



CRACK THE BFCM CODE:

THE TRIPLE C FORMULA TO ENSURE SEAMLESS SHOPPING & HIGH ROI

Focus on Cost, Convenience, and Catalog to
boost conversions by up to **40%**.



COST



Competitive pricing during BFCM attracts price- sensitive customers & encourages impulse purchases, increasing the likelihood of conversion.



Big Discounts:

Go bold with price cuts that turn heads.



Free Shipping:

A must-have for many shoppers, especially in Canada and Australia.



Exclusive Deals & Bundles:

Offer irresistible value beyond just a discount.



Clear Pricing:

Shoppers compare — make sure your deals shine.

Why It Matters:

Shoppers in the USA, UK, Canada, & Australia prioritize cost during BFCM, as competitive pricing helps them secure the best deals while staying within budget.

CONVENIENCE



Convenience significantly boosts BFCM sales by enhancing the shopping experience through seamless navigation, mobile optimization, and flexible delivery options.



Smooth Website & App Performance:

Handle high traffic without breaking a sweat.



Lightning-Fast Checkout:

One-click purchases make it a breeze.



Flexible Delivery Options:

Express and same-day delivery are game-changers.



24/7 Customer Support:

Shoppers love instant solutions.

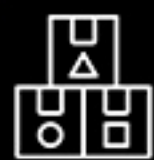
Why It Matters:

During BFCM, convenience is crucial for shoppers, as they seek quick and easy shopping experiences to save time & ensure they don't miss out on limited-time offers

CATALOG



An eye-catching catalog offers a wide range of products ensuring there's something for everyone. Highlight popular & trending products that create urgency.



Wide Range of Products:

Shoppers want variety, from gadgets to fashion.



Easy Product Discovery:

Streamlined navigation and personalized suggestions seal the deal.



Real-Time Inventory:

Keep stocks updated & highlight availability.



Exclusive Items:

Offer limited-edition or early access products for that extra "wow" factor.

Why It Matters:

Shoppers in the USA, UK, Canada, and Australia prioritize convenience to save time and secure their deals before stock runs out.

UNDERSTAND YOUR BFCM CUSTOMERS PERSONA

GENERATION ALPHA (born 2013 onwards)

Average BFCM Spending:

Purchasing decisions are heavily influenced by parents, who finalize most purchases.

Spending Capacity:

Their spending capacity largely depends on their parents, with many receiving average weekly allowances of **\$22**.

Favorites:

They like innovative digital experiences like educational apps and products that foster creativity and hands-on learning.

Shopping Habits:

They are avid consumers of digital media. **69%** of Gen Alpha often request products seen in online advertisements.

Brand Loyalty:

They trust brands that their parents recommend, as parents influence their understanding of what makes a brand good.

Preferred Categories:

Educational toys, interactive games, and technology products like STEM-focused kits, coding toys, and digital learning apps.

GENERATION Z (born 1997–2012)



Average BFCM Spending:

Approximately **\$250**.

Spending Capacity:

They are budget-conscious but are also willing to spend on trendy items and experiences.

Favorites:

Fast fashion, electronics, and beauty products.

Shopping Habits:

Prefers online shopping and social media platforms

Brand Loyalty:

Values authenticity and social responsibility; less brand loyal.

Preferred Categories:

They prioritize online shopping, with a strong preference for fashion and takeout food.



MILLENNIALS (born 1981-1996)

Average BFCM Spending:

Around **\$300-\$400**.

Spending Capacity:

This generation tends to spend more than Gen Z, leveraging credit and their disposable income.

Favorites:

Experiences, tech gadgets, and home essentials.

Shopping Habits:

Often shop online but enjoy in-store experiences for certain purchases

Brand Loyalty:

Loyalty influenced by brand values and customer experience.

Preferred Categories:

They often shop across both online and in-store, valuing convenience and omnichannel experiences.

500\$

GENERATION X (born 1965–1980)

Average BFCM Spending:

Roughly **\$500**.

Spending Capacity:

They have a higher average income and are often willing to spend on family needs and luxury items.

Favorites:

Home improvements, technology, and travel.

Shopping Habits:

Values convenience and often uses a mix of online and brick-and-mortar stores.

