

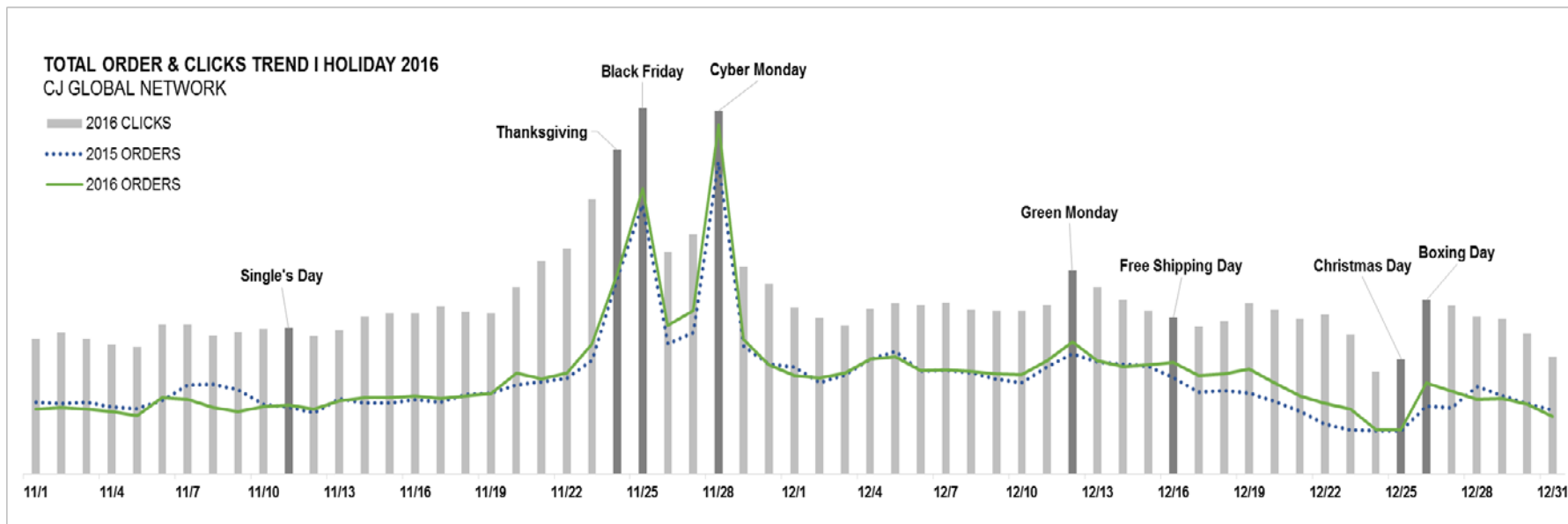
A photograph of two women shopping at night. They are standing in front of a store window that is brightly lit, showing a living room interior with a sofa and a lamp. The woman on the left is wearing a light-colored coat and a scarf. The woman on the right is wearing a white jacket with a large floral design on the back and brown pants. She is holding a white shopping bag with a red stripe and the word 'SALE' printed on it. A small, scruffy dog is on a leash next to her. The overall scene is dimly lit, with the primary light source being the store's interior lights.

