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We Love Payment

BLACK FRIDAY
special report

Black Friday:
online or **offline:** which channel should you focus on?

Known as the day following Thanksgiving in the U.S., «Black Friday» now stands for a widely followed consumption habit in France. Shoppers on both shores of the Atlantic meet at the rendezvous organized by the brands to find the best deals and turned it into the first peak of year-end shopping period.

Initially, only the e-commerce giants flooded the web with attractive deals. In 2017, we observed this same trend. According to the Dalenys merchant database, Black Friday remained a highlight for e-merchants with 89% of sales against 11% for physical merchants. We also witness rapid growth of sales between 2016 and 2017, with sales doubled for in-store activity*!

While sales of this «Black Friday» are predominantly online for merchants trusting Dalenys as their payment solution, a common goal is shared for all sales channels, namely improving customer experience. The company provides payment solutions for major European retailers and focuses on simplifying purchasing tunnels, which benefits directly to omnichannel workflows. Dalenys' priority in 2018 was indeed to remove obstacles between online and in-store payments to provide merchants with awaited solutions (agile financial flows breakdown, multichannel refunds, click-and-collect, store-to-web, etc.).

In 2018, this full-service payment provider has turned omnichannel into company effort and will look up closely to this Black Friday results. With multi-channel payment becoming widely adopted and constant development on in-store sales in 2017, records are expected to be beaten for this edition of Black Friday. **To support this revolution and guarantee success on this sales event, Dalenys fitted its merchants with tailor-made solutions (360), as robust as they are customized, to address the highest sales peaks.** Enough to collect useful data to represent the impact on payment for Black Friday in France...

** Dashboard Dalenys 2016 - 2017: data based on merchants using Dalenys solutions

Black Friday metrics:
online and **offline** sales comparison

Merchants *online*

Merchants *offline*

Breakdown of sales

online **89 %**

offline **11 %**

Sales growth

online **+ 59 %**

offline **+ 103 %**

Sales comparison for sales peaks

BLACK FRIDAY

online
During Black Friday, 38% more turnover than on the sales peak of the last saturday before Chrismas

CHRISTMAS*

offline
During the sales peak of the last Saturday before Christmas, 46% more turnover than on Black Friday.

Increase in the acceptance rate
between 2016 and 2017

+ 0,80% *online*

+ 2,06% *offline*

Dalenys Analytics data 2017 and 2016, on a customer base of more than 85% of e-merchants.
Revenue generated on a day, the last Saturday before December 25th.

Black Friday : should it be considered as another sales peak by payment solutions?

When facing Black Friday, online merchants need a bulletproof payment solution. After many Black Fridays dealt with its top clients, Dalenys proved its ability to adjust processing capacity while maintaining integrity of the technical platform

Payment Managers are key in this period, as they benefit from the platform's reliability and are close to the merchants. Providing business expertise and guiding merchants through technical challenges, they have a central part in optimizing the payment performance.
One of the French leading merchant in multimedia and home appliances, will offer this year again aggressive sales. **As in 2017, this strategy aims at generating additional 30% turnover in this period of the year.** The Payment Manager in charge has anticipated optimization, well before the long-awaited day:
«When the merchant chose Dalenys, we directly implemented solutions tailored to its business intensity. As we improved the conversion tunnel, we also made sure it was able to process a large number of transactions per second.

As merchants deploy ambitious plans on this sales peak, payment partners cannot disappoint them. Being prepared for much more every day of the year is the most effective way to be ready for Black Friday. We need to support online merchants with high daily collection volume, but also players with high business volatility. For instance sales peaks experienced by travel e-traders are multiple and recurring throughout the year. **Our solution is designed to address the challenges of Black Friday as those of the other highlights likewise. This is possible thanks to the reliability of our platform,** with no outage observed since 2016.

Our reporting tools also offer online merchants to follow their business in real time and in complete transparency. Beyond transactions details, KPIs adjust with the payment flow, such as acceptance rate, 3D Secure triggering rate, and average basket. Customer Service is also able to initiate refunds directly from Dalenys Dashboard, when needed.

Discover how Dalenys Payment Managers guide merchants through sales peaks!

The 6 key steps
of a Dalenys Payment Manager before any sales peak

24/7 TECHNICAL SUPPORT
available
to merchants

TESTING OF SALES FUNNEL
on different
sales channels

MERCHANTS REFUND CAPACITIES INTEGRATION
check before sales peak

Payment Manager
Dalenys

SMART 3DS ADJUSTMENT
to predict average basket
increase

BANKING VERIFICATION
to anticipate potential
3D Secure servers difficulties

TEAMS BRIEFING
for a reinforced monitoring
of the platform

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The most reliable solution,
to address all your sales peaks.

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