

 Address Validator  boost®  REVIEWS.io

 Influence  Rich Returns  Viralsweep



Quick Wins for Maximizing Your Black Friday Cyber Monday Weekend

Leverage the
Right Technology
for Maximum Impact



Contents:

3  Address Validator Avoid the Expense of Failed Deliveries

4  boost Leverage AI to Increase Average Order Value (AOV)

5  REVIEWS.io Protect Your Review Scores with Timed Requests

6  Influence Engage High-Value Customers with Early Access and Exclusive Deals

7  Rich Returns Retain Revenue with a Strong Exchange Policy

8  ViralSweep Grow Your Reach Through Presale Sweepstakes

//
**Every failed delivery
can cost you up to \$18
in reshipping fees.**
//



Shay Weiner
Product Marketing Manager @ Address Validator



Avoid the Expense of Failed Deliveries with Address Validation

Failed deliveries cost money and hurt your brand's reputation.

A single failed delivery can cost up to \$18 in re-shipping and handling fees and can damage your reputation

85% of shoppers say a poor delivery experience would stop them from ordering again.

With BFCM's surge in orders, delivery issues like incorrect addresses become more common, causing delays and returns.

To prevent these issues, use an address validation tool at checkout to automatically correct errors, ensuring packages reach their destination on the first try.

Avoid delays, lost shipments, and reorders by fixing address issues in real-time

This strategy saves money, reduces complaints, and boosts customer satisfaction, not just during BFCM but all year round.

Select your shipping address

Suggested address
400A Howard St, San Francisco, CA 94105

Original address
400 howark, san francisco, CA 94107

Failed deliveries prevented ↑ 5.2%

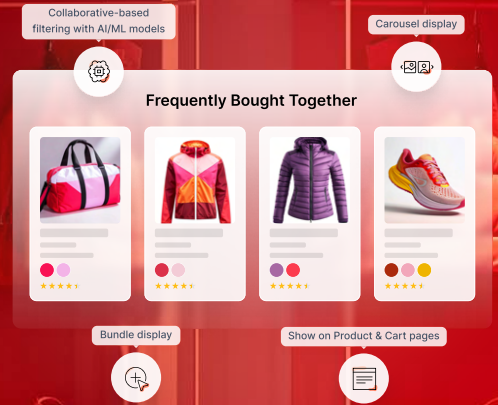
Estimated net savings ↑ 8.6%

300% ▼
of customers won't reorder after a poor delivery experience.



QUICK TIP: Implement an address validation tool to ensure every order reaches the right destination.

// Use AI to bundle frequently bought together items and personalize recommendations //



Hailey Tran
Senior Product Marketing Manager @ Boost



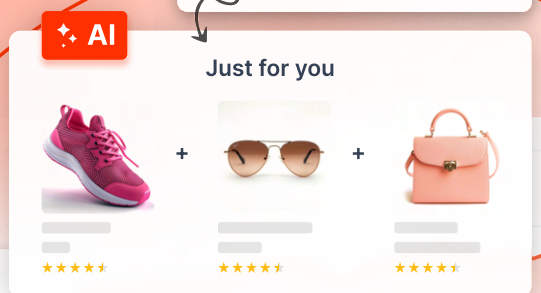
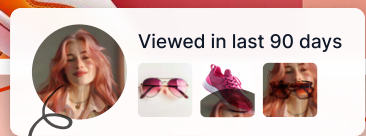
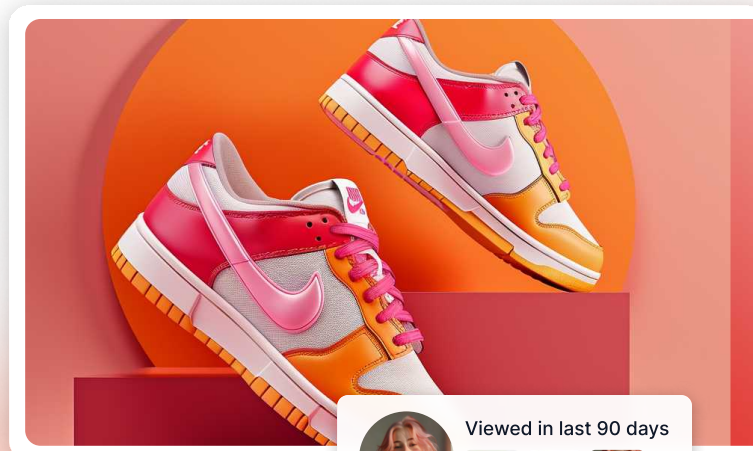
Leverage AI to Increase Average Order Value (AOV)

Personalized recommendations can lead to a significant revenue boost during BFCM.

Why settle for one-off sales when you can drive up your AOV with AI-powered product recommendations and product bundles

Instead of limiting offers to single-sale items, use AI to create dynamic, bundles that resonate with shoppers, such as 'Complete the Look' or themed product sets. AI-driven recommendations can significantly boost your store's performance, improving conversions, and raising average order value (AOV).

By presenting the most relevant products and bundles, AI not only makes it easier for customers to discover what they need but also encourages them to add more to their cart, maximizing your sales during the peak shopping season.



