



2021 PREVIEW REPORT

BLACK FRIDAY & CYBER WEEKEND

Recap of Past Years + Consumer Intentions for 2021



WHAT'S INCLUDED?

Numerator's 2021 Cyber Weekend preview combines a look back at past Black Fridays and Cyber Weekends with a look forward at how consumers are thinking about this year's weekend of sales. It leverages a custom survey of over 1,000 individuals who typically participate in Black Friday / Cyber Weekend shopping, and also pulls from Numerator Insights, TruView, Promotions and Advertising data.

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2021

INTENTIONS

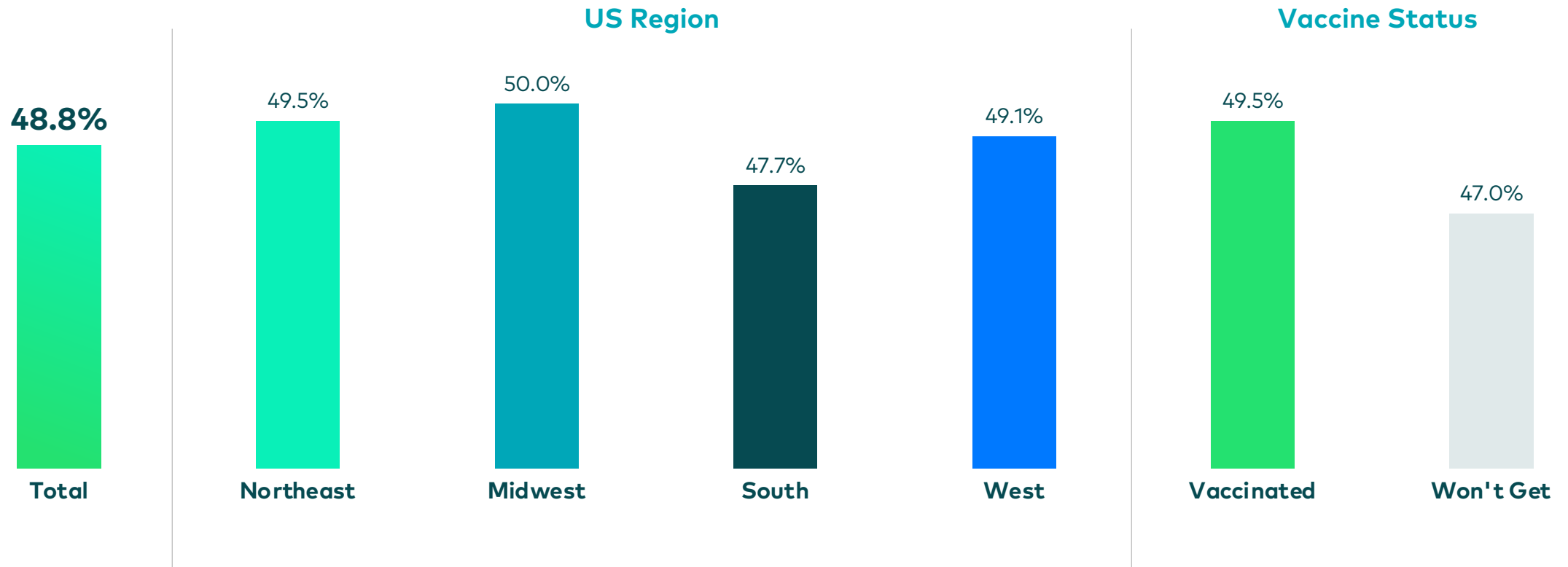
HOW WILL CONSUMERS SHOP CYBER WEEKEND 2021?

WHO SHOPS ON BLACK FRIDAY & CYBER WEEKEND?

Overall, nearly half of US consumers say they typically shop the weekend of Black Friday / Cyber Monday. This varies slightly by region, with Midwest shoppers more likely to participate and Southern shoppers less likely. Individuals who are vaccinated against COVID-19 are also more likely to have participated in the past than those who don't plan to get the vaccine.

Black Friday & Cyber Weekend Participation

% of US Consumers



Numerator 2021 Q4 Holiday Survey 09/17/2021 (n=5,092)

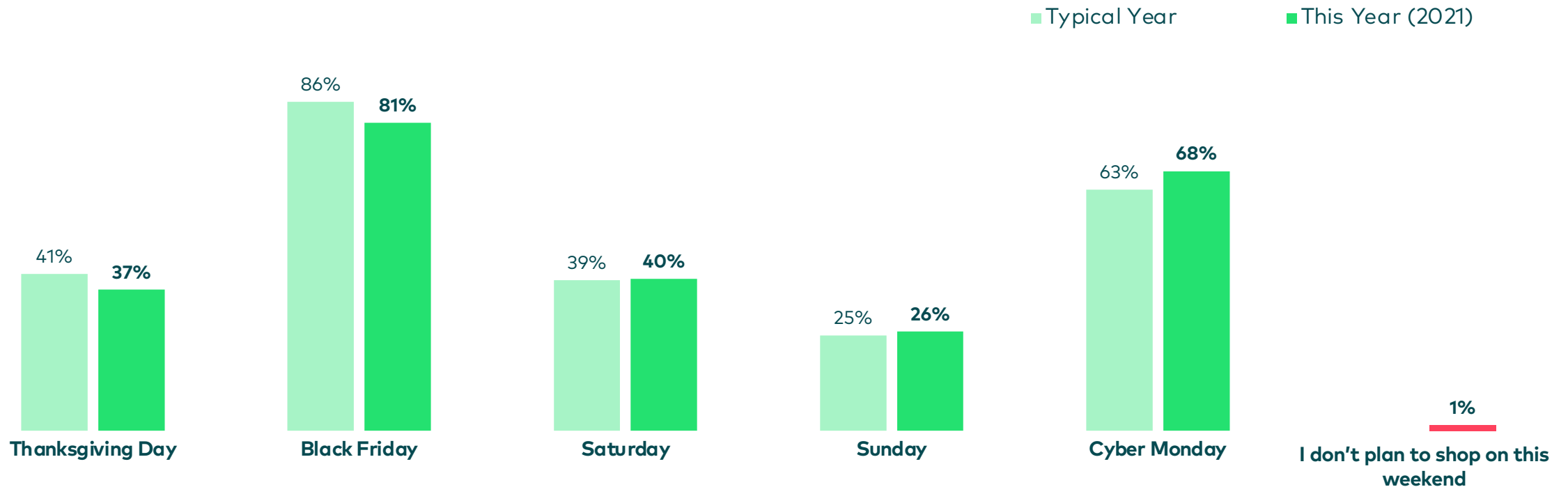
Of the following upcoming fall & winter holidays/events, which do you typically celebrate/participate in? – "Black Friday / Cyber Monday"

