2023 Cyber 5 Performance Analysis

Unveiling AP's Portfolio Stats & Trends

Acceleration PARTNERS®

Executive Summary

The following report reflects client performance for all Acceleration Partners clients across the globe.

The analysis reveals several trends consistent across markets and verticals. Most notably, we observed two interesting shifts this year:

1. Holiday shoppers have been waiting for Cyber 5 to take advantage of deep discounts, as realized by the increase in purchases and decrease in AOV across most verticals and markets.

2. Early and extended Cyber 5 deals have shifted more holiday shopping to Saturday and Sunday vs Cyber Monday, as noted by Y/Y growth and increased contribution for those days.

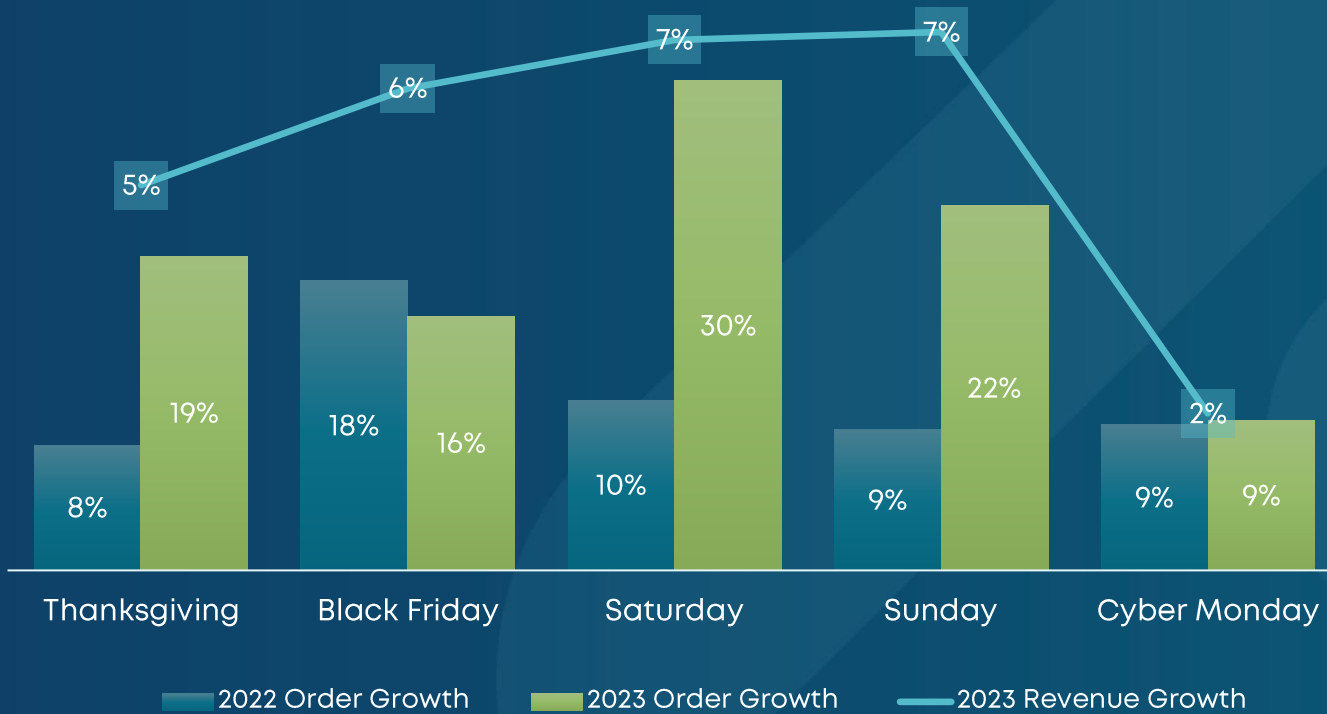| +19%	+18%	+5%	-11%	-1%	+2%
CLICKS Y/Y	ORDERS Y/Y	REVENUE Y/Y	AOV Y/Y	CONV. RATE Y/Y	ROAS Y/Y

