

get  
ready  
for the  
madness.



The 2017 Holiday season generated \$108 billion in online sales revenue, a third of which was generated in November solely. During that period of time, **54,3%** of website visits came from mobile devices, and **36.9%** of revenue were made with the same device.

2016 was a record-breaking year for mobile, and those numbers prove that 2017 definitely followed into that trend.

# great formats for a great campaign

Leveraging the best formats for every stage of your Black Friday campaign should be at the core of your strategy.

# touch

Created to comply with the Coalition for Better Ads standards, this ad format guarantees 100% viewability and offers better performances.

## perfect for:

- engaging with your audience
- an interactive mobile campaign



## a powerful format:

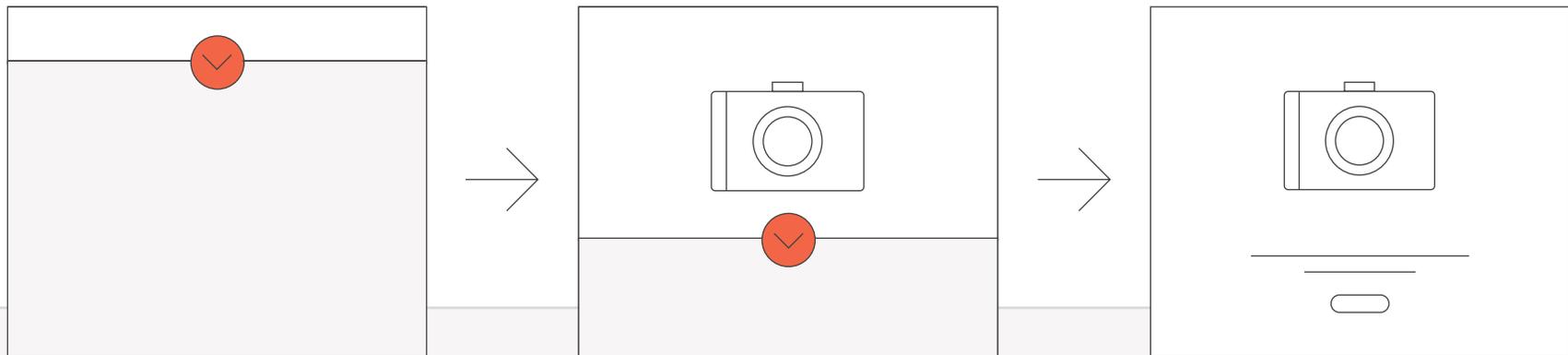
sticky banner >	<b>100%</b> viewability	<b>0.81%</b> click-through-rate	<b>13%</b> engagement rate
rich content >	<b>72%</b> completion rate	<b>13.6 s</b> in-view time	<b>0.22%</b> click-to-site

# reveal

This high-impact format generates more engagement from users with a partially hidden banner that is revealed when the creative is moused over. As an advertiser, you do not pay per impression, but only when your creative is completely revealed.

