



# Black Friday + Cyber Monday 2023

## Online Performance

### Doctors for your Google data



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# Week On Week Performance

Comparing 21st November 2023 to 27th November 2023 to the previous week

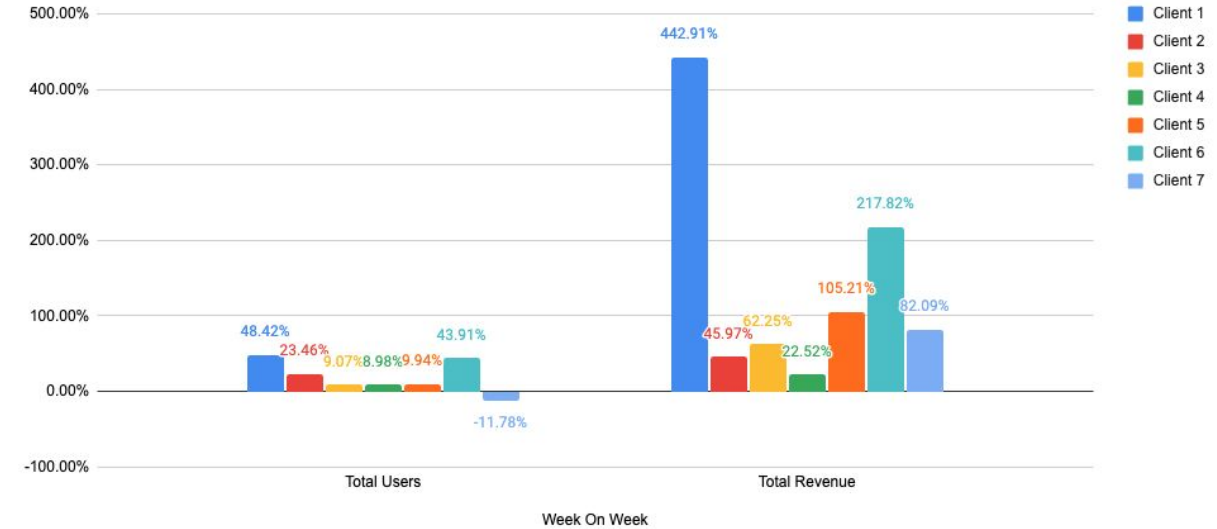
### Total Online Users

> On average, the website received 18.86% more users to the website during Black Friday week in comparison to the previous week.  
> For Client 1, this figure was at a 48.42% increase.

### Total Online Revenue

> On average, the websites noticed an increase of 139.82% in revenue during the week of Black Friday.  
> For Client 1, the revenue increased by 442.91%, highest increase that we noticed.

Week On Week Performance



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# Week On Week Performance

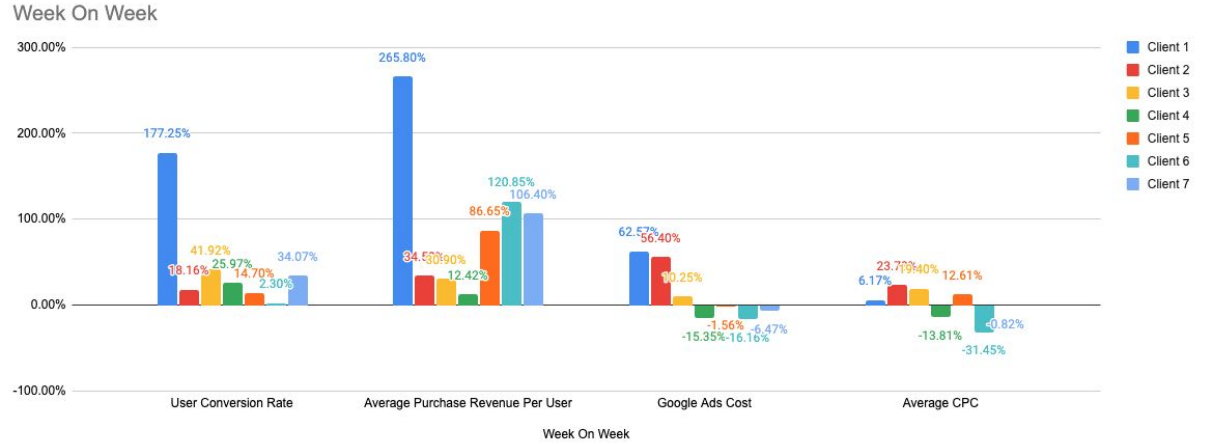
Comparing 21st November 2023 to 27th November 2023 to the previous week

