NZCOMPARE



Black Friday & Cyber Monday

Media Kit

Advertising Options – 22nd Nov to 6th Dec 24







The NZ Compare mission this Black Friday is simple

Drive high volumes of qualified shoppers to your website.

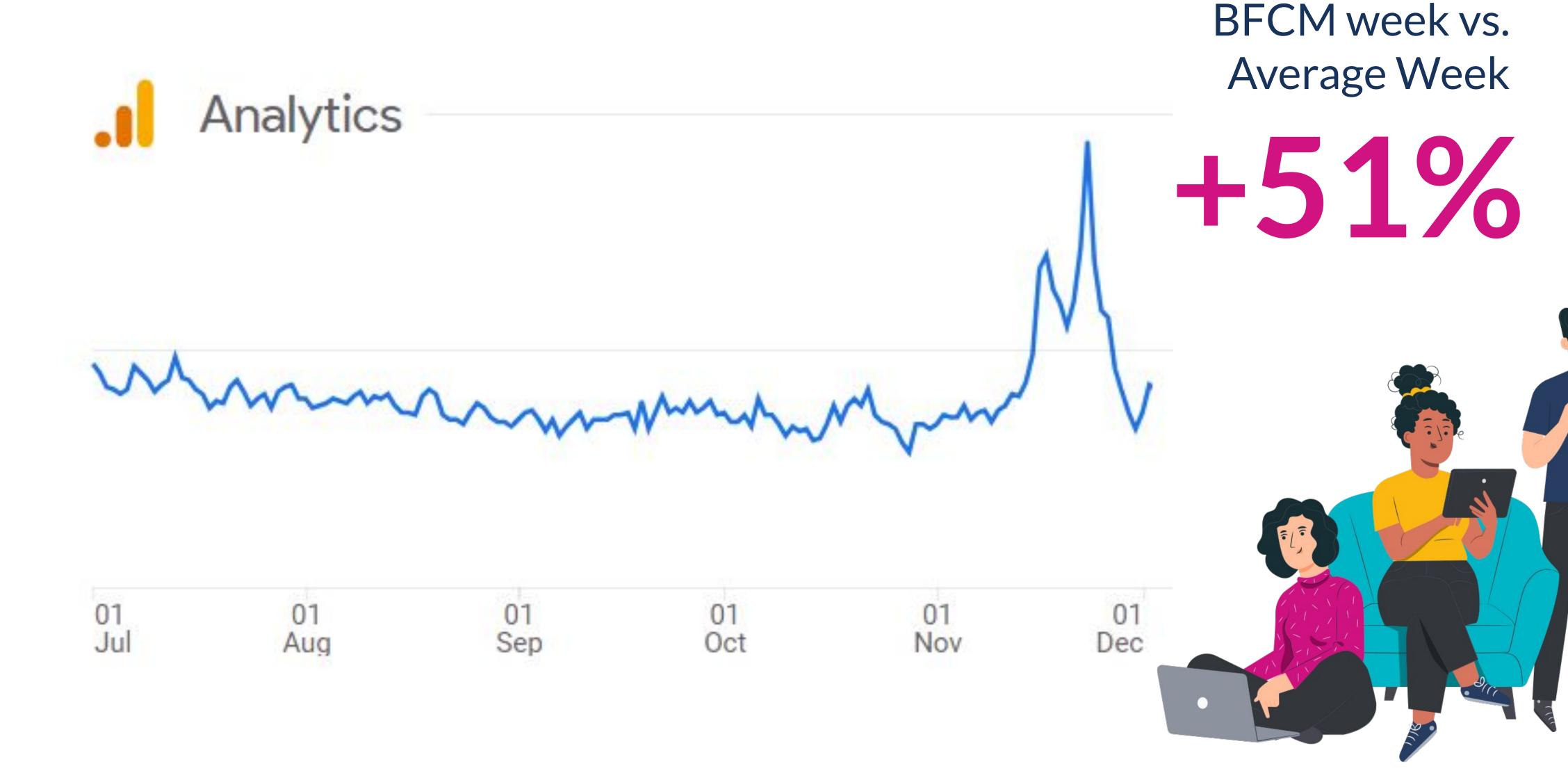
WE BRING:

- Masses of online Kiwi shoppers primed by the concept of Black Friday and the urgency of a tight deadline.
- A database of 250,000 shoppers and targeted
 PR and advertising to drive more activity and traffic.





Our shopper LOVE Black Friday!



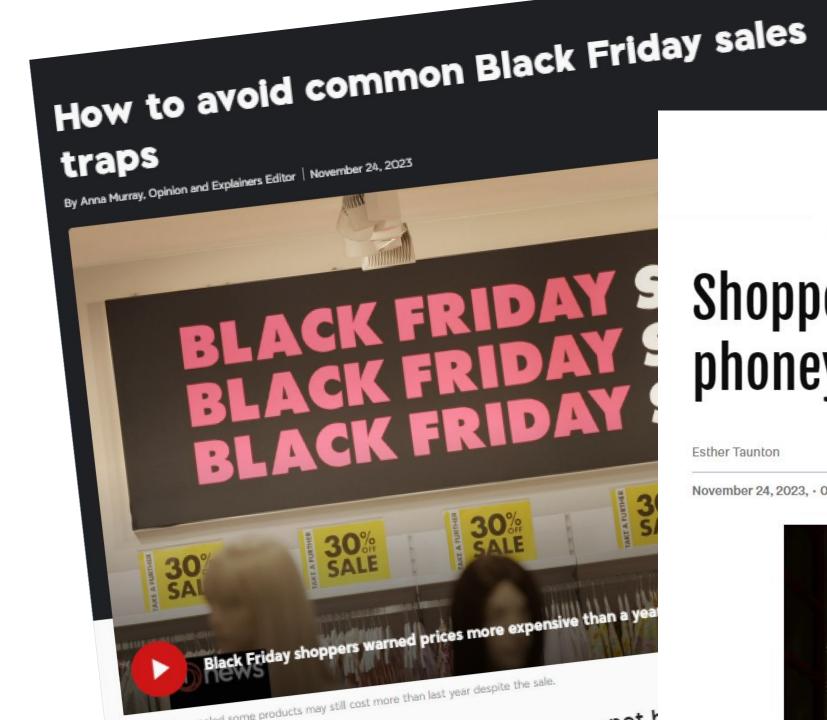
Traffic Increase



Around Black Friday & Cyber Monday -



PRICEME is prominent on TV, Radio & online



Stuff

Shoppers warned to watch out for phoney Black Friday deals

November 24, 2023, · 09:56am

essure on shoppers to "buy now", but the deals aren't

....Check out PriceMe and PriceSpy to buy no

gauge the real value of any items of which catch your eye."

price-tracking tools like PriceMe and PriceSpy ne latest New Zealand Herald headlines. Video / NZ Herald ...

umer NZ is warning bargain hunters to beware of Black Friday sales, saying avings advertised are rarely as good as they seem.

