

Cyber Week

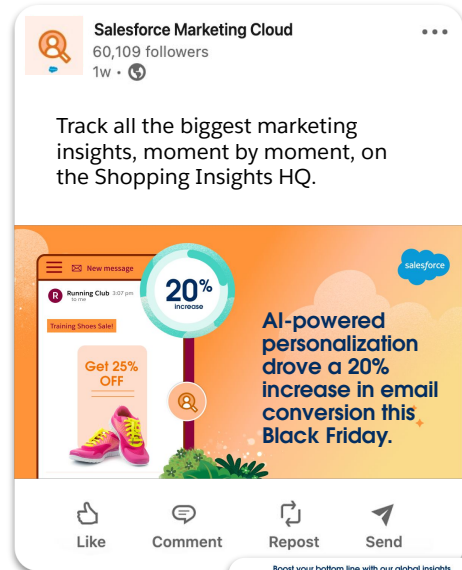
Cyber Week

Team: Kevin, Marissa, Therese

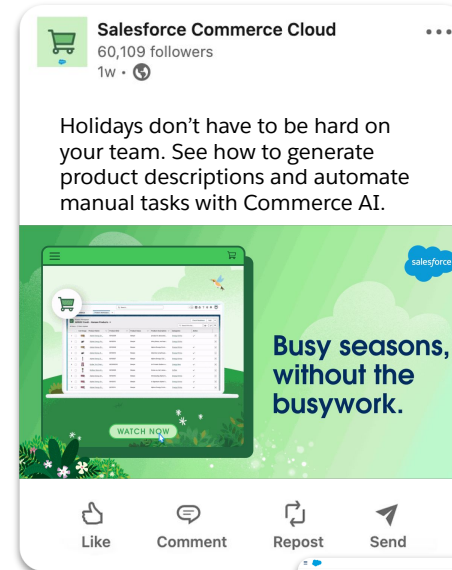
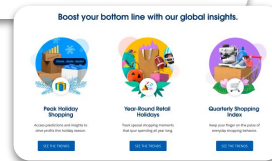


Deliverables:

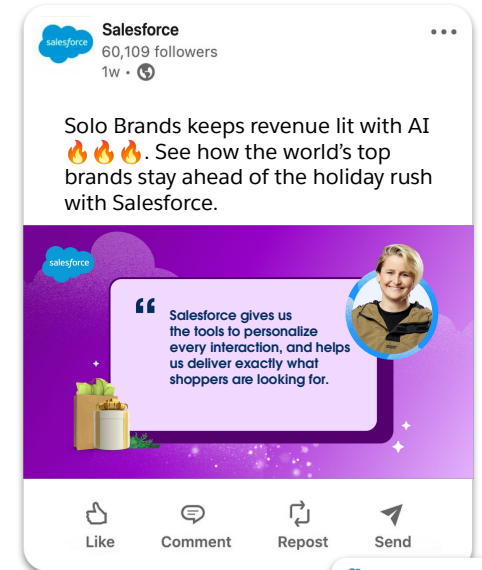
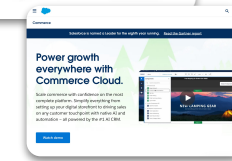
1. Website overhaul
2. Display
3. Paid social
4. Organic social
5. Reaction templates for social
6. Stat templates for social
7. Organic social (Shopping Index)
8. Organic Social (Prime Day)
9. Email (secondary offer)
10. Holiday Table TikTok video
11. CW Predictions TikTok video
12. CW Results TikTok video (in progress)
13. CW responsive Ad



Live Reporting



Product/Solution Forward



Exec/Trailblazer Commentary



[Holiday Exec Deck](#)

Video Ad links:
[Prime Day](#)
[Holiday Table](#)
[CW Predictions](#)

[CRF Slide](#)

[G Drive Link 1](#)

[G Drive Link 2](#) [Figma Link](#)

Products Industries Resources Support Company Salesforce+ Try for free

< SHOPPING INSIGHTS HQ

Make Cyber Week sparkle with real shopping data.

Get the latest, up-to-date Cyber Week spending data – from 1.5B+ global shoppers – that can power your planning and turn you into a real retail hero.

