

# REINVENTING BLACK FRIDAY 2020: *The Mobile Opportunity for User Acquisition*



## BLACK FRIDAY CONSUMER BEHAVIOR AND TRENDS

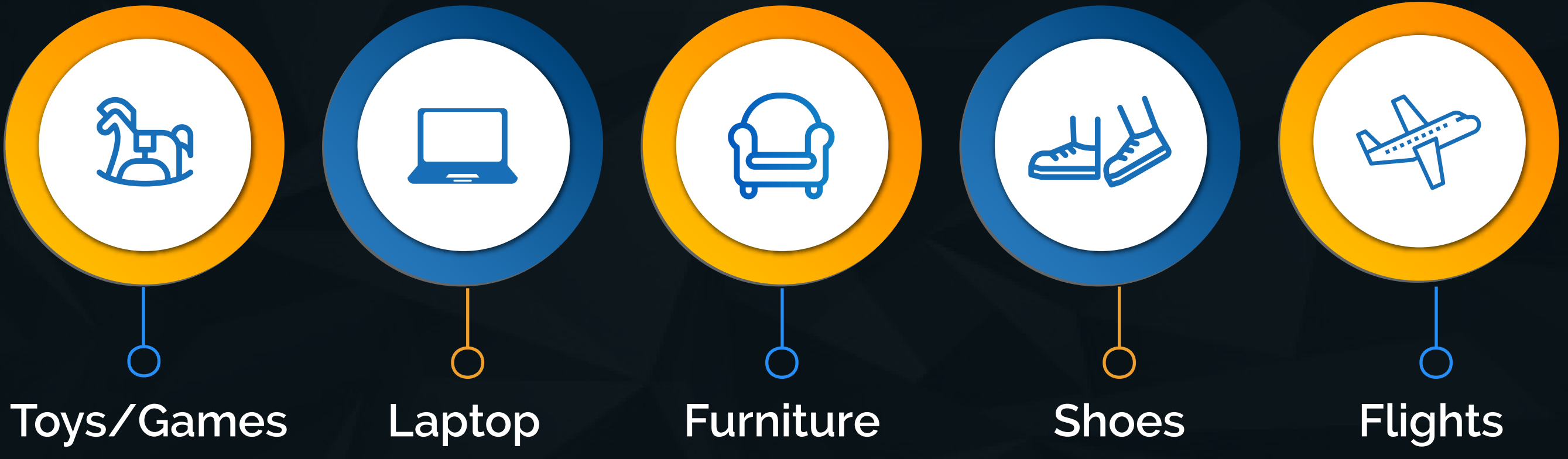
**2019**

- \$7.4 billion** - Spent in online shopping
- 61%** of online transactions on mobile
- Shopping app traffic jumped **240% on Black Friday**
- 387,336 hours** spent on apps on Black Friday

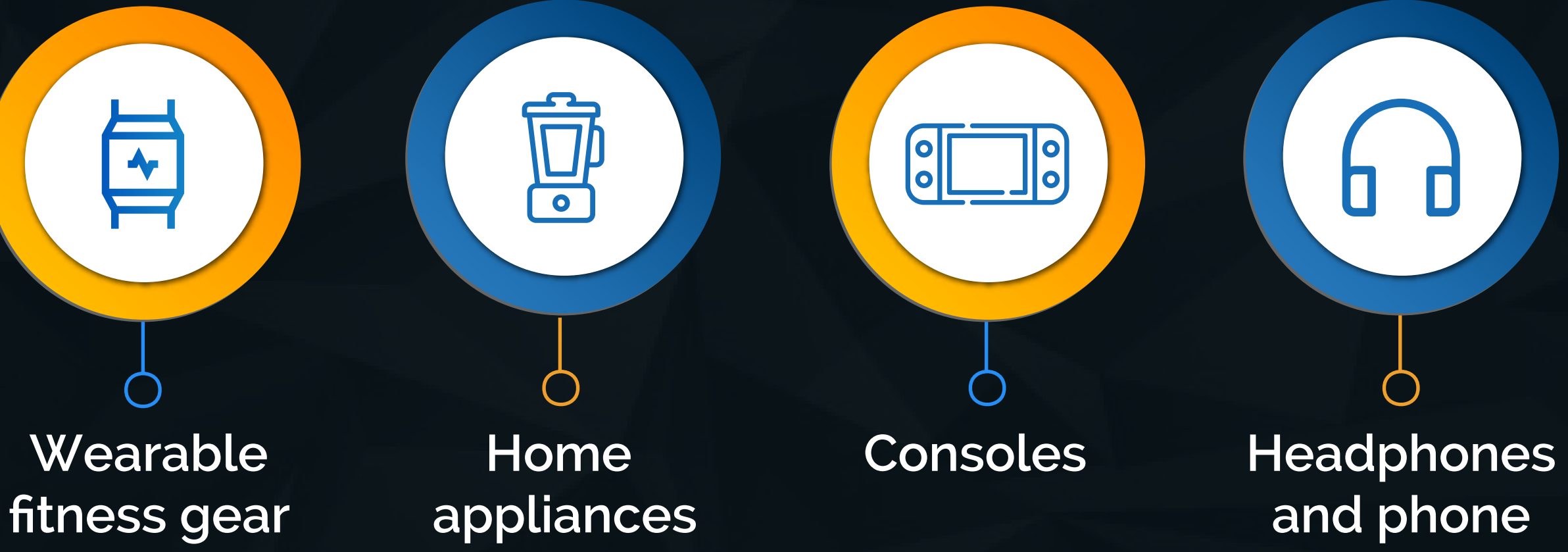
**2020**

- 43%** plan to buy exclusively online
- 33%** plan to use BOPIS (buy online, pick up in-store)
- 64%** of consumers less inclined to shop on Black Friday
- Sales will move online as traditional big retailers like Walmart, Best Buy and Target announced they will remain shut this year
- More retailers giving online-exclusive deals
- Deals extended for longer than before

## TOP SEARCHED CATEGORIES 2019



## TOP SEARCHED CATEGORIES 2020



## THE MOBILE OPPORTUNITY FOR BLACK FRIDAY USER ACQUISITION



Apps have **3.5X** sessions per shopper than mobile web and desktop



Time spent on apps **3.7X** > mobile web



Capture first-time shoppers to build brand loyalty



Focus on brand advertising



Connect online and offline sales to drive revenue



Invest in omnichannel capabilities



Engage with new customers to convert and retain

## About MaaS

Affle's MAAS is a unified audience platform that enables mobile advertisers to acquire quality users at scale, across directly integrated publishers, programmatic platforms, and app recommendations on OEM app stores