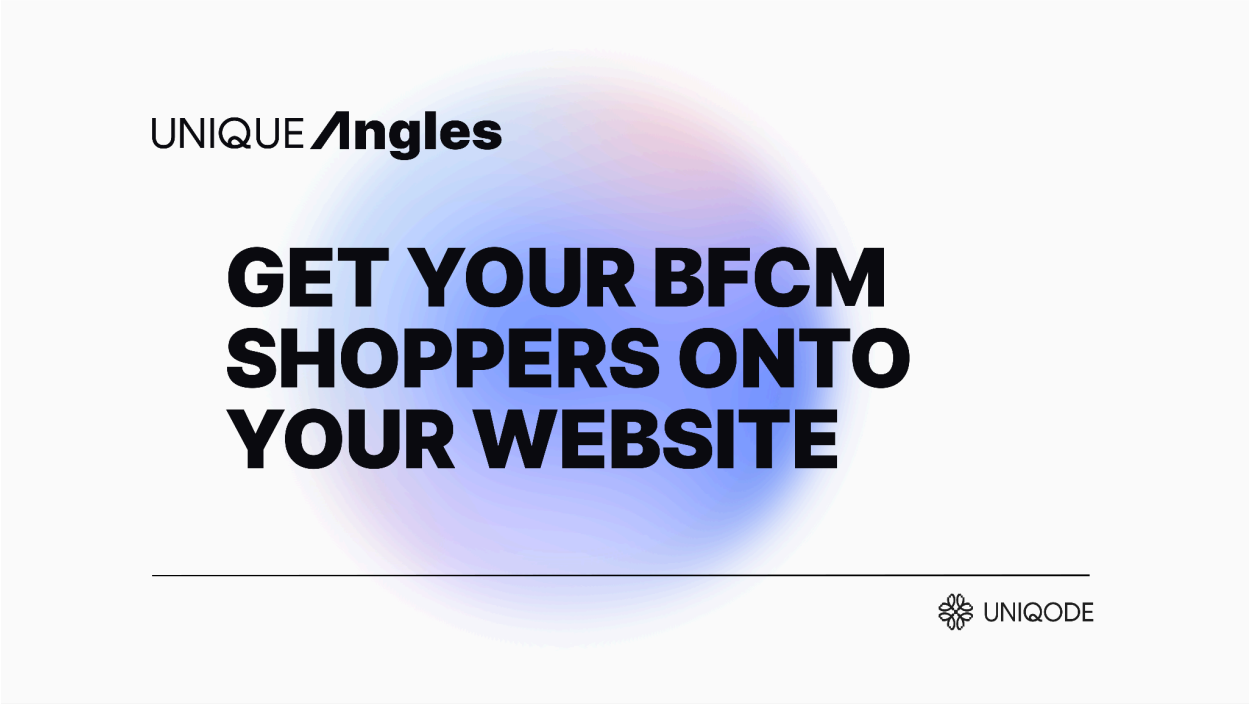


Hello there 👋

If you're deep in BFCM planning already, you've probably locked in which products to discount and how to get those offers in front of people.

But the offer is only part of the plan. A shopper spots a promotion in-store but wants to compare products before buying. A first-time buyer purchases during the sale, and you'd like them back.

A QR Code is what turns one of these moments into something you can act on. The shopper comparing products in-store scans and lands on a page on your website. That scan also gives you a way to reach that shopper again, by email or retargeting, that a purely in-person moment never would have.

74% of shoppers say they're likely to scan a QR Code during BFCM. That's a shopper already standing in front of a sign, phone out, ready to act.

Read our BFCM marketing ideas for ways to connect an in-store moment to your website traffic.

