

Black Friday is just the beginning.

You know the story by now: Black Friday, Cyber Monday and Bounceback Tuesday sales and traffic continue to grow online each year.

Here's what happened over the weekend, what will happen leading up to Free Shipping Day (December 16th), and what you can do with the data to increase your sales.

1

Too much turkey.

Shoppers continue to buy from the couch on Black Friday weekend.

Sure enough, we saw a big increase from 2015 to 2016 in online transactions on each of the busiest shopping days

Black Friday

+17%

increase in 2016

Cyber Monday

+15%

increase in 2016

Bounceback Tues

+15%

increase in 2016

● Compared to 2015

Black Friday had the biggest increase in online transactions, as more consumers opted to work off the turkey from the comfort of their own homes. But that isn't the only thing that changed in 2016.

YoY change in device transactions, Black Friday weekend

Smartphone transactions continued to soar, but tablet transactions declined over the weekend. Desktop purchases, which still made up 62 percent of all transactions, increased over 2015 levels.

Daily index of transactions by device, mobile and desktop

Mobile transactions spiked on Black Friday, then traded places with desktop transactions on Cyber Monday. Shopping on the go proved essential during the holiday weekend, but shoppers returned to their desks to find online deals on Monday.

53%

of Black Friday shoppers browsed products on mobile devices.

The continued rise of "e-Black Friday" drove digital success during the holiday weekend. With more retailers opting to stay closed, shoppers turned to their smartphones and desktops to find the best deals the traditional brick-and-mortar shopping weekend had to offer.

2

It doesn't stop there.

December 5 to December 15 is the best opportunity for lower-funnel marketing.

Black Friday weekend is just the beginning. Compared to the period before the weekend, site visitation is high, add-to-cart rates are high, conversion rates are high, and shopper promiscuity* is low. This means more focused shoppers who are close to the point of purchasing.

Increase in Visitors After Black Friday Weekend

● Avg. visitors before Black Friday
● Avg. visitors Dec. 5 - Dec. 15

Decrease in Shopper Promiscuity After Black Friday Weekend

● Black Friday weekend
● Dec. 5 - Dec. 15

Holiday shoppers get focused.

While deal-seekers made the most of Black Friday, Cyber Monday and Bounceback Tuesday, our data projects a second spike of unique visitors from December 5 through December 15. We also expect these shoppers to visit fewer competitor sites than over the busy weekend, as their search for gifts narrows.

Add-to-Cart Rate**

increase over index Dec. 5 - Dec. 15

Conversion Rate

increase over index Dec. 5 - Dec. 15

These visitors are also much more likely to add items to their cart, and much more likely to convert than pre-Black Friday shoppers.

Use these projections to your advantage. Make sure you have ample budget to dedicate to performance marketing channels leading up to Free Shipping Day. Shoppers will be ready to pounce on the items they saw over the busy weekend.

3

Finish strong, and finish smart.

Identify the channels that drove traffic and conversions over the peak weekend, and in the second peak period last year.

Allocate remaining advertising dollars to your strongest channels, and monitor cross-device activity closely.

Ramp up CPCs from December 5 to December 15 based on the COS and CR during this period.

Couple paid search with intelligent performance marketing to capitalize on more focused consumers.

*Promiscuity refers to the number of same-day visits a shopper makes to other top US retail partners. **Add-to-Cart, or Carter Index, is a measure of the rate at which visitors add products to their cart compared to pre-holiday levels.

Methodology: These findings were pulled from original Criteo data and an analysis of nearly 350 retailers and 299 million online transactions during the 2016 Black Friday, Cyber Monday and Bounceback Tuesday shopping holidays. All indexes are measured against a baseline of Nov 1 - Nov 14 data.

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