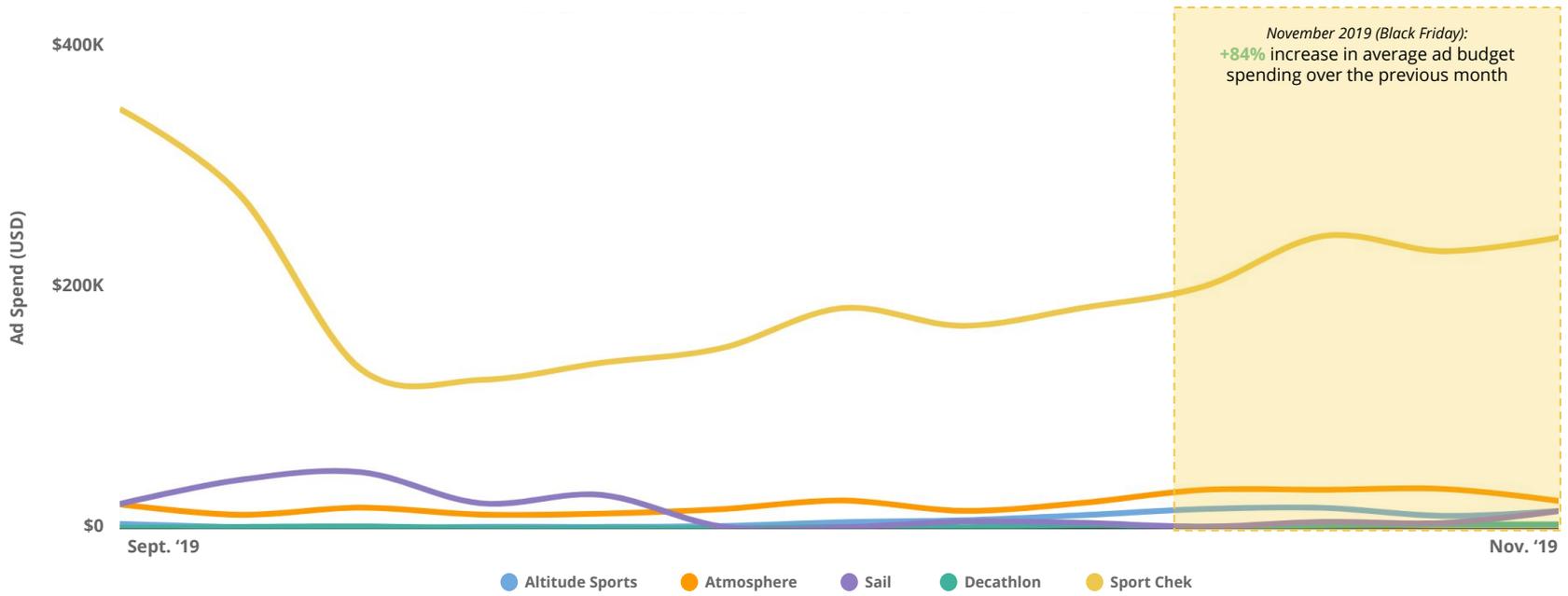


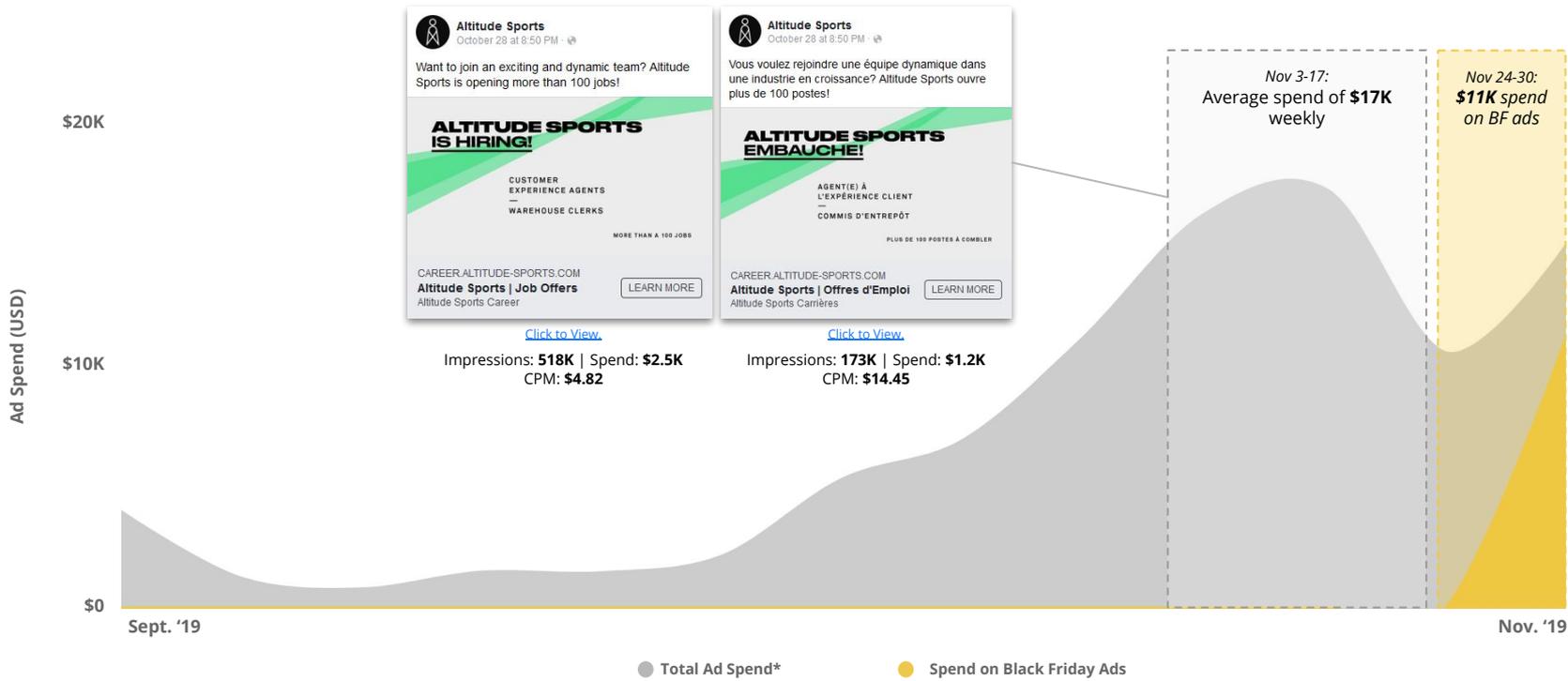
altitude  sports

Black Friday Ads Case Study
Activewear

In November 2019, all competitors increased their ad spend compared to the previous month, with Altitude Sports and SAIL increasing their ad budgets by the largest percentage (+131% and +101% respectively).



