**Americans Spent Over $5 Billion on Thanksgiving This Year**

Figures outside of sales also hit new milestones. Nearly half (46.5%) of 2020 Thanksgiving purchases were made on smartphones, another record. And curbside pickup continued to be a draw for consumers, with retailers offering the service seeing a 31% higher conversion rate from traffic to their websites.

***Ad Week 11.27.20***

[*https://www.adweek.com/retail/hitting-record-highs-americans-spent-over-5-billion-on-thanksgiving-this-year/?utm\_content=summary\_component&utm\_source=postup&utm\_medium=email&utm\_campaign=FirstThingsFirst\_Newsletter\_201130061502&lyt\_id=1418028*](https://www.adweek.com/retail/hitting-record-highs-americans-spent-over-5-billion-on-thanksgiving-this-year/?utm_content=summary_component&utm_source=postup&utm_medium=email&utm_campaign=FirstThingsFirst_Newsletter_201130061502&lyt_id=1418028)

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[*https://www.reviewjournal.com/wp-content/uploads/2019/11/13032555\_web1\_CURBSIDE-NOV26-19\_112519kc\_015.jpg*](https://www.reviewjournal.com/wp-content/uploads/2019/11/13032555_web1_CURBSIDE-NOV26-19_112519kc_015.jpg)