 Address Validator boost® REVIEWS.io Influence Rich Returns Viralsweep

# Quick Wins for Maximizing Your Black Friday Cyber Monday Weekend


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Leverage the  
Right Technology  
for Maximum Impact





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Grow Your Reach Through Presale Sweepstakes

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

//



**Shay Weiner**

Product Marketing Manager @ Address Validator



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## 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.**

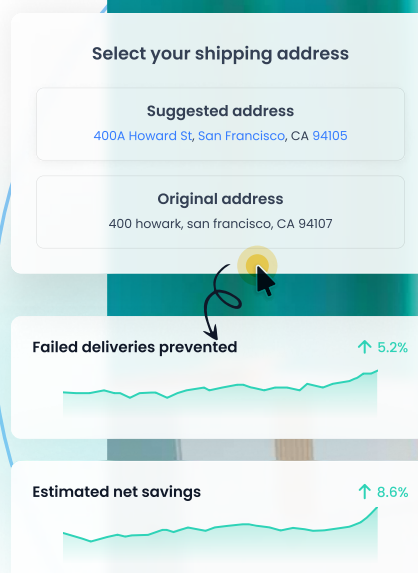
With BFCM's surge in orders, delivery issues like incorrect addresses become more common, causing delays and returns.

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.

[Learn how to](#) avoid the expense of failed deliveries



**300%** ▼

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

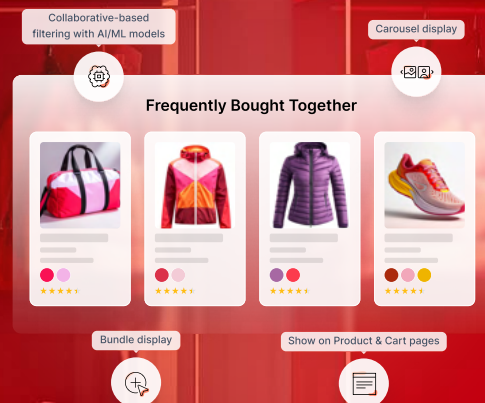


### QUICK TIP:

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



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## 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

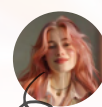
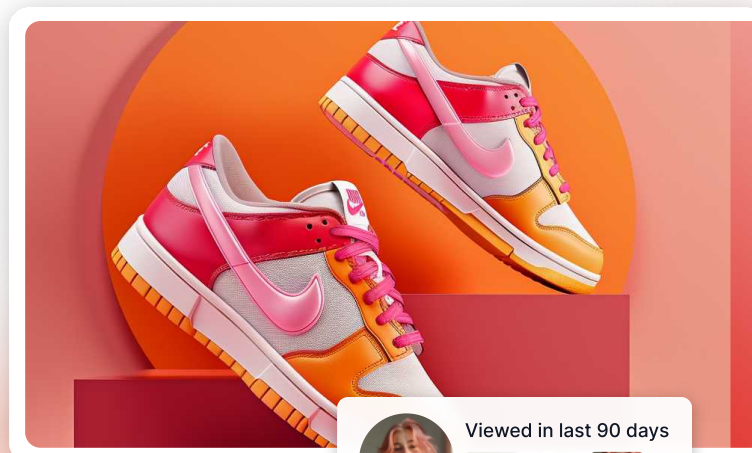
**150% ^**

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

Discover [how](#) to elevate your sales with AI-powered product bundling.



Viewed in last 90 days



**AI**

**Just for you**



+



+



★★★★★

★★★★★

★★★★★



### 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



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## 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.

