

Friday was for Shoppers Monday was for Buyers

The Thanksgiving online sales weekend sees 4.2% revenue uplift for mid-sized retailers with 24% more sales on Monday than Friday according to new study released by 4-Tell

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[4-Tell, Inc.](#) announced today powerful findings in their 2015 Holiday shopping study. Analyzing over 200 mid-sized online retailers, results show that the holiday selling season is alive, well and evolving.

Cyber Monday netted 24% more revenue than Black Friday since Monday had a 20% higher conversion rate and 35% higher average order value, even though Friday had 31% more shoppers. With over 3.5M+ sessions measured in this period, shoppers seem to be more willing to buy on Monday.

Personalization influenced 21% of the holiday shopping sales. This is up 14% from 2014. Shoppers are becoming accustomed to a personalized site and improved navigation to the products that they want to purchase.

Although Desktop lost 6% of traffic, it is still the preferred device, comprising 66% of the mid-market's Holiday Weekend revenue. Smartphones made a big leap this year accounting for 42% of all online traffic - more than three times that of tablets at 12%. Smartphones surpassed tablets in sales, driving 22% of online revenue (up 18% over 2014) versus 11.7% for tablets. Smartphones overall saw a 7% increase in revenue compared to 2014.

[Click here](#) to view the complete results.

Noteworthy trends:

- Monday experienced 24% more sales than Friday, paired with 20% higher conversion and 35% higher order value
- There was a 4.2% increase in overall weekend sales for mid-sized online retailers compared to 2014
- Shoppers spent 10% less time on site and spent 5% more per order compared to 2014
- Although 42% of shoppers browse on their mobile phones, they continue to predominantly buy on their desktop

The year over year online trends continue to show that Cyber Monday is more important than Black Friday in the mid-market, personalization is expected by shoppers, and smartphones are critical to online sales.

About 4-Tell

[4-Tell](#) increases sales for retailers by 17% with personalized product recommendations. They are the industry's first solution that has instant integration with retailer control. ROI-guaranteed results are unified across all channels – web, email, mobile, ads and in-store. The 4-Tell Boost® Personalization Engine engages shoppers by analyzing shopper behavior dynamically, so recommendations change with every click a shopper makes. Set it and forget it, or further optimize with your business rules through their Boost® Dashboard. 4-Tell is driving over \$150M additional sales per year with over 2B recommendations per month for its more than 250 merchants. www.4-tell.com.