



STEEP DISCOUNTS, STRONG CONSUMER DEMAND DROVE RECORD-BREAKING CYBER WEEK SALES

Total retail sales for Cyber Week 2022 (Thanksgiving - Cyber Monday) **largely exceeded industry expectations**, with \$68B in online sales. PMG's portfolio of brands saw strong media performance and overall demand, **as some PMG retailers even delivered the biggest sales days in brand history**.

Industry Takeaways

\$68B

Total online sales

+9%

Online sales growth across all categories

+4%

Online traffic growth across all categories

+10%

Traffic referral from social

30%

Average discount rate

Data reflects aggregated Salesforce U.S. Retail Holiday Insights YoY during Cyber Week 2022 (Thanksgiving - Cyber Monday)

Holiday Shopping Trends

U.S. consumers were eager to shop the best deals of the season in stores and online, with **retail sales gains outpacing inflation**, [according to the National Retail Federation \(NRF\)](#).



9 p.m. - 11 p.m.

Peak online shopping hours during Cyber Monday



\$325.44

Holiday-related spend, +8% YoY



+22%

YoY Social-driven mobile commerce gains

PMG Retail Portfolio Trends

+12%

Traffic gains driven by paid media

+12bps

Total portfolio CVR

+44%

Social CTR gains

+33%

Search and shopping clicks at a -16% CPC

+98%

Programmatic engagement YoY

Data reflects aggregated PMG U.S. retail portfolio performance trends YoY during Cyber Week 2022 (Thanksgiving - Cyber Monday)

- Online sales for most PMG brands peaked in the evening hours of Thanksgiving and Cyber Monday, **with the highest conversion rates and site traffic volume recorded during the final hours of Cyber Monday**.
- **Meta platforms Instagram and Facebook consistently outperformed Snap, TikTok, and Pinterest in terms of cost effectiveness.** Traditionally, lower CPMs are seen on less competitive platforms, but this year, Meta significantly outperformed across all core metrics.
- **By activating full-funnel strategies and targeted messaging earlier than ever**, PMG retailers saw qualified customers engage more deeply with advertising and brand messaging this holiday season, with CTR and engagement rates across media channels up roughly 50% year-over-year.

Looking Ahead to December

While 2022 Cyber Week delivered strong performance for brands within the PMG portfolio and the overall retail industry, **the holiday shopping season isn't over yet**. On average, U.S. consumers say **they are only halfway (47 percent) done with their holiday shopping**, giving retailers plenty of opportunity to pull levers and maximize sales in pursuit of omnichannel gains until the very end of the season.