

#AlwaysOnOpportunity Capture

Turn Market Volatility into Growth –
the “Blackweek & Christmas
Revenue Accelerator” package

We live in an **#AlwaysOnOpportunity** economy, where market volatility is the only constant. 60% of revenue opportunities now occur outside of planned marketing campaigns.

- Our How: Our AI platform **daily analyses 20,000+ brands** across 15 channels to identify what your audience is actually interested in right now.
- Our Claim: **novuter makes you the first to know, first to act.**
- The Result: Brands capturing #AlwaysOnOpportunities see **2.8x higher revenue growth^{*)}**

“With novuter MarketWatch, we were able to spot and act on new market trends days before our competitors. The speed and clarity of insights transformed our clients’ Blackweek campaigns into true revenue drivers.”

— Roland Bredschneider, CEO xperify

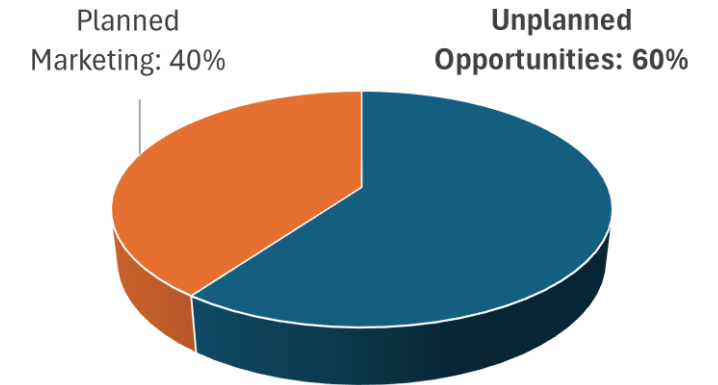
^{*)} Panel of 260 German retail brands with revenue up to 250 mln. €, August 2025.

Executive Summary: 60% of Opportunities are missed

Often, marketing is capturing less than 40% of potential business. What if you could capture the other 60%?

Key Business Impact of **#AlwaysOnOpportunity** capture:

- 10-15% higher conversion rates
- 15-20% increase in audience engagement
- 20-25% higher marketing team effectiveness
- up to 2.8x higher revenue growth



Avoid the cost of inaction, get prepared for **Blackweek & Christmas 2025**

- Timeline to Value: operational within 6 weeks,
- Investment: 2-3 of your marketing experts, **15.000** € for novuter platform & support,
- Expected results: **+5..10% revenue**.

Attention is now the #1 Line-Item Cost

Marketing Reality Check: Attention costs are skyrocketing – Generating qualified leads at scale cost 3x more than 2020.

- ⚡ Incomplete cross-channel messaging reaches only 20% of your potential Audience.
- ⚡ Fragmented storytelling does not fit with current audience Interest.
- ⚡ 80% of audience is not in “Buy-Now” mode when your campaign hits.

Reacting to market dynamics (instead of driving them) leads to lost revenue, missed new customers, higher marketing cost.



3x costlier



**25% of
messages
unread**



**80% not
ready**

From Reactive to Pro-active: turn Volatility into Growth

Traditional Planning



Internal Signals

Weekly tweaks to annual roadmap; few real-time signals from hype, competitors, events.
Manual ex-post competitor screening.



Manual Orchestration

Break campaigns into messages by hand. Cross-channel coordination depends on complex sync and sign-off.



Speed: Weeks

Yearly master plan, monthly sprints, weekly refinements.

2-4 weeks

Always-On Opportunity Capture

360° Signals

Plan + audience sentiment + trends + competitors + upcoming events. Overnight scans = fresh insight briefs by morning.

Auto-orchestrated planning

Campaign building and channels mapping.
Daily re-calibration based on live performance.

Speed: Days

2-Day fast-lane activities addressing market volatility & short-term opportunities.
Automated 10-day / 70-day mid-term updates.

