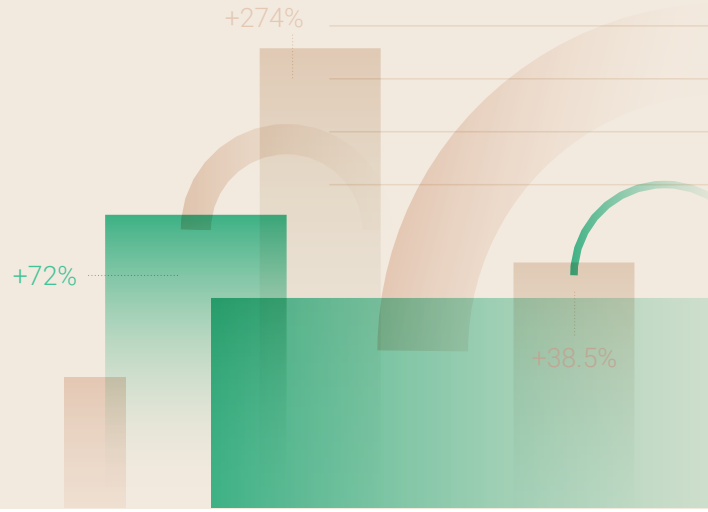


Black Friday & Cyber Monday

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

CYBER MONDAY

\$10.84 billion

(+15% YoY)

BLACK FRIDAY

\$9.03 billion

(+21.6% YoY)



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

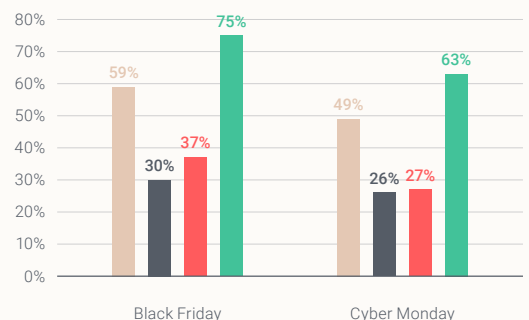
27%

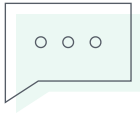
of Nov. orders were from automated messages

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





SMS

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

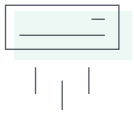
BLACK FRIDAY =

#1 send day

BLACK FRIDAY + CYBER MONDAY =

more sends than **Nov. 2019**

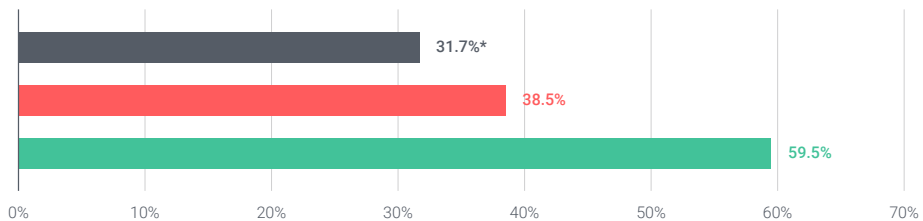
■ Orders statistics ■ Sends statistics



PUSH

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.



■ November ■ Cyber Ten ■ Sunday, Nov. 29

* +475% YoY growth

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

