



Adjust GmbH Saarbrücker Straße 38a, 10405 Berlin, Germany  
Adjust Inc. 535 Mission Street, San Francisco, CA 94105, United States of America  
Phone +49 30 91 46 00 83, Fax +49 30 25 74 96 75 [www.adjust.com](http://www.adjust.com)

## Black Friday Busier on Mobile in Europe than United States, Study Shows

**BERLIN and SAN FRANCISCO, December 8, 2016** - A study released today by Adjust shows that Black Friday is a considerably bigger day for mobile shoppers in Western Europe than in North America, contrary to popular expectation since Thanksgiving is only celebrated in the US.

The study shows that while ecommerce apps saw an average revenue boost from American users of 49.9% above a typical Friday in November, this boost was exceeded in multiple by Western European countries, such as Germany (75.6%), France (74.7%), Belgium (79.9%) and Switzerland (73.9%).

The findings suggest that, for retailers vying for a greater mobile share of revenues, Black Friday represents a relatively greater opportunity for stronger sales in European markets.

As Adjust explains, the results could be due to a greater inclination among US shoppers to head to retail outlets for promises of bigger discounts, whereas European shoppers generally spend more time on their phones on what is otherwise just a regular Friday.

The holiday and its increasing popularity represents an opportunity for ecommerce companies across Europe.

For details on the Black Friday study, visit [www.adjust.com/black-friday-2016](http://www.adjust.com/black-friday-2016).

### About Adjust

Adjust is a business intelligence platform for mobile apps with a focus on user acquisition, fraud prevention, and app marketing. The Berlin-based tech company provides the highest quality analytics and attribution solutions for companies, worldwide. With Adjust's opensource SDK, app developers can identify, in real time, which advertising campaign has led to an app installation, how much money users spend on in-app purchases, or when a user is most likely to uninstall the app, among other features.

Adjust is a Facebook Marketing Partner and a Twitter Marketing Platform Partner. More than 20,000 apps have implemented Adjust's solutions to improve their performance. Among those are clients like Zalando, Rovio and Zynga as well as global brands like

Microsoft and Warner Bros. Founded in Berlin in 2012, today Adjust has ten offices across five continents: Beijing, Berlin, Istanbul, Paris, San Francisco, São Paulo, Shanghai, Singapore, Sydney and Tokyo.