Target

Super Shoppers

this retail season

Black Friday and **Cyber Monday**

2017 Insights

Meet the Super Shopper:
Black Friday Insights

Amongst the audiences searching for Black Friday, 29% of the research buyers start searching for Black Friday related offers as early as three months to two weeks prior to the sale. We could classify them as '**Super Shoppers**'.

On the other hand, 30% of '**Watchful Shoppers**' tend to search for offers about two weeks in advance. There are also '**Impulse Shoppers**', who tend to purchase during sale week. 41% of audiences last year were Impulse Shoppers.

We delved deep into Super Shoppers behaviour and preferences, for brands to be able to target them effectively this retail holiday season:

Aug   7.9%

Sep   10.5%

Oct   13%

Nov   68.7%

Monthly search Interest
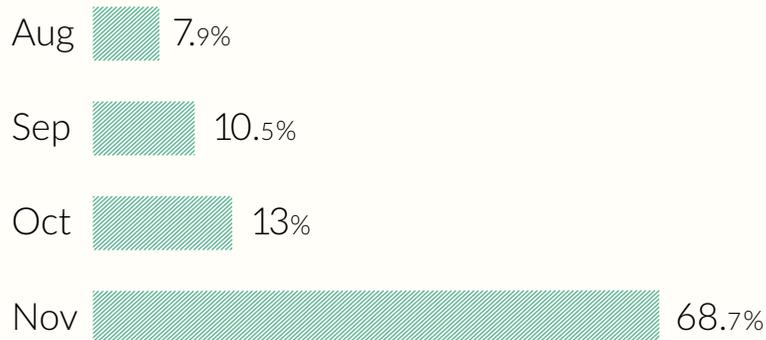
Meet the Super Shopper:
Cyber Monday Insights

20% of people start looking for Cyber Monday offers three months to two weeks prior to the sale, making them Super Shoppers. 33% of audiences search for Cyber Monday deals two weeks before the sale (Watchful Shoppers), and 46% are impulse buyers who purchase during sale week.

Aug   3.3%

Sep   4.5%

Oct   15.7%

Nov   76.4%

Monthly search Interest
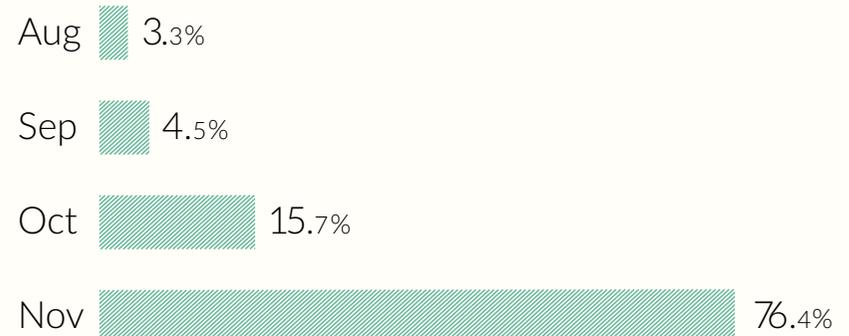
Black Friday Super Shoppers are searching for **Argos**

29% of Super Shoppers search for Argos, while 23% search for Curry's and 20% browse for Amazon.

Argos	29%
Currys	23%
amazon	20%
John Lewis	13%
TESCO	9%

Cyber Monday Super Shoppers search for **Amazon** the most

49% of Cyber Monday Super Shoppers are searching for Amazon, while 13% search for eBay and 12% for Tesco.

