

Q4 Shopping Calendar

Tips, ideas, and high performing merchants so you can maximize your affiliate earnings this season.

Make the most of this holiday season

In 2022, retail online sales in the fourth quarter reached \$332.2 billion, a new record, representing 16% of total retail sales and an 18% increase from the final quarter of 2021, according to eMarketer.

American consumers spent a record-breaking \$211.7 billion online between Nov. 1 and Dec. 31, a 3.5% bump from 2021, according to Adobe. During Cyber Five alone — the five days from Thanksgiving through Cyber Monday — online shoppers spent \$35.5 billion.

And with brands pushing the holiday shopping season ever earlier each year, the more you can plan for deals and events like Amazon Prime Big Deals Day in October and Cyber Five in November, the better equipped you are to capitalize on special incentives throughout the holiday shopping season.

Whether you're a digital publisher, content creator, social influencer, or app developer, it's important that you're up to date on the trends, deals, and consumer habits for the biggest shopping quarter of the year.

Remember: holiday success is only the start of a strong affiliate relationship to your readers. Be sure to keep them engaged beyond Q4 by offering them the brands and products they want throughout the rest of the year.

Not earning with Sovrn Commerce?

[Sign up](#) only takes a few clicks, and you can start earning affiliate marketing revenue immediately.

October


October is so much more than just Halloween 🎃 (*although it would be frightful to miss out on spooky season!*), with many brands and retailers pushing up their timetable to get in front of the highly competitive holiday shopping season. Kick off Q4 with early holiday promotions.


1-31 Early Holiday Push 🎄


The official start to the holiday shopping season begins in October. While most deals will still happen in November, 2023 is shaping up to be similar to last year. According to Dentsu, 46% of consumers say they will focus on Amazon Prime Big Deal Days for holiday shopping, nearly as high as those for Black Friday (50%).


1-7 Target Circle™ Week 🎯


Target's week-long event features its biggest sale of the season. Target will offer deep discounts on products across many categories including Halloween costumes and fall décor, everyday essentials, beauty, home, and kitchen. Target is also sharing special offers from Shipt, Ulta Beauty at Target and Tripadvisor.


 **High-performing merchants**
HalloweenCostumes.com,
ShopDisney.com, Forever21, H&M,
Crocs

 **High-performing categories**
Costumes for adults and children, fall
clothing & accessories, smartphone/
tablet accessories


 **High-performing merchants**
Amazon, H&M, The North Face,
Macys, TJ Maxx, Crate & Barrel,
Keurig, Cinemark


 **High-performing categories**
Fall fashion, home & garden, sports &
exercise, electronics and video games


 **High-performing categories**
Fall decor, costumes, household
items, beauty, technology, home


 **Pro tip**
Target Circle members get exclusive
access to save on top deals before
they go live to the public.


October


9-12 **Walmart Deal Days** 
Walmart announced its “Deals - Holiday Kickoff” online sale which is full of can’t miss deals on the bestselling holiday gifts across electronics, home, fashion, toys, and more.


10-11 **Amazon Prime Big Deal Days** 
Amazon Prime members can take advantage of big deals on thousands of items across all product categories ahead of the holiday shopping frenzy. Be sure to check early and often on the big day since deals will likely sell out quickly and new deals will likely be added throughout the sales event.


31 **Halloween** 
Halloween is widely celebrated in the US and it’s also becoming more and more popular around the world. Halloween is now a major spending holiday for costumes, candy, and spooky home and party decorations.

 **High-performing categories**
electronics, home, fashion, toys

 **Pro tip**
Encourage readers to sign up for the membership ahead of the sale so they can get early access to exclusive deals and limited-time offers.

 **High-performing categories**
Home, fashion, technology, beauty

 **High-performing merchants**
SpiritHalloween, Party City, Walmart, HalloweenCostumes.com, ShopDisney.com

 **High-performing categories**
Costumes & apparel, candy, decor

November

With Cyber Five coming up, retailers will seek to capture shopper attention with special deals and promotions. Most consumers spend an average of 18 days searching prior to making a purchase, so be sure to have your affiliate content in place well in advance of the Cyber Five weekend.

11 Single's Day

On this modern Asian holiday, unmarried people treat themselves to gifts and presents. Singles' Day has become one of the largest online shopping days of the year. If you have an audience in Asian markets, this is a prime holiday to highlight.

