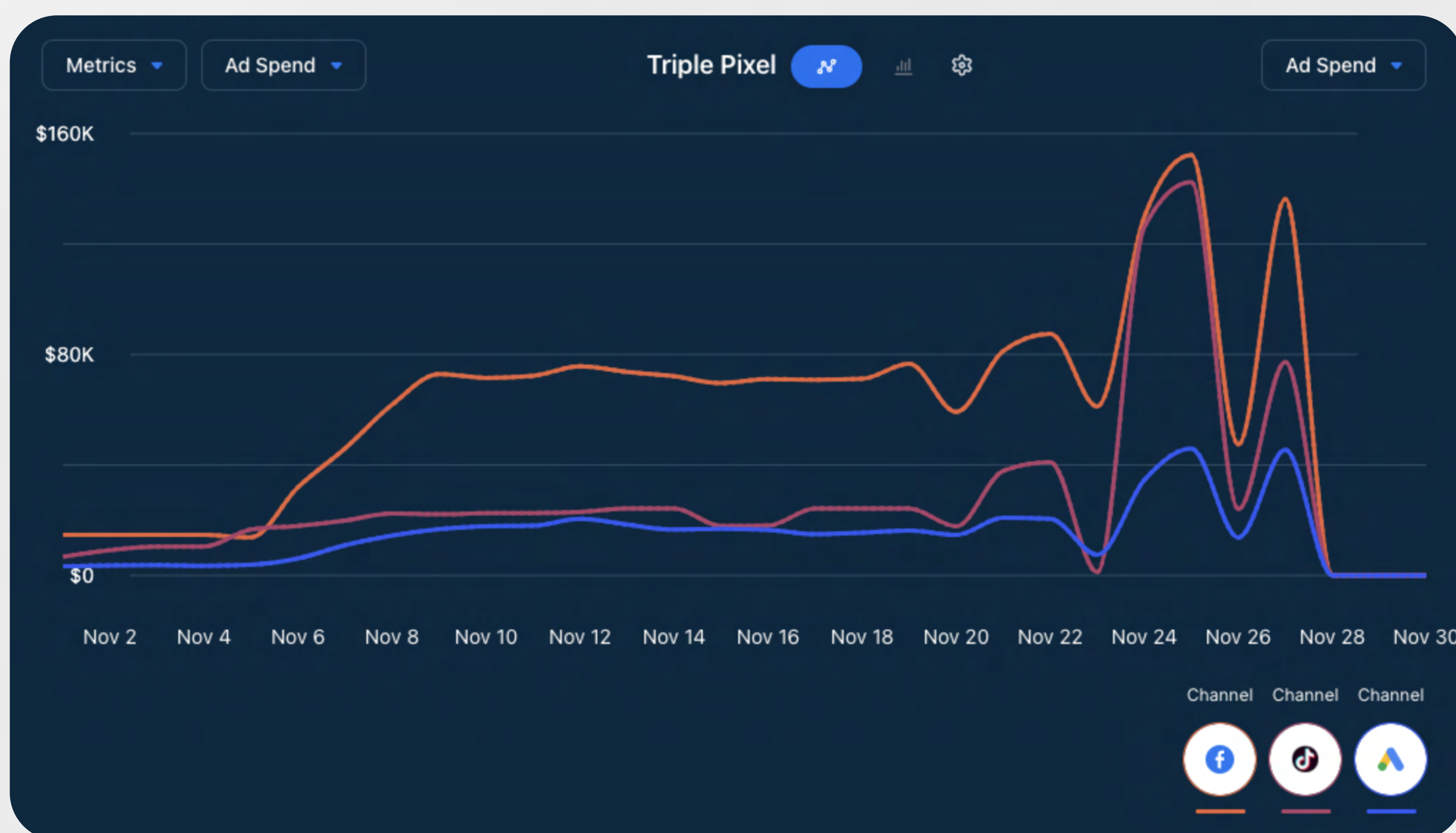


Triple Whale BFCM Retrospective 2023

We analyzed \$1B+ in BFCM sales data from 11K+ shops. How do you stack up?





Whale Watch: Ecommerce Trends and Benchmarks Report (BFCM 2023)

Black Friday Cyber Monday (BFCM) stands as *the* pivotal event on the ecommerce calendar. For many brands, it can make or break annual performance. We would know.

Shopify merchants made over \$9.3B this BFCM.

Triple Whale saw more than 10% of it 🎉.

11K+
shops

\$1B+
in revenue

10.8M+
orders

This comprehensive analysis of BFCM 2022 and 2023 offers invaluable insights for ecommerce brands aiming to contextualize recent performance and harness these peak shopping days for substantial growth in 2024. This report delves into the nuanced behaviors of consumers and market trends, providing a detailed breakdown of strategies that triumphed and those that faltered.

Whether you're a burgeoning startup or an established player, understanding these dynamics is key to refining your approach and staying ahead in a competitive market. We've distilled complex data into actionable insights, focusing on ad spend efficiency, platform-specific strategies, and the ever-important role of email marketing.

Our goals?

To help you benchmark your performance against that of the broader Shopify ecosystem.

To share invaluable revenue-cohorted actionable insights based on data from more than 11,000 stores.

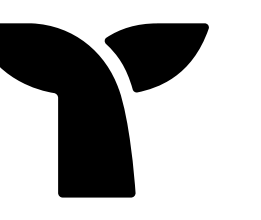
To equip you with the knowledge to meet and exceed your targets next BFCM.

Dive into this report for a clearer path to maximizing your BFCM potential and charting a course for sustained ecommerce success.



 Triple Whale
All Shops

[Book a Demo](#)



All Shops

Intro

For BFCM 2023, we analyzed data from over 11,000 shops.

The parallels between total revenue and order growth are reflected in average order value (AOV), which remains virtually unchanged between 2022 and 2023. This alignment indicates that ecommerce brands across revenue tiers, from under \$1M to over \$50M in annual revenue, **experienced sustained growth during Black Friday and Cyber Monday.**

It's also clear that some channels have become more expensive. **Google has become notably less cost-efficient**, with both cost per thousand ad impressions (CPM) and cost per acquisition (CPA) increasing year-over-year (21.3% and 31.01%, respectively). Combined with the 12.7% drop in ad spend for this channel, it's clear that **brands have recognized the challenge of maximizing marketing efficiency with Google.**

Across all cohorts, brands have shifted more of their ad budgets toward proven channels like Meta, which resulted in a slight year-over-year (YoY) boost to ROAS (6.4%) for this channel. But **emerging channels like TikTok were even more rewarding**: a 17.25% increase in ad spend was followed by 58% YoY growth in ROAS and 89.66% more conversion value.

Key Takeaways

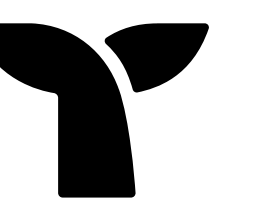
- Meta and Google continue to dominate advertising budgets with a combined 94.98% of total ad spend in 2023.
- Brands have recognized TikTok's growing importance in ecommerce, as reflected in the significant increase in ad spend and conversion value.
- Ad investments into Snapchat have not yet yielded proportional returns, suggesting a cautious approach to this channel.
- We recommend brands explore affiliate and referral programs in 2024, based on the growing trend in customer referrals during BFCM.

Overview

The year-over-year data reveals a shift in consumer behavior.

New customers are increasingly waiting for Black Friday and Cyber Monday to make their initial purchases with well-known brands. This suggests that leading up to BFCM sales, brands should focus on promoting core products that customers likely already recognize.

This shift underscores the importance of brand awareness campaigns in the months leading up to November. During BFCM sales, brands should **leverage retargeting**



strategies as well as channels like **email and SMS** to capture this growing segment of new customers.

Brands should **maintain steady budgets on legacy platforms like Meta and Google** while finding additional resources to test TikTok's burgeoning potential. TikTok's significant growth in ad spend and purchases highlights its rising importance in ecommerce strategies. Its share of ad budgets increased by 15.8% YoY, while its share of conversion value skyrocketed by 127% YoY.

This growth suggests that **TikTok is rapidly optimizing its ad engine**, making it a crucial platform for ecommerce businesses. While CPAs might look extremely enticing, keeping an eye on AOVs (-14% YoY) and LTV from the platform will be pivotal to scaling the platform. Conversely, **Snapchat's investment in its advertising platform hasn't yet yielded proportional returns**, suggesting a cautious approach to spending on this channel.

Email marketing remains a vital component of a successful sales strategy. Building an audience and nurturing relationships through email campaigns can **significantly enhance brand equity and sales efficiency**.

Post-Purchase survey data also indicates a growing trend in customer referrals, suggesting that **affiliate programs could be a key focus in 2024**.

Larger brands seem to rely less on new customer acquisition during BFCM sales, instead **leveraging their existing customer databases for sales**.

Methodology

Across Shopify for the weekend of Black Friday through Cyber Monday (11/24 through 11/27), we tracked performance for over 11,000 shops, which generated over 1 billion USD in total revenue across over 10.8 million orders.

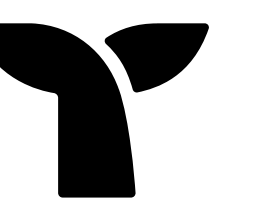
Shops were segmented by trailing 365 day annual revenue (GMV) and only included if the following were true:

- Valid Currency Conversion to USD
- Average Order Value (AOV) less than \$1,000 and greater than \$1

Ad Channels were only included if the following were true:

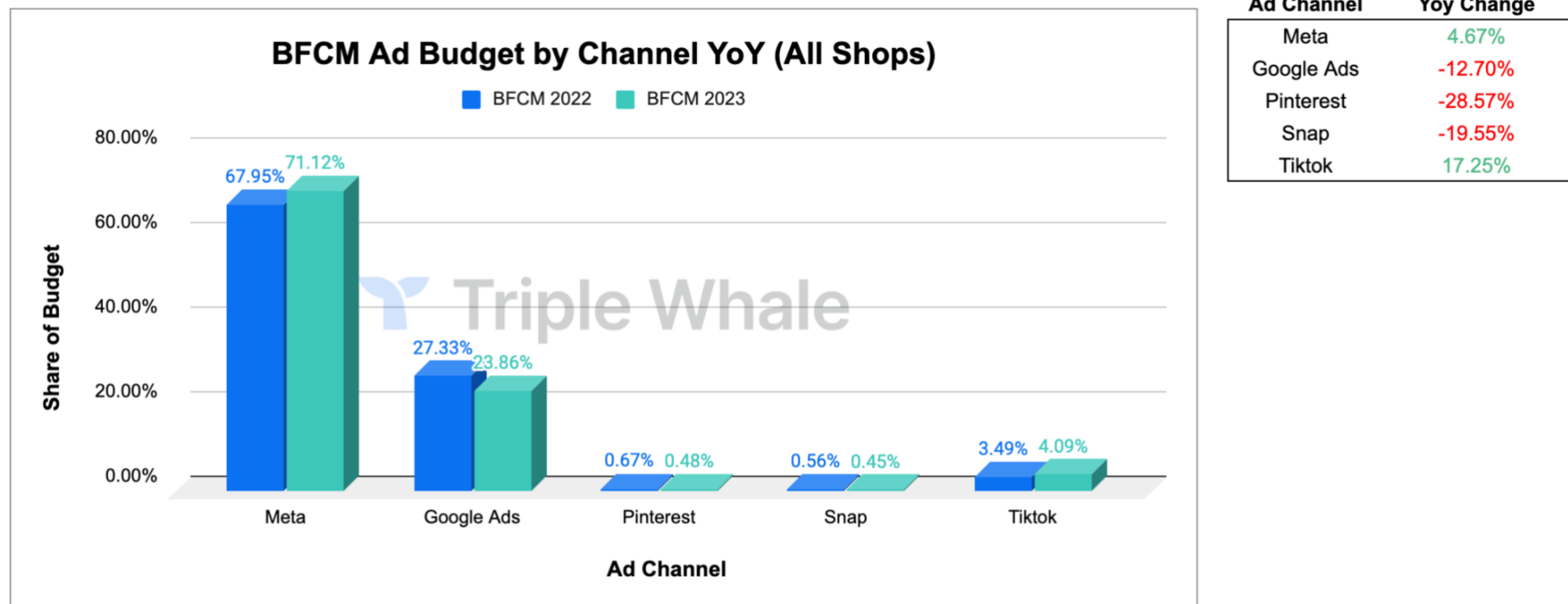
- Valid Currency Conversion to USD
- More than \$100 in daily ad spend
- ROAS less than 50

Using the raw data from shops that passed the criteria outlined above, we calculate cohort wide values metrics using the following method: **Sum(X) / Sum(Y) = Metric**



Data

Ad Spend



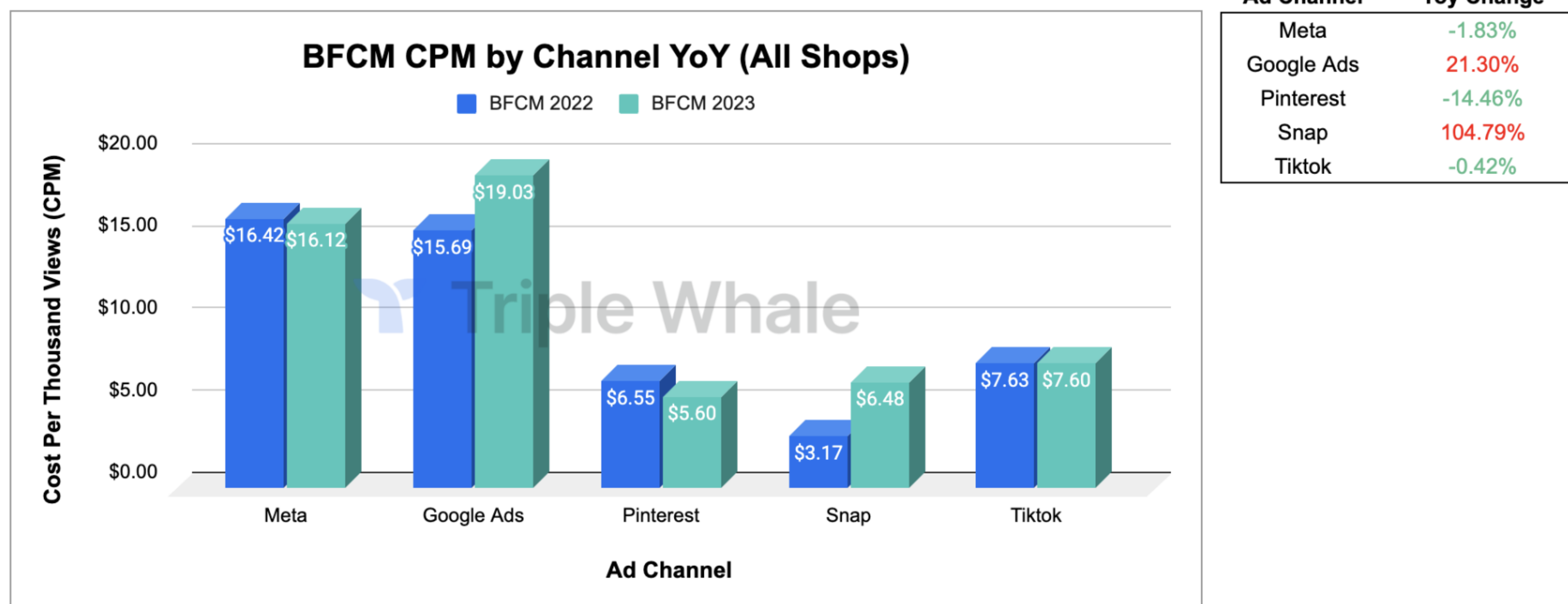
The majority of ad spend remains concentrated between Meta and Google Ads, with significant shifts occurring in the higher revenue tiers.

Brands with over \$10M in revenue are increasingly allocating a larger portion of their budget towards TikTok, indicating a strategic pivot towards this rapidly growing platform. What was initially viewed as a top-of-funnel platform seems to be shifting capability to drive purchases and larger-budget companies are carving out a larger portion of the budget to better leverage this.

Platform	2022	2023	% Change
Meta	67.95%	71.12%	+4.67%
Google Ads	27.33%	23.86%	-12.70%
Pinterest	0.67%	0.48%	-28.57%
Snap	0.56%	0.45%	-19.55%
Tiktok	3.49%	4.09%	+17.25%



Cost Per Thousand Impressions (CPM)

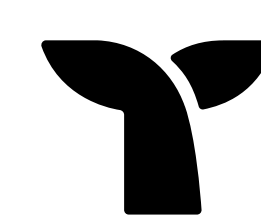


The cost of acquiring eyeballs is on the rise, with TikTok emerging as the most cost-effective platform for reaching audiences at scale.

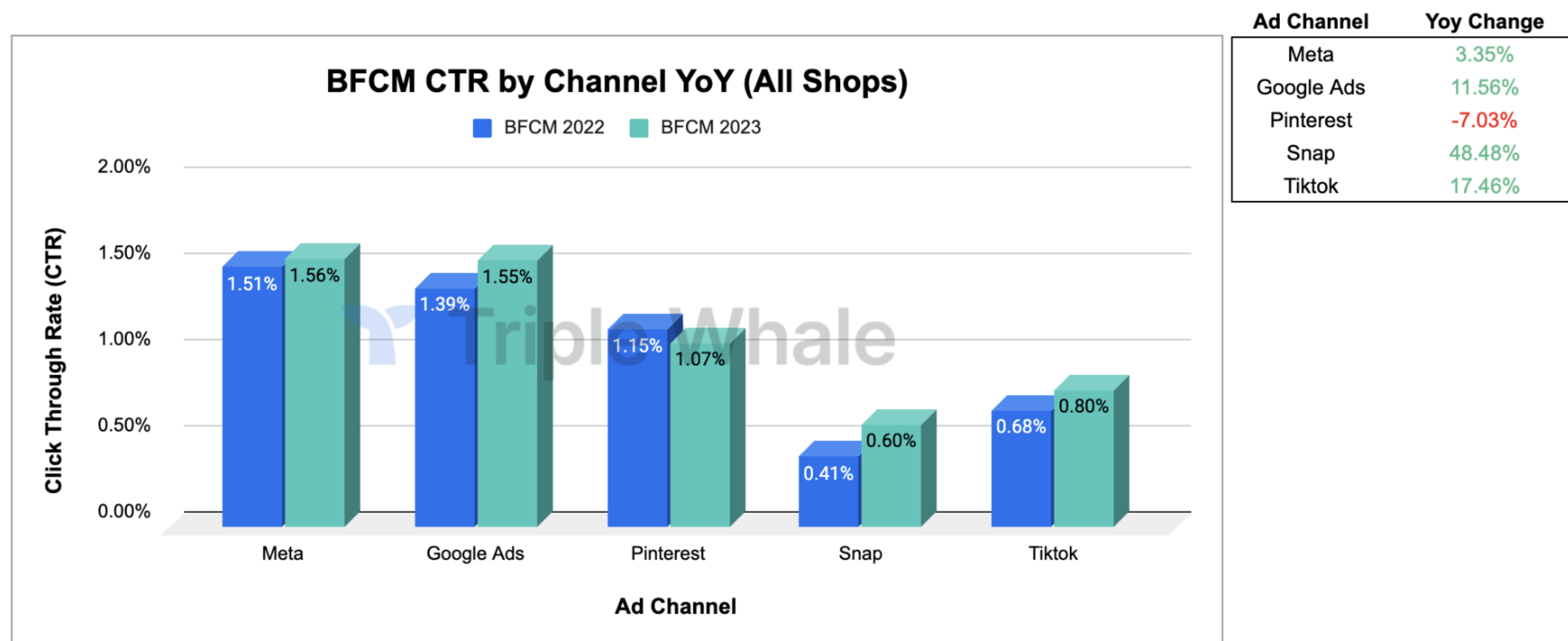
Snapchat's CPMs have seen a YoY increase that aligns with other non-Meta and Google platforms, indicating a shift in the cost dynamics of these platforms.

Growth in Google CPMs likely due to adoption of the Pmax campaigns increasing both costs and competition across ecommerce businesses and the trickle-down effect of increased costs can be seen in the similar increase in CPA on the platform.

Platform	2022	2023	% Change
Meta	\$16.42	\$16.12	-1.83%
Google Ads	\$15.69	\$19.03	+21.30%
Pinterest	\$6.55	\$5.60	-14.46%
Snap	\$3.17	\$6.48	+104.79%
Tiktok	\$7.63	\$7.60	-0.42%



Click-Through Rate (CTR)

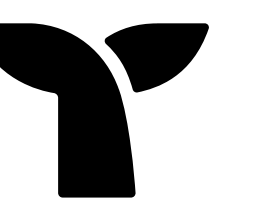


There was an increase in ad engagement in 2023, with blended CTR rising to 1.12% from 1.03% in 2022. This could be attributed to more compelling deals and/or improved ad creative.

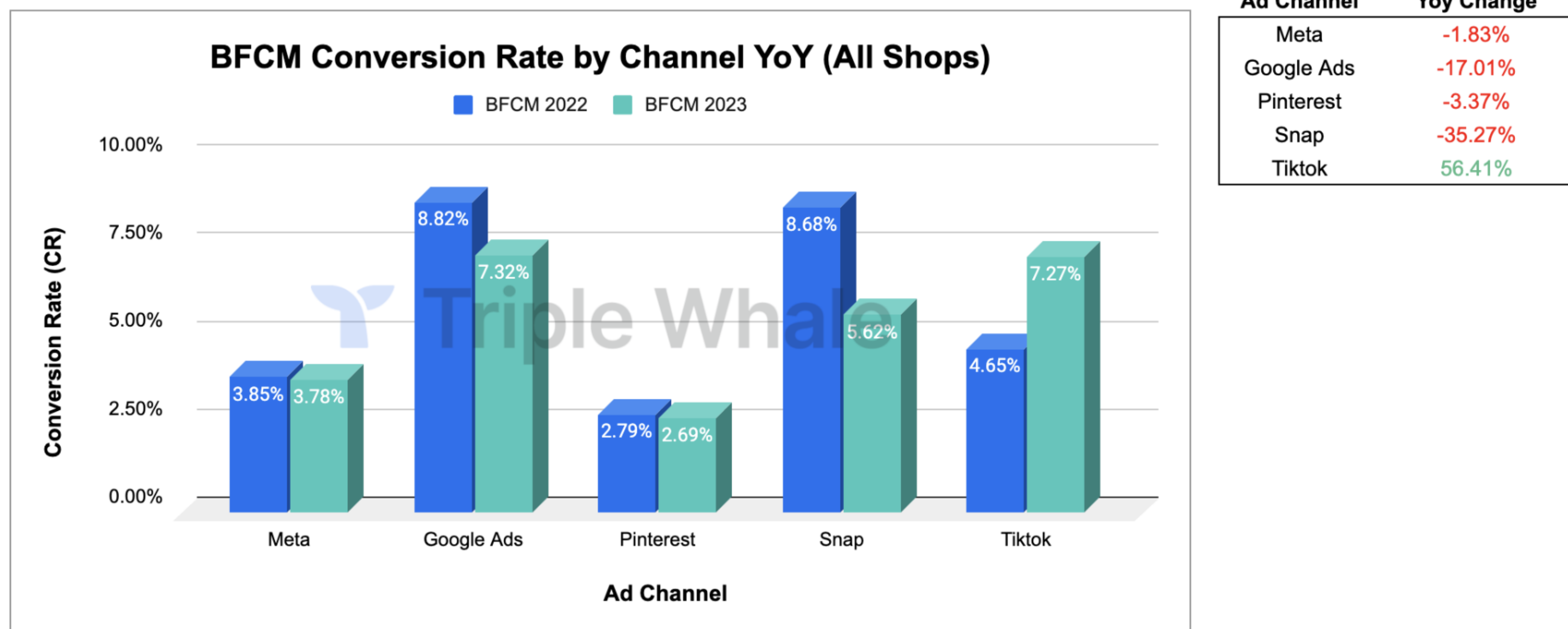
Snapchat saw a notable resurgence of 48.48% YoY growth across all groups (albeit on a significantly smaller scale than Meta, Google Ads, and TikTok). TikTok experienced the second-highest growth at 17.46%, possibly bolstered by the recent addition of TikTok Shop. As targeting capabilities become more algorithmic, focus on creative excellence is a huge focus and the increase in CTRs shows that is having an impact on ad engagement across platforms.

Meanwhile, Pinterest was the only channel to see a YoY decrease in CTR (7.03%). Though some revenue tiers saw modest growth in this channel, this trend could indicate that Pinterest's already minor role in ad engagement is shrinking.

Platform	2022	2023	% Change
Meta	1.51%	1.56%	+3.35%
Google Ads	1.39%	1.55%	+11.56%
Pinterest	1.15%	1.07%	-7.03%
Snap	0.41%	0.60%	+48.48%
Tiktok	0.68%	0.80%	+17.46%



Conversion Rate



Meta continues to drive high-quality traffic with consistent conversion behavior. Google remains the highest converting platform, though it shows a downward trend YoY. This 17% decrease could be attributed to a similar decrease in ad spend (12.7%)

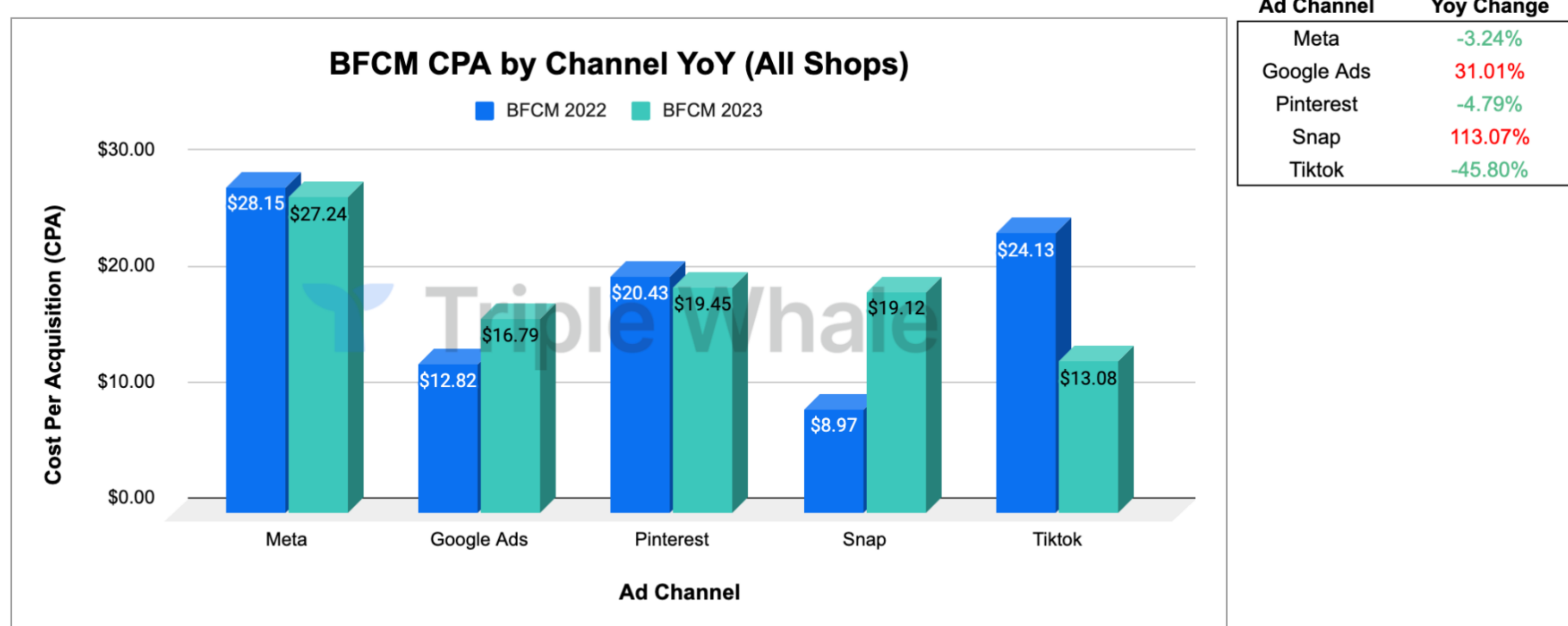
TikTok's significant 56.41% growth in conversion rates might be attributed to the introduction of TikTok Shop.

Meanwhile, Meta's shop features on Facebook and Instagram could contribute to the platform's steady conversion rate.

Platform	2022	2023	% Change
Meta	3.85%	3.78%	-1.83%
Google Ads	8.82%	7.32%	-17.01%
Pinterest	2.79%	2.69%	-3.37%
Snap	8.68%	5.62%	-35.27%
Tiktok	4.65%	7.27%	+56.41%



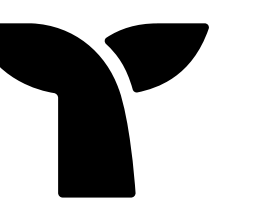
Cost Per Acquisition (CPA)



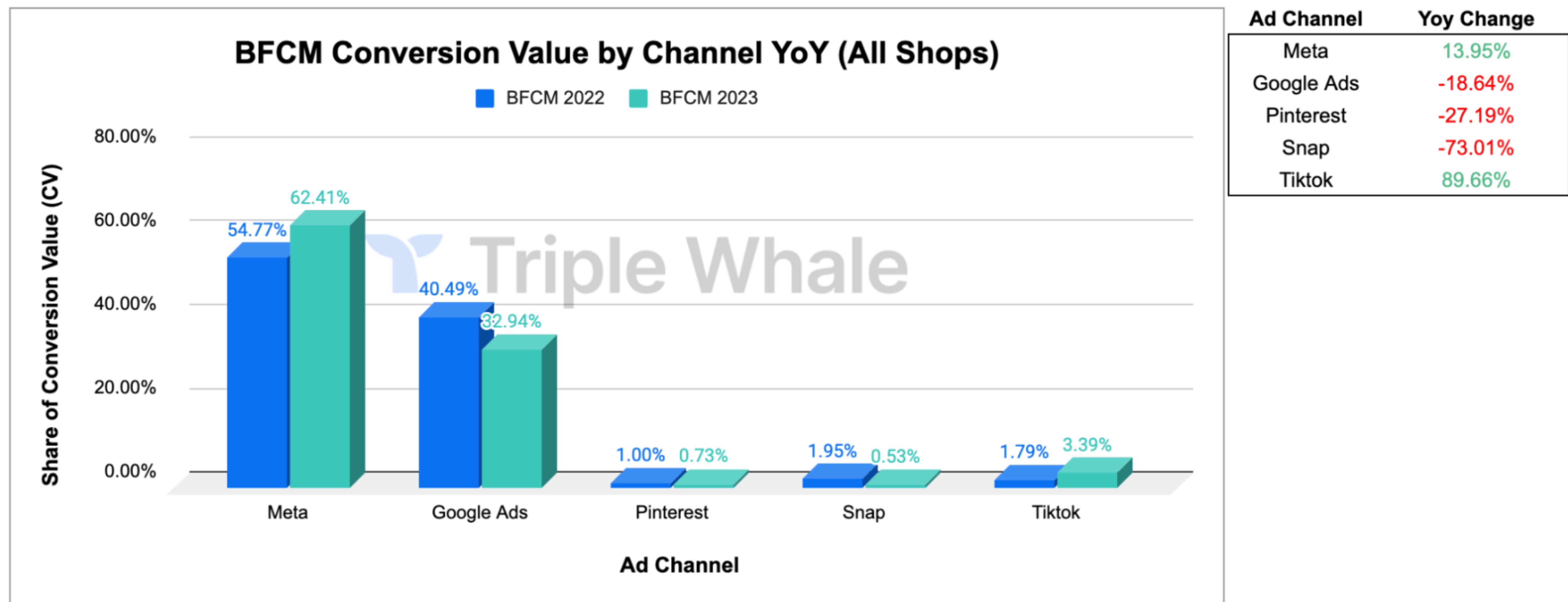
Acquiring customers is becoming slightly more expensive, with the average CPA rising from \$18.90 in 2022 to \$19.14 in 2023. This modest increase, primarily driven by a 31.01% increase in CPA on Google, suggests a generally stable cost environment for customer acquisition.

Notably, CPA on TikTok fell dramatically year-over-year, from \$24.13 to \$13.08. This was the only channel on which CPA was significantly cheaper in 2023. While CPA decreased, AOV also decreased on TikTok so an effective lifecycle campaign will be vital to keeping returns high from your TikTok campaigns.

Platform	2022	2023	% Change
Meta	\$28.15	\$27.24	-3.24%
Google Ads	\$12.82	\$16.79	+31.01%
Pinterest	\$20.43	\$19.45	-4.79%
Snap	\$8.97	\$19.12	+113.07%
Tiktok	\$24.13	\$13.08	-45.80%



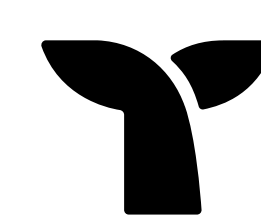
Conversion Value



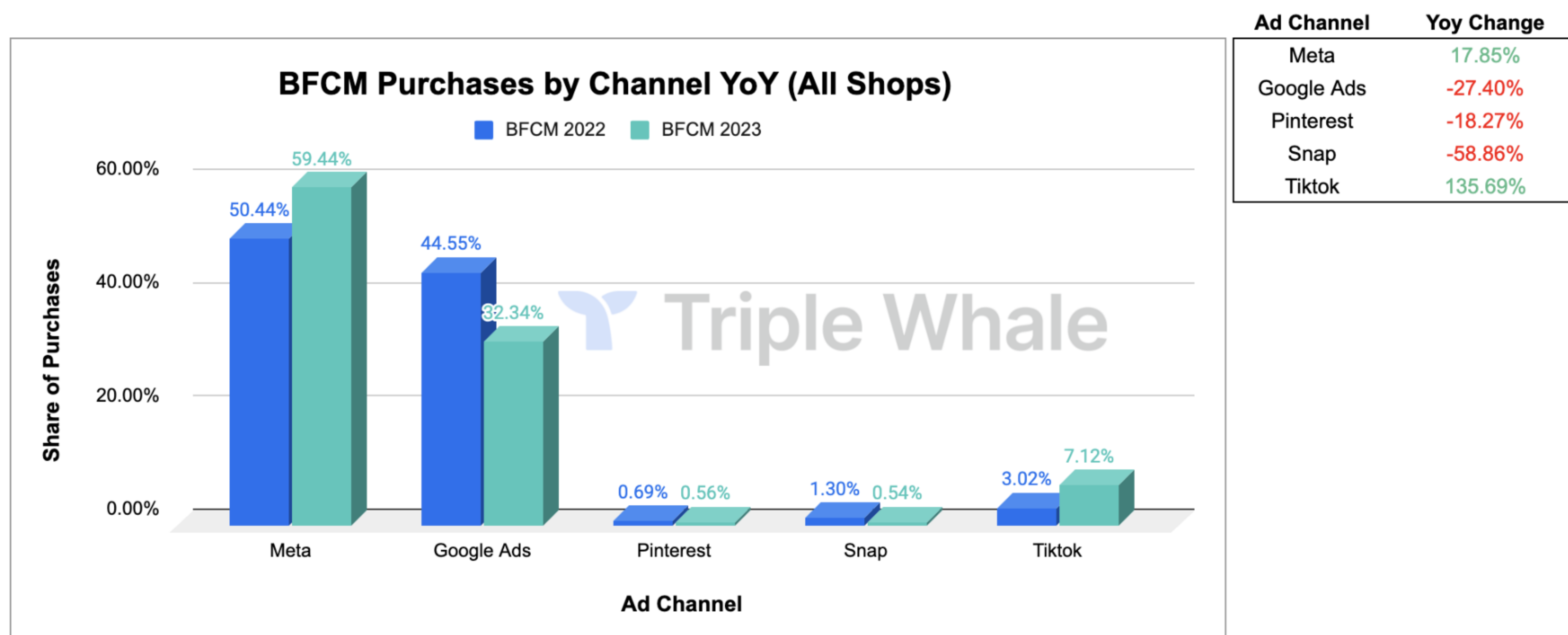
The gap between Meta and Google Ads widened, with Meta driving a higher percentage increase in total revenue.

We saw notable drops in conversion value for Google and Pinterest (18.64% and 27.19%, respectively). But Snapchat saw a much more significant decline of 73%, which suggests varying efficiencies across platforms.

Platform	2022	2023	% Change
Meta	54.77%	62.41%	13.95%
Google Ads	40.49%	32.94%	-18.64%
Pinterest	1.00%	0.73%	-27.19%
Snap	1.95%	0.53%	-73.01%
Tiktok	1.79%	3.39%	89.66%



% of Total Purchases by Channel



Meta continues to dominate in terms of the sheer volume of purchases made through paid channels. Meanwhile, Google experienced a surprising decline of 27.4%, outpacing its modest decline in ad spend.

However, TikTok showed a significant 135.69% increase, possibly influenced by its focus on shopping features. The data suggests a slight shift in focus towards emerging platforms like TikTok, but Meta remains the unimpeachable leader in the clubhouse.

Platform	2022	2023	% Change
Meta	50.44%	59.44%	+17.85%
Google Ads	44.55%	32.34%	-27.40%
Pinterest	0.69%	0.56%	-18.27%
Snap	1.30%	0.54%	-58.86%
Tiktok	3.02%	7.12%	+135.69%

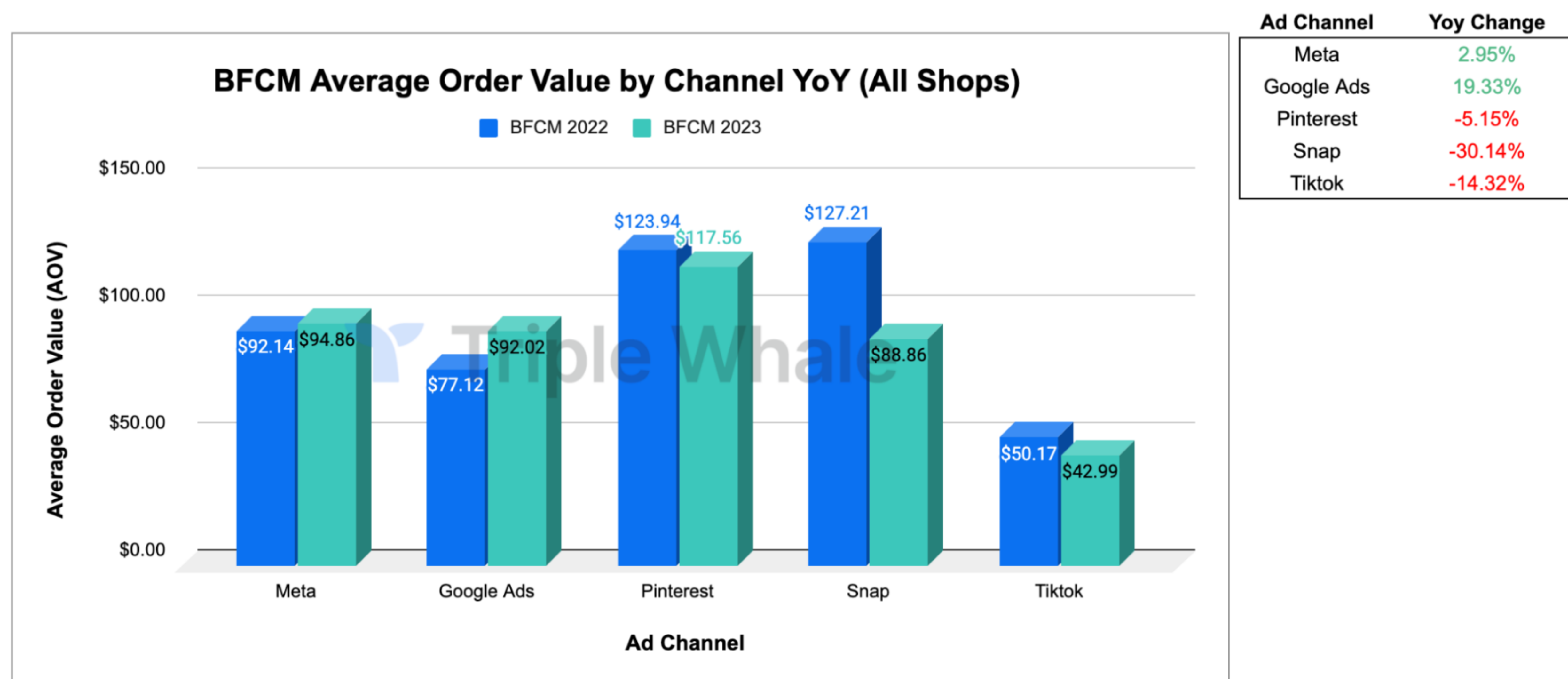
Average Order Value (AOV)

	2022	2023	% Change
AOV	\$95.82	\$94.99	-0.86%



NC AOV	\$96.92	\$95.21	-1.77%
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AOV remained relatively consistent YoY, indicating stable discounting strategies despite the economic climate. New customer AOV was slightly higher than the overall AOV, suggesting that core products attract both returning and new customers.



Despite its lower share of purchases, Google saw the biggest increase in AOV (19.33%), although Meta remained the leader in AOV on a scalable channel.

Snapchat experienced a significant decrease in AOV of 30%, which raises questions about its effectiveness in driving higher-value purchases.

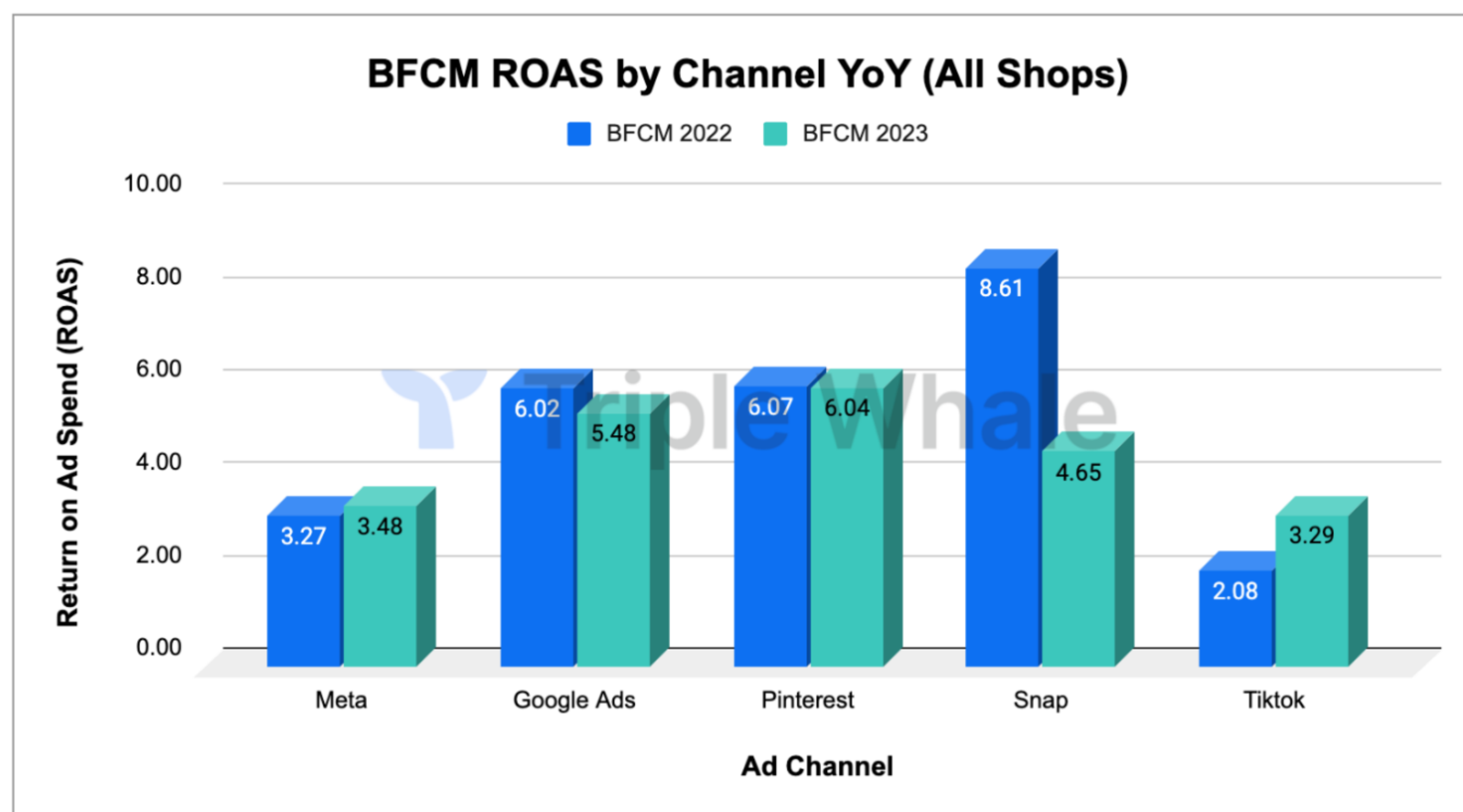
Tiktok AOV remained the lowest by far, falling an additional 14.32% from 2022. This seems to align with the quick hit, impulsive nature of the platform *and* a user base that skews younger.

