

How to **outperform your competition** this Black Friday Cyber Monday

— The benefits of performance marketing
& automated tech for BFCM

Agenda

- Intro
- State of eCommerce & Black Friday
- Benefits of performance marketing
- Key takeaways

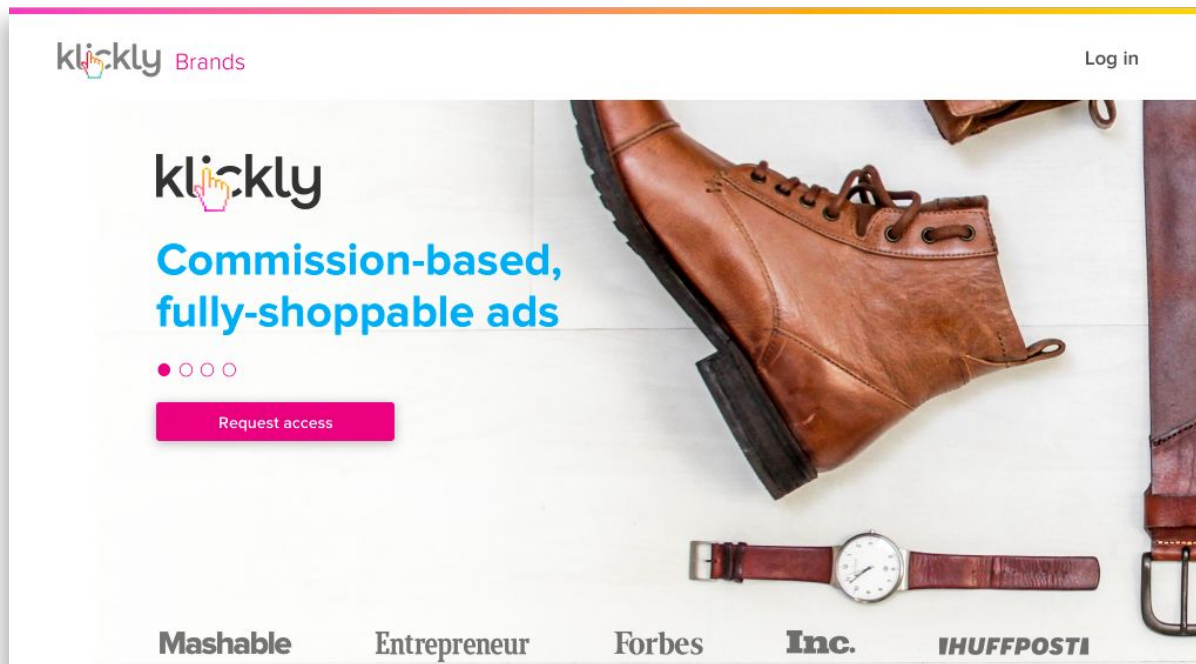
Meet Cooper - founder & CEO of Klickly; expertise in performance marketing & behavioral data



Cooper Harris is a California-based entrepreneur and the founder and CEO of Klickly, a data-driven impulse-payments platform that **powers distributed commerce**. Emerging as a pivotal figure in the west coast tech scene, Cooper has been nominated for Google's "Young Innovator" award, L'Oreal's "Digital Woman of the Year," won InformationAge's Women in I.T. "Entrepreneur of the Year" and named by Adobe as a "Top Thought-Leader" at Cannes.

Cooper is a favorite speaker at international summits including CES, Cannes Lions, Shoptalk, SXSW, Sundance, Los Angeles TechWeek, London Tech Conference, and more, speaking on advances in eComm / Retail Tech / FinTech, fostering women in STEM, and disrupting the status quo using technology/innovation

Meet Klickly - An invite-only “Commerce-Engine” that powers acquisition, **paid on performance**



Agencies can launch brands' commerce-enabled marketing in **4 simple steps**, in less than 30 mins

STEP 1: CONNECT

Signing up is easy: no cumbersome integrations or coding

STEP 2: SELECT

Select which products they want Klickly to promote online


STEP 3: PRIORITIZE

Identify marketing strategy and set their commission to launch


STEP 4: LAUNCH

Klickly promotes the right product in the right channel, in real time.


