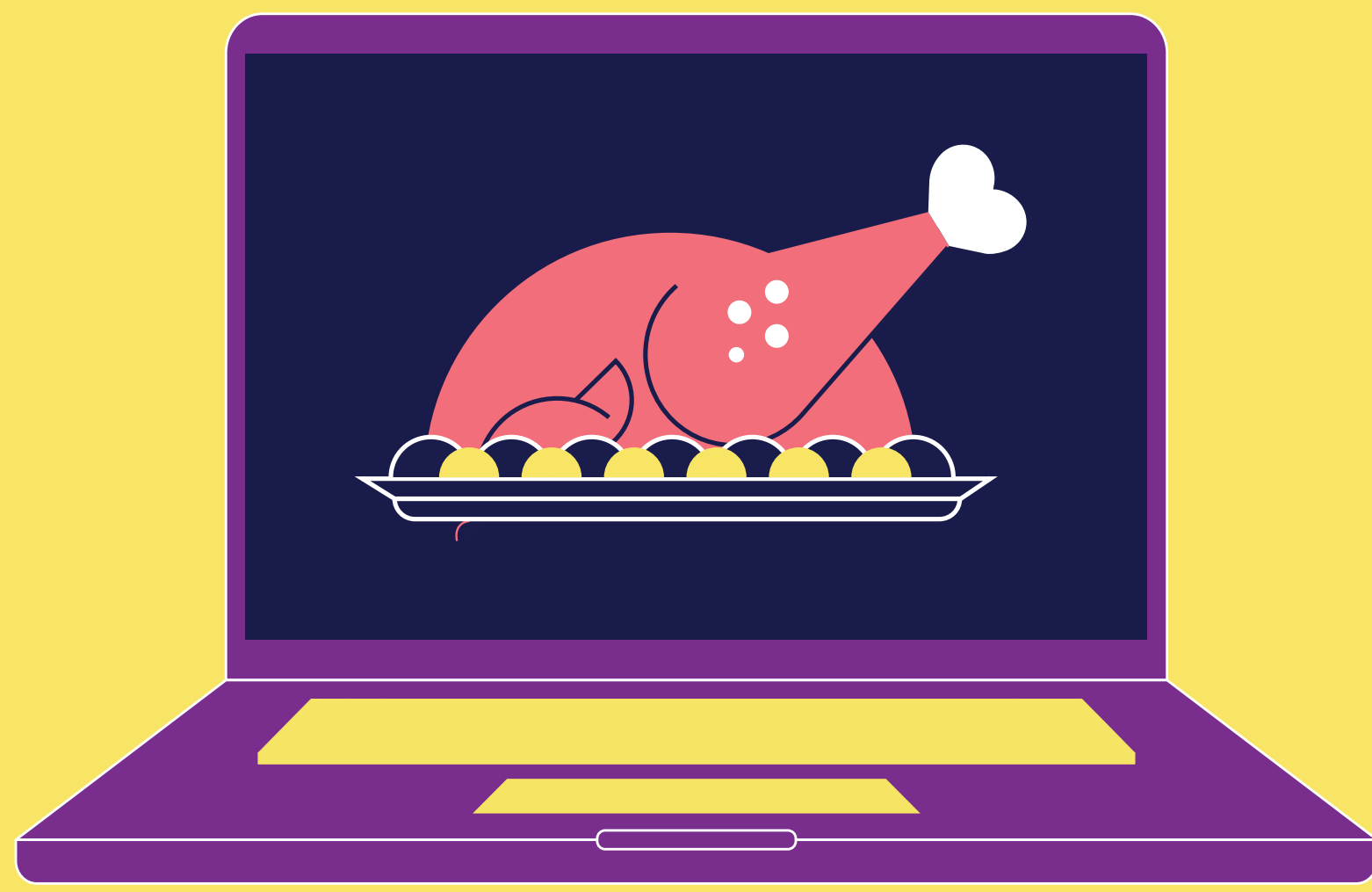




Top 3 Holiday Season Shopping Days in 2018

3

Thanksgiving Day
generated
\$3.7 billion
in e-commerce sales



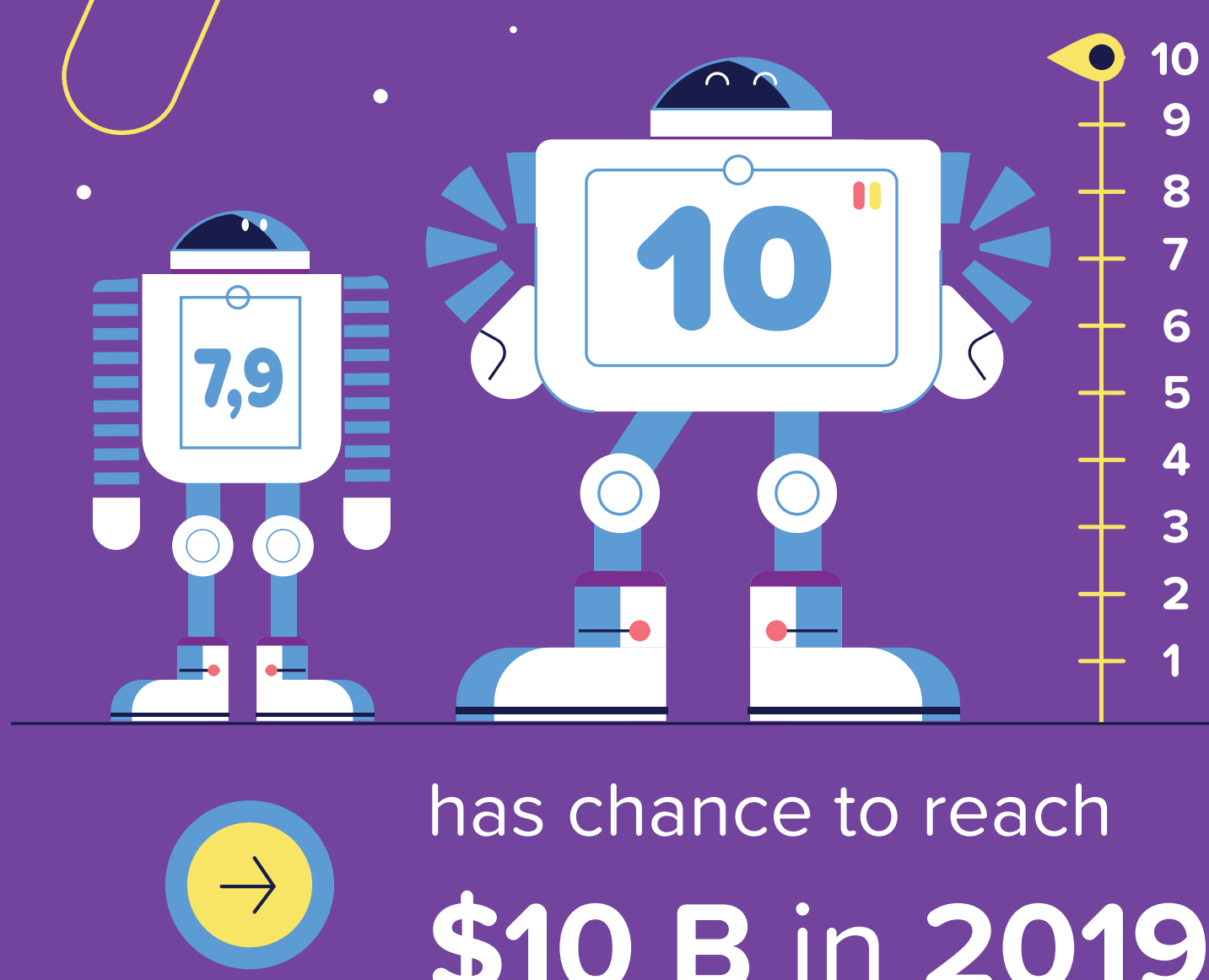
