MARIGOLD

Black Friday & Cyber Monday 2024:

CONSUMER TRENDS AT A GLANCE

CONSUMER SPENDING PLANS FOR BFCM

26% *of consumers* **plan to spend more.**

- 18 - 24 (26%)
- 25 - 34 (39%)
- 35 - 44 (36%)
- 45 - 54 (29%)
- 55 - 64 (20%)
- 65 - 74 (14%)

35% plan to spend about the same.

39% plan to spend less.

THE IMPORTANCE OF EMAIL

Brands need to lock in their email marketing strategies ahead of BFCM, with the channel being a clear leader in influencing consumer shopping.

Most important influence on BFCM shopping:

- Email promotions (32%)
- Social media ads & posts (21%)
- Digital advertisements (17%)
- App notifications (12%)
- SMS promotions (9%)
- Physical newspapers (6%)
- Newsletters (4%)

A LOOK AT LOYALTY

68% *of consumers* **say they'll pay more to shop with the brands they're loyal to**

64% *of consumers* **find personalised offers or promotions to be an important factor in maintaining their brand loyalty**

37% *of consumers* **cite that they're more likely to participate in loyalty programmes this year, compared to last**

- *less likely* (7%)
- *no change* (57%)

SHOPPING PREFERENCES

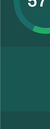
Where will consumers be shopping on BFCM?

TIMING FOR BFCM SHOPPING

With few consumers planning ahead, brands will need to send timely, relevant messages right up until the end of BFCM.

DISCOUNT TYPES: MONEY-OFF VS. PERCENTAGE-OFF

A majority of consumers prefer to know the percentage-off they'll be receiving.



CONSUMER ECONOMIC OPTIMISM LEVELS

About Marigold

Marigold is the messaging and loyalty platform dedicated to helping brands find their people, really get to know them, and turn them into superfans.

From email to SMS to loyalty programmes to zero-party data acquisition and beyond, Marigold offers comprehensive solutions that support the entire customer lifecycle, making it easy for brands to grow the relationships that grow their business.

Find out more at meetmarigold.com

ABOUT THE RESEARCH

Marigold, in conjunction with Econsultancy, surveyed 21,700 consumers across the US, UK, and France in July and August of 2024.

MORE RELATIONSHIP MARKETING TRENDS

Our new report ranks 200 brands on what matters most in building meaningful customer relationships, including personalisation, omnichannel experiences, trust and loyalty.

DOWNLOAD THE REPORT TODAY

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Learn more at meetmarigold.com