Acceleration
PARTNERS®

CYBER 5 PERFORMANCE
2025 ANALYSIS

OUR REPORT

The enclosed report highlights affiliate channel performance for AP clients during Cyber 5 (Nov 27th – Dec 1st), as well as economic trends and insights.

Key Highlights:

- Comprehensive Analysis: We have conducted a detailed analysis of AP client performance throughout the entire Cyber 5 period for both 2025 and 2024. This analysis accounts for the extended shopping duration characteristic of this year's Cyber 5 events

- Industry Insights: The report provides valuable industry insights on Cyber 5 trends, consumer behavior, and emerging patterns that can inform your strategic planning and execution within the affiliate channel

CYBER 5 2025

CONTENTS

INDUSTRY TRENDS & INSIGHTS

CYBER 5 2025 – KEY TRENDS

Cyber 5 performance highlights 2025's core trends—mobile-first shopping, AI-driven personalization, social commerce, and value-focused, transparent buying—showing that affiliates who prioritized authenticity and mobile optimization captured the strongest results.

KEY TRENDS

- Early Shopping: Consumers are starting their holiday shopping earlier due to budget and inventory
- AI-Powered Personalization: Helping consumers find deals and compare prices more effectively
- Mobile-First Shopping: Increasing due to convenience and personalization
- Social Commerce: Reviews, influencer content, and personalized experiences drives consumer research, discovery, and urgency, boosting holiday sales
- Buy Now, Pay Later (BNPL): Provides greater flexibility for consumers managing their holiday budgets

CYBER 5 BY THE NUMBERS

**GLOBALLY,
ONLINE SALES INCREASED
7% Y/Y TO $333.6 BILLION
DURING CYBER FIVE.**

+6.2%	Global Growth on Black Friday
+9.3%	US Growth on Black Friday
+4.6%	UK Growth on Black Friday + Cyber Monday
+7%	Global Growth on Cyber Monday
+7.1%	US Growth on Cyber Monday

ACCELERATION PARTNERS_CREATE WHAT'S NEXT

EARLY SHOPPING

Consumers are changing their holiday shopping habits with many starting their shopping earlier to stretch budgets, secure inventory, and take advantage of fall sales
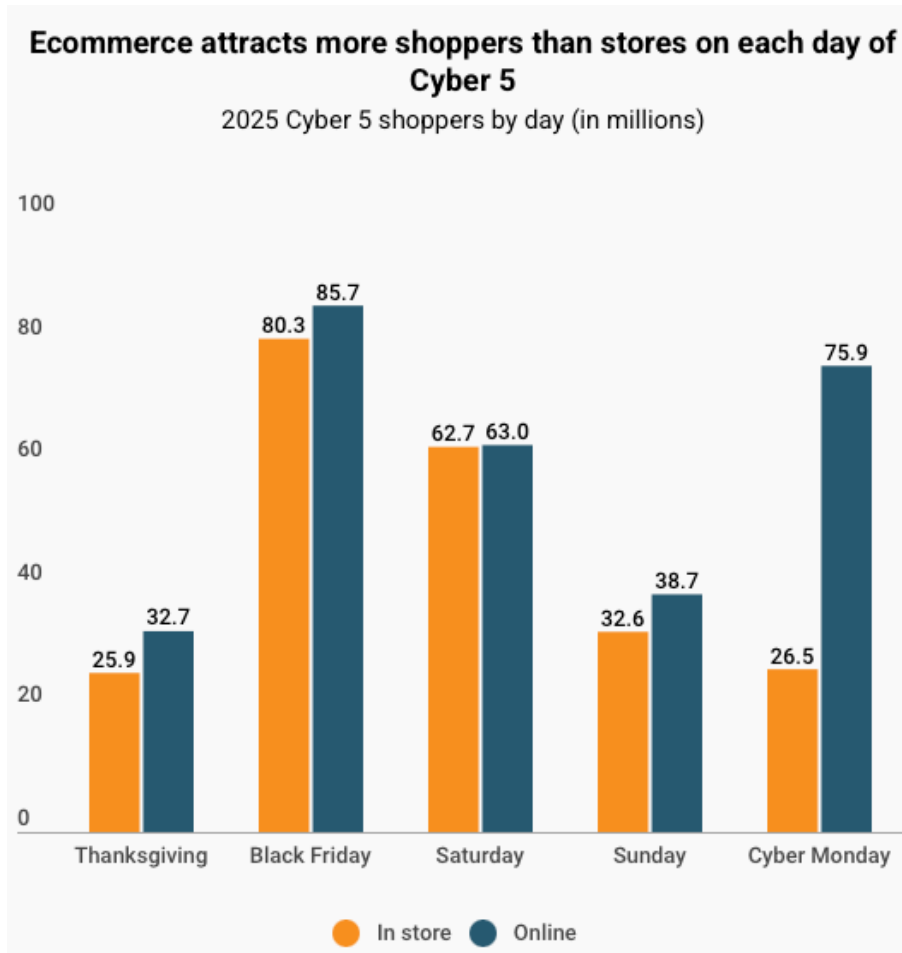
According to a McKinsey survey:

