



HOLIDAY 2023

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INTERACTIVE

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MESSAGE FROM THE CEO

Hello Clients, Friends and Revel Family,

Welcome to this year's edition of our Holiday deck! This is an annual tradition that has become a rhythm that summer is at its end and we're moving into fall and the ever busy Q4 season! We endeavor to gather the best of what to expect for the upcoming Q4 shopping season, some predictions, some hard facts, in bite-sized shares so it's easy to digest - like your favorite holiday cookie.

This year has been a bit strange - our normal sources were out late or simply lacking - likely because of the economic environment and everyone wondering what to expect this season. There is a bigger "question mark" looming over us than past years, in our post-covid-but-living-with-covid world.

For this reason, this year's theme is "nostalgia." What a better time than the craziness of Q4, especially one where there may be looming unexpected twists and turns, (amidst a campaigning year no less), to focus on feel-good memories, holiday happiness, and remind us that we're all in this together!

We hope you enjoy. Consider sharing your best holiday memory and a nostalgic picture with us! And as always, reach out if you have any questions or we can help you!

KAYLA FAIRES, CEO



2022 HOLIDAY SNAPSHOT

Growth in All Types of Weather




Retail sales during 2022's November-December holiday season grew 5.3% from 2021 to \$936.3 billion. Facing record inflation and interest rate hikes, holiday shoppers proved resilient and retailers showed creativity to keep holiday sales growing during this touch-and-go period.

Making the Most of Q4



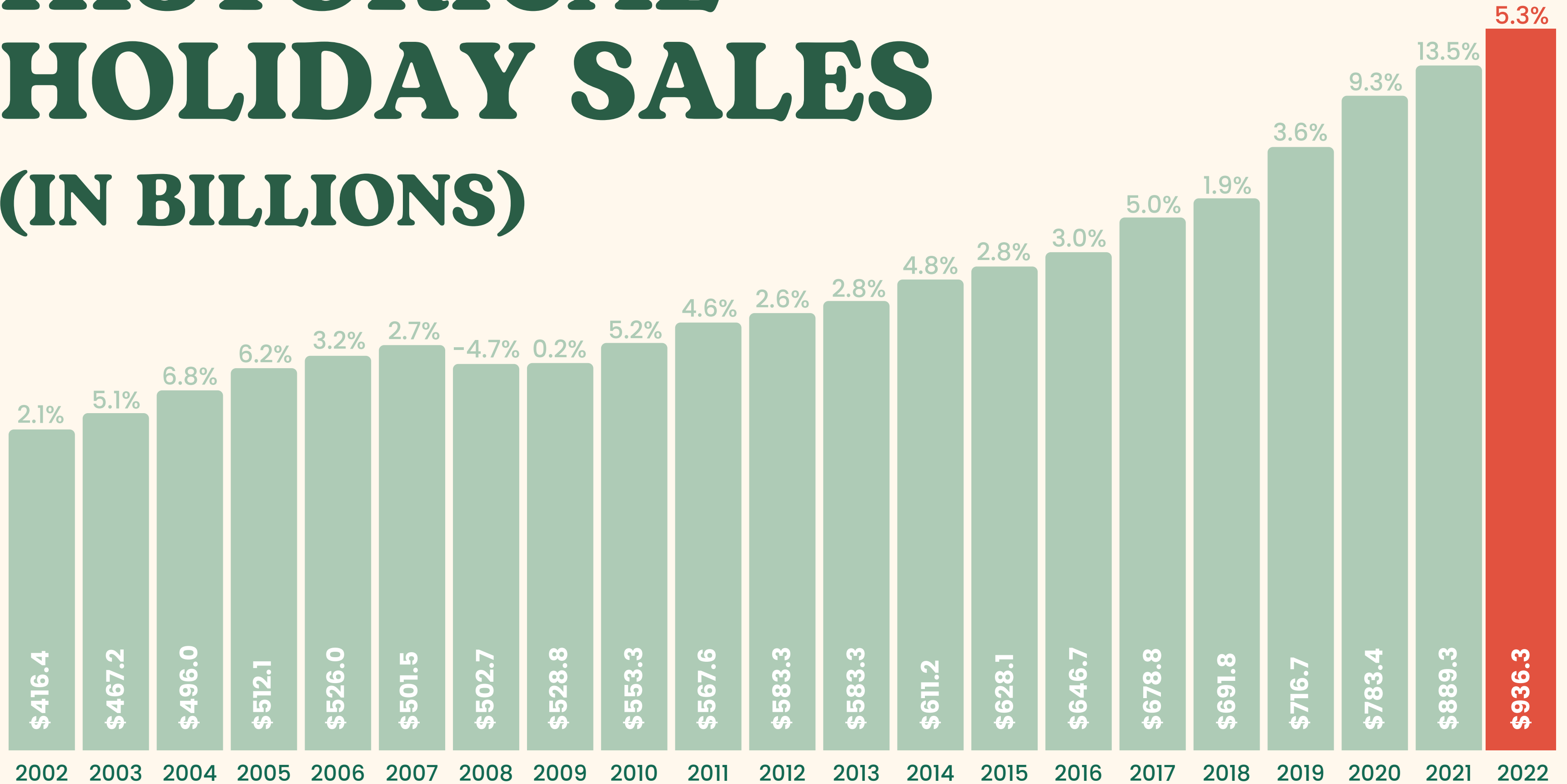
By mid October, ~40% of shoppers had already completed at least 31% of their holiday shopping, in part due to high profile promos from retailers such as Amazon and Walmart.

