HOW TO PREPARE YOUR E-COMMERCE SITE FOR BLACK FRIDAY: 10 TIPS FOR SUCCESS

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TABLE OF CONTENTS

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1. INTRODUCTION

Black Friday has become one of the biggest shopping days of the year. This year, Black Friday sales will officially start on Friday 25 November and mark the beginning of the Christmas shopping season.

Today, more and more internet users are starting their Christmas shopping in November. Since most of them are looking for bargains, Black Friday is the ideal opportunity to present them with interesting offers.

Indeed, Black Friday and Christmas can represent up to 50% of the annual turnover of e-commerce sites. In order not to miss out on these sales, it is important to offer your visitors an optimized shopping path to make them want to go all the way to checkout.

Any e-commerce owner will tell you that it takes months to properly prepare your site for the increased transactions during Black Friday week-end and the end of year holiday shopping season.

To help you better prepare for Black Friday, we asked some e-commerce leaders to share some of their best practices with us.

In this e-book, you'll have the opportunity to discover the best practices that you'll need to follow to be able to compete with the e-commerce giants in your industry and get a bigger piece of the pie during the Black Friday shopping season!

But before we get into the best practices, let's take a look at the statistics of Black Friday from last year.

BLACK FRIDAY STATISTICS

Key Black Friday stats from 2021:

- AVERAGE SPENDING OF <u>$301.27 PER PERSON ON BLACK FRIDAY</u> 2021 IN THE U.S

- 74.17% OF ONLINE TRAFFIC ON BLACK FRIDAY WAS FROM MOBILE DEVICES

- MOBILE CONVERSION RATES WERE HIGH, WITH AN AVERAGE OF 60.2 % FOR ONLINE SALES, COMPARED TO JUST UNDER 40 % FOR DESKTOP ONLINE SALES.

- <u>CART ABANDONMENT</u> ON BLACK FRIDAY WAS 77.74%

- <u>CLOTHING AND ACCESSORIES</u> WERE THE MOST PURCHASED GIFT CATEGORIES OVER THE WEEKEND

We've rounded up the top Black Friday stats that e-commerce owners need to know, reviewed the top Black Friday trends for 2021 and taken a look at future projections for 2022. From consumer behaviors to shopping preferences to expected traffic, we've basically covered everything.

The Black Friday market represents over 3.7 million Google searches. If we look at the top 3,000 keywords searched for the topic "Black Friday," we see that the search queries are highly aggregated: the top 500 keywords alone account for 88% of that search volume!

This means that as an online retailer, in order to capitalize on the holiday sales frenzy, you'll not only need to have an effective Black Friday SEO strategy in place, but you'll also need to make sure that other elements, such as logistics, are ready to handle the volume of sales you'll be making!

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2. PLAN AHEAD FOR A SUCCESSFUL BLACK FRIDAY CAMPAIGN

One of the things we've observed while working on this guide is that a lot of e-commerce companies do not start their Black Friday sales campaign early!

Engaging with audiences consistently throughout the year keeps your brand top of mind when customers are deciding what deals to pick up on Black Friday.

"YOU CAN'T JUST OPEN A WEBSITE AND EXPECT PEOPLE TO FLOOD IN. IF YOU REALLY WANT TO SUCCEED YOU HAVE TO CREATE TRAFFIC."-JOEL ANDERSON, WALMART CEO

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PREPARE FOR BLACK FRIDAY SHIPPING SPIKES

As the Black Friday statistics suggest, e-commerce retailers can expect a continuous rise in online sales for the coming years. While this prospect certainly generates excitement, the logistical challenges that will likely accompany the increase in online sales during Black Friday can be a source of anxiety.

The best way for e-commerce businesses to minimize potential Black Friday challenges is to prepare for shipping spikes well in advance.

Black Friday 2022 will likely follow the trends of the previous year.

Many e-commerce executives we interviewed said they have built their Black Friday inventory based on sales figures from Black Fridays 2020 and 2021 (with some adjustments based on future sales projections).

Additionally, you should analyze shipping preferences from previous editions. This will help you better where to allocate your resources. For example, one of the biggest trends of recent Black Fridays has been the significant increase in consumer preferences for home delivery.

Another good thing to take away from the Black Friday preparation of the e-commerce leaders we spoke with is that they are leveraging their supply chains for omnichannel support. Since e-commerce allows online shopping from a wide range of locations, shopping methods and delivery preferences, a good supply chain will maximize the effectiveness of customer support by adapting to this diversity.

