BFCM SERIES #1

Lessons learned:

How to look at last year's BFCM data to create this year's plan

→ September 24
→ 4 PM ET

MEGAN BRENNEMAN
VP of Sales, Glew.io

CAITLIN TITTL
VP of Sales, Glew.io

Glew.

OVERVIEW

- **Preparing for BFCM 2020**
- **Why last year's data is the best place to start**
- **Performance**
  - *Evaluating last year's results to inform this year's forecast*
- **Products**
  - *What you can learn from last year's top-selling products*
- **Channels**
  - *Finding inspiration from your best holiday channels and campaigns*
- **Customers**
  - *How identifying your 2019 holiday customers can help you drive 2020 acquisition and retention*

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

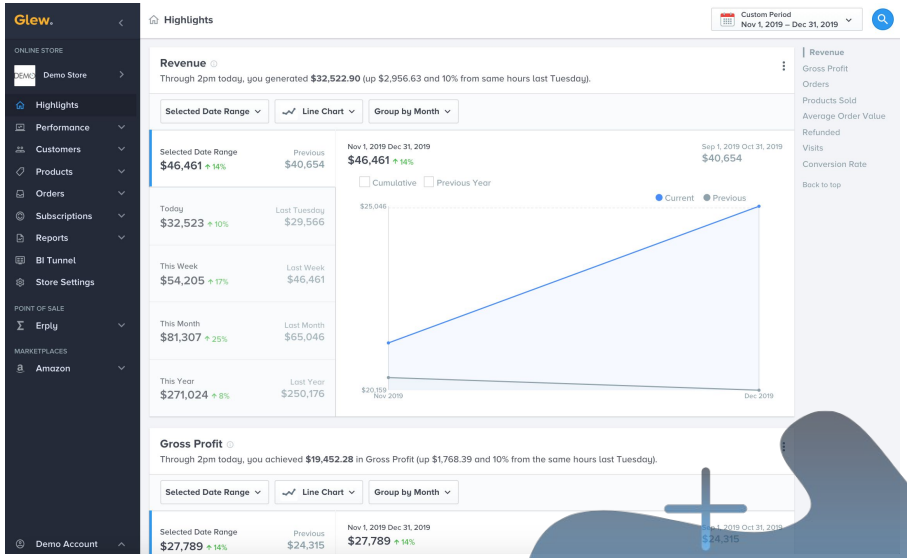
60%
increase in searches for “best affordable”

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

PERFORMANCE

Performance notes:

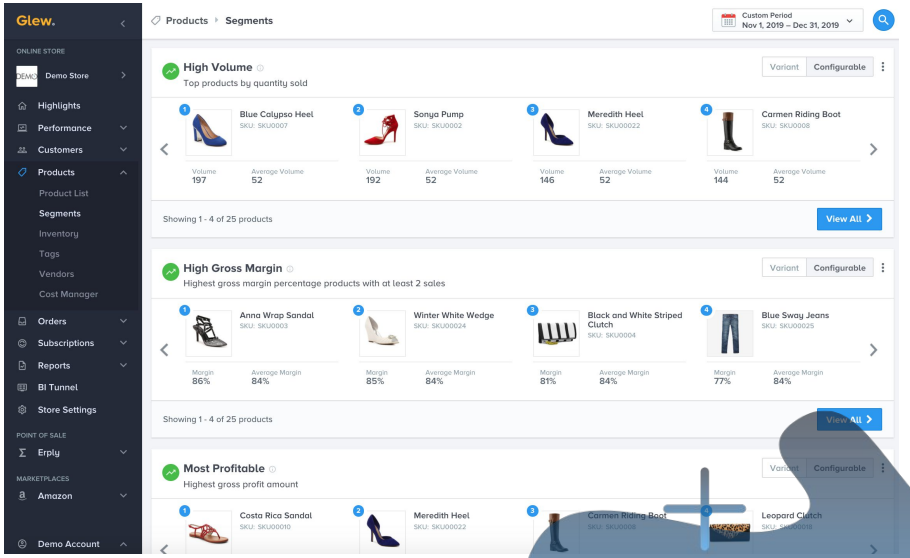
- Look at KPIs from key date ranges during the last holiday season to understand what you can expect this year
  - Revenue
  - Conversion rate
  - Cart abandonment rate
  - Device and website performance
  - Website testing
- The COVID effect: how can you anticipate the impact?
  - Layer in this year's YTD data for a more accurate understanding
  - Anticipating inventory needs



PRODUCTS

Product notes:

