

BLACK FRIDAY

THE VALUE OF HOLIDAY ADVERTISING

\$1,007.24
PER SHOPPER



That's how much the National Retail Federation expects the average shopper to spend during Thanksgiving weekend 2018, including Black Friday.



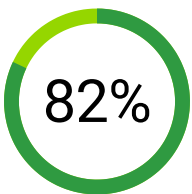
The average Black Friday discount is **37 percent**. This is 14 percentage points higher than the average Thanksgiving week discount of 23 percent.



Black Friday is no longer the only day for deals, however. Most stores have already released early deals, in fact.

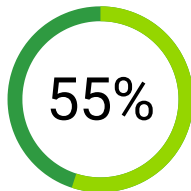


When it comes to online shopping, **Thanksgiving Day beats out Black Friday.** That's the day for the best deals on sporting goods, electronics & apparel, according to a report from Adobe Systems.



According to a 2016 report by MarketingSherpa, 82 percent of Americans trust ads they see in print.

People don't mind seeing ads in print, either. According to a 2017 Morning Consult study, 55 percent of people are not bothered by ads in their print news.



Email marketing is an effective tool for Black Friday ads. Email has a conversion rate of 4.29 percent. That's nearly three times the rate of social media ads, according to Smart insights.

According to the National Retail Federation, **174 million Americans** shopped during Thanksgiving weekend 2017 — that's 70 percent of all U.S. adults.

70%



Consumer confidence climbed to 137.9 in 2018, an 18-year high.



This is according to the Consumer Confidence Index by the Conference Board.