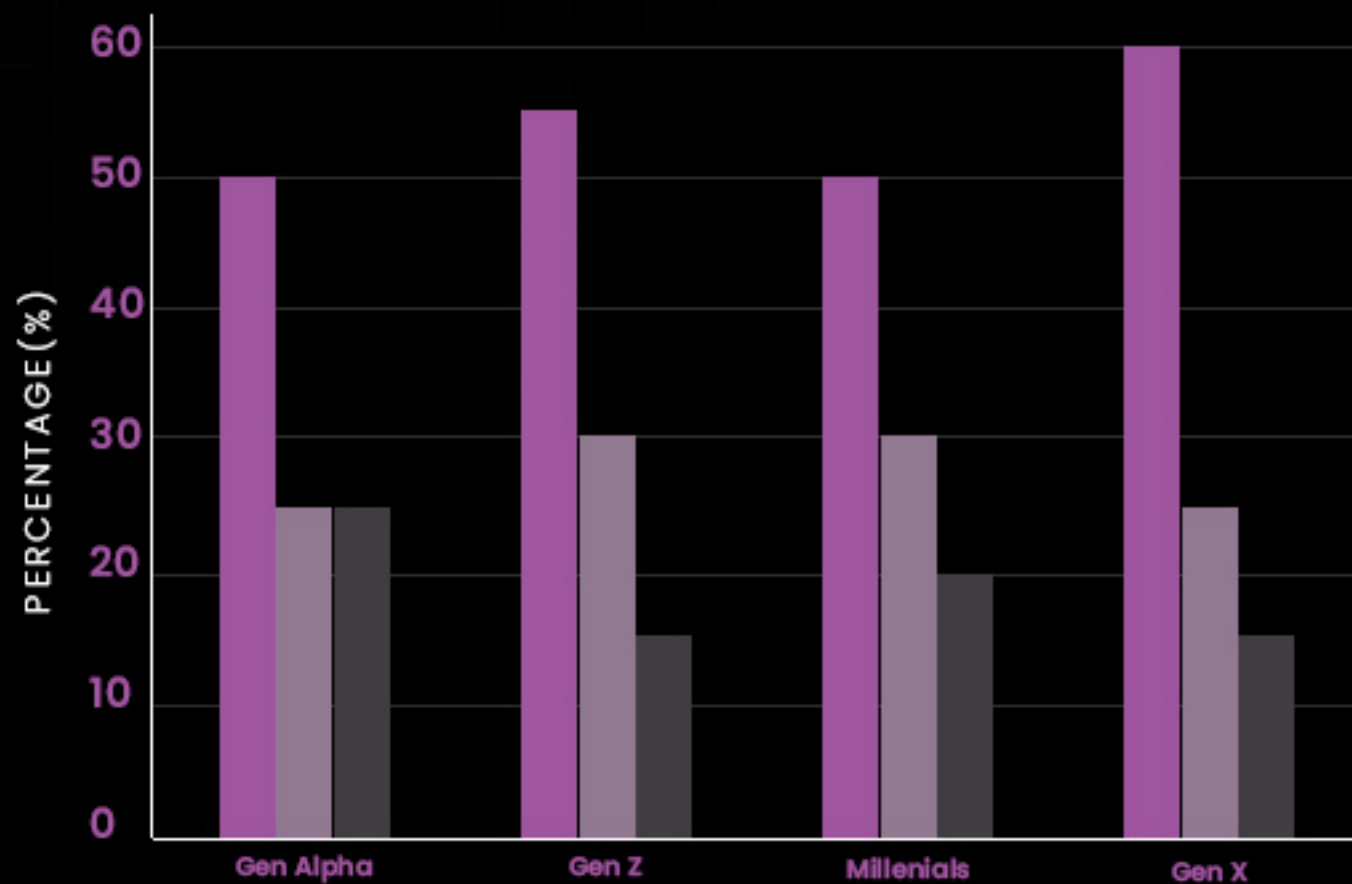
Brand Loyalty:

More brand loyal, often sticking with familiar brands.

