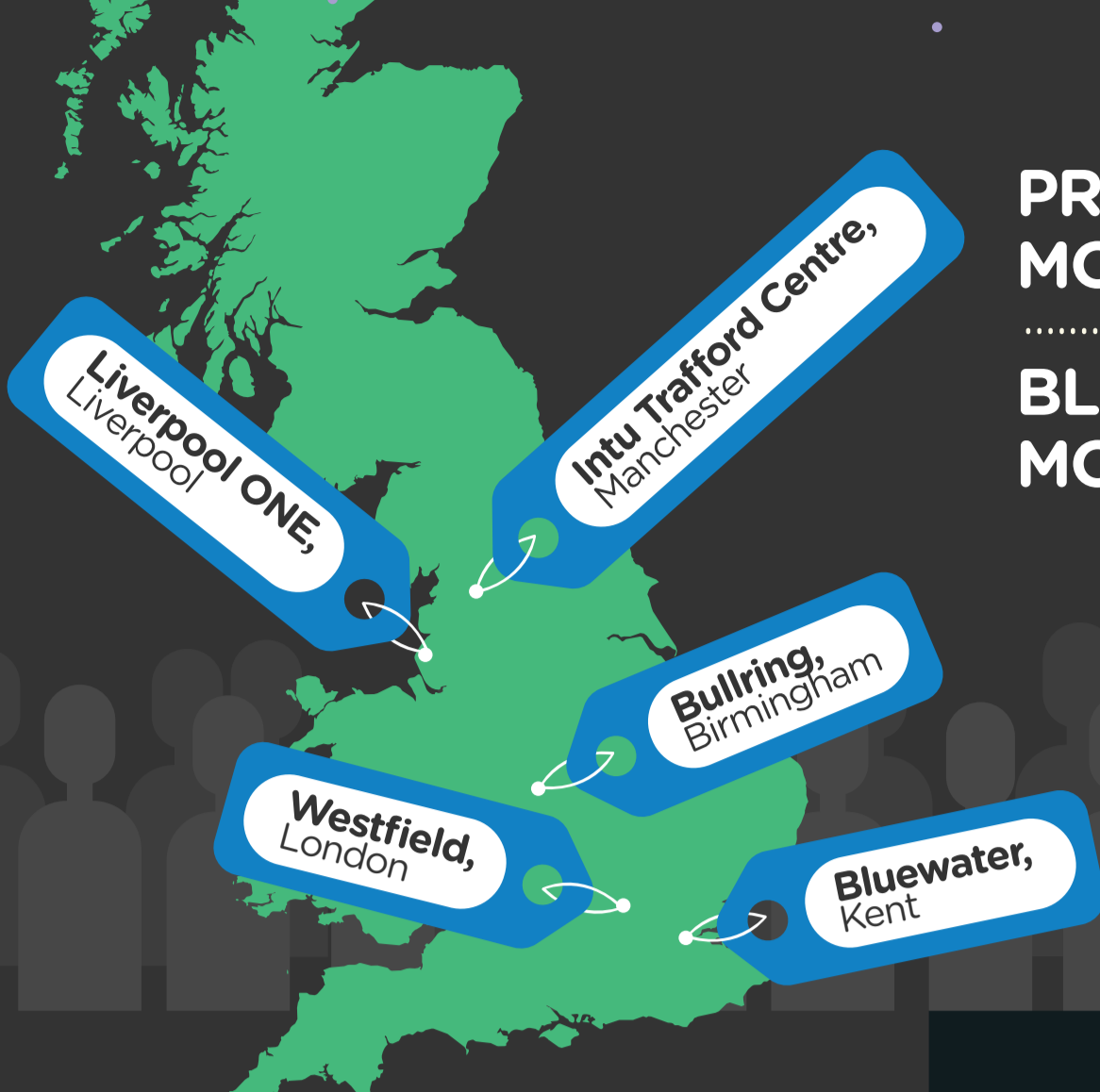


BLACK FRIDAY

Shopper Insights using Location Data



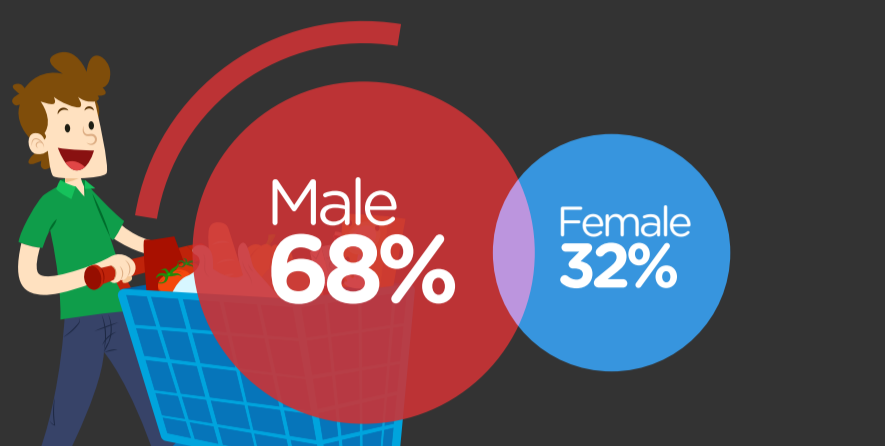
PRE BLACK FRIDAY MONTH OCTOBER 2015

