



Very.co.uk: Driving M-commerce sales on Black Friday



Objective

To attract shoppers and deliver Black Friday sales via m-commerce.

Strategy

Weve and Somo targeted females using habitual location data.

Weve reached the target audience with a Black Friday message prompting them to shop on mobile from the comfort of their home or a coffee shop to avoid the Black Friday crowds.

Campaign Results

1/3

Visited or intended to visit Very.co.uk as a result of receiving the message

68%

Increase in purchase intent for those who recalled vs those who didn't

7x

Return on ad spend

