

Get the Most out of Your  
**BLACK FRIDAY**  
Native Ad Campaigns



Black  
Friday



# Table of Content

1. Black Friday estimated spent performance in 2020.....	3
2. General recommendations for Black Friday deals.....	3
3. Top spending verticals for Black Friday & Cyber Monday with MGID...	4
3.1 Healthy Living.....	5
3.2 Business and finance.....	6
3.3 Electronics and consumer goods.....	7
4. Case studies.....	8
4.1 Watches and Jewelry vertical.....	8
4.2 E-commerce vertical.....	9
5. Campaign Optimization & Management Insights.....	10
6. Black Friday offers from MGID partners.....	11
7. Bonus from MGID.....	17

## 1. Black Friday. Estimated spent performance in 2020

It is estimated that Americans plan to spend \$148.5 billion on Black Friday and Cyber Monday in 2020. More than 20% of respondents claim to have a higher shopping budget than the previous year; also, due to the quarantine situation, customers won't face shops full of mile-length lines, so customers will take advantage of online shopping. Therefore, online shopping will definitely make a scoop on this year's Black Friday deals.

## 2. General Recommendations for Black Friday

Although Black Friday is famous worldwide, many affiliates underestimate their opportunities during this period, while few eagerly prepare for it's high profit. No matter what side you're on, below are some simple rules that can help you achieve better results:

### Pre-Black Friday Checklist:

- Select the offers you are planning to promote for Black Friday. In addition, you'll find offers from our partners with special bonuses; these offers are pre-approved by MGID's moderation.
- Find out the traffic volumes and prices for the geo you plan to work with by category to ensure that you have an adequate amount.
- Prepare landing pages with a special offer. These are the ones that will show the best performance during Black Friday.
- You can collect potential leads in advance. For example, drive traffic to the offer's landing page, which promised that people will be contacted as soon as the offer goes live.

## Black Friday is on:

Collect everything you've prepared for Black Friday and get started! One day sales and hot deals are exactly what will help you to get an excellent result. Run campaigns dynamically, and do not forget about pre-collected leads. With them, you will notice a significant rise in your performance.

### 3. Top spending verticals for Black Friday & Cyber Monday with MGID

#### HEALTHY LIVING

CTR

0.15-0.25%

CPC mobile

\$0.30

CPC desktop

\$0.45

#### BUSINESS AND FINANCE

CTR

0.06-0.1%

CPC mobile

\$0.45

CPC desktop

\$0.8-1

#### ELECTRONICS AND CONSUMER GOODS

CTR

0.09-0.12%

CPC mobile

\$0.35

CPC desktop

\$0.60

## 3.1 Healthy Living

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**Geo:** United States, Indonesia, Mexico, Brazil, Italy, CIS, Germany

### Insights:

- Shoppers improve their label-reading skills and switch to healthier ingredients.
- 74% of Americans try to limit sugar intake in 2020.
- 23% of consumers admit they have stockpiled more vitamins & supplements recently.
- Immunity-strengthening foods, brain foods, plant-based products, and Vitamin D (10K+ searches) are on the rise.
- Fitness goes digital. With gyms being closed, consumers search for alternatives like Zoom workout classes. Germany has shown a 200% growth in searches for 'weight bars.'

### Creatives examples



Guilt-Free Sugar-Free Swiss Bonbons To Celebrate The End Of A Day

[MORE](#)



Plant-Based Products with no GMOs, Soy, Or Gluten

[MORE](#)



Awesome Exercises That Can Be Done With A Weighted Bar At Home

[MORE](#)



Plant-Based Products with no GMOs, Soy, Or Gluten

[MORE](#)

## 3.2 Business and Finance

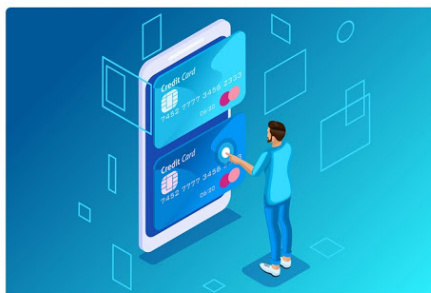
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**Geo:** South Africa, United States, Mexico, Italy, Indonesia, Germany

### Insights:

- Buy now, pay later services: Klarna, Afterpay, Affirm & Openpay.
- Mobile commerce and mobile apps grow even stronger.
- The shift towards innovations (QR codes, VR/AR in retail).
- Fintech apps are in high demand while cash, ATMs, and branches usage dropped by 60%.