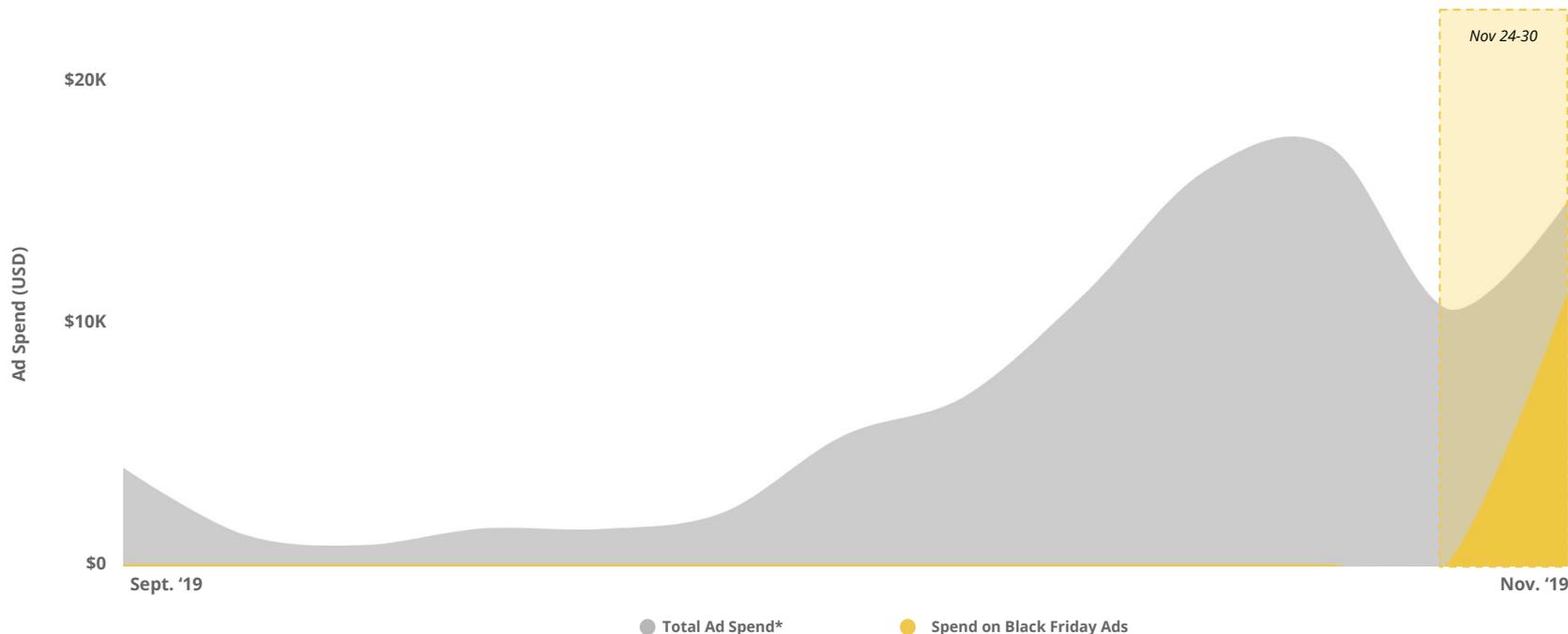
Although Altitude Sports greatly increased their ad spending in November, the majority of their budget was spent on non-Black Friday promotions—such as their job hiring ads.



*Search spend excluded from total ad spend



Altitude Sports did not start their Black Friday promotions until the last week of November (November 22nd onward). 74% of Altitude Sport's total ad spend for that week was spent on Black Friday ads.



*Search spend excluded from total ad spend

On top of their regular Black Friday promotions, Altitude Sports also ran a special promotion exclusive to their members only.

Black Friday Ads



BLACK FRIDAY

40% OFF

patagonia ARCTERYX

50% OFF EVERYTHING ELSE

Impressions: **1.8M** | Spend: **\$3.3K**
CPM: **\$1.83**



altitude sports

UNTIL DECEMBER 2

BLACK FRIDAY THE NORTH FACE

SHOP NOW

UP TO 30% OFF

Impressions: **193K** | Spend: **\$300**
CPM: **\$1.55**



THE LAST HUNT

BLACK FRIDAY

40% OFF

patagonia ARCTERYX

50% OFF EVERYTHING ELSE

Columbia THE NORTH FACE

HH ALIVE

Impressions: **56K** | Spend: **\$200**
CPM: **\$3.57**



Altitude Sports 17 hrs · 🌐

Obtenez jusqu'à 35% de rabais sur The North Face jusqu'au 2 décembre.

THE NORTH FACE

FR.ALTIITUDE-SPORTS.COM

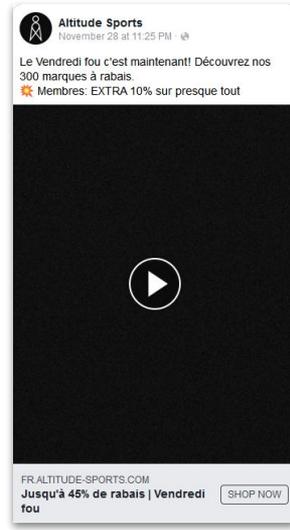
Vendredi Fou | Jusqu'à 35% de rabais sur TNF

SHOP NOW

[Click to View.](#)

Impressions: **290K** | Spend: **\$1.4K**
CPM: **\$4.83**

Black Friday: Members-only Promotion



Altitude Sports November 28 at 11:25 PM · 🌐

Le Vendredi fou c'est maintenant! Découvrez nos 300 marques à rabais

🌟 Membres: EXTRA 10% sur presque tout

FR.ALTIITUDE-SPORTS.COM

Jusqu'à 45% de rabais | Vendredi fou

SHOP NOW

[Click to View.](#)

Impressions: **79K** | Spend: **\$400**
CPM: **\$5.06**



Altitude Sports November 28 at 9:31 PM · 🌐

Members also save an EXTRA 10% off almost everything, including sale items

DOUBLE YOUR MEMBERSHIP DISCOUNT

GET 10% (INSTEAD OF 5%)

