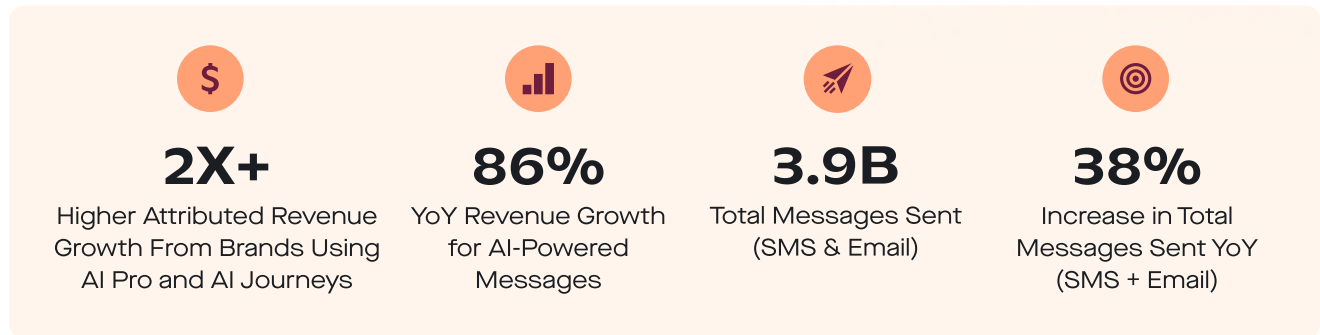


# Cyber Week 2024 Recap

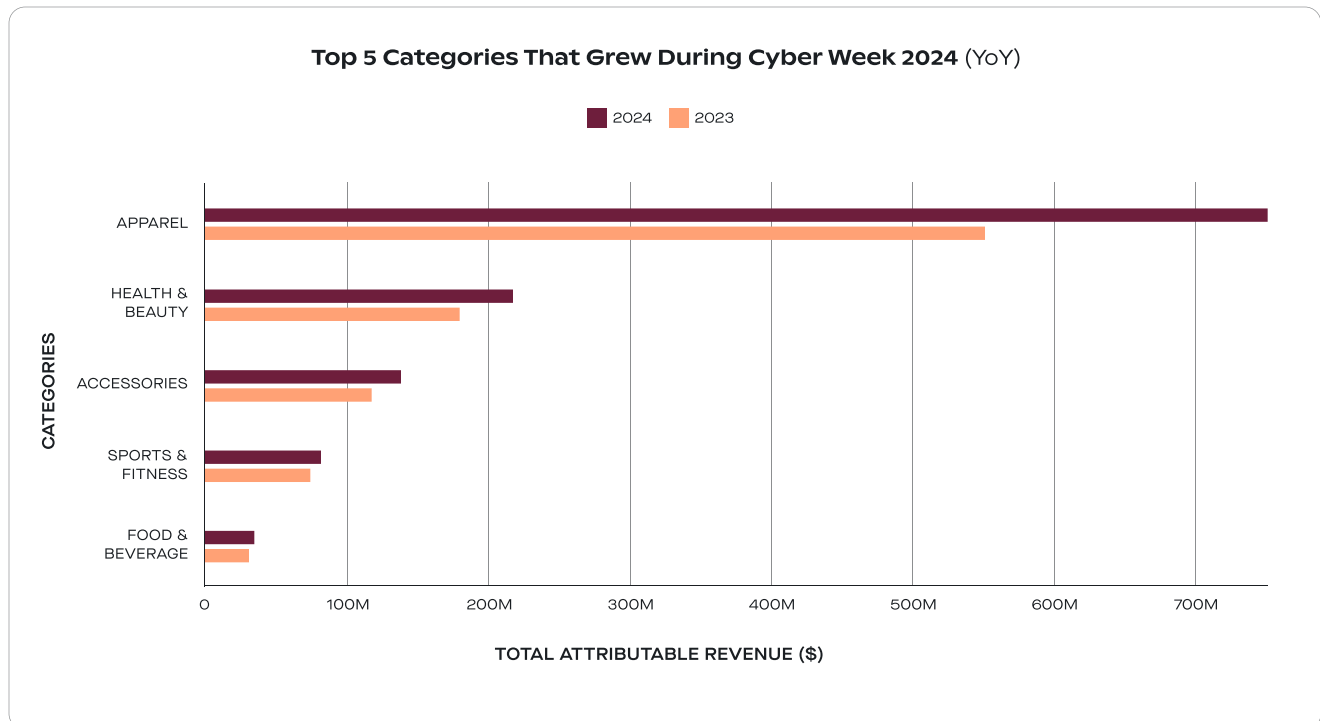
The busiest shopping week of the year has come to a close. We explored anonymized customer data from our platform to discover top insights and trends for Cyber Week 2024.



