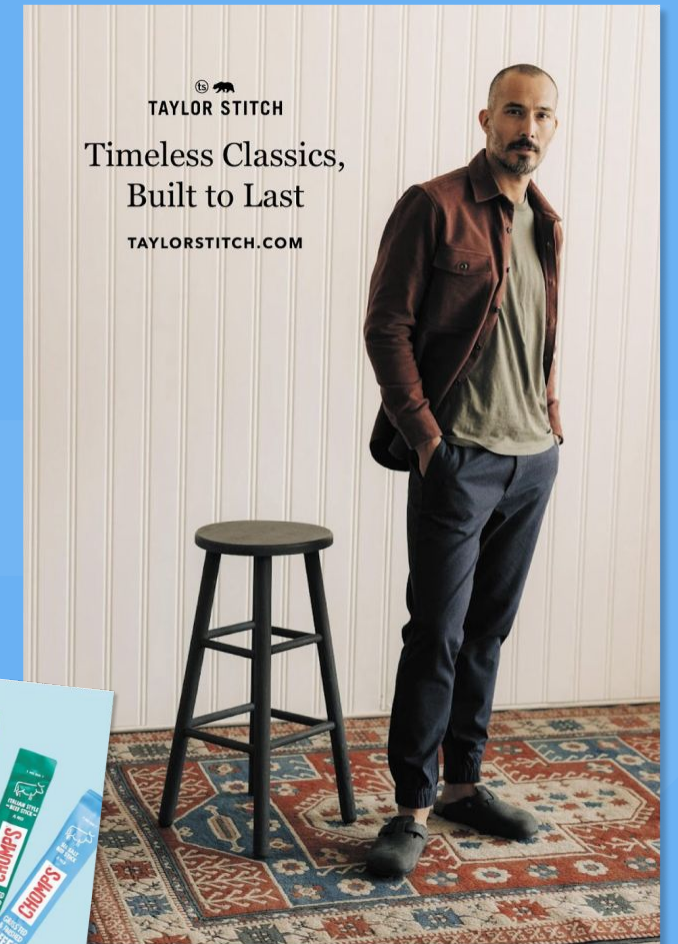


# Bottom Line BFCM

6 Lessons from 20 BFCMs to Maximize Profitability over the holiday season

Drew Sanocki



# 1. Use direct mail

# For BFCM: Digital + Physical (Why)

1. **Whales.** Brands (like Nike, JCrew) have hurt themselves by cutting mail
2. **Costs.** CPAs are gonna suck more than usual in Q4 (Election + BFCM)
3. **Owned audiences.** Spend early on digital ads, pull back pre-peak. Then use mail.

## Nike: An Epic Saga of Value Destruction



Massimo Giunco  
CMO/Brand Strategist/Human Being

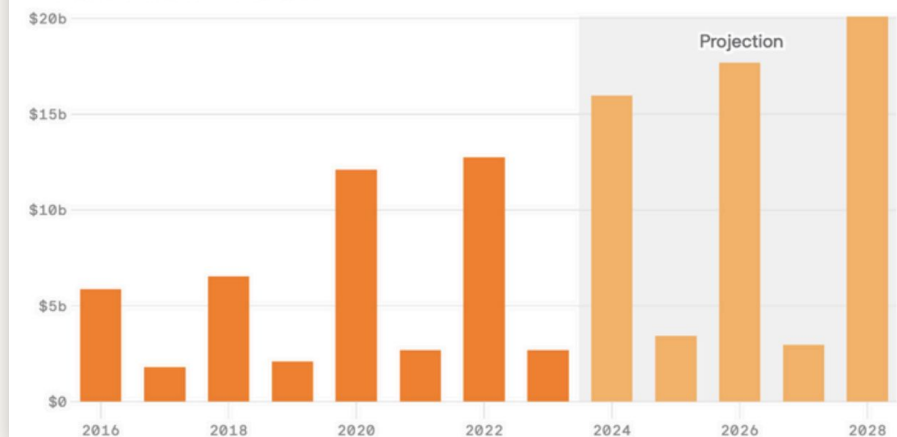


July 28, 2024

A month ago. June 28th, 2024. Nike Q2 24 financial results. 25bn of market cap lost in a day (70 in 9 months). 130 million shares exchanged in the stock market (13 times the avg number of daily transactions). The lowest share price since 2018, - 32% since the beginning of 2024.