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PREPARE YOUR STOCK WELL IN ADVANCE

One important tool that e-commerce retailers have in their pocket is Google Analytics (such as Google Trends), which allows them to find trends in online searches and sales and plan accordingly.

By seeing what products people are searching for in the summer of 2022, retailers will have a stronger indication of what products they are likely to sell on Black Friday. This will help e-commerce sites focus their offerings on the products that are likely to be the most popular in order to increase the amount of stock they have and get them in front of potential customers as quickly as possible.

Here are three steps to follow to help you prepare your inventory:

Step 1: Review your inventory performance reports and prepare your marketing strategy.

Use your historical inventory as a reference for upcoming Black Friday sales. This will give you the opportunity to adjust inventory items based on customer requests. The goal is to identify your top-performing products and weed out underperformers. If you are producing special edition items for the holiday season, account for those items as well.

Step 2: Analyze and forecast sales performance

Review your sales patterns to see which products have done well. You'll also discover promising products that have sales potential based on trends this way.

But to forecast sales, you need more than your historical sales data. You need to keep other variables in mind, such as:

- Seasonal demands
- Trends
- Marketing initiatives
- Global or regional changes
- Current industry condition

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Step 3: Make sure your orders (and suppliers) are ready.

The final step in ensuring you have enough inventory for Black Friday is to keep your suppliers on top of it. You already have a pretty good idea of how much inventory you need based on your sales data, inventory performance and market research.

During this step, align your inventory with expected demand. The advantage of running a small business is that it's easier for everyone to collaborate. Marketing and inventory planning people should work side by side at this stage.

Most importantly, you need to have an open dialogue with suppliers about your needs as early as possible.

However, this does not solve the fact that manual purchasing tracking is expensive, slow and inefficient. Processing purchase orders is too much work because there is no one way to purchase. You must create a purchase order, summarizing all the relevant items for a specific vendor - and do it more times than necessary. For each vendor, for each program purchased, and for each channel.

This is just the tip of the iceberg. There may be many other steps involved in a manual process, depending on your business. But if you don't get it right in time for Black Friday sales, it could become a costly mistake. If you have a good idea of the demand you need, you need to choose the right time for your replenishment.

If you ship too early, you're holding too much inventory that you don't need, which leads to warehouse problems.

If you don't replenish on time, you'll see your sales drop.

With a tool that takes seasonality and past sales into account, you can make a more informed decision on how much inventory to hold. This minimizes the risk of tying up money in inventory, not selling it, and then having to reduce it to get the money back.

BE TRANSPARENT ABOUT YOUR DELIVERY CAPACITY

During Black Friday and the holiday season, you will stand out from your competitors if you give your customers the guarantee that their products will be delivered on time.

To do this, we invite you to place, on each product page, the order deadline to be delivered in time for the holidays. This way, the visitor is warned and can add the products to his cart with all the necessary information before finalizing his purchase.

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3. MAKE SURE YOUR SITE CAN HANDLE THE INCREASED TRAFFIC

Many online retailers are caught off guard by the sudden increase in traffic to their site during Black Friday. When a site is not ready to handle a large amount of traffic, loading times become longer and users may experience problems navigating between pages.

To prevent this from happening, consider using the following tips:

CHECK YOUR WEBSITE HOSTING

39% **of people will stop engaging with a website if images won't load or take too long to load**

The first thing to do is to get in touch with your web host and let them know that you are going to experience a peak in traffic to your site. They can recommend the best solution for you.

Ideally, you can temporarily upgrade to a more powerful hosting solution, such as Bluehost, InMotion, Hostinger, etc...
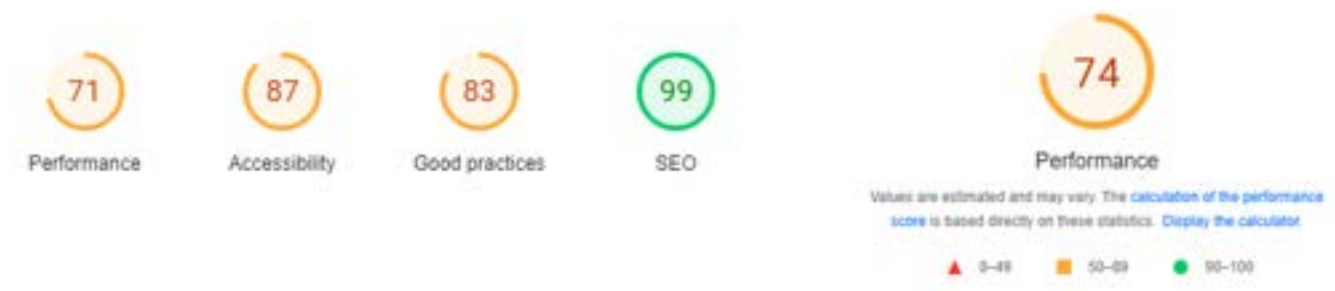
The more traffic your site receives, the longer it takes to load and the less likely your customers are to make a purchase.

