



The Twelve Days Of Holiday Peak

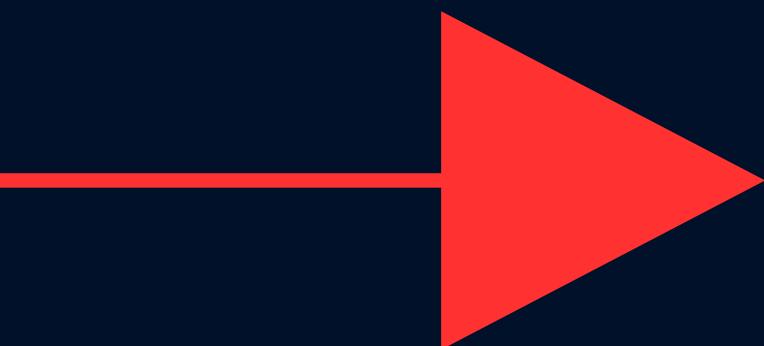


1. Halloween

Thursday, October 31st:

All hands on deck.

Many businesses shift to a 7 day
a week check-in



2. Cyber Week Preview

Monday, November 25th

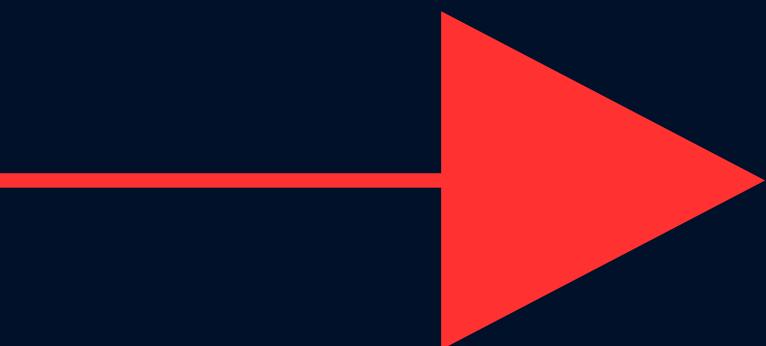
You know you can't wait until Thanksgiving. Get those early deals out there now.



3. Thanksgiving Day

Thursday, November 28th

Kick off the holiday shopping season and offer early sales online.



4. Black Friday

Friday, November 29th

One of the biggest in-store and online shopping days of the year. It marks the beginning of major holiday discounts.

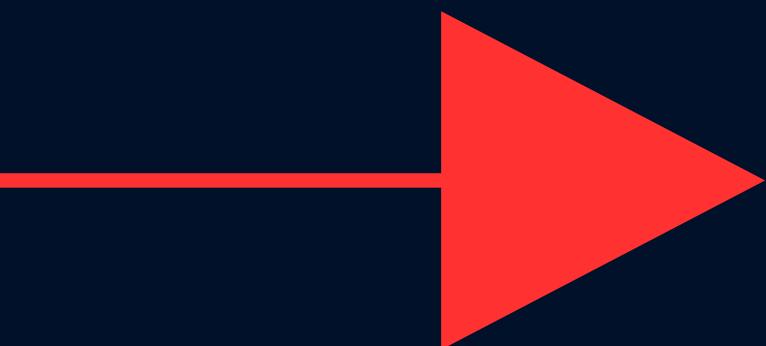




5. Small Business Saturday

Saturday, November 30th

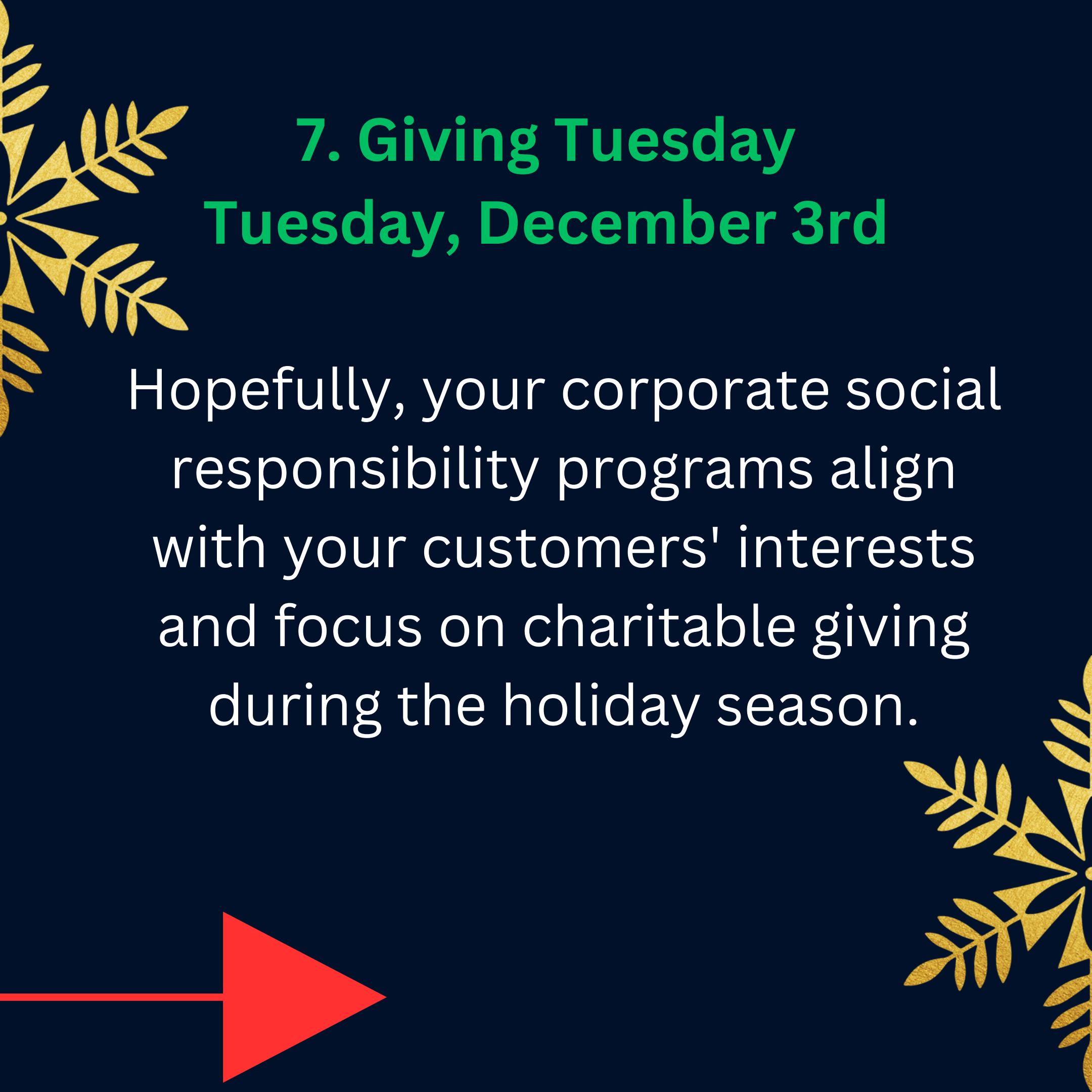
A day encouraging consumers to support small and local businesses, often with promotions and sales from local retailers.



