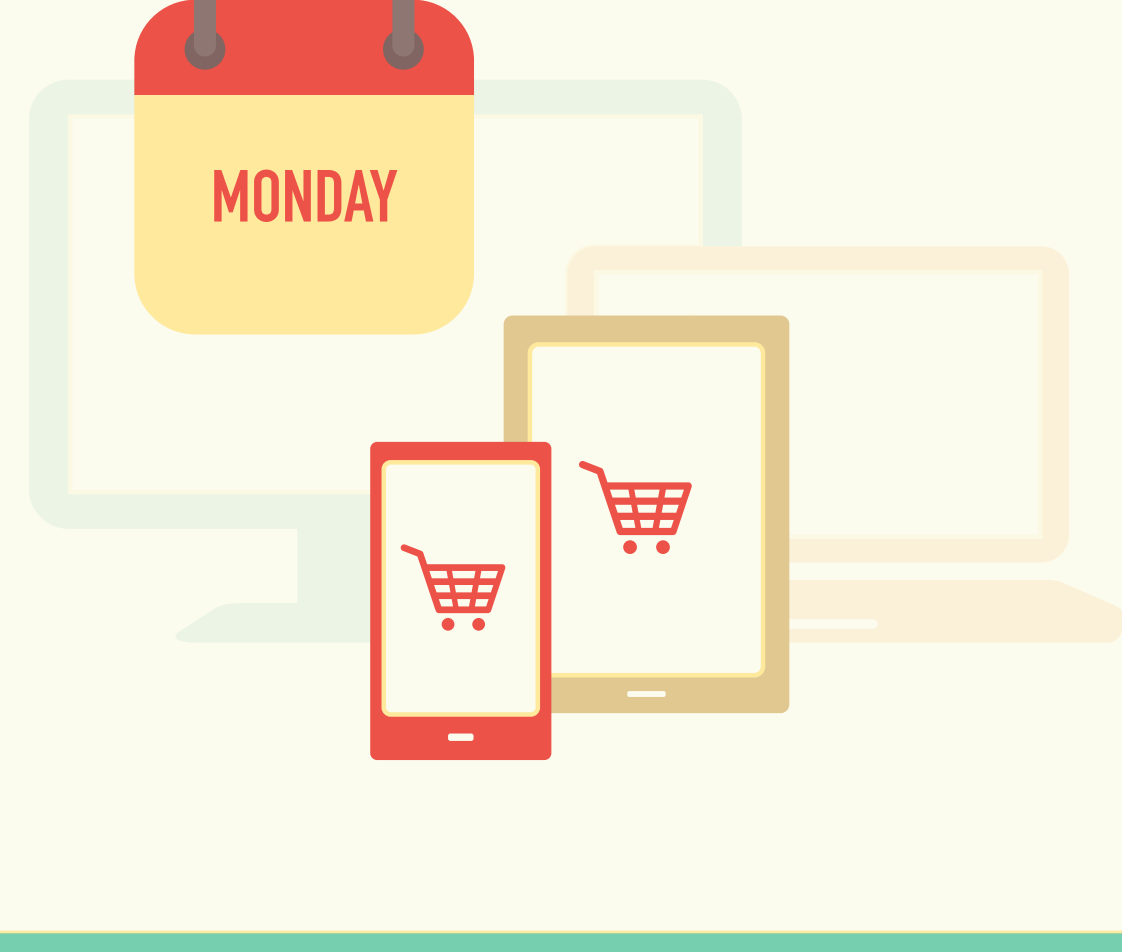


CYBER MONDAY GOES MOBILE



Since its creation in 2005, Cyber Monday has grown to become the single biggest online shopping day of the year. Online shopping this holiday season is expected to grow by as much as 15% topping over \$2 billion. Targeted advertising on native social platforms like Facebook and increased mobile usage are at the heart of this online sales blitz, in what is fast becoming a holiday shopping staple.

CYBER MONDAY GROWTH

E-Commerce Q4
2013 Projections

2005

\$1.47
billion

2012

\$2.27
billion

(Adobe projection)

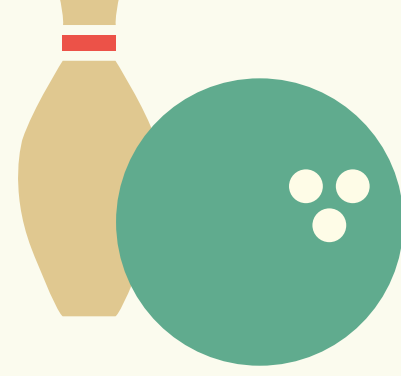
2013

\$484 million

THE TWO BIGGEST SHOPPING CATEGORIES ON CYBER MONDAY



Toys



Hobbies

2012

Facebook tops all mobile apps in iOS and Android

78% US Smartphones have the Facebook App

46% People use Facebook while running errands or shopping

550%

Growth in Mobile Cyber Monday Sales

13% 2012

7% 2011

2% 2010

of all Cyber Monday sales were mobile

47%

of consumers want a coupon sent to their smartphone when they are in-store or nearby