## U.S. political advertising spend

Annually; 2016-2023, 2024-2028 projected



# For BFCM: Digital + Physical (How)

- Hit the whole funnel
- Prospecting: AcquisitionAI
- Retargeting: MailMatch™ + SiteMatch™
- Retention: Winbacks, incl. “reawakening zombies” (unengaged customers)

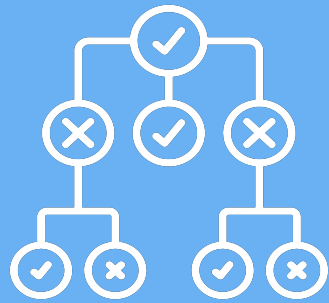


## 2. Consider DM new customer acquisition



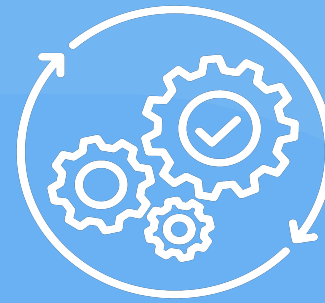
# We put the AI in MAIL

Run direct mail prospecting campaigns more like Meta.



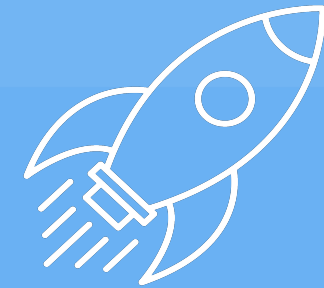
## Test

Like Meta, launch initial campaigns with multiple models and creatives.



## Optimize

As conversions come in, data is fed back into the models for the next batch. Rinse & repeat.



## Scale

Lean into what's working and ramp up budget.

# Engaging Formats

Test various styles to maximize ROI.  
Done-for-you design.



## Postcard

Lowest cost. Good for brands not requiring much explanation.



## Cardalog

Lower minimums than catalogs.  
Ample space for presenting assortment and inspiration.



## Catalog

Tell your full brand story,  
show full assortment, and  
engage with content.

# 3. Consider a gift guide

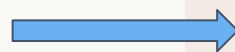


- Brand Name
- Product name/Copy speaking to product
- Website

2x Products per partner



Subcategories to further organize product and audiences



## Zen Den

Pour some tea, cue the perfect off-duty playlist, grab a chic throw, and cozy up.

## Morning Glory

Fuzzy slippers, heavenly bedding, and a smooth satin mask. The perfect combo for sweet dreams.



Tokay Subheadv Nunc feugiat tristique ante, at rhoncus nisl pharetra gravida. Rocky Performance Velvex Fabric [fashumacher.com](http://fashumacher.com)

Tokay Subheadv Nunc feugiat tristique ante, at rhoncus nisl pharetra gravida. Rocky Performance Velvex Fabric [fashumacher.com](http://fashumacher.com)



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## Mind & Body

A restoring candle, plush towels, and other necessary indulgences to channel the ultimate stay-in spa.



Tokay Subheadv Nunc feugiat tristique ante, at rhoncus nisl pharetra gravida. Rocky Performance Velvex Fabric [fashumacher.com](http://fashumacher.com)

