

Black Friday 2022

Brazil edition

The biggest day in retail has turned into the biggest week in e-commerce. No one wants to wait in queues outside of stores when they can easily buy discount items with just a few taps on their mobile. **Black Friday starts early, is not just a day, and goes online all the way.**

Upstream, a leader in mobile marketing automation, partnered with **16 brands in Brazil** to increase their e-commerce sales via personalized triggered campaigns and customer base building.

Within 5 days, Upstream's mobile messaging campaigns achieved: **8% higher avg. order value** than the rest of the orders the e-commerce players received, and a significant **22.5x ROI** for our clients.

4 facts about Black Friday in Brazil



The highest online traffic of the year

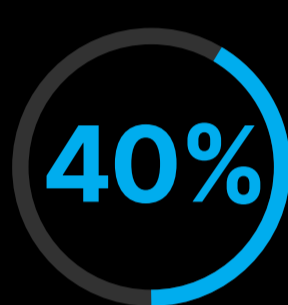
Turn website visitors into subscribers



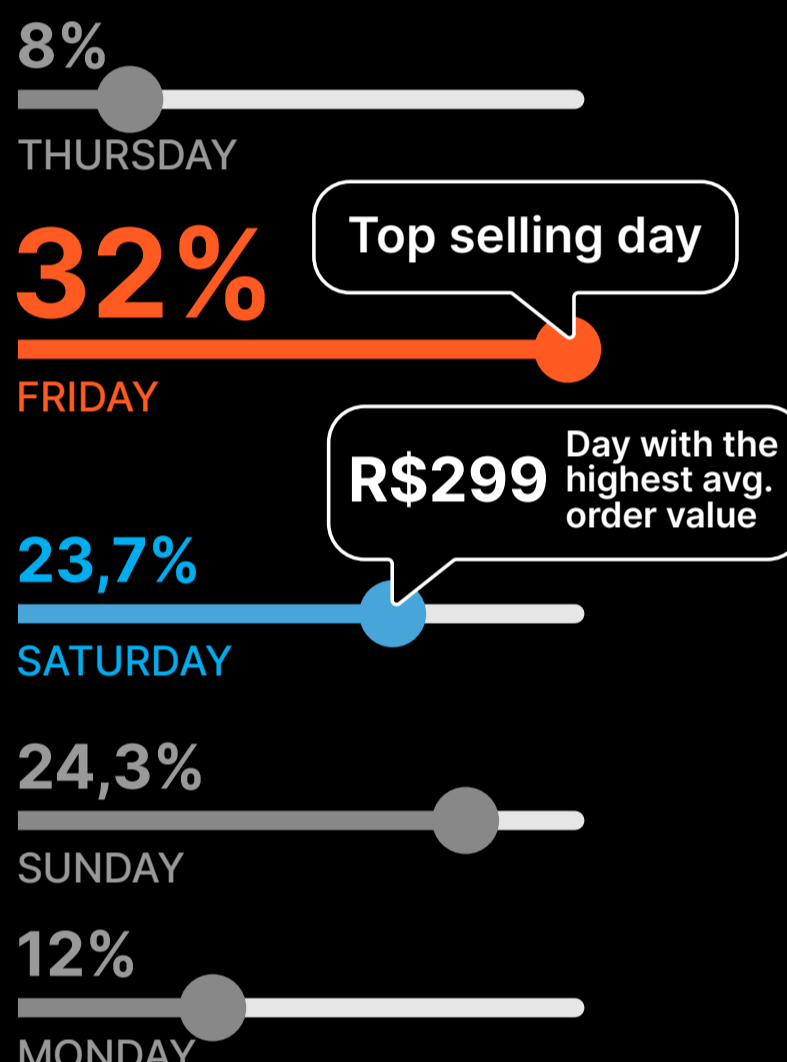
Black Friday campaigns VS Regular period

It's sales time

and it's not just for a day

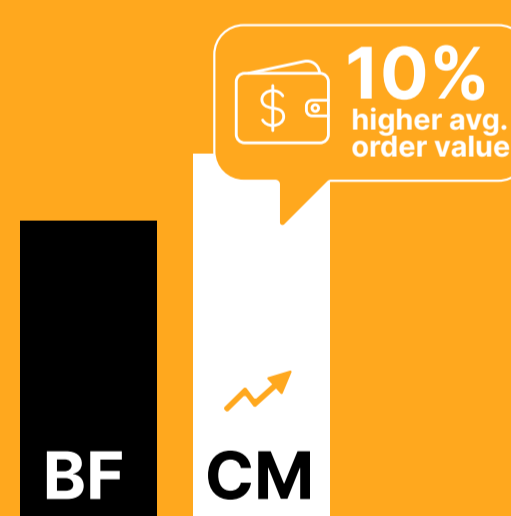


% Revenue breakdown, 24-28 November



Black Friday VS Cyber Monday

Most brands released early sales and consumers didn't expect to see any higher discounts after the weekend, making Black Friday the top selling day.



Convert more e-commerce sales

via real-time triggered messaging

Welcome!

Welcome messages amazed engagement subscribers, as we approached subscribers who have just interacted with the brand.

4.76% click through rate

R\$266.3 avg. order value

Remember your cart!

Cart recovery text hit the highest conversion rate. We got more customers to complete their orders by adding 2 triggered cart reminders in the flow.

2.21% conversion rate
1st CART RECOVERY

R\$369 avg. order value

2.6% conversion rate
2nd CART RECOVERY 2hrs later

R\$499 avg. order value

Hot new deals!

Broadcast messages made all the difference. They built-up anticipation for Black Friday, announced further price drops and more, leading to sales increase.

25% of total campaign revenue

30% higher sales conversion rate for messages including Copa do Mundo content

R\$236.4 avg. order value

Sources: Upstream Proprietary Data 24-28 Nov. 2022 | ¹ Statista | ² Neotrust | ³ Neotrust

Key brands saw their **Black Friday e-sales rising** with Upstream's marketing automation platform

