Starcom DATA revenue HUMANGRAM EXPERIENCE

BLACK FRIDAY 2021

by Starcom Romania

online users, aged 18+, living in urban areas

CONVERSION RATE 2021

The conversion rate remains on a decreasing trend since 2020. Most probably related to the pandemic context and consumers' behaviour. In 2020, it was 81% and 81% in 2019 vs. 71% in 2021.

THE MEANING OF BLACK FRIDAY PHENOMENA

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Laptop/PC & Mobile Phone are the main platforms for both wishlist before the event and making the actual acquisition during Black Friday.

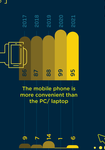
Mobile Apps are the least used platforms in both cases.

- To order
- To make the desired product list

REASONS TO BUY USING THE MOBILE PHONE

[%]

Mobile apps continue to help shoppers through the real time notifications about the promotion. Additional discounts though retailers' apps are also a reason for using mobile phone to make acquisitions during Black Friday.

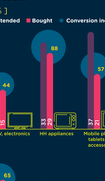


Even Romanians were more reserved in making purchases during Black Friday this year, retailers succeded to obtain a good conversion rate, especially among books, toys & kids' products and skin care products.

[%]

Very good conversion indexes are registered also for product categories like: HH appliances, fashion, cosmetics and personal care products.

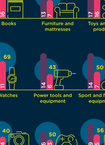
TV & electronics category has registered a significantly lower conversion index comparing with last year (44% vs. 60%).



FAVORITE ACQUISITION METHOD

We observe that for fashion and beauty categories a higher number of people would make the purchases in-store, as there they can try the products and receive a recommendation from the sellers.

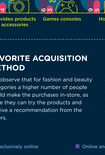
Tech categories are in greater extent purchased online, even though it represents a higher investment. Online they have extra discounts, interact with the consumers reviews and usually they go in-store before the acquisition to see and test the product as an online reassuring purchase.



FOCUS ON CLOTHING, SHOES AND ACCESSORIES

As we get close to winter season, the acquisition behavior remains similar with last year: boots, pullovers & hoodies, jeans & trousers are the top clothing objects bought during this Black Friday. But in a smaller percentage comparing with last year.

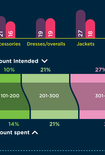
This year, people tend to spent less on this category: focusing on amounts between 100 and 500 RON. If last year 25% of people spent between 501-1000 RON, this year decreased to 21%.



FOCUS ON SKIN CARE PRODUCTS

This year the body care remain the category's best conversion rate products, followed by perfumes.

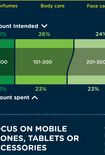
Similar with 2020, half of urban online users have spent between 100 and 500 RON on skin care category: and this year we have slightly more people who spent between 500-1000 Ron.



FOCUS ON MOBILE PHONES, TABLETS OR ACCESSORIES

Compared to 2020, when smartphones had by far the highest conversion rate, in 2021 people bought less smartphones than intended. This year the focus was on accessories, maybe because people are more aware of their needs and want to register it through smartwatches or because they need some more devices for online school or work from home (headphones, monitor).

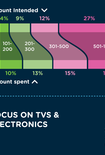
Internet users invested in this category less than intended, however similar with last year.



FOCUS ON TVS & ELECTRONICS

TV remains one of the main form of entertainment for Romanians. Because last year Smart TV registered a very high conversion rate during Black Friday (122%), most probably this year, people wanted to add an audio system to it. Non smart TV/ normal TV continues to have a high conversion rate (250%), as well as the videoprojector (160%).

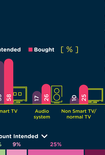
Romanians declared they spent a higher amount on TV & electronics this year comparing with 2020, more than 1000 Ron (44% vs. 27%).



FOCUS ON HH APPLIANCES

Microwave oven, vertical vacuum cleaner and iron were the main HH appliances bought during Black Friday 2021. One third of Romania online users spent more than 1000 RON on this category purchases.

Category Products [%]



Main reason for making purchases during Black Friday, remains the necessity of products that people do not momentarily own. They also bought products they like, with no special reason, as well as for giving them as presents (but less than last year, due to the pandemic and economic uncertainty).

In 2021 we notice a very high conversion rate in buying products promoted by public figures (bloggers/vloggers, 33% being experts in different sectors (IT, media, health).

[%]

2021 Intended Bought

Special Occasion

[%]

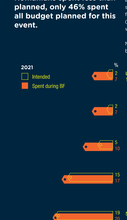
In 2021 urban internet users bought during Black Friday presents mostly for winter celebrations. We can notice a significant increase in buying presents for different occasions versus previous years.

2021 Intended Bought

In terms of 2021 overall budget, online urban Romanians spent less than planned, only 46% spent all budget planned for this event.

The uncertainty they live in due to the pandemic context may remain a reason for Romanians not to spend as planned and take care of their budget. They spent less on gifts and presents and focused more on their personal needs (products for household or devices), as well on personal care products.

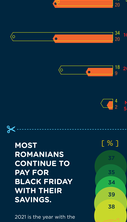
Most spend during Black Friday is between 501 and 2000 RON (40%).



MOST ROMANIANS CONTINUE TO PLAN FOR BLACK FRIDAY WITH THEIR SAVINGS.

2021 is the year with the highest payments made from the current paycheck and from their overdraft.

[%]



4 out of 10 Romanians continue to consider the Black Friday discounts normal/acceptable.

Compared to previous year, in 2021 we notice an increase in the consumers perception that Black Friday discounts start to become similar with the rest of the years discounts.

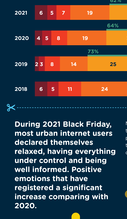
[%]

6 out of 10 online urban Romanians were satisfied with this year Black Friday.

It seems consumers expectations are harder to meet from one year to another, most probably due to pandemic context pressure.

During 2021 Black Friday, most urban internet users declared themselves relaxed, having everything under control and being well informed. Positive emotions that have registered a significant increase comparing with 2020.

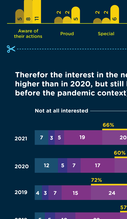
Most probably as the tension brought by the pandemic context is slowly fading as people get used to this new life, and also this event starts to become predictable and consumers know what to expect for.



Therefor the interest in the next Black Friday event is higher than in 2020, but still lower than in 2019 (right before the pandemic context).

Winter Holiday Shopping

After Black Friday event, urban internet users start to prepare their shopping list for the next important event, winter holiday.

Compared with 2020, when people were focused on substance categories (food, sweets, beverages), this year is more about pampering ourselves with something special: a perfume, the home appliance that I need, a jewelry/accessory or a longed vacation.

Intended 2020 Intended 2021 [%]