2

\$6.2
BILLION e-commerce sales last
BLACK FRIDAY

1

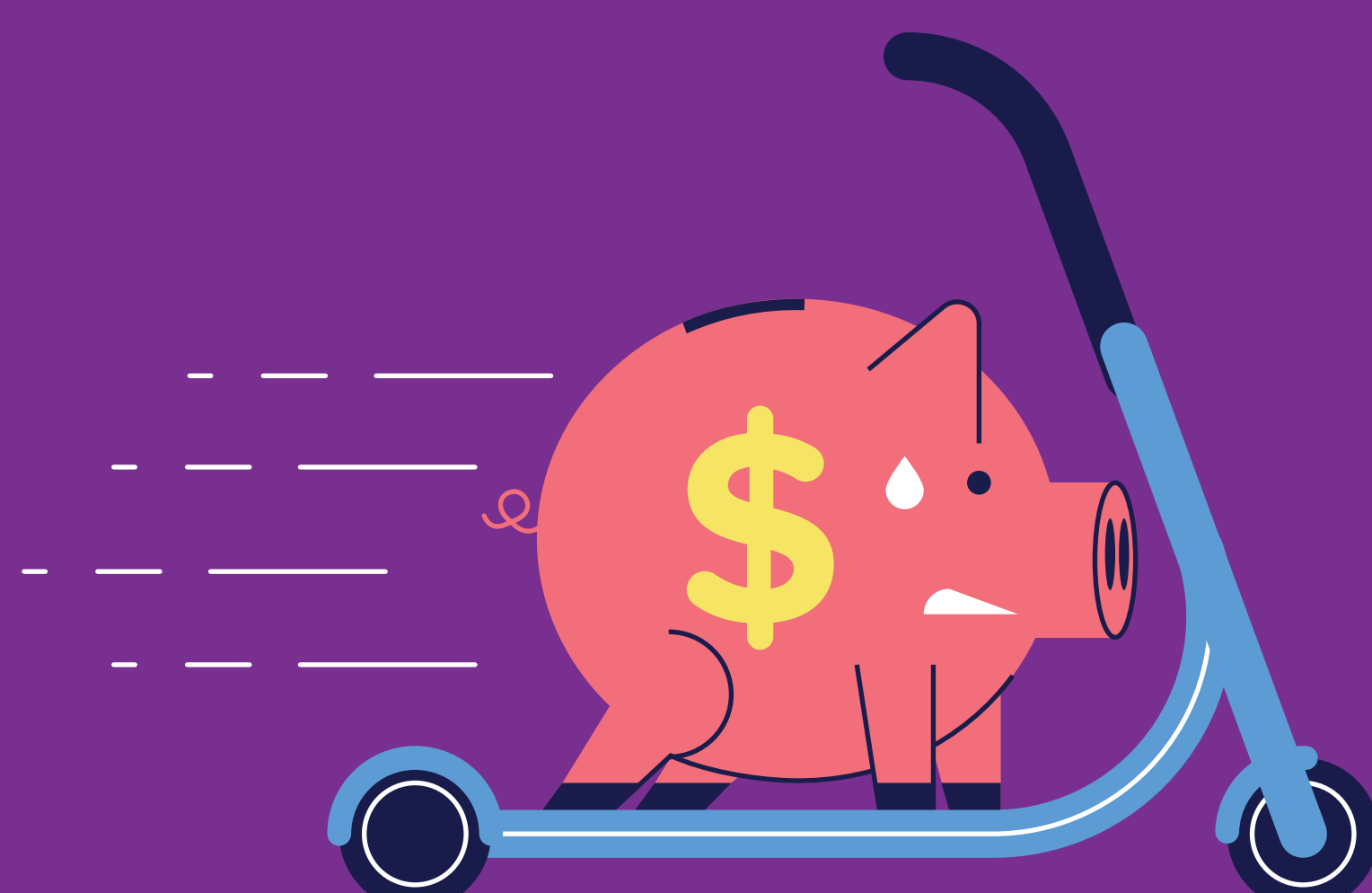
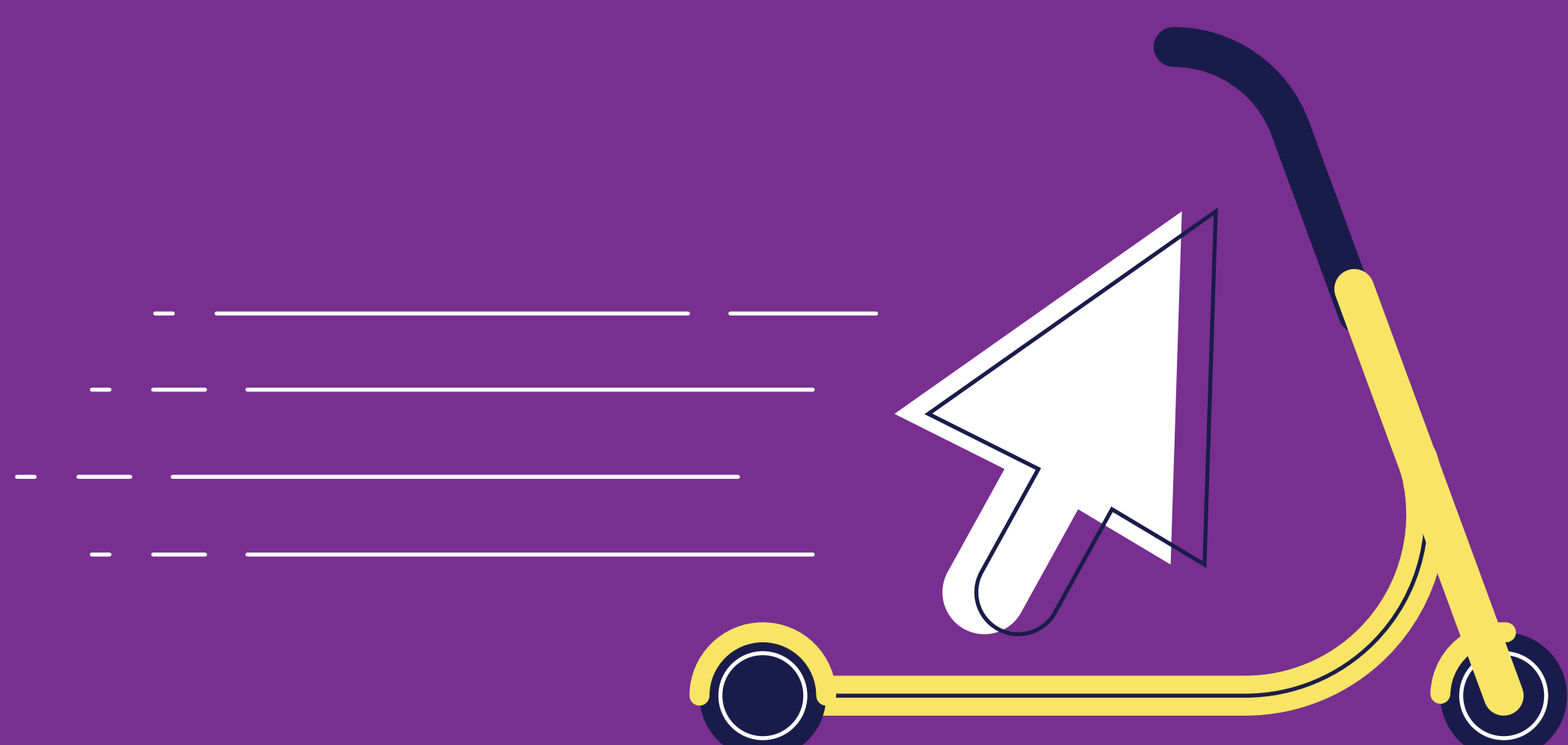
\$7,87 B

was spent on
e-commerce on
Cyber Monday
in the US



has chance to reach
\$10 B in 2019

30% of US holiday shoppers spent
more than they intended



95%

of consumers said price discounts
appealed to them the most

SALE!

E-commerce:
Mobile traffic from e-commerce
brands accounted for
50% of online shopping
traffic and **40%** of sales



75%
wanted free shipping