## perfect for:

- awareness campaigns
- sales and promotions



## a powerful format:

> **100%**  
viewability

**3.5 x**  
higher CTR than standard

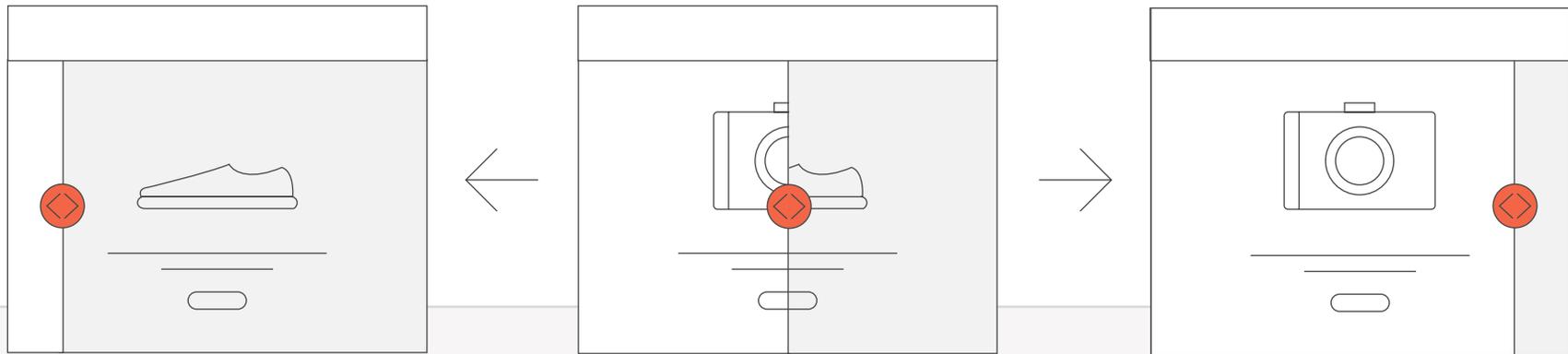
**2.3 x**  
higher PPC rate

# swipe

swipe is an interactive format compatible with all types of devices. It offers multiple creative opportunities: display two offers on the same banner and let the users interact with the creative to display one or the other.

## perfect for:

- awareness campaigns
- showcasing new products
- learning more about your customer's preferences



## a powerful format:

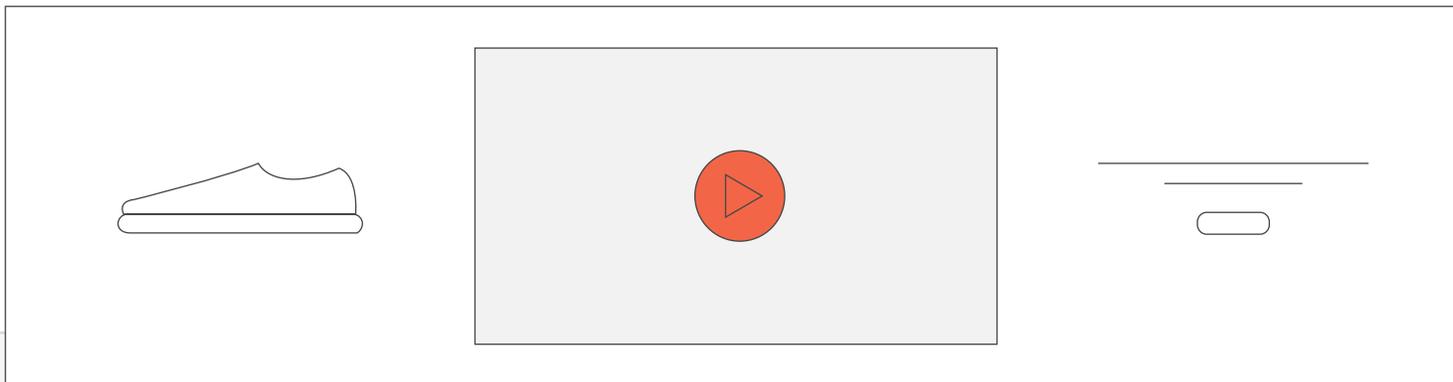


# video billboard

Video billboards can leverage video billboards to blend their promotional message with a banner-integrated video player. Plus, don't limit yourself to traditional 15s and 30s ads! With video billboards, you can display 2-minute videos or longer, which will be activated by the user!

## perfect for:

- showcasing products
- engaging campaigns



## a powerful format:



# skin

Skin is definitely our most impactful format. Perfectly suited for awareness campaigns, the skin format lets you dress the borders of a website page with your brand's colors!