The watchdog previously found many big-box retailers were playing fast and loose with "sale" pricing, making it hard to judge whether shoppers were receiving

Consumer NZ warns shoppers Black Friday sales may be too good to be true

Nov, 2022 07:56 AM © 2 mins to read



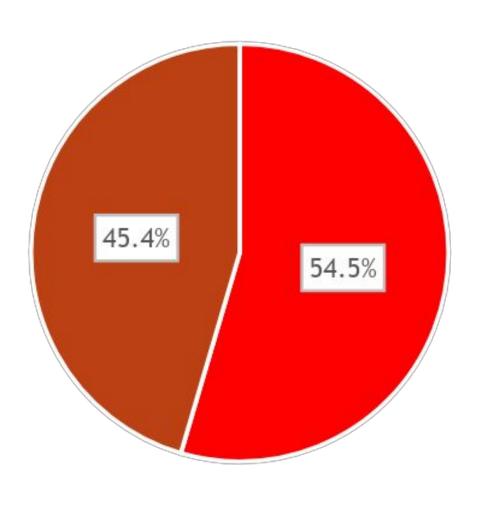
Stabbers still at large, Russian barrage after peace plan & Trump announce. "...encouraged shoppers to use free





PRICEME User Demographics

GENDER

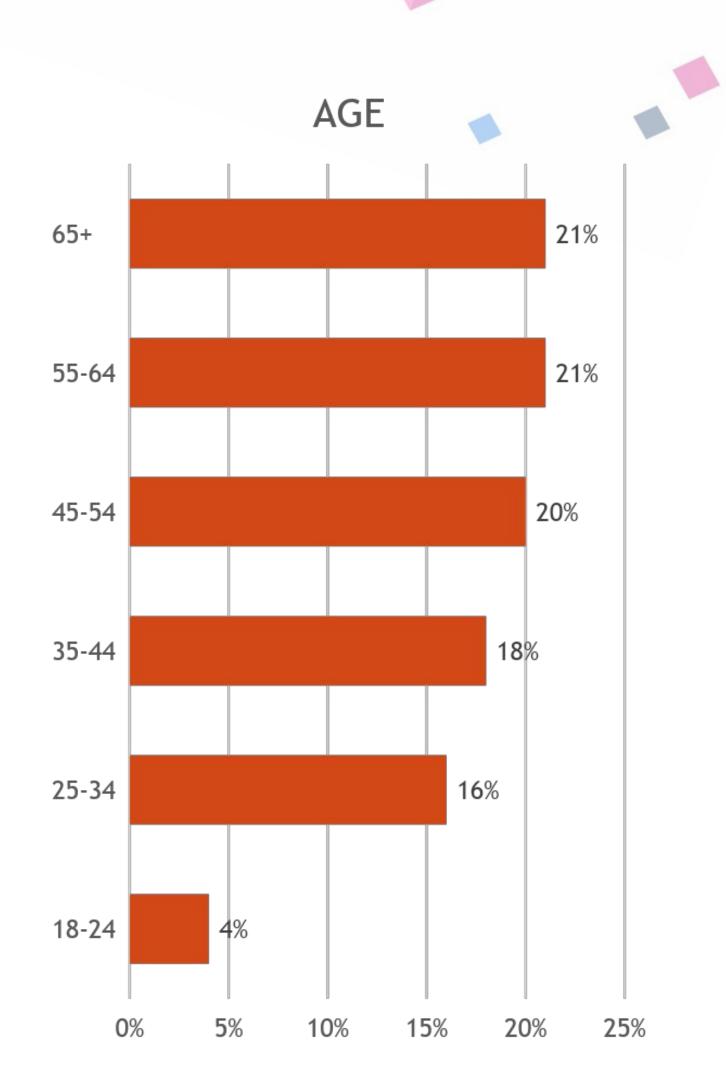


■Female ■Male



DEMOGRAPHIC DETAILS & INTERESTS

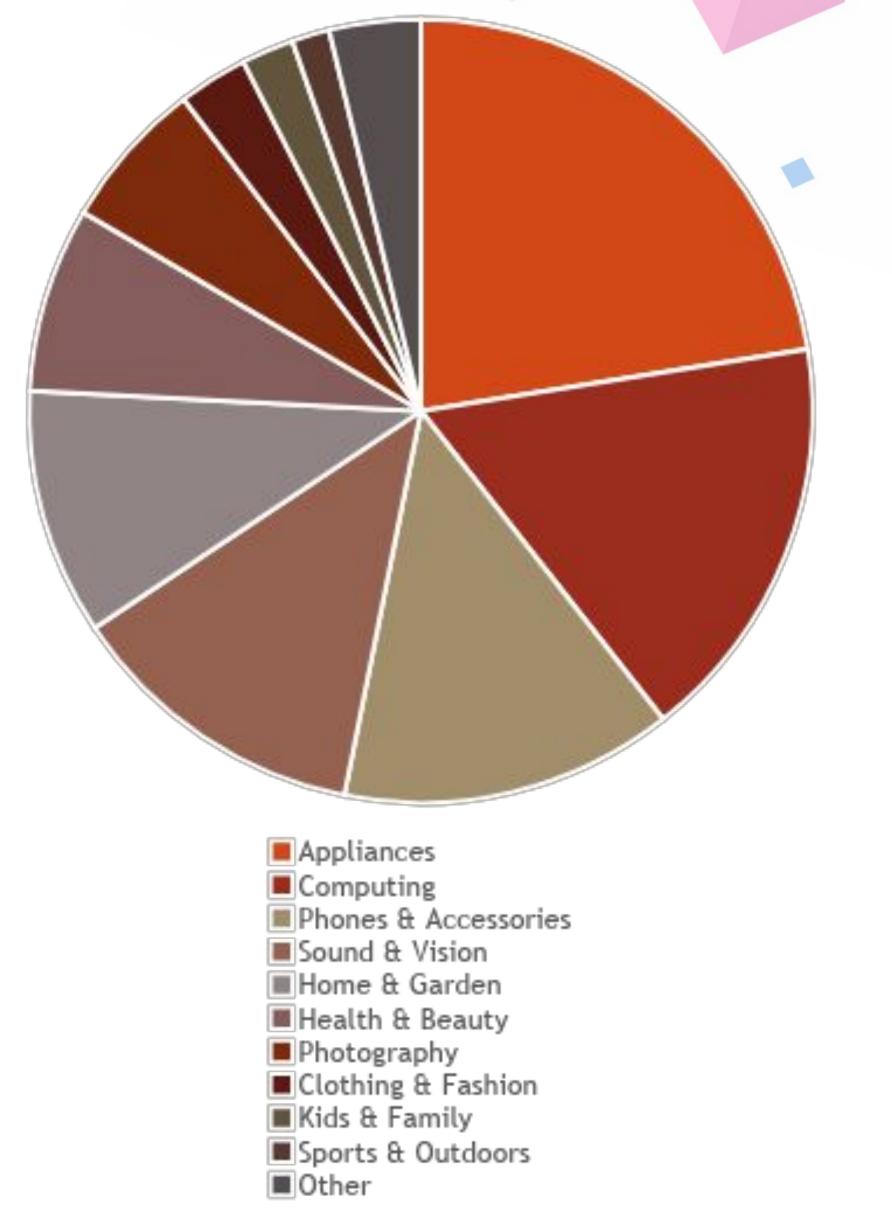
- Shoppers/Shopping Enthusiasts
- Media & Entertainment/Movie Lovers
- News & Politics/Avid News Readers/Entertainment News Enthusiasts
- Travel/Travel Buffs
- Technology/Technophiles
- Home & Garden/Home Decor Enthusiasts
- Media & Entertainment/TV Lovers
- Media & Entertainment/Light TV Viewers
- News & Politics/Avid News Readers
- Food & Dining/Cooking Enthusiasts/Aspiring Chefs





