Singles' Day
Insights & Strategy

November 2023

AGENDA

01 **A BRIEF HISTORY**

02 **KEY AUDIENCES FOR SINGLES' DAY**

03 **WINNING STRATEGY FOR THIS SINGLES DAY**

A Brief History

The evolution of 11.11

singles' DAY

Singles' Day, which started as a tongue-in-cheek way to celebrate the joys of flying solo in response to Valentine's Day, is a major retail moment in MENA.

Referred to as Double 11, it's held on November 11th and marks an increasingly significant search and shopping mid-point between Halloween and Black Friday in the wider Black Friday shopping season.

From China to MENA

Singles Day began as a celebration for single people in China back in the 1990s. The date, 11.11, was chosen because the number "1" in Chinese resembles an individual who is alone.

While the shopping holiday originated in China, it has won fans all around the world – even eclipsing the famous black Friday sales. (Statista)

Singles Day is Bigger Than Most Shopping Dates in MENA

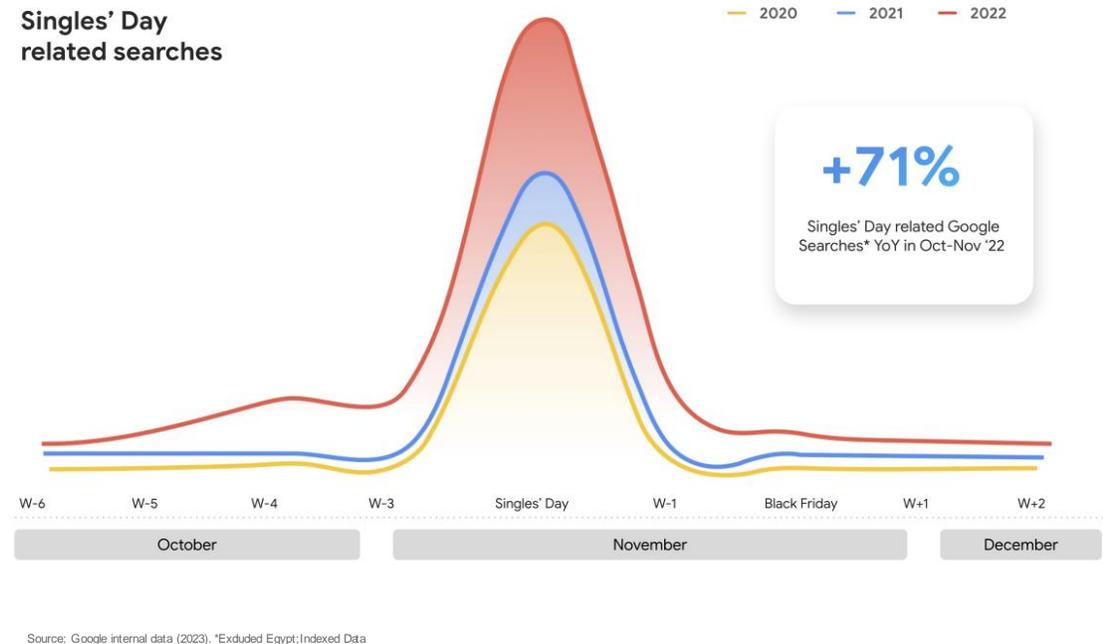We've seen a **35%** year-on-year increase in search interest for "Singles' Day" across the region.

75% of **UAE** and **Saudi Arabian** shoppers buy products specifically for themselves during this event, versus **67%** during Black Friday and Cyber Monday, and **65%** during the end-of-year sales season.

Data Sources:
3 key topics MENA shoppers search for ahead of Singles' Day (thinkwithgoogle.com)

Demand For Singles Day Sales From MENA Shoppers Have Been On The Rise YoY

Singles' Day related searches

2020   2021   2022

+71%

Singles' Day related Google Searches* YoY in Oct-Nov '22

W-6   W-5   W-4   W-3   Singles' Day   W-1   Black Friday   W+1   W+2

October   November   December

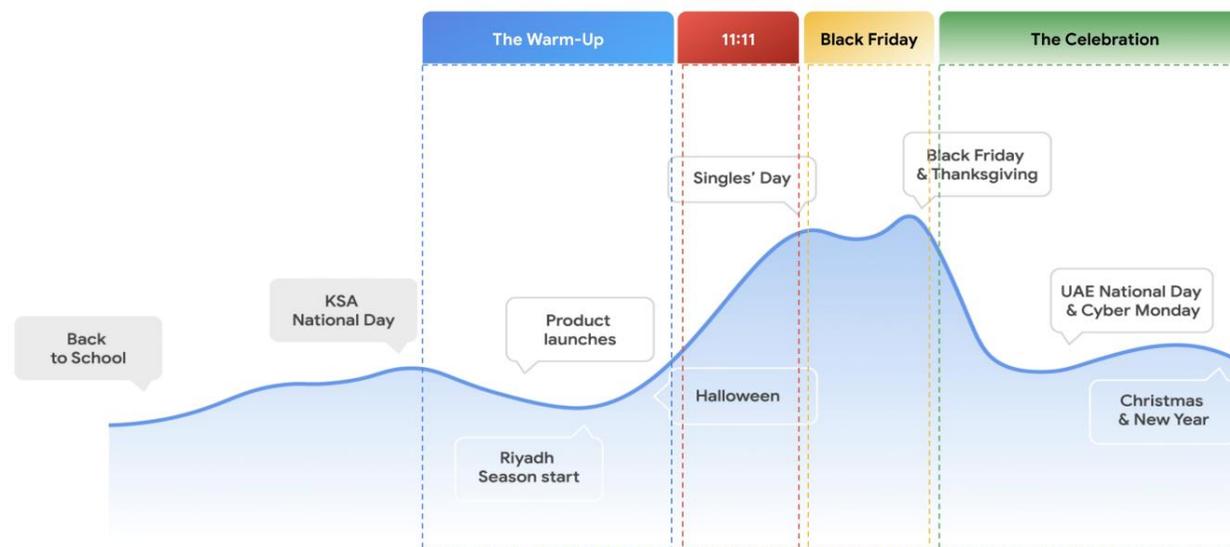Source: Google internal data (2023). *Excluded Egypt; Indexed Data

