MARIGOLD™

Black Friday & Cyber Monday 2024:

CONSUMER TRENDS AT A GLANCE

CONSUMER SPENDING PLANS FOR BFCM

26

of consumers **plan to spend more.**

18 - 24 (**26%**)

%

- *25 - 34* (**39%**)
- *35 - 44* (**36%**)
- *45 - 54* (**29%**)
- *55 - 64* (**20%**)
- *65 - 74* (**14%**)

35%

plan to spend about the same.

39%

plan to spend less.

THE IMPORTANCE OF EMAIL

Brands need to lock in their

email marketing strategies ahead of BFCM, with the channel being a clear leader in influencing consumer shopping.

Most important influence on BFCM shopping:

- **Email promotions (32%)**
- **Social media ads & posts (21%)**
- **Digital advertisements (17%)**
- **App notifications (12%)**
- **SMS promotions (9%)**
- **Physical newspapers (6%)**
- **Newsletters (4%)**

A LOOK AT LOYALTY

68%

of consumers
say they'll pay *more* to shop with the brands they're loyal to

64%

of consumers
find personalized offers or promotions to be an important factor in maintaining their brand loyalty

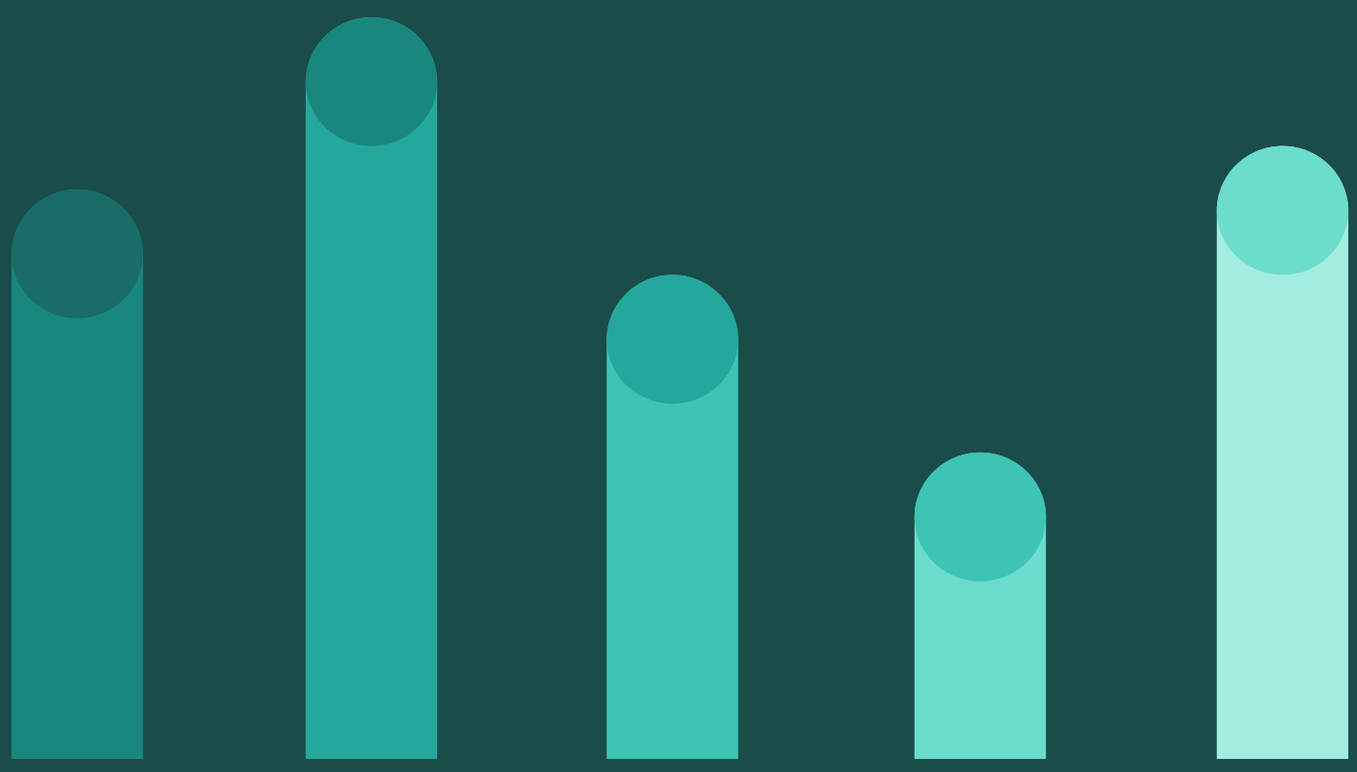
37%

of consumers
cite that they're *more* likely to participate in loyalty programs this year, compared to last

- *less likely* **(7%)**
- *no change* **(57%)**

SHOPPING PREFERENCES

Where will consumers be shopping on BFCM?



