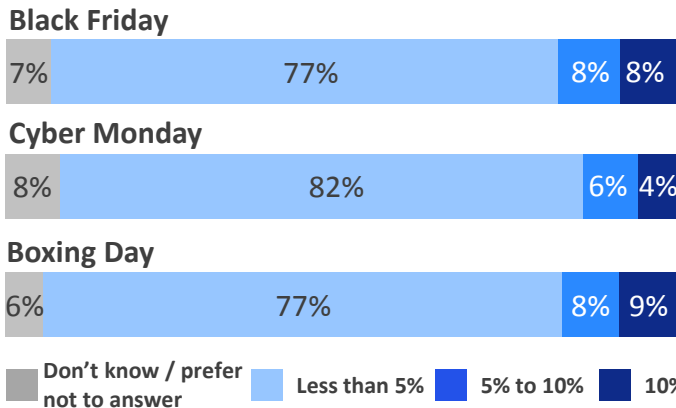


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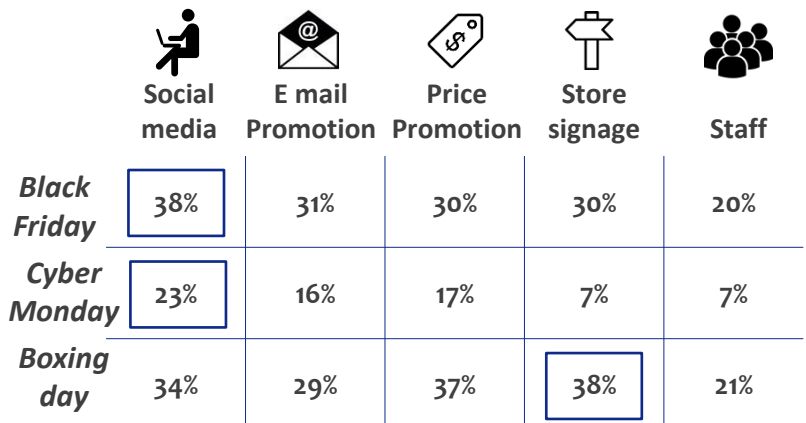
Retail Council of Canada 2016 – Retail Holiday Strategies

Annual sales attributed to holiday events:

What percent of annual sales are attributed to:

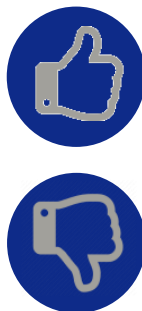


Increases in tactic responses to holiday events:



Sales and pricing strategies:

When having *both* a bricks and mortar store and as well as an online e commerce site, do your sales and pricing strategies differ?



Yes: 32%

No: 65%

How do they differ:



Extending sales periods following holiday events:

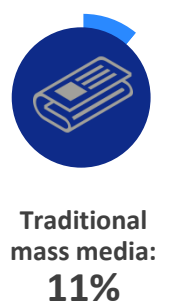
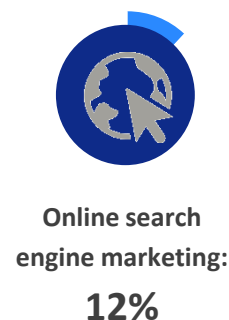
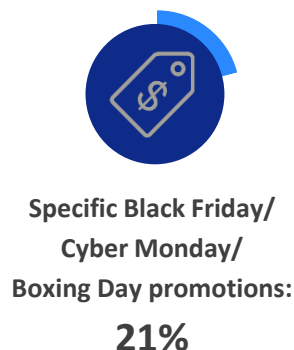
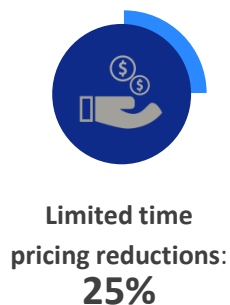
% extending:

34% Black Friday

19% Cyber Monday

50% Boxing day

Most effective strategy to drive sales during holiday events:



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