

Global

Cyber Week

8.2 bn

mobile messaging interactions

15% increase in interactions

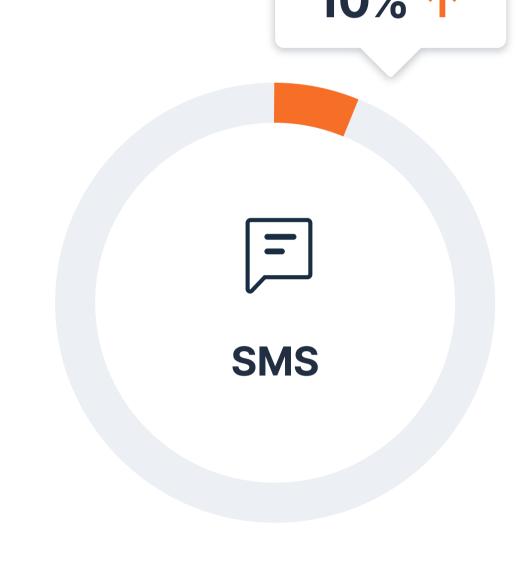
compared to last year

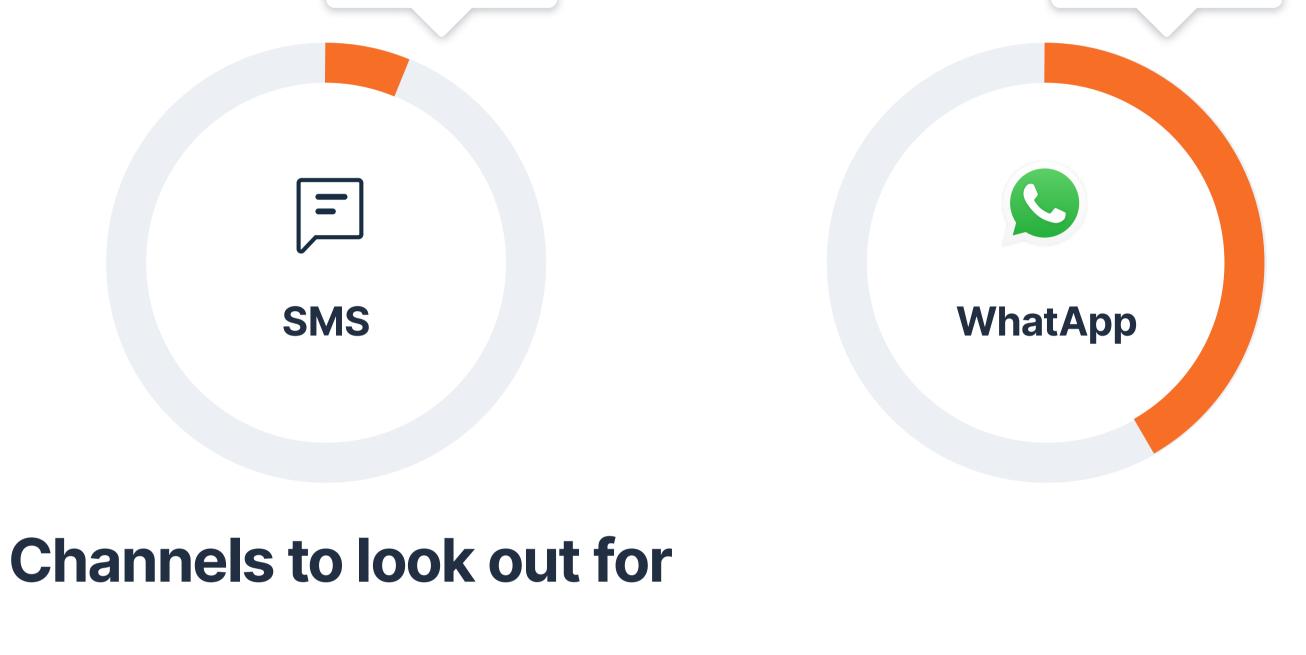
48%

increase in interactions compared to average 4 days in November

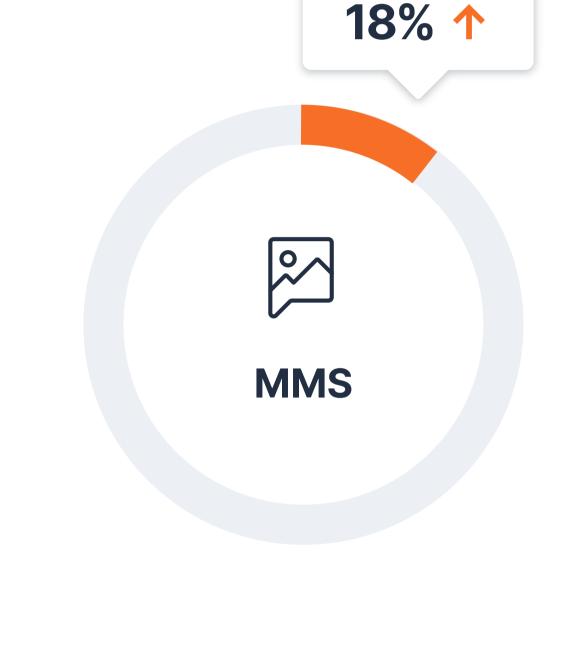
10% 1

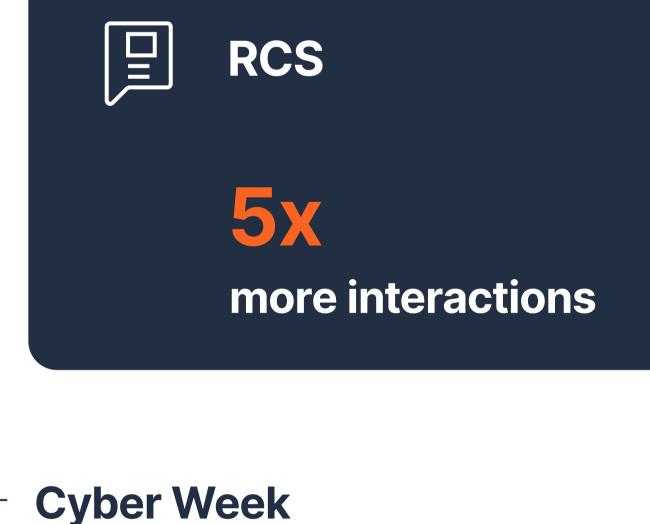
TOP channels globally

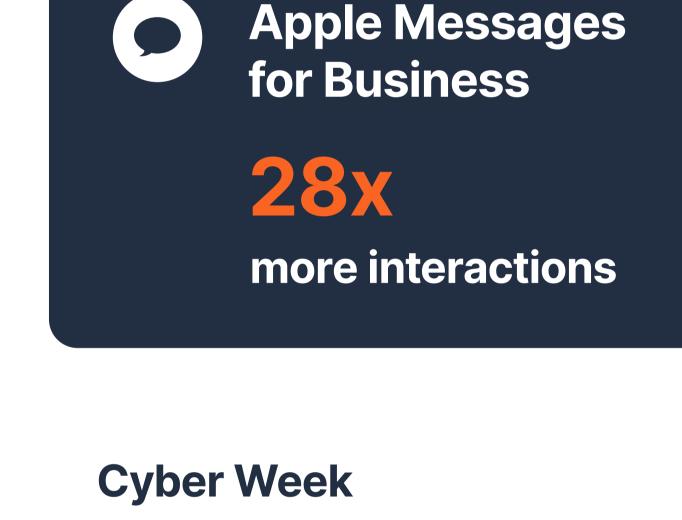


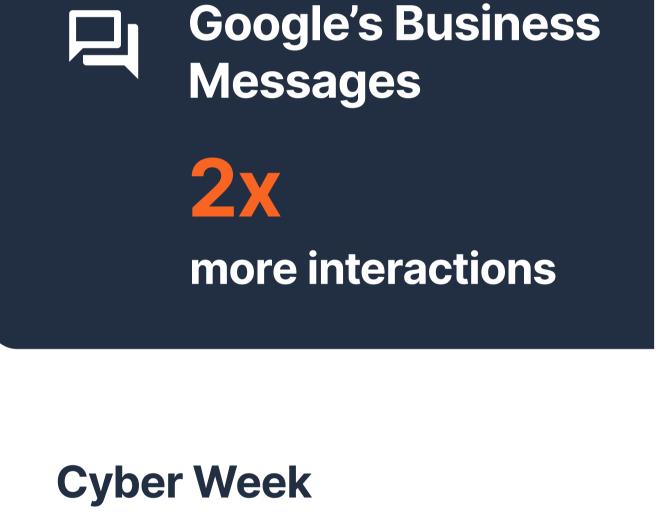


40% ↑









North America

4.85 bn interactions

248 million

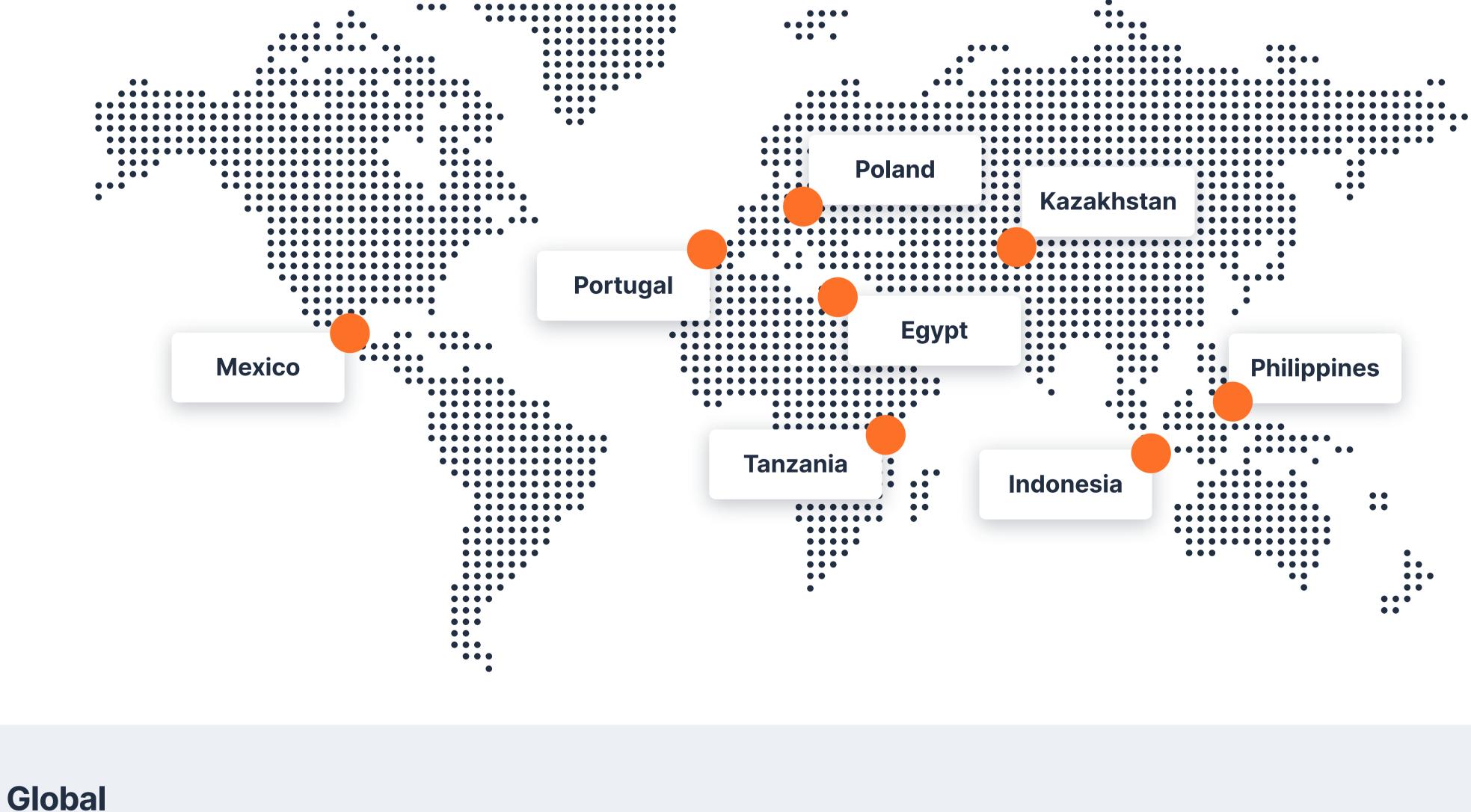
