

unmetric

— HOW —
SOCIAL MEDIA
HELPED BRANDS REACH
A WIDER AUDIENCE

**THIS BLACK FRIDAY
& CYBER MONDAY**



unmetric

THE
**SOCIAL MEDIA
BENCHMARKING
COMPANY**
FOR BRANDS

We monitor and analyze the daily activity on the social media outposts of over 11,000 brands in 33 sectors across Facebook, Twitter, YouTube and Pinterest.

Our clients use Unmetric to analyze competitors, benchmark their performance, and compete intelligently.

ANALYSIS OF BRANDS ON **FACEBOOK**

Time Period: November 2- December 2, 2013

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Facebook – An Overview

UNMETRIC SCORE FOR FACEBOOK

Brand Name	Unmetric Score
Karmaloop	42
PetFlow	50
Express	48
Old Navy	49
Amazon	65
Kohl's	52
Toys R Us	34
Lowe's	33
Sephora	38
No More Rack	48

The Unmetric Score is a unique sector based social media score that takes in to account various metrics, weighted and balanced to produce a single benchmarkable score.

Facebook – An Overview

BEST CAMPAIGNS OF THE MONTH

1. **Karmaloop**- *High Engagement*
2. **PetFlow**- *Images strategy*
3. **Express**- *Beat the crowd*
4. **Old Navy**- *360 Campaign*

Karmaloop

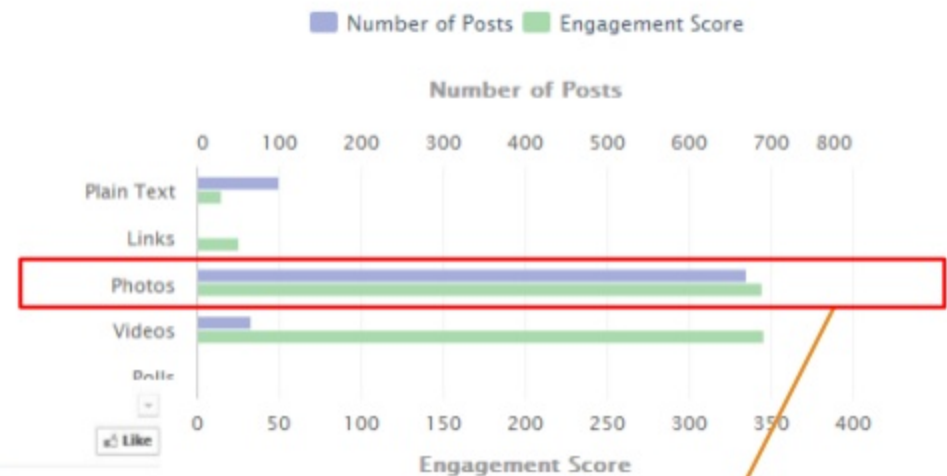
Karmaloop's Black Friday campaign was heavily promoted on Facebook and Twitter. Of the 246 Facebook posts in the month, 8 of them were based on Black Friday offers.



These two Black Friday posts from Karmaloop received engagement that is much higher than usual

PetFlow

PetFlow's Black Friday and Cyber Monday sales campaign was exclusive to Facebook. The brand centered 60 updates on offers and deals. All posts were combined with images.



Photos of animals are what PetFlow leveraged the most and they also engaged the best for the brand.

These are the most engaging Black Friday posts, both with an Engagement Score of over 1,400.

Express

In November, 6 of 148 posts from the brand revolved around Black Friday. Promos and teaser posts started on the 26th of November.



Get a head start and avoid the crowds – our Black Friday deal is already here! How does 50% off every single item sound? (Pretty amaze, huh?)

