



Inside Black Friday

How technology changed shopping forever



Written by **CEVA Logistics**

Black Friday, the day when shoppers across the globe embark on a retail whirlwind, has undergone a remarkable transformation in recent years. It's no longer just about early morning lines and crowded stores; technology has revolutionised the way we approach this shopping spectacle.

Have you ever considered that your online shopping experience is immersed in some of the most advanced technology and systems available? Enabling you to research and purchase items with a click of button without leaving the comfort of your home. Over the last ten years technology has made huge leaps and bounds to make shopping simpler, easier and more convenient. Technology shapes the Black Friday experience, making it an enjoyable experience for shoppers and a manageable system for the retailers.

E-commerce has been a game-changer for Black Friday. No longer just limited to in person stores and high streets, Black Friday deals are now just a click away. E-commerce giants leverage advanced algorithms and data analytics to personalize recommendations, ensuring you find the best deals tailored to your preferences. Companies with lightning-fast delivery services, have turned Black Friday into a global online shopping phenomenon.

Have you ever wondered how your favourite online retailer ensures that the products you order on Black Friday reach your doorstep in record time?

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Behind the scenes, logistics and supply chain management is at play. Companies like CEVA Logistics use cutting-edge technologies, including artificial intelligence and real-time tracking systems, to locate the movement of goods. This ensures that products are efficiently transported from warehouses to distribution centres and finally to your doorstep, all within the blink of an eye.



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Imagine trying on clothes, make-up and testing out gadgets without stepping foot into a store. Augmented reality (AR) has made this a reality. Retailers are incorporating AR into their apps, allowing you to virtually try on clothing or visualize how a piece of furniture would look in your living room. This not only enhances the online shopping experience but also reduces the likelihood of post-purchase regrets.

The way we pay for our Black Friday hauls has also undergone a switch-up. Mobile payment options like Apple Pay, Google Pay, and digital wallets have become increasingly popular. These methods offer not only convenience but also enhance security through authentication. The days of using cash or worrying about credit card security are gradually becoming a thing of the past.

Retailers are using big data to gain insights into consumer behaviour and preferences. By analysing data, companies can tailor their Black Friday deals to match what customers are most likely to purchase. This benefits shoppers by providing more relevant offers but also allows retailers to refine their stock.

Social media plays a crucial role in shaping Black Friday trends. Platforms like Instagram and TikTok become virtual shopping malls, where you can discover new products and trends through engaging content. The 'swipe-up' feature on platforms like Instagram allows you to go from admiration to purchase in just a few clicks.

In recent years, there has been a growing awareness of the environmental impact of consumerism. Tech-savvy companies are now integrating sustainability into their Black Friday initiatives. From eco-friendly packaging to carbon-neutral shipping options, these initiatives aim to make the shopping experience not only enjoyable but also mindful of its ecological footprint.

As we navigate the ever-evolving landscape of Black Friday, one thing is clear – technology is at the forefront of this shopping revolution. From the convenience of online shopping to the efficiency of supply chain management and the personalization of augmented reality, innovation is shaping the way we approach the biggest shopping day of the year. So, as you embark on your Black Friday journey, take a moment to appreciate the technology working behind the scenes to make your shopping experience seamless, efficient, and, most importantly, enjoyable.



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Suggested further reading:

[Meeting the challenge of Black Friday | CEVA Logistics](#)

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About the author

A world leader in third-party logistics, CEVA Logistics provides and operates transportation and supply-chain solutions for national and multinational companies.

Through our 110,000 employees, operating over 1,300 facilities in more than 170 countries, we offer a broad range of end-to-end, customised solutions in contract logistics and air, ocean, ground and finished vehicle transport, worldwide. This combined experience across various specialist areas, allows us to seamlessly design around the needs of an often complex and rapidly evolving supply chain – whatever the business sector.



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