

# Cyber Monday Nearing Black Friday as Most Popular Day for Holiday Shopping

*82% of Consumers Plan to Spend the Same or More this Holiday Season based on RetailMeNot and Placed's "State of Holiday Shopping"*

AUSTIN, Texas, Nov. 24, 2015 /PRNewswire/ -- RetailMeNot, Inc., the world's largest digital offers marketplace ([www.retailmenot.com/corp](http://www.retailmenot.com/corp)), and Placed, Inc., the leader in connecting ads to store visits, release the first annual study, "State of Holiday Shopping". The survey results were generated from over 10,000 respondents making this one of the largest studies of its kind in providing insights into the holiday shopper in 2015.



"Consumers are not only planning to spend more money this holiday season, they are also planning to save more," said Marissa Tarleton, chief marketing officer, North America, RetailMeNot, Inc. "And some of them are prepared to hold out until Cyber Monday for the deals."

"This holiday shopping season is the Year of Omnichannel," said David Shim, Founder and CEO of Placed. "The lines are no longer blurred, but merged when looking at the way consumers research and spend this holiday season where Black Friday and Cyber Monday are nearing parity in terms of consumer participation."

## HOLIDAY SPENDING

Nearly 82% of consumers plan to maintain or increase their holiday shopping budgets this year compared to last. This increase in spend sets the stage for stronger retail sales numbers in 2015, with consumers planning to spend on average \$492.72 on gifts this holiday season.

Average Spend	\$492.72
% of Consumers Planning to Spend More (YoY)	27.8%
% of Consumer Planning to Spend More or the Same (YoY)	81.9%

Among those shoppers who plan to spend more, the average increase in spend per person is \$159.13.

- 35% of shoppers who plan to spend more, plan to spend between \$251-500 more
- 16% of shoppers who plan to spend more, plan to spend between \$501-750 more
- 19% of shoppers who plan to spend more, plan to spend more than \$750

## PURCHASE PLANNING

Black Friday continues to hold the reign as the busiest shopping day of the year in the U.S. with 55.9% of the population planning to hit the stores on November 27<sup>th</sup>. The digital cousin of Black Friday, Cyber Monday passes the week prior to Christmas, and the week prior to Thanksgiving, to take the #2 position for most popular days to shop in the 2015 holiday shopping season.

## DECK THE HALLS WITH DEALS

While most consumers plan to spend about the same or more this year, 3 out of 4 survey respondents plan to use coupons for 2015 holiday shopping, with 55% planning to use more coupons than in 2014.

Consumers who plan to use coupons are leaning on retail and coupon apps to help them identify the right deals going into the holiday shopping season. The following retail apps (non-grocery) measured directly from consumers' devices over index amongst deal seekers when compared to Placed's overall audience.

- **Cartwheel by Target:** +17% more likely to be installed on a deal seeker's smartphone
- **RetailMeNot:** +17%
- **Kohl's:** +16%
- **Target:** +14%
- **Walmart:** +9%

## OMNICHANNEL

While online holiday shopping's growth (+25.0%) continues to outpace that of offline (+10.7%), offline retail still dominates the share of wallet with 79.2% of consumers planning to shop either offline, or both offline and online.

In 2015, the omnichannel shopper shifts from minority to majority with 55% of consumers planning to holiday shop equally online and offline. This trend of connecting the digital and physical worlds for retail has become mainstream this holiday shopping season.

- **79.2%** consumers plan to shop either offline only, or both offline and online
- **55.0%** plan to shop equally across in-store and online retailers
- **25.0%** consumers plan to shop more online compared to last year
- **10.7%** consumers plan to shop more in-store compared to last year

## RetailMeNot and Placed State of Holiday Shopping Study

The RetailMeNot and Placed State of Holiday Shopping research was conducted via mobile quantitative survey. The study surveyed respondents from Placed's audience which represents over 600K double opt-in smartphones, representing 1 in 400 adults in the U.S. conducted in October and November 2015, this study generated 10,843 responses tied to consumers' planned holiday shopping activities.