You can check page load times yourself using other free tools like Google Analytics and PageSpeed Insights.

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Chances are, you've stumbled upon a virtual waiting room in the past few months while shopping online.

With the increase in online traffic over the past couple of years, the idea of having a digital lobby has started to creep into stores.

The idea of a digital lobby has begun to creep into mainstream e-commerce thinking.

It works especially well during high-demand events such as product launches or to handle unexpected traffic spikes, especially during Black Friday!

VIRTUAL WAITING ROOM

1 in 3 customers will leave a brand they love after one bad experience, and 92% will completely abandon the brand after two or three negative interactions.

A virtual waiting room acts as a safety net, protecting a website's infrastructure from sudden spikes in online traffic to prevent outages and slowdowns.

Online shoppers don't normally see the normal waiting room, but during these high demand periods, like Black Friday, they are redirected to a waiting room. And when their turn comes, the gleaming doors of the site reopen on a first-come, first-served basis.

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TEST YOUR SITE..AGAIN AND AGAIN!

Browse your online shop like a new customer, trying out different products, shipping methods and payment options.

If possible, ask your friends and family to try your site. Do the categories look clear and meaningful? Is the information well placed? Record all comments in an Excel file, sorting them in order of importance. User testing will prove very useful in improving your shopping experience!

OPTIMIZE YOUR CONTENT!

Be careful not to display unnecessary content on your online store, such as videos that are too heavy or unnecessary and uncompressed visuals. This is because videos and images have a significant impact on the performance of your site. Images, in particular, can represent more than 60% of the weight of a page.

To optimize your content, we would recommend to:

- **Compress your images:** use for instance TinyPNG, Resize Photos or even Kraken.io to compress your PNG images and your JPEG images.

- **Change formats:** some formats are heavier than others. Prefer JPEG to PNG for example, or use the WEBP format, which can reduce the weight of images by 25% to 30%.

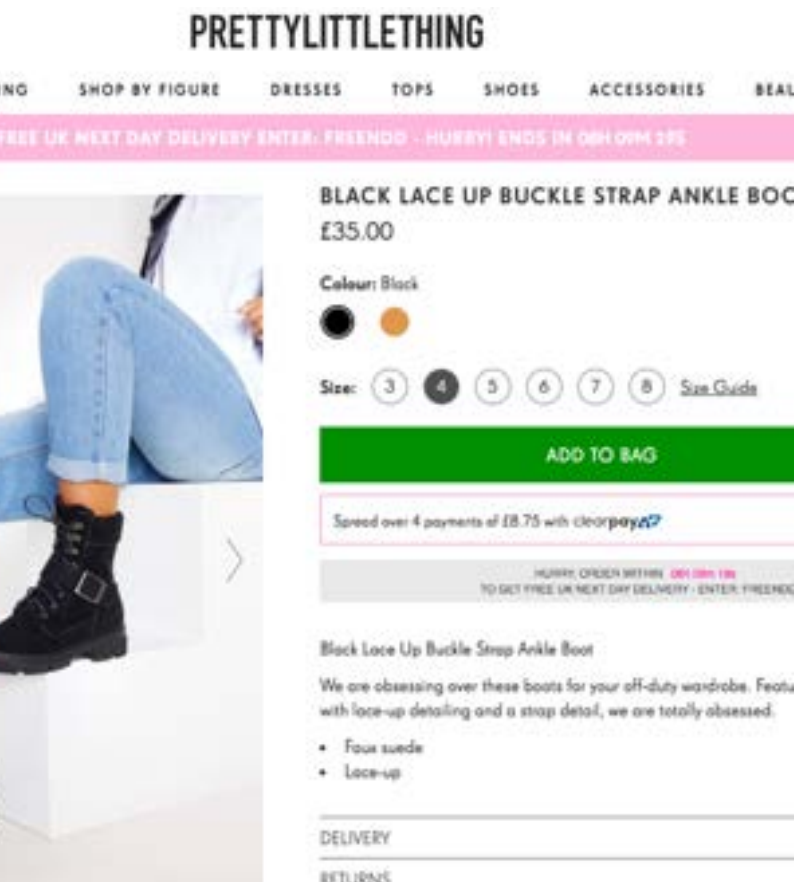- **Reduce the size:** the smaller the image, the lighter it will be.

