

BLACK FRIDAY SALE.DE

THE SALE OF THE YEAR!

BlackFridaySale is one of the largest online sale in Europe. Within 24 hours, well-known fashion and electronic brands offered great discounts and special deals.

COUNTRY

International

YEAR

2013 - present

LINK

blackfridaysale.de

About Black Friday Sale

This webshop is international project for the biggest online sale event, the "Black Friday Sale" in Russia, Germany, Austria, and Switzerland. Axisbits has worked on projects from Black Friday for several years.

CHALLENGE

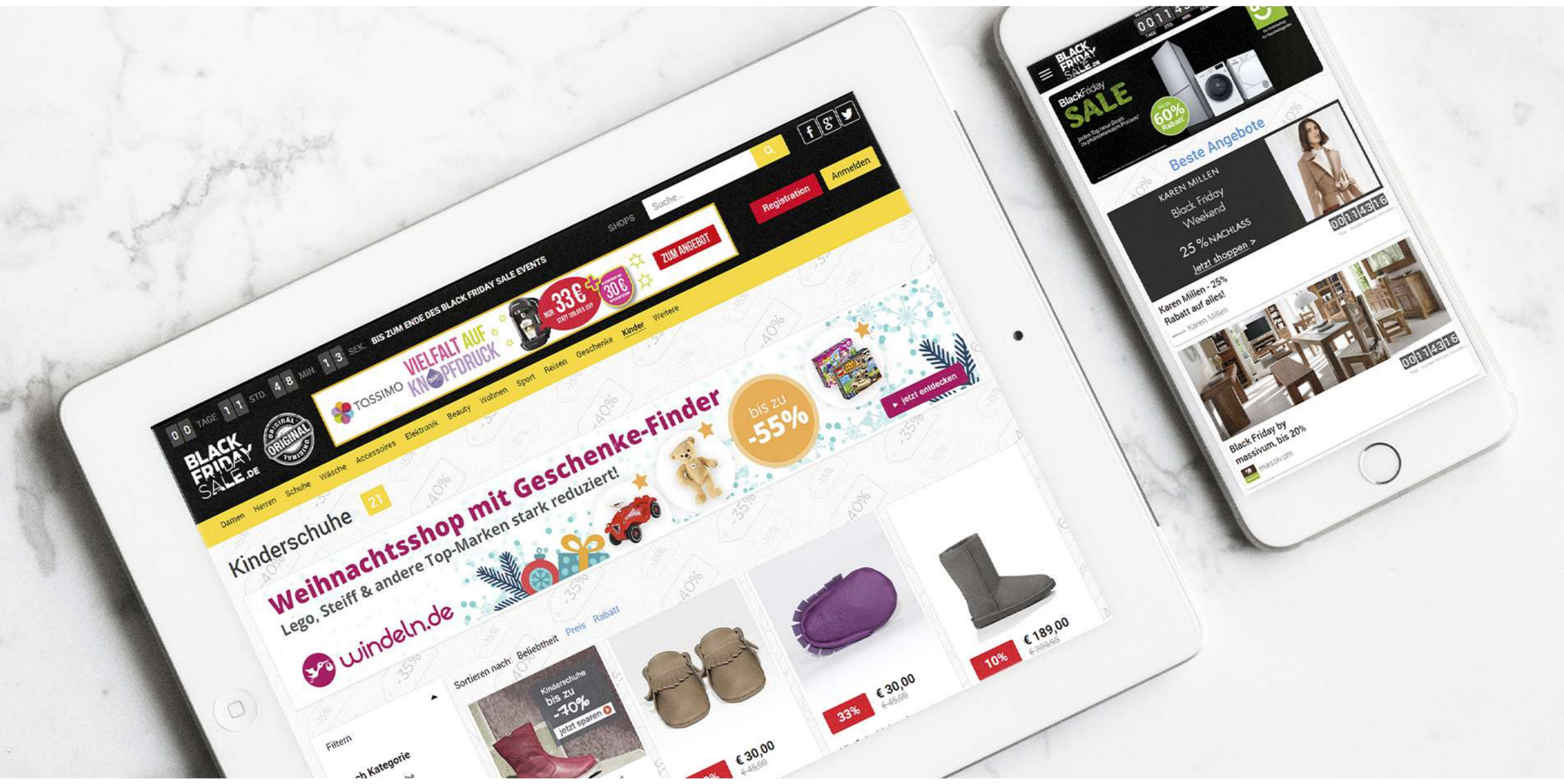
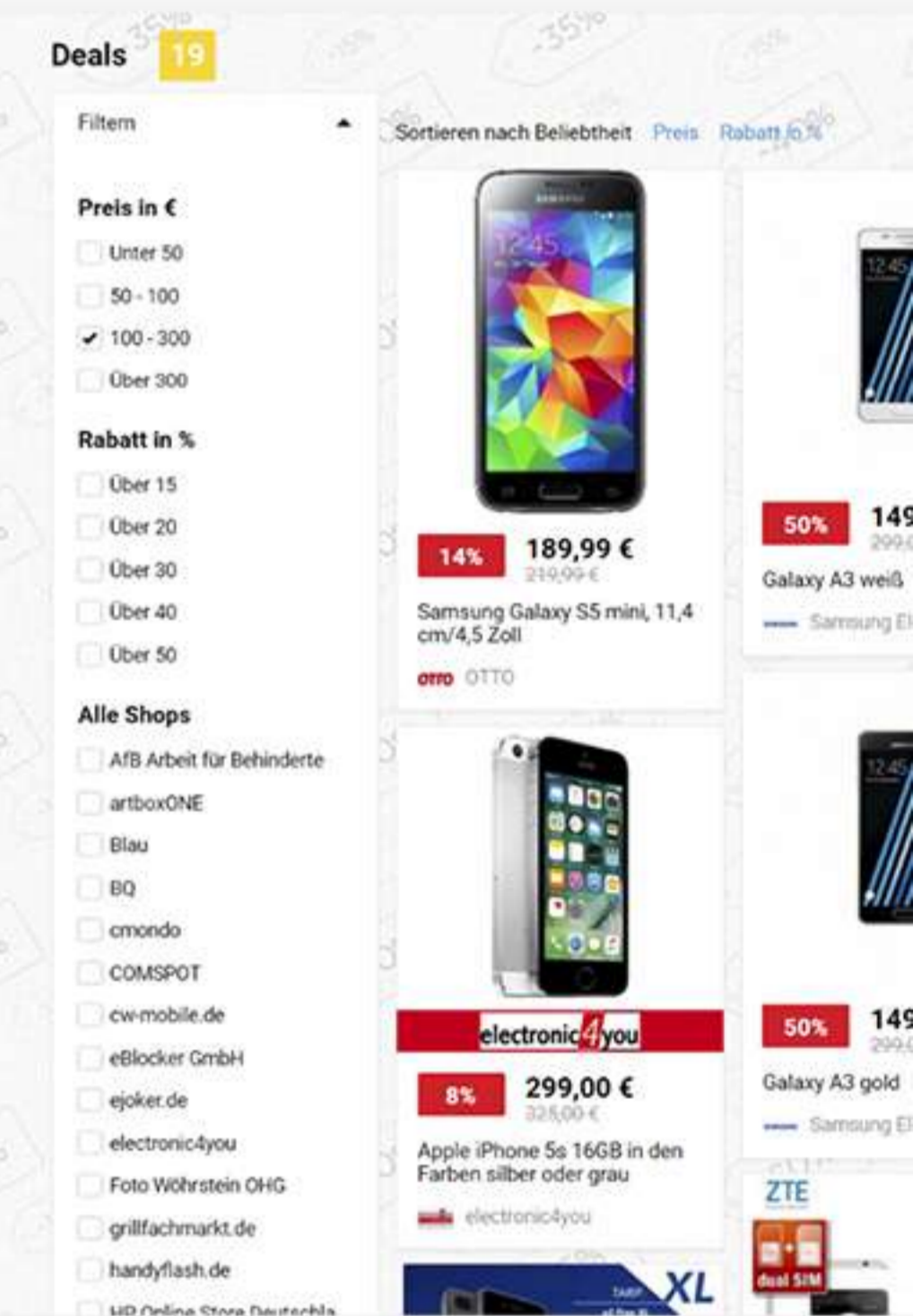
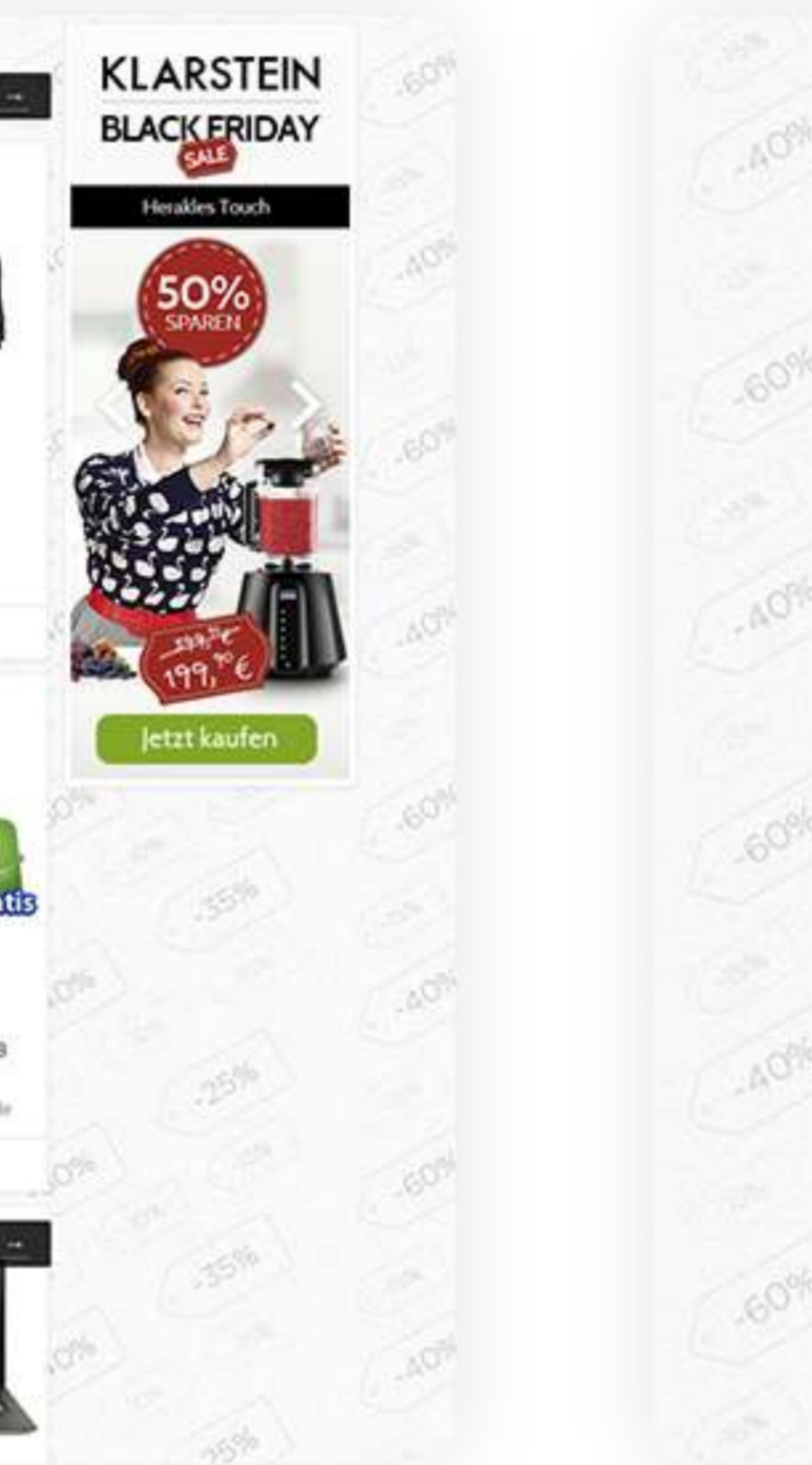
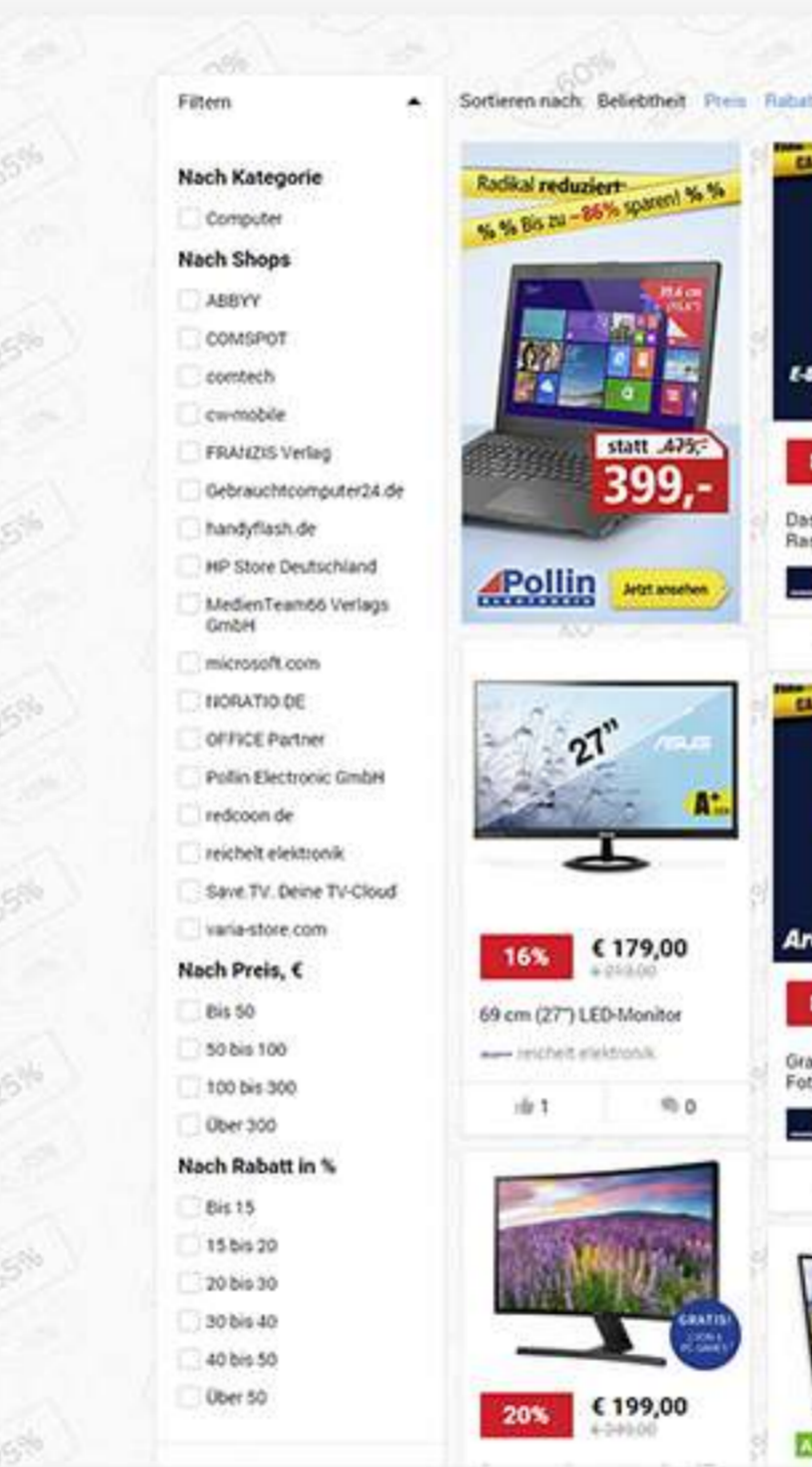
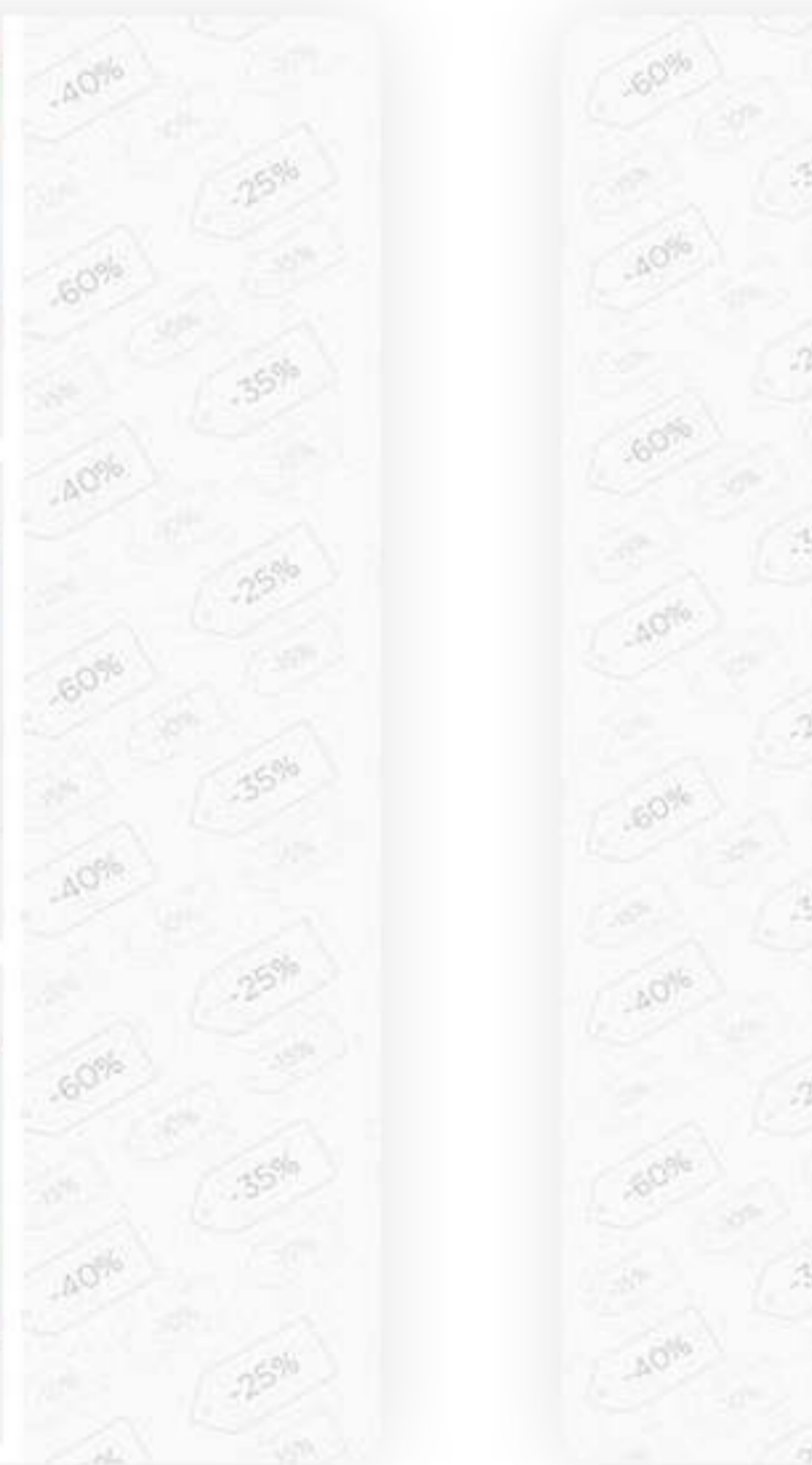
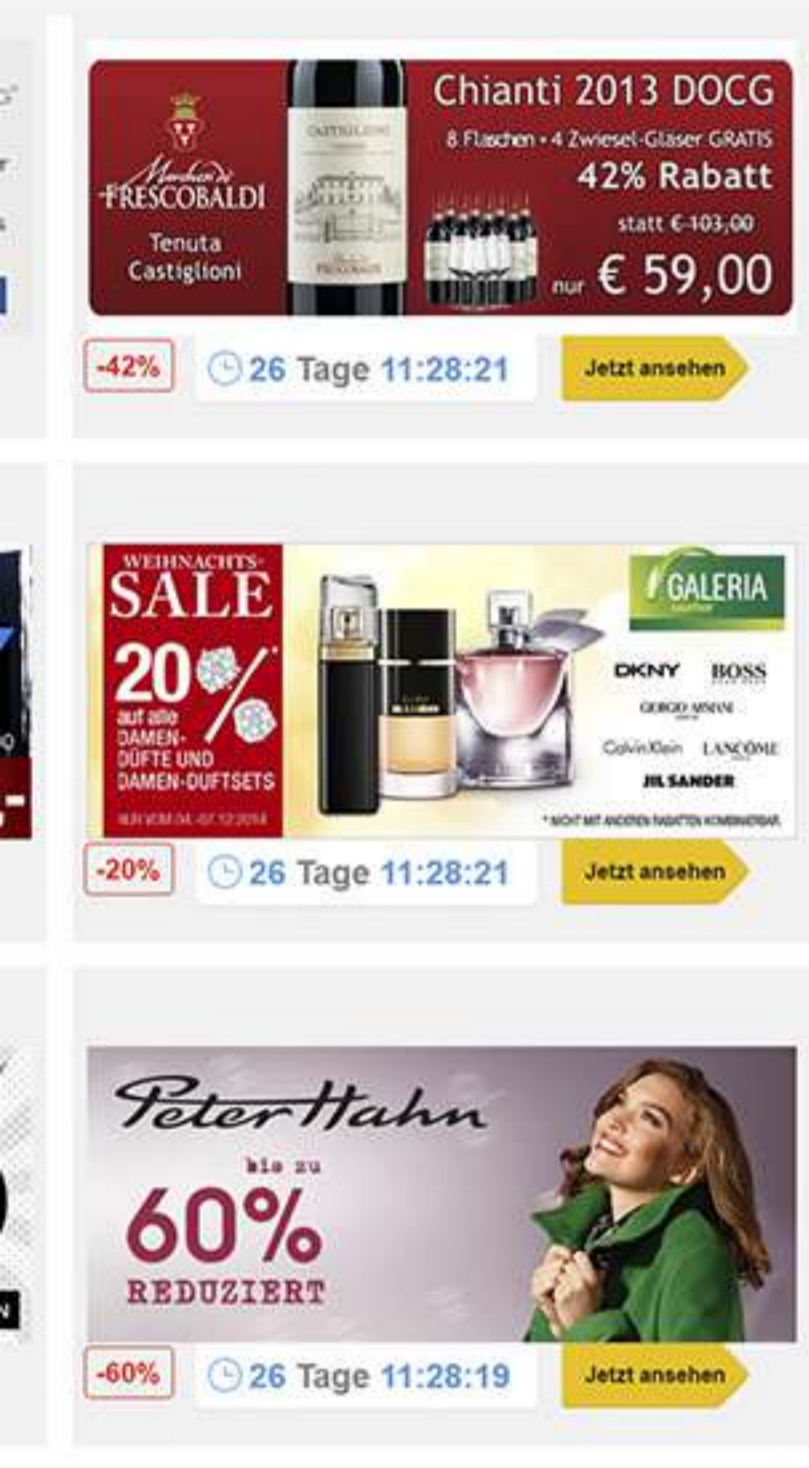
