

## BFCM SERIES #2

### From COVID spring to BFCM fall:

What you need to know  
about your business to drive  
growth this year

→ October 8

→ 4 PM ET



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# OVERVIEW

- **Why BFCM 2020 will be unlike any other**
- **Key indicators for understanding COVID's impact to your business, and what that means for your BFCM**
- **Using data to navigate this year's unique opportunities and challenges:**
  - Additional sales channels
  - Disrupted or delayed supply chains and shipping
  - Increased web traffic and brand discovery
  - Greater appetite for discounts and promotions



# BFCM 2020

**\$51 billion**

projected in U.S. online  
spending

**73%**

of shoppers plan to  
shop more online

**30%**

have purchased from a  
new brand this year

**66%**

plan to shop small/local  
this season

**25%**

started holiday shopping  
in late August

**60%**

increase in searches for  
“best affordable”

Source: Google commissioned Ipsos COVID-19 tracker; Google data



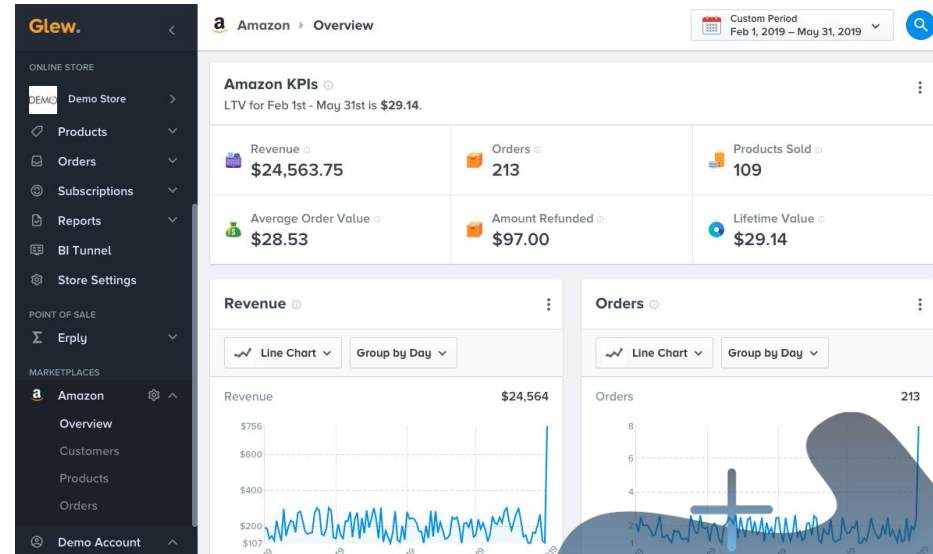
# ADDITIONAL SALES CHANNELS

## If you added new sales channels:

- Many wholesale/retail-first brands explored new ecommerce/DTC channels this year
- Look at sales and KPIs across all channels for a holistic view of performance
- Custom reporting to blend multichannel data

## If you're considering it now:

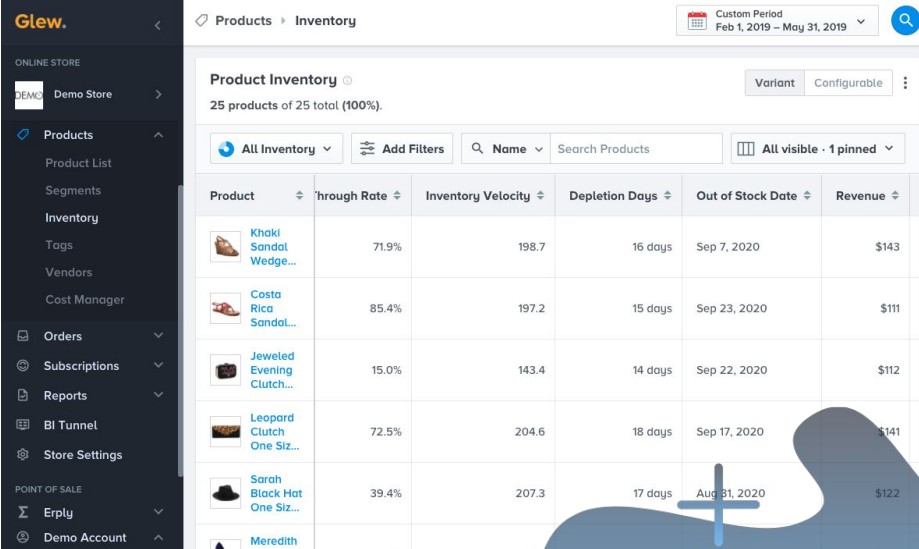
- Give yourself plenty of time to launch new channels
- Test new channels with high demand so you can understand customer behavior



# ACCURATE INVENTORY REPORTING

## Ensuring consistent stock levels:

- Inventory KPIs help you understand what to order, when:
  - Holiday season hot products
  - Sell-through rate
  - Inventory velocity
  - Depletion days
  - Out of stock date
- Integrating data from your ecommerce platform and your warehouse management/3PL
- Order early and anticipate delays - using the data you have



