

Black Friday, Cyber Monday & Thanksgiving Significance & Tips

To Achieve Your Business Goals During Cyber 5



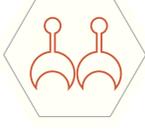
Thanksgiving

Top 3 Industries That are Expected to Witness the Most Sale



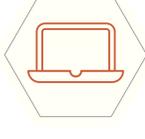
52.7%

increase is expected in the online sale of **toys** during the festival.



300%

rise in the sale of **jewelry** is expected around Thanksgiving.



97%

growth might be seen in online spending on **electronics** around the said festival.

24th
NOVEMBER, 2022
Thanksgiving

25th
NOVEMBER, 2022
Black Friday

28th
NOVEMBER, 2022
Cyber Monday

Cyber Monday 2021 was the Biggest US Online Sales Day

\$10.69 Billion

A Look at the Per Day Cyber Five 2021 Spendings

(in Billions)



Source: Adobe Analytics November 2021

Black Friday

Let's See What 2022 has in Store for us!

74%

of shoppers plan to shop online to avoid the **Black Friday** crowd.

47%

of customers would opt for **physical stores** to take advantage of this day's special deals.

25%

of customers would **shop online**, thinking they can find better Black Friday deals.

22%

of **Gen-X** shoppers are expected to shop in stores on Black Friday.

Cyber Monday

A Glimpse at What the Upcoming Cyber Monday Looks Like.



49.6%

of customers want to see better deals & ads from sellers ahead of the sale.



37%

of Cyber Monday sales will be made through mobile phones.



23%

of shoppers to prioritize fast and free delivery, and return options.

Tips for a Successful Cyber 5



Create a Master Plan Early & Prioritize



Set Expectations & Communicate



Fine-Tune Your Marketing Tactics



Optimize for Mobile-First Buying



Improve Your Site Navigation



Simplify the Checkout Experience



Automate Front & Backend Productivity



Make Holiday Staff Schedules



Create a Seasonal Collection



Ensure Your Inventory is up-to-Date



Share Accurate Shipping Information



Leverage Marketing Channels

We should talk

If you can't follow all the tips on the list above, have no fear. Fulfilling holiday demand on your own is very challenging and leasing your own warehouse is expensive and time-consuming. XPDEL can help you get onboarded fast so you're well-prepared for a busy holiday season.

LET'S CONNECT AND GROW YOUR BUSINESS



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