Platform	2022	2023	% Change
Meta	\$92.14	\$94.86	2.95%
Google Ads	\$77.12	\$92.02	19.33%
Pinterest	\$123.94	\$117.56	-5.15%
Snap	\$127.21	\$88.86	-30.14%



Tiktok	\$50.17	\$42.99	-14.32%
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Return On Ad Spend (ROAS)



Ad Channel	Yoy Change
Meta	6.40%
Google Ads	-8.92%
Pinterest	-0.38%
Snap	-45.99%
Tiktok	58.08%

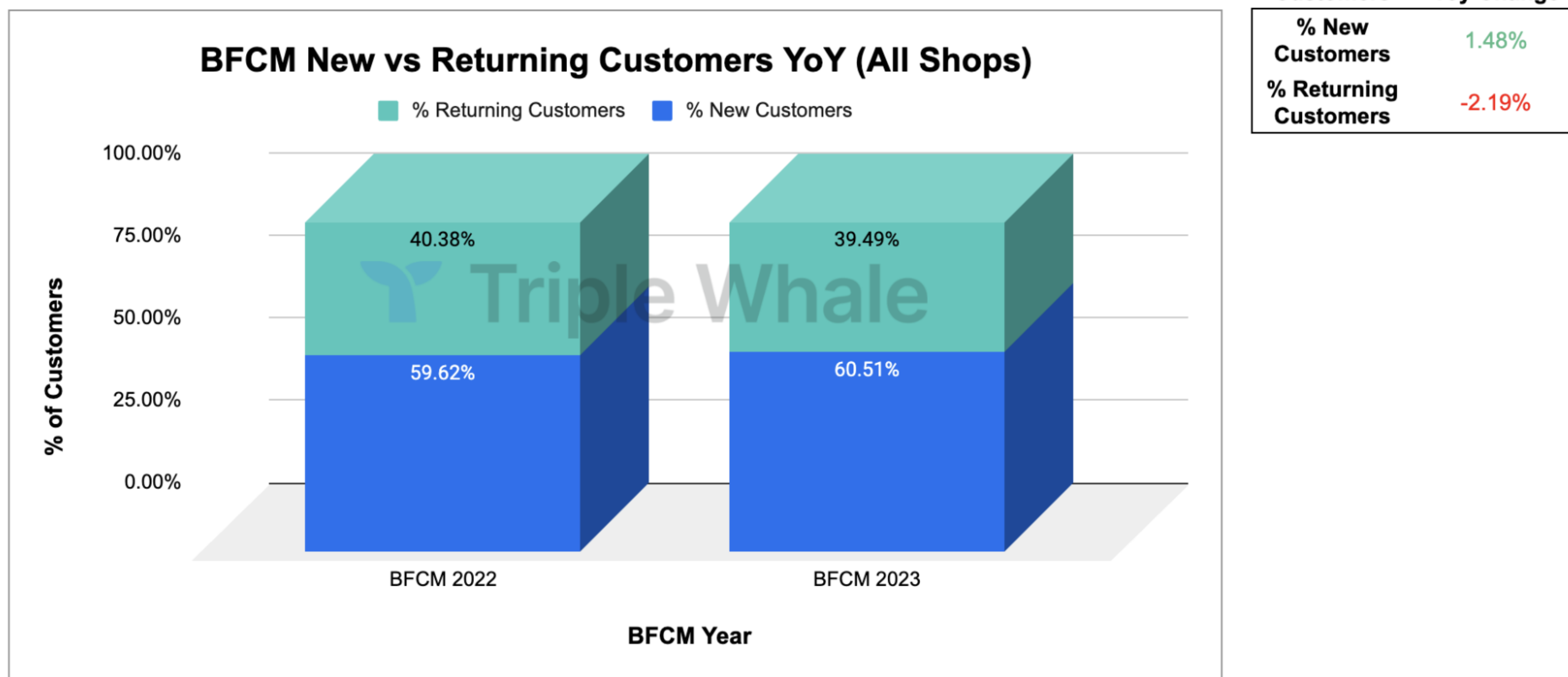
Brands saw increased efficiency on Meta with a modest 6.4% increase in ROAS and an even more significant efficiency gain on TikTok with a 58% increase.

It's crucial to note that Snapchat's ROAS in 2022 was irregular due to values skewed by a few particularly successful shops in our dataset, likely explaining its substantial drop in 2023.

Platform	2022	2023	% Change
Meta	3.27	3.48	+6.40%
Google Ads	6.02	5.48	-8.92%
Pinterest	6.07	6.04	-0.38%
Snap	14.18	4.65	-67.21%
Tiktok	2.08	3.29	+58.08%

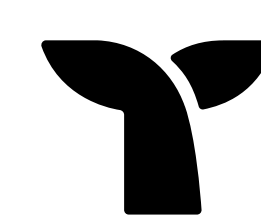


New vs Returning Customer

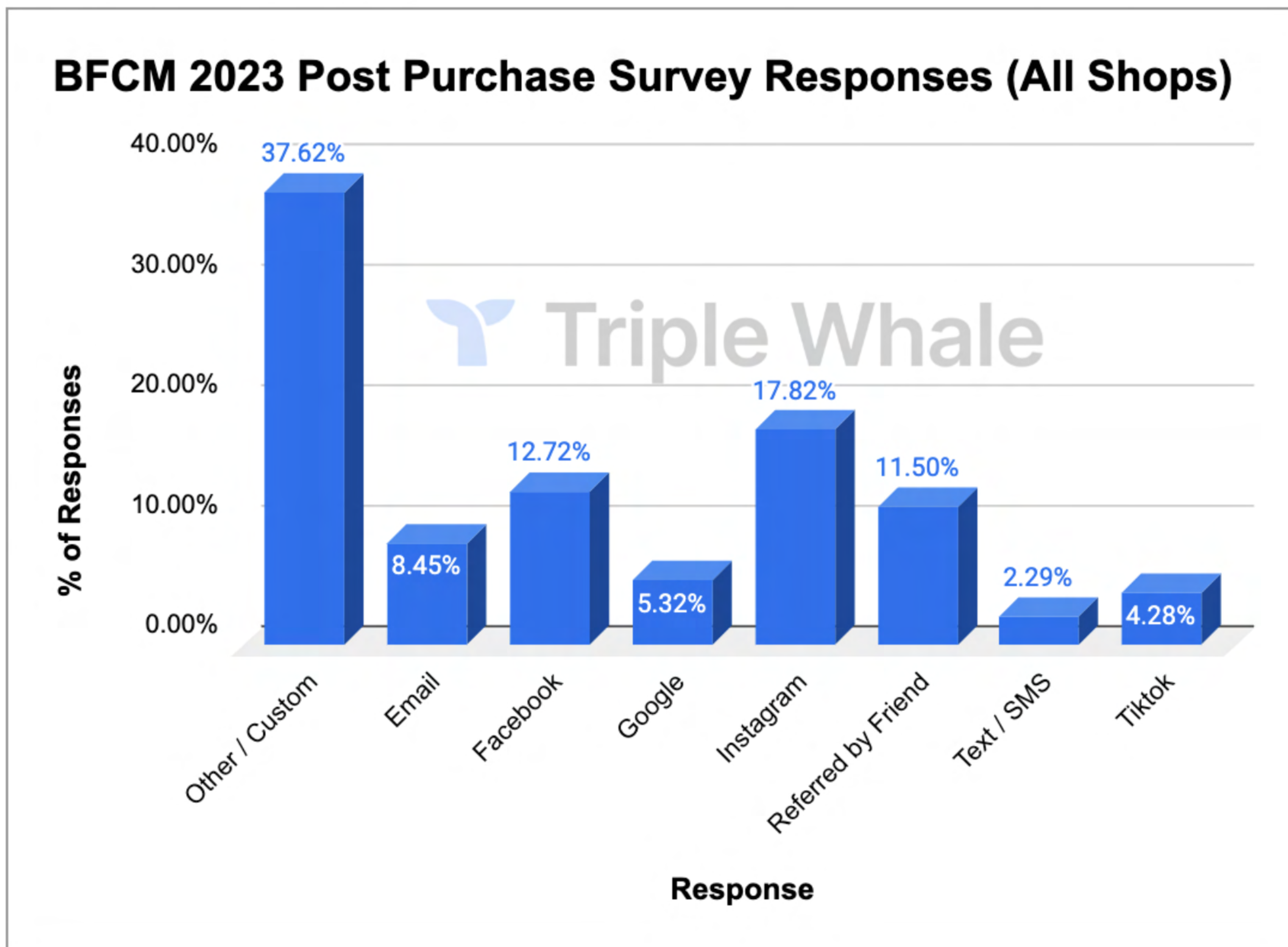


	2022	2023	% Change
% New Customers	59.62%	60.51%	+1.48%
% Returning Customers	40.38%	39.49%	-2.19%

There was a slight increase in the percentage of new customers, with new customer revenue per store also rising YoY.



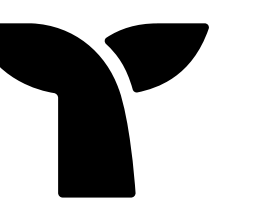
Post-Purchase Survey



Nearly half of all stores on Triple Whale use some form of post-purchase survey. In many instances, this zero-party data reaffirms Meta's impact on customer purchase decisions. Meanwhile, the significant role of referrals suggests that affiliate programs could be a key strategy in 2024.

The data also highlights the need for comprehensive attribution models to understand the full impact of various platforms on the buyer journey.

Source (PPS)	% of Responses
PPS TW Survey Email Source	8.45%
PPS TW Survey Facebook Source	12.72%



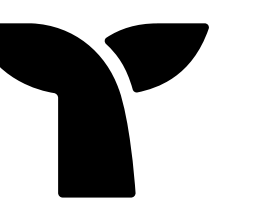
PPS TW Survey Google Source	5.32%
PPS TW Survey Instagram Source	17.82%
PPS TW Survey Referred by Friend Source	11.50%
PPS TW Survey Text Source	2.29%
PPS TW Survey Tiktok Source	4.28%



 Triple Whale

<\$1M Annual Revenue

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<\$1M Annual Revenue

Intro

Brands with annual revenue under \$1M witnessed a 32% increase in ad spend, most of which went to Meta (79.2%). Snap saw a 129% hike in ad spend within this cohort, but it still represented less than half a percent of overall spend (also worth noting: Snap's ROAS dipped by 63% YoY).

TikTok's ad spend per store rose by 14.5%, paralleled by a significant 56.5% increase in revenue per store. This indicates TikTok's growing efficacy in driving sales for smaller brands willing to invest in a third channel.

A notable trend was the excessive spending on acquiring new customers, with CPA for all channels increasing by 16.53% in 2023. Google Ads became pricier across the board, with both CPM and CPA climbing, reflecting the platform's overall cost increase.

Unlike other revenue tiers that saw substantial growth, we also saw a surprising 21% decrease in revenue generated through email campaigns.

Key Takeaways

- Increased competition is forcing smaller brands to overpay for new customers.
- Growing ad spend on TikTok and its significant conversions indicate an opportunity for investment for smaller brands.
- Smaller stores should increase investment in email marketing, especially in the current economic climate favoring consumer brand loyalty.

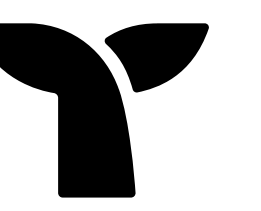
Overview

Brands in this cohort should prioritize existing customers; overreliance on new customers paired with increasing CPAs have priced many fledgling brands out.

When it comes to ads, Meta is king. Google Ads has become prohibitively expensive (despite still managing to drive more than 20% of purchases). Any remaining ad budget should be allocated to TikTok for additional testing. More than that and they're likely spreading themselves too thin.

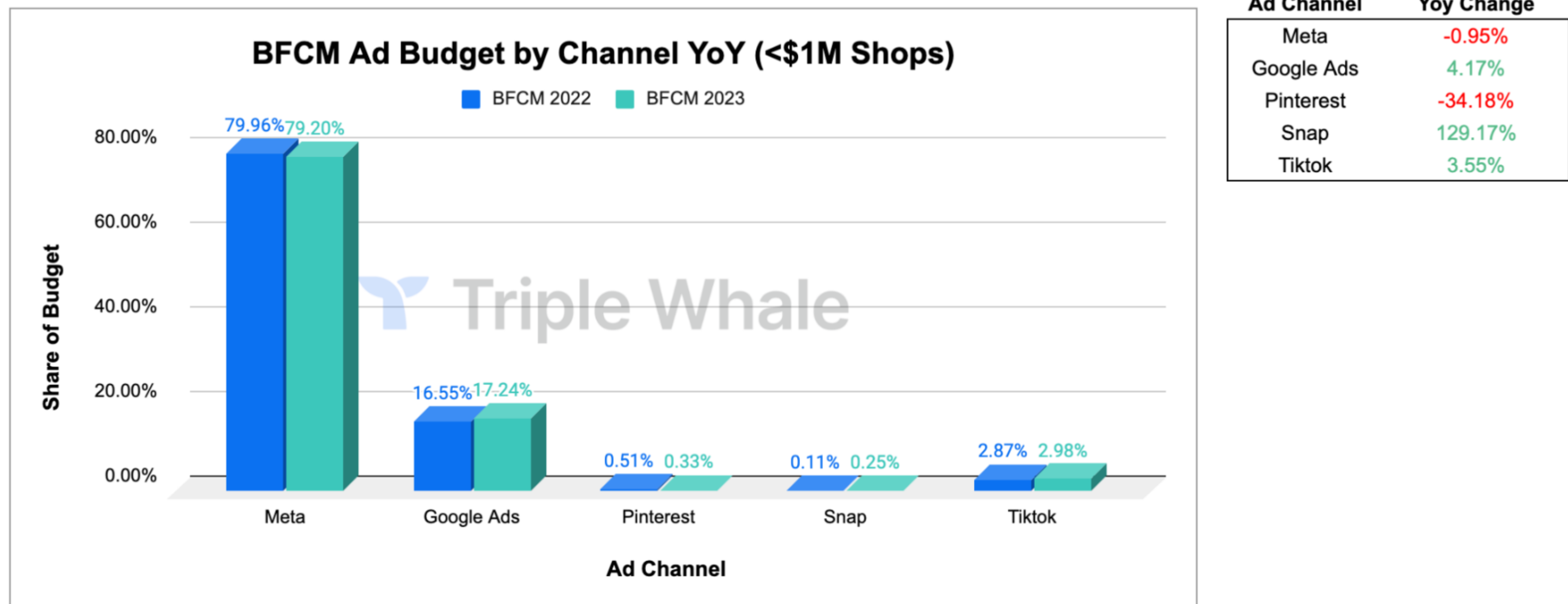
TikTok's moderate 14% increase in ad spend, coupled with its 45.67% increase in the total share of conversion value, signals an opportune moment for brands to capitalize on this growing platform. A combination of selling on TikTok Shop and advertising with direct website campaigns will help you discover how your audience responds to TikTok.

This cohort saw a dramatic 54.79% YoY decrease in average conversion value per store, compared to the 9.55% YoY aggregate increase. When running a smaller store, you must invest more in email marketing, especially in an economic climate where consumer brand loyalty is paramount. Building and nurturing an email audience can significantly boost revenue.



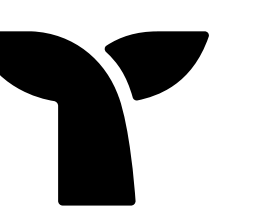
Data

Ad Spend



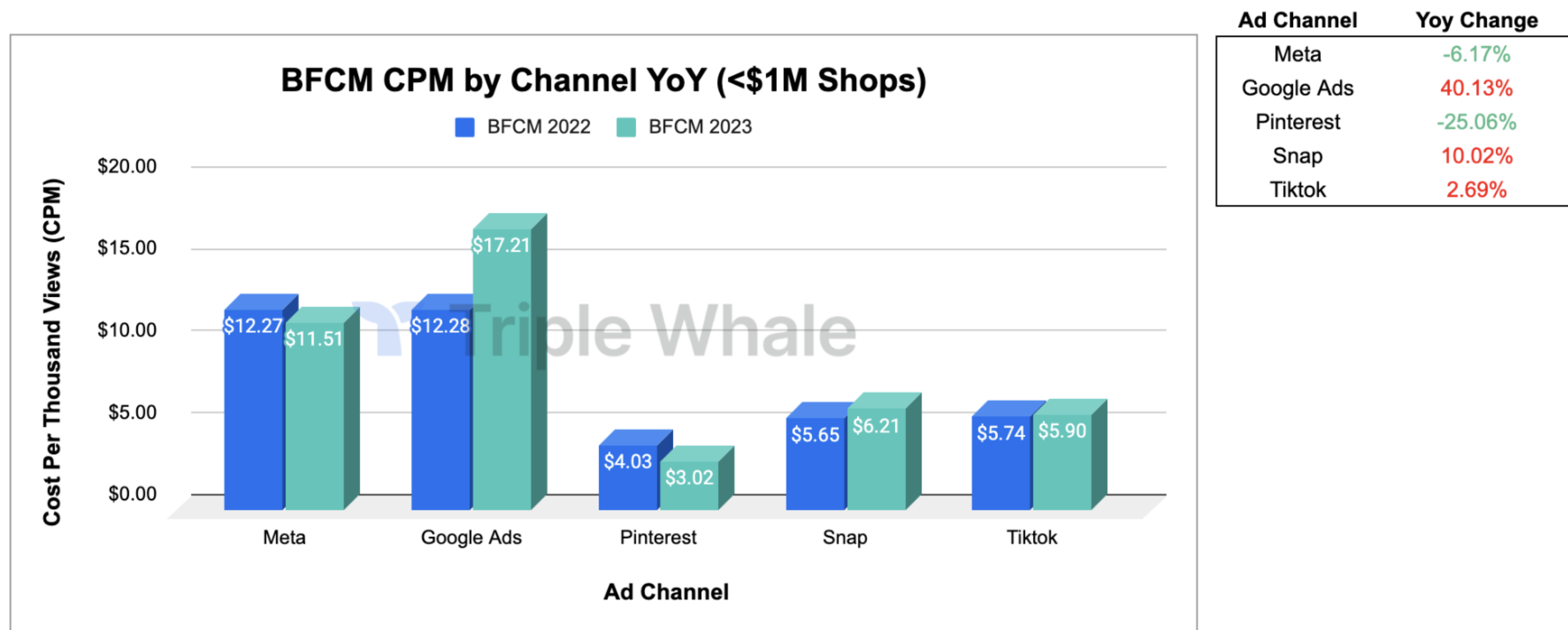
Google and Meta dominate the ad spend for smaller brands, staying consistent year-over-year. Smaller brands tend to allocate a greater percentage of their budget to Meta, likely due to budget constraints limiting diversification.

TikTok's ad spend remained relatively unchanged, but Snap saw a significant jump, indicating smaller brands' attempts to counteract the rising CPM on Google Ads with investment in tertiary channels.



Platform	2022	2023	% Change	Aggregate 2023
Meta	79.96%	79.20%	-0.95%	71.12%
Google Ads	16.55%	17.24%	+4.17%	23.86%
Pinterest	0.51%	0.33%	-34.18%	0.48%
Snap	0.11%	0.25%	+129.17%	0.45%
Tiktok	2.87%	2.98%	+3.55%	4.09%

Cost Per Thousand Impressions (CPM)



Smaller brands experienced a nearly 10% increase in CPM YoY, though it was still cheaper than the aggregate. This could be due to a broader audience targeting strategy to avoid the high costs of retargeting campaigns.

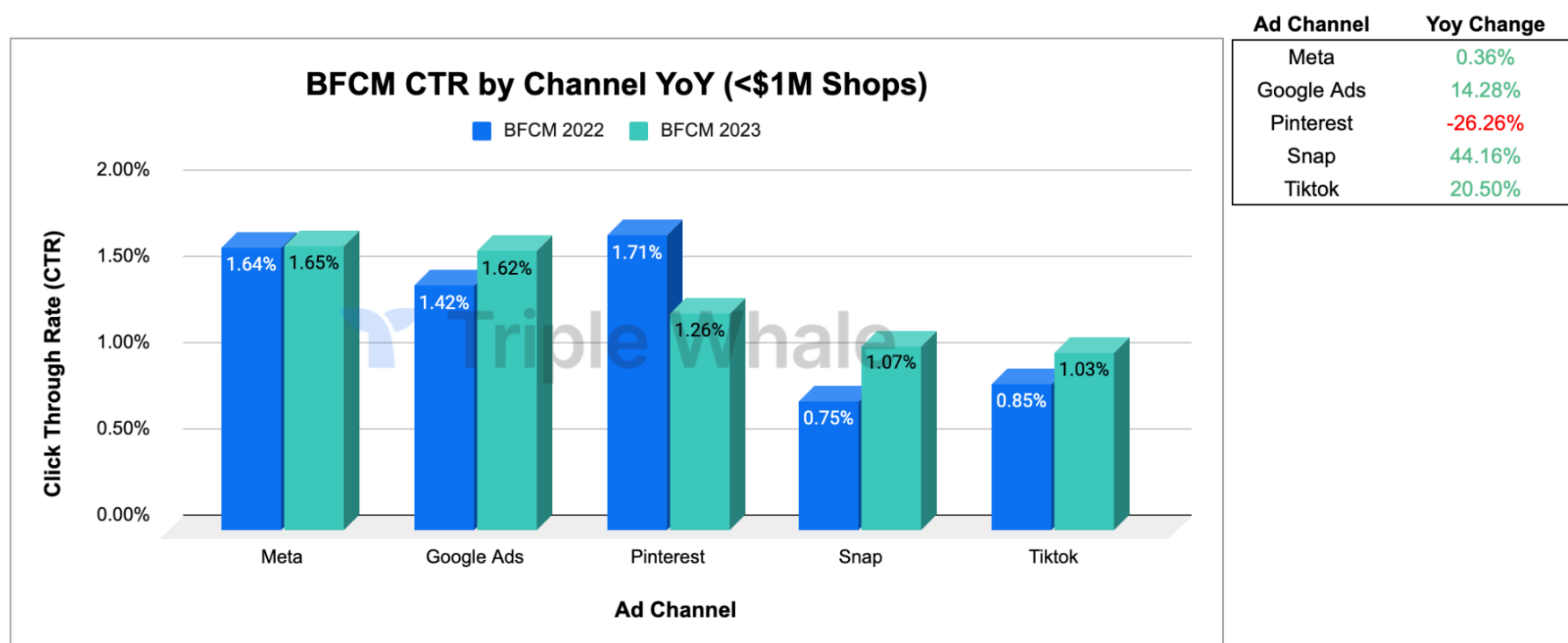
Meta and Pinterest saw a decrease in CPM, while Google Ads experienced a substantial increase. This likely reflects the competitive nature of capturing high-intent buyers in search.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$12.27	\$11.51	-6.17%	\$16.12
Google Ads	\$12.28	\$17.21	40.13%	\$19.03



Pinterest	\$4.03	\$3.02	-25.06%	\$5.60
Snap	\$5.65	\$6.21	10.02%	\$6.48
Tiktok	\$5.74	\$5.90	2.69%	\$7.60

Click-Through Rate (CTR)



Meta's CTR remained stable, while Google saw an increase of 14.28% despite higher CPM.

TikTok's 20.5% increase in CTR, combined with a declining CPA, suggests a shift towards more purchase-intent-driven usage of the platform. The introduction of TikTok Shop and the platform's transition to ecommerce means users likely expect a shopping experience instead of only entertainment.

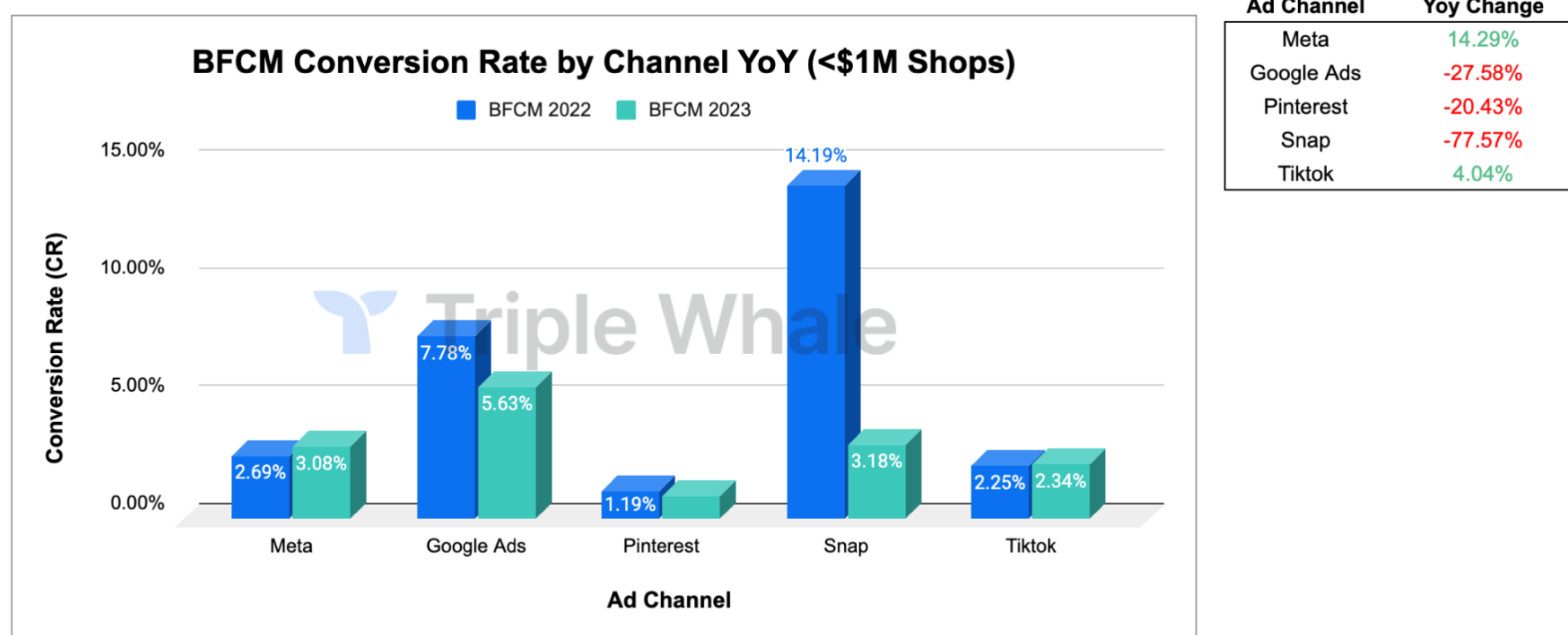
Snap's CTR also surged by 44.16%, possibly due to increased ad spend on this platform. Brands in this revenue tier typically have small creative teams, and it's clear that they have succeeded in creating content for TikTok and Snap that resonates with their target audience (albeit on a smaller scale).

Platform	2022	2023	% Change	Aggregate 2023
Meta	1.64%	1.65%	0.36%	1.56%
Google Ads	1.42%	1.62%	14.28%	1.55%
Pinterest	1.71%	1.26%	-26.26%	1.07%



Snap	0.75%	1.07%	44.16%	0.60%
Tiktok	0.85%	1.03%	20.50%	0.80%

Conversion Rate



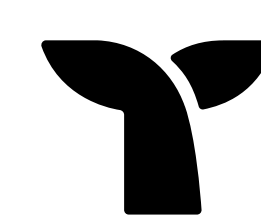
Meta maintained a consistent quality of traffic for conversions, possibly due to ecommerce experiences on Facebook and Instagram.

Meanwhile, despite being the highest converting platform overall, Google saw a 27.58% decrease in conversions YoY. This could be attributed to searchers choosing larger, more established brands compared to 2022.

Pinterest and Snap also saw significant declines (20.43% and 77.57%, respectively) that rapidly outpaced the aggregate decline in conversions for these channels.

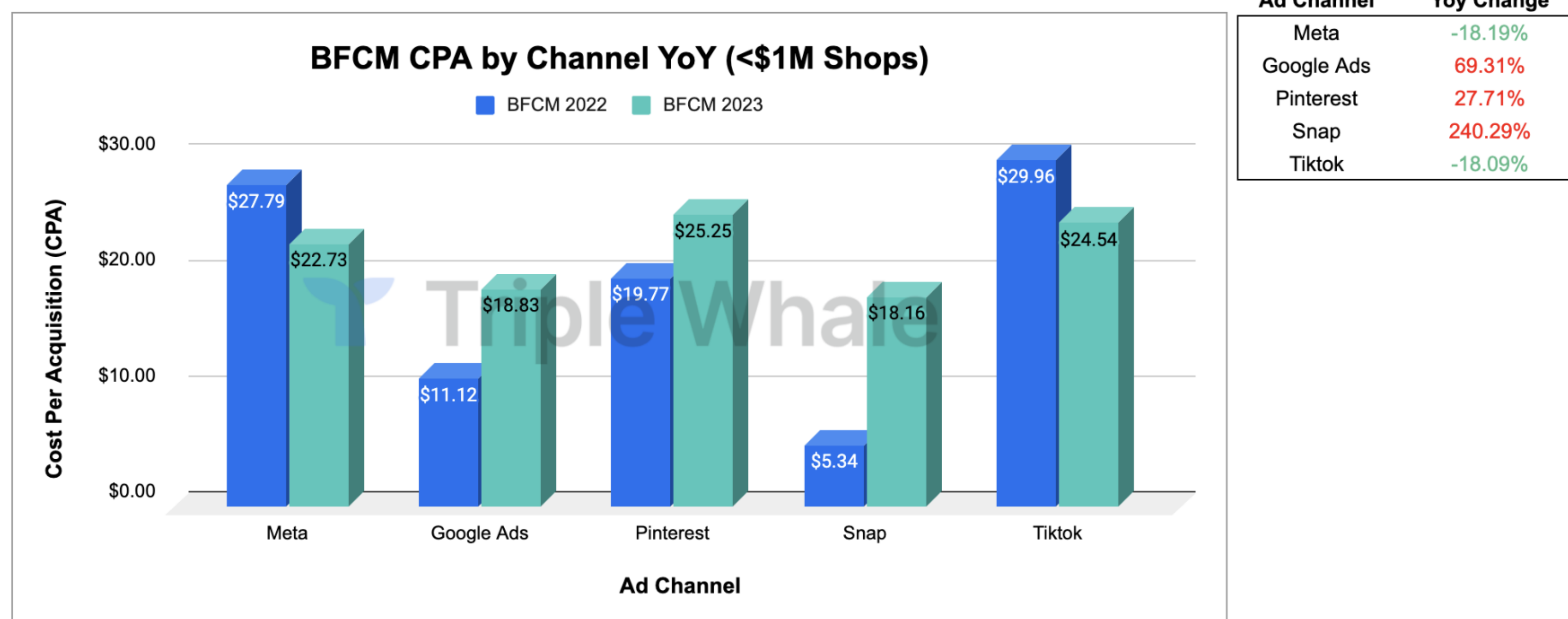
TikTok's slight jump in conversions (4.04%) could be attributed to the introduction of TikTok Shop.

Platform	2022	2023	% Change	Aggregate 2023
Meta	2.69%	3.08%	14.29%	3.78%
Google Ads	7.78%	5.63%	-27.58%	7.32%
Pinterest	1.19%	0.95%	-20.43%	2.69%
Snap	14.19%	3.18%	-77.57%	5.62%



Tiktok	2.25%	2.34%	4.04%	7.27%
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Cost Per Acquisition (CPA)

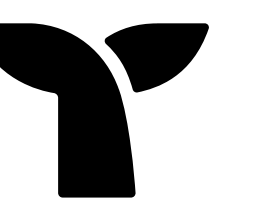


Pinterest's CPA rose by 27.71%, deviating from the aggregate decrease of 4.79%. Meanwhile, TikTok saw an 18.09% decrease. Combined with a 25.29% increase in TikTok's share of total purchases across all channels, this could point to a shift in platform efficiency.

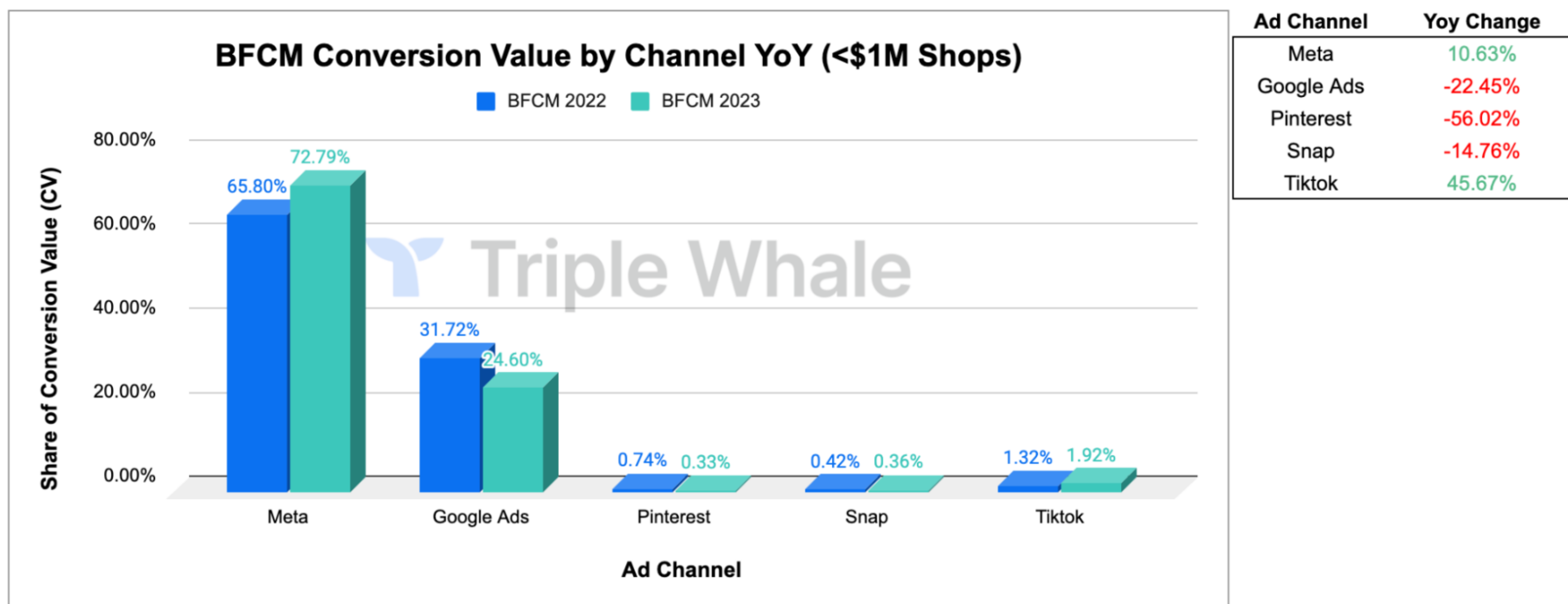
Google's CPA surged by 69.31%, mirroring a decrease in ROAS, while Meta's CPA dropped by 18.19%, with only a minor increase of 8.59% in ROAS.

Snap's CPA increased dramatically by 240%, yet it remains lower than other channels, suggesting its potential as a cost-effective platform.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$27.79	\$22.73	-18.19%	\$27.24
Google Ads	\$11.12	\$18.83	69.31%	\$16.79
Pinterest	\$19.77	\$25.25	27.71%	\$19.45
Snap	\$5.34	\$18.16	240.29%	\$19.12
Tiktok	\$29.96	\$24.54	-18.09%	\$13.08



Conversion Value



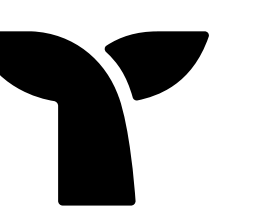
Once again, Meta was responsible for the lion's share of sales driven through paid channels (72.79%).

But TikTok led the pack with a 45.67% increase in conversion value - the biggest YoY improvement across all revenue tiers. This highlights TikTok as a key growth opportunity for smaller businesses that need to build brand awareness and acquire new customers, all on a smaller budget than their bigger competitors.

Pinterest experienced the largest drop in conversion value (56.02%) - more than twice the aggregate YoY decrease of 27.19%. This likely reflects this cohort's changes in ad budget and CTR.

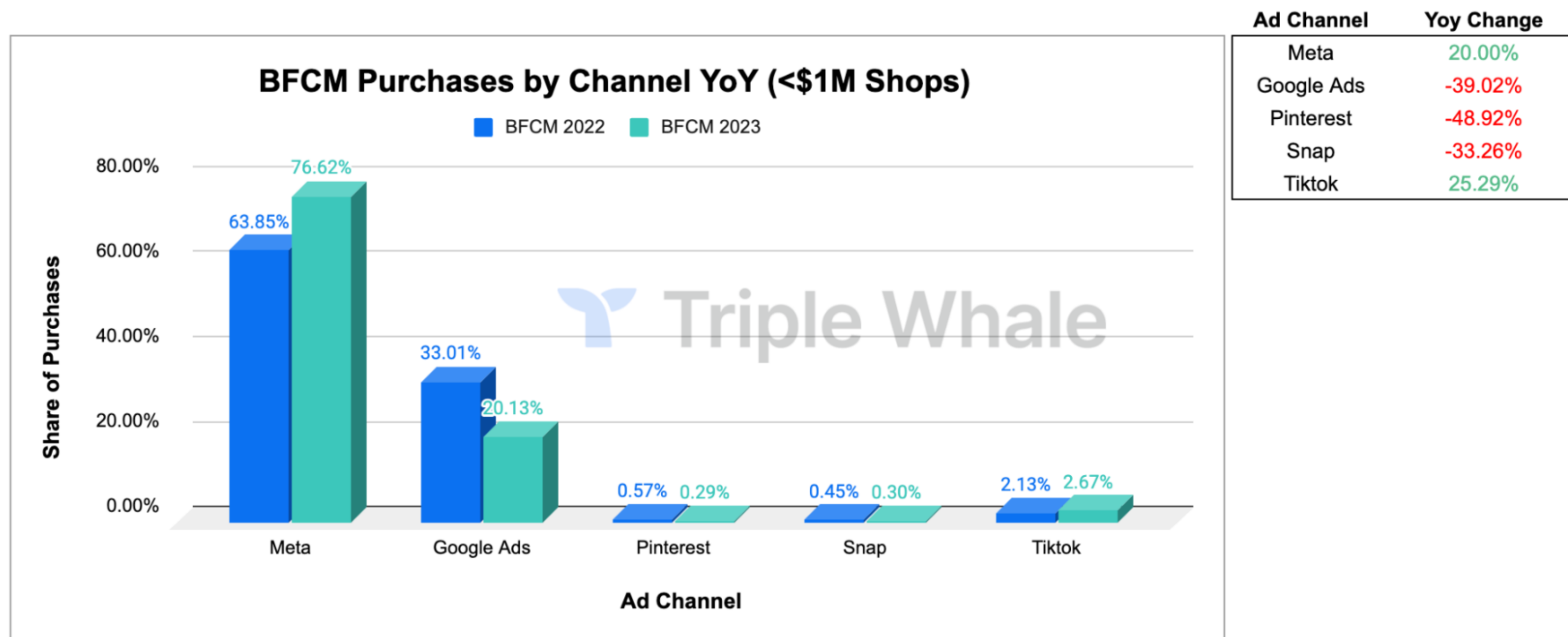
Interestingly, this revenue tier saw the smallest reduction in Snap's conversion value across all revenue tiers. It dropped by just 14.76%, less than a quarter of the 73% aggregate decrease for all stores.

Platform	2022	2023	% Change	Aggregate 2023
Meta	65.80%	72.79%	10.63%	62.41%
Google Ads	31.72%	24.60%	-22.45%	32.94%
Pinterest	0.74%	0.33%	-56.02%	0.73%
Snap	0.42%	0.36%	-14.76%	0.53%



Tiktok	1.32%	1.92%	45.67%	3.39%
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% of Total Purchases by Channel



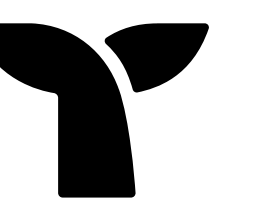
Meta saw a substantial increase of 20% in purchases, despite a slightly lower ad budget in 2023. This indicates more efficient ad spend allocation.

Google's share of purchases (20.13%) exceeded its ad budget proportion (17.24%). However, we saw a 39.02% decrease in purchases YoY, suggesting this platform has become less efficient for ad spend.