WHEN WILL CONSUMERS SHOP ON CYBER WEEKEND?

Among shoppers who typically participate in Black Friday / Cyber Weekend shopping, we see some shifting between days, with more planning to shop on Cyber Monday and fewer planning to shop on Black Friday versus their typical year.

Shopping by Day

% of Cyber Weekend Shoppers



Numerator 2021 Q4 Holiday Survey 09/17/2021 | Black Friday / Cyber Weekend Participants (n=1,019)
Which days do you typically shop for special sales/deals the weekend of Black Friday/Cyber Monday?
This year, which days do you plan to shop for special sales/deals the weekend of Black Friday/Cyber Monday?

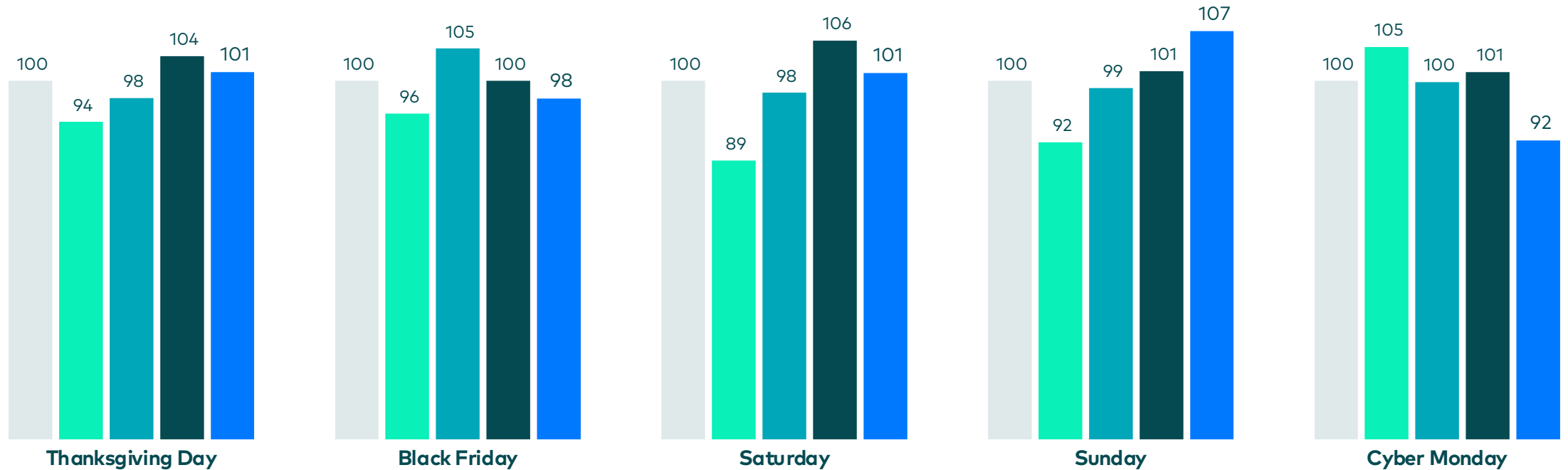
REGIONAL INSIGHTS: WHEN WILL CONSUMERS SHOP ON CYBER WEEKEND?

Consumers in the Northeast are most likely to shop on Cyber Monday and least likely to shop on any other day over the holiday weekend. Black Friday shopping is most popular among Midwestern consumers, while Western and Southern consumers are more likely to shop on Saturday or Sunday.

2021 Cyber Weekend Shopping Plans

Regional Index vs. Total

■ Total ■ Northeast ■ Midwest ■ South ■ West



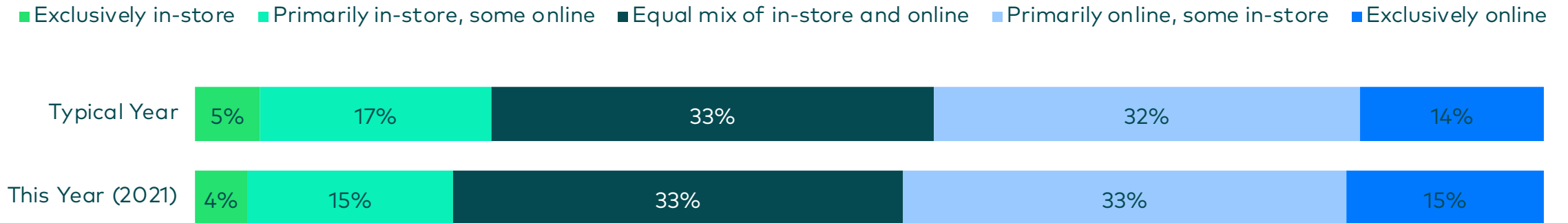
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WHERE WILL CONSUMERS SHOP ON CYBER WEEKEND?

