



 sharethis

Black Friday & Cyber Monday Insights

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Black Friday & Cyber Monday Insights



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AUDIENCE

AUDIENCE OVERVIEW

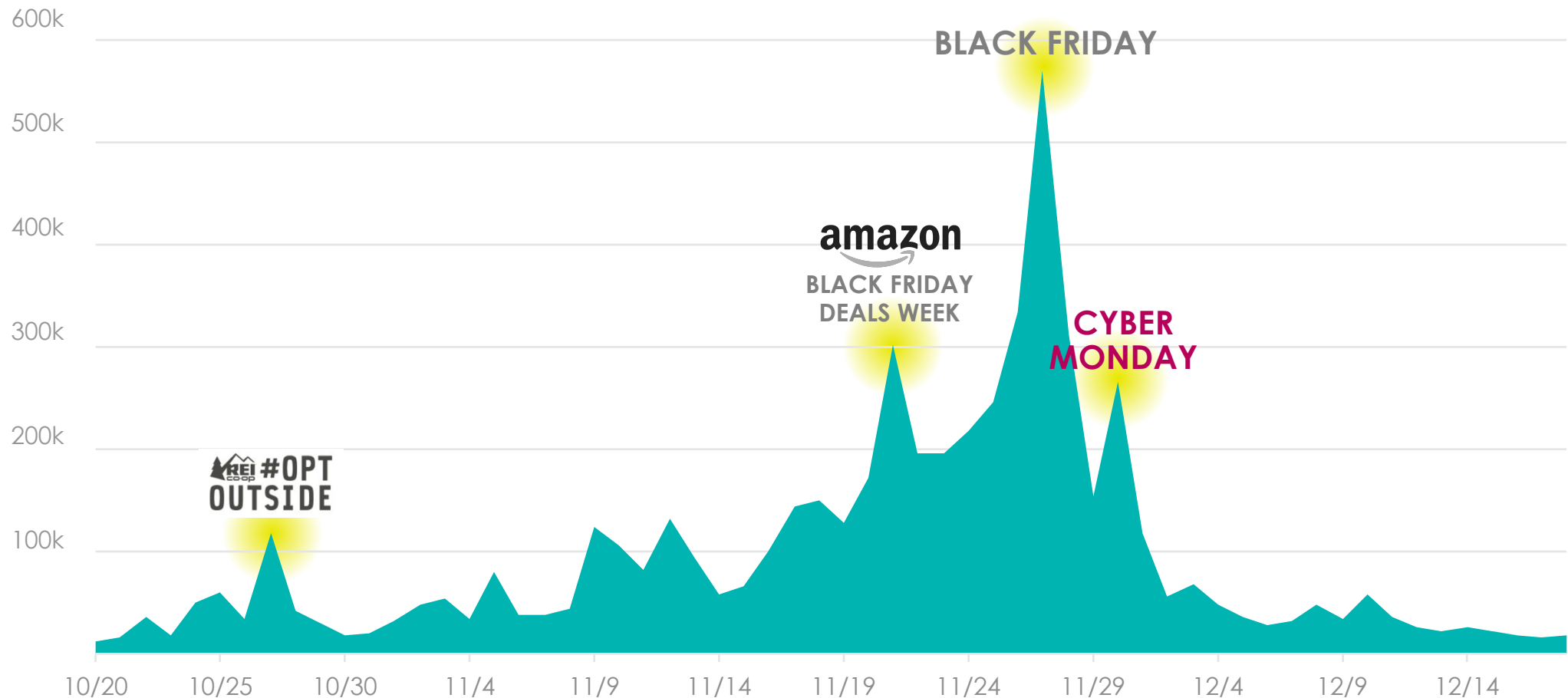
Every year around Thanksgiving, families gather, celebrate one another and share their love. This late-November holiday season consists of two major retailer events, Black Friday and Cyber Monday, which draw varying engagement levels, social patterns, interests, and demographic attributes.

