

PRICE



# CYBER WEEKEND STATS ROUNDUP

SHOP OFFER



BUY

CUSTOMER

CART



PROMOTION



SALE



Retailers had high hopes for Cyber Weekend 2020 after the year that was. After the lockdowns, stock shortages, reduced foot traffic and postage delays, would the sales season bring the results that many retailers were so desperately seeking?

2020 has seen a fundamental shift in consumer behaviour and the fast track of digital transformation for many retailers, large and small alike. Here we take a look at the results of vast and varied retailers on the Comestri Platform and how the peak sales days performed.

NOVEMBER 2020

CLICK FRENZY 10<sup>th</sup>

BLACK FRIDAY 27<sup>th</sup>

CYBER MONDAY 30<sup>th</sup>

2020 CLICK FRENZY ORDERS INCREASED

140%

ON THE PREVIOUS TUESDAY

2020 BLACK FRIDAY / CYBER MONDAY (CYBER WEEKEND) ORDERS INCREASED

137%

ON THE PREVIOUS WEEKEND

ONLINE ORDERS MADE VIA MARKETPLACES INCREASED

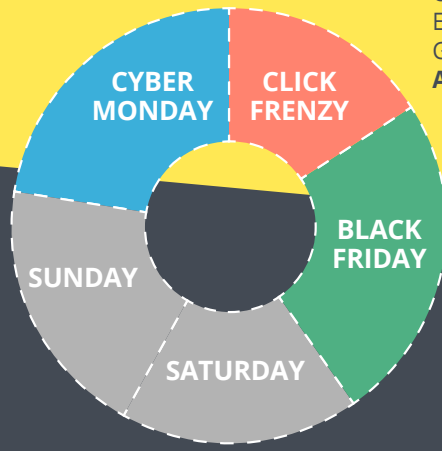
250%

ON THE PREVIOUS WEEKEND

What we're seeing now is truly the culmination of what has been an extraordinary year for online shopping in Australia.

Gary Starr  
Executive General Manager Business, Government and International  
AUSTRALIA POST

CYBER WEEKEND SALES CONTRIBUTED TO AS MUCH AS 41% OF ALL NOVEMBER ORDERS FOR ONE RETAILER, WITH AN AVERAGE CONTRIBUTION OF 27%.



BLACK FRIDAY

CYBER MONDAY

CLICK FRENZY

NOVEMBER 2020 ORDERS

CLICK FRENZY

BLACK FRIDAY

SATURDAY

SUNDAY

CYBER MONDAY

2019 v 2020

● 2019 ● 2020

CLICK FRENZY ORDERS INCREASED

35% ON 2019

CYBER WEEKEND ORDERS INCREASED

22% ON 2019

NOVEMBER 2020 ORDERS INCREASED

46% ON 2019\*

\*3/11/19 - 2/12/19 v 1/11/20 - 30/11/20. Month adjusted to include Cyber Weekend 2019 (29/11 - 2/12)