amazon	49%
ebay	13%
TESCO	12%
tom's HARDWARE	11%
Argos	9%
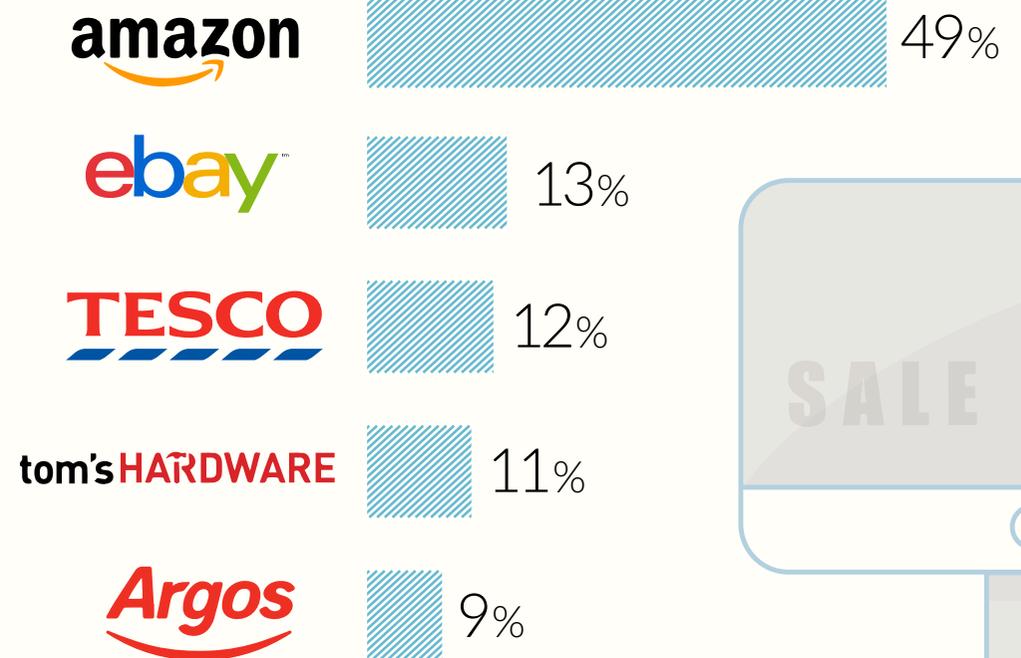
# Microsoft seems to be the favourite Super Shopper brand

Microsoft trumps all other brands when it comes to Black Friday-related searches, as a whopping 45% of Super Shoppers are searching for it, followed by Nintendo and Apple at 23% and 12% respectively.

NOTE: *Xbox one and Xbox one X are amongst the most talked about products from Microsoft.*

45%

23%

12%
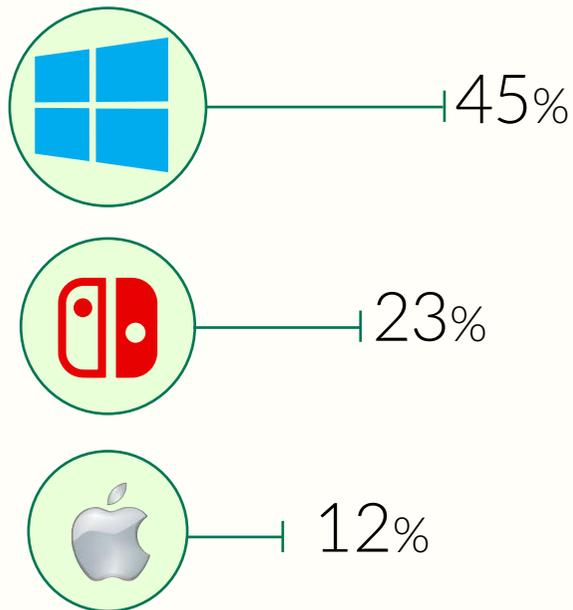
Apple is a Super Shopper favourite for Cyber Monday sales

35% of Super Shoppers are searching for Apple products, while 20% look for Dell and 20% search for Google products.