Top Black Friday Shopping Categories

Appliances	22.47%
Computing	16.92%
Phones & Accessories	13.75%
Sound & Vision	12.53%
Home & Garden	10.16%
Health & Beauty	7.63%
Photography	6.18%
Clothing & Fashion	2.87%
Kids & Family	2.16%
Sports & Outdoors	1.56%
Other	3.77%

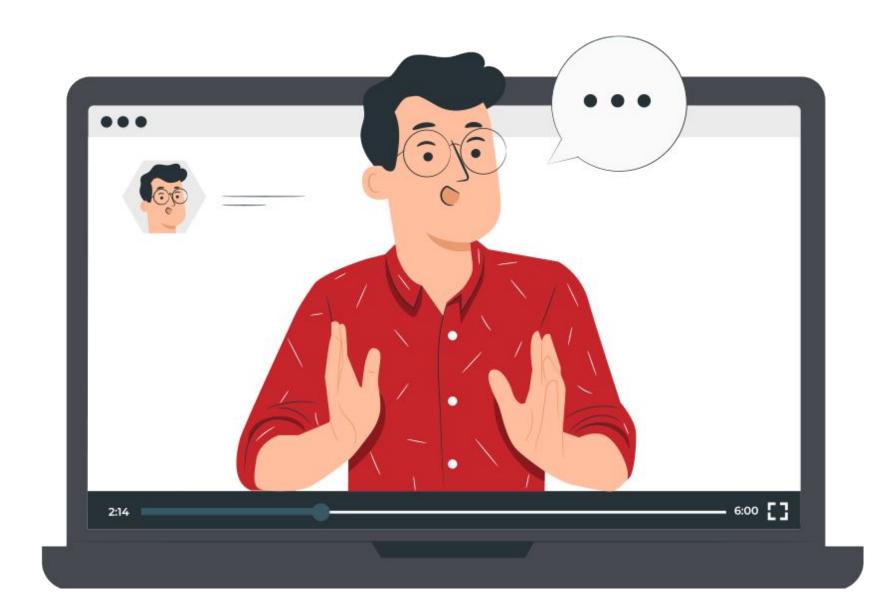








Media Assets







PRICEME Black Friday Fortnight Emails



THREE MORE OF OUR FAVOURITE EARLY BIRD BLACK FRIDAY SALES









NZ*COMPARE

NZ Compare

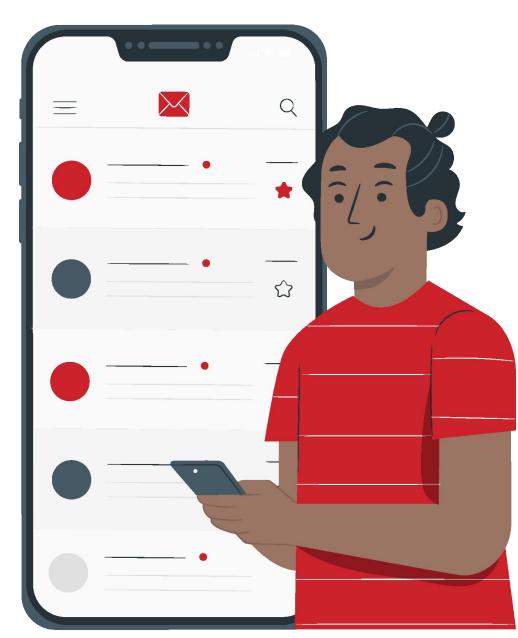
Level 1, 25 Exmouth Street, Eden Terrace, Auckland 1021

Call us: 0508 2COMPARE (0508 226 672)

You registered your details on an NZ Compare website

Preferences | Unsubscribe

- During the Black Friday / Cyber Monday Period PriceMe will deliver 14 days of shopping emails from 22nd Nov to 6th Dec
- Each newsletter features up to 4 promotional areas
 - 1 x Gold placement
 - o 2 x Silver placement
 - 1 x Bronze placement
- Emails are delivered to
 250,000 Email Recipients
 - Regular Online Shoppers







PRICEME Black Friday / Cyber Monday Email Examples



THREE MORE OF OUR FAVOURITE **EARLY BIRD BLACK FRIDAY SALES**



PB Tech Savings

Early Bird Black Friday Savings on selected laptops



NZSALE - 70% OFF!

Unwrap these awesome **Black Friday Deals!**



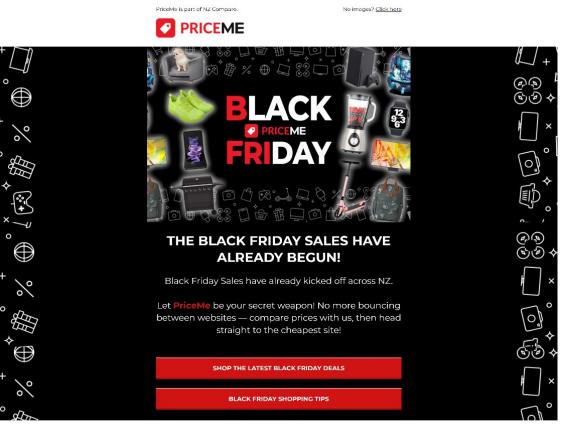
HelloFresh \$175 off

Save up to \$175 off with this elloFresh Black Friday Deal



Call us: 0508 2COMPARE (0508 226 672) You registered your details on an NZ Compare website

Preferences | Unsubscribe



THREE OF THE HOTTEST BLACK FRIDAY SALES... THAT HAVE **ALREADY STARTED!!**



HP - Huge Savings!