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

Index*: compared to ShareThis' average audience behavior

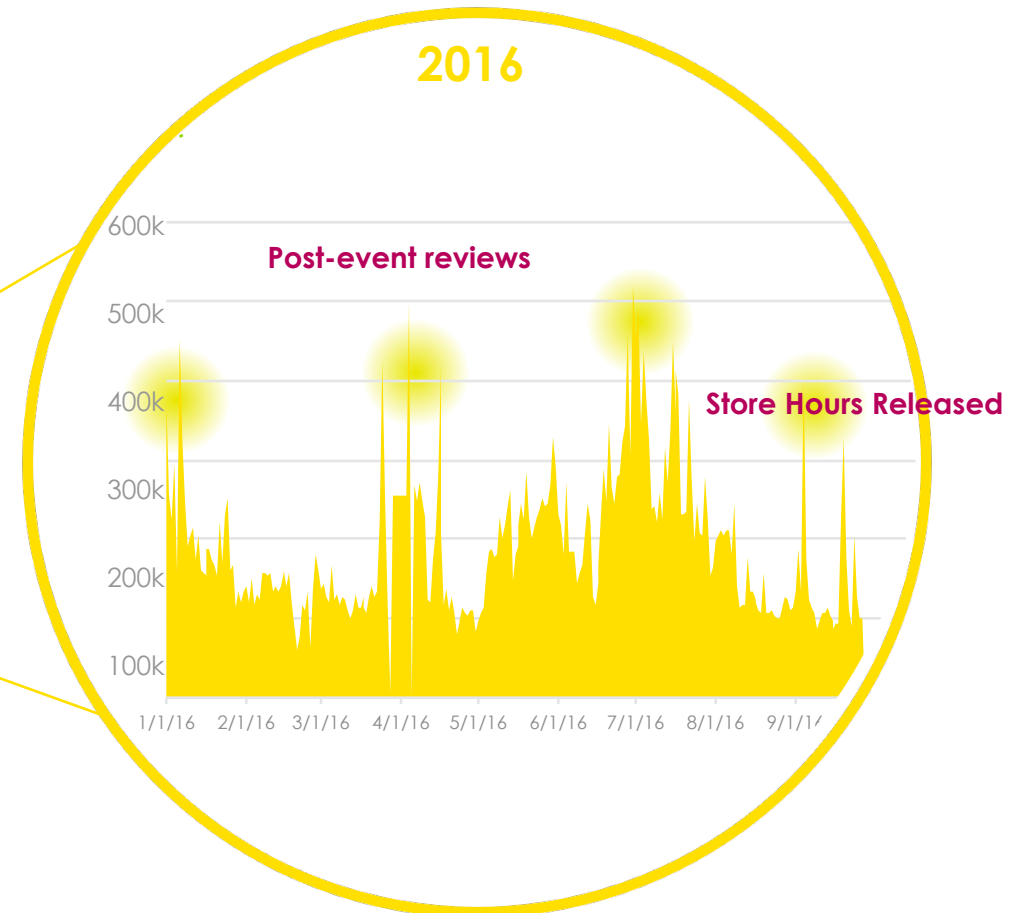
PEAK ACTIVITIES LAST YEAR

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.



KEY TRENDS

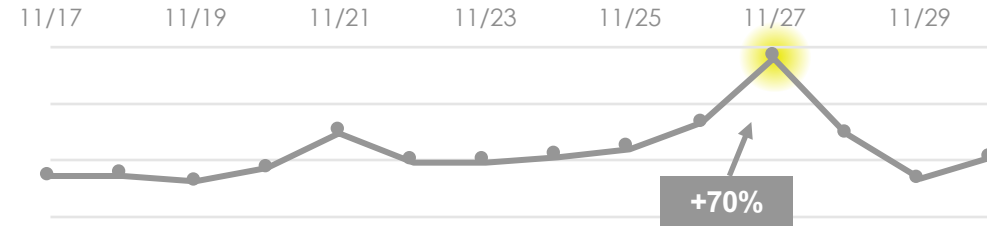
Peak social activities occurred the day of the actual holidays, with discussions peaking around 2 PM (EST) both on Black Friday and Cyber Monday.



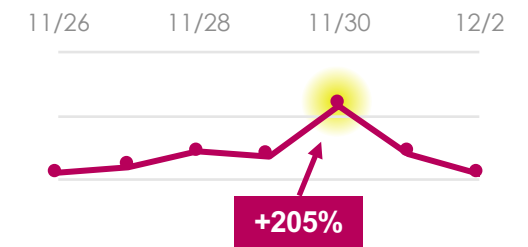
NOVEMBER 2015

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27 BLACK FRIDAY	28
29	30 CYBER MONDAY	1	2	3	4	5

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!