35%

20%

20%
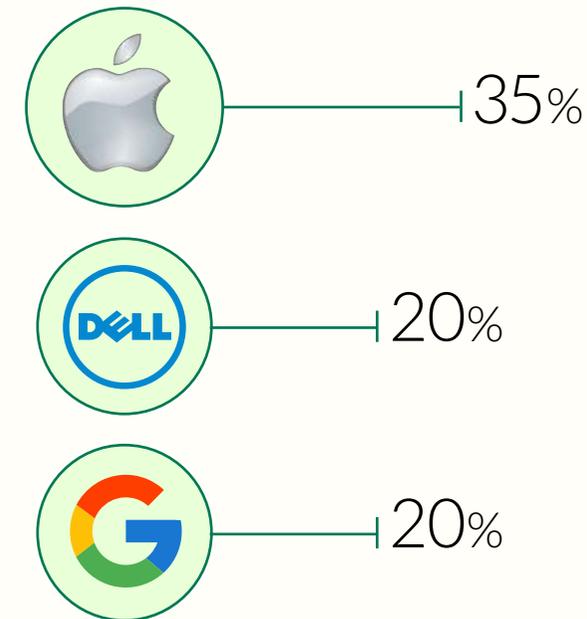
Super Shoppers want to purchase mobiles and tablets

Amongst the product categories that are being searched the most, mobile and tablet account for 23% of the total product searches by Super Shoppers.

22% of Super Shoppers are looking for gaming consoles, while 16% of them are looking for lifestyle products.

NOTE: *TESCO HUDL 2 tablet is the most searched product on Black Friday related site and blogs.*

23%
MOBILE & TABLETS

22%
GAMING CONSOLES

16%
LIFESTYLE PRODUCTS

% of most searched products
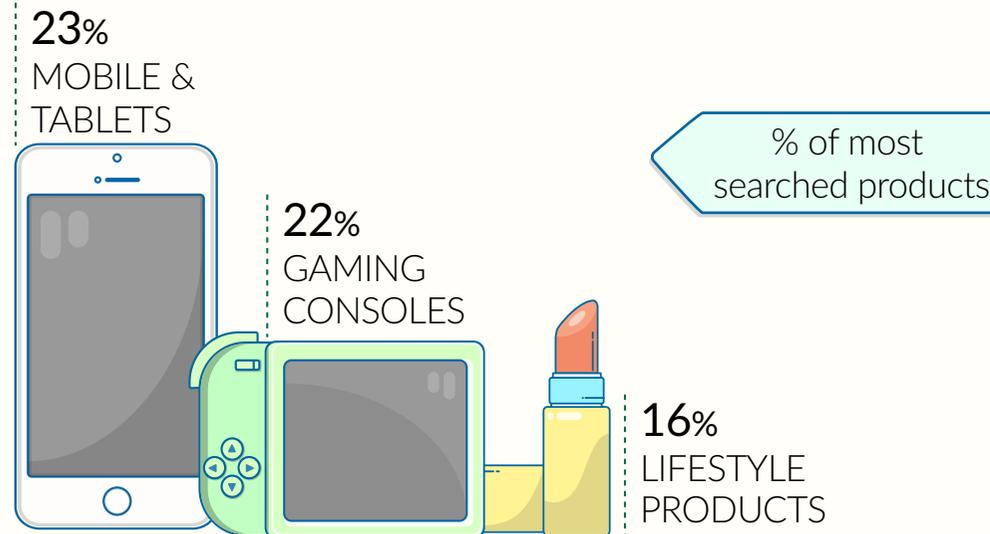
Cyber Monday Super Shoppers look to buy laptops and desktops

49% of Super Shoppers seem to be looking to purchase laptops and desktops, while 23% want to buy gadgets like iWatch, speakers, fitness trackers, bluetooth speakers, and headphones.

