

## Record Traffic and Offer Clicks From Thanksgiving to Cyber Monday Lead to More RetailMeNot Shoppers Saving Money

- *Cyber Monday continues to be the biggest savings day of the year for holiday shoppers using RetailMeNot*

- *The RetailMeNot app sails to the #1 free lifestyle app in iTunes and ranks as a top shopping app on Google Play*

- *Consumers reported saving an average of nearly \$30 per purchase using a deal within RetailMeNot's marketplace and an average of 43% off from top retailers and brands*

AUSTIN, Texas, Dec. 4, 2014 /PRNewswire/ -- RetailMeNot, Inc. (NASDAQ: SALE), the world's largest marketplace for digital offers, announced today that record traffic and offer click activity on RetailMeNot.com and its mobile website in the United States led to more consumers than ever saving money while holiday shopping.



Cyber Monday, by visits volume, continued to be the busiest day of the year for RetailMeNot. Black Friday came in at a close second. Interestingly, RetailMeNot saw the most year-over-year traffic growth on Small Business Saturday, showing that national retailers are also big players on that day.

"Robust activity from shoppers on RetailMeNot during this holiday period validates our research<sup>1</sup>, which shows that more than 80 percent of consumers are motivated to make a purchase when retailers provide them with compelling promotional offers," said Cotter Cunningham, the CEO and founder of RetailMeNot, Inc. "The holiday period continues to be a catalyst for our company's growth as we evolve into a true multi-channel marketing solution for retailers and brands that operate online and in-store. Our websites and mobile apps continue to help our retail and brand partners drive brand awareness, traffic and ultimately sales. Most importantly, shoppers have been the biggest holiday winners as they get the opportunity to save more money when they shop with RetailMeNot."

### The RetailMeNot App Hits #1

Consistent with other research<sup>2</sup> citing the growing importance of the mobile channel to consumers and retailers from Thanksgiving through Cyber Monday in 2014, the RetailMeNot app ranked as the #1 free lifestyle app on iTunes and was a top shopping app in the Google Play Store.

### Top Offer Categories

Clothing retailers continued to lead offer clicks among all retail category offers on RetailMeNot from Thanksgiving to Cyber Monday in 2014. The top five categories included:

1. Clothing
2. Home & Garden
3. Electronics
4. Bath & Beauty
5. Kids & Toys

### Average Reported Savings<sup>3</sup>

Shoppers reported an average savings of \$29.22 per purchase when using RetailMeNot from Thanksgiving to Cyber Monday. The following represents daily average savings per purchase within the top five retail categories, as reported by thousands of RetailMeNot users:

Nov. 27 - Dec. 1, 2014	Thanksgiving	Black Friday	Saturday	Sunday	Cyber Monday	5-Day Average
<i>Clothing</i>	\$27.81	\$23.93	\$22.83	\$27.75	\$25.48	\$25.56
<i>Home &amp; Garden</i>	\$50.25	\$51.99	\$46.52	\$43.62	\$47.36	\$47.95
<i>Electronics</i>	\$83.28	\$81.97	\$51.23	\$45.51	\$49.64	\$62.33
<i>Health &amp; Beauty</i>	\$18.08	\$24.62	\$12.60	\$15.78	\$29.57	\$20.13
<i>Kids &amp; Toys</i>	\$27.35	\$27.57	\$21.25	\$18.11	\$17.79	\$22.41

### Best Discounts

Based on more than 4,000 offers published by the top 75 retailers and brands on RetailMeNot, the average percentage

savings available to shoppers from Thanksgiving to Cyber Monday was nearly 43%. Cyber Monday represented the highest percentage savings opportunity on RetailMeNot with an average of nearly 54% off, beating both Thanksgiving and Black Friday's high in 2013 of 37% off.

<b>Nov. 27 - Dec. 1, 2014</b>	<b>Average Percentage Off</b>
<i>Thanksgiving</i>	40%
<i>Black Friday</i>	40%
<i>Saturday</i>	40%
<i>Sunday</i>	39%
<i>Cyber Monday</i>	54%

Based on deals actually experienced by shoppers who used a published offer on RetailMeNot, the average reported percentage off for all retail categories was 23% from Thanksgiving to Cyber Monday.

The following represents the average daily percentage savings that shoppers experienced within specific retail categories on a per-purchase basis:

<b>Nov. 27 - Dec. 1, 2014</b>	<b>Thanksgiving</b>	<b>Black Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Cyber Monday</b>	<b>5-Day Average</b>
<i>Clothing</i>	26%	26%	25%	29%	26%	26%
<i>Home &amp; Garden</i>	25%	28%	34%	33%	34%	31%
<i>Electronics</i>	27%	30%	23%	22%	22%	25%
<i>Health &amp; Beauty</i>	26%	33%	15%	19%	40%	26%
<i>Kids &amp; Toys</i>	31%	31%	25%	24%	24%	27%

### **Top Offers (By RetailMeNot User Demand)**

From Thanksgiving to Cyber Monday, the most popular deal overall based on offer clicks within RetailMeNot's database of more than 500,000 coupons, sales and offers was:

- **Kohl's (Department Store/Multi-Category):** Get 15% off your entire order with code + get \$15 in Kohl's cash for every \$50 spent and free shipping on orders of \$50 or more. (Expired 11/30/14).

From Thanksgiving to Cyber Monday, the most popular deal based on offer clicks by specific retailer category within RetailMeNot's database of more than 500,000 coupons, sales and offers were:

<b>Retail Category</b>	<b>Top Offer From Thanksgiving to Cyber Monday</b>
Clothing	Old Navy: Shop now and save up to 50% off everything online. Plus, save an extra 15% off. Not valid on hot deals. (Expired 11/29/14)
Home & Garden	Best Buy: Save 20% on one regular-priced small appliance with code, Exclusions apply. (Expired 11/30/14).
Electronics	Best Buy: Save up to 70% during the Black Friday Doorbusters Sale! (Expired 11/29/14)
Health & Beauty	Bath & Body Works: Buy 3, get 3 entire site + get an extra 20% off sitewide. (Expired 11/28/14)
Kids & Toys	Children's Place: Take 50% Off EVERYTHING online + extra 20% off when you spend \$40 or more + FREE Shipping!

### **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/](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 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; Bons-de-Reduction.com and Ma-Reduc.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](mailto:media@rmn.com)

<sup>1</sup> [RetailMeNot Shoppers Trend Report \(Kelton Research\)](#), November 2014

<sup>2</sup> [TWICE Magazine \(This Week in Consumer Electronics\)](#), Dec 2014

<sup>3</sup> Internal Data, RetailMeNot Savings Reports

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

SOURCE RetailMeNot, Inc.

---

<https://retailmenot.mediaroom.com/2014-12-04-Record-Traffic-and-Offer-Clicks-From-Thanksgiving-to-Cyber-Monday-Lead-to-More-RetailMeNot-Shoppers-Saving-Money>