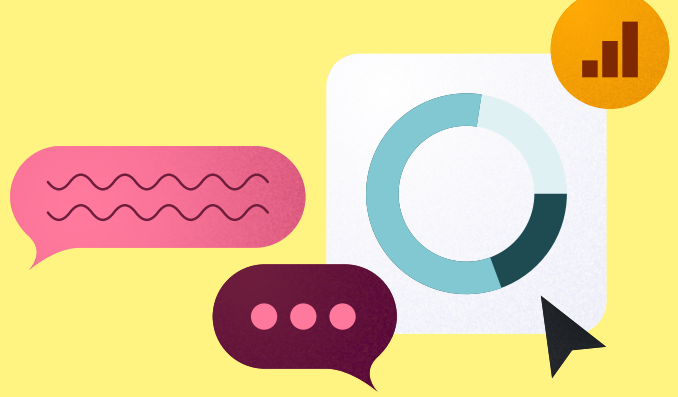


Cyber Week 2022 Recap



The busiest shopping week of the year has come to a close. We explored anonymized data from our 5,000+ customers to discover the insights and trends for Cyber Week 2022.

This Cyber Week, Attentive drove value for our 5,000+ customers



\$1.1B+

Revenue Generated



41%

YoY Revenue Growth



20%

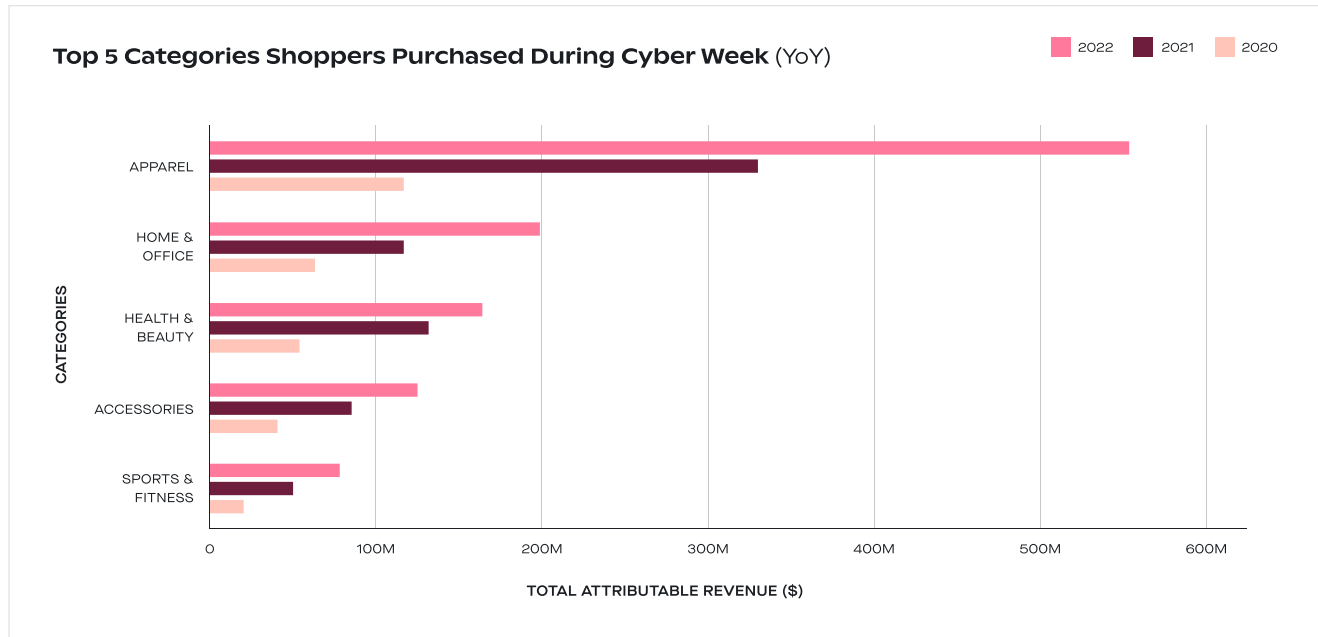
Online Revenue Percentage Driven



\$81M

in Abandoned Carts Recovered

Apparel and Home & Office were the two most popular categories purchased



