

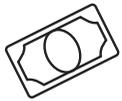


Holiday stats 2022: Cyber 5

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.

+9%



Traffic

Traffic is up 13% YoY proving digital ad growth despite a return to in-store shopping following the pandemic.

+13%



New customer revenue

A dramatic uptick in new customer revenue demonstrates the channel's conversion efficiency.

+27%



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.

+25%



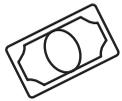
Average order value (AOV)

YoY average order value was up 20%.

+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.

+17%



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.

+43%



Average order value (AOV)

Perhaps due in part to inflation, YoY average order value was up 22% for all of Cyber 5.

+22%



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.

+18%



Traffic

While many predicted a strong return to in-store shopping for the 2022 holiday season, online traffic increased 10% YoY.

+10%