- 65% of consumers planned to start their holiday shopping before Black Friday

- 44% stated that they planning to start in October or before

AP FINDINGS

AP clients saw early shopping traction starting in October with revenue and clicks up year-over-year by 27% and 13% respectively.

When consumers plan to start holiday shopping,[1] % of respondents

	Total	Gen Z	Millennial	Gen X	Baby boomer
Before August	12	13	15	11	11
August	6	9	10	5	8
September	10	11	10	10	16
October	16	13	12	16	16
November (before Black Friday)	21	22	18	21	20
Black Friday weekend	11	17	20	12	9
December	10	8	9	11	12
Not participating	14	7	7	15	22
			9		

Source: McKinsey

BLACK FRIDAY VS. CYBER MONDAY

Ecommerce attracts more shoppers than stores on each day of Cyber 5

2025 Cyber 5 shoppers by day (in millions)

Day	In store	Online
Thanksgiving	25.9	32.7
Black Friday	80.3	85.7
Saturday	62.7	63.0
Sunday	32.6	38.7
Cyber Monday	26.5	75.9

Source: NRF & DigitalCommerce 360

Black Friday surges ahead in shopper count and growth, even as Cyber Monday retains the top revenue spot

- **# of Shoppers:** 75.9 million U.S. consumers shopped online on Cyber Monday, while 85.7 million consumers shopped online on Black Friday

- **Revenue Volume:** According to Adobe, Cyber Monday still ranked as the highest day for online revenue ($14.2B), while Black Friday saw $11.8B

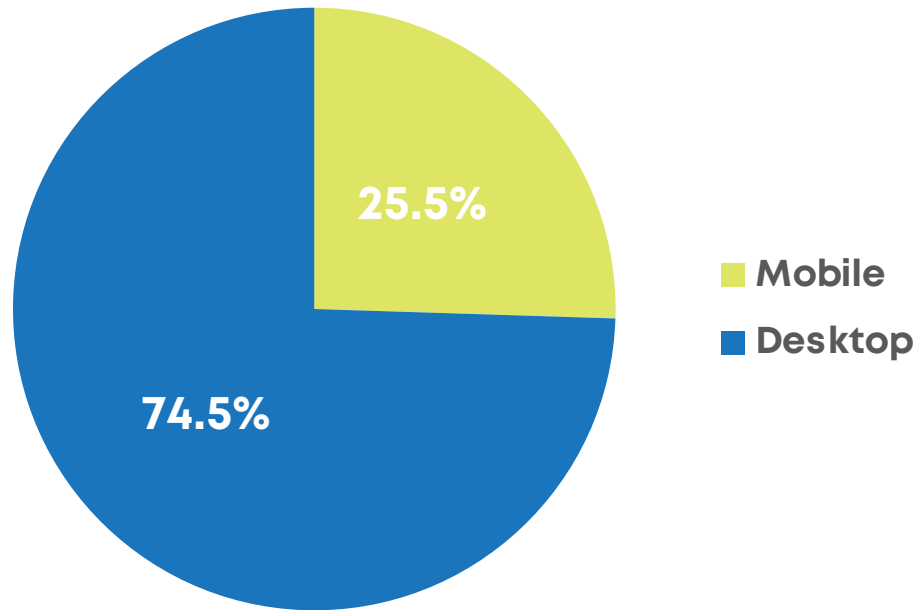- **Revenue Growth:** Cyber Monday revenue was up 7.1% year-over-year, while Black Friday was up 9.3%