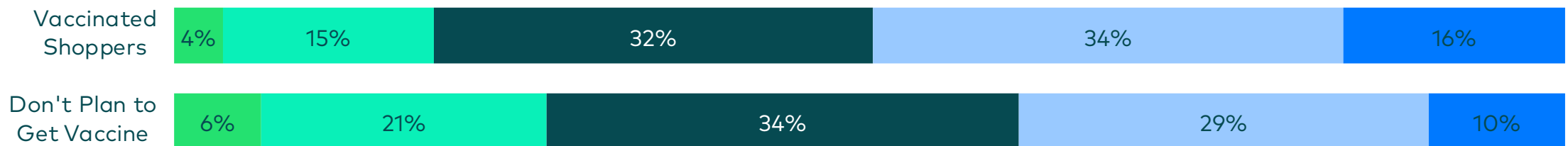
Nearly half of consumers plan to do all or most of their Cyber Weekend shopping online, up slightly from prior years. This is higher among vaccinated shoppers, while those not planning to get the vaccine are more likely to shop in-store.

In-Store vs. Online Shopping

% of Cyber Weekend Shoppers



Vaccine Breakouts (2021 Intentions)

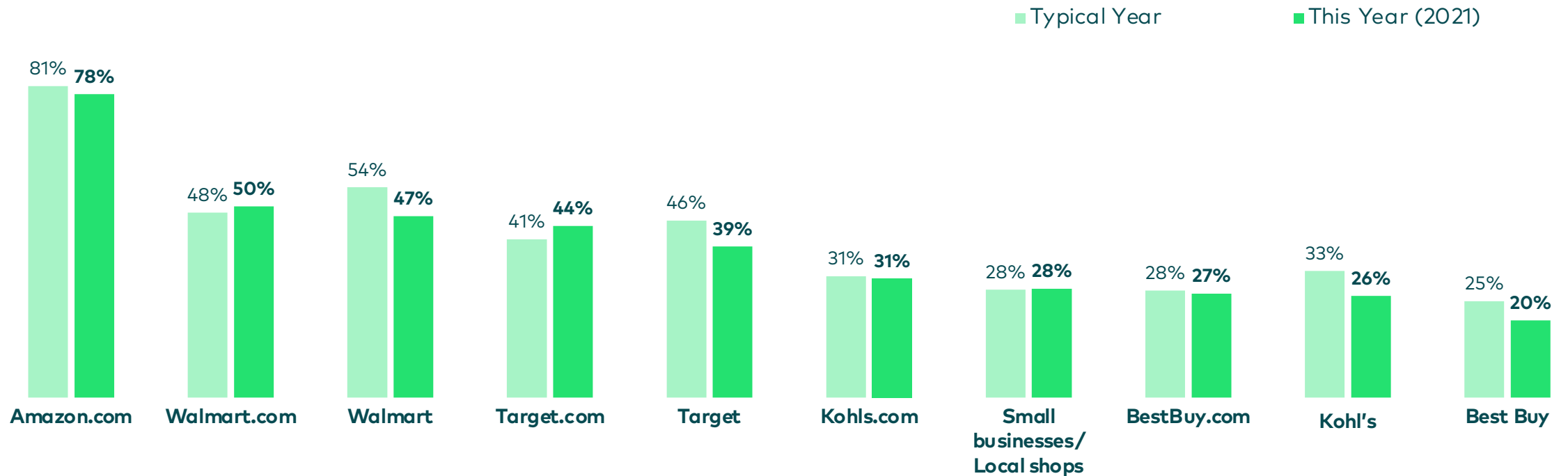


WHERE WILL CONSUMERS SHOP ON CYBER WEEKEND?

Among shoppers who typically participate in Cyber Weekend, 4 in 5 say they usually shop at Amazon, and half shop at Walmart or Walmart.com. Consumers expect to shop more at Target.com and Walmart.com this year, and less in-store.

In-Store vs. Online Shopping

% of Cyber Weekend Shoppers



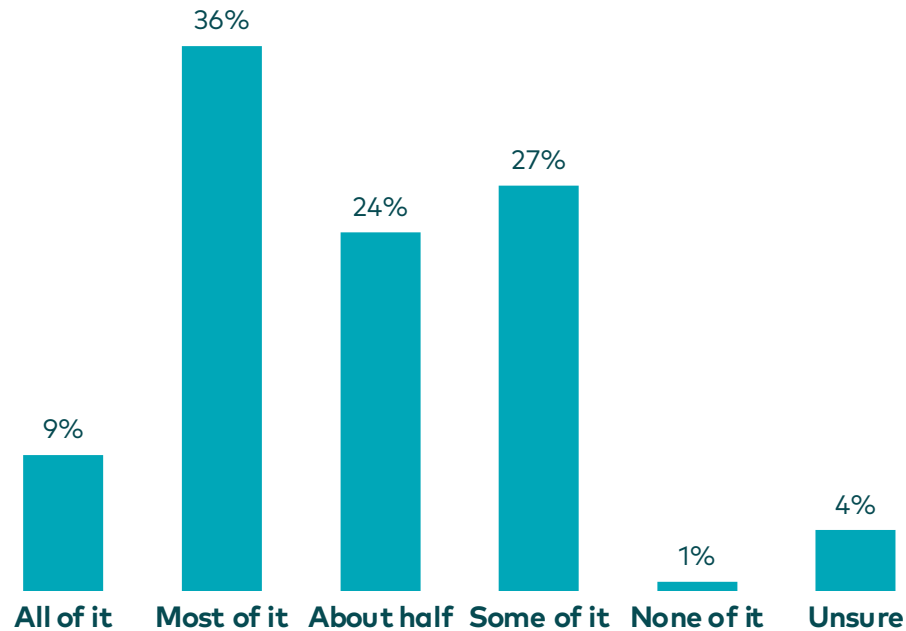
Numerator 2021 Q4 Holiday Survey 09/17/2021 | Black Friday / Cyber Weekend Participants (n=1,019)
Which of the following retailers do you typically shop at on the weekend of Black Friday/Cyber Monday?
This year, which of the following retailers do you plan to shop at on the weekend of Black Friday/Cyber Monday?