## perfect for:

- awareness campaigns
- strong branding campaigns



## a powerful format:

> **100%**  
viewability

**26 s**  
in-view time

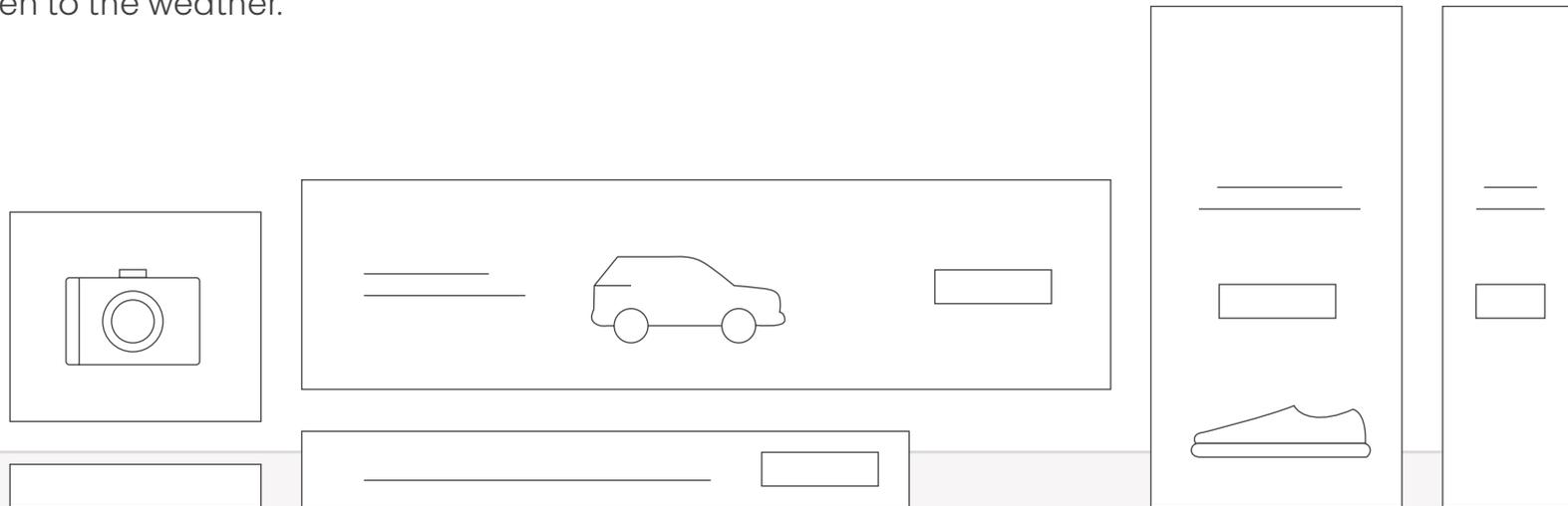
**400 +**  
publishers

# dynamic creatives

Dynamic creatives let you display banners that are automatically customized for the person seeing the ad. With a few business rules, advertisers can deliver ads that are tailored to their users' tastes, interests, online behaviour or even to the weather.

## perfect for:

- sales and promotions
- conversion-oriented campaigns



## a powerful format:

- > **2.7 x** higher conversion rate
- 100%** customizable
- ∞** design opportunities

# mark your calendar!

This year, Black Friday will fall on Friday November 23<sup>rd</sup>.

We have put together an optimal programmatic strategy to put in place over the course of the 2 months preceding the big day.

Of course, you know your business better than anyone : this strategy was built by our experts but some elements, like budget proportions and duration, may vary according to the reality of your industry. Let's dive in right away!