SHOP WOMEN: <http://po.st/2r6P9v>

SHOP MEN: <http://po.st/PvYnJT>

*50% off discount valid November 26, 2013 through November 29, 2013 at 12:00 PM local time at Express and Express Men stores in the U.S. and Canada; 40% off discount valid November 29, 2013, after 12:00 PM local time until 11:59 PM local time. At express.com, 50% off discount valid November 26, 2013 until November 29, 2013 at 11:59 PM ET. Offer cannot be combined with any other promotions or offers. Promotional price as marked online. Discount valid on clearance items (which are defined as red priced items ending in \$.99), fragrance and watches. Not valid on previous purchases. Cannot be redeemed for cash or used to purchase Express GiftCards. Taxes payable after discount is deducted. Not valid at Express Last Hurrah outlet stores. Associates are not eligible.



Like · Comment · Share

744

28,314 people like this.

Top Comments



The brand witnessed a spike in fan growth rate following the campaign.



Sin Yu Can we use coupons on top of the 50% off?

Like · Reply · November 28 at 6:54pm via mobile



Express Our Black Friday deal cannot be used with any other promotion or offer. You can use earned rewards, such as EXPRESS Next Rewards and birthday coupons.

Like · November 28 at 6:58pm

Fan queries related to sales were addressed as quickly as possible.

Old Navy

Old Navy is one of the few brands whose campaigns extended to 3 social networks. The brand gave customers an opportunity to win a million dollars while shopping. The announcement of the winner on the Wednesday after Black Friday rounded out the campaign.

Old Navy · 8,021,190 like this
November 25 at 9:30am · 🌐

Like

Grab a fan. It's our hottest sale of the year. Get 50% off starting 7pm on Thursday.

<http://oldnavy.me/1bGn1uE>

Old Navy: Black Friday 2013
www.youtube.com
This Thursday and Friday at Old Navy, enjoy 50% off everything in store. Black Friday starts at seven p.m. Thursday.

Like · Comment · Share

9,218 people like this.

Old Navy · 8,021,190 like this
November 30 at 8:30pm · 🌐

Like

Black Friday passed, but our sale continues. Today only, enjoy 40% off entire store. Up to 40% off online.

·THIS SATURDAY ONLY·
ENTIRE STORE
40% OFF*
OLD NAVY
SAN FRANCISCO, CALIFORNIA

Like · Comment · Share

2,920 people like this.

Old Navy · 8,021,189 like this
November 27 at 11:22pm · 🌐

Like

Sydne Style by Sydne Summer stopped by KTLA 5 News to talk all things Old Navy. See her share the details on our Overnight Millionaire Contest and Black Friday deals here: <http://oldnavy.me/1bodqxF>

Overnight Millionaire Contest Rules: <http://oldnavy.me/1hQDIJO>

Like · Comment · Share

5,356 people like this.

39
Top Comments ·

The brand's ad made exclusively for the event is the top post of the campaign.

Contest Rules were revealed late Wednesday evening.

ANALYSIS OF BRANDS ON TWITTER

Time Period: November 2- December 2, 2013

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Twitter – An Overview

UNMETRIC SCORE FOR TWITTER

Brand Name	Unmetric Score
Karmaloop	74
PetFlow	15
Express	45
Old Navy	43
Amazon	60
Kohl's	50
Toys R Us	54
Lowe's	48
Sephora	69
No More Rack	48

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Twitter – An Overview

BEST CAMPAIGNS OF THE MONTH

1. **Express**- *Spiked Mentions*
2. **Amazon**- *Prime Air steals focus*
3. **Old Navy**- *#onemillthrill*
4. **Karmaloop**- *Fastest Fingers*

Express

Express' Twitter campaign was an extension of its campaign on Facebook.