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4. SIMPLIFY THE PURCHASING PROCESS UP TO THE MOMENT OF PAYMENT

Now that you've determined your goals and optimized your website for speed and content, it's time to maximize your chances of turning your visitors into your best customers throughout the checkout process.

In this chapter, we will explain to you why you should:

- **Focus on your Call-to-Actions (CTA),**

- **Specifiy Cost and Delivery Time as soon as possible,**

- **Simpliy your Customer Service Interface**

FOCUS ON YOUR CALL TO ACTION (CTA) BUTTONS

The first step to making the checkout process seamless is to ensure that the action you are asking your customers to take is clear on every page of your store:

- On your home page, highlight your special Black Friday promotions with a highly noticeable button "Discover our Black Friday promotions". Every other button should be more discreet (choose the right size and color).

- On your product pages, the most visible call-to-action should be "Add to Cart". If for example you offer to add the item to a wishlist, the button should be less visible and can simply be a link.

- During the ordering process, you need to make it clear to the user what you want them to do by clearly stating the purpose of each step. For example: "we need your postal address in order to send you your package". This way, your visitor will not have to ask any questions. He will follow the indicated path in all simplicity.

The average e-commerce conversion rate is 2%. Yet successful retailers consistently achieve a higher number. Amazon boasts a whopping conversion rate of 13%.

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SPECIFY COSTS AND DELIVERY TIME AS EARLY AS POSSIBLE

Among the most important criteria for consumers when buying online are the amount of the delivery and the delivery time. In analyzing hundreds of websites, we have seen that many do not indicate the delivery time on their website!

We encourage you to display the shipping costs and delivery time on your homepage and on each of your product pages, to avoid frustrating your customers.

SIMPLIFY YOUR CUSTOMER SERVICE INTERFACE

Your visitors may have a question about one of your products, your return policy, or encounter technical problems on your online store. The most effective way to encourage them to continue their buying experience is to be readily available for questions.

We therefore advise you to put the phone number and email of your support team on each of your pages, to be accessible from your Facebook page and to set up an online chat (for example via Zendesk, Tidio Chat or Olark)

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5. OFFER MULTIPLE PAYMENT OPTIONS

By offering your customers more options to buy from you - whether in full or in installments - you open the door to more loyal prospects who may not have cash stashes on hand at the time.

If your brand cares about being more inclusive (and making more money), payment flexibility is a great way to do that.

IN 2021, DIGITAL AND MOBILE WALLETS ACCOUNTED FOR ROUGHLY HALF OF GLOBAL E-COMMERCE PAYMENT TRANSACTIONS, MAKING THE DIGITAL WALLET BY FAR THE MOST POPULAR ONLINE PAYMENT METHOD WORLDWIDE.

In this regard, the more ways your customer can pay you, the more likely they are to do so. Try to add a number of payment options to make the payment process as seamless as possible:

- **American Express**
- **Apple Pay**
- **Google Pay**
- **Visa Checkout**
- **MasterCard payment**

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Buy Now, Pay Later (BNPL) is a point-of-sale financing solution that has gained popularity in recent years, especially among the younger generation.

BNPL solutions have emerged to address financing issues such as complexity and high credit card interest rates and fees.

How does BNPL work? At checkout, shoppers typically have the option to receive their product immediately, but pay in full after 30 days or in installments.

They also have the option of making three or four installment payments at regular intervals, charged directly to their payment card.

In both cases, there are no additional fees or interest to pay, as long as they pay on time.

According to e-commerce managers we interviewed, they have seen a two-fold increase in sales on items with the "buy now, pay later" option!