ALTIITUDE-SPORTS.COM

Black Friday is NOW | Double Your Membership Discount

LEARN MORE

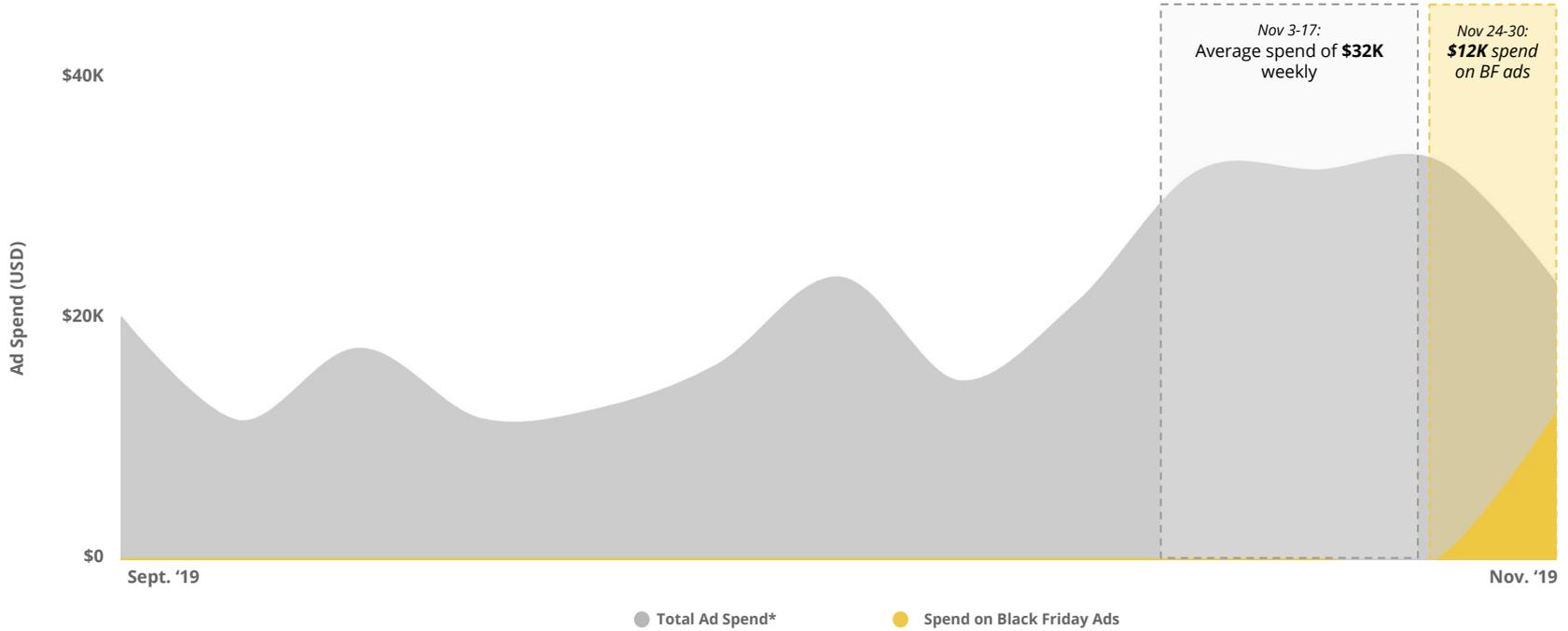
[Click to View.](#)

Impressions: **55K** | Spend: **\$300**
CPM: **\$5.45**

Altitude Sports invested in a range of creatives, from long banner ads to medium banners, each showing slightly different copy and combination of promotions and brands. On their Facebook ads, they chose to showcase individual brands rather than an array.

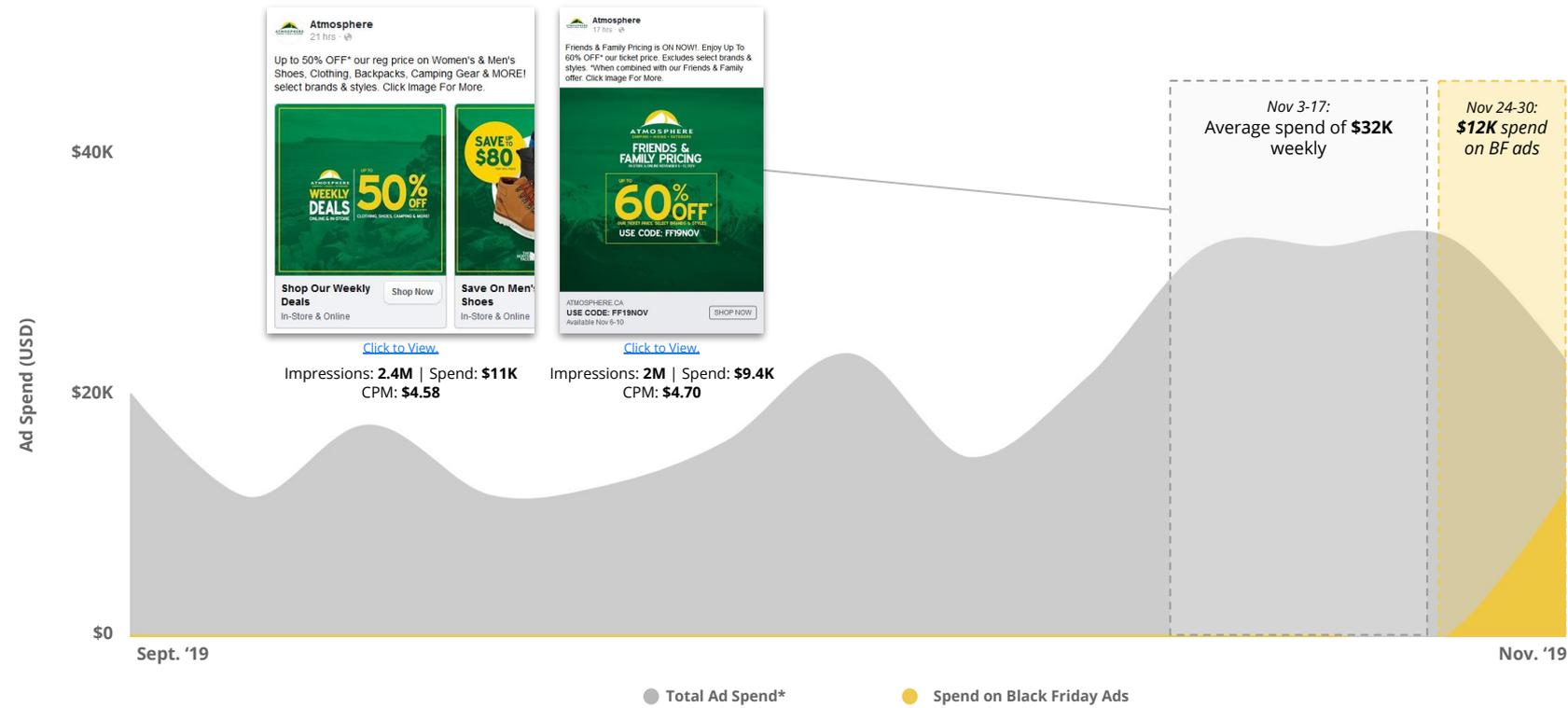
A members-only perk was ran in conjunction to Altitude Sport's regular BF promotion where members get 10% off every product rather than the usual 5%.