% of most searched products

49%
LAPTOPS & DESKTOPS

23%
iWATCH & OTHER GADGETS
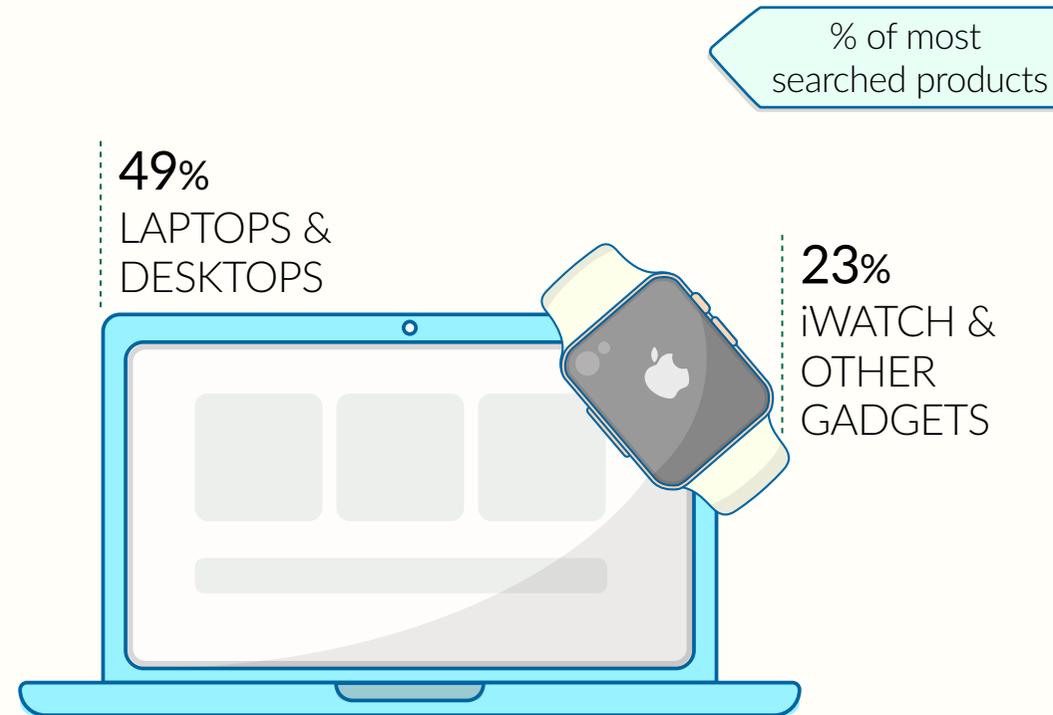
Super Shoppers keep up with tech websites

35% of Super Shoppers are browsing on Techradar.com, while 7% are reading mirror.co.uk and 6% are looking for telegraph.co.uk.

NOTE: *Majority of searches are on tech blogging sites which generally predict when and where to browse for the best offers on Black Friday.*

Techradar.com   **35%**

mirror.co.uk   **7%**

telegraph.co.uk   **6%**
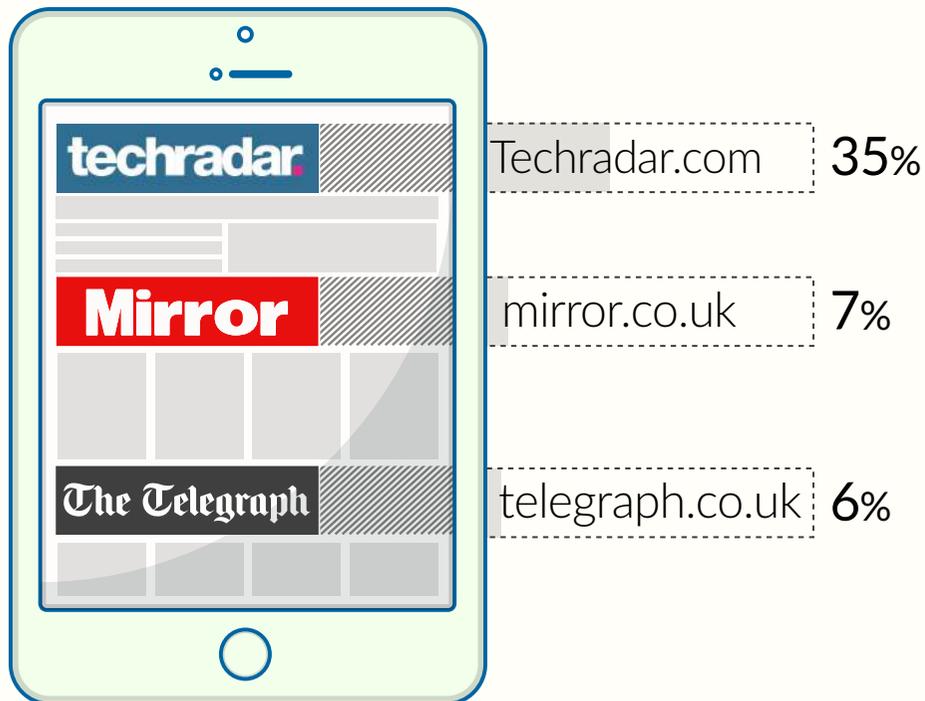
Cyber Monday Super Shoppers are also tech enthusiasts