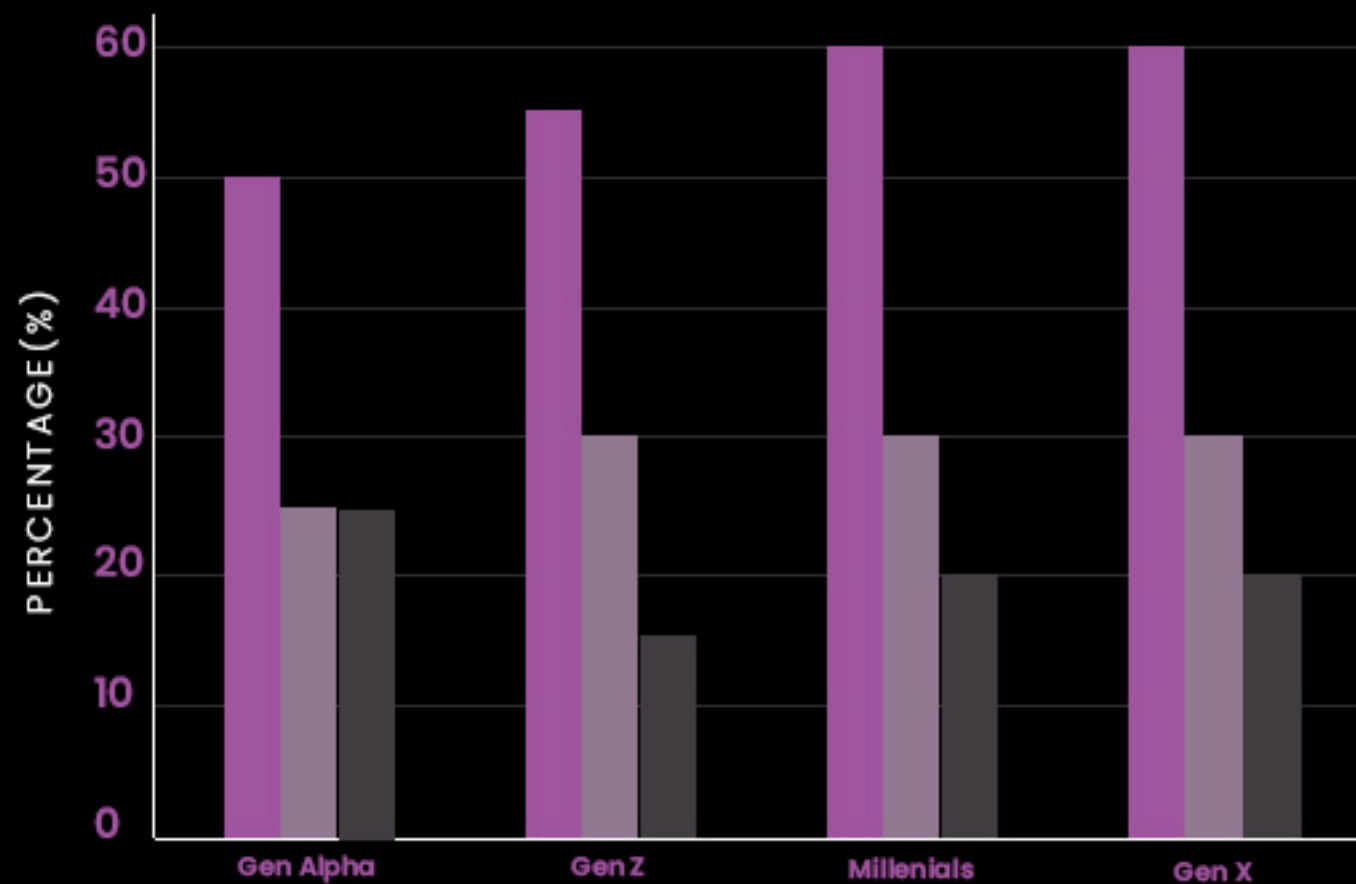
Preferred Categories:

They favor quality over quantity & often seek unique items that offer value.