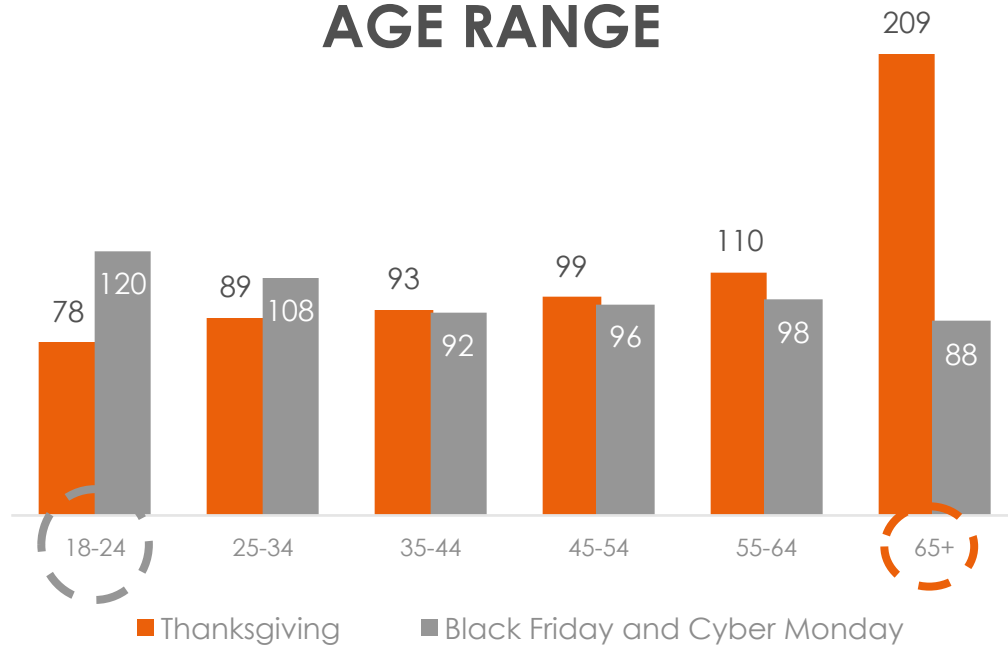
Cyber Monday audience tend to wait until Black Friday deals are revealed, with daily activities increasing by 205% on the day of the event



DEMOGRAPHIC SKEW

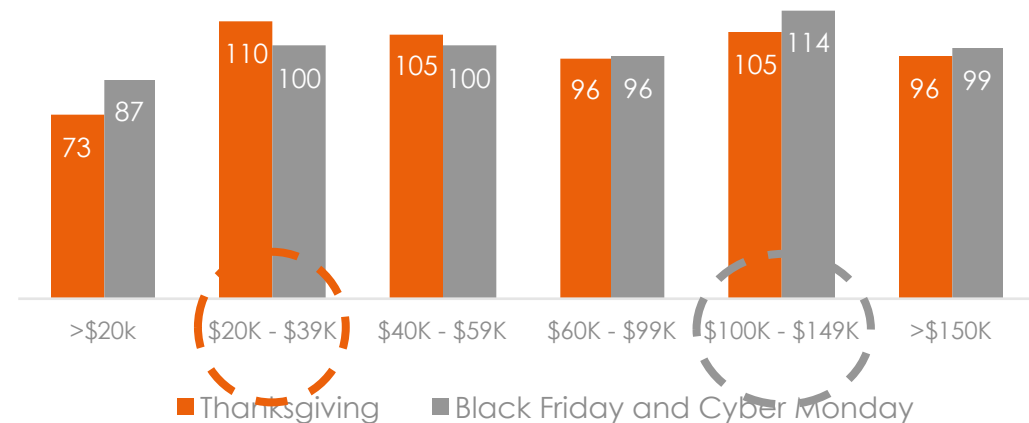
Black Friday and Cyber Monday audience is skewed towards the “**18-24YRS**” age segment and “**\$100-149K**” income segment.

AGE RANGE



Both Black Friday and Cyber Monday **attracts 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)