User Conversion Rate  
> Increased by 44.91% on average.

Average Purchase Revenue Per User  
> Increased by 93.9% on average.

Google Ads Cost  
> Increased by 12.81% on average.

Average cost per click  
> Increased by 2.27% on average



The table chart shows the top performing clients and their improvements for week on week metrics.



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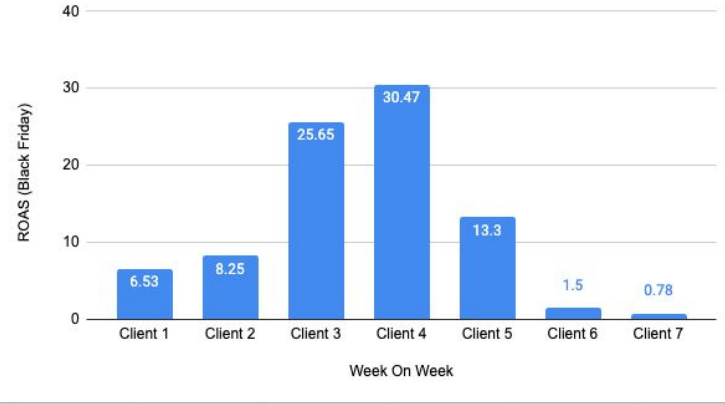


# Return On Ad Spend - Black Friday Week

Our top performing client for ROAS received at return of 30.47 during the week of Black Friday and Cyber Monday in 2023.

The average ROAS for the week amongst our clients for 2023 was **12.35**

ROAS (Black Friday) vs. Week On Week



The table chart shows the top performing clients and their improvements for week on week metrics.



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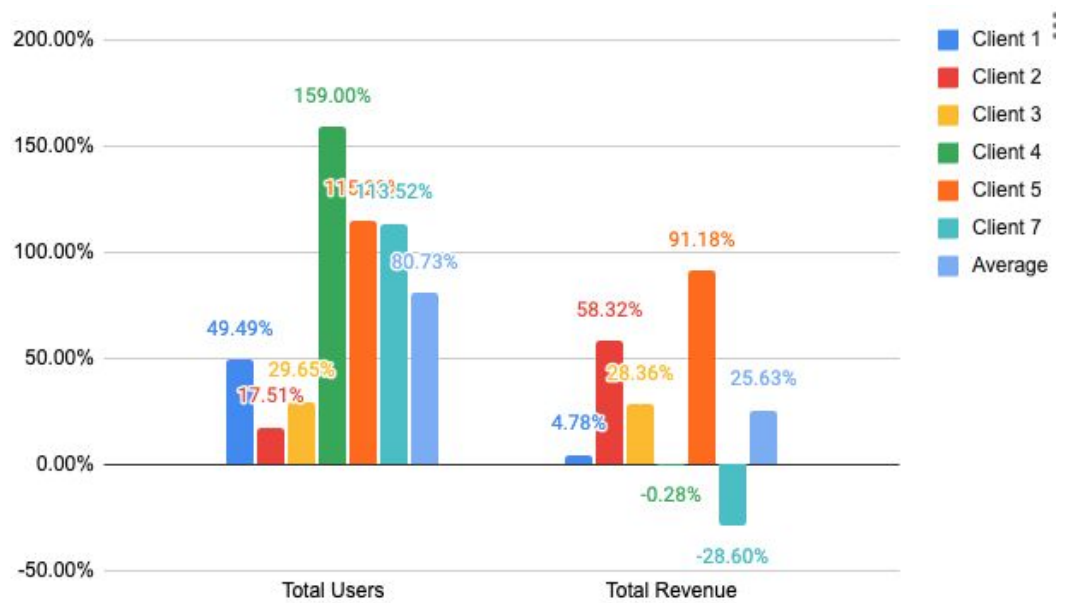


