

Black Friday

November 29th

&

Cyber Monday

December 2nd

An excerpt from the Yes Marketing [Holiday Marketing Guide](#)

Black Friday

Email adoption rate

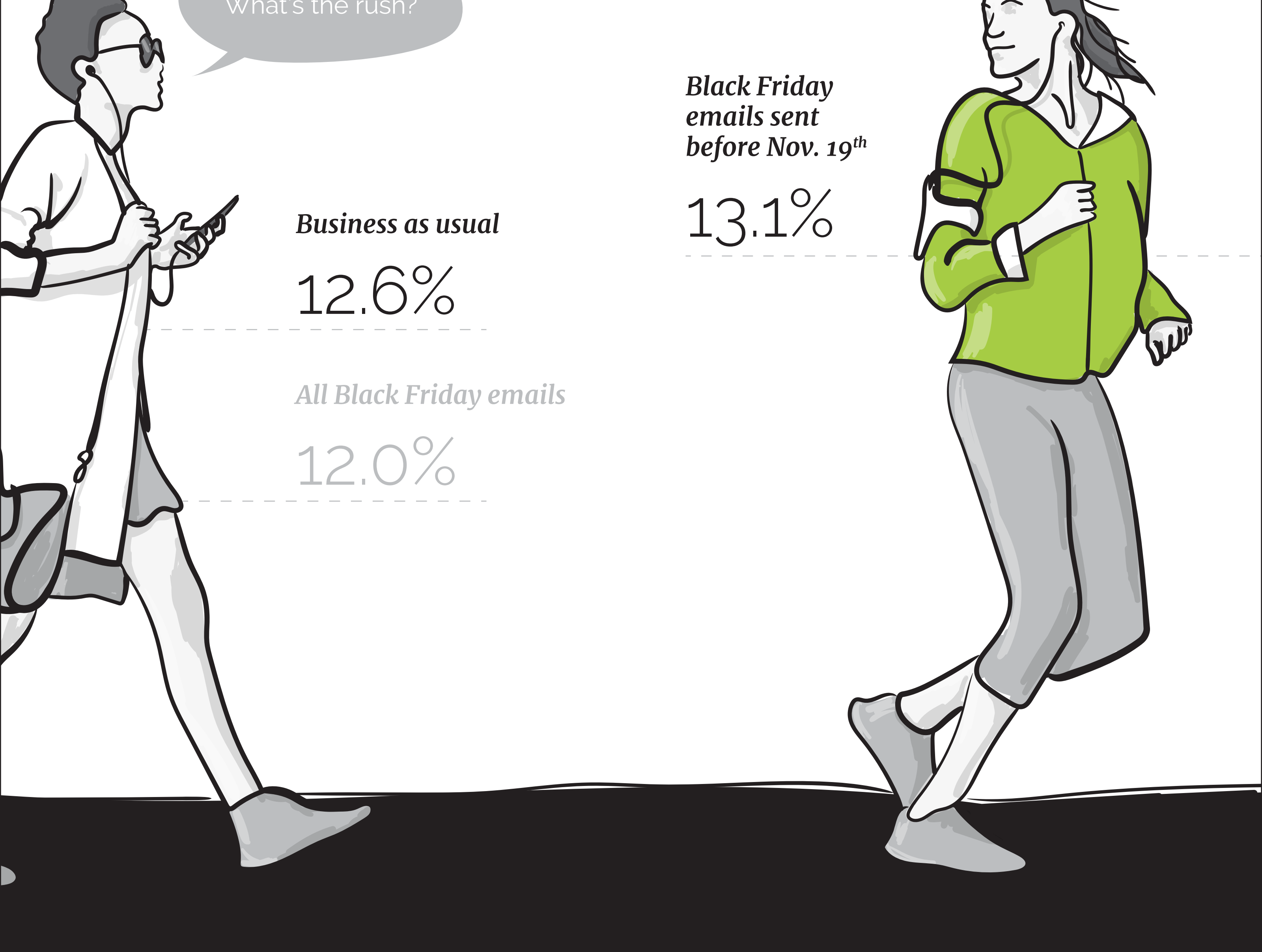
Black Friday has grown into an international phenomenon. It has extended beyond just Friday and turned into a weekend event – both in the U.S. and in many other countries.