2-day fast-lane

Early Revenue

How #AlwaysOnOpportunity drives Growth

Always-On Opportunity Capture ensures your messaging maintains timely and **Continuous Relevance** with your audience.

Market Forensics

Audience Interest

Mature Luxury Women (46+) seek exclusive product drops, influencer-led events, and early access to occasionwear. They are especially responsive to themes of social validation, craftsmanship, and aspirational experiences tied to sports or luxury events.

Young Individualists (ages 18-30) desire self-expression, interactivity, and retro minimal streetwear. Humorous, personality-driven content and voting campaigns resonate strongly, especially when it aligns with current identity trends and inclusivity.

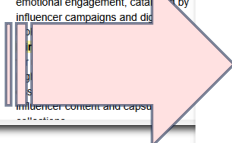
Mature Family Audiences prioritize design-driven homeware, unity-themed gifting, and apparel that

Current Trends

Luxury-Led Sports Occasionwear for Women is on the rise, with elegant, sport-inspired event looks (e.g., Wimbledon whites) fueling capsule collections and themed in-store activations—especially among style-conscious women 46+.

Colour-Led Summer Statements such as butter yellow, papaya, and brown drive trend adoption and emotional engagement, catalyzed by influencer campaigns and digital content.

Competition



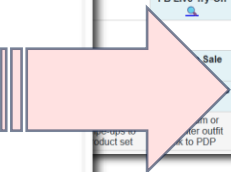
Prioritise Opportunities

Opportunity	Why Now	Potential	Audience
Opportunity Influencer “Try-On” Reels #MyMomMy Style	Why Now a) Why : reels outperform photos (+35 % reach), family-duo angle bridges core & Gen Z b) Why Now : TikTok/IG trending format, pre-holiday outfit search peaks Thu-Fri	Potential Followers ↑ 20 k Video views +250 k UGC ≥ 500 posts	Audience Mature luxury women Young individualists 18-35

Campaign Planning

VI. Campaign Drill-Down for next 28 days

Hierarchy	CW 28				
	2025-07-10	2025-07-11	2025-07-12	2025-07-13	2025-07-14
omMyStyle kick-off					
Friday Flash Reel					
FB Live Try-On					
GRWM Auer Dult					
Sunday Challenge					
FB Community Thread					
Sale					
or outfit to PDP					
Product set					



Spot

Detect a rising „mother-daughter fashion“ trend on tiktok.

Validate

High-potential, low-competition angle for my brand.

Act

Suggest a 5-day campaign across tiktok, Instagram, Facebook

Results through #AlwaysOnOpportunity



3x faster^{*)} trend identification: **First-Mover advantage.**



10 - 15% higher conversion rates through **Gap-First ideation.**



15 - 20% increase in audience engagement = larger qualified pipeline & higher **Lifetime Value.**



20 - 25% higher marketing team effectiveness = **2-3 free specialists.**

Leaders' revenue grows 2.8x faster^{*)} than trailing brands.

^{*)} Panel of 260 German retail brands with revenue up to 250 mln. €, August 2025.

“Blackweek & Christmas Revenue Accelerator” package

						Singles Day		Black Friday	Cyber Monday			Christmas		
Sept.	October				November				December				January	
29.9	6.10	13.10	20.10	27.10	3.11	10.11	17.11	24.11	1.12	8.12	15.12	22.12	29.12	5.1
Set-up & Planning														
	Teams & Processes													
		28-day Campaign Planning												
			Blackweek 2-day Fasttracks											
					Fully Operational									
						Christmas 2-day Fasttracks								
							Marketing planning 2026							

