

Outlier Analysis Promotional Activity: Sector: All

Most Increased/discreased 10 by Significant Promotional Emails

Ranking based of 2-week moving average YoY in %

	YoY (%)	Past 10w (YoY)	Total Volume
RISING PROMOTIONAL EMAIL VOLUMES	Hilton Hotels & Resorts (HLT)	↗ 4270.2%	27.3M PY: 0.6M YoY: +26.7M
	Blue Apron (APRN)	↗ 4132.5%	1.1M PY: 0.0M YoY: +1.0M
	Ticketmaster (LYV)	↗ 970.3%	3.8M PY: 0.4M YoY: +3.4M
	Lowe's (LOW)	↗ 683.8%	66.8M PY: 8.5M YoY: +58.3M
	Topgolf (ELY)	↗ 675.7%	3.6M PY: 0.5M YoY: +3.2M
	Stitch Fix (SFIX)	↗ 642.1%	2.2M PY: 0.3M YoY: +1.9M
	Kroger (KR)	↗ 632.8%	37.2M PY: 5.1M YoY: +32.1M
	Zales (SIG)	↗ 476.4%	36.8M PY: 6.4M YoY: +30.4M
	Adidas (ADDYY)	↗ 472.3%	41.9M PY: 7.3M YoY: +34.6M
	Adobe (ADBE)	↗ 354.1%	0.2M PY: 0.0M YoY: +0.2M
DECLINING PROMOTIONAL EMAIL VOLUMES	J.Crew (JCG)	↘ 100.0%	0.0M PY: 56.3M YoY: -56.3M
	Jack In The Box (JACK)	↘ 100.0%	0.0M PY: 0.0M YoY: +0.0M
	Justice (ASNA)	↘ 100.0%	0.0M PY: 65.7M YoY: -65.7M
	LOFT (ASNA)	↘ 100.0%	0.0M PY: 65.0M YoY: -65.0M
	Nutrisystem (NTRI)	↘ 100.0%	0.0M PY: 9.7M YoY: -9.7M
	Shutterstock (SSTK)	↘ 100.0%	0.0M PY: 0.0M YoY: +0.0M
	Six Flags (SIX)	↘ 100.0%	0.0M PY: 7.8M YoY: -7.8M
	Squarespace (SQSP)	↘ 100.0%	0.0M PY: 0.5M YoY: -0.5M
	Tractor Supply Company (TSCO)	↘ 100.0%	0.0M PY: 1.0M YoY: -1.0M
	White House Black Market (CHS)	↘ 100.0%	0.0M PY: 13.6M YoY: -13.6M