HOW MUCH HOLIDAY SHOPPING WILL BE DONE ON CYBER WEEKEND?

Nearly half of shoppers expect to complete all or most of their holiday shopping the weekend of Black Friday. 1 in 4 expect to spend more this year than they have in years past, while 2 in 3 expect to spend about the same.

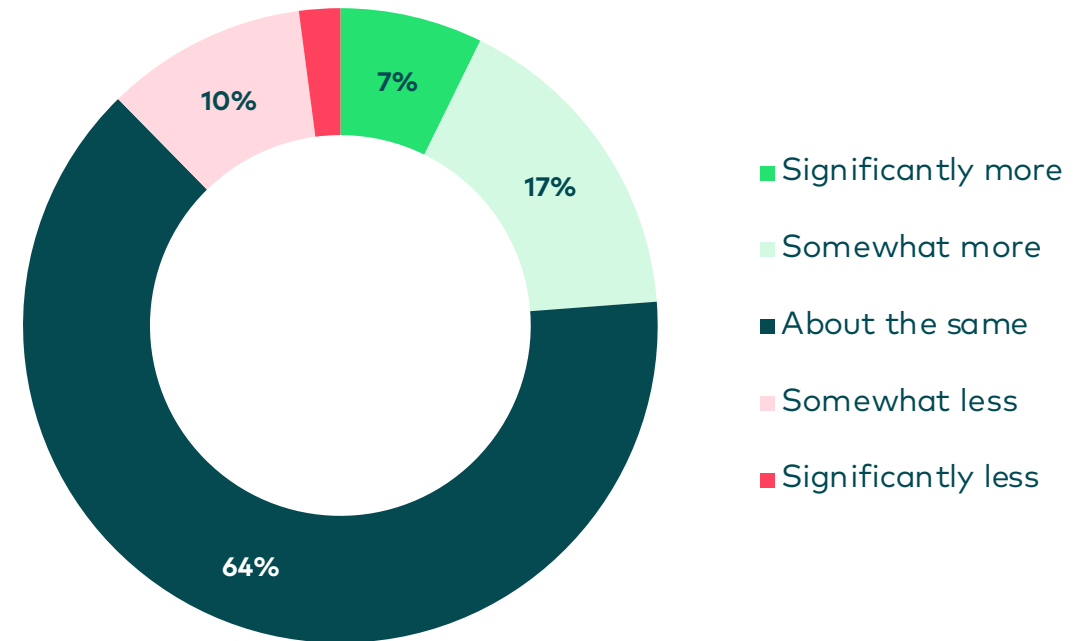
Holiday Shopping Completion on Cyber Weekend

% of Cyber Weekend Shoppers ("How much of your holiday shopping do you plan to complete the weekend of Black Friday / Cyber Monday")



2021 Spending vs. Typical Year

% of Cyber Weekend Shoppers



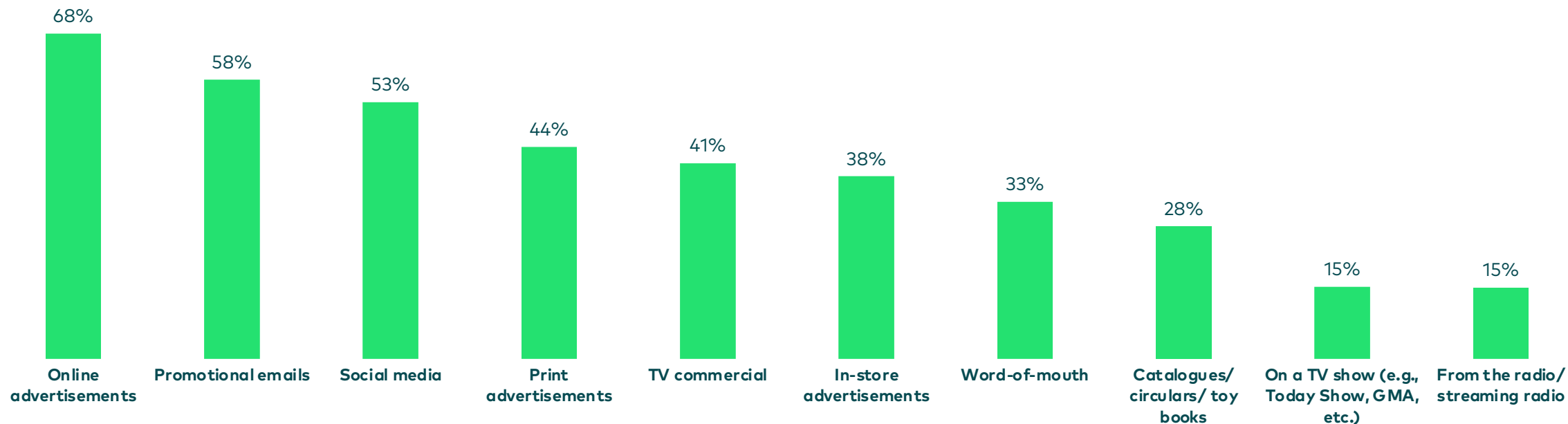
Numerator 2021 Q4 Holiday Survey 09/17/2021 | Black Friday / Cyber Weekend Participants (n=1,019)
 How much of your holiday shopping do you plan to complete on the weekend of Black Friday/Cyber Monday?
 How much do you expect to spend in total this year on Black Friday/Cyber Monday weekend compared to a typical year?

