

Old stalwarts email and TV powered many brands' Black Friday and Cyber Monday campaigns

Article

The news: With the holiday shopping season in full swing, relationship marketing provider **CM Group** and television analytics firm **iSpot** released data on how brands and retailers doubled

down on email and TV during the critical Black Friday and Cyber Monday selling period.

The power of email: CM Group's marketing technology powered more than 12 billion email sends from November 22 to November 30.

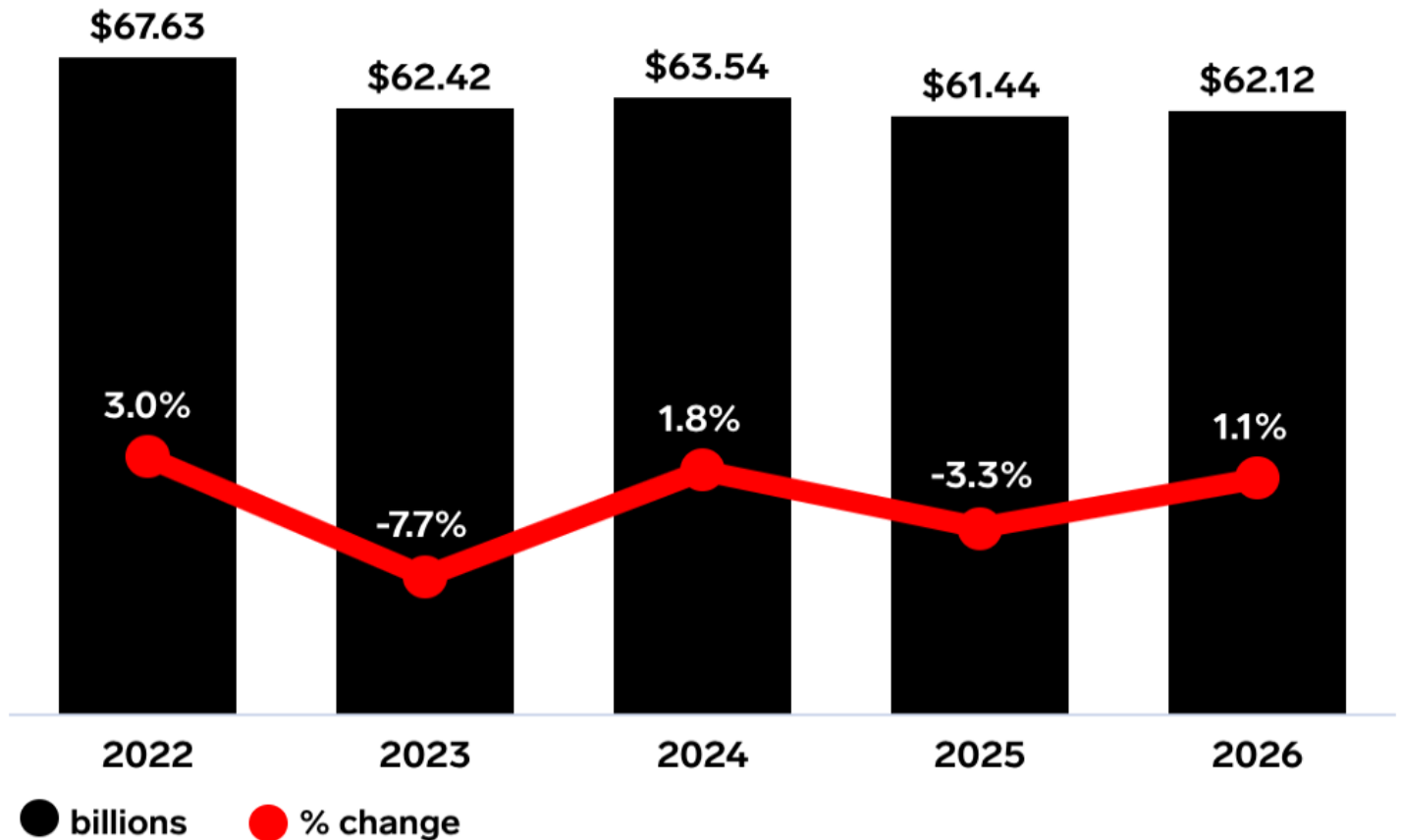
- Many brands see personalization as key to delivering strong ROI, with Liveclicker, the email platform behind personalization for **Chipotle**, **Food Network**, and **WWE**, reporting a 75% increase in emails sent this Black Friday versus 2021.
- Brands aren't just selling; they're making long-term plays. Many are leveraging experienced-focused campaigns to acquire zero-party data. CM Group's Cheetah Digital, which powers loyalty and relationship marketing for enterprise brands like **Levi's**, **Disney**, and **Meredith**, saw views on interactive experiences including questionnaires, quizzes, and polls **nearly triple** on Thanksgiving Day.

Tuning in: National TV ad spend around BF/CM was up 6.4% (\$184 million), but impressions were down 4.6% (18.49 billion), per iSpot. That's not insignificant, as it indicates that TV ad spending is getting more expensive at a time when advertisers really need to reach consumers to hit their end-of-year goals.

- **Etsy** and **Wayfair** combined for 44.19% of all impressions on D2C brands. Both jumped into the top 10 by impressions, despite marginal increases in spend.
- The NFL accounted for 30% more TV ad impressions for retail brands year-over-year.
- More impressions (28.4% of the total) shifted to the "Big 4" broadcast networks versus last year (24.0%). Undoubtedly, the World Cup and NFL played a big part in this.

TV Ad Spending

US, 2022-2026



Note: includes broadcast TV (network, syndication and spot) and cable TV; excludes digital

Source: eMarketer, October 2022

eMarketer | InsiderIntelligence.com

The big takeaway: While TikTok, augmented reality, and metaverse marketing opportunities are certainly flashier and worthy of headlines, a vast amount of time and effort goes into email marketing and TV advertising—and they're not going away anytime soon.