BLACK FRIDAY MONTH NOVEMBER 2015



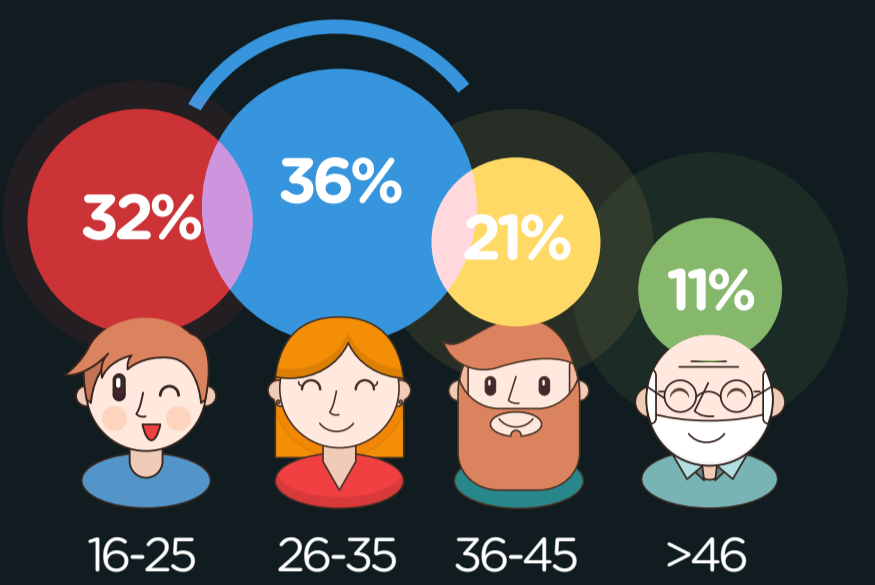
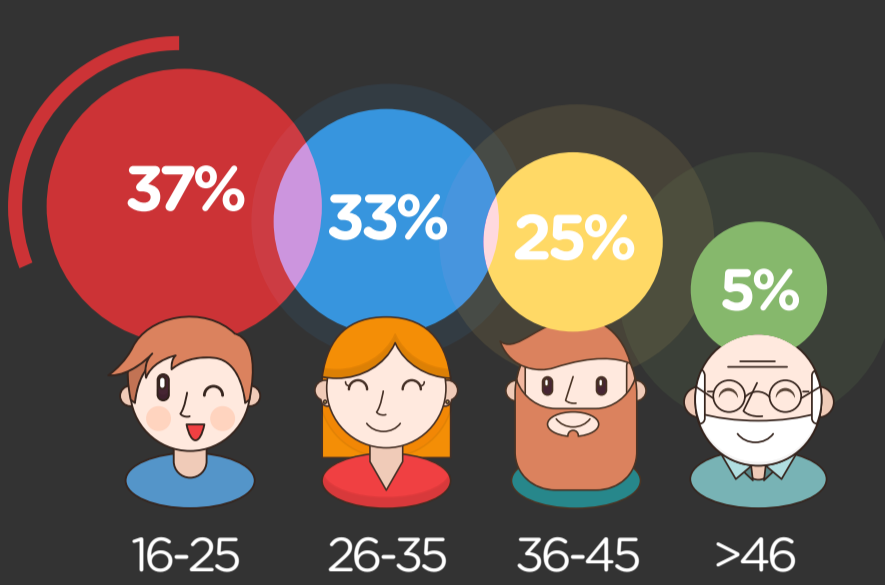
Pre Black Friday Month VS Black Friday Month