### Creatives examples



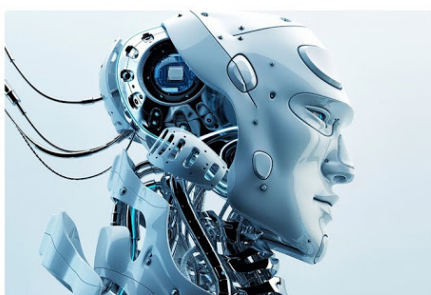
A Bank In Your Pocket: No Queues, No Hidden Fees

[MORE](#)



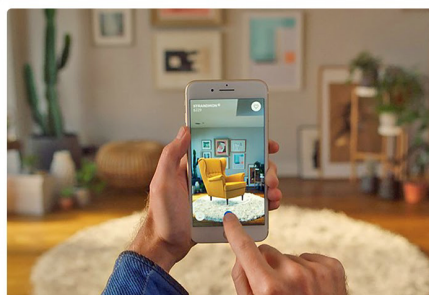
How To Get A Financial Advisor If You're Not Rich

[MORE](#)



Want To Start Investing But Don't Know Where To Start?  
Use A Robo Advisor

[MORE](#)



See How A New Item Will Look In Your Space With 1 App

[MORE](#)

### 3.3 Electronics and consumer goods


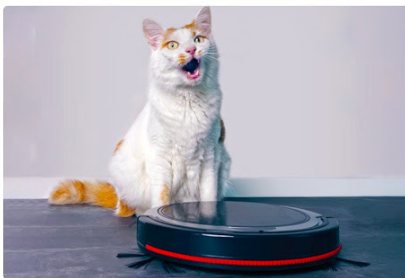


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**Geo:** United States, Italy, Poland, Viet Nam, Germany, Indonesia, Czech Republic

**Insights:**

- Samsung M51 is a point of interest in Vietnam right now.
- Consumers are also curious about a new Raspberry Pi 400. There have been more than 10K searches in Germany and 1K searches in the Czech Republic.
- Italians have been searching for robotic vacuum cleaners lately.
- The Polish people have googled 'pulse oximeters' for over 200K times.
- People need to set up a WFH office and find a solution for poor connection. That is why there has been a 'mesh WiFi' 200% search increase.

**Creatives examples**

 <p>Signs of Good Health (Even If It Doesn't Feel Like It)</p> <p><a href="#">MORE</a></p>	 <p>Top Robot Vacuum Cleaners For Every Home And Budget</p> <p><a href="#">MORE</a></p>
 <p>Samsung Galaxy M51 With The Meanest Processor Ever</p> <p><a href="#">MORE</a></p>	 <p>Get Raspberry Pi 400 Now: A Computer In A Keyboard</p> <p><a href="#">MORE</a></p>



## 4. Case studies

### 4.1 Watches and Jewelry vertical

**Business model:** A local brand of high-quality replica men's watches.

**Challenge:** To reach an audience of men who like brand watches but for an affordable price.

**Target audience:** 30+ men

**Geo:** Vietnam

**Campaign strategy:** When preparing creatives for this client, we used a direct response marketing approach by mentioning a specific discount percentage in the title and including a countdown clock on the landing page. To catch user attention, we used close-up images of watches.

**Creatives:**



Đừng bỏ qua đồng hồ hàng hiệu khi nó giảm đến 90% chỉ 1 ngày!

[MORE](#)

mgid.com



Giảm 90% chỉ trong 1 ngày cho chiếc đồng hồ gây sốt nhất năm 2019

[MORE](#)

mgid.com



Sở hữu ngay chiếc đồng hồ làm mưa gió nhất 2019 nay giảm đến 90%

[MORE](#)

mgid.com

#### Results:

Clicks

131 710

Conversion

3 046

dCPA

\$5

eCPA

\$2.67

Av. CPC

\$0.06



## 4.2 E-commerce vertical

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### Challenge:

To reach an audience of females who don't mind trying new tools to keep the household clean.

### Funnel:

Creative - Pre-landing page - Landing page

### Target audience:

25+ women

### Geo:

Russian Federation

### Campaign strategy:

When preparing creatives for this client, we used an unusual appearance of the product on close-up images. One more thing to catch user attention, we used images where the girl performs the purpose of the device - washing windows

### Creatives:



Затеяли генеральную уборку,  
а окна не можете вымыть?



