Black Friday Campaigns



We updated the PMax asset groups to target users who were searching for and interested in Black Friday deals, focusing on the client's main product categories, which allowed for improved targeting and stronger audience signals. We also use a first-party database to reach the right customers via audience signals, which is made up of users who have signed up for Black Friday deals on the website. PMax campaigns work best when they are given enough data streams to reach the right customers, as this helps the campaign to learn the customers that are more likely to convert, and in turn, target similar customers.



What is a mistake that people make when it comes to their BF strategy?

There's a few! Waiting until the Black Friday weekend to push spend and increase campaign bids, not having a strong enough deal to compete with competitors, or only having something in place for single day. Consumers now anticipate that deals will be available in the run-up to, and following, Black Friday - not just the day (or even weekend) itself.



Panicking and easing off aggression after 1-2 weeks in November because direct performance is low. Conversion lag can affect data, but with the correct attribution model in place, alongside Enhanced Conversions and Consent Mode, we can better attribute sales/revenue back to crucial days after some time has passed. Those first few weeks are integral to capture users who are researching, but waiting for better offers as the month goes on.



From your experience, what always works well and shouldn't be avoided?

Including countdowns in ads; using RSAs; utilising Merchant Centre promotions where possible to increase visibility on Shopping; using all extensions available, and pacing your budgets to favour the Black Friday weekend.



Confirming budgets with your client earlier rather than later, and increasing visibility and spend early on during this period.



Lastly, what does Black Friday 2024 look like for your client?

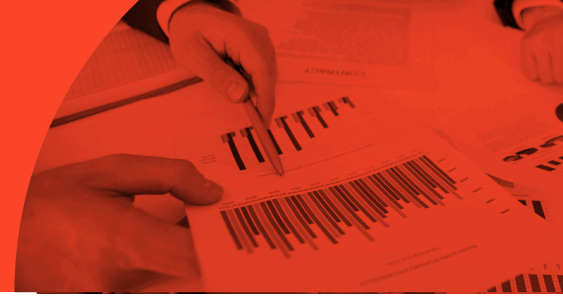
Kiddies Kingdom always want YOY improvements, so we've already started conversing in order to get a budget in place, as well as comparing last year's stats to see where we fell short.



This year, Enesco has a similar goal to 2023 - to drives sales and revenue and help boost overall performance.



BF Case Study: Enesco



Drive sales
volume

Increase
profitability

BLACK FRIDAY REV

+77%

NOVEMBER REV

+123%

NOVEMBER SALES

+135%

Objectives

Following increased investment into PPC for Q4 2023, Enesco wanted to focus on both sales volume and profitability alongside their consistent goal of achieving a 3X ROI.

Strategy

In order to make sure we were visible and capturing users at different stages of the buying journey to increase conversions when it came to Black Friday, we:

- Ran earlier PMax and Search campaigns for high profit/popular seasonal products;
- Began to nurture the upper funnel of users in the research and consideration periods;
- Planned budgets on a week-by-week basis to better control aggression.

Results

As a result of our Black Friday strategy, which helped us to increase visibility before, during and after Black Friday, we saw YOY uplifts in performance through the entire month of November, with monthly revenue and sales increasing 123% and 135%, respectively.



Black Friday is often utilised by retailers to drive sales during a popular time for online shopping, with buyer intent being much higher, and in turn, many shoppers being purchase-ready. The past couple of years have seen an increase in consumer research prior to Black Friday, so I made sure to work closely with Enesco to develop a successful strategy that would perform before, during and after the day itself.



Chloe Tetmajeris

PPC Account Manager, Enesco



BF Case Study: Kiddies Kingdom



**Improve
ROI**

**Reduce
COS**

BLACK FRIDAY ROI

+35%

BLACK FRIDAY COS

-26%

NOVEMBER REV

+26%

Objectives

Kiddies Kingdom have a consistent COS goal, which was their continual focus during the Black Friday period alongside an increase in ROI due to the historical success of the peak sales period.