Twin Peaks in a multi-moment shopping Season

There are two peaks during the shopping season: starting with Singles Day and followed by Black Friday.

It's important to ensure your assets are uploaded to your platforms and that budgets are prioritized for the shopping season.

Note that the end of year is a separate sales occasion and requires a different strategy.

Source: Google internal data (2023). *Exduded Egypt;Indexed Data

Key Audiences for Singles' Day

Audience Analysis

$517
Billion Yearly*

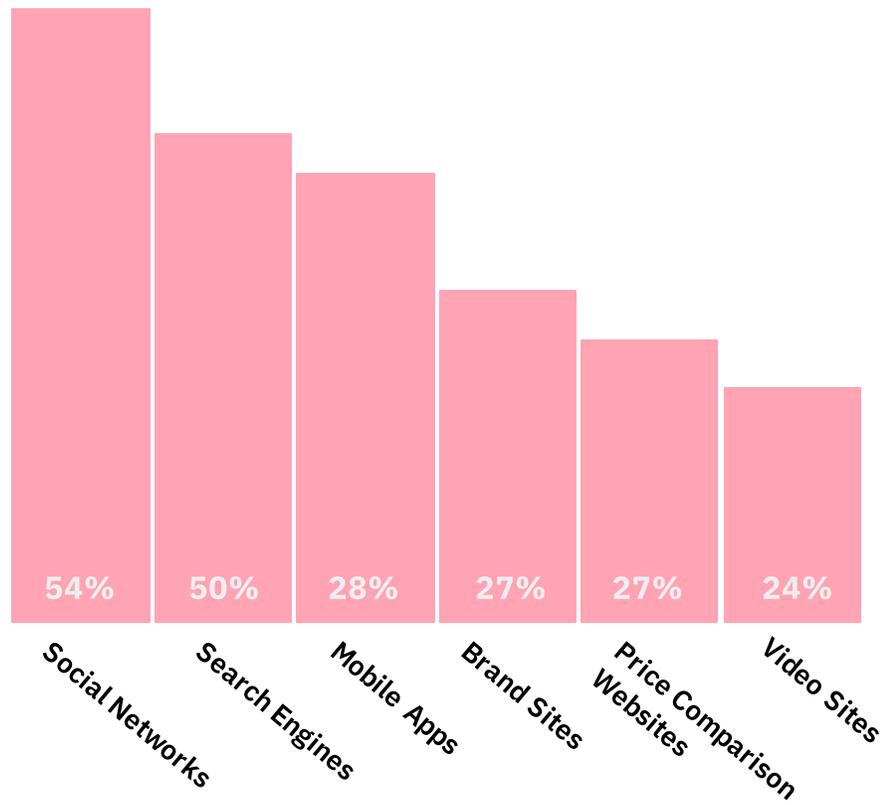# Consumers in MENA have significant purchasing power

$366B
Kingdom of Saudi Arabia

$152B
United Arab Emirates

*Yearly spending power.
Source: Snapchat 2023 Report

Product Discovery During Singles Day

54%	50%	28%	27%	27%	24%
Social Networks	Search Engines	Mobile Apps	Brand Sites	Price Comparison Websites	Video Sites

