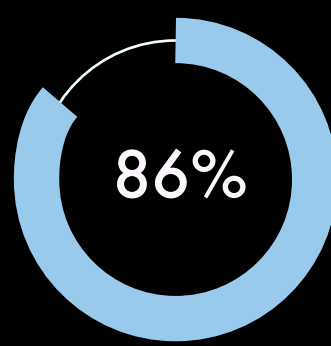




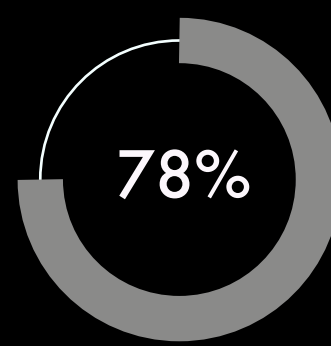
Black Friday

INFOGRAPHIC

The biggest day in retail has turned into the biggest weekend in retail with no signs of stopping. Year-over-year, consumers buy more, shop more, and are looking for better and better deals. Domo gives retailers the ability to project holiday shopping and the agility to shift gears when the shoppers hit. See what's happening in your store, on your site, and on your app on Black Friday, and see it as it's happening on Black Friday.



86% of 18-24 year-olds plan to shop on Black Friday



78% of 25-34 year-olds plan to shop on Black Friday

RETAILERS

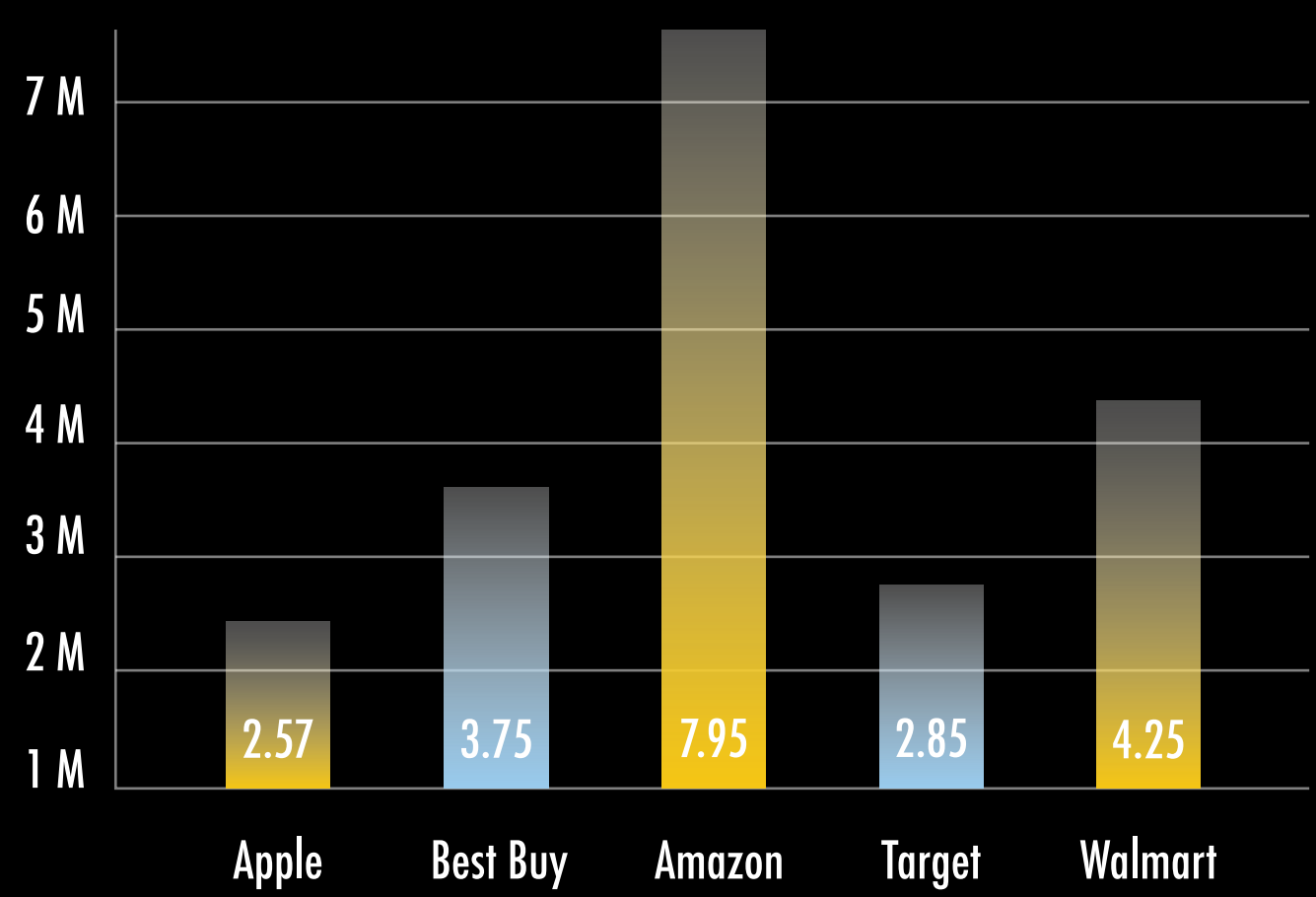
85% are investing more in holiday marketing than last year

