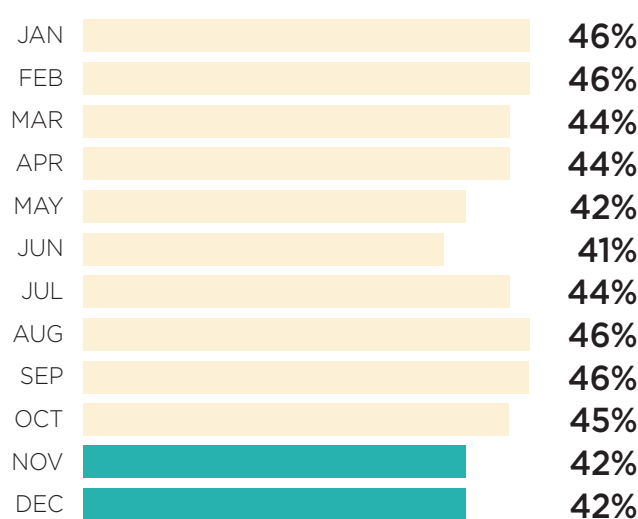


# SHOP SMART THIS HOLIDAY SEASON



At *Shop It To Me* we search more than 200 online retailers every day to bring our members their favorite clothing, shoes and accessories, ALL on sale in their sizes. **Our gift to you**...unwrap the stats you need to be a gold-medal shopper this holiday season.

## What percent-off sale is a really good deal?



When is a sale a **really** good deal? If it's more than **42 percent** off.

You can look for higher average discounts in other months, but in November and December — that's the percentage off you want to beat.

Average percentage off for men's, women's, and kids' clothing sales online

## When will I get a better deal—Black Friday or Cyber Monday?

Trick question! Discounts on Friday and Monday are about the same: both are exciting days to shop.

**Shop on Thanksgiving Day:** A number of stores start their discounts early.



**Shop online-only:** The past two years, online-only retailers (think Shopbop, Piperlime, Zappos, Net-a-Porter, TheOutnet, etc.) offered more than 2 percent better discounts than specialty retailer sites, and 5 percent greater than department stores' dot-com shops.

**Shop women's:** Expect women's items to be discounted more deeply than those from the men's and kids' departments.



**And don't forget Free Shipping Day:** On Monday, December 17, 2012 more than 1000 online retailers will offer free shipping with deliveries on time for Christmas Eve.

## Early bird gets the worm...and the best sales



**Morning is the best time of day to shop** since online retailers make markdowns in the wee hours.

On **holiday weekends** you'll find the best sales the first few days (not at the end).

## From you to you with love—everyone's doing it!

In 2011, specialty retail sites **amped up advertising to encourage self-gifting** (J. Crew, Rebecca Taylor, Steve Madden, American Eagle, etc.). According to our shopper surveys:



## 10 great discounts not to miss

**If you see 'em, snag 'em!** Here are five men's and women's brands that are rarely marked down.

Women's:



Men's:



## Annie says—tips from our Chief Stylist, Annie Ladino

### Know your return policy

Final sales can be tricky, but when a site offers a free shipping and free returns policy (Zappos, Piperlime, Nordstrom, etc.), consider getting that item you want in two different colors or different sizes. It will be delivered to you at no charge and you can try it on in the comfort of your home.

### Put it in your cart

The beauty of the Internet is that you can pick something up with a click of a button. So let's say you like an item, but aren't sure whether to purchase it: You can think a little bit more about it and keep track of it by simply placing it in your cart.

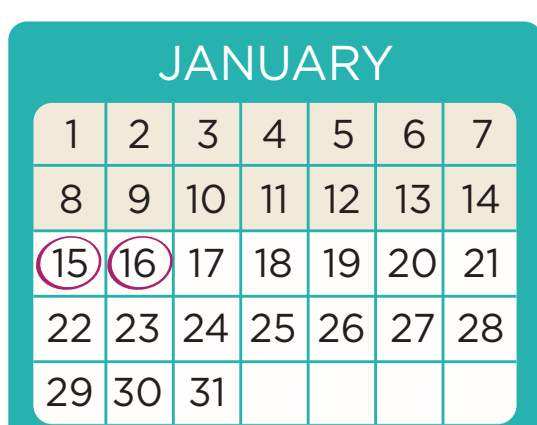
### Break the rules in fashion

While there are rules like 'no white after Labor Day and Before Memorial Day,' there are no rules that say you can't shop for another season. Wait until the end of every season to snag those majorly marked-down seasonal pieces like puffer coats, swimsuits and rain boots.



## January Jones

If you can wait a little longer....**January is one of the best months for clothing sales.**



Discounts are biggest in the **second half of the month.**

**January 15 and 16** are in top 20 days of the entire year for discounts.

Methodology: Shop It To Me analyzed nearly 700,000 sale items available online during 2011, in addition to shopping surveys with our members.

For more information on these and other stats, or to speak with Annie Ladino, contact Margie Cader: [margie@shopittome.com](mailto:margie@shopittome.com) or 647.242.9818