HOW DO SHOPPERS HEAR ABOUT CYBER WEEKEND DEALS?

The majority of Cyber Weekend shoppers hear about the weekend's deals and sales digitally – through online advertisements, promotional emails, or social media. About 1 in 4 say they look at physical catalogues or toy books to see what will be on sale.

Deal Awareness Method

% of Cyber Weekend Shoppers

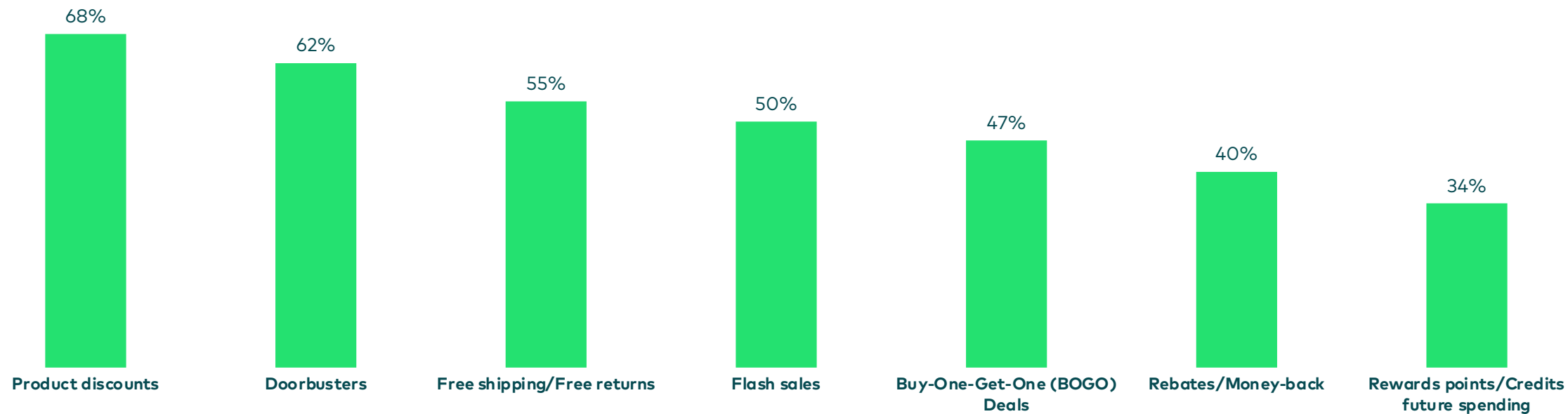


WHAT TYPES OF DEALS DO SHOPPERS WANT MOST?

When it comes to specific deals offered, Cyber Weekend shoppers are most interested in straightforward product discounts, followed closely by doorbusters. Free shipping & free returns are also important to these consumers.

Deal Preferences

% of Cyber Weekend Shoppers



THE CYBER SHIFT

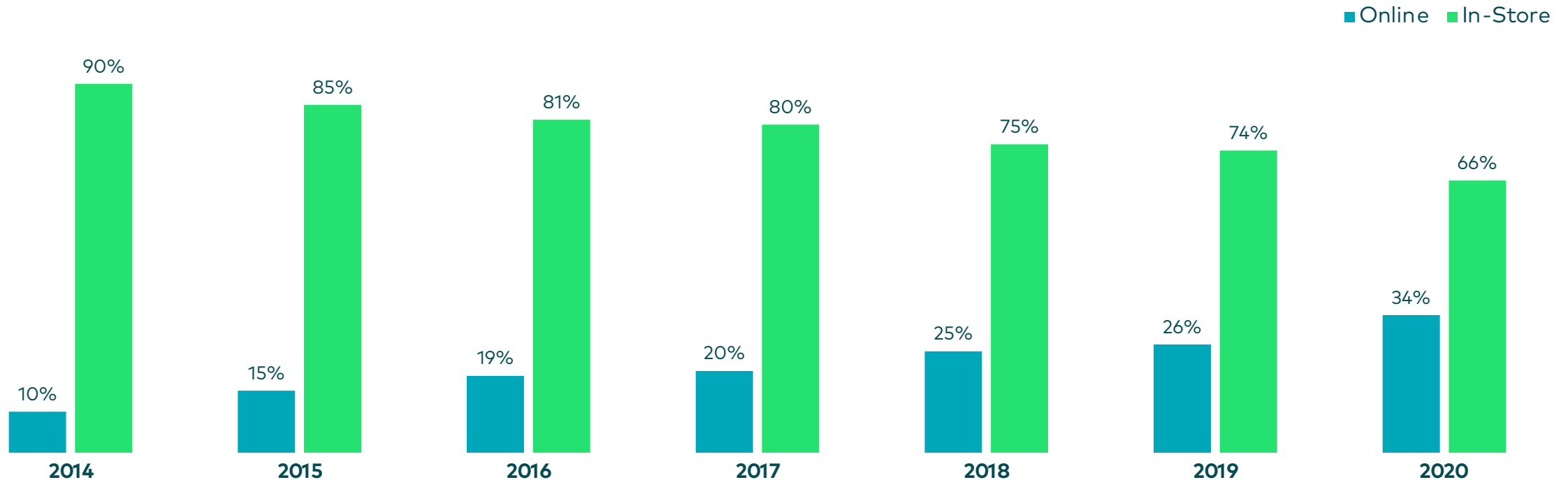
LOOKING BACK AT PAST CONSUMER BEHAVIORS

CYBER WEEKEND IN-STORE VS. ONLINE SHARE OF SALES

Online sales have grown increasingly important to the overall Black Friday / Cyber Monday shopping weekend. In 2020, 1 in 3 Cyber Weekend dollars were spent online, up from 1 in 4 the two years prior and 1 in 5 the years before that.