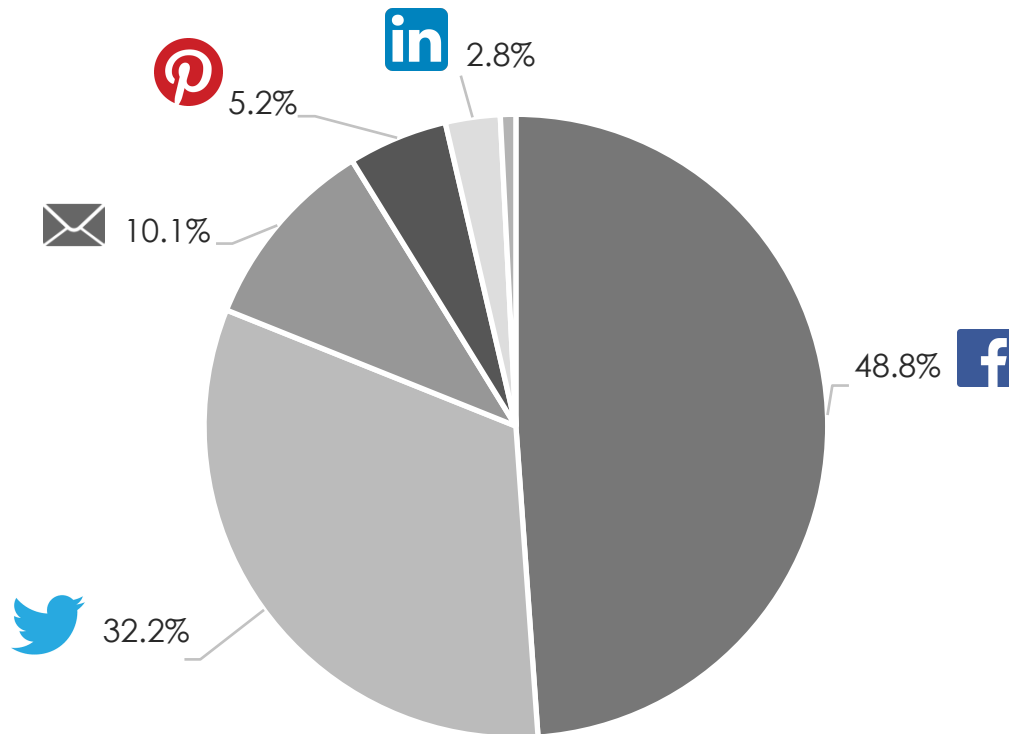
DEVICE & SOCIAL CHANNEL USAGE

TOP SOCIAL CHANNELS FOR SHARING

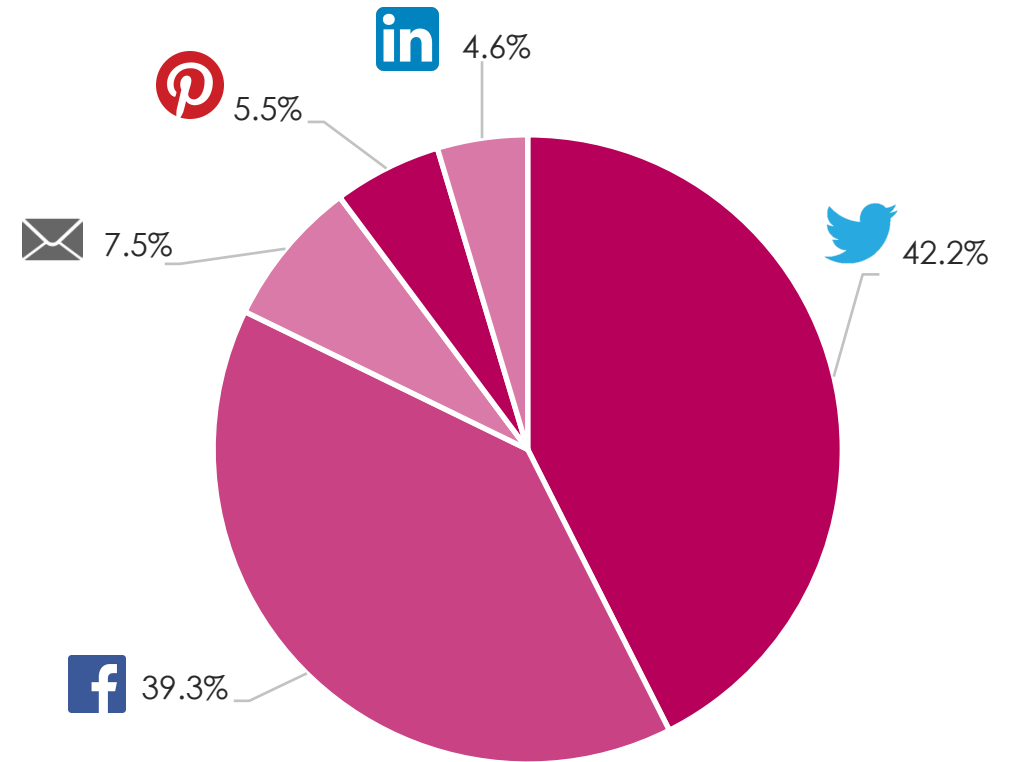
Twitter leads Cyber Monday conversations with **1.4x** more sharing activities.

LinkedIn recorded **1.3x** and **2.1x** the average engagement rate around Black Friday and Cyber Monday.