Platform	2022	2023	% Change	Aggregate 2023
Meta	63.85%	76.62%	20.00%	59.44%
Google Ads	33.01%	20.13%	-39.02%	32.34%
Pinterest	0.57%	0.29%	-48.92%	0.56%
Snap	0.45%	0.30%	-33.26%	0.54%
Tiktok	2.13%	2.67%	25.29%	7.12%

Average Order Value (AOV)

AOV remained relatively flat YoY, with a notable \$25 gap compared to the aggregate. This could indicate either lower-priced products, steeper discounting, or more cautious

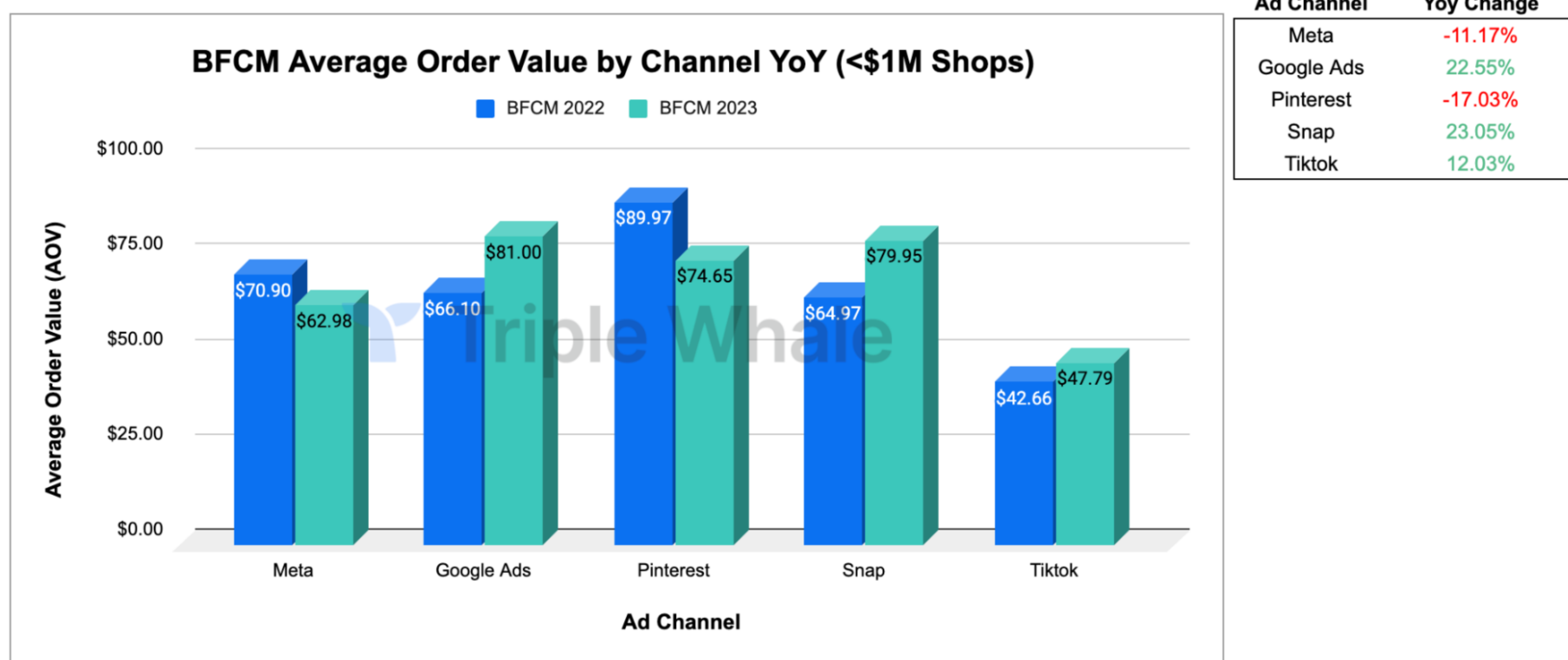


purchasing behavior among customers new to these brands, which could explain smaller purchases.

In contrast, consumers might be more willing to purchase a higher value order with an established brand they don't need to test out.

This cohort also saw the biggest increase in new customer (NC) AOV at 2.17%, compared to -1.77%. This indicates that, proportionally, smaller brands grow their businesses through customer acquisition more than larger brands.

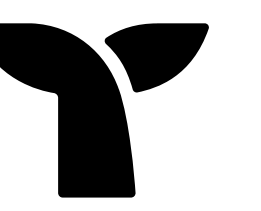
	2022	2023	% Change	Aggregate 2023
AOV	\$70.36	\$71.69	1.89%	\$94.99
NC AOV	\$69.72	\$71.24	2.17%	\$95.21



TikTok's AOV (\$47.49) was notably lower than the blended AOV (\$71.69), which could indicate more impulse purchases. Consumers often impulsively buy random items to fulfill a specific need and then purchase a larger order if they like the product or brand.

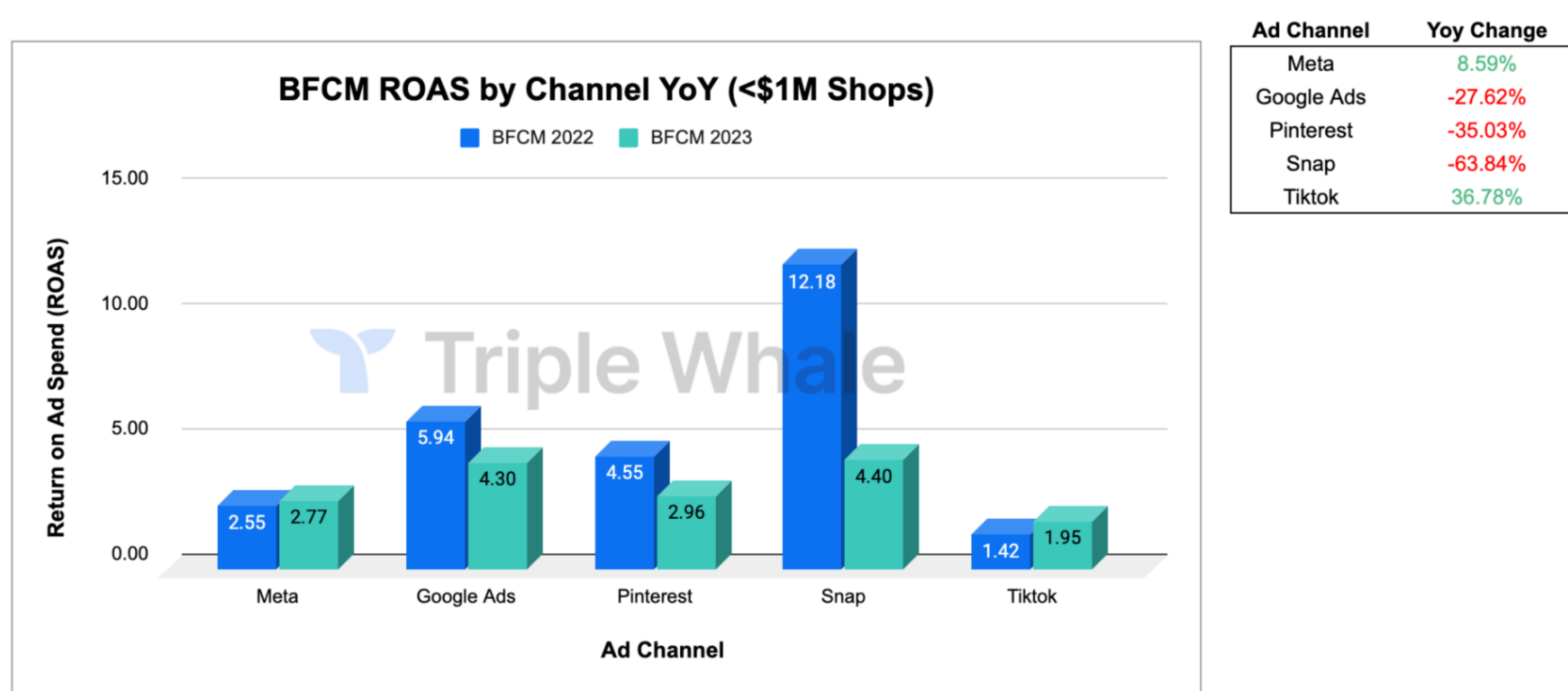
In contrast, Google Ads had the highest AOV, reflecting targeted, high-intent buying behavior. As mentioned earlier, customers who know exactly what they're looking for are often ready to purchase a larger amount right away since they don't need convincing that the product is what they need.

Platform	2022	2023	% Change	Aggregate 2023
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Meta	\$70.90	\$62.98	-11.17%	\$94.86
Google Ads	\$66.10	\$81.00	22.55%	\$92.02
Pinterest	\$89.97	\$74.65	-17.03%	\$117.56
Snap	\$64.97	\$79.95	23.05%	\$88.86
Tiktok	\$42.66	\$47.79	12.03%	\$42.99

Return On Ad Spend (ROAS)



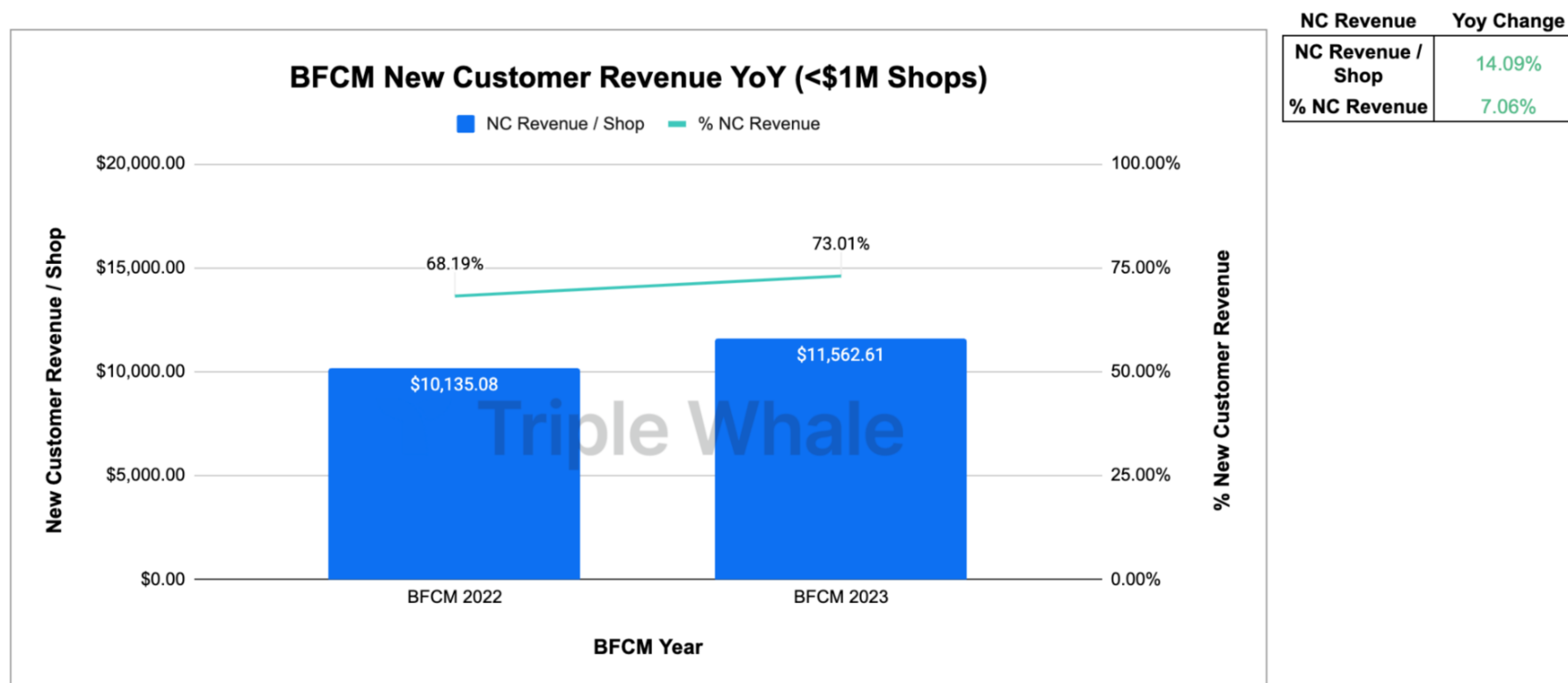
The overall ROAS for this revenue tier decreased by 2.77%, although Google Ads maintained a higher efficiency compared to Meta and Snap, as shown below. This aligns with the platforms' respective conversion rates. Although Google's higher conversion rate leads to higher ROAS, it's significantly harder to scale for bigger brands.

Platform	2022	2023	% Change	Aggregate 2023
Meta	2.55	2.77	8.59%	3.48
Google Ads	5.94	4.30	-27.62%	5.48
Pinterest	4.55	2.96	-35.03%	6.04
Snap	12.18	4.40	-63.84%	4.65



Tiktok	1.42	1.95	36.78%	3.29
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New vs Returning Customer

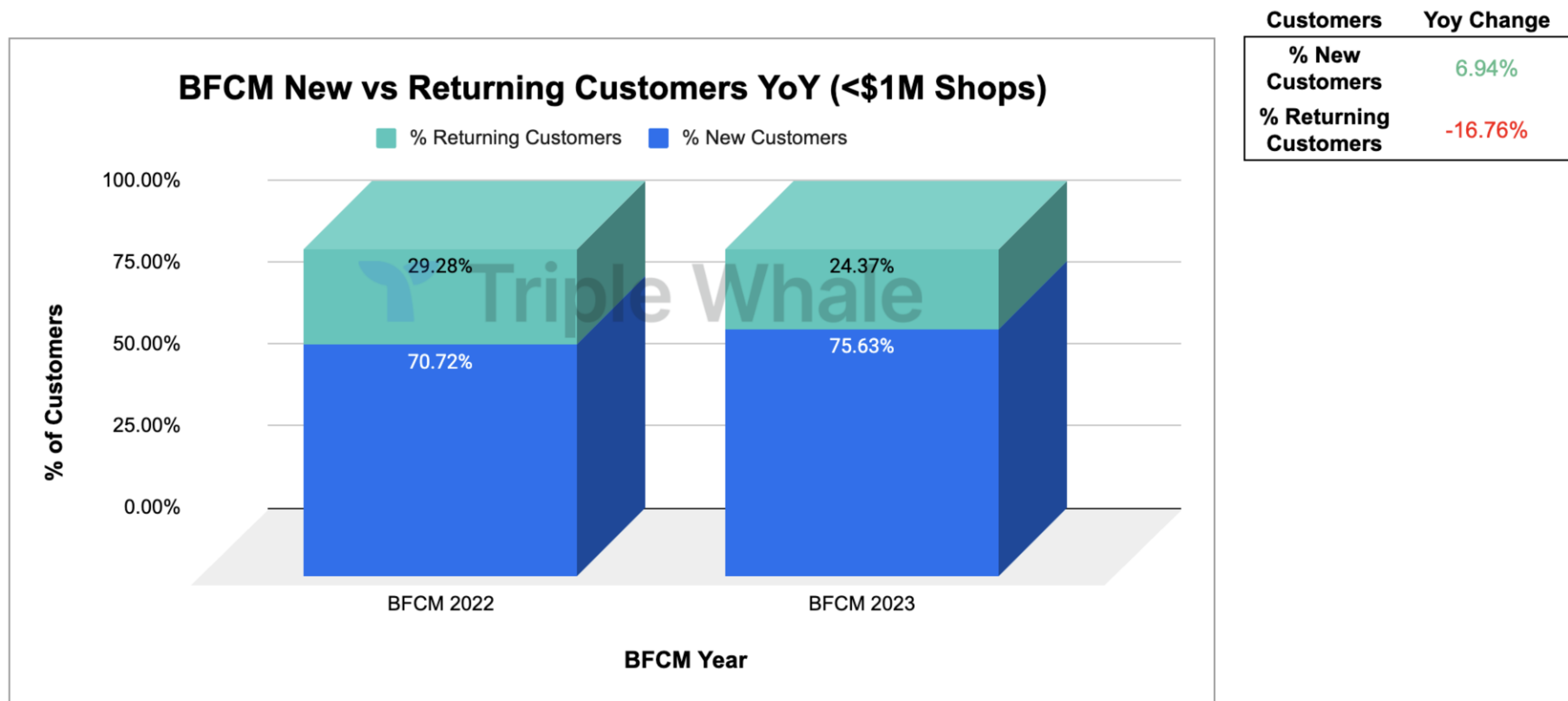


	2022	2023	% Change	Aggregate 2023
% New Customers	70.72%	75.63%	+6.94%	60.51%
% Returning Customers	29.28%	24.37%	-16.76%	39.49%

This revenue tier relied heavily on customer acquisition for growth, with new customers making up 75% of its customer base. The 6.94% increase in new customers - the most growth across all cohorts - indicates promising growth driven by successful new

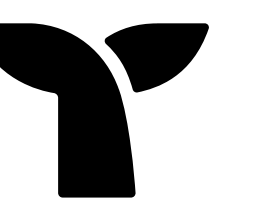


customer acquisition strategies for smaller businesses.

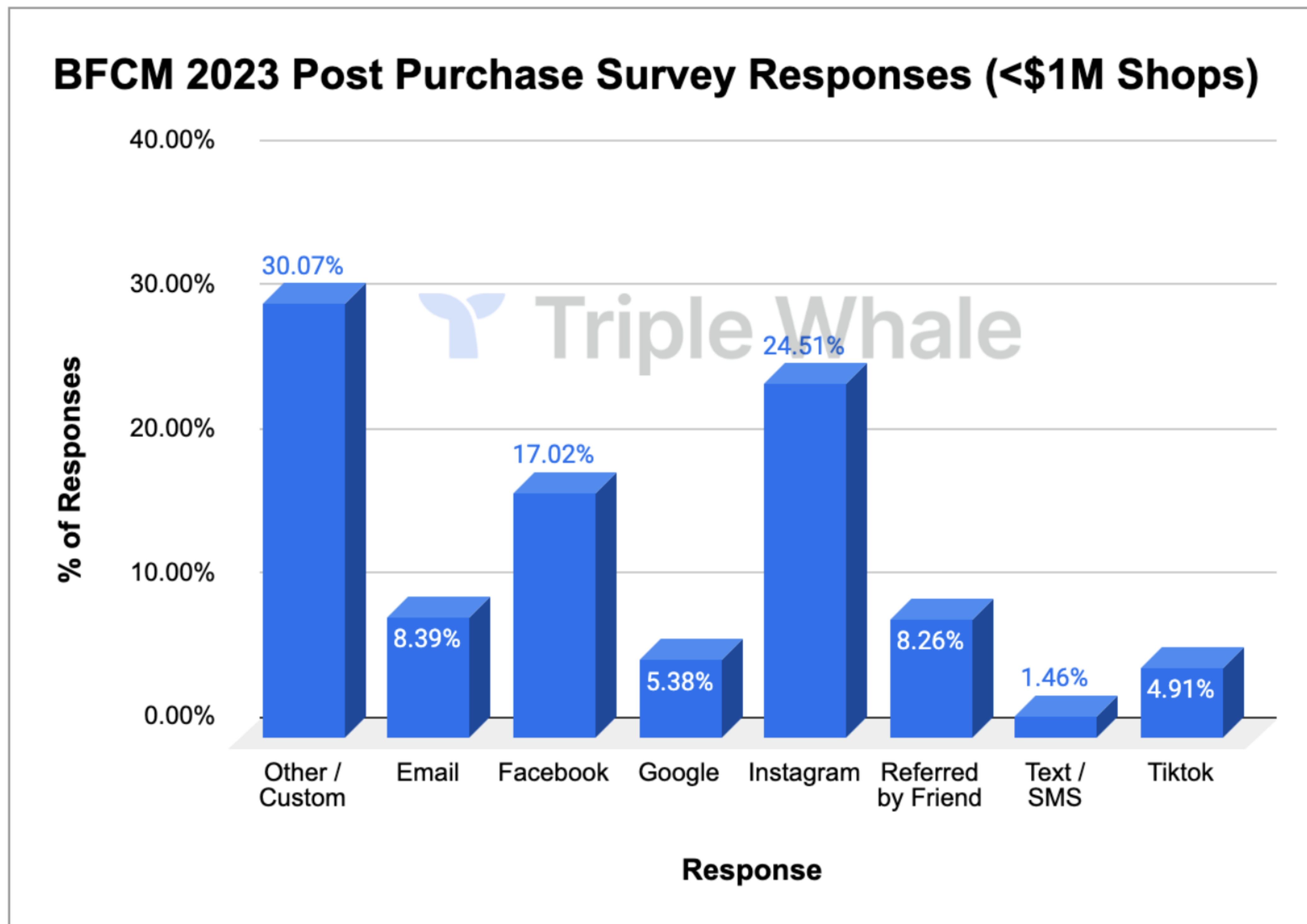


New customer revenue per store grew slightly by 22.14%, although its share of total revenue remained relatively unchanged (up 7.06%).

	2022	2023	% Change
NC Revenue / Store	\$6,911.58	\$8,441.47	22.14%
NC Revenue / Total Revenue	68.19%	73.01%	7.06%



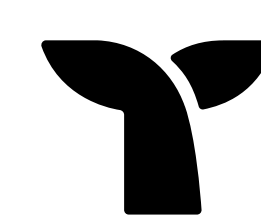
Post-Purchase Survey



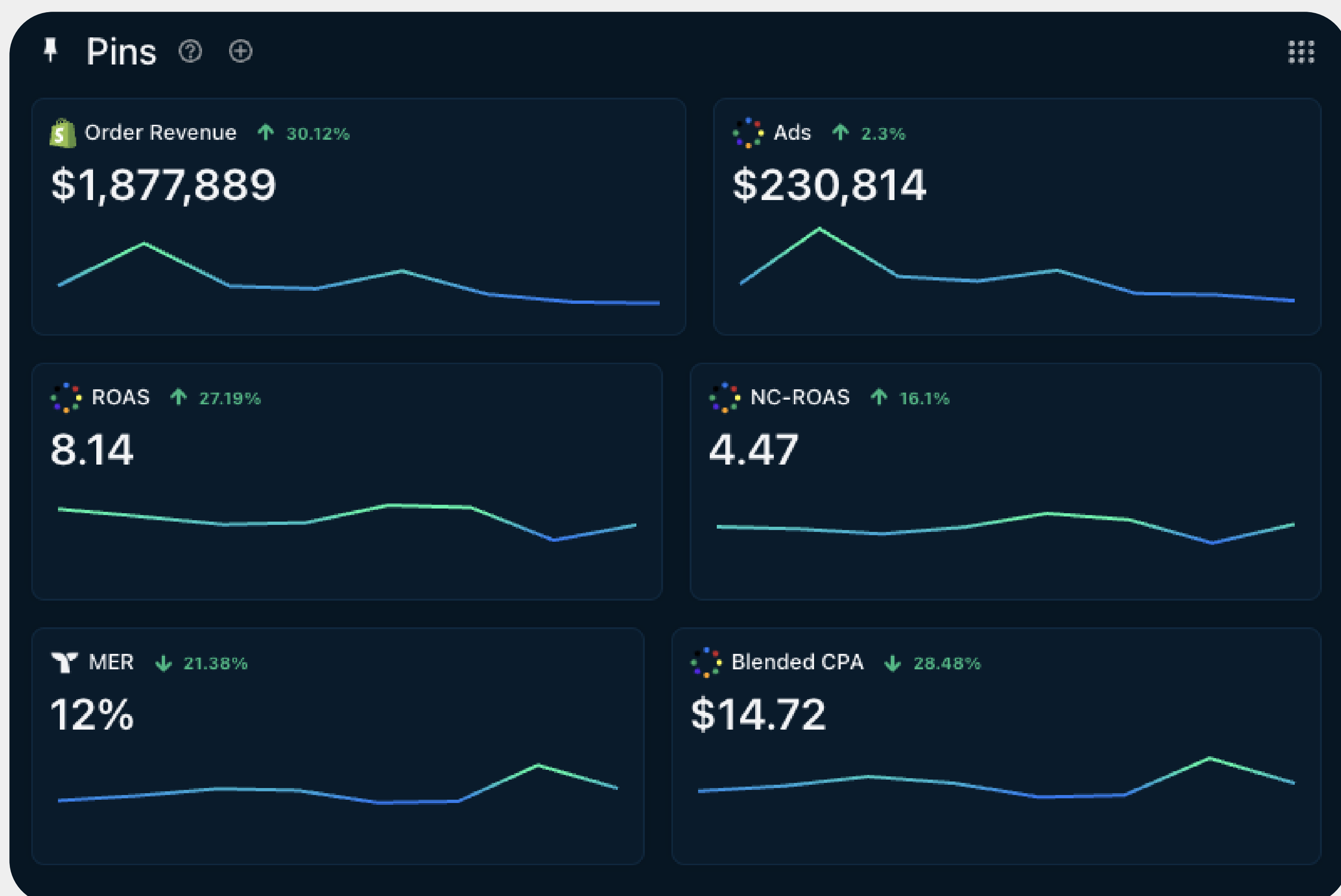
The survey data reaffirms Meta’s dominance in customer acquisition (41.53% of responses between Facebook and Instagram).

Smaller stores should take advantage of PPS to analyze customer paths to understand the interplay between Facebook and Instagram awareness and Google ROAS using Total Impact attribution.

	<\$1M	Aggregate 2023
Source (PPS)	% of Responses	% of Responses
PPS TW Survey Email Source	8.39%	8.45%
PPS TW Survey Facebook Source	17.02%	12.72%
PPS TW Survey Google	5.38%	5.32%



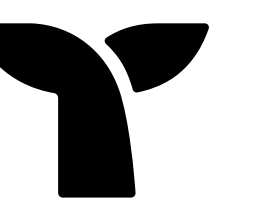
Source		
PPS TW Survey Instagram Source	24.51%	17.82%
PPS TW Survey Referred by Friend Source	8.26%	11.50%
PPS TW Survey Text Source	1.46%	2.29%
PPS TW Survey Tiktok Source	4.91%	4.28%



 Triple Whale

\$1-5M Annual Revenue

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\$1-5M Annual Revenue

Intro

The landscape for ecommerce businesses in the \$1-5M revenue range is evolving, with a notable shift in ad budget allocation. Meta and Snap have seen increases in ad spend of 10.6% and 32% respectively. Interestingly, while Snap boasts the highest ROAS at 5.99, Meta lags with a modest 2.84.

TikTok has also emerged as a strong contender, showing positive trends in CTR, ROAS, and both ad spend and revenue per store. This indicates the growing effectiveness of TikTok as a marketing platform for this revenue tier.

A standout observation is the increase in email conversion value, soaring at 173% YoY. This tier also enjoys a high email CTR of 2.15%, greater than the aggregate CTR of 1.97%.

Key Takeaways

- With a 16.57% YoY boost to conversion value, Meta remains crucial for revenue generation despite lower ROAS.
- TikTok shows potential with 44.33% YoY growth in ROAS. AOVs are lower, showing a higher probability for impulse buying, which can be ideal for smaller brands looking to grow market share if they can showcase their value proposition well through TikTok.
- Brands should optimize email capture and flows in the months leading up to BFCM to include browse abandon, cart abandon, and post-purchase series allowing less spend in platforms while still maximizing revenue from the sale.



Overview

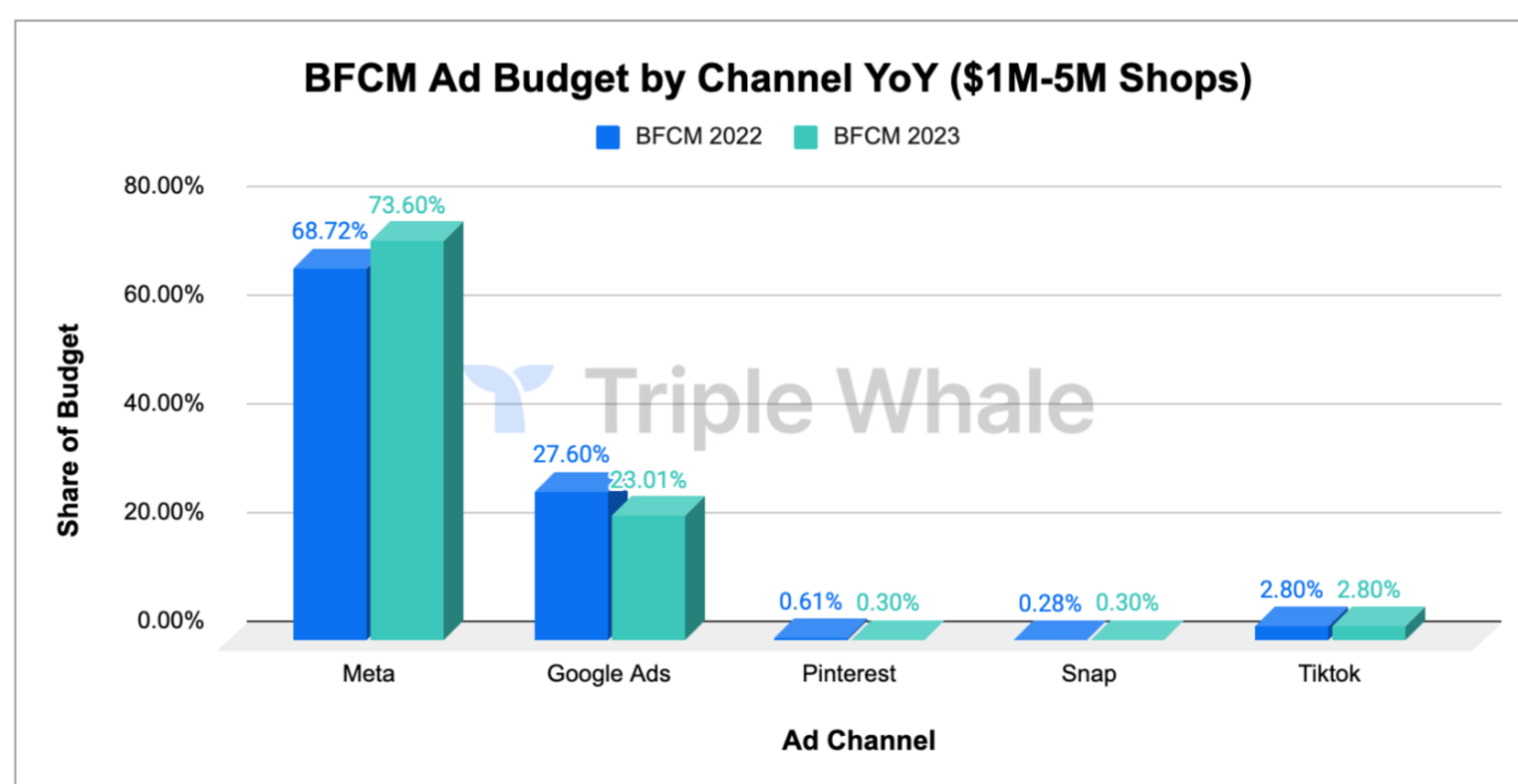
Despite its lower ROAS, Meta remains a crucial channel for revenue generation in this tier. This channel saw the second-highest growth in conversion value at 16.57% YoY, whereas all other channels (except TikTok) saw notable decreases. Given TikTok's growth, we propose that **the key to leveraging Meta effectively lies in creativity and targeted campaigns.**

TikTok had the highest boost in ROAS at 44.33% YoY. Along with improvements in leading metrics, this growth suggests untapped potential. Revamping TikTok campaigns in 2024, **with a focus on store and classic campaign types**, could yield significant benefits for this revenue tier.

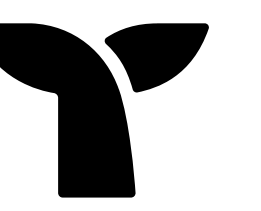
Brands in this revenue tier should also optimize email flows to build and nurture their audience. Including site engagement or exit-intent pop-ups for email capture throughout the year to grow your audience is important so you can capitalize on email flows during sale times to maximize revenue on lower ad spend. Examples of flows to include are **welcome series emails to showcase your brand story and build a connection with your audience, browse abandon to showcase top products or bundles, cart abandon to introduce offers and reminders to your bottom-of-funnel audiences, and post-purchase series with cross-sell/up-sell opportunities for increased LTV** to maximize revenue without relying heavily on paid promotions.

Data

Ad Spend



Ad Channel	Yoy Change
Meta	7.10%
Google Ads	-16.63%
Pinterest	-50.97%
Snap	8.41%
Tiktok	-0.01%



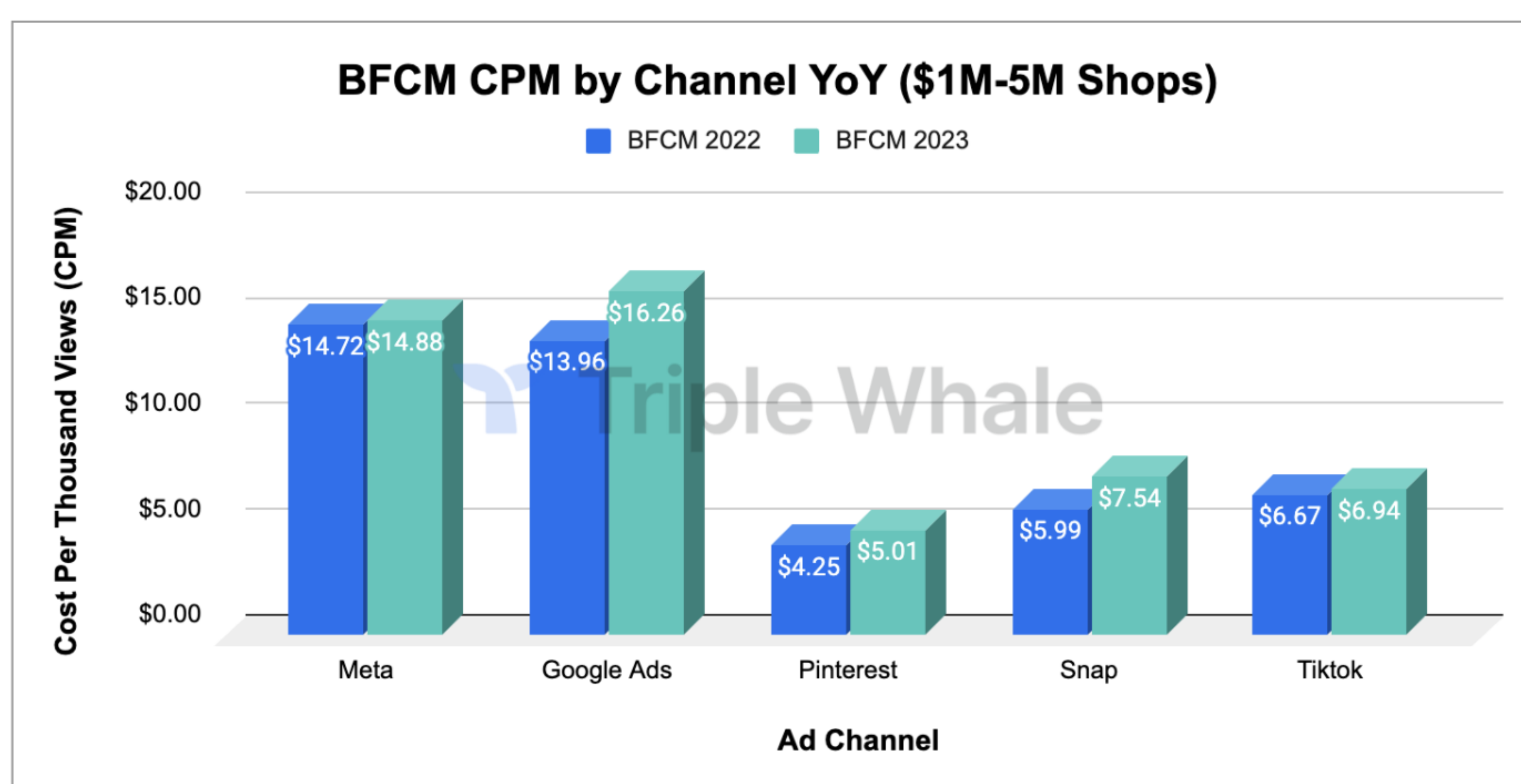
The ad spend distribution reflects strategic shifts, with Meta seeing a 7.1% increase. However, Google Ads experienced a 16.63% decrease, aligning with the aggregate decline of 12.7%.

Snap's budget increased by 8.4%, an intriguing development considering the 16% fewer stores used it compared to 2022.

TikTok's budget remained stable, but the spend per store rose by 18.47%. This likely points to stores investing more of their ad budget into this emerging platform.

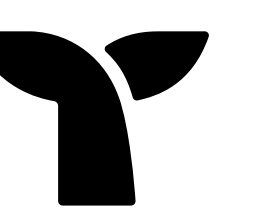
Platform	2022	2023	% Change	Aggregate 2023
Meta	68.72%	73.60%	7.10%	71.12%
Google Ads	27.60%	23.01%	-16.63%	23.86%
Pinterest	0.61%	0.30%	-50.97%	0.48%
Snap	0.28%	0.30%	8.41%	0.45%
Tiktok	2.80%	2.80%	-0.01%	4.09%

Cost Per Thousand Impressions (CPM)



Ad Channel	YoY Change
Meta	1.14%
Google Ads	16.48%
Pinterest	17.96%
Snap	25.73%
Tiktok	4.09%

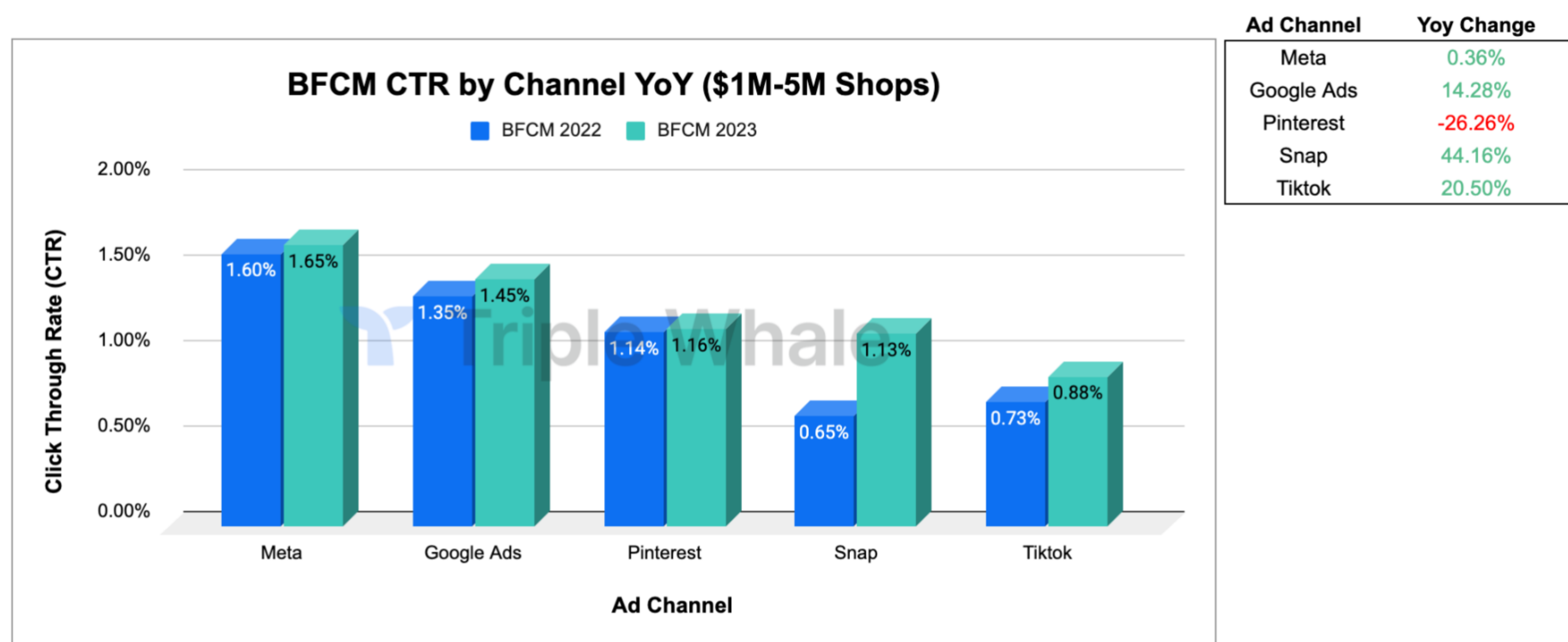
The blended CPM is \$10.13, up by 11% YoY. Yet this revenue tier remains lower than the 2023 aggregate. This suggests a more cost-effective ad environment for smaller stores.



Google's CPM saw a significant increase of 16.48%, but it's still below the aggregate increase of 21.3%. This could be attributed to smaller stores focusing on fewer, more efficient campaigns that allow for more creative experimentation with larger audiences. They most likely relied on platform algorithms, like Google's PMax and Meta's Advantage+, to generate better results.

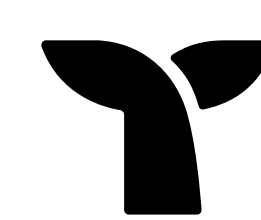
Platform	2022	2023	% Change	Aggregate 2023
Meta	\$14.72	\$14.88	1.14%	\$16.12
Google Ads	\$13.96	\$16.26	16.48%	\$19.03
Pinterest	\$4.25	\$5.01	17.96%	\$5.60
Snap	\$5.99	\$7.54	25.73%	\$6.48
Tiktok	\$6.67	\$6.94	4.09%	\$7.60

Click-Through Rate (CTR)



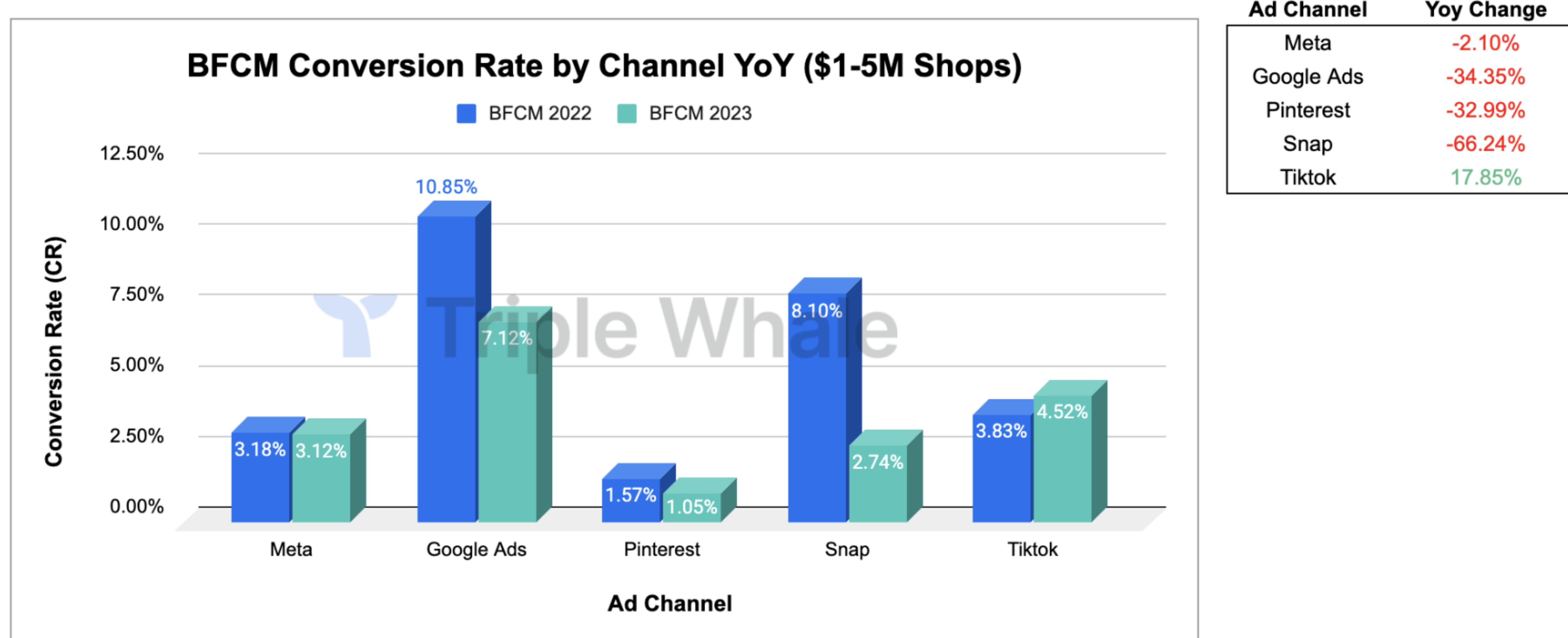
Meta's CTR remained stable, while Google and TikTok saw increases that aligned with the aggregate. Despite its substantial growth, Snap represents a small sample size and thus should be interpreted cautiously.