OMG, our #BlackFriday deal is here! How does 50% off EVERYTHING sound? (Pretty amaze, huh?) po.st/FouKdC
pic.twitter.com/Vsnl6OXNVF

← Reply ↻ Retweet ★ Favourite *** More



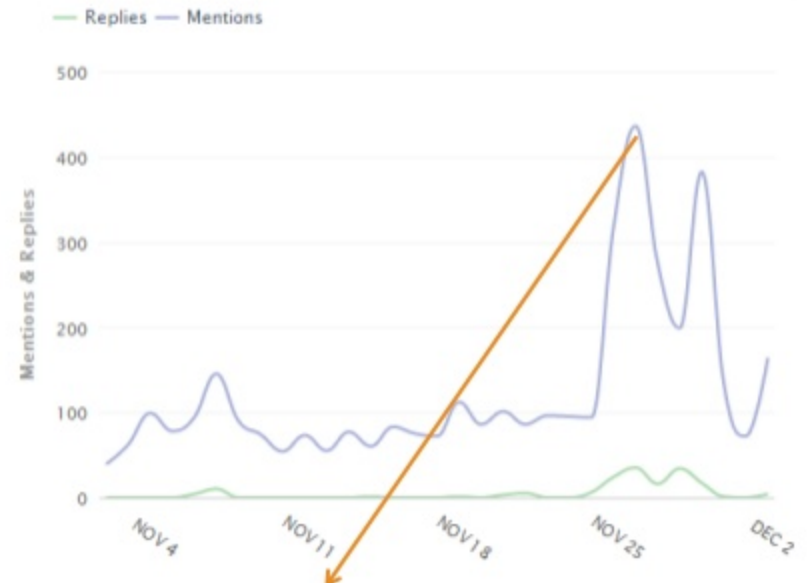
100 100



@JimmyC856 that's awesome! #EXPownjt

← Reply ↻ Retweet ★ Favourite *** More

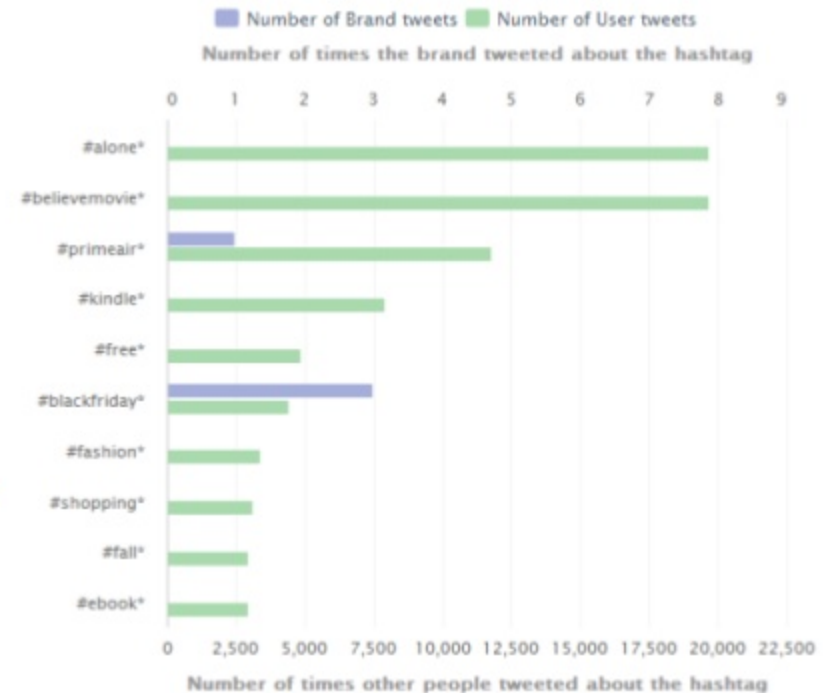
1
RETWEET



There was a spike in mentions following the campaign. The brand also focused on replying to as many fan mentions as possible.