Every brand to have a promotional bubble. Will be a QR Code

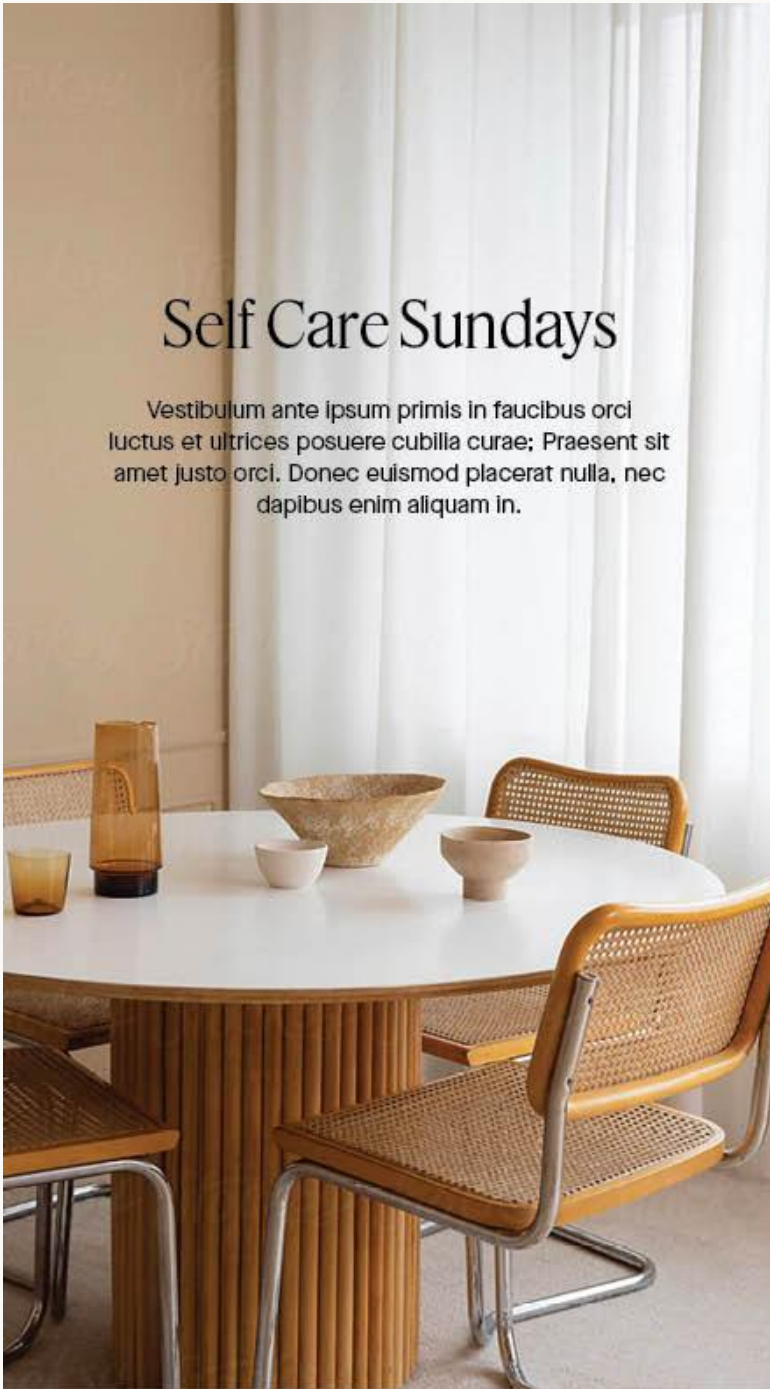


Mailing address



# Self Care Sundays

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilla curae; Praesent sit amet justo orci. Donec euismod placerat nulla, nec dapibus enim aliquam in.



Ready for a Reset?

Curated picks from your favorite brands for the perfect wind down at home.

Exclusive Offers from Your Favorite Brands!

See inside for details.

brooklinen Fable BLU DOT

DENVER MODERN SUMMER FRIDAYS

PARACHUTE Moor Juice blissy



Brand Logos

# Shared Cardalog | Weekend Reset

Overall					
Users - Orders	^ Existing Customers - Orders	^ Rev. per Recipient	^ ROAS	^ New Customers ROAS	^ CVR
0	203	\$0.42	4.15x	1.39x	0.60%
0	46	\$0.49	4.88x	3.41x	0.29%
0	75	\$0.51	5.07x	2.33x	0.24%
0	26	\$0.36	3.60x	2.15x	0.15%
0	14	\$0.47	4.70x	4.37x	0.06%
0	1	\$1.24	12.37x	12.33x	0.05%

# 4. Run some reports

# Must Run Analysis #1

## Recency Analysis

- List dump → bucket customers by 30, 90, or 180-day intervals (bigger ints. further back)
- **Bring ‘em back with mail (no opt-in)**
- Win back customers from 3-5 yrs ago



## How HexClad Uses Recency Over BFCM

“HexClad uses purchase recency to steer offer timing and messaging in our owned channels over BFCM and post-BFCM. For example, we aim to drive second purchases among customers we acquire in October/November with a combination of email, SMS, and direct mail, and we use direct mail to win back lapsed customers (specifically during purchasers from last year’s BFCM, as well as any high value lapsed customers).”