Holiday Shopping 2016

CJ Affiliate Performance Benchmarks for Retail Marketers

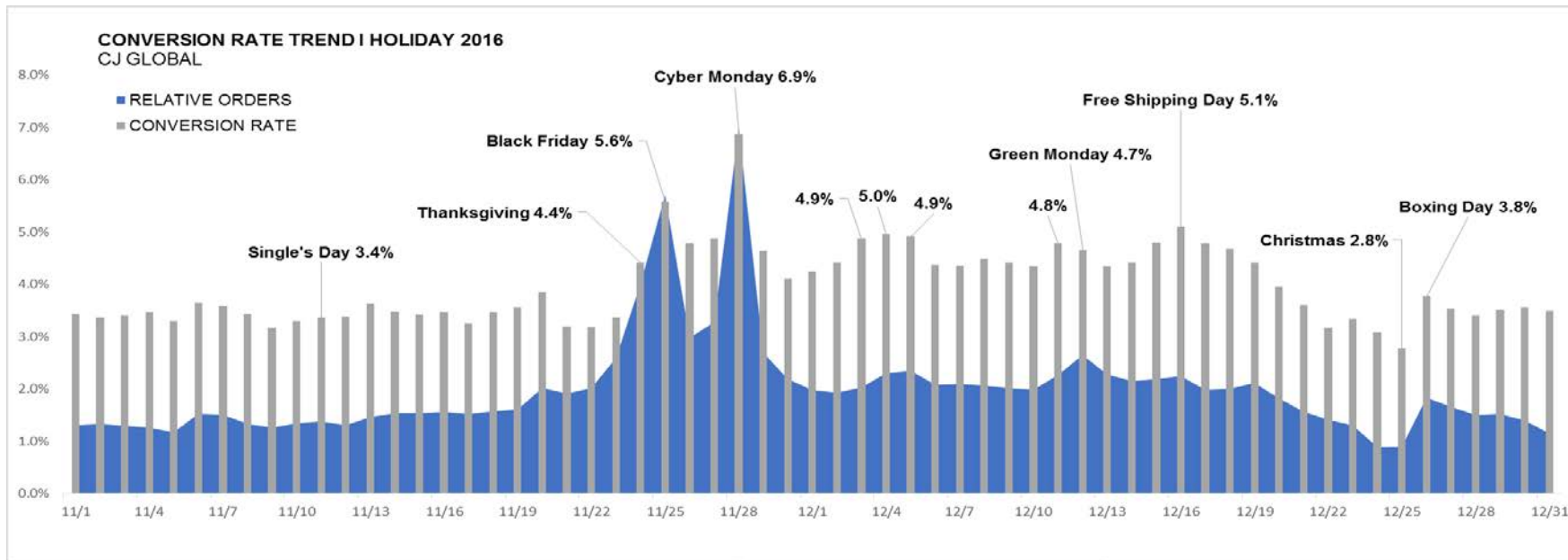
HOLIDAY 2016 SHOPPING TREND

Across the global CJ Affiliate network, Holiday 2016 followed many of same rules we've come to expect: Black Friday and Cyber Monday dominated and early to mid-December was the next, most lucrative sales period. Comparing 2015 and 2016 retail order trends reveals how the US election season impacted ecommerce sales in early November and how shoppers in all markets rallied the last weekend before Christmas. **A full analysis of the network's retail holiday sales performance will be released by CJ Affiliate in May. Until then we've prepared these trends and benchmarks to assist our clients with their post-holiday reflections and analysis.**



GLOBAL CONVERSION TRENDS: HOLIDAY 2016

Conversion rates in Holiday 2016 were greatest during the key shopping days of Black Friday through Cyber Monday and the Friday through Sunday directly after (Dec. 3 – 5). Free Shipping Day (Dec. 16) brought a welcomed late-season boost in sales and conversions. Weekend days again this year proved to be some of the highest converting days for affiliate marketers.



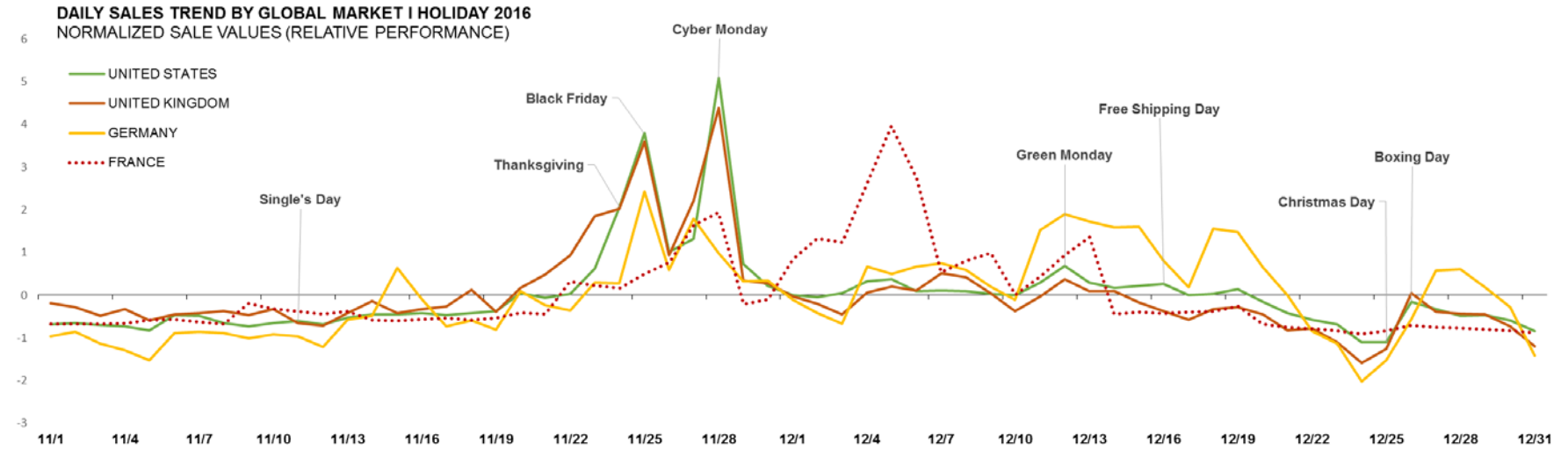
A photograph of two women standing in front of a brightly lit store window at night. The woman on the left is wearing a long, light-colored coat and a dark bag. The woman on the right is wearing a white jacket with a large floral pattern on the back and brown pants. She is holding a white shopping bag with a red stripe and the word 'SALE' printed on it. A small, scruffy dog is on a leash next to her. The store window behind them shows a cozy interior with a sofa and warm lighting. The overall mood is warm and inviting.