Europe

interactions

LATAM 671 million

interactions

Emerging countries



Black Friday

2.7 bn mobile messaging

interactions

TOP channels globally

increase in interactions

compared to last year

27% ↑

16%

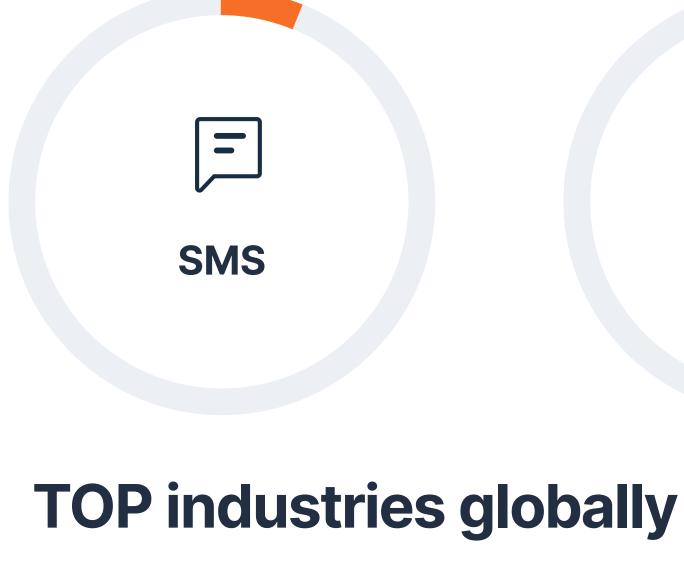
18% ↑

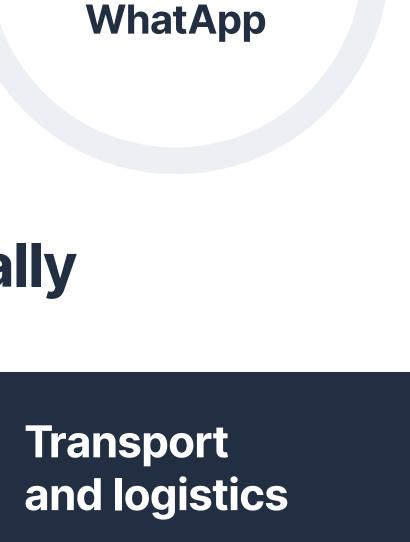
98%

increase in interactions compared

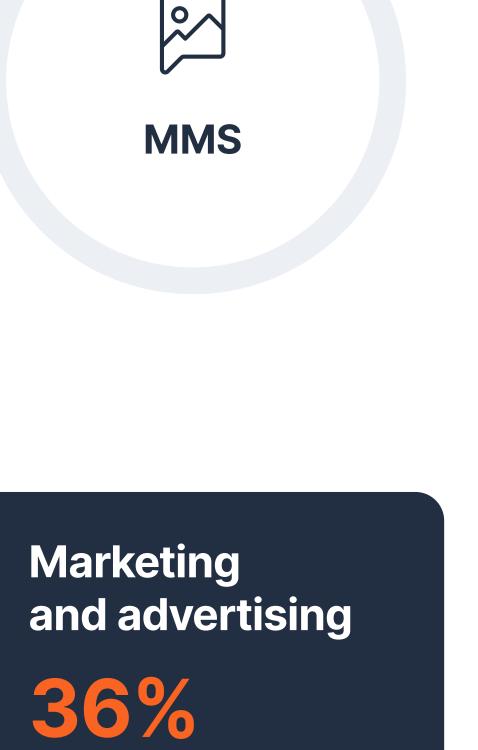
to an average day in November

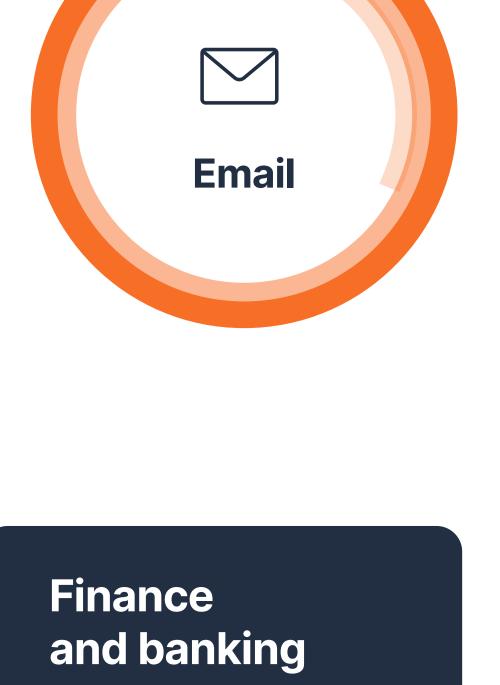
9% 1





last year





238% ↑

43% 18% increase from increase from

Black Friday North America