Explore Cyber Week insights:
 Shopper Engagement • Order Conversion • Post Sale

Get real Cyber Week shopping data in real time.

[Learn more](#)

Salesforce 4,745,587 seguidores 1 semana •

'Tis the season for savings. #CyberWeek results are in and show that shoppers weren't just decking the halls; they were bagging deals. 🛍️ Swipe to see the biggest stats of retail's big game: [#HolidayFlashStats](https://sforce.co/3D7yLg3)

Cyber Week Results

It was a record-breaking Cyber Week ...

Check out the top Salesforce shopping insights.

Salesforce Marketing Cloud 143,009 followers 2w •

The results are in! Marketers had an amazing Cyber Week. 🎉 Scroll through the stats on marketers' biggest plays this year to see how they made every moment count.

And if you're hungry for more, get the full scoop on all things Cyber Week here: <https://sforce.co/3sPPIzA>

Cyber Week Results

What were marketers up to this Cyber Week?

Cyber Week is coming.

Once again, Prime Day delivers.

Unrivaled trust. Unmatched scale.

Salesforce powers Black Friday.

- 1.5+B global shoppers
- 29 of top 30 retailers use Salesforce Customer 360 to power their holidays
- 10.2B marketing messages were sent via Marketing Cloud during Black Friday
- 10.8B AI-powered product recommendations were delivered by Commerce Cloud and Marketing Cloud on Black Friday
- 11M online orders were powered by Commerce Cloud with 99.999% digital uptime during Black Friday

Salesforce Commerce Cloud 59,347 followers 3w •

Cyber Monday results are in and things are looking up. 🙌

Online sales on Cyber Monday grew 5% globally. 📈

Get more #HolidayFlashStats at our Shopping Insights HQ: <https://sforce.co/3tVT9My>

Cyber Monday Results

- \$48.4B global shopper spend
- +5% global sales growth YoY

Salesforce 4,772,265 followers 3w •

Good deals come to those who wait. Shoppers are loving the deep discounts, which are trending at around 30% today. See what else shoppers are loving. Visit the Shopping Insights HQ: <https://sforce.co/46DTcPf> 🛍️ #HolidayFlashStats

Black Friday Update

Top Discounted Categories:

- Health & Beauty
- General Footwear
- Active Apparel

Salesforce for Service 36,618 followers 3w • Edited •

Shoppers were all about digital service channels over the weekend. Chatbot sessions shot up by 79% compared to the same time last year. That's 2x the growth compared to a typical day.

Don't miss out on Cyber Week data: <https://sforce.co/3QPjYxM>

#HolidayFlashStats #cyberweek #chatbots

Cyber Weekend Results

+79% chatbot sessions YoY

Chatbots were the channel of choice over the weekend.

[START CHAT](#)

Salesforce @salesforce

Giant balloons of America's favorite characters aren't the only things that can take off this week.

Your holiday sales can soar too 📈 with insights from our Shopping Insights HQ, powered by Tableau: sforce.co/49NYk51 #MacyParade

EINSTEIN PREDICTS:

Mobile site traffic grew 25% on Black Friday.

Cyber Week Predictions

Cyber Week Results

Salesforce Industries

We're in peak shopping season! Visit the Shopping Insights HQ to see the latest updates on how consumers are buying around the globe and get the insights you need to stay ahead of the crowd.

88 12 Shares

Like Comment Share

Cyber Week Promos (Template System Designs)



Team: Marissa, Kevin

Black Friday Results

\$1.12
Lorem Ipsum
Dolor Sit

+2%
Lorem Ipsum
Dolor Sit

\$1.12
Lorem Ipsum
Dolor Sit

Peak shopping:
Are you ready
for it?

Black Friday Results

\$1.12
Lorem Ipsum
Dolor Sit

+2%
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Dolor Sit

\$1.12
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Black Friday Results

\$1.12
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\$51.1B
in AI-Powered
Product Recs

AI: Your holiday
helper for raising
revenue.

Black Friday Results

\$1.12
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Black Friday Results

\$1.12
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”

Jenna Flateman
Trailblazer, Solo Stove

COMMERCE ON A
TRUSTED PLATFORM

Sleigh your
commerce goals
with Salesforce.