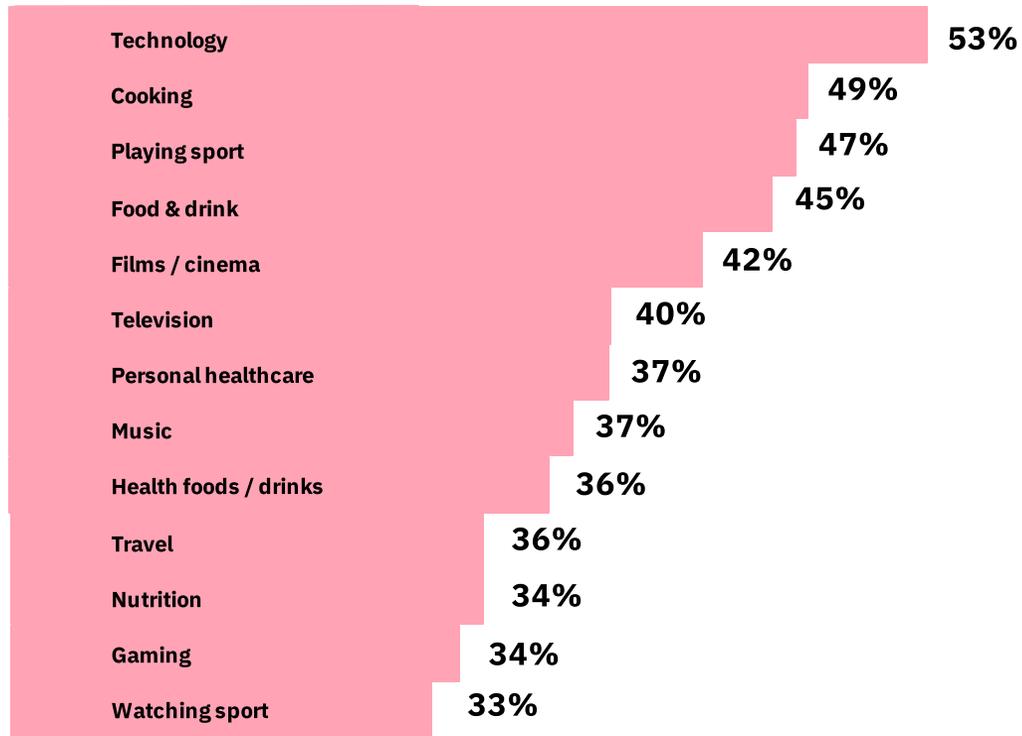Understand what people are using to search for products in MENA

Key Takeaways

54% of Singles' day audience respondents stated they are using social networks to search for a product online & **50%** are using search engines followed by Mobile apps.

Data Sources:
People who are in KSA, UAE & Egypt
Who are single, who are interested in buying clothes, food, furniture and looking for offers and best deals.
GWI | Q3&Q4 2022 & Q1&Q2 2023

Planned Purchases During Singles Day in MENA

Category	%
Technology	53%
Cooking	49%
Playing sport	47%
Food & drink	45%
Films / cinema	42%
Television	40%
Personal healthcare	37%
Music	37%
Health foods / drinks	36%
Travel	36%
Nutrition	34%
Gaming	34%
Watching sport	33%

Understand what industries are trending during singles' day to benefit from this momentum

Key Takeaways
53% of all Singles respondents stated they are interested in technology products.
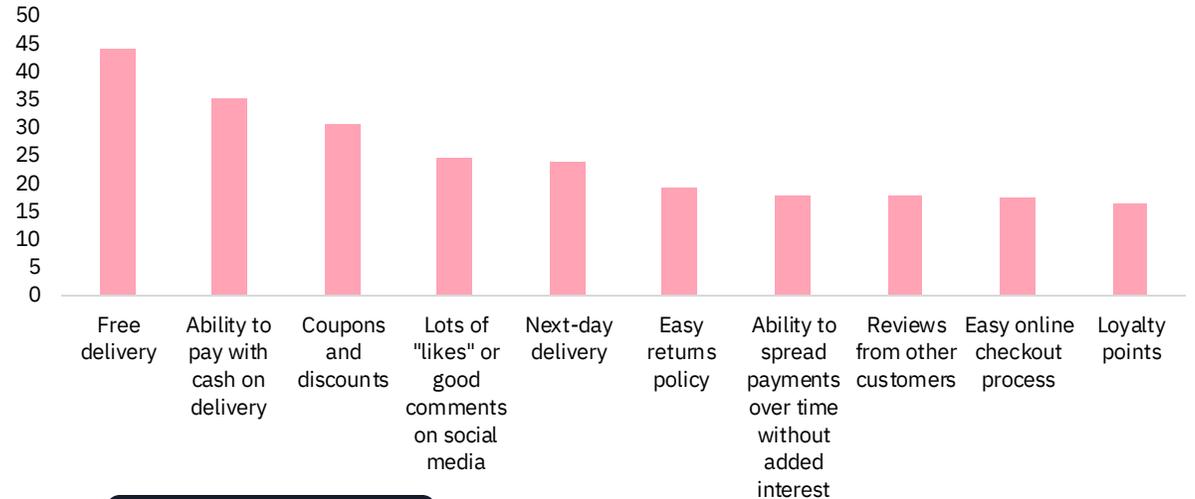
Data Sources:
People who are in KSA, UAE & Egypt Who are single, who are interested in buying clothes, food, furniture and looking for offers and best deals.
GWI | Q3&Q4 2022 & Q1&Q2 2023

How To Motivate People To Buy?

Brand Action (Reach %)

- Be eco-friendly
- Listen to customer feedback
- Make you feel valued
- Help you organize your life
- Help you improve your knowledge
- Be transparent about how they...
- Be socially responsible
- Support charities
- Offer customized products
- Help you improve your reputation
- Support local suppliers
- Run customer communities

(x-axis: 0, 10, 20, 30, 40, 50)

Purchase drivers (Reach%)

(y-axis: 0, 5, 10, 15, 20, 25, 30, 35, 40, 45, 50)

Categories: Free delivery, Ability to pay with cash on delivery, Coupons and discounts, Lots of "likes" or good comments on social media, Next-day delivery, Easy returns policy, Ability to spread payments over time without added interest, Reviews from other customers, Easy online checkout process, Loyalty points

Key Insights

Free delivery is what motivates our audience to purchase the most .

People prefer paying with cash on delivery & target products with **discounts** and **offers**

People go for brands that offer eco-friendly products, who listen to customer's feedback and make you feel valued.