Gender Shopper Trends



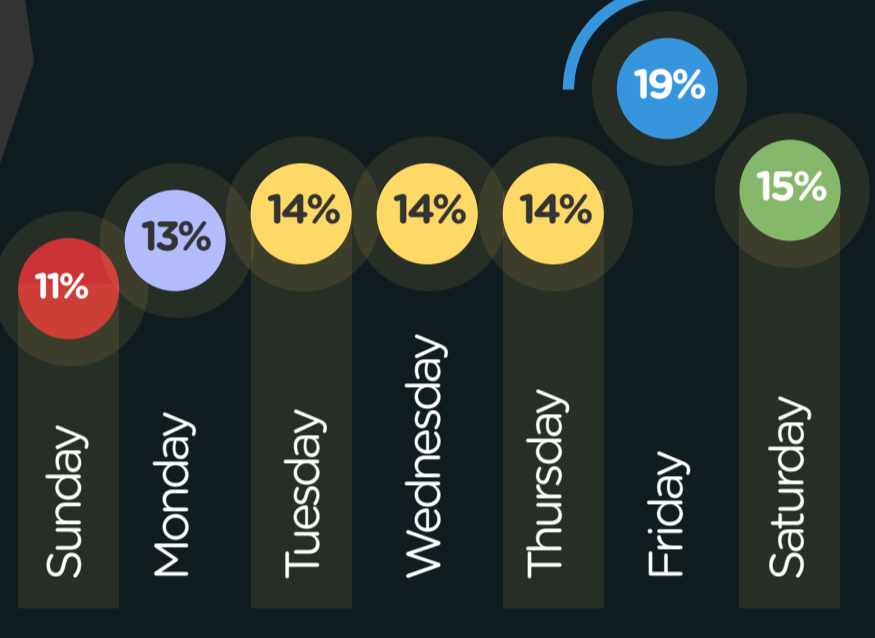
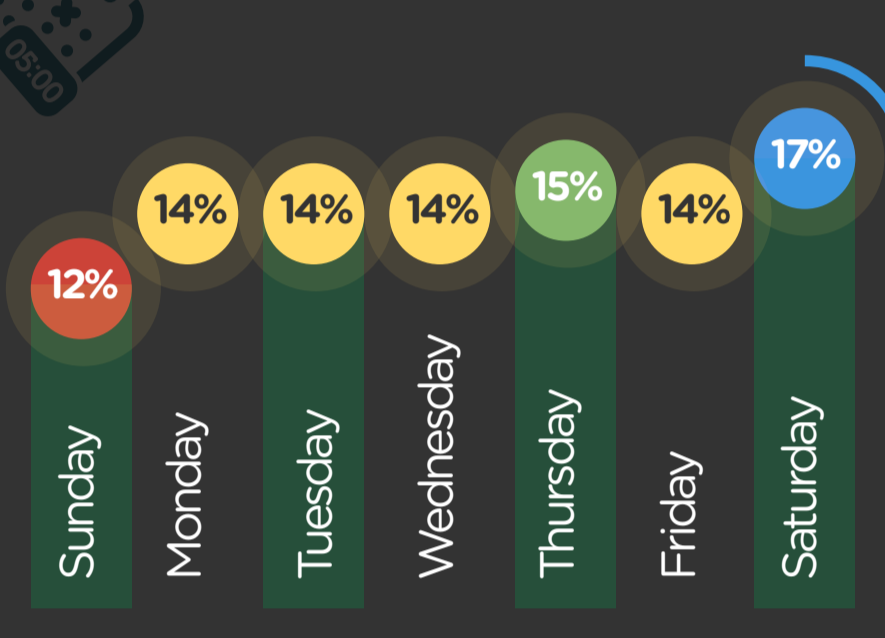
Female shoppers were more engaged on mobile, almost 1.2 times higher during the Black Friday month compared to the previous month.