Increase revenue by up to
300% ▲

Increase conversions by
150% ▲

Increase AOV by
50% ▲

This strategy doesn't just increase AOV it enhances over all shopping experience for the customer...and helps you to tackle key challenges like inventory management



QUICK TIP:

Use AI to bundle frequently bought-together items or recommend products based on browsing history and search terms

//

Delay sending review requests to avoid feedback based on late shipments.

//



Larissa Hildebrandt

Senior Product Marketing Manager @ Reviews

Protect Your Review Scores with Timed Requests

Timing is everything when asking for reviews during busy periods.

BFCM brings an influx of new customers, along with the opportunity to collect a high volume of product reviews. But it also brings a surge in orders across eCommerce as a whole, leading to potential delays that are often beyond your control.

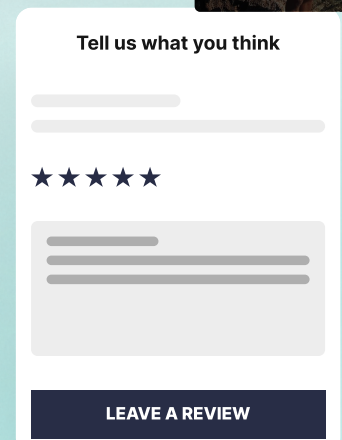
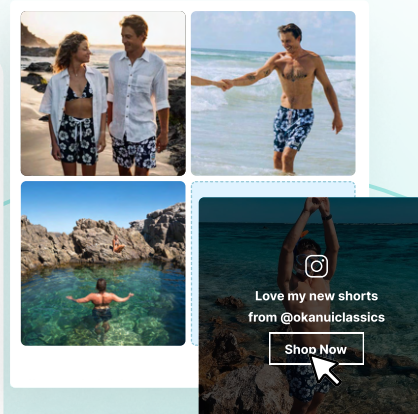
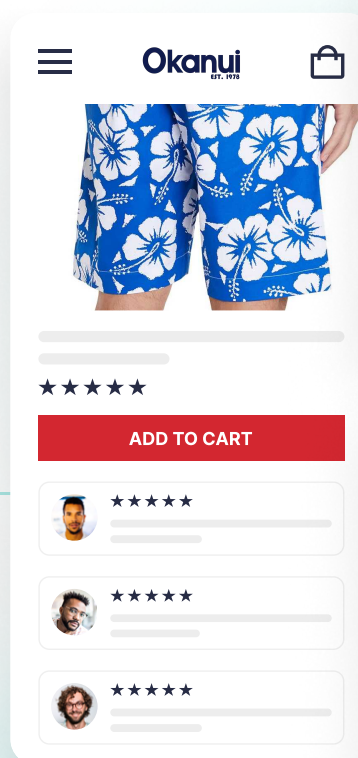
54% of negative BFCM reviews stem from late deliveries

To avoid this damage, pause your review requests to give a grace period for orders to reach recipients before asking for feedback. This strategy also gives you the chance to handle any complaints that may arise.

Once you're confident that orders will be delivered on time, turn your reviews back on. BFCM is a prime opportunity to gather positive reviews, especially from new customers.

Reviews are a powerful sales driver, particularly for new shoppers, who are more likely to trust peer feedback.

Try using [REVIEWS.io's Review Booster](#) to automatically request reviews from recent customers by sending customized email invitations.



QUICK TIP:

Hold off on review requests until deliveries are completed, giving customers time to enjoy their purchases.

//
Exclusive perks create a sense of urgency & importance, setting you apart from competitors.
//



Ellie Bradford

Product Marketing Manager @ Influence

Engage High-Value Customers with Early Access and Exclusive Deals

Loyalty programs can be a goldmine for BFCM.

If you have a loyalty program in place, use it to your advantage by creating special offers for your top-tier members.

Offering early access to your BFCM deals and exclusive perks not only keeps your best customers engaged but gives them a compelling reason to choose you over cut-price offers from competitors.

92% of consumers trust referrals from friends

It's not just about retention; it's about driving more revenue from your most loyal and valuable customers. Encourage these same customers to refer friends by offering additional rewards for every successful referral.

Shoppers are 4x more likely to buy when referred by a friend.

By combining early access with referral incentives, you build a more engaged and loyal community that drives higher sales during BFCM. You can set up a quick referral campaign with tools like [Influence.io](#).



Write a Review

+30 points



Follow on Instagram

+100 points



QUICK TIP:

Reward your top-tier customers with early access to deals and exclusive offers.

Influence

Hey Samantha,



You have 1,550 points

Complete various actions & convert them to perks.



Ways to earn



Ways to redeem



You've achieved Bestie Tier

Have a look at the perks we've prepared for you.

450 points until next tier



Queen Tier

Influence

//
67% of customers check the returns policy before purchasing.
//



Rafael Felseburg
Product Marketing Manager @ Rich Returns



Retain Revenue with a Strong Exchange Policy

A strong exchange policy can turn potential returns into revenue.