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sodales piscing mob elit.
”

Jenna Flateman
Trailblazer, Solo Stove

“
Lorem ipsum dolor sit
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”

Jenna Flateman
Trailblazer, Solo Stove



Compared to the 2022 Cyber Week posts, we saw **significant growth** in both engagement volume and individual rates for top posts. In 2022, our best-performing post had a 4.2% engagement rate, while in 2023, the leading post boasts almost 25%.

1M
Organic Impressions
+316% YoY
Compared to goal

142 Posts

13K
Link Clicks
+872% YoY
Compared to goal

1.2% CTR

1.5K GA Traffic

23K
Engagements
+320% YoY
Compared to goal



Marc Benioff 10:36 PM
Congrats [@Michael Affronti](#) and Team Cyberweek!

Michael Affronti

🚀 Salesforce powered an amazing 2023 Cyber Week (11/22 - 11/28), once again proving we are the most scalable, reliable, and powerful platform for customers around the globe!

- 🤖 **AI:** Salesforce powered more than 49 billion AI-powered product recommendations across Cyber Week.
- 🔍 **Marketing Cloud:** Over 53 billion marketing messages were sent via Marketing Cloud this Cyber Week, accounting for a 7% increase YoY.



Marc Benioff 10:24 PM
Congrats [@Stephen Hammond](#) [@Michael Affronti](#) and the entire commerce, marketing, and engineering teams! 🙌 (edited)

Michael Affronti

🎁 **Salesforce Dominates Black Friday With Unmatched Trust, Scale, and AI** 🎁
👏 Congrats to the Commerce Cloud, Marketing Cloud, Service Cloud and Einstein teams for powering an incredible Black Friday and Cyber Weekend!

- Online sales on Black Friday totaled an impressive \$16.4B in the US and \$70.9B globally — 8% YoY growth in global online sales and 9% growth in the U.S.
- 1.5B global messages sent via Marketing Cloud, including 1.2B AI-driven product recommendations, 8.8 billion AI-driven product recommendations, and 1.2B AI-driven product recommendations.
- 99.999% uptime during the competition with 99.999%



Marc Benioff 4:39 PM
This year, Salesforce helped retailers around the world drive profitable growth and scale, with 100% uptime, to reach shoppers across all buying channels. With consumers continuing to shop online, delivering fast, easy, and personalized digital experiences is more important than ever and was made possible by:

Commerce Cloud: Commerce Cloud powered nearly 50 million orders on digital storefronts across Cyber Week with 100% uptime (zero downtime), resulting in a 16% compound annual order growth rate (CAGR) over the last five years.
Marketing Cloud: Over 53 billion marketing messages were sent via Marketing Cloud this Cyber Week, accounting for a 7% increase YoY.
Service Cloud: During the busiest shopping week of the year, Service Cloud helped customers field and resolve over 3.7 billion case interactions, and observed a 10% YoY increase in AI-powered chatbot sessions.
AI: Salesforce powered more than 49 billion AI-powered product recommendations across Cyber Week. <https://www.salesforce.com/news/press-releases/2023/11/28/cyber-week-digital-sales/>



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2 replies Last reply 2 months ago

