

BLACK FRIDAY REPORT CARD.

Which retailers are winning—and why?



IN-STORE:



ONLINE:



Most purchases:
95% conversion.



Most purchases:
81% conversion.



Highest in-store spend:
\$56 on average.



Highest online spend:
\$62 on average.



Best service:
47% felt welcome.



In-Store:

Walmart
Highest purchase conversion.

Best Buy
Highest spend.

Target
Best customer service.



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.

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METHODOLOGY: The Surveys on the Go® (SOTG) Mobile App was used to trigger surveys based on observed app & web and brick & mortar store behavior. Brick & Mortar and App & Web targeted observed shoppers to these retailers. N=3,000.