Only Online (22%)

Mostly Online (38%)

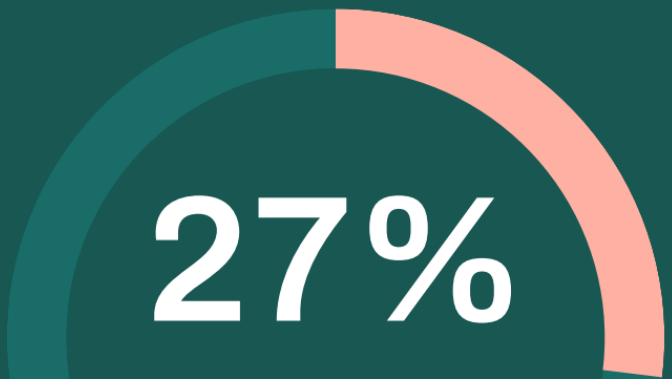
Only In-store (15%)

Mostly In-store (6%)

Equal Mix of Online & Instore (20%)

TIMING FOR BFCM SHOPPING

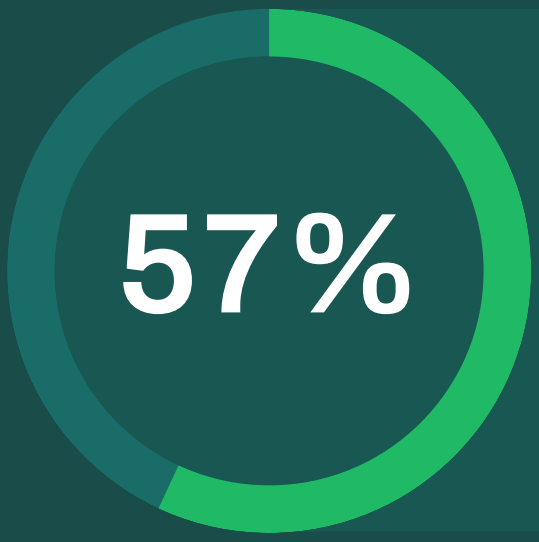
With few consumers planning ahead, brands will need to send timely, relevant messages right up until the end of BFCM.



Less than a week in advance

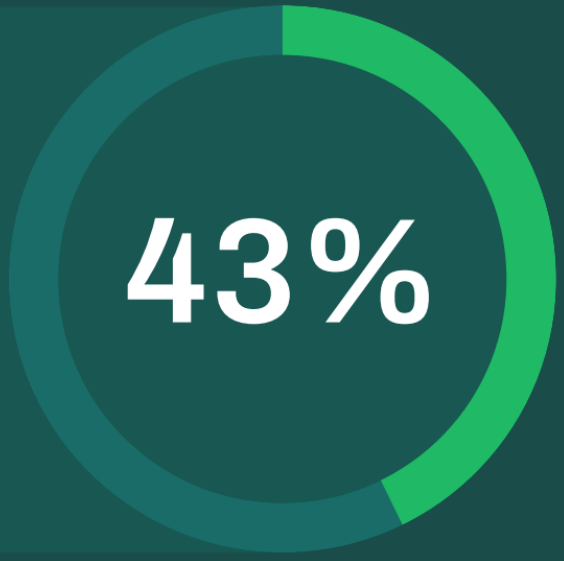
DISCOUNT TYPES: MONEY-OFF VS. PERCENTAGE-OFF

A majority of consumers prefer to know the percentage-off they’ll be receiving.