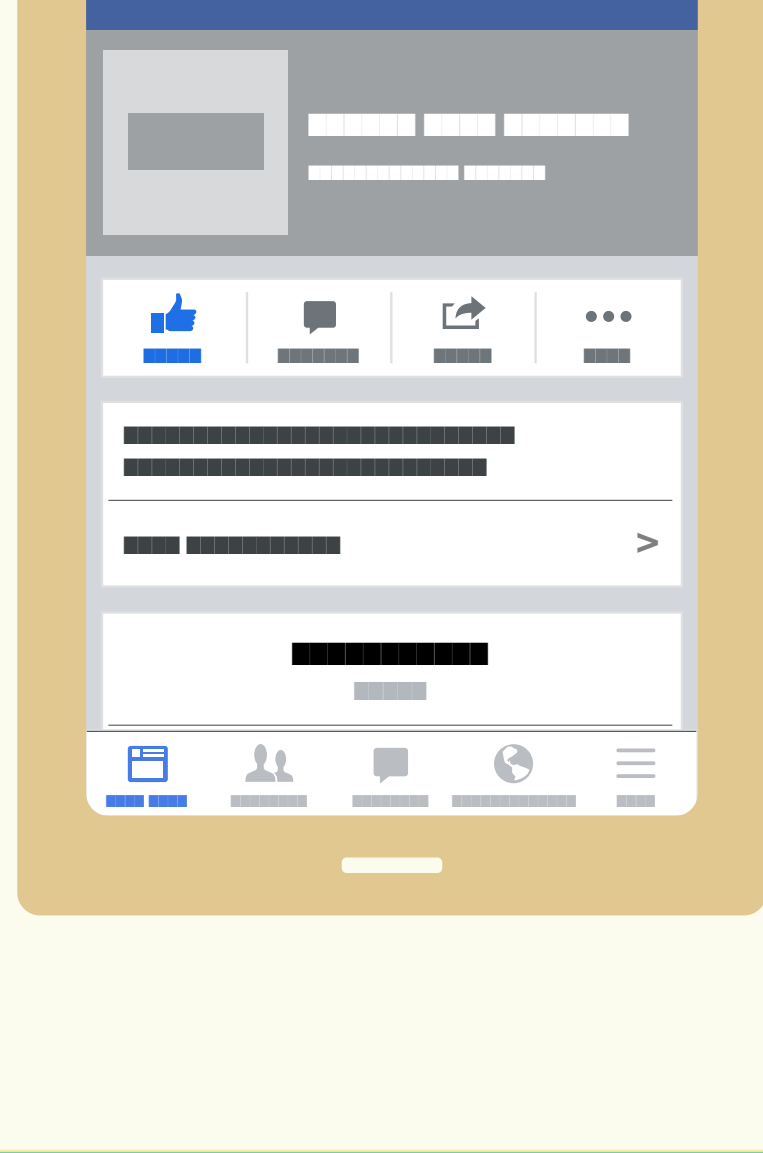
TURNING FANS INTO CUSTOMERS

1 in 3

Facebook users have purchased a product after sharing, liking, or commenting on it

