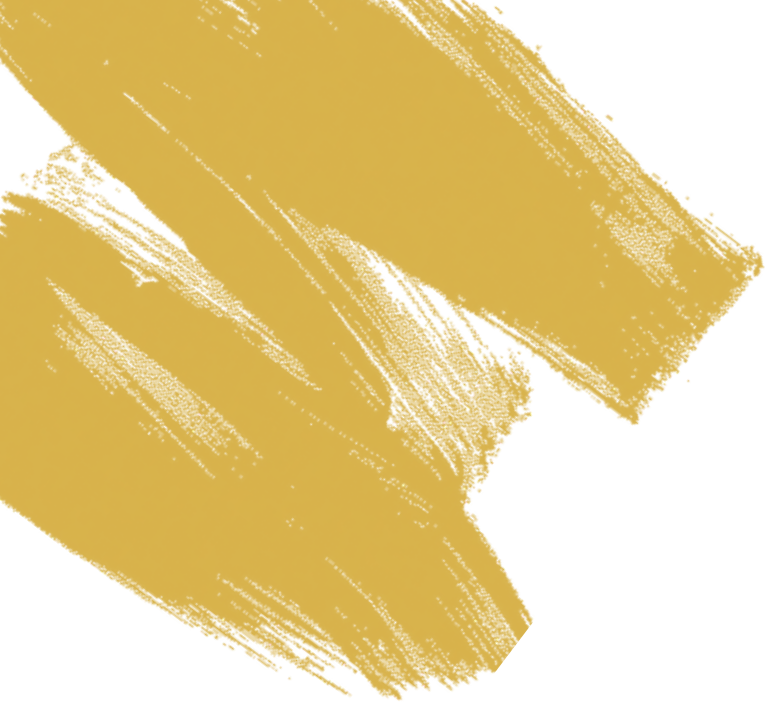




BLUE WHEEL CASE STUDY

**HOW BLUE WHEEL  
HELPED BRANDS  
GROW SALES BY 16%  
*DURING CYBER WEEK  
2023***





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This case study covers the strategic steps Blue Wheel took before and during Cyber Week 2023 to achieve successful results for the clients and grow their sales.

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Cyber Week 2023 introduction and results.

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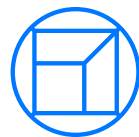
Strategic steps during the Implementation & Optimization phase.

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## [Success Stories](#)

Our clients' Cyber Week 2023 results.





# Introduction: Cyber Week 2023

Cyber Week 2023 will go down in the books.

According to [Adobe Analytics data](#), 2023 holiday spending hit a record high, reporting \$38 billion across Cyber Week 2023 – the five days from Thanksgiving to Cyber Monday – with \$12.4 billion spent on Cyber Monday alone.

If those numbers weren't impressive enough, Blue Wheel clients saw, on average, 16% growth year-over-year during Cyber Week 2023, doubling industry reports by performing 100% better during this period comparatively.

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*“When we look at total eCommerce sales for the past few years, the industry has certainly experienced a slow-down in 2023; with growth settling in at about 7-8% over 2022. So, looking at 2023 and considering inflation, the industry growth rate doesn't necessarily mean brands feel the impact of the growth on their bottom line. That said, we're proud of the fact that we doubled the industry growth rate for our clients at Blue Wheel, which to us, validates the work we do in real dollars and cents terms.”*

Eitan Reshef, Blue Wheel CEO





# Planning Phase

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.

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 2023 during Q3 (August/September). We began by getting it on our radar and making plans and updates about upcoming photo/video shoots. The end of September and the beginning of October is when the majority of the details were finalized, and we were ready for the Preparation phase.

Amazon events present an important aspect of the planning stage. The fall edition of Amazon Prime Day is likely here to stay, so you have to consider how it can affect your Cyber Week sales. It's important to plan out campaigns you'll be running during that period, as well as keywords, bidding strategies, modifiers, creatives, etc. But you're not just planning for Amazon Prime Day, you're also planning for Cyber Week. We see that brands run different promotions during this time, so be mindful of what you need to cover both events.



# 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. So if you want to capitalize on a specific audience, you'll need to ensure you have the proper budgets, assets, etc.

Lastly, you have to plan your DTC (direct-to-consumer) 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 have to think about your creatives, advertising channels, and email and SMS strategies.

For DTC, we kept Cyber Week on our bi-weekly agendas to discuss and keep track of any changes.





# Preparation Phase

Preparation is the key to success during Cyber Week, a golden period for eCommerce. If you wait until Cyber Week to start finding new customers, you're too late. Remember the customer buying journey isn't linear and there are many touchpoints before they convert. Each of the channels needs to work in tandem, especially during Q3 and Q4.

For example, starting to increase your non-brand/prospecting coverage in September will attract customers, get them interested in your products, and make them ready to purchase during the Cyber Week event.

In the preparation phase, you need to ensure you have all of the assets you need, your campaigns built out and quality assured, your ads scheduled, and emails ready to be sent. The sooner you can get these prepared, the better you will perform.

The platforms experience extra usage during these days, so it can take a long time for campaigns or ads to be reviewed. Don't get stuck in review during the year's biggest shopping days!


One of the most important parts of the preparation stage is quality assurance (QA). Get an extra set, or two, of eyes to make sure everything is like it should be. The way we handle this is by making checklists and having people go through and perform QA 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?



# Implementation & Optimization Phase

# Implementation & Optimization Phase

During Cyber Week 2023, we tracked topline sales—the most important metric. We also tracked ROAS, MER, ACoS, and TACoS during the Implementation stage to keep an eye on profitability.

For Amazon and Google/Bing, we paid attention to our branded searches to ensure the competitors weren't showing up above us and to check if new competitors were showing up. That way, we could increase our bids/budgets as needed.

We learn something new with each Cyber Week that we bring into the following year. For example, needing more touch bases with a client, the best internal QA process, the best creative practices, etc.







# Success Stories

## Sol de Janeiro

### A cruelty-free skincare brand

Blue Wheel has been in partnership with Sol de Janeiro for over two years. Having the most wished-for beauty product, Sol de Janeiro was the clear winner in the beauty category throughout Cyber Week 2023 and saw incredible growth.

Sol de Janeiro 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.

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 2023 and turn that into organic growth following the tentpole event, seeing their daily run rate of revenue increase 126% post-Cyber.

**+228%**

Year-Over-Year Increase  
during Cyber Week 2023

**+487%**

Year-Over-Year Increase  
on Cyber Monday



# 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.

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.

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**+50%**

Year-Over-Year DTC growth  
during Cyber Week

# A renowned insulated food & beverage containers manufacturer

The client is a well-established brand known for its globally recognized 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.

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.

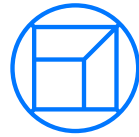
Our strategy included prospecting to engage new customers, while also utilizing retargeting and brand campaigns to leverage the client's strong brand presence.

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**+52%**

Year-Over-Year DTC growth  
during Cyber Week





# About Us

[Blue Wheel](#)

We're a new breed of omni-channel agency, supporting brands through marketplace management and performance advertising. With over \$1B 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.



[Blue Wheel](#)



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