This can help reduce cart abandonment rates, especially during Black Friday, when your customers are looking for the best deals and may miss out on an opportunity due to their budget limitations at that time!
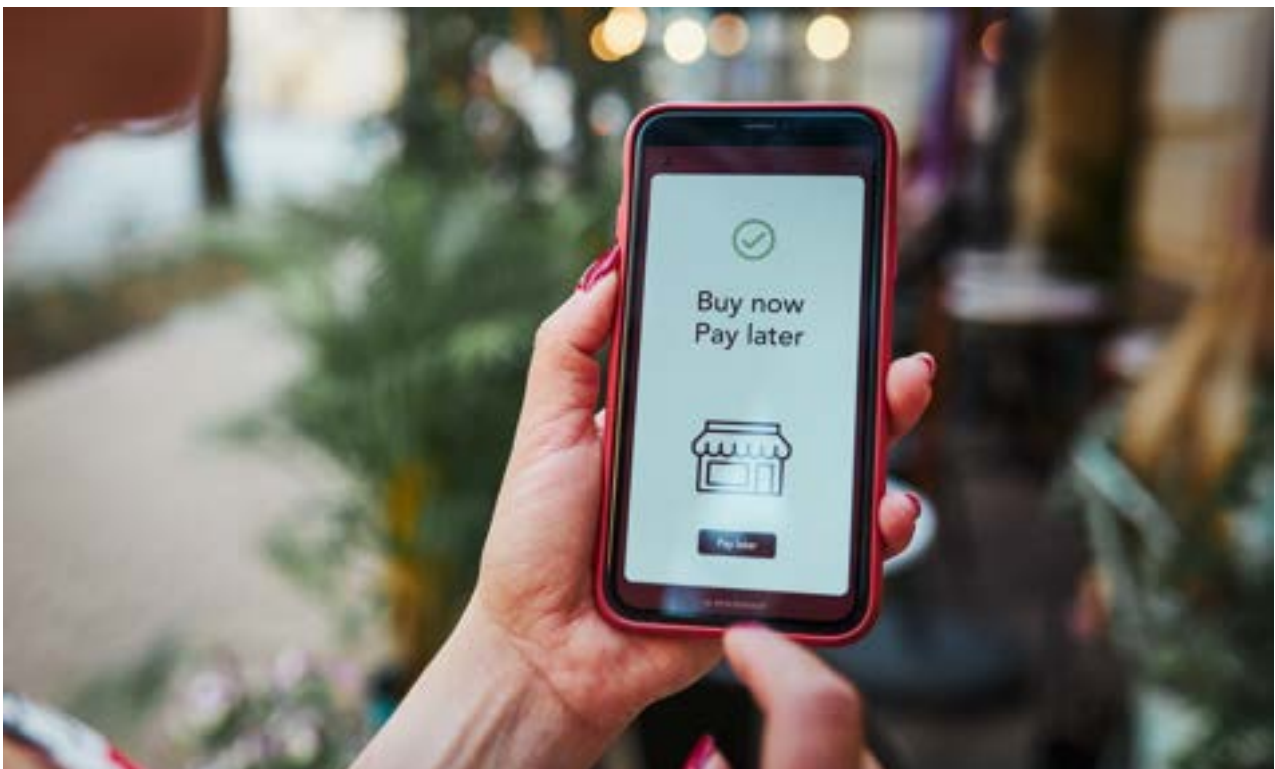
6. PREPARE YOUR ONLINE STORE FOR BLACK FRIDAY!

For any e-commerce business, the end of year period is crucial with two major events: Black Friday, which arrives on the last Friday of November, followed by the Christmas period just after.

As they require good preparation, here is our advice to approach them serenely:

- **Prepare your promotion schedule,**

- **Create your promotional content and banners in advance,**

- **Create landing pages dedicated specifically to Black Friday.**

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PREPARE YOUR PROMOTION SCHEDULE IN ADVANCE

Don't wait until the last moment to plan your promotions. After having reviewed your catalog, create an Excel file that includes the products on which you want to apply promotions, the amount of the planned discounts, the taglines, the duration of the promotion, and all the elements that seem useful. This file will be your day-to-day reference document.

Don't plan too many events, or you may not have time to manage your schedule. Here are some ideas of commercial promotions that you could offer on your site:

- **Free shipping,**
- **Discount for a certain amount of purchase or more,**
- **Flash sales,**
- **Private sales to your loyal customers,**
- **Destocking.**

CREATE YOUR PROMOTIONAL CONTENT AND BANNERS IN ADVANCE

Anticipation is the key to successful events. Prepare illustrations and graphic elements that will catch the eye of visitors, but don't overload them.

Ask your graphic designer to create designs in a variety of formats to fit mobile devices as well.

Some tips for creating your content:

- **Keep it simple and concise;**
- **Emphasize the limited duration of the offer;**
- **Offer attractive and good quality visuals;**
- **Think mobile! Your visuals must be adapted to smartphones and tablets.**

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CREATE LANDING PAGES DEDICATED TO BLACK FRIDAY

In 2021, during the Black Friday/Christmas period, mobile sales represent 48% of online purchases

These landing pages will allow you to gather and organize all the information related to Black Friday, for example, and to group all your promotions together. The objective is to position your landing pages in the first results of search engines.

