

## Mobile Represents Nearly 70% of Traffic Activity on RetailMeNot from Thanksgiving Through Cyber Monday

*- Adobe Study names sites like RetailMeNot as most common place U.S. consumers found deals on Cyber Monday*

*- The volume of unique offers consumers experienced on RetailMeNot from Thanksgiving through Cyber Monday increased by 15%*

AUSTIN, Texas, Dec. 7, 2015 /PRNewswire/ -- RetailMeNot, Inc., the world's largest marketplace for digital offers, released the following shopper and deals report based on activity in the United States during the five days of savings from Thanksgiving through Cyber Monday on RetailMeNot.com and the award-winning RetailMeNot app. Proving more consumers are turning to their smart phones to make educated shopping decisions, nearly 70% of traffic activity<sup>1</sup> on RetailMeNot came through a mobile channel from Thanksgiving through Cyber Monday in 2015.



According to data released by Adobe this week, sites like RetailMeNot were the most common place U.S. consumers found discounts (32 percent), followed by search ads (26.6 percent) and direct sales (21.3 percent).

Overall, the volume of unique retail offers (sales, coupons and special promotions) consumers experienced<sup>2</sup> within RetailMeNot's database increased by 15% during the Thanksgiving through Cyber Monday holiday period.

"From Thanksgiving through Cyber Monday, nearly 70% of traffic activity to RetailMeNot in the United States came through either the mobile web or app. Retailers offered consumers more coupons and promotional codes than ever on RetailMeNot to help shoppers save, all while driving tens of millions in e-commerce sales for our retail and brand partners," said Cotter Cunningham, CEO and founder of RetailMeNot, Inc. "Three independent studies<sup>3</sup> have recently confirmed that RetailMeNot is one of handful of places that consumers start their mobile shopping journey. And, a leading independent consumer review organization just named RetailMeNot as one of the top Shopping Apps for discounts and deals. Oh, and we won a Webby Award as the top shopping app in 2015! Consumers and experts agree that using RetailMeNot is one of the best ways to save money while shopping both online and in-store."

### The Year of the Mobile Shopper

Nearly 70% of traffic activity on RetailMeNot came through a mobile channel from Thanksgiving through Cyber Monday in 2015. The following data depicts some of the behaviors of deal seekers on the web and app:

- Mobile (mobile app + mobile web) traffic activity breakdown:
  - Five Days (Thanksgiving – Cyber Monday)
    - 2014: 64.5% of traffic activity on mobile
    - 2015: 69.8% of traffic activity on mobile
  - Black Friday
    - 2014: 71.5% of traffic activity on mobile
    - 2015: 75.4% of traffic activity on mobile
  - Cyber Monday
    - 2014: 54.2% of traffic activity on mobile
    - 2015: 60.9% of traffic activity on mobile
- Mobile Website vs. Desktop Website Traffic to RetailMeNot (2015):
  - Five Days of Savings (Thanksgiving-Cyber Monday): 53% of website visits were on mobile web
  - Black Friday traffic: 55% of website visits were on mobile web
  - Cyber Monday traffic: 42% of website visits were on mobile web
- Mobile App "Location-Aware" Alerts (2015): Consumers continue to benefit from location-aware alerts to help them save in-store while using the RetailMeNot app in 2015.
  - Thanksgiving – Cyber Monday: 24MM location-aware alerts
    - Thanksgiving: 3.9MM location-aware alerts
    - Black Friday: 5.7MM location-aware alerts
    - Small Business Saturday: 5.1MM location-aware alerts

- Cyber Sunday: 4.6MM location-aware alerts
- Cyber Monday: 4.7MM location-aware alerts

## The Saving Situation

The average per purchase savings reported by consumers on Black Friday 2015 remained flat year-over-year at \$22.00. Savings amongst RetailMeNot users increased by 8% on Cyber Monday 2015 to \$22.00 on a per purchase basis.

RetailMeNot users experienced a 37% increase in the number of percentage off deals in the form of a coupon or promotional code versus store sales, when compared to 2014. While coupon discounts were smaller than what was offered by a store "sale," savings opportunities with coupons often offered consumers more flexibility in terms of total purchases versus product-specific deals.

In aggregate, percentage off deals (including coupons, promotional codes and sales combined), were smaller than consumers experienced in 2014 from Thanksgiving through Cyber Monday.