Atmosphere increased their ad spend in November by +58% MoM; however, the majority of that spend was spent in the early weeks of November, with ad spend dropping slightly near Black Friday.



*Search spend excluded from total ad spend

Atmosphere ran a series of sales prior to Black Friday, including a 50% off sale and a Friends & Family (60% sale) that concluded days before Black Friday started.



*Search spend excluded from total ad spend

Atmosphere advertised their Black Friday event prior to the actual sale by creating a Facebook Event page as well as promoting their flyer.

Black Friday Ads



Atmosphere
22 hrs · 🌐

STOP!! Up to 60% OFF* during our BLACK FRIDAY BLOWOUT on everything you need for the Holidays! (Hurry though...While Quantities Last!) CLICK Image Below.

SAVE UP TO \$90
*on select items

THE NORTH FACE
asics

BLACK FRIDAY
- DOORCRASHERS UP TO 65% OFF -

Save BIG on Winter Boots &...
As Low As \$49.98

Shop Now

BIG Savings on Winter Jackets
As Low As \$44.98

[Click to View.](#)

Impressions: **625K** | Spend: **\$2.9K**
CPM: **\$4.64**



Atmosphere
November 28 at 11:21 PM · 🌐

Save The Tax this Black Friday at Atmosphere. Thursday & Friday Only - Online or In-Store. Excludes select brands & styles.

SAVE THE TAX
- 2 DAYS ONLY! NOVEMBER 28-29 -
ENDS NOV 29 11:00AM LOCAL TIME

ATMOSPHERE.CA
2 Days Only! Ends 11am November 29

SHOP NOW

[Click to View.](#)

Impressions: **65K** | Spend: **\$300**
CPM: **\$4.62**

Pre-Black Friday Promotions



Atmosphere shared an event.
8 hrs · 🌐

Mark your calendar, Black Friday at Atmosphere starts Thursday, November 28th In-Store & Online.

ATMOSPHERE
BLACK FRIDAY
- DOORCRASHERS UP TO 65% OFF -
SAVINGS START ON NOVEMBER 28

THU, NOV 28 - DEC 4
The Atmosphere Black Friday Sale
Your Local Atmosphere & Online

🛒 Shopping · 323 people

[Click to View.](#)

Impressions: **615K** | Spend: **\$2.9K**
CPM: **\$4.72**



Atmosphere
16 hrs · 🌐

Grab a sneak peek of our BLACK FRIDAY Flyer. Doorcrashers Up to 65% OFF* our reg price. select brands & styles.

ATMOSPHERE
BLACK FRIDAY
- DOORCRASHERS UP TO 65% OFF -
SAVINGS START ON NOVEMBER 28

FLYERTOWN.CA
Black Friday Flyer Preview | Starts Thursday

LEARN MORE

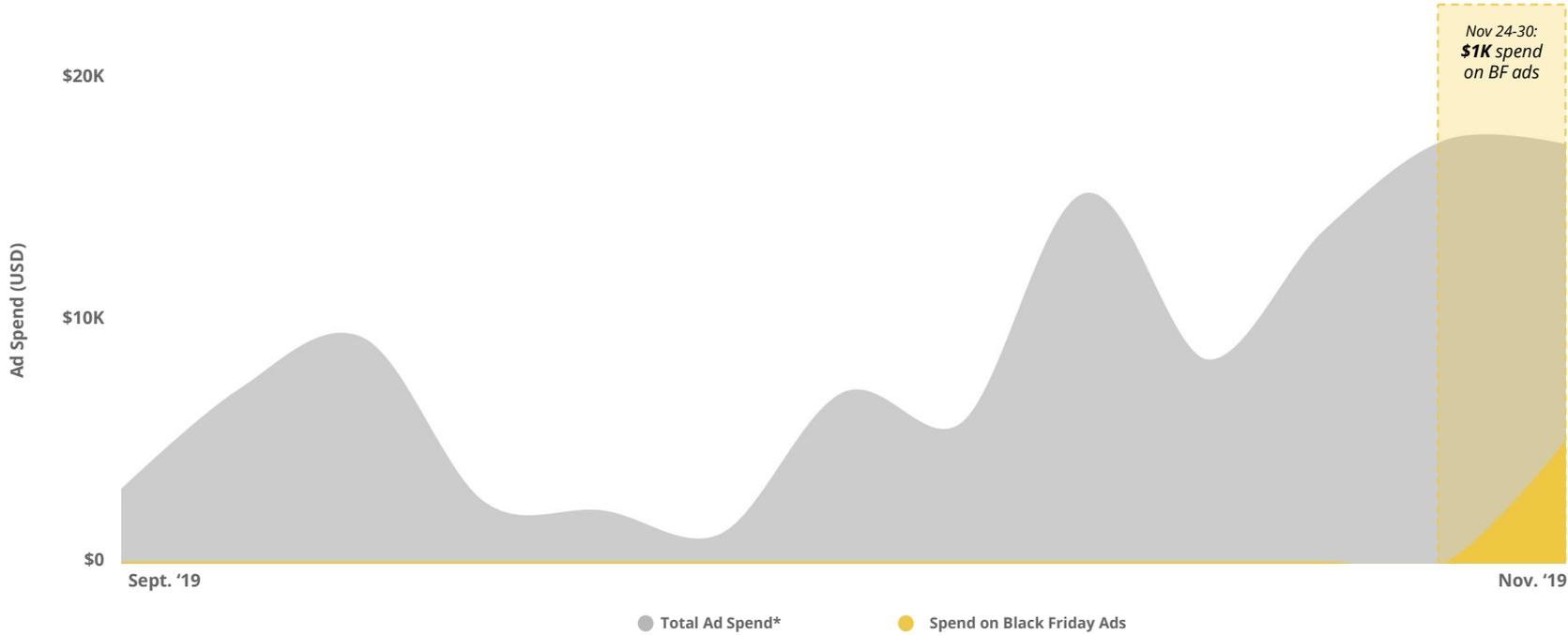
[Click to View.](#)

