2021 Social Holiday Snapshot: Cyber Week Trends and Insights
The 2021 holiday shopping season has commenced! Retail performance marketers using the StitcherAds platform during the 2021 Cyber Week saw similar movement trends across conversion rates compared to 2020. Notably, this year saw soaring CPM and CPC numbers (increasing by 32% and 50% respectively). However, shifts in budgets led to a 12% decrease in YOY spending.

Dig into the data in our *Holiday Snapshot: Cyber Week 2021 Trends and Insights.*
Conversion Rate Trends

Retailers without a social ad platform suffer iOS14 attribution limitations.

- 2021 data is less accurate than 2020 and 2019 due to iOS14 attribution limitations. (read how brands can counter these performance issues)
- Brands that were limited to only Facebook attribution struggled with inaccurate reporting and measurement.
- Without proper measurement, it will be challenging to gauge campaign success and the true impact of campaigns with budget decisions.

Conversion Rate calculated as Purchases / Impressions in 7-Day Click, 1-Day View attribution

Trends
Directionally, 2021 consumer demand has followed a similar trend as 2020 with similar periods of strong and low conversion rates.
2021 CPMs followed a similar trend as 2020 and 2019, though CPM costs exceeded both years.

- During 2021 Cyber Week brands experienced an average CPM increase of 32% compared to 2020 and an increase of 41% compared to 2019.

- CPMs were at the highest levels at $26.70 (compared to $19.90 in 2020) on Black Friday, dipping into the weekend and jumping back up on Cyber Monday to $26.62 (compared to $20.32 in 2020).
Cost Per Click (CPC) Trends

2021 Cyber Week saw cost per clicks soar, with an increase of 50% compared to 2020.

- Cost Per Click costs exceeded both 2020 and 2019, with costs beginning to rise 10 days prior to Black Friday.
- During Cyber Week (brands experienced an average CPC increase of 50% compared to 2020 and an increase of 37% compared to 2019.
- In order to drive a similar volume of site traffic as previous years, brands needed to increase their ad spend.
**In-store contribution of revenue *doubled* from 2020 to 2021**

- Over Cyber Week, the contribution of In-App revenue dropped by 4 points to 10% in 2021 compared to 14% in 2020 and 2019. We believe the drop is due to limitations of attribution and reporting caused by iOS14 updates.

- In-store contribution of revenue doubled, increasing by 7 points to 14% in 2021 compared to 7% in 2020.

- Online-only brands may have experienced softer demand online as consumers sought in-store shopping this holiday.

- The contribution of revenue from websites remained highest at 76%, however, Apple's iOS14 update has had a similar effect as in-app, creating limitations to reporting and measurement.
ABOUT STITCHERADS
Founded in 2009, StitcherAds is a leading paid social advertising platform empowering advertisers and agencies to scale full-funnel performance marketing campaigns on Facebook, Instagram, Snapchat, Pinterest, and TikTok. Since its conception, some of the world’s largest retail, eCommerce, and grocery brands, leverage StitcherAds technology, and expertise to deploy data-driven automation to increase the revenue impact of their ad spend. We work on a hybrid service model, onboarding clients from fully managed service to self-serve to ensure long-term success with their software.

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