

# State of Holiday Shopping

## How Consumers Plan to Shop in 2015

NOVEMBER 2015

### INTRODUCTION

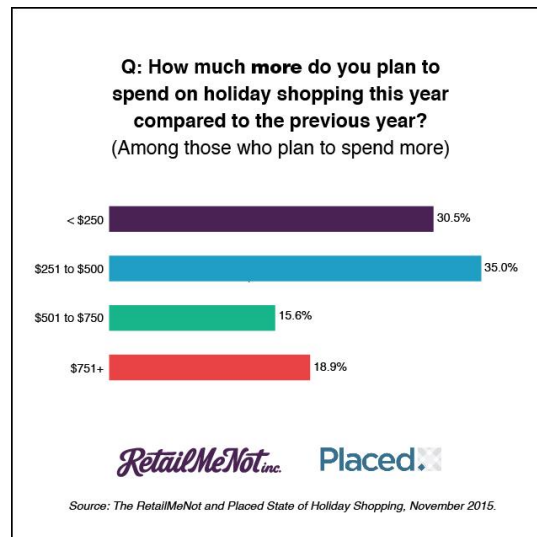
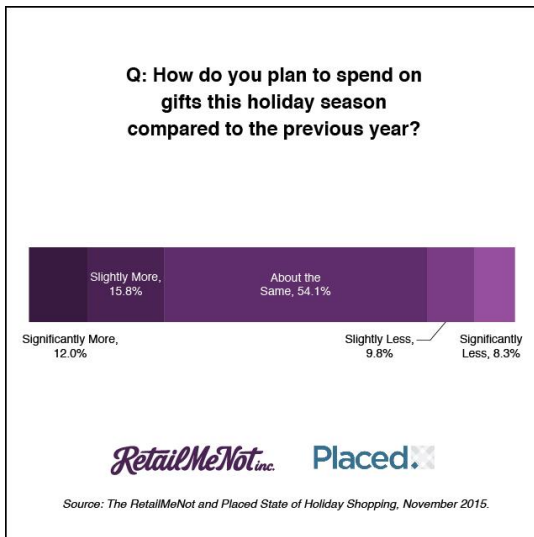
Holiday shopping has triumphed as a long standing tradition, proving to be the most crucial time of year for marketers, advertisers, and shoppers alike. As the year of 2015 comes to a close, shopping online and in-store are officially no longer separate activities; rather, they are one in the same. Omnichannel now rules in how consumers research, spend, and save.

To better understand the consumer's shopping activities for the upcoming holiday season, RetailMeNot, Inc. partnered with Placed Inc., the leader in location-driven insights and ad intelligence. In this independent study commissioned by RetailMeNot, Placed surveyed over 10,000 consumers from its mobile audience on their upcoming planned holiday shopping activities. The findings equip retailers with insights to successfully influence the omnichannel shopper and their purchasing behavior this holiday season.

### HOLIDAY SPENDING

The season of giving goes hand-in-hand with the season of spending, and this rings particularly true this year. The survey found that nearly 82% of consumers plan to maintain or increase their holiday shopping budgets this year over the amount they spent in 2014. This increase in spend sets the stage for stronger retail sales numbers in 2015, with consumers planning to spend on average \$492.72 on gifts this holiday season.

In fact, Placed found that 27.8% of shoppers plan to spend **more** on holiday shopping in 2015 than in 2014. With more positive economic factors at play this year, such as lower gas prices, consumers are willing to intentionally grow their holiday spending budgets. Among those shoppers who plan to spend more, the average increase in spend per person is **\$159.13**. Within a crowded retail marketplace containing endless amounts of products all vying for consumer dollars, shoppers will respond by pulling out the extra pennies at checkout.



## PURCHASE PLANNING

Black Friday continues to hold the reign as the busiest shopping day of the year in the U.S. with 55.9% of the population planning to hit the stores on November 27<sup>th</sup>. The digital cousin of Black Friday, Cyber Monday passes the week prior to Christmas and the week prior to Thanksgiving to take the #2 position for most popular days to shop in the 2015 holiday shopping season, with 45.1% of consumers planning to shop on Cyber Monday. By the time Thanksgiving arrives, a third of shoppers will have already begun their holiday shopping.

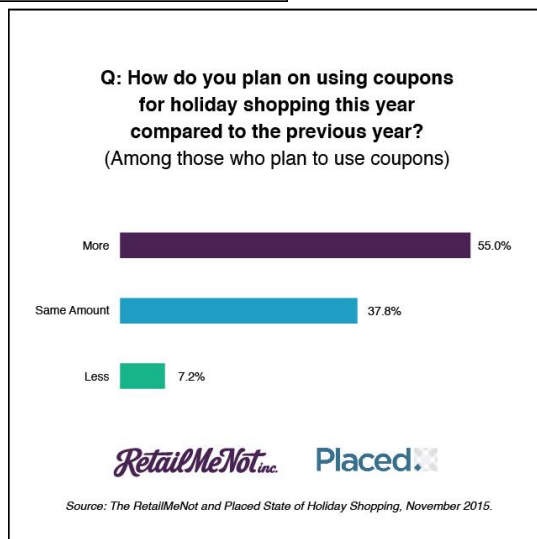
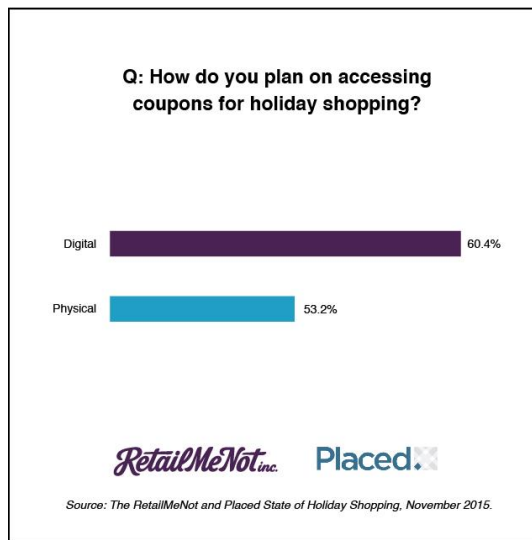
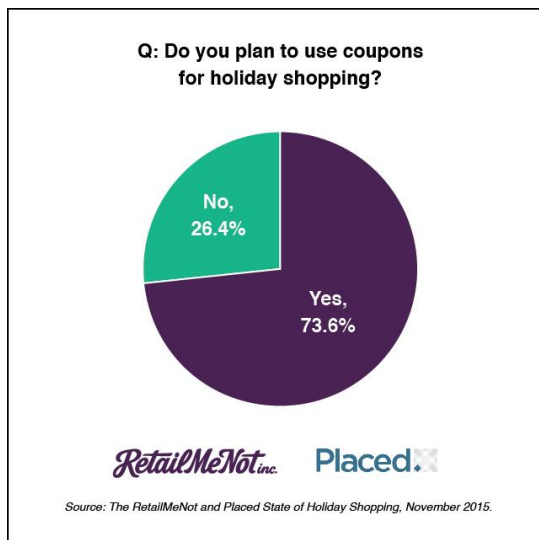