Impressions: **455K** | Spend: **\$2.1K**
CPM: **\$4.62**

Atmosphere only ran Facebook ads to promote their Black Friday sales, choosing to promote their discount savings as well as "save the tax" sales messaging.

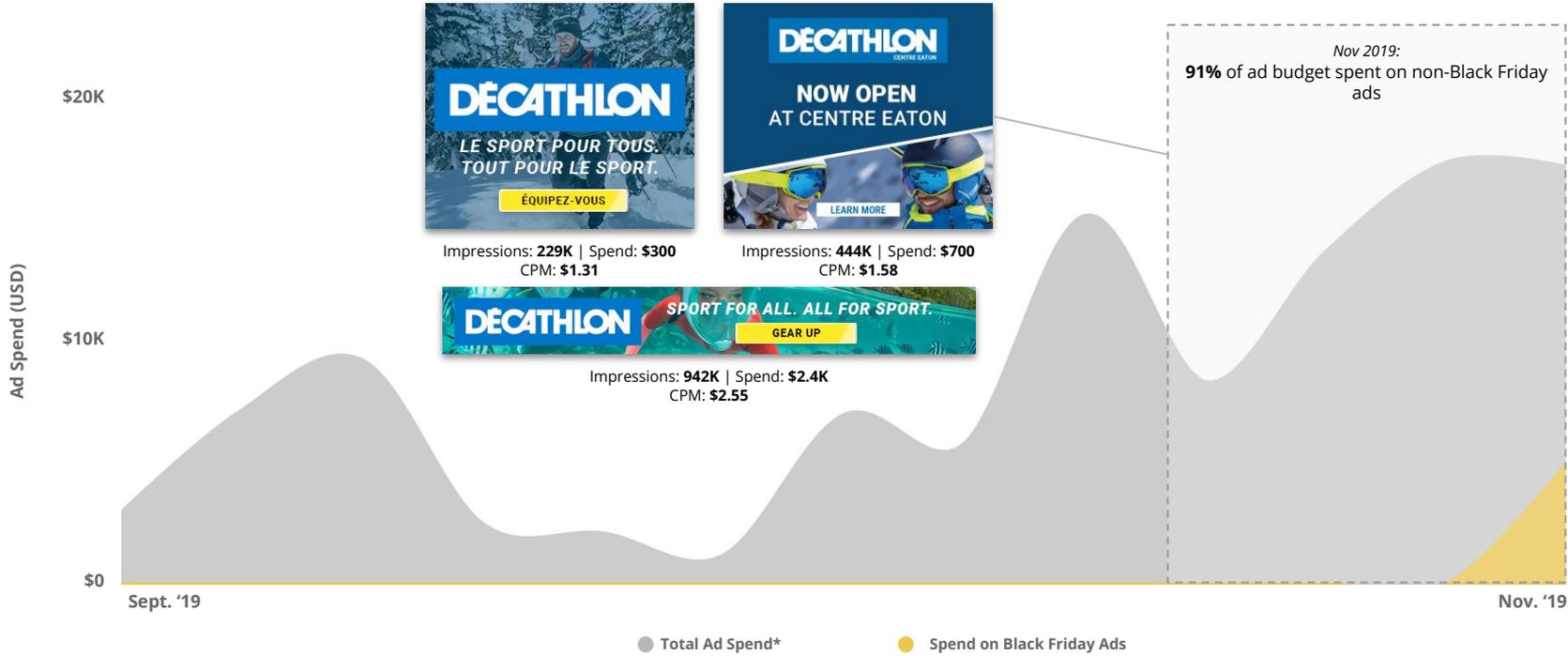
Atmosphere created a Facebook event to push their Black Friday promotion, which not only increases awareness for their sale, but makes sure attendees get a notification on the day of the event. They also released a sneak peek of their flyer so customers can "pre-shop" the sale.

Decathlon increased their ad budget by +94% in November but, similar to Atmosphere, the majority of the spend was focused on non-Black Friday promotions.



*Search spend excluded from total ad spend

Decathlon created a series of display ads focused on showcasing their broad range of products that span several different physical activities, from hiking to tennis to snorkeling. They also promoted the opening of their Centre Eaton location in Montreal.



*Search spend excluded from total ad spend



Decathlon spent the least amount on Black Friday ads out of all competitors, running only a handful of low-cost Facebook and display ads.

Black Friday Ads

DECATHLON.CA/VENDREDI-FOU-NATATI...
C'est le Vendredi fou!
 Profitez des prix réduits en ligne et en ma... [SHOP NOW](#)

[Click to View.](#)