Cyber Weekend Sales

Share Online vs. In-Store



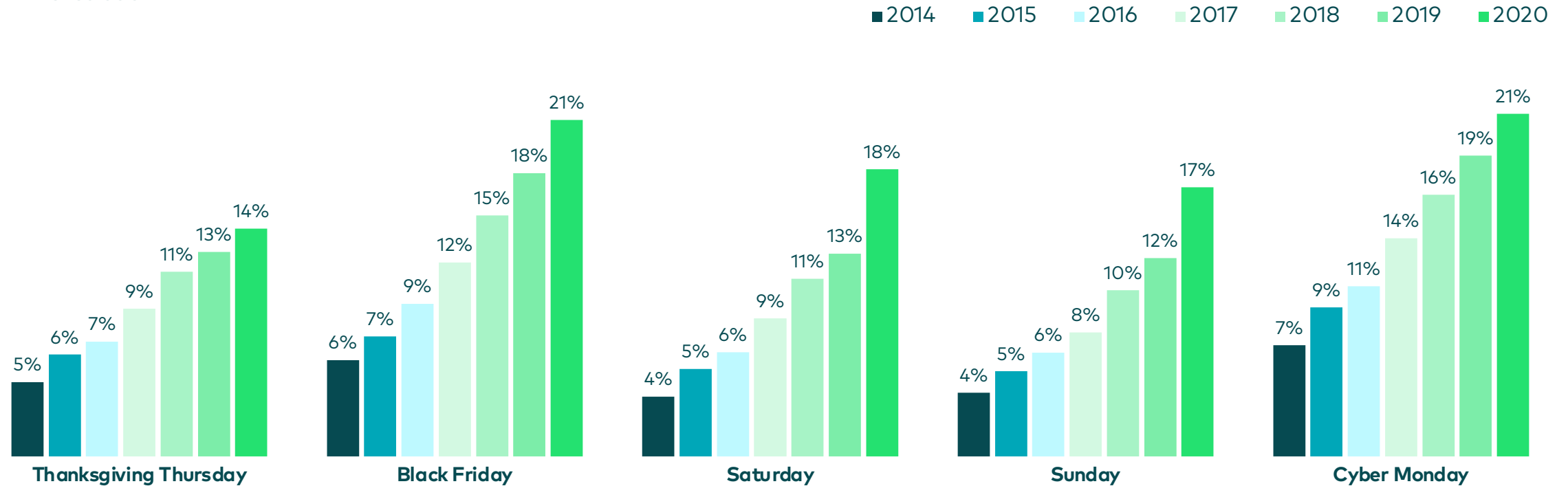
Numerator TruView 2014 – 2020 (5-day period Thanksgiving Thursday – Cyber Monday), All Categories & All Channels

CYBER WEEKEND DAILY HOUSEHOLDS SHOPPING ONLINE

1 in 5 US households shopped online on Black Friday and / or Cyber Monday 2020. Online penetration also grew significantly in 2020 for the Saturday & Sunday of Cyber Weekend, likely driven by pandemic habits and increased reliance on ecommerce.

Households Shopping Online

% HH Penetration



BLACK FRIDAY BASICS: 2020 KEY METRICS IN STORE & ONLINE VS. CYBER MONDAY

While more shoppers ventured in store than shopped online last Black Friday, those shopping online had higher buy rates and larger basket sizes overall. Cyber Monday online shoppers spent less than Black Friday online shoppers, though slightly more individuals overall shopped online on Cyber Monday.

2020 Black Friday & Cyber Monday

Key Metrics by Day / Channel



HH Penetration



Buy Rate



Basket Size



Purchase Frequency

| | HH Penetration | Buy Rate | Basket Size | Purchase Frequency |
|-----------------------------------|----------------|----------|-------------|--------------------|
| Black Friday (In Store) | 53.0% | \$105.48 | \$41.88 | 2.6 |
| Black Friday (Online) | 20.9% | \$125.53 | \$66.91 | 1.9 |
| Cyber Monday (Online) | 21.3% | \$110.53 | \$59.51 | 1.9 |

PROMOS & ADS

SPREADING THE WORD ON CYBER WEEKEND DEALS

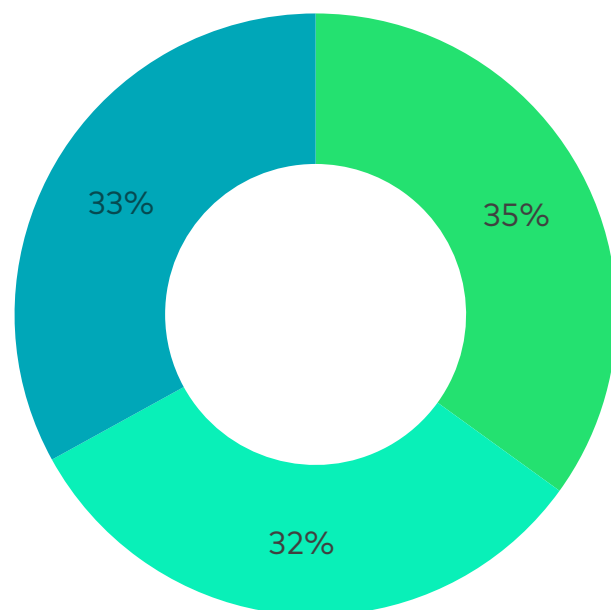
2020 BLACK FRIDAY & CYBER WEEKEND PROMOTIONAL MIX

In 2020, promo mix surrounding Black Friday & Cyber Weekend shifted to digital formats to meet shoppers in-the-moment. Weekly ads declined as retailers pulled back on circulars overall during the height of the pandemic.

