

# 2023 GLOBAL BLACK FRIDAY WEEK RETROSPECTIVE

Placewise Client Portfolio Performance

30M+

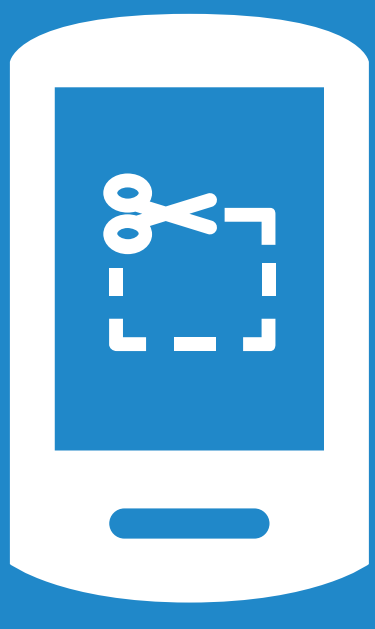
## Digital Engagements

Monday, November 20th - Monday, November 27th  
Europe - Asia Pacific - North America



- Loyalty App
- Email
- Push
- SMS
- Website

Proportional engagement by channel



5.7M DIGITAL COUPON INTERACTIONS

November 20th - 27th.

Total website users were

+15.4%



and views +16.5%

over Black Friday 2022.

Email Sendings

+35%

Over 2022

12.8M total mobile loyalty app engagements  
Black Friday Week



Interactive Directory Map views

+76%



over Black Friday 2022.

\*Maps upgraded with turn by turn directions 2023

Organic traffic accounted for

68%



of total web traffic over  
Black Friday Week.

87%

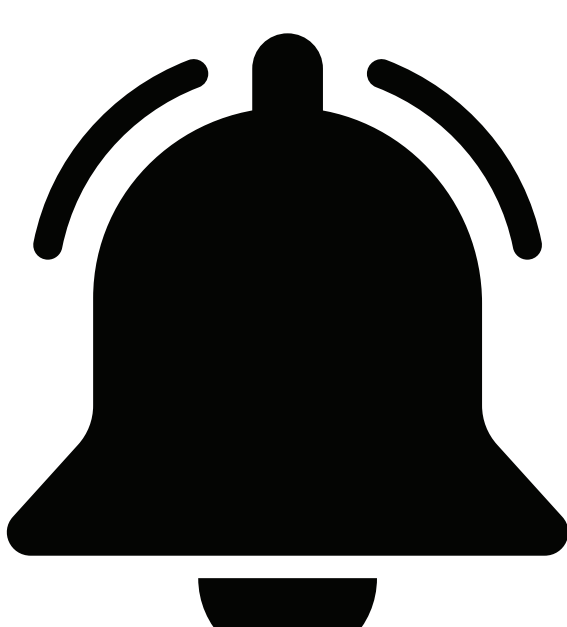
11.6%

1.1%

87% of web traffic came from a mobile device, 11.6% from desktop, and 1.1% from a tablet.

Push notifications

+81%



over 2022.

Placewise published over 47K unique promotions\*



\*November 20th - November 27th, 2023

## Cyber Monday

Shoppers planned their shopping trips, and researched purchases before heading to the center despite online ecommerce deals.

Users +32.7%  
Sessions +32.5%

over 2022

Placewise is the global leader in retail real estate property tech, serving over 1,100 shopping centers, across 3 continents, through more than 1 billion digital shopper engagements every year. From industry-leading websites to loyalty programs, and tenant communication. Placewise offers the only purpose-built solutions for shopping centers, designed to create long lasting digital relationships with shoppers, and unlock the power of retail properties to monetize beyond the square meter. Placewise has offices in Europe, the US, and Asia Pacific.