Impressions: **39K** | Spend: **\$200**
 CPM: **\$5.13**

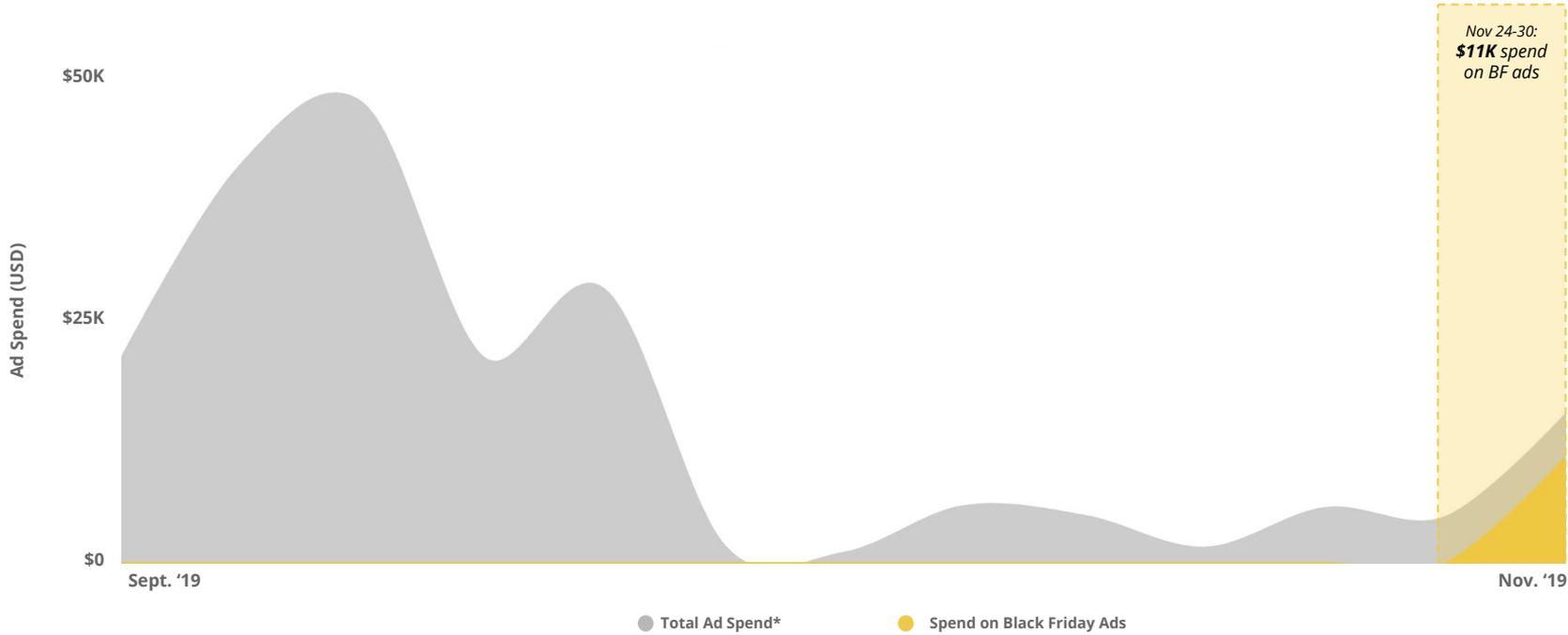
DECATHLON.CA
65 Sports Online & In Stores
 The largest sports retailer in the world—Decathlon has been innovating since 1976. [Shop Now](#)

[Click to View.](#)

Impressions: **28K** | Spend: **\$100**
 CPM: **\$3.57**

Impressions: **600** | Spend: **<\$100**
 CPM: **N/A**

Of all the competitors, SAIL spent the largest percentage of the ad budget on Black Friday ads at 40% for the month of November. They also increased their overall ad budget by **+101% MoM**.



*Search spend excluded from total ad spend

However, their ad spend is -83% less than their spend in September, when they ran their end-of-season and manufacturer's clearance sale.



*Search spend excluded from total ad spend



SAIL started building hype and awareness around their Black Friday sales by having their promotions start on Nov. 13th rather than on Black Friday. They also pushed for in-store sales and traffic through Facebook ads.

