

BLACK FRIDAY CYBER MONDAY

VERSUS

Why Customer Master Data Management (CMDM) Matters on the Most Important Shopping Days of the Year

81%

of consumers want brands to understand them better and know when and when not to approach them¹

88%

of online consumers are less likely to return to a site after a bad experience²



2020

By 2020, customer experience will overtake price and product as the key brand differentiator⁴

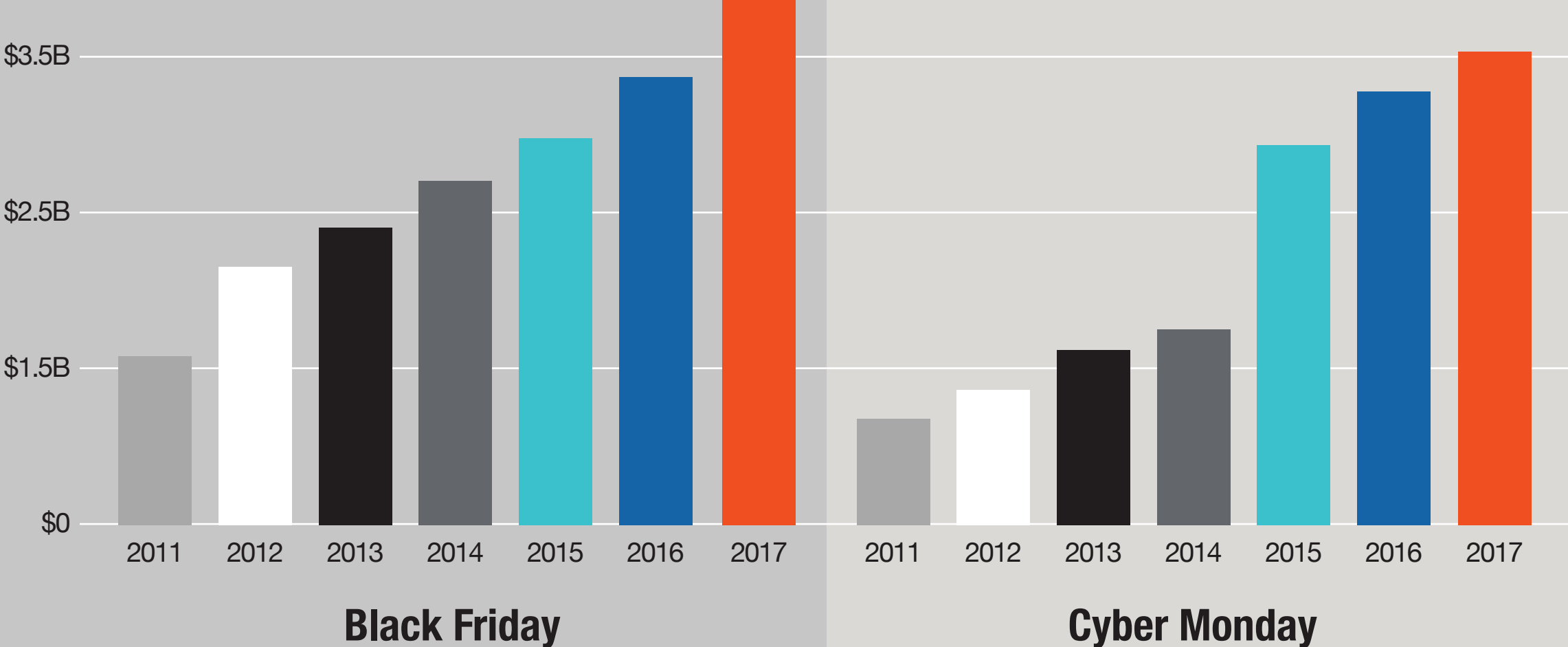


62%

of consumers expect to receive personalized offers or discounts based on prior purchases³

Cyber Monday Is Largest Online Sales Day in History with \$6.59 Billion (2017)⁵

Online History by the Numbers⁶



Black Friday Is More Digital Than Ever

BRICK & MORTAR



1.6%

drop on in-store traffic during Black Friday⁷

>65%

of orders were made on a phone or a tablet⁷



CLICK & ORDER

CMDM Meets Demands for a Better Brand Experience

63%

of consumers said they'd think more positively of a brand if it gave them content that was more valuable.⁹