Massive Savings have landed - Free Shipping & **Price Match Guarantee!**



SAVE UP TO \$1,000

Leap into Action and save up to \$1000 at Springfree



Noel Leeming

Black Friday deals are here early - Everything from ear buds to washing machines!

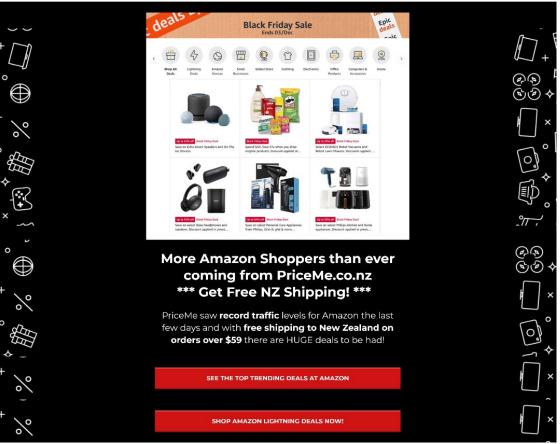


NZ*COMPARE

f Share X Tweet in Share

▼ Forward

Call us: 0508 2COMPARE (0508 226 672) You registered your details on an NZ Compare website PRICEME



SHOP EVEN MORE CYBER **MONDAY MEGA SAVINGS!**



Mighty Ape

SUPER SALE Cyber Monday Savings on a huge range!



PRICE BLACKOUT! On now at PB Tech

HOT PRICES on NZ's Largest range of Tech & IT!



THE WAREHOUSE

Cyber Monday Deals end this Tuesday at Midnight!! Online and in-store NOW!!



NZ*COMPARE

f Share X Tweet in Share

▼ Forward





PRICEME Dedicated Black Friday Content

PriceMe Consumer / Black Friday 2023



Top Trending Black Friday / Cyber Monday Deals on Amazon

27/11/2023

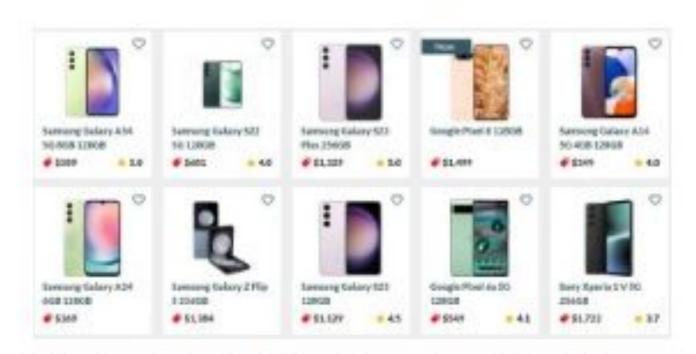


Black Friday Deals in NZ: The Ultimate Shopping Extravaganza



Black Friday Shopping Tips - Get the best deals!

18/11/2023



The Best Black Friday Phone Deals in NZ

18/11/2023



The Best Black Friday Laptop Deals in NZ

18/11/2023



Black Friday 2023 in NZ: A Shopper's Paradise

24/10/2023

18/11/2023



PRICEME Black Friday Content

Brace yourselves, tech enthusiasts! Black Friday is here to turn your gadget dreams into reality. Dive into the online shopping frenzy and discover a galaxy of laptop deals that will make your heart race with excitement. From sleek ultrabooks that redefine portability to gaming beasts ready to unleash immersive adventures, the best laptop deals are just a click away. Don't settle for ordinary when you can snag extraordinary tech at prices that will leave you grinning from ear to ear.

Picture this: a virtual shopping wonderland where the hottest laptop deals are the shining stars. Black Friday invites you to break free from the ordinary and embrace the extraordinary. Unleash your inner tech explorer as you navigate through the digital aisles, discovering jaw-dropping discounts on laptops that will make your tech-loving heart skip a beat. Say goodbye to FOMO and hello to fantastic savings—it's a tech extravaganza like no other!

We have listed the BEST stores to be shopping at for your Black Friday Laptop deals. Check them out below!

Black Friday Laptop Deals

Black Friday is an exciting time for tech enthusiasts in New Zealand, as incredible laptop deals take center stage. With discounts spanning a variety of models, from sleek ultrabooks to powerful gaming rigs, Kiwis can seize the opportunity to upgrade their computing experience at unbeatable prices. Don't miss the chance to score fantastic deals and elevate your productivity or gaming sessions with the latest and greatest laptops on the market. We have collated details on some of the best black Friday laptop deals in New Zealand below. Check them out!

Apple Laptop Deals



We have been teased with the details of a new promotion from Apple this coming Black Friday. Starting on 24 November, buy an eligible product and get an Apple Store Gift Card up to NZ\$360 to use on a later purchase.* Only available direct at the Apple store online. So if you are buying a macbook, you should be looking at the maximum gift card - which means \$360!

