

# 2024 Cyber 5 Performance Analysis

Unveiling AP's Portfolio Stats & Trends



## Executive Summary

1. With Cyber 5 falling later than usual this year, holiday shoppers were ready to buy as soon as deals went live, with Thursday & Black Friday orders up **23%** and **18%** Y/Y, respectively.
2. Although Cyber Monday is the #1 shopping day across eCommerce, the discount-oriented nature of the Affiliate channel captures holiday shoppers early in the buying cycle, as noted by **40% of Cyber 5 orders falling on Thursday and Black Friday**, compared to 37% in 2023.
3. **Mobile grew to 54%** of total orders, up from 52% in 2023.
4. Holiday shoppers focused their spending on bigger ticket items in the Home, Sports and Travel categories.

## Report Methodology

This report reflects global client performance from the affiliate marketing channel for Acceleration Partners clients during Cyber 5 (November 28, 2024 through December 2, 2024).

The data used in this document is compiled from our 200+ clients in over 40 countries to identify trends across the affiliate partner marketing ecosystem. Year over year comparison data is based on Cyber 5 dates in 2023.

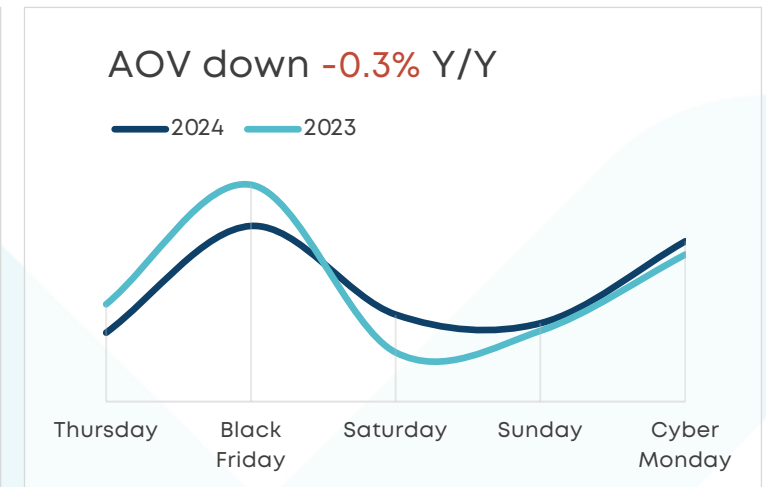
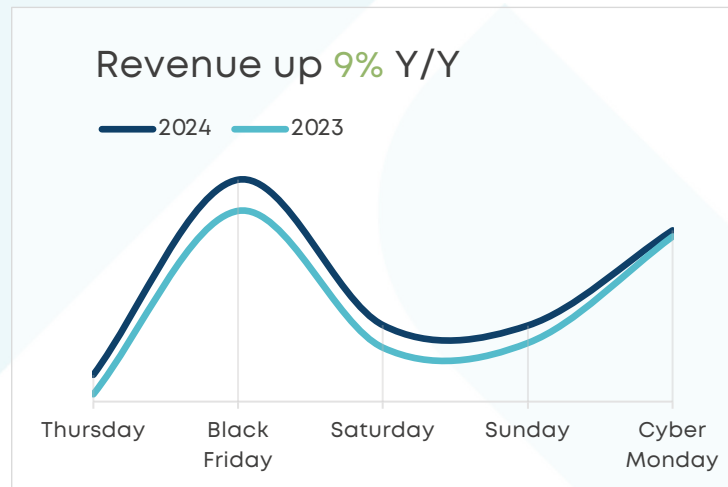
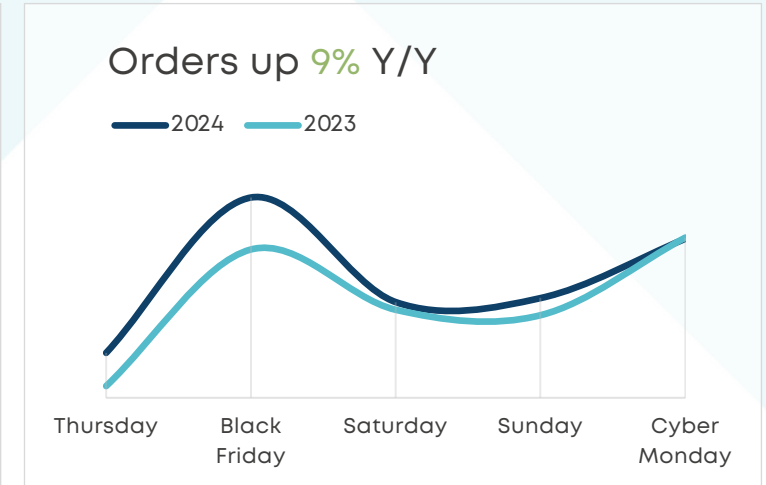
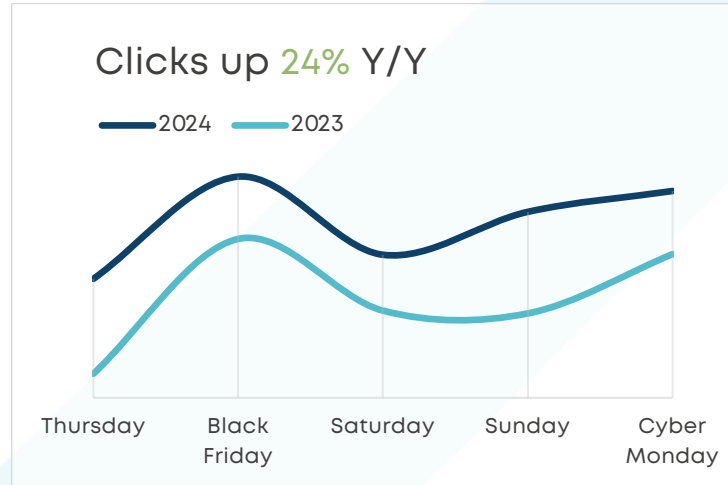


