



YouGov® • ogury

Black Friday & Cyber Week

Unique Collab'

From Insights to Activation

Filling the activation gap:

YouGov's precise audiences can now be translated into scalable, reachable media audiences for direct activation.

A seamless path **bridges** the gap between deep audience knowledge and effective media execution.

Market Insights: High-level market intelligence.

Target Definition: YouGov's data provides **unmatched granularity and precision.**

Audience Activation: Ogury translates definitions into **reachable, high-performing audiences.**



OPPORTUNITY

Black Friday

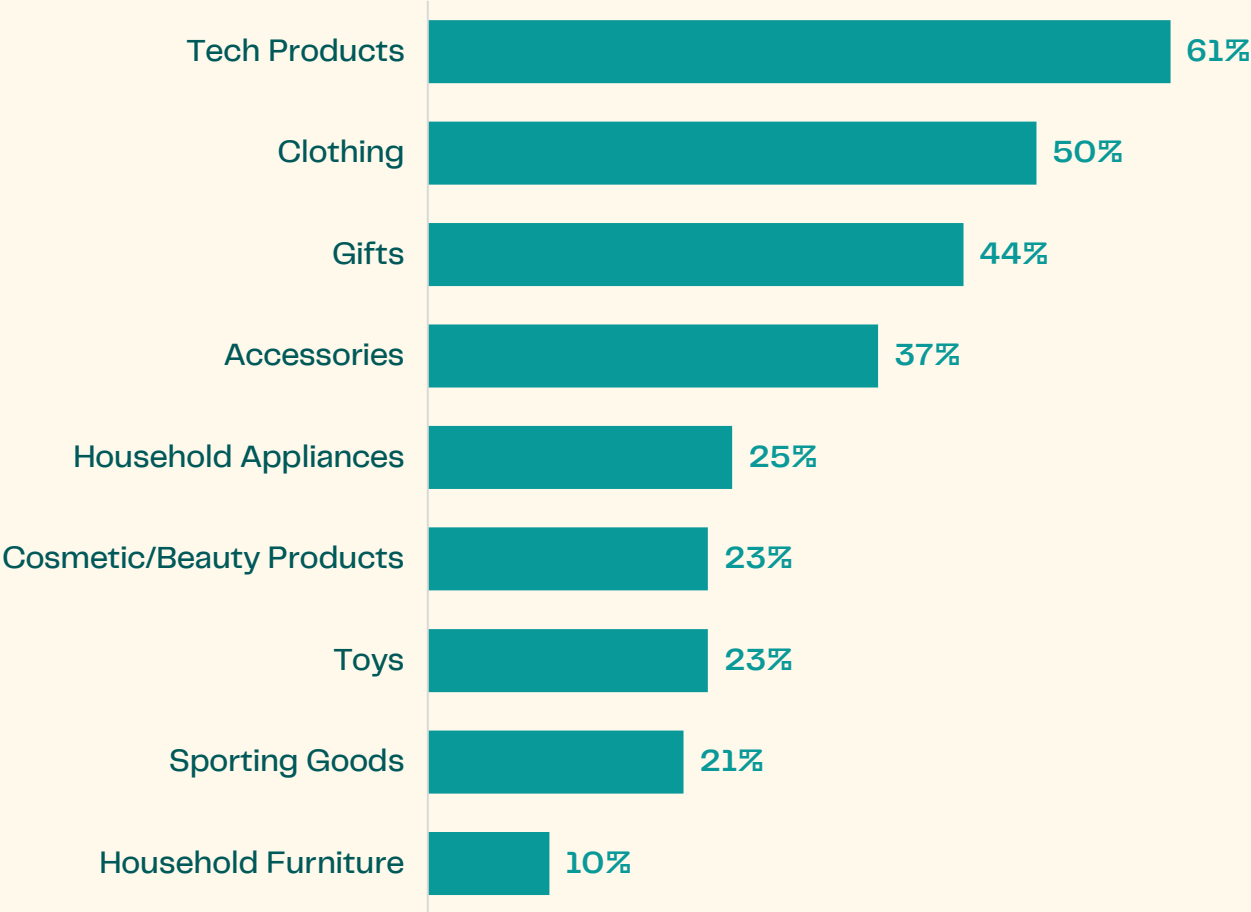
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Clothing and Tech Are Top Purchase Categories

