The Ultimate Black Friday Shopping Survival Guide

How to approach the shopping holiday with some sanity and strategy

AUSTIN, Texas, Nov. 22, 2017 /PRNewswire/ -- Every year, shoppers waddle away from the Thanksgiving dinner table and hit the mall in search of the best Black Friday holiday deals—and then belly up to the computer a few days later to score online deals on Cyber Monday. While retailers count on the winter spending season, many shoppers feel overwhelmed by choices and advertising.



We spoke with a financial expert who shared some simple strategies and tips to help shoppers form a plan and face the holidays with some reason and rationale. Find out all the advice before you hit the stores by visiting the RetailMeNot blog, *The Real Deal*.

Do your research: You will see plenty of great deals across the board during Black Friday and Cyber Monday. Keep in mind that just because there is a deal, it doesn't make it the best time to buy. Get informed about certain items' release dates, and when retailers might need to clear their shelves for new inventory. Completing thorough research by browsing the web will also allow shoppers to see which retailer has the best offer.

Identify a "Who?" and "How Much"?: Have a list ready of what you are buying and for whom—executing this planning ahead of time provides shoppers with a head start to grab the items before other shoppers. Making a list will also give you a clear picture of how much you are going to spend before even hitting the stores.

Investigate return policies: Review return policies before purchasing. Retailers usually have specific return policies for doorbuster sales. If returns are not accepted, you may want to turn to your more reliable items on the list that are sure to make your recipient happy. If you're unsure of sizing (clothes, shoes or otherwise), find out if exchanges can be done in lieu of a full product return. Many retailers honor discounts on items within a week or two after purchase, but not all will be able to accommodate a return. If shoppers have a long gift list, staying organized is crucial. Be sure to save receipts and order confirmations to keep record of all purchases.

Establish an in-store strategy: Many discounts apply to both online and in-store purchases. If you find a great in-store deal, time is of the essence. Hitting the stores as early as possible will give you an advantage on other shoppers looking for the same item. Pro tip from our very own Shopping and Trends expert, Sara Skirboll: "Start in the back of the store and work your way toward the front. Moving in the opposite direction of the crowd gives you first access to some inventory."

Make your mobile device your new shopping companion: Bring your mobile device with you and search for deals on the go. RetailMeNot uses geofencing technology to let you know what deals can be taken advantage of at retailers nearby.

And finally, download RetailMeNot's browser extension, Genie: Let this free Chrome plug-in automatically scout out the best deals for you during your online shopping. With the click of a button, Genie will test and apply relevant codes and cash-back offers for you at check out.

About RetailMeNot, Inc.
RetailMeNot, Inc. (https://www.retailmenot.com/corp/) is a leading 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. RetailMeNot, Inc. estimates that approximately $4.4 billion in retailer sales were attributable to consumer transactions from paid digital offers in its marketplace in 2016, 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; ma-reduc.com and Poulpeo.com in France; and GiftCardZen.com and Deals2Buy.com in North America. As wholly owned subsidiaries of Harland Clarke Holdings, RetailMeNot and Valassis, a leader in intelligent media delivery, are partnering to connect retailers and consumers through meaningful digital, mobile and print promotions both online and in store.

Media Contacts:
Hillary White
RetailMeNot
hwhite@rmn.com
(832) 278-5615

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