Download the study at <http://www.placed.com/resources/white-papers/state-of-holiday-shopping-2015>

## About Placed

Placed (<http://www.placed.com>) is the leader in location-driven insights and ad intelligence. Measuring billions of locations across the world's largest opt-in location audience, Placed provides the most comprehensive understanding of consumers' offline behaviors. Connecting the physical and digital worlds, Placed is the industry standard currency for brands, agencies, and publishers to measure ad exposure to store visit, target location at scale, and deliver actionable insights into consumer behavior. Founded in January 2011, Placed is headquartered in Seattle and is backed by Madrona Venture Group and Two Sigma Ventures.

## About RetailMeNot, Inc.

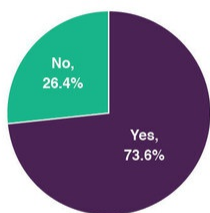
RetailMeNot, Inc. (<http://www.retailmenot.com/corp/>) operates the world's largest marketplace for digital offers. The company enables consumers across the globe to find hundreds of thousands of digital offers for their favorite retailers and brands. During the 12 months ended September 30, 2015, RetailMeNot, Inc. experienced nearly 730 million visits to its websites, and during the three months ended September 30, 2015, RetailMeNot, Inc. averaged 18.6 million mobile unique visitors per month. In 2014, RetailMeNot, Inc. estimates \$4.4 billion in paid retailer sales were attributable to consumer traffic from digital offers in its marketplace. The RetailMeNot, Inc. portfolio includes RetailMeNot.com, the largest digital offer marketplace in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk, the largest digital offers marketplace in the United Kingdom; deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; ma-reduc.com, a leading digital offer site in France; Poulpeo.com, a leading digital offers site with cash back in France; and Deals2Buy.com, a digital offers site in North America. RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE." Investors interested in learning more about the company can visit <http://investor.retailmenot.com>.

## Media Contacts

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**Q: Do you plan to use coupons for holiday shopping?**

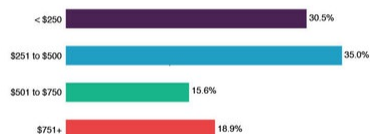


*RetailMeNot* **Placed.**

Source: The RetailMeNot and Placed State of Holiday Shopping, November 2015.

**Q: How much more do you plan to spend on holiday shopping this year compared to the previous year?**

(Among those who plan to spend more)



*RetailMeNot* **Placed.**

Source: The RetailMeNot and Placed State of Holiday Shopping, November 2015.

**Q: How do you plan to spend on gifts this holiday season compared to the previous year?**

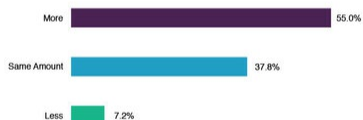


*RetailMeNot* **Placed.**

Source: The RetailMeNot and Placed State of Holiday Shopping, November 2015.

**Q: How do you plan on using coupons for holiday shopping this year compared to the previous year?**

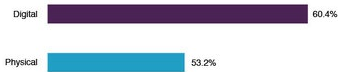
(Among those who plan to use coupons)



*RetailMeNot* **Placed.**

Source: The RetailMeNot and Placed State of Holiday Shopping, November 2015.

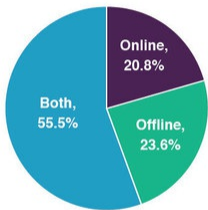
Q: How do you plan on accessing coupons for holiday shopping?



*RetailMeNot Inc.* Placed.

Source: The RetailMeNot and Placed State of Holiday Shopping, November 2015.

Q: Where do you plan on doing most of your holiday shopping?



*RetailMeNot Inc.* Placed.

Source: The RetailMeNot and Placed State of Holiday Shopping, November 2015.

# *RetailMeNot*

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SOURCE RetailMeNot Inc.

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<https://retailmenot.mediaroom.com/2015-11-24-Cyber-Monday-Nearing-Black-Friday-as-Most-Popular-Day-for-Holiday-Shopping>