Data Sources:
People who are in KSA, UAE & Egypt Who are single, who are interested in buying clothes, food, furniture and looking for offers and best deals.
GWI | Q3&Q4 2022 & Q1&Q2 2023

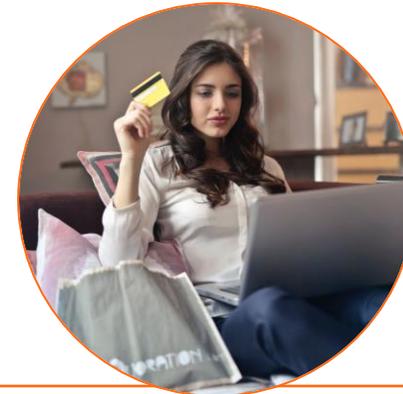# Key Audiences to Tap Into This Singles Day

Determined Shopper

Doesn't wait for Sales

40%

Don't wait for a sale if they want to buy something (unless it is expensive)

78%

Bought from another outlet if their first choice is sold out

Deal Seeker

Hungry for Discounts!

61%

Of surveyed people intend on purchasing in more than 1 sales moment in H2 2023

70%

Perceive that end of November has higher discounts

Data Sources:
Google: Think Peak 2023 Report

The Strategy

How to Win This Singles Day

Despite Spending More Online, Shoppers Are Becoming **More Price Sensitive**

4 in 5 have become more price aware since they started shopping online

81%

Are triggered by price/promotions top shop online

Activate the Right Channels and Formats to Target Primary Audiences of Deal Seekers
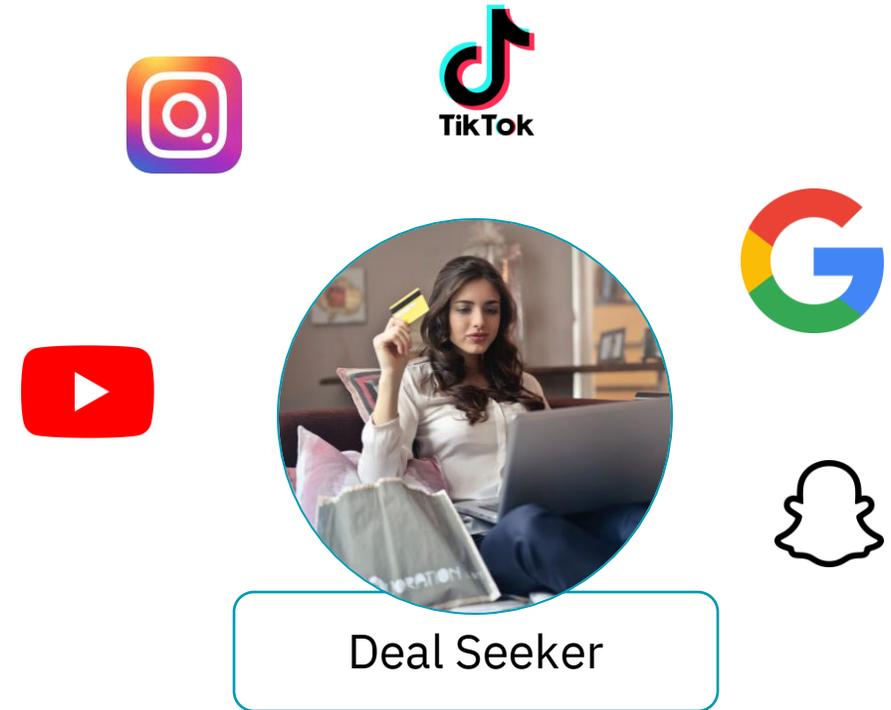
Deal Seeker

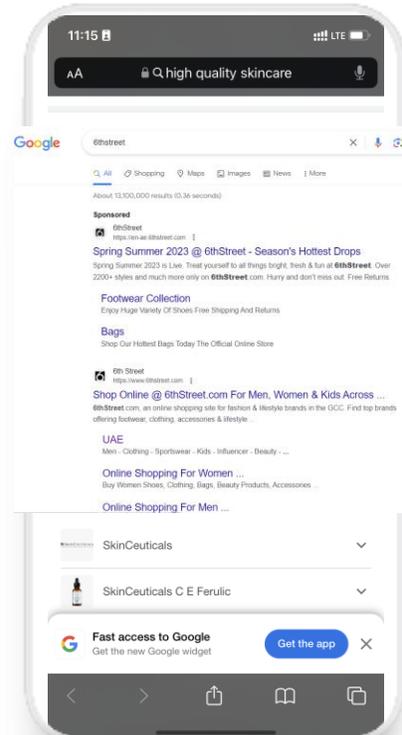# Drive Sales Through Key Performance Channels with Refined Audience Targeting

Determined Shopper

Deal Seeker

Key Paid Channels

High search impression share & dynamic ads on key performance channels to maximize sales