Digital Domination



Paid search remained the biggest driver of online sales for retailers, with 29% of total. Social advertising showed similar promise, with Meta reporting that advertisers saw >20% greater conversions in Q4 2022 on its platform than the year prior. Paired with declining cost per action, this resulted in greater ROAS.

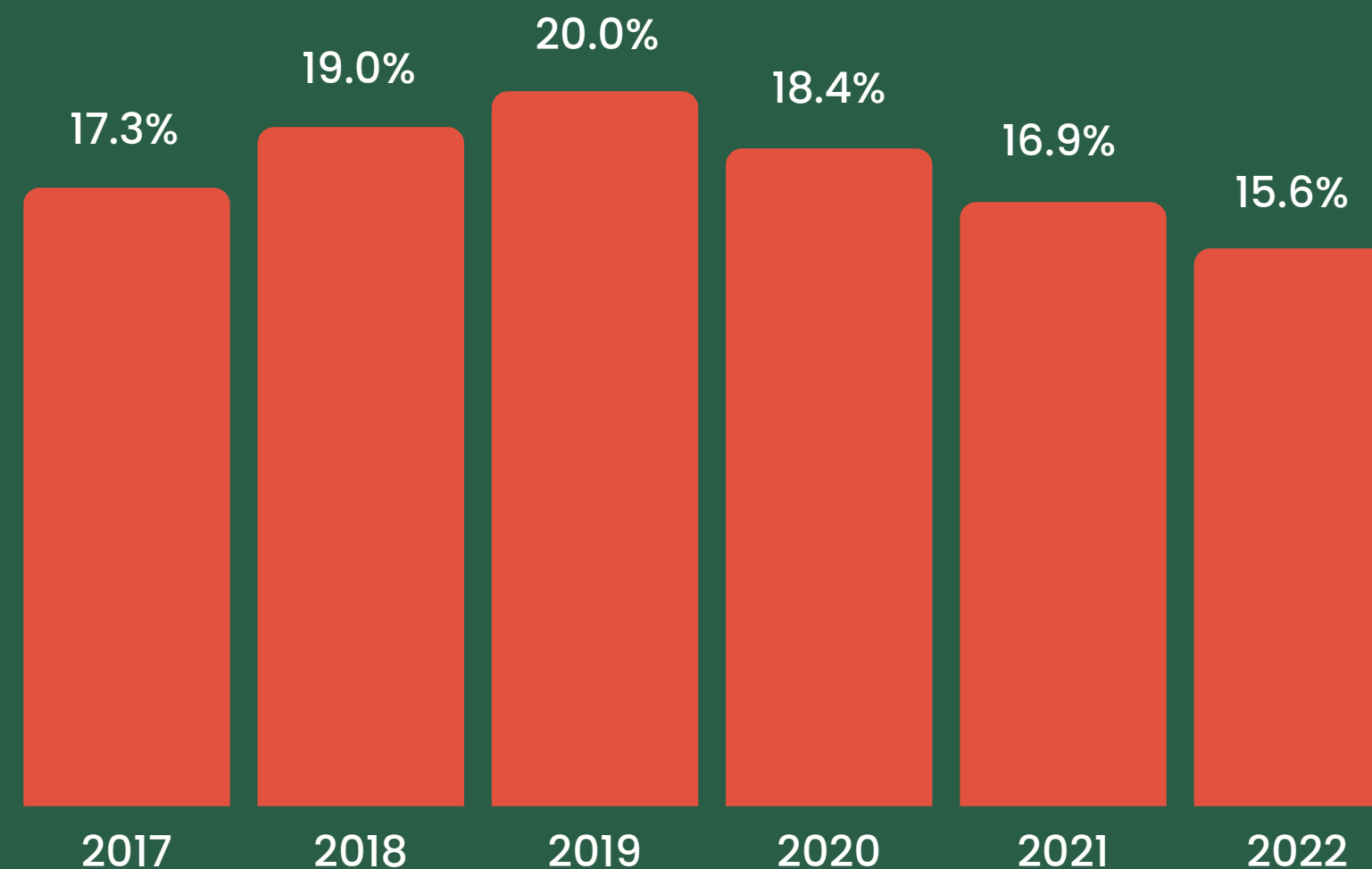
HISTORICAL HOLIDAY SALES (IN BILLIONS)



