

A photograph of a forest with tall, thin trees. Sunlight is streaming through the trees from the right, creating a bright, hazy glow and long shadows on the forest floor. The ground is covered with grass and small plants.

**We grow Brands
to their customers'
expectations**

ForestView

Our vision & mission



Vision



Mission

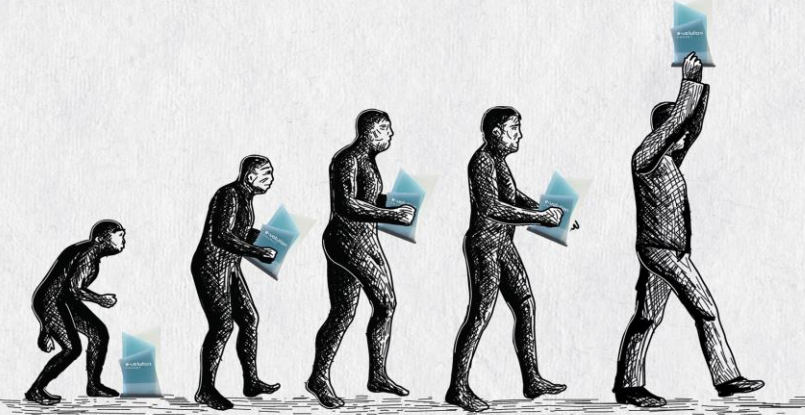
We grow brands to their customers' expectations.

We enable significant commerce uplift, by utilizing the power of **insights, creativity and technology to **build direct, data rich consumer experiences across the touchpoints that matter** in each consumer journey.**




Awards & Partnerships

Επιβεβαιώνουμε τη θεωρία της εξέλιξης.



Η ForestView στα 10 Best Agencies της 10ετίας με βάση τα e-evolution awards.



The Opportunity Beyond Black Friday

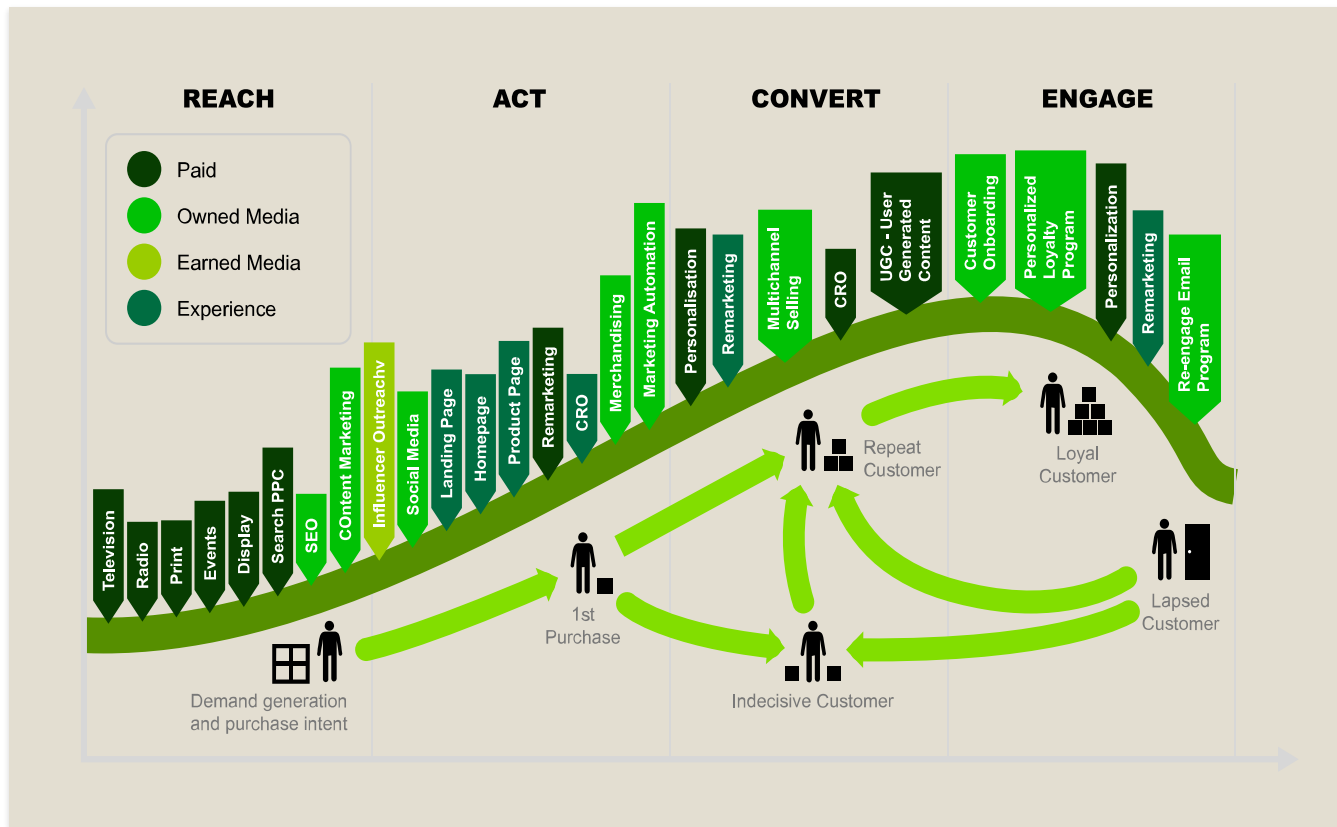
Black Friday is a great opportunity far beyond the sales of a single day (or an extended weekend, including Cyber Monday).

The true opportunity of Black Friday is the consumer data and long-term customers it can generate for online retailers.

To truly maximize on its potential, it is critical to **see the forest for the trees...**



The case for seeing the Forest



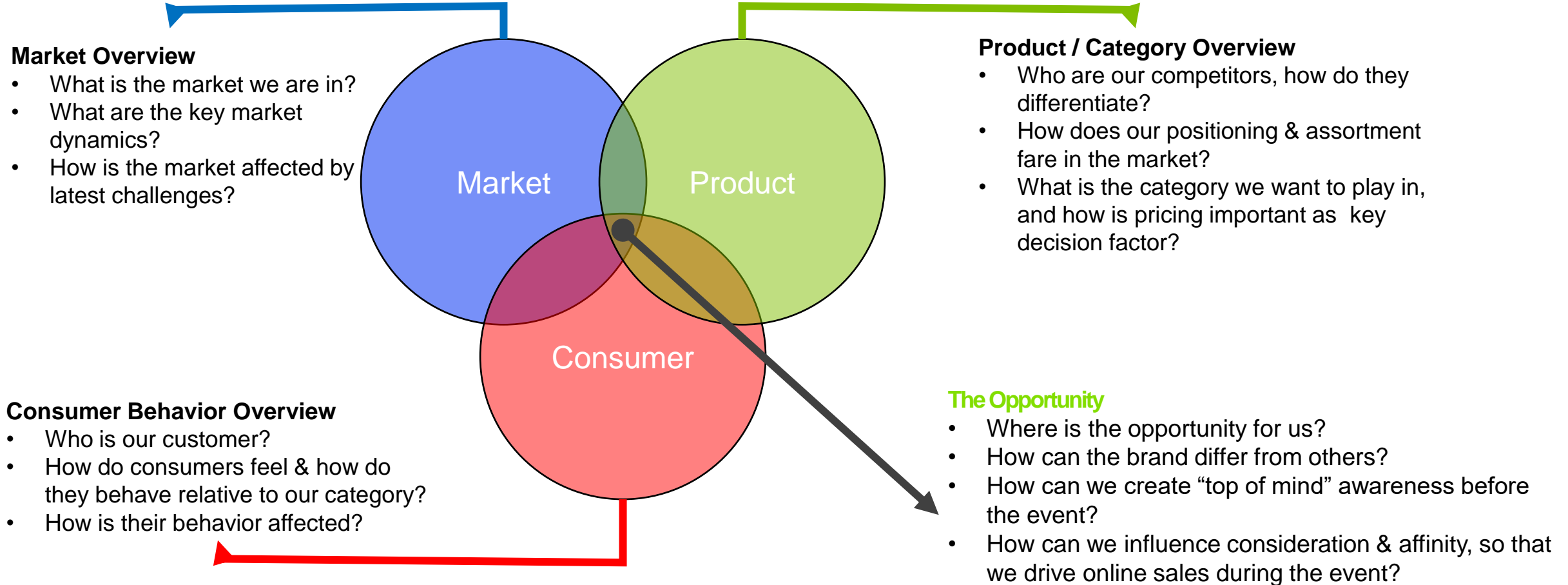
Impacting the consumer journey requires a totally different design mindset

- For brands establishing their digital presence or listing their products online, it is just a start
- Managing the consumer journey across different touchpoints and life cycle stages is a multi-faced process with many different interdependent steps and numerous specialized marketing practices involved
- It takes seeing the Forest for the tree.



Defining the Proposition

Our Approach



Consumer Intent

Black Friday 2022



So... who is the “consumer”?