# Year On Year Performance

Comparing 21st November 2023 to 27th November 2023 to the previous year (2022)

On average, the website received an increase of 80.73% for online users on their websites. The Revenue improved by 25.3% on average for the BFCM week.

\* for Client 6, we don't have last year's data.



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# Year on Year Performance

Comparing 21st November 2023 to 27th November 2023 to the previous year

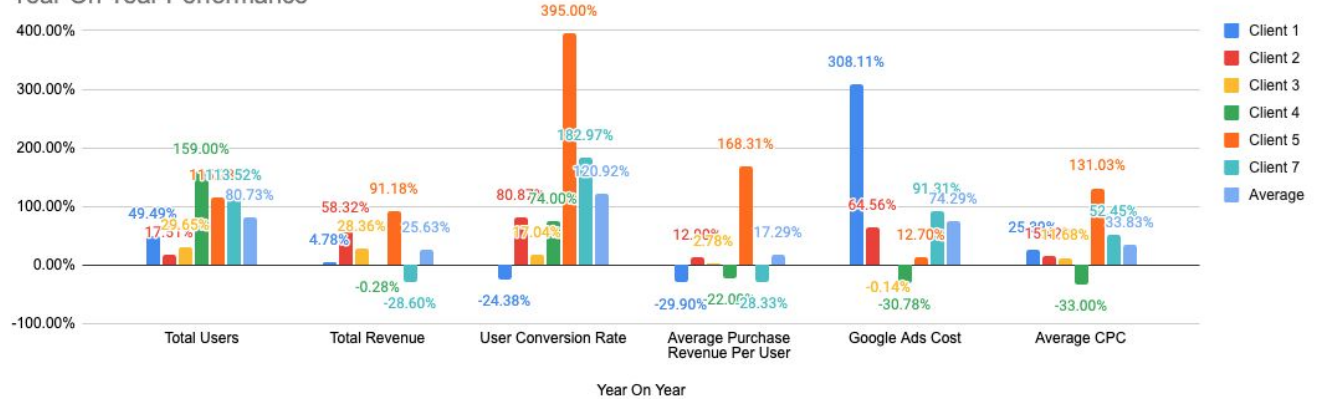
User Conversion Rate  
> Increased by 120.92% on average.

Average Purchase Revenue Per User  
> Increased by 17.29% on average.

Google Ads Cost  
> Increased by 74.29% on average.

Average cost per click  
> Increased by 33.83% on average

Year On Year Performance



The table chart shows the top performing clients and their improvements for year on year metrics.  
\* for Client 6, we don't have last year's data.



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# Summary

> For Black Friday & Cyber Monday, we noticed three clients which increased their Google Ads spend for the promotions in 2023;

> On average they increased the ads budget by 43.07% for week on week comparison, which resulted in an increase of 26.98% users to the website, 183.71% increase in revenue and 110.4% increase in average purchase revenue per user on the website.

> In comparison to their previous year performance, for the same three clients, the ad spend was increased by 124.18% on average, which delivered 32.22% increase in website users, 30.49% in total revenue and a decrease of 4.74% in average revenue per user.

> In comparison to 2023 metrics, BFCM in 2023 performed better with 25.63% increase in total revenue on the websites on average.

> For Google advertising, we noticed an increase of 33.83% in average cost per click for 2023 in comparison to the 2022 figure.



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