Platform	2022	2023	% Change	Aggregate 2023
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Meta	1.60%	1.65%	3.04%	1.56%
Google Ads	1.35%	1.45%	6.75%	1.55%
Pinterest	1.14%	1.16%	2.18%	1.07%
Snap	0.65%	1.13%	72.13%	0.60%
Tiktok	0.73%	0.88%	19.63%	0.80%

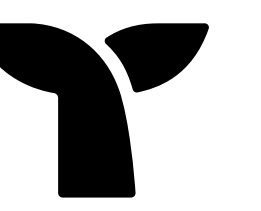
Conversion Rate



Conversion rates are down YoY across most channels, except for TikTok, which saw a slight bump of 17.85%.

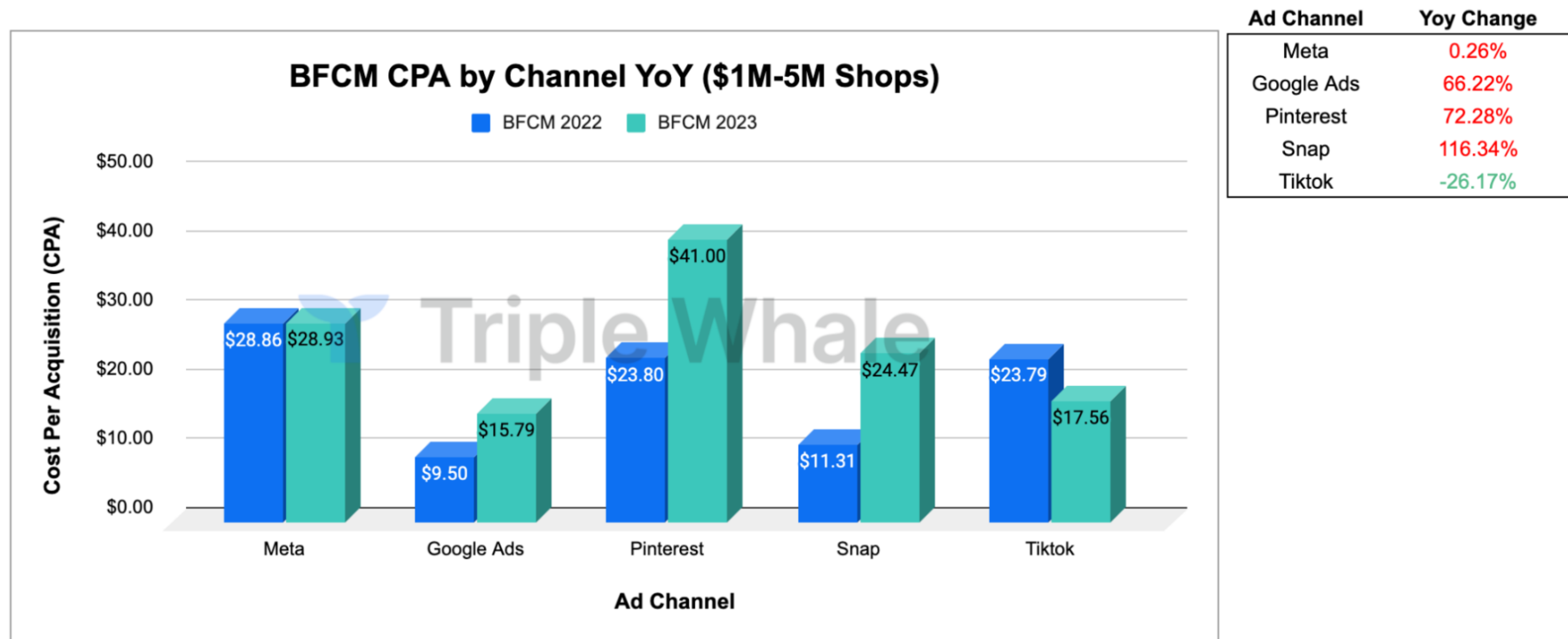
Google experienced the most significant drop at 34.35%. This could indicate an overinvestment in less effective traffic sources or an expansion into new Google ad formats, like YouTube and the Google Display Network, with traditionally lower conversion rates.

Platform	2022	2023	% Change	Aggregate 2023
Meta	3.18%	3.12%	-2.10%	3.78%
Google Ads	10.85%	7.12%	-34.35%	7.32%



Pinterest	1.57%	1.05%	-32.99%	2.69%
Snap	8.10%	2.74%	-66.24%	5.62%
Tiktok	3.83%	4.52%	17.85%	7.27%

Cost Per Acquisition (CPA)

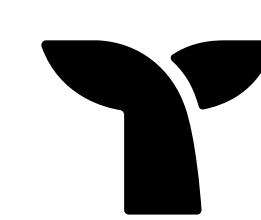


Meta's CPA remained flat YoY, positioning it 18% below the aggregate data, indicating high efficiency in customer acquisition on Meta platforms for this cohort. This also suggests that these brands have optimized their campaigns well on Facebook and Instagram.

On the other hand, Google experienced a significant 66% YoY increase (69% above the aggregate). This steep rise could be attributed to increased competition in search and shopping for this cohort, as shown by increased CPM (competition) and declining conversion rates (deal-shopping customers).

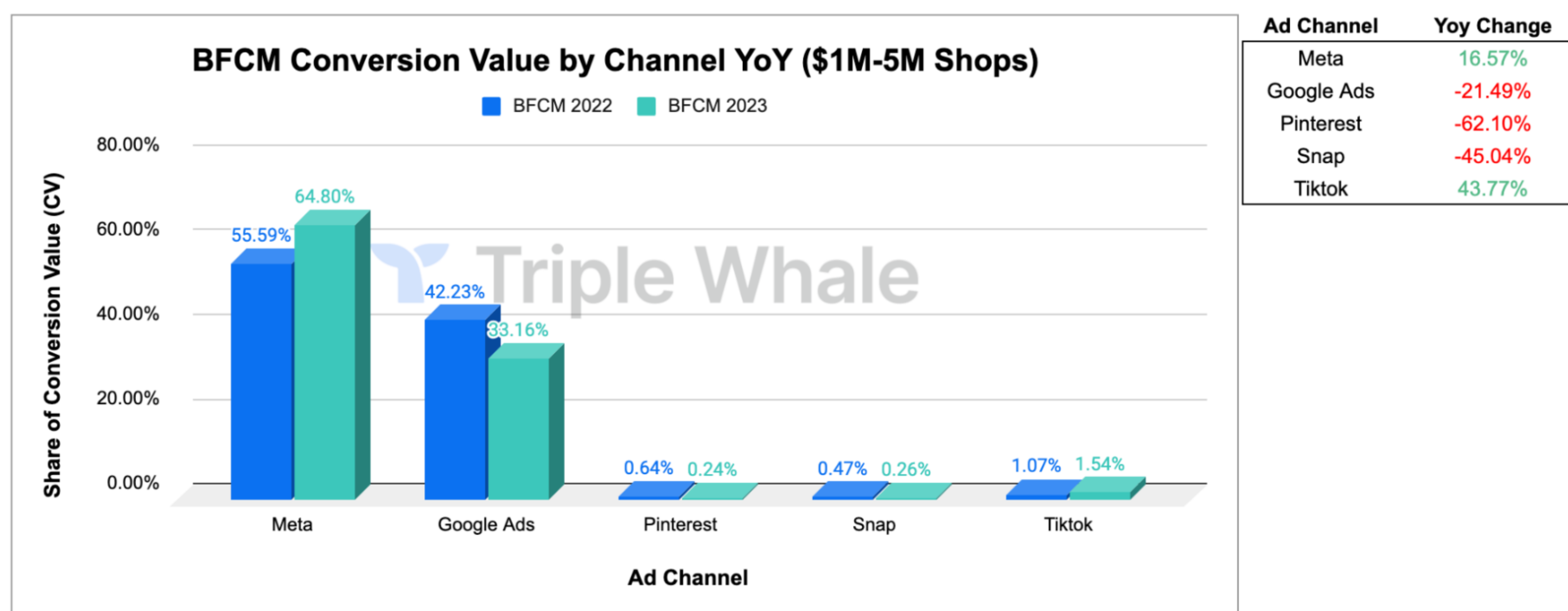
The increase in CTRs might also indicate that customers are comparing more options and making more deliberate decisions, leading to fewer impulse purchases. This behavior, in turn, escalates costs for advertisers and reduces overall conversion rates, making customer acquisition on Google more expensive.

TikTok saw a 26% YoY decrease in CPA, also 18% below the aggregate. This impressive performance indicates that this revenue tier is effectively acquiring customers on TikTok. Brands are likely leveraging the platform's creative and interactive ad formats to engage and convert audiences at a lower cost than other channels.



Platform	2022	2023	% Change	Aggregate 2023
Meta	\$28.86	\$28.93	0.26%	\$27.24
Google Ads	\$9.50	\$15.79	66.22%	\$16.79
Pinterest	\$23.80	\$41.00	72.28%	\$19.45
Snap	\$11.31	\$24.47	116.34%	\$19.12
Tiktok	\$23.79	\$17.56	-26.17%	\$13.08

Conversion Value



TikTok's conversion value increased by 43.77% YoY, although it still constitutes a small portion of overall ad-driven revenue. Meta dominated the revenue share at 64.8%, aligning with its substantial ad budget allocation.

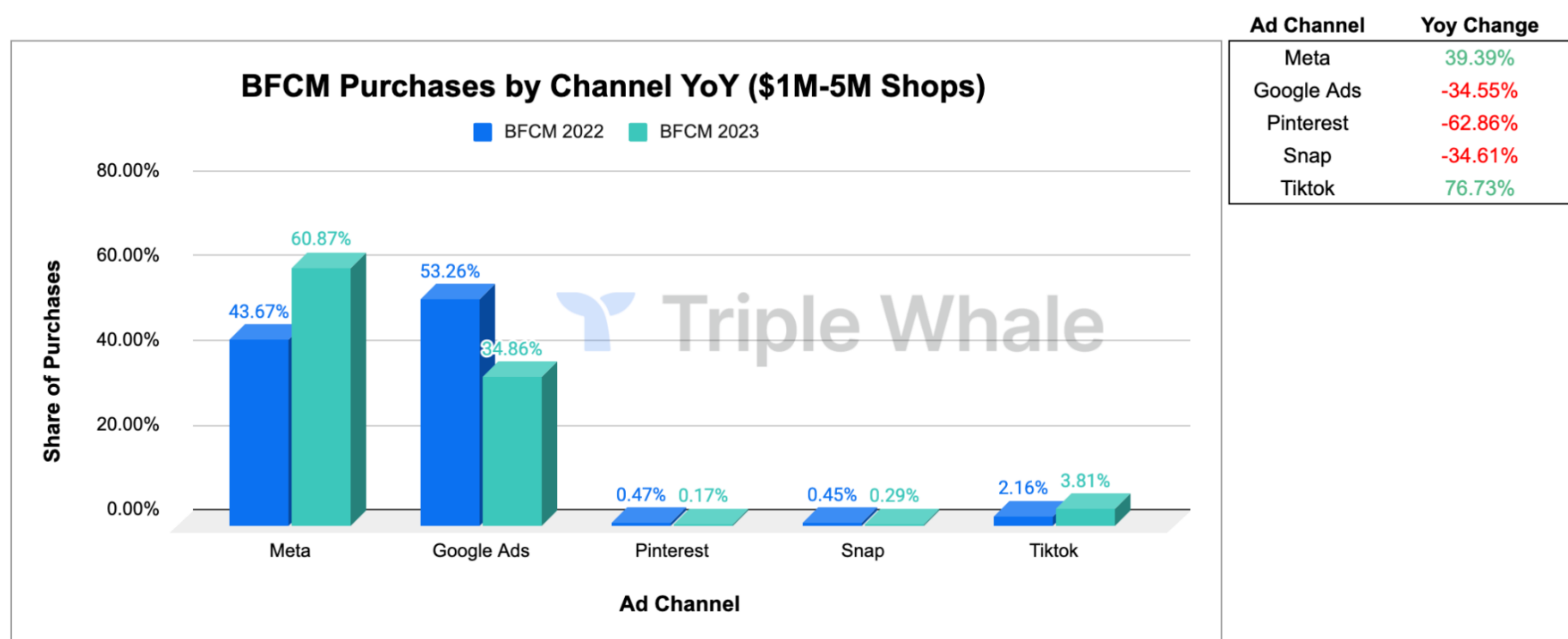
Google's conversion value declined by 21.49% YoY while Meta grew by 16.57%, suggesting a possible shift of conversions from Google to Meta.

Platform	2022	2023	% Change	Aggregate 2023
Meta	55.59%	64.80%	16.57%	62.41%
Google Ads	42.23%	33.16%	-21.49%	32.94%



Pinterest	0.64%	0.24%	-62.10%	0.73%
Snap	0.47%	0.26%	-45.04%	0.53%
Tiktok	1.07%	1.54%	43.77%	3.39%

% of Total Purchases by Channel



Meta grew by nearly 40% and dominates the landscape, driving 60.87% of total purchases.

Google's significant 34.55% decrease in share of purchases aligns with its 34.35% drop in conversions. This is likely due to the combination of the increased cost of Google Ads and a shift toward display and video ads, which typically have a lower purchase intent than search.

This revenue tier experienced the biggest decline in Pinterest's share of purchases, with a 62.86% decrease, compared to the 18.27% aggregate drop.

Platform	2022	2023	% Change	Aggregate 2023
Meta	43.67%	60.87%	39.39%	59.44%
Google Ads	53.26%	34.86%	-34.55%	32.34%
Pinterest	0.47%	0.17%	-62.86%	0.56%

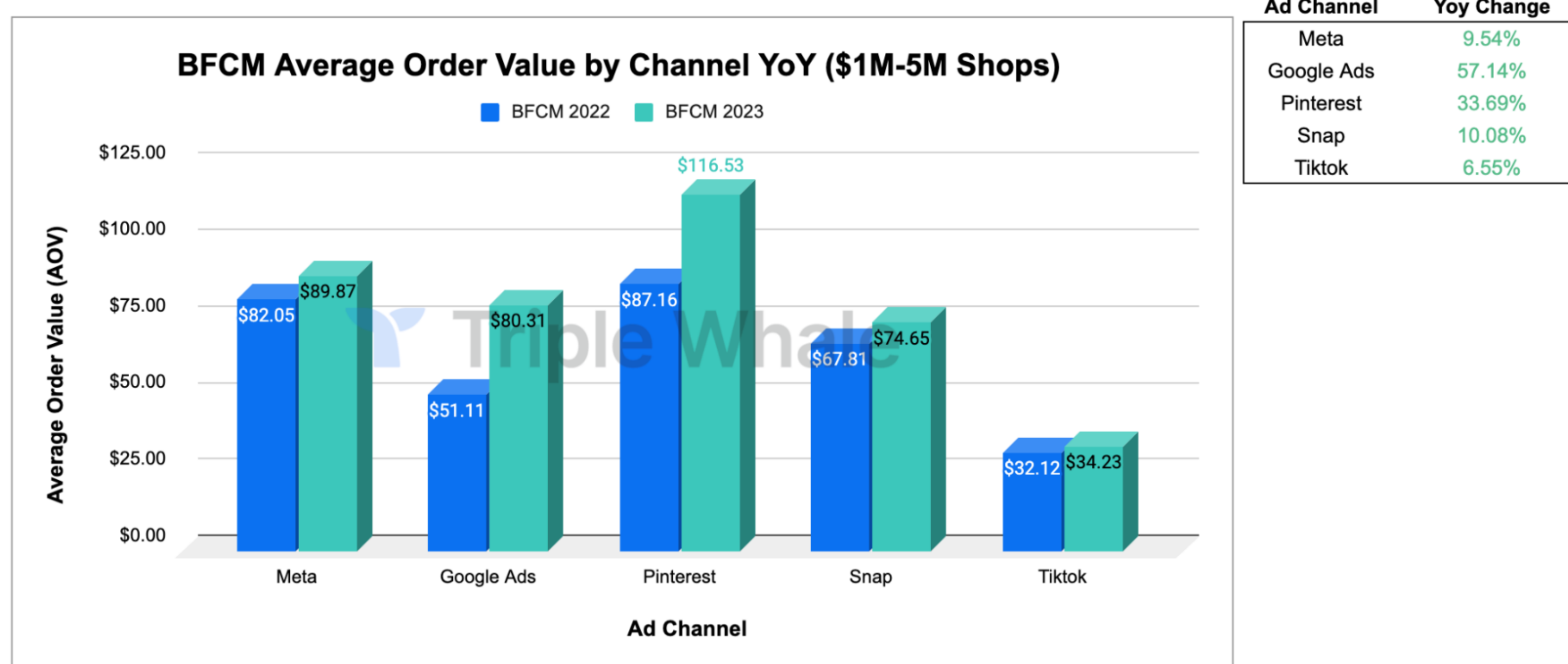


Snap	0.45%	0.29%	-34.61%	0.54%
Tiktok	2.16%	3.81%	76.73%	7.12%

Average Order Value (AOV)

The AOV saw a modest increase from \$86.12 in 2022 to \$87.10 in 2023. This could be due to deeper discounts offered by brands in this revenue tier to attract new customers and build long-term value through lifecycle marketing throughout the year.

	2022	2023	% Change	Aggregate 2023
AOV	\$86.12	\$87.10	1.14%	\$94.99
NC AOV	\$87.54	\$89.17	1.87%	\$95.21



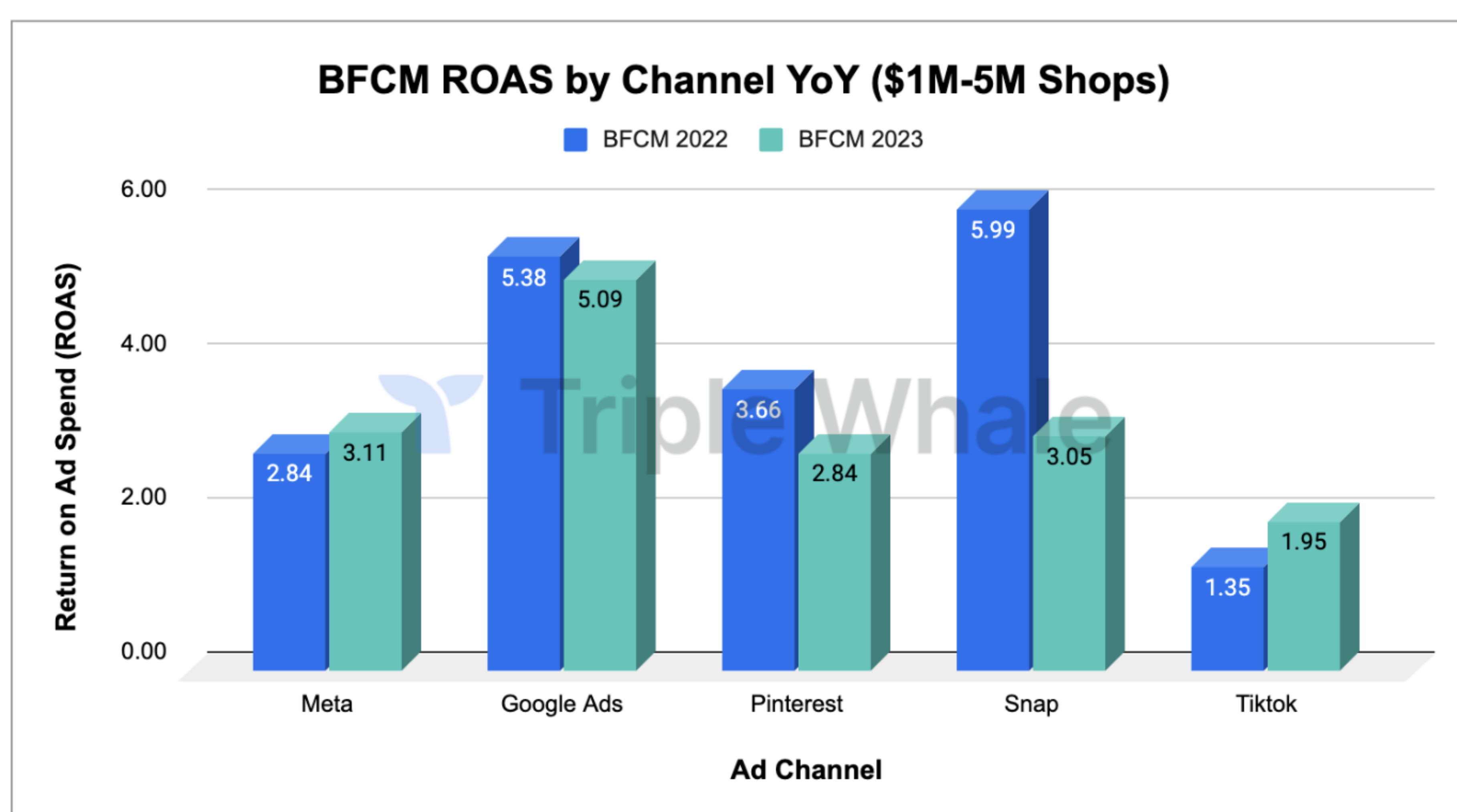
AOV increased across all channels - the only cohort to do so. Google showed the most significant growth at 57.14%. This suggests an effective strategy of driving higher-value purchases through targeted advertising.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$82.05	\$89.87	9.54%	\$94.86



Google Ads	\$51.11	\$80.31	57.14%	\$92.02
Pinterest	\$87.16	\$116.53	33.69%	\$117.56
Snap	\$67.81	\$74.65	10.08%	\$88.86
Tiktok	\$32.12	\$34.23	6.55%	\$42.99

Return On Ad Spend (ROAS)

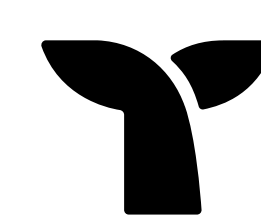


Ad Channel	Yoy Change
Meta	9.26%
Google Ads	-5.46%
Pinterest	-22.40%
Snap	-49.11%
Tiktok	44.33%

Snap experienced a notable drop in ROAS of 49.11%, while TikTok saw a substantial increase of 44.33%. However, both changes are less than the aggregate (67.21% decrease and 58.08% increase, respectively).

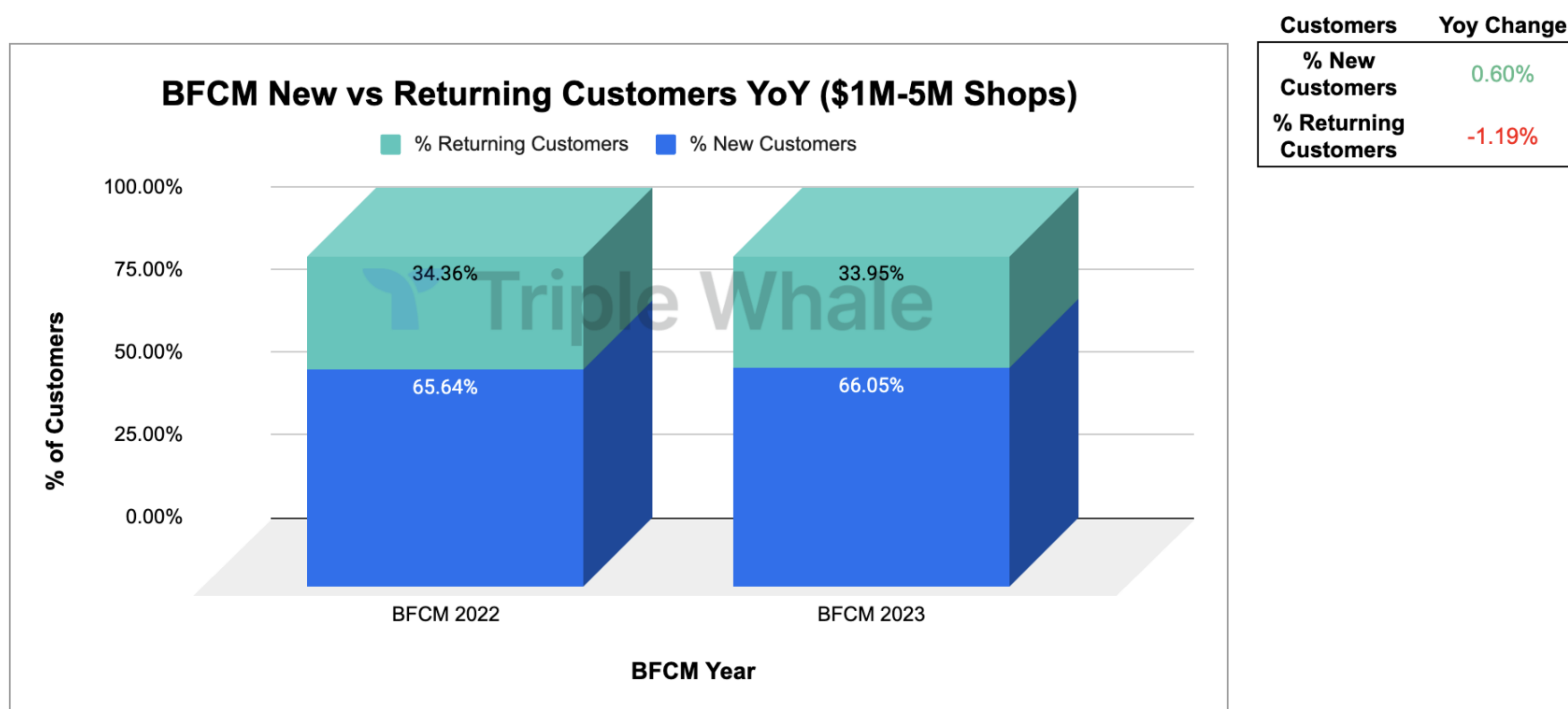
We also saw a 22.4% decrease in Pinterest's ROAS - much higher than the aggregate 0.38% decrease for all revenue tiers. This indicates a shifting landscape in ad effectiveness across different platforms.

Platform	2022	2023	% Change	Aggregate 2023
Meta	2.84	3.11	9.26%	3.48
Google Ads	5.38	5.09	-5.46%	5.48



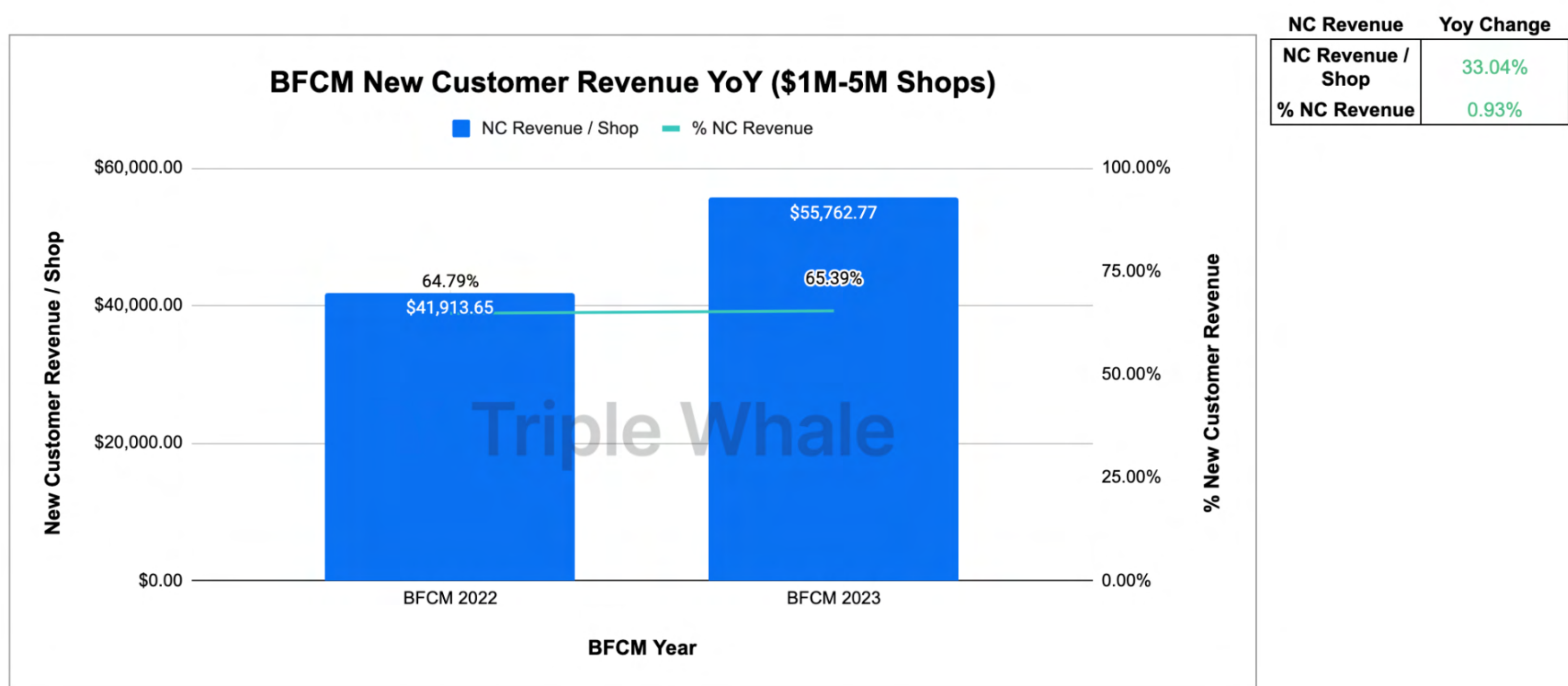
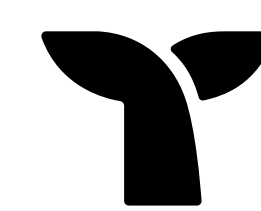
Pinterest	3.66	2.84	-22.40%	6.04
Snap	5.99	3.05	-49.11%	4.65
Tiktok	1.35	1.95	44.33%	3.29

New vs Returning Customer



	2022	2023	% Change	Aggregate 2023
% New Customers	65.64%	66.05%	+0.6%	60.51%
% Returning Customers	34.36%	33.95%	-1.19%	39.49%

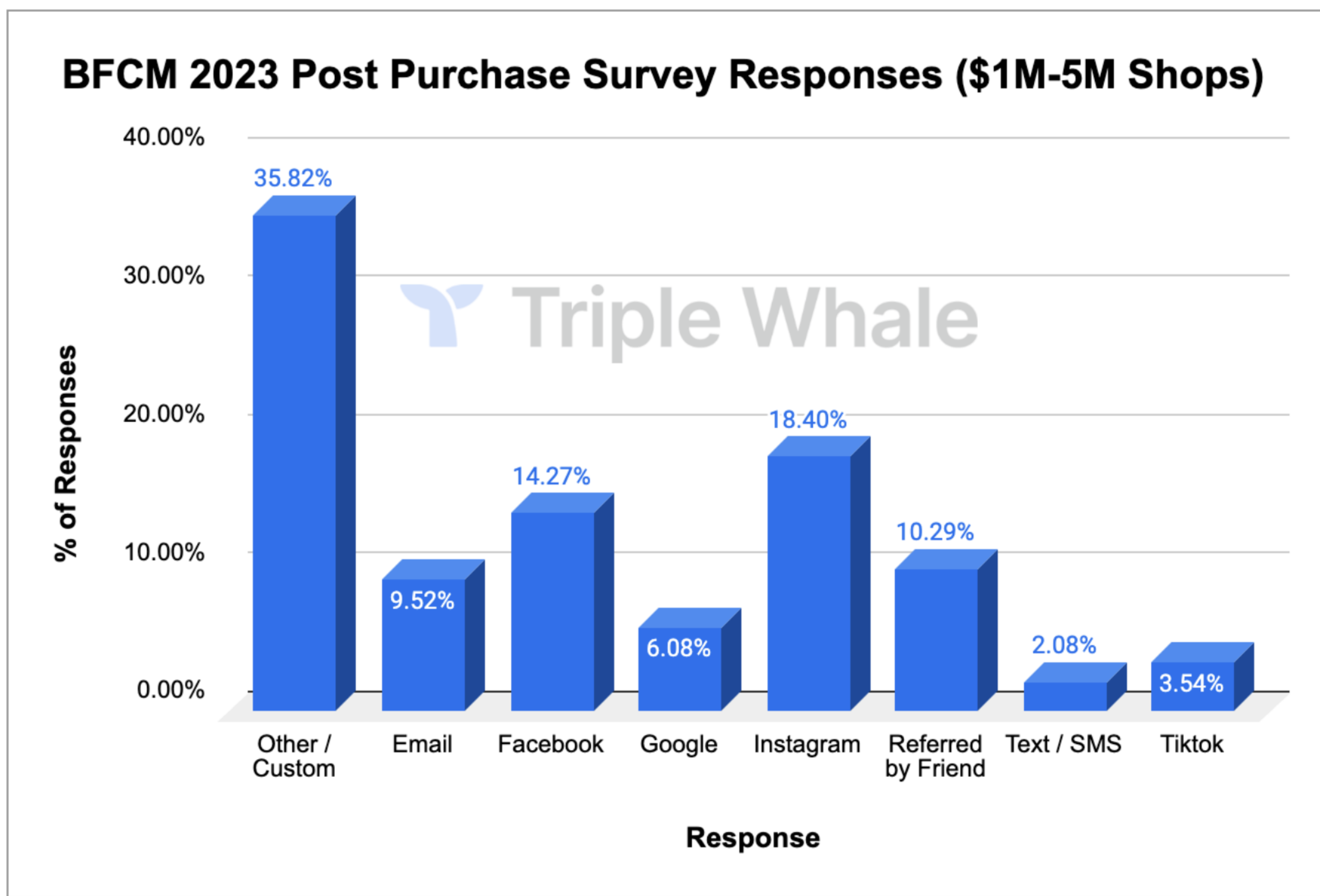
The balance between new and returning customers remained stable, with a 33% increase in revenue from new customers. This suggests a consistently successful customer acquisition and retention strategy.



	2022	2023	% Change
NC Revenue / Store	\$41,913.65	\$55,762.77	33.04%
NC Revenue / Total Revenue	64.79%	65.39%	0.93%

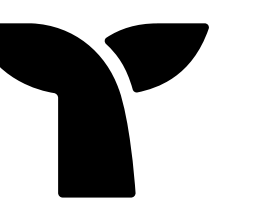


Post-Purchase Survey

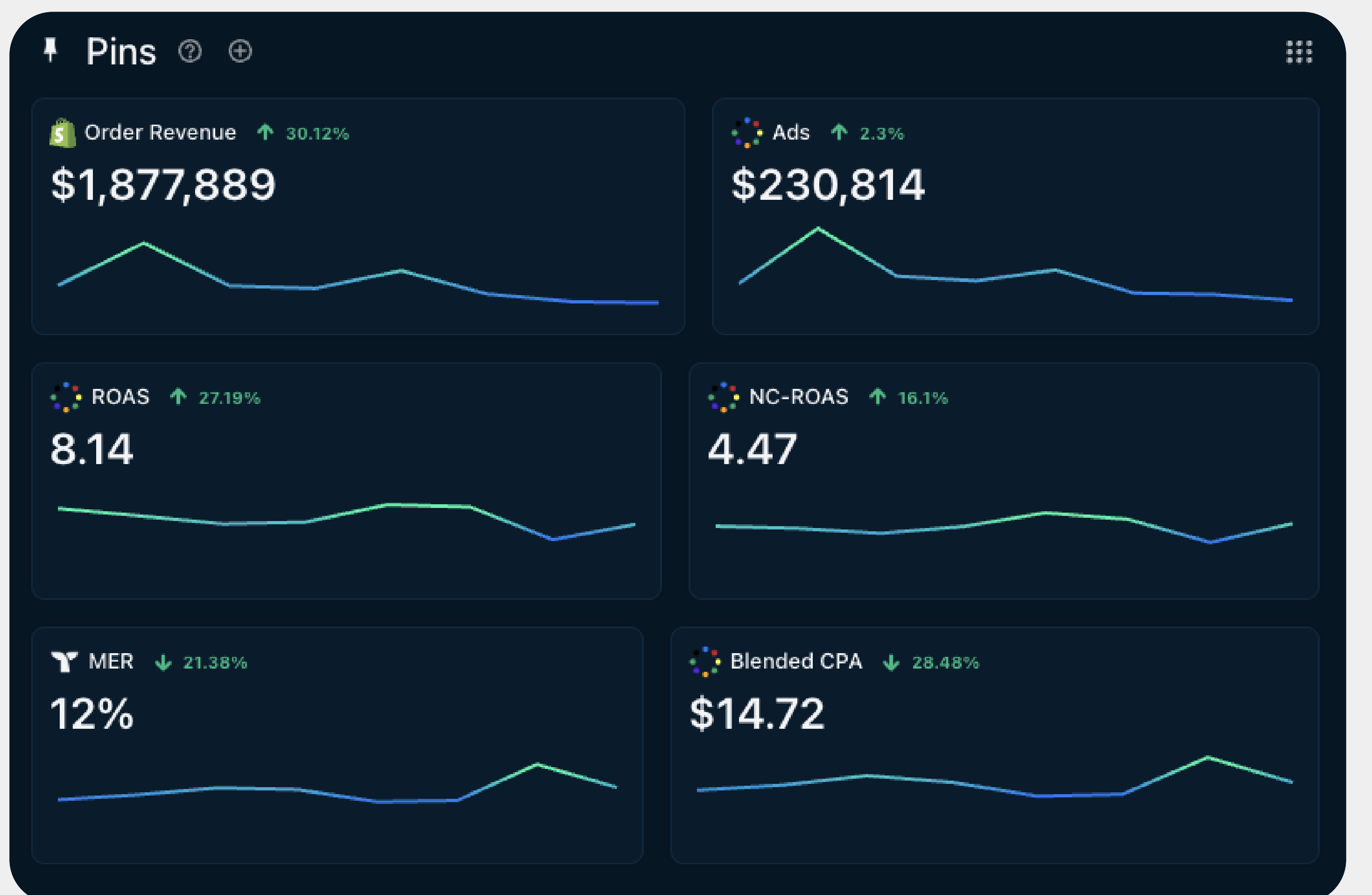


The response rate to post-purchase surveys aligned with the aggregate, which provided valuable insights into customer preferences and behaviors. Again, we saw Meta's huge influence on customer acquisition, with 41% of respondents citing Facebook or Instagram.

	\$1M-5M	Aggregate 2023
Source (PPS)	% of Responses	% of Responses
PPS TW Survey Email Source	9.52%	8.45%
PPS TW Survey Facebook Source	14.27%	12.72%
PPS TW Survey Google Source	6.08%	5.32%



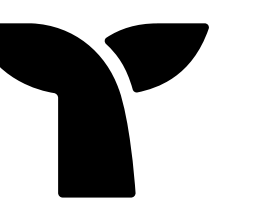
PPS TW Survey Instagram Source	18.40%	17.82%
PPS TW Survey Referred by Friend Source	10.29%	11.50%
PPS TW Survey Text Source	2.08%	2.29%
PPS TW Survey Tiktok Source	3.54%	4.28%



 Triple Whale

\$5-10M Annual Revenue

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\$5-10M Annual Revenue

Intro

Brands in the \$5-10M revenue tier are experiencing a pivotal shift in their marketing strategies. Paid channel spending rose by 29.5%. However, we also observed a noticeable 6% dip in conversion value per store from email campaigns. These trends suggest that brands neglected email campaigns while focusing more heavily on paid advertising.

Reliance on Meta and Google remains high, with these platforms driving 80% of revenue. This highlights the significant role these channels play in the marketing mix of these brands.

Interestingly, this revenue tier seems to mark a turning point in channel efficiency. We saw a notable increase in conversion rates on TikTok and Google (8.28% and 7.64%, respectively).

This could mean that when brands hit this revenue tier, they are more likely to be established brands that consumers will seek out to find BFCM deals rather than trying to save money by buying from lesser-known businesses.

Key Takeaways

- Define a dedicated budget to push to TikTok and give it a unique strategy and creative approach for success. Utilize additional attribution methods to measure total success. The opportunity for growth and expansion for TikTok amongst larger brands is here. AOVs are showing significantly lower on TikTok so lifecycle nurture from purchases coming from this channel to increase LTV will be key to the platform's success.
- We saw a heavy reliance on Meta and Google, but diversification into emerging channels like TikTok can drive substantial growth. Brands here need to allocate resources to creative excellence to be able to drive both efficiency and scale across paid social channels. As Google Ads gets more expensive, optimizing your marketplace shopping opportunities will be important to keeping ROAS numbers where they need to be to stay profitable.
- It feels like the \$5-10M cohort was the threshold this year to unlock efficiency in top-of-funnel channels. The brand awareness that's been built to get to this point should be leveraged across platforms and give more weight to the discussion of platform expansion in your overall marketing platform mix.



Overview

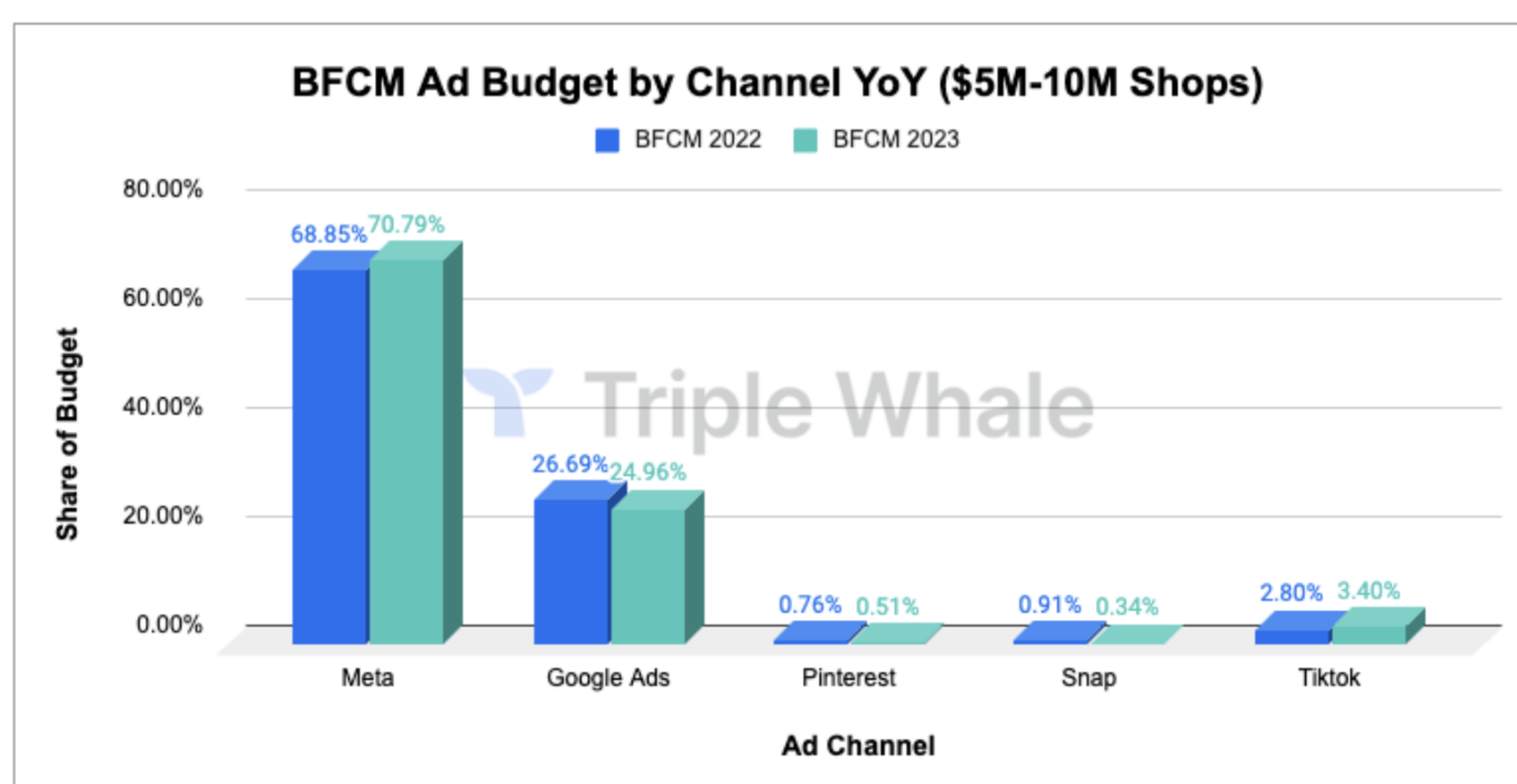
Despite a smaller reduction in ad spend, the substantial decrease in Snap's conversion value highlights the need for a more strategic allocation of advertising budgets.