Shopping Trends

Global Markets and Publisher Trends

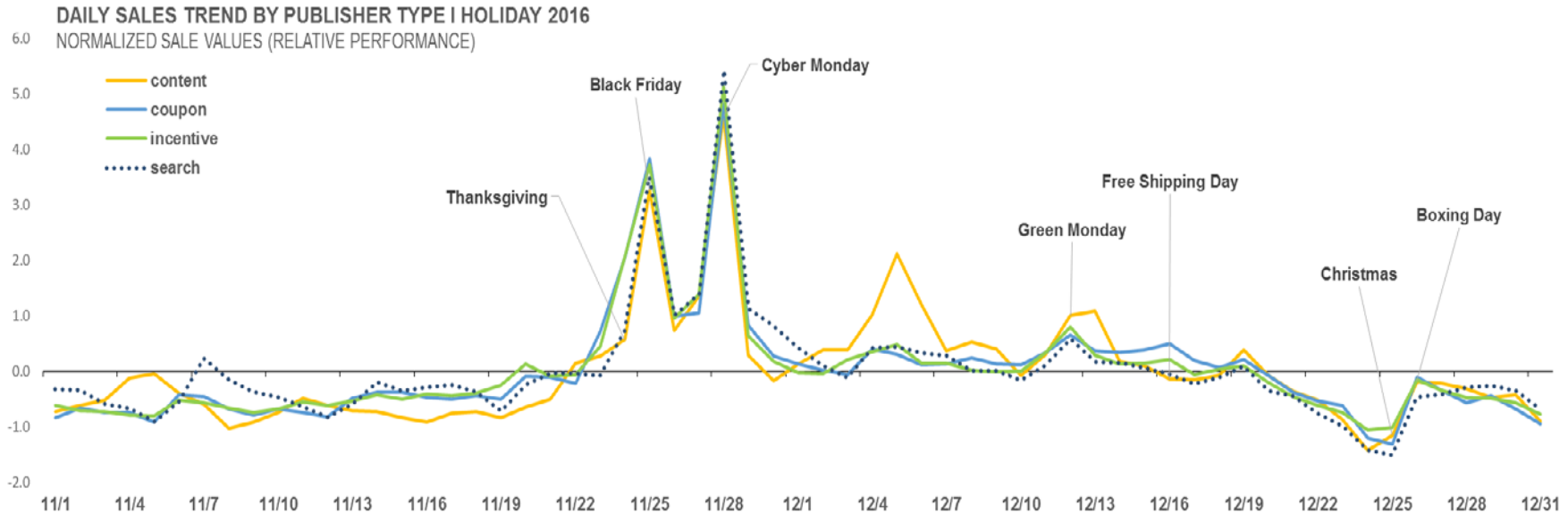
COMPARATIVE SHOPPING TRENDS: GLOBAL MARKETS

Regional differences in the timing of holiday sales exert a strong influence on the shopping trends across the key markets of CJ Affiliate. Yet this year, the UK adoption of Black Friday brought shopping trends on this day near parity with the US. In addition, UK retailers jump on the holiday season a bit earlier and stronger than other markets, resulting in a stronger start to sales. German shoppers likewise showed an interest in purchasing over the Black Friday – Cyber Monday weekend yet continue to outpace other markets in the share of sales they complete in mid-December. Beating to their own drum are the shoppers of France, who lent an entirely different trend line to our global trends – Cyber Monday and the following week were the peak periods for French holiday shopping.