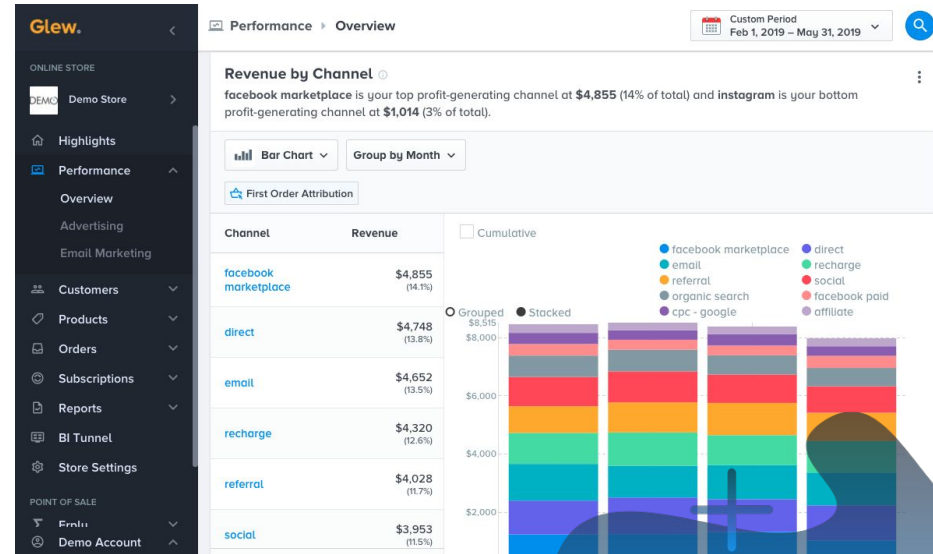
The screenshot displays the Glew inventory management interface. On the left is a dark sidebar with navigation options: ONLINE STORE (Demo Store), Products (Product List, Segments, Inventory, Tags, Vendors, Cost Manager), Orders, Subscriptions, Reports, BI Tunnel, Store Settings, POINT OF SALE (Erply), and Demo Account. The main area shows the 'Product Inventory' report for the period Feb 1, 2019 - May 31, 2019. It lists 25 products with the following data:

Product	Through Rate	Inventory Velocity	Depletion Days	Out of Stock Date	Revenue
Khaki Sandal Wedge...	71.9%	198.7	16 days	Sep 7, 2020	\$143
Costa Rica Sandal...	85.4%	197.2	15 days	Sep 23, 2020	\$111
Jeweled Evening Clutch...	15.0%	143.4	14 days	Sep 22, 2020	\$112
Leopard Clutch One Siz...	72.5%	204.6	18 days	Sep 17, 2020	\$141
Sarah Black Hat One Siz...	39.4%	207.3	17 days	Aug 31, 2020	\$122
Meredith					

# OPTIMIZING ONLINE TRAFFIC

## How to capitalize on increasing online traffic and brand discovery:

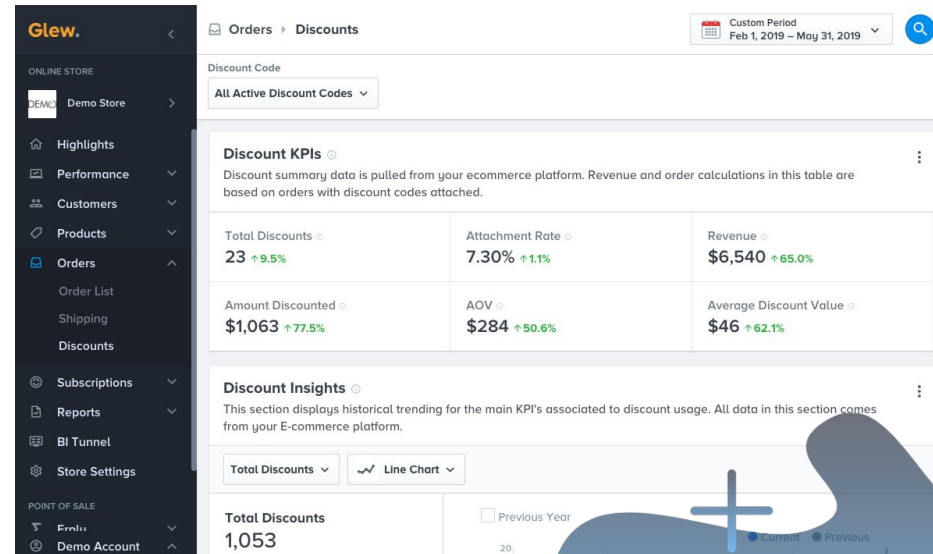
- More people are shopping online and open to new brands this year than ever before
- Identify your highest-performing channels by:
  - Customer acquisition
  - LTV
  - ROAS
- Identify your best products for customer acquisition and LTV
- Allocate ad spend and schedule promotions accordingly



# PROFITABLE DISCOUNTS + PROMOTIONS

This year's shoppers are looking for *price* and *quality*:

- Shoppers are looking for discounts, but they don't have to devalue your brand or eat into your bottom line
- Identify the products you can and should discount
  - Product margins
  - Slow/cold products
  - Smart discounts on high-value products for acquisition
- Discount KPIs to measure:
  - Revenue
  - Margin
  - AOV



# QUESTIONS?

Current Glew user?	Interested in Glew?
support@glew.io	dan.hess@glew.io <a href="https://go.glew.io/free-trial">go.glew.io/free-trial</a> <a href="https://go.glew.io/schedule-a-demo">go.glew.io/schedule-a-demo</a>
<b>BFCM 2020 guide:</b> <a href="https://go.glew.io/hubfs/Content/BFCM_Guide_2020.pdf">https://go.glew.io/hubfs/Content/BFCM_Guide_2020.pdf</a>	
<p style="text-align: center;"><b>Coming up:</b></p> <ul style="list-style-type: none"><li>● <b>October 22:</b> Making your marketing channels work for you: Data-driven strategies for customer acquisition 💰</li><li>● <b>November 5:</b> BFCM and beyond: Using data to turn holiday shoppers into longtime customers 🍷</li></ul>	