How do they make decisions on what to buy, when and from where?

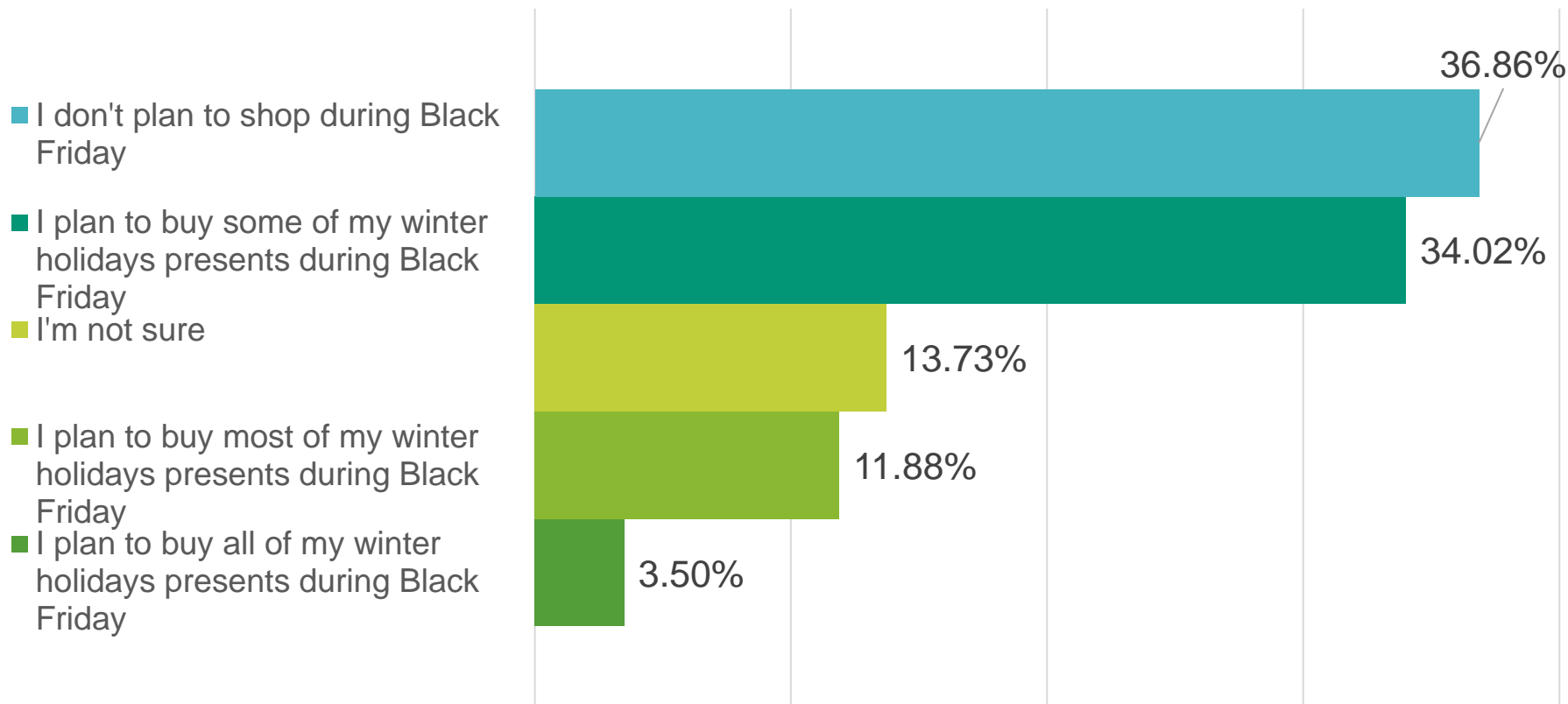
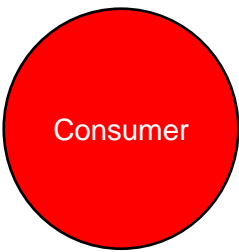
What do they actually care about?

Do they even care about Black Friday?



Consumers' X Black Friday

It isn't as important to consumers as retailers usually think.



The fear from many retailers is that consumers use Black Friday offers to do most of the Christmas shopping, eating away at retail margins.

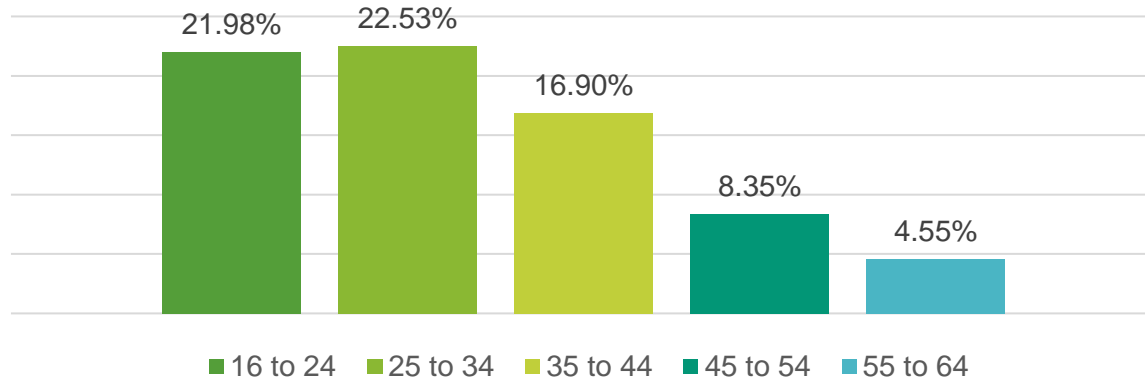
This isn't usually the case.

Black Friday Shoppers

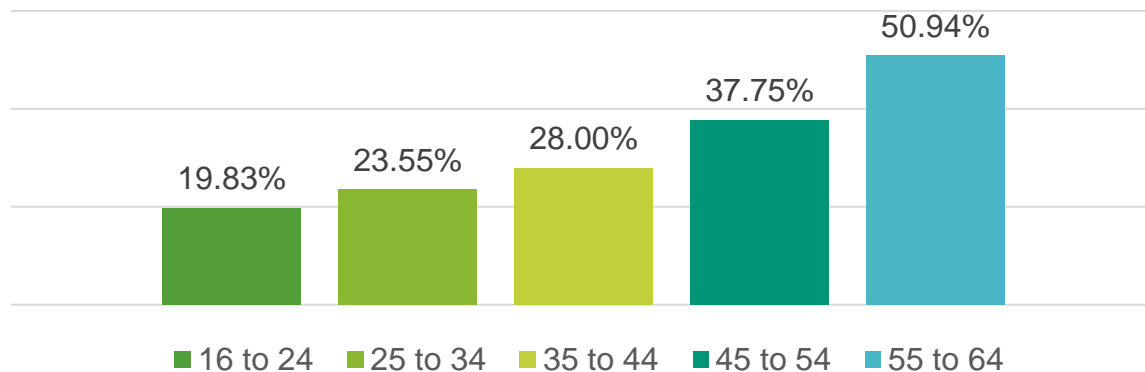
Disposable income is the main driver to plan ahead

Consumer

Segmentation by Age (MOST of my holiday shopping).



Segmentation by Age (NO PLANS for Black Friday)



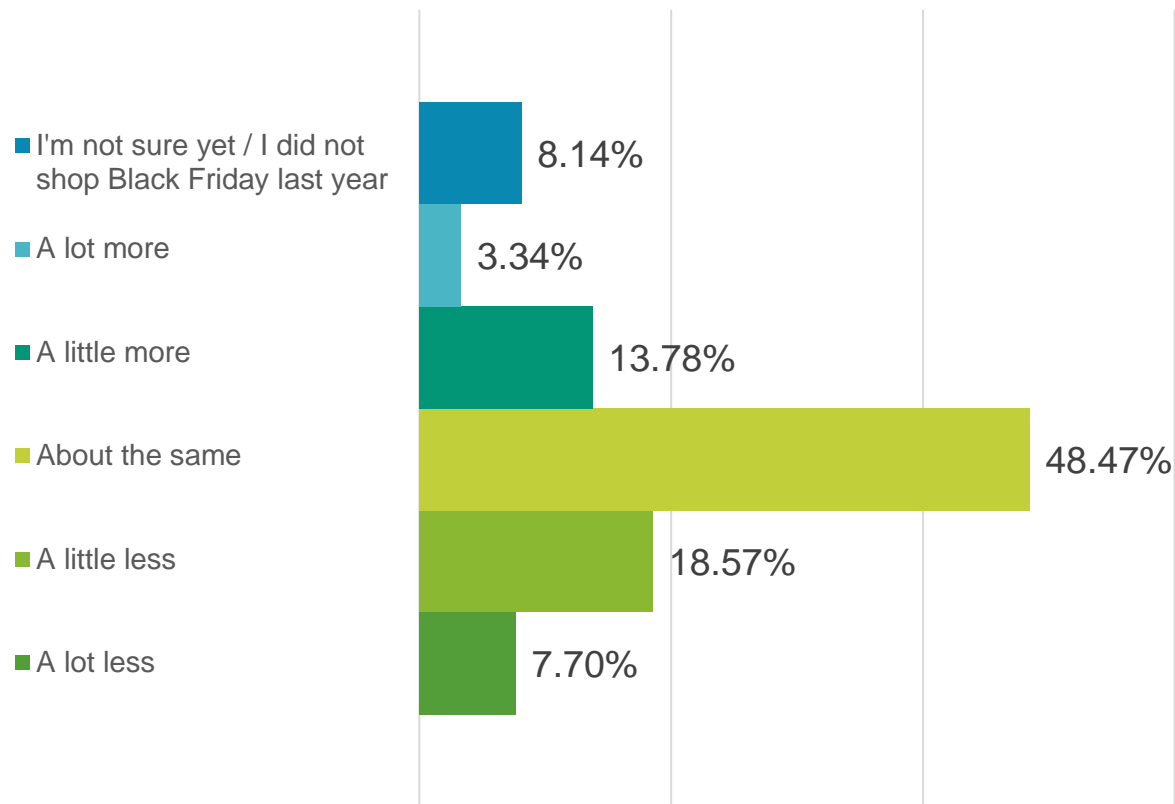
Planning ahead and using Black Friday offers for Christmas shopping is much more popular in younger, more tech savvy consumers, who usually have a lower disposable income and purchasing power.