## Key Performance Metrics

Across AP's global client portfolio, we saw solid Y/Y increases across key metrics, with only AOV falling slightly as consumers were more mindful with their dollars.

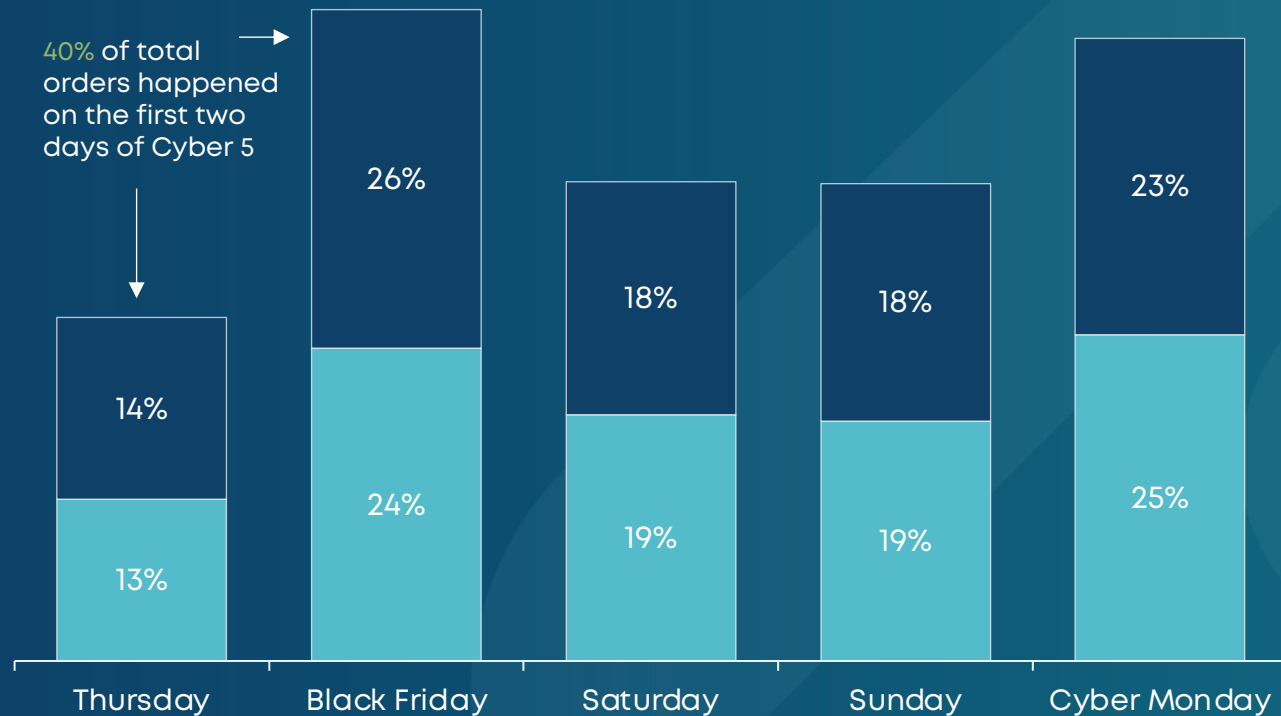
With Cyber 5 falling later than usual this year, it's clear that holiday shoppers were ready to buy as soon as deals went live.