AP FINDINGS

This year, AP clients saw Black Friday deliver stronger performance, outperforming Cyber Monday by 14% (up 4 points from 2024).

AI-POWERED PERFORMANCE

AI Referrals by Device Type

- Mobile: 25.5%
- Desktop: 74.5%

Source: *Adobe*

Shoppers are increasingly using AI to find the best value, shifting the dynamics of how retailers attract and retain customers

- During Cyber Week, AI and agents influenced 20% of all orders worldwide, accounting for $67B in global sales, according to Salesforce

- AI-generated traffic to retail sites increased by 805% Y/Y

- 25% of AI referrals came from mobile devices

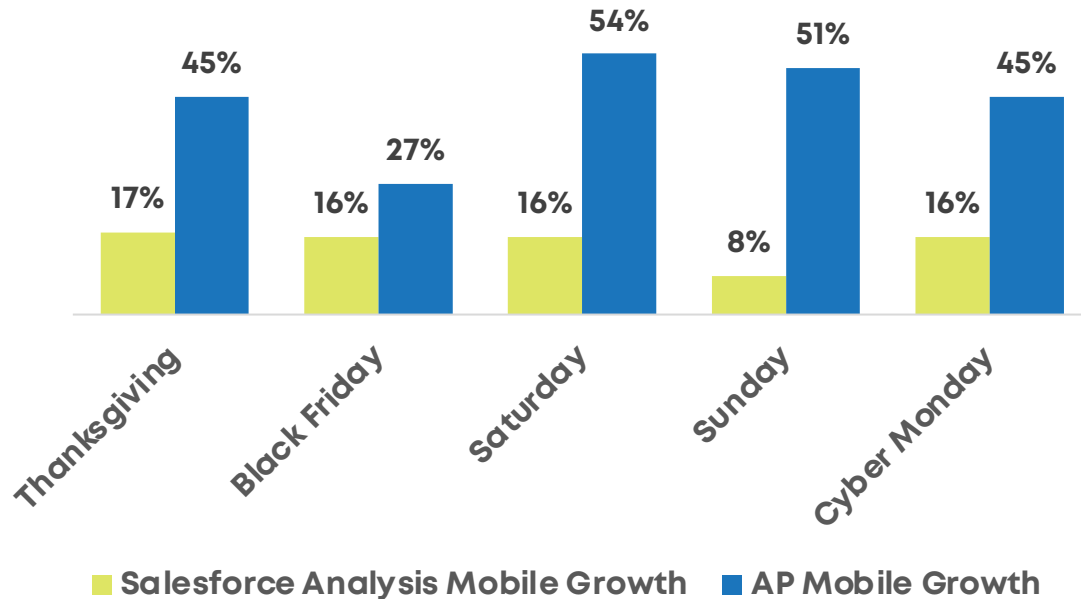- Shoppers using AI were 38% more likely to convert

INDUSTRY PERSPECTIVE

"Consumers are using new tools to get to what they need faster," said Suzy Davidkhanian, an analyst at eMarketer. "Gift giving can be stressful, and LLMs (large language models) make the discovery process feel quicker and more guided."