Invest

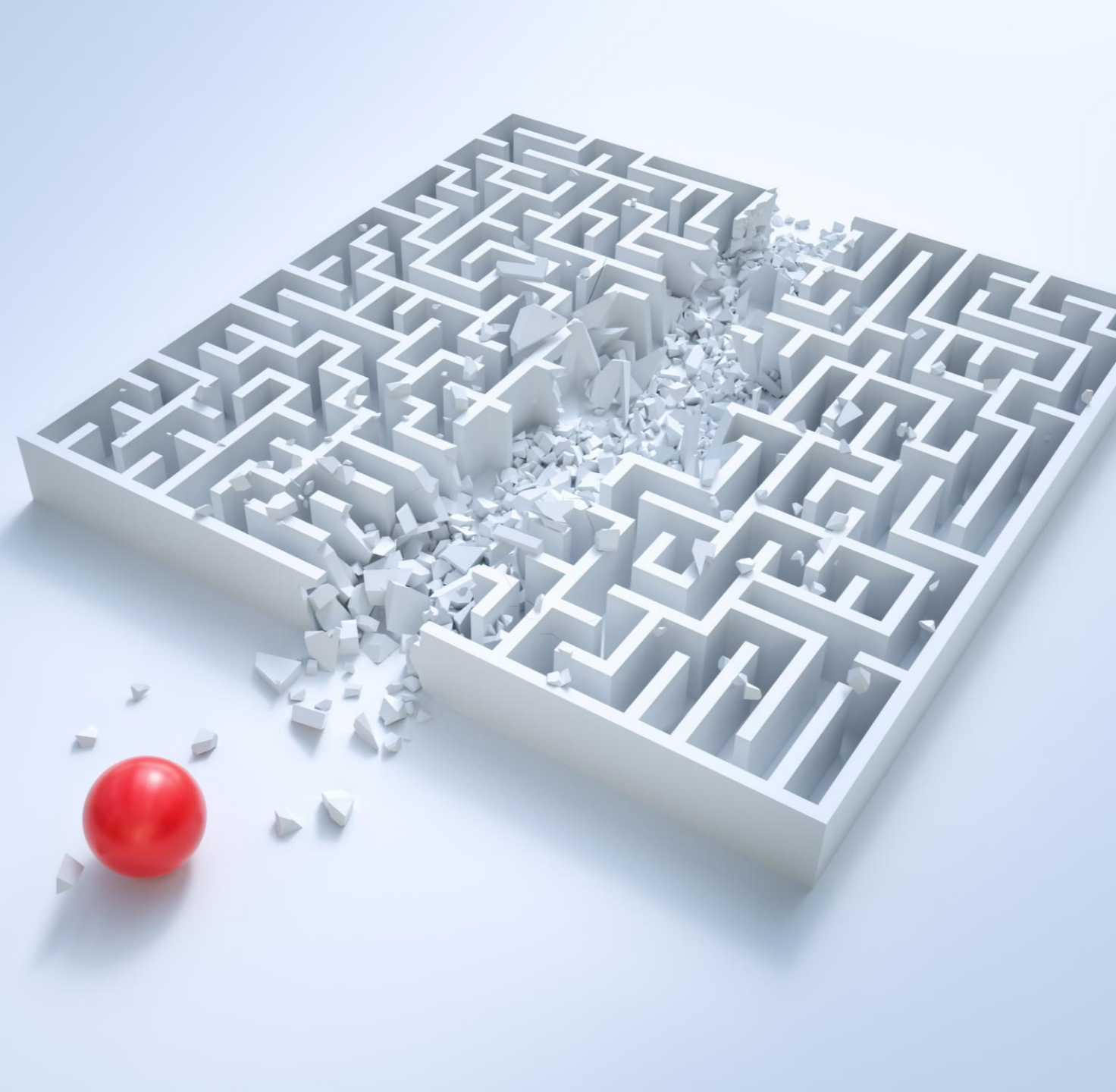
- pilot channel slots
- dedicated team (8-12 weeks)
- 15.000 € platform & support fee

Deliveries

- daily insight brief
- Fast-lane campaign planner
- 1:1 expert alignment sessions
- priority slots for 2026 programs

Results

- 5-10% Revenue uplift
- higher reach, Conversion, AOV
- a proven Playbook for 2026



novuter.

**Makes you the first to know,
first to act.**

Secure 1 of 12 “Revenue Accelerator”
packages – book your alignment call
here:

