

The New E-Commerce Calendar

A Global Guide to Year-Round
Shopper Engagement



This report is based on a commissioned
survey and was written in partnership with

CANVAS8

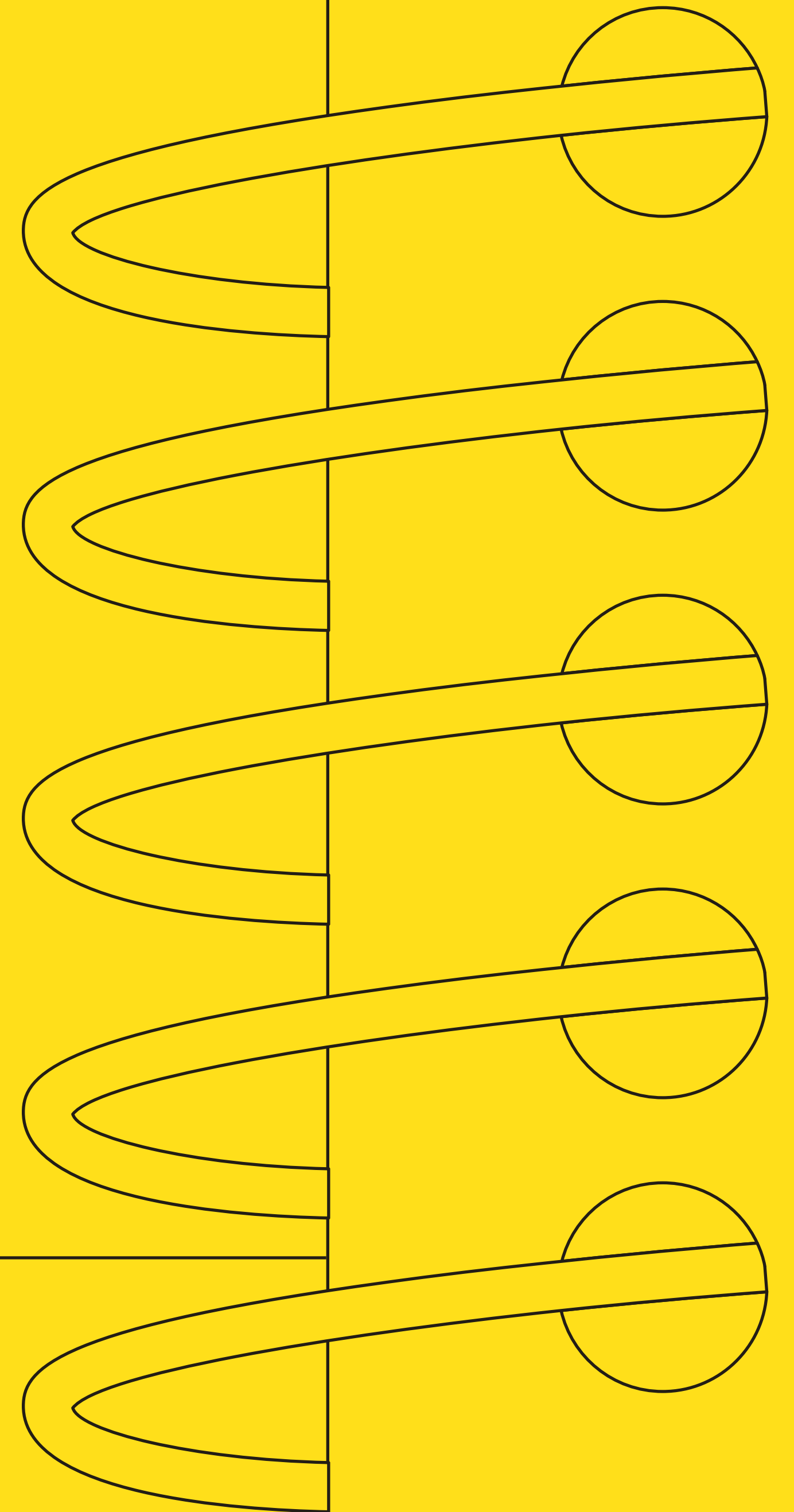
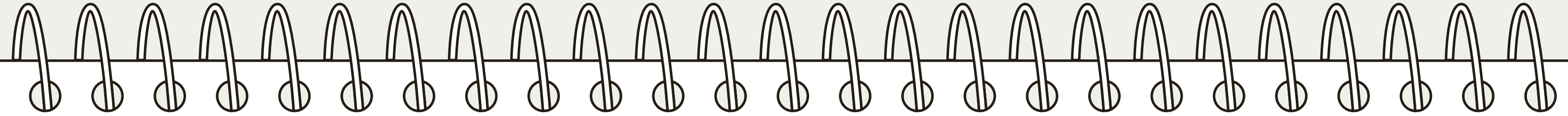