Deep Discounts and Early Deals Drive Shoppers to Buy

Growth on Black Friday and Cyber Monday was strong; however, we saw stronger growth on the other three "Cyber 5" days due to deals running earlier and throughout Cyber 5 vs only Black Friday and Cyber Monday.
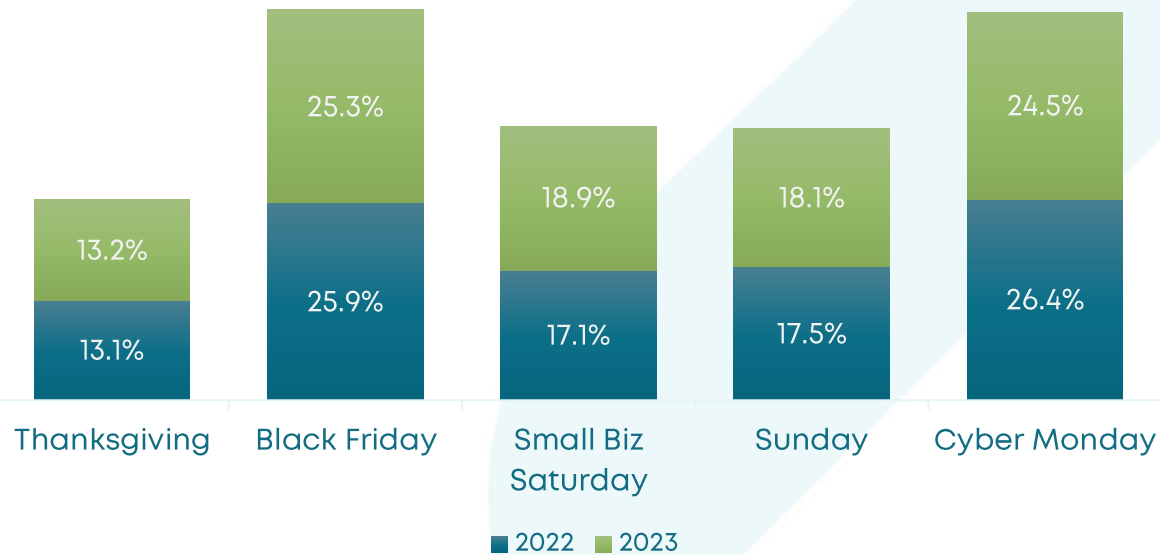
With deeper discounts, we saw AOV drop -11% Y/Y, resulting in softer revenue growth Y/Y.

Chart data:

	Thanksgiving	Black Friday	Saturday	Sunday	Cyber Monday
2022 Order Growth	8%	18%	10%	9%	9%
2023 Order Growth	19%	16%	30%	22%	9%
2023 Revenue Growth	5%	6%	7%	7%	2%

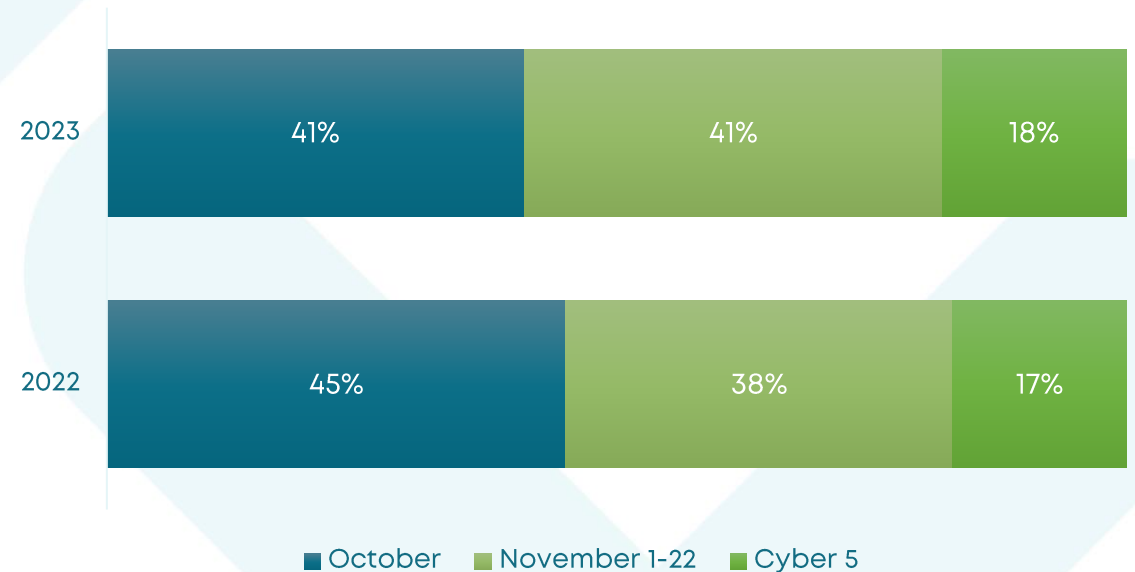Legend: 2022 Order Growth, 2023 Order Growth, 2023 Revenue Growth