Thursday & Friday orders were up 23% and 18% Y/Y respectively, with holiday shoppers focused on deals as noted by the Y/Y decline in AOV on those days.



## Order Distribution by Day

■ 2023 □ 2024



AP's global client portfolio saw a similar trend as last year, with Black Friday driving more orders than Cyber Monday.

Although Cyber Monday is the #1 shopping day across eCommerce, the discount-oriented nature of the Affiliate channel captures holiday shoppers early in the buying cycle.

This trend has become more prevalent in 2024, with 40% of Cyber 5 orders falling on Thursday and Black Friday, compared to 37% in 2023.



# Key Performance Metrics by Country\*

## United States



**+19%**  
CLICKS

**+12%**  
REVENUE

**+26%**  
ORDERS

**-11%**  
AOV

## Canada



**-10%**  
CLICKS

**-8%**  
REVENUE

**-7%**  
ORDERS

**-0.6%**  
AOV

## United Kingdom



**+10%**  
CLICKS

**+25%**  
REVENUE

**+17%**  
ORDERS

**+7%**  
AOV

## Germany



**-14%**  
CLICKS

**+62%**  
REVENUE

**+62%**  
ORDERS

**+0.5%**  
AOV

## Australia



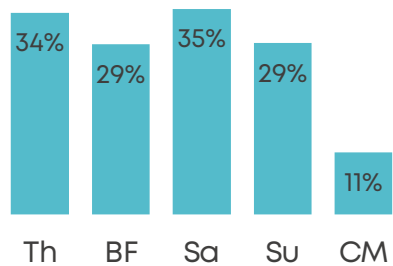
**-0.1%**  
CLICKS

**-7%**  
REVENUE

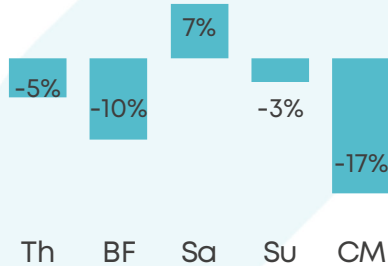
**-0.6%**  
ORDERS

**-7%**  
AOV

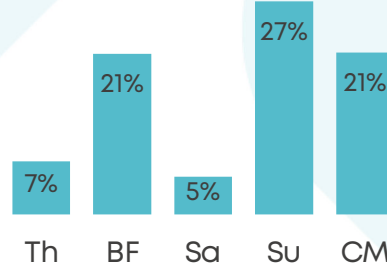
Y/Y Orders by Day



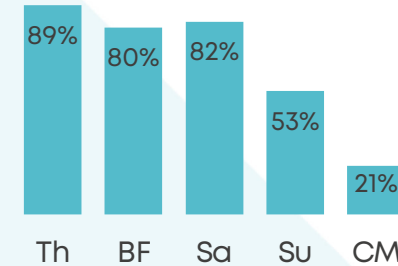
Y/Y Orders by Day



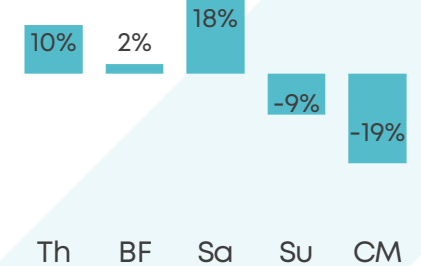
Y/Y Orders by Day



Y/Y Orders by Day



Y/Y Orders by Day



\* Representative of a portion of tracked orders. Country data is not available for all orders.



