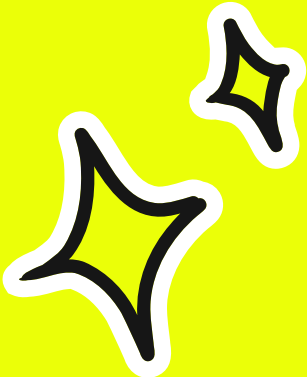
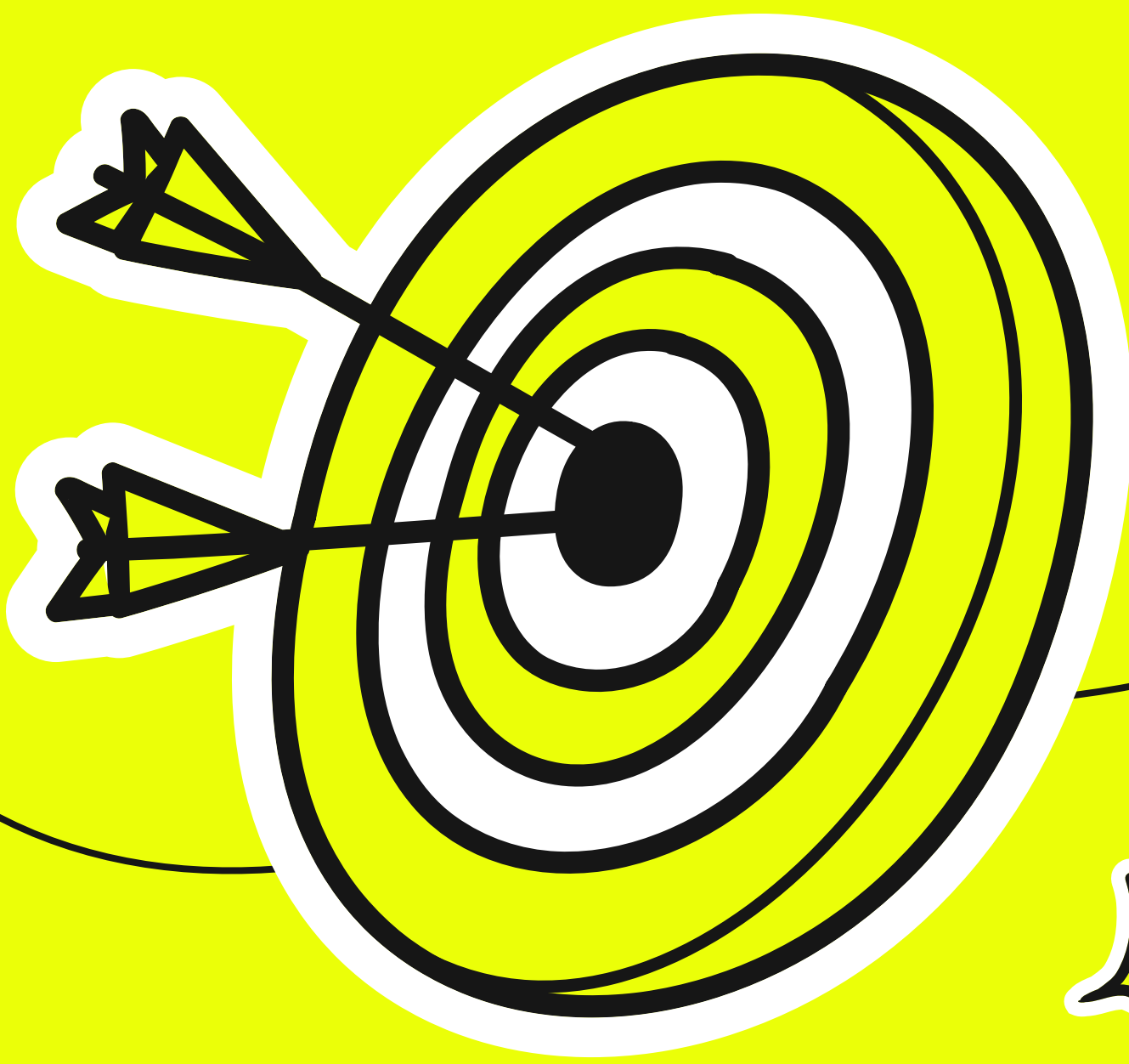


ULTIMATE BLACK FRIDAY 2025 GUIDE



Put the wins in your sales with these battle-tested tactics, data-backed insights, and formats that convert.