45% of them read Techradar.com, 10% researched on mirror.co.uk, and 5% research on Metro.co.uk.

Techradar.com   **45%**

mirror.co.uk   **10%**

Metro.co.uk   **5%**
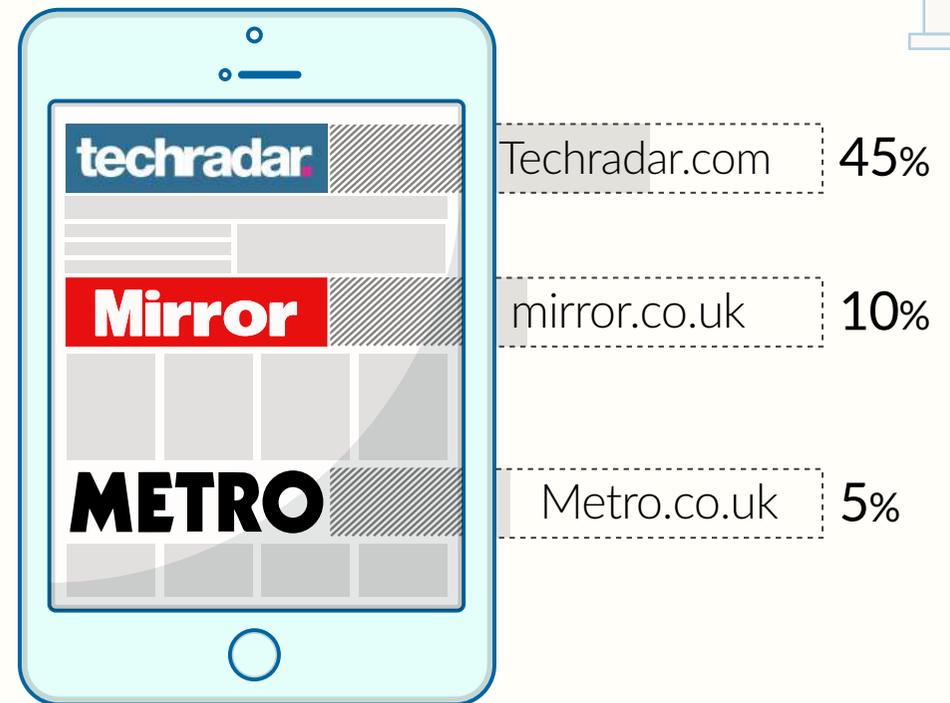
Majority of Super Shoppers are from London