Generic Search Campaigns

Facebook Dynamic ad

Social Video Content
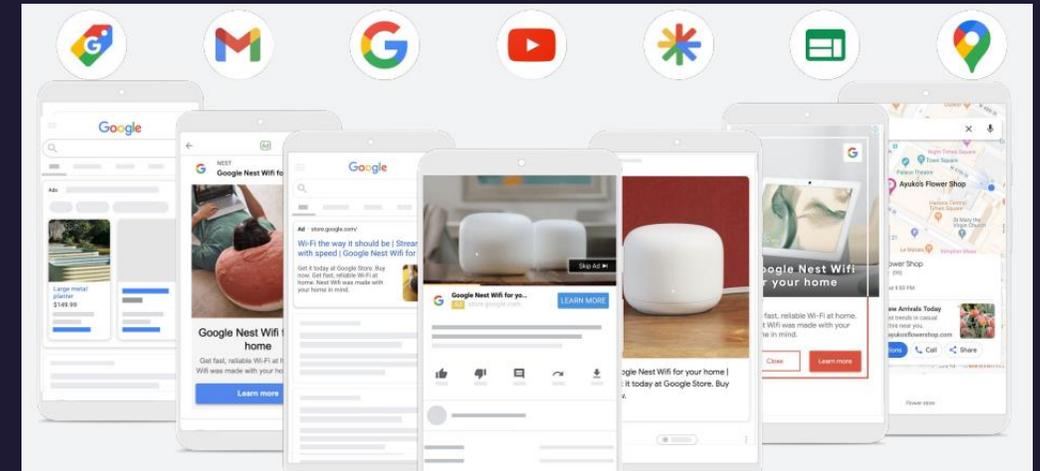
Drive Performance on Google With Discovery & PMAX Campaigns

Target The Right Users With Google Affinity, In-market & Custom Audiences

Google Discovery

Google Performance Max
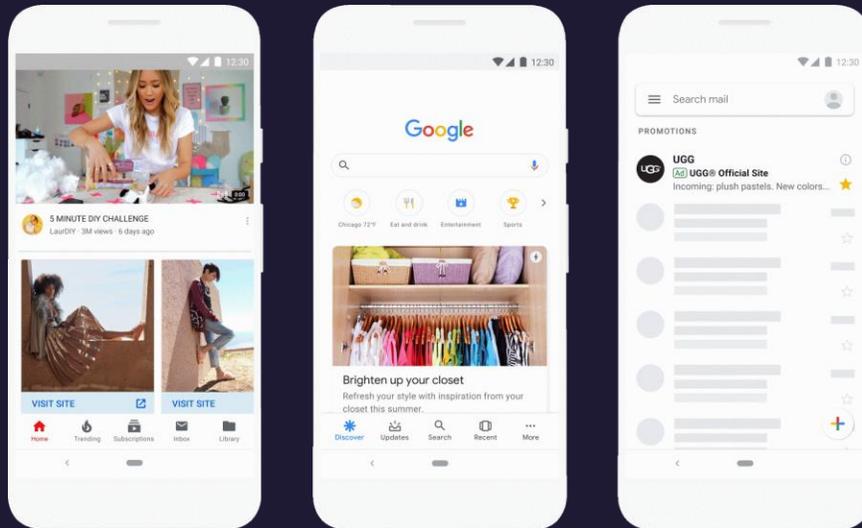
Google Discovery ads are visually engaging, personalized ads that appear in Google's feeds on the YouTube app, the Google app, and the Gmail app
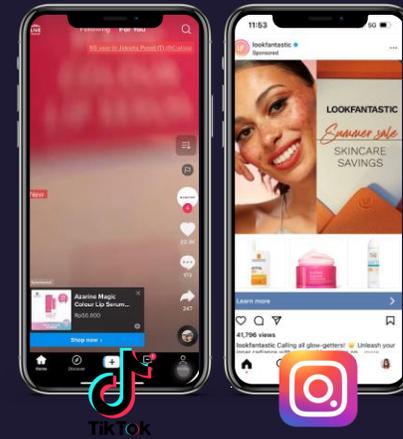
Performance Max is a new goal-based campaign type that allows performance advertisers to access all of their Google Ads inventory from a single campaign.

Encourage purchase of your brand's products through Shoppable Formats

Shoppable formats to drive action, retargeting browsing communities

Capture demand via in-market communities

TikTok

FB's ASC resulted in a 52% drop in CPA vs BAU campaigns

⚡ Streamlined **📊 Tailored** **⭐ Best practices**

Advantage+ shopping campaign ✨
Maximize performance and find new customers.
Preset settings include automatic placements, lowest cost bid strategy and more.

+ With the correct mix of ad formats, audiences, product sets and creative, it's possible to drive exceptional performance with Meta's Advantage+ Shopping campaigns.

+ ASC leverages machine learning to provide a more personalized and efficient secure shopping experience for users.
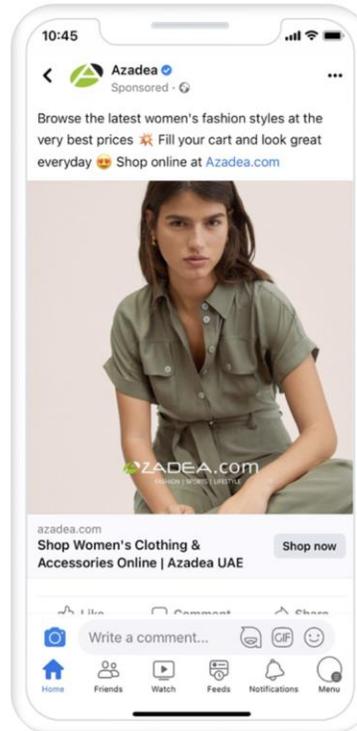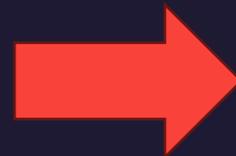

