



# SHOP 'TIL YOU DROP This Holiday Season

| SUNDAY  | MONDAY   | TUESDAY  | WEDNESDAY  | THURSDAY   | FRIDAY   | SATURDAY  |
|---|--|--|--|--|--|---|
| <b>22</b><br>It's a marathon not a sprint! While <b>25%</b> of holiday shoppers start shopping before Halloween, <b>49%</b> do the majority of their shopping in December. <sup>1</sup> | <b>23</b>  | <b>24</b><br>Retailers nearly <b>doubled</b> their investment y/y in <b>Product Listing Ads</b> during this week last year. <sup>2</sup> | <b>25</b><br>Are you mobile ready? <b>56%</b> of U.S. consumers have abandoned a mobile transaction; <b>36%</b> of the time due to <b>slow load times</b> . <sup>3</sup> | <b>26</b> <b>THANKSGIVING</b><br>Shopping while you gobble? Last year <b>mobile</b> accounted for <b>52%</b> of all traffic on Thanksgiving and <b>49%</b> on Black Friday. <sup>4</sup> | <b>27</b> <b>BLACK FRIDAY</b><br><b>Expected Top In-Store Sales Day</b> <sup>3</sup>   | <b>28</b><br><b>Expected Top In-Store Sales Day</b> <sup>3</sup><br>Convenience is king! <b>In-store pick-up</b> rose <b>20%</b> above normal this weekend last year, <b>40%</b> on Black Friday and Sunday. <sup>4</sup> |
| <b>29</b><br>Gear up for a big day! Last year Cyber Monday became the <b>biggest day</b> in U.S. online shopping history. <sup>5</sup>  | <b>30</b> <b>CYBER MONDAY</b><br><b>Expected Top Online Sales Day</b> <sup>3</sup> | <b>01</b><br><b>Expected Top Online Sales Day</b> <sup>3</sup>   | <b>02</b><br><b>Expected Top Online Sales Day</b> <sup>3</sup>   | <b>03</b><br><b>Expected Top Online Sales Day</b> <sup>3</sup>   | <b>04</b><br>Another year of <b>double-digit growth</b> . Ecommerce holiday sales are expected to grow <b>~14%</b> . <sup>6</sup>  | <b>05</b><br><b>Expected Top In-Store Sales Day</b> <sup>3</sup><br>Holiday shoppers are open-minded. Last year, <b>41%</b> of holiday shoppers actually shopped at a <b>new retailer</b> . <sup>1</sup>                  |
| <b>06</b> <b>HANUKKAH BEGINS</b>  | <b>07</b> <b>GREEN MONDAY</b><br><b>Expected Top Online Sales Day</b> <sup>3</sup> | <b>08</b><br><b>Expected Top Online Sales Day</b> <sup>3</sup>   | <b>09</b><br><b>41%</b> of <b>millennial</b> holiday shoppers plan to use <b>online video</b> MORE this year for researching holiday purchases. <sup>9</sup>             | <b>10</b><br>What's hot this year? Almost a <b>quarter</b> of holiday shoppers plan to shop for <b>wearables</b> , such as smartwatches and fitness trackers. <sup>9</sup>               | <b>11</b><br>Digital is the <b>#1</b> holiday shopping source for information. Last year, <b>78%</b> of holiday shoppers used digital to get gift ideas and product reviews, as compared to <b>29%</b> for circulars and <b>26%</b> for TV. <sup>1</sup> | <b>12</b><br><b>Expected Top In-Store Sales Day</b> <sup>3</sup>  |
| <b>13</b><br>Technology is fueling growth. The expected total for <b>beacon-influenced</b> retail sales will be <b>\$4B</b> this year, and will grow <b>11x</b> by 2016. <sup>10</sup>  | <b>14</b> <b>HANUKKAH ENDS</b>   | <b>15</b><br><b>Expected Top Online Sales Day</b> <sup>3</sup>   | <b>16</b><br><b>Expected Top Online Sales Day</b> <sup>3</sup>   | <b>17</b><br>Holiday shopping while commuting? <b>54%</b> of shoppers plan to use their smartphones to holiday shop in <b>spare moments</b> . <sup>9</sup>                               | <b>18</b> <b>FREE SHIPPING DAY</b><br><b>Expected Top In-Store Sales Day</b> <sup>3</sup>  | <b>19</b><br><b>Expected Top In-Store Sales Day</b> <sup>3</sup>  |
| <b>20</b><br>Digital drives to store. <b>59%</b> of holiday shoppers who plan to use Google will search or browse for <b>local</b> information. <sup>9</sup>                            | <b>21</b><br><b>Expected Top In-Store Sales Day</b> <sup>3</sup>                   | <b>22</b><br><b>Expected Top In-Store Sales Day</b> <sup>3</sup>   | <b>23</b><br>Need a last minute gift? <b>40%</b> of holiday shoppers plan to shop for <b>gift baskets</b> , such as gourmet food items and wines. <sup>12</sup>          | <b>24</b> <b>CHRISTMAS EVE</b>   | <b>25</b> <b>CHRISTMAS DAY</b>   | <b>26</b>   |
| <b>27</b><br>Keep the lights on. <b>30%</b> of shoppers don't officially finish holiday shopping until <b>after Christmas</b> . <sup>1</sup>  | <b>28</b>  | <b>29</b><br><b>58%</b> of shoppers plan to take advantage of <b>post-holiday sales and promotions</b> . <sup>9</sup>                    | <b>30</b>  | <b>31</b> <b>NEW YEARS EVE</b><br>Cheers!<br>  |  |   |

[1] IPSOS MediaCT, Google Post Holiday Shopping Intentions Study Total Shoppers Report, Jan. 2015  
 [2] Kenshoo Blog, Product Listing Ads Drive High Conversion Rates on Key Dates, Post Strong Growth Over 2013, Dec. 02, 2014  
 [3] Estimated using historical comScore & MasterCard Spending Pulse data  
 [4] Adobe Digital Index, 2014 Holiday Shopping Recap  
 [5] IBM, "Thanksgiving Sets Historic Milestone as Mobile Drives More Than Half of All Shopping Traffic," Nov. 2014  
 [6] eMarketer, "Cyber Monday 2014 Makes History," Dec. 2014  
 [7] AdWeek, Survey: 56% of U.S. Consumers Have Abandoned a Mobile Transaction," Aug. 2015  
 [8] eMarketer, "A Happy Holiday Season Expected for Retailers," Aug. 2015  
 [9] Google / Ipsos MediaCT, Holiday Shopping Intentions, Sept. 2015  
 [10] eMarketer, "Path to Purchase Roundup," Mar. 2015