Returns are inevitable during BFCM, especially when customers buy multiple sizes or variations to get the perfect fit. But instead of letting these returns eat into your profits, steer customers towards exchanges.

Highlight your hassle-free exchange policy front and center, and sweeten the deal with incentives like free return shipping or discounts on exchanged items.

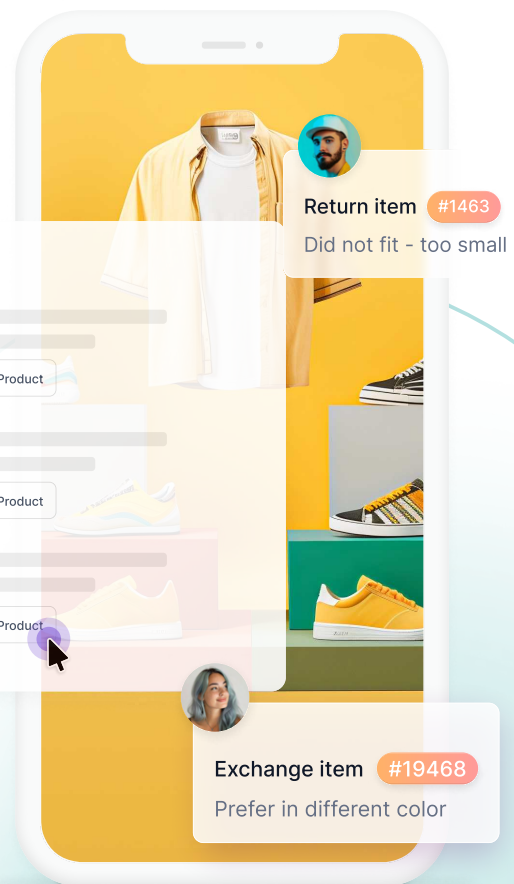
Offering exchanges over returns can help keep the revenue flowing during BFCM.

This approach not only retains revenue but also enhances customer satisfaction by providing a convenient solution that keeps them engaged with your brand.

A clear return process can reduce cart abandonment by up to

30% ▼

A clear and straightforward returns policy can also reduce cart abandonment rates by 20-30%, making it a critical component of your BFCM strategy.



QUICK TIP:

Offer free shipping or discounts on exchanges to retain more revenue.

“ Offer a prize that resonates with your audience to drive engagement. ”



Giancarlo Massaro

Product Marketing Manager @ Viral Sweep



Grow Your Reach Through Presale Sweepstakes

Reach is everything over BFCM. Larger, more engaged audiences lead to more sales.

If you're struggling to build a substantial following, sweepstakes are your quick-win strategy. Offer a prize that's irresistible to your target market and run your competition across social media and your website.

More eyes on your deals = more clicks, more sales.

This tactic will help you rapidly grow your email list and social following with people who are genuinely interested in your brand

With tools like ViralSweep, setting up and managing these promotions is simple, ensuring your sweepstakes run smoothly and capture maximum leads

With an expanded email list and a boost in social followers, you're set to deploy targeted email campaigns, retargeting ads, and engaging social posts throughout the holiday rush.



We were looking for an app that would integrate well with our social media accounts, Shopify store and email campaign manager. This does the job and is beyond easy to get your promotion published in no time...

Over 1 year using the app

Samson & Charlie
VEGAN SKINCARE

The screenshot shows the ViralSweep app interface for creating a sweepstakes. At the top, there are logos for IdeaBox, Golden Golden, Lily's Flowers, and Fastlane Sportswear. The main heading is "Win a Trip to the Maldives!". Below this is a description: "This promotion showcases a 'partner' sweepstakes, where multiple brands work together on a single sweepstakes. ViralSweep automatically generates tracking links for each partner to track their marketing initiatives. Enter the sweepstakes to see social actions for each partner." The form includes input fields for "First Name", "Last Name", and "Email Address". There are two checkboxes: "By entering, I agree to receive emails from IdeaBox, Golden Golden, Lily's Flowers, and Fastlane Sportswear" and "I understand that this is a demo and not a real". Below the form, there are sections for "Sweepstakes Title" (with the value "Win a Trip to the Maldives!"), "Description" (with a text area), and "Duration" (with two input fields).

QUICK TIP:



Use sweepstakes to grow your social media following and email list before the big event.

Make BFCM Your Best Weekend Yet

Leverage these proven strategies to maximize sales, retain customers, and build loyalty through the BFCM season.

 Address Validator

 boost

 REVIEWS.io

 Influence

 Rich Returns

 ViralSweep

Trusted by top brands

Powering over 14,000+ fast-growing brands

BBC SHOP

GIVENCHY



AudiStore

GUESS

GAP

 NATIONAL GEOGRAPHIC

 SENNHEISER

 cotopaxi

HH

Harry Potter

crocs

SONY

Tupperware

LACOSTE 

EHPLabs

Universal Store

D A M E.

MAAP

all.yours

MUSASHI

Skate Society

 DOGHOUSE

 BARSTOOL SPORTS

alo

THE WALL STREET JOURNAL

 NAKIE

mavi

 KENT STREET CELLARS

PRINCESS POLLY