How does Klickly work with brands?




STEP 1: CONNECT...
your store with 1 click



STEP 2: SELECT...
the products you want to advertise




STEP 3: LAUNCH...
campaigns, risk free – we only make money when you do



RELAX...
and let us do the work! (For extra credit: check-out our robust e-commerce data)

Create Account
You're one step away from endless free advertising!

Store address .myshopify.

 Sign up with Shopify

Or

First name

Last name

Email address

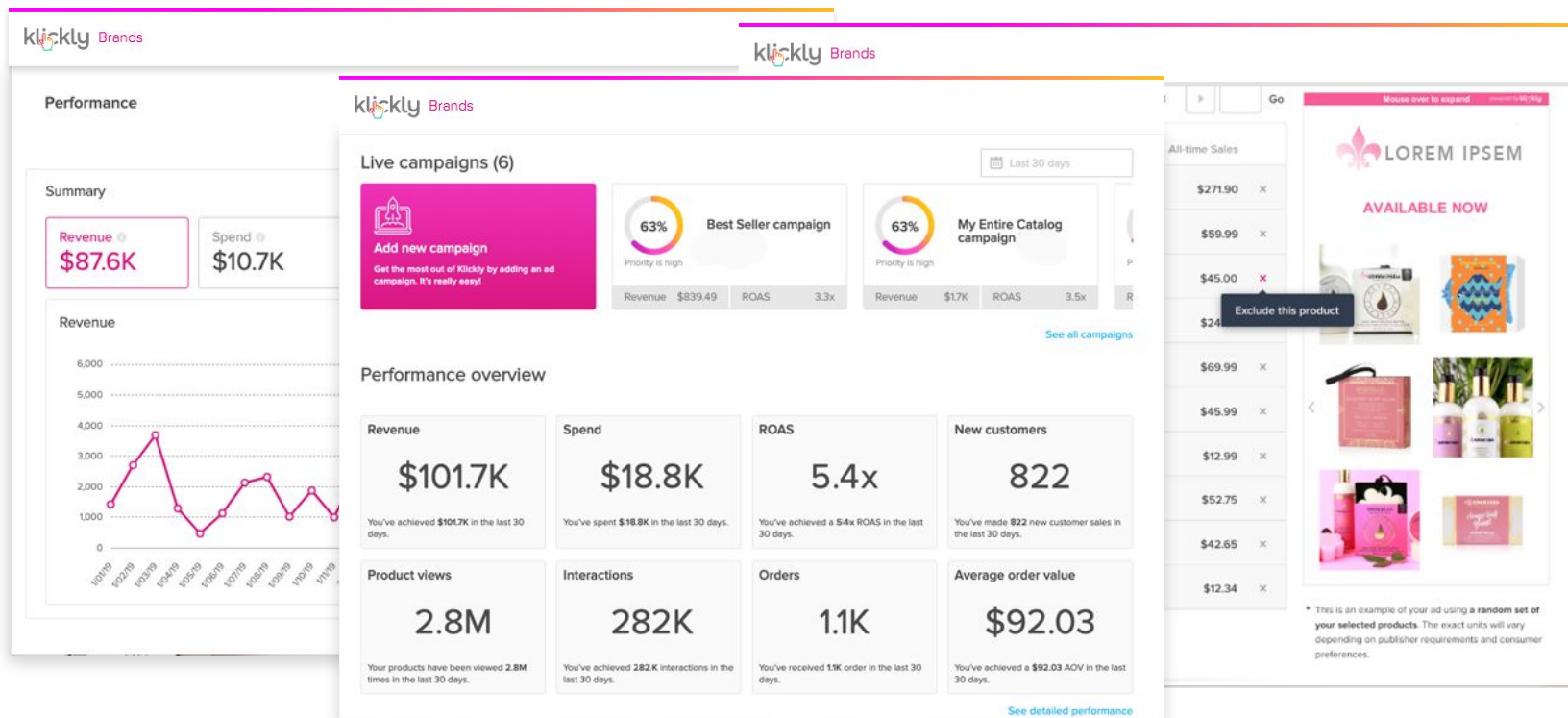
Create password

☒ I have read and agree to Klickly's [Terms of Service](#) and [Privacy Policy](#).

Create Account

Already have a Klickly account? [Log in](#)

Klickly's **auto-adjusting features** optimize for sales not CPMs, saving agencies time & money



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Changes to the eCommerce landscape & privacy updates have added **challenges for DTC brands**

- **Advertising costs continue to rise** — digital advertising spending grew 12.2% year over year in 2020 (Interactive Advertising Bureau)
- **Increased online competition limits reach** — due to the pandemic, more DTC merchants are advertising online making it harder to reach consumers
- **Google and Apple's recent updates pose challenges for marketers** — impacting tracking, personalization, targeting and available user info



These changes have impacted BFCM, causing brands to **seek alternative channels to stand out.**



Shifting Black Friday Cyber Monday timeline —

The BFCM shopping period has been continuously extending starting earlier and lasting longer.



Deals offered are more aggressive —

In order to compete, brands are offering bigger deals, ultimately cutting into their margins and affecting their ROI.



Tracking difficulties create more work —

Lack of 3rd party data makes targeting, personalization, and tracking more difficult requiring more time and resources.

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A **smart performance marketing channel** is the most effective solution for agencies to add.

**Create
Longevity**

Extend your success
beyond Black Friday
Cyber Monday.

**Add Channel
Diversity**

Mitigate your risk
and reach untapped
audiences.

**Free Up Agency
Resources**

Optimize the
day-to-day, saving
