

Everyone has a stat for Black Friday and the upcoming holiday season. We figured you could use a cheat sheet with some of our favorites from around the web.

Black Friday 2016 Recap

Digi Revenue Up and Mobile Did Its Part

RETAIL TOUCHPOINTS: “Digital revenue climbed an impressive 26% in 2016 compared to the previous year, outpacing the 22% growth in digital traffic. As expected, mobile devices were popular, accounting for 56% of digital traffic and 37% of orders.”

26%
YOY
INCREASE
IN DIGITAL
REVENUE

**MOBILE
ACCOUNTED
FOR
56%
OF DIGITAL
TRAFFIC**

Shoppers Seek the Sale

30%
OF SHOPPERS
ONLY PURCHASED
SALE ITEMS

NRF: “It was a strong weekend for retailers, but an even better weekend for consumers, who took advantage of some really incredible deals,” NRF President and CEO Matthew Shay said. “In fact, over one third of shoppers said 100% of their purchases were on sale.”

People Are Annoying

EMARKETER: “Some respondents said they would shop this way because they didn’t want to socialize with people who were also in line with them. Fully 14% of respondents said they would want to avoid awkward or unwanted conversations.”

14%
OF SHOPPERS SHOP
ONLINE TO AVOID
SHARING THE CHEER

The Adobe Stats Everyone is Citing... From the Source

\$4.5B
EXPECTED TO
HAVE BEEN SPENT

ADOBE: “A record \$4.45 billion are expected to be spent online by the end of the day - \$2.72 billion on Black Friday, 14 percent more than in 2014 and \$1.73 billion on Thanksgiving Day, a 25 percent increase year-over-year (YoY).”

Holiday Shopping Overall is Expected to Be Up!

FORTUNE: “Online retailers are expected to have a very merry holiday shopping season in total. Analytics company comScore is projecting that people will spend \$70.1 billion buying gifts online during the holiday season, which is a 14% jump from the previous year.”

\$70B
EXPECTED TO
BE SPENT THIS
HOLIDAY SEASON

The Other Adobe Stats: Bigger Screens Are Often Better

60%
OF CONSUMERS
PREFER DESKTOP
BROWSING

RETAIL DIVE: “Survey data indicates 60% of consumers find smartphones less practical for finding items than on desktops, with 30% citing easier navigation of pages and 26% pointing to improved image quality on a bigger screen as the primary reasons for switching to desktop from mobile to complete a purchase.”

Promo Codes and Mark Downs Are Up

FINANCIAL TIMES: “DynamicAction, a retail data analytics group whose investors include Accenture, said that special online offers — such as those requiring a promotional code or applied at checkout — rose 42 per cent year on year on Black Friday, while markdowns increased 23 per cent.”

42%
INCREASE
IN ONLINE
OFFERS

Millenials Like Shopping In-Store More Than We Thought?

40%
OF MILLENIALS
WILL SHOP
MOSTLY OR
ENTIRELY ONLINE

NEW YORK TIMES: “More than half of baby boomers surveyed said they would do none of their holiday shopping online, according to a study by CivicScience, a market research company. Nearly 40 percent of those age 18 to 34 — the group known as millennials — will do most or all of their shopping on the web, and another 35 percent said they would shop both online and in-store.”

PEOTUS Gets In on the Action Too... Sales Not Reported

CNN: ““President-elect Trump loves a great deal,” reads an email sent from a “Trump store manager” to supporters Friday. “And in honor of Black Friday, Mr. Trump is extending a 30%-OFF DEAL at the Official Store for Trump Gear” with a promotion code.”

**TRUMP STORE
OFFERED
30%
-OFF DEAL**

Want to learn how artificial intelligence can improve how you engage with customers?

[Schedule your demo](#) to see how some of the top brands in retail are using Sentient Aware’s artificial intelligence to improve their online customer experience, or visit sentient.ai/aware to learn more.

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