As we move towards older, heavier spenders, Black Friday is much less something to plan for and more something incidental, that may or may not produce an impulsive purchase.

Outlook vs Last Year

Nothing new. Just another Black Friday...

Consumer



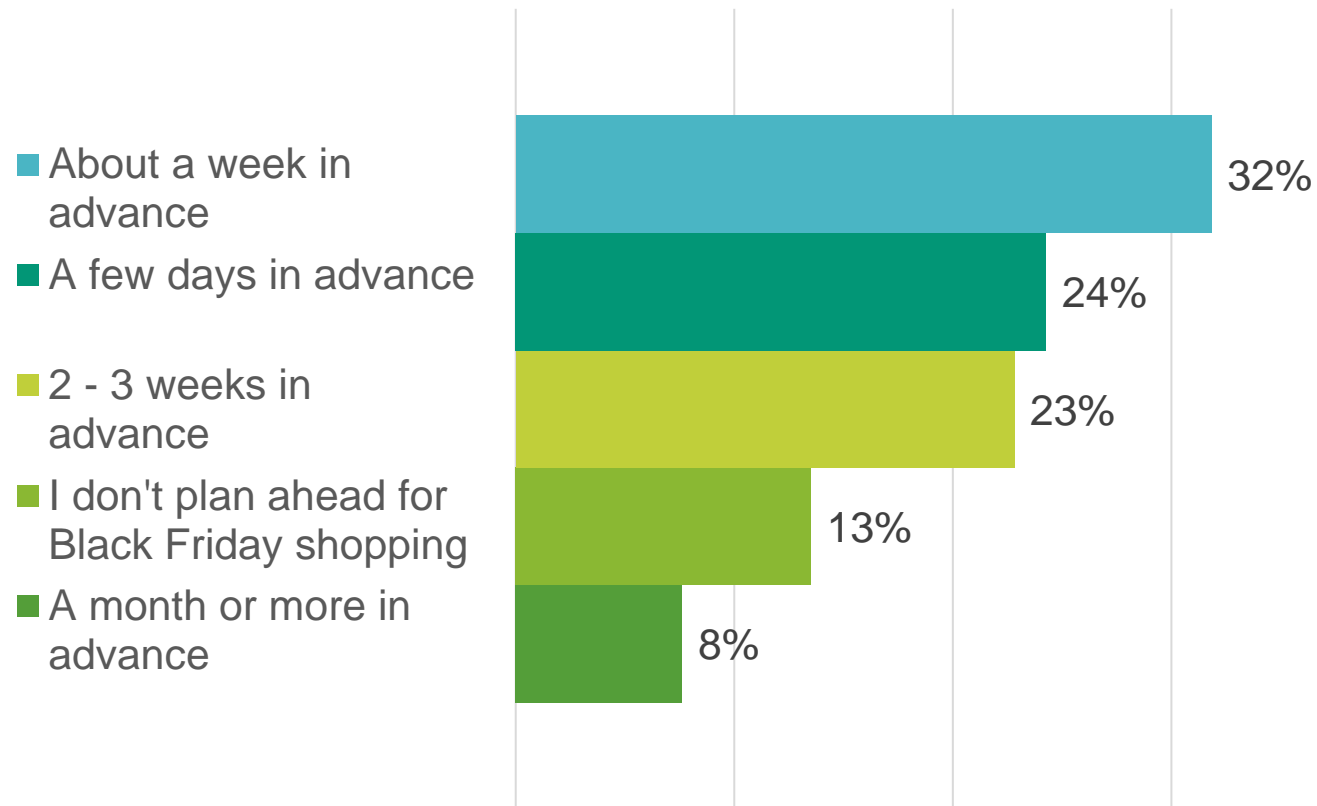
Our post-Covid, high inflation, volatile economic environment isn't that much different from our Covid-19, lockdown, eCommerce heavy environment last year.

Black Friday, for consumers, is the same as it was.

Consumers' "Black Friday" Mood?

Consumers don't really plan that much ahead for Black Friday

Consumer



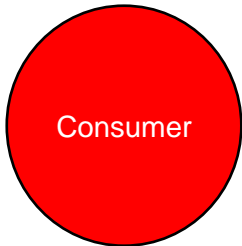
With such high competition, focused on such a compressed time period, retailers need to time their communications just perfect.

The key is to be present right at the time that consumers get into their "Black Friday" mindset, to reap the maximum rewards.

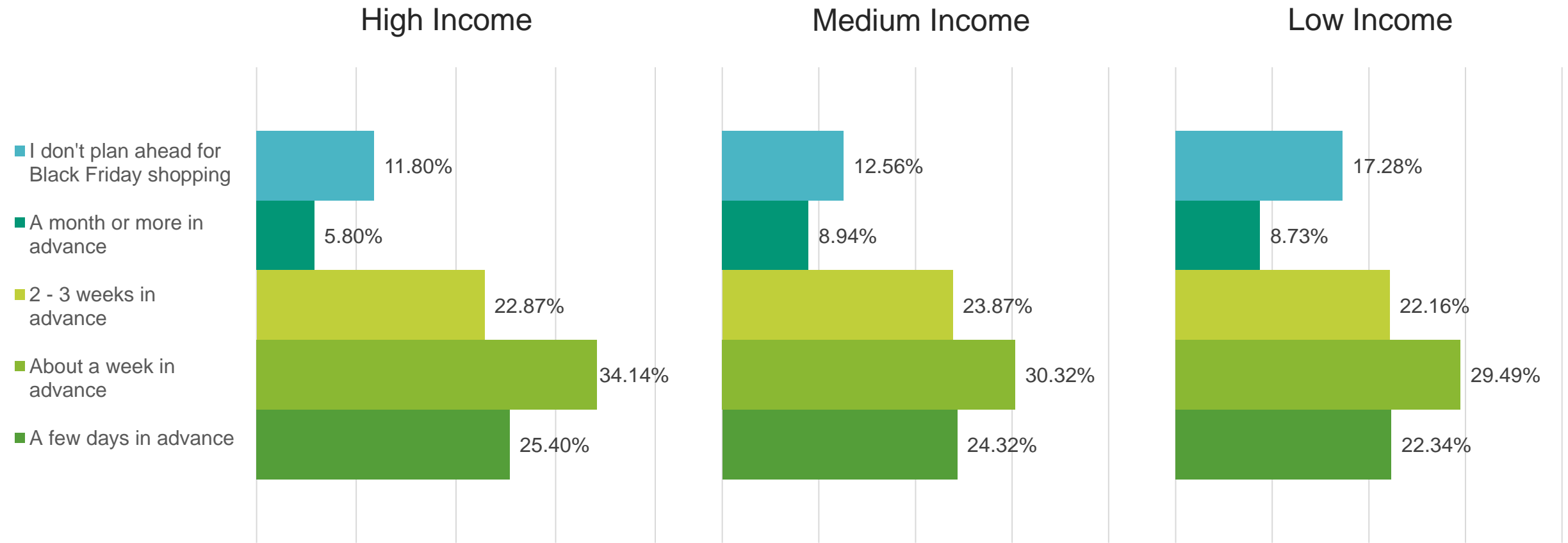
Timing of the "Black Friday" mindset is consistent across all consumer age groups.

Consumers' "Black Friday" Mood?