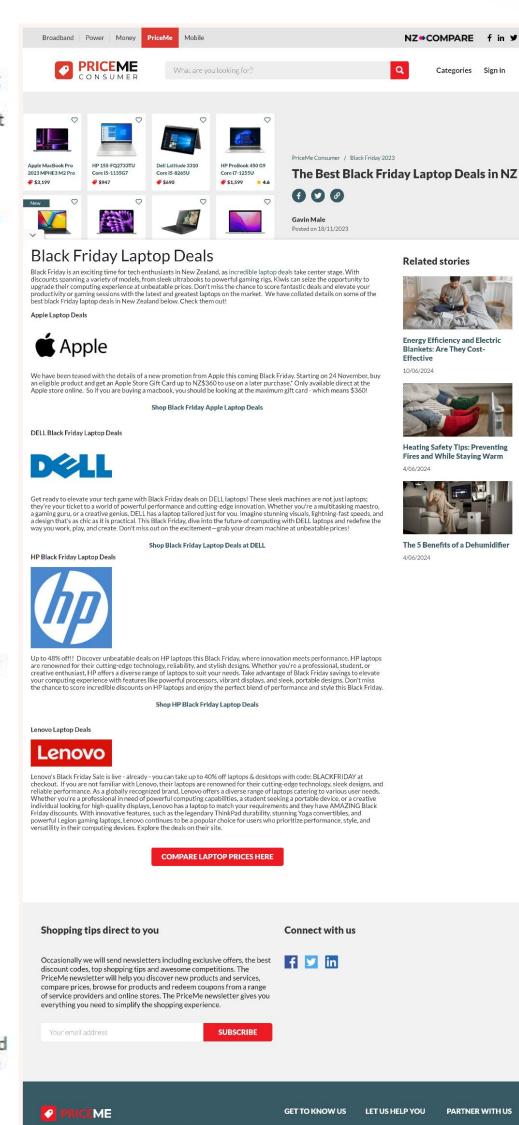
Shop Black Friday Apple Laptop Deals

DELL Black Friday Laptop Deals



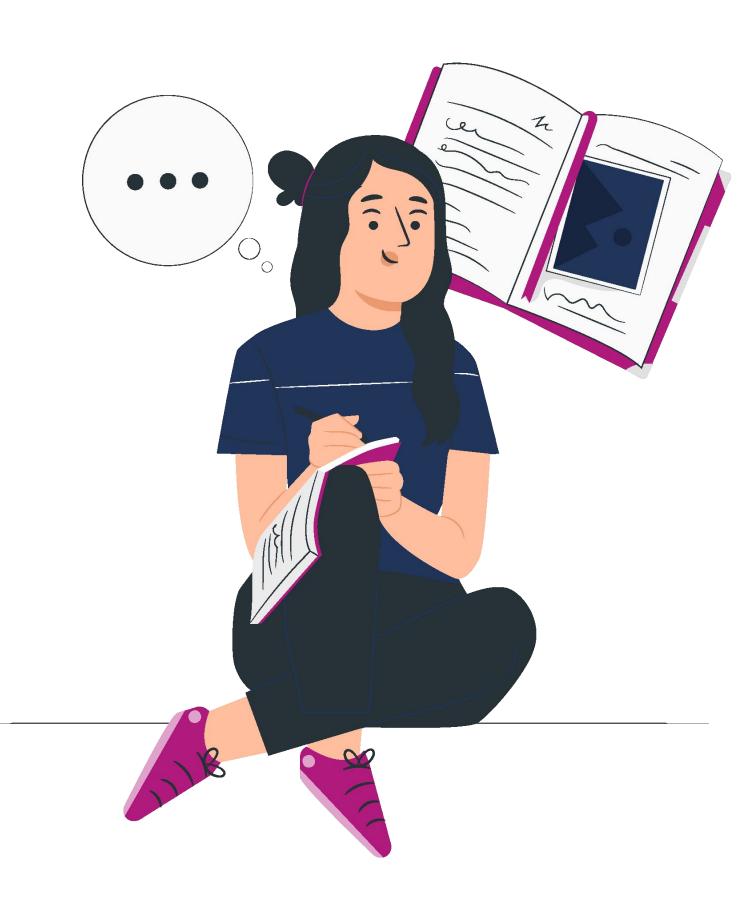
Get ready to elevate your tech game with Black Friday deals on DELL laptops! These sleek machines are not just laptops; they're your ticket to a world of powerful performance and cutting-edge innovation. Whether you're a multitasking maestro, a gaming guru, or a creative genius, DELL has a laptop tailored just for you. Imagine stunning visuals, lightning-fast speeds, and a design that's as chic as it is practical. This Black Friday, dive into the future of computing with DELL laptops and redefine the way you work, play, and create. Don't miss out on the excitement—grab your dream machine at unbeatable prices!