PHASE 1

# build awareness

BUDGET	DURATION OF PHASE	TYPE OF CAMPAIGN	FORMATS: HIGH-IMPACT	METRICS TO LOOK AT
<p>▼</p> <p><b>20%</b></p> <p>Your customers are definitely not ready to buy right now - they are waiting for your Black Friday sales!</p> <p>Starting off with 20% of the budget you planned for your Black Friday programmatic campaigns will create just enough buzz to generate awareness around your brand and products.</p>	<p>▼</p> <p><b>1 month</b></p> <p>Monday October 1<sup>st</sup> to Friday November 2<sup>nd</sup>.</p>	<p>▼</p> <p><b>prospecting: 90%</b></p> <p>The goal during those three days is to peak the interest of potential customers and not just for existing ones. By investing in prospecting, you drive new users to your website, which will make your later retargeting campaign more effective.</p> <p><b>retargeting: 10%</b></p> <p>You always have a bank of loyal customers that are only waiting for a good promotion to buy from you. Using retargeting at this stage will engage them with your upcoming offers and make sure they remember you when time comes.</p>	<p>▼</p> <p>For phase 1, you should use the formats that will give you to most visibility and the largest reach. Here are the three most popular formats our experts recommend:</p> <ul style="list-style-type: none"><li>• <b>touch</b></li><li>• <b>skin</b></li><li>• <b>reveal</b> [This format sees an average engagement rate of <b>34%</b> during this period when used in a 728x90 size]</li><li>• <b>IAB standards</b> [Increase your CTR by <b>490%</b> when using a 320x480 size!]</li></ul>	<p>▼</p> <ul style="list-style-type: none"><li>• <b>Number of impressions</b></li><li>• <b>Click-through-rate</b></li></ul> <p><b>Available in camp by district m.</b></p> <p>→</p>

# create interaction

<p><b>BUDGET</b></p> <p>▼</p> <p><b>20%</b></p>	<p><b>DURATION OF PHASE</b></p> <p>▼</p> <p><b>2 weeks</b></p>	<p><b>TYPE OF CAMPAIGN</b></p> <p>▼</p> <p><b>prospecting: 50%</b></p>	<p><b>FORMATS: INTERACTIVE</b></p> <p>▼</p>	<p><b>METRICS TO LOOK AT</b></p> <p>▼</p>
<p>At this stage, you will be continuing your awareness phase, but you now want people to start visiting your website - this is why you are entering the interaction phase.</p>	<p><b>FRIDAY NOVEMBER 2<sup>ND</sup> TO FRIDAY NOVEMBER 16<sup>TH</sup>.</b></p> <p><b>▼</b></p> <p><b>tone &amp; message</b></p> <p><b>▼</b></p> <p><b>promotional</b></p> <p>Since Black Friday is getting closer, you want to start hooking your targeted audience's attention. In this phase, it is time to use more of a promotional tone - get them really excited about your offer by reminding them that it is coming soon and of what they can expect.</p>	<p>At this stage, it is still time to get new targets interested in your brand. This is why we suggest that you keep prospecting. Phase 1 should have given you good tips on what targeting options worked best, so you should definitely base your new prospecting phase on those results.</p> <p><b>retargeting: 50%</b></p> <p>You also want to remind customers that have shown interest in your brand in phase 1 of the products they liked. It's all about staying top-of-mind in the few days prior to Black Friday so that they remember you when it is time to purchase.</p>	<p>A great way to generate engagement and lead your targeted audience is through interaction. district m offers some strong interactive formats that will help you stand out from the masses:</p> <ul style="list-style-type: none"> <li>• <b>touch</b> - <i>Interesting stats from last year's Black Friday campaigns:</i> <ul style="list-style-type: none"> <li>• <b>Engagement rate: 1.53%</b></li> <li>• <b>View rate: 49.87%</b></li> <li>• <b>CTR: 0.19%</b></li> </ul> </li> <li>• <b>swipe</b> - <i>Interesting stats from last year's Black Friday campaigns:</i> <ul style="list-style-type: none"> <li>• <b>Engagement rate: 0.25%</b></li> <li>• <b>View rate: 50.90%</b></li> <li>• <b>CTR: 0.11%</b></li> </ul> </li> <li>• <b>video billboard</b> - <i>Interesting stats from last year's Black Friday campaigns:</i> <ul style="list-style-type: none"> <li>• <b>View rate: 45.72%</b></li> <li>• <b>CTR: 0.11%</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Left vs. right swipes (swipe):</b> Swipe can give you previous insight on banner interaction by indication of the number of left vs. right swipes, showing you valuable information on your audience's preferences, which will be useful for your Black Friday promotion.</li> <li>• <b>Hover rate (reveal)</b></li> <li>• <b>Expand rate (touch)</b></li> <li>• <b>Click-through-rate (CTR):</b> At this point, you should start looking at conversions - again, it will give you a good idea of the volume of people you will reach with your final retargeting campaign.</li> </ul> <p><b>Available in camp by district m.</b></p> <p>→</p>

