ADDICT MOBILE

CHEAT SHEET

Everything you need to know for your Black Friday 2025 campaigns

Timing

Start campaigns to train algorithms

CPMs ↓ 15–20%, short relaunch window before Christmas rush

Mid-October ▸ **Early November** ▸ **After Black Friday**

Scale gradually as CPMs rise
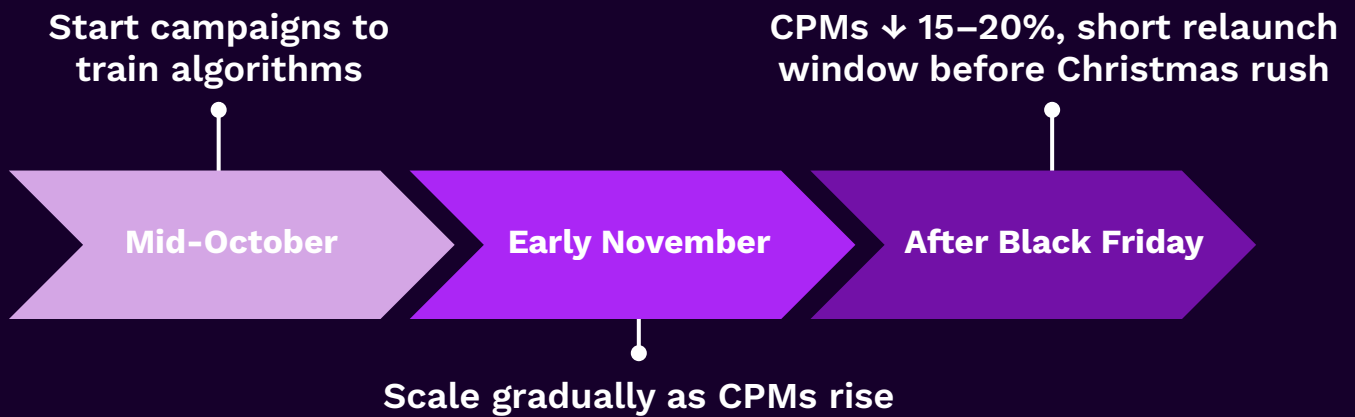
Budget

+50–100%
CPM
(between Nov 1 and BF)

x3
Conversion
(on average)

Limiting your budget means missing out on a highly motivated audience.

Platforms

Captures active purchase intent. CPCs rise in Q4, but conversions remain high.

Strong with Gen Z and 25–34. CPMs slightly lower than Meta, space for creative testing.

Largest reach and most advanced targeting. CPMs surge, but scale remains unmatched.

Key among Gen Z, especially in FR & Middle East. Lower volume but cost-efficient.

Audiences

Acquisition
Target new users at a time when audiences are more receptive to offers.
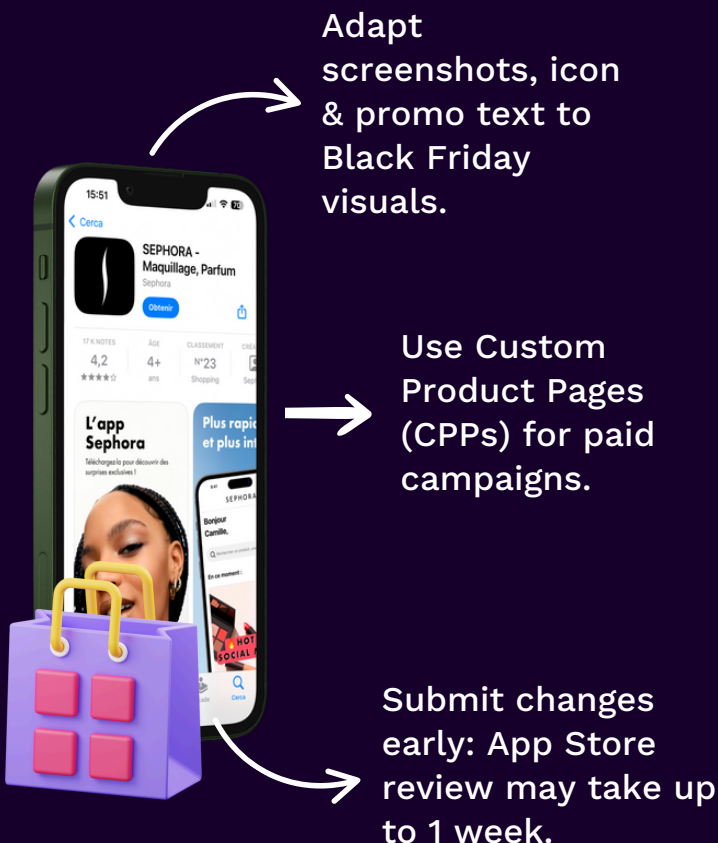
Reactivation
Re-engage past Black Friday buyers, dormant users, and promo seekers.

Retargeting
Retarget new installers quickly to drive their first purchase.

ASO

Adapt screenshots, icon & promo text to Black Friday visuals.

Use Custom Product Pages (CPPs) for paid campaigns.

Submit changes early: App Store review may take up to 1 week.

Creatives

- ✅ Make the offer visible instantly (clear headline or price).
- ✅ Use short videos (<15s) with strong CTA.
- ✅ Leverage static visuals for cost-effectiveness.
- ✅ Apply Black Friday codes (colors, discounts etc).
- ✅ Keep it simple & bold → clarity beats complex design.

Product Catalogs

- **DPAs are essential**: automate promotion based on user behavior (view, add-to-cart, abandon).

- **Prepare early**: set up catalogs on Meta, TikTok, Snapchat and integrate Black Friday promos.

- **Use deep links**: drive users straight to product pages in-app.

Tracking & Optimization

- **No improvisation:** check all in-app events (purchase, add-to-cart...) are tracked correctly before November.

- **Attribution windows:** use 1 day for high-intent users, or 7 days to maximize volume.

- **Creative KPIs:** monitor Hook & Hold rates to identify winning ads and iterate fast.

Need support for your 2025 Black Friday campaigns?

Get in touch !