Regardless of income, Black Friday is a "last minute" event for consumers

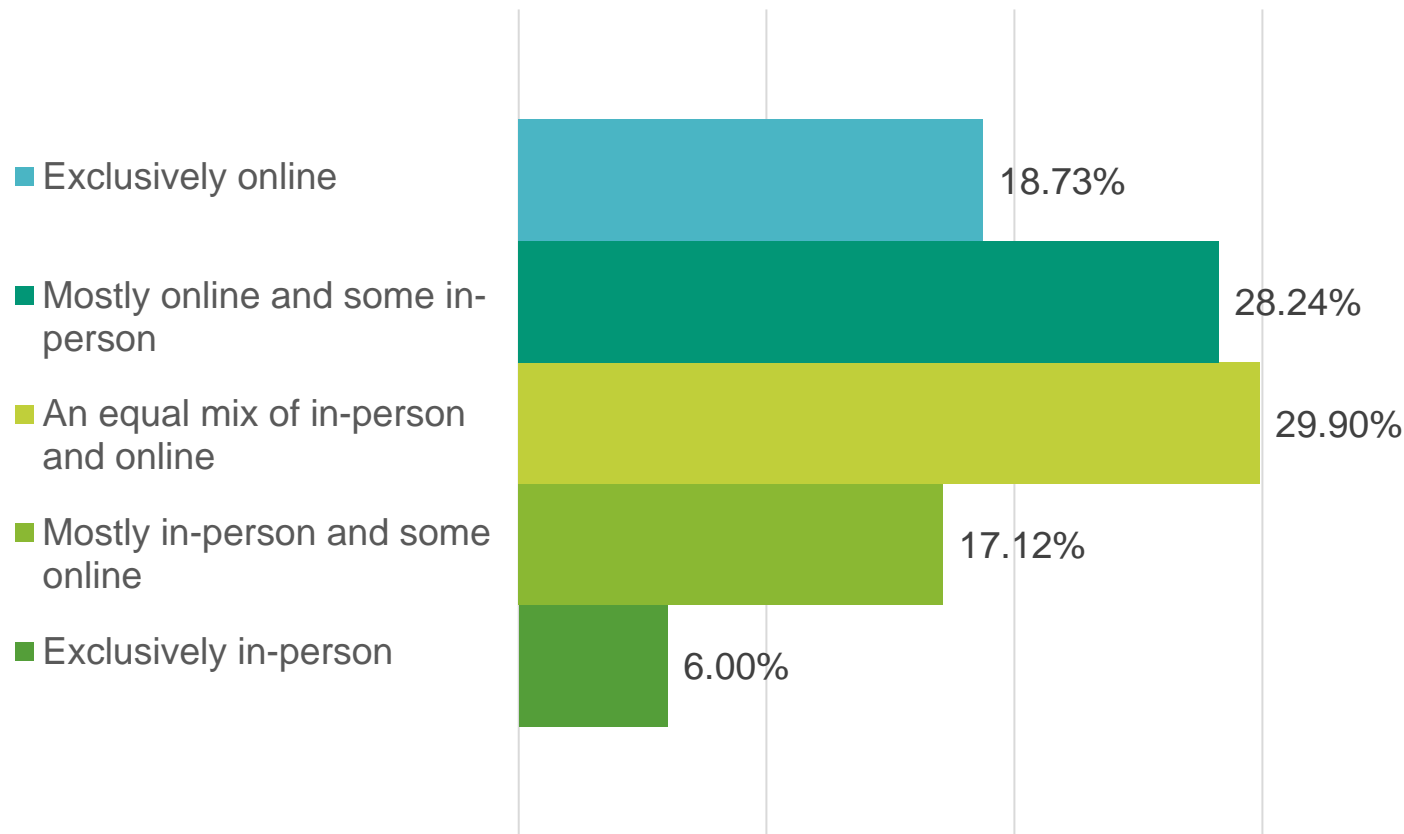
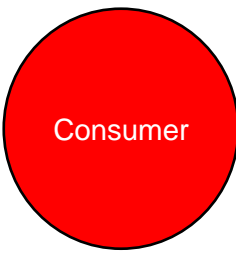


When do you begin to plan for Black Friday?



In Person vs Online

Black Friday LIVES online, regardless of where the sale actually happens



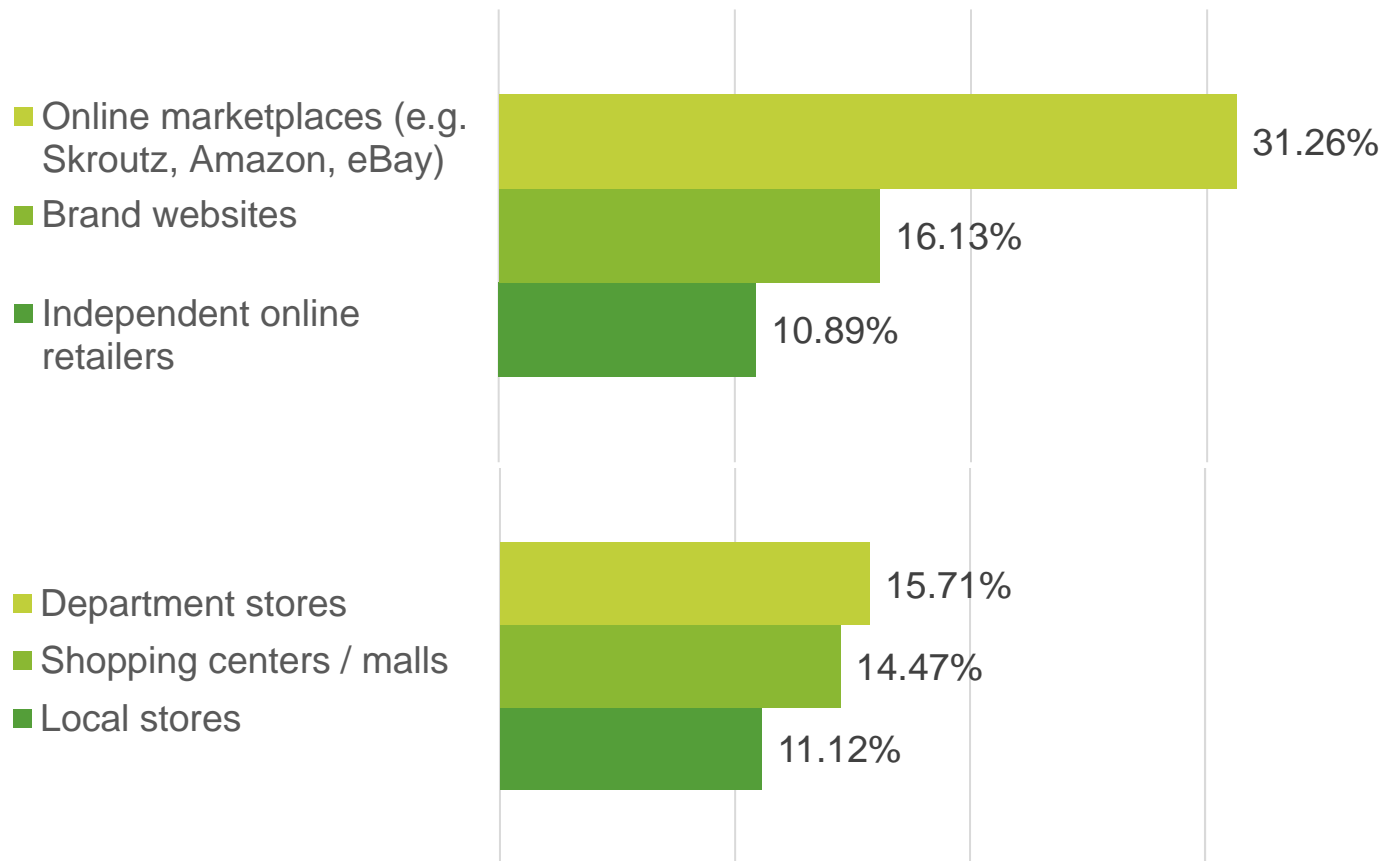
Even the purchases that happen offline, consumers use online stores as a prime source for their product research, while Covid-19 has shifted even more people to online purchasing, especially during such crowded sales periods.

Marketplace Dominance

Variety and easy comparison are a clear advantage

Consumer

Where do you think you will shop for Black Friday deals this year?