**Andrew Windle**  
**Director of Retention**



# Must Run Analysis #2

## Highest LTV Product

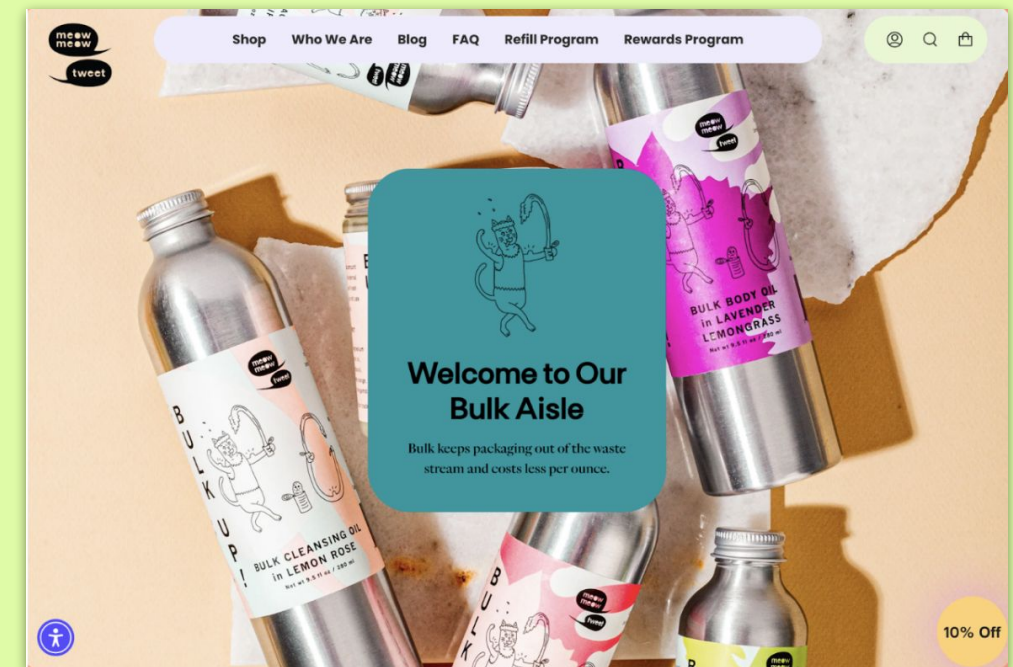
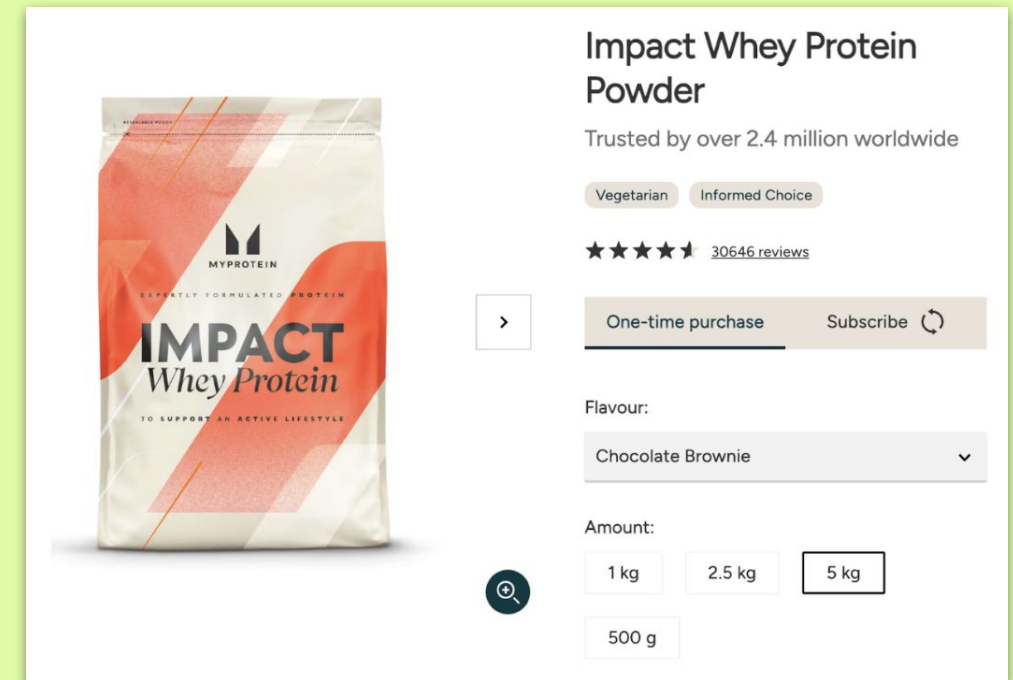
- Break down products by LTV (appx → gross margin/customer)
- Most orgs have a product/SKU that drives 10-30% more LTV than the next best
- Lead with this over BFCM → ads, email, SMS, direct mail



