

HOLIDAY RETAIL PLANNER



For many retailers, the holiday months are the most crucial time of year. Use this 2014 holiday planner to keep your team organized and on top of the trends during the holiday season.

HAPPY HOLIDAYS!

OCTOBER

The National Retail Federation estimates holiday sales can represent 20-40% of a retailer's annual sales. It is likely that the 2014 holiday season will build upon a successful 2013. During the 2013 holiday shopping season there was unprecedented gain in online order volume and conversion rates, with both increasing by 15% and 12%, respectively.



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OCTOBER 1: Schedule weekly cross-functional team meetings through the end of the holiday season

OCTOBER 6: Create a centralized promo calendar that incorporates both online and offline promotions. Make sure to include cutoff times for shipping.

TIP: Regularly update your promo and product mix to keep your offering fresh.

OCTOBER 8: Make sure you have inventory of products being promoted.

TIP: Monitor inventory in real-time to ensure your promotions match your stock.

OCTOBER 15: Your seasonal help should be hired by now.

OCTOBER 22: Test your sites for sharp spikes in traffic (such as when large promos hit).

TIP: The majority of consumers are shopping across multiple devices. Making sure they have a streamlined brand experience will facilitate the sale.

NOVEMBER



Last year's holiday season was the shortest possible timeframe (27 days starting on Thanksgiving), which helped to highlight the convenience of online shopping. This year, there is one additional day for consumers to shop!

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NOVEMBER 3: Make sure landing pages, emails, and online ads are ready to go.

TIP: Promote bundled products and gift sets with price points under \$50 and over \$100, making it easy to shop and give to family and friends. If applicable, promote dynamic gift sets (for Mom, Dad, etc.) within your navigation.

NOVEMBER 27 (Thanksgiving): Thanksgiving became known as a major shopping day in 2013 with a 32% increase in order volume. For more eCommerce best practices, visit shopvisible.com/resources

TIP: The window of highest activity last year occurred between 9-11pm ET on Thanksgiving Day.

NOVEMBER 28 (Black Friday): The number of items ordered increased by 44% in 2013. Make sure you are taking full advantage of cross-sells and upsells.

TIP: Order volume over Thanksgiving weekend increased by 26% in 2013.

DECEMBER



This holiday season, you don't need to wait until the end of the season to understand the latest spending trends. ShopVisible will be updating our very own holiday dashboard (shopvisible.com/Holiday) each weekday so that you have timely insights into spending trends during the 2014 holiday season.

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DECEMBER 1 (Cyber Monday): Traditionally one of the biggest online shopping days of the year.

TIP: Measure & Adjust: Adapt product placement and pricing daily.

DECEMBER 8 (Green Monday): Historically lucrative day popular with last minute shoppers

DECEMBER 15 (National Free Shipping Day): Retailers offer free shipping with guaranteed delivery by Christmas Eve

DECEMBER 16: Hanukkah begins

DECEMBER 22: Express shipping cut-off for most retailers

DECEMBER 24: Christmas Eve

DECEMBER 25: Christmas

DECEMBER 26: Don't forget after holiday sales. It was estimated that 80% of consumers purchased gift cards during the 2013 holiday season.