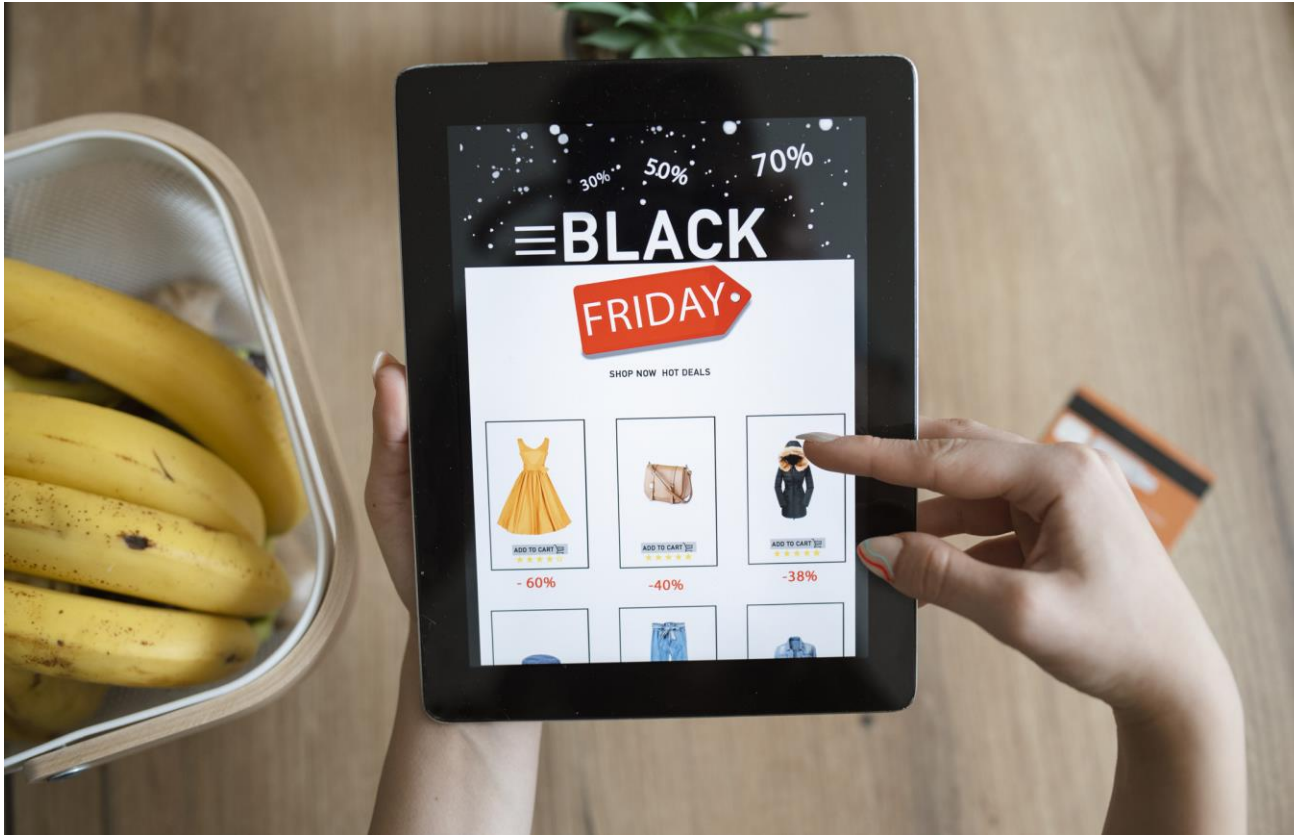


Among online eCommerce, especially for a period like Black Friday, where the consumers are looking to compare multiple choices, marketplaces are king.

That is where consumer research starts (and frequently ends), with brand eShops coming in as very distant second choice.

Product Outlook

Black Friday 2022



What product segments provide opportunities for Black Friday?

How do retailers actually compete with each other for the consumers' preference?

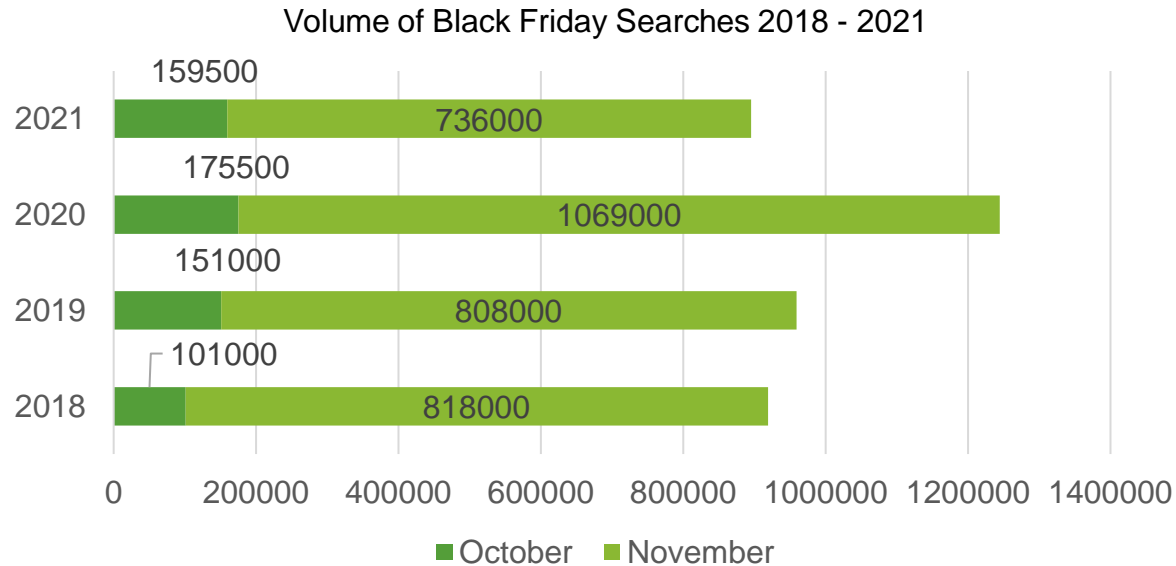
What does "Black Friday" actually mean for Greek eCommerce?



Lower Volume Higher Competition

Search volumes are declining, while reliance on Search increases

Product



9pp



79%

Reliance on Search
as a primary source
for product research
2019 vs 2021

70%



As consumers rely more on Search Queries, competition becomes higher.

At the same time, volume of searches for Black Friday is becoming smaller.

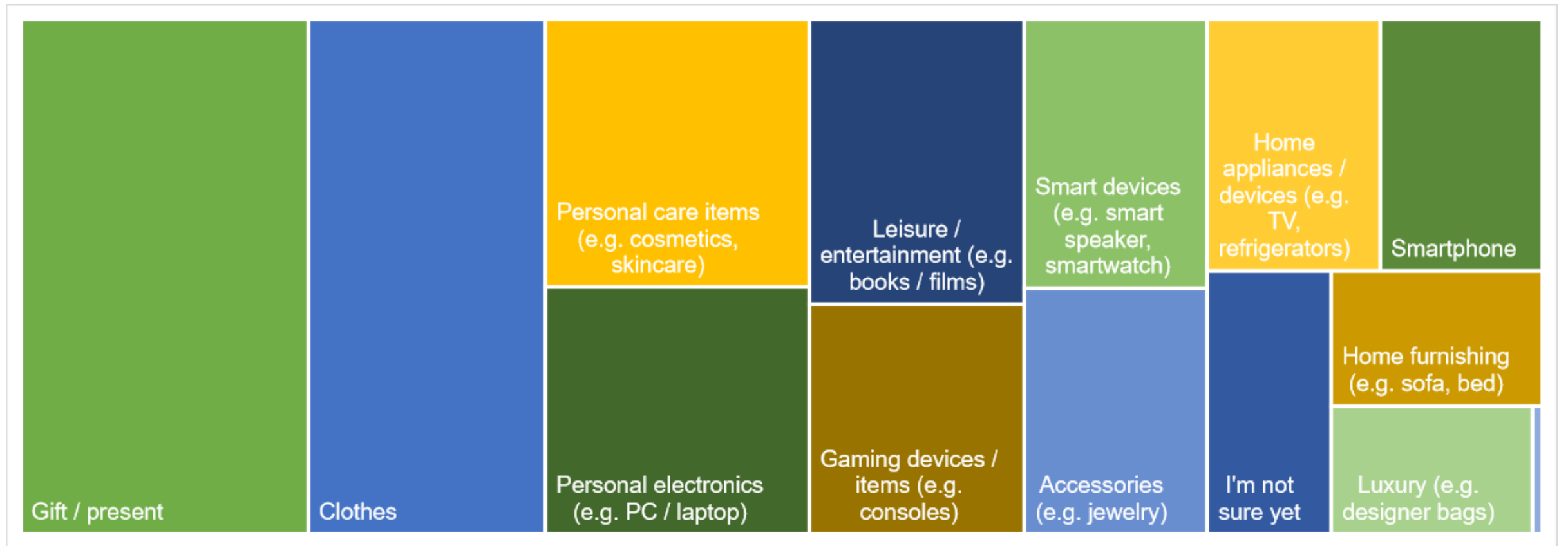
Retailers are competing aggressively for a specific, relatively short list of searches, in a very short space of time, trying to outbid and outsmart each other to capture consumer intent and attention.



