

### Outlier Analysis Promotional Activity: Sector: All

Most Increased/decreased 10 by Webengagement Visits

Ranking based of 2-week moving average YoY in %

	YoY (%)	Past 10w (YoY)	Total Volume
RISING PROMOTIONAL EMAIL VOLUMES	JCPenney (JCP)	↗ 2941.0%	0.1M PY: 0.0M   YoY: +0.1M
	Apple Music (AAPL)	↗ 1608.6%	0.1M PY: 0.0M   YoY: +0.1M
	Ticketmaster (LYV)	↗ 856.5%	34.4M PY: 3.6M   YoY: +30.8M
	StubHub (EBAY)	↗ 793.5%	5.3M PY: 0.6M   YoY: +4.7M
	Live Nation (LYV)	↗ 691.0%	3.8M PY: 0.5M   YoY: +3.3M
	home24 (HOME1)	↗ 233.2%	0.0M PY: 0.0M   YoY: +0.0M
	Expedia Inc (EXPE)	↗ 127.3%	31.8M PY: 14.0M   YoY: +17.8M
	KAYAK (BKNG)	↗ 116.8%	14.4M PY: 6.6M   YoY: +7.8M
	Dave & Buster's (PLAY)	↗ 109.7%	0.6M PY: 0.3M   YoY: +0.3M
	fuboTV (FUBO)	↗ 105.6%	12.2M PY: 5.9M   YoY: +6.3M
DECLINING PROMOTIONAL EMAIL VOLUMES	Barbie (MAT)	↘ 49.5%	0.2M PY: 0.5M   YoY: -0.2M
	WWE (WWE)	↘ 50.6%	3.7M PY: 7.5M   YoY: -3.8M
	Postmates (POST)	↘ 51.3%	1.8M PY: 3.6M   YoY: -1.9M
	Main Street Hub (GDDY)	↘ 57.4%	0.0M PY: 0.0M   YoY: +0.0M
	EAT24 (GRUB)	↘ 62.2%	0.0M PY: 0.0M   YoY: +0.0M
	Wish (WISH)	↘ 74.6%	24.4M PY: 95.9M   YoY: -71.5M
	Justice (ASNA)	↘ 75.1%	0.8M PY: 3.0M   YoY: -2.3M
	Angie's List (ANGI)	↘ 76.7%	1.4M PY: 6.2M   YoY: -4.8M
	Medifast (MED)	↘ 90.6%	0.0M PY: 0.0M   YoY: +0.0M
	Hoka One One (DECK)	↘ 99.1%	0.0M PY: 1.1M   YoY: -1.1M