FAREWELL “CYBER 5”

Cyber Monday 2022 was the largest retail ecommerce sales day in US history, but as the holiday shopping season lengthens, the share of the 5 day stretch between Thanksgiving and Cyber Monday is shrinking.

As retailers meet deal-seekers earlier and longer, experts are coining “**Cyber 12**” (Nov 21 – Dec 2) as the new “Cyber 5.”



Cyber Five Share of US Retail E-Commerce Holiday Season Sales, 2017-2022

2023 HOLIDAY OUTLOOK

Holiday Forecast

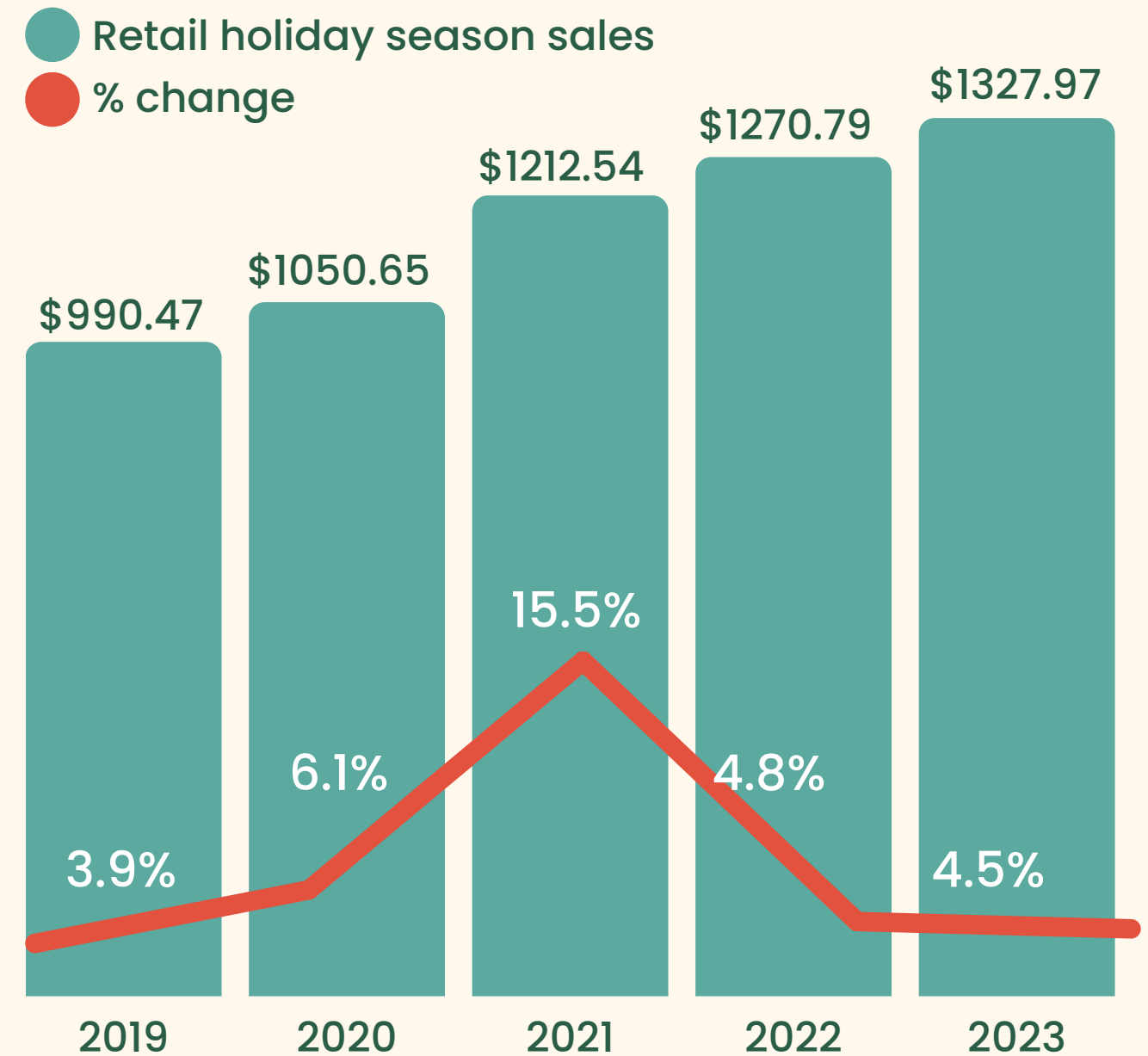
According to Salesforce, continuing a sluggish first half of the year for retail, 2023 online holiday sales are expected to reach \$1.19 trillion globally – remaining essentially flat year over year. Insider Intelligence predicts that US holiday retail sales will grow 4.5%, similar to 2022.

