

2013 Holiday Sponsorships Across America's Top Retailers'



With the holidays just around the corner, it's time to make your brand evergreen!

During the holidays 66% of people will shop online, increasing online traffic across our retail partner sites by 2.5x. So to be top of mind, your brand needs to be **evergreen**.

Believe it or not online is the new go-to shopping source on Thanksgiving. Cyber Monday not Black Friday has become the biggest shopping day of the year with sales topping \$1 Billion for the first time ever last year.

RichRelevance offers unique brand awareness through data-driven solutions that ensures your brand gains and maintains top-of-mind awareness, consideration and purchase throughout the hectic holiday season.

During the 2012 holiday season one out of every five online dollars was spent on a site using the **{rr}** personalization and recommendation software. On Thanksgiving, **{rr}** accounted for 49% of all e-commerce shopping.

Here at **RichRelevance** we know that data is the new black and that Halloween is the new Thanksgiving. So to be top of mind your brand needs to be where your consumers are shopping and that's on our retailer sites.



Did you know that:

- 40% of consumers start shopping for holiday before Halloween
- During the holiday season the highest tablet usage is during 7pm and midnight
- Not only were smartphones the best seller in 2012, they were used to do the most shopping and comparison
- 50% of the online population has made an e-commerce purchase within the first 32 days of the holiday season
- ½ of online buying during holiday is done during work hours

Let the holiday countdown begin!

Sponsorship Opportunities:

November - December (flight lengths vary based on desired time frame)

- **High-Impact Push Down:** Dominant SOV across any relevant categories; on both Target.com, Kohls.com, and Meijer.com
- **Personalized RichPlacement (branded recommendations):** SOV across any combination of the categories; across all sites
- **Home Page & Category Takeover Including Skin :** 100% SOV on Target.com across home page and category pages; includes skin, push down and 160x600
- **Custom Mobile Sponsorship:** 100% SOV on home page of m.target.com
- **Targeted Banners:** Millions of impressions targeted to relevant holiday categories; combination of 160x600, 300x250 and 728x90 banners

Total package cost determined by which combination of categories are selected; based on impressions for each.

RichRelevance always creates custom packages and custom-built rich ads based on your brand's objectives.

Contact us today to get started!

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meijer

sears

KOHL'S