Retail and

last year

eCommerce

1.6 bn interactions **Emerging countries**

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Black Friday

Europe

interactions

95 million

increase from

last year

Black Friday LATAM 244 million interactions

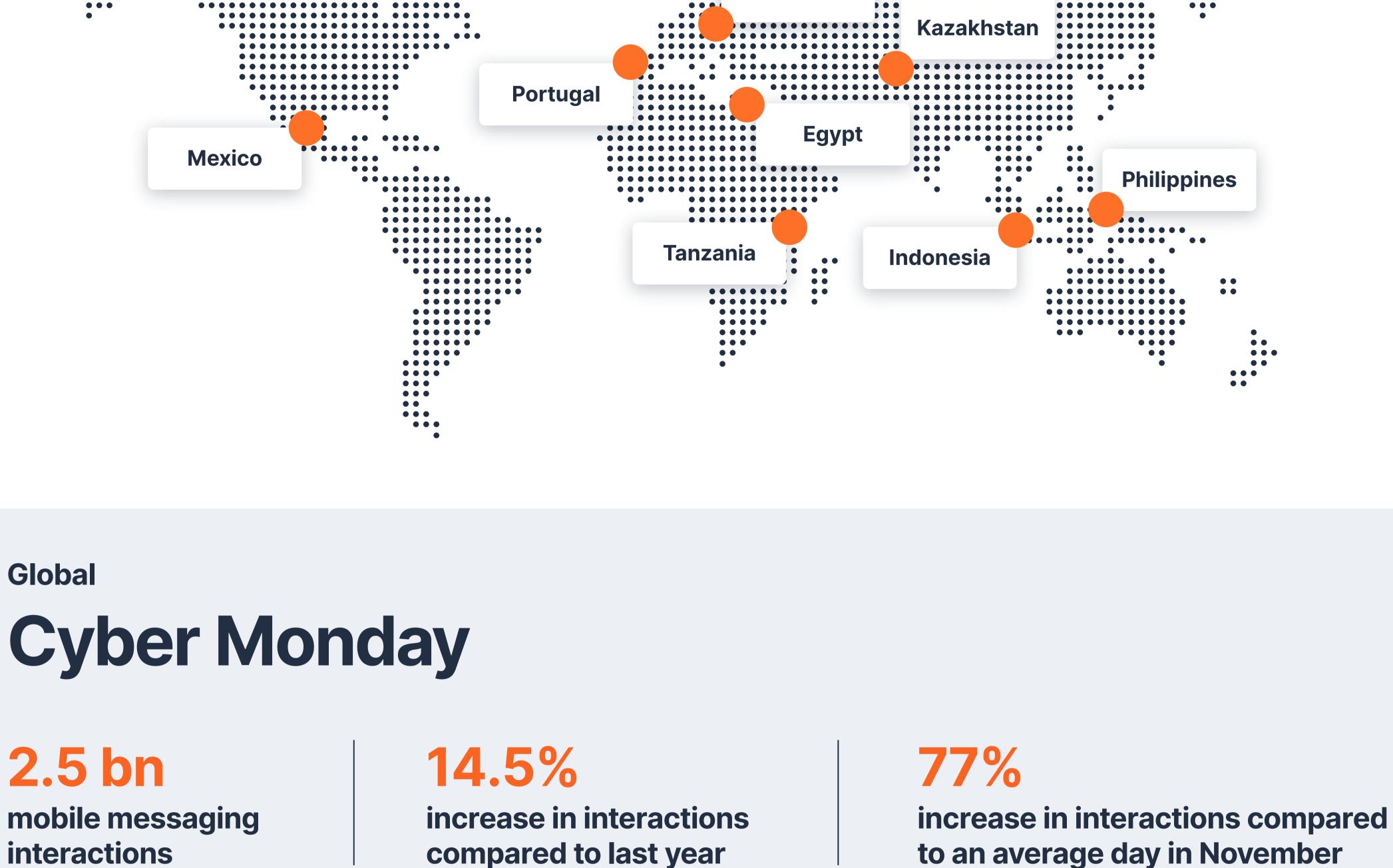
increase from

8%

last year

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36% ↑

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Poland

TOP channels globally

10% 1

76%

Cyber Monday

increase from

TOP industries globally Retail and eCommerce

SMS

WhatApp

Transport

30%

and logistics

increase from

Cyber Monday

Europe

Marketing

25%

last year

Finance and advertising and banking

MMS

29% 1

last year last year

1.5 bn interactions **Emerging countries**

North America

76 million interactions

> ••••• •••••

••••• •••••

6% increase from increase from last year **Cyber Monday LATAM**

193 million

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interactions

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••••• Sweden \bullet \bullet \bullet •••• \bullet • • France \bullet ••••••• •••••• •••••• ••••• •••••• ••••• • • **Philippines** Mexico • • • • • ••••• •••••• \bullet •••••• Kenya • • ••••• ••••• • • • • • • • • • ••••• ••••• ••••• Ghana Indonesia •••••• •••••• •••••• •••••• • • • • • • • • • •••••• •••••• ••••• •••••• •••••• ••••• ••••• ••••• ••••• ••••• ••••• ••••• • • ••••• ••••• ••••• ••••• •••• ••••• ••••• ••••• ••••• ••••• \bullet • • \bullet \bullet •••• • • **South Africa** \bullet \bullet \bullet • • \bullet • • \bullet \bullet Want to uncover more mobile messaging trends?

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