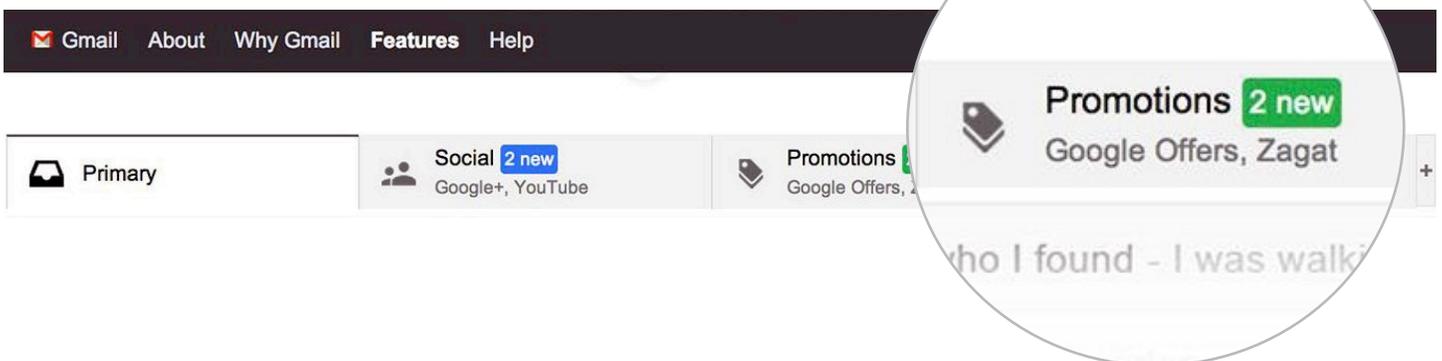


# Black Friday and Cyber Monday Online Marketing Report

## Quality trumps quantity for achieving customer engagement

by Cassie Lancellotti-Young

Gmail promotional tab decreased open rates while increasing conversion rates; opt-outs increased and send volume decreased markedly across the board.



## Gmail vs. The “Other” Big 3



### Open Rates

Opens increased year-over-year for the weighted average of Yahoo, AOL, and Hotmail (YAH) but declined within Gmail. On Black Friday (BF) open rates were down 12.8% for Gmail and up 5.2% for YAH. On Cyber Monday (CM) open rates were down 7.5% for Gmail and up 15.7% for YAH.



### Revenue Per Open

Black Friday revenue was up across all domains, but significantly more so for Gmail (44.8% versus 24.1%). On Cyber Monday, revenue was down for all domains, but less significantly for Gmail (3.0% versus 14.4%).

CLICKTHROUGH & OPEN RATES YEAR-OVER-YEAR				
	Gmail	BF	- 12.8%	
	YAH	BF	+ 5.2%	
	Gmail	CM	- 7.5%	
	YAH	CM	+ 15.7%	

REVENUE PER OPEN				
	Gmail	BF	+ 44.8%	
	YAH	BF	+ 24.1%	
	Gmail	CM	- 3.0%	
	YAH	CM	- 14.4%	



### Average Order Value

AOV increased year-over-year for all domains across both shopping holidays. Black Friday AOV was up 11.1% for Gmail versus 10.2% for YAH. On Cyber Monday AOV was up 9.1% for Gmail and 29.7% for YAH.



### Revenue Per Email

Net of opens, total revenue earned per email improved year-over-year on Black Friday, 62.4% for Gmail and 135.0% for YAH, but declined on Cyber Monday (34.6% decline for Gmail and 41.3% for YAH).

AVERAGE ORDER VALUE				
	Gmail	BF	+ 11.1%	
	YAH	BF	+ 10.2%	
	Gmail	CM	+ 9.1%	
	YAH	CM	+ 29.7%	

REVENUE PER EMAIL				
	Gmail	BF	+ 62.4%	
	YAH	BF	+ 135.0%	
	Gmail	CM	- 34.6%	
	YAH	CM	- 41.3%	



### Purchase Conversion

Conversions from open to purchase increased 7.2% year-over-year (YOY) for Gmail yet declined 1.7% for YAH.