MOBILE PERFORMANCE

Mobile Traffic Growth Y/Y Industry vs AP Clients

Bar chart comparing Salesforce Analysis Mobile Growth vs AP Mobile Growth:

Day	Salesforce Analysis Mobile Growth	AP Mobile Growth
Thanksgiving	17%	45%
Black Friday	16%	27%
Saturday	16%	54%
Sunday	8%	51%
Cyber Monday	16%	45%

■ Salesforce Analysis Mobile Growth   ■ AP Mobile Growth

Source: Salesforce

More shopping on smaller screens is fueling impulse purchases and lifting overall holiday-season growth

- **Mobile Dominance on Cyber Monday:** 57.5% of online sales ($8.2B) were via mobile (up 8% year-over-year)

- **Rising Mobile Trend:** Mobile share of revenue grew from 41.4% in 2020 to 61.6% on Thanksgiving 2025

AP FINDINGS

AP clients saw the largest increase in mobile traffic from CPA/Sub-Affiliates and Loyalty Partners.

SOCIAL COMMERCE

↑ +236%

AP Client Y/Y Growth in Influencer Revenue

3X

AP Client Y/Y Growth in Influencer Share of Total Revenue

AP Top Performers

HOWL

Mavely
the everyday influencer platform®

◉ LTK

MAGICLINKS

While paid search and email continue to drive reliable traffic and sales, product discovery is moving toward social media, signaling a behavioral shift

- **Social Media Growth:** Social media's overall share of online revenue on Black Friday increased to 3.4% with 54.5% Y/Y growth, up from 2.2% share and flat growth in 2024

- **Affiliates & Influencers:** The share of revenue from affiliates and influencers rose to 21.9% with an 11.7% Y/Y growth, up from 19.6% share and 5.4% growth in 2024

Source: Adobe

BUY NOW, PAY LATER RECAP

⬆ **+8%**

AP Client Y/Y Growth in BNPL Partner Revenue

⬆ **+$23**

AP Client Y/Y Growth in BNPL Partner AOV

AP Top Performers

afterpay ⬦

affirm

Klarna

In the face of economic challenges and rising inflation, the convenience of BNPL has enabled consumers to better manage their budgets

According to Adobe:

- BNPL had record performance on Cyber Monday driving $1.03B in online sales (up 4.2% Y/Y)

- 79.4% of BNPL transactions occurred on mobile (vs. desktop)

- Popular categories: electronics, apparel, toys, and furniture

Source: Adobe

2025 AP PERFORMANCE & INSIGHTS

This year, AP clients saw Black Friday outperform Cyber Monday for both revenue volume and year-over-year revenue growth

Consumers demonstrated more intentional shopping behaviors, seeing a dip in Y/Y traffic, but higher conversion rates