Black Friday Ads



Impressions: **181K** | Spend: **\$1.4K**
CPM: **\$7.73**



Impressions: **126K** | Spend: **\$600**
CPM: **\$4.76**

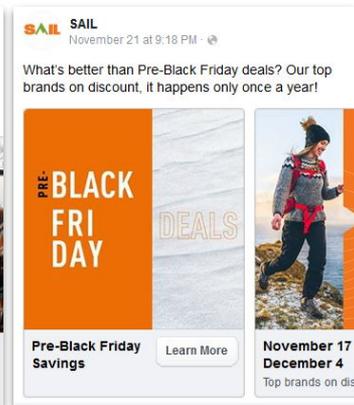


Impressions: **162K** | Spend: **\$800**
CPM: **\$4.94**

Pre-Black Friday Promotions



Impressions: **350K** | Spend: **\$1.6K**
CPM: **\$4.57**

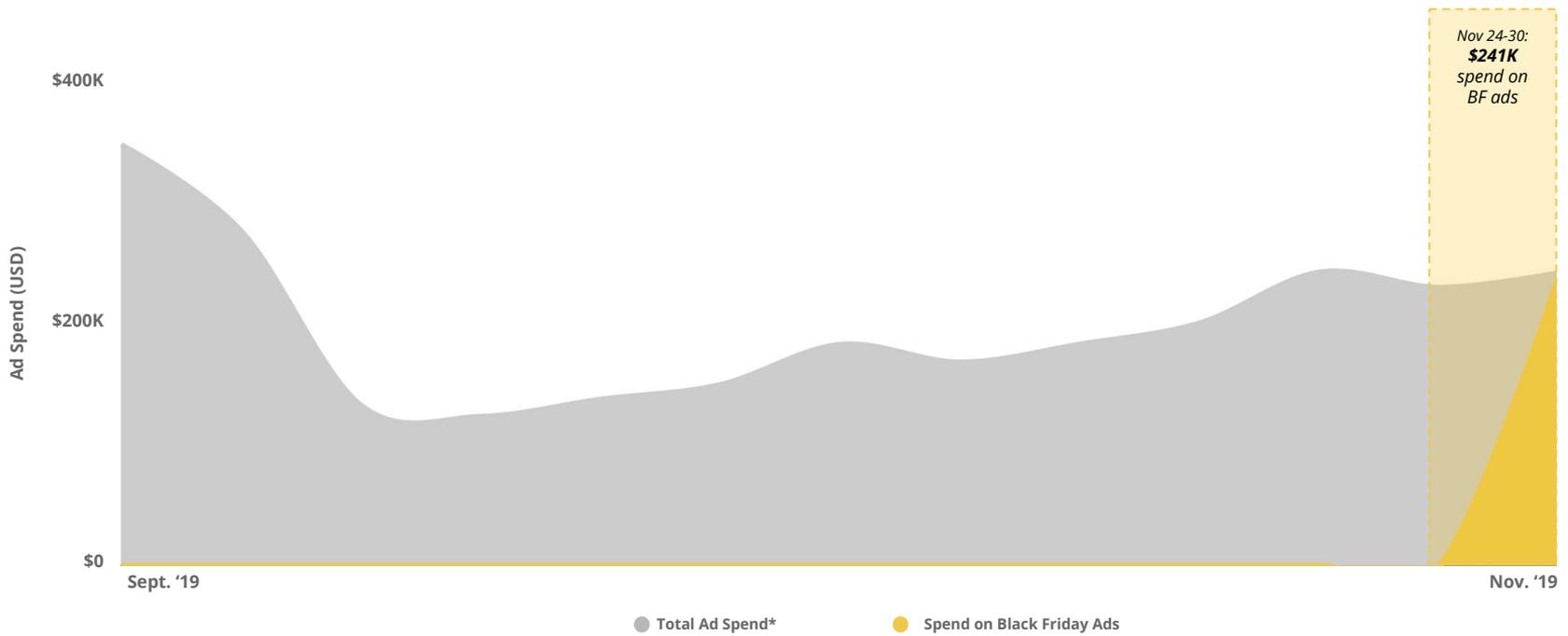


Impressions: **342K** | Spend: **\$1.6K**
CPM: **\$4.68**

SAIL ran an ad to promote in-store sales in their Ottawa location by offering the first 250 customers a \$500 rebate (max). This ad linked to their website showing their holiday store hours.

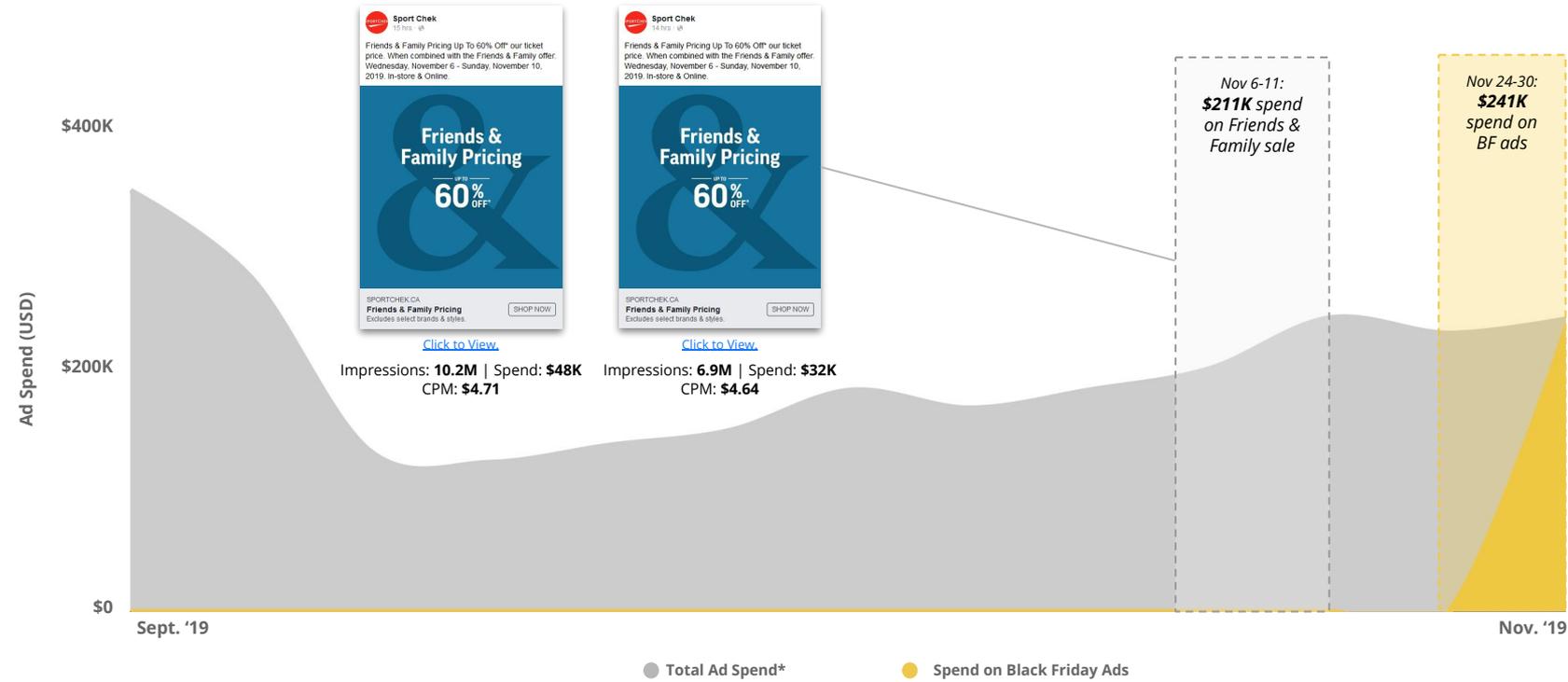
Rather than having Black Friday sales only during Black Friday, SAIL started their sales event early, starting from November 13th.

Compared to other competitors, Sport Chek only increased their ad spend slightly in November, **+34%** compared to October. However, almost 100% of their ad spend during the last week of November was spent on Black Friday ads.



*Search spend excluded from total ad spend

Similar to other brands, Sport Chek also ran several sales prior to Black Friday, most notably their Friends & Family sale. They spent almost the same amount on their Friends & Family sale as they did for Black Friday (\$211K)



[Click to View.](#)

Impressions: **10.2M** | Spend: **\$48K**
CPM: **\$4.71**



[Click to View.](#)