### Opt-Outs/Unsubscribes

Unsubscribes increased across the board during the 2013 holiday shopping weekend, but were substantially worse for YAH (26.2% higher than last year) than for Gmail (3.0% change from last year).

PURCHASE CONVERSION				
	Gmail	YOY	+ 7.2%	
	YAH	YOY	- 1.7%	

OPT-OUTS/UNSUBSCRIBES				
	Gmail	2013	+ 3.0%	
	YAH	2013	+ 26.2%	

## Sailthru Takeaways

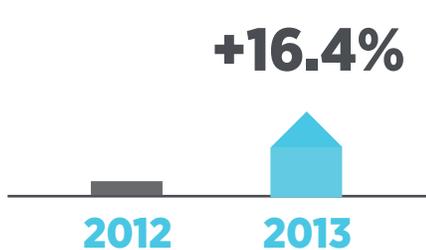
The related increase in purchase conversion coupled with the unsubscribe trends indicate a silver lining to the negative open rate impact of Gmail’s promotional tab. Retailers need to examine whether the gains in quality (purchases, fewer opt-outs) are enough to offset any loss in quantity from dips in open rates.

## 2012 vs. 2013 Holiday Snapshot



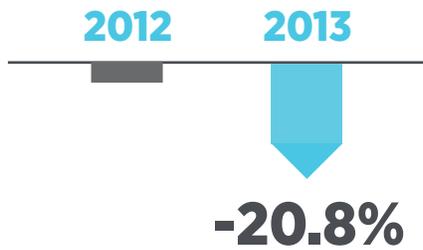
### Open Rates

Open rates were up 16.4%, likely attributable to mobile penetration and the ability to open email precisely when it's received.



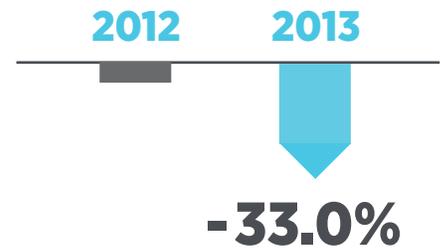
### Clickthrough Rates

CTRs decreased 20.8% year-over-year, also influenced by the mobile phenomenon (people are quick to open on mobile but less likely to click).



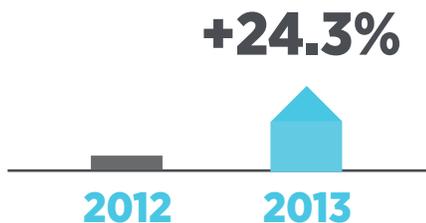
### Send Volume

Across Sailthru's client base, send volume was down approximately 33.0%, likely due to cautious sending to protect deliverability during retail's busiest season.



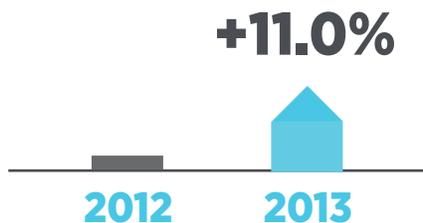
### Revenue Per Email

An overall improvement of 24.3% was seen in revenue per email sent.



### Opt-Outs/Unsubscribes

Opt-outs increased 11.0% year-over-year, reiterating that relevance and personalization are more important than ever.



### Sunday Emails

Several Sailthru clients experimented with Sunday announcements of Cyber Monday sales. When used in tandem with Monday announcements, these messages drove incremental revenue, but when used in lieu of a Monday messages, total revenue suffered.

## SAILTHRU TAKEAWAYS

Unprecedented opt-out rates underscore the importance of personalization and relevance in the ever-more-dense consumer inbox.

## Battle of the Shopping Days



### Open Rates

Open rates were 14.4% lower on Cyber Monday than Black Friday.