BLACK FRIDAY

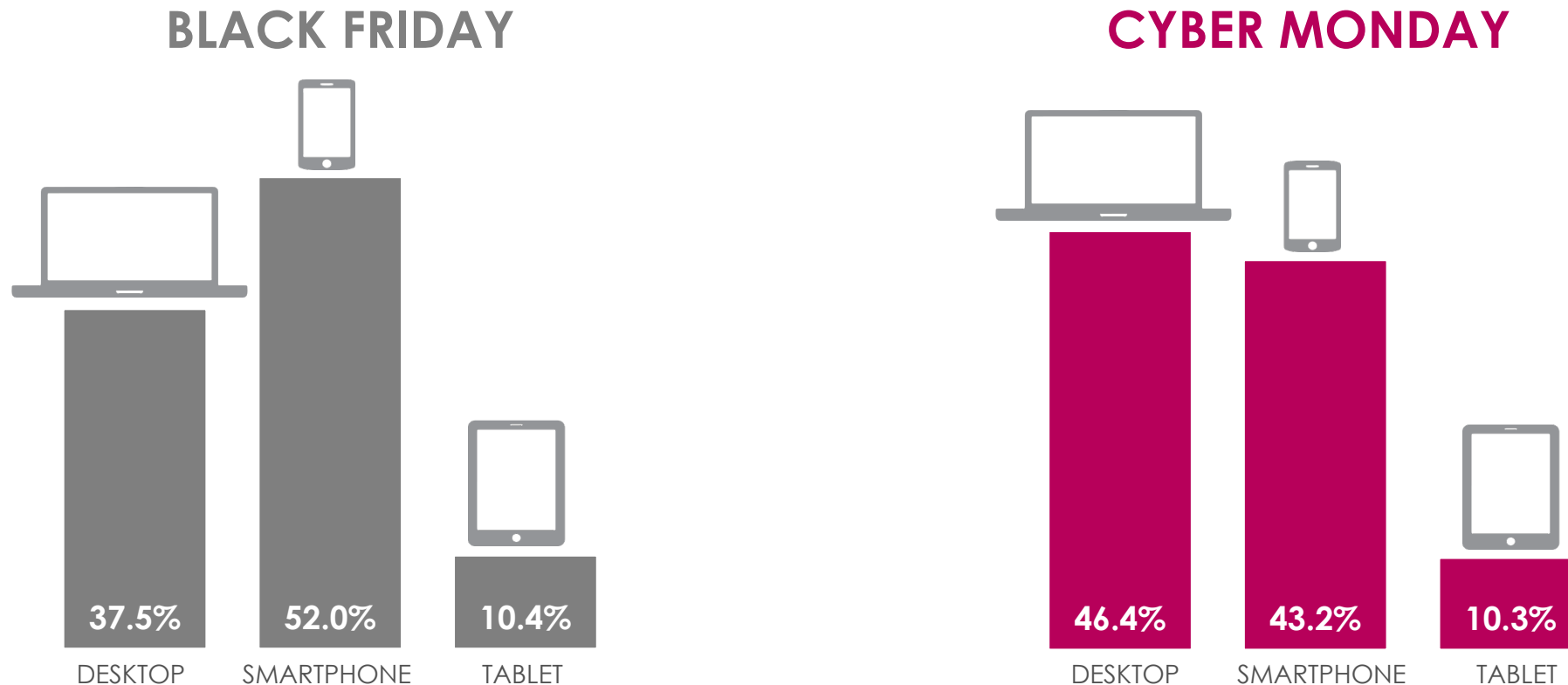


CYBER MONDAY



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

A top-down view of a person with dark hair, seen from behind, sitting at a dark wooden desk. They are wearing a light-colored, ribbed sweater and holding a white coffee cup with a colorful design. In front of them is an open laptop. To the left of the laptop is a desk lamp with a white globe and a black base, and a small potted plant. To the right is a spiral notebook with a green and white checkered cover, a pen, and a smartphone. A larger potted plant is in the top right corner. The background is a plain, light-colored wall.

TRENDING CONTENT & STRATEGY

TOP PERFORMING CONTENT PIECES

Top articles that attracted the most social activities were promotions around specific retail **brands**, for both Black Friday and Cyber Monday.