Case Study Results

+ 52% cost per conversion reduction

+ 24% lower cost per "add to cart"

+ 67% lower cost per checkout

Wisdom Of Crowds Is A Key Influencing Factor

3 in 5 are influenced by People's Reviews when making decisions *(Ipsos 2023 Shopping Redefined Report)*
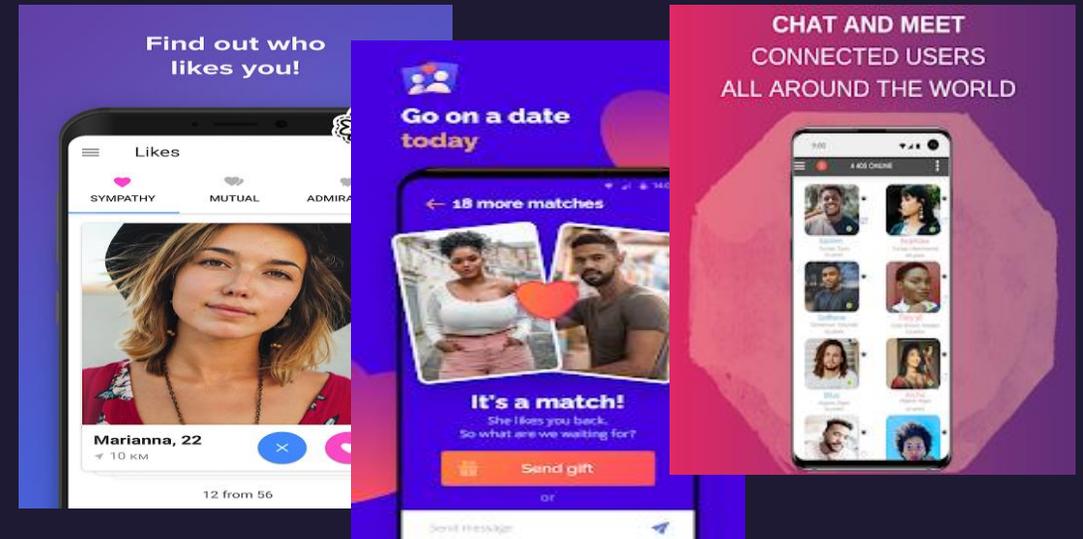
Amplify use of influencers for educational content

Reconnect with engaged communities within consistent platform ecosystems

Programmatically, Target Single Audiences through the following dating apps in MENA

Reach **3.4M** Singles across various dating apps and serve them Singles Day content

While discounts are still an important purchase decision, rising competition means brands must place greater emphasis on growing brand-owned channels and future proofing themselves for years to come
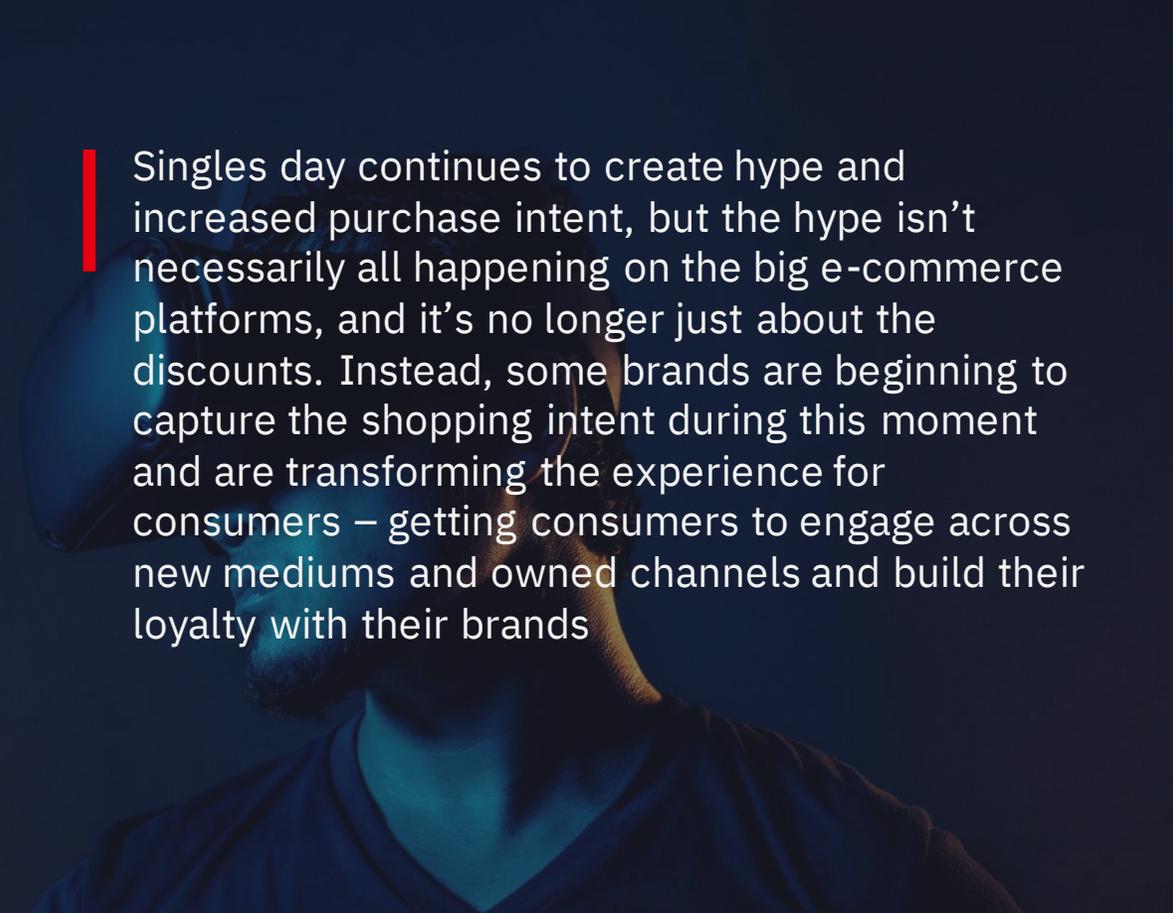
Singles day continues to create hype and increased purchase intent, but the hype isn't necessarily all happening on the big e-commerce platforms, and it's no longer just about the discounts. Instead, some brands are beginning to capture the shopping intent during this moment and are transforming the experience for consumers – getting consumers to engage across new mediums and owned channels and build their loyalty with their brands