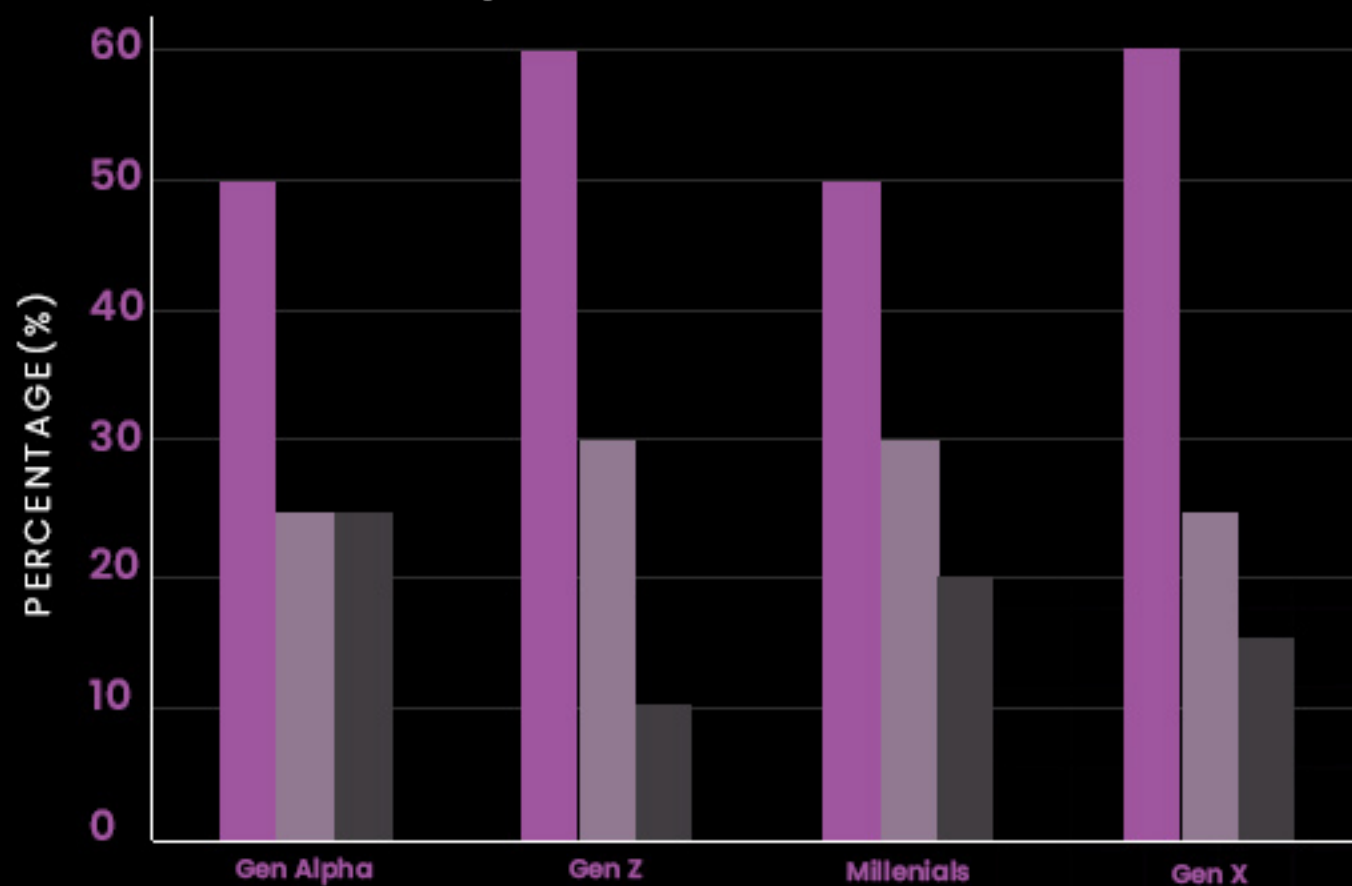
Importance For UK Customers



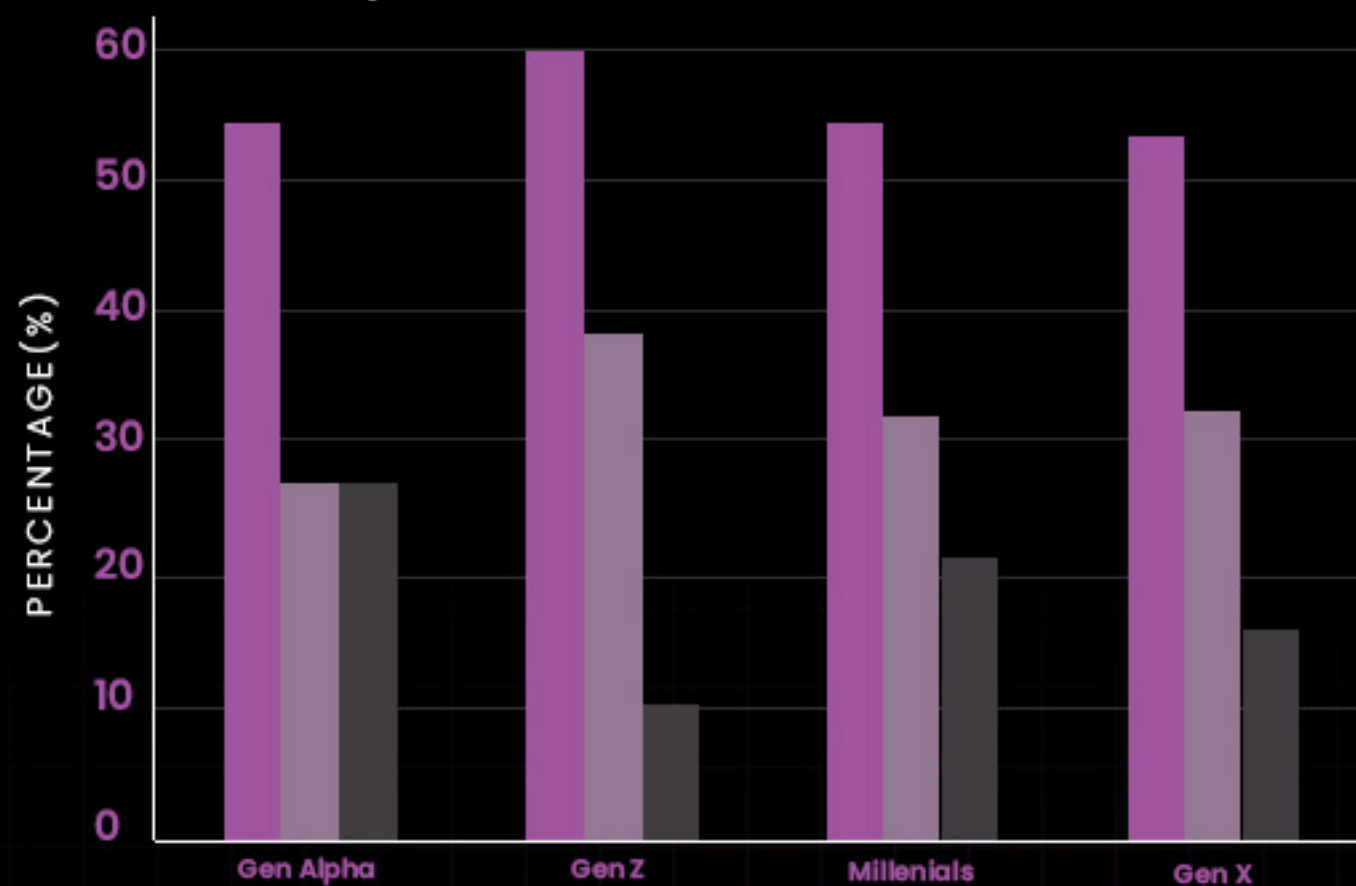
Importance For USA Customers



Importance For UK Canada



Importance For Australia Customers



COST



CONVENIENCE



CATALOG

BEYOND TRIPLE C WHAT MORE TO FOCUS DURING BFCM

The cost, catalog, and convenience are vital, but to truly stand out during BFCM, you must also emphasize personalization, trust, & engagement.

BFCM Trends for USA Shoppers

Personalization:

U.S. consumers respond well to personalized recommendations based on their browsing and purchasing history. Tailored emails or app notifications can drive impulse purchases & repeat sales during BFCM.

Urgency & Scarcity:

Limited-time offers and low-stock notifications create a sense of urgency that pushes U.S. shoppers to act quickly during BFCM.



BFCM Priorities of UK Consumers

Social Responsibility:

Shoppers in the UK increasingly prioritize brands that demonstrate corporate social responsibility. Highlighting your brand's eco-friendly efforts or charitable partnerships can differentiate your BFCM offerings from competitors.

In-Store and Online Synergy:

Even with the rise of e-commerce, many UK consumers still enjoy in-store experiences. Leveraging omnichannel strategies, like click-and-collect or exclusive in-store discounts during BFCM, can capture both digital and physical shoppers.



Canada's BFCM Focus on Engagement

Trust & Transparency:

Canadian consumers value clear communication, especially when it comes to product details, shipping times, and return policies. During BFCM, ensuring transparency about these factors builds trust and encourages purchases.

Community Engagement:

Localized marketing and community engagement resonate well with Canadian shoppers. Supporting local causes or highlighting Canadian-made products during BFCM can create deeper connections with customers.



Australia's Digital First BFCM Experience

Influencer Marketing:

Australians are highly influenced by social media and influencer endorsements. Collaborating with local influencers to showcase your BFCM deals can enhance visibility and credibility.

Sustainability:

Like UK consumers, Australians are increasingly drawn to eco-conscious brands. Offering sustainable or ethically sourced products during BFCM can appeal to this growing preference.