Supply Chain

Despite a significant slowdown in inflation from last year, 71% of retailers in CNBC’s Supply Chain Survey expect consumers to cut back on spending in response to inflation, and, in response, 43% of retailers plan to order less inventory than last year.

Onboard with Automation

As the undercurrent of economic uncertainty continues, businesses are seeking greater efficiency in marketing budgets and performance is critical. Paired with the evolving landscape (i.e. AI, automation), this brings both challenges and opportunities. Smart automation can allow for lower costs, improved margins, and overall greater precision leading to happy advertisers and positive customer experiences.



US Retail Holiday Season Sales, 2019-2023



NOISE VS.

NEW NORM

Generative AI: While the jury's still out on how AI will transform consumer behaviors, some shoppers will experiment with generative AI on Google and ChatGPT for gift idea queries.

Earlier Shopping Season: Shoppers continue to plan holiday purchases earlier with 1 in 3 holiday shoppers beginning the hunt in October.

Social Battles: It may be a Barbie world, but recent changes in the social-sphere driven by male egos are leaving quite the wake (all together now, "I am Kenough"). From talks of a cage match between two major social platform owners to the rebranding of Twitter to X, and everything in between - Threads, anyone?!

Record Breaking Season: Online shopping will continue to grow but no longer at double digit rates. In 2022, \$211.7B in total US online spend from November 1st to December 31st, a 3.5% increase YoY.

TLDR: diversify your media mix portfolio.

Inflation: The Q4 economic outlook is rife with conflicting signals on its impact for the upcoming shopping season (student loan payments resume, rising credit card debt).

The Long Game: For retailers, 2023 is about playing it smart. Economic challenges and shifting consumer preferences mean that leading with a data-driven strategy will be critical to reacting to conditions in real-time.

Strategically craft your promotional plan accordingly with shopper price-sensitivity and stiff competition for share of a wallet in mind.

KEY DATES: HOLIDAY 2023

OCTOBER

Amazon Prime Days - Expected early October
Target Deal Days - Expected early October
Walmart Deals for Days - Expected early October
October 9 - Indigenous People's Day
October 31 - Halloween

NOVEMBER

November 7 - U.S. Local Elections
November 11 - Veterans Day, Singles Day
November 12 - Diwali
November 23 - Thanksgiving
November 24 - Black Friday
November 25 - Small Business Saturday
November 27 - Cyber Monday
November 28 - Giving Tuesday

DECEMBER

December 8 - Hanukkah begins
December 11 - Green Monday
December 14 - Free Shipping Day
December 15 - Hanukkah ends
December 16 - Common shipping deadline
December 17 - Super Saturday
December 24 - Christmas Eve
December 25 - Christmas Day
December 26 - Kwanzaa begins, Boxing Day
December 31 - New Year's Eve



REVEL'S WISH LIST

We're making our list and checking it twice. Here's our wishes from you for a smooth sleigh ride through the bustling season. Sharing is caring - the earlier the following are received, the better!