Age Shopper Trends



There was a significant increase in shoppers from the age group 46 years & above, with almost twice as many compared to the Pre Black Friday month.

Day Shopper Preference



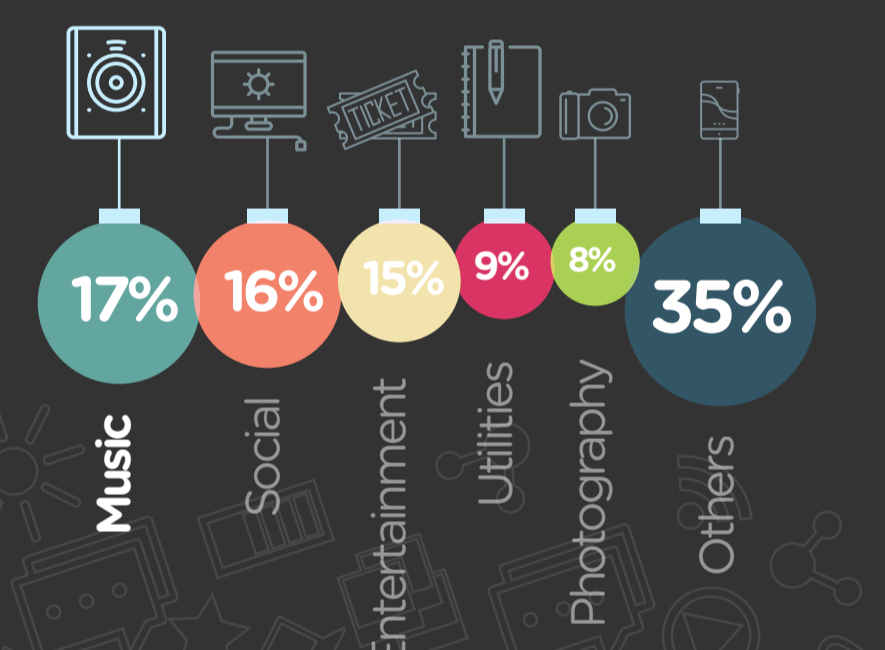
Saturday was the preferred day for shopping followed by Thursday.

Friday was the preferred day for shopping followed by Saturday.