# 5. Optimize your merchandising

# It's Getting Cold. Bundle Up.

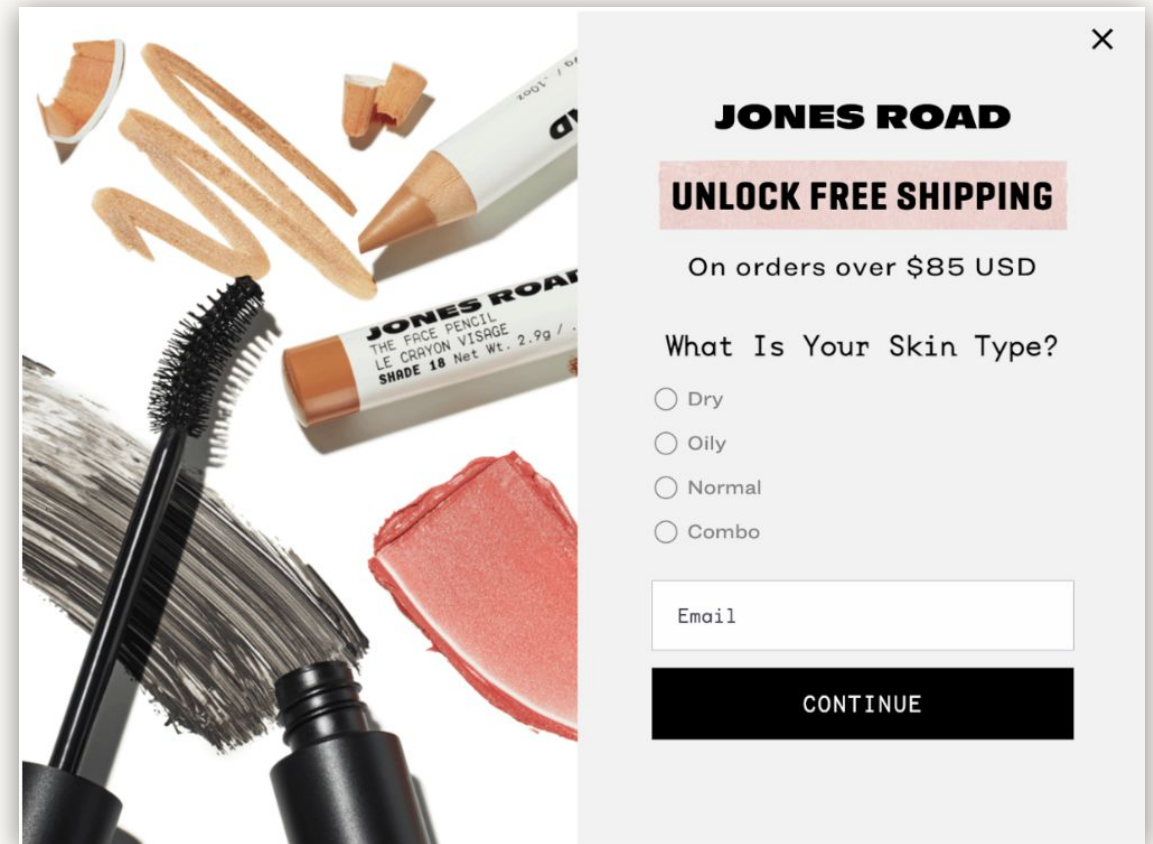
- Volume discounts to get that first-purchase GM%: protein, coffee
- Bulk refill programs: soap, beauty, pet food
- Premium Service Upsell (consult, installation)
- GWPs