24.7% of Super Shoppers browsing for deals are from London, while 16.3% are from the South East and 11% from North West.
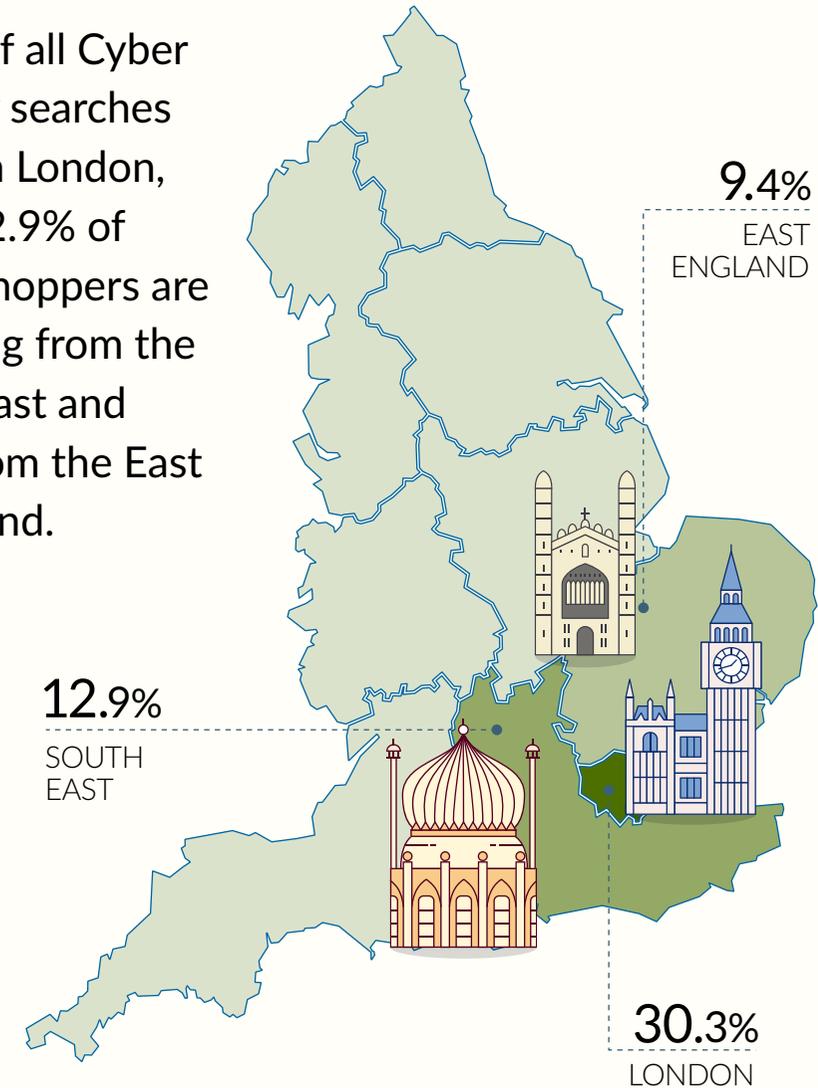
11%
NORTH WEST