Shop Black Friday Laptop Deals at DELL



Level 1, 25 Exmouth Street, Eden Terrace, Auckland 1021,

Article for Black
Friday Laptop Deals
- See Example

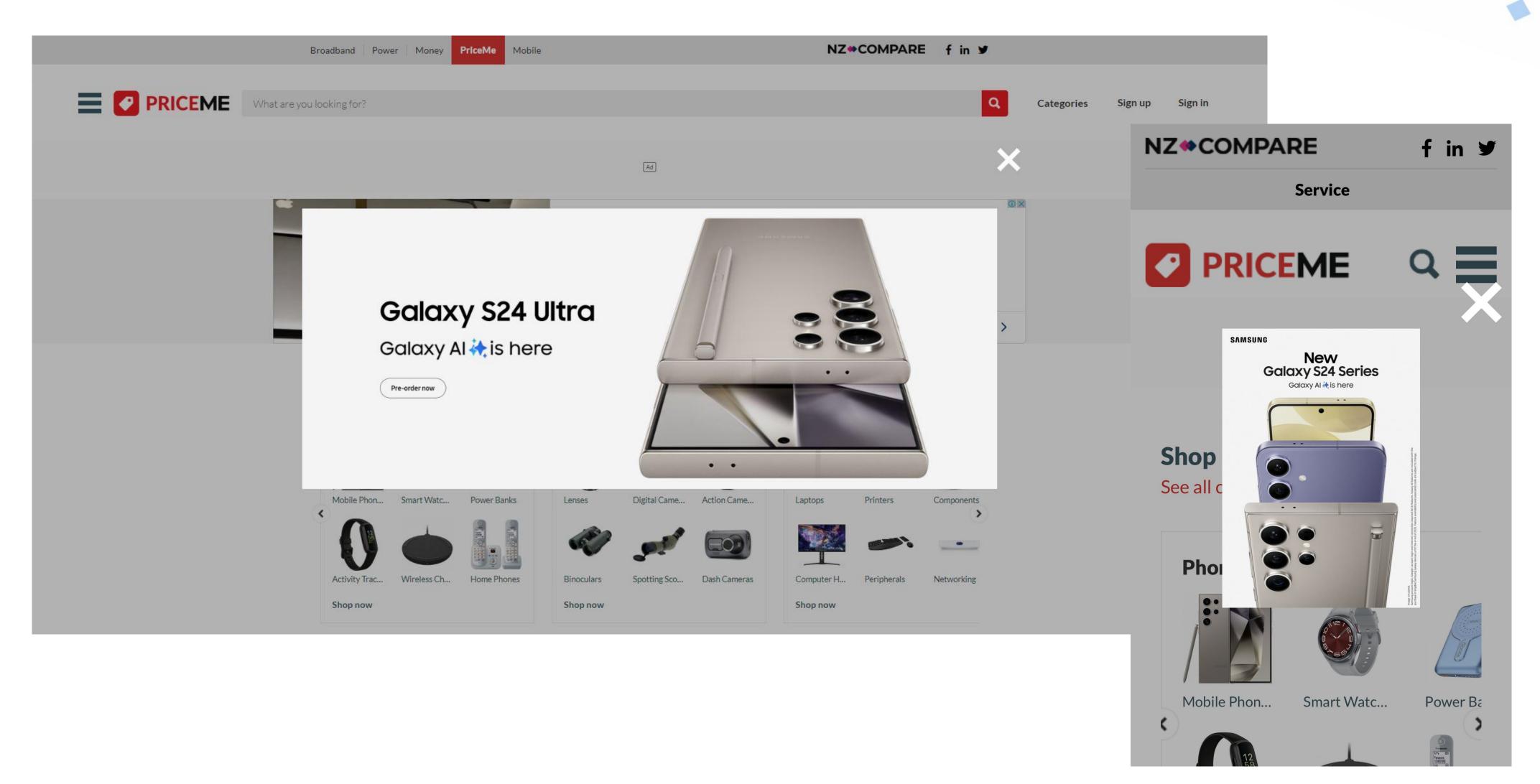






PRICEME Desktop & Mobile Blast

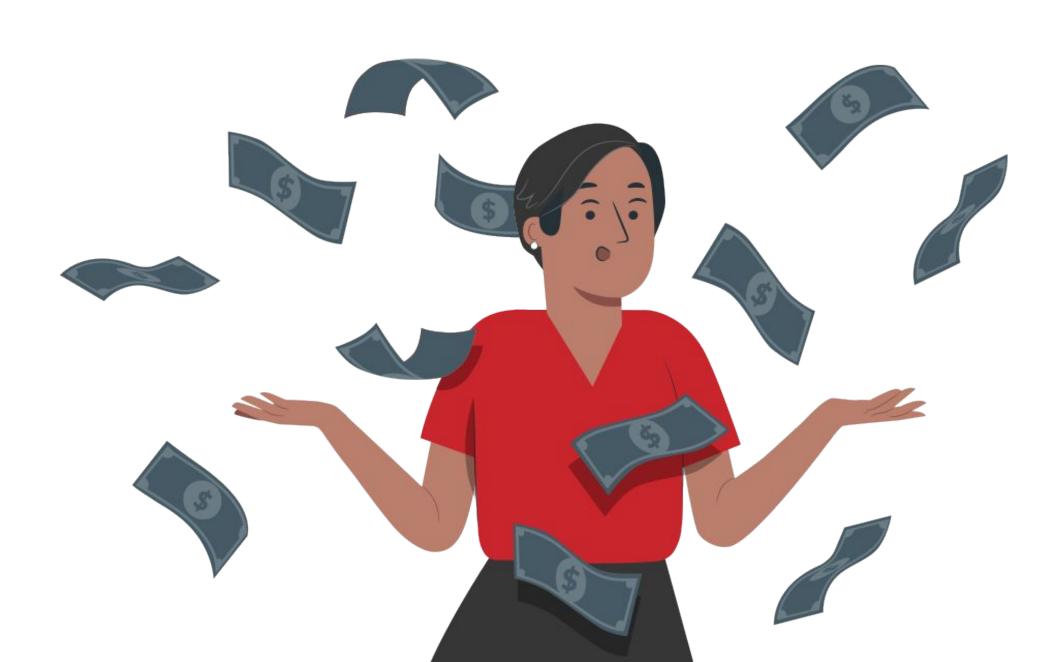
High Impact Standalone opportunity across all devices





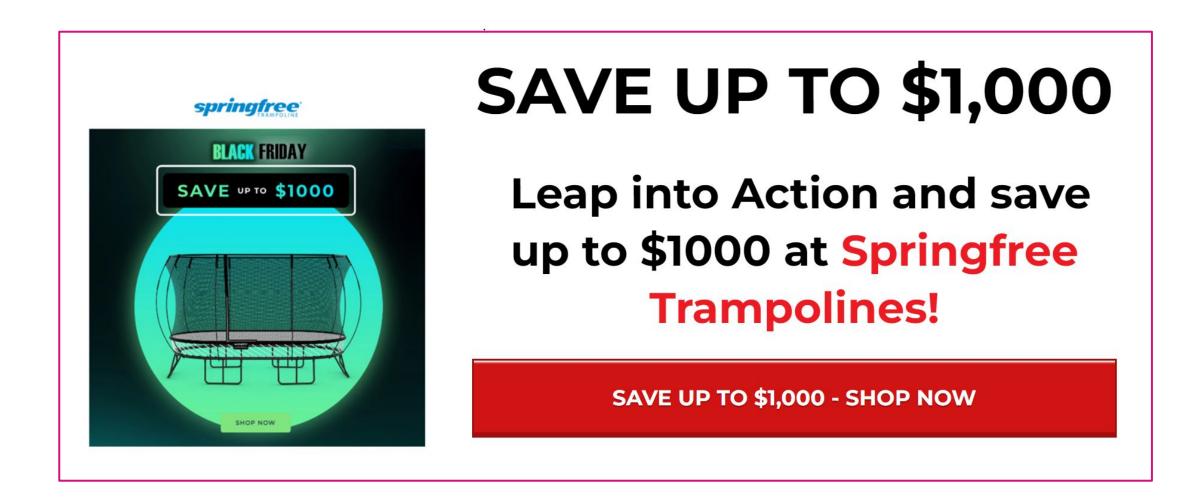
PRICEME

Campaign Cost





For Budgets Under \$500



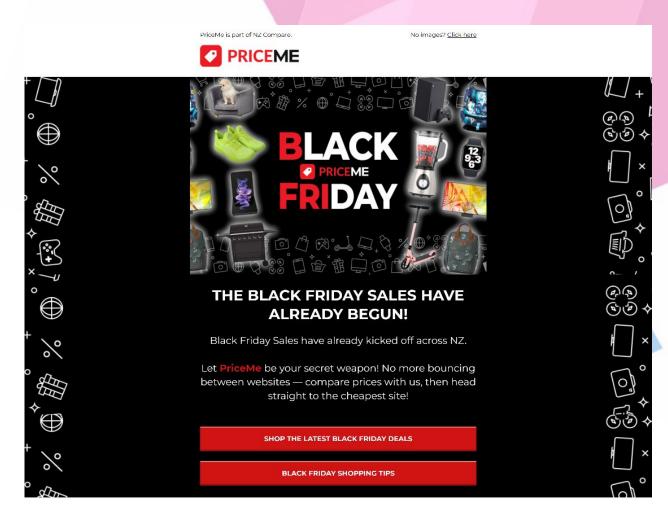
Looking to dip your toes into a Black Friday campaign with PriceMe?

Try our new Entry Level newsletter advertising option from \$495 + GST.