2020 Cyber Weekend Promotional Mix

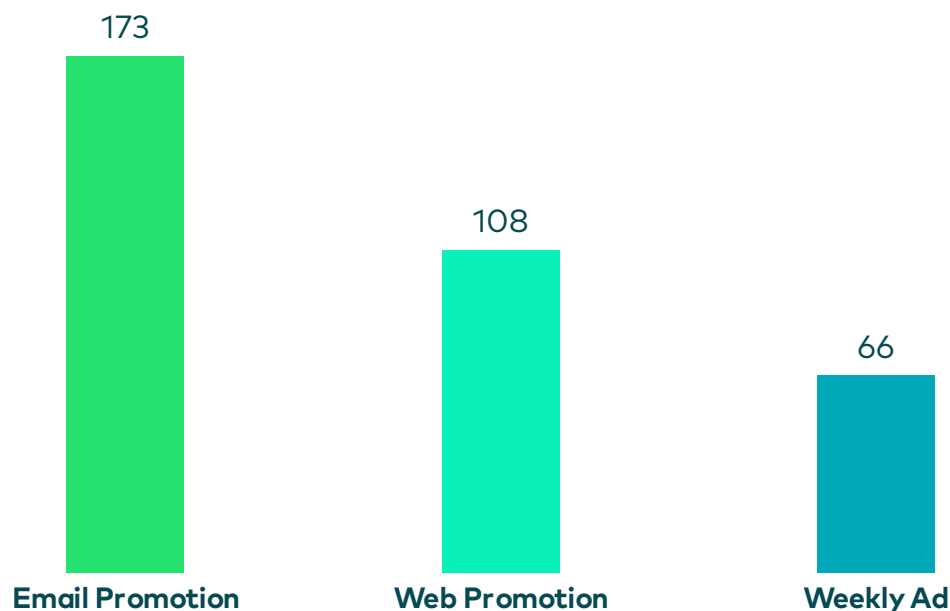
Share of Promotions

■ Email Promotion ■ Web Promotion ■ Weekly Ad



Media Types Index vs 2019

Share of Promotions



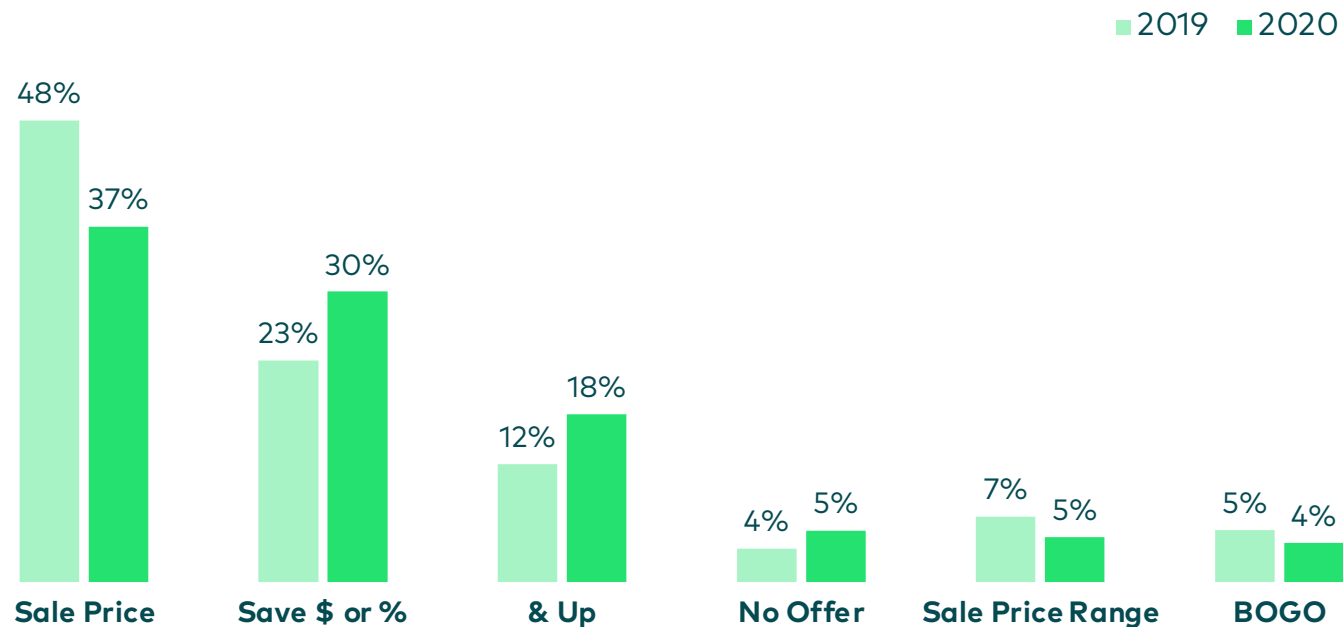
Numerator Promo Intel; General Merchandise & Sporting Goods promotions only, 11/22/2020-12/5/2020 vs YA

2020 BLACK FRIDAY & CYBER WEEKEND PROMOTIONAL OFFER TYPES

Retailers increased offers that featured percent or dollar discounts, while decreasing BOGOs and promotions that list a flat sale price. There was also significant growth in incentives featuring Free Shipping and Free Delivery, fueled by COVID-19.

Cyber Weekend Offer Types

Share of Promotions, 2020 vs 2019



24%

Share of promotions offering **Free Shipping or Delivery**

+41% vs year ago

15%

Share of promotions touting **Contactless** services*

+875% vs year ago

Numerator Promo Intel; General Merchandise & Sporting Goods promotions only, 11/22/2020-12/5/2020 vs YA
 *Contactless services include Curbside Pickup or Same-Day Pickup

2020 BLACK FRIDAY & CYBER WEEKEND AD METRICS

Ads featuring Thanksgiving or Black Friday promotional messaging were down across the board last year, in terms of both spend and occurrences. Media mix remained relatively on par with 2019— online video, while representing a small portion of ads overall, was the only media type to grow share vs. YA.

