



BLUE WHEEL CASE STUDY

HOW BLUE WHEEL HELPED BRANDS GROW SALES *DURING CYBER WEEK*



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Contents

This case study outlines the strategic steps that **Blue Wheel** implemented before and during Cyber Week to achieve successful outcomes for clients and increase their sales.

01



02



03



04



05

Introduction

Cyber Week introduction and results.

The Planning Phase

Strategic steps during the Planning phase.

The Preparation Phase

Strategic steps during the Preparation phase.

The Implementation & Optimization Phase

Key steps for the Implementation and Optimization phase.

Our Success Stories

Our clients' Cyber Week accomplishments and results.





Introduction to Cyber Week

Cyber Week has evolved into a 5-day eCommerce event covering Thanksgiving to Cyber Monday. It marks the start of the holiday shopping season, but planning and preparations for this event begin weeks or months in advance.

According to Adobe Analytics, last Cyber Monday set a new record for online spending in the U.S., with total sales reaching \$13.3 billion, representing a 7.3% increase compared to the previous year. Throughout the broader Cyber Week, online spending reached \$41.1 billion, an 8.2% rise from the prior year.

The key factors driving this growth included strong demand for electronics and apparel, significant discounts in categories such as electronics and toys, and the growing impact of mobile shopping combined with AI-powered personalization.

Additionally, generative AI-powered chatbots are transforming the way consumers shop online, resulting in a staggering 1,950% increase in traffic to retail sites on Cyber Monday compared to the year before.





The Planning Phase

Planning is the most important phase as it lays the foundation for the Q4 holiday season. From photoshoots, creatives, campaigns, promotions, and GWPs (gift-with-purchase), to audiences, keywords, bidding strategies, emails, and SMS flows, this is where the magic happens.

Our team started planning for Cyber Week during Q3 (August/September). We began by getting it on our radar and making plans and updates about upcoming photo/video shoots. By late September, early October, the majority of the details were finalized, and we were ready for the Preparation phase.

Amazon events play an important role in the planning stage. The [Prime Big Deal Days](#) event is here to stay, so you must consider how it can affect your Cyber Week sales.

It's essential to plan out the campaigns you'll be running during that period, including keywords, bidding strategies, modifiers, creatives, and other key elements. We see that brands run different promotions during this time, so be mindful of what you need to cover for both events.



The Planning Phase

If you are a [beauty brand](#) with products sold on a DTC website, at Sephora stores, and on Amazon, you will need 3 different Cyber Week strategies. Sephora usually does its version of the Cyber event (Beauty Insider event) at the beginning of November. If you want to capitalize on a specific audience, you'll need to ensure you have the proper budgets, assets, etc.

You have to plan your [DTC strategy](#). Cyber Week is the biggest time of year for DTC, with some brands making 25-30% of their annual revenue during these five days. You need to plan your creative content, advertising channels, and strategies for email and SMS marketing. For DTC, we had Cyber Week on our bi-weekly agendas to discuss and keep track of any changes.





The Preparation Phase

Preparation is crucial for success during Cyber Week, a prime time for eCommerce. If you begin your search for new customers only during Cyber Week, you will miss the boat. Keep in mind that the customer journey is not linear, and there are numerous touchpoints leading up to conversion. All channels must collaborate effectively, particularly in Q3 and Q4.

For instance, ramping up your non-brand and prospecting outreach in September will attract potential customers, pique their interest in your products, and prepare them to make purchases during the Cyber Week event.

During the preparation phase, ensure that:

- All assets are ready
- Campaigns are fully built and quality-assured
- Ads are scheduled
- Emails are prepped for sending

Be aware that platforms tend to experience heightened activity during these days, which can lead to longer review times for campaigns or ads. Avoid getting trapped in the review stage during the year's busiest shopping days.

One of the most critical parts of preparation is quality assurance, so double-check everything. We accomplish this by creating checklists, having team members review each item, and conducting thorough quality assurance to ensure accuracy.