23-28 Cyber Five

The period between Thanksgiving and Cyber Monday is now the biggest shopping weekend of the year, with many retailers promoting sales. Deals, retailers, and high-performing brands will likely be similar throughout the weekend.



High-performing merchants

Temu, Gamestop, Kohl's, Fanatics, Macys, Crocs



High-performing categories

Sales, winter clothing & accessories, video games, kids clothing



High-performing merchants

Temu, Aliexpress, Nordstrom, Shein



High-performing categories

Electronics, Beauty, Fashion, Cosmetics



High-performing merchants*

Macys: Home & kitchen accessories, sale clothing

Walmart: Video games, small electronics, printers, on-sale items

Nordstrom: Purses, bags, beauty, cosmetics

H&M: on-sale and clearance clothing

Nike: Launch shoes, sale section

Dicks Sporting Goods: sale shoes and apparel, winter accessories

Fanatics: Sports apparel

**Products mentioned also do well at other retailers*



High-performing categories

Video games, beauty/cosmetic, on-sale clothing/shoes, small gifts and toys

November

23 Thanksgiving 🦃

Thanksgiving for many is about eating, seeing family, reflecting, and relaxing for the day. But for an increasing number of us, it is also about shopping. Last year, online shoppers in the US spent a record \$5.29 billion on Thanksgiving, an increase of 2.9% year over year, according to Adobe.

24 Black Friday 🛍️

Black Friday is the biggest-one day shopping event of the year, with 50% of consumers surveyed planning to shop online on Black Friday, according to Dentsu.

25 Small Business Saturday

American Express created Small Business Saturday in 2010 to encourage people to shop local and minority-owned retailers.

🛒 **High-performing merchants**
Collage.com, Hey Dude Shoes,
ACE Hardware, B&H Photo Video,
Poshmark.com

27 Cyber Monday

The last of Cyber Five, but certainly not the least. Many retailers will be promoting the same sales from the weekend or have online specials just for Cyber Monday.

🛒 **High-performing merchants**
Nike, Kohls, Macy's, Best Buy,
Sam's Club


High-performing categories
Electronics, sale fashion, kitchen


28 Giving Tuesday 🤝


Giving Tuesday is an opportunity to buy items from retailers that have made pledges to donate a certain percentage of proceeds or goods to charities and non-profit organizations, or a way to give directly to charities yourself. In 2022, these brands had Giving Tuesday give-back programs: Benefit Cosmetics, Tory Burch, Kate Spade, Equator Coffees, Our Place, Walmart.


December


The first half of December is still important for holiday shopping as brands and merchants make their final push. Many are still comparison shopping and searching for deals, so show your readers the best offers.


 **High-performing merchants**
Macys, Best Buy, Lowes, Uniqlo, Lululemon, Walmart, Crocs


 **High-performing categories**
Jewelry, electronics, holiday decorations, sale clothing

7-15 **Hanukkah** 
Hanukkah is the Jewish Festival of Lights, with eight days of festive foods, songs, and storytelling. Hanukkah also includes gifts, and many modern retailers offer Hanukkah-specific merchandise for both adults and children.

24-25 **Christmas Eve/Christmas Day** 
Some leave their gift shopping until later than others, which has led to a huge increase in the number of digital gifts and gift cards being sold on Christmas Eve.

26 **Boxing Day (UK)** 
Boxing Day is traditionally the biggest UK shopping day of the year because it is a boon for shoppers, with massive discounts to minimize the existence of leftover Christmas inventory products. Share these promotions if you have an audience in the UK, Canada, Australia, or other Commonwealth Nations.

 **Pro tip**
Recognizing Hanukkah in a respectful and culturally sensitive way could make a positive impression on your audience.

 **Pro tip**
Christmas Day is one of the busiest mobile shopping days of the year, so utilize social media to promote last minute offers.

December

7- New Year's Eve/New Year's Day 🎉🍷

31 Christmas might be over, but there are still plenty of holiday sales to take advantage of before the new year, with many retailers offering deals and promotions to get rid of inventory.



Ready to start earning?

If you are a Sovrn Commerce affiliate partner, then we're here to help. Please reach out to your account manager or our [support team](#) for the latest information on Q4 deals and high performing merchants.

To see the most up-to-date commission rates and check your merchant approval status, [log in](#) to your account and visit our Merchant Explorer.