BLACK FRIDAY

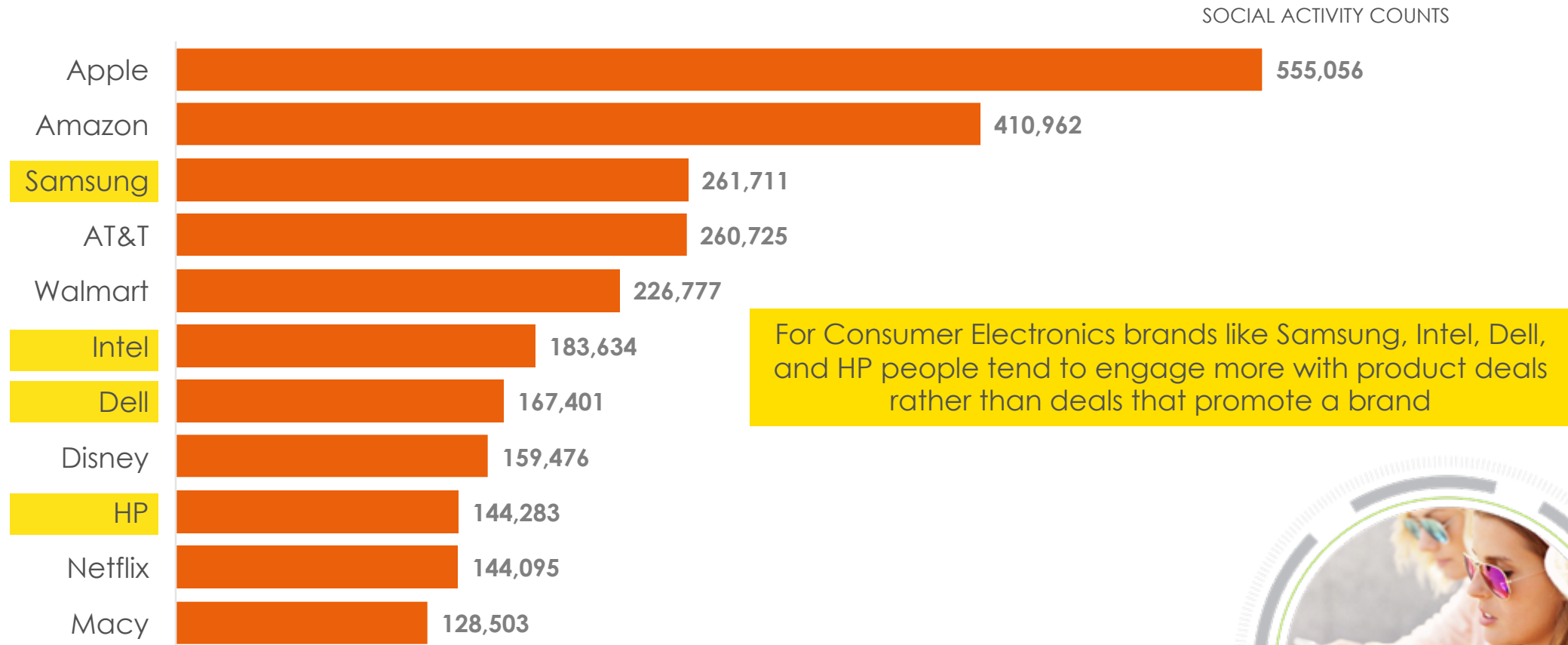
1. *"REI will skip Black Friday, pay employees to go outside instead of work"*
2. *"H&M staying closed, Target to open up for Thanksgiving shoppers"*
3. *"Amazon Hot Deals On TVs For Black Friday"*

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"*

TOP PERFORMING BRANDS

Apple, Amazon, and Samsung's holiday deals led the peak in social.