The last phase is implementation and optimization, and it happens during the Cyber Week event. But hitting "start," "activate," or "enable" is only the beginning of it.

There needs to be a balance between making too many and not enough changes. You don't want to put your campaigns into the learning phase over and over. During this stage, we made optimizations to ensure our clients' success during the 5-day online shopping event.

Our checklist included the following:

- 01 Can we put more of the overall budget toward the channel or campaign?
- 02 Are there underperforming ads or audiences? Give them 24-48 hours, and then make the decision.
- 03 Do we need to add another email/SMS to our plan to get revenue going?
- 04 Where is our frequency at? Is it too high or too low?



The Implementation & Optimization Phase



The Implementation & Optimization Phase

Throughout Cyber Week, we focused on monitoring topline sales, which is our most crucial metric. Additionally, we assessed ROAS, MER, ACoS, and TACoS during the Implementation phase to maintain a close watch on profitability.

For platforms like [Amazon](#), [Google](#), and [Bing](#), we monitored branded searches to ensure competitors weren't ranking above our clients, as well as to identify any new competitors entering the market. This proactive approach allowed us to adjust our bids and budgets as necessary.

Each Cyber Week teaches us valuable lessons that we carry into the next year. For instance, we recognize the importance of maintaining frequent meetings with clients, refining our internal QA processes, and adopting the most effective creative practices.





Our Success Stories

Sol de Janeiro

A cruelty-free skincare brand

Having the most wished-for beauty product, Sol de Janeiro was the clear winner in the beauty category throughout Cyber Week and saw incredible growth.

Our client has put a lot of work into increasing its brand awareness through press and brand ambassadors. They've also invested in their budget significantly, which has helped lead to their success.

+228%

Year-Over-Year Increase
during Cyber Week

+487%

Year-Over-Year Increase
on Cyber Monday

We carefully planned, prepped, implemented, and optimized. During the process, we checked if we had coverage on our ASINs and if we were showing up in the top spots for the brand. One thing to note is that we also ran Amazon DSP consistently throughout the year and during Cyber Week, which helped our client stay top of mind.

Sol de Janeiro was able to take advantage of the flywheel halo effect of increased traffic and conversions during Cyber Week and turn that into organic growth following the tentpole event, seeing their daily run rate of revenue increase 126% post-Cyber.



NuFACE

The industry leader in at-home beauty devices

NuFACE prioritized acquiring new customers all year round. Approximately 70% of the budget was allocated to prospecting, with the remaining 30% dedicated to retargeting.

+50%

Year-Over-Year DTC growth
during Cyber Week

From early October onward, our focus was on prospecting to introduce the brand to potential customers. This strategy extended through Cyber Week, with the brand's ongoing presence on Google.

Our investments were directed towards performance max and non-brand campaigns to target individuals actively seeking facial toning tools or sharing characteristics with NuFace's previous buyers.

A renowned insulated food & beverage containers manufacturer

The client is a well-established brand known for its insulated beverage containers. We had to carefully plan the annual advertising budget to secure adequate funds for Cyber Week. One of the key challenges faced was promoting the brand's iconic product on the company's DTC website, especially since it is widely available at various retailers.

+52%

Year-Over-Year DTC growth
during Cyber Week

To address this challenge, we strategically allocated their ad budget across non-brand, performance max, prospecting, and retargeting efforts. Emphasizing hero products, we aimed to avoid spending against their extensive product catalog.

Our strategy included prospecting to engage new customers, while also utilizing retargeting and brand campaigns to leverage the client's strong brand presence.





About Us

Blue Wheel

We're a new breed of eCommerce agency, supporting brands through marketplace management and performance advertising. With over \$2B in revenue managed for our clients, we'll help your brand from click to ship, scaling your brand's sales across DTC, Amazon, Walmart, eBay, and retail.

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