Entry Level advertising placements are available for retailers looking for a basic option that allows you to:

YOU RECEIVE:

- A Silver or Bronze EDM placement in our "Black Friday Fortnight" emails
- Your offer delivered to 250,000 Email Recipients Regular Online Shoppers
- Offer Image Include your logo
- Offer Headline
- Offer Description
- Call to action directing to your chosen website landing page



FRIDAY SALES... THAT HAVE **ALREADY STARTED!!**



HP - Huge Savings!

Massive Savings have landed - Free Shipping & Price Match Guarantee!





Noel Leeming

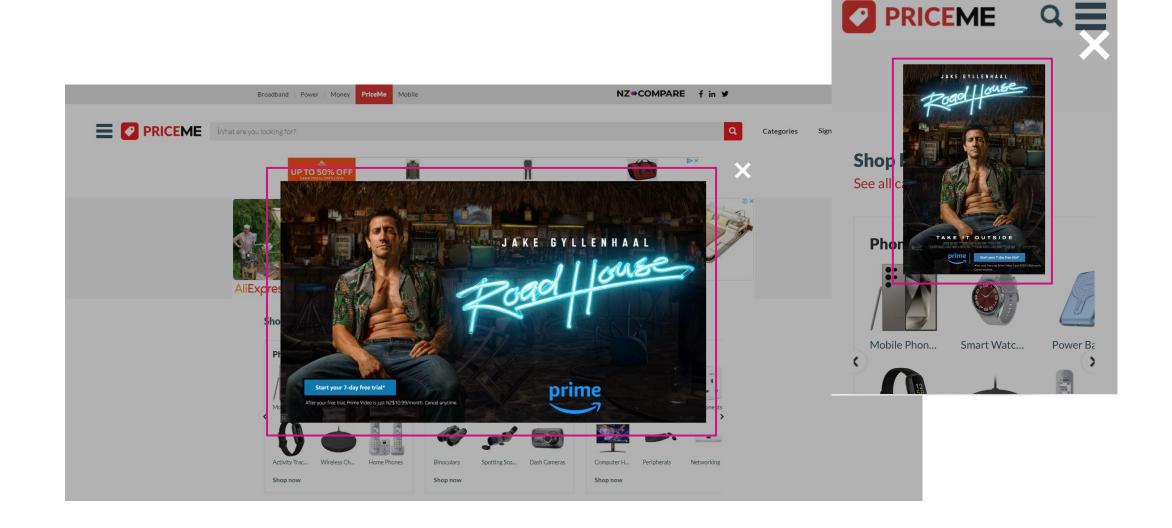








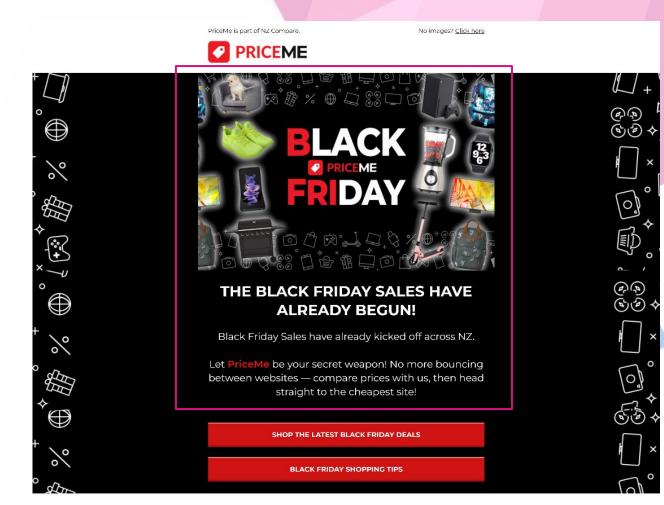
For Budgets up to \$5,000



NZ*COMPARE

YOU RECEIVE:

- A Gold EDM placement in our "Black Friday Fortnight" emails
- Your offer delivered to 250,000 Email Recipients Regular Online Shoppers with the Lead Image & Offer
- 1 Day Desktop Blast High Impact, First Visit Overlay
- 1 Day Mobile Blast High Impact, First Visit Overlay



