

BFCM Debrief Guide

“Practice without improvement is meaningless. After every game, I ask myself, ‘What can I do better?’ - Lionel Messi, Football (Soccer) Legend

This guide is to help your brand to perform even better your next Black Friday and Cyber Monday

Important notes

1. If you use reporting software these numbers can be easily pulled. If you don't - these metrics can be found in Business and Advertising Reports, and Brand Analytics reports
2. If you are working with an agency or a freelancer: you should have gotten quantitative part of this guide in the usual reports from your Amazon expert team. I would definitely ask their interpretation of these numbers, and also do a two side debrief of the qualitative part
3. BFCM Period here is defined as Black Friday through Cyber Monday EOD
4. If this is your first year on Amazon - you are in luck. Documenting your baseline will serve you in future
5. Some metrics, such as attribution and customer specific data are delayed by 14 and up to 30 days respectively.

Step 1 - Collect Data

1. **Sales Performance**
 - **Total Revenue:** Revenue generated during the BFCM period
 - **Units Sold:** Total number of units sold

- **Year-over-Year Growth:** % difference (+-) with the last year's BFCM performance.
- **Best-Selling ASINs:** Top 3 sellers
- 2. **Traffic and Conversion Metrics**
 - **Sessions:** Total number of visits to your product listings.
 - **Conversion Rate (CVR):** Number of orders ÷ Total Sessions.
 - **Buy Box Percentage:** Percentage of BB ownership
- 3. **Advertising Metrics**
 - **Sponsored Ad Spend:** Total cost of advertising on Amazon.
 - **Advertising Cost of Sales (ACoS):** Ad Spend ÷ Ad-attributed Revenue.
 - **Total Advertising Sales:** Revenue generated from ads.
 - **Return on Ad Spend (ROAS):** Revenue ÷ Ad Spend.
 - **Click-Through Rate (CTR):** Clicks ÷ Ad Impressions.
 - **New to Brand Sales:** for Sponsored Brands
 - **Top of Search Placement:** Percentage of ad impressions that appeared in premium placements at the top of search results
- 4. **Inventory and Operational Metrics**
 - **Fulfillment Metrics:** for FBM - orders shipped on time
 - **Out of Stocks:** Identify any products that went out of stock during the event
 - **Refund Rates:** Percentage of orders refunded - add in January because of the return window
 - **Customer Feedback:** Volume and sentiment of reviews/ratings during the period

Step 2 - Assess Marketing Effectiveness

1. **Promotional Strategies**
 - Evaluate the performance of BFCM specific Deals, coupons, discounts
 - Identify which offers drove the most sales.
2. **Ad Campaign Effectiveness**
 - Assess performance by campaign type (Sponsored Products, Sponsored Brands, Sponsored Display).
 - Identify the most effective keywords, placements, and product targets.
3. **Listing Optimization**
 - Determine if enhanced product content (A+ Content) or optimized titles, bullet points, and images impacted conversions.
 - Analyze if there were spikes in traffic from external campaigns driving to your listings and/or Storefront (e.g., Amazon Attribution data).
4. **Competitor Analysis**

- If you browsed competitors pages and your category during BFCM - write your observations. Who ran deals, any content ideas tailored to holidays? Ads? What type of promotions and how much your competition did?

Step 3: Document Challenges and Opportunities

1. Challenges

- Inventory issues or fulfillment delays?
- High ACoS or underperforming ad campaigns? Daily budget ran out?
- Negative customer feedback or ratings spikes?
- Price wars impacting profitability?
- Buy Box ownership?
- Any operational challenges, ex. Team or specific functions related?
- Which challenges could have been anticipated?

2. Opportunities

- Note unexpectedly high-performing ASINs
- New customer demographics based on shipping regions or product demand.
- Insights from trending keywords or competitor gaps

3. New launch

- If you launched a new product - what launch activities you did (Vine, advertising, cross sells, promotions, etc.)?

4. Off-Amazon traffic

- If you drove traffic from outside of Amazon (email list, social media) - what was the effectiveness of it as measured in sales attribution?

Step 4: Answer Qualitative Analysis Questions

1. Knowing what you know now, how would you have planned and executed differently?
2. What worked well, and you would double down on future events?
3. Were tools, systems, processes adequate?
4. What resources are needed for better outcomes next time?
5. If you had to pick only one thing that was the biggest contributor to performance of your BFCM, what would it be?
6. If you did no planning, investment, resources devoted to BFCM 2025, how do you estimate it would impact your business negatively, to what extent?
7. Based on the analysis, what goals would you put for Amazon BFCM 2025 in your next year projections?

Step 5: Summarize Insights to Plan Ahead

1. Insights

- Identify what worked and what didn't (e.g., specific promotions, ad strategies, or product groups) based on the data gathered above

2. Specific Adjustments for Next Year

- **Inventory Management:** Adjust stock levels based on demand patterns during BFCM
- **Advertising Strategy:** Refine keyword targeting based on performance, adjust budget allocations, and test new ad formats.
- **Pricing Strategies:** Optimize price points and evaluate profitability thresholds for discounts