We continue to see similar distribution by day trends Y/Y during Cyber 5. As noted on the previous slide, we've seen an increase in buying trends the two days prior to Cyber Monday, with Cyber Monday contribution dropping 2 percentage points Y/Y.

In October 2022, we saw shoppers start buying for the holidays early. Unlike last year, that trend did not continue, as shoppers were waiting for deeper discounts during Cyber 5. November contribution grew 4 percentage points, accounting for 59% of total Q4 orders YTD compared to 22% in 2022.

CYBER 5 ORDER DISTRIBUTION BY DAY

Day	2022	2023
Thanksgiving	13.1%	13.2%
Black Friday	25.9%	25.3%
Small Biz Saturday	17.1%	18.9%
Sunday	17.5%	18.1%
Cyber Monday	26.4%	24.5%

■ 2022 ■ 2023

Q4 ORDER DISTRIBUTION BY TIMEFRAME

Year	October	November 1-22	Cyber 5
2023	41%	41%	18%
2022	45%	38%	17%

■ October ■ November 1-22 ■ Cyber 5

KEY INSIGHTS

All verticals saw Y/Y growth across most KPI's HOWEVER the lower AOV trend impacted revenue growth, especially for Health & Beauty and Home & Garden.

The decline in AOV trend didn't impact traditional retail verticals (Retail, Clothing, Accessories, Sports & Rec) as heavily HOWEVER we didn't see double digit order growth as we did in other verticals.

Shoppers were spending more on food & fun, with both Food & Beverage and Travel verticals showing stronger AOV.