Brands in this tier should continuously evaluate the performance of different channels and be **ready to reallocate funds to more effective platforms**. This might involve reducing spend on underperforming channels like Snapchat and redirecting those resources to platforms that show better ROAS, such as TikTok.

Despite the heavy reliance on Meta and Google for revenue, the data suggests that these brands are at a stage where spreading their bets marketing channels could be beneficial. For instance, **investing in emerging channels like TikTok can help tap into new customer segments and reduce over-dependence on a few platforms**. This balanced approach can lead to more sustainable long-term growth.

Data

Ad Spend



Ad Channel	Yoy Change
Meta	2.83%
Google Ads	-6.47%
Pinterest	-33.29%
Snap	-62.97%
Tiktok	21.68%

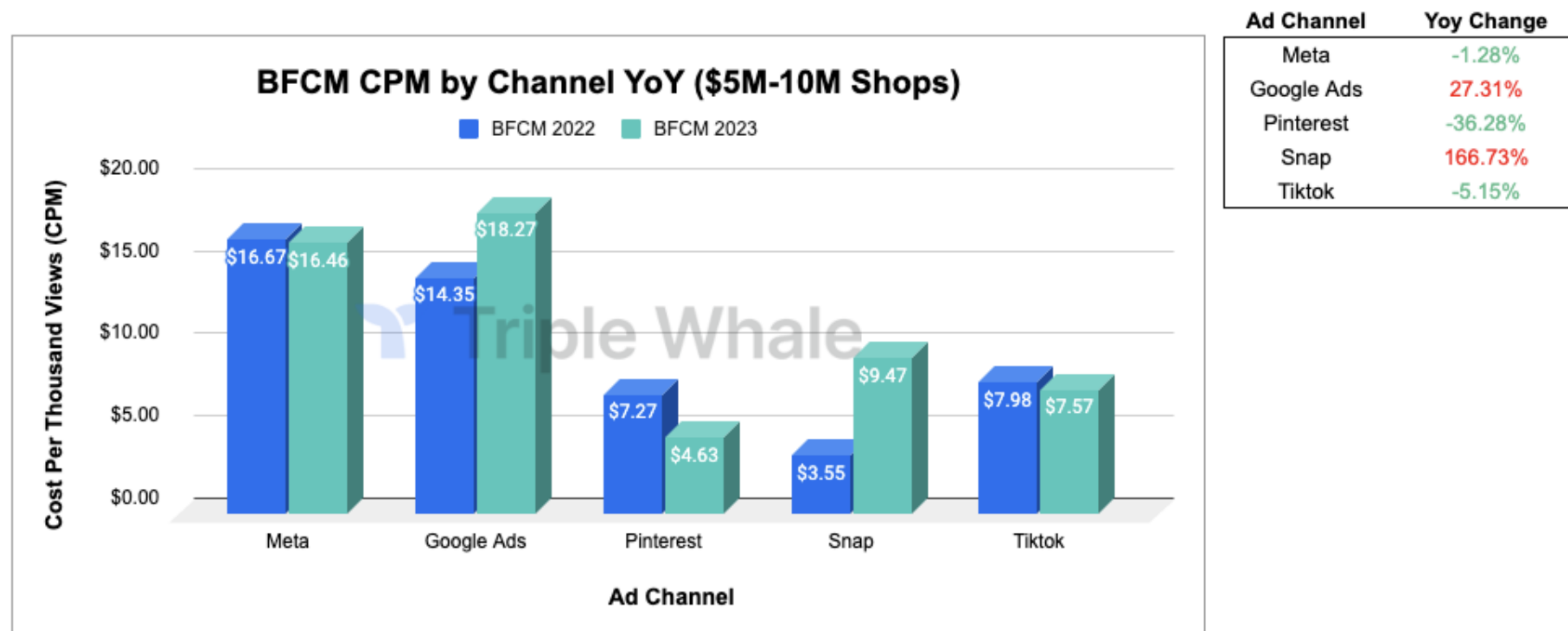


The ad budget allocation for this cohort aligns with the broader aggregate trends.

This consistency reflects a strategic approach to ad spending, mirroring market norms and possibly indicating a cautious yet calculated expansion in advertising efforts.

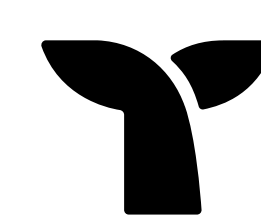
Platform	2022	2023	% Change	Aggregate 2023
Meta	68.85%	70.79%	2.83%	71.12%
Google Ads	26.69%	24.96%	-6.47%	23.86%
Pinterest	0.76%	0.51%	-33.29%	0.48%
Snap	0.91%	0.34%	-62.97%	0.45%
Tiktok	2.80%	3.40%	21.68%	4.09%

Cost Per Thousand Impressions (CPM)



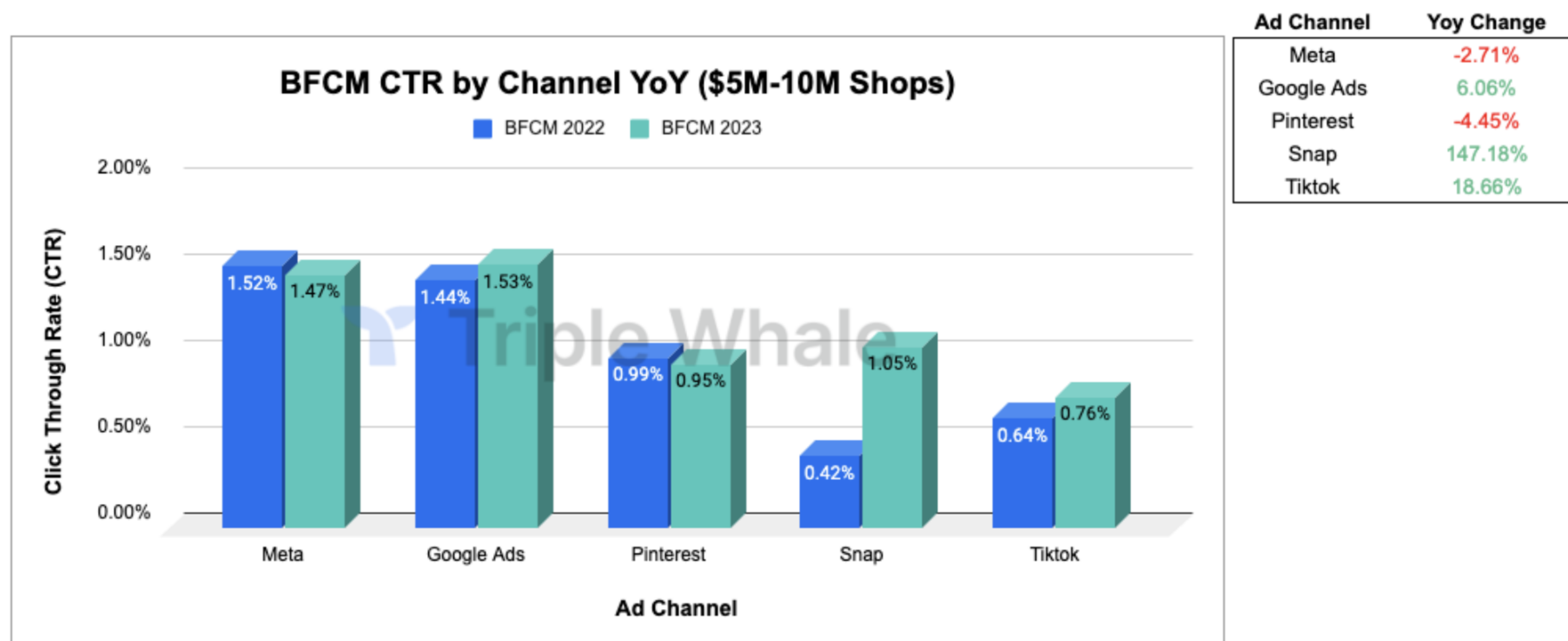
This revenue tier witnessed the most significant increase in blended CPM among all groups, at 13.2%, surpassing the 10.88% aggregate. This rise could be indicative of more competitive ad spaces and the need for refined targeting strategies.

Notably, Pinterest saw a substantial 36.28% drop in CPM compared to the 14.46% aggregate decrease for this channel, suggesting it might offer more cost-effective opportunities for reaching audiences in this cohort.



Platform	2022	2023	% Change	Aggregate 2023
Meta	\$16.67	\$16.46	-1.28%	\$16.12
Google Ads	\$14.35	\$18.27	27.31%	\$19.03
Pinterest	\$7.27	\$4.63	-36.28%	\$5.60
Snap	\$3.55	\$9.47	166.73%	\$6.48
Tiktok	\$7.98	\$7.57	-5.15%	\$7.60

Click-Through Rate (CTR)



On a small sample (30 shops), Snapchat's CTR surged dramatically at 147.18% YoY growth - the biggest increase across cohorts. This could point toward its growing effectiveness in engaging audiences.

However, Google's CTR growth was more modest at only 6%, and suggests a need for more compelling content or targeting refinement on this platform.

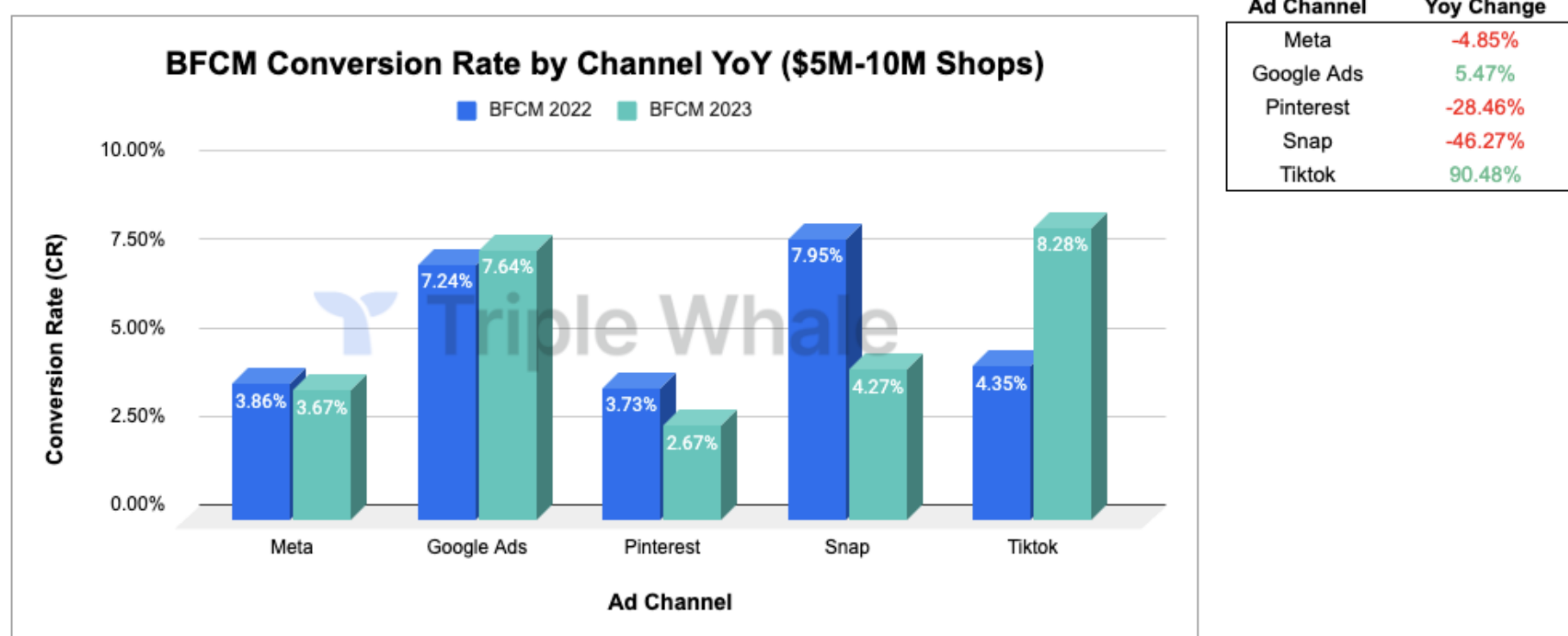
TikTok's moderate CTR increase of 18.66% aligns with its growing role in the marketing mix, reinforcing its potential as a valuable channel for engagement and conversion.

Platform	2022	2023	% Change	Aggregate 2023
Meta	1.52%	1.47%	-2.71%	1.56%



Google Ads	1.44%	1.53%	6.06%	1.55%
Pinterest	0.99%	0.95%	-4.45%	1.07%
Snap	0.42%	1.05%	147.18%	0.60%
Tiktok	0.64%	0.76%	18.66%	0.80%

Conversion Rate



TikTok's 90.48% YoY growth (compared to 56.41% aggregate growth) is particularly noteworthy, suggesting that brands in this revenue tier are effectively leveraging the platform's unique capabilities to drive conversions.

This cohort was the only one to see some growth in conversions on Google, with a 5.47% increase compared to a 27.58% decline at the \$1-5M revenue tier, its biggest loss across all groups. Accompanied by a decrease in ad spend, this could mean that this cohort sees a shift in market awareness once they pass the \$5M annual revenue mark, with customers actively searching for these brands during BFCM sales.

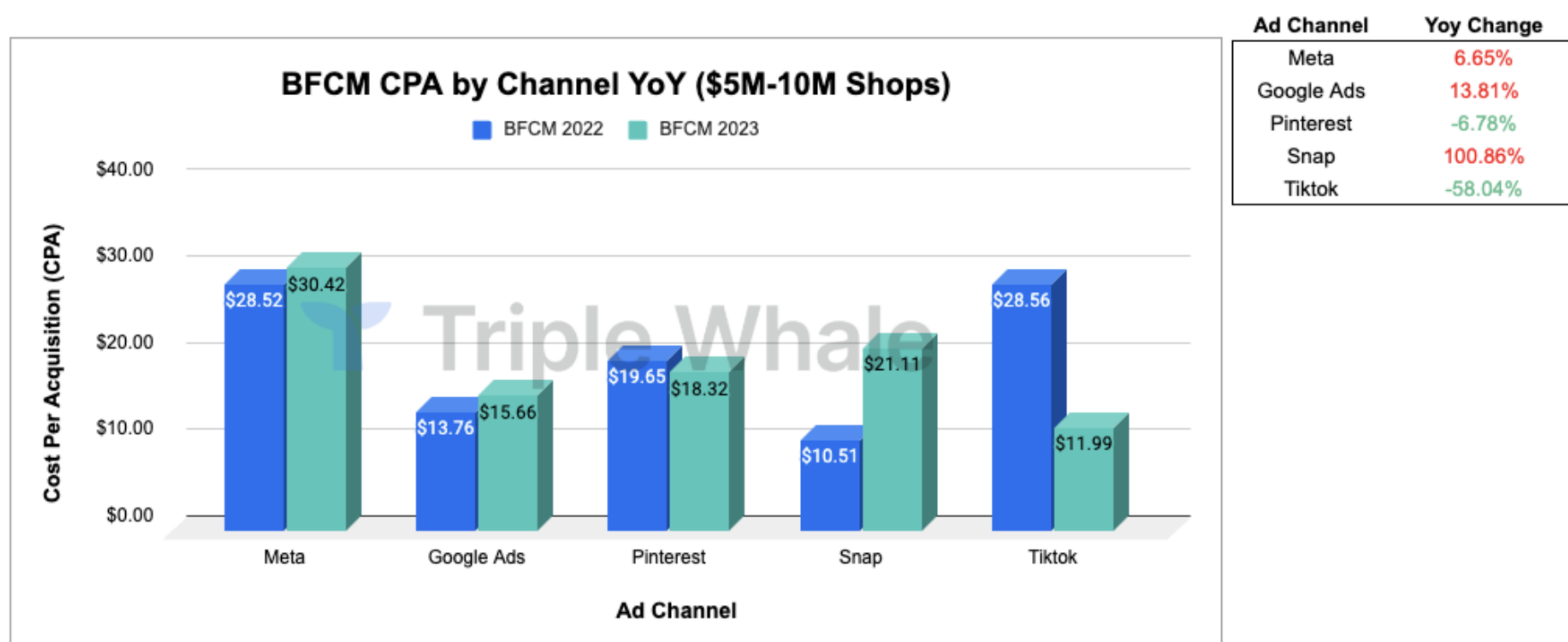
The varying conversion rate trends across channels underscore the importance of a diversified marketing strategy, where different platforms cater to distinct aspects of the consumer journey.

Platform	2022	2023	% Change	Aggregate 2023
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Meta	3.86%	3.67%	-4.85%	3.78%
Google Ads	7.24%	7.64%	5.47%	7.32%
Pinterest	3.73%	2.67%	-28.46%	2.69%
Snap	7.95%	4.27%	-46.27%	5.62%
Tiktok	4.35%	8.28%	90.48%	7.27%

Cost Per Acquisition (CPA)



Meta's CPA rose by 6.65% (more than twice as much as the aggregate decrease of 3.24%) and was accompanied by a 4.85% drop in conversions. This suggests that Meta campaigns need to be optimized to improve marketing efficiency.

Snapchat's CPA more than doubled while its conversion rate declined by 46.27%, reflecting a significant shift in platform efficiency and effectiveness.

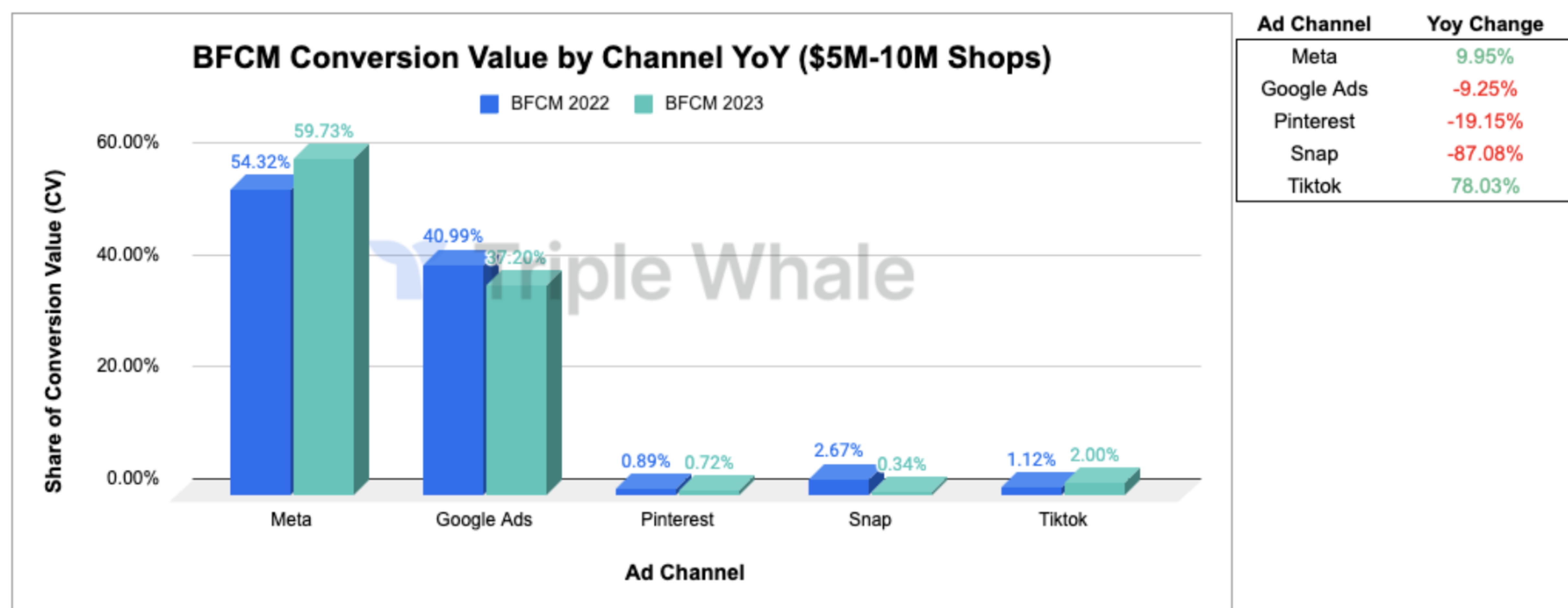
TikTok's CPA reduction by 58.04%, coupled with a 90% growth in conversions, highlights its emerging role as a high-impact channel for this revenue tier.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$28.52	\$30.42	6.65%	\$27.24
Google Ads	\$13.76	\$15.66	13.81%	\$16.79



Pinterest	\$19.65	\$18.32	-6.78%	\$19.45
Snap	\$10.51	\$21.11	100.86%	\$19.12
Tiktok	\$28.56	\$11.99	-58.04%	\$13.08

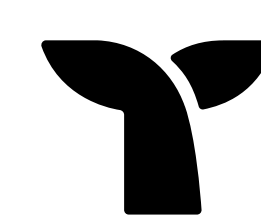
Conversion Value



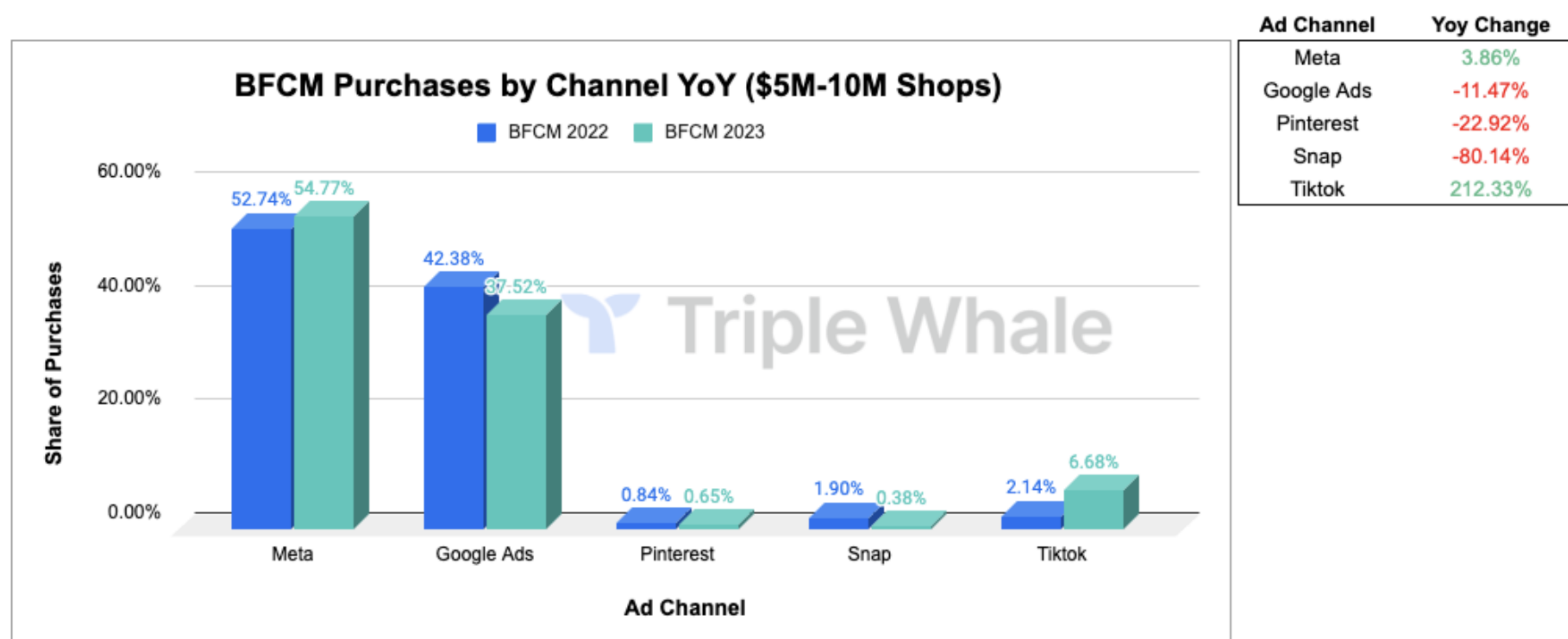
Despite shifts in budget allocation, Meta's higher AOV (\$97.16 in 2023 compared to \$90.15 in 2022) contributed to an increase in conversion value. This underscores the platform's vital role in driving high-value conversions.

TikTok saw a significant 78% increase in conversion value compared to the previous two cohorts (45.67% and 43.77%, respectively). This suggests its growing importance in the marketing mix to offer substantial opportunities for revenue generation.

Platform	2022	2023	% Change	Aggregate 2023
Meta	54.32%	59.73%	9.95%	62.41%
Google Ads	40.99%	37.20%	-9.25%	32.94%
Pinterest	0.89%	0.72%	-19.15%	0.73%
Snap	2.67%	0.34%	-87.08%	0.53%
Tiktok	1.12%	2.00%	78.03%	3.39%



% of Total Purchases by Channel



The remarkable 212% YoY growth in TikTok purchases indicates the platform’s increasing effectiveness for this revenue tier. Again, this could mean that \$5M annual revenue is a threshold for a meaningful boost in brand recognition.

This trend might be attributed to a combination of brand awareness, influencer content, and the platform’s shopping features, which resonate well with TikTok’s audience.

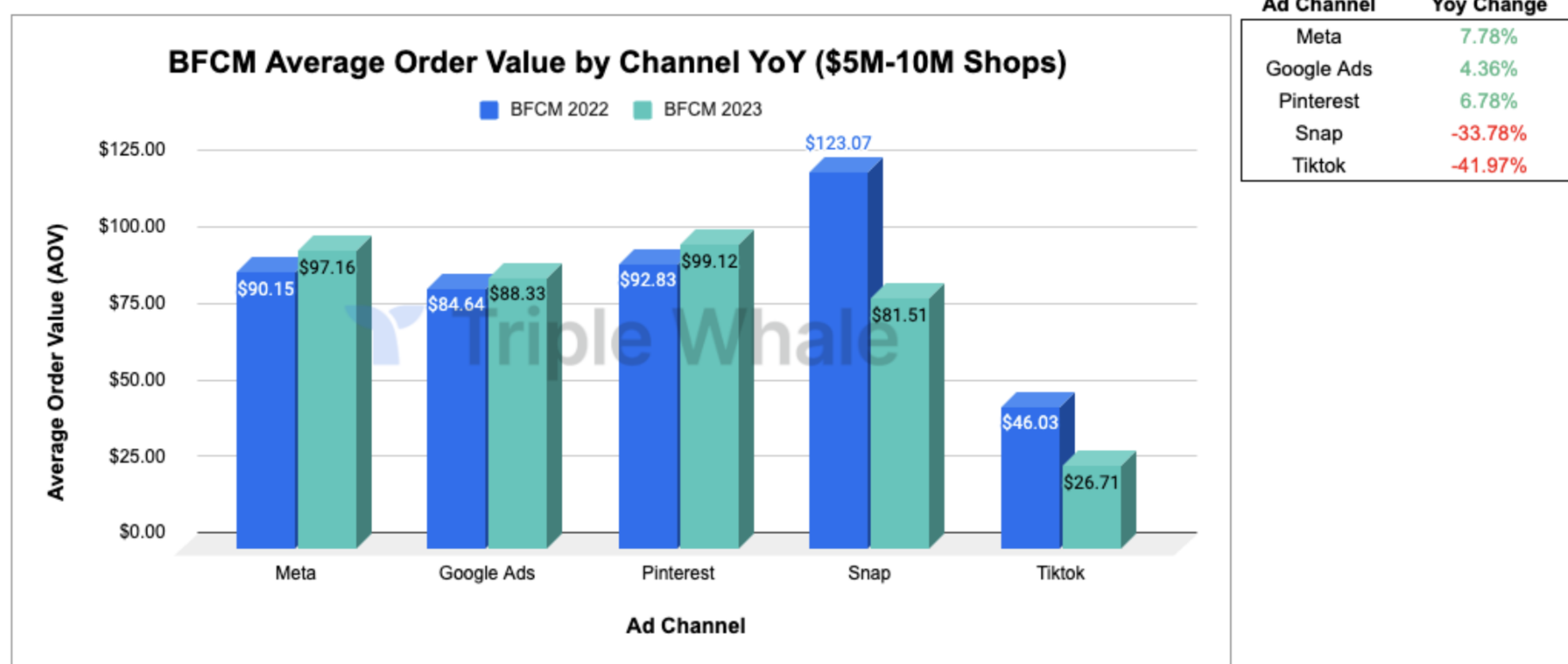
Platform	2022	2023	% Change	Aggregate 2023
Meta	52.74%	54.77%	3.86%	59.44%
Google Ads	42.38%	37.52%	-11.47%	32.34%
Pinterest	0.84%	0.65%	-22.92%	0.56%
Snap	1.90%	0.38%	-80.14%	0.54%
Tiktok	2.14%	6.68%	212.33%	7.12%

Average Order Value (AOV)

The slight increase in AOV year-over-year indicates stable purchasing behavior. The higher NC AOV suggests that new customers are willing to spend a little more on these brands, possibly due to effective targeting and appealing product offerings.



	2022	2023	% Change	Aggregate 2023
AOV	\$93.11	\$94.29	1.27%	\$94.99
NC AOV	\$95.99	\$97.34	1.41%	\$95.21

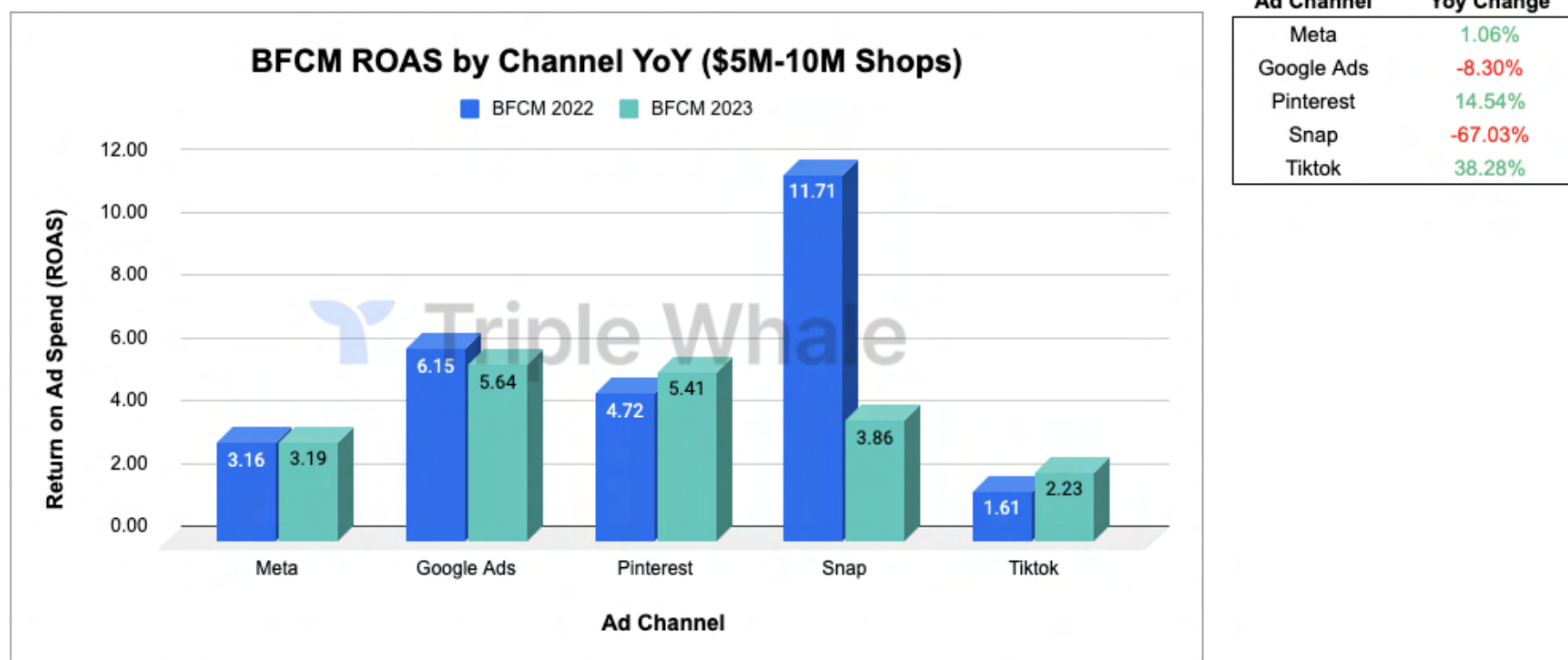


The significant drop in TikTok's AOV, despite its increased conversion value, might indicate a strategy focused on lower-priced items or impulse purchases. In contrast, Google's stable AOV growth reflects its effectiveness in attracting high-intent buyers.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$90.15	\$97.16	7.78%	\$94.86
Google Ads	\$84.64	\$88.33	4.36%	\$92.02
Pinterest	\$92.83	\$99.12	6.78%	\$117.56
Snap	\$123.07	\$81.51	-33.78%	\$88.86
Tiktok	\$46.03	\$26.71	-41.97%	\$42.99



Return On Ad Spend (ROAS)



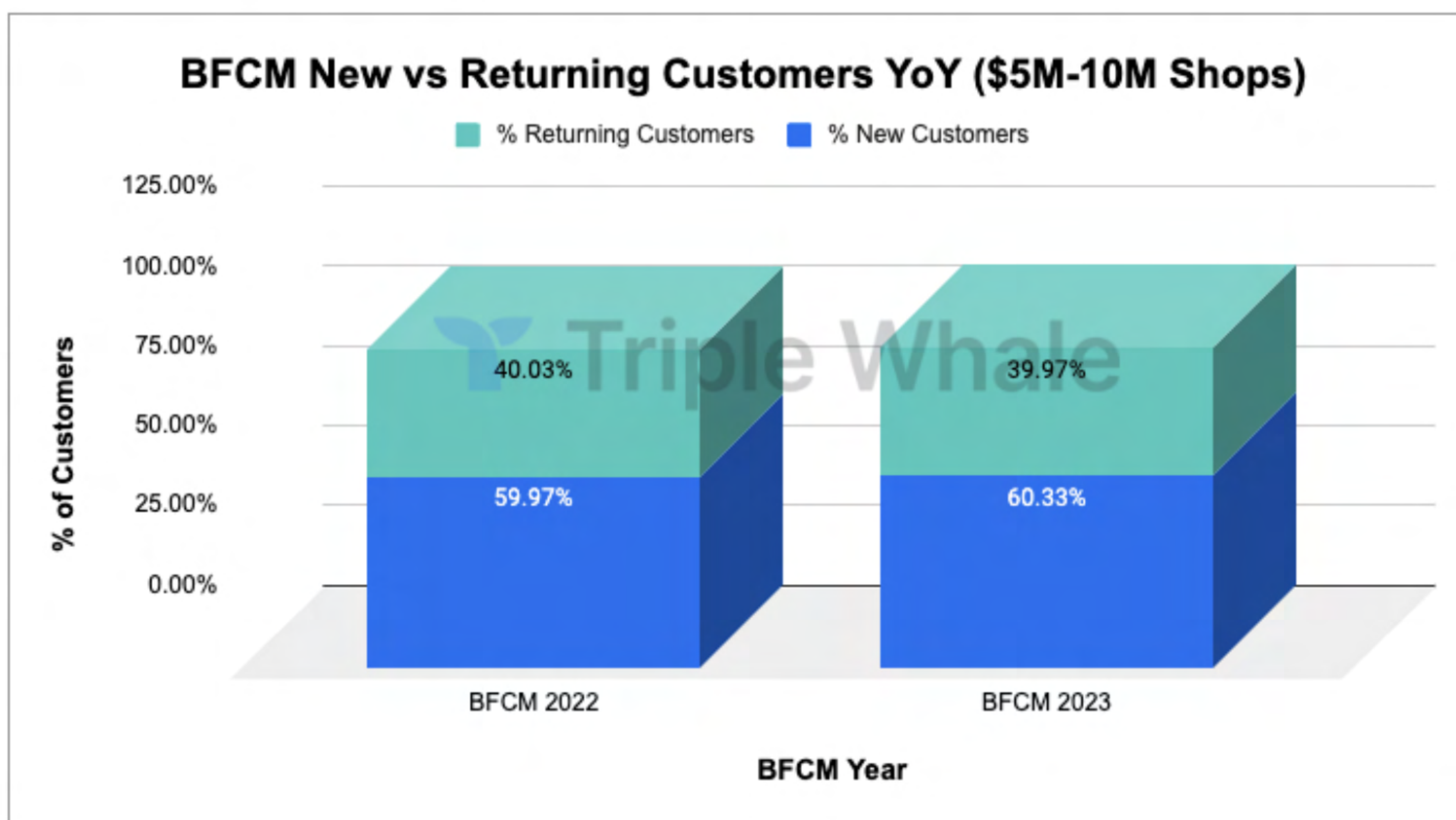
TikTok's YoY growth of 38.28% signifies its rising efficiency as an advertising platform.

However, Google maintains its position as the most efficient platform with 5.64x ROAS. This indicates the importance of a well-rounded marketing strategy that leverages the strengths of various channels.

Platform	2022	2023	% Change	Aggregate 2023
Meta	3.16	3.19	1.06%	3.48
Google Ads	6.15	5.64	-8.30%	5.48
Pinterest	4.72	5.41	14.54%	6.04
Snap	11.71	3.86	-67.03%	4.65
TikTok	1.61	2.23	38.28%	3.29



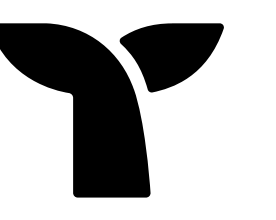
New vs Returning Customer



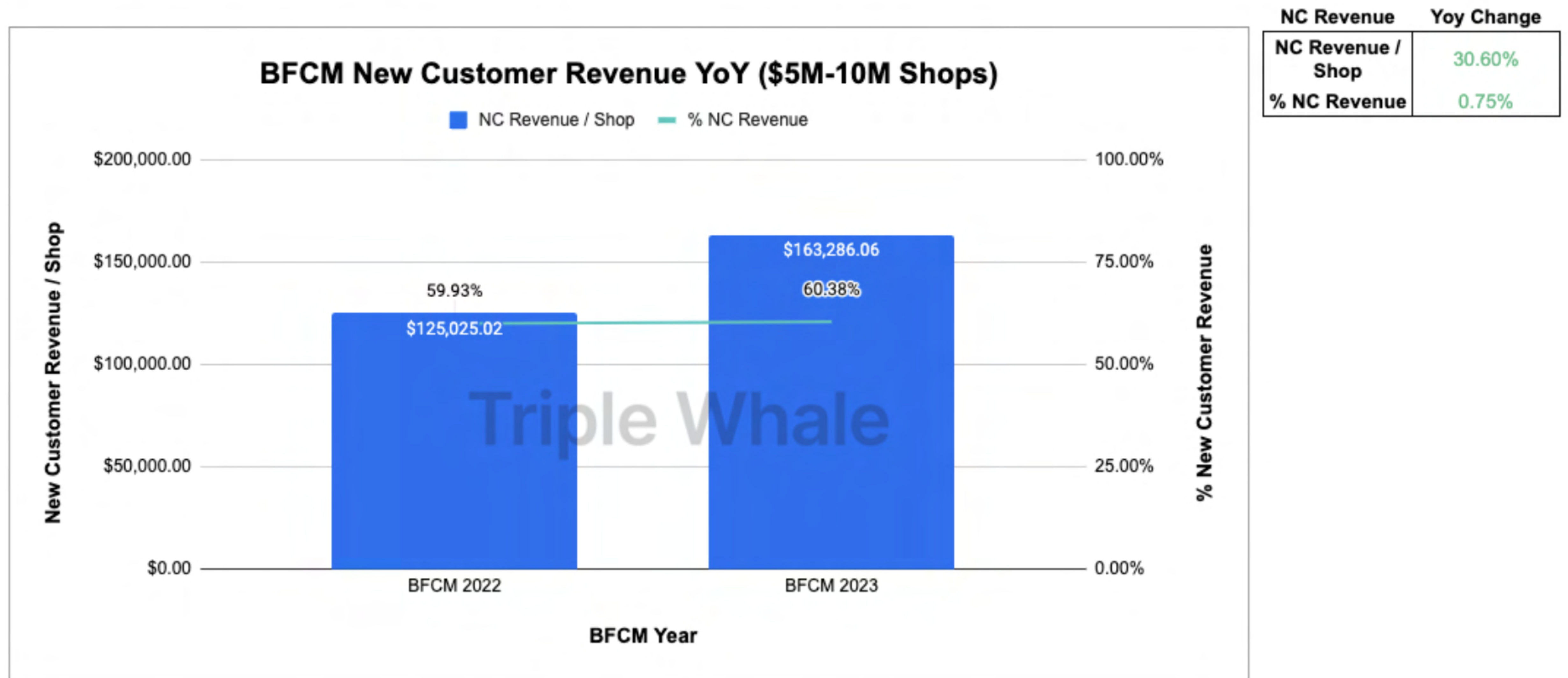
Customers	Yoy Change
% New Customers	0.60%
% Returning Customers	-1.49%

	2022	2023	% Change	Aggregate 2023
% New Customers	59.97%	60.33%	+0.6%	60.51%
% Returning Customers	40.03%	39.97%	-1.49%	39.49%

The customer composition remains consistent with broader market trends, indicating a balanced approach to customer acquisition and retention. This stability is crucial for



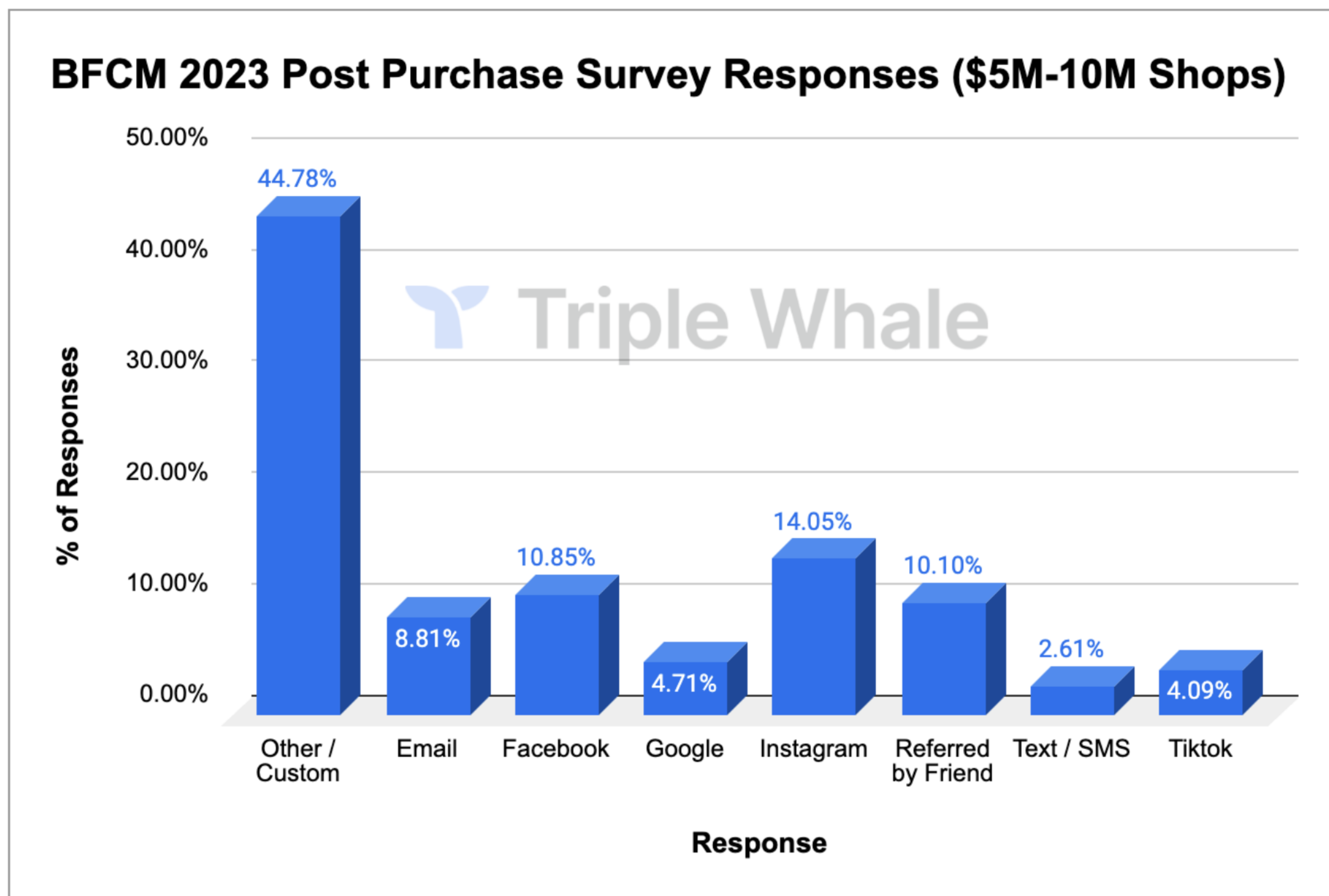
sustainable growth and brand loyalty.