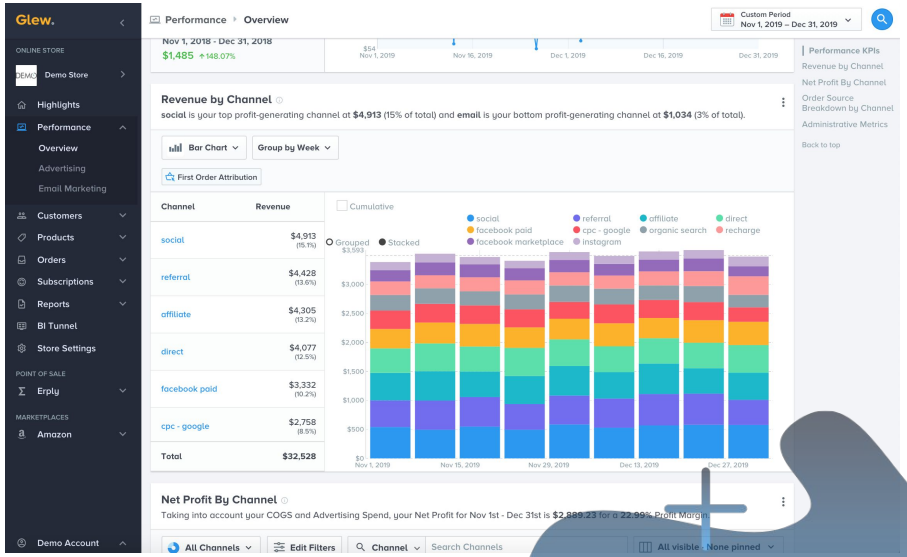
- What products and categories sold well during last holiday season?
  - Pre-defined segments
  - Best sellers by channel
  - Best sellers by device
  - Product bundles
  - Product tags
- Inventory metrics
  - Inventory velocity
  - Sell-through rate
  - Ensuring enough inventory lead time
- Understanding the best products for acquisition, retention and more



CHANNELS

Channel notes:

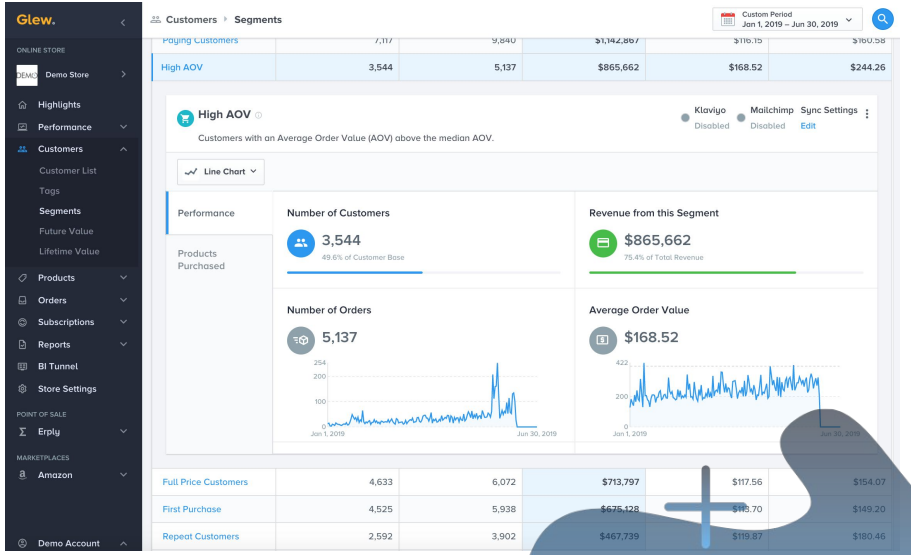
- Don’t reinvent the wheel - see what marketing channels and tactics worked well for you last year and adapt as needed
- Campaign performance:
  - Best for LTV
  - Best for acquisition
  - Best for repeat purchasers
  - Best for profitability
- How to see your highest-performing channels and campaigns, and what to look for



CUSTOMERS

Customer notes:

- Identify last year's holiday shoppers and see what they have in common
  - How many are gifters? How many purchased again?
  - Find high-LTV holiday shoppers
- Personalize holiday experiences for VIPs and value shoppers
  - Early access
  - Free gifts
  - Promotions
- Where do you need to adjust your acquisition or retention strategy to improve this year?



QUESTIONS?

Current Glew user?	Interested in Glew?
support@glew.io	megan.brenneman@glew.io caitlin.tittl@glew.io go.glew.io/free-trial go.glew.io/schedule-a-demo
BFCM 2020 guide: https://go.glew.io/hubfs/Content/BFCM_Guide_2020.pdf	