Strategy

In addition to beginning to push aggression from the end of October, and continue this into the peak Christmas period, we also implemented specific BF-related activity, including:

- Splitting campaigns into high, mid, and low profit to push budget into best performing campaigns;
- Focusing on our client's 'best deals' to ensure that they had strong and consistent visibility during this period;
- Using our first-party database to reach the right audience via audience signals, from users who had signed up to receive BF deals.

Results

Not only did our Black Friday strategy help increase ROI and reduce COS on Black Friday YOY, it also drove a 26% increase in revenue throughout the month of November, alongside YOY monthly increases of 34% in conversion rate and 5% in average order value.



For Kiddies Kingdom, their peak sales period is from November-January, so it's a really important time that sees an uplift in conversions compared to the rest of the year. I work closely with my client to ensure that we are allocating budget in the best possible way and into the campaigns that are most likely to drive performance to reach those all important ROI and COS goals.



Claudia Morris

PPC Account Manager, Kiddies Kingdom



The Future of Black Friday: Emerging Trends



Black Friday is only becoming more popular, with shoppers searching for the best possible deals and retailers taking advantage of heightened buying intent to best improve their performance and reach all-important revenue goals.

At Google Marketing Live 2024, it was revealed that **two-thirds of consumers said that 'making the right purchase decision requires more effort than ever,'** with the research and consideration stage of the buyer journey starting earlier than ever before. **Shoppers are researching at the same rate, but buying less often.**

To combat this, retailers will adopt early and extended sales periods in order to capture consumer interest, and be visible throughout every stage of the buyer journey.

Additionally, the continuous uphill trend of shopping via mobile device isn't likely to slow down anytime soon, so **retailers need to ensure that their websites are designed to provide a seamless user experience - for both mobile**

and desktop devices.

BNPL (buy now, pay later) has become a popular payment method for shoppers looking for a credit-style shopping experience, and with many retailers now offering the opportunity to pay later upon purchase, other retailers are likely to follow suit to keep up with competition.

This isn't necessarily an issue in itself, however it's **important for retailers to have a clear and robust attribution model in place** so that profit can be correctly assigned to the time of purchase, or the attribution you want to see.

Omnichannel shopping experiences are also becoming more prevalent, with BOPIS (buy now, pick up in store) being offered by retailers to provide shoppers with the most convenient shopping experience.

When implementing this, **retailers should be more aware than ever before of stock levels,** avoiding the promise of a next-day pickup if the product is unavailable, similarly to delivery.



Black Friday is now a renowned and celebrated holiday that many shoppers rely on to find the biggest and best deals from retailers, and every year the landscape becomes more competitive for online businesses taking part. Prolonged visibility is more important than ever before, with shoppers making more considered decisions and conducting research into products for weeks and even months before Black Friday in order to make sure they're getting the most bang for their buck.



Ahmed Chopdat

Commercial Director, Circus PPC



Dos & Don'ts



Now you're on your way to preparing a successful and effective Black Friday strategy, it's just as important to know what **not** to do, as it is to know what you should be doing. From leaving PPC prep to the last minute, to forgetting about your KPIs, here's our big do's and don'ts for Black Friday.

Do	Don't
Have a specific budget for Black Friday	Leave budget decisions to the last minute
Amend your ad copy to reflect seasonality	Forget to change ad copy back following Black Friday
Start promotions early	Wait until the last minute
Focus on what you know drives performance	Start testing new strategies during this period
Use last year's data to guide you	Make decisions without the data to back it up
Extend your promotions before and after Black Friday	Put promotions live for one day only
Use countdowns in ads to create excitement	Skimp on promoting your sale items
Make sure your strategy still reflects your goals	Forget about KPIs
Consider conversion lag	Pull back if you don't see instant results
Have fun!	Plan a busy work day - all your attention should be on BF!

Of course, there are so many more do and don'ts, many that we've mentioned (and reiterated) through the length of this whitepaper. Before we do dive into our key takeaways and conclusion, this is a good time to refresh yourself on the importance of planning and preparation.

More specifically, why it's so important to get started as early as possible.

For many businesses, Black Friday is an extremely important day in their yearly calendar, and for some, is probably the day that drives the most success. Getting started as soon as possible will help you not only to lock in your plans, but also highlight any potential risks or issues that can be taken care of before it's too late, and stopped from getting in the way of your amazing PPC performance.