	2022	2023	% Change
NC Revenue / Store	\$125,025.02	\$163,286.06	30.60%
NC Revenue / Total Revenue	59.93%	60.38%	0.75%

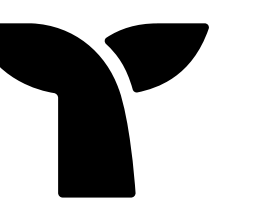


Post-Purchase Survey



The survey results reaffirm Meta’s influence in customer acquisition and brand awareness. Understanding customer pathways and the impact of different channels on purchase decisions remains vital for optimizing marketing strategies.

	\$5M-10M	Aggregate 2023
Source (PPS)	% of Responses	% of Responses
PPS TW Survey Email Source	8.81%	8.45%
PPS TW Survey Facebook Source	10.85%	12.72%
PPS TW Survey Google	4.71%	5.32%



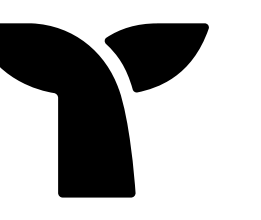
Source		
PPS TW Survey Instagram Source	14.05%	17.82%
PPS TW Survey Referred by Friend Source	10.10%	11.50%
PPS TW Survey Text Source	2.61%	2.29%
PPS TW Survey Tiktok Source	4.09%	4.28%



 Triple Whale

\$10-50M Annual Revenue

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\$10-50M Annual Revenue

Intro

Brands within the \$10-50M revenue tier have saw significantly higher conversion rates (+24%) from paid campaigns compared to the aggregate with the biggest jump coming from TikTok (+79%). This efficiency suggests **TikTok's growing relevance and effectiveness for brands in this revenue bracket.**

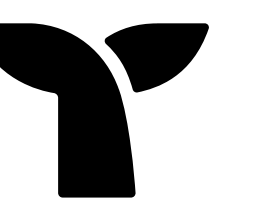
However, Snap's performance has been notably poor, with an 85% drop in conversion value despite only a 26% reduction in ad spend. This suggests a **mismatch between Snapchat's audience and the brands' target demographics or messaging.**

We saw the most significant drop in Snap's ROAS across all tiers here, plummeting by 80% YoY (from 17.8x to 3.6x), despite a 44% decrease in ad spend on Snap. This drastic change might reflect a strategic shift or a realignment of marketing priorities.

TikTok, however, tells a different story, with a 60% decrease in CPA and a 48% increase in ROAS, yet only a modest 2.5% increase in budget allocation.

Key Takeaways

- The contrast in ROAS between different revenue tiers suggests there's a significant investment and level of already accomplished brand awareness required for effective returns on Snapchat.
- The brand awareness gained and increased marketing budget from being a larger revenue brand carries over to your introduction of additional channels allowing your brand to drive higher than aggregate returns from channels like TikTok.



Create a dedicated TikTok strategy, creatives, and budget to scale this channel and reduce reliance on Meta/Google Ads

- To maximize email list value, brands must invest in data-driven lifecycle marketing using customer data for personalized campaigns. Utilizing product-analytics and product journeys, curate your email nurture accordingly to push for increased LTVs in 2024 to allow for more wiggle room with new customer acquisition costs from paid campaigns.

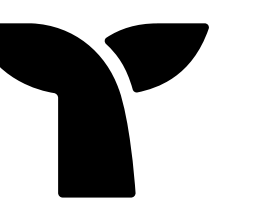
Overview

Brands within the \$10-50M revenue tier command a larger market share in their industries, which typically correlates with higher brand visibility. **These brands likely have higher trust and credibility with their customers, which can positively influence their purchasing decisions.**

Snap's performance indicates that significant investment is required to yield substantial returns. Brands in the \$50M+ tier, who increased their investment in Snapchat, saw a 7.85x ROAS, contrasting sharply with the 80% drop in ROAS in the \$10-50M tier. This suggests that Snap might require a more substantial commitment to be effective.

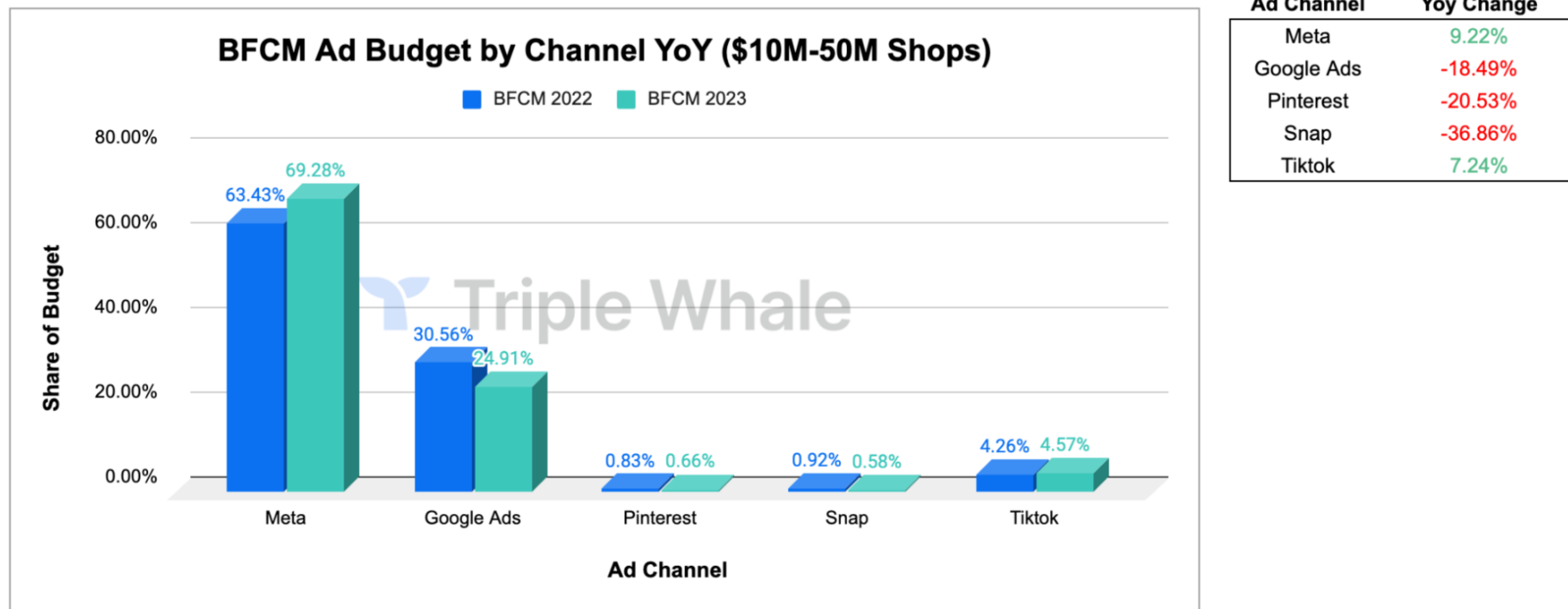
For brands ready to invest heavily in a third channel, **TikTok is far and away the best option**, offering better returns on smaller investments than Snapchat

This revenue tier saw an incremental boost in returning customers compared to 2022 and an 83.22% increase in total conversion value from email campaigns. To capitalize on email list growth, brands should invest in data-driven lifecycle marketing. This involves **using customer data to create personalized, timely email campaigns that cater to different stages of the customer journey**, from welcome series to re-engagement campaigns. This will enhance customer retention and maximize the value of their email list.



Data

Ad Spend



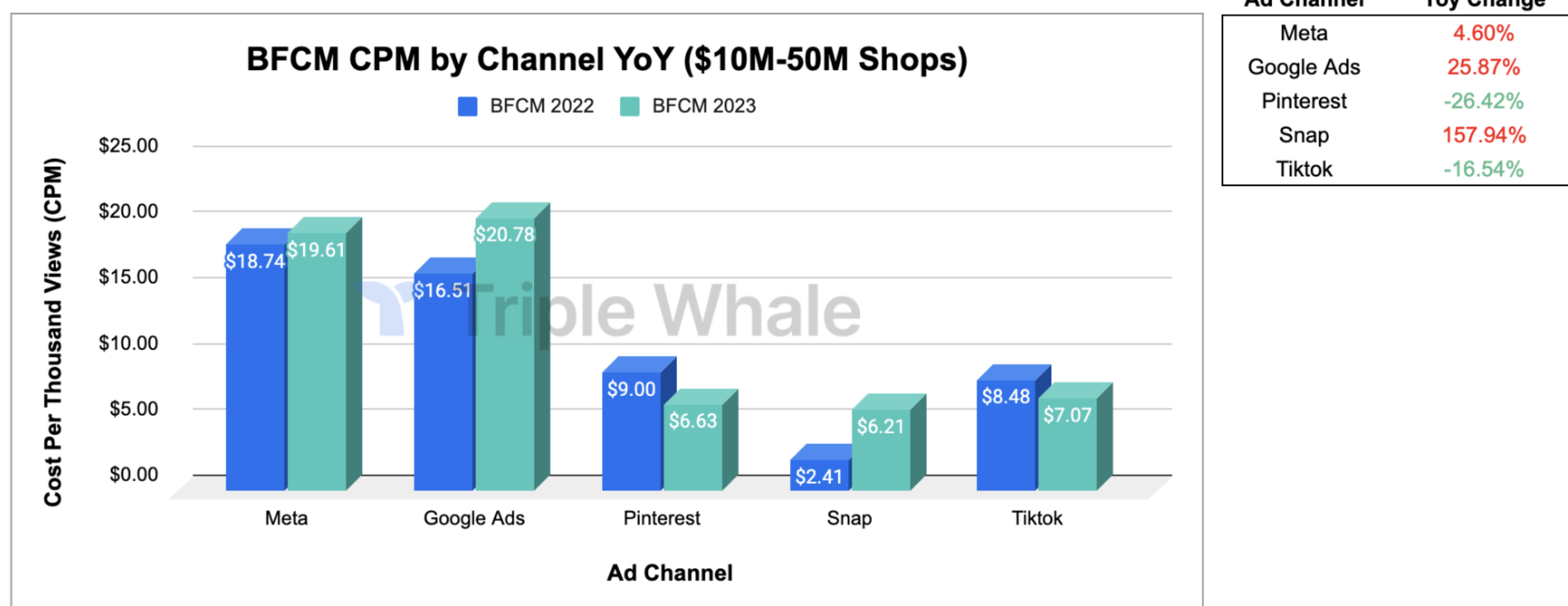
The ad budget distribution generally aligns with aggregate trends. Meta saw a notable increase in ad spend (9.22%), double the aggregate increase (4.67%). This could indicate that larger brands have more resources to invest in proven channels like Meta.

TikTok’s budget allocation remained relatively stable, suggesting a cautious yet strategic approach to this emerging platform.

Platform	2022	2023	% Change	Aggregate 2023
Meta	63.43%	69.28%	9.22%	71.12%
Google Ads	30.56%	24.91%	-18.49%	23.86%
Pinterest	0.83%	0.66%	-20.53%	0.48%
Snap	0.92%	0.58%	-36.86%	0.45%
Tiktok	4.26%	4.57%	7.24%	4.09%



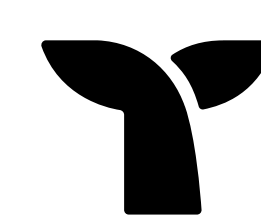
Cost Per Thousand Impressions (CPM)



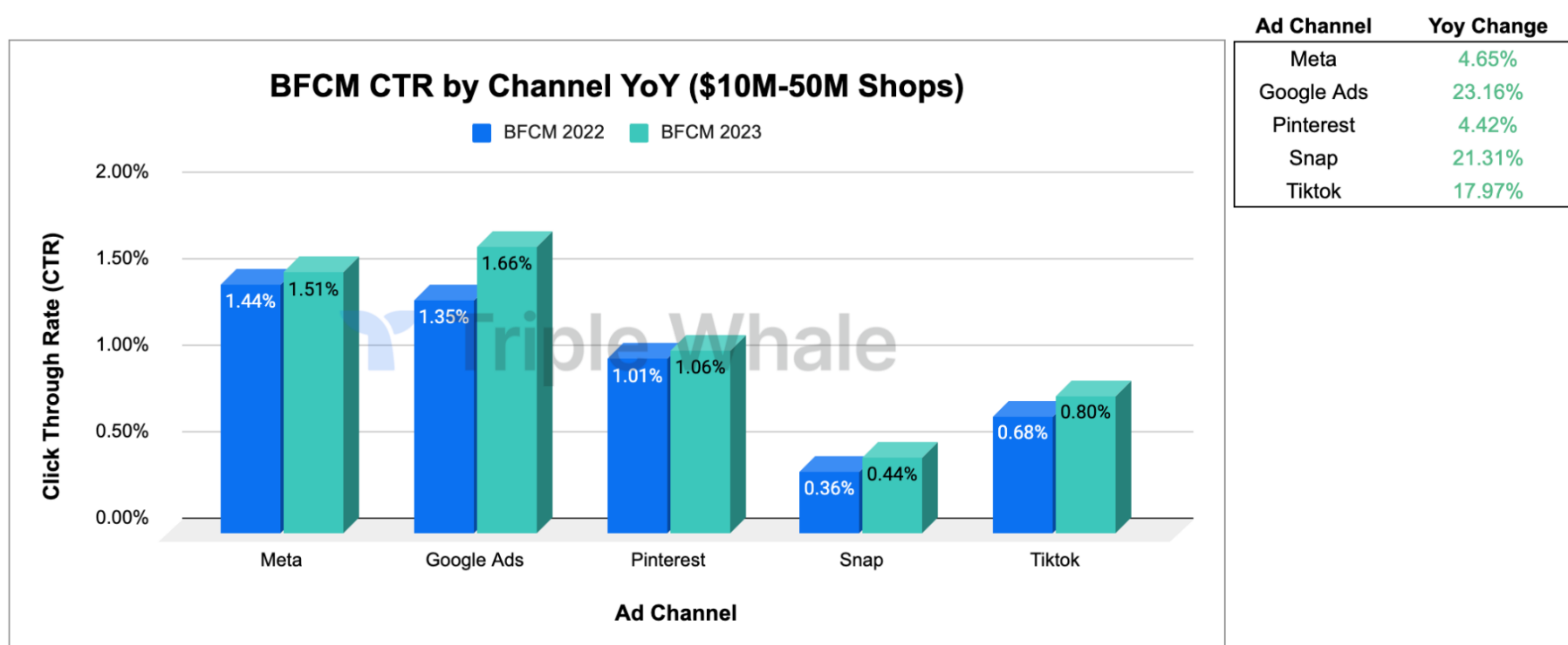
Meta experienced the biggest increase in CPM among all cohorts (4.6%), which is contrary to the 1.83% aggregate decrease. This might be due to a higher focus on retargeting campaigns, which typically have a higher CPM but can drive higher conversion rates, and more competition on branded search.

The increase in CPM on Google suggests a greater emphasis on non-brand search campaigns, which are generally more competitive and costly.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$18.74	\$19.61	4.60%	\$16.12
Google Ads	\$16.51	\$20.78	25.87%	\$19.03
Pinterest	\$9.00	\$6.63	-26.42%	\$5.60
Snap	\$2.41	\$6.21	157.94%	\$6.48
Tiktok	\$8.48	\$7.07	-16.54%	\$7.60



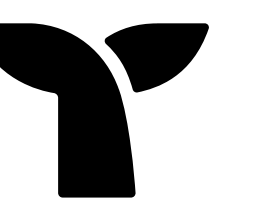
Click-Through Rate (CTR)



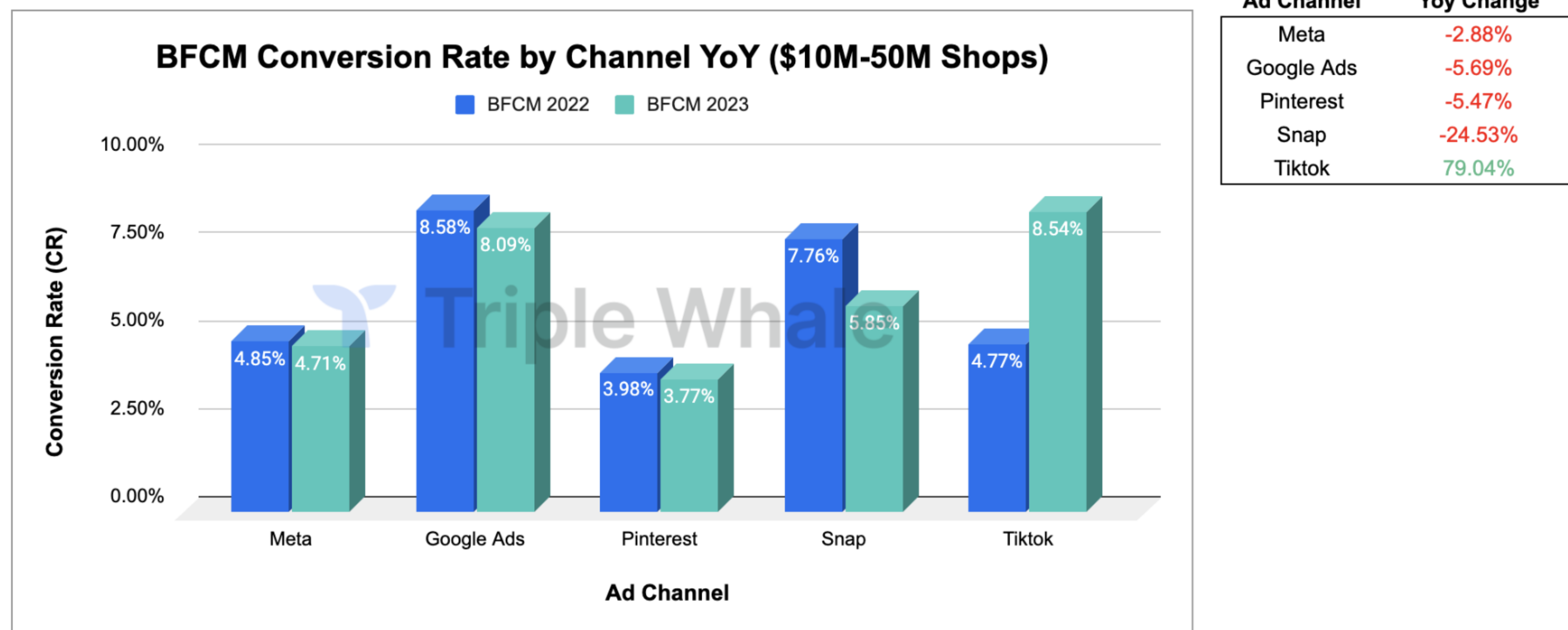
Google's CTR growth was double the aggregate (23.16% vs. 11.56%), indicating its effectiveness in engaging users. This is likely due to higher brand awareness and trust at this revenue tier, as users are more likely to click on ads from known brands.

However, Snapchat's growth was only half the aggregate (21.31% vs. 48.48%), raising questions about its declining appeal or effectiveness for this cohort. However, this could be caused by the 36.86% YoY decrease in ad spend.

Platform	2022	2023	% Change	Aggregate 2023
Meta	1.44%	1.51%	4.65%	1.56%
Google Ads	1.35%	1.66%	23.16%	1.55%
Pinterest	1.01%	1.06%	4.42%	1.07%
Snap	0.36%	0.44%	21.31%	0.60%
Tiktok	0.68%	0.80%	17.97%	0.80%



Conversion Rate



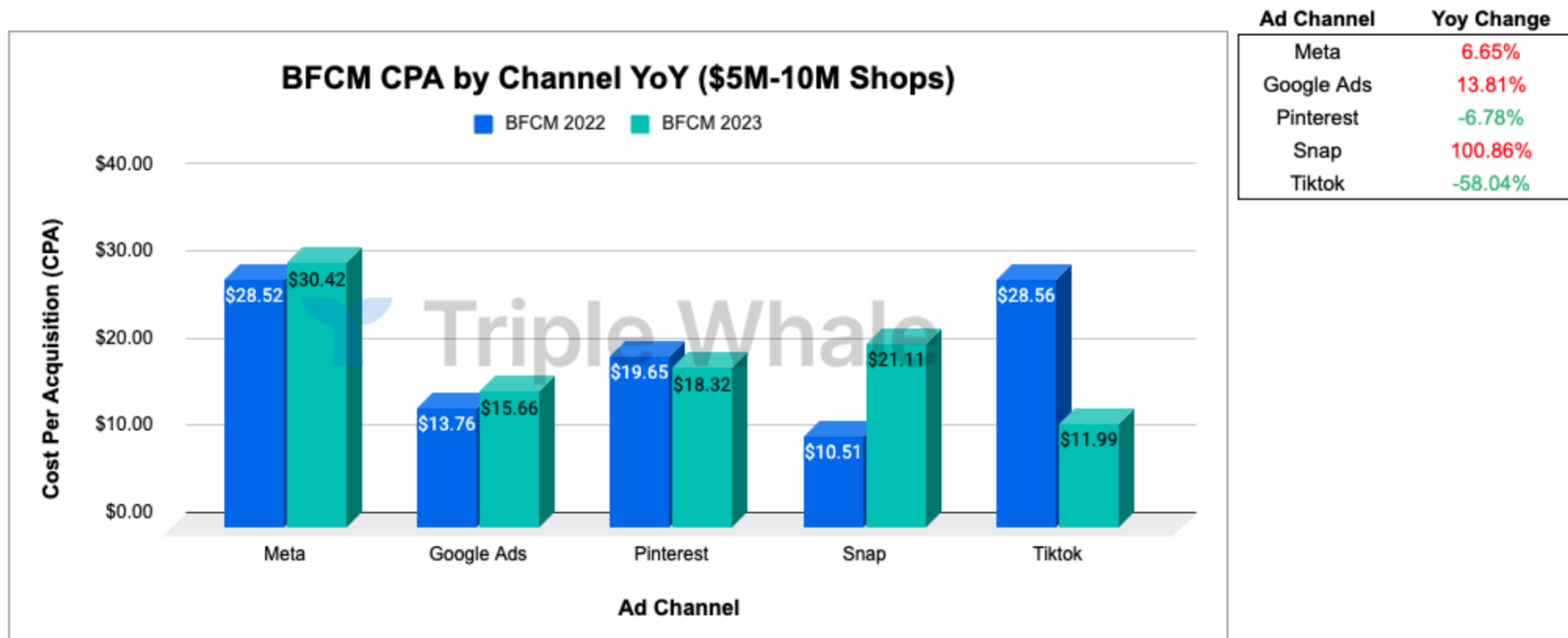
TikTok's conversion rate saw a significant 79.04% increase that outpaced other channels, which all experienced a decrease. This suggests that TikTok is increasingly effective at converting viewers into customers for brands in this revenue tier, particularly among this cohort, which tends to have budget enough to invest in influencer marketing campaigns.

Google Ads also played a significant role in driving more conversions than any other cohort at 8.09%, compared to 7.32% for the aggregate. This could mean that these more recognizable brands will likely convert on non-brand searches due to increased brand recognition.

Platform	2022	2023	% Change	Aggregate 2023
Meta	4.85%	4.71%	-2.88%	3.78%
Google Ads	8.58%	8.09%	-5.69%	7.32%
Pinterest	3.98%	3.77%	-5.47%	2.69%
Snap	7.76%	5.85%	-24.53%	5.62%
Tiktok	4.77%	8.54%	79.04%	7.27%



Cost Per Acquisition (CPA)



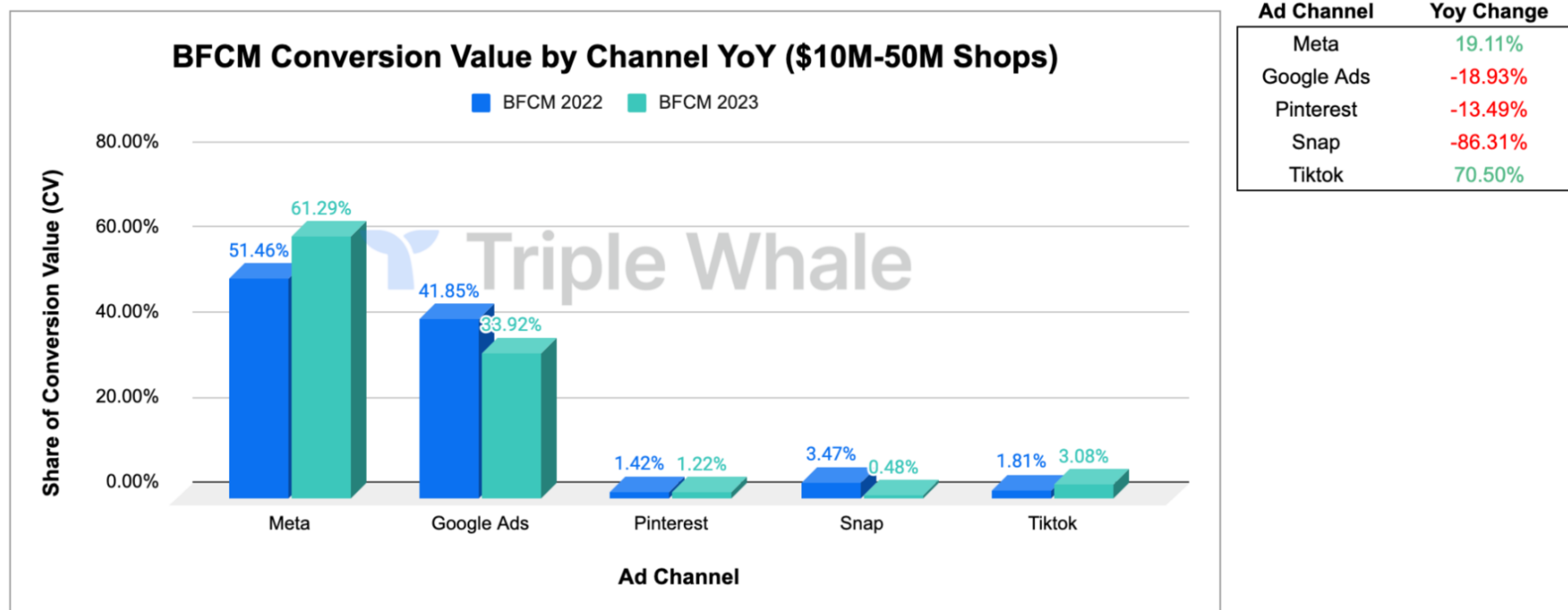
The 18.29% decrease in CPA reflects a mixed performance across platforms. Despite a lower reduction in spend, Snapchat's significant decrease in conversion value and ROAS highlights the challenges brands face in this channel.

TikTok's impressive 60% decrease in CPA and 48% increase in ROAS reinforce its growing efficiency and effectiveness for brands in this revenue tier.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$26.76	\$27.54	2.92%	-18.19%
Google Ads	\$14.28	\$15.48	8.37%	69.31%
Pinterest	\$22.33	\$16.64	-25.46%	27.71%
Snap	\$8.56	\$24.13	181.75%	240.29%
Tiktok	\$26.24	\$10.37	-60.49%	-18.09%

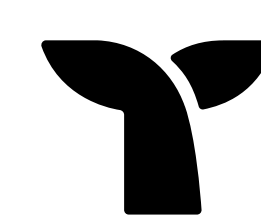


Conversion Value

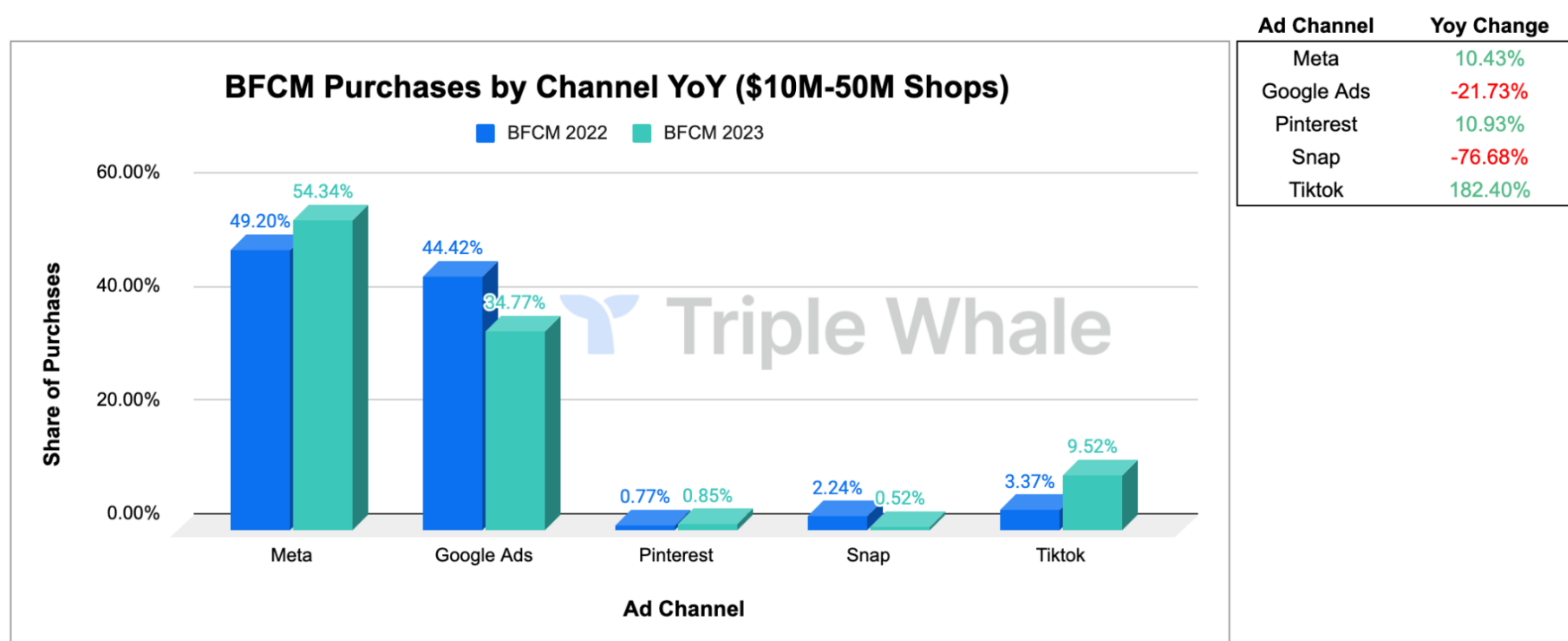


Meta reached a 19.11% YoY growth in conversion value, indicating its continued importance in driving high-value conversions. This growth might be attributed to the efficiency and scalability of algorithm-driven campaigns like Advantage Plus.

Platform	2022	2023	% Change	Aggregate 2023
Meta	51.46%	61.29%	19.11%	62.41%
Google Ads	41.85%	33.92%	-18.93%	32.94%
Pinterest	1.42%	1.22%	-13.49%	0.73%
Snap	3.47%	0.48%	-86.31%	0.53%
Tiktok	1.81%	3.08%	70.50%	3.39%



% of Total Purchases by Channel



Pinterest showed a unique trend with a 10.93% increase in purchases since 2022, the only cohort to experience growth in this channel. This small sample could indicate Pinterest's untapped potential for brands in this revenue tier.

TikTok's share of purchases (9.52%) exceeded the aggregate, further emphasizing its growing importance as a sales driver for established brands.

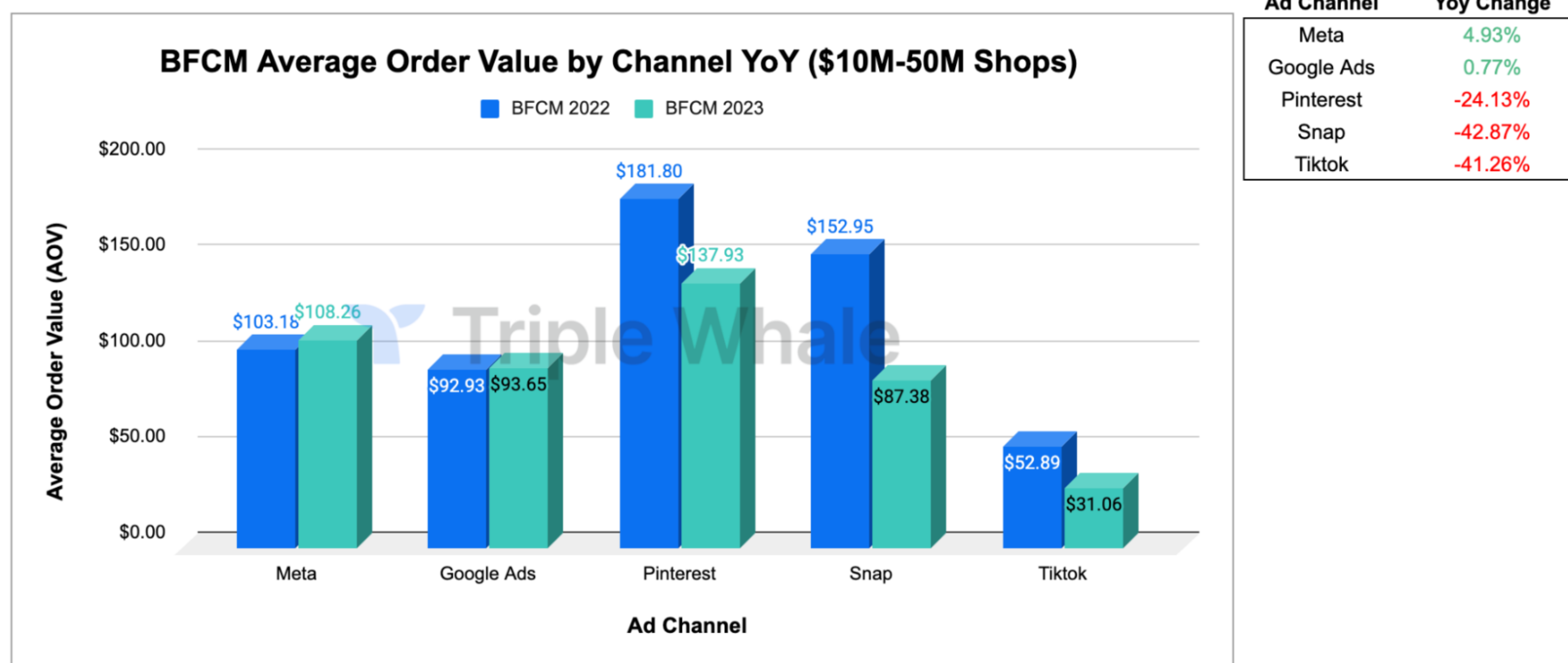
Platform	2022	2023	% Change	Aggregate 2023
Meta	49.20%	54.34%	10.43%	59.44%
Google Ads	44.42%	34.77%	-21.73%	32.34%
Pinterest	0.77%	0.85%	10.93%	0.56%
Snap	2.24%	0.52%	-76.68%	0.54%
Tiktok	3.37%	9.52%	182.40%	7.12%

Average Order Value (AOV)

This cohort's AOV saw a modest increase from \$105.39 in 2022 to \$106.64 in 2023. This higher AOV, consistent with larger brands, might be due to lower discounting or repeat customers purchasing more during BFCM sales.



	2022	2023	% Change	Aggregate 2023
AOV	\$105.39	\$106.64	1.19%	\$94.99
NC AOV	\$109.71	\$108.06	-1.50%	\$95.21

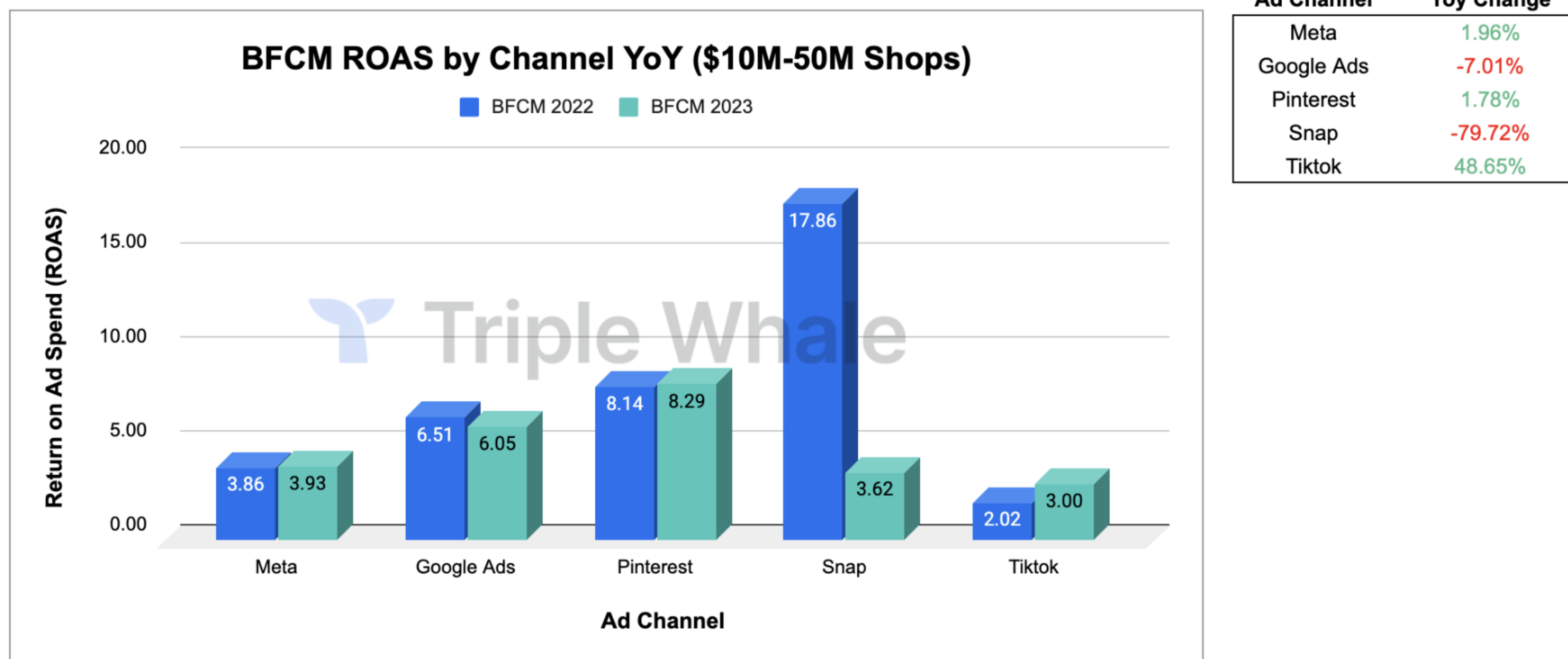


The almost unchanged Meta and Google AOV and significantly lower TikTok AOV (which dropped by 41.26% YoY) suggest different purchasing behaviors. TikTok may still be seen as an introductory platform for impulse purchases, while Meta and Google are perceived as channels for more deliberate purchasing decisions.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$103.18	\$108.26	4.93%	\$94.86
Google Ads	\$92.93	\$93.65	0.77%	\$92.02
Pinterest	\$181.80	\$137.93	-24.13%	\$117.56
Snap	\$152.95	\$87.38	-42.87%	\$88.86
Tiktok	\$52.89	\$31.06	-41.26%	\$42.99



Return On Ad Spend (ROAS)



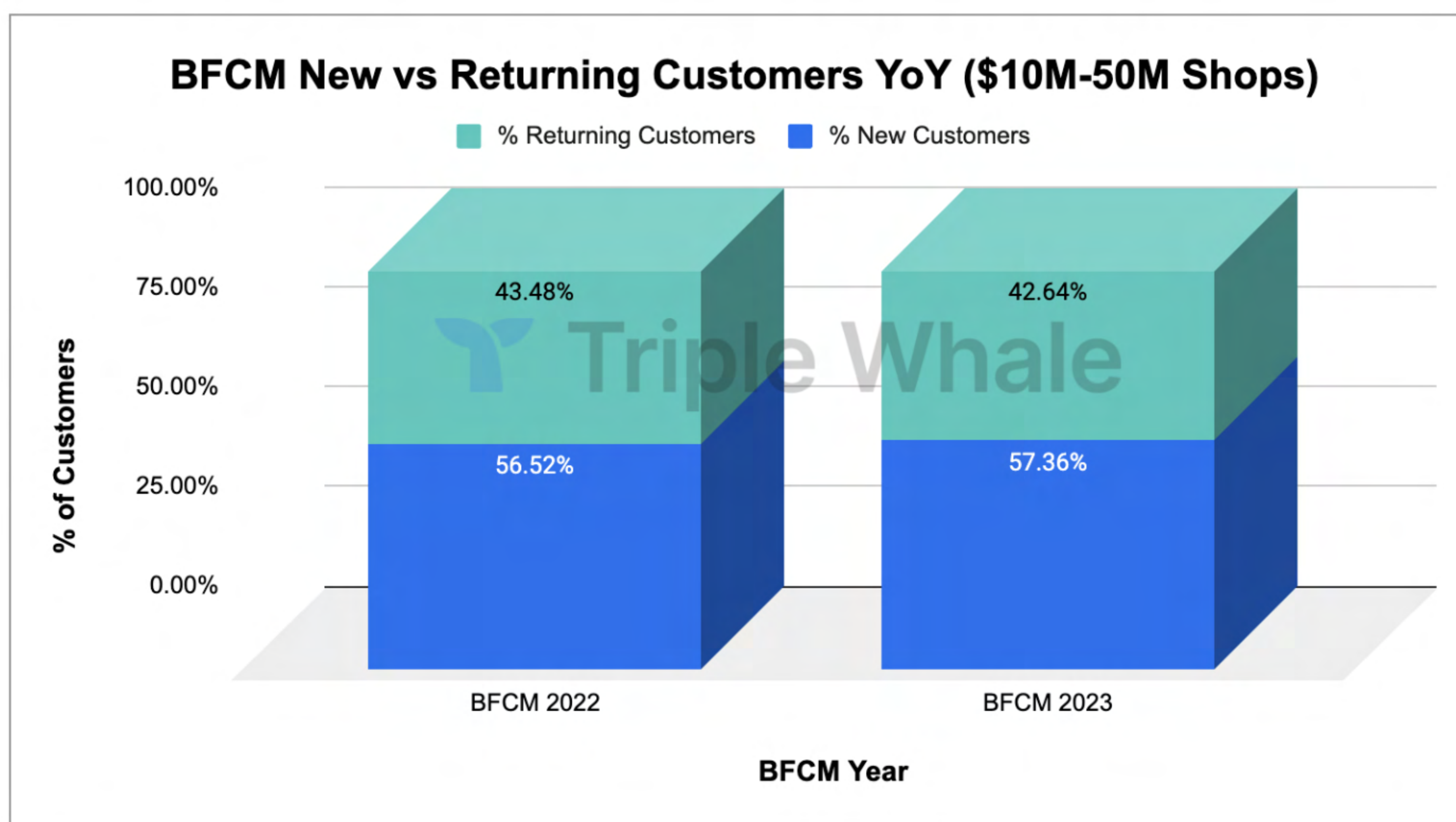
The higher than aggregate ROAS (4.44x vs. 3.97x) indicates that larger brands are achieving better efficiency in their advertising efforts.

