AUDIENCE
Every year around Thanksgiving, families gather, celebrate one another and share their love. This late-November holiday season consists of two major retailer events, Black Friday and Cyber Monday, which draw varying engagement levels, social patterns, interests, and demographic attributes.

<table>
<thead>
<tr>
<th></th>
<th>BLACK FRIDAY</th>
<th>CYBER MONDAY</th>
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</thead>
<tbody>
<tr>
<td>ACTIVITY (Oct-Dec 2015)</td>
<td>6.8 Million Social Signals</td>
<td>1 Million Social Signals</td>
</tr>
<tr>
<td>AUDIENCE SIZE</td>
<td>5.3 Million Uniques</td>
<td>0.7 Million Uniques</td>
</tr>
<tr>
<td>SEASONALITY</td>
<td>2-weeks-long build up, peaking day of holiday</td>
<td>Activity sharply peaks on Cyber Monday itself</td>
</tr>
<tr>
<td>TOP CITIES</td>
<td>Houston, LA, Chicago, Denver</td>
<td>New York, Chicago, LA, SF, DC</td>
</tr>
<tr>
<td>FAVORED PLATFORMS</td>
<td>Facebook (1.2x)*, LinkedIn (1.3x), Mobile (1.1x), Tablet (1.1x)</td>
<td>Twitter (1.4x), LinkedIn (2.1x), PC (1.1x), Tablet (1.1x)</td>
</tr>
</tbody>
</table>

Index*: compared to ShareThis’ average audience behavior
In 2015, conversations started as early as October 20th, more than a month before the event. REI’s #OptOutside campaign recorded 100K+ daily activities by announcing they would be closed on Black Friday.
TRENDS 2016

Social activities around Black Friday and Cyber Monday in 2016 have increased by 29% so far compared to last year, across categories and platforms.

With the announcement of Amazon Prime Day, customers were interested in searching for better deals & brand promotions.
KEY TRENDS

Peak social activities occurred the day of the actual holidays, with discussions peaking around 2 PM (EST) both on Black Friday and Cyber Monday.

Black Friday has the longest build-up period of 2 weeks, ending shortly after the event. Your audience is busy preparing for the next shopping events!

Cyber Monday audience tend to wait until Black Friday deals are revealed, with daily activities increasing by 205% on the day of the event.
DEMOGRAPHIC SKEW

Black Friday and Cyber Monday audience is skewed towards the “18-24YRS” age segment and “$100-149K” income segment.

AGE RANGE

Both Black Friday and Cyber Monday attract distinctly younger audiences (18-24), (25-34), while Thanksgiving attracts older (55-64/65+) audiences.

ESTIMATED HOUSEHOLD INCOME

Each draws an audience of higher income segments ($100k-$149k), who engage at higher rates than average. In general, Black Friday and Cyber Monday audiences are spread out across income levels.

DATA COLLECTED DURING THE SAME PERIOD: OCT 20TH TO DECEMBER 18TH, 2015 (60 days)
DEVICE & SOCIAL CHANNEL USAGE
Twitter leads Cyber Monday conversations with 1.4x more sharing activities. LinkedIn recorded 1.3x and 2.1x the average engagement rate around Black Friday and Cyber Monday.
FAVORED DEVICES

The majority of the **Black Friday** audience (52%) will be on Smartphones, whereas your **Cyber Monday** audience will be found slightly more on Desktops than Smartphones.

For both events, **Tablet experiences 1.1x greater than the average engagement rate**
TRENDING CONTENT & STRATEGY
Top articles that attracted the most social activities were promotions around specific retail brands, for both Black Friday and Cyber Monday.

**BLACK FRIDAY**
1. “REI will skip Black Friday, pay employees to go outside instead of work”
2. “H&M staying closed, Target to open up for Thanksgiving shoppers”
3. “Amazon Hot Deals On TVs For Black Friday”

**CYBER MONDAY**
1. ”Kohl’s Cyber Monday”
2. ”Get the most out of Cyber Monday shopping”
3. ”Wal-Mart Is Launching ‘Cyber Monday’ on Sunday Night”

Data collected during the week of Black Friday & Cyber Monday: November 17th to December 2nd, 2015
For Consumer Electronics brands like Samsung, Intel, Dell, and HP people tend to engage more with product deals rather than deals that promote a brand.

DATA COLLECTED DURING THE WEEK OF BLACK FRIDAY & CYBER MONDAY: NOVEMBER 17TH TO DECEMBER 2ND, 2015
HOURLY ENGAGEMENT BY INDUSTRY

Game Audiences are 3.6x more active late at night (11PM-12AM), while Auto Audiences are 2.4x more engaged in the afternoon (2PM-4PM).

CATEGORY PEAK HOURS

OVERALL DAILY ACTIVITY COUNTS

DATA COLLECTED: OCT 20TH TO DECEMBER 18TH, 2015 (60 days)
CATEGORY
AFFINITIES
WHAT IS YOUR AUDIENCE SHARING?

Your audience gravitates towards **green colored** content. They are more likely to share about those topics with up to **1.23x** more social activities.

**SHARETHIS VERTICALS**

- Arts & Entertainment: 0.78
- Autos & Vehicles: 0.93
- Beauty & Fitness: 0.88
- Books & Literature: 1.09
- Business & Industrial: 1.17
- Computers & Electronics: 1.02
- Finance: 1.19
- Food & Drink: 1.13
- Games: 1.04
- Health: 1.14
- Hobbies & Leisure: 1.06
- Home & Garden: 1.17
- Internet & Telecom: 1.18
- Jobs & Education: 1.06
- Law & Government: 1.03
- News: 0.98
- Online Communities: 0.93
- People & Society: 1.10
- Pets & Animals: 0.91
- Real Estate: 1.23
- Reference: 1.17
- Science: 1.18
- Shopping: 1.01
- Sports: 0.75
- Travel: 1.00

**DATA COLLECTED:** OCT 20TH TO DECEMBER 18TH, 2015 (60 days)
TOP CONTENT CATEGORIES

Cult & Indie films, Calculators & Reference Tools, Ethics, and Auto Racing are the top passion points in both volume AND index*.

Index*: compared to ShareThis’ average audience behavior
**INSIGHTS & RECOMMENDATIONS**

**TARGET AUDIENCE**

**INSIGHT**
Black Friday buzz starts earlier while Cyber Monday peaks sharper, both among a younger age group (18-34) and a higher income segment.

**ACTIVATION**
Lead social conversation by distributing your content right before the buzz starts, with an emphasis on the actual day of the holiday.

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**BEST PLATFORM**

**INSIGHT**
Black Friday intenders share the most on mobile devices, while the Cyber Monday audience prefers sharing on Desktop.

**ACTIVATION**
Pick the right platform depending on the type of content, keywords, and event.

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**RIGHT CONTENT**

**INSIGHT**
Your content performance can be determined by which industry you’re in and which keywords you target.

**ACTIVATION**
Understand what attracts your audience by looking at their social engagement across categories.
THANK YOU!