













How did  
**Black Friday**  
look like for  
our clients?









An average order value of  
**2,237 RON**

	Descoperă ofertele care îți sunt destinate de Black Friday! Sent on 08.11.2024 19:29	23.0% 19680	5.2% 1024	25	73563.89 LEI	
	Black Friday 2024 Sent on 08.11.2024 13:10	-	29.5% 8625	19	30942.82 LEI	
	Eclipsă totală de prețuri de Black Friday! Sent on 08.11.2024 10:34	0.5% 69	23.2% 16	0	0.00 LEI	
	Eclipsă totală de prețuri de Black Friday! Sent on 08.11.2024 10:49	21.7% 17862	7.9% 1416	33	102304.07 LEI	
	START: Universul reducerilor Black Friday este acum deschis! Sent on 07.11.2024 20:36	2.3% 304	13.2% 40	4	8574.39 LEI	
	START: Universul reducerilor Black Friday este acum deschis! Sent on 07.11.2024 20:51	36.4% 22489	16.9% 3794	219	884673.68 LEI	





# Higher revenue with great campaigns in just 72h

	🚚 Transport Gratuit si pana la -70% reducere! Black Friday continua la	4.9%	9.8%	69	9859.81 LEI	👁 ...
	Sent on 11.11.2024 14:26	23251	2284			
	💊 Redoxon, Moller's, StressClean si Magneziu Bisglicinat? Plus alte sute de oferte!	23.0%	21.2%	77	14905.43 LEI	👁 ...
	Sent on 10.11.2024 09:13	3761	797			
	🚚 Transport Gratuit, cadou la orice comanda si pana la 70% reducere! Black Friday la	16.4%	6.6%	322	58226.80 LEI	👁 ...
	Sent on 09.11.2024 20:58	75527	4962			
	🧴 Ingrijirea pielii cu Vichy, Rilastil, La Roche-Posay, Cerave si Avene! Si alte sute de oferte!	25.4%	18.9%	79	17522.38 LEI	👁 ...
	Sent on 09.11.2024 09:00	4738	897			
	💖 Tónico Forte, Moller's, Uriage sau Dercos? Mii de oferte in Black Friday la	16.6%	5.7%	350	64837.68 LEI	👁 ...
	Sent on 08.11.2024 19:42	79564	4511			
	Black Friday la	-	37.7%	1030	189447.29 LEI	👁
	Sent on 08.11.2024 12:54		32620			





# Results of the first e-mail of the Black Friday campaign

## Latest campaign

START Black Friday 🕒 Prinde cele mai așteptate reduceri...

17,939 recipients

● Completed [View report](#)

Sent on 08.11.2024



Total opens  
7,813

Total open rate  
43.60%

Unique opens  
6,344

Unique open rate  
35.40%

Total clicks  
2,233

Total click rate  
28.60%

Unique clicks  
1,538

Unique click rate  
24.20%

Orders  
318

Avg. order value  
183.63 Lei

Total revenue  
58,394.14 Lei

Unsubscribed  
39





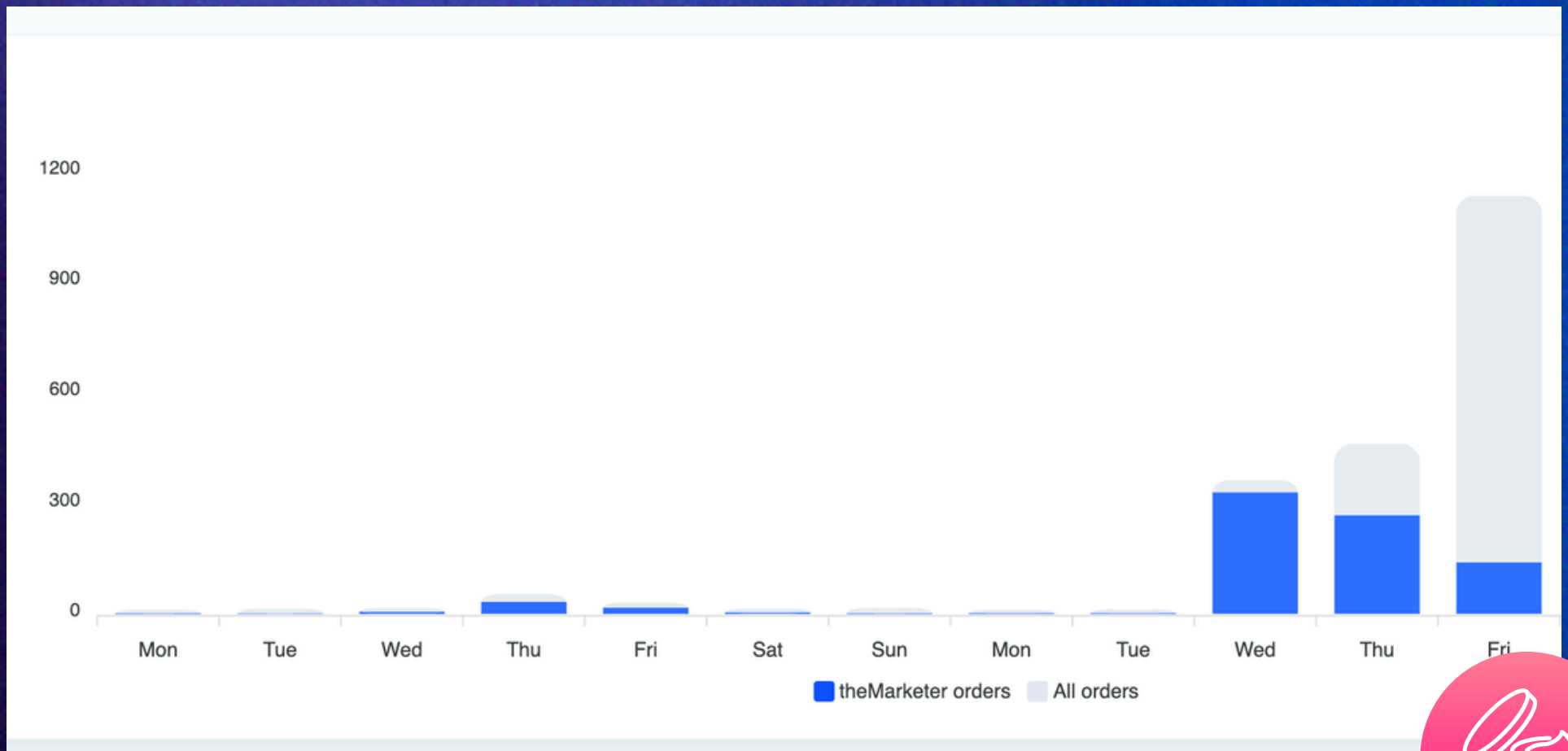
# You're at one great SMS campaign away from success