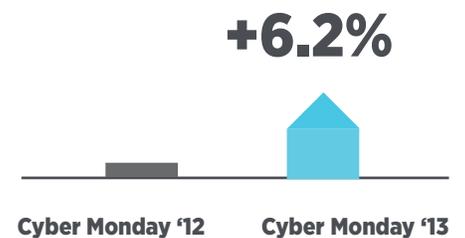
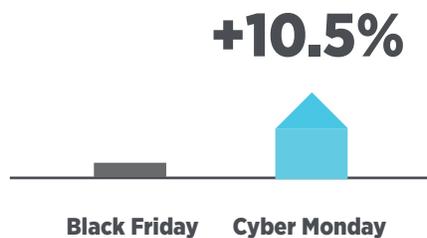
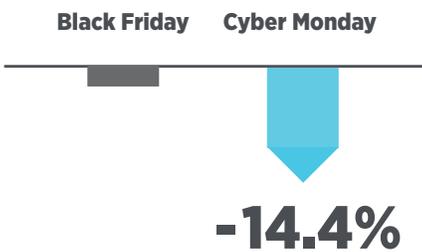
### Clickthrough Rates

CTRs were 10.5% stronger on Cyber Monday than on Black Friday.



### Average Order Value

Cyber Monday AOVs were stronger in 2013, up by 6.2% compared to 2012.



### Revenue Per Email

Retailers on average made 14.8% more revenue per email on Cyber Monday than Black Friday.



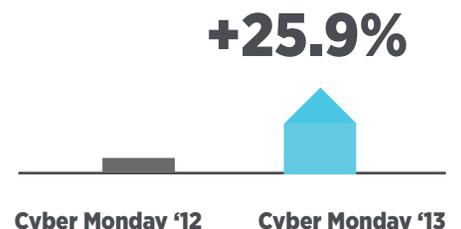
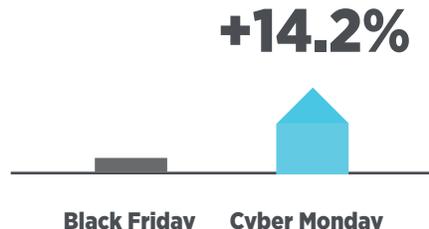
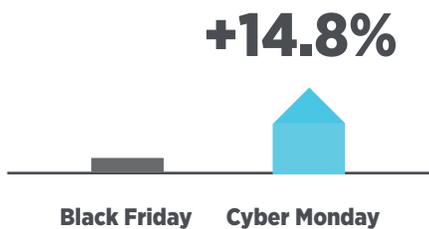
### Purchase Conversion

Purchase conversion was 14.2% stronger on Cyber Monday than on Black Friday.



### Opt-Outs/Unsubscribes

Unsubscribes were materially higher on Cyber Monday than on Black Friday, 25.9% higher in 2013 than in 2012.



## SAILTHRU TAKEAWAYS

Next year, retailers should be mindful of Cyber Monday's lower open rates and higher unsubscribes and more importantly, should place more focus on better monetizing the Friday segment with more personalized tactics.

# SAILTHRU

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#### **Notes on Analysis:**

We are mindful of the fact that 50%+ of emails are opened on mobile, meaning the Gmail Tabs are less likely to be a mobile issue unless the consumer is using the Gmail app, however the stats are directionally indicative of the impact of the Tabs.

This sample set was taken from an email volume size of over 68 million emails. Date of publication December 18, 2013.

#### **About Sailthru**

Sailthru, the leading provider of automated personalized marketing communications technology, is driving a major shift in how companies engage with their individual customers and optimize their revenue opportunities. Through

the automated analysis of large data sets, Sailthru Smart Data generates and delivers personalized, omnichannel digital brand experiences. Sailthru-powered 1:1 relationships with consumers drive higher revenue and conversion for more than three hundred enterprises including Fab.com, Thrillist/Jack Threads, Everlane, Huffington Post, and Business Insider. Founded in 2008 by Neil Capel, Ian White and Chris Chapman and headquartered in New York City, Sailthru is recognized for its industry-leading practices promoting consumer privacy and security by the Online Trade Association (OTA) and is on their 2013 Honor Roll. Sailthru has been named #30 on the annual Inc. 500|5000 list of the fastest-growing private companies including #2 in NY and #6 in the advertising and marketing category. For more information, please visit [www.sailthru.com](http://www.sailthru.com).