- ✔ Share holiday assets and promotion details at least one week prior to launch of major sales
 - If leveraging affiliate, move this up at least 2 weeks in advance to give publishers enough runway for content inclusions
- ✔ Share relevant CRM audiences by 10/1
- ✔ Confirm Q4 shipping details & communicate clearly with your customers
- ✔ Dial-in media and affiliate budgets plus IOs for paid placements before 10/15, inventory moves quickly!
- ✔ Establish a plan for budget fluidity to maximize overall program performance and allow for efficient scale
- ✔ Create a holiday or seasonal landing page that features keyword rich content. Leave it up all year, but add it to navigation during Holiday.
 - Include all the SEO basics like H1 tags, alt text, etc.
- ✔ Check your list twice for email scheduling (including smart send settings). Don't forget special segments like holiday shoppers from LY that might be 1x/year gift purchasers
- ✔ Do you have gift cards? Consider how you can message these post shipping cut-offs

CREATIVE CHECKLIST

No list is complete without the perfect creative touch that ties it all together. So, here's our short list to ensure not only a smooth sleigh ride but a stylish one too! Work with your Revel team on a tailored creative strategy for your brand and relevant digital campaigns that span the entire holiday season.

- ✓ Give your creative the holiday treatment
 - Consider your specific gifting opportunities (i.e. self-gifters, gifts under a certain price point, gift cards)
 - Ensure copy and creative features any unique offers to increase traction
- ✓ Design for all your ad types and platform placements, below are common requests...
 - 🌲 **Meta considerations**
 - Optimize assets for each placement (i.e. feed vs. stories)
 - Consider what (if) copy should be overlaid on stories
 - Leave space at the top + bottom 15% of stories assets to allow room for CTA & Instagram account text
 - 🌲 **Design for the platform, including Pinterest or TikTok—first if running on these platforms**
 - Adapt your content and use creators
 - Going platform-first doesn't mean making everything from scratch, rather conform to platform's native aesthetic (i.e. lo-fi, feature people, adopt category/vertical norms)
 - 🌲 **Banners for Performance Max, Affiliate & Display**
 - Focus on lifestyle imagery with limited copy
 - Create imagery to storyline the Brand's holiday theme
 - Create promo specific assets to support sales
 - 🌲 **YouTube for Performance Max**
 - If video isn't in the cards, how can we work around (GIFs)
 - 🌲 **Search Image extension assets**
 - Imagery to support top products/collections and new holiday products/collections
 - No text or logo overlay

TECHNICAL CHECKLIST

Before taking off this holiday season, let's take a moment to look under the hood of the sleigh. Below are spot checks to reduce turbulence.

- ✓ Check admins on relevant accounts. Do the right people have access in case of emergencies?
- ✓ Check billing status across accounts. Is there a backup card on file? Does the card on file expire soon? Are there any past due invoices?
- ✓ Check your product feed
 - Ensure holiday products are being included
 - Audit general feed health/resolve any outstanding disapprovals
 - Audit shipping settings for holiday cut-offs and pricing
 - Work together on relevant product segmentation (by SKU list or product tagging), for promos or holiday collections
 - Ensure feed is syncing properly across all platforms (i.e. Meta, Google Merchant Center, affiliate)
- ✓ Audit pixels/conversion tracking
- ✓ Ad and Email scheduling: check account time zones to align with promo scheduling
- ✓ Check audience syncing and other automations. If using Klaviyo or Zapier to send audiences to and from ad platforms, make sure automation is working as intended
 - Check triggered emails (transactional, welcome series, abandoned cart, etc.). Consider conflicts during larger promotions vs. other promotions you may feature in these
- ✓ Confirm affiliate dynamic commission changes are scheduled for promo and high-volume periods
- ✓ Confirm affiliate newsletter formats are updated for Q4
- ✓ Check your SEO basics including sitemaps.xml and robots.txt files