# Stop Free Shipping (Or Set a Threshold)

- Biggest retailers aren't shipping free
- Set free shipping threshold @50-75% of AOV
- 3 reasons:
  - Taxes lowest value customers
  - Instant higher margin on low AOV
  - Customers increase cart size



# Discounting? Let's Discuss.

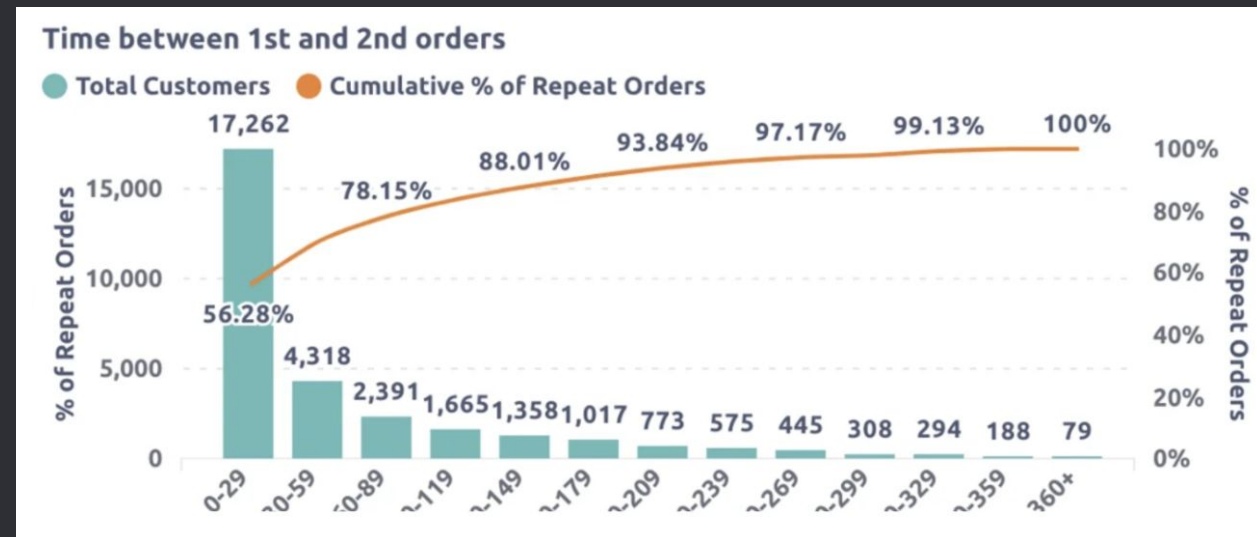
- The Jones Road route: don't discount at all
  - Launch limited release/beloved product
  - Skyrocket demand
  - Massive, profitable revenue
- May want to reduce discounting gradually (by 10-30% less YoY)



# 6. BFCM doesn't end on BFCM

# Post-BFCM: What'd'yado?

- Time between orders (another must-run analysis)
  - Free in PostPilot App
- Use for **Alert Marketing**
- Drive second purchases among customers reactivated or acquired in Q4
- Pairs well with email + direct mail



# Engineer a second purchase



One-off promotional or seasonal events



Abandoned carts



Handwritten VIP cards



Win-back campaigns



Cross-sells

Next steps?

# Q4 GFO

- Done for you setup, strategy, creative & optimization.
- 4 months of our Pro plan. (\$2000 value)
- Up to 7,000 free cards towards your first send. (Up to \$5600 value)
- Fully built, full funnel campaigns: Reactivation, MailMatch, SiteMatch & Prospecting.

[PostPilot.com/GFO](https://PostPilot.com/GFO)

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See back for details

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