Impressions: **6.9M** | Spend: **\$32K**
CPM: **\$4.64**

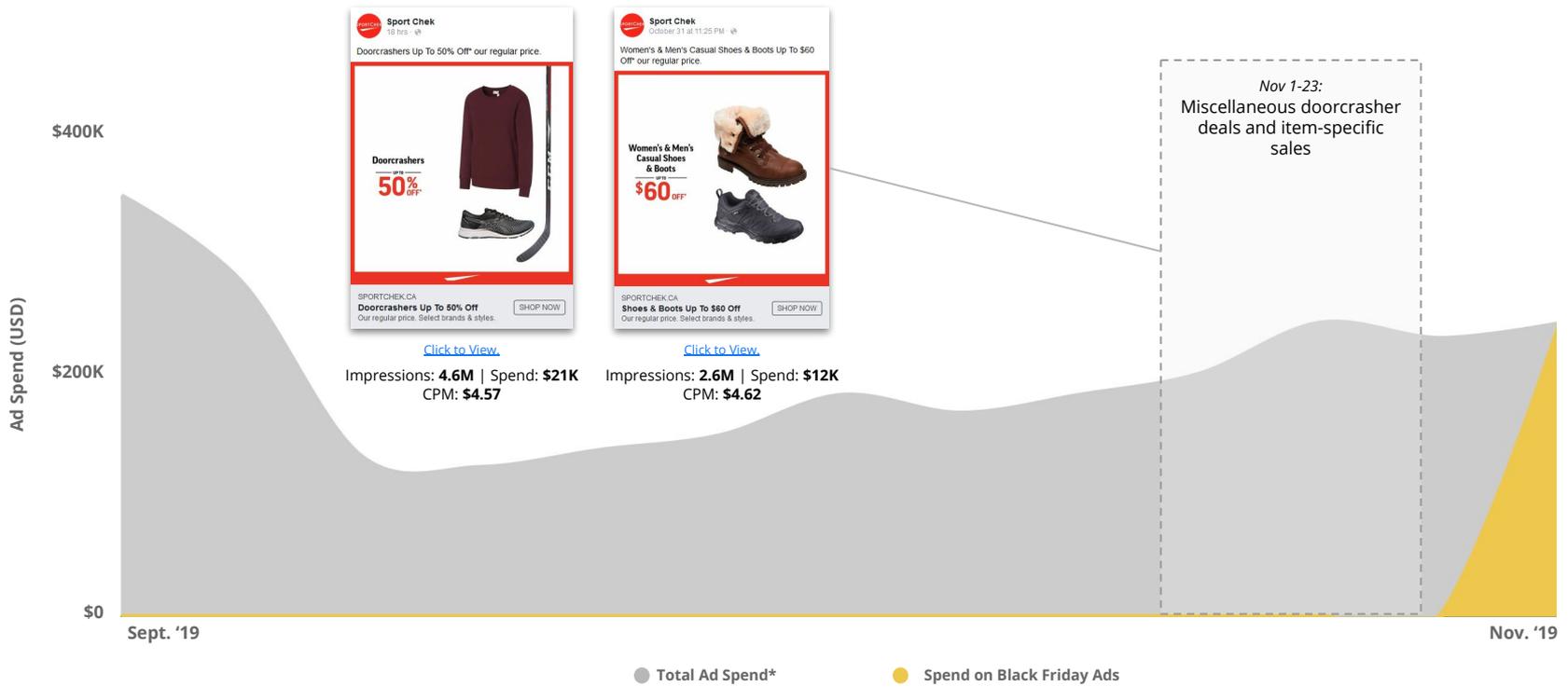
Nov 6-11:
\$211K spend
on Friends &
Family sale

Nov 24-30:
\$241K
spend on
BF ads

● Total Ad Spend* ● Spend on Black Friday Ads

*Search spend excluded from total ad spend

In addition to their Friends & Family sale, Sport Chek also ran several short, doorcrasher type sales through the first 3 weeks of November.



*Search spend excluded from total ad spend



Although Sport Chek used different ad formats for their Black Friday sale, the sales messaging and creative remained largely the same across all formats.

Black Friday Ads

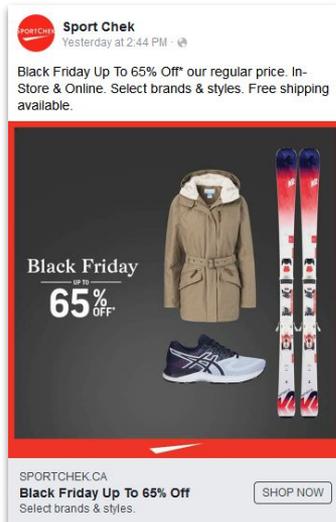


[Click to View.](#)

Impressions: **412K** | Spend: **\$11K**
CPM: **\$26.70**

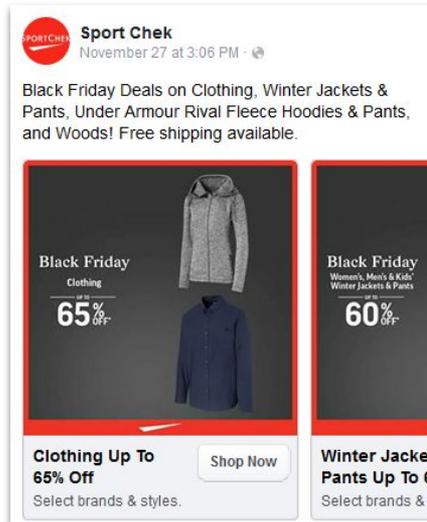


Impressions: **1.3M** | Spend: **\$26K**
CPM: **\$20.00**



[Click to View.](#)

Impressions: **2.3M** | Spend: **\$11K**
CPM: **\$4.78**



[Click to View.](#)

Impressions: **965K** | Spend: **\$4.5K**
CPM: **\$4.66**



Impressions: **1.6M** | Spend: **\$26K**
CPM: **\$16.25**

Sport Chek ran video ads, display ads, and Facebook ads for the event, each with similar, if not identical messaging, pushing their: "Up to 65% off" promotion. While the messaging stayed the same, Sport Chek would alternate between the types of products they show on their creatives.

Key Takeaways

From the Black Friday Ads Case Study

Ad Tactic — Use Facebook Events to promote sales: Atmosphere create a [Facebook event](#) for the Black Friday sale; not only does it work in a similar way to a standard Facebook ad (customizable creatives and captions), it also has the added feature of sending reminders to attendees. Customers who click “attending” generally receive auto-generated notifications from Facebook that they have an upcoming event at least the day of and the day prior to the event. Rather than hoping customers remember seeing their promotions, Atmosphere ensures that customers are do not forget.

Ad Tactic — Drive in-store traffic with Facebook ads: Although SAIL’s Black Friday promotions were run both in-store and online, they decided to add an extra [in-store promotion](#) for their Ottawa customers. They ran a campaign that gave the first 250 customers to visit their store up to \$500 in rebates. The Facebook ad linked to their store locations and holiday hours. While online sales are important, in-store experience allows customers to touch, feel, and see the items they want to purchase, creating a tactile experience that is impossible to replicate online.

Paid Ads Focus Allocation — Black Friday Ads not a spending focus: Aside from SAIL, who spent 40% of the November ad budget on Black Friday ads, the other brands only dedicated 8-26% of their November ad budgets on Black Friday ads. Even with SAIL, their Black Friday spend paled in comparison to their earlier [End-of-Season sale](#) from September (\$157K on September vs. \$27K in November), highlighting a whitespace opportunity.