



## IS YOUR DIGITAL STRATEGY READY FOR BLACK FRIDAY?



### BLACK FRIDAY

**66%**

66% of orders were made on *mobile* phones or tablets<sup>1</sup>



Apparel & accessories were the *largest* product categories sold, followed by housewares<sup>1</sup>

**60%**

Mobile sales *reached* 60% of total sales<sup>1</sup>

**\$5.03 BILLION**

A *record* \$5.03 billion was spent online during Black Friday<sup>2</sup>

**17%**

Sales *increased* 17% from the year before<sup>2</sup>

**12%**

Mobile and tablet engagement *grew* about 12% from 2017 to 2018<sup>3</sup>

**46%**

46% of shoppers bought from a *new* retailer in the 2017 holiday season<sup>7</sup>

**8PM**

8pm is the *peak* for mobile shopping searches on Thanksgiving Day<sup>7</sup>



### CYBER MONDAY

**4.29%**

Relative to other sources, email came in with the *highest* conversion rate at 4.29%<sup>1</sup>

**16.8%**

Digital transactions *increased* 16.8% from the year before<sup>2</sup>

**\$6.59 BILLION**

Digital transactions on Monday reached a *record* \$6.59 billion<sup>2</sup>



Cyber Monday 2017 was the *largest* online shopping day in U.S. history<sup>2</sup>



### SMALL BUSINESS SATURDAY & SUNDAY 2017

*saturday & sunday*  
a combined  
**\$5.12 BILLION**  
in  
*online sales*<sup>2</sup>



Sales *increased*  
**10%**  
from the  
year  
*before*<sup>2</sup>



### NATIVE IN RETAIL IS GROWING

**149% PERCENT**  
↑ increase  
in retail  
Advertisers  
QoQ FROM  
2017 to 2018<sup>3</sup>

**1 out of 3**  
*millennials*  
HAVE ◀◀◀  
purchased  
FROM a brand  
after seeing  
a sponsored post<sup>6</sup>



### CONTENT MATTERS TO SALES

**2.8X**

The number of programmatic direct deals executed by retail advertisers *grew* 2.8 times from 2014 to 2016<sup>4</sup>



67% of smartphone users are more likely to purchase from companies whose mobile sites or apps customize information to their location<sup>7</sup>

**13X**

Marketers who prioritize blogging are 13x more likely to generate a *positive* ROI<sup>5</sup>



Two Thirds say online video has given them ideas and *inspiration* for their purchases<sup>7</sup>

**6% to 12%**

Content can help *double* website conversion rates from 6% to 12%<sup>5</sup>

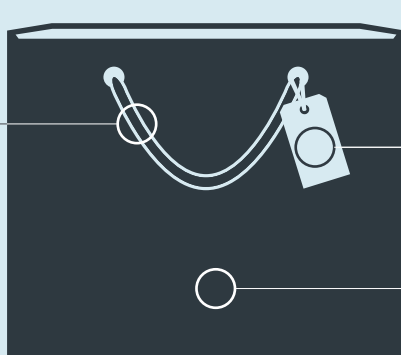


Content makes consumers 131% *more likely* to buy<sup>8</sup>



### TOP 3 KPIs FOR RETAIL ADVERTISERS<sup>3</sup>

*Drive* Traffic to Blog Content

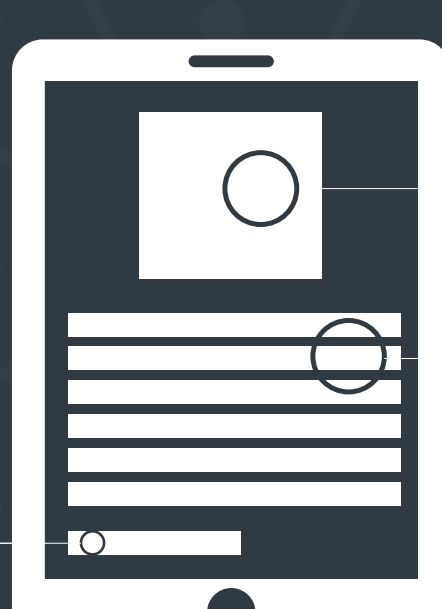


*Offer Driven* Creative

*Drive* Sales



### KEY TAKEAWAYS



*Stay* Mobile Savvy :  
From Ads to Content to Conversion

*Content* Matters

*Go Native*

#### Sources:

<sup>1</sup> Shopify, "Black Friday Cyber Monday 2017: An Analysis of Over \$1 Billion in Sales," 28 November 2017

<sup>2</sup> Adobe Insights via CNBC, "Cyber Monday becomes largest online shopping day in US history," 28 November 2017

<sup>3</sup> Bidtellect, Bidtellect Native Report 1H 2018

<sup>4</sup> AdAge, "Google Says Programmatic Direct is Due for a Rise in 2017," 16 December 2016

<sup>5</sup> Hubspot via Shopify, "State of Inbound 2018," 24 April 2018

<sup>6</sup> Business Insider UK, "Sponsored content drives one-third of millennials to purchase," 22 May 2017

<sup>7</sup> Google/Ipsos, "The Role of Digital Video in People's Lives," July 2018

<sup>8</sup> Twitter via Nudge, "The State of Content," 2 November 2018