6. Cyber Monday

Monday, December 2nd

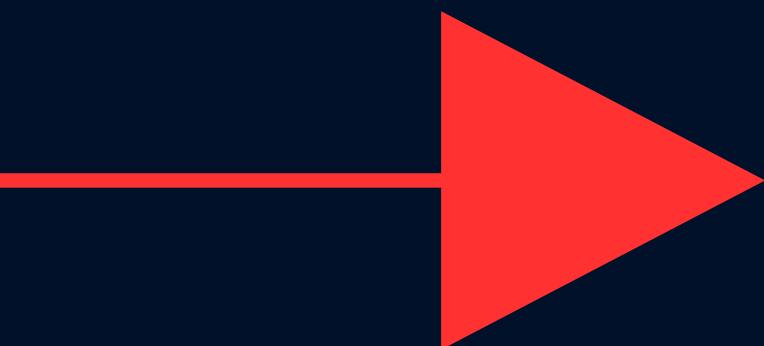
The most significant online shopping day of the year, focused on digital deals and e-commerce promotions. Retailers typically offer major online discounts.



7. Giving Tuesday

Tuesday, December 3rd

Hopefully, your corporate social responsibility programs align with your customers' interests and focus on charitable giving during the holiday season.



8. Green Monday

Monday, December 9th



Driven by last-minute purchases and early shipping deadlines for the holidays, this has grown into a significant online shopping day.

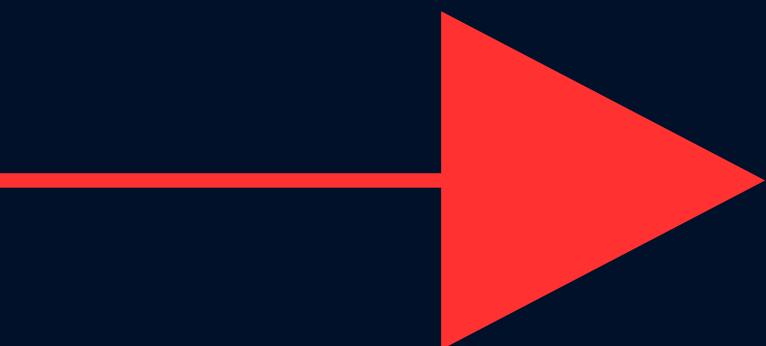




9. Free Shipping Day

Tuesday, December 17th

Offer up free shipping promotions, coupled with guaranteed delivery before Christmas, to encourage last-minute online shopping.



10. Super Saturday

Saturday, December 21st

This is the last Saturday before Christmas, and it's time for the final big push for in-store and online holiday shopping.

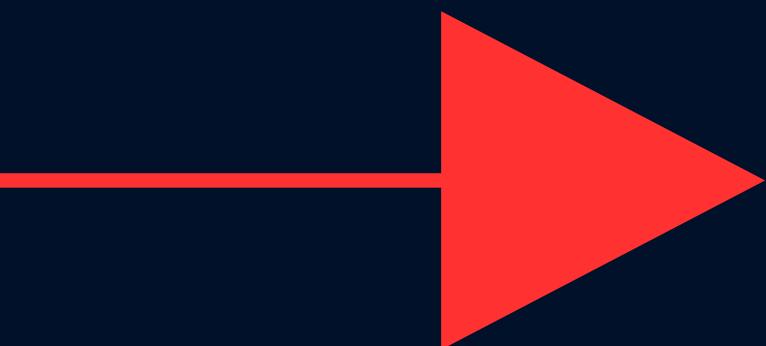


11. Christmas Eve

Tuesday, December 24th

Promote same-day delivery options or in-store pickup for last-minute shoppers.

Don't forget online Gift Cards



10. Boxing Day

Thursday, December 26th

Fire up the post-Christmas sales to clear out holiday stock and to drive customers to begin redeeming those gift cards