When you have thousands of products on your listing pages, we know it can be difficult to optimize them all for short-term campaigns like Black Friday! This can not only be time consuming but also expensive to manage.

Many e-commerce leaders such as Boohoo, Decathlon, Sephora, among others, have relied on Verbolia's expertise to generate fully optimized landing pages at scale.

The magic of Verbolia pages lies in its ability to be quickly indexed by Google robots and to rank in the top positions of search engines in a very short time while being super optimized for mobile!

Last year, one of our clients, Yeppon, launched a successful Black Friday campaign and yielded amazing results using Verbolia!

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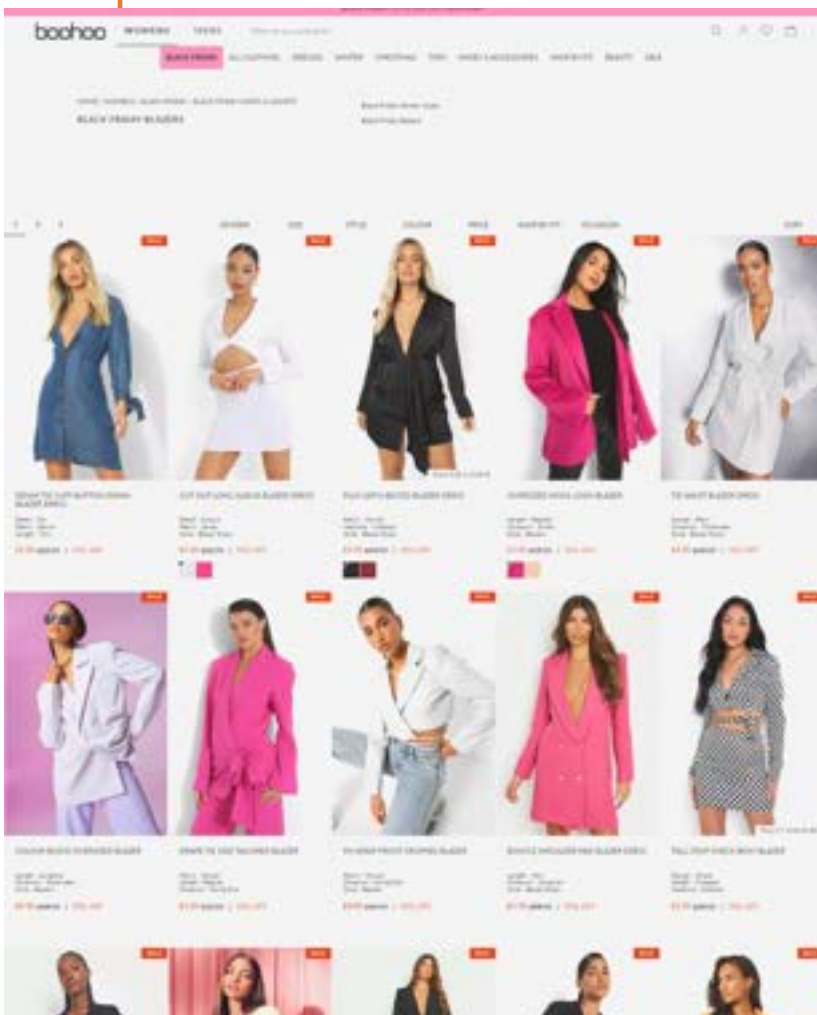
7. BOOST YOUR SALES OFFERING

Almost all of the online retailers we interviewed have stepped up the pace of their promotional activities as Black Friday approaches.

They all told us that it's very important to prepare well in advance and carefully choose which campaign to launch in order to decrease the risk of missing a sales opportunity.

Here are some tips they shared with us that you might want to try for your future Black Friday campaigns, but also for the upcoming holiday shopping season:

- **Test cross-selling,**

- **Try Bundling,**

- **Offer your customers a personalized experience.**

GENERATION Z ARE THE TOP BLACK FRIDAY SHOPPERS

75% OF GEN Z PLANNED TO SHOP BLACK FRIDAY SALES, ACCORDING TO THE FINDER SURVEY. EIGHTY-FOUR PERCENT OF GEN Z ALSO FELT THAT BLACK FRIDAY SALES ARE A GOOD VALUE.

TEST CROSS-SELLING

Cross-selling is a very effective technique to increase your average shopping cart: it consists in listing complementary or alternative products at the bottom of your product pages.