Email engagement rate

In 2018, Black Friday fell on November 23rd. Over a quarter (26%) of Black Friday messages were sent before November 19th with some being sent as early as November 1st. There is value in trying to engage consumers early – not necessarily to sell them right away – but as a way to build anticipation for the big day.

Email engagement rates



Get creative

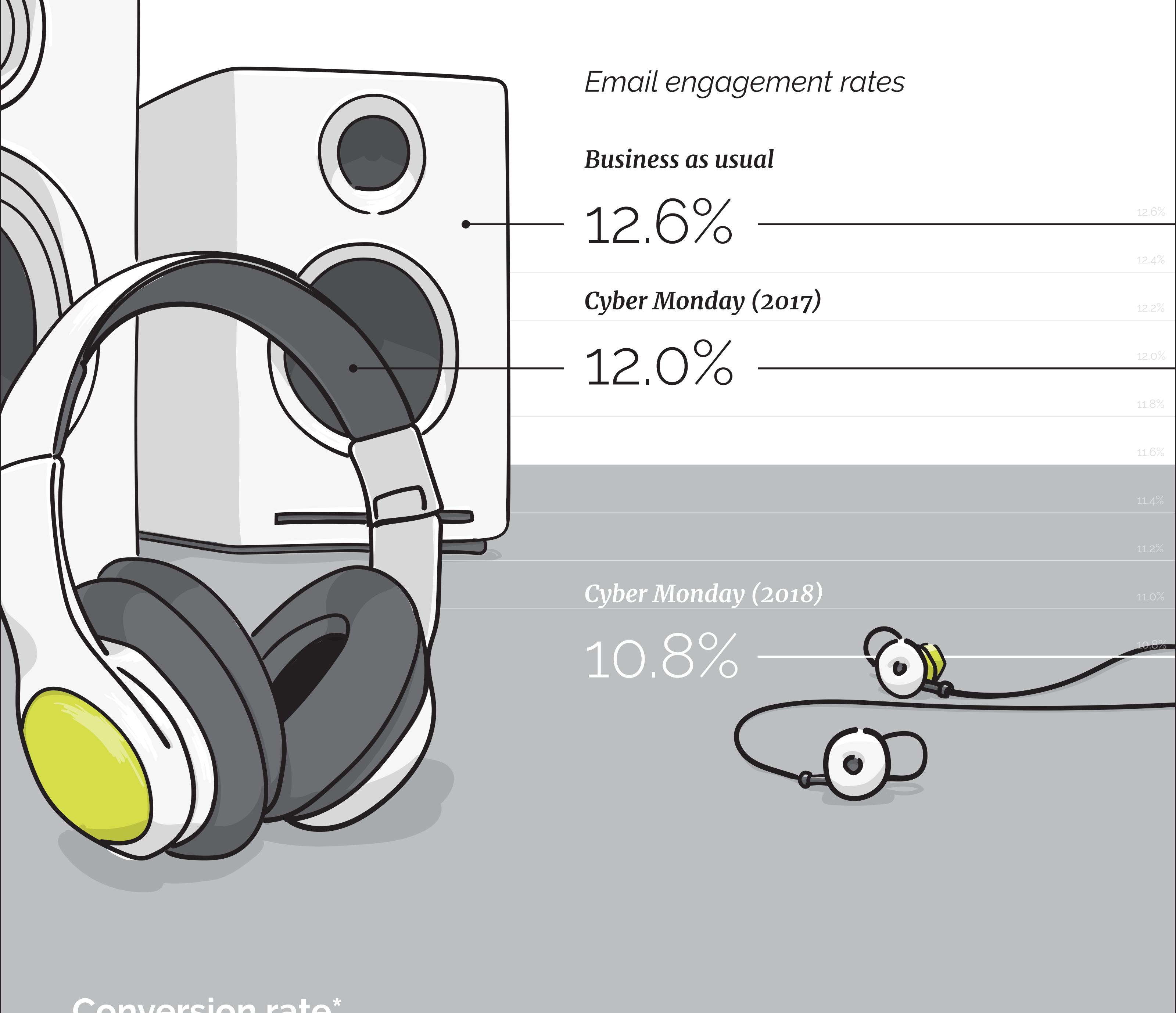
Sephora offered its customers a sneak peek of its Black Friday deals on Snapchat and Instagram. This is a great way to reach more consumers and provide a consistent cross-channel experience.



