



November 24, 2015

The Tricky Math of Black Friday Bargains

***Wall Street Journal* Cites Citi Retail Services and**

Leslie McNamara, Managing Director of Citi Retail Services Partner Management

An article by Suzanne Kapner published Nov. 23, 2015, in *The Wall Street Journal* focuses on the evolution of Black Friday sales and how the proliferation of year-round retail sales has complicated the shopping process for consumers looking for savings. The piece cites information from Managing Director Leslie McNamara based on Citi Retail Services' learnings from a pricing test:

Citi Retail Services, a unit of Citigroup that provides private-label credit cards to retailers, tested two offers this year with thousands of customers. One gave a fixed \$20 off the first purchase made with a credit card. The other gave 30% off. Most customers chose the fixed \$20 off, even though the 30% discount provided greater savings because most first purchases exceed \$100, according to Leslie McNamara, Citi Retail Services' managing director.

[See the full article here](#)