

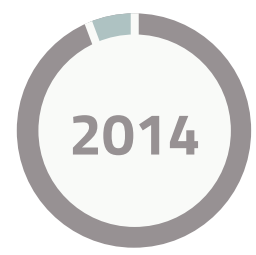
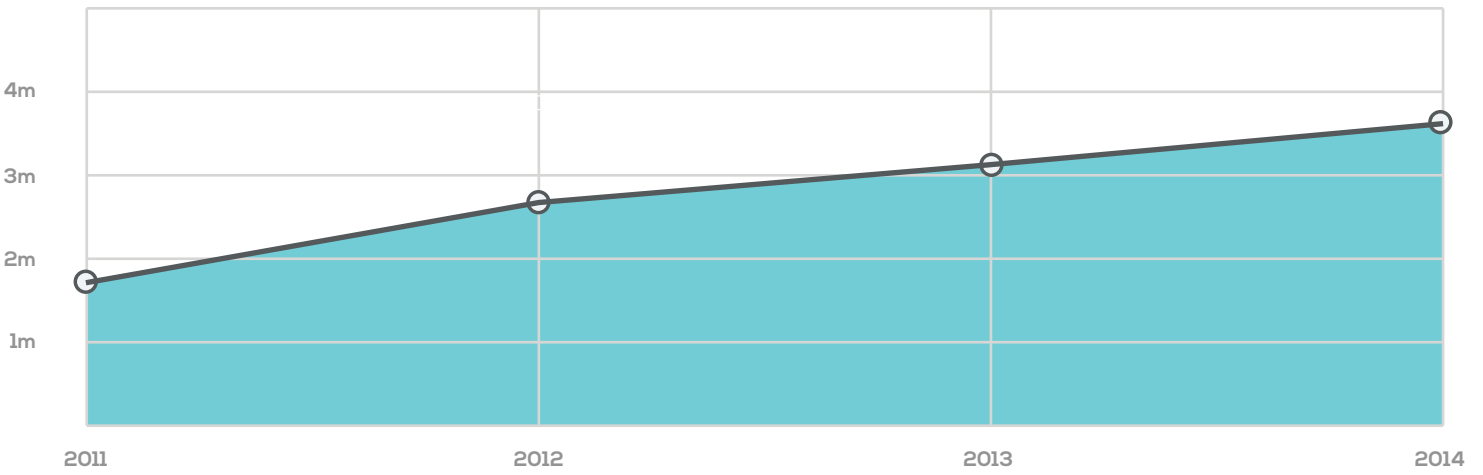
BLACK FRIDAY ^{vs} CYBER MONDAY

A LOOK AT THE CONVERSATION OVER 4 YEARS

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BLACK FRIDAY

Crimson Hexagon analyzed the number of tweets mentioning Black Friday on the day Black Friday fell each year from 2011 to 2014, as well as the top ten Twitter handles that were mentioned in those tweets each year. As the number of tweets about Black Friday continued to rise each year, so did the number of retail brands dominating the conversation.



1,782,449
TOTAL TWEETS

2,706,581
TOTAL TWEETS

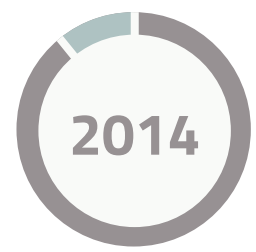
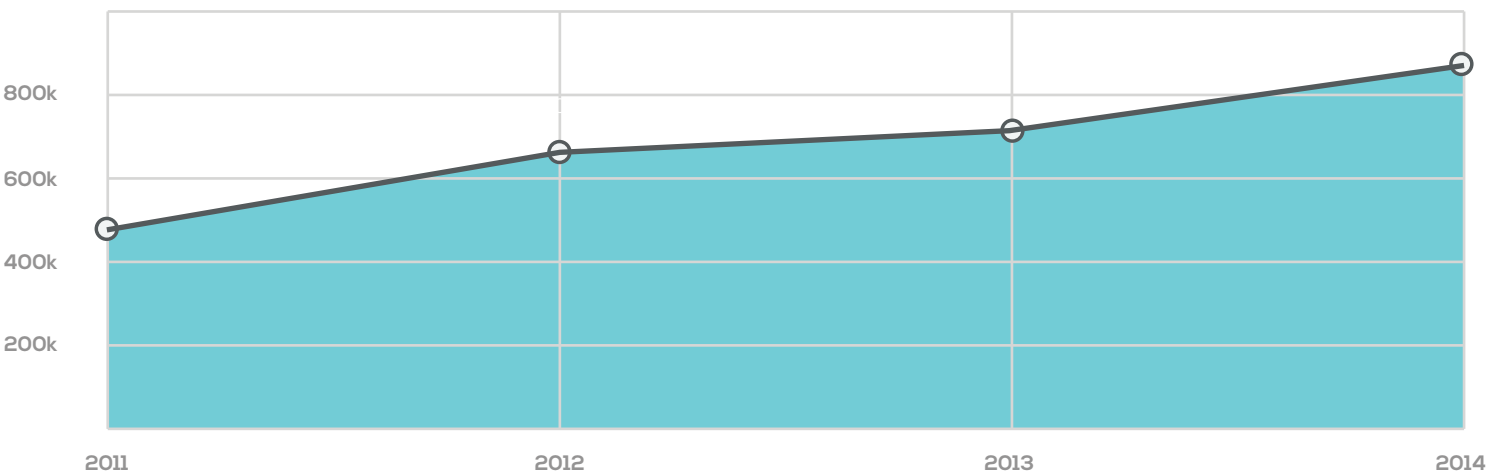
3,160,681
TOTAL TWEETS

3,655,036
TOTAL TWEETS



CYBER MONDAY

Crimson Hexagon analyzed the number of tweets mentioning Cyber Monday on the day Cyber Monday fell each year from 2011 to 2014, as well as the top ten Twitter handles that were mentioned in those tweets each year.



474,920
TOTAL TWEETS

668,510
TOTAL TWEETS

727,843
TOTAL TWEETS

870,029
TOTAL TWEETS

