



Customer-Driven Black Friday Post-Mortem Worksheet

Worksheet Objective

Evaluate and enhance post-Black Friday analysis methods by comparing Apex's Customer-Driven approach with traditional methods.

Traditional Post-Mortem Reporting

KPIs Sales Performance	Target	Actual	KPIs Marketing Effectiveness	Target	Actual
Total Sales Revenue			Average Click-Through Rate		
Transaction Count			Average Conversion Rate		
Average Order Value			Return on Ad Spend		
Margin			Customer Acquisition Cost		

Apex Enhancement Reporting | Questions About Our Brand

Questions	Response
How are we unique in innovation?	
Are we authentically living our brand values?	
How can we build year-round authenticity?	
How can we integrate technology to improve CX?	

Apex Enhancement Reporting | Questions About Our Customers

Questions	Response
What do our customers expect beyond deals?	
How do our customers perceive our brand's authenticity?	
What makes our customers loyal post-Black Friday?	
How can we innovate for a better experience?	

By blending sales data with Apex's key customer value drivers, you'll get a strategic roadmap to elevate your next Black Friday (and all promotions). **Need a hand? We'd love to chat!**