Products with Great Potential

Apparel, Cosmetics and Consumer Electronics in high demand

Product

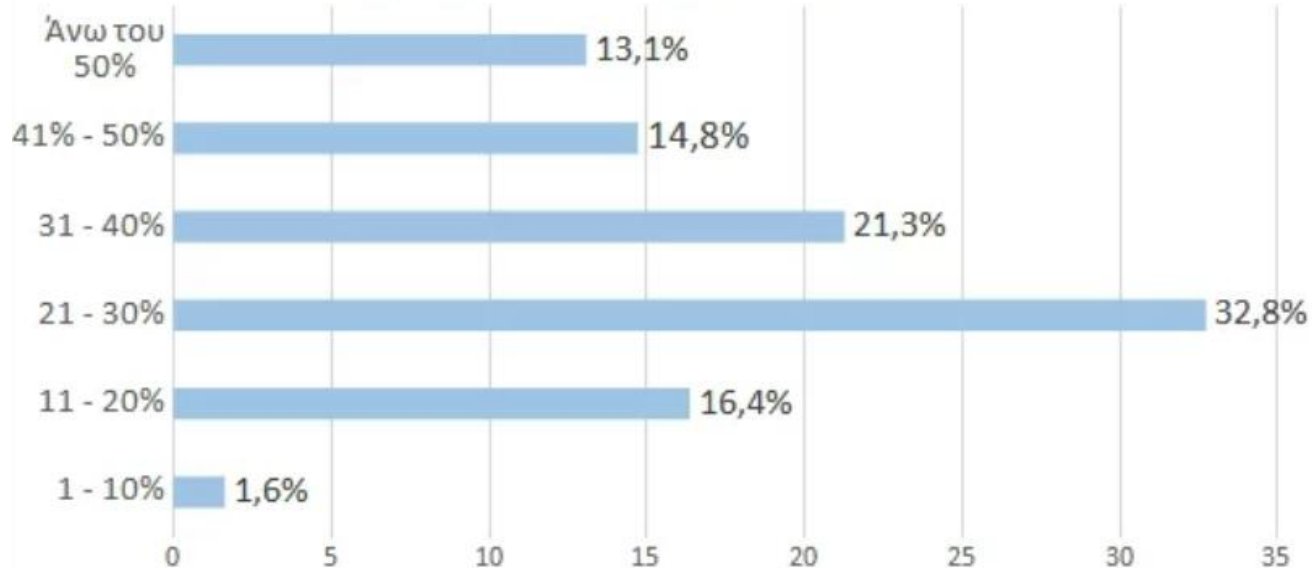


Undermined Sense of Urgency

Discount levels available aren't that "special" in Black Friday

Product

Διάγραμμα 4: Στην επιχείρησή σας, σε ποιο ποσοστό κυρίως διαμορφώθηκαν οι εκπτώσεις την περίοδο της Black Friday;



Majority of the discount levels was under 40% during 2021 Black Friday.

Discount Level is not that significant, since they are available throughout the year, for select products.

The perception of "blockbuster" price-offs, creating a sense of urgency and fear of missing out is not backed up from the actual retail prices available.

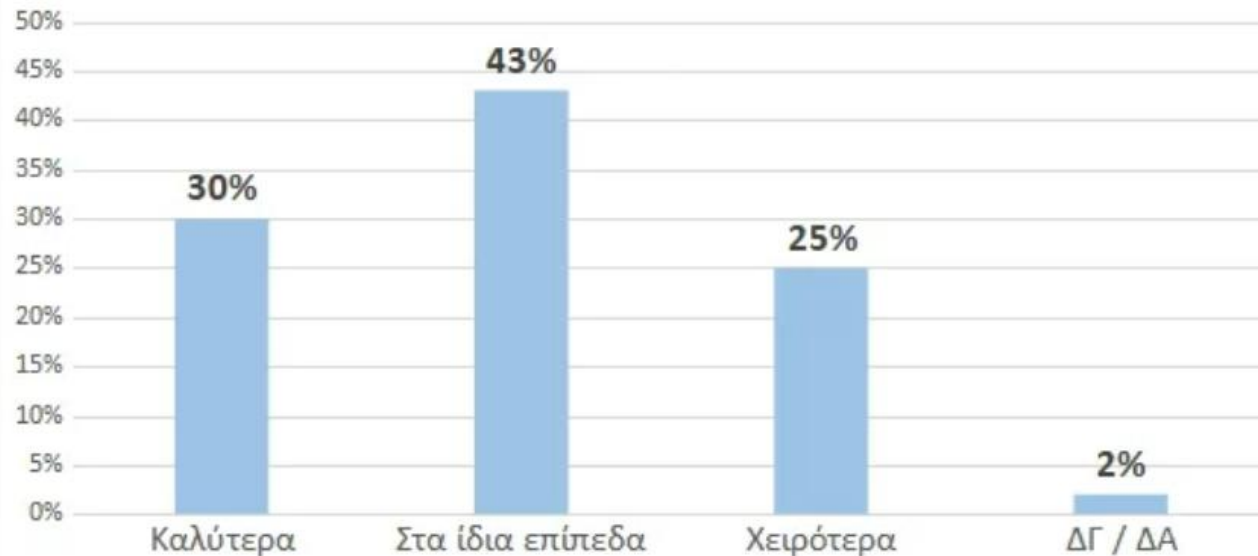


Underwhelming Expectations

Retailers don't expect a revenue boost from Black Friday

Product

Διάγραμμα 5: Πώς κινήθηκαν οι πωλήσεις σας, το διάστημα συμμετοχής στην Black Friday, σε σχέση με μια τυπική περίοδο του Νοεμβρίου;



As a consequence to lukewarm price-offs, Black Friday has limited sales uplift.

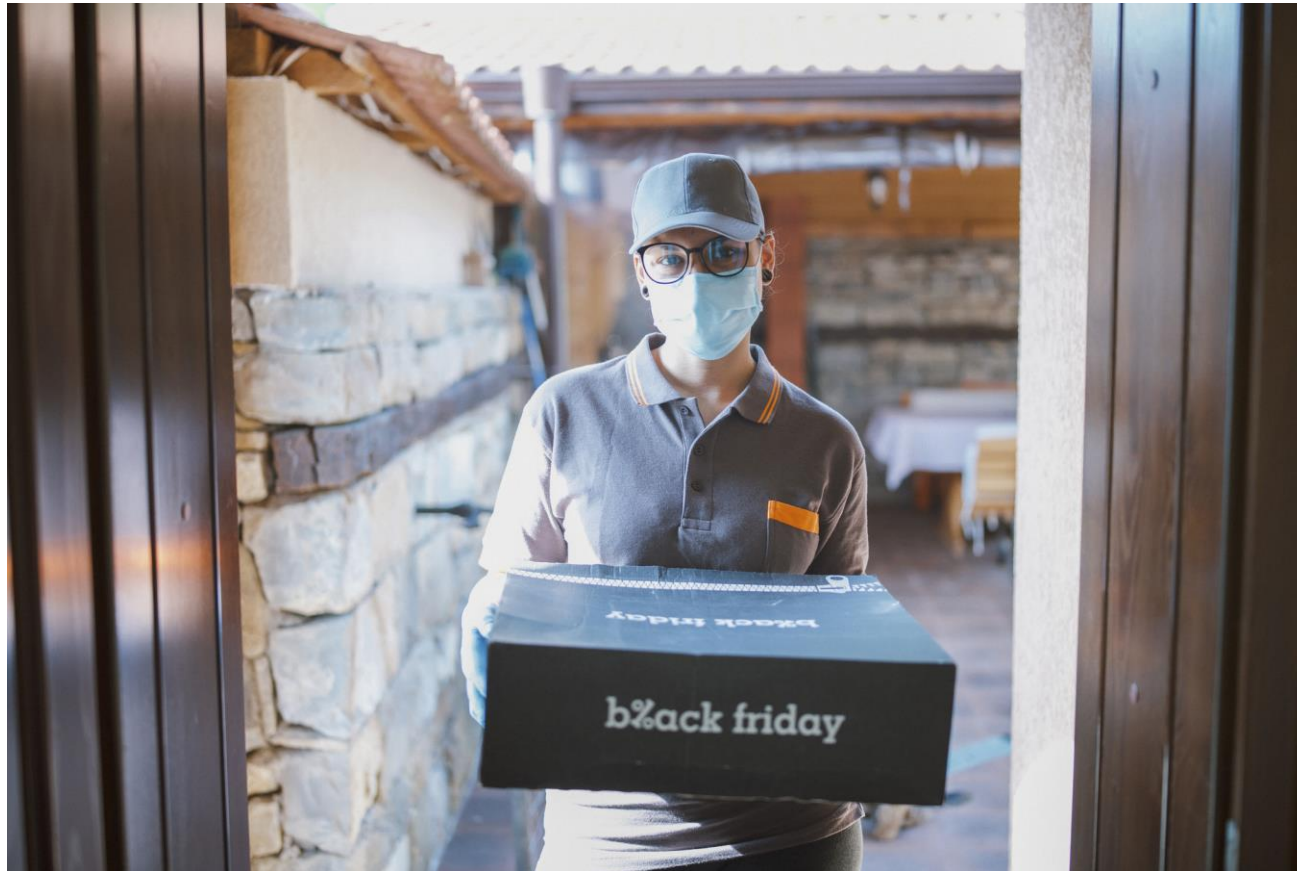
Retailers, understandably, don't want to sacrifice their margins with no clear benefit in sight and consumers respond with their wallets.

The "Black Friday" brand is fueled mostly by advertising, lacking in actual substance.



