RetailMeNot Kicks Off Its 20th Holiday Season With Annual Cash Back Day Event, Live Now Across 3,500+ Retailers and This Year, Your Shopping Could Send You Home for the Holidays

As gifting and travel costs stretch budgets this season, RetailMeNot is helping shoppers save on both, with up to 30% cash back across 3,500+ retailers, exclusive app-only offers and travel costs covered for 10 shoppers heading home.

AUSTIN, Texas, Nov. 5, 2026 /PRNewswire/ -- Today, RetailMeNot kicks off its annual retail holiday, National Cash Back Day, bringing shoppers some of its biggest cash back offers of the year. Now through November 7, members can earn up to 30% cash back at more than 3,500 retailers, including Ulta, SharkNinja, Gap and Walmart. This year RetailMeNot is taking the savings one step further: your holiday shopping could do more than check gifts off your list, it could help get you home for the holidays.

With holiday travel projected to be the most expensive in a decade, according to Hopper's 2026 Holiday Travel Index, RetailMeNot is helping shoppers save on more than just gifts. Through a new holiday travel initiative, the brand will help shoppers cover the cost of getting home. Taking the idea behind Cash Back Day beyond checkout, the initiative puts money back in shoppers' pockets for one of the season's biggest expenses: the trip home.

National Cash Back Day also marks RetailMeNot's 20th anniversary of helping consumers shop smarter and save money, and since creating the event in 2019, the brand has put more than $110 million back in members' pockets. The event also introduces Appy Hour, a one-day, limited-time shopping experience in the RetailMeNot Rewards app with elevated cash back offers and exclusive flash deals, arriving just as the holiday season gets underway and weeks ahead of Black Friday and Cyber Monday.

"Holiday shopping is already a major expense for families, and this year, the cost of getting home to celebrate is adding even more pressure," said Mackenzie Shand, Shopping Expert and Executive Editor at RetailMeNot. "At RetailMeNot, we've spent 20 years helping people make their money go further. This National Cash Back Day, we're not only bringing shoppers some of the biggest cash back opportunities of the season, but also giving them the chance to turn their holiday shopping into a trip home. It's all about helping shoppers get more out of every dollar they spend."

Shop Early, Save Big: National Cash Back Day's Top Offers
From November 5–7, shoppers can get a head start on holiday gifting while earning up to 30% cash back at more than 3,500 retailers across fashion, beauty, electronics, home, travel and more.

Some of this year's standout offers include:

- **LG:** Up to 22% cash back
- **Dyson:** Up to 20% cash back
- **SharkNinja:** Up to 20% cash back

- **CVS:** Up to 20% cash back
- **Hotels.com:** Up to 20% cash back
- **Expedia:** Up to 20% cash back
- **adidas:** Up to 16% cash back
- **J.Crew Factory:** Up to 16% cash back
- **PetSmart:** Up to 16% cash back
- **LEGO:** Up to 14% cash back
- **PrettyLittleThing:** Up to 12% cash back
- **Walmart:** Up to 10% cash back
- **Macy's:** Up to 10% cash back
- **Puma:** Up to 16% cash back
- **Vitamix:** Up to 10% cash back
- **Kendra Scott:** Up to 10% cash back
- **Gap:** Up to 10% cash back
- **L.L.Bean:** Up to 8% cash back
- **Ulta:** Up to 8% cash back
- **Nike:** Up to 8% cash back

With thousands of offers available, National Cash Back Day lets shoppers make meaningful progress on their holiday lists before the Black Friday rush, while earning money back on purchases. The full list of participating retailers and offers is available at RetailMeNot.com/cashback.

Holiday Shopping Starts Earlier, and Shoppers Are Treating Themselves
Many shoppers already have a head start. According to RetailMeNot's 2026 holiday survey, nearly two-thirds (63%) of shoppers start their holiday shopping in October or earlier, and 47% plan to start even earlier than last year. The traditional shopping calendar is shifting too: 58% now view Black Friday as a month-long event rather than a single weekend, and only 17% wait specifically for Cyber Week.

Shoppers are also putting themselves on their lists. Holiday self-spending jumped 44% year over year, from $302 to $435, and now makes up roughly 42% of total individual holiday spending. With 63% of shoppers regularly stacking promo codes, cash back and loyalty rewards on a single purchase, cash back has become a go-to way to stretch holiday budgets.

Appy Hour: Live Today Only in the RetailMeNot Rewards App
On November 5, app users can unlock elevated cash back rates and exclusive app-only offers during a limited-time flash window from 3:00pm to 5:00pm CT. Featured Appy Hour offers include SharkNinja at 30% cash back, Expedia at 28% cash back, adidas at 26% cash back, LEGO at 24% cash back, Walmart at 20% cash back, Ulta at 18% cash back, Macy's at 20% cash back and more. Shoppers can turn on push notifications in the app to be alerted when each drop goes live.

From Holiday Gifting to Getting Home, RetailMeNot Is Helping Shoppers Save
Getting home for the holidays is one of the season's biggest expenses, and with travel costs expected to put added pressure on budgets this year, RetailMeNot is looking to make the trip a little easier.

As part of this year's National Cash Back Day celebration, RetailMeNot will provide ten shoppers with $1,500 each to put toward holiday travel, whether that's a flight across the country, a train ride to see family or another journey home. More information is available at RetailMeNot.com/homefortheholidays. It's another way RetailMeNot helps consumers make their holiday budgets go further, so they can focus less on the cost of getting there and more on celebrating with the people they love.

To participate in Cash Back Day, members can log in on RetailMeNot.com or in the RetailMeNot Rewards app, activate an offer, and complete an eligible purchase on the retailer's site by November 7. Visit RetailMeNot.com/cashback for all participating offers.

Survey Methodology: RetailMeNot Group Q4 2026 consumer survey, fielded in September 2026. N=1,183
Source: Hopper, 2026 Holiday Travel Index, September 2026.

About RetailMeNot Group: The RetailMeNot Group brings together leading shopping, savings and deal discovery brands that help people shop smarter and help businesses connect with high-intent consumers at moments of purchase. The RetailMeNot Group portfolio includes RetailMeNot, Offers.com, BlackFriday.com, TechBargains, Deals of America and R BrandWorks, reaching millions of consumers through trusted social content, real-time deals, cash back, and seasonal shopping moments. RetailMeNot Group operates as part of Ziff Davis, a leading digital media and internet company. To learn more, visit www.ziffdavis.com/brands/shopping.

About Ziff Davis: Ziff Davis (NASDAQ: ZD) is a vertically focused digital media and internet company whose portfolio includes leading brands in technology, shopping, gaming and entertainment, health and wellness, connectivity, cybersecurity, and martech. For more information, visit www.ziffdavis.com.

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