Key Takeaways



Start early

There really is no time like the present, and starting your Black Friday preparation as early as possible will put you in the best possible position to drive the performance you want to see.

With so much to think about in the run up to Black Friday, getting started early also provides a healthy buffer for if anything has been accidentally missed.

Lock in your budget

Having a separate and confirmed Black Friday budget will allow you to better plan for the period, and also ensure that the areas that are performing well have the right amount of budget allocated to them. Don't leave budgets until the last minute or try to incorporate Black Friday into your 'normal' budget - please!

Use historical data

Historical data is an invaluable asset when it comes to developing your Black Friday strategy.

On top of providing insights into what did and didn't work during previous Black Fridays, it also provides a benchmark for desired results, trends, and even market fluctuations.

If you're not using historical data to influence your Black Friday strategy going forward, you're missing out on what could equal even better performance during this period.

Extend promotions

Lastly, as we've already said, Black Friday isn't just a day anymore. It's a weekend, a week, a month, or sometimes even longer. Make sure you're tapping into user behaviour and making yourself visible for more than just the day.

Ready to get started?

Circus PPC Agency is a specialist PPC agency made up of a 20-person strong team of dedicated PPC experts that love what they do. Our experienced account managers have helped brands to drive incredible results with successful Black Friday strategies, in 2023 helping clients to increase revenue during the Black Friday period by an average of 59% YOY.

For more information on how we can help you kick-start your PPC, visit our website, or give us a call!

Circus PPC



Ultimate Pre-Black Friday Checklist

The ONLY checklist you'll ever need...

ONE

Tracking

- Ensure tracking is up-to-date
- Make sure conversion actions are using the right attribution model
- Check expected conversion actions are live

TWO

Promos

- Create promos in the Merchant Centre
- Ensure promos are added in all channels - not just Google
- Add returns policy to the Merchant Centre

THREE

Data

- Analyse seasonal historical data
- Look into this year's trends/data
- Make adjustments accordingly

FOUR

Ad Copy

- Create Black Friday specific ad copy
- Upload ads for review
- Set rules to switch ads on/off
- Set rules to re-enable normal ads
- Make sure expected ads are live
- Add countdown timers to ad copy

FIVE

Budgets

- Set budgets for the day
- Allocate spend accordingly
- Have a backup payment method in place
- Ensure budgets will be monitored

SIX

Audiences

- Set up remarketing lists
- Add remarketing lists to campaigns
- Apply seasonal in-market audiences
- Set up remarketing campaigns for past website visitors



Circus PPC



The PPC Experts Black Friday Prep Checklist

ONE

Pre Black Friday

- Make sure there are no Merchant Centre feed issues
- Ensure ads, assets and merchant promos are uploaded in plenty of time
- Set rules to ensure correct activity is enabled/paused
- Start gradually increasing budgets
- Start gradually increasing bid aggression (or set up Seasonality Adjustments) Review Review Review
- Review negative keyword lists
- Review ad scheduling
- Check site speed and make necessary improvements
- Append 'Black Friday' to relevant keywords

TWO

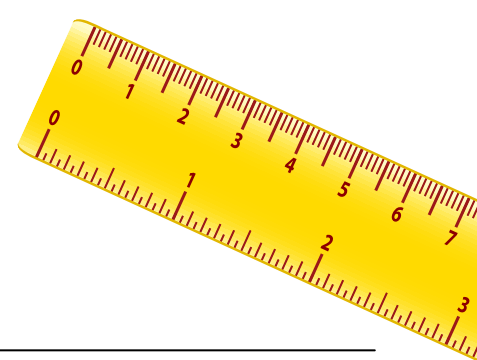
On the day

- Make sure that the ads you expect to go live, are actually live
- Track the areas that are working
- Track the products that are running out of stock to prevent wasting money
- Have fun and see your hard work and preparation bear fruit!

THREE

Post Black Friday

- Analyse the data to take any learnings forward
- Make sure any promos running for remarketing are still running
- Start pulling back bidding aggression and budgets



CIRCUS



Expert individuals hugely experienced in PPC



New clients see an average 150% increase in sales within the first 3 months when working with Circus.



Rick Tobin
Managing Director

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