

# BATTLE FOR THE BUYERS

NOVEMBER 2011

# BLACK FRIDAY

VS.

# CYBER MONDAY

ONLINE SHOPPING ON  
**CYBER MONDAY**

VS.

**PRIOR NOV. MONDAYS**

UP  
57%

## TOP 10 ITEMS

SHOPPED FOR ONLINE ON CYBER MONDAY  
OVER PRIOR NOVEMBER MONDAYS

TOYS  
UP 200%

SHOES  
UP 209%

PERIPHERALS  
UP 222%

LAPTOPS  
UP 224%

TVs  
UP 237%

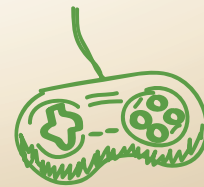
MOVIES  
UP 239%



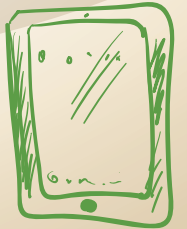
CAR & GPS  
UP 260%



PS3s  
UP 273%



NINTENDOS  
UP 280%



eREADERS  
UP 423%

ONLINE SHOPPING ON  
**CYBER MONDAY**

VS.

**BLACK FRIDAY**

UP  
17%

DATA BY

**exelate**