REVEALS



ABBY

Abby's most memorable gift:
American Girl Doll accessories set



ALEKSA

Aleksa's most memorable gift:
Barbie Jeep



AMANDA H

Amanda H's most memorable gift:
Easy Bake Oven



AMANDA M

Amanda M's most memorable gift:
Two-person Snuggie



ASHLEY

Ashley's favorite gift:
Trip to Chicago with her Aunt



BRANDON

Brandon's most memorable gift:
Britney Spears CD



CHELSEA

Chelsea's favorite gift:
American Girl Doll, Felicity



FRANNIE

Frannie's favorite gift:
First flip phone and Apple laptop



GRETТА

Gretta's favorite gift:
Big box of random kitchen utensils



JESS

Jess' favorite gift:
Barbie dollhouse



KAITY

Kaity's favorite gift:
Breyer Horse Barn



KATE

Kate's most memorable gift:
A dozen baby chicks



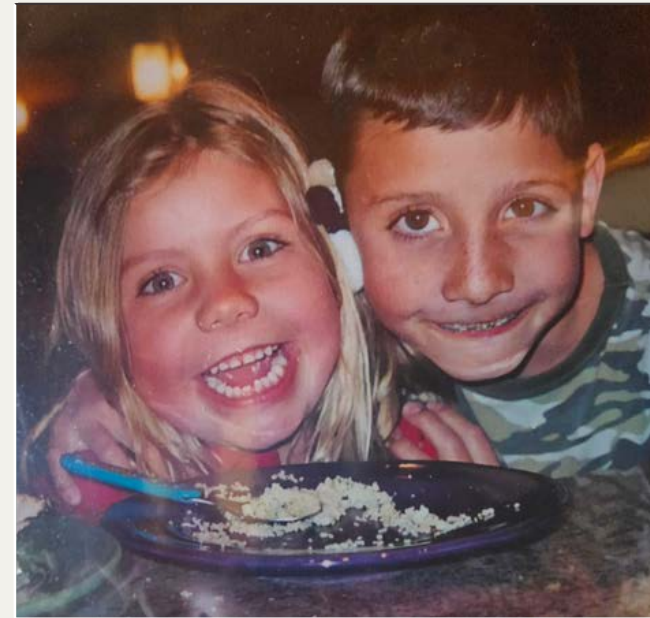
KAYLA

Kayla's most memorable gift:
First computer



KELLY

Kelly's favorite gift:
Snowman plush



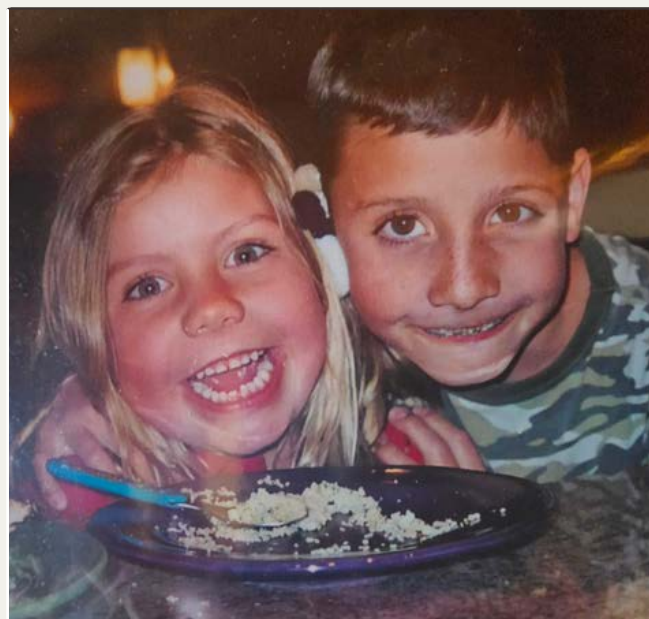
KYLE

Kyle's most memorable gift:
Woolly Booger monster head



LINDSAY

Lindsay's most memorable gift:
My Little Pony hair salon



MADDY

Maddy's most memorable gift:
Hamster



MCKENZIE

McKenzie's most memorable gift:
Inflatable performance stage



MICHELE

Michele's most memorable gift:
Grocery store check-out play set



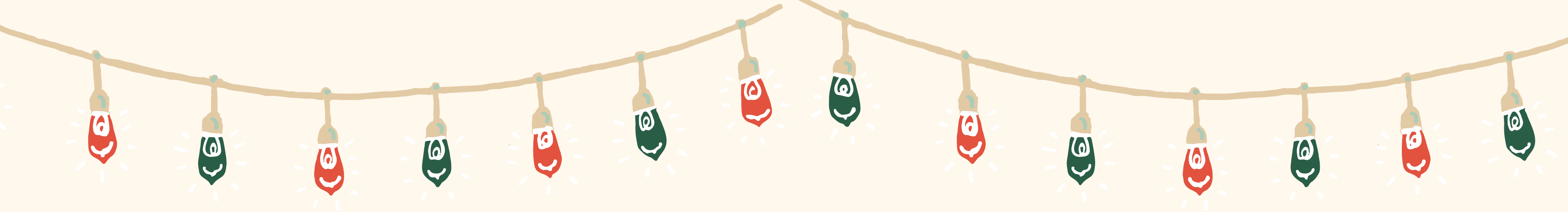
PAIGE

Paige's most memorable gift:
Toy cash register

THANK YOU!

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