

5 key Cyber Five stats you may have missed

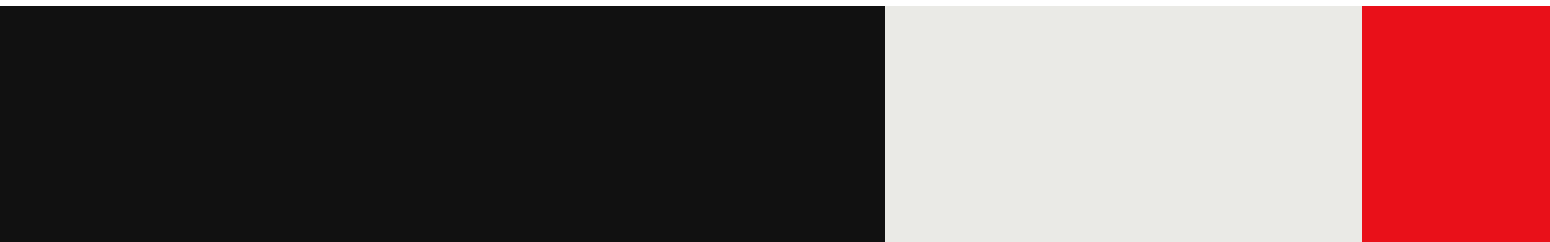
Article



Consumers spent a record-breaking \$314.9 billion online globally during this year's Cyber Five, according to Salesforce.

But there's lots more to learn beyond top-line sales numbers—from Target's Taylor Swift-fueled Black Friday surge to [Gen Z's](#) big spending habits.

Here are five key stats on Cyber Five performance you may have missed and what they mean for the rest of the [holiday](#) season.



1. Target scores a win against Walmart

Key stat: Target's foot traffic increased 16.8% YoY on Black Friday, while [Walmart's](#) decreased 3.1% YoY, according to data from Placer.ai.

- Target's surge in Black Friday visits was likely driven by its exclusive deal to sell Taylor Swift's Eras Tour book and the CD and vinyl editions of Swift's "The Tortured Poets Department: The Anthology."
- Target and Walmart weren't the only retailers with mixed Black Friday results. Lowe's also saw foot traffic rise on Black Friday (up 1.8%), per Placer.ai, but visits to The Home Depot and Tractor Supply Co. were down, by 7.1% and 2.1%, respectively.

What it means: Target has faced stiff competition from Walmart this year. However, its exclusive Black Friday deal garnered a lot of in-store visits, potentially giving Target a new way to fight against its competition.

2. Gen Z (over) spends

Key stat: 53% of Gen Z consumers spent over half of their monthly income on Black Friday this year, according to EduBirdie.

- Over a quarter (27%) of Gen Zers used [credit cards](#) or loans to fund their Black Friday purchases.
- Nearly as many (26%) are now cutting back on essentials after overspending, while 11% are considering taking out a loan or borrowing money.

What it means: Gen Z consumers are cash-strapped but aren't slowing down on holiday purchases, even if it's not financially wise. [Retailers](#) should use deals and discounts to attract Gen Z consumers looking for affordable gifts.

3. TV boosts Cyber Monday ads

Key stat: Cyber Monday [ads](#) on free, ad-supported TV (FAST) channels outperformed Black Friday ads in visit rates, conversion rates, and return on ad spend (ROAS), according to Keynes Digital.

- Compared to Black Friday, Cyber Monday saw a 43% increase in visit rates, a 54% boost in conversion rates, and an 80% rise in ROAS.
- Cyber Monday's lower cost per site visit (CPSV) and cost per acquisition (CPA), combined with a rise in total conversions, led to a 28% YoY increase in ROAS.

What it means: FAST channels are key to holiday marketing success.

- There will be 115.6 million FAST viewers in the US next year, up 3.7% YoY, per our forecast.
- Ad spend on [connected TV](#) (CTV) will rise 15.8% in 2025, reaching \$33.35 billion.

4. AI lends helping hand

Key stat: Traffic to retail sites from generative AI-powered [chatbots](#) increased by 1,950% YoY on Cyber Monday, according to data from Adobe Analytics.

- Salesforce predicted AI and agents would influence 19% of Cyber Week orders, representing \$61 billion in global sales.
- 40% of US consumers are using generative AI to find the best deals for specific items this holiday season, while 38% are using it to research products and 35% to check product availability in stores, according to October 2024 data from Boston Consulting Group.

What it means: Over the past year, there's been a rise in AI-powered agents and chatbots from retailers like Walmart and [Amazon](#). As the technology becomes more embedded across ecommerce sites and apps, consumers are becoming more comfortable with using AI while they shop, especially for practical purposes like price comparison and finding product info.

5. Consumers are buying less but spending the same

Key stat: Shoppers spent an average of \$105 per order across Cyber Week globally, with 3.5 units sold per transaction, according to Salesforce.

- Average order value remained steady compared with last year, but the number of units sold dipped slightly by 3%.
- This could be due to consumers buying smaller quantities of big-ticket items instead of large numbers of inexpensive products.

- The share of units sold for the most expensive goods rose by 28% from November 1 to December 2, according to Adobe Analytics. The largest increases were in electronics (86%), sporting goods (63%), appliances (59%).

What it means: As consumers shift to more expensive purchases this holiday season, electronics and appliance retailers must leverage deep discounts to sustain demand.

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