

Presenting the Black Friday and Cyber Monday stats for 2016.

BLACK FRIDAY



CYBER MONDAY

PREDICTED

Over **\$3 billion** in sales

11.5% increase over 2015.



Over **\$3 billion** in sales

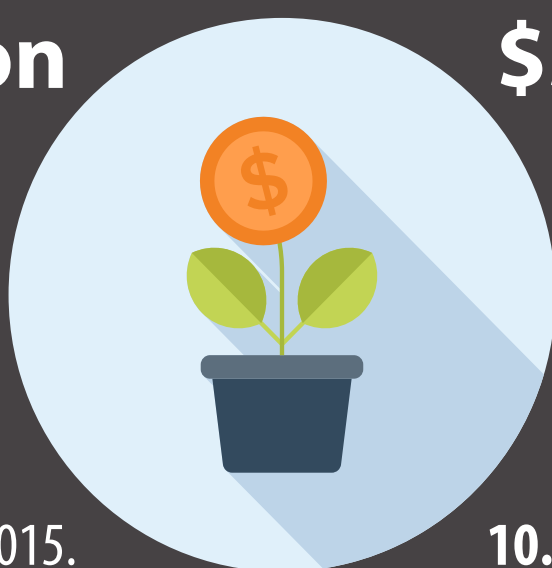
9.4% increase over 2015.

ACTUAL

\$3.34 billion in sales

\$5.27 billion Thanksgiving + Black Friday.

21.6% increase over 2015.



\$3.39 billion in sales

\$50 million more than Black Friday.

10.2% increase over 2015.

MOBILE

First day in history to break over \$1 billion in mobile sales at **\$1.2 billion**

33% increase over 2015's numbers.



Mobile sales were just under Black Friday's at about **\$1.19 billion**

48% increase over 2015's numbers.

About ShipStation

ShipStation manages your orders, carriers, inventory, and branding in one easy-to-navigate dashboard. Create automation rules to save time and money while customizing your views with the information that matters to your workflow. Put your brand front and center with our branded tracking page, packing slips, labels, and emails. We strive to bring every online merchant a little bit of shipping nirvana.

ShipStation.com

Sources:

Adobe, "Media Alert: Adobe Data Shows Black Friday Breaks Online Sales Record With \$3.34 Billion"

Adobe, "Media Alert: Adobe Data Shows Cyber Monday Largest Online Sales Day in History With \$3.39 Billion"