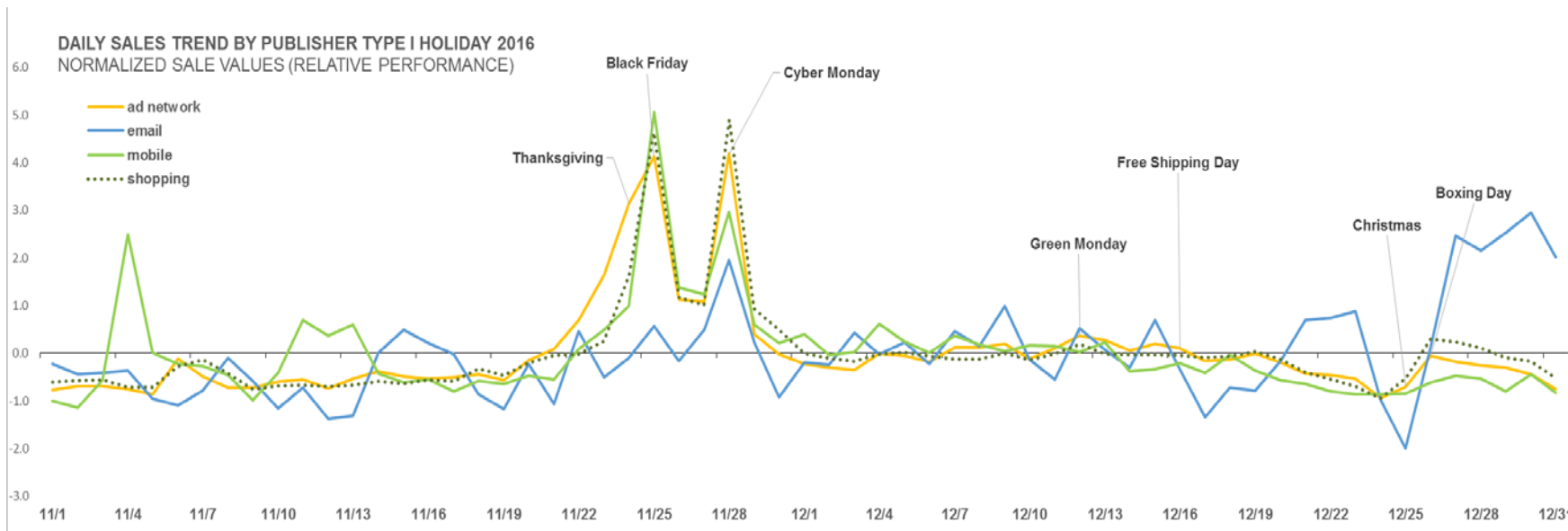
COMPARATIVE SHOPPING TRENDS: CONTENT, COUPON, INCENTIVE AND SEARCH

Comparing relative sales trends by publisher type yields insight into how shoppers engaged with different publishers over the course of a holiday season. For the most part, publisher types acted in unison over the course of the season. Yet early November sales volume with Content and Search publishers reflect opportunities to capture early shoppers, while shoppers' reliance on Coupon and Incentive publishers were at a peak during Black Friday and Cyber Monday.



COMPARATIVE SHOPPING TRENDS: AD NETWORK, EMAIL, MOBILE AND SHOPPING

Ad Network and Shopping publishers both experienced a consistent sales trend across the holiday season, with a strong surge occurring for Ad Networks prior to Black Friday. The relative sales for Mobile and Email publishers reflect a more episodic trend, closely tied to weekends (when smartphone usage is highest) and late-season campaigns.