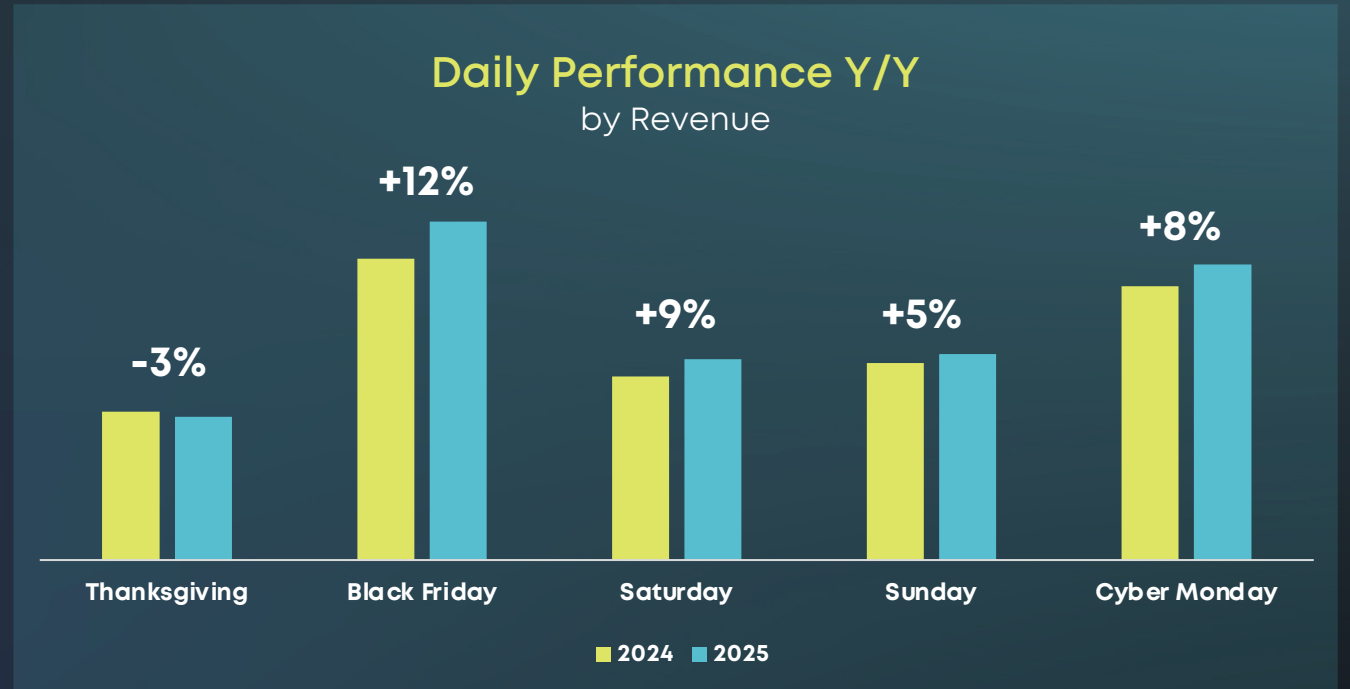⬇ **-10%** TRAFFIC   ⬆ **+5%** ORDERS   ⬆ **+7%** REVENUE

⊞ KEY TAKEAWAY

Value-conscious consumers are driving higher conversion rates by shopping intentionally and earlier in the week, leading to Black Friday outperforming Cyber Monday.
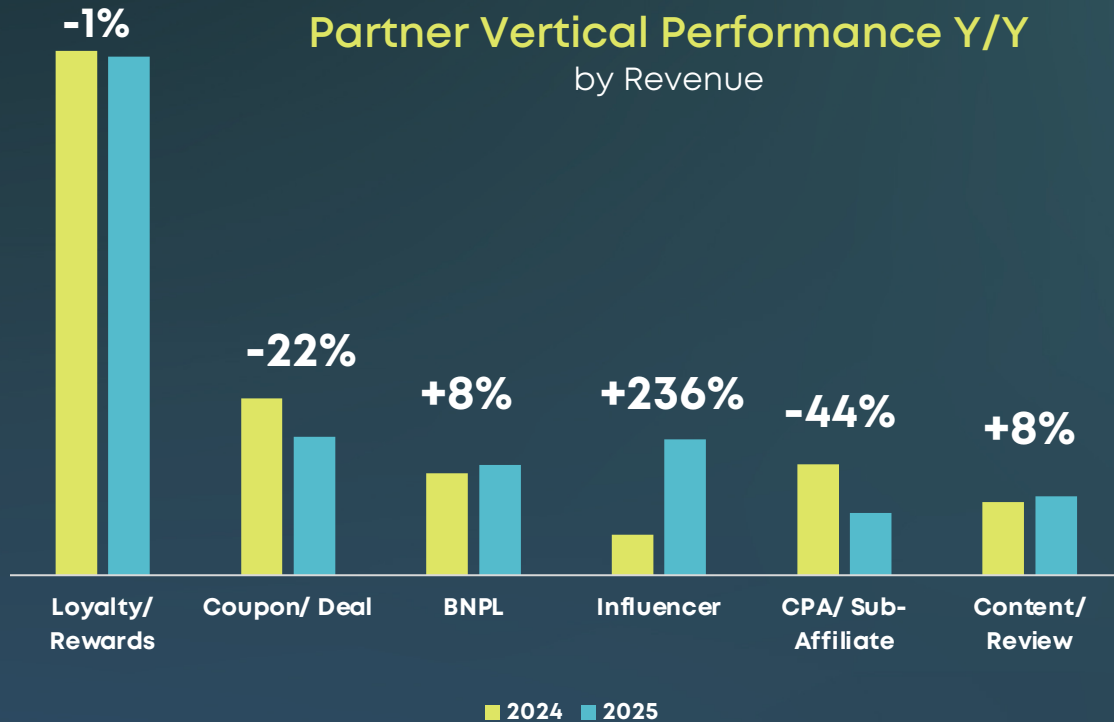
Daily Performance Y/Y
by Revenue