Feature	Sent	Clicks	Conversion Rate	Transactions	Revenue (Lei)
Newsletter	246159	1607	4.42%	71	25487.89
Push notifications	0	0	0.00%	0	0.00
SMS	7854	62	91.94%	57	16937.12
Email Automation	1673	163	7.98%	13	4682.84
SMS Automation	0	0	0.00%	0	0.00
Push Automation	0	0	0.00%	0	0.00
<b>Total</b>	<b>255686</b>	<b>1832</b>	<b>7.70%</b>	<b>141</b>	<b>47107.85</b>





# Order volumes **peaked** on Black Friday





















# Extra discounts turned into big gains

	<p>Ultimele ore ⌚ Extra reducere la categoria specială</p> <p>Sent on 10.11.2024 17:38</p>	17.5%	2.3%	57	9557.78 LEI	
		19896	466			
	<p>Extra reducere în ultima zi de Black Friday 🔥</p> <p>Sent on 10.11.2024 09:38</p>	19.2%	5.7%	133	27456.93 LEI	
		21486	1221			
	<p>♥️ Fii Unstoppable în frumusețe cu până la 70% reducere</p> <p>Sent on 09.11.2024 08:38</p>	20.6%	2.6%	50	11352.77 LEI	
		23188	613			
	<p>Unstoppable Black Friday începe ACUM! ♥️</p> <p>Sent on 08.11.2024 06:39</p>	21.4%	5.4%	251	63995.71 LEI	
		23756	1279			
	<p>Ultima șansă ! Acceptă provocarea și obține puncte!</p> <p>Sent on 07.11.2024 12:01</p>	14.6%	9.8%	8	3004.08 LEI	
		427	42			
	<p>Ești pregătită să fii Unstoppable? ♥️</p> <p>Sent on 04.11.2024 16:27</p>	25.1%	2.0%	95	36584.78 LEI	
		27707	565			





# A snapshot of success

	gasesti tot ce ai nevoie! Hai sa vezi ce ti-am pregatit!		12.0%	5.7%	12	27342.86 LEI	
	Sent on 10.11.2024 17:12		42830	2456			
	Hai in magazinele	Cumperi si ridici pe loc!	12.3%	5.2%	20	27286.81 LEI	
	Sent on 10.11.2024 11:13		43984	2286			
	Acum e timpul pentru un nou telefon! Vino cu cel vechi in magazin si primesti voucher pe loc!		14.0%	6.4%	15	17367.76 LEI	
	Sent on 09.11.2024 15:12		49895	3195			
	Black Friday continua! Prinde ofertele complete pana nu se epuizeaza stocul!		13.2%	9.0%	31	37494.56 LEI	
	Sent on 09.11.2024 10:13		47174	4255			
	Cumperi in Black Friday, platesti mai tarziu! Vezi optiunile financiare!		14.3%	5.0%	19	29471.57 LEI	
	Sent on 08.11.2024 16:29		51147	2545			
	Produse Noi in Black Friday! Vezi super discounturile!		12.0%	5.5%	35	52872.50 LEI	
	Sent on 08.11.2024 08:49		42693	2342			
	Adaugam produse in Black Friday! Maine deschidem devreme, te asteptam in magazine de la 07:00		14.7%	2.1%	15	22156.77 LEI	
	Sent on 07.11.2024 20:12		52444	1104			
	Super Discounturi de Black Friday la boxe si periferice, cu livrare la locker!		14.8%	4.6%	32	39802.51 LEI	
	Sent on 07.11.2024 09:45		52727	2448			

