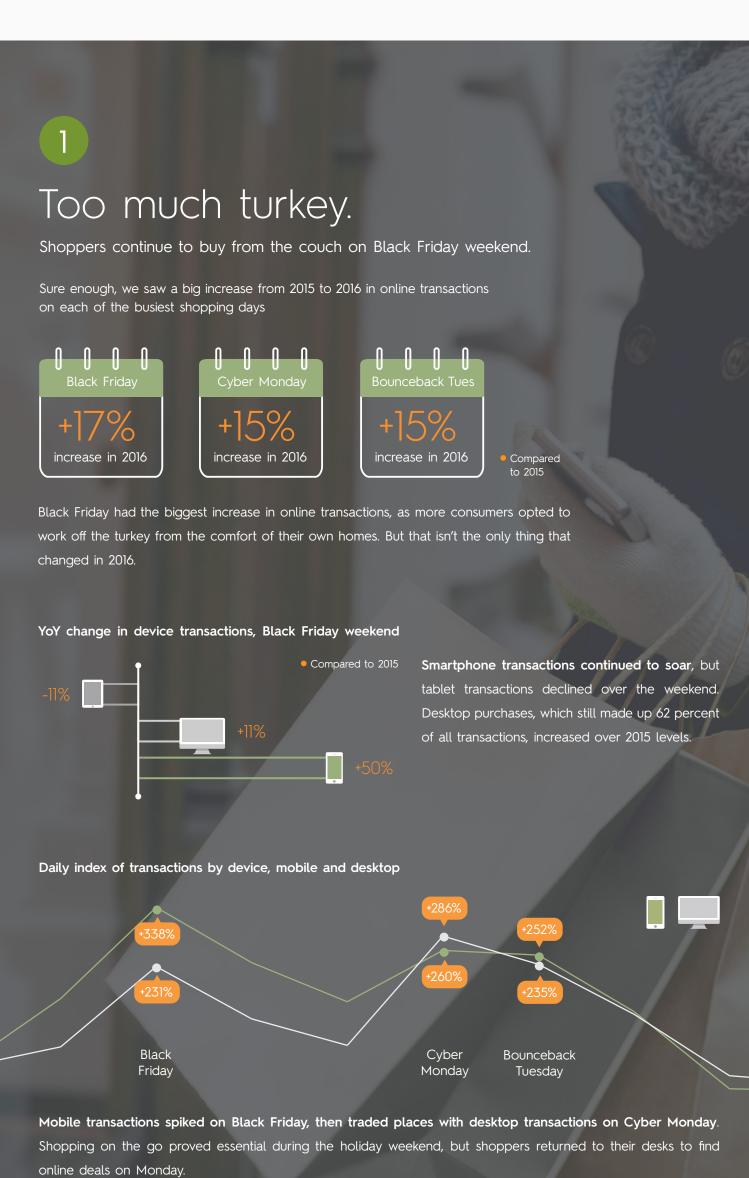


## Black Friday is just the beginning.

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.





deals the traditional brick-and-mortar shopping weekend had to offer.

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

53%

browsed products on mobile





## Finish strong, and finish smart.



Ramp up CPCs from December 5 to

December 15 based on the COS and

Identify the channels that drove traffic



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

Allocate remaining advertising dollars to your strongest channels, and monitor

cross-device activity closely.



CR during this period.