Getting your store ready for BFCM



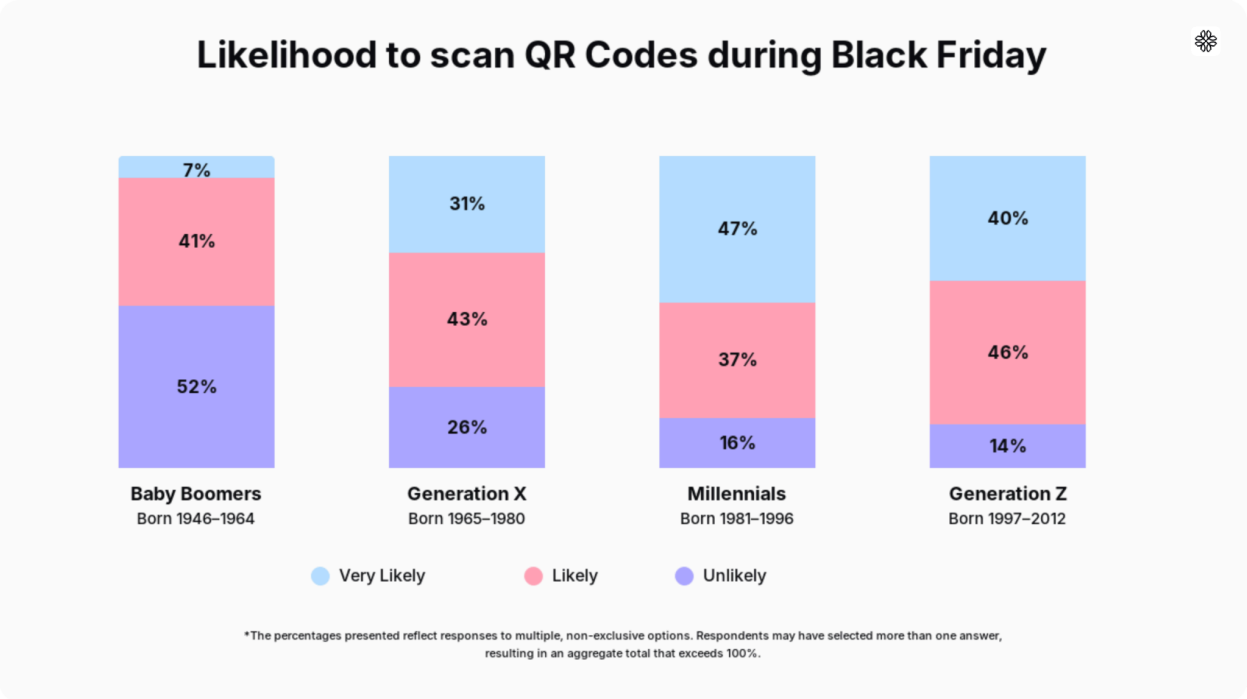
Preparing a store for BFCM is a multi-step process, and the work starts six to seven weeks before the sale itself. Offers and stock come first, locked in early enough to build a landing page and print in-store signs around them. Checkout, the register, and every sign need testing before doors open, since fixing a broken link or a wrong price is easier in November than during the actual sale.

Staffing, displays, and cutoffs come together in the final week. The work continues in the days after the sale, comparing what worked by placement and following up with the customers who showed up for the first time.

Get the full Black Friday checklist for what your brand needs to do, and by when, to be ready for BFCM.

Your shoppers aren't all scanning the same way

Nearly half of Millennials and Gen Z shoppers say they're very likely to scan a QR Code during BFCM. Among Baby Boomers, that drops to 7%, and more than half say they're unlikely to scan at all. The code that gets your younger shoppers moving can sit untouched in front of an older one standing in the same aisle.



Region matters too. 42% of shoppers in the Northeast say they're very likely to scan a QR Code during BFCM, compared to 29% in the Midwest. The same campaign can land well in one market and fall flat in another.

Read the full BFCM report to see how different shoppers scan differently during BFCM.

Before you go ...

If this edition sparked a few ideas, there's plenty more to explore on **Unique Angles**. You can also catch up on past newsletter editions all in one place.

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Until next time,

👋 Sarah from Uniqode