Cyber Monday

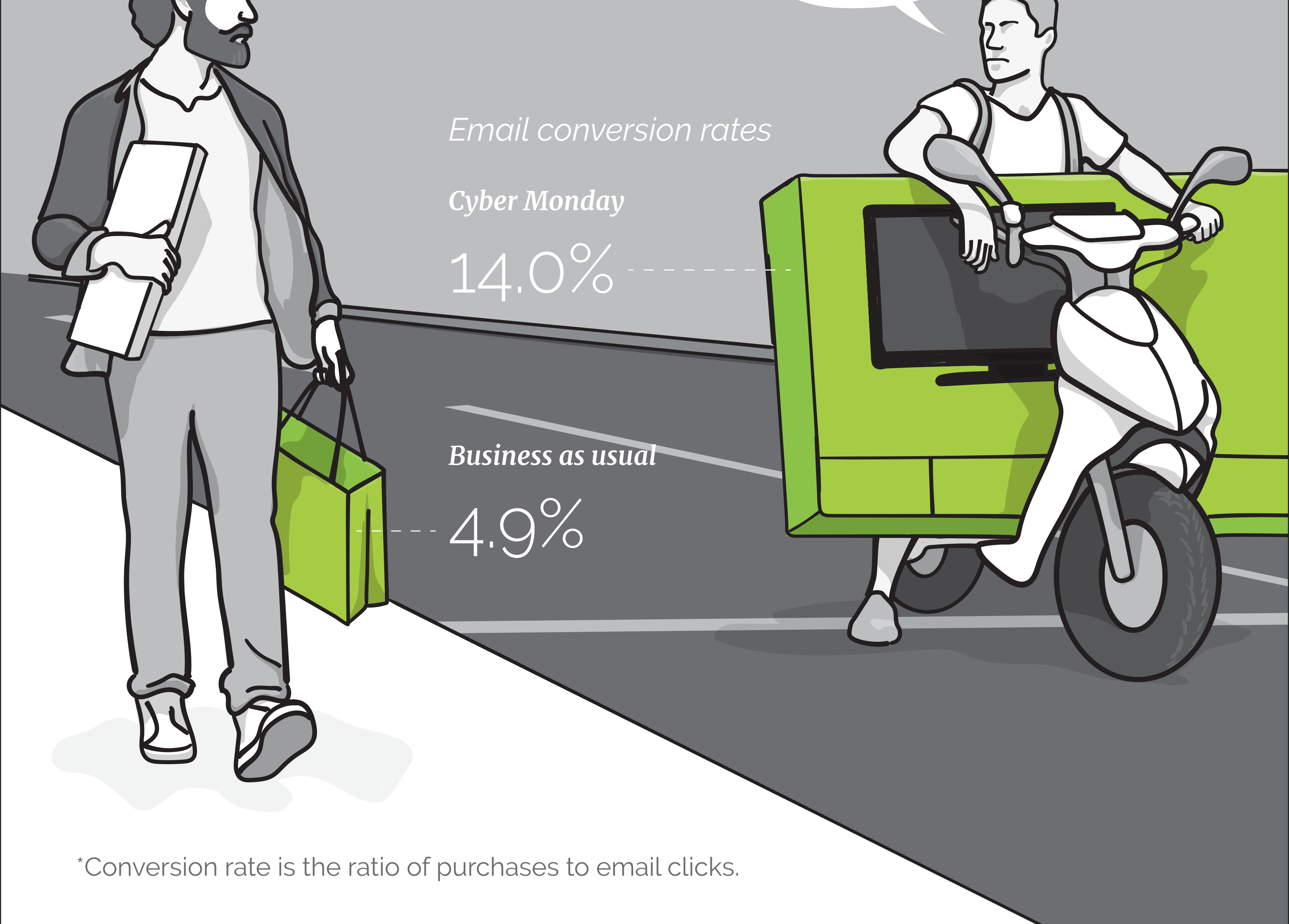
Email engagement rate

Cyber Monday was the No.1 U.S. shopping day in 2018. As email volume continues to grow, competition for subscriber attention is becoming harder to overcome. Consumers expect to be bombarded with Cyber Monday campaigns, so without the right messaging, brands will not be able to cut through the clutter.