FRIDAY SALES... THAT HAVE **ALREADY STARTED!!**









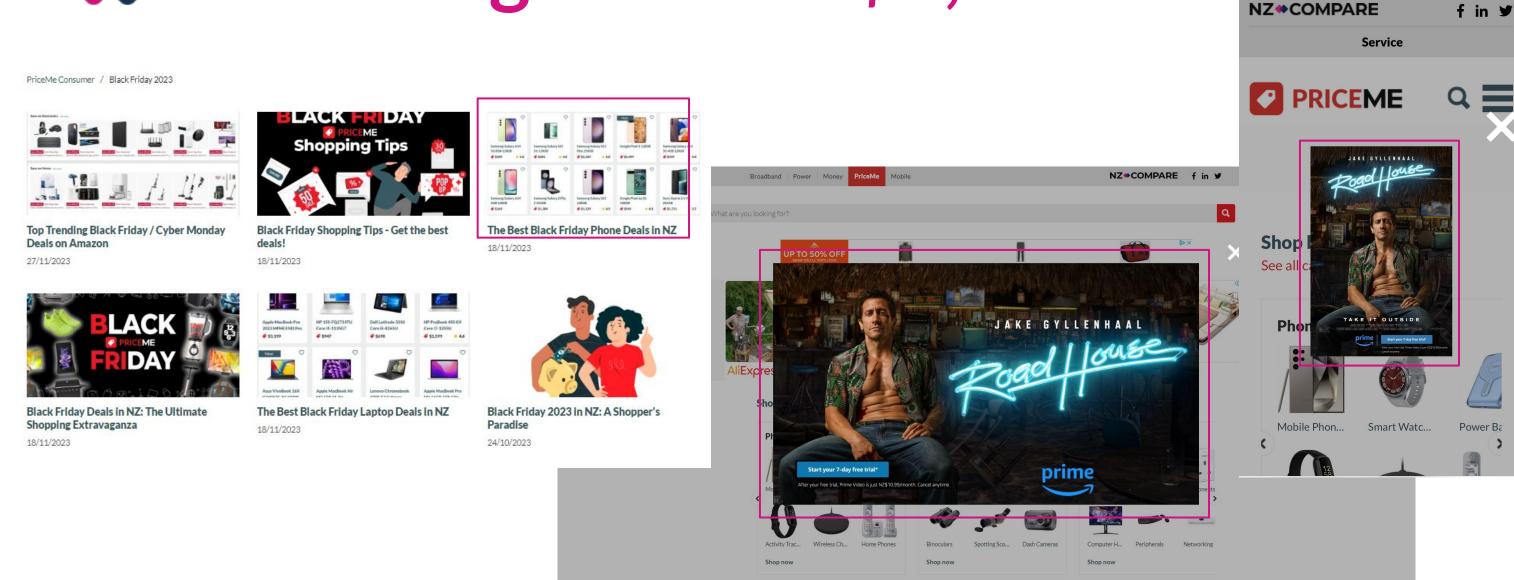




^{*}Price will vary dependent on campaign date



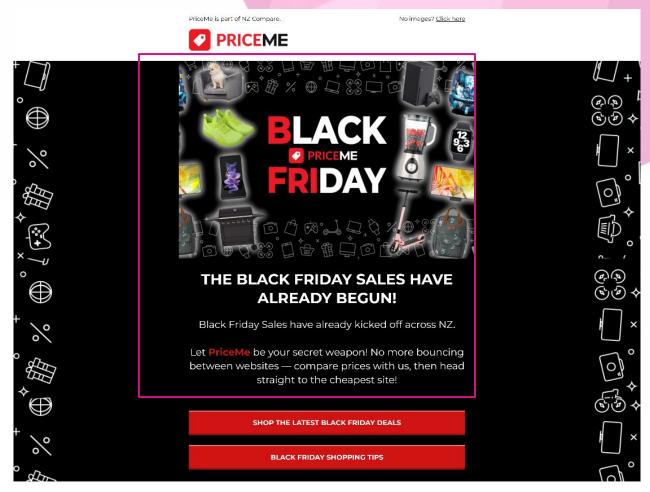
For Budgets Over \$5,000



A member of our sales team will work with you to provide a tailored package to suit your company's advertising spend.

OPTIONS INCLUDE:

- Gold, Silver & Bronze EDM placements in multiple "Black Friday Fortnight" emails
- Your offers delivered to 250,000 Email Recipients The creative, message and offer can vary
- Multiple Desktop Blast High Impact, First Visit Overlay
- Multiple Mobile Blast High Impact, First Visit Overlay
- Content Your company, products and offers will be featured in our **Black Friday Content**



FRIDAY SALES... THAT HAVE ALREADY STARTED!!















Best of

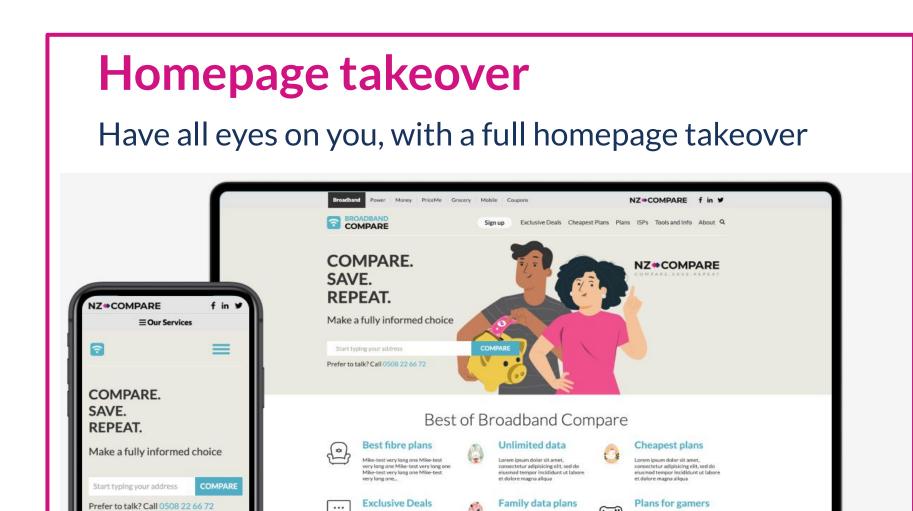
Additional Media Opportunities

Homepage takeover, Native listing banner and First Visit Overlay on



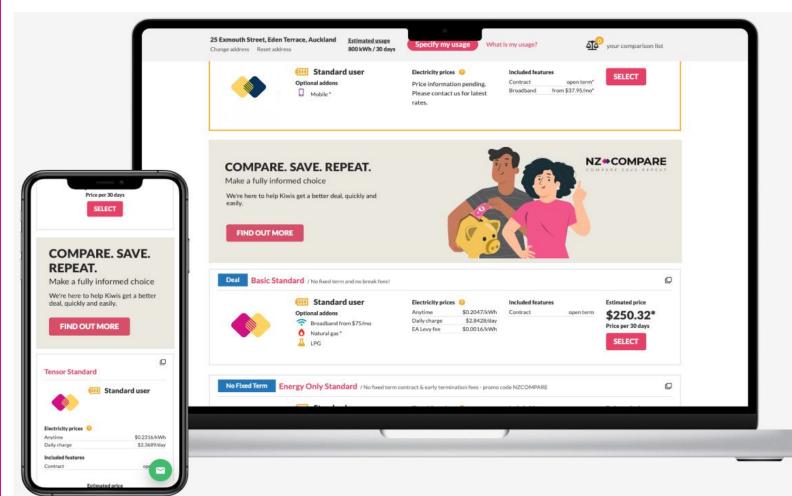






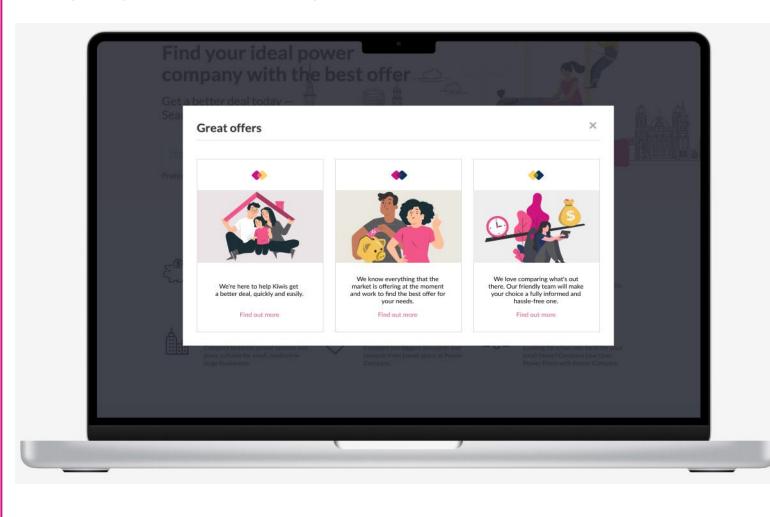
Native listing banner

A direct link to an offer or promotion



First visit overlay

Highlight your listing to visitors with a pop up ad





NZ®COMPARE

Murtuza Rangwala (Zee)

Sales Executive

021 109 1118

murtuza@priceme.com

Prutha & Mansi Account Managers

0508 226672

hello@nzcompare.com



