

RetailMeNot: Trust in Holiday Delivery Runs High Among e-Commerce Shoppers

85% of employed Cyber Monday shoppers expect to spend an average of four hours looking for deals at work

AUSTIN, Texas, Nov. 26, 2014 /PRNewswire/ -- Apparently waiting *isn't* the hardest part. At least it isn't for nearly half the respondents to RetailMeNot's latest Shoppers Trend Report (<http://retailmenot.mediaroom.com/trends>), which found that despite news reports of packages never making it under the Christmas tree in 2013, shoppers aren't too worried about the same thing happening this holiday season.



According to the survey, more than 4 in 10 (43%) online holiday shoppers "completely trust" that parcel carriers and e-commerce companies will get gifts to their rightful recipients in time for the holidays. In fact, less than 1 in 10 (7%) online holiday shoppers surveyed believe that their gifts will fail to arrive on time.

"Now that free shipping is becoming the norm in e-commerce, consumers expect that the gifts they buy online will arrive in time to put under the Christmas tree," said Trae Bodge, senior lifestyle editor for RetailMeNot.com. "Even more interesting, despite the delays with some shipping companies last holiday, online shoppers feel little urgency to pay extra for guaranteed delivery."

Proving that they have the ultimate faith in Santa's workshop to deliver on time, more than 4 in 10 respondents (41%) indicated they would not pay for guaranteed shipping on an inexpensive last-minute item. However, 39% of respondents said they would pay, but no more than \$20 for guaranteed shipping.

What's Your Cyber Monday Strategy?

RetailMeNot's Shoppers Trend Report revealed several different strategies from Cyber Monday shoppers:

- Almost half (49%) of Cyber Monday shoppers plan to break down a day's worth of bargain hunting into small segments by shopping online periodically. Many retailers often stagger deals throughout the day to continue to attract consumers into their online stores.
- A small portion of Cyber Monday shoppers (16%) plan to knock out their shopping in one sitting.
- More than 8 in 10 (81%) Cyber Monday shoppers wouldn't mind waking up early to dive in on this day, and 46% of this group will likely start in the early morning hours (6 to 9 a.m.), but not before sunrise.

Work Productivity ... a Losing Battle for Employers

In a continuing trend from past years, 85% of employed Cyber Monday shoppers surveyed admitted they'd be browsing the Internet looking for deals during the workday—for four hours on average.

The worst offenders will be parents, who estimate they'll spend five hours of their workday shopping on Cyber Monday.

Are employers turning a blind eye? Despite the vast amount of online shopping during the workday on Cyber Monday, 85% of workers surveyed who shop that day have not gotten caught browsing or buying on the job.

Thanks, boss.

Report Methodology

The RetailMeNot November 2014 Survey was conducted between October 27 and November 5, 2014, among 1,027 U.S. residents ages 18 and over, using an e-mail invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the entire U.S. population ages 18 and over.

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.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. The margin of error for any subgroups will be slightly higher.

About RetailMeNot.com

RetailMeNot.com (<http://www.retailmenot.com>) is a leading digital offers destination that helps consumers save money. Since November 2006, our users have shared hundreds of thousands of offers from retailers. These offers are voted on by users, ensuring that quality deals rise to the top and those that are expired drop down the list. RetailMeNot.com is operated by RetailMeNot, Inc., the world's largest marketplace for digital offers. Consumers can save more at their favorite stores by downloading the RetailMeNot app at <http://www.retailmenot.com/blog/rmn-whats-new.html>.

We're out to save the world (some money).™ Consumers can follow RetailMeNot on Facebook, Twitter, Pinterest and Google+ by visiting <http://www.retailmenot.com/corp/websites>.

About RetailMeNot, Inc.

RetailMeNot, Inc. (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 from their favorite retailers and brands. During the 12 months ended September 30, 2014, RetailMeNot, Inc. experienced more than 655 million visits to its websites. RetailMeNot estimates \$3.5 billion in paid retailer sales in 2013 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 offer marketplace in the United Kingdom; Deals.com in Germany; Actiepagina.nl, a leading digital offer site in the Netherlands; Ma-Reduc.com and Bons-de-Reduction.com, leading digital offer sites in France; Poulpeo.com, a leading digital offer site with cash back in France; and Deals2Buy.com, a leading digital offer 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 Contact:

RetailMeNot Public Relations
+1 512 777 2957
media@rmn.com

Logo - <http://photos.prnewswire.com/prnh/20130312/DA74245LOGO>

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