## This Cyber Week, brands who used AI pulled ahead to drive more revenue



Consumer spending in **pets** and **apparel** categories grew the most year-over-year



## AI helped brands engage shoppers throughout the funnel to drive conversions and build loyalty



**31.9M**

New SMS & Email  
Subscribers  
Signed Up



**6-13%**

Higher Average Order  
Value Driven by AI  
Products



**17%**

More Journeys  
Triggered by AI

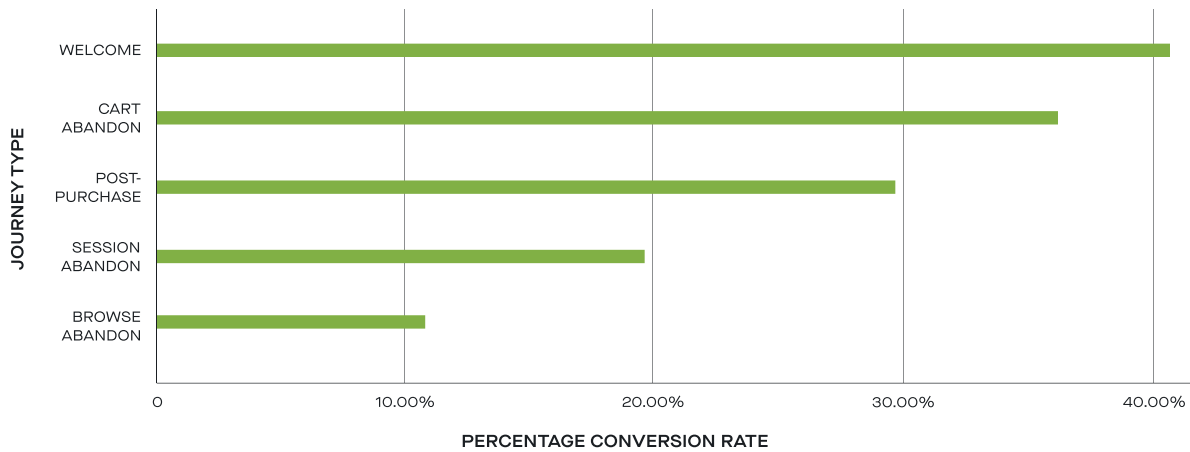


**23%**

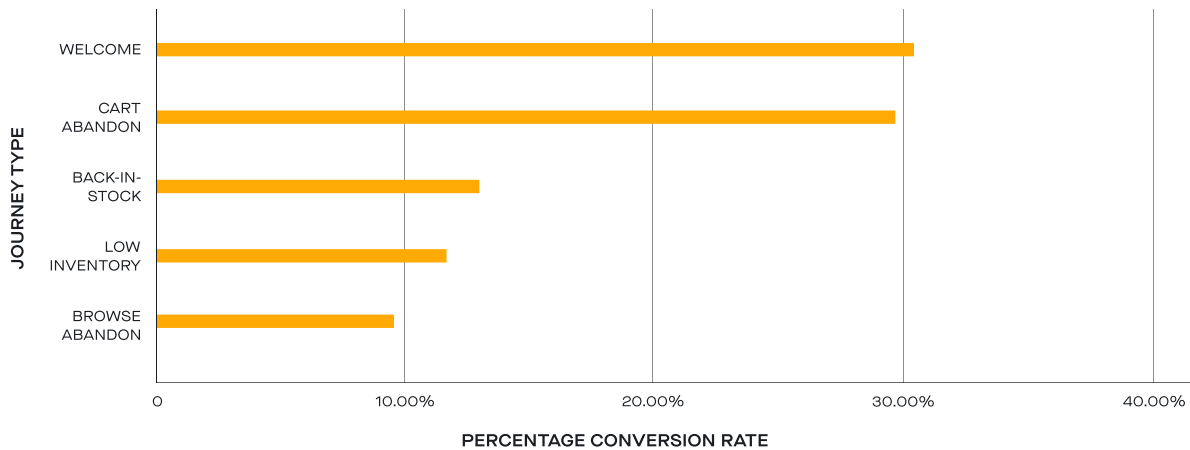
Lower Opt-Out  
Rate From Brands  
Using AI