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

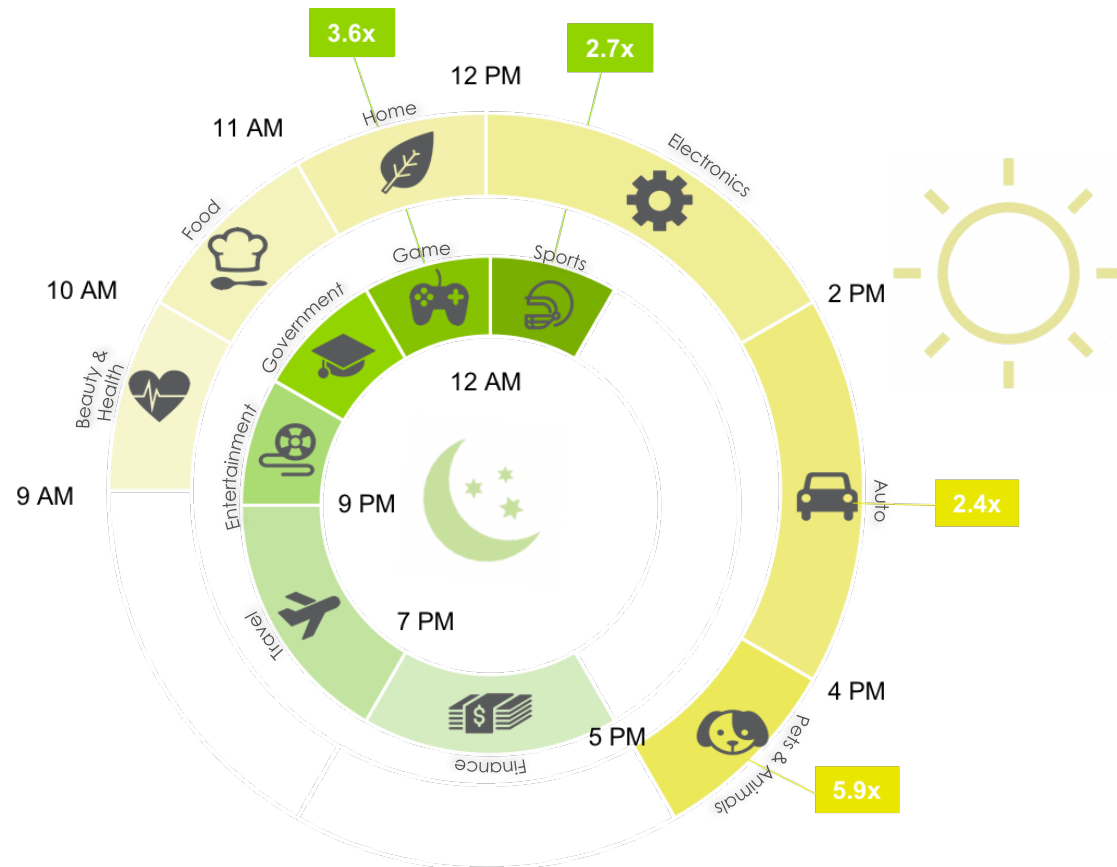


HOURLY ENGAGEMENT BY INDUSTRY

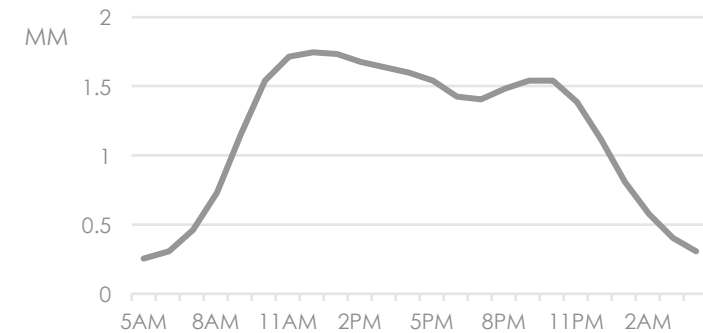
Game Audiences are **3.6x** more active late at night (11PM-12AM), while Auto Audiences are **2.4x** more engaged in the afternoon (2PM-4PM).



CATEGORY PEAK HOURS



OVERALL DAILY ACTIVITY COUNTS



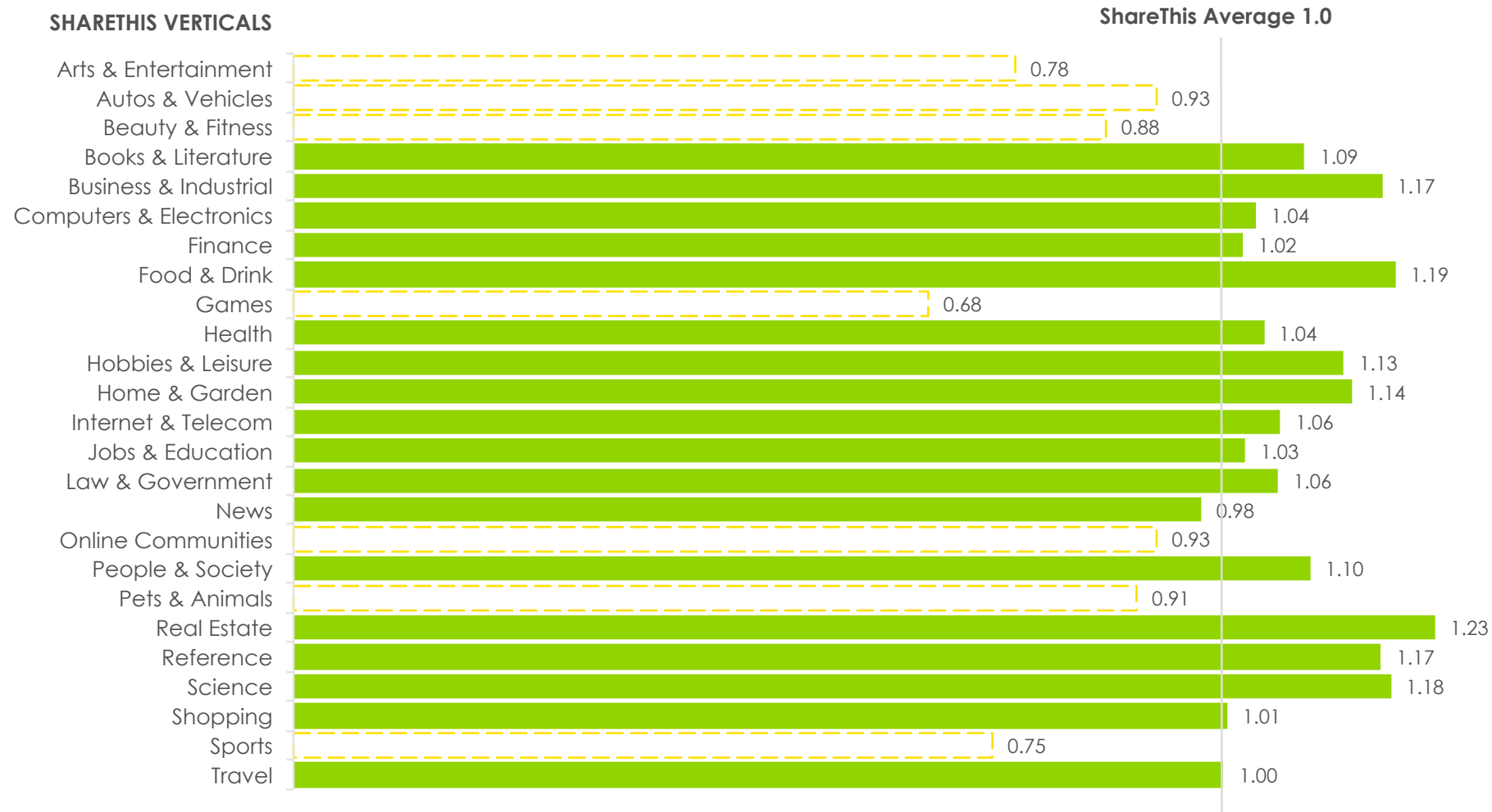
DATA COLLECTED: OCT 20TH TO DECEMBER 18TH, 2015 (60 days)



