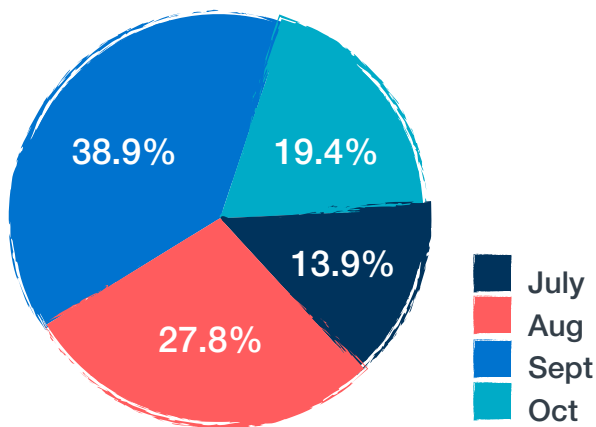
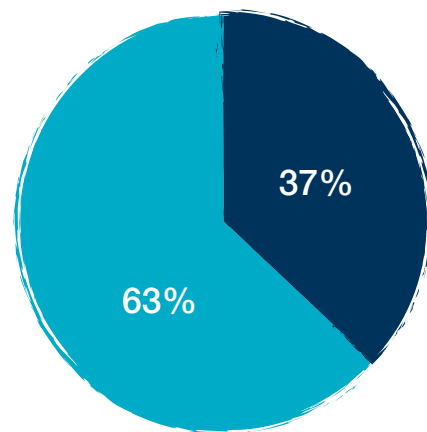


How to ensure Publishers write about you during Black Friday

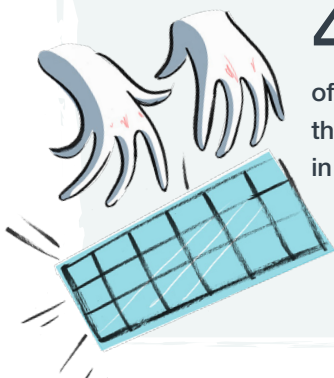
2020 has been a challenging year as Covid-19 has impacted us all and it's still unknown as to how it will impact Black Friday and other key shopping events in Q4. To help shed light on the situation, we asked our Publishers to share how they are planning and preparing for Black Friday and what they really need this year from Merchants to ensure success.



Publishers start planning content from August. Over 44% of Publishers will have their content ready in October.



63% of Publishers are looking to offer sponsored content pages this year. Skimlinks can help merchants facilitate these deals.

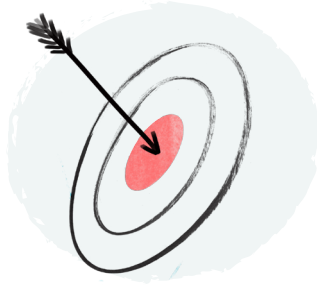


44%
of Publishers will have their content ready in October.



53%
of Publishers want deals and offers information no later than October, so get them in early!

—
[Click here](#) to sign our NDA to confidentially release deals.



The biggest obstacles that Publishers face for Black Friday are:

- Having early access to deals
- Knowing what sales will be happening and when



What Publishers need from Merchants:

- Sales start and end dates
- Top products going on sale
- Best Sellers



How Publishers choose which Merchants to write about:

- Exclusive Rates
- High EPC
- Consumer experience on merchant website
- Free Shipping



The new products and trends Publishers will be writing about

- Technology
- Working from Home
- Wellness
- Online Gifts and Business Gifts

Publishers who participated in our survey include

HEARST

BuzzFeed

CONDÉ NAST

VICE

VOXMEDIA

.dash

verizon[✓]

wirecutter
A New York Times Company

For more insights and to find out how you can optimize for success during this key shopping period, speak to your Skimlinks Account Manager. [w: skimlinks.com](https://www.skimlinks.com) [in @skimlinks](https://www.linkedin.com/company/skimlinks) [t @skimlinks](https://twitter.com/skimlinks)