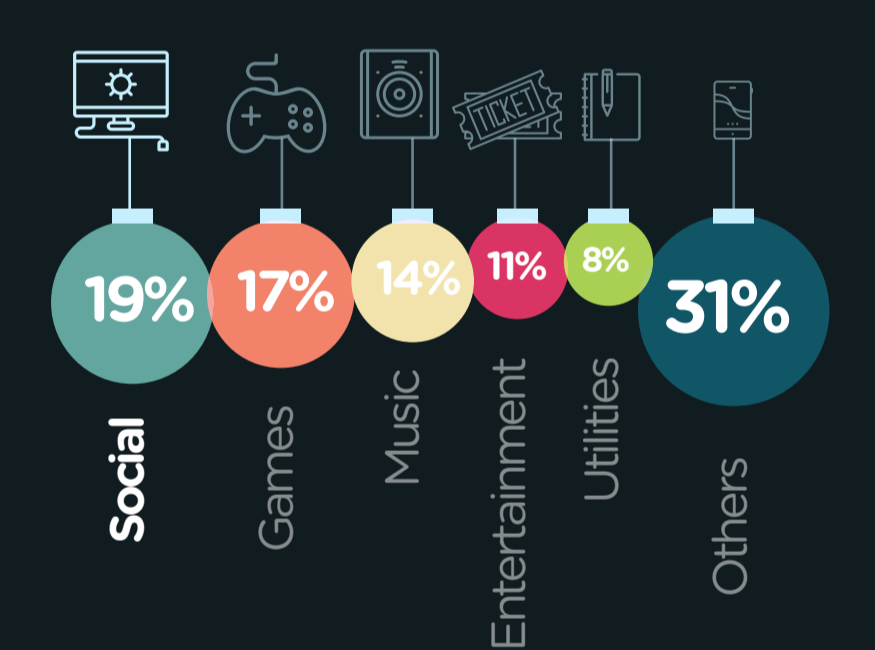
Handset Preference

Most shoppers were seen using an iPhone 6 across shopping centres.

Content Preference



Shoppers spent more time on Music and Social apps.

