

How We Increased Purchases and Revenue During the Black Friday & Christmas Period



EverBee



Aimers™

Case Study with EverBee

Challenge:

EverBee created special Black Friday & Christmas bundles with dedicated landing pages.

The goal?

Build anticipation before the sale and **maximize purchases** during the hottest auction period of the year.

The 3-Step Strategy:

Nov 14-28

Step 1: Teaser Weeks

Build anticipation & engagement

Nov 28-Dec 3

Step 2: Black Friday Week

Retarget + attract new customers

Dec 17-22

Step 3: Christmas Sale

Final push for new buyers

Algorithm Hacks:



Edited existing conversion actions (not created new ones) to preserve historical data



Updated ad copy in live campaigns to skip moderation delays



Gradually increased budgets 2 weeks early (+44.51%) so the algorithm could adjust



Defended brand against competitor BF campaigns

Results (Dec vs Oct):

+82.63%

ROAS

+64%

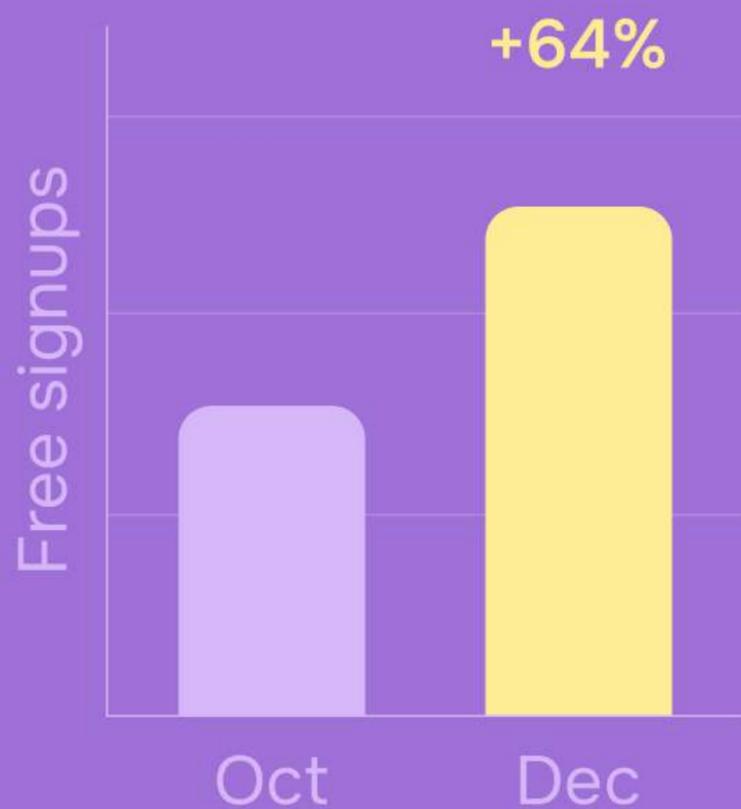
Free signups

+16.61%

Purchases
from new users

+24%

CPA (competing for
higher-value users)



Key Takeaways

Most brands launch BF campaigns on Black Friday.

We built anticipation **2 weeks early**, prepped the algorithm, and created a momentum strategy.

Result? Higher ROAS while competitors burned budgets in heated auctions.