16.3%
SOUTH EAST

24.7%
LONDON
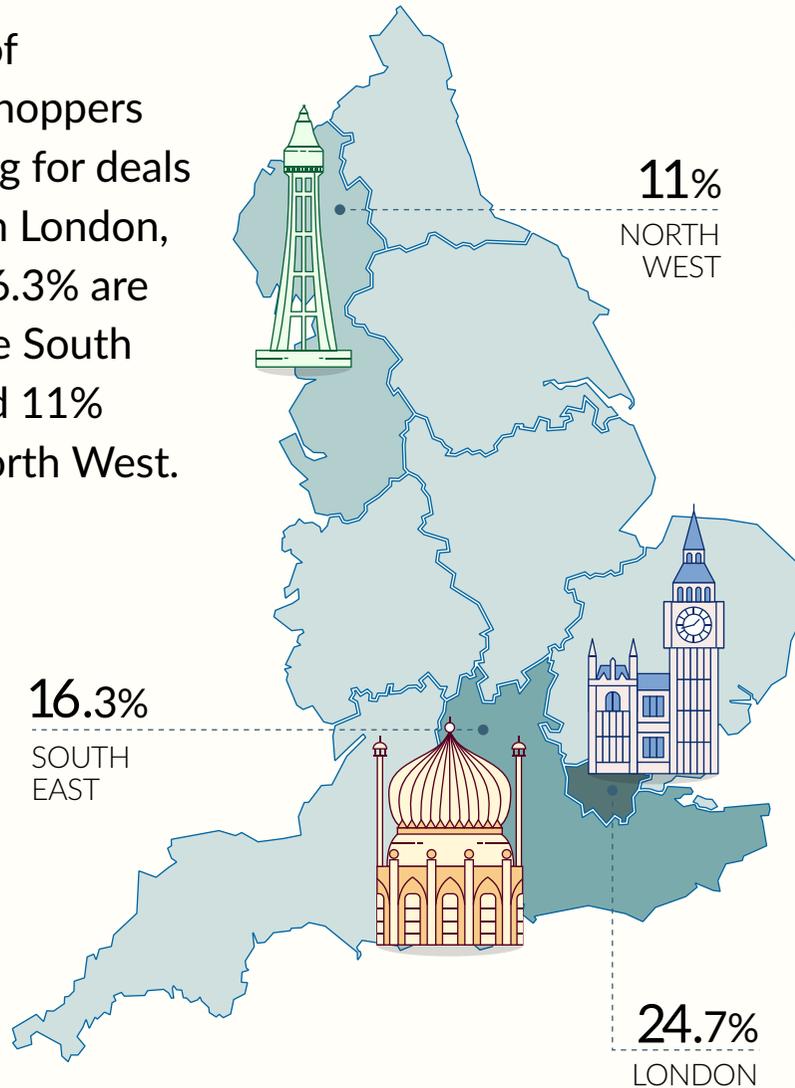
Search interest by region

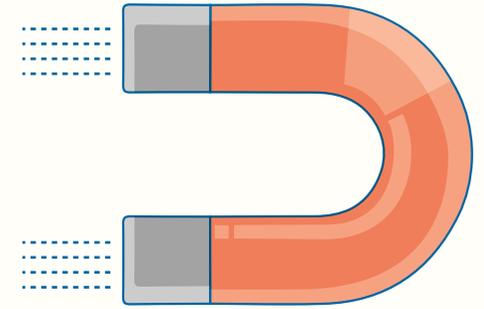# Cyber Monday Super Shoppers are in London

30.3% of all Cyber Monday searches are from London, while 12.9% of Super Shoppers are searching from the South East and 9.4% from the East of England.

9.4%
EAST ENGLAND

12.9%
SOUTH EAST

30.3%
LONDON

Search interest by region

Strategies to reach Super Shoppers

- The substantial amount of search traffic witnessed three months prior to the sale indicates that the best time to start promotional activities and campaigns **as early as August** to reach out to target consumers in advance. Increase spends in the weeks preceding Black Friday and Cyber Monday, which is when Super Shoppers, Watchful Shoppers, and even Impulse Shoppers are browsing for deals. You can sync this with other promotional activities before the sales.

- Since Super Shoppers are researching primarily on tech-related websites and news specific site-domains such as telegraph.co.uk. and Mirror.co.uk for Black Friday and Cyber Monday deals, use **Media iQ's contextual targeting** capabilities to target audiences on these websites by scraping relevant keywords in the URL.

- Super Shoppers are constantly looking for deals and searching for products like mobiles, laptops, and desktops. Electronic brands can leverage this using **Media iQ's TV sync** capabilities. Advertise when competitor ads are playing, to be able to conquest your competitors, to stay ahead of the curve during Black Friday and Cyber Monday sales.

Our Methodology

The goal of this analysis was to look at the shopping behaviour of people as Black Friday and Cyber Monday approaches. We classified research shoppers as 'Super Shoppers' to help marketers plan their campaign in advance for the retail sale season.

We analysed data for Black Friday between 14th - 20th August, 2017 and looked at past years data for Cyber Monday ranging from 1st August - 27th November, 2016. We looked at search trends with keywords in the URL such as 'Black Friday offers' and 'Cyber Monday offers'. The users were then mapped to campaign data for geo-level information, as well as with the VDNA feed to analyse their purchase behaviour.

We classified shoppers into three broad categories, based on when they started their search:
Super Shoppers- 3 months to 2 weeks in advance
Watchful Shoppers- 2 weeks in advance
Impulse Buyers- during sale week