63%

of shoppers do not feel like retailers know them¹⁰

55%

of shoppers say retail experiences are disconnected across channels¹⁰

Meanwhile Amazon Continues to Dominate the Day

Top Online Retailers of 2017⁸



Digital Marketing Is Essential to Keeping Pace

154%

Y-o-Y increase on click-through rates on online ads in the week prior to Thanksgiving¹¹

41.7%

search-driven web traffic during Cyber Monday¹¹

24.9%

email-driven web traffic during Cyber Monday¹¹

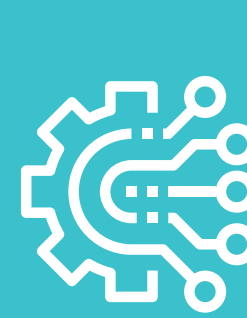
CMDM Meets These Challenges and More...



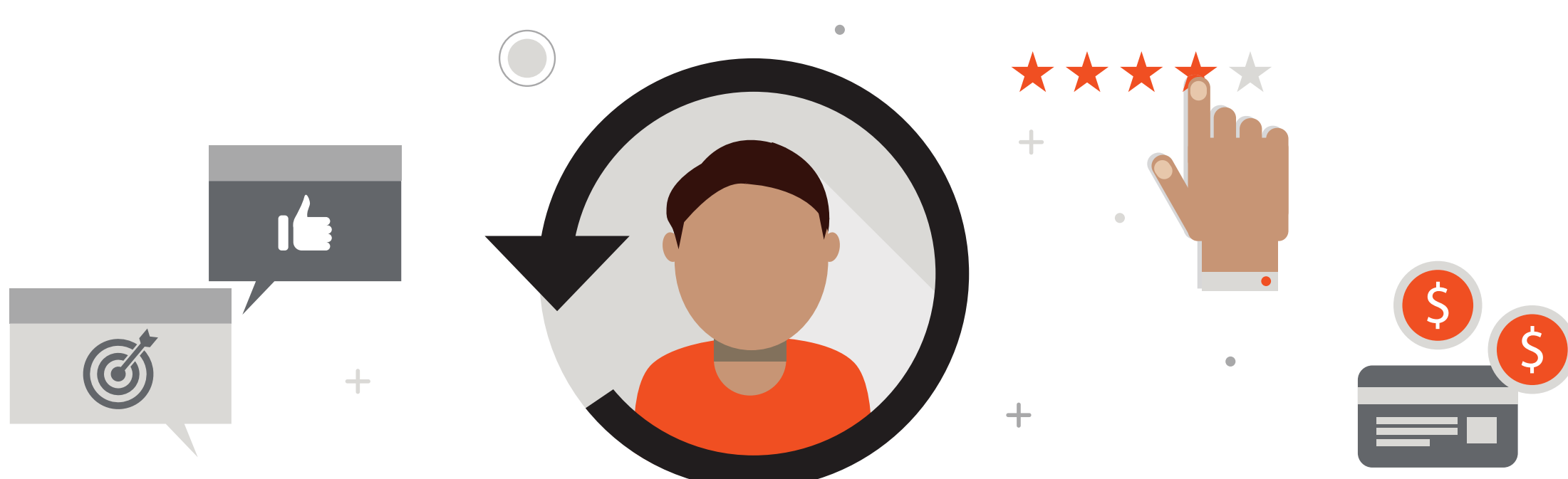
Segmentation



Personalization



Omnichannel Marketing



... By Placing the Customer at the Center of Everything

For more information on how CMDM can help you leverage customer data to achieve holiday success, please visit stibosystems.com/cmdm

Sources:

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- ¹⁰www.salesforce.com/form/industries/connected-shopper-report-2017/?d=cta-body-promo-70
- ¹¹forbes.com/sites/nikkibaird/2017/11/30/black-friday-weekend-cyber-week-round-up-of-results/#248f9c1b7e7b

Additional resources to learn about Black Friday results: adobe.com; bestblackfriday.com; retaildive.com; shopify.com