MULTI-PRODUCT RETAILER

+1% ORDERS Y/Y   +2% REVENUE Y/Y

CLOTHING & ACCESSORIES

+8% ORDERS Y/Y   +7% REVENUE Y/Y

SPORTS & RECREATION

+1% ORDERS Y/Y   -4% REVENUE Y/Y

HOME & GARDEN

+56% ORDERS Y/Y   +3% REVENUE Y/Y

HEALTH & BEAUTY

+49% ORDERS Y/Y   +40% REVENUE Y/Y

FOOD & BEVERAGE

+51% ORDERS Y/Y   +86% REVENUE Y/Y

TRAVEL & ATTRACTIONS

+38% ORDERS Y/Y   +44% REVENUE Y/Y

B2B PRODUCTS & SERVICES

+20% ORDERS Y/Y   +44% REVENUE Y/Y

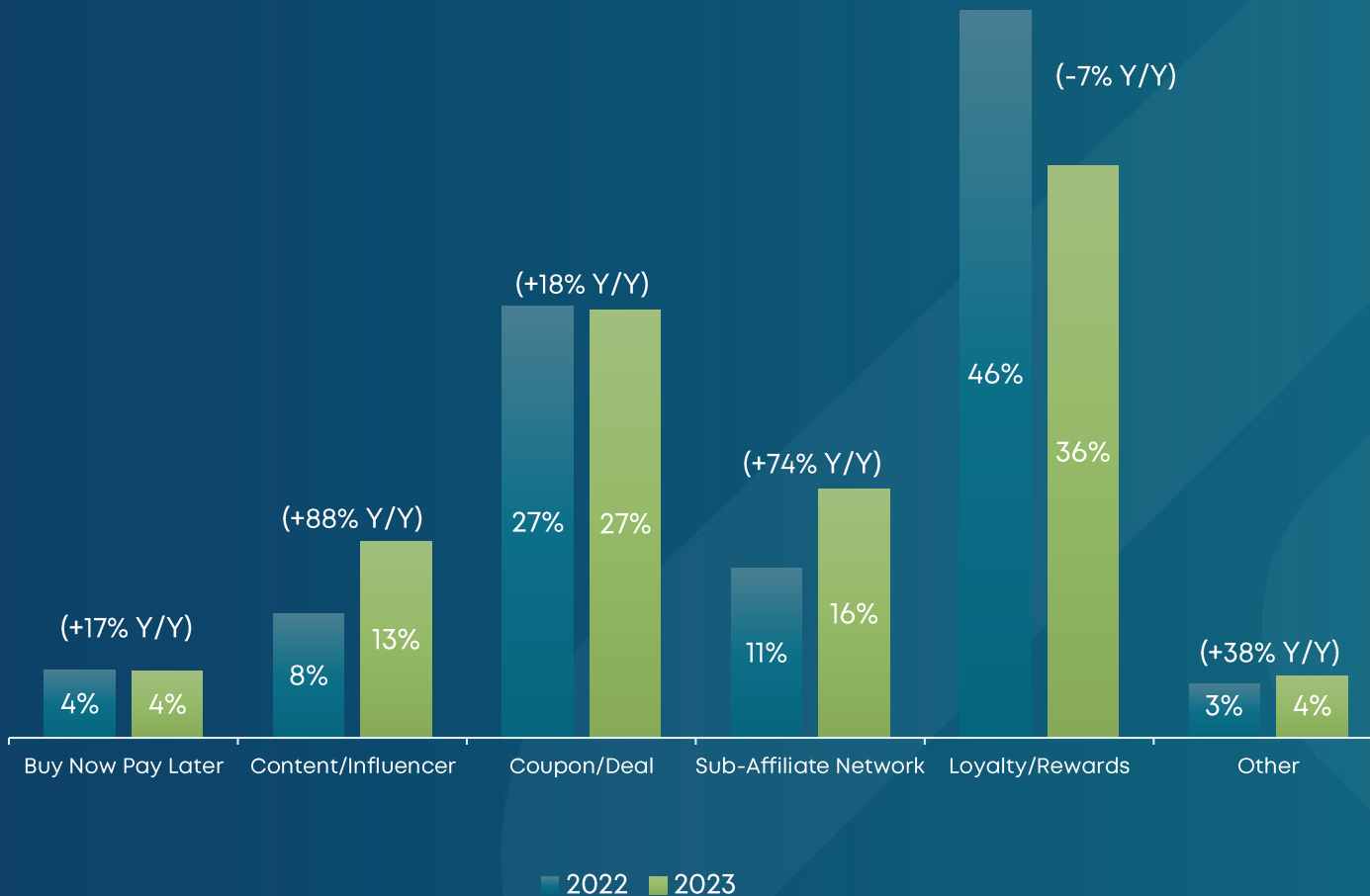Mobile purchases continue to grow Y/Y, up from 48% in 2022 and 46% in 2021.

50%

of Cyber 5 sales happened on a mobile device in 2023

Y/Y CONTRIBUTION % BY PARTNER TYPE
(Y/Y ORDER GROWTH)

Chart — 2022 vs 2023 contribution by partner type:

- **Buy Now Pay Later** (+17% Y/Y): 2022 = 4%, 2023 = 4%
- **Content/Influencer** (+88% Y/Y): 2022 = 8%, 2023 = 13%
- **Coupon/Deal** (+18% Y/Y): 2022 = 27%, 2023 = 27%
- **Sub-Affiliate Network** (+74% Y/Y): 2022 = 11%, 2023 = 16%
- **Loyalty/Rewards** (-7% Y/Y): 2022 = 46%, 2023 = 36%
- **Other** (+38% Y/Y): 2022 = 3%, 2023 = 4%

■ 2022 ■ 2023

- Content/Influencer saw stellar growth in sales and contribution Y/Y due to increases from mass media/editorial content and social influencers.