Bold Experimentation
## such as in-person immersive experiences

Moncler identified an opportunity to leverage the expected heightened buzz around Double 11 for their own massive brand moment – shifting the attention from the e-commerce platforms to their owned channels, and thus, increasing their chances to win over customers through these innovative, immersive experiences.

Moncler Extraordinary Expedition

Focus exclusively on your
own e-commerce
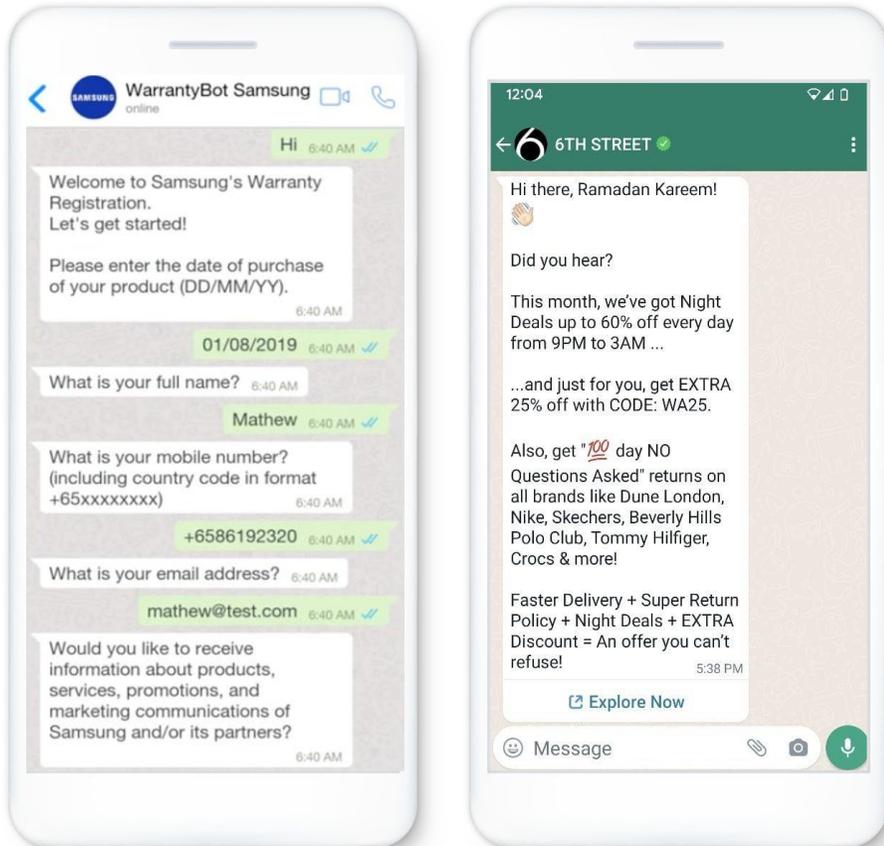
Utilize direct communications platforms such as WhatsApp for Business during 11.11 to drive traffic to your own website

Take the emphasis off third-party ecommerce players and focus exclusively on your own e-commerce.

Capture the Gamer Communities in KSA & UAE

BURBERRY

Last year, British luxury house **Burberry** dove into a different kind of experiment with a new Minecraft collaboration, geared towards reaching affluent gaming and adventure enthusiasts, as well as traditional luxury buyers who were eager for a new spin on Burberry products.

Burberry focused on their new Burberry x Minecraft collection, designed for the modern explorer, driving traffic to their own channels from Weibo and Douyin.
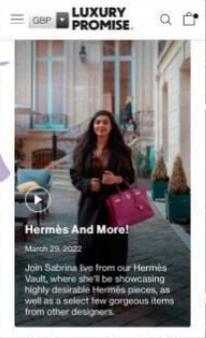
Live Shopping Strategies
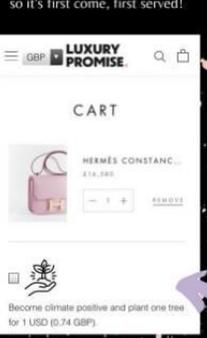
In May 2020, Louis Vuitton became the first international luxury label to host a live stream event on popular Chinese social media platform Xiaohongshu. Hosted by Chinese influencers, the live stream focused on offering styling tips for accessories and ready-to-wear pieces from the brand's Summer 2020 collection. The live stream lasted just over an hour, garnering over 15,000 live viewers, an engagement rate of 33%, and 20,000 new followers for the brand's social media account