Based on over 100,000 in-store and online deals experienced by RetailMeNot shoppers, average percent-off offers were:

- Thanksgiving/Black Friday 2015: 33% off
  - Thanksgiving/Black Friday 2014: 39% off
- Cyber Monday 2015: 36% off
  - Cyber Monday 2014: 41% off

Savings opportunities on RetailMeNot also fluctuated year-over-year within specific retail categories, often to the consumer's benefit. Comparison below reflect year over year changes 2015 vs. 2014:

### Top Black Friday Deal Increases (by retail category)

- Computers and Electronics: 60% off vs. 38% off
- Shoes: 33% off vs. 28% off
- Clothing: 41% off vs. 37% off
- Office Supplies: 42% off vs. 39% off
- Books and News: 36% off vs. 35% off

### Top Black Friday Deal Decreases (by retail category)

- Toys & Kids: 31% off vs. 36% off
- Health & Beauty: 34% off vs. 36% off
- Department Stores/Big Box (Multi-Category): 30% off vs. 32% off

### Top Cyber Monday Deal Increases (by retail category)

- Health & Beauty: 38% off vs. 32% off
- Accessories: 37% off vs. 36% off
- Travel: 30% off vs. 29% off
- Shoes: flat year-over-year at 31% off

### Top Cyber Monday Deal Decreases (by retail category)

- Computers and Electronics: 42% off vs. 51% off
- Office Supplies: 53% off vs. 30% off
- Department Stores/Big Box (Multi-Category): 40% off vs. 47% off
- Home & Garden: 33% off vs. 40% off
- Toys & Kids: 37% off vs. 42% off
- Clothing: 36% off vs. 38% off

## Top 10 Overall Offers Experienced by Shoppers on RetailMeNot:

(Thanksgiving-Cyber Monday 2015)

1. **Amazon.com:** Save up to 70% on select items during an entire week of Cyber Monday deals on electronics, shoes, handbags, kitchen electrics, toys & more. No coupon needed. Limited time only.
2. **Kohl's:** Take 15% off your order + earn \$15 Kohl's Cash for every \$50 spent + free shipping on \$50+. Some Exclusions Apply. Expired on 11/27/2015
3. **Kohl's:** Take 20% Off Your Purchase. Some Exclusions Apply. Expired on 12/01/2015.

4. **BestBuy:** Save up to 75% when you shop Black Friday Doorbusters. Conditions apply. Expired on 11/28/2015.
5. **Bed, Bath and Beyond:** Take 20% Off One Single Item In-Store. One Time Use Per Customer. Expired on 11/30/15.
6. **Macy's:** Get 20% off Thanksgiving + Black Friday Specials & Free Shipping at \$50. Expired on 11/28/2015.
7. **Amazon.com:** Get Up to 70% Off Black Friday Deals. Find this year's lowest prices and sales on electronics, video games, DVDs, and more. Sale ended on 11/27/15.
8. **JCPenney:** Take \$10 Off Your Purchase Of \$25. Some Exclusions Apply. Expired on 11/28/2015.
9. **Target:** Shop & Save Big in the Target Weekly Ad. Expires on 12/31/2015.
10. **H&M:** Black Friday Deals Starting at \$4.99 + Get 20% Off Your Non-Sale Purchase of \$60 or More! Some Exclusions Apply. Expired on 11/28/2015

### Top 10 In-Store Offers Experienced by Shoppers on RetailMeNot:

(Thanksgiving-Cyber Monday 2015)

1. **H&M:** Black Friday Deals Starting at \$4.99 + Get 20% Off Your Non-Sale Purchase of \$60 or More! Some Exclusions Apply. Expired on 11/28/2015
2. **American Eagle:** Take 40% Off InStore or Online + Get Free Shipping On The Holiday Collection! Some Exclusions Apply. Expired on 11/28/2015
3. **Best Buy:** Save \$220 On Samsung 48" Class LED 1080p Smart HDTV. Expired on 11/28/2015
4. **Nike Factory Store:** Take 40% off Clearance Apparel and Clearance Equipment, and Take 20% off Select Footwear In Store at Nike Factory Store! Some Exclusions Apply. Expired on 11/29/2015
5. **Best Buy:** Take 20% Off One Regular-Priced Seasonal Item. Some Exclusions Apply. Expired on 12/21/2015.
6. **Shoe Carnival:** Shop \$19.98 boots + up to \$10 off. Some exclusions apply. Expires on 11/27/2015.
7. **Best Buy:** Select Video Games For Only \$19.99. Expires on 11/28/2015
8. **Best Buy:** Save \$100 On Beats By Dr. Dre Powerbeats2 Wireless Earbud Headphones. Expired on 11/28/2015.
9. **Dick's Sporting Goods:** Take 25% Off Select Men's, Women's & Kid's Nike Apparel. Some Exclusions Apply. See Store For Details. Expires on 12/05/2015
10. **Ruby Tuesday:** Buy Any Adult Entree and Get a Second Entree 50% Off. Some Exclusions Apply. Expired on 12/01/2015

### 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; RetailMeNot.de 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>.

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<sup>1</sup> "Traffic activity" is defined as impressions, with each mobile web visit, desktop visit and mobile app session, counting as a single impression.

<sup>2</sup> "Experienced" is defined as the act of clicking on an offer published by a retailer or brand during the course of a RetailMeNot user's shopping journey.

<sup>3</sup> Three studies include: **Mizuho Securities** survey (2015), **Wanderful Media** survey (2015) and **Placed** study (2015).

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SOURCE RetailMeNot, Inc.

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<https://retailmenot.mediaroom.com/2015-12-07-Mobile-Represents-Nearly-70-of-Traffic-Activity-on-RetailMeNot-from-Thanksgiving-Through-Cyber-Monday>