Key Metrics

Growth Benchmarks

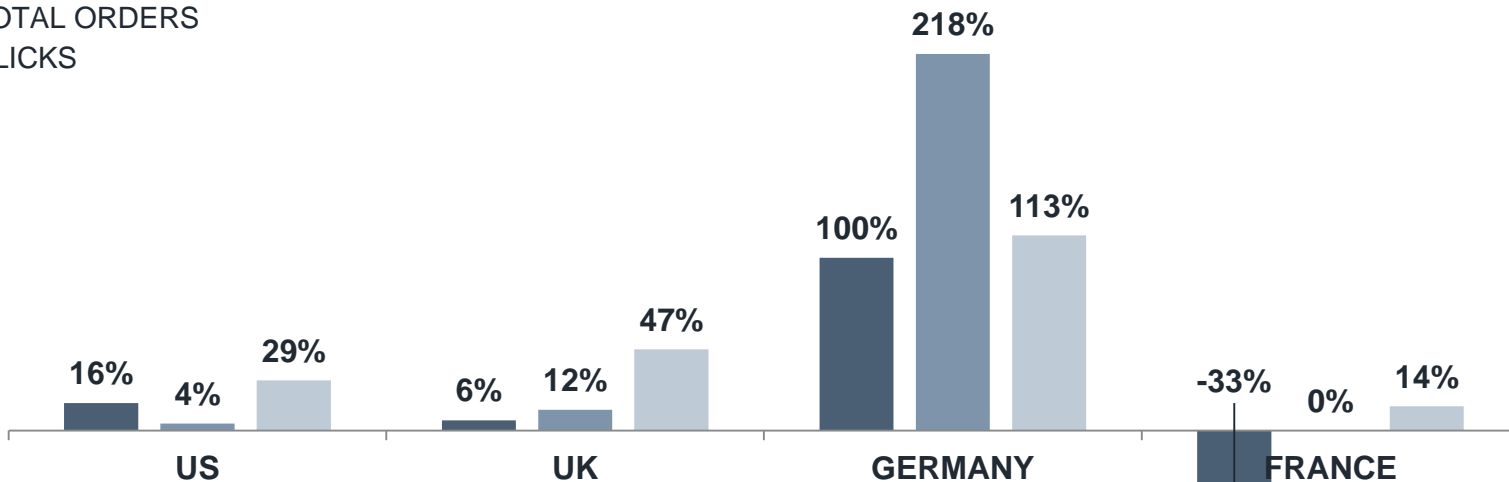


YOY PERFORMANCE: REVENUE, TOTAL ORDERS AND CLICKS

Methodology: Growth values were factored using transactional data for retail clients who were in the CJ Affiliate network during Holiday 2015 and 2016. CJ Affiliate considers the holiday season to be Nov. 1 through Dec. 31.