This can take the form of a "We also recommend" or "Related products" banner displaying a specific number of products.

Cross selling allows you to encourage the buyer to consult other product pages, and thus to complete his shopping cart, but also to create links between several product pages, which reinforces the SEO score of your online boutique.

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TRY BUNDLING

Bundling is a marketing strategy widely used by e-commerce leaders to entice consumers to buy more than they expected.

It normally involves offering various related products or services and selling them together at a reduced price.

This technique can be very attractive to customers who appreciate bundled discounts and can make it more difficult for consumers to compare prices.

If you offer bottles of wine, for example, you can offer the bottle of wine, the glass and a corkscrew in the same offer.

This will probably encourage your visitors to buy this set when they could have bought the bottle of wine alone.

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OFFER YOUR CUSTOMERS A PERSONALIZED EXPERIENCE

Offer your visitors options for a few extra : a gift package, a presentation box or a personalized card! With this technique, not only will you increase your average shopping cart, but you'll also give your visitors a better shopping experience.

They will remember that little extra something they only experienced in your store. It's also a way to keep your new customers coming back for more... maybe they'll visit your website again at Christmas time.

But personalization is not only about gift packages or personalized cards!

As introduced in the cross-selling paragraph, product recommendations are an essential part of any e-commerce personalization strategy, in which products are dynamically suggested to a user on a web page, application or email, based on data such as customer attributes, browsing behavior or situational context, providing a personalized shopping experience.

Helping your customers find other products that might be right for them is a sure way to increase the average order value without being too pushy.

Adding similar products is just the beginning! What is encouraged is to add personalized product recommendations based on the current site visitor.

To further enhance product recommendations tailored to each site visitor, you can opt for on-site personalization platforms, where you can experiment with dynamic personalization based on real-time data.

If you're interested in learning more about personalization and how you can use it to increase site conversion, please watch our on-demand webinar co-hosted with one of our partners who specializes in implementing personalization strategies for e-commerce leaders.

8. MAXIMIZE YOUR CUSTOMER SERVICE

Traditionally, the weeks leading up to the Christmas shopping season are when you get the most calls, the most requests for refunds... It's also when you have the most orders to send out and when you put the most effort into marketing.

To successfully juggle all these activities, read our tips:

- Make sure that your site includes the necessary elements: your contact information, the description of your company and its address, updated legal notices and a secure payment page. Since Internet users tend to contact stores before buying when they don't trust the site, prevention is better than cure!

- Create a FAQ page where your visitors and customers will find answers to the most frequently asked questions. This will help you cut down on the number of calls and emails you receive.

- Write email templates in advance (for example, if you have questions about order tracking or when a product is expected to arrive). That way, you only have to customize them when you send them.

- Verify if your carriers are ready for the influx of orders. Are their tracking tools operational? Do they have special package tracking systems in place for this busy time of year?

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ADD A CHATBOT TO YOUR WEBSITE

If you are short on time to manage your customer service activities, think about implementing a chatbot on your website.

A chatbot is a software robot capable of holding a written (or oral) discussion via instant messaging.

Its advantage lies in its autonomy and its availability on demand. You can use it to answer the most frequent questions such as "what are your delivery periods" and redirect the visitor to your email address for more complex questions.

This way, you will save your time for the requests that really need intervention.

There are chatbots of varying complexity. Botfuel, ManyChat, Snatchbot, allow you to quickly set up and integrate a chatbot into your e-commerce site.

80% **of people have interacted with a chatbot at some point. Online retail stores have the highest rates of chatbot acceptance**

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9. LEVERAGE SOCIAL SELLING

To get the most out of your Black Friday marketing, it's important to reach shoppers anytime, anywhere. And social media is the best way to connect with your target audience!

With the wave of holiday marketing leading up to Black Friday, customers are more likely to get attention if they see your message more than once.

One effective strategy is to make email marketing and social media marketing work in tandem. For example, you can retarget your email subscribers with Facebook ads while posting hints and teasers of your irresistible offer on social media starting 2-3 weeks before Black Friday. This will drive traffic to your Black Friday landing page.

You can capitalize on the hype and start making sales before Black Friday. Once you unveil your enticing offer, encourage people to share it with their friends. A beneficial marketing idea is to create anticipation and excitement. You can use a GIF or video to show products that will be discounted during Black Friday.