- Loyalty was the only partner type to see a decline in growth and contribution during Cyber 5. The decline is mostly attributed to lighter sales volume with traditional retailers Y/Y.

Notable shift in consumer behavior:

- Although Buy Now Pay Later partners were a smaller piece of the pie, orders were up 17% Y/Y and continue to grow as more shoppers take advantage of new purchasing options.

- With more shoppers searching for deals and discounts, we saw an 18% Y/Y increase in Coupon/Deal partner performance.
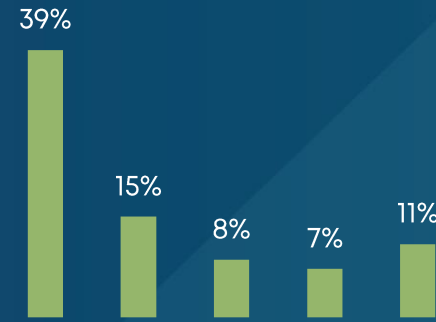
2023 CYBER 5 – PERFORMANCE BY TOP COUNTRIES & ORDER GROWTH BY DAY

UNITED STATES

+3% REVENUE +5% ORDERS -2% AOV

8% 8% 8% 7% -1%
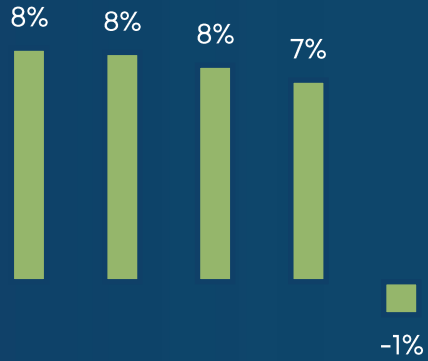
CANADA

-2% REVENUE +15% ORDERS -14% AOV

39% 15% 8% 7% 11%

UNITED KINGDOM

-6% REVENUE -4% ORDERS -2% AOV

18% -8% -7% -8% -3%
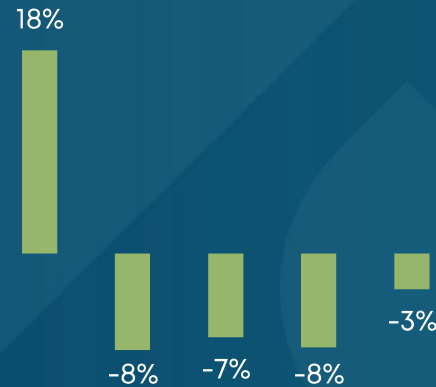
GERMANY

+3% REVENUE +14% ORDERS -9% AOV

9% 0% -11% 43% 40%
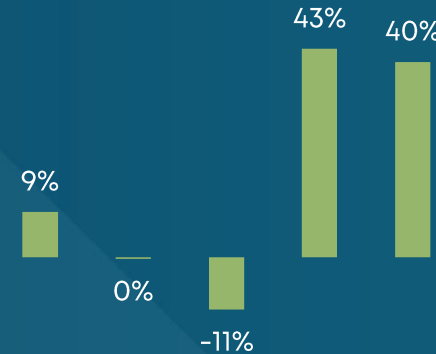
AUSTRALIA

+47% REVENUE +36% ORDERS +8% AOV

43% 60% 18% 27% 36%
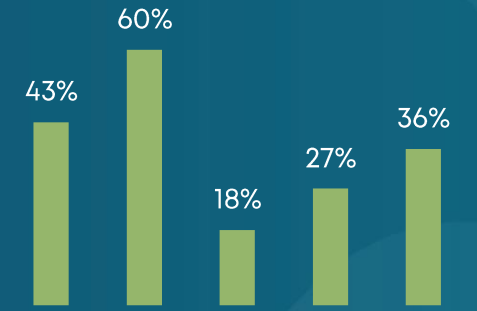
Following the key theme for Cyber 5 2023, AOV declines were a major factor across most countries due to brands offering deeper discounts, which led to the variance between order and revenue growth.