Welcome and cart abandon drove the most conversions for brands


Top 5 Journeys by Conversion Rate, SMS



Top 5 Journeys by Conversion Rate, Email




## Cyber Monday saw the strongest performance across all channels




**7%**

SMS Campaign Message  
CVR (Cyber Monday)




**36%**

Triggered SMS CVR  
(Cyber Monday)



**2%**

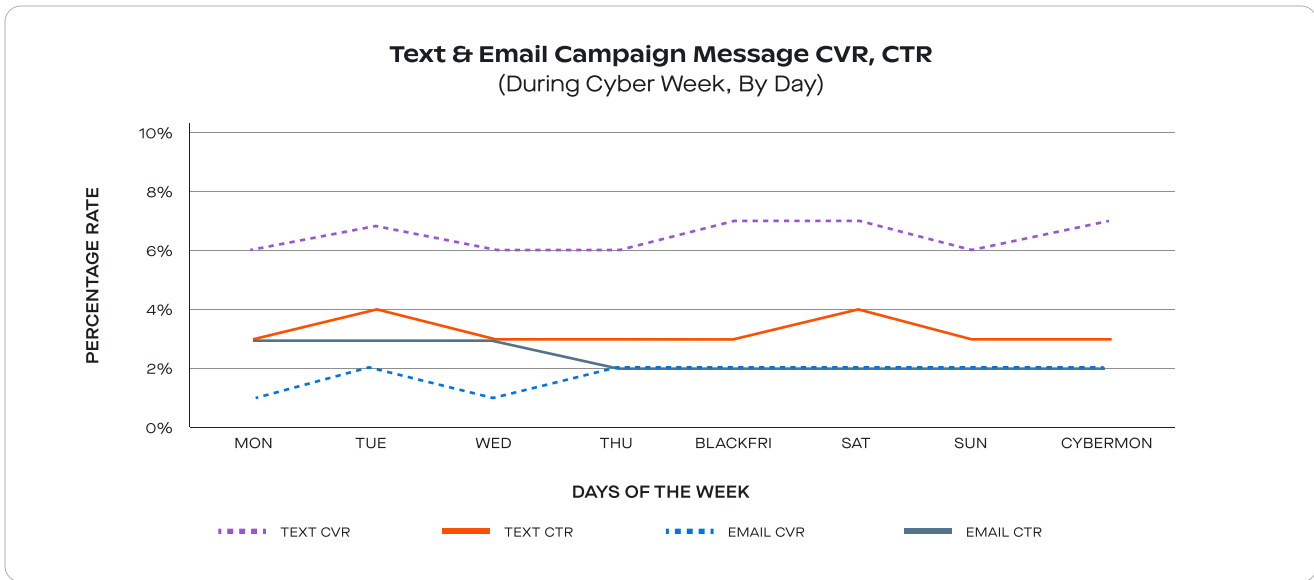
Email Campaign Message  
CVR (Black Friday)



**19%**

Triggered Email Message  
CVR (Black Friday)

SMS campaign CVR peaked on **Friday**, but email kicked off on **Tuesday**



Shopping via text and email stepped up from **Wednesday** and continued through **Monday**