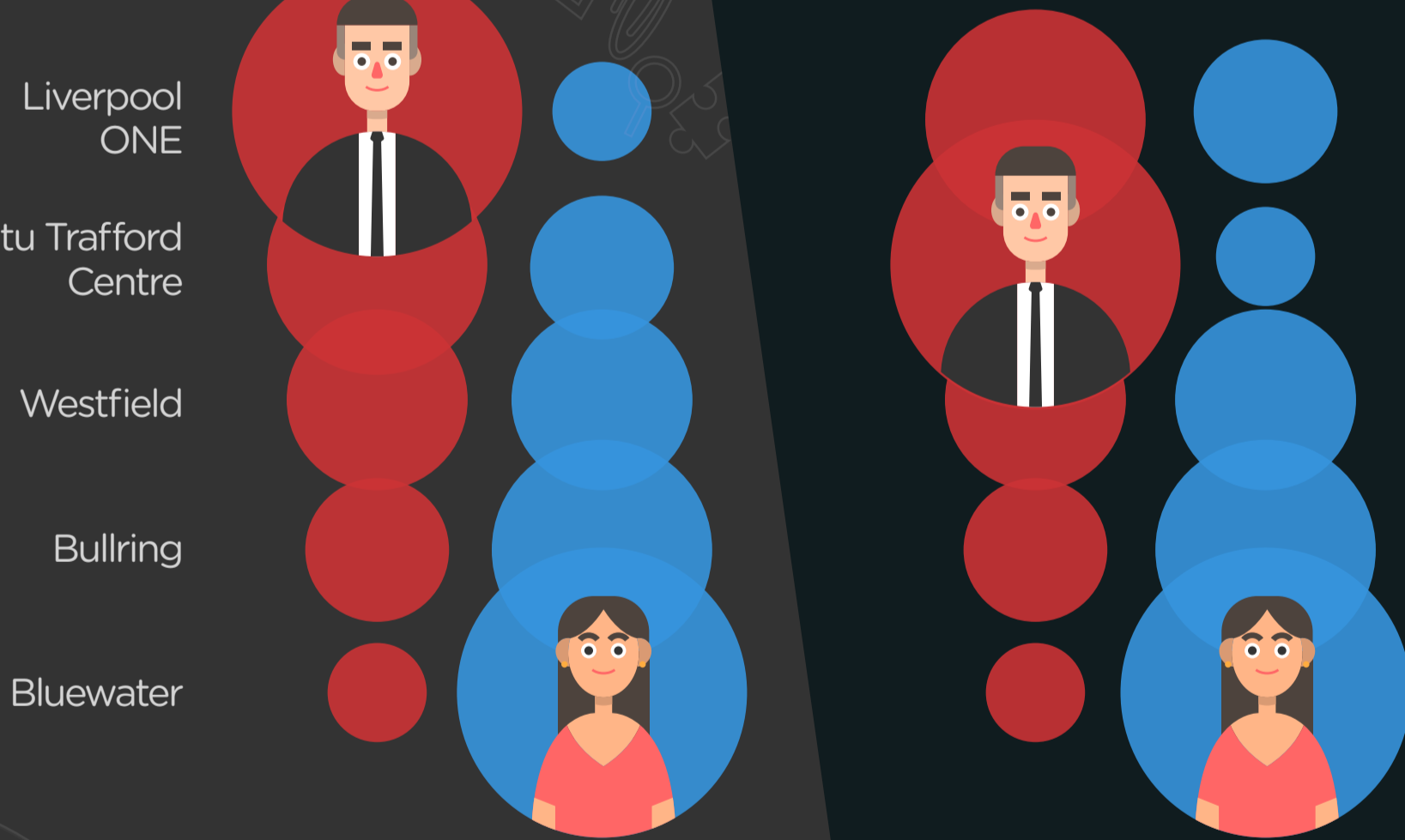


Shoppers spent more time on Social and Gaming apps.