Tech products (e.g., smartphone, computer, headphones, gaming consoles, etc.) are the most popular item for German Black Friday/Cyber Monday shoppers to purchase during mega sales events **(61%)**, followed by clothing **(50%)** and gifts **(44%)**.

[Explore the whole report](#)

What do you usually buy during mega sales events? (Select all that apply)

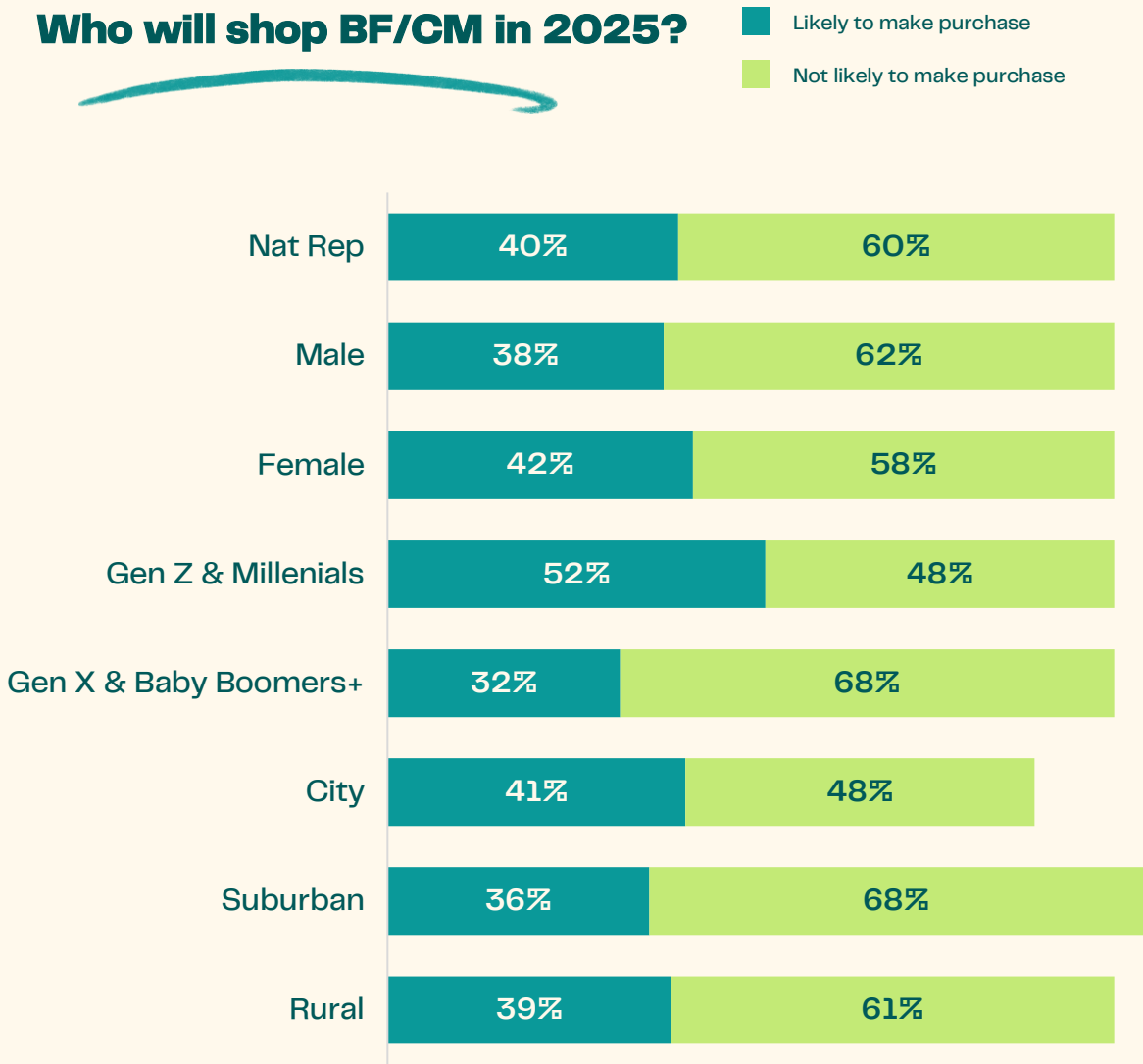


Gen Z and Millennials More likely to Shop BF/CM

Black Friday/Cyber Monday shoppers are more likely to be younger, female, and to live in cities than the general population. About half (**52%**) of Gen Z & Millennials say they'll likely shop at Black Monday or Cyber Monday compared to **32%** of Gen X & Baby Boomers+.

