

Maximise Your eCommerce Strategy



Top Sales Day of The Year:

For **67%** of eCommerce clients, Black Friday was the best sales day of 2024.

3-4 PM CET

9-10 AM CET



2023

2024

Peak Engagement Times Shift to Morning

Optimal Timing for Communication:

Shifted from **3-4 PM CET** in 2023 to **9-10 AM CET** in 2024.

While Peak Order Activity Still Occurs in The Afternoon

Prime Purchase Time:

Between **4-5 PM CET** on Black Friday



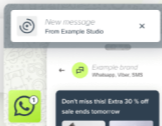
Impact of Personalised Recommendations

+16% more interactions &

+11% increase in AOV when personalised recommendations are used.



+16%
Interactions



+11%
Average Order Value



TIP:

Use data-driven insights to offer tailored product suggestions across email, push notifications, and on-site recommendations.

Web Push
-50% on your items

+29%

Rise of Web Push Notifications

+29% YoY increase in revenue from Black Friday push notification campaigns

TIP:

Incorporate web push notifications into your strategy for immediate, real-time engagement with shoppers.

Significant Revenue Increase

+39% higher AOV on Black Friday compared to a typical Friday

Also, the number of **products purchased** increased by **21%** compared to 2023.

+39%

- Black Friday
- Typical Friday

TIP:

Leverage high-value offers and exclusive deals to drive larger transactions.

Data Source

A platform for eCommerce marketers (www.salesmanago.com)