YOY PERFORMANCE | HOLIDAY 2016
CJ GLOBAL MARKETS

- SALES REVENUE
- TOTAL ORDERS
- CLICKS

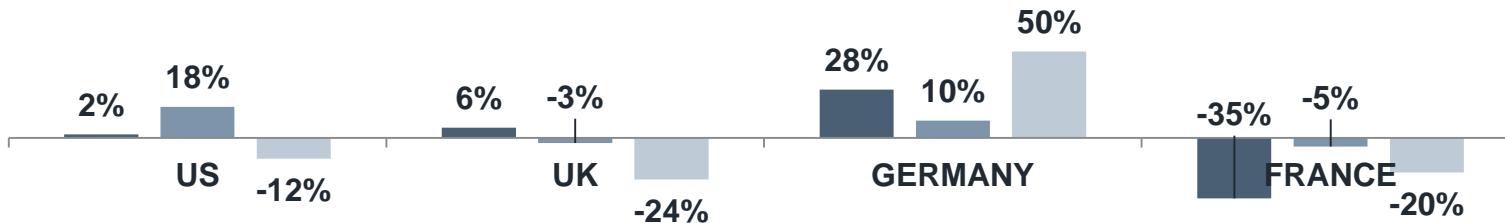


YOY PERFORMANCE: RETURN ON AD SPEND, AOV AND CONVERSION

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YOY PERFORMANCE | HOLIDAY 2016
CJ GLOBAL MARKETS

- ROAS
- AOV
- CONVERSION

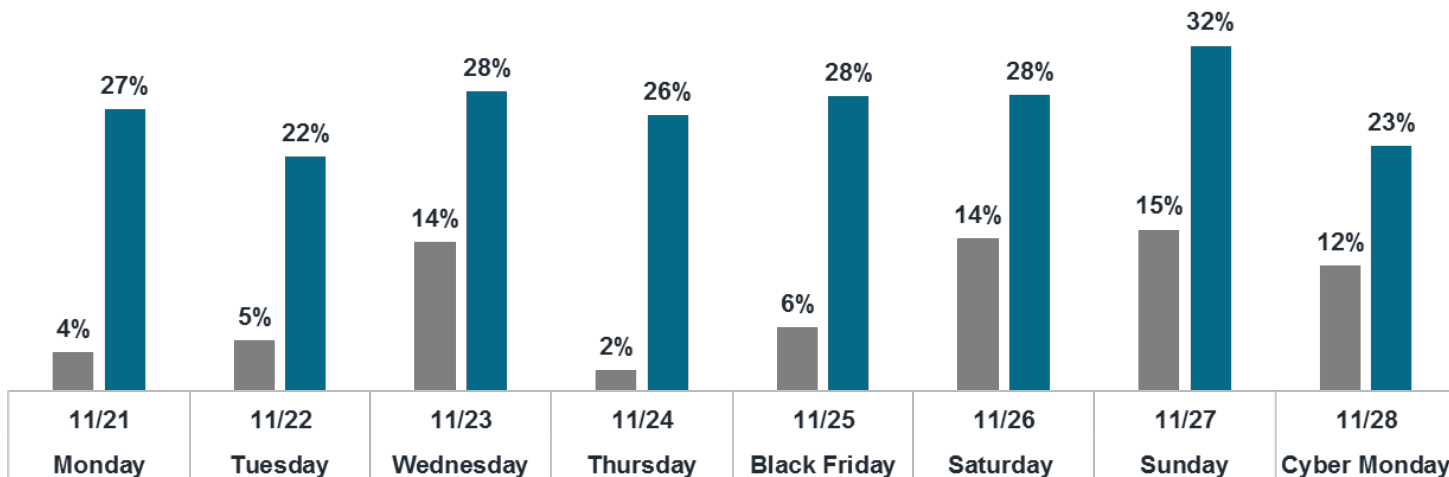


YOY PERFORMANCE: PEAK WEEK
REVENUE AND ORDERS

Methodology: Growth values were factored using transactional data for retail clients who were in the CJ Affiliate network during Holiday 2015 and 2016. CJ Affiliate considers the holiday season to be Nov. 1 through Dec. 31.

PEAK WEEK (NOV 21 – CYBER MONDAY) | YOY GROWTH
CJ GLOBAL

■ TOTAL ORDERS ■ SALES REVENUE



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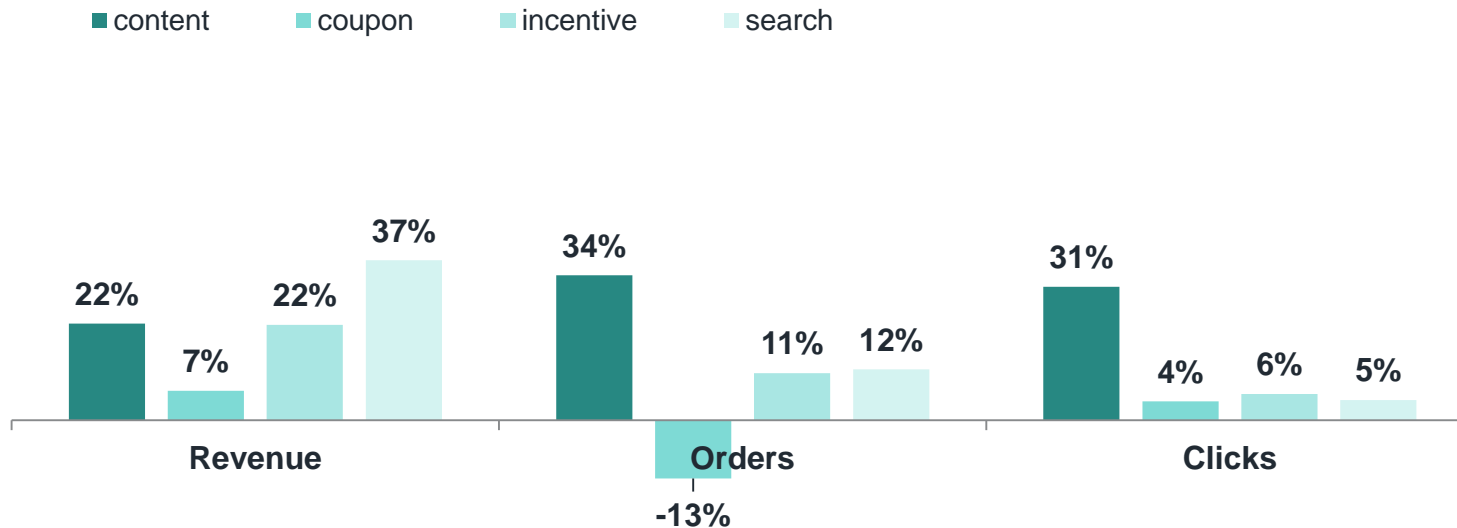
Publisher Performance

Growth Benchmarks

YOY PERFORMANCE: CONTENT, COUPON, INCENTIVE AND SEARCH PUBLISHERS

Methodology: Publisher growth was factored using the sales credited to each publisher type by retail clients who were in the CJ Affiliate network during Holiday 2015 and Holiday 2016. CJ Affiliate considers the holiday season to be Nov. 1 through Dec. 31.