213,000,000

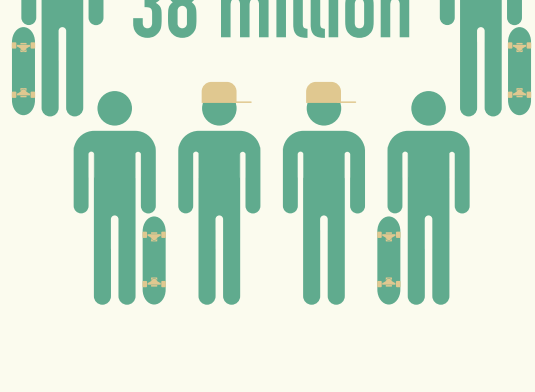
Fans of Facebook Pages, as of June 2011



79%

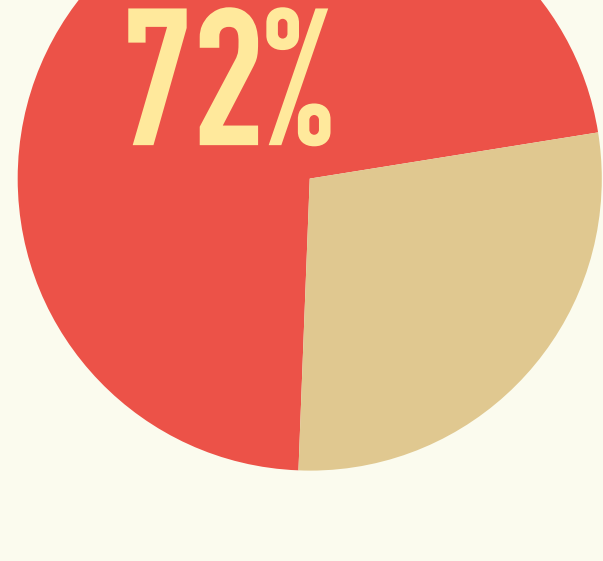
Of consumers like a Facebook company page because it offers discounts and incentives