2020 Ad Spend

↓ 37%

vs. 2019

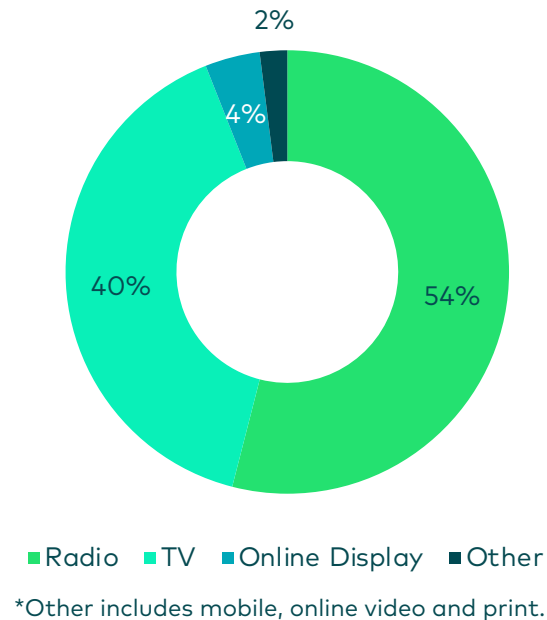
2020 Ad Occurrences

↓ 30%

vs. 2019

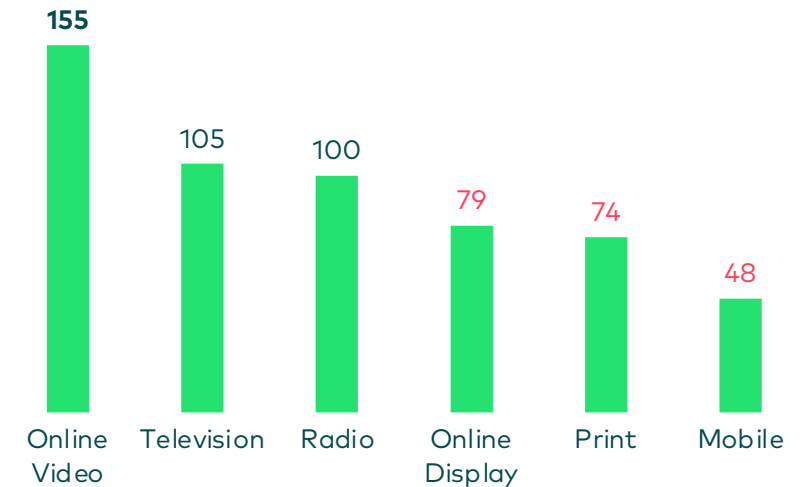
2020 Media Types

Share of Ad Occurrences



Media Types Index vs 2019

Share of Ad Occurrences



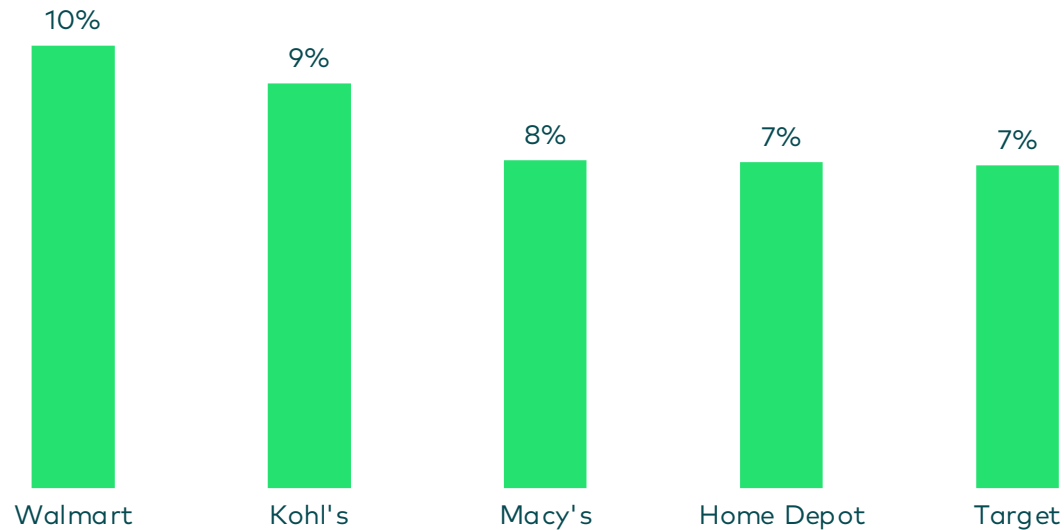
Numerator Ad Intel; Running ads featuring Thanksgiving/Black Friday retail promotional messaging, 11/22/2020-12/5/2020 vs YA
*Analysis representative of Numerator's ad monitoring universe only.

2020 TOP BLACK FRIDAY ADVERTISERS

Many of 2020's top advertisers cut back spend on ads featuring Thanksgiving or Black Friday promotional messaging vs 2019. The top 5 advertisers– Walmart, Kohl's, Macy's, Home Depot and Target – accounted for 2 in 5 Black Friday ad dollars spent overall.

2020 Top Advertisers

By share of spend



2020 Top Advertisers Spend Index vs 2019

By total spend

| Advertiser | Index |
|------------|-------|
| Walmart | 77 |
| Kohl's | 102 |
| Macy's | 87 |
| Home Depot | 124 |
| Target | 43 |

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