Customers who already know and trust a brand will need less persuasion through targeted marketing, reducing conversion costs.

Platform	2022	2023	% Change	Aggregate 2023
Meta	3.86	3.93	1.96%	3.48
Google Ads	6.51	6.05	-7.01%	5.48
Pinterest	8.14	8.29	1.78%	6.04
Snap	17.86	3.62	-79.72%	4.65
Tiktok	2.02	3.00	48.65%	3.29



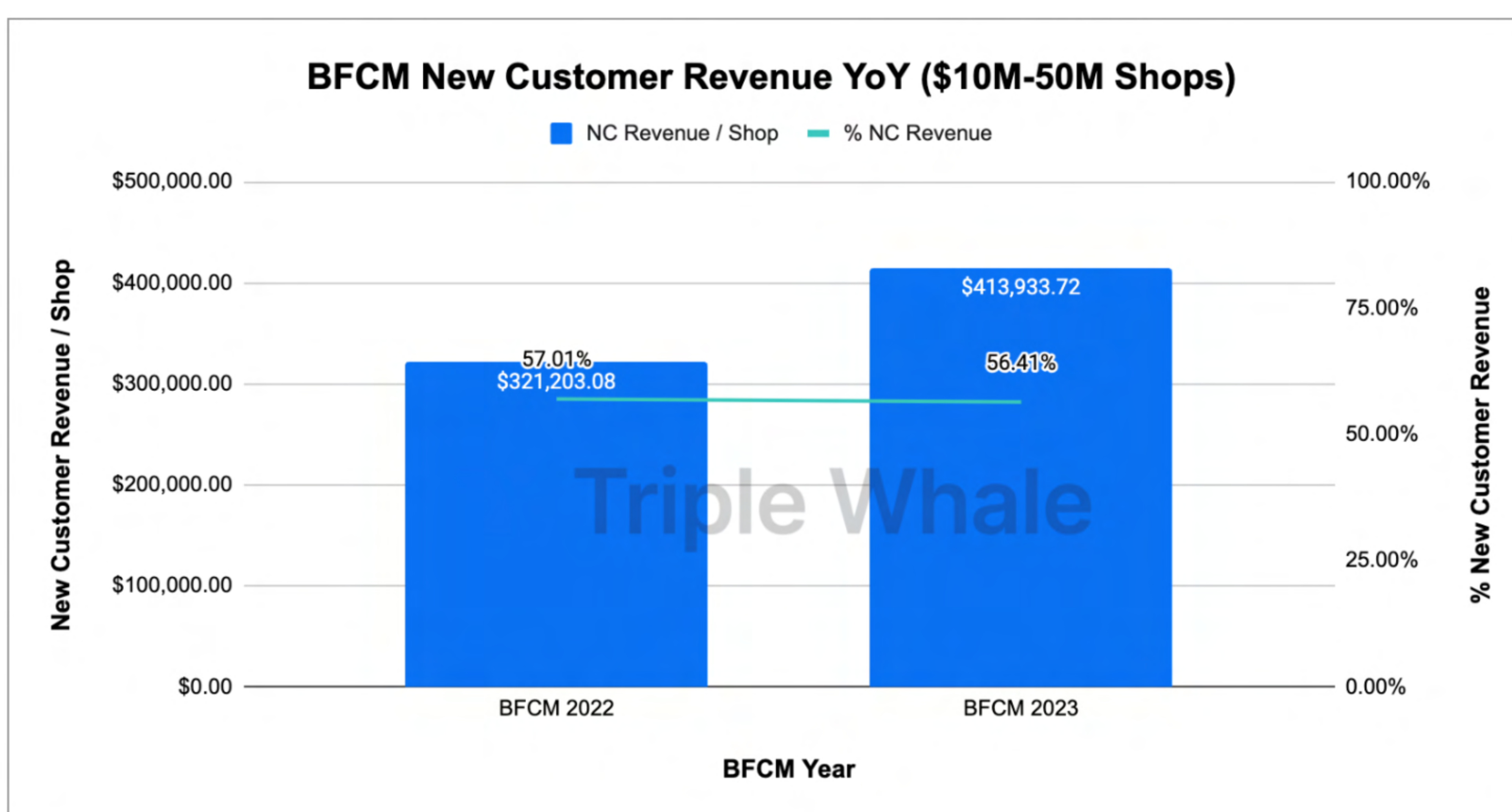
New vs Returning Customer



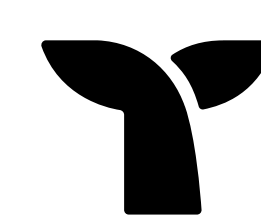
Customers	Yoy Change
% New Customers	1.48%
% Returning Customers	-1.93%

The flat YoY change in the proportion of new versus returning customers suggests that these high-revenue brands are effectively balancing customer acquisition and retention.

	2022	2023	% Change	Aggregate 2023
% New Customers	56.52%	57.36%	1.48%	60.51%
% Returning Customers	43.48%	42.64%	-1.93%	39.49%



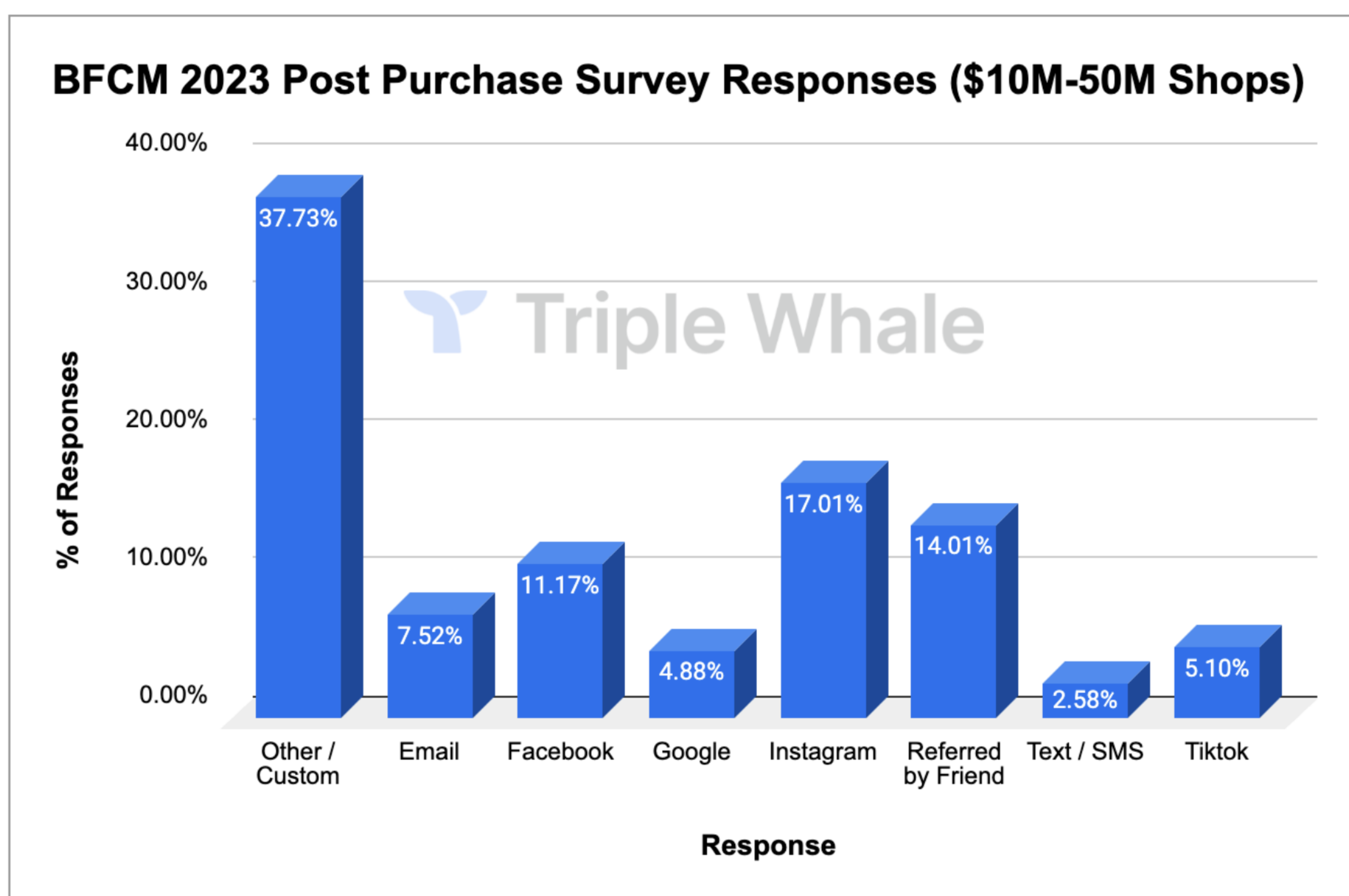
NC Revenue	Yoy Change
NC Revenue / Shop	28.87%
% NC Revenue	-1.05%



The slightly lower percentage of new customer revenue (56.41%) compared to the aggregate (58.75%) indicates a stronger focus on customer loyalty and retention.

	2022	2023	% Change
NC Revenue / Store	\$321,203.08	\$413,933.72	28.87%
NC Revenue / Total Revenue	57.01%	56.41%	-1.05%

Post-Purchase Survey



The post-purchase survey results are consistent with other tiers, with a slight increase in influence from email, Facebook, and Google.

The higher referral percentage (14% vs. 11.5% aggregate) suggests the stronger impact of word of mouth. Brands in this cohort could further leverage this influence through affiliate marketing and other referral offerings to reward customer loyalty.

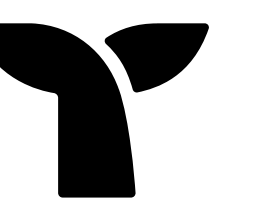


	\$10M-50M	Aggregate 2023
Source (PPS)	% of Responses	% of Responses
PPS TW Survey Email Source	7.52%	8.45%
PPS TW Survey Facebook Source	11.17%	12.72%
PPS TW Survey Google Source	4.88%	5.32%
PPS TW Survey Instagram Source	17.01%	17.82%
PPS TW Survey Referred by Friend Source	14.01%	11.50%
PPS TW Survey Text Source	2.58%	2.29%
PPS TW Survey Tiktok Source	5.10%	4.28%



 Triple Whale
\$50M Annual Revenue

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\$50M+ Annual Revenue

Intro

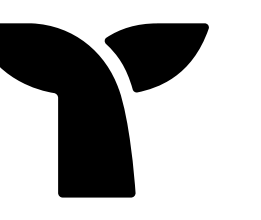
Large brands experienced the **highest ROAS gain from TikTok (57%), marking it as the only tier to achieve over a 3x ROAS from this channel.** We also observed a correlating 70% increase in ad spend for TikTok. The increased spend on Snapchat and TikTok suggests a shift towards these platforms, but with varying degrees of efficiency.

In the \$50M+ revenue tier, there's a notable 212% YoY increase in Snapchat's share of the total ad spend. This significant investment, however, contrasts with its performance, as Snapchat saw an 85% decrease in conversion value.

Although we observed a slight decline in investment since 2022, brands still allocated the vast majority of their ad budgets (91.03%) to Meta and Google. Meta generated the majority of conversion value at 56.87%, with Google as a distant second (32.53%).

Key Takeaways

- Snapchat's substantial investment by larger brands has not yielded proportional returns. While the platform is continuing to invest in their ecommerce capabilities, it is still too early to expect strong returns here.
- Larger brands were rewarded with a 57% boost in ROAS for TikTok after increasing ad spend by 82%, indicating that this platform is effective for both top-of-funnel engagement and direct ROI. AOVs are significantly lower on purchases coming through TikTok, but the lower acquisition costs allowed for a strong ROAS still.
- Larger brands still benefit from proven channels, as shown by Meta's dominance of conversion value and purchases by channel (55.27% and 55.13%, respectively).



Overview

The substantial increase in Snapchat spending by larger brands did not translate into proportional returns, as evidenced by a significant 46.3% drop in ROAS. This suggests that **while Snapchat can be a valuable platform, it requires a nuanced approach to maximize returns.**

On the other hand, TikTok proved to be a more fruitful investment, with ad spend increasing by 82% and ROAS by 57%. This indicates that **larger brands can effectively utilize TikTok for both top-of-funnel (ToF) engagement and direct returns.**

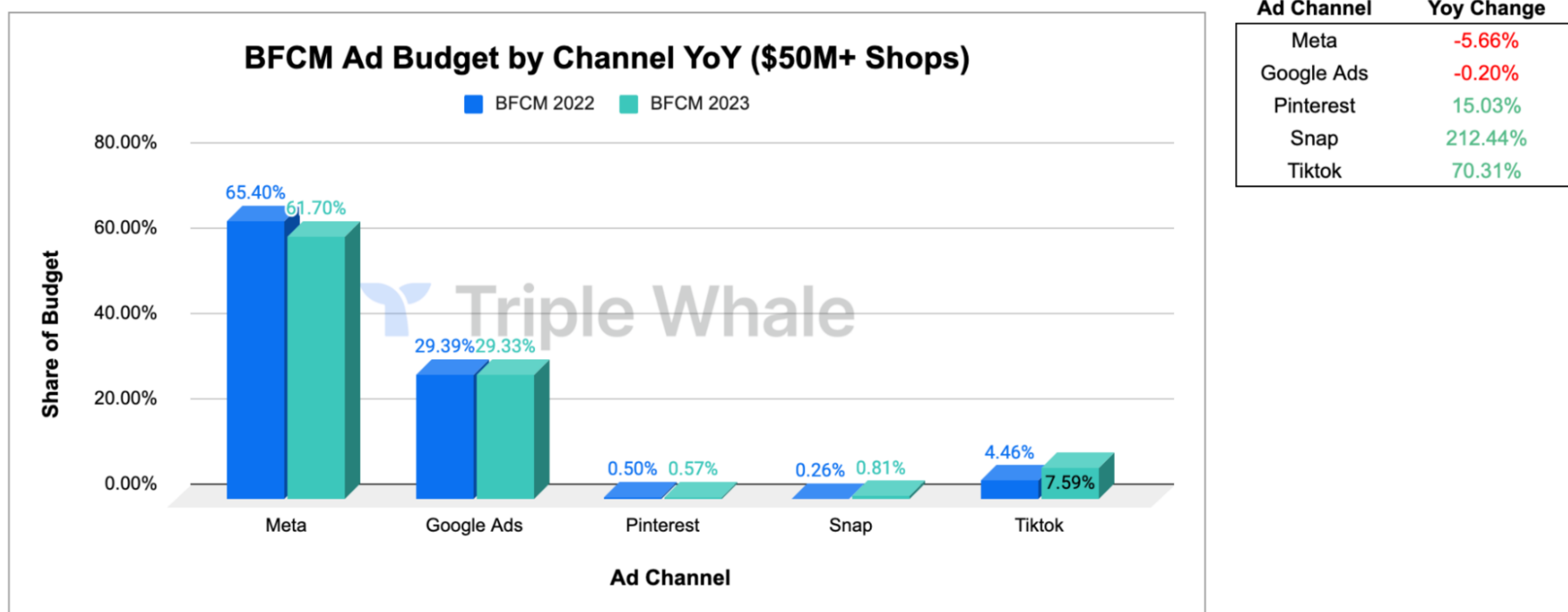
The data suggests that larger brands with the capacity for dedicated test budgets should **consider allocating more resources to TikTok to maximize impressions and achieve substantial ROAS.**

Although we observed a slight decrease (7.56%) in ad budget allocation to Meta, this revenue tier still saw a solid ROI with the largest share of conversion value (55.27%), most purchases by channel (55.13%), and second-best growth in ROAS (24.47%). This suggests that while larger brands should invest in emerging platforms, **they should not neglect proven channels like Meta**, which continues to provide long-term sustainable revenue growth.



Data

Ad Spend

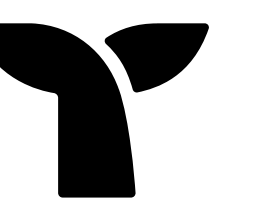


The ad budget allocation shows a clear trend towards exploring secondary/tertiary social platforms.

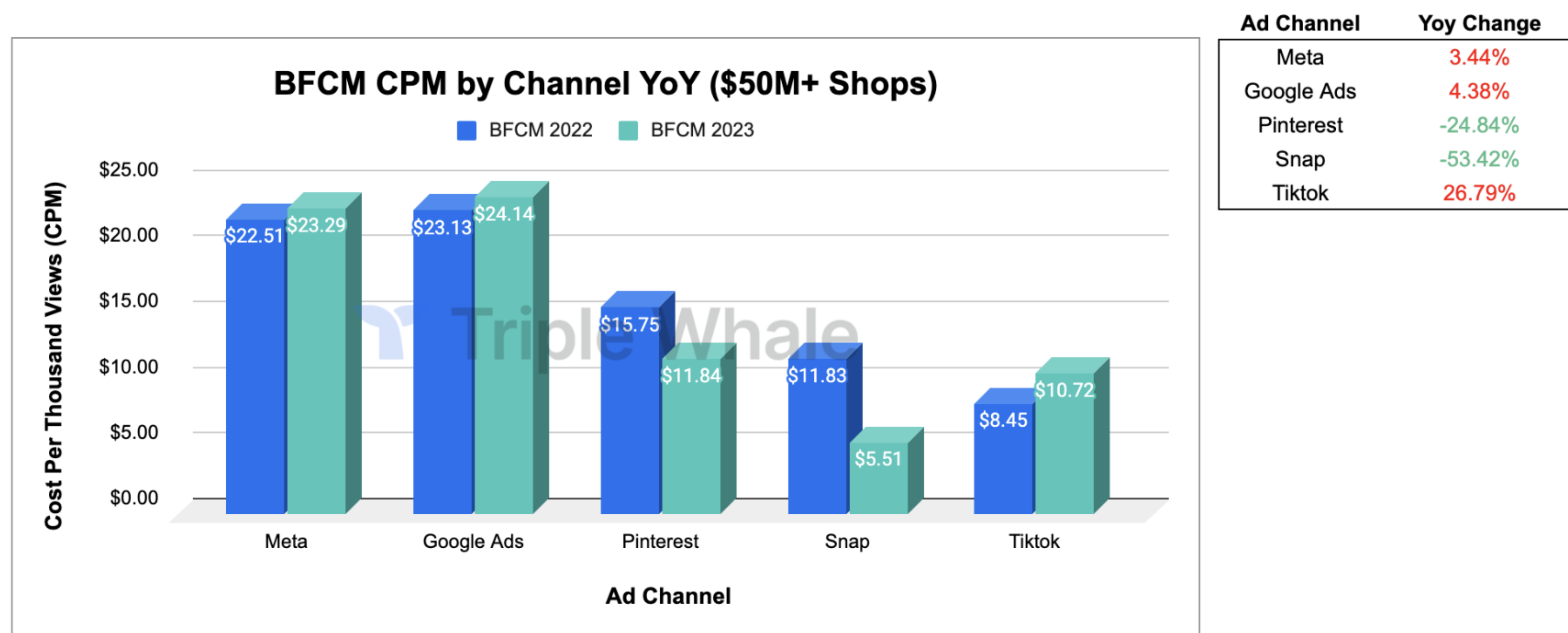
Snapchat's ad spend increased by over 212%, significantly higher than the aggregate decrease of 19.55%. TikTok also saw a substantial 70% increase in budget allocation, compared to the aggregate increase of 17.25%.

This trend indicates that enterprise-level brands are actively seeking expansion and diversification in their digital marketing strategies, leveraging their larger budgets and brand recognition to capitalize on new channels like Snapchat and TikTok.

Platform	2022	2023	% Change	Aggregate 2023
Meta	65.40%	61.70%	-5.66%	71.12%
Google Ads	29.39%	29.33%	-0.20%	23.86%
Pinterest	0.50%	0.57%	15.03%	0.48%
Snap	0.26%	0.81%	212.44%	0.45%
Tiktok	4.46%	7.59%	70.31%	4.09%



Cost Per Thousand Impressions (CPM)



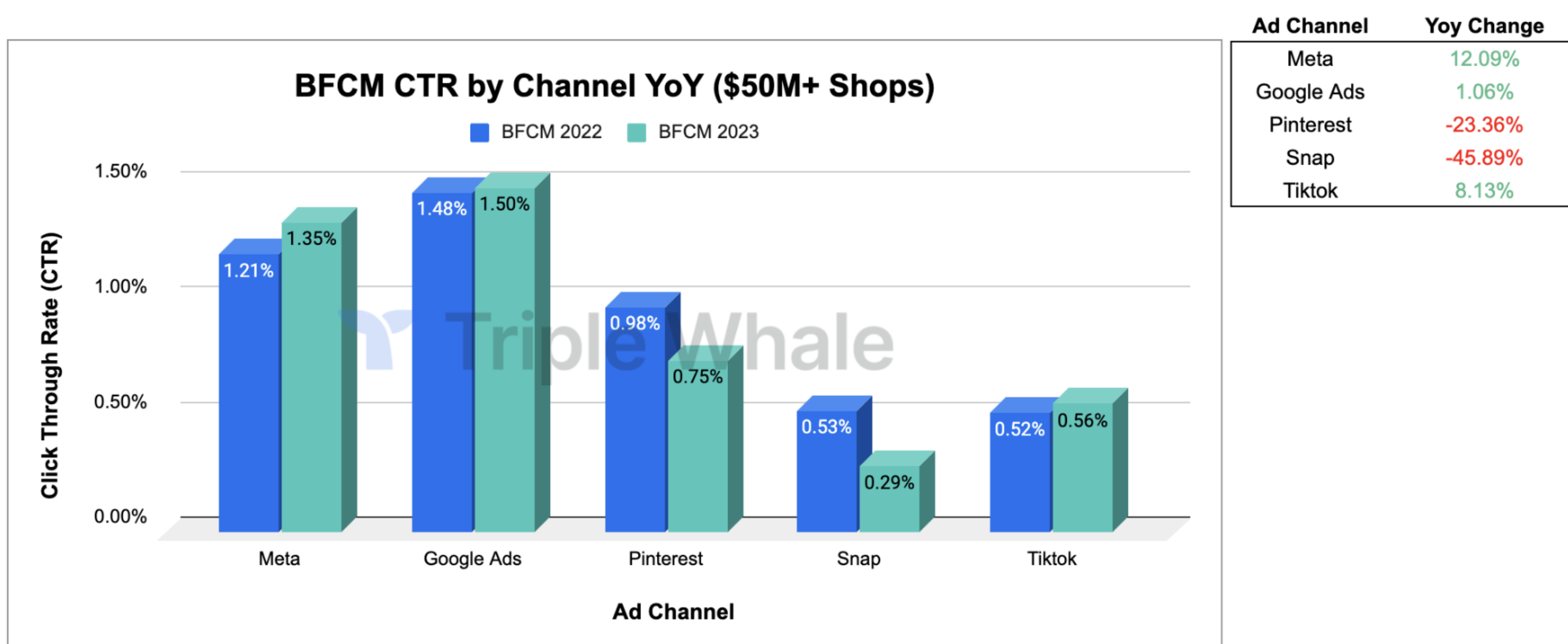
The blended CPM for this revenue tier showed a YoY decrease of 7.56%, in contrast to a 10.88% increase in the aggregate.

This decrease is likely influenced by the budget shifts towards platforms like Snapchat and TikTok, which traditionally have a lower CPM than Meta and Google Ads. This strategic shift in ad spend distribution suggests a focus on cost-effective reach and engagement.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$22.51	\$23.29	3.44%	\$16.12
Google Ads	\$23.13	\$24.14	4.38%	\$19.03
Pinterest	\$15.75	\$11.84	-24.84%	\$5.60
Snap	\$11.83	\$5.51	-53.42%	\$6.48
Tiktok	\$8.45	\$10.72	26.79%	\$7.60



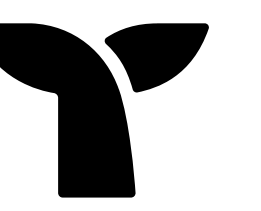
Click-Through Rate (CTR)



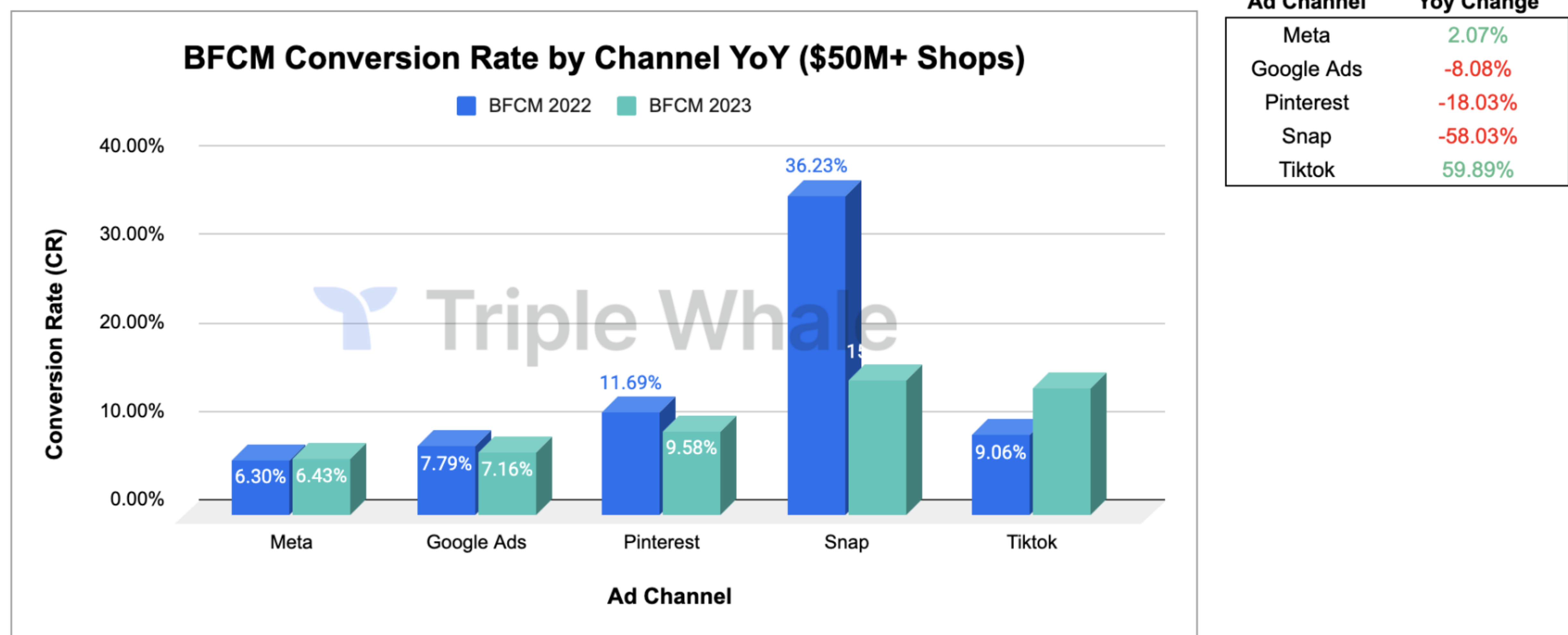
This revenue tier experienced a 5.67% decrease in blended CTR, with Snapchat showing a significant drop of 45.89% - the only cohort to see a decrease in this channel.

The decreased CTR, coupled with an increased conversion rate, suggests a more focused and intentional customer interaction with these brands' ads. This trend indicates that customers in this tier are less inclined to "shop around" and more likely to engage with brands they are already familiar with, leading to more direct and purposeful interactions.

Platform	2022	2023	% Change	Aggregate 2023
Meta	1.21%	1.35%	12.09%	1.56%
Google Ads	1.48%	1.50%	1.06%	1.55%
Pinterest	0.98%	0.75%	-23.36%	1.07%
Snap	0.53%	0.29%	-45.89%	0.60%
Tiktok	0.52%	0.56%	8.13%	0.80%



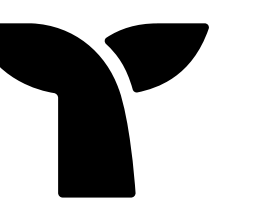
Conversion Rate



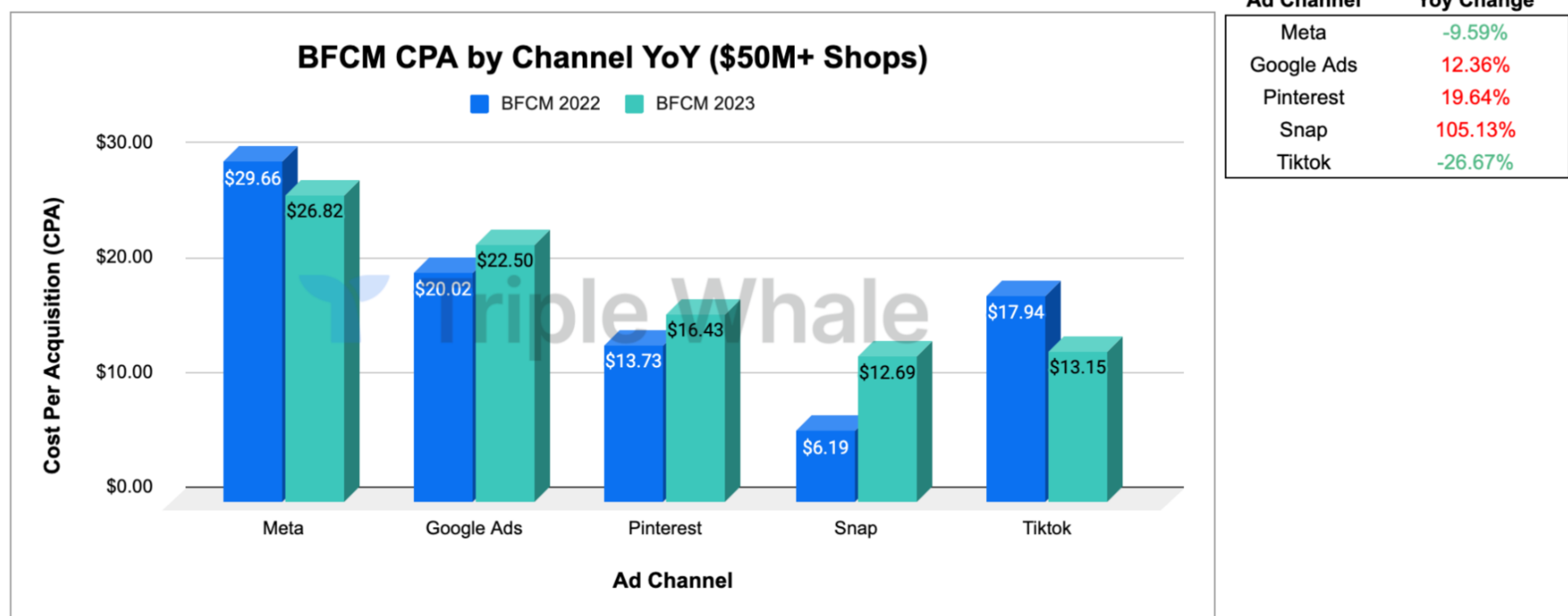
The conversion across all channels was higher than the aggregate, with particularly high rates on Snapchat (15.21%) and TikTok (14.48%). These high conversion rates, especially on emerging platforms like TikTok, suggest that high-revenue brands are effectively leveraging these channels for conversions.

The relatively high conversion rate on Snapchat, despite its decreased ROAS, indicates that while the platform may not be as efficient in terms of spend, it still holds potential for high conversion rates when campaigns are well-targeted.

Platform	2022	2023	% Change	Aggregate 2023
Meta	6.30%	6.43%	2.07%	3.78%
Google Ads	7.79%	7.16%	-8.08%	7.32%
Pinterest	11.69%	9.58%	-18.03%	2.69%
Snap	36.23%	15.21%	-58.03%	5.62%
Tiktok	9.06%	14.48%	59.89%	7.27%



Cost Per Acquisition (CPA)



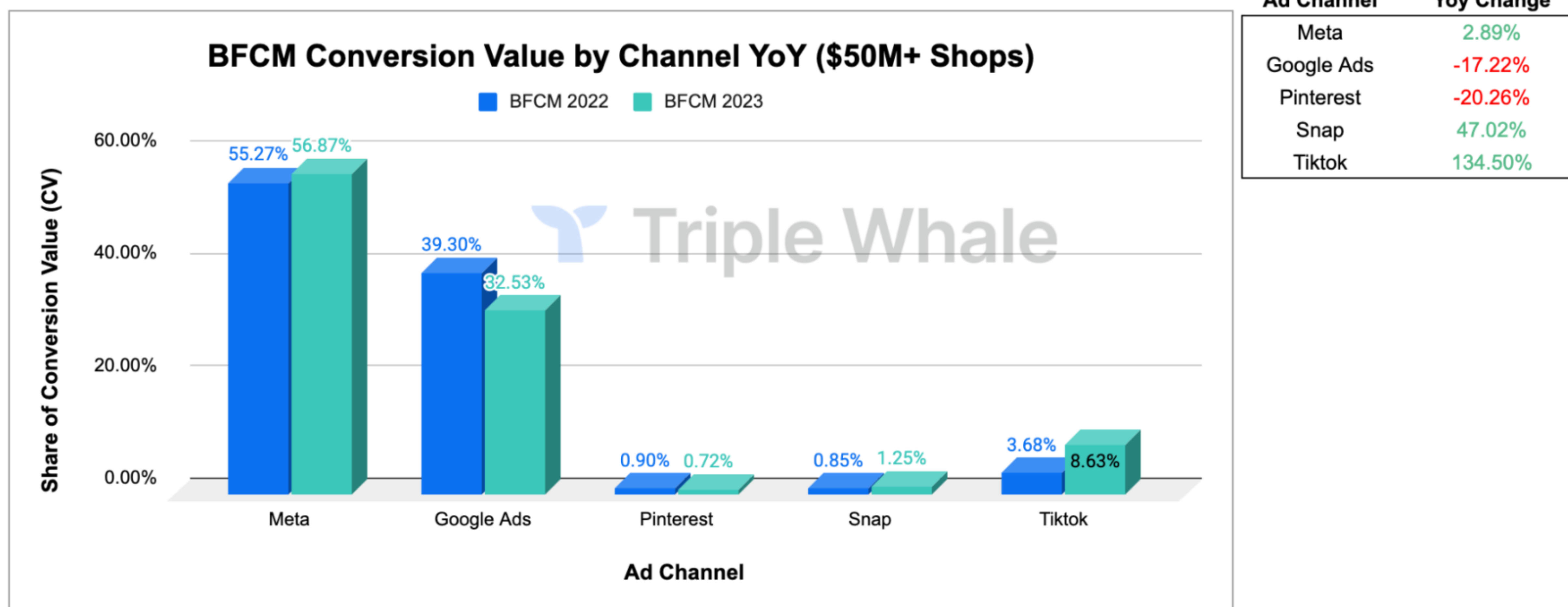
While brands at the \$10-50M revenue tier invested an average of \$13,963.29 per store in TikTok, \$50M+ revenue tier brands invested nearly 4x as much, at \$55,826.86 per store on average.

However, this cohort's CPA for TikTok fell by only 26.67%, despite the bigger decline in previous cohorts. This could indicate that these brands experience diminishing returns for CPA, resulting in less efficient customer acquisition.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$29.66	\$26.82	-9.59%	-18.19%
Google Ads	\$20.02	\$22.50	12.36%	69.31%
Pinterest	\$13.73	\$16.43	19.64%	27.71%
Snap	\$6.19	\$12.69	105.13%	240.29%
Tiktok	\$17.94	\$13.15	-26.67%	-18.09%



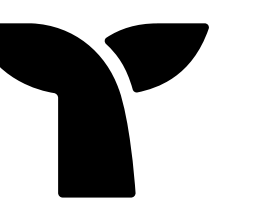
Conversion Value



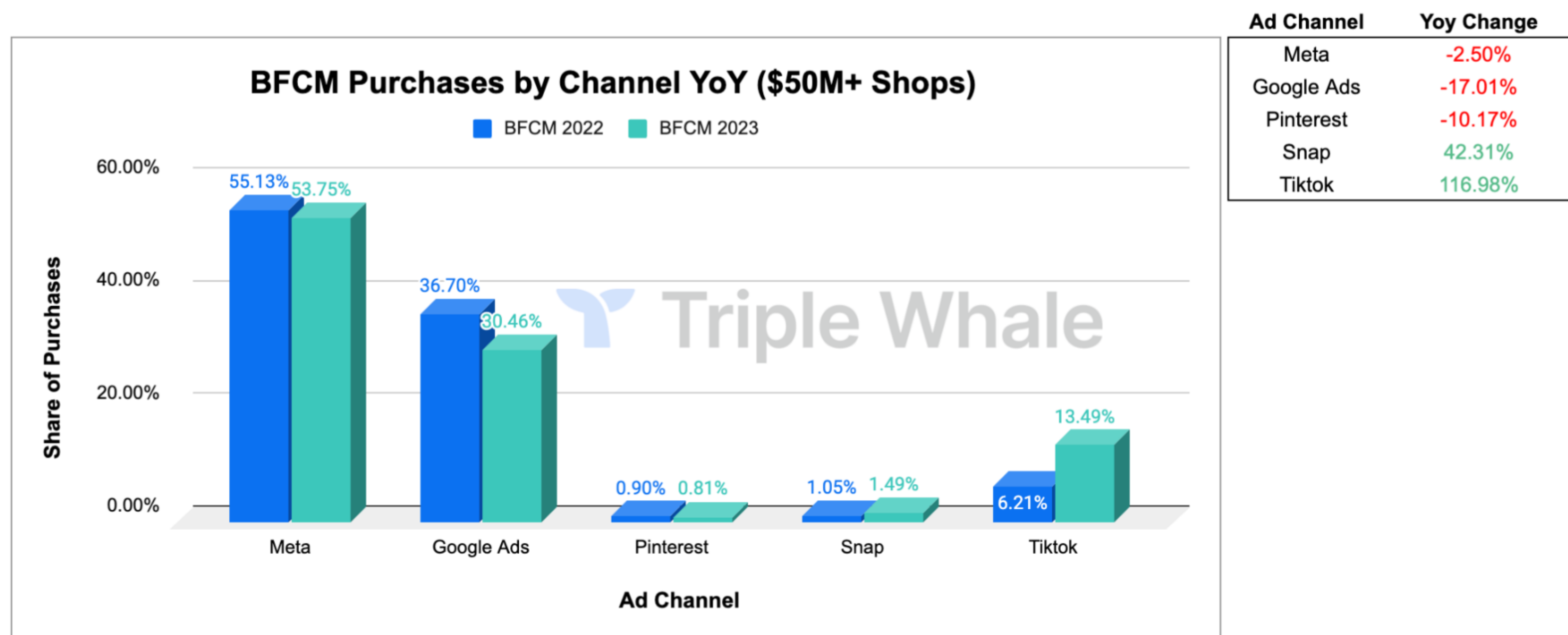
The data shows that brands in this revenue tier are seeing significant returns from their investments in emerging platforms. Snapchat's conversion value increased by 47%, and TikTok's by an impressive 134.5%, indicating that these platforms are becoming increasingly important for driving revenue.

Meta also saw a slight increase in conversion value, reinforcing its role as a consistent revenue driver despite shifts in budget allocation.

Platform	2022	2023	% Change	Aggregate 2023
Meta	55.27%	56.87%	2.89%	62.41%
Google Ads	39.30%	32.53%	-17.22%	32.94%
Pinterest	0.90%	0.72%	-20.26%	0.73%
Snap	0.85%	1.25%	47.02%	0.53%
Tiktok	3.68%	8.63%	134.50%	3.39%



% of Total Purchases by Channel



Ad Channel	Yoy Change
Meta	-2.50%
Google Ads	-17.01%
Pinterest	-10.17%
Snap	42.31%
Tiktok	116.98%

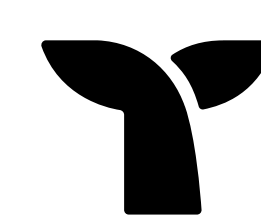
We saw a slight decrease in purchases from Meta, suggesting that larger brands are diversifying their channel strategy. Meanwhile, the significant increase in purchases on Snapchat and TikTok (42.31% and 116.98%, respectively) indicates a successful expansion into these platforms.

