



CrescoData
Connecting Commerce

eCommerce Sales Event Calendar



Q4 / 2021

www.crescodata.com

The Value of a 'Bargain'

Everyone loves a bargain and based on thousands of customer data studies, sales promotions are the mainstay of an eCommerce customer strategy, especially when it comes to **Sale Day Events**. eCommerce Sale Day Events are highly anticipated with each month having a special reason to celebrate and theme online shop products and content. From Father's Day, to Singles Day to Black Friday, a brand's ability to offer *more* value during sales periods will often result in stronger sales performance.

According to Osman Husain via Shopify.com.sg sale periods like Black Friday have consumers spending at an extraordinary rate with their customers. **"At its peak, the global Black Friday sale raked in US\$1.5 million a minute"**.

Ensuring your brand captures attention at peak consumer periods is critical to strong sales performance. From connecting your shop to a marketplace and digital ad channels through to planning the right sales offers, it all creates visibility, attention, relevancy, consideration and ultimately, conversion.

How can a brand stand out? Whilst discounting is one of the most obvious sales tactics, what else can a brand offer customers that will turn them into long term loyal shoppers long after a Sale Day?

CrescoData's Top 10 Sales Event promotions.

1. **Flash Sales** - "Between 9-10am only"
2. **Limited Deals** - "First 100 customers"
3. **Limited Products** - "Only 25 available"
4. **First time code** - "First time shoppers receive ..."
5. **BOGOF** - "Buy One Get One Free!"
6. **Gated Sales** - "Exclusive access to VIPs"
7. **Gift with Purchase** - "Free gift when you spend \$..."
8. **Free Delivery** - "Free delivery for orders over"
9. **Minis** - "Buy one and receive a 50ml version free!"
10. **Mystery gift** - "Spend over \$\$ and receive a ..."

Do you have a favourite sales promotion?



Did you know?
CrescoData
Insights

online searches for
"shop sustainably" and
related terms have
grown by an average of
over **650%** YoY

Planning is EVERYTHING.

Consumers seek great service, great products and of course great deals. Whether it is in-store, direct to an eStore or via a marketplace, being prepared will help increase revenue during this time. It all takes planning well in advance. The biggest eCommerce Sale period is in Q4 (October-December) with billions spent online for the gift giving and holiday season. What sort of sales occur during this time to promote online spending? Are there other interesting dates that could be used to spark interest in buy



Singles Day - 11/11

Singles Day by Chinese university students. 11/11, symbolizes solo living. Today, 'Singles Day is a huge one-day shopping event for most of the major marketplaces in ASEAN. In 2020, Alibaba set a sales record on Singles Day with US\$74billion in sales.



Black Friday - Cyber Monday

Black Friday is the day after US Thanksgiving Day. This intense shopping period culminates in Cyber Monday. Originally known as a US-driven spending frenzy, in the past few years (thanks to the influence of Global giants like Amazon), it has grown into a multi-day global eCommerce sales event.



Double 12 - 12/12

Yes, there's 8/8, 9/9, 10/10, 11/11 but 12/12 is one of the final major pushes into the holiday period for most of the world. For some merchants, there is more of an uplift in sales than Black Friday!

Did you know?
CrescoData
Insights

nearly **57%** of
brands see their
sales spike in Q4.

eCommerce Sale Days + Important Dates

OCTOBER 2021

1st International Coffee Day
 1st World Vegetarian Day
 1st National Day (China)
 5th World Teachers' Day
 6th Noodle Day
 10th **10/10 Sale Day**
 15th World Students' Day
 16th World Food Day
 16th World Boss Day
 21st Oktoberfest
 29th World Internet Day
 31st Halloween

What is Diwali?

Diwali (also spelled Divali) is India's biggest holiday period of the year. The five-day 'Festival of Lights' is traditionally celebrated by Hindus, Sikhs and Jains across the world.

NOVEMBER 2021

1-30 Movember
 1st World Vegan Day
 3rd World Sandwich Day
 4th World Candy Day
 4th Diwali (India)
 11th **Singles Day Sale Day**
 19th International Men's Day
 25th Thanksgiving
 26th **Black Friday Sale Day**
 27th Small Business Saturday
 29th **Cyber Monday Sale Day**
 29th World Chocolate Day

What is Oseibo?

Oseibo is a Japanese tradition of giving gifts to show gratitude and appreciation for a person. The Oseibo gift giving season occurs in early December each year.

DECEMBER 2021

Fridays Online Friday (Vietnam)
 1-20 Oseibo (Japan)
 12th **Double 12 Sale Day**
 13th Green Monday
 15th Free Shipping Day
 21st Super Saturday
 23rd Last day (one day delivery)
 24th Christmas Eve
 25th Christmas Day
 26th **Boxing Day Sale Day**

What is Green Monday?

Coined by eBay in 2007, Green Monday refers to one of the most profitable retail days. It is the day online shoppers make the most last-minute purchases for the gift-giving season.

Don't miss out in Q4.

Connect your products to the world's leading **digital ad channels**.
 connect. promote. map. optimize. automate. sell.
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Did you know?
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 Insights

<http://www.roymorgan.com/>

Australian Christmas present sales are predicted to hit **AU\$11 billion** in 2021 with **48%** coming from online sales.