

Retailers Serve Up Holiday Offers Early and Consumers Respond With Record Spending During the Thanksgiving to Cyber Monday Weekend

- 70% of major retailers on RetailMeNot started promoting Black Friday offers before Thanksgiving

- On average, retailers had Black Friday-related promotions running for a 10-day period

- More than 80% of consumers made a purchase this past weekend using a promotion

AUSTIN, Texas, Dec. 1, 2016 /PRNewswire/ -- RetailMeNot, Inc. (NASDAQ: SALE) today announced consumer and retail marketing trends following the Thanksgiving to Cyber Monday shopping weekend. **As released by Adobe**, data showed both Black Friday and Cyber Monday broke sales records this year. Additionally, RetailMeNot, a leading digital savings destination connecting consumers with retailers, restaurants and brands online and in-store, was listed by Adobe as an example of a top promotion driver that helped increase sales to retailers this past weekend.



Retailer Promotional Trends

According to internal data from the **RetailMeNot Promotions Index**, RetailMeNot identified the following trends among retailers issuing promotions via its platforms:

- Of more than 400 major retailers offering promotions via RetailMeNot, 70% started promoting Black Friday deals before Thanksgiving
- On average, retailers had Black Friday–related promotions running for a 10-day period
- Among RetailMeNot's top 100 promotions on Black Friday, there was a 43% year-over-year increase in retailers issuing omnichannel offers
- Cyber Monday saw a 33% increase in omnichannel offers
- Omnichannel offers received the highest engagement from RetailMeNot consumers

"There is a new Thanksgiving to Cyber Monday retail strategy: it's powered by promotions, it's omnichannel and promotions are on the market longer. The general trend we saw from retail marketers was early, omnichannel promotions that lasted through Cyber Monday," said Marissa Tarleton, chief marketing officer, North America for RetailMeNot, Inc. "Retailers sought to capture market share early, with a focus on driving e-commerce sales on Thanksgiving and Black Friday, which have traditionally been big days for in-store. We also saw retailers get creative with offering stackable discounts."

RetailMeNot Black Friday Data

- Based on over 100,000 in-store and online deals experienced by RetailMeNot shoppers, the discount of percentage-off promotions averaged 34% on Thanksgiving and Black Friday
- The average per-purchase savings reported by RetailMeNot consumers on Black Friday increased by 11% year-over-year to \$24.50
- 77% of traffic activity on RetailMeNot came through a mobile channel on Black Friday

- Designer clothing, clothing and personal services categories showed the biggest increases in Black Friday percentage-off deals, and they are new to topping the list

RetailMeNot Cyber Monday Data

- Based on over 100,000 in-store and online deals experienced by RetailMeNot shoppers, percentage-off promotions averaged 27% on Cyber Monday
- The average per-purchase savings reported by RetailMeNot consumers on Cyber Monday decreased by 14% to \$18.06 on a per-purchase basis
- 61% of traffic activity on RetailMeNot came through a mobile channel on Cyber Monday
- Food and entertainment, personal services and home and garden categories showed the biggest increases in Cyber Monday percentage-off deals, and they are new to topping the list

In aggregate, percentage-off deals, including coupons, promotional codes and sales, were larger than consumers experienced in 2015 from Thanksgiving through Cyber Monday by 1.8% (26.3% savings in 2016 versus 25.81% savings in 2015).

"RetailMeNot data has shown that most consumers begin their holiday shopping well in advance of Black Friday," said Tarleton. "The fact that retailers are following suit by optimizing deals and incenting consumers prior to Black Friday is a win for retailers and consumers alike."

RetailMeNot also surveyed shoppers via MFour geo-location technology on their mobile devices after shopping in a store or mall from Thanksgiving through Cyber Monday. Nearly 70% of consumers who shopped in-store during that time also shopped online. Additional trends from the survey include:

Deal-Seeking Behavior

- Nearly 60% (57%) of shoppers surveyed over the weekend rated the deals they experienced in-store as above-average
- Almost 80% (78%) of shoppers searched for deals in advance of heading to a store
- Close to 70% (69%) of shoppers used an app to find deals
- The vast majority—82%—bought something using a promotion
- Nearly 70% (69%) of shoppers said the best deals they found were for clothing and shoes
- Non-RetailMeNot app users were most likely to spend less than \$100 on gifts from Thanksgiving through Cyber Monday, while RetailMeNot app users were most likely to have spent between \$101 and \$250

Shopping Trends

- 75% of respondents were shopping for themselves
- Nearly 50% were shopping for a significant other
- 39% were shopping for their children
- 10% of shoppers said they will do the majority of their holiday shopping on their smartphone
- 50% responded that most of their holiday shopping will happen in a physical store

"Promotions are driving the success of the season, and retailers used the holiday weekend to promote new categories that we haven't typically seen during this time," said Tarleton.

About RetailMeNot, Inc.

RetailMeNot, Inc. (<http://www.retailmenot.com/corp/>) is a leading digital savings destination connecting consumers with retailers, restaurants and brands, both online and in-store. The company enables consumers

across the globe to find hundreds of thousands of digital offers to save money while they shop or dine out. During the 12 months ended September 30, 2016, RetailMeNot, Inc. experienced over 675 million visits to its websites. It also averaged 19.2 million mobile unique visitors per month during the three months ended September 30, 2016. RetailMeNot, Inc. estimates that approximately \$4.8 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2015, more than \$600 million of which were attributable to its in-store solution. The RetailMeNot, Inc. portfolio of websites and mobile applications includes RetailMeNot.com in the United States; RetailMeNot.ca in Canada; VoucherCodes.co.uk in the United Kingdom; retailmenot.de in Germany; Actiepagina.nl in the Netherlands; ma-reduc.com and Poulpeo.com in France; RetailMeNot.es in Spain; RetailMeNot.it in Italy; RetailMeNot.pl in Poland; and GiftCardZen.com and Deals2Buy.com in North America. RetailMeNot, Inc. is listed on the NASDAQ stock exchange under the ticker symbol "SALE."

MFour Survey Methodology:

The RetailMeNot, Inc. November 2016 survey was conducted by MFour between November 24 and 28, 2016, among 1,500 nationally representative Americans ages 18 and over. RetailMeNot, Inc. utilized MFour's geo-location technology to intercept and survey U.S. consumers walking out of the top 1,000 shopping malls in America. Once geo-located, participants chose to opt-in and complete a mobile survey on their Surveys on the Go® app.* Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

**Delivered on MFour's Surveys On The Go® app, Geo-Intercepts feature proprietary GPS technology: GeoFencing, GeoValidation®, GeoIntensity® and GeoNotification®. GeoFencing identifies a boundary around a venue and the app tracks when users enter or exit the area. GeoValidation® verifies the location from a satellite and GeoIntensity® focuses in on the targeted venue to within 10 meters. GeoNotification® push-notifies users through their smartphone that a survey is available.*

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