Brands powered by Attentive sent over 1.6 billion text messages



410M

Texts on Cyber Monday



12pm ET

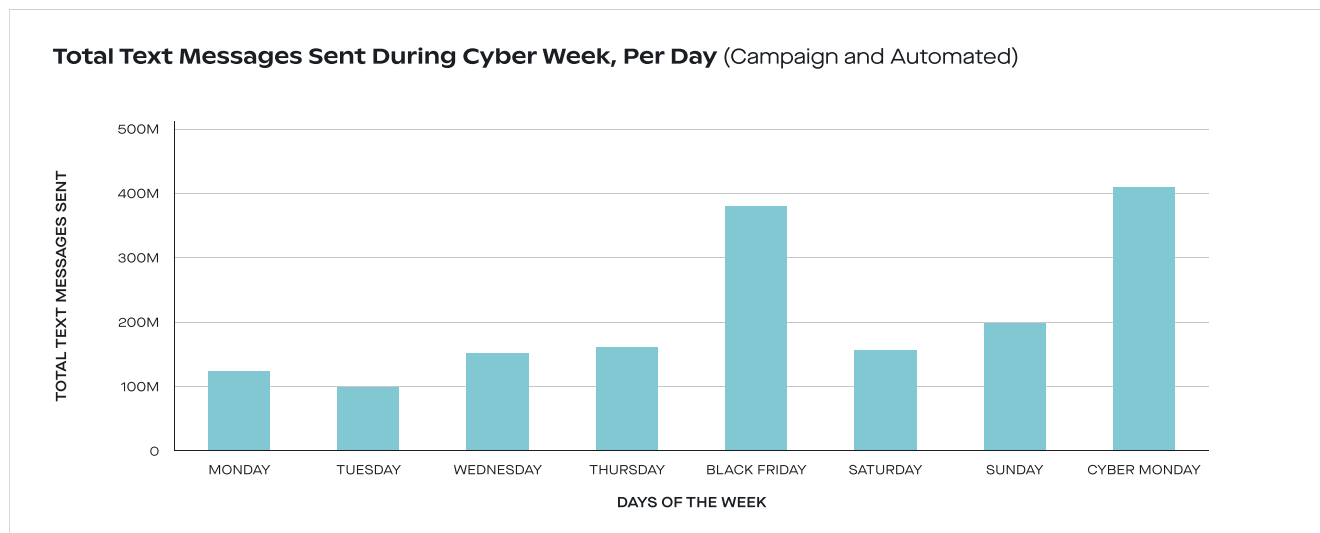
Top Send Time



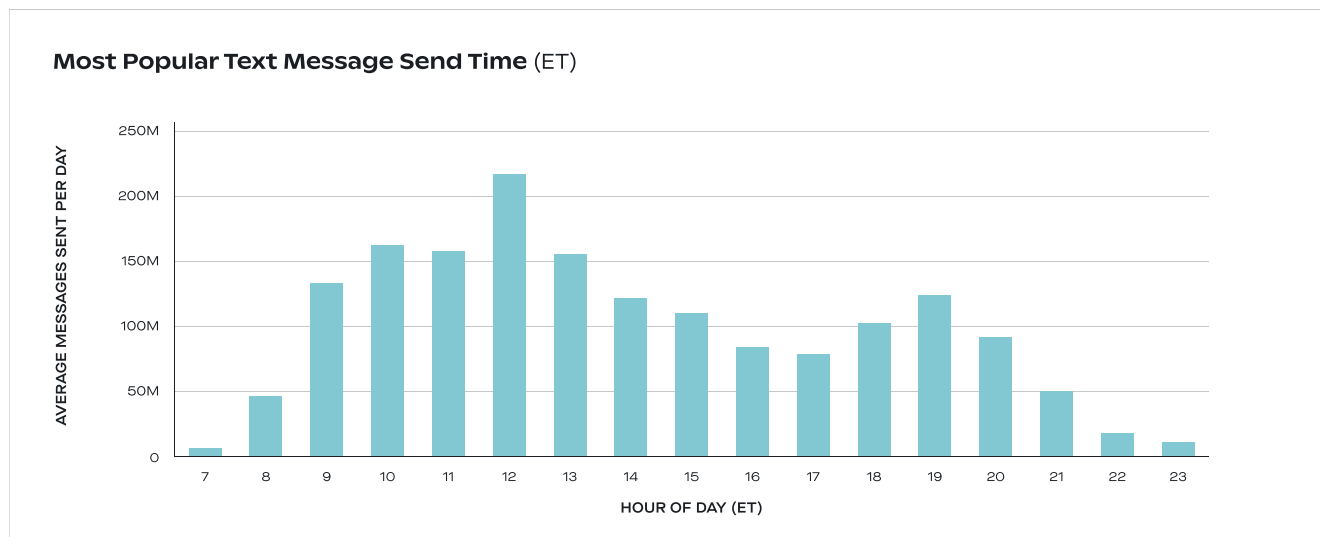
12.7M

New Subscribers Signed Up

Sunday was the **3rd highest** send day, preparing shoppers for Cyber Monday



Noon surpassed 10am to become the **most popular** send time over Cyber Week



Performance peaked on Black Friday & Cyber Monday



9%

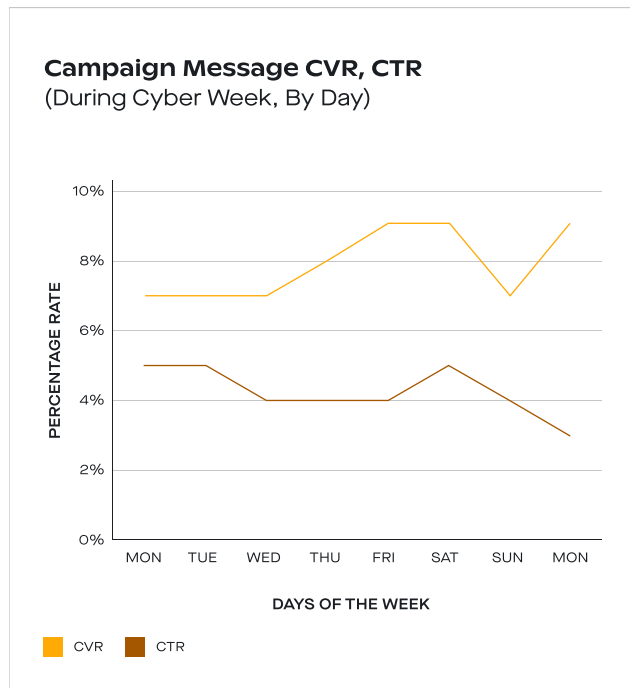