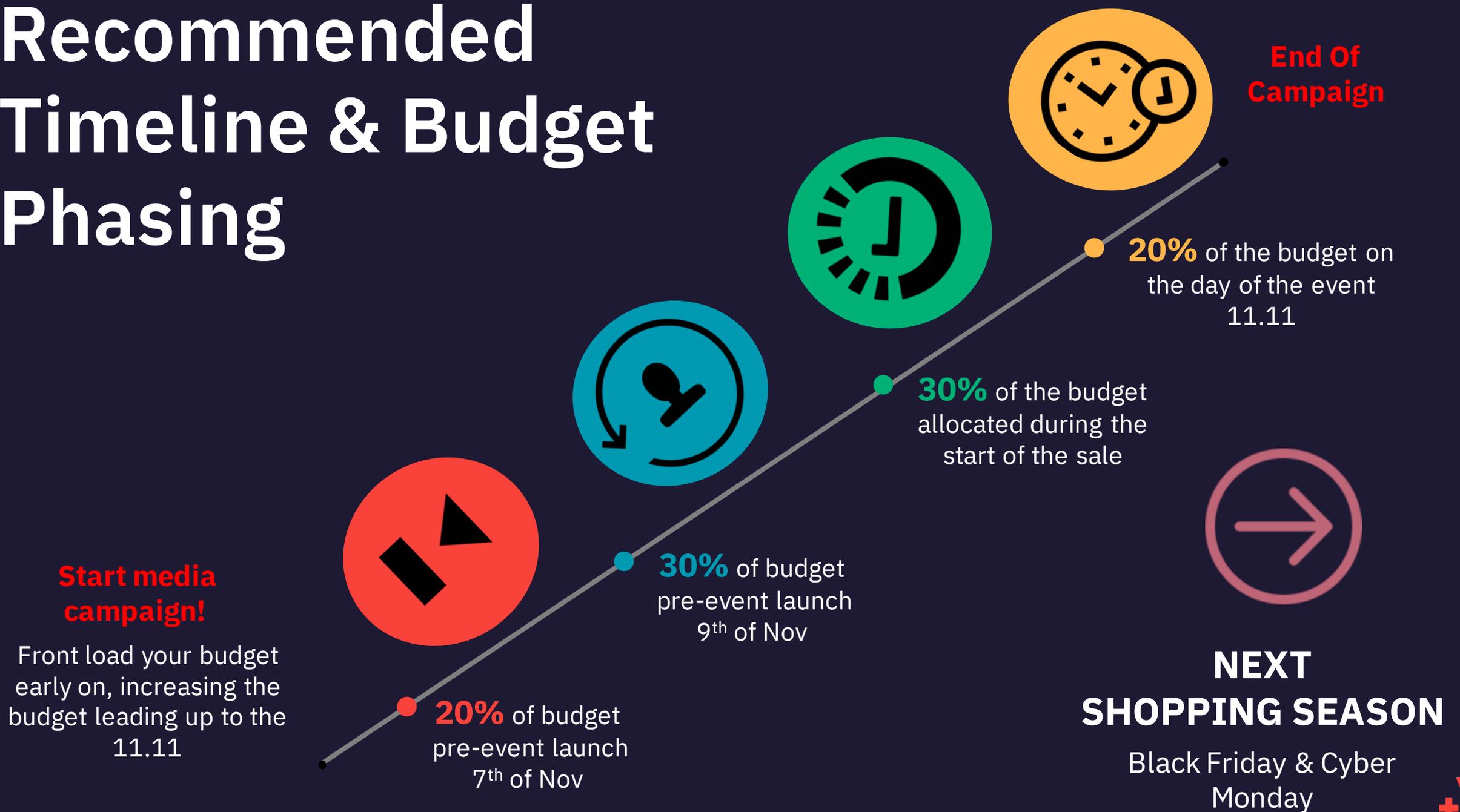# 33% of KSA audiences are excited for the use of AR during online shopping

Brands creating AR experiences in retail environments will aid the research and purchasing process in-store

33% of KSA audience were excited for the use of augmented reality (AR) or virtual reality (VR) during online shopping, 26% in UAE & 25% in Egypt

hair coloring at Amazon Salon

Ikea studio app

Walmart testing AR for inventory

Recommended Timeline & Budget Phasing

End Of Campaign

20% of the budget on the day of the event 11.11

30% of the budget allocated during the start of the sale

Start media campaign!

Front load your budget early on, increasing the budget leading up to the 11.11

30% of budget pre-event launch 9th of Nov

20% of budget pre-event launch 7th of Nov

NEXT SHOPPING SEASON

Black Friday & Cyber Monday

Closing Remarks

ONE Refine your Audiences and target deal seekers along with those that have a high propensity to convert regardless of discounts

TWO Frontload your budget, scaling the campaign in the lead up to Singles day. Prioritize performance heavy channels and formats only

THREE This year, and in the future, more experimentation and innovation is needed from Brands to wow customers

FOUR Don't forget your value proposition! Consumers continue to look for brands they can trust, authenticity of products and trendy features such as buy now pay later

Thank You