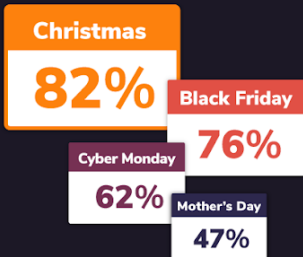


How to Plan Effective Holiday Promotions in 2020

We surveyed more than 170 U.S. retailers to understand which holiday was most important to them, when they started planning for the holidays, and when they launched their promotions so you can plan your most effective campaigns for 2020.

Which shopping event is your store investing the most resources into?

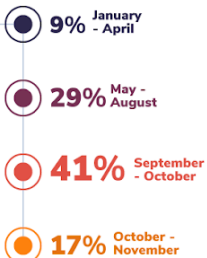


Make sure you allocate the most budget planning for Christmas and Black Friday as you'll face the fiercest competition during this period.

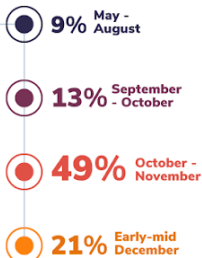
For the end-of-year holiday season...



When do you start planning?

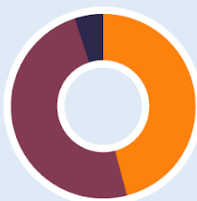


When do you plan to launch promotions?



Plan as early as May but no later than October to get a headstart on your competition and launch your promotions by November.

How prepared is your store for the holiday season?



46% Very prepared
49% Somewhat prepared
5% Not very prepared

Over 90% of your competition is prepared for the retail holiday season. Don't fall behind and lose out on sales in 2020.

To set your store up for success, plan your 2020 retail promotions by October for a November launch.

Find the right POS software for your retail store on our website:
softwareadvice.com/retail