[Learn more about audience activation with YouGov](#)

Who will shop BF/CM in 2025?

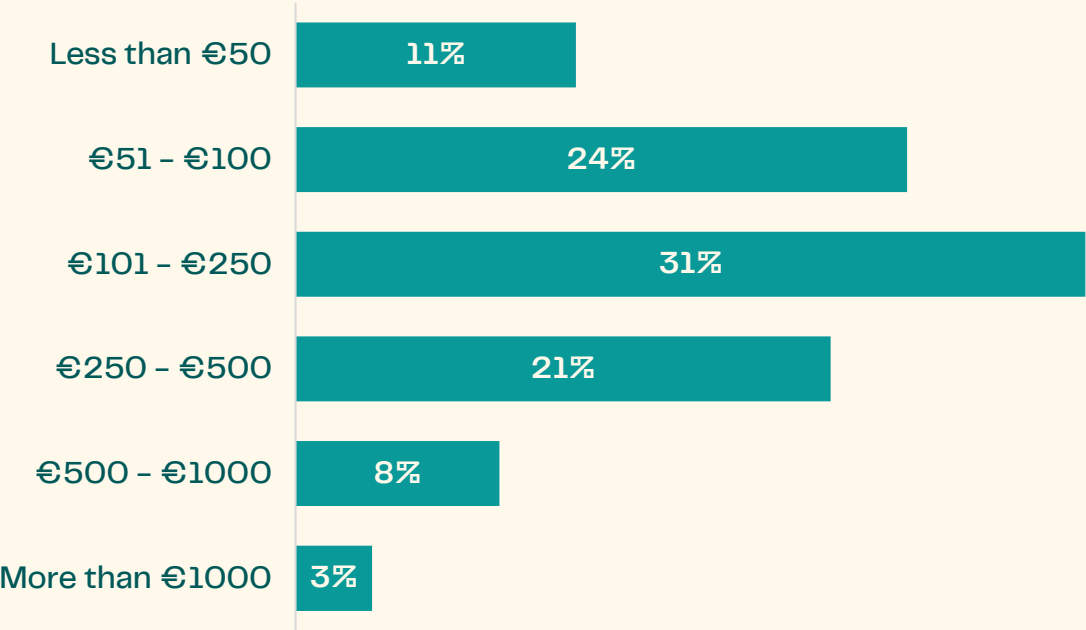


"Likely to make a purchase" includes "very likely" and "somewhat likely" responses. "Not likely to make a purchase" includes "very unlikely," "somewhat unlikely," "very unlikely," "don't know" and "not applicable" responses. YouGov Surveys, August 8 – August 18, 2025. German nat rep n> 1,000 Male n> 450, Female n> 500 Gen Z & Millennials n> 350, Gen X & Baby Boomers+ n> 600. City n> 400, Suburban n> 250, Rural n> 250