Эта вещь для мытья окон заменяет  
2 тряпки и экономит 3 часа



Щетка, которая делает всю  
грязную работу за вас



Этой штукой вымыла окна за 15  
минут, а у меня их 7

### Results:

Budget

\$450

CR

56%


CPC

\$0.032

ROI

114%

## 5. Campaign Optimization & Management Insights

- Refresh your content once every 3-4 days at least, depending on the scale.
- Keep a close eye on individual placement performance and make sure to utilize MGID's selective bidding to adjust prices per placement based on eCPA.
- Use MGID's redesigned price recommendation algorithm, which will suggest pricing based on the level of coverage/volume of traffic you are looking to achieve.
- Don't forget to set up your tracking and analytics with your free [trackwill](#) account.
- Start campaign optimization by adjusting the placement bids based on your landing page CTR and then move on with eCPI/eCPA optimization after at least 2-3 days.
- It's highly recommended to pause any underperforming content (ads) only after at least 5-7 days of serving.
- Use your free  **SpyOver** account to check the best funnels and approaches of your competitor for this period.
- Use MGID's Traffic Insights tool to access GEO/device breakdowns that are Hot/Best Performing/ with low competition and accessed via dashboard link - <https://dashboard.mgid.com/advertisers/traffic-insights>.
- Make sure to create individual campaigns for each device, e.g., running a desktop/mobile/tablet separately.

## 6. Black Friday offers from MGID partners

### The unbelievable combo of SpyOver and Trackwill free accounts for a one month period

WITH  
**trackwill**  
YOU CAN:

- Find new trendy products and bundles
- Analyze the activity of your niche competitors
- Track the trends of impressions for selected period, geos and devices
- Launch effective campaigns or improve the existing ones based on collected data
- Download landing pages and ads in one click.
- Reduce ad costs and maximize revenue
- Scale your affiliate business
- Increase the conversion rates of your ad campaigns
- Manage all your campaigns from one place
- Get 24/7 support from a highly skilled team.

\*To get this heartbreaking offer, you need to deposit your MGID account with \$500 and higher, ask your manager for promo codes for these services and share them with SpyOver's and Trackwill's support managers.

WITH  
**SpyOver**  
YOU CAN:

**M4TRIX** | NETWORK  
ELITE E-COMMERCE & NUTRA

FOR ALL MGID'S CLIENTS, M4TRIX IS GIVING A LIFE LASTING  
+5% BONUS FOR EARNING WITH M4TRIX!

WW	WIFI UltraBoost	<a href="#">Choose offer</a>
WW	DroneX Pro	<a href="#">Choose offer</a>
WW	XWatch	<a href="#">Choose offer</a>
WW	SilentSnore	<a href="#">Choose offer</a>
WW	GX SmartWatch	<a href="#">Choose offer</a>



FOR ALL MGID'S CLIENTS, MAXWEB IS GIVING A FREE SIGN UP ON MAXWEB WITHOUT A FORMAL INTERVIEW, VERIFICATION, AND REFERENCE POINTS.

CA	PentagonFit	<a href="#">Choose offer</a>
WW	Leaky Gut Revive	<a href="#">Choose offer</a>
US	Steel Bite Pro	<a href="#">Choose offer</a>
US	Nerve Control 911	<a href="#">Choose offer</a>
UK	Truth about Fungus	<a href="#">Choose offer</a>
US	South Beach Skin Lab	<a href="#">Choose offer</a>



CL	Linio	<a href="#">Choose offer</a>
CO	Huawei	<a href="#">Choose offer</a>
MX	Netshoes	<a href="#">Choose offer</a>
CO	Facol	<a href="#">Choose offer</a>
PE	Linio	<a href="#">Choose offer</a>
MX	CV Directo	<a href="#">Choose offer</a>



WW	War Thunder	<a href="#">Choose offer</a>
WW	CrossOut	<a href="#">Choose offer</a>
US	Free Score 360 - Social	<a href="#">Choose offer</a>
US	Rent to Own	<a href="#">Choose offer</a>
CA	Mr. Bet Casino	<a href="#">Choose offer</a>
CA	Vital Alpha Testo ME	<a href="#">Choose offer</a>
US	Credit Essentials	<a href="#">Choose offer</a>



IT	Matcha Slim	<a href="#">Choose offer</a>
ES	Flekosteel	<a href="#">Choose offer</a>
ID	Cardiovax	<a href="#">Choose offer</a>
HR	HeartTonus	<a href="#">Choose offer</a>
CO	Black Latte	<a href="#">Choose offer</a>



