



November 30, 2016

## Cyber Monday Hits \$2.67 Billion in Desktop Online Sales to Rank as Top U.S. Online Spending Day in History

### Holiday Weekend Buying Up 15 Percent, Marking Second Consecutive Year with Two Billion-Dollar Spending Days 5-Day Thanksgiving-Cyber Monday Period Achieves Strong Growth Rate of 17 Percent vs. Year Ago

RESTON, Va., Nov. 30, 2016 /PRNewswire/ -- comScore (NASDAQ: SCOR) today reported holiday season U.S. retail e-commerce spending from desktop computers for the first 28 days of the November-December 2016 holiday season. For the holiday season-to-date, \$29.7 billion has been spent online, marking a 12-percent increase versus the corresponding days last year.



Cyber Monday reached \$2.67 billion in desktop online spending, up 17 percent versus year ago, representing the heaviest online spending day in history and only the second day ever (the other being Cyber Monday 2015) to surpass \$2 billion in desktop sales. The weekend after Thanksgiving also proved to be strong, as it marked the second straight year in which both Saturday and Sunday individually had billion-dollar online shopping days, combining for nearly \$2.5 billion for a year-over-year increase of 15 percent. For the five-day period from Thanksgiving through Cyber Monday, online buying from desktop computers totaled \$8.41 billion, up 17 percent versus last year.

<b>2016 Holiday Season To Date vs. Corresponding Days* in 2015</b>			
<b>Non-Travel (Retail) E-Commerce Spending</b>			
<b>Excludes Auctions and Large Corporate Purchases</b>			
<b>Total U.S. - Home &amp; Work Desktop Computers</b>			
<b>Source: comScore, Inc.</b>			
	<b>Millions (\$)</b>		
	<b>2015</b>	<b>2016</b>	<b>Percent Change</b>
Season to Date (Nov. 1-28, 2016)	\$26,407	\$29,677	12%
Thanksgiving Day (Nov. 24)	\$1,096	\$1,287	17%
Black Friday (Nov. 25)	\$1,656	\$1,970	19%
Holiday Weekend (Nov. 26-27)	\$2,169	\$2,486	15%
Cyber Monday (Nov. 28)	\$2,280	\$2,671	17%
Thanksgiving thru Cyber Monday	\$7,201	\$8,414	17%

\*Corresponding days based on corresponding shopping days (November 3 thru November 30, 2015)

### Amazon Ranks #1 Among Online Retailers in Cyber Monday Traffic

130 million Americans visited online retail properties on Cyber Monday using a desktop computer, smartphone or tablet, representing just over half of the total digital population. Amazon once again ranked as the most visited online retail property on Cyber Monday, followed by eBay, Walmart, Kohl's and Target.

<b>Most Visited Retail Properties by Total Visits on Cyber Monday 2016</b>	
<b>Multi-Platform (Desktop Computers and Mobile Devices)</b>	
<b>Total U.S.</b>	
<b>Source: comScore, Inc.</b>	
<b>Retail Properties</b>	
1	Amazon
2	eBay
3	Walmart
4	Kohl's
5	Target

"Cyber Monday had yet another outstanding day of online spending with \$2.67 billion in sales from desktop computers to once again rank as the heaviest online spending day of all-time," said comScore CEO Gian Fulgoni. "The day remains the most important online shopping day of the year, driving an enormous amount of online retail traffic on both desktop and

mobile devices. As we've come to expect, Amazon once again led all online retail properties in Cyber Monday traffic, but several multi-channel retailers such as Walmart, Kohl's and Target also had very impressive showings."

Fulgoni added, "Overall, we are very encouraged by the recent pickup in spending growth and particularly strong Black Friday and Cyber Monday. We're anticipating that growth rates for the balance of Cyber Week will remain very healthy and we believe the outlook for the remainder of the holiday season looks strong."

Other recent holiday highlights include:

- | Apparel & Accessories ranked as the top product category on Cyber Monday with more than \$600 million in desktop sales, followed by Consumer Electronics and Computer Hardware, respectively.
- | In addition to its huge sales total, Apparel & Accessories was also the fastest-growing category year-over-year on Cyber Monday, followed by Sport & Fitness and Consumer Electronics, respectively.
- | The 130 million people who visited online retail sites on Cyber Monday edged out Black Friday by 14 million visitors. 78 million arrived via desktop and 89 million via mobile (with 37 million on both).
- | Households making \$100,000+ in annual income accounted for 44 percent of buyers and 48 percent of desktop spending on Cyber Monday, each several percentage points above what was seen on Black Friday.
- | The holiday week ending Sunday, November 27 maintained its 70-plus percent share of desktop e-commerce dollars coming via transactions using free shipping.
- | There have been 13 billion-dollar spending days on desktop through Cyber Monday this year, while last year at this point in the season only the five days from Thanksgiving through Cyber Monday had reached that threshold.

For more online retail insights from the 2016 holiday season, visit our [comScore blog](#) or check out our most recent [press releases](#).

#### **About comScore**

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit [comscore.com](http://comscore.com).

Logo - <http://photos.prnewswire.com/prnh/20160131/327730LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/cyber-monday-hits-267-billion-in-desktop-online-sales-to-rank-as-top-us-online-spending-day-in-history-300370760.html>

SOURCE comScore

News Provided by Acquire Media