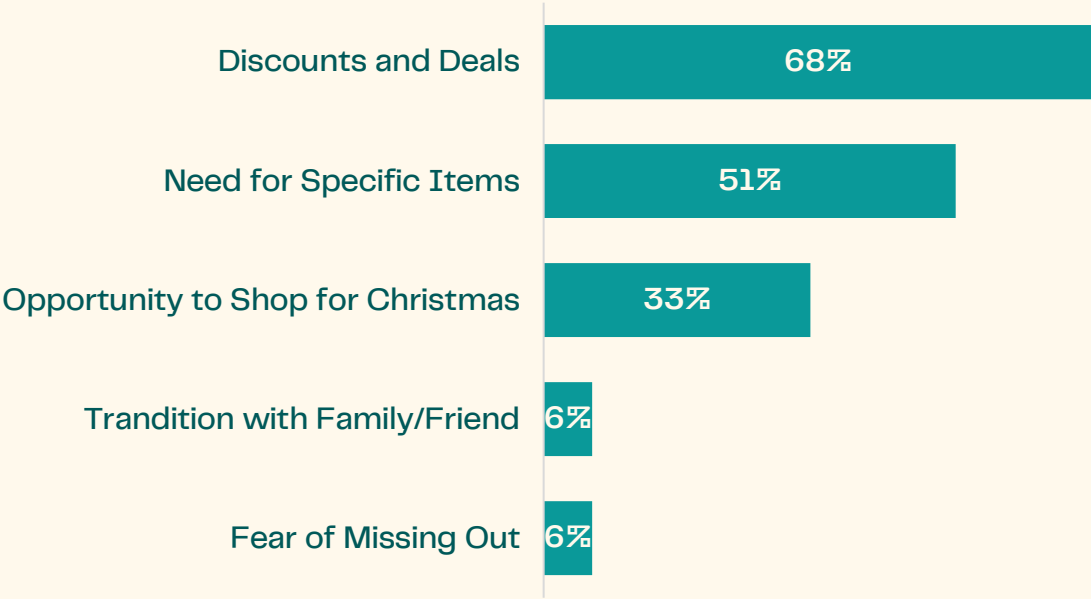
Most Black Friday/Cyber Monday shoppers spent between €100– €500 last year

One-third of 2024 Black Friday/Cyber Monday shoppers (32%) spent more than €250, with discounts and deals being the most common motivation for shopping (68%).

How much did you spend on shopping during the last Black Friday/Cyber Monday?



What motivated you to shop during Black Friday/Cyber Monday in the last 12 months? Please select all that apply.



Start your audience analysis

From Market Insights to Target Definition Thanks to YouGov

YOUGOV BLACK FRIDAY PERSONAS

Black Friday Consumer Electronic Buyers

This audience shows high-potential for high-value purchases. They have bought consumer electronics during BF in previous years and in-market for this category. Tech products are the second most-purchased category during BF according to YouGov.

Black Friday Toys and Games Buyers

We leverage the main seasonal motivation: shopping for Christmas, indicated by 43% of BF/CM shoppers. Reaching this group means securing holiday spending before the peak gift-shopping season.

Black Friday Clothing Buyers

This audience shows high-potential for high-volume purchases. They have bought clothing during BF in previous years and in-market for this category. The clothing category is also one top category in terms of sales during BF according to YouGov.

Physically Active Black Friday Shoppers

This persona is ideal for reaching sporting goods buyers during BF/CM, purchased by 12% of BF/CM shoppers. We combine sports enthusiasts with bargain hunters during that time. Many of the top performing fashion retail brands during BF/CM 2024 are major players in the sports/ activewear industry.

High Spenders on Black Friday

We concentrate investment on segments that have already demonstrated high spending power. With 40% of shoppers spending over \$250, this archetype ensures messages reach those most likely to place substantial orders.