EARNING CUSTOMER TRUST



38 million

teens say their purchasing decisions are largely influenced by social media



72% of consumers trust online reviews as much as personal recommendations

12X

more likely to trust consumer reviews over manufacturer descriptions



1 in 3

women say they're influenced by special offers on Facebook

BABY BOOM



#1

Facebook is the leading online platform influencing baby product purchases

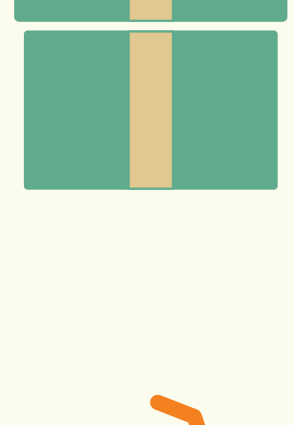
45%

of moms are more likely to make a purchase from social media recommendations

SHOPPERS WANT EASY DELIVERY



97% of consumers think delivery tracking is essential



44% more likely shop if they can buy online and pick up in-store



3 in 4 shoppers have added items to their carts to qualify for free shipping

SHARING DRIVES ROI



\$2.04

Amount every social share of products drives to online retailers

45%

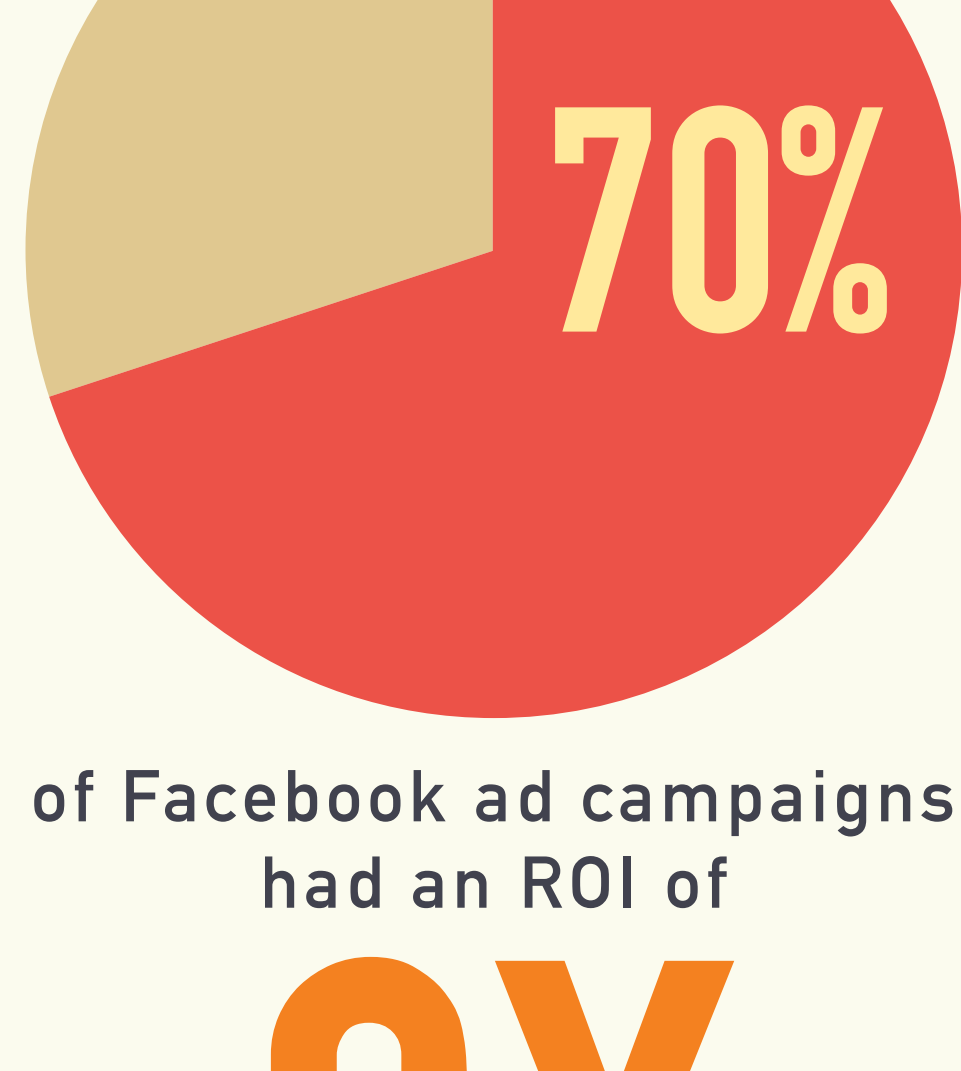
LOWER COST PER PURCHASE



3X

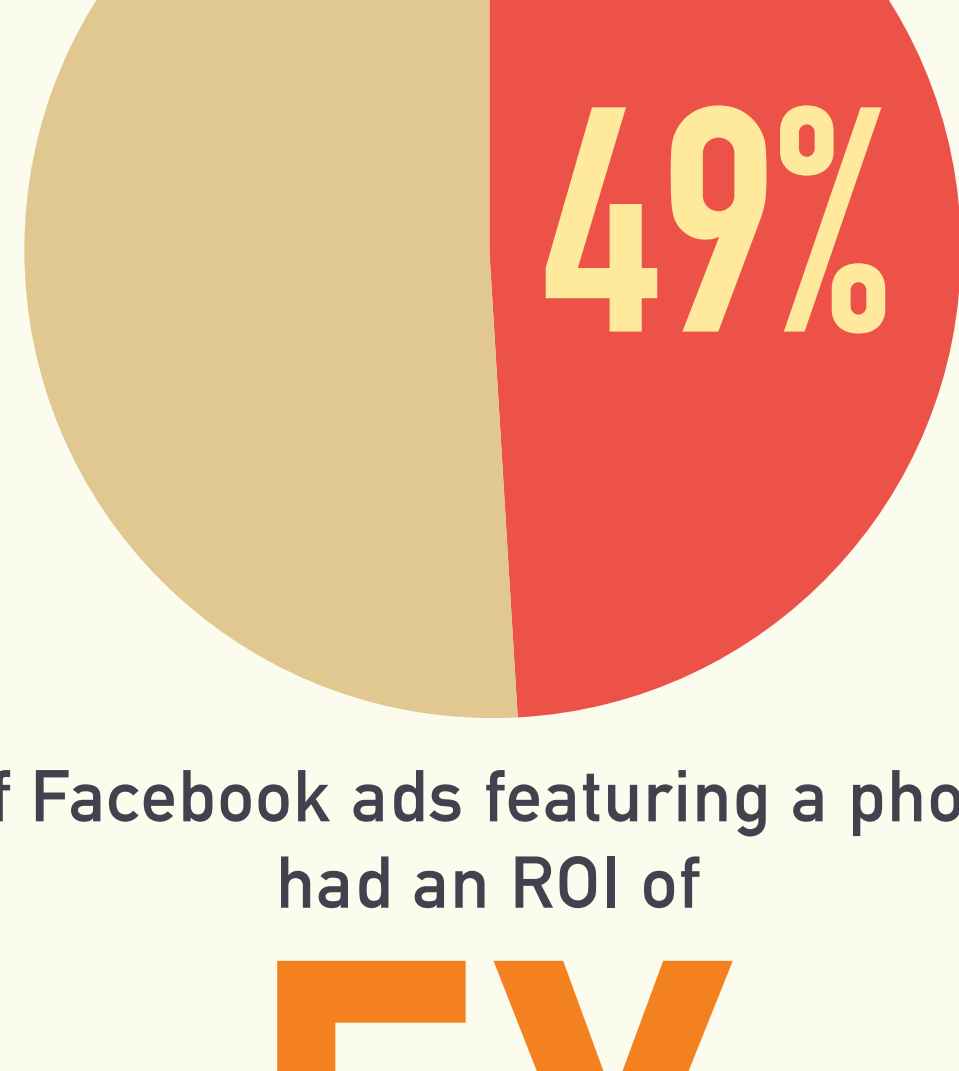
More purchases resulting from clicks with Facebook Exchange

FACEBOOK ROI



70% of Facebook ad campaigns had an ROI of

3X



49% of Facebook ads featuring a photo had an ROI of

5X

Ampush is an ad technology company and Facebook Strategic Preferred Marketing Developer (SPMD) helping brands and direct response advertisers achieve performance at scale with Facebook Ads. Ampush delivers advertiser ROI with its fully managed ad technology (AMP Social Marketing Platform) across mobile and desktop native advertising platforms. Learn how our solutions can work for you at ampush.com. Facebook is a registered trademark of Facebook, Inc.



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