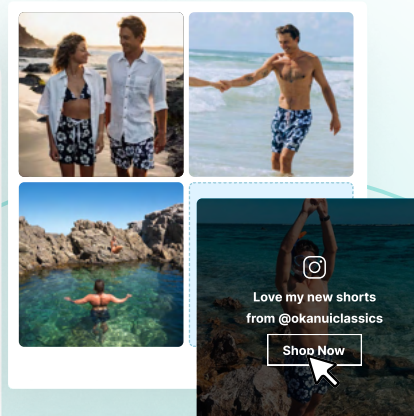
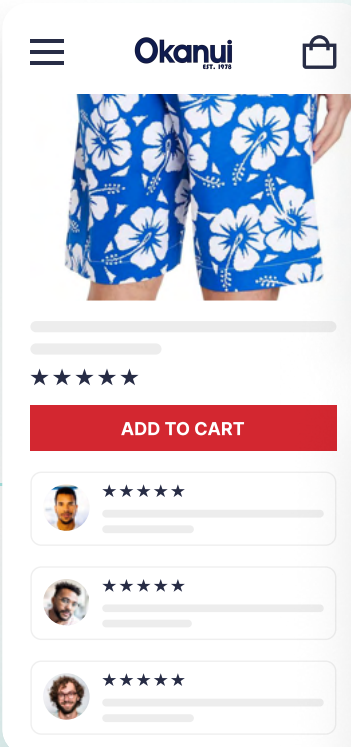
**54% of negative BFCM reviews stem from late deliveries**

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.



**Tell us what you think**

★★★★★

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

[LEAVE A REVIEW](#)



### 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

**Influence**

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## 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](https://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.

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 Felsemburg**

Product Marketing Manager @ Rich Returns

 **Rich Returns**

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## 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.**

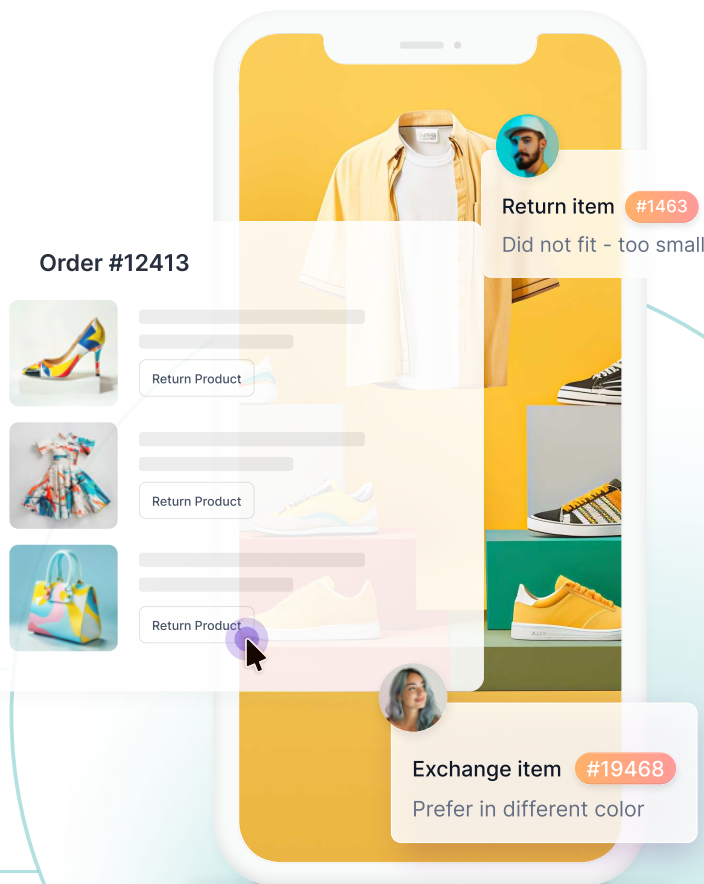
This approach not only retains revenue but also enhances customer satisfaction by providing a convenient solution that keeps them engaged with your brand.

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.

See how to transform returns into revenue with [Rich Returns](#)



### 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



[FIND OUT MORE](#)

## 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

*Savanna & Charlie*  
VEGAN SKINCARE

Boost your reach this BFCM. [Explore ViralSweep.](#)

The screenshot shows a sweepstakes form for 'Win a Trip to the Maldives!'. At the top, logos for Ideabox, Golden Golden, Lily's Flowers, and Fastlane Sportswear are displayed. The form includes a description of the promotion, a text box for the prize, and a form with fields for First Name, Last Name, and Email Address. Below the form, 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 is a section for 'Sweepstakes Title' with the text 'Win a Trip to the Maldives!'.

Sweepstakes Title

Win a Trip to the Maldives!

Description

Duration



### 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

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 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<sup>®</sup>

Harry Potter

crocs<sup>™</sup>

SONY

Tupperware<sup>®</sup>

LACOSTE 

★EHP Labs

Universal Store

D A M E.

M A A P

all yours

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