Conversion rate*

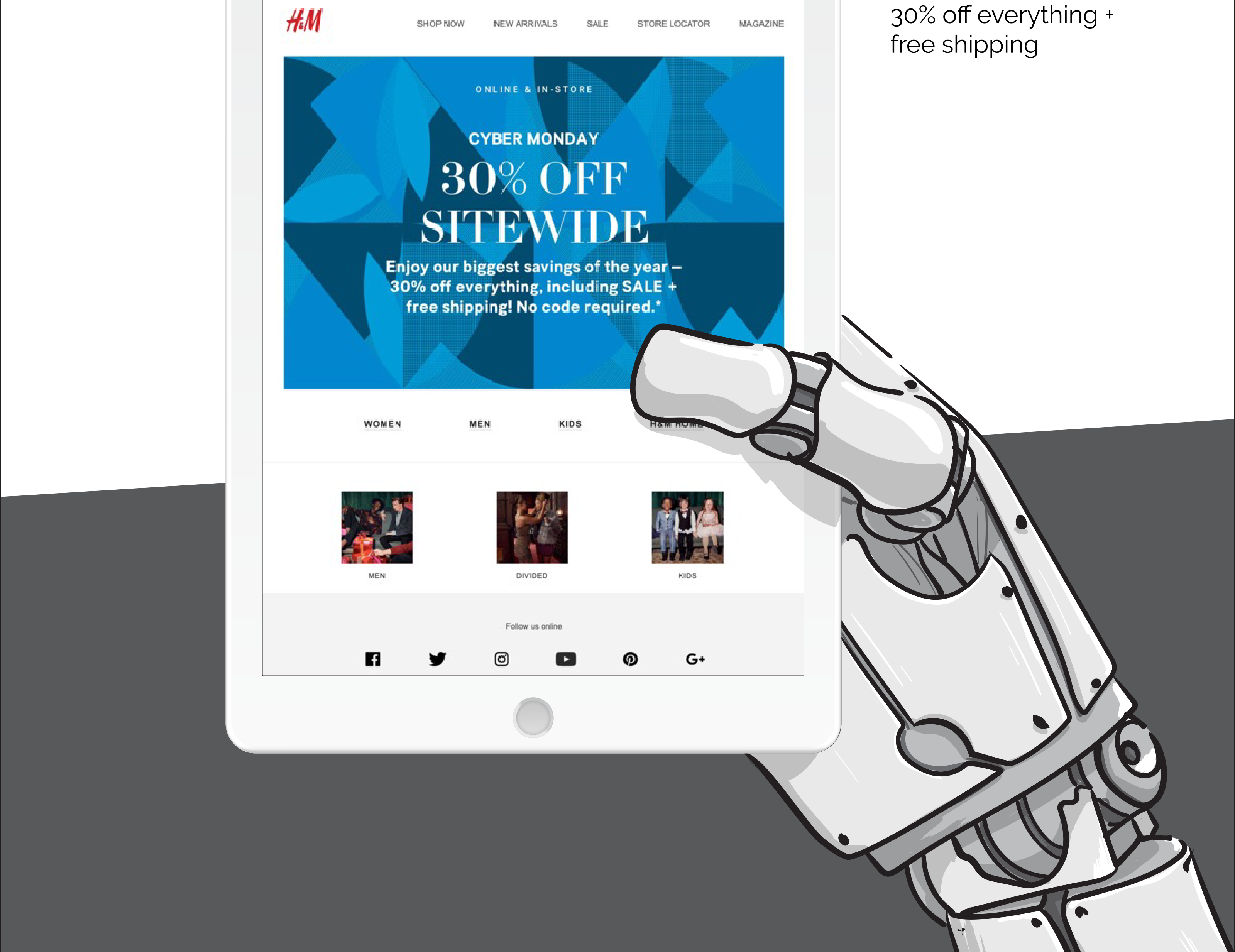
Open, click, and CTO rates for Cyber Monday emails have gone down, but conversion rates have increased by 57% YoY (almost triple the BAU average).



*Conversion rate is the ratio of purchases to email clicks.

Get creative

H&M's Cyber Monday email led with a clear, no frills subject line. The straightforward email content was short, yet contained all details so subscribers immediately know two important things before clicking – no exclusions and no code required.



Subject line:
Cyber Monday!
30% off everything +
free shipping

Read the report!

Get more data & takeaways
on Q4's major holidays

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