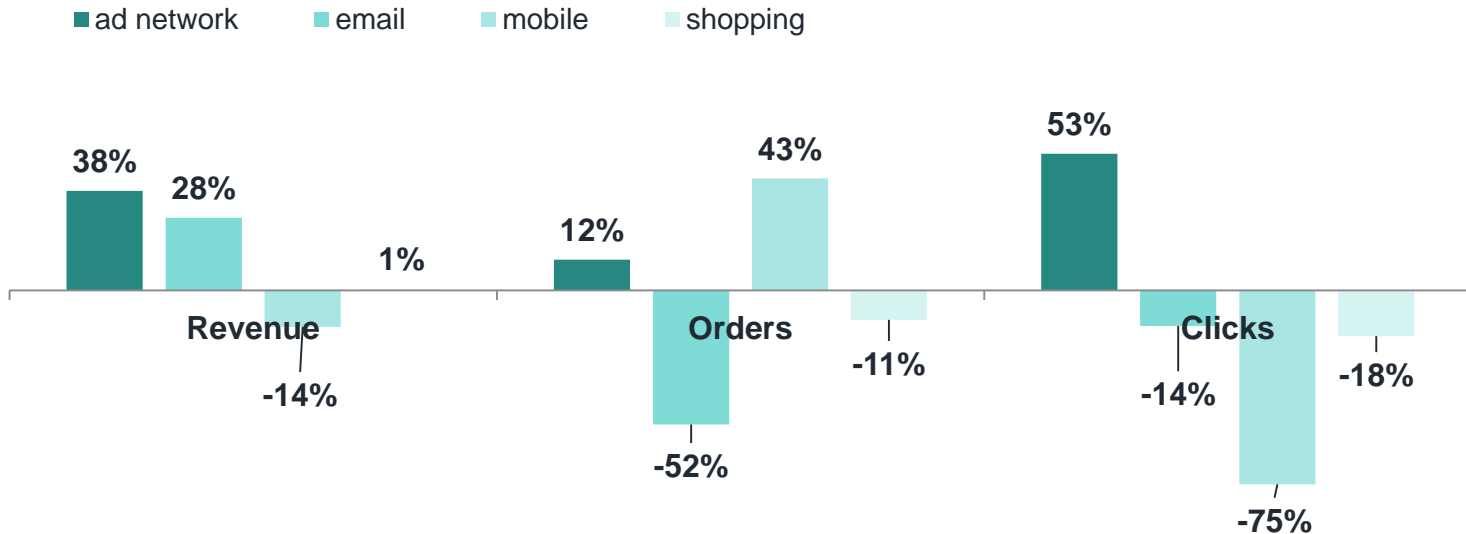
YOY PERFORMANCE BY PUBLISHER TYPE | HOLIDAY 2016
CJ GLOBAL



