Black Friday & Cyber Monday
Ecommerce Marketing Results

**Cyber Five**
Thanksgiving Day through Cyber Monday

**Cyber Ten**
The Sunday before Black Friday (11/22) through Giving Tuesday (12/1)

**Black Friday Week**
The week of Black Friday, starting Sunday, Nov. 22

**ECOMMERCE SALES**

<table>
<thead>
<tr>
<th>Cyber Monday</th>
<th>Black Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10.84 billion (+15% YoY)</td>
<td>$9.03 billion (+21.6% YoY)</td>
</tr>
</tbody>
</table>

**BLACK FRIDAY & CYBER MONDAY**
1 of 8 clicks resulted in a sale

**GIVING TUESDAY**
1 of 6 clicks resulted in a sale

**EMAIL**

43% of Nov. automated email orders were made during the Cyber Ten

27% of Nov. orders were from automated messages

**CONVERSION RATE**
These four accounted for 95% of all automated orders on Black Friday & 91% on Cyber Monday

- Cart Abandon
- Product Abandon
- Browse Abandon
- Welcome

- **Black Friday**:
  - 59% Cart Abandon
  - 37% Product Abandon
  - 30% Browse Abandon
  - 26% Welcome

- **Cyber Monday**:
  - 76% Cart Abandon
  - 49% Product Abandon
  - 44% Browse Abandon
  - 63% Welcome
CONVERSION RATE

Web push messages are considered to be the new marketing channel on the block—just don’t tell consumers. Conversion rates are sky high and are proving to be effective in pushing would-be customers across the finish line.

PUSH

OUR TOP SEND DAYS

TOP 5 Email Send Days

#01 Black Friday
#02 Cyber Monday
#03 Thanksgiving Day
#04 Small Business Saturday
#05 Day before Thanksgiving

TOP 5 SMS Send Days

#01 Black Friday
#02 Cyber Monday
#03 Small Business Saturday
#04 Day before Thanksgiving
#05 Thanksgiving Day

TOP 5 Web Push Send Days

#01 Cyber Monday
#02 Black Friday
#03 Day before Thanksgiving
#04 Small Business Saturday
#05 Thanksgiving Day

CYBER TEN = 72% of Nov. orders
BLACK FRIDAY = 19% of Nov. orders
BLACK FRIDAY = previous 5 days combined
THANKSGIVING DAY TO BLACK FRIDAY = +274% lift in sends
BLACK FRIDAY = #1 send day
BLACK FRIDAY + CYBER MONDAY = more sends than Nov. 2019

omnisend.com