## DECK THE HALLS WITH DEALS

Holiday shoppers are serious about saving. In fact, the majority of holiday shoppers will be deal-seeking this season, as nearly 3 out of 4 survey respondents plan to use coupons for their purchases. And, with more ways to shop than ever before, consumers are simultaneously saving more, with 55% planning to use more coupons than in 2014.

When it comes to how consumers will access these coupons, digital media is more important for holiday shoppers to access coupons. Digital (60%) will have a lead this season over physical (53%) as the primary form for holiday shoppers to access coupons.

While most consumers plan to spend about the same or more this year, 3 out of 4 survey respondents plan to use coupons for 2015 holiday shopping, with 55% planning to use more coupons than in 2014.



Consumers who plan to use coupons are leaning on retail apps and coupon apps to help them identify the right deals going into the holiday shopping season. The following retail apps (non-grocery), measured directly from consumers' devices, over index amongst deal seekers when compared to Placed's overall audience.

- **Cartwheel by Target:** +17% more likely to be installed on a deal seekers smartphone
- **RetailMeNot:** +17%
- **Kohl's:** +16%
- **Target:** +14%
- **Walmart:** +9%

**2015: YEAR OF THE OMNICHANNEL HOLIDAY SHOPPER**

While online holiday shopping's growth (+25.0%) continues to outpace that of offline (+10.7%), offline retail still dominates the share of wallet with 79.2% of consumers planning to shop either offline, or both offline and online. With in-store retail shopping very much alive and well, retailers should keep in mind that they must offer a seamless experience for shopping online and in-store—and complement doing both

experiences at the same time. Retailers who segment consumers to one channel or the other will fall short of impacting the omnichannel shopper.

Twenty five percent (25%) of shoppers plan on doing more online shopping while 11% plan to do more in-store shopping this year over last year. Nearly 20 percent (19.4%) of shoppers plan to do more of both, underlining the unyielding trend towards omnichannel shopping.



In 2015, the omnichannel shopper shifts from minority to majority with 55% of consumers planning to holiday shop equally online and in-store. This trend of the digital and physical retail shopping experiences of consumers merging together has become mainstream this holiday shopping season. By tailoring the shopping experience to be an omnichannel one, retailers have the best chance this season to move shoppers towards purchases.

## BACKGROUND

### RetailMeNot and Placed State of Holiday Shopping Study

The RetailMeNot and Placed [State of Holiday Shopping](#) research was conducted via mobile quantitative survey. The study surveyed respondents from Placed's audience which represents over 600K double opt-in smartphones, representing 1 in 400 adults in the U.S. conducted in October and November 2015, this study generated 10,843 responses tied to consumers' planned holiday shopping activities.

### About Placed

Placed (<http://www.placed.com>) is the leader in location-driven insights and ad intelligence. Measuring billions of locations across the world's largest opt-in location audience, Placed provides the most comprehensive understanding of consumers' offline behaviors. Connecting the physical and digital worlds, Placed is the industry standard currency for brands, agencies, and publishers to measure ad exposure to store visit, target location at scale, and deliver actionable insights into consumer behavior. Founded in January 2011, Placed is headquartered in Seattle and is backed by Madrona Venture Group and Two Sigma Ventures.

### About RetailMeNot, Inc.

RetailMeNot, Inc. (<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 for their favorite retailers and brands. During the 12 months ended September 30, 2015, RetailMeNot, Inc. experienced nearly 730 million visits to its websites, and during the three months ended September 30, 2015, RetailMeNot, Inc. averaged 18.6 million mobile unique visitors per month. In 2014,



RetailMeNot, Inc. estimates \$4.4 billion in paid retailer sales 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 offers marketplace in the United Kingdom; deals.com in Germany; Actiepagina.nl, a leading digital offers site in the Netherlands; ma-reduc.com, a leading digital offer site in France; Poulpeo.com, a leading digital offers site with cash back in France; and Deals2Buy.com, a digital offers 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 Contacts**

RetailMeNot, Inc.  
Michelle Skupin  
+1 808 224 3215  
[mskupin@rmn.com](mailto:mskupin@rmn.com)

Placed, Inc.  
Jessica Davidson  
+1 206 395 8308  
[jessica.davidson@placed.com](mailto:jessica.davidson@placed.com)