All Wrapped Up Promos

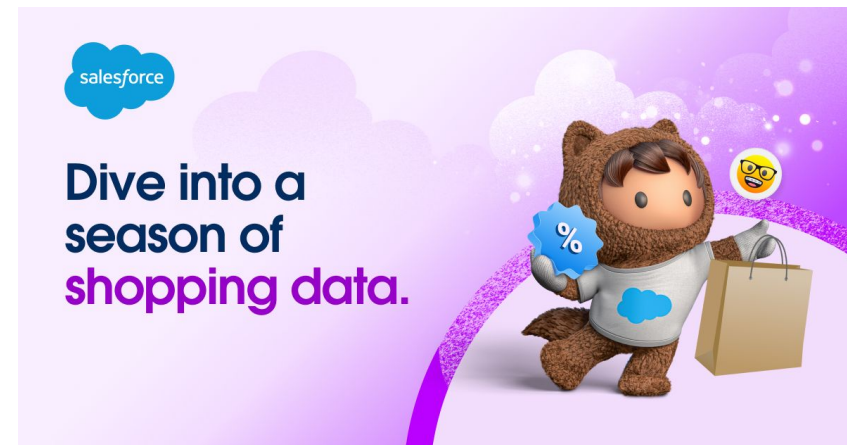
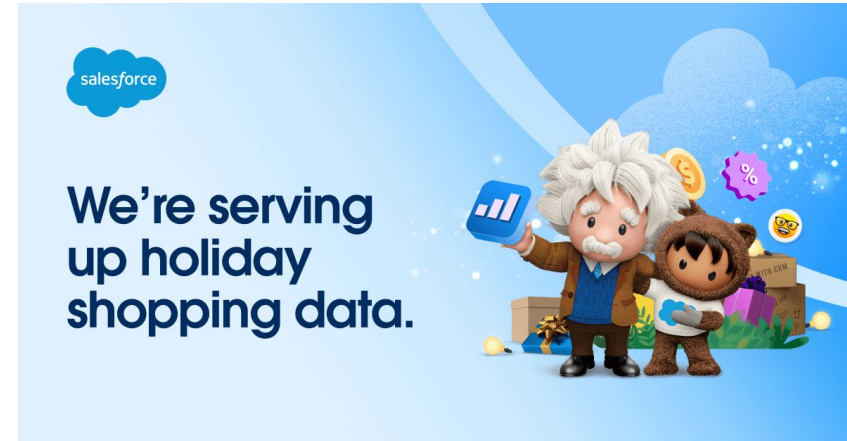
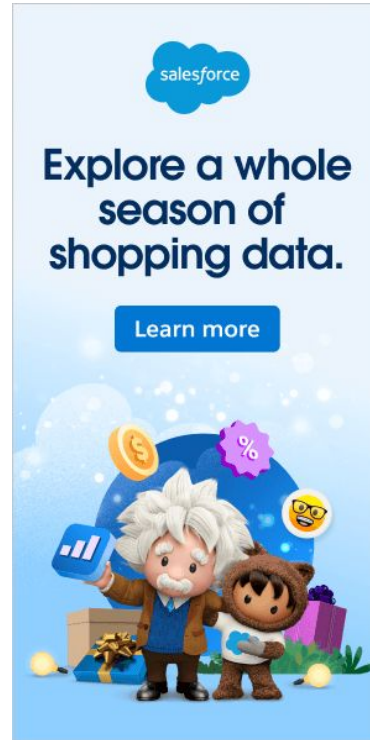
Team: Kevin, Marissa

Deliverables:

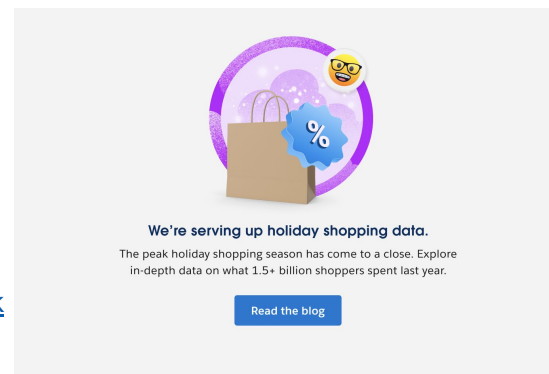
9 display ads

2 social ads (1 for Blog)

1 email



Blog Ad



[CRF Slide](#)

[G Drive Link 1](#)

[Figma Link](#)

Predictions V2



Team: Kevin and Therese

Deliverables:

1. Organic meme social
2. Paid social

Salesforce Industries
Sponsored

With summer coming to a close, we just updated our data-powered shopping predictions. Explore Shopping Insights HQ to learn more.

It's Shopping Insights update season.

SALESFORCE.COM [Learn More](#)

Watch the demo.

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Back to school is in the bag and tailgate season is coming up. See our latest predictions about retail sales, average discounts, and what affect return windows will have at Shopping HQ.

Sales growth

Return window

Discounts

Powered by data from 1.5B shoppers

Everything you need to know about retail

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