Shopper trends by location

Pre Black Friday Month VS Black Friday Month

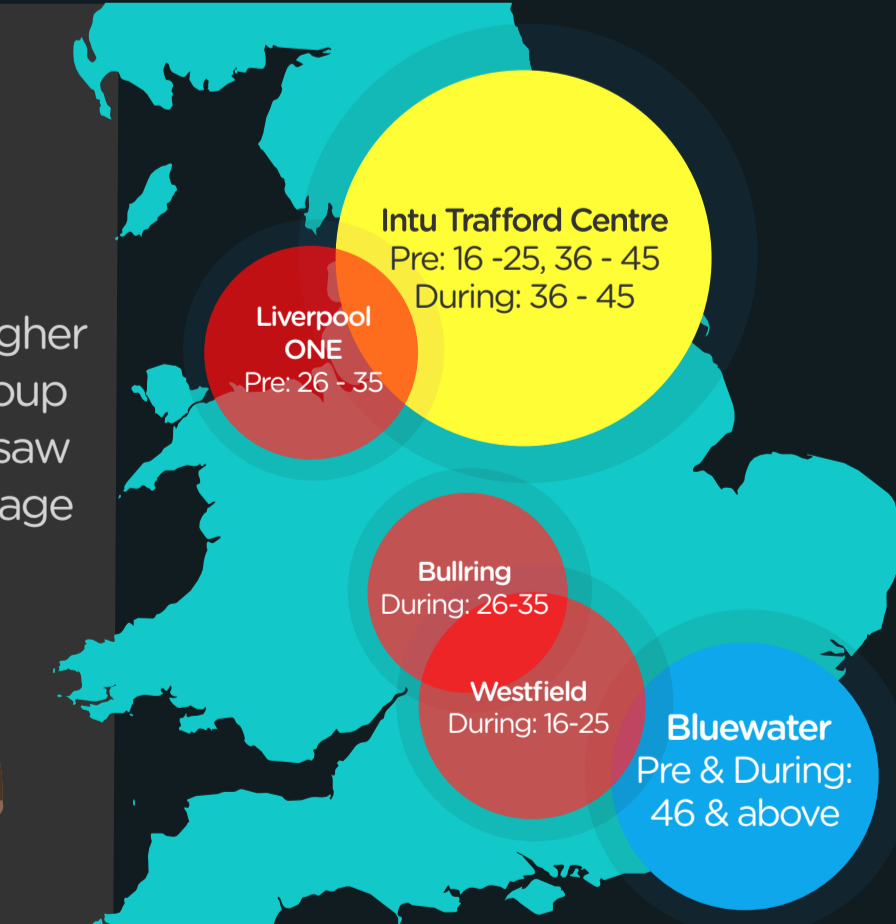
Gender Shopper Preference



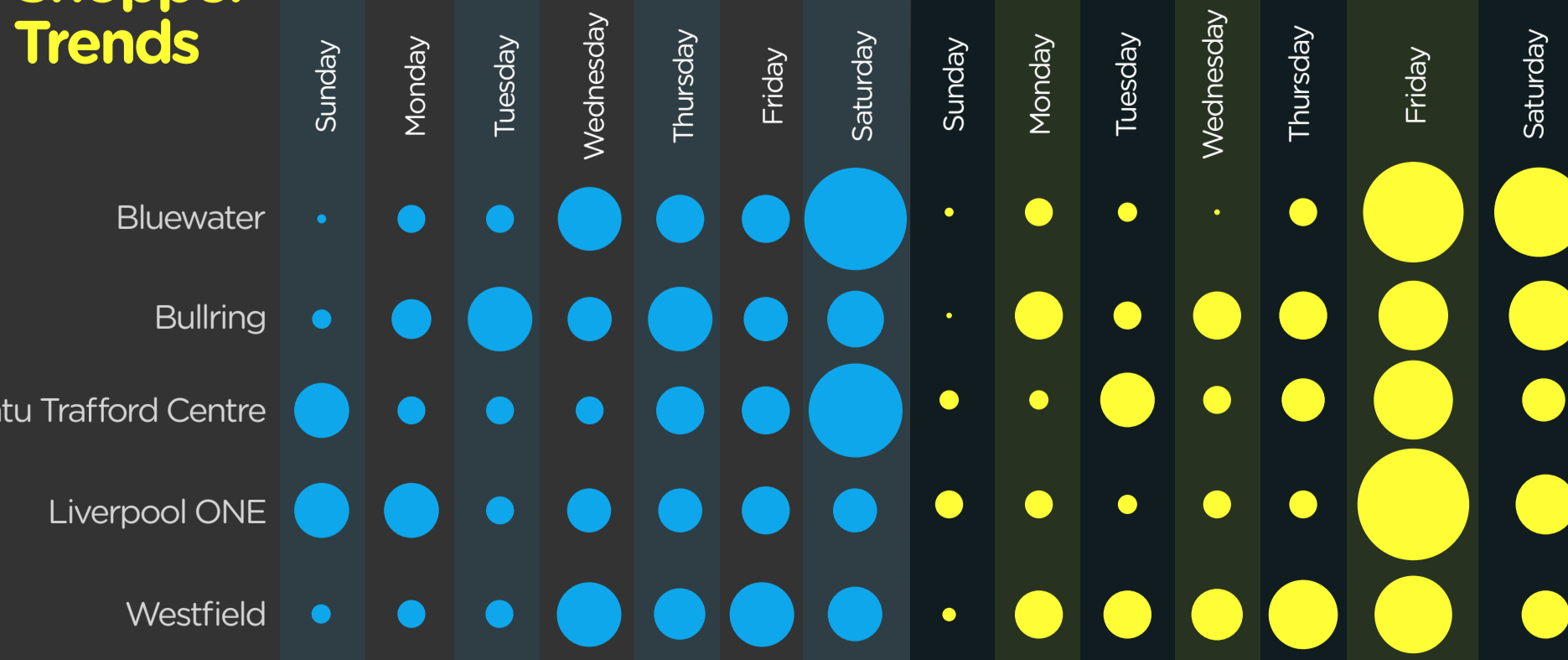
Females preferred Bluewater while Males preferred Intu Trafford Centre and Liverpool ONE.

Age Shopper Trends

Intu Trafford Centre saw higher shopper loyalty from the age group 36-45 years while Bluewater saw higher shopper loyalty from the age group 46 years & above.



Location & Day Shopper Trends



- Bluewater saw more shoppers on Wednesdays & Saturdays
- Bullring saw more shoppers on Tuesdays & Thursdays
- Intu Trafford Centre saw more shoppers on Saturdays & Sundays
- Liverpool ONE saw more shoppers on Sundays & Mondays
- Westfield saw more shoppers on Wednesdays & Fridays
- Bluewater saw more shoppers on Fridays & Saturdays
- Bullring saw more shoppers on Fridays & Saturdays
- Intu Trafford Centre saw more shoppers on Tuesdays & Fridays
- Liverpool ONE saw more shoppers on Fridays & Saturdays
- Westfield saw more shoppers on Thursdays & Fridays