This diversification strategy reflects a broader trend of larger brands exploring new avenues for customer engagement and sales and leveraging their resources to tap into the unique audiences of these emerging platforms.

Platform	2022	2023	% Change	Aggregate 2023
Meta	55.13%	53.75%	-2.50%	59.44%
Google Ads	36.70%	30.46%	-17.01%	32.34%
Pinterest	0.90%	0.81%	-10.17%	0.56%
Snap	1.05%	1.49%	42.31%	0.54%
Tiktok	6.21%	13.49%	116.98%	7.12%

Average Order Value (AOV)

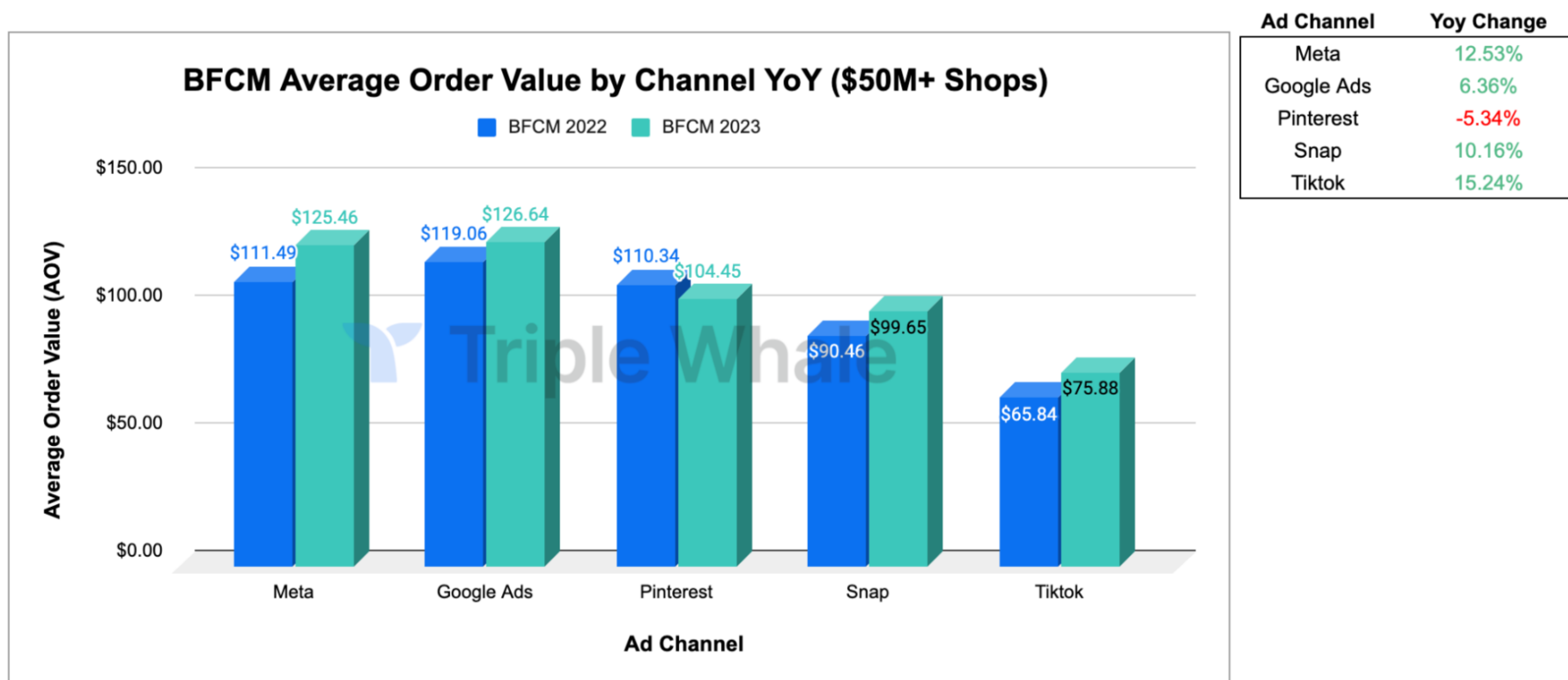
	2022	2023	% Change	Aggregate 2023
AOV	\$110.91	\$102.73	-7.38%	\$94.99



NC AOV	\$112.45	\$102.84	-8.55%	\$95.21
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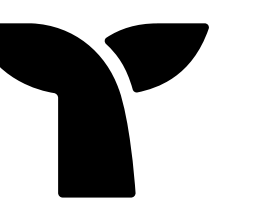
The AOV saw a decrease from \$110.91 in 2022 to \$102.73 in 2023. This change suggests that customers were more targeted in their purchases, possibly focusing on specific products they had been waiting to buy during sales events.

The larger decrease in new customer AOV indicates that while these brands attract new customers, they might be doing so with more competitive pricing or targeted offers.

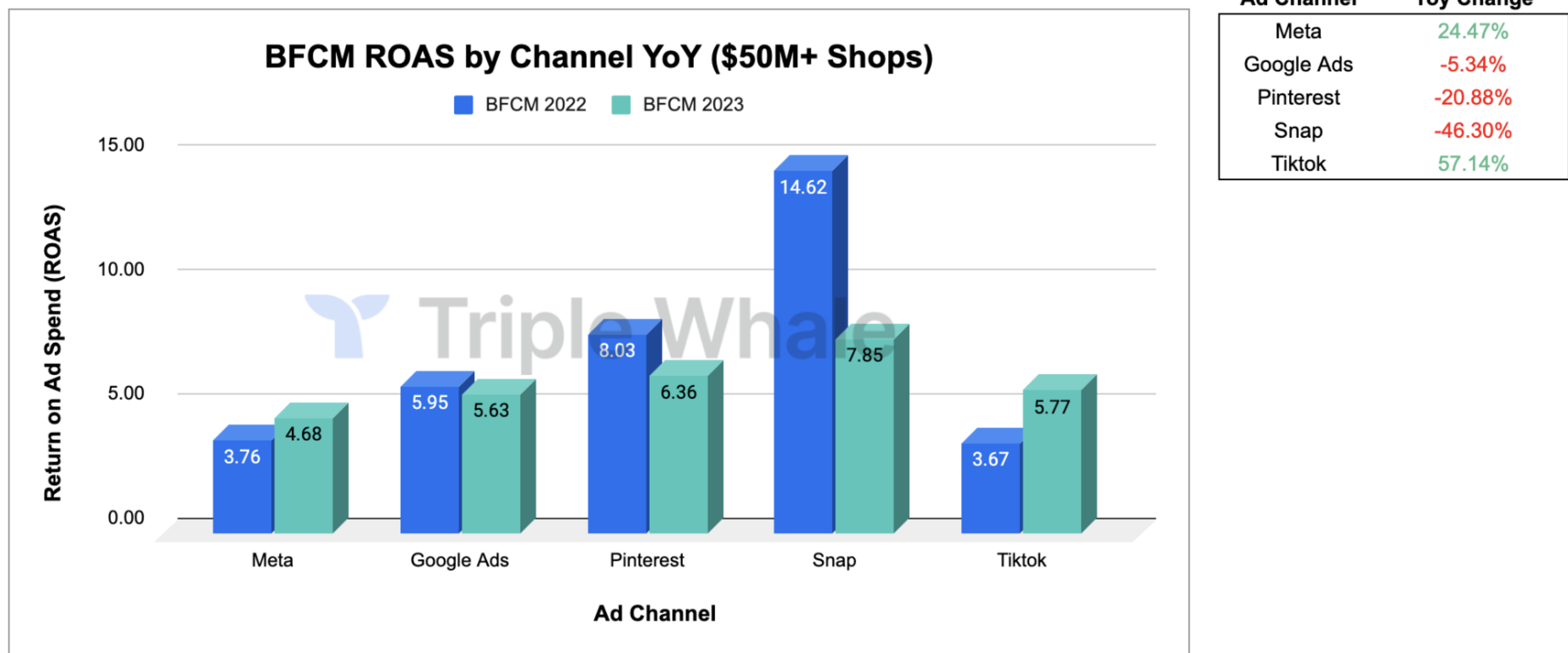


This tier saw a higher AOV than the aggregate for every channel except Pinterest, which saw a slight decrease of 5.34% that aligned with other groups.

Platform	2022	2023	% Change	Aggregate 2023
Meta	\$111.49	\$125.46	12.53%	\$94.86
Google Ads	\$119.06	\$126.64	6.36%	\$92.02
Pinterest	\$110.34	\$104.45	-5.34%	\$117.56
Snap	\$90.46	\$99.65	10.16%	\$88.86
Tiktok	\$65.84	\$75.88	15.24%	\$42.99



Return On Ad Spend (ROAS)



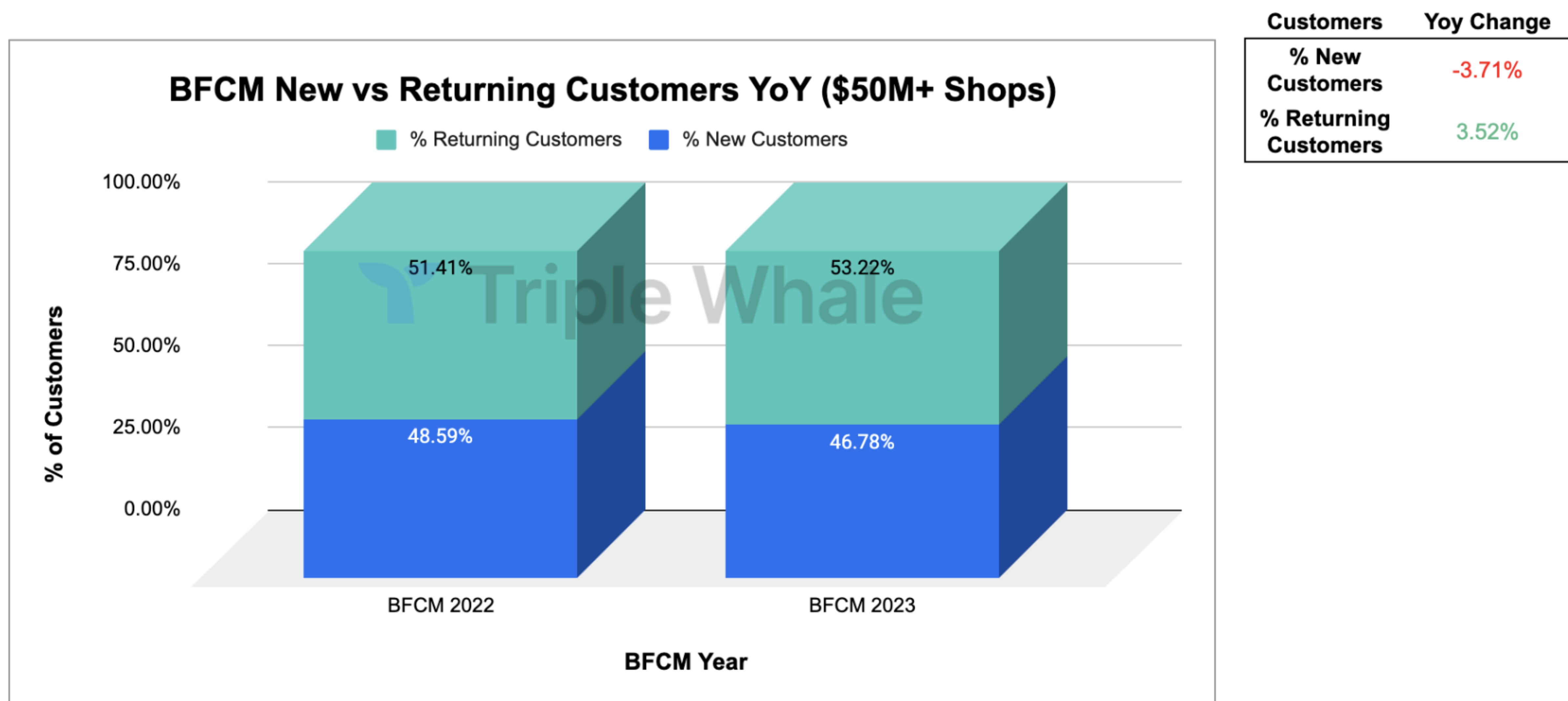
Meta platforms showed an impressive 24.47% increase in ROAS, significantly outperforming the aggregate growth of 6.4%. This suggests that despite a lower ad spend, these well-established brands are leveraging their strong market presence to drive more efficient conversions on Meta.

Conversely, Snapchat experienced a steep 46.3% YoY decline in ROAS, despite a substantial 212% increase in ad spend. This indicates that while Snapchat can be a valuable platform for brand presence, its return on investment for larger brands requires careful strategy and execution.

Platform	2022	2023	% Change	Aggregate 2023
Meta	3.76	4.68	24.47%	3.48
Google Ads	5.95	5.63	-5.34%	5.48
Pinterest	8.03	6.36	-20.88%	6.04
Snap	14.62	7.85	-46.30%	4.65
Tiktok	3.67	5.77	57.14%	3.29



New vs Returning Customer

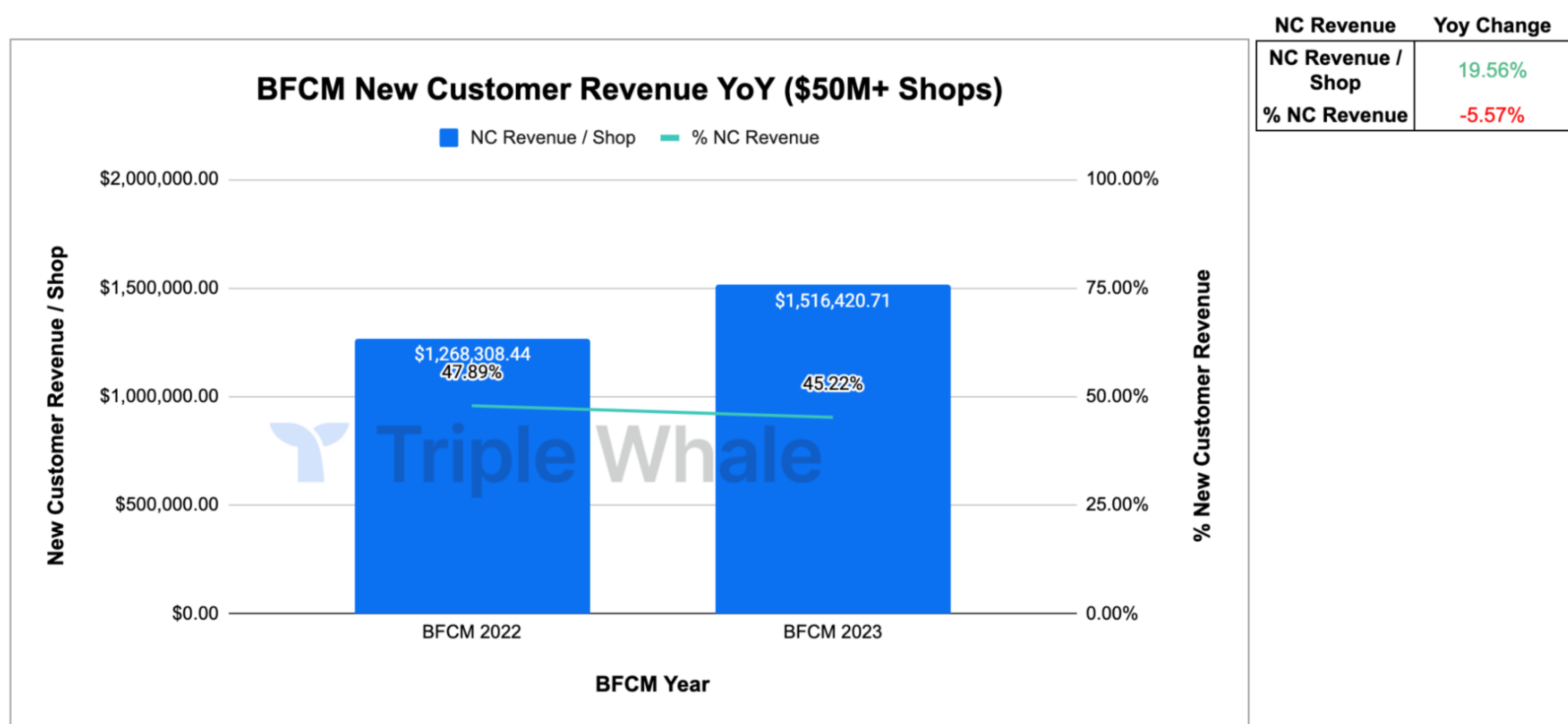


	2022	2023	% Change	Aggregate 2023
% New Customers	48.59%	46.78%	-3.71%	60.51%
% Returning Customers	51.41%	53.22%	-3.52%	39.49%

The data indicates a 3.71% decrease in the proportion of new customers, with a notable increase in returning customers (53.22% vs. 39.49% aggregate). This trend suggests that larger brands are effectively engaging and retaining their customer base, with past

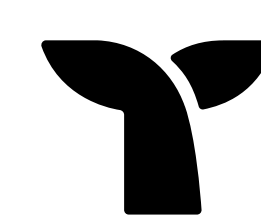


purchasers returning for sales events.

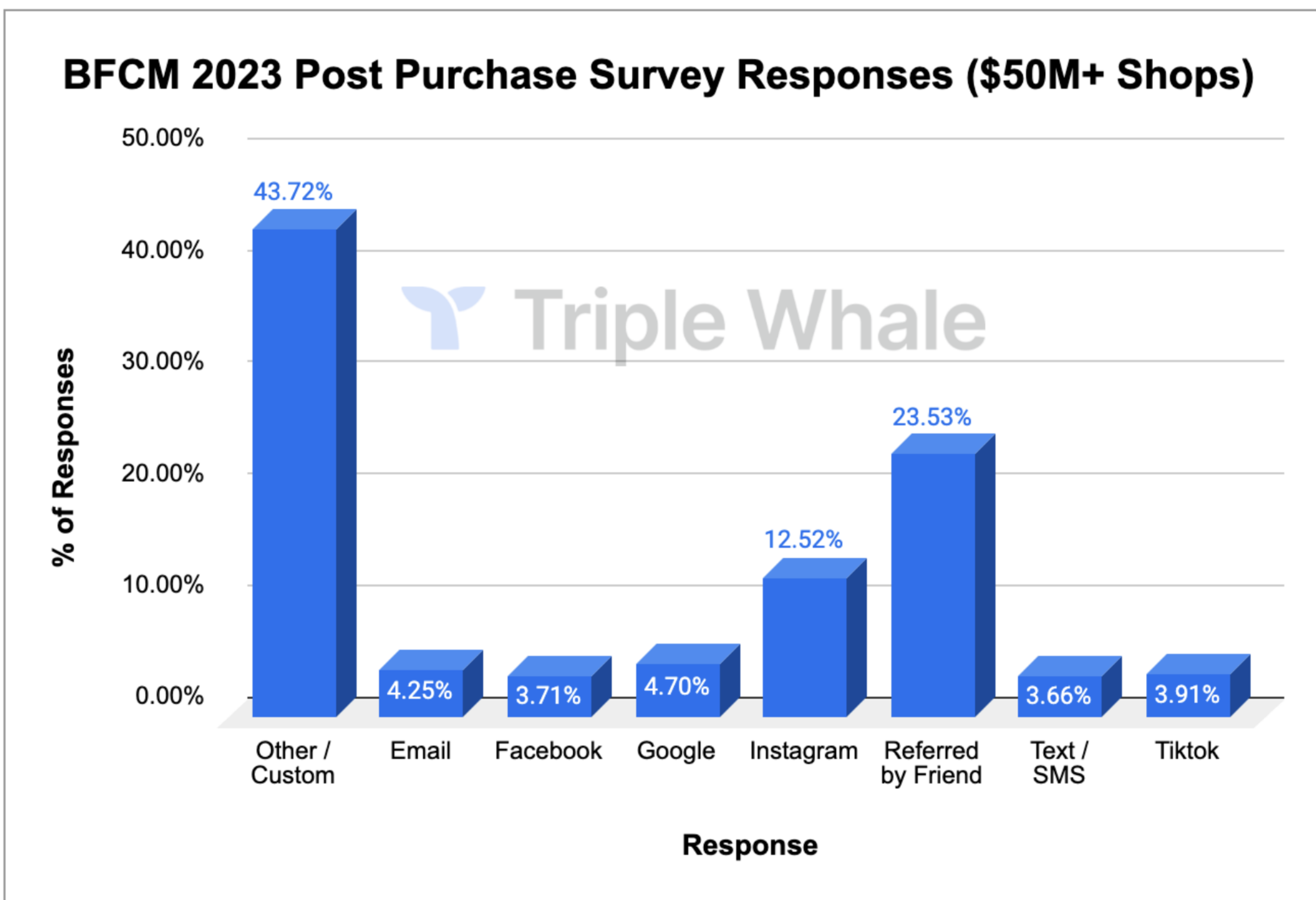


However, the 5.57% YoY decrease in new customer revenue highlights a potential area for growth, suggesting these brands could benefit from strategies aimed at attracting and converting new customers.

	2022	2023	% Change
NC Revenue / Store	\$1,268,308.44	\$1,516,420.71	19.56%
NC Revenue / Total Revenue	47.89%	45.22%	-5.57%



Post-Purchase Survey

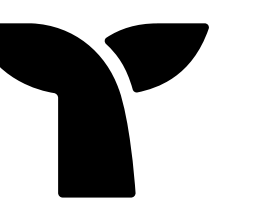


This cohort saw a 2.37% response rate, the lowest of all groups. This could be indicative of the challenges larger brands face in engaging customers post-purchase at a personal level.

Despite this, the survey reveals that Meta platforms continue to have a significant impact on customer purchase decisions, generating 16.23% of customers.

Interestingly, word-of-mouth referrals (23.53%) play a more substantial role in this revenue tier compared to the aggregate (11.5%). This suggests that larger brands benefit significantly from brand advocacy and customer loyalty.

	\$50M+	Aggregate 2023
Source (PPS)	% of Responses	% of Responses
PPS TW Survey Email	4.25%	8.45%



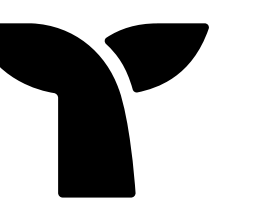
Source		
PPS TW Survey Facebook Source	3.71%	12.72%
PPS TW Survey Google Source	4.70%	5.32%
PPS TW Survey Instagram Source	12.52%	17.82%
PPS TW Survey Referred by Friend Source	23.53%	11.50%
PPS TW Survey Text Source	3.66%	2.29%
PPS TW Survey Tiktok Source	3.91%	4.28%



Triple Whale

Leveraging BFCM Data to Drive Growth in 2024

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Leveraging BFCM Data to Drive Growth in 2024

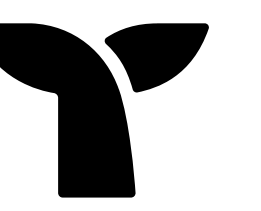
Based on our analysis of BFCM data between 2022 and 2023, here are our recommendations for ecommerce brands planning for the future.

Compare your data with the aggregate and your revenue cohort

To make smarter marketing decisions, you need to see where your brand stands in the market. Here's how you should proceed:

- **Analyze key metrics:** Review your Black Friday and Cyber Monday metrics such as ROAS, CPA, CTR, conversion rate, and AOV. Compare these with the aggregate data presented in the report to gauge your brand's relative performance.
- **Use leading metrics (CPM, CTR, etc) to analyze your creative performance** compared to your cohort while leaning on lagging metrics (CVR, ROAS) to analyze your website and lifecycle performance.
- **Identify trends and anomalies:** Look for trends or deviations in your data compared to your revenue cohort. For instance, if your conversion rates are lower for certain channels compared to your cohort indicating a need for a shift in channel strategy from both a targeting and creative standpoint.
- **Leverage cohort-specific insights:** Utilize insights specific to your revenue cohort from this report. For example, if you're in the \$1-5M tier and notice TikTok's growing ROAS, consider increasing your investment in TikTok relative to other platforms.

This strategy will direct you to industry best practices and emerging opportunities tailored to your business size and scale.



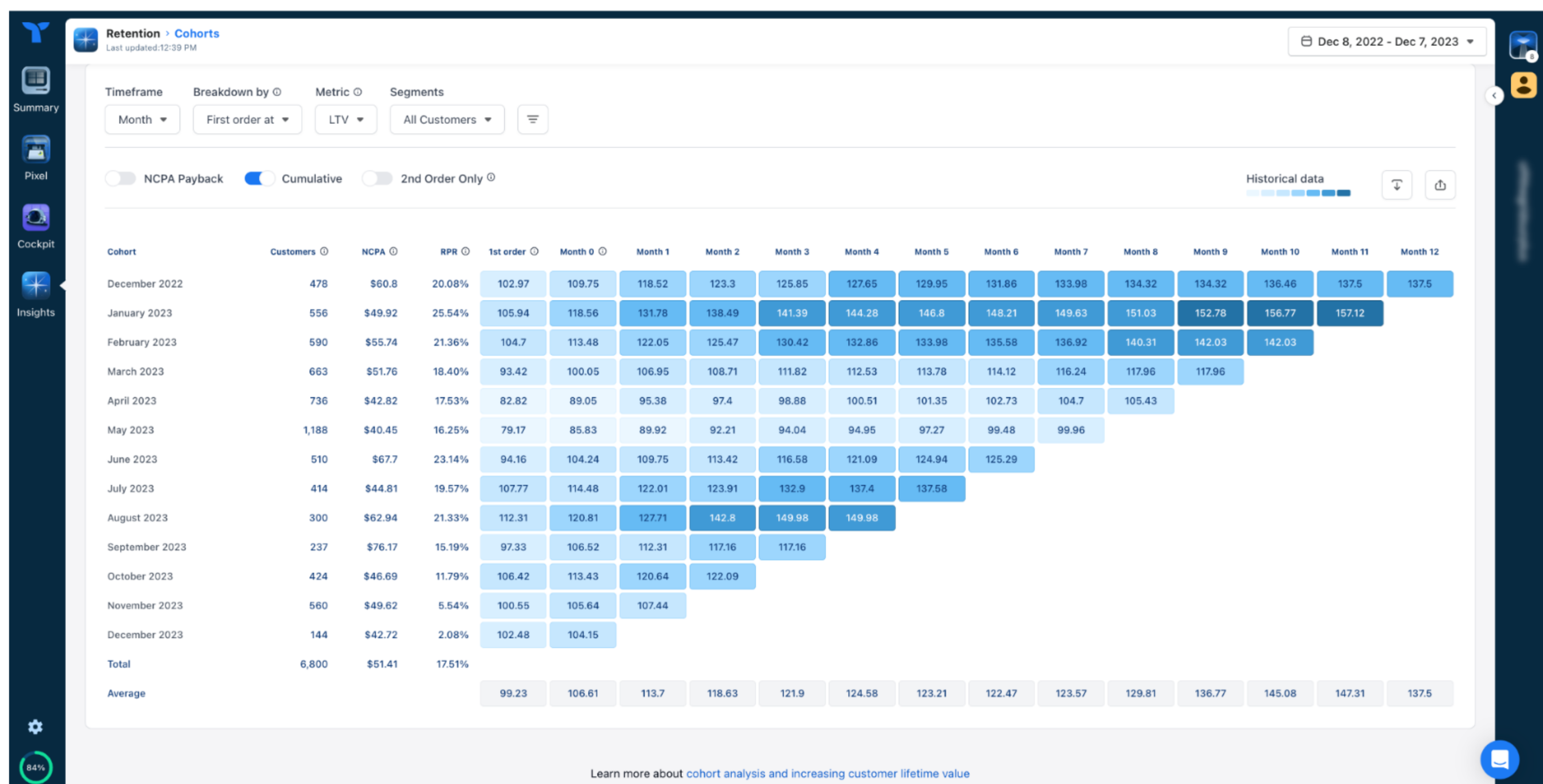
Analyze and adapt to new customer behaviors

The observed trend of new customers delaying their initial purchases until these sales events highlights a shift in consumer shopping patterns.

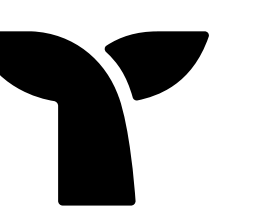
Understanding and adapting to the evolving behaviors of new customers is crucial for maximizing sales opportunities during key shopping events like Black Friday and Cyber Monday.

Here's how to do it:

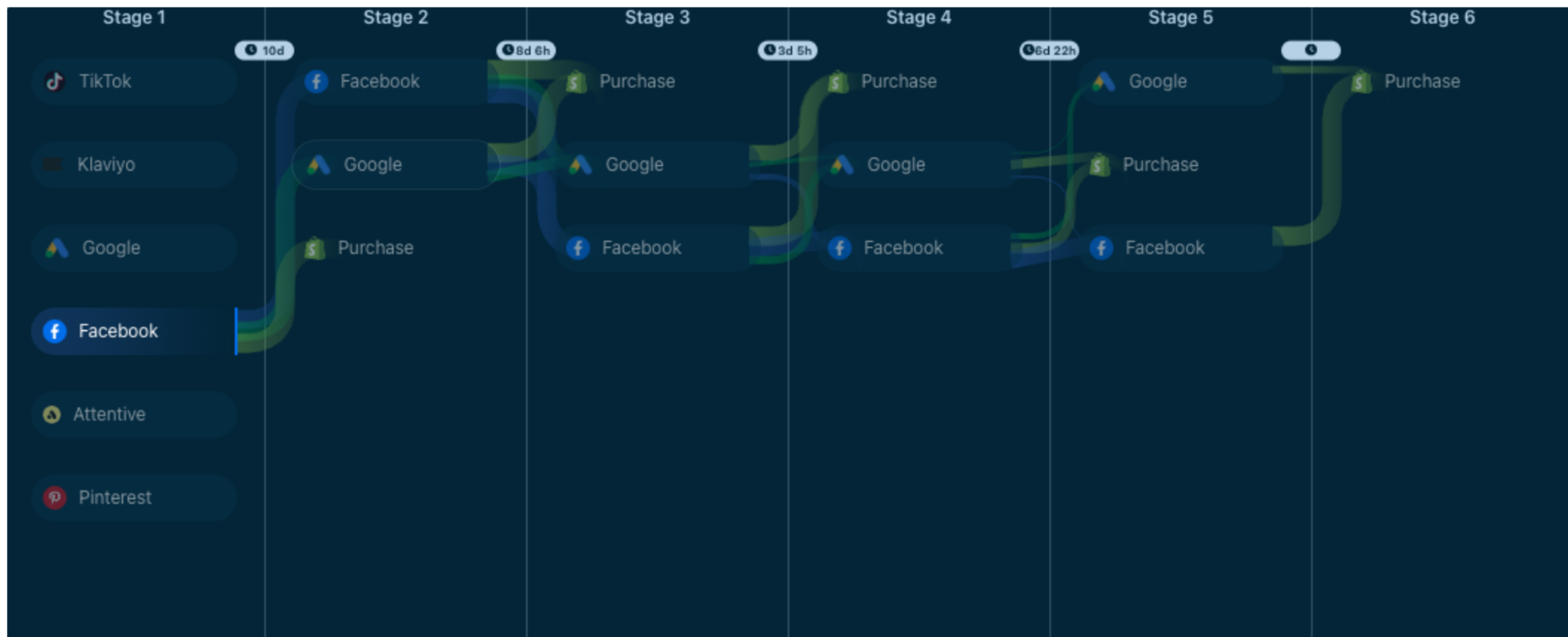
- **Dive deep into customer data:** Analyze your customer data from the recent BFCM period. Look for patterns in purchasing behavior, such as the time taken from first engagement to purchase, preferred products, and response to various marketing channels. Utilizing a monthly LTV cohort analysis in Triple Whale allows you to see how your LTV and CPA is impacted with customers acquired in the months prior to BFCM.



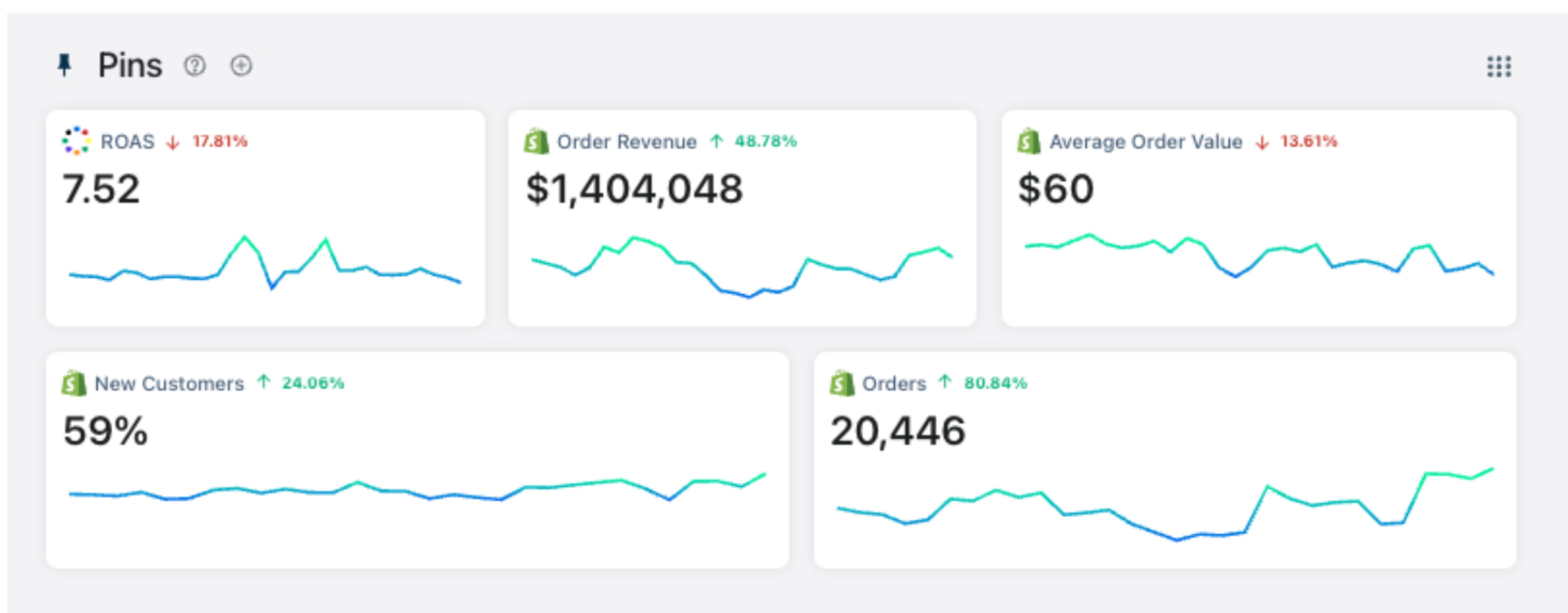
- **Take advantage of customer segmentation:** Segment your customer base to identify new customers and understand their specific needs and preferences. Tailor your marketing messages and promotions to resonate with this group. Analyze the channel journey and how many touchpoints are needed for a typical



conversion. Discover if an introduction on one platform leads to a conversion on another platform. Customer Journeys in Triple Whale allows an infinite attribution window to see channel interaction throughout an entire purchase cycle to see which channels lead to purchase behavior.



- **Enhance brand awareness campaigns:** Prioritize brand awareness campaigns well before BFCM. Utilize storytelling, social proof, and influencer partnerships to build a connection with potential new customers. Measure the impact of these campaigns with our cohort analysis section to see how your efforts are impacting both new customer CPA as well as Lifetime Value.
- **Strategize at both an aggregate and channel-specific level:** Measuring performance for your store as a whole and knowing the overall direction of what you're trying to achieve is extremely important. Each channel is going to have their own part in that and should have its own audience to engage, creative strategy, and KPIs to measure that ties ultimately to increasing revenue at your target efficiency rate. Triple Whale's dashboard allows you to see both your aggregate and individual metrics in one dashboard. Customize your views for your most important metrics and never wonder about the performance of your strategy.



- **Optimize timing of promotions:** Adjust the timing of your marketing campaigns to align with the observed trend of delayed purchasing. Consider early teaser



campaigns and exclusive offers to engage new customers ahead of BFCM. The unlimited attribution window and multiple attribution models of our Triple Pixel allow you to see which campaigns are driving the most engagement that is ultimately ending up in a purchase for you so you know where to scale your top-of-funnel efforts and still expect returns.

Source	ROAS	ROAS	Purchases	CV	CPA	AOV	NC CPA	Spend
Facebook	3.30	1.83	2,415.4	\$244,173.92	\$55.36	\$101.09	\$113.05	\$133,712.61
Google Ads	3.54	3.77	1,459.2	\$139,412.91	\$25.37	\$95.54	\$102.45	\$37,020.06
TikTok	1.53	2.14	120.8	\$11,782.10	\$45.60	\$97.55	\$76.54	\$5,508.21
Microsoft	0.38	3.38	55.7	\$5,161.17	\$27.48	\$92.74	\$183.30	\$1,529.06

- **Personalize the customer experience:** Use personalized marketing techniques, like targeted emails and retargeting ads, to create a more engaging and relevant experience for new customers. Leveraging Triple Whale’s product insights allows you to see which products are typically purchased together leading to potential bundling and increased AOV. Find what products are purchased on the 2nd and 3rd purchases to improve relevance and conversion rates in your post-purchase flows.

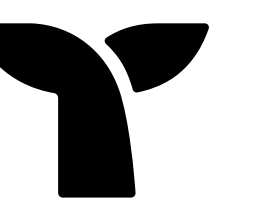
Segment	Segment Size	Orders	Revenue	LTV after 30d	LTV after 60d	LTV after 365d	Sync
Lost	310,499	310,517	\$22,879,530.54	\$73.68	\$73.68	\$73.68	
Core	5,360	38,780	\$4,064,802.65	\$143.64	\$162.46	\$319.39	
Newbies	6,273	6,286	\$616,424.96	\$98.23	\$98.23	\$98.27	
Loyal	29,197	206,960	\$16,699,290.25	\$121.56	\$137.91	\$277.55	
Whales	19,101	103,039	\$10,715,703.71	\$134.97	\$149.20	\$270.15	
Promising	36,550	186,993	\$9,216,865.24	\$117.56	\$128.26	\$195.50	

Analyzing the shift in consumer behavior enables more strategic planning and execution of marketing efforts so your brand remains relevant to your evolving customer base. This approach not only boosts sales during peak shopping times but also helps in building a loyal customer base that can drive sustainable growth.

Maintain Momentum in 2024

Sustaining the growth and success achieved during Black Friday and Cyber Monday into 2024 is crucial for long-term business health and market positioning. Here’s how to keep the ball rolling throughout the year:

- **Start with a strategic plan:** Develop a comprehensive marketing strategy for 2024, incorporating lessons learned from BFCM 2023. This includes refining ad spend allocation, enhancing email marketing strategies, and exploring newer platforms like TikTok.
- **Conduct regular audits:** Regularly review and optimize your marketing campaigns throughout the year. Use data-driven insights to adjust tactics so they align with evolving consumer behaviors and market trends.
- **Focus on customer retention:** Implement strategies to retain the new customers acquired during BFCM. Engage them with personalized content, loyalty programs, and exclusive offers to encourage repeat purchases. Utilize email capture



strategies to build your audience lists throughout the year to better capitalize on ad spend-free revenue driving campaigns during sale times.

- **Innovate and experiment:** Stay ahead of the curve by experimenting with emerging technologies and marketing channels. Keep an eye on industry trends and be ready to adapt quickly. Don't copy/paste your strategy and creatives into new channels and expect similar results. Instead, create a dedicated strategy for each channel and execute.

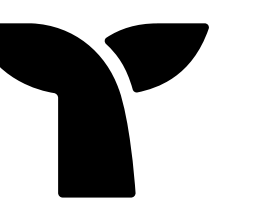
Maintaining momentum ensures that the success of BFCM isn't just a seasonal spike but a stepping stone to sustained growth and market leadership in the ecommerce space.



Triple Whale

Methodology (Expanded)

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Methodology (Expanded)

Triple Whale exclusively tracks performance for shops in the Shopify ecosystem.

In addition to analyzing the data in aggregate, we segmented shops into five cohorts:

- Less than \$1 million in trailing 365 day annual revenue
- \$1 to 5 million in trailing 365 day annual revenue
- \$5 to 10 million in trailing 365 day annual revenue
- \$10 to 50 million in trailing 365 day annual revenue
- Over \$50 million in trailing 365 day annual revenue

In 2023 for the weekend of Black Friday through Cyber Monday (11/24 through 11/27), we tracked performance for over 11,000 shops, which generated over 1 billion USD in total revenue across over 10.8 million orders.

Shops were only included if the following were true:

- Valid Currency Conversion to USD
- Average Order Value (AOV) less than \$1,000 and greater than \$1

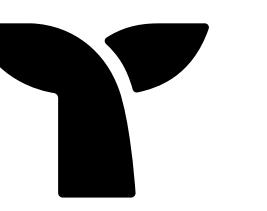
Ad Channels were only included if the following were true:

- Valid Currency Conversion to USD
- More than \$100 in daily ad spend
- ROAS less than 50

Using the raw data from shops that passed the criteria outlined above, we calculate cohort wide values metrics using the following method: **Sum(X) / Sum(Y) = Metric**

Why did we choose this method instead of **AVG(Metric)** for each Shop within the cohort?

Across the Triple Whale ecosystem, there are more than 11,000 shops. In order to account for these complexities, we determined that segmenting by trailing 365 day annual



revenue (GMV) and then calculating a cohort wide benchmark allows us to include as much data as possible while also ensuring the metrics are meaningful for all brands in the Shopify Ecosystem. This method strives to be as inclusive as possible while also limiting outliers that might skew the aggregate data.

Defining Metrics

A brief breakdown of what each section of the report consists of.

Ad Spend

Channel-reported spend data all in USD.

Cost Per Thousand Impressions (CPM)

Channel-reported CPM data.

$CPM = \text{Spend} / \text{Impressions}$

Click-Through Rate (CTR)

Channel-reported CTR data.

$CTR = \text{Clicks} / \text{Impressions}$

Conversion Rate

Channel reported click data divided by channel reported purchase data.

$CR = \text{Clicks} / \text{Purchases}$

Cost Per Acquisition (CPA)

Channel reported spend data (ad spend) divided by channel reported click data.

$CPA = \text{Spend} / \text{Purchases}$

Conversion Value

Channel reported revenue associated with channel reported purchases all in USD

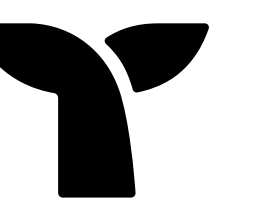
Average Order Value (AOV)

Channel reported conversion value divided by channel reported purchases. Note since we are looking at channel specific AOV we are pulling directly from the Ad Channels versus Shopify.

$AOV = \text{Conversion Value} / \text{Purchases}$

Return on Ad Spend (ROAS)

Channel reported revenue (Conversion Value) divided by channel reported ad spend.



ROAS = Conversion Value / Spend

New vs. Returning Customers

Shopify reported total orders segmented by new vs returning customers