CATEGORY AFFINITIES

WHAT IS YOUR AUDIENCE SHARING?

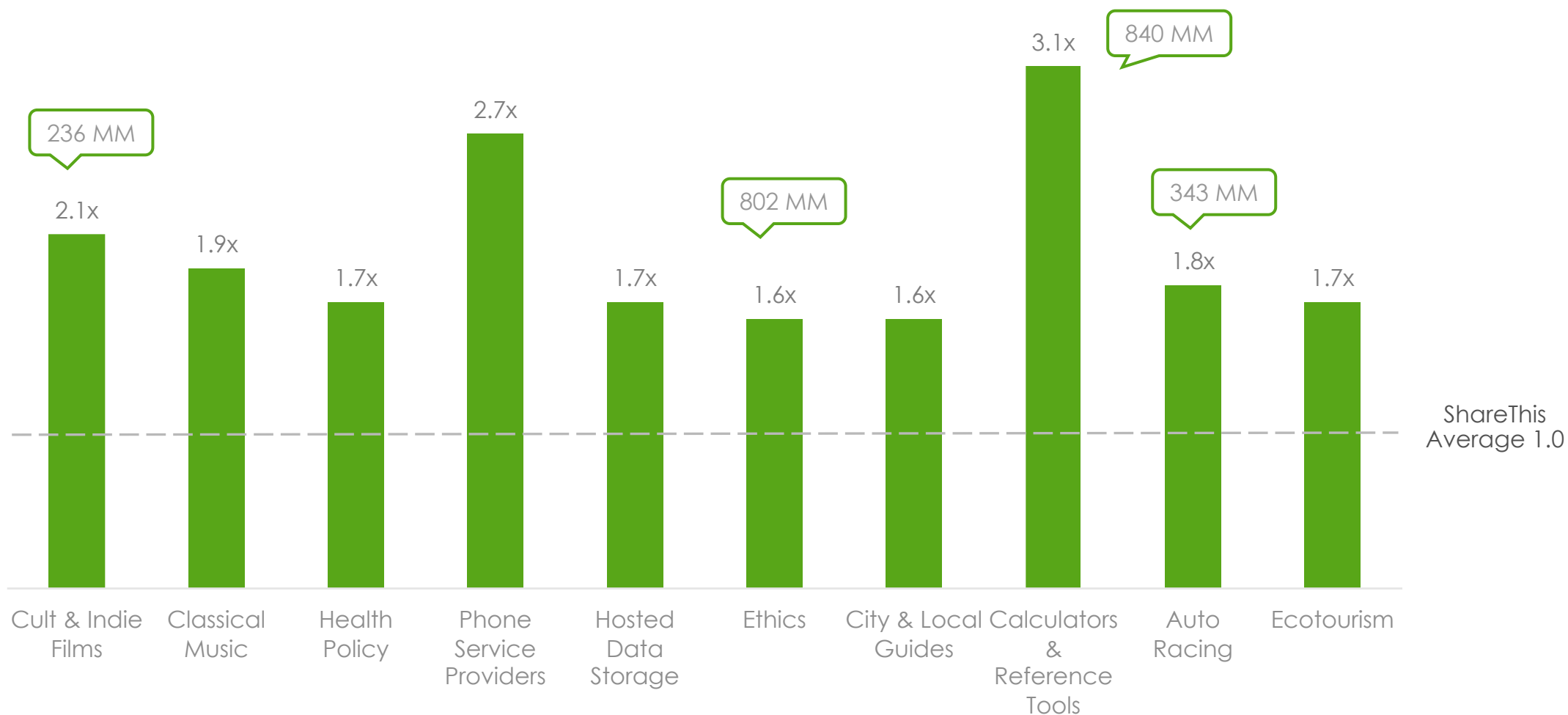
Your audience gravitates towards **green colored** content. They are more likely to share about those topics with up to **1.23x** more social activities.



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



KEY TAKEAWAYS

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

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

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!