

CyberMonday

Chile | 7, 8 y 9 de noviembre



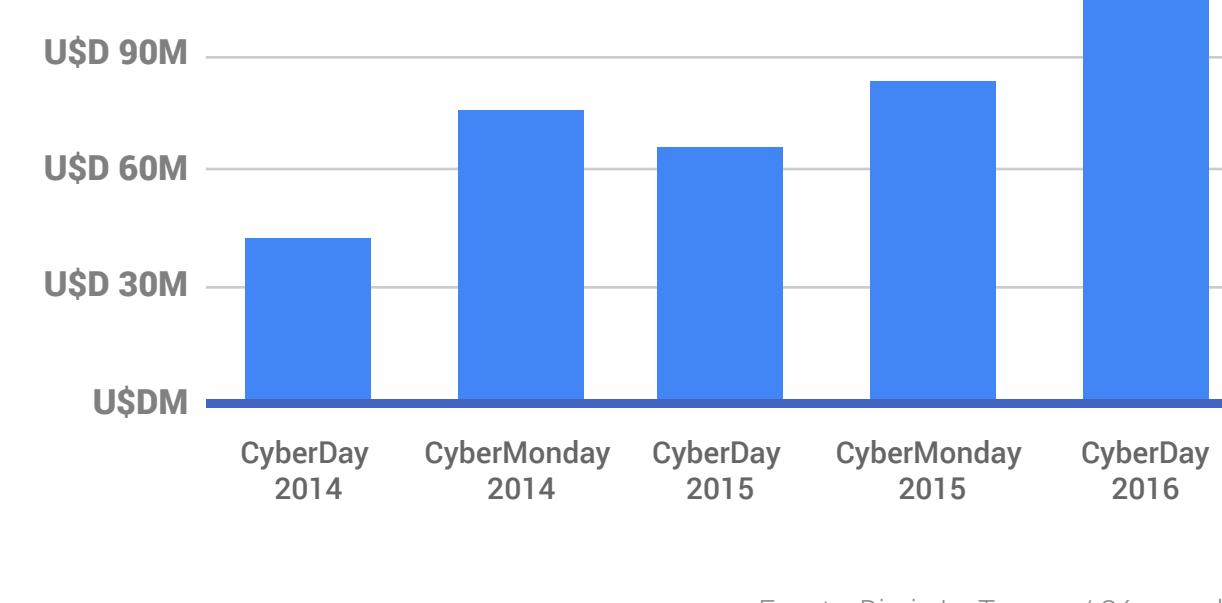
El aumento de busquedas comienza a verse reflejado a **principios de noviembre** y toma mayor fuerza el domingo previo al evento.



La oportunidad es cada vez mayor

CyberDay/CyberMonday arrojan cifras históricas de ventas

**aumentaron un 42% vs.
CyberMonday 2015**



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smartphone en CyberDay 2016



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2. Muebles	12%
3. Calzado	11%
4. Moda	11%
5. Deportes	10%

2. Muebles	11%
3. Calzado	13%
4. Moda	10%
5. Deportes	8%

FUENTE: Google. Datos internos, Chile, septiembre 2016.