

## More than 70% Increase in Same-Store Merchant Sales Driven by Coupon Seekers from Thanksgiving through Cyber Monday

*Consumers Spent 5% More Per Order on Thanksgiving vs. Black Friday, According to Results Published by RetailMeNot.com*

Austin, TX, December 5, 2011, In a follow-up to its Shoppers Trend Report (STR) released prior to Black Friday, RetailMeNot.com ([www.retailmenot.com](http://www.retailmenot.com)) today issued updated information showing metrics that measure the online retail industry's performance and consumer purchase behaviors during the start of the 2011 Holiday Shopping Season.

"Same store sales increased by more than 70% year-over-year during the Thanksgiving holiday from November 24-28," said Josh Harding, senior director of business intelligence for WhaleShark Media, operator of RetailMeNot.com. "The surge in merchant sales was driven in part by a 50% increase in consumer visits from coupon and discount seekers coming to RetailMeNot.com."

Additional merchant and consumer activity for the period of Thanksgiving (Nov 24) through Cyber Monday (Nov 28), includes:

- Same-store merchant sales, driven by coupon and deal seekers, increased by more than 70% year-over-year
- Site visits to RetailMeNot.com increased by 50% year-over-year
- Year-over-year savings off retail prices increased by 10% on Black Friday
- On average, consumers saved more on Thanksgiving than Black Friday, with average discounts of 21% and 20% off retail prices, respectively\*
- On average, online shoppers spent 5% more per order on Thanksgiving than on Black Friday
- Consistent with the survey in the STR, 52% of the top merchants on RetailMeNot.com offered apparel & accessories and 22% offered consumer electronics
- Underrepresented categories were travel and jewelry with only 3.5% and 5.5% of the top stores represented, respectively
- However, of the top stores frequented by coupon seekers, only 8.5% offered books, movies & music
- In the STR, 44% of consumers surveyed said the category (books, movies & music) would be on their holiday shopping list.

See APPENDIX for a complete breakdown of the most popular product categories consumers visited from Thanksgiving through Cyber Monday.

### **About RetailMeNot.com**

RetailMeNot.com ([www.retailmenot.com](http://www.retailmenot.com)) is the leading consumer destination for collaborative online coupon, deal and promotional code hunting and sharing. Our mission is to help consumers save money and enjoy a hassle-free discount shopping experience. Since November 2006, our users have shared millions of deals at more than 140,000 merchants. Online coupons are rated and ranked by users, ensuring that quality deals rise to the top and expired coupons drop down the list. RetailMeNot.com is operated by WhaleShark Media, Inc., the world's leading marketplace for online coupons and deals.

Make sure to "like" RetailMeNot.com on Facebook and follow the company via Twitter @retailmenot.

### **About WhaleShark Media, Inc.**

WhaleShark Media, Inc. ([www.whalesharkmedia.com](http://www.whalesharkmedia.com)) is the world's leading marketplace for online coupons and deals. The company's websites enable consumers seeking to save money to find hundreds of thousands of offers from retailers across the globe. WhaleShark Media welcomes more than 300 million visitors to shop its sites every year. The WhaleShark Media portfolio of coupon and deal websites includes [www.RetailMeNot.com](http://www.RetailMeNot.com), the largest online coupon site in the United States; [www.VoucherCodes.co.uk](http://www.VoucherCodes.co.uk), the largest online coupon site in Europe; [www.Deals.com](http://www.Deals.com); [www.Deals2Buy.com](http://www.Deals2Buy.com); [www.CouponSeven.com](http://www.CouponSeven.com); [www.CouponShare.com](http://www.CouponShare.com); and

[www.GutscheinCodes.de](http://www.GutscheinCodes.de). WhaleShark Media is a fast-growing, profitable company funded by venture capital firms Austin Ventures, Norwest Venture Partners, Adams Street Partners, Google Ventures, J.P. Morgan Asset Management and Institutional Venture Partners (IVP).

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**APPENDIX: Product Category Representation Across RetailMeNot.com's Top 200 Merchants from Thanksgiving (Nov 24) through Cyber Monday (Nov 28)\*\***

PRODUCT CATEGORY	% OF TOP 200 MERCHANTS REPRESENTING PRODUCT CATEGORY
Apparel, Shoes & Accessories	52%
Consumer Electronics	22%
Home Goods/Décor	13.5%
Bath & Beauty/Drug Store/Health	11.5%
Sporting Goods	9.5%
Books, Movies, Music & Games	8.5%
Toys	8.0%
Jewelry	5.5%
Office Supplies	3.5%
Travel	3.5%
Hardware	2.0%
Crafts/Hobby	1.0%
Auto Parts/Supply	0.5%

**Methodology:**

All results were compiled as of December 1, 2011, and included year-over-year view based on a sample size of 1,229 same-store merchants unless otherwise noted.

\*Reported savings by RetailMeNot.com users divided by the average undiscounted order value. (Average User Reported Savings) / (Average Merchant Reported Discounted Order Value + Average User Reported Savings).

\*\* Top 200 stores determined by a combination of users' interaction with merchant coupons featured on RetailMeNot.com and traffic to RetailMeNot.com merchant pages from Thanksgiving (Nov 24) to Cyber Monday (Nov 28). Top merchants are categorized based on products offered. Some merchants are represented in multiple product categories causing the total to add to more than 100% (e.g., Target.com is represented in the apparel, consumer electronics, hardware and home goods categories).

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<https://retailmenot.mediaroom.com/press?item=122079>