77% are changing this year's marketing strategy

52% began promotions in September or earlier

58% are focusing on online shoppers

42% are betting on in-store shoppers



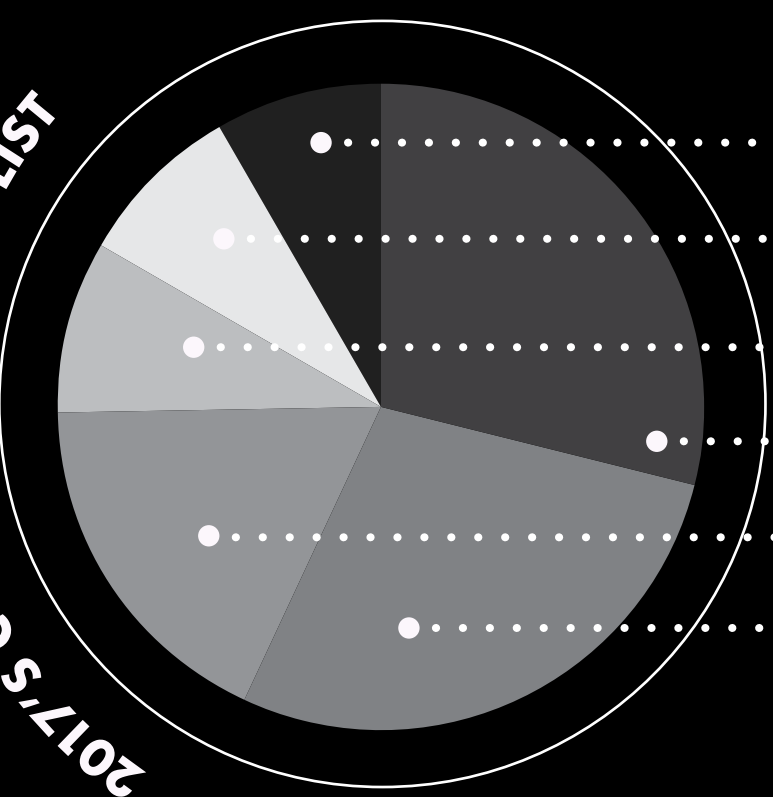
UNIQUE VISITORS TO TOP RETAILERS ON BLACK FRIDAY 2016

50% of shoppers plan to shop in-store on Black Friday and Cyber Monday

108 MILLION people are expected to shop online this year, up 5 million from 2016

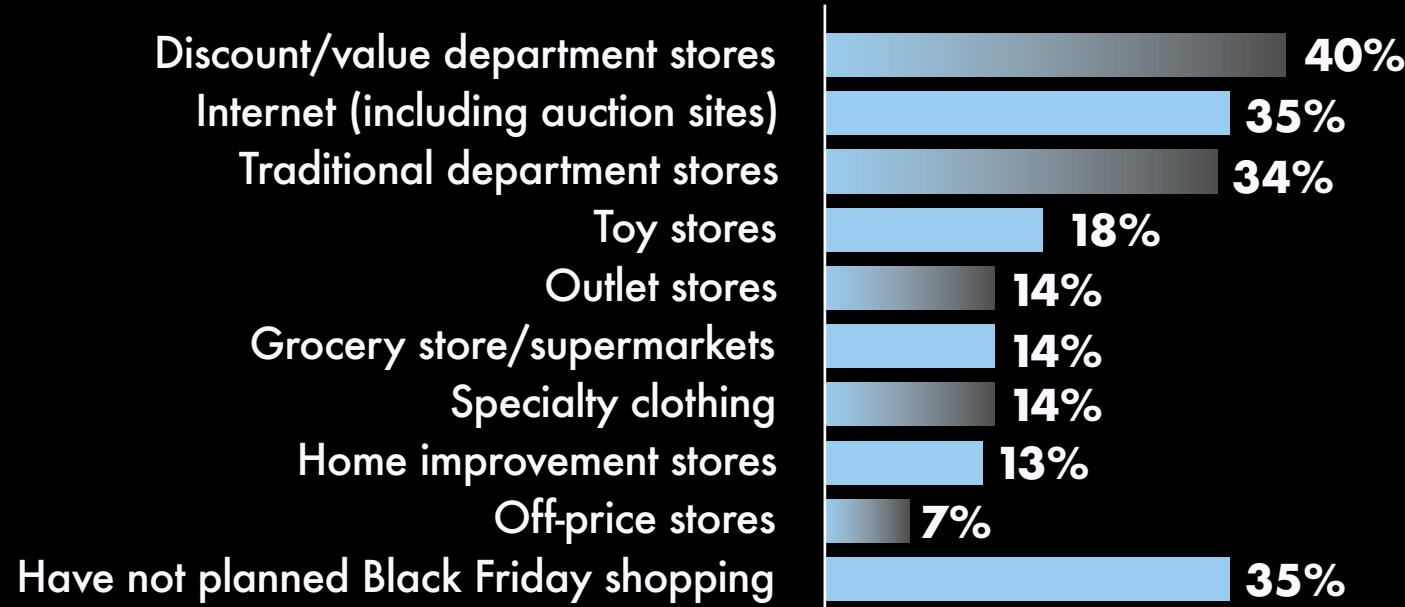
45% of shoppers say they'll start holiday shopping before November 1