Market Forces

Black Friday 2022



What about the market?

How do markets respond to search volumes and interest about products and offers?

What is different in every market?

Are all the product categories the same in terms of demand generation and seasonality?

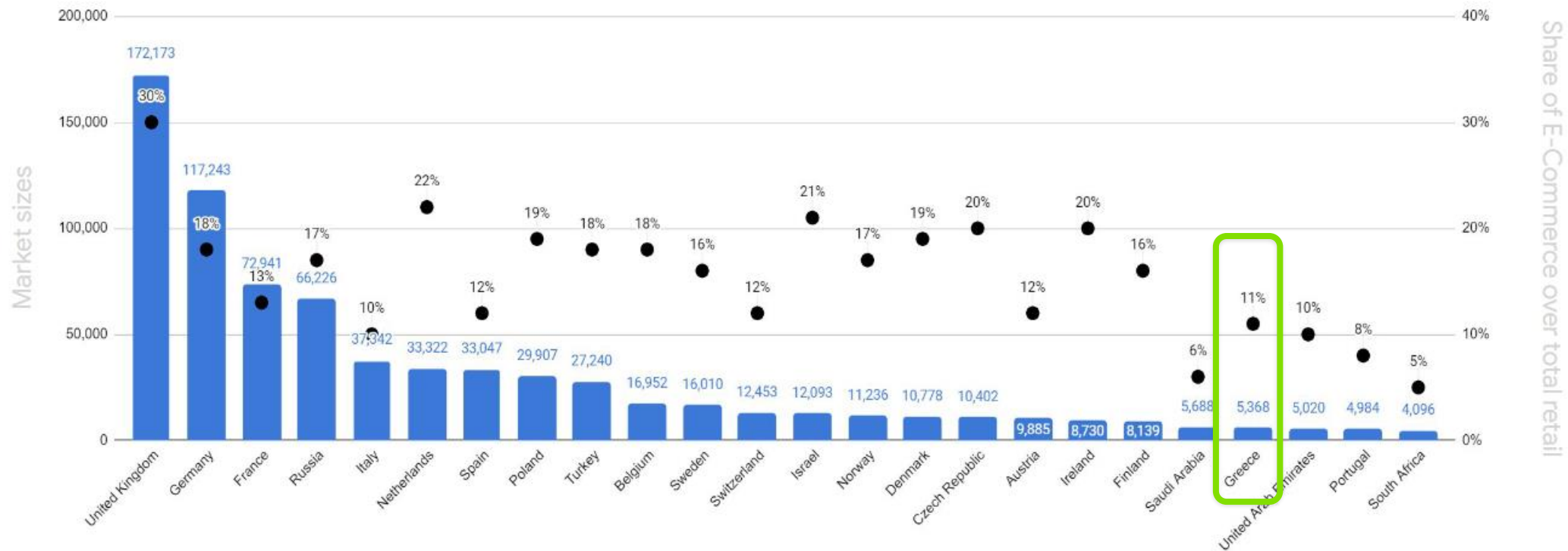


Industry Trends Black Friday

eCommerce in the Greek Market

Market

E-Commerce Sales in EUR million (retail value RSP including Sales Tax) 2022.



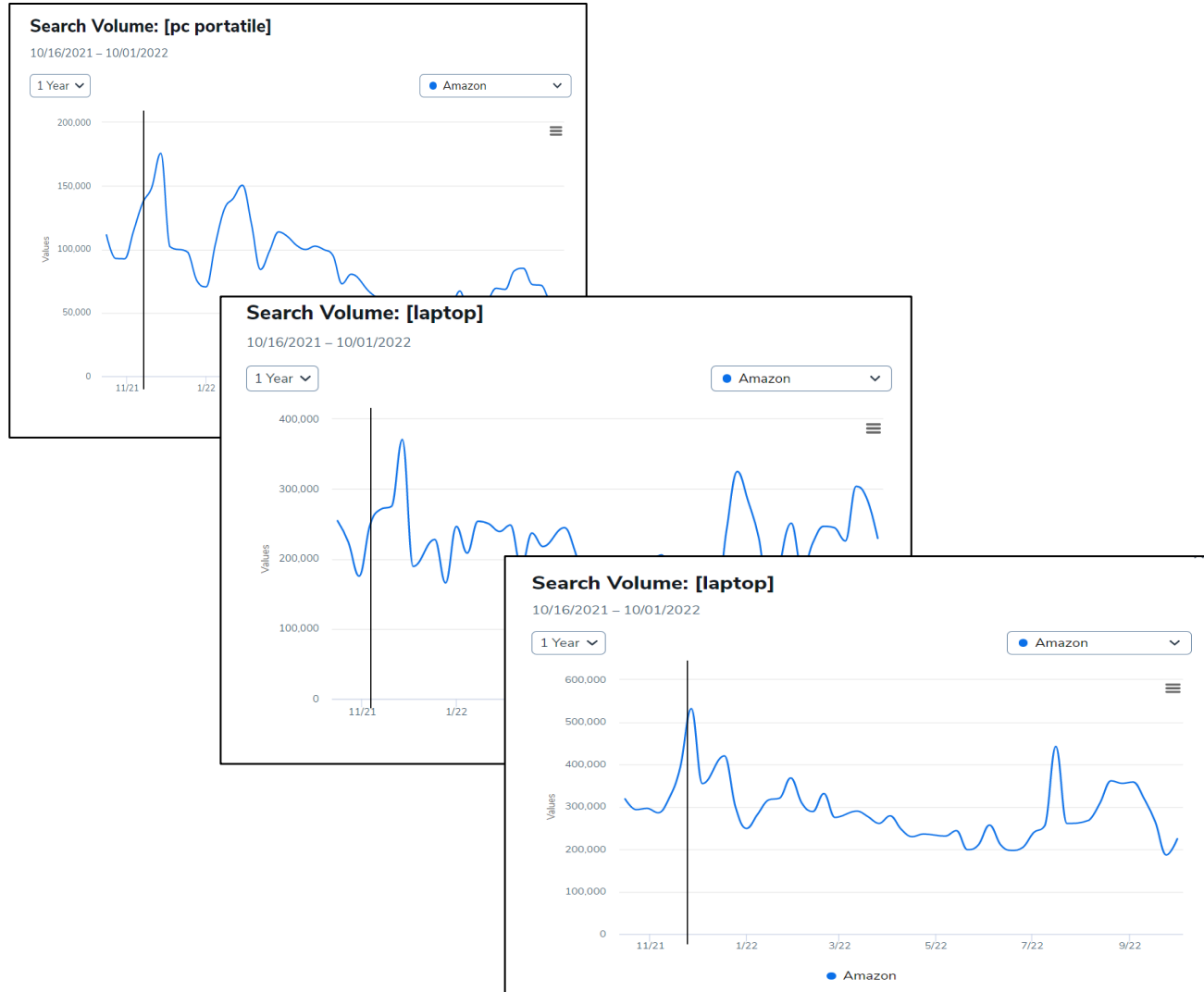
Online revenues now represent ~11% of total retail, with all that entails in terms of sophistication, competition and communication, with Black Friday being a prime example of the later.



Industry Trends Black Friday

Laptops and Smart TVs Category on Amazon

Market



UK and Italy are nurturing interest during BF so that it peaks later during Holiday Season

