



Ready Your Shopify Store For

BFCM 2024

To Stay Ahead of Black Friday & Cyber Monday Trends

BFCM is one of the busiest shopping periods globally, Online merchants experience a substantial increase in sales, often surpassing regular sales volumes for the year.



In 2023, Black Friday saw a remarkable **\$16.4 billion** in total sales, marking a **9% YoY Growth**



BFCM 2024

Trends & Strategies

Considering Shopper Behaviour During BFCM 2023

Consumer Spending Power

The **Average American** plans to **spend \$500** between Black Friday and Cyber Monday —capturing a lucrative opportunity for increased sales.

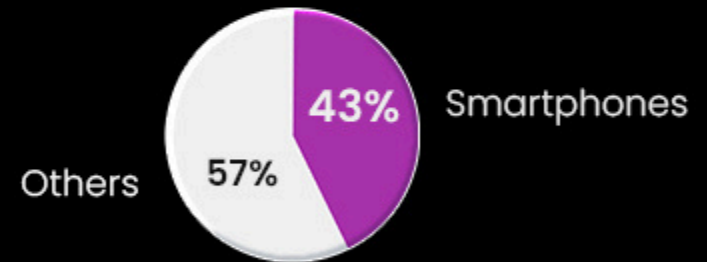
Feature Required

Tailor promotions for BFCM 2024 to boost spending and encourage repeat purchases with **personalized offers**.



Mobile Commerce Momentum

With **43% of Cyber Monday sales** originating from **smartphones**, having a mobile app can optimize your reach and conversions among mobile shoppers.



Feature Required

Enhance smartphone shopping experience during Cyber Monday with optimized navigation, checkout, and tailored offers.

Platform Performance

Shopify merchants generated **\$9.3 billion in sales** during this period, demonstrating the platform's capability to handle high transaction volumes and deliver substantial revenue.

Competitive Edge

Knowing that **88% of top online retailers offer** Cyber Monday **discounts** underscores the importance of staying competitive with enticing deals through your app.

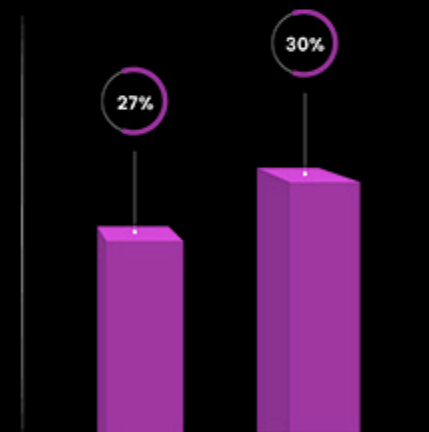
Feature Required

Use **countdown timers** to stand out during Cyber Monday and make discounts irresistible.



Discount Strategy

Leverage the **average discounts of 30% in the US** and **27% globally** during Cyber Week to attract more customers and drive higher order



Feature Required

Attract customers with exclusive BFCM deals or early access promotions through **promotional pop-ups**.

Expanded Customer Base

With **61 million shoppers** purchasing from Shopify vendors in **2023** —a notable **17.31% increase in the number of shoppers** purchasing from Shopify vendors.

Feature Required

Enable **social media sharing** in your app to leverage word-of-mouth and attract new customers.

Increased Order Values

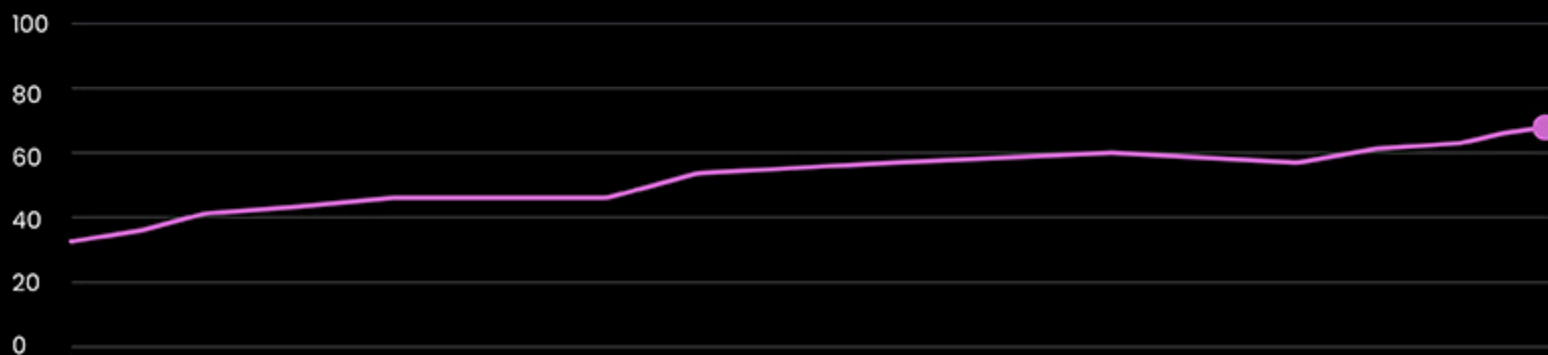
The **average cart totaled \$108.12** in 2023, indicating potential for higher sales per customer order.

Feature Required

Send **personalized notifications** to encourage customers to increase their cart value with relevant products or promotions

61 million

↑ 17.31%



2022 - 2023

Why Partner with MageNative

To Get BFCM Ready Mobile App

- Utilize **AI-enabled push notifications** for personalized alerts, boosting engagement and driving measurable outcomes.
- Optimize your sales strategy with **Black Friday Cyber Monday (BFCM) theme** to elevate engagement and increase conversions.
- Enhance shopping experiences with **product videos** on your app, featuring demos, insights, or tutorials.
- Guide users to personalized BFCM-focused **custom pages** for a tailored shopping journey.
- Customize your app's **home screen** to highlight top BFCM deals and promotions.
- Analyze **customer analytics data** to optimize retargeting based on BFCM interaction data.

Schedule Meeting with Us