2017'S CONSUMER WISH LIST

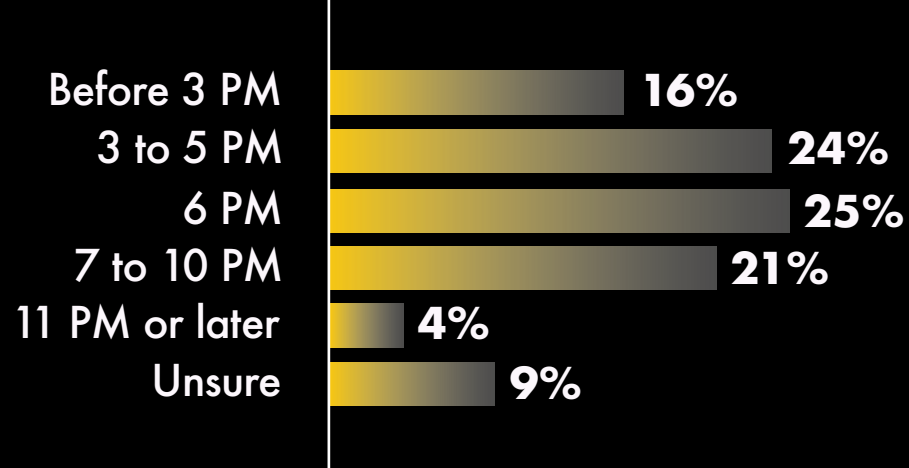


Up to 700,00 new retail jobs are created during the holiday season

MOST LIKELY PLACES TO SHOP ON BLACK FRIDAY



MOST POPULAR TIME TO SHOP ON THANKSGIVING DAY



DID YOU KNOW?

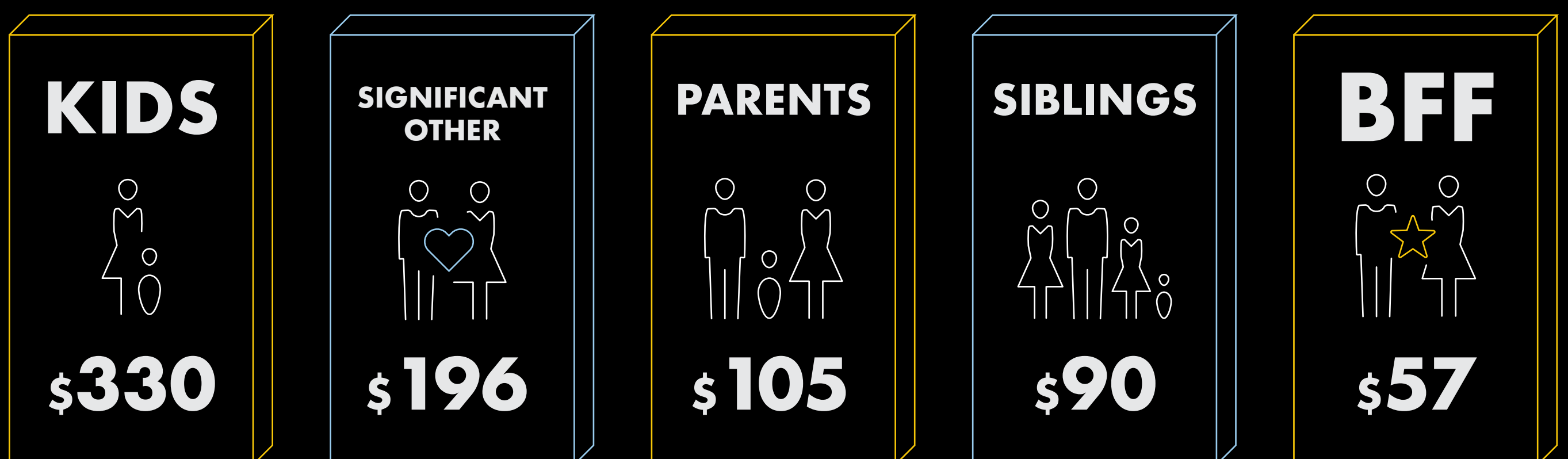
Black Friday 2016 was the first day in retail history to drive over 1 billion in mobile revenue, coming in at **\$1.2 billion**

Black Friday 2016 broke online shopping records with **\$3.34 billion** in sales. Online sales over Thanksgiving weekend totaled **\$9.36 billion** in 2016

Cyber Monday is gaining popularity with **17%** year-over-year increase in consumers planning to shop, while Black Friday fell **1%** since 2016

The holiday season can bring in as much as **30%** of annual sales for retailers. In 2015, holiday sales brought in nearly **20%** of total retail sales across the board

AVERAGE SPENDING PER PERSON



LEADING REASONS WHY U.S. CONSUMERS SHOP IN A STORE ON BLACK FRIDAY IN 2016