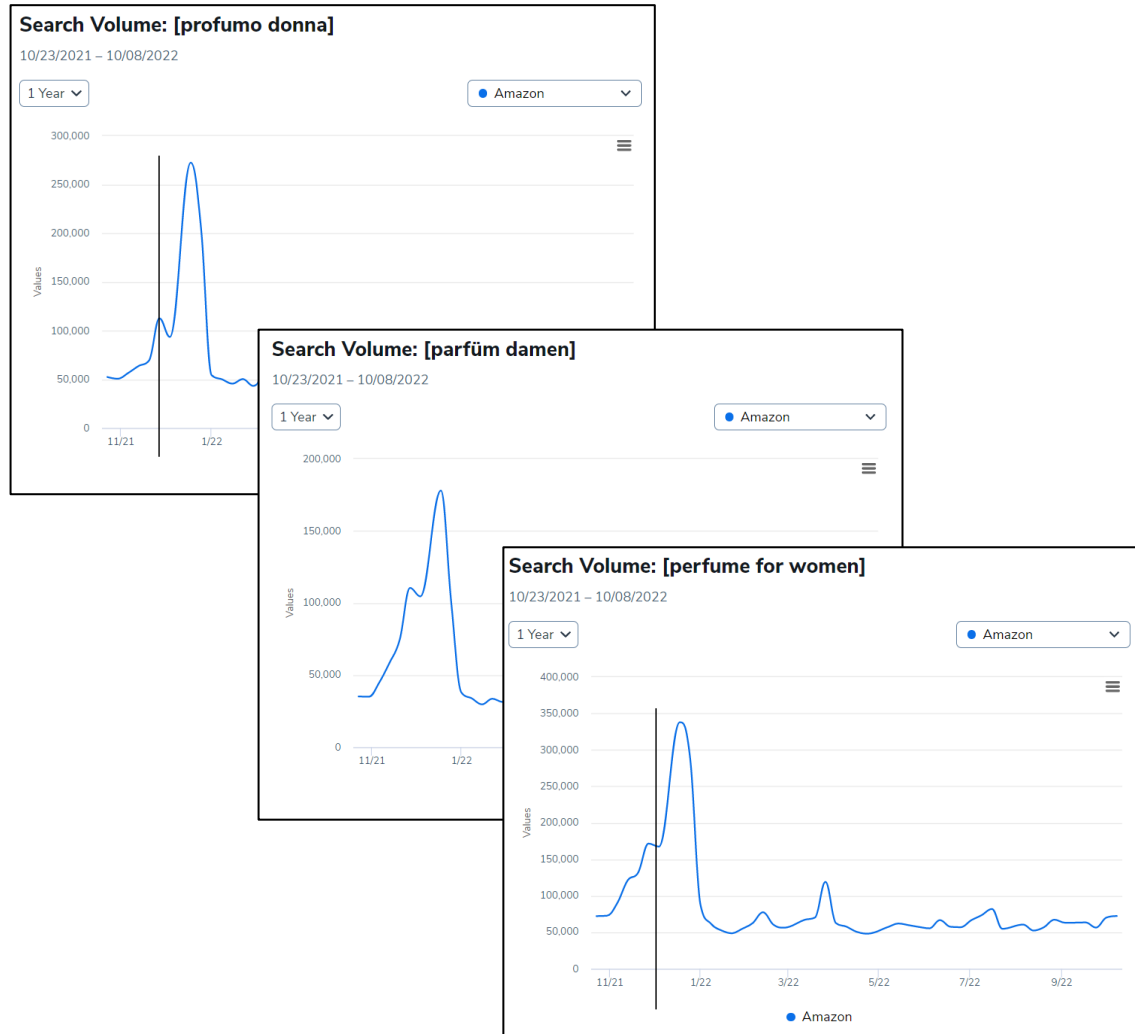
Germany, on the contrary, shows a peak of search interest during BF, and then a diminishing trend



Industry Trends Black Friday

Apparel and Luxury Perfumes Category on Amazon

Market



Apparel and perfumes category shows a different buying trend across the 3 markets

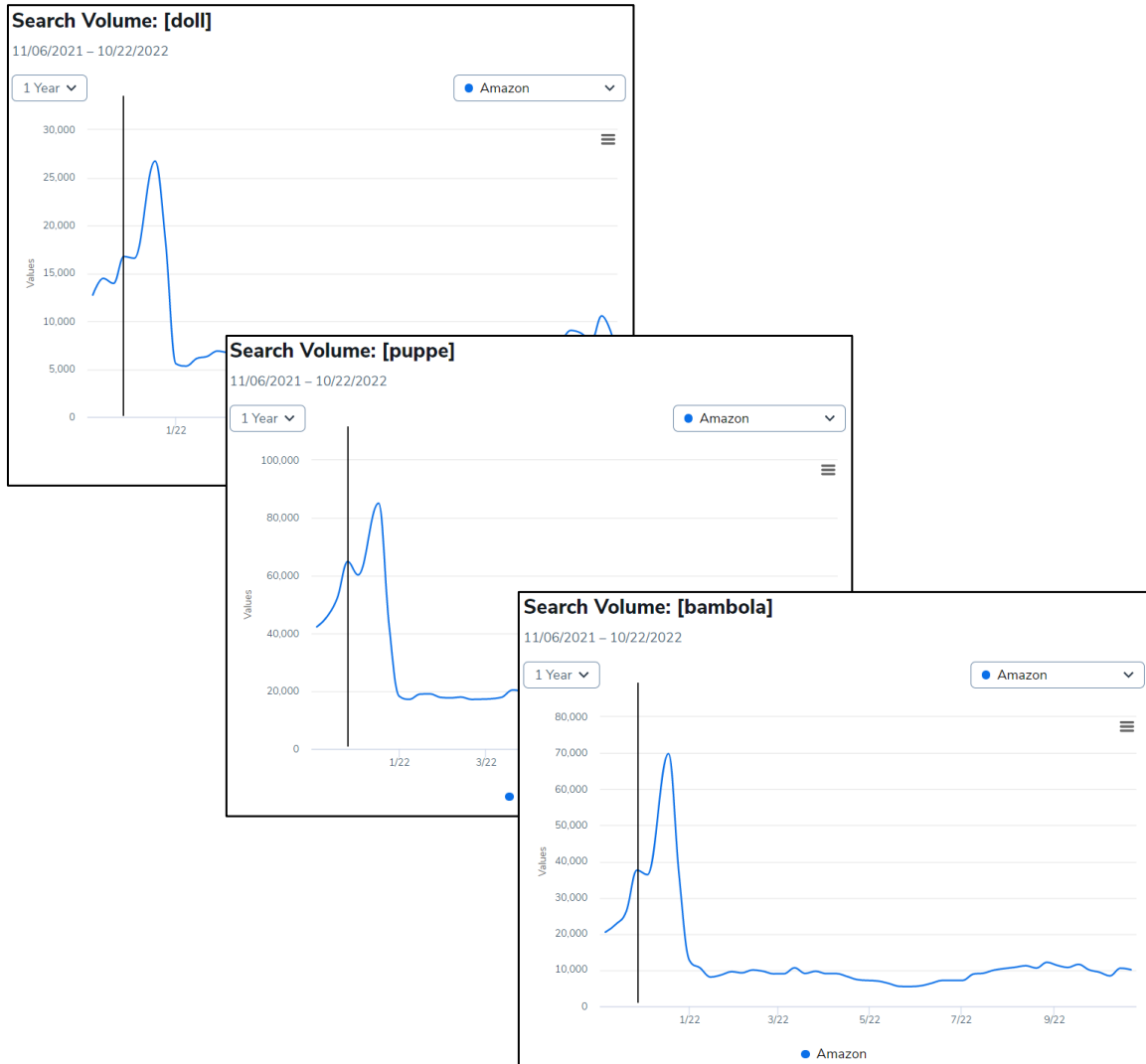
Search terms increase during BF event, but they skyrocket during December, ahead of Xmas



Industry Trends Black Friday

Dolls Category on Amazon

Market



Dolls category, being a Seasonal gift option, starts high in Black Friday and keeps high levels during gifting occasion

Interest is built in light of BF event, just to extend the gifting period of Xmas



Road to Success

Black Friday 2022



Black Friday isn't a singular event. It's not "just about Black Friday". It never was.

The real opportunity is to use Black Friday as a vehicle to build a long-term relationship with consumers. It is an opportunity of massive influx to your client base, ahead of a much more important, and lucrative (as far as margin) sales period, Christmas.

The true value of Black Friday is in the **consumer data** you will collect and use in the future (CRO, Online Media, CX, Direct Marketing) and in the opportunity you have to gain **long-term customers** through your service.



Timing is Key to Succeed

Consumers are there for a days, only

Be smart and focused on your investment.

The moment of truth (i.e. Google / Skroutz / Amazon Search) is limited, too crowded, too expensive. You **MUST** be there. You cannot afford not to.

Choose your battles and keywords very carefully. Everyone is competing on the same keywords, at the same time, for a limited number of queries.



Nurture your Audience

Build a relationship with consumers ahead of time

Be ahead of the competition.

Understand your customers and build a relationship before Black Friday. Build a captive audience (i.e. newsletter subscribers, Social Media followers, website visitors) BEFORE Black Friday and activate them before they reach the Google Search stage, 3-10 days before the actual Black Friday weekend.

More importantly, retain your captive audiences long term.



Data is the True Opportunity

Data is the real long-term opportunity of Black Friday

Plan ahead.

Be prepared for the consumer data you can collect and how you will use them long-term.

There is high volume of data being generated in a very condensed timeframe, that can have great value long term for Conversion Rate Optimization, Media targeting and your Direct Marketing audience.



Black Friday is your Audition

An opportunity to build a customer database

Overall user experience will make or break you. This is a great opportunity to showcase your excellent service and build a long-term relationship with your customers.

It's easier to compete on price.

It takes effort and sophistication to compete in experience.

CX is how you can ultimately “win” Black Friday.



ForestView

How we work

5. ANALYSING & OPTIMIZING

Monitor & Optimize Media Performance
CRO to optimize ROI across the entire Consumer Journey

4. DELIVERING CUSTOMER EXPERIENCES

Launch Customer Excitement & Retention Initiatives

1. DEFINING THE PROPOSITION

Market Research
Digital Presence & CX Audit
Target Personas' Definition
Consumer Journey Mapping
Brand Positioning
GTM strategy per channel

2. GENERATING DEMAND

Marketing Planning
Media Planning and Buying
Campaign Orchestration across own & paid Channels

3. CONVERTING INTO SALES

CX Design
Implementation

MANAGING THE CONSUMER JOURNEY





**We grow Brands
to their customers'
expectations**

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