Campaign Message CVR
(Cyber Monday)



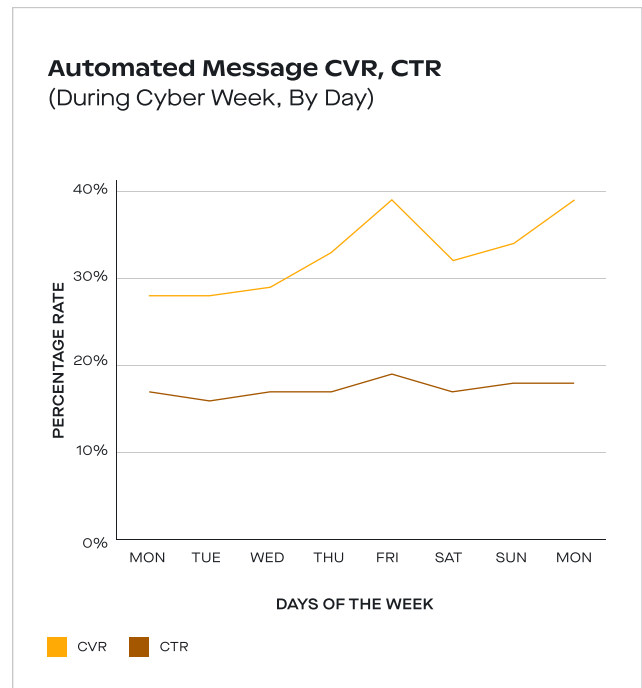
39%

Automated Message CVR
(Cyber Monday)

Campaign CVR was high on Black Friday, but the shopping continued into Saturday



Thursday was a high day for Automated CVR, as shoppers kicked off early



Ready to Learn More?

Explore our [personalized SMS marketing tips](#) for driving revenue throughout the final month of the holiday season. Or, if you're interested in launching your SMS program with Attentive, [request a demo](#).