YOY PERFORMANCE:
AD NETWORK, EMAIL, MOBILE AND SHOPPING

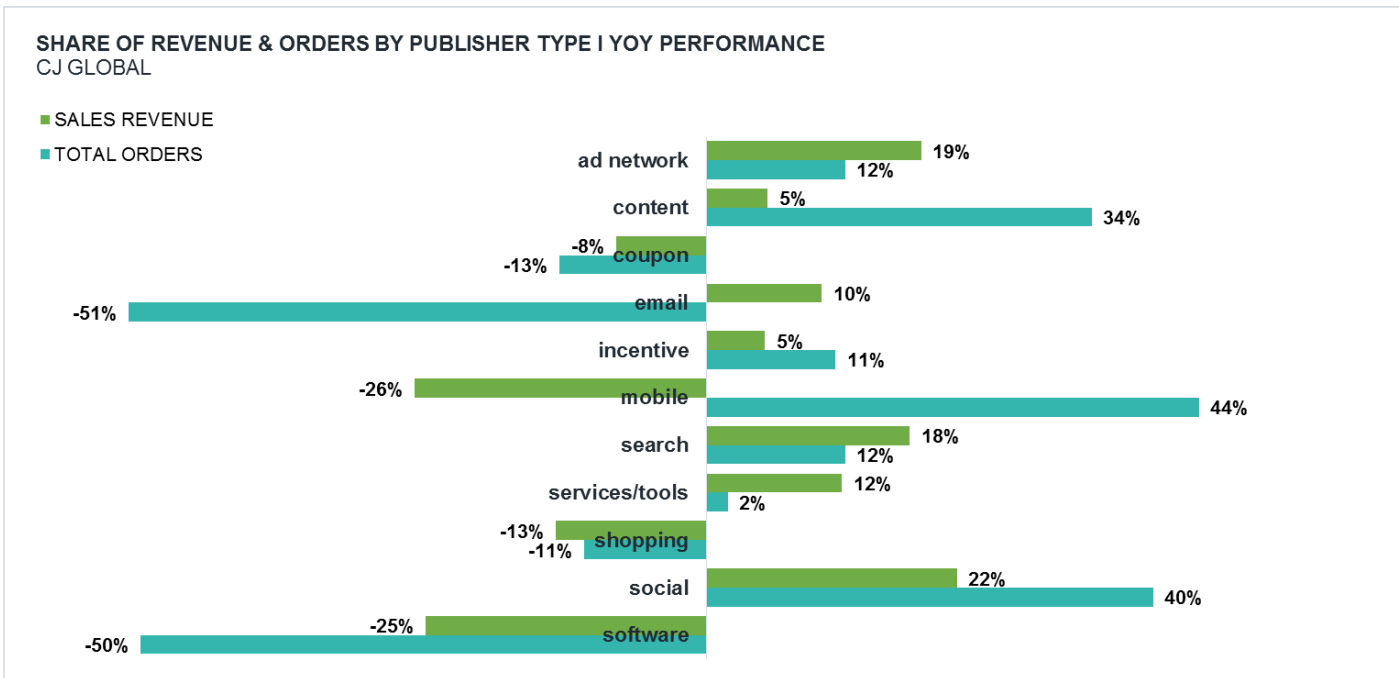
Methodology: Publisher growth was factored using the sales credited to each publisher type by retail clients who were in the CJ Affiliate network during Holiday 2015 and Holiday 2016. CJ Affiliate considers the holiday season to be Nov. 1 through Dec. 31.

YOY PERFORMANCE BY PUBLISHER TYPE | HOLIDAY 2016
CJ GLOBAL



YOY PERFORMANCE: PUBLISHER SHARE OF REVENUE AND ORDERS

Methodology: Publisher growth was factored using the sales credited to each publisher type by retail clients who were in the CJ Affiliate network during Holiday 2015 and Holiday 2016. CJ Affiliate considers the holiday season to be Nov. 1 through Dec. 31.



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Category Benchmarks

Key Retail Categories

YOY PERFORMANCE: KEY METRICS

Methodology: Growth values were factored using transactional data for retail clients who were in the CJ Affiliate network during Holiday 2015 and 2016. CJ Affiliate considers the holiday season to be Nov. 1 through Dec. 31.

HOLIDAY 2016	SALES REVENUE	TOTAL ORDERS	CLICKS	AOV 2015	AOV 2016	Y/Y	CR 2015	CR 2016	Y/Y	ROAS 2015	ROAS 2016	Y/Y
ACCESSORIES	12%	4%	-9%	\$142	\$152	7%	1.8%	2.1%	13%	\$13	\$15	17%
BEAUTY	-9%	-14%	-2%	\$87	\$91	4%	3.7%	3.1%	-17%	\$10	\$10	6%
COMPUTER & ELECTRONICS	17%	1%	13%	\$186	\$217	16%	2.8%	2.5%	-11%	\$20	\$18	-12%
CLOTHING & APPAREL	14%	11%	39%	\$101	\$104	3%	4.6%	3.6%	-20%	\$18	\$15	-15%
DEPARTMENT STORES	5%	-6%	15%	\$111	\$124	13%	6.3%	5.2%	-18%	\$23	\$25	6%
GIFTS & FLOWERS	32%	0%	-5%	\$82	\$112	36%	4.9%	5.1%	5%	\$12	\$14	18%
HOME & GARDEN	42%	29%	28%	\$175	\$191	9%	4.25%	4.30%	1%	\$25	\$28	11%

QUESTIONS?

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