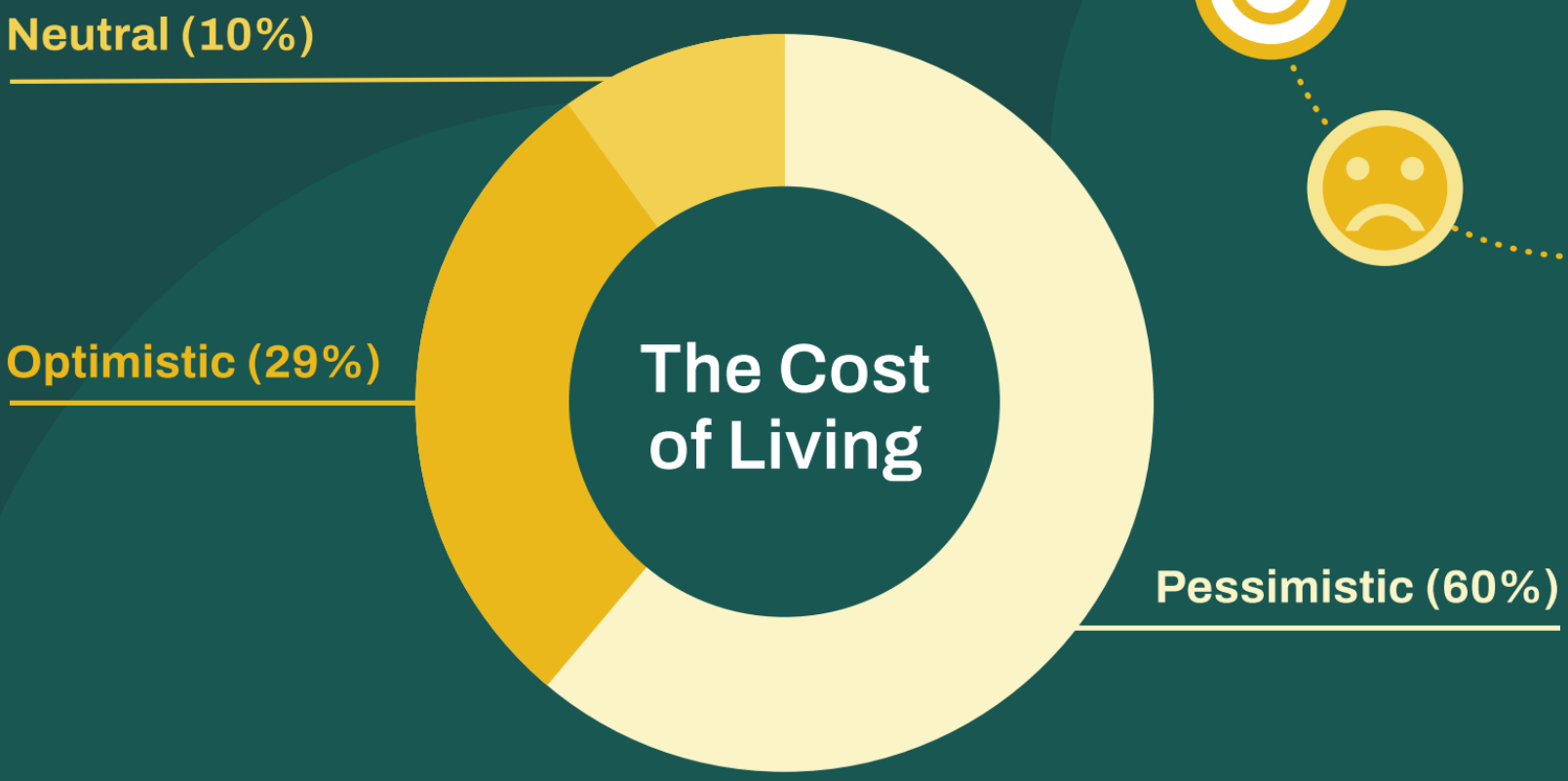


Percentage-off

Money-off



CONSUMER ECONOMIC OPTIMISM LEVELS



Neutral (15%)
Optimistic (31%)
The Economic Outlook
Pessimistic (54%)

Neutral (21%)
Optimistic (40%)
Personal Financial Situation
Pessimistic (39%)

Neutral (22%)
Pessimistic (28%)
Job Security
Optimistic (51%)

About Marigold

Marigold is the messaging and loyalty platform dedicated to helping brands find their people, really get to know them, and turn them into superfans.

From email to SMS to loyalty programs to zero-party data acquisition and beyond, Marigold offers comprehensive solutions that support the entire customer lifecycle, making it easy for brands to grow the relationships that grow their business.

Find out more at meetmarigold.com

ABOUT THE RESEARCH

Marigold, in conjunction with Econsultancy, surveyed 21,700 consumers across the US, UK, and France in July and August of 2024.

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Learn more at **meetmarigold.com**