Singles Day
11th Nov

+44%
Visitor Uplift*

+167%
Sales Uplift*

9th Nov - 12th Nov

Black Friday
27th Nov

+54%
Visitor Uplift*

+126%
Sales Uplift*

25th Nov - 27th Nov

Maximum Reached
● Visitors ● Sales

9/11 11/11 13/11 15/11 17/11 19/11 21/11 23/11 25/11 27/11 29/11
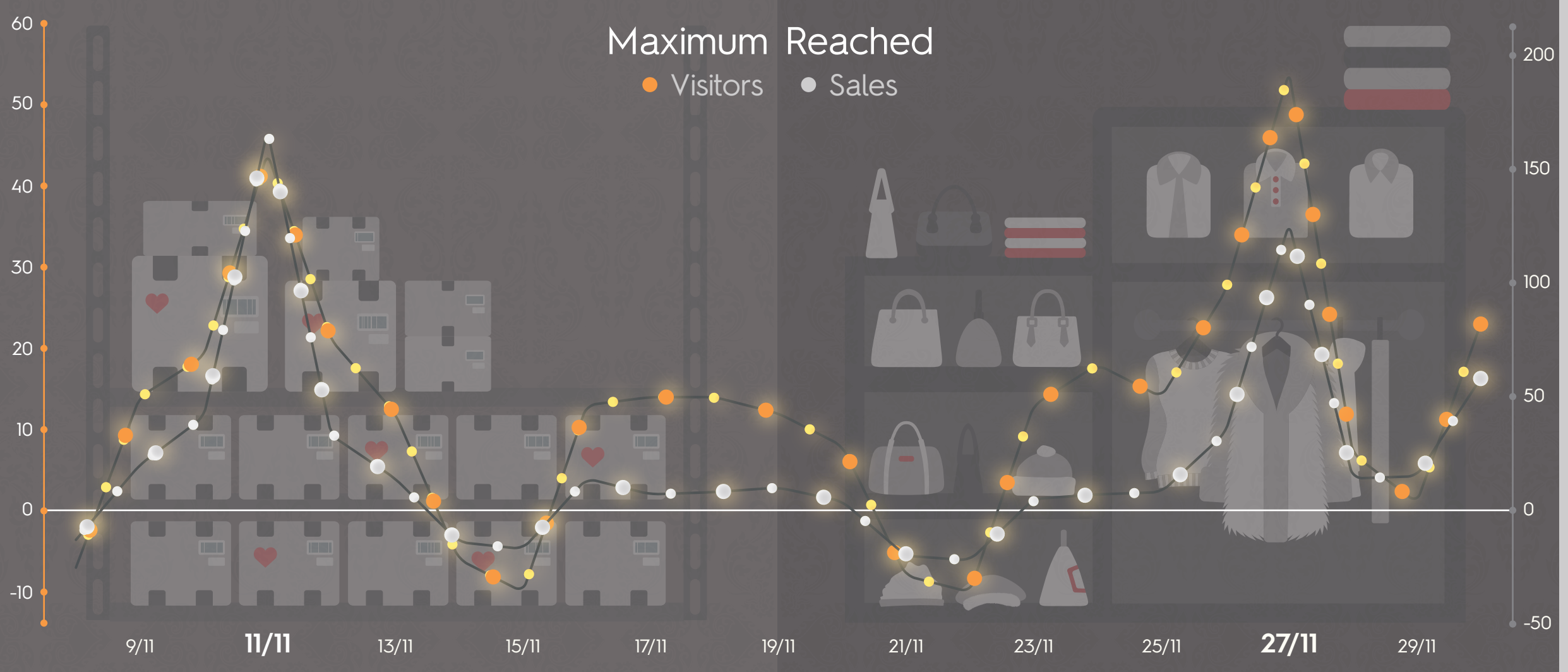
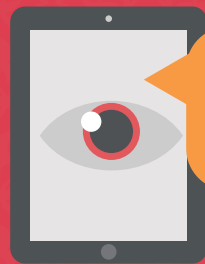## Share of Voice During the Holiday Season

34% Average Mobile SoV*

33% ** via Mobile Applications

User Journey

64% of buyers browse SEA retailers website with a different device before making a final purchase***

Strategies for Success

Cross-Device Optimization
Connect people not just devices

Mobile App Retargeting
Drive conversions and increase users' life time value

For more information, please visit **www.criteo.com**

Methodology

criteo.