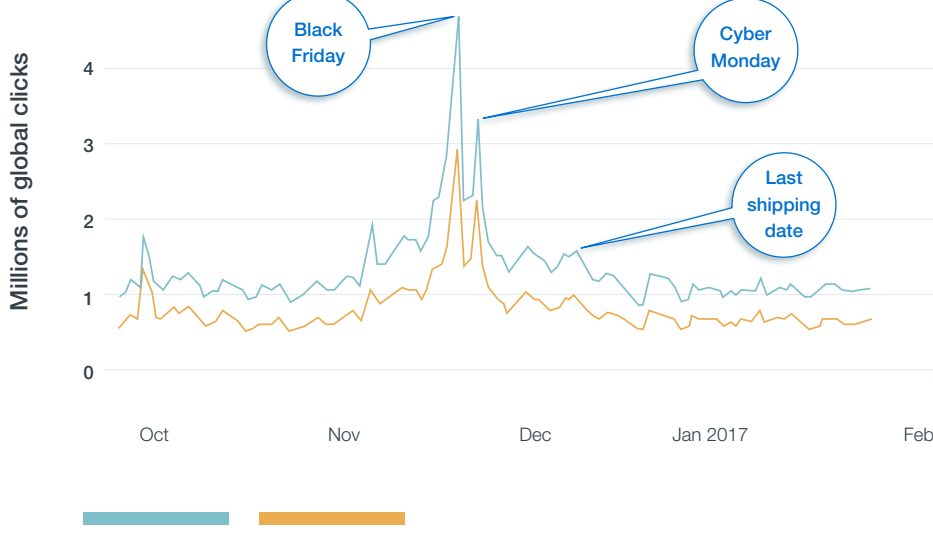


# Holiday and Black Friday Insights

## GLOBAL TRAFFIC ACROSS THE HOLIDAY SEASON

This graph shows traffic in our network across the holiday season, with major spikes on Black Friday, Cyber Monday and around December 15th which normally acts as last shipping date with guaranteed delivery for Christmas.



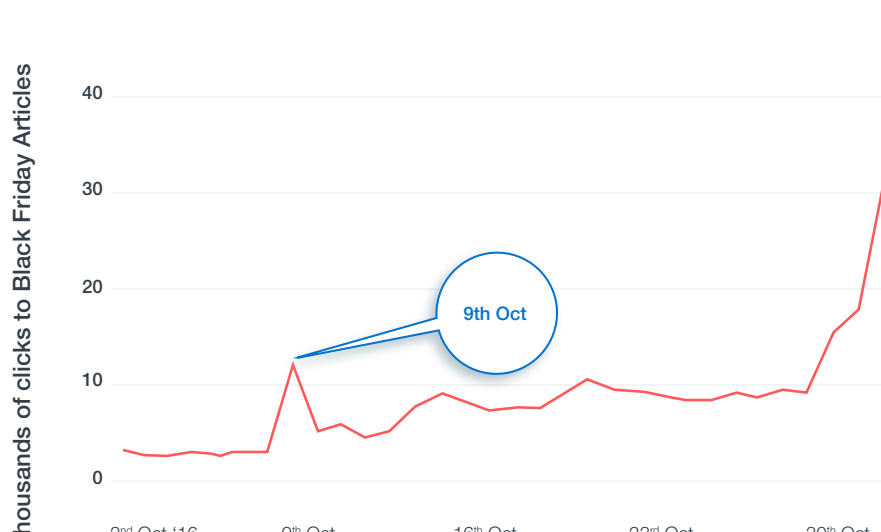
## PUBLISHER PERFORMANCE

This table shows key performance metrics for the holiday season, with averages in the holiday season and the percentage difference for that metric against the rest of the year.

	Holiday Average	Percent Difference from Rest of Year
Clicks per day	+1.6m	+40%
Avg Order Value (AOV)	\$51.31	+4.7%
Earnings per Click (EPC)	\$0.060	+15.1%
Conversion rate	3.02%	+20.1%

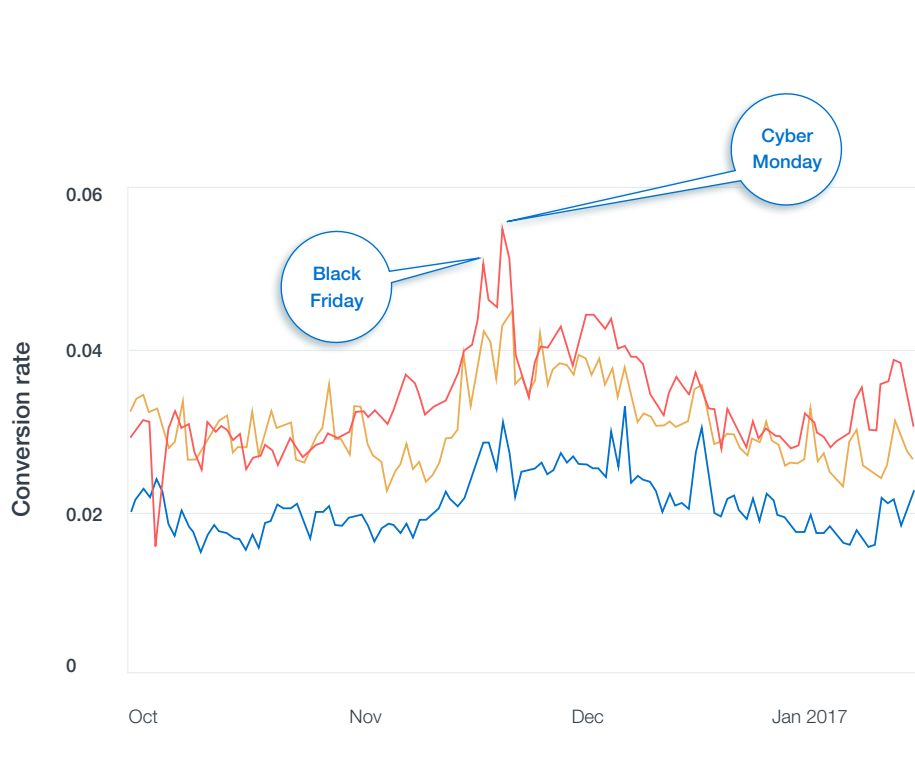
## CLICKS TO BLACK FRIDAY ARTICLES

This graph shows clicks to Black Friday articles in October, including the earliest spike in the holiday season on October 9th, when clicks rose to 11k per day.



## GLOBAL MOBILE, DESKTOP & TABLET CONVERSION RATES

This graph compares conversion rates across device, with the spikes of Black Friday and Cyber Monday indicated on the graphs.



## TOP PERFORMING PRODUCT CATEGORIES

Here you can see the top selling product categories in our network with how much their revenue increases during the holiday season.



### About Skimlinks

Skimlinks is the leading content-to-commerce platform globally, helping publishers monetize their editorial content, and marketers find people who want to buy their products.

Skimlinks is used on 1.5 million websites globally by companies such as BuzzFeed, Refinery29, Condé Nast, and AOL/HuffPost.

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