

BATTLE FOR THE BUYERS

ONLINE SHOPPING

BLACK WEEKEND ♦ 2012



BLACK FRIDAY

VS.

CYBER MONDAY



TOP 10 SEGMENTS THAT SAW MORE ACTIVITY ON CYBER MONDAY VS. BLACK FRIDAY

NETBOOKS UP 121%

HARDWARE & TOOLS UP 106%

PERIPHERALS UP 96%

HEALTH & BEAUTY UP 137%

CAMERAS UP 108%

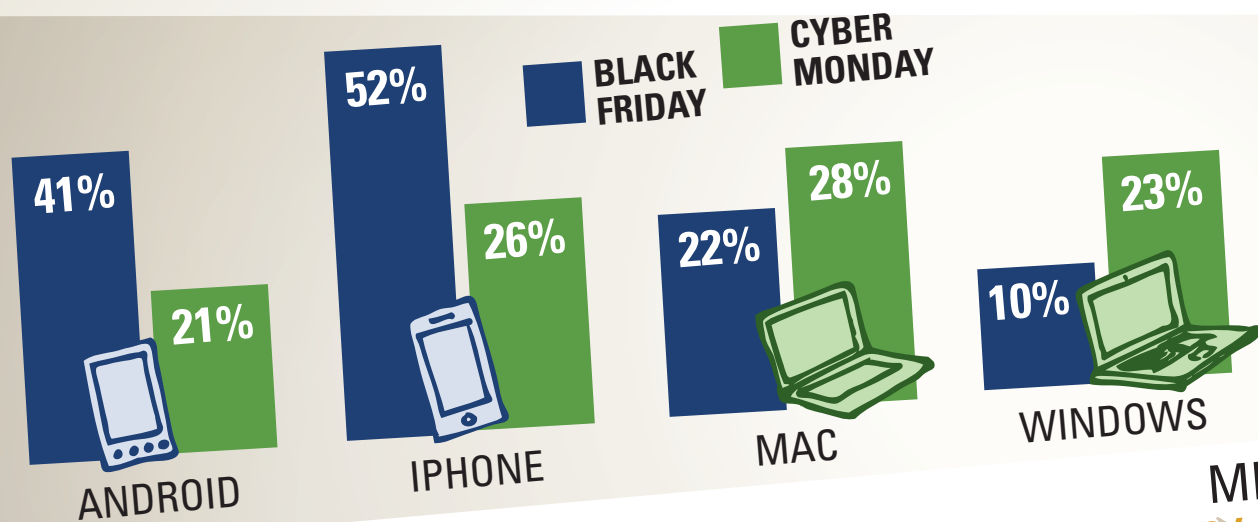
Wii UP 109%

APPAREL UP 148%

