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activity: Holiday shopping. And it starts weeks before Thanksgiving.

Oct. 13, 2016



Now that the NFL is finally into its regular season its time for another preseason activity: Holiday shopping. And it starts weeks before Thanksgiving.

A new report from the online retail hub [RetailMeNot, Inc.](#) shows that holiday shopping this season is expected to ramp up during the first week of November, and almost half of consumers in the survey said they plan to do some of their gift shopping before November 1. Last year on November 7, RetailMeNot saw a 21% uptick in shoppers searching for deals. Deal seeking remains top of mind with more than

60% of consumers surveyed planning to shop sales and promotions, up from 51% in

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### **Holiday Shoppers Start Early and More Are Searching for Deals**

“It’s important for retailers to ensure they enter consumers’ consideration set early in the season,” said Marissa Tarleton, chief marketing officer of North America for RetailMeNot, Inc. “Having the right promotional mix is key for reaching these shoppers.”

### **Mobile Drives Shoppers In-Store**

Nearly 3 in 4 shoppers (73%) say they are planning to shop in brick-and-mortar stores this season, and 50% said that the deals they find will help them determine which days to shop in-store. The top mobile shopping days continue to coincide with the biggest in-store shopping days, with Black Friday taking the #1 spot followed by the weekend before Christmas. The top three categories where shoppers wish to see more in-store offers this year are home and garden, multi-category, and health and beauty.

“We continue to see mobile content drive more sales and foot traffic for brick-and-mortar stores,” says Tarleton. “Retailers have a big opportunity to acquire new customers this holiday season via their mobile marketing efforts.”

### **More Deals Bring More Joy This Season**

Shoppers will do just about anything for a good deal during the holidays. In fact, 46% would spend a full day hunting online for the best price, 26% would travel more than an hour to visit a store with a great deal, and 23% plan to line up outside store doors before they open in order to snag the best prices on the hottest products.

Women prefer free shipping options more than men (35% vs. 26%), while males tend to lean more toward specific product deals than females (21% vs. 14%). Overall, though, free shipping leads the pack with 31% of the general population citing that they are likely to spend more money with a brand or retailer who offers to pick up

those costs, followed by a percent off the total purchase (28%) and specific product

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come out most often during the holiday season, and 66% of them are more likely to look for restaurant savings before they chow down.

The full study is at [www.retailmenot.com/holidayinsights2016](http://www.retailmenot.com/holidayinsights2016).

Small Business

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