The holiday season isn't just a weekend anymore - **it's Cyber Week.** Shoppers browse longer, buy smarter, and expect personalized, instant offers. You have **seven days** to win, not two.

\$11B
PREDICTED SPENDING 2025

+15% vs +7%
ONLINE VS IN-STORE GROWTH

69%
MOBILE PURCHASES

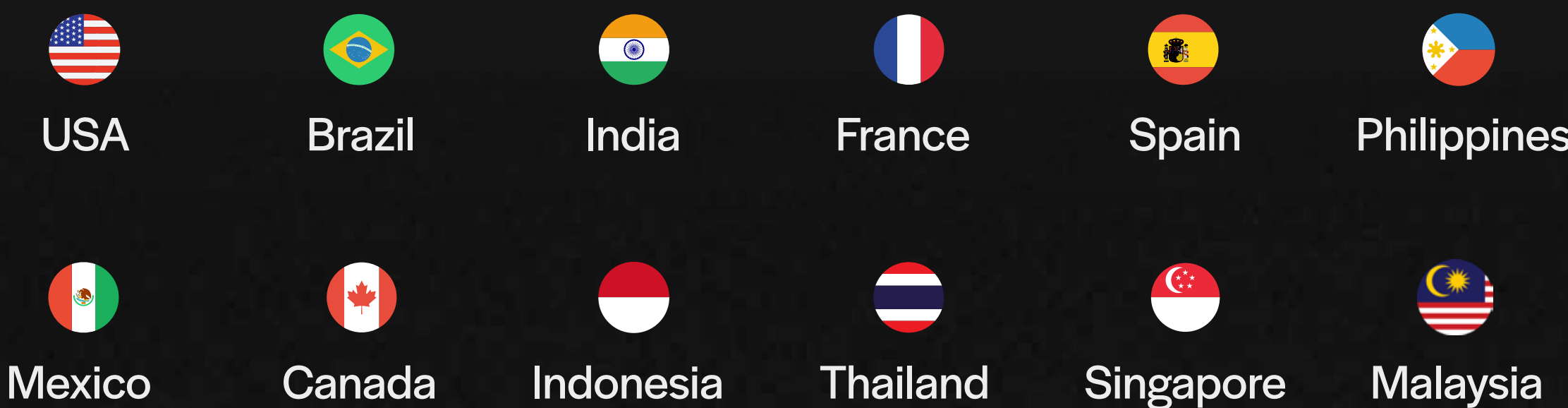
\$10.8B
BLACK FRIDAY 2024

\$12.4B
CYBER MONDAY 2024

\$315B
CYBER WEEK 2024

1

TOP GEOS TO TARGET



MOBILE USERS
DOMINATE CONVERSIONS:
**OPTIMIZE FOR
THUMB-SCROLL
EXPERIENCES**

2

WINNING VERTICALS + AD FORMATS

ECOMMERCE	SPORTS	DATING	STREAMING
HUNT FOR DEALS, MOBILE-FIRST SHOPPERS	THANKSGIVING + FOOTBALL FEVER	COZY SEASON, CONNECTION-SEEKING	STAY-AT-HOME ENTERTAINMENT SURGE
POP-UNDER BANNER	POP-UNDER IN-PAGE PUSH	VIDEO IN-PAGE PUSH	POP-UNDER INTERSTITIAL

3

OPTIMIZATION TIPS

- ✓ USE **EMOTIONAL HOOKS** (COZY, EXCLUSIVE, CAN'T-MISS)
- ✓ TEST CREATIVES BEFORE **NOVEMBER 25**
- ✓ PRIORITIZE **MOBILE CREATIVES**
- ✓ TRACK REAL-TIME **CTR & CVR** DURING CYBER WEEK
- ✓ RETARGET POST-MONDAY WITH "EXTENDED OFFER" DEALS

4

FOR ADVERTISERS

Sell an experience, not a discount. Craft ads that spark emotion and connect with your audience's seasonal mindset. Cozy vibes, sports thrill, or gifting joy - find your story.

FOR PUBLISHERS

Treat your site like a lab - test, optimize, repeat. Clean layouts outperform clutter, especially during peak traffic moments. Make your ads flow with the user journey, not interrupt it.