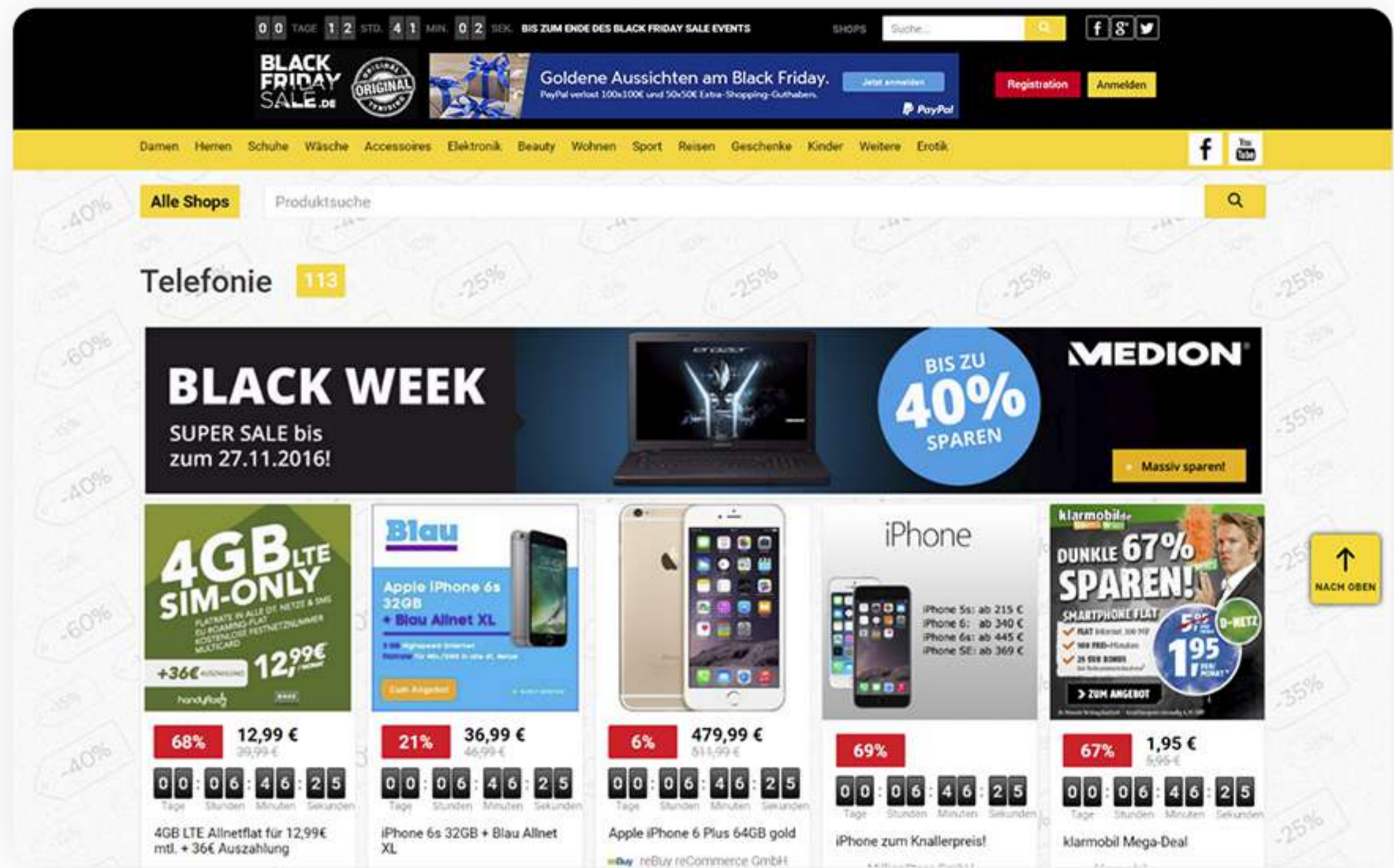
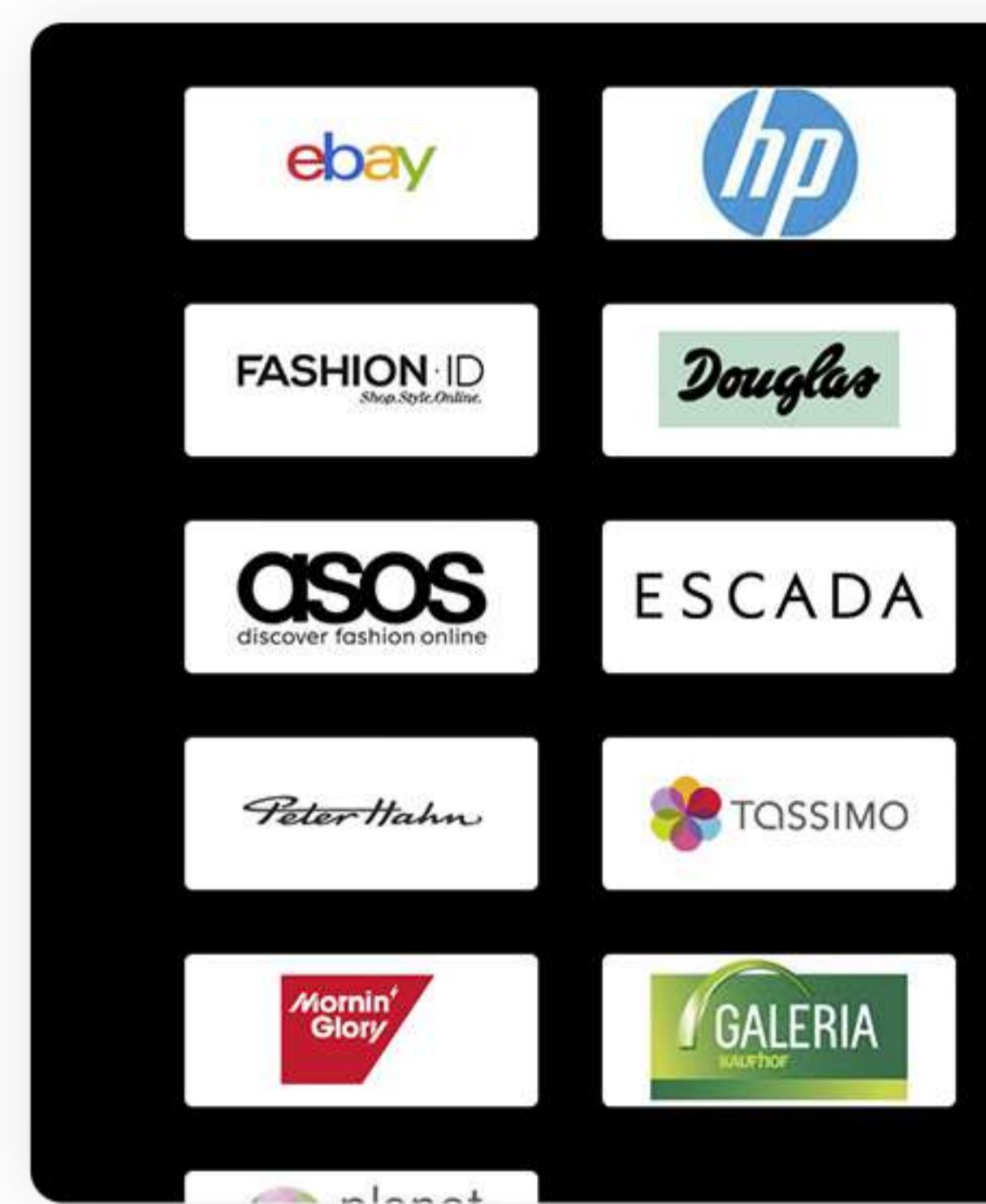
The goal for BlackFriday team was to create good-looking e-commerce platform, able to handle an enormous amount of users at the same time. Also, we needed to create a landing page with the high conversion rate to attract clients and spread the word about Black Friday event.

SOLUTIONS

For this huge e-commerce project, Axisbits has created landing page and redesigned themes for mobile devices and desktop. For back-end, we used PHP/Yii Framework and MySQL with caching to handle high load during the event. Our team has developed complex system for advertising banners and discount system, purchase of goods using Paypal. We used Sphinx for search functionality among huge amount of products. Axisbits has implemented import of products and created application for partners.

RESULTS

As a result, for 24 hours over 500 of the biggest E-commerce companies took part with selected offers and deals. Over 7 million unique visitors generated high user traffic for participating retailers. Conversion rates up to 15%, shopping basket values of 350€ and a massive increase in sales (average: +300% uplift).



User-friendly Mobile Version

We used all modern web technologies and created beautiful and fast mobile-friendly website.