Bridging the **Strategic Planning & Activation** Gap

YouGov®

Strategic Planning



Precise Black Friday segments created with YouGov Data

What if there was a way to tie strategic plans to activations **WHILE** achieving peak campaign performance?

ogury

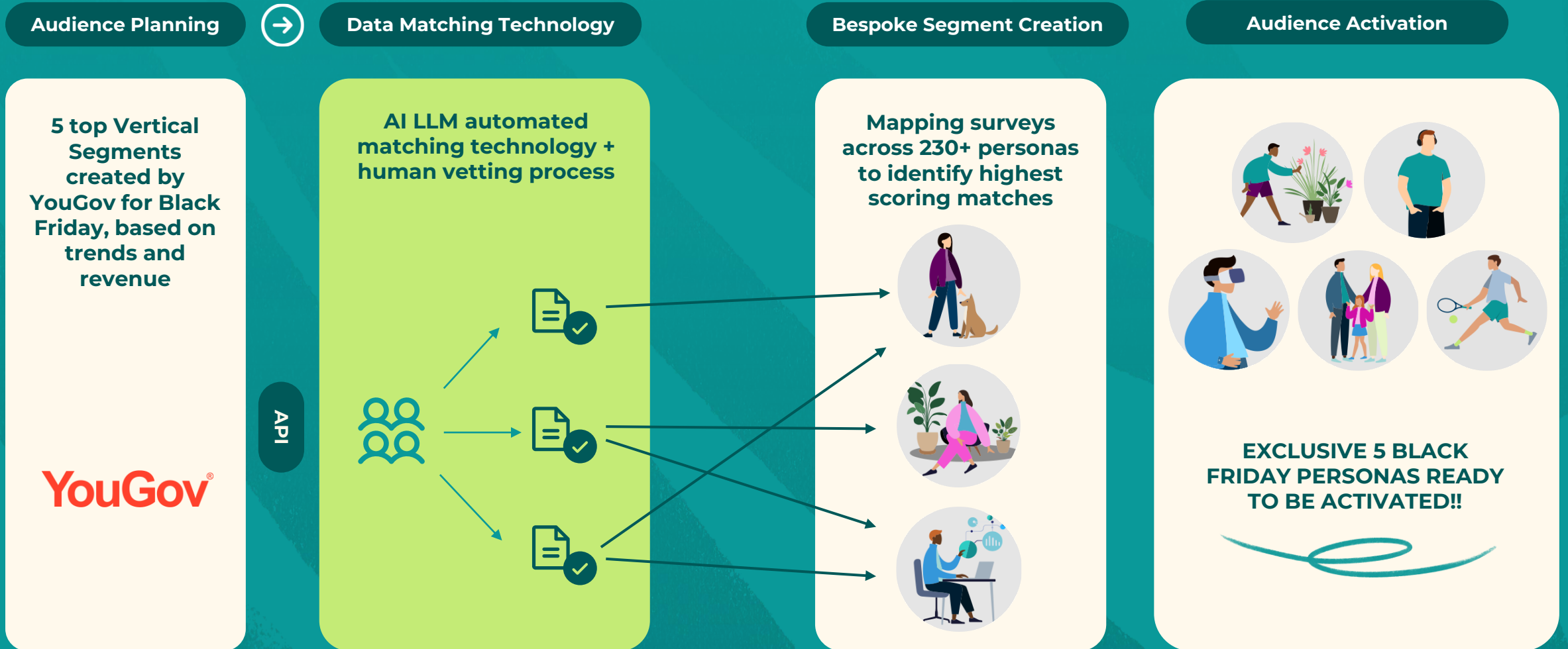
Activation



Seamless Activation in one click with Ogury

The Result: Precision (YouGov) + Scale/Actionability (Ogury) = **Measurable Business Results.**

Perfect Audience Translation **Ready for Activation**



Achieve Expansive Reach With a Qualified Global Audience of Over 2.5B Devices per Month

Mobile Research and Conversion

810M unique devices in EMEA.

770M unique devices in APAC.