- Thanksgiving: -3%
- Black Friday: +12%
- Saturday: +9%
- Sunday: +5%
- Cyber Monday: +8%

■ 2024 ■ 2025

Week of Cyber Five : Thursday - Monday

AP PERFORMANCE & INSIGHTS BY PARTNER VERTICAL

Partner Vertical Performance Y/Y
by Revenue

-1% Loyalty/Rewards
-22% Coupon/Deal
+8% BNPL
+236% Influencer
-44% CPA/Sub-Affiliate
+8% Content/Review

■ 2024 ■ 2025

Week of Cyber Five : Thursday - Monday

- **Loyalty/Rewards Partners Performance:** Loyalty/Rewards partners contributed 42% of Cyber 5 revenue—a 4-point drop in share from 2024, but just a 1% Y/Y dip

- **Influencer Partner Growth:** The influencer vertical experienced the largest growth, with a year-over-year increase of 236%. Their contribution rose by 7 percentage points compared to last year, highlighting their increasing importance in driving revenue

⊞ KEY TAKEAWAY

Loyalty/Rewards partners remain key revenue contributors during Cyber 5, but the Influencer vertical is experiencing notable growth, highlighting their rising importance in driving consumer engagement and revenue.

AP PERFORMANCE & INSIGHTS BY RETAILER VERTICAL

	Revenue	Clicks	Orders
Multi-Category Retailers	⬆ +18%	⬆ +48%	⬆ +12%
Home & Garden	⬇ -6%	⬆ +3%	⬇ -1%
Apparel & Accessories	⬆ +5%	⬆ +27%	⬆ +6%
Beauty	⬇ -13%	⬇ -1%	⬆ +23%
Food & Beverage	⬆ +23%	⬇ -83%	⬇ -19%

- AP's Multi-Category/Department and Apparel & Accessories retailers came out on top in 2025, fueled by strong promotions and shoppers seeking practical or giftable items
- Discretionary categories like Beauty and higher-priced segments like Home & Garden experienced varied results, as shoppers continued to be budget-conscious

⊞ KEY TAKEAWAY

With some categories seeing stronger Y/Y growth in # of orders, but softer performance in clicks and revenue, shoppers are focusing on promotions, practicality, and small-ticket gifting.

CYBER WEEK TAKEAWAYS

KEY LEARNINGS FROM 2025

01 EARLY SHOPPING ENGAGEMENT

Launch campaigns in October with early bird offers and promotions to attract value-conscious shoppers

02 AI-ENHANCEMENTS

Incorporate AI tools to personalize recommendations, optimize ad placements, and enhance the shopping experience. Highlight AI's role in finding the best deals to attract tech-savvy consumers

03 MOBILE AND SOCIAL GROWTH

Ensure campaigns are mobile-optimized and collaborate with social media influencers. Create engaging content for social media to increase reach and conversions