LAPTOPS UP 111%

OUTERWEAR UP 152%

eREADERS UP 199%

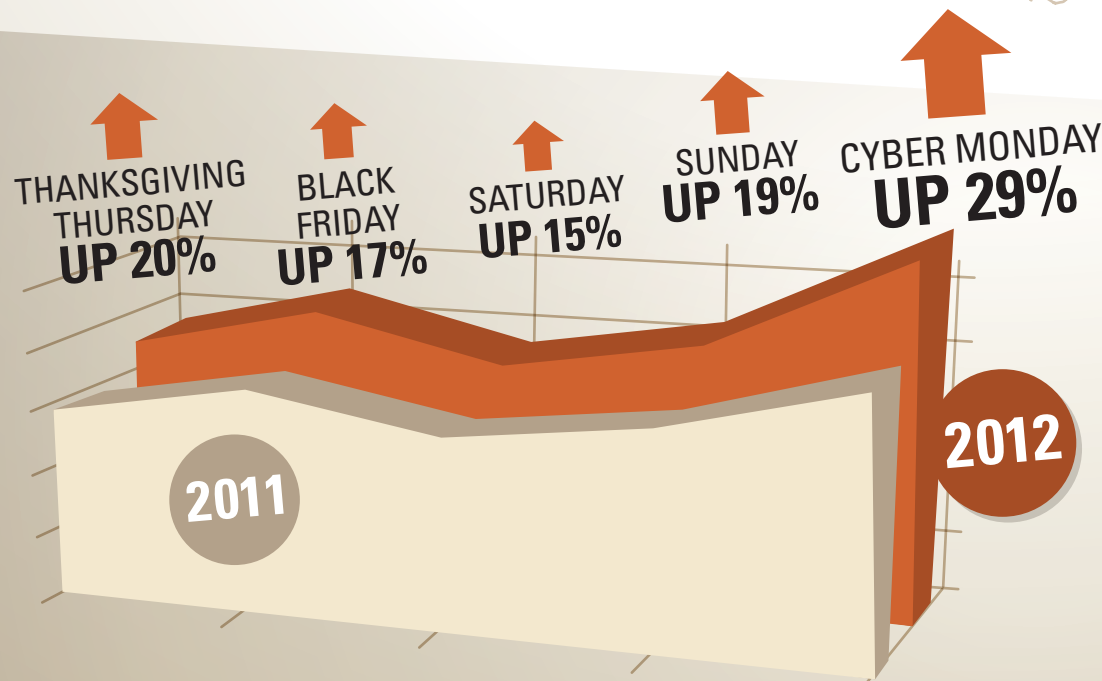
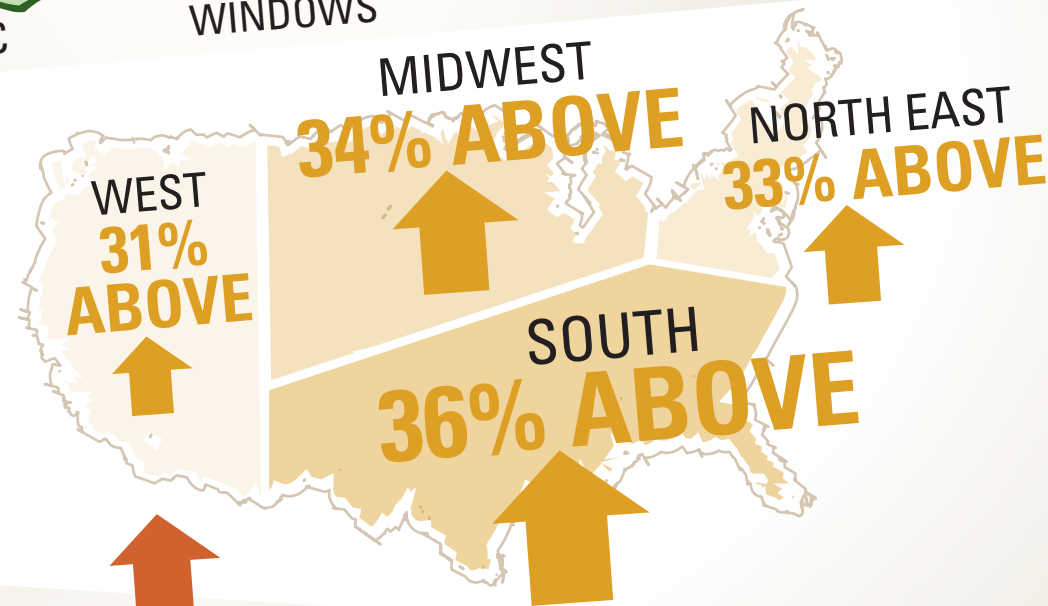


SHOPPING BY DEVICE

ON CYBER MONDAY AND BLACK FRIDAY COMPARED TO PREVIOUS FRIDAYS AND MONDAYS

CYBER MONDAY'S SHOPPING BY REGION

COMPARED TO BLACK FRIDAY'S



BLACK WEEKEND SHOPPING

2011 VS. 2012