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POST REGULARLY ON YOUR SOCIAL MEDIA

To keep your community engaged, you need to get them used to receiving content from you. Force yourself to publish once a day, and not only during your promotions. To do this, prepare a publication schedule with content already ready to be published, but don't forget to keep an eye on the news to be reactive! The best publications are those that react quickly to the news.

Social networks will also allow you to adopt a lighter tone. Take advantage of this to better hold the attention of your audience. Having good visibility on these platforms is more and more complicated, the challenge is to differentiate yourself from your competitors.
"

130 Million Instagram Users Click on A Shopping Post Every Month

LEAN ON VIDEO

You only have to browse your Facebook and Instagram news feed or spend some time on TikTok to realize the importance of video on social networks.

Creating videos requires resources that not everyone can afford.

There are, however, several free or very accessible tools that will help you to create videos such as Veed, PlayPlay or LumaOne.

V E R B O L I A

TRY LIVE SHOPPING

Accelerate conversion

Live commerce is entertaining and immersive, keeping viewers watching longer. It also telescopes customers' decision paths from awareness to purchase. Time-limited tactics, such as one-time coupons, can be used to generate a sense of urgency. Companies report conversion rates near 30%, up to ten times higher than in traditional e-commerce.

Enhance brand appeal and differentiation

Done right, live commerce increases a brand's appeal and distinctiveness and attracts additional web traffic. It can strengthen brand positioning with existing customers and attract new ones, especially young people, who are keen on innovative shopping formats and experiences. Some companies are seeing their share of the younger audience increase by as much as 20%.

By 2024, an estimated 100 million users will purchase products through live streaming.

BE CREATIVE WITH YOUR ADS!

If there is a communication channel on which you can adopt an offbeat and lighter tone, it is the social networks.

Test original actions and designs, while keeping a coherence between your website and your social networks.

Your visitors must find the same environment if they switch from one to the other and don't forget to update the graphic chart of your social networks according to the event (Black Friday, Christmas).

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10. OPTIMIZE YOUR EMAIL MARKETING STRATEGY

Emails are your most important channel for driving qualified traffic to your store. During Black Friday and the holiday season, your email volume will surely increase.

Many businesses miss out on opportunities to take advantage of seasons like Black Friday because they don't have a clear strategy for approaching potential customers through email marketing.

Not having a plan is something you can't afford today!

For your promotions, prepare an Excel file with the email planning, including subject lines and content.

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Schedule emails for abandoned carts

Nearly 70% of people abandon their online shopping cart.This percentage will surely increase during Black Friday. It is very important that you take the necessary steps to avoid missing out on a sales opportunity.

When a user adds products to their cart but doesn't complete their order, send them an email to remind them that their cart is awaiting validation.

You can schedule your emails in advance with tools like Sendinblue, Klaviyo, Spread or Shopimind. If your customers place their order within the next 12 hours, consider adding an extra incentive by offering them free delivery or a 5% discount if they place their order within the next 12 hours.

Know when to send your emails

The time of sending your e-mails is very important. Consider running A/B tests to see which time is more effective.

For example, try sending 50% of your emails at 4pm and 50% at 6pm and compare the results. Tuesday at 10am and Thursday at 8pm are known to be the best days to launch email campaigns.

Conclusion

We hope this ebook will help you approach the all-important holiday season with confidence in the future.

With anticipation, you'll be ready to succeed in these sales operations, with easy-to-implement tips.

Regardless of the size of your business, successful year-end operations depend on effective methodology and organization, especially given the timing of these two sales highlights. Start preparing your store as early as possible to be ready for the big day.

Everything you did for Black Friday will be used for setting the floor for the end of year holiday season.

Recap

Here's a summary of the main points discussed in this ebook:

- Test your website!
- Anticipate sales based on previous Black Friday campaigns,

- Prepare for Black Friday shipping spikes,
- Make sure your site can handle the increased traffic,
- Simplify the purchasing process,
- Prepare your online store in advance,
- Create dedicated landing pages for Black Friday!

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ABOUT VERBOLIA

Verbolia was born from the collaboration between Pierre-Olivier Danhaive, former CTO of Immoweb, and Bart Verschueren, co-founder of the successful eRowz company.

Verbolia is disrupting the way search marketing is approached with a super innovative SaaS technology for e-commerce.

Our technology creates fully optimized landing pages for SEO and paid search, based on an in-depth analysis of your product flow.

Our global expertise has helped many of the world's leading e-commerce players generate additional traffic in a very fast timeframe while leveraging their long-tail keyword strategy.

We look forward to introducing you to the magic of the Verbolia platform.

Get in Touch

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