**AFFILIATI NETWORK HAS PREPARED THESE HIGHER-RATED  
OFFERS FOR YOU!**

US	Free LightSaver Flashlight	<a href="#">Choose offer</a>
US	Real Fashion Purses	<a href="#">Choose offer</a>
US	PowerPlus Energy Saver Free+Ship	<a href="#">Choose offer</a>
US	BlackOps TacWatch Trial	<a href="#">Choose offer</a>
US	LV Watch Co. Trial	<a href="#">Choose offer</a>
US	Designer Purse Trial	<a href="#">Choose offer</a>
WW	CarProtect Dash Cam	<a href="#">Choose offer</a>
US	PowerVolt Energy Saver	<a href="#">Choose offer</a>
US	RealFashion Lux Jewelry Trial	<a href="#">Choose offer</a>
US	Honey Online Savings	<a href="#">Choose offer</a>
US	Sterilizer Wand	<a href="#">Choose offer</a>
US	AirPro 3 TWS Headphones	<a href="#">Choose offer</a>
US	Java Mini Ear Airpods	<a href="#">Choose offer</a>
CA	StopSnore Anti-Snoring Device	<a href="#">Choose offer</a>



**MYLEAD IS GIVING +10% TO PAYOUTS FOR ALL ENGAGED LEADS  
WITHIN 48 HOURS (WITH PROMO CODE MGID).**

ES	GrowUltra	<a href="#">Choose offer</a>
IT	Keto Guru	<a href="#">Choose offer</a>
ES	Deeper Gel	<a href="#">Choose offer</a>



**HYPEOFFERS HAS ALREADY ADDED AN IMPRESSIVE  
BUMP FOR THESE OFFERS!**

CZ   SK	Fungonis Gel	<a href="#">Choose offer</a>
CZ   SK	Move&Flex	<a href="#">Choose offer</a>
CZ   SK	Variconis	<a href="#">Choose offer</a>
CZ   SK	Papillor	<a href="#">Choose offer</a>
CZ   SK	Psorilin	<a href="#">Choose offer</a>

**LEADROCK**

**LEADROCK HAS ALREADY ADDED A NOTABLE BUMP  
TO THESE OFFERS!**

IT	Revitaprost Up Booster	<a href="#">Choose offer</a>
ES	Pearl Cream	<a href="#">Choose offer</a>
IT	Pearl Cream	<a href="#">Choose offer</a>



**GET A +10% BONUS ON THE FIRST PAYOUT  
WITH THE PROMO CODE BF10!**

ID	Lazada Indonesia	<a href="#">Choose offer</a>
VN	Lazada Vietnam	<a href="#">Choose offer</a>
ID	Blibli.com	<a href="#">Choose offer</a>
VN	Shopee	<a href="#">Choose offer</a>
MY	Shopee	<a href="#">Choose offer</a>
APAC	Nike	<a href="#">Choose offer</a>
ID	Adidas	<a href="#">Choose offer</a>



VN	Slady - Viên uống sinh lý nữ	<a href="#">Choose offer</a>
VN	Mabio - Viên uống lợi sữa	<a href="#">Choose offer</a>
VN	Định tâm an giấc	<a href="#">Choose offer</a>
VN	Giảm cân Cleanser Wonder	<a href="#">Choose offer</a>
VN	CumarGold Fast	<a href="#">Choose offer</a>
VN	Giảm cân Bột Cần Tây Sitokata	<a href="#">Choose offer</a>
VN	Tiền Đình Khang	<a href="#">Choose offer</a>
VN	Cốc nguyệt san Ovacup	<a href="#">Choose offer</a>
VN	Sinh lý zawa	<a href="#">Choose offer</a>
VN	Giảm cân Keto Slim	<a href="#">Choose offer</a>
VN	Tăng chiều cao Nubesttall	<a href="#">Choose offer</a>

VN	Uniloan	<a href="#">Choose offer</a>
VN	Moneyveo	<a href="#">Choose offer</a>
VN	ATM Online	<a href="#">Choose offer</a>
VN	One click money	<a href="#">Choose offer</a>
VN	MB Bank	<a href="#">Choose offer</a>

## 7. Bonus from MGID

We hope you have found some useful information for your Black Friday preparations to reach the best results.

Last but not least, MGID is giving



**a 25% welcome bonus**

for all new clients on the first deposit **from \$1000 and up to \$5000** to help you start your native journey easily.

**Set up your first campaign**

\*The offer is valid until the end of 2020

Stay tuned!