Amazon

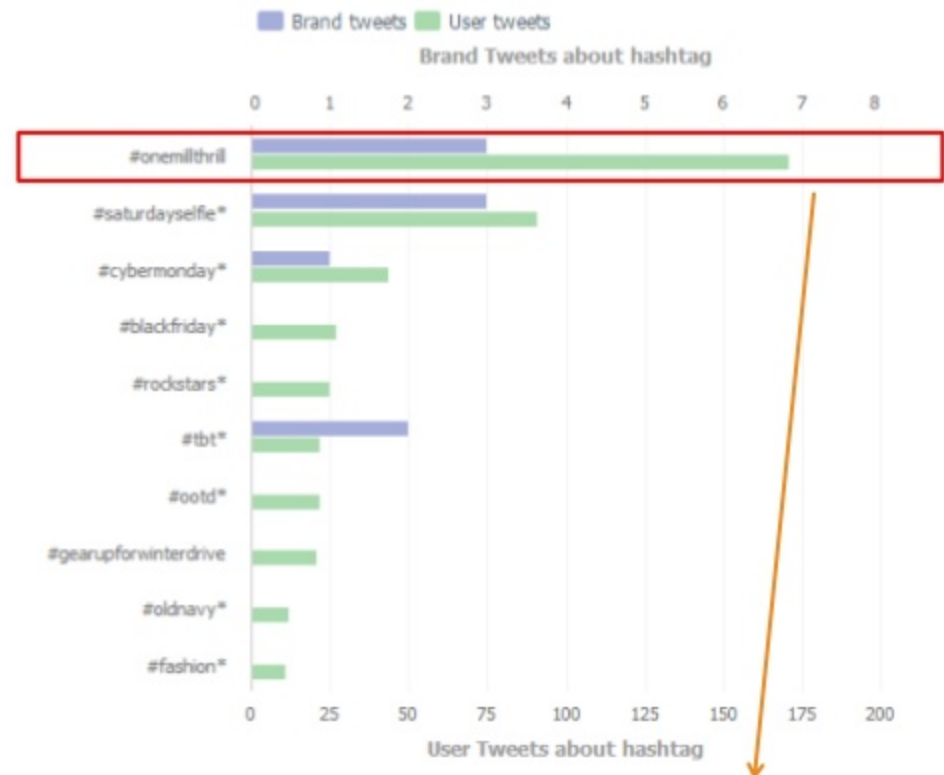
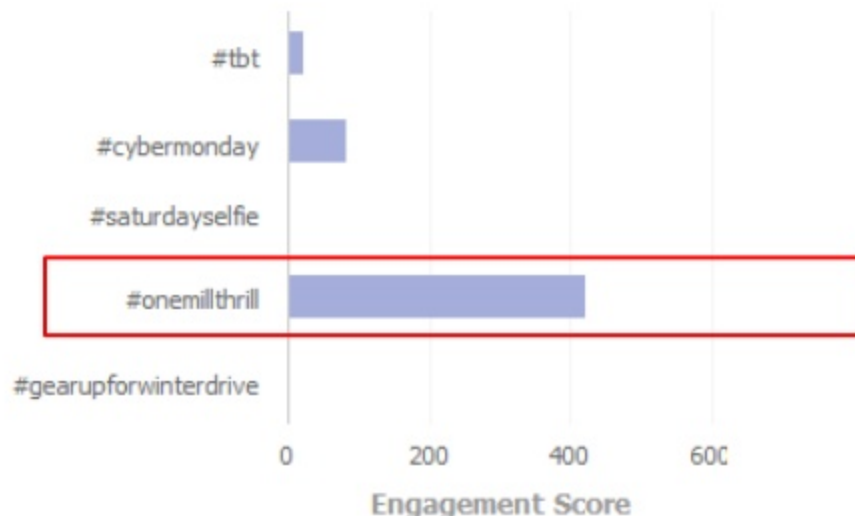
Though Amazon's Black Friday campaign was almost invisible after the unveiling of Prime Air, the e-Commerce giant used #blackfriday the most. Offers and deals also were available to customers days in advance.



Though the brand used #blackfriday the most, followers were more excited by #primeair.

Old Navy

The brand's #onemillthrills contest fared well on Twitter. Black Friday and Cyber Monday deals were offered by the brand.



#onemillthrill was the most used and most engaging hashtag. Though the brand used #blackfriday and #cybermonday sparsely, their followers used it extensively.