Deliver Performance Above Industry Benchmarks

3x above average performance on **attention**

70% average **VTR**

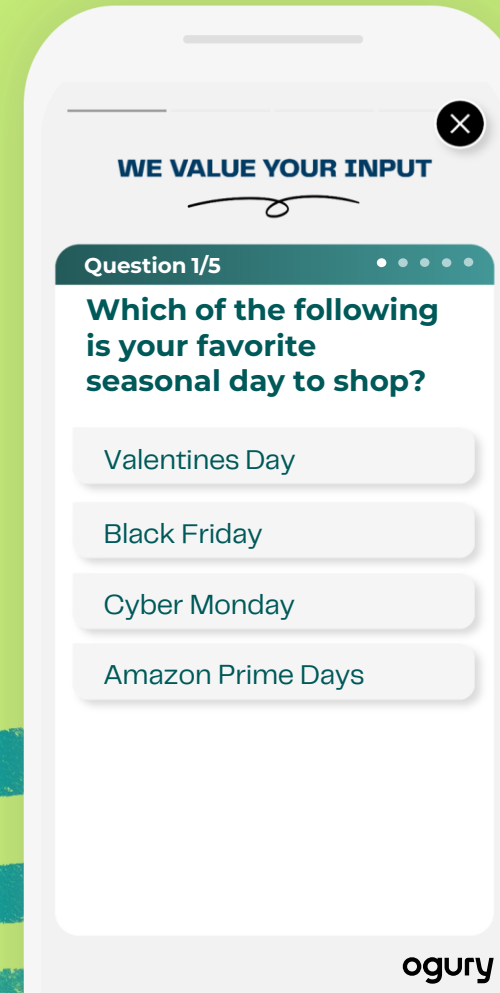
1% average **CTR**

>70% average viewability

>95% brand safety

<1% invalid traffic

Leverage Our Exclusive Zero-Party Data



Through surveys we collect millions of data points and map them at the placement level.

This gives us unparalleled insights into audiences.

Activate Ogury's Black Friday Personas in your DSP of choice

OGURY'S ACTIONABLE PERSONAS FUELED BY YOUNOV EXCLUSIVE DATA

Black Friday Consumer Electronic Buyers

On DSPs as:

OGURY & YOUNOV - BLACK FRIDAY & CYBER MONDAY - TECH ELECTRONICS - DE

Tech-Focused Value Seekers
This group actively researches major brands (Apple, Amazon, Walmart) and products (Iphone). Their interest markers heavily feature "Shop," "Store," "Save," and "Item", showing a high intent to purchase.

Black Friday Toys and Games Buyers

On DSPs as:

OGURY & YOUNOV - BLACK FRIDAY & CYBER MONDAY - TOYS GAMES - DE

Highly engaged female audience (61% women), driven by the main seasonal motivation: shopping for Christmas gifts. They are active online shoppers who browse for books, toys, and console games (Xbox, Playstation), prioritizing "Save," "Deal," and "Coupon"

Black Friday Clothing Buyers

On DSPs as:

OGURY & YOUNOV - BLACK FRIDAY & CYBER MONDAY - CLOTHING BUYERS - DE

Apparel & Finance-Savvy Spenders: They are highly curious about Shopping Apparel and Finance. As a top BF/CM category, this group's keywords are "Shop," "Store," and "Save".



Physically Active Black Friday Shoppers

On DSPs as:

OGURY & YOUNOV - BLACK FRIDAY & CYBER MONDAY - SPORTS BUYERS - DE

Core Sporting Goods & Fitness Enthusiasts: An audience with similar characteristics across genders, skewed towards the 35-44 age range. They are Fitness, Solo Sports, and Sportswear Enthusiasts, with a high interest in the Sports category.



High Spenders on Black Friday

On DSPs as:

OGURY & YOUNOV - BLACK FRIDAY & CYBER MONDAY - HIGH SPENDERS - DE

Premium, High-Value Purchasers: A mature audience, defined as High-End Fashion Enthusiasts & Premium Shoppers. Activation focuses on markers like "Brand," "Designer," and "Accessory" to reach consumers most likely to place high-value orders.



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Thank You!

