

2017 SALES X THANKSGIVING- CYBER MONDAY

2016
SALES

\$96.4M

2017
SALES

\$113.8M

PERFORMANCE
IMPROVEMENT

18%

THANKSGIVING (online only)

2016

\$3.7M

2017

\$9.3M



150%
(industry ↑18.3%*)

BLACK FRIDAY — SUNDAY (online/brick & mortar)

2016

\$81.6M

2017

\$89.4M



10%

CYBER MONDAY (online/brick & mortar)

2016

\$11.1M

2017

\$15.1M



26%

**according to Adobe Analytics*