

# 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.

**82%**

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.

**55%**



**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.