## Mobile vs Desktop Performance\*



# 54%

of Cyber 5 sales happened  
on a mobile device in 2024,  
up from 52% in 2023

\* Representative of a portion of tracked orders. Device type data is not available for all orders.





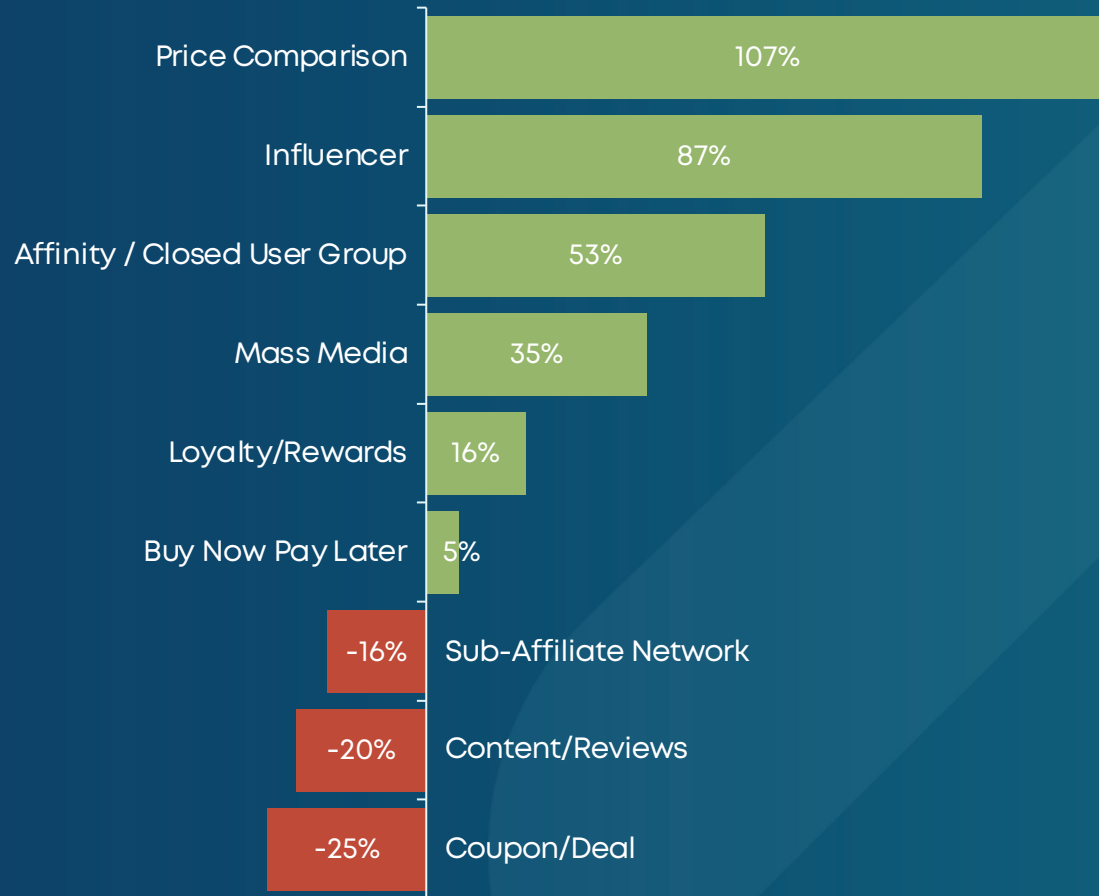
## Performance by Brand Vertical

Cyber 5 performance across brand verticals varied, with holiday shoppers focusing their spending on bigger ticket items in the Home, Sports and Travel categories.

Brand verticals focused on everyday essentials, such as Beauty, Clothing & Apparel and multi-product department stores saw mixed performance.



## Order Growth by Publisher Type



Growth metrics across publisher types shine an interesting picture on how consumers shopped through the Affiliate channel this holiday season compared to last.

Consumers were more focused on finding the best value vs the best coupon, as noticed by actions such as:

- Using price comparison sites to find the retailer with the best price for the product they want to purchase.
- Leveraging incentives such as cashback, points and airline miles to save money.
- Relying on product recommendations through trusted influencers and mass media sites.





# THANK YOU!

Keep an eye out for additional performance marketing insights fueled by AP Vision.

