Holiday stats 2022: Cyber 5

One of the most anticipated times of the year, or the key shopping days known as Cyber 5 including Thanksgiving and Black Friday through to Cyber Monday (11/24-11/28). Once again this year, U.S. retail performance for Partnerize on the Tuesday before Thanksgiving is deserving of attention, so we’ve also included a look at the insights gleaned from this day (11/22).

Pre-Thanksgiving
(YoY Performance: 11/23/21 vs 11/22/22)

- **Revenue**: Despite inflation, supply chain issues and recession threats, YoY revenue growth was up 9% on the platform.
- **Traffic**: Traffic is up 13% YoY proving digital ad growth despite a return to in-store shopping following the pandemic.
- **New customer revenue**: A dramatic uptick in new customer revenue demonstrates the channel's conversion efficiency.
  - New customer AOV: Supporting the uptick in new customer revenue is a 25% increase in average order value for new customers up to $114.56.
- **Average order value (AOV)**: YoY average order value was up 20%.

Cyber 5:
(YoY performance based on: Thanksgiving, Black Friday, Cyber Weekend, Cyber Monday 2021 vs 2022)

- **Revenue**: YoY revenue was up 17% during the Cyber 5 time period.
- **New customer revenue**: A sharp uptick in new customer revenue indicates channel efficacy well beyond challenging times like the pandemic and also signals greater consumer comfort in discovering new brands.
  - **Average order value (AOV)**: Perhaps due in part to inflation, YoY average order value was up 22% for all of Cyber 5.
- **Black Friday revenue**: In 2021, Black Friday was the #1 revenue-generating day during Cyber 5. In 2022, revenue for this day is up 18% YoY.
- **Traffic**: While many predicted a strong return to in-store shopping for the 2022 holiday season, online traffic increased 10% YoY.

Performance data gathered from the Ascend™ by Partnerize platform and was generated between 11/22/22 and 11/28/22.

Looking for additional insights or just want to learn more, reach out to us at contact@partnerize.com.