# generate conversions

<p><b>BUDGET</b></p> <p>▼</p> <p><b>60%</b></p> <p>Alright, now it's show time! Black Friday is tomorrow so it is time to go all in with your budget.</p> <p>During this phase, the advertising market becomes saturated, this is why it was important to get your customers ready during the two previous phases. With a heavier budget, you can heavily reach back and get them to convert.</p>	<p><b>DURATION OF PHASE</b></p> <p>▼</p> <p><b>5 days</b></p> <p>Friday November 23<sup>rd</sup> to Tuesday November 27<sup>th</sup>. The reason we suggest starting the day before Black Friday is if you offer in-store deals - that way, you can invite your targeted audience to travel to your store on Black Friday.</p> <p>In this scenario, the campaign lasts up until Cyber Monday, but some brands decide to extend their deals for a few more days - it is for you to decide how you want to scale it.</p>	<p><b>TYPE OF CAMPAIGN</b></p> <p>▼</p> <p><b>retargeting: 75%</b></p> <p>Now you have entered the offensive phase of the strategy. The past several days were spent getting your customers ready, informing them of your promotions, now it's time to drive them back to your website.</p> <p><b>prospecting: 25%</b></p> <p>Even if D-day rolled around, it doesn't mean you can't still attract new customers. Phase 1 and 2 helped you figure out which targeting options and audiences reacted the best to your prospecting campaigns. Leverage this data to get the best results during phase 3.</p>	<p><b>FORMATS: CUSTOMIZED &amp; WIDE-REACH</b></p> <p>▼</p> <ul style="list-style-type: none"> <li>• <b>Dynamic creatives</b> <i>Interesting stats from last year's Black Friday campaigns:</i> <ul style="list-style-type: none"> <li>• <b>Engagement rate: 0.25%</b></li> <li>• <b>View rate: 50.90%</b></li> </ul> </li> <li>• <b>IAB standards</b> <i>Interesting stats from last year's Black Friday campaigns:</i> <ul style="list-style-type: none"> <li>• <b>Engagement rate: 0.25%</b></li> <li>• <b>View rate: 50.90%</b></li> </ul> </li> </ul>	<p><b>STONE &amp; MESSAGE</b></p> <p>▼</p> <p><b>urgency</b></p> <p>Up until now, you have given your customers all the necessary information and peaked their interests with your products - now, you need to drive them in. Your message needs to include your offer but also create a sense of urgency by setting a deadline on the promotion.</p>
				<p><b>METRICS TO LOOK AT</b></p> <p>▼</p> <ul style="list-style-type: none"> <li>• Number of purchases/subscription</li> <li>• Number of visits on the website</li> </ul> <p><b>Available in <a href="#">camp</a> by district m.</b></p> <p>→</p>

"Top tips from our expert: Don't forget to support your campaign with an email campaign to your newsletter subscriber and social media."

# the perks of a programmatic campaign

It comes as no surprise that one of the perks of online campaigns is the **reporting** you can do throughout your campaign.

It is important to report on your campaign's performance every step of the way as it give you valuable information on how to optimize your campaign, by showing you most performing formats, ad sizes, time of day and more!

# don't forget



Any campaign launched with district m comes with a [free access to our reporting platform camp by district m](#), giving you access to all the data necessary to a successful campaign.

And, of course, unlimited support from our team of experts to make sure you reach the goals you set for yourself while staying in your budget.

**If you are ready to give our Black Friday strategy a try, [contact us](#) so we can help you get ready for the holiday madness!**