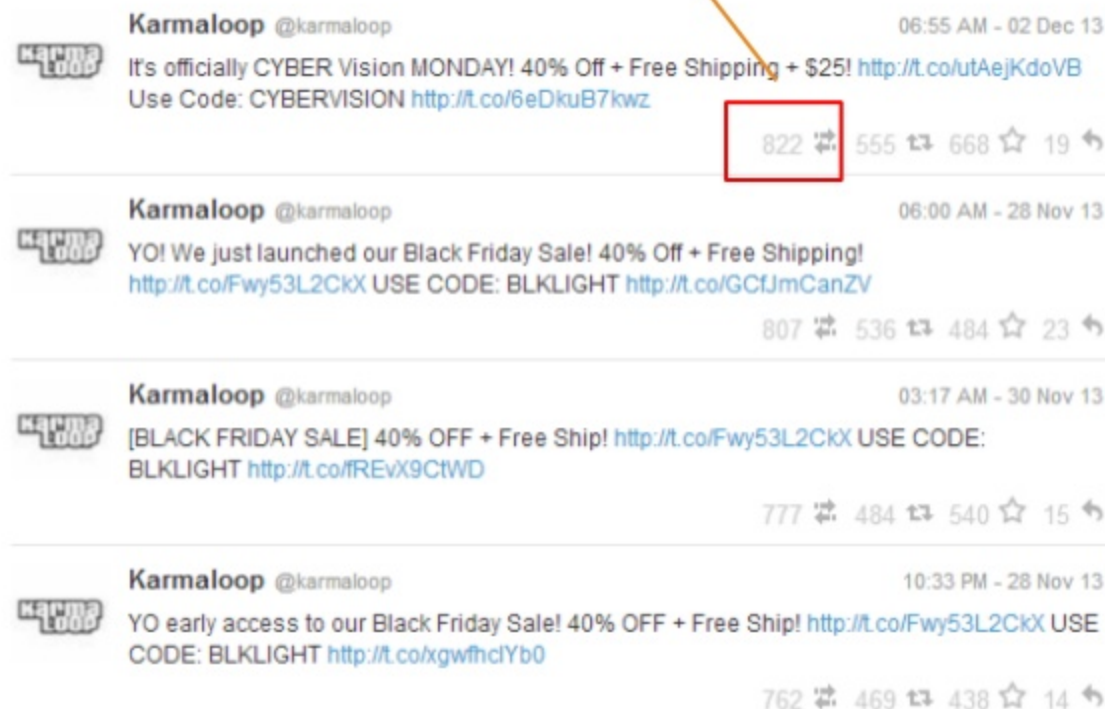
Karmaloop

Though the brand didn't use hashtags to define the campaign, Black Friday and Cyber Monday deals were highlighted through caps.



The brand's efficient customer service stands out with its Average Reply Time (ART) of 3 minutes and 51 seconds taken to reply to 511 follower interactions.

Deals and offers were the most engaging tweets from the brand. The top tweet earned an Engagement Score of 822.



ANALYSIS OF BRANDS ON **YOUTUBE**

Time Period: November 2- December 2, 2013

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YouTube – An Overview

UNMETRIC SCORE FOR YOUTUBE

Brand Name	Unmetric Score
Karmaloop	20
PetFlow	12
Express	22
Old Navy	30
Amazon	43
Kohl's	26
Toys R Us	37
Lowe's	66
Sephora	69

No More Rack was very recently added to the Unmetric database and hence certain metrics are not available.

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YouTube – An Overview

TOP VIDEOS OF THE MONTH

1. **Kohl's**- *30 second spots*
2. **Toys R Us**- *Cyber Week*
3. **Old Navy**- *Humor*

Kohl's

Out of 30 videos uploaded in the month, three were exclusive to Black Friday. Though other holiday videos performed better, the short length of the videos made them to-the-point adverts.



Wrapped - Black Friday 2013 - Kohl's



Missing Work & Play - Black Friday 2013 - Kohl's



Missing Morning - Black Friday 2013 - Kohl's

Kohl's offered \$15 Kohl's cash for every \$50 spent. The adverts were themed on buying things that are missing from your life. The brand used the tagline "Kohl's Black Friday- there is only one choice".