time and money

Create Longevity — Extend your success beyond Black Friday Cyber Monday

Control budgets

Lock in a consistent ROI

Increase spend power throughout longer BFCM period and beyond

Reallocate funds to high performing channels

Maintain channels

Stand out from competition - increase brand awareness and expand reach

Reallocating funds - focus attention to “tried and true” channels

Add channel diversity — Mitigate your risk and reach untapped audiences.

Mitigate risks

Spread out channels in the event of a negative situation

Changes in trends/policies

Competition saturation

Create opportunities

Reach a wider audience with a variety of ads

Get clients from unexpected channels

Stand out from competition - expand outside big players

Free up resources — Optimize the day-to-day, saving time and money

Remove resources

Automation removes day-to-day optimization

Free up time to and resources for other channels

Low touch channel to maintain

Remove guesswork

Results are easily tracked

No need to adjust CPA, CPC, CPM, etc

Optimizes and improves over time

In practice, **performance marketing pairs well** with agencies using **Facebook & Google**

- **Creates an additive channel** — open web retargeting/prospecting channel at no additional cost
- **Helps focus on top-of-funnel traffic** — better conversion rates for lower funnel traffic
- **Introduces display & programmatic** — traditional display can be expensive with no guaranteed results
- **Allows analysis of the klickly driven audience** — discover outliers in audience which can apply to Facebook/Google marketing



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Key takeaways

Create Longevity

Agencies should be looking at platforms that facilitate success through Black Friday Cyber Monday's extended period and beyond

Add Channel Diversity

Agencies should look at additional sales channels to mitigate risks and extend their client's reach

Free Up Agency Resources

Agencies should leverage machine-learning for real-time optimization to allocate time and resources where needed.

Opportunity: if you're interested in learning how to **take advantage of performance marketing** or our **Q4 Agency Perk Package**, drop us a line at:

DAREN@KLICKLY.COM

