

# Black Friday traffic up 58 percent pre-Thanksgiving week



## E-mailing on Turkey Day a new marketing trend

**New York, N.Y., Nov. 26, 2008**

According to new data from Experian® Marketing Services, consumers have started to look for Black Friday deals early with online traffic to a custom category of Black Friday advertising Web sites increasing 58 percent for the week ending Nov. 22, 2008, versus the week ending Nov. 17, 2007 — the week prior to Thanksgiving last year. Further indication that retail traffic has rebounded to the same level as last year is the 1 percent increase in online visits among the top 500 retail Web sites overall for the first time in 11 weeks.

Based on data from Experian Hitwise® and Experian CheetahMail®, Thanksgiving Day has traditionally been the busiest day online, as traffic increased 15 percent in 2007 compared with 2006 among the top 500 retail Web sites. Black Friday traffic increased 13 percent, and Cyber Monday visits increased 22 percent. This is also reflected by the volume of emails sent out on Thanksgiving Day which, according to CheetahMail, grew between 2006 and 2007.

Other highlights:

- The volume of CheetahMail emails for the three days prior to Thanksgiving increased more than 60 percent in 2007 compared to 2006.
- CheetahMail's email volume on Cyber Monday has increased more than 100 percent since 2005.
- CheetahMail's email volume on Black Friday has increased more than 200 percent since 2005.
- CheetahMail's email volume on the Saturday and Sunday prior to Cyber Monday has increased more than 250 percent since 2005.

"As online traffic continues to grow, we also anticipate an increase in email volume on and around Thanksgiving day, despite this year's tough economy," said Ashley Johnston, vice president of marketing for Experian Marketing Services. "In general, we have seen significant growth in the number of companies leveraging email marketing to drive online and offline sales."

Top visited Black Friday Web sites			Pre-Thanksgiving weeks		
Rank	Web site	Domain	Week ending 11/22/2008	Week ending 11/17/2007	Year-over-year change
1	BlackFriday.info	www.blackfriday.info	34.96%	20.08%	74%
2	Black Friday Advertisements	www.bfads.net	30.98%	44.72%	-31%
3	Black Friday Ads	www.theblackfriday.com	10.33%	11.45%	-10%
4	Black Friday	www.black-friday.net	8.44%	4.71%	79%
5	Black Friday @ GottaDeal	www.blackfriday.gottadeal.com	8.09%	10.66%	-24%
6	BlackFridayAds.com	www.blackfridayads.com	3.40%	6.13%	-45%
7	BlackFriday.fm	www.blackfriday.fm	2.57%	N/A	N/A
8	Blackfrday.com	www.blackfrday.com	0.48%	0.73%	-33%
9	iBlackFriday.com	www.iblackfriday.com	0.26%	N/A	N/A
10	Deals of America — Black Friday	blackfriday.dealsofamerica.com	0.21%	0.15%	40%

N/A — not available  
Source: Hitwise, an Experian company

For more information on buying behavior and e-mail trends, contact us at [marketingally@experian.com](mailto:marketingally@experian.com).

Experian CheetahMail and Experian Hitwise are a part of Experian Marketing Services. Experian CheetahMail is the trusted service provider of email marketing and customer intelligence technologies for top enterprises worldwide. Hitwise is the leading online competitive intelligence service providing its 1,500 clients around the world with daily insights on how their customers interact with more than 1 million competitive Web sites and how their competitors use different tactics to attract online customers.

### **About Experian**

Experian is a global leader in providing information, analytical and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions.

Combining its unique information tools and deep understanding of individuals, markets and economies, Experian partners with organizations around the world to establish and strengthen customer relationships and provide their businesses with competitive advantage.

For consumers, Experian delivers critical information that enables them to make financial and purchasing decisions with greater control and confidence. Clients include organizations from financial services, retail and catalog, telecommunications, utilities, media, insurance, automotive, leisure, e-commerce, manufacturing, property and government sectors.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Experian has corporate headquarters in Dublin, Ireland, and has operational headquarters in Costa Mesa, Calif., and Nottingham, UK. The Group employs approximately 15,500 people in 38 countries worldwide, supporting clients in more than 65 countries around the world. Continuing sales for the year ended March 31, 2008, were in excess of \$4 billion.

For more information, visit [www.experianplc.com](http://www.experianplc.com).

Matt Tatham  
Hitwise, an Experian company  
1 212 380 2939