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The New E-Commerce Calendar

The e-commerce calendar was once anchored by a few seasonal heavyweights like Black Friday and Christmas. But the landscape is changing. Today, the holiday season accounts for just 10% of opportunities available to brands in the e-commerce calendar. What was once a year-end flurry of activity has become a year-round rhythm of promotions, celebrations, and cultural Moments—with shoppers and brands joining the conversation for everything from the Eurovision Song Contest to Summerween.

The New E-Commerce Calendar is a constantly evolving tapestry, with up to 15 retail, cultural, and religious Moments to engage with on a monthly basis. “Something’s celebrated every day if you look for it,” says Nancy Harhut, founder of HBT Marketing. This offers a wealth of opportunities for brands to connect with their audiences and stay relevant.

Marketers who get it right stand the chance to boost brand awareness, deepen emotional connections with customers, and drive growth. However, knowing when and how to show up within an increasingly crowded calendar is a growing challenge for marketers.

Shoppers are now inundated with offers, messages, and events every day—and it’s leading to fatigue. 39% of shoppers are overwhelmed by the number of sales and deals available these days, and 25% avoid shopping during big sales events altogether. In this saturated environment, not every occasion is meaningful for every customer. Taking part without a clear reason or joining in purely to promote products is no longer an option for brands.

The risk of trust depreciation has never been greater.

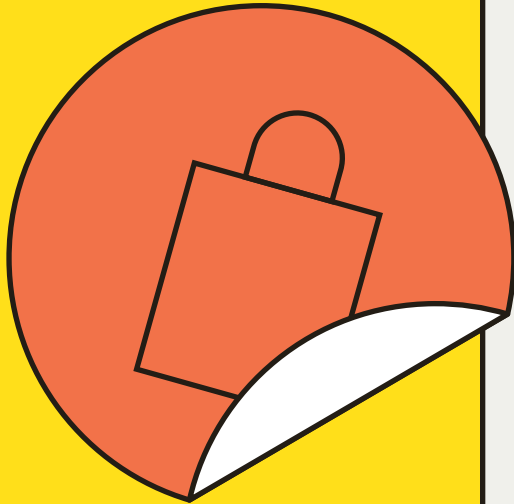
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39%

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25%

of shoppers avoid shopping during big sales events altogether



As shoppers become increasingly selective about how and when they shop, brands need to be just as selective in how and when they activate. Jess Cervellon, founder of Open Late Collective, highlights that marketers need to be very intentional in their approach to key calendar Moments, relying on more than just discounts to draw in customers: “It’s not just about ‘here’s 14% off for Valentine’s Day.’ No, it’s about communicating why you love your customers.”

The New E-Commerce Calendar offers brands the chance to stand out by deepening emotional connections with shoppers, reinforcing brand values, and creating memorable experiences that resonate beyond individual transactions.

So, how can you find your place in The New E-Commerce Calendar?

Together with behavioral insights practice Canvas8, Intuit Mailchimp has built this comprehensive report: a 4-step guide to help you implement The New E-Commerce Calendar with intention.

We’ll guide you through the full Directory of Moments before honing in on selection criteria to help you prioritize the Moments that best align with shoppers’ missions—and your brand values. Once you know where you’d like to show up in The New E-Commerce Calendar, you’ll learn 4 strategic moves to help your activations, campaigns, and messaging resonate. At the end of our report, we’ll provide you with a final assessment checklist to ensure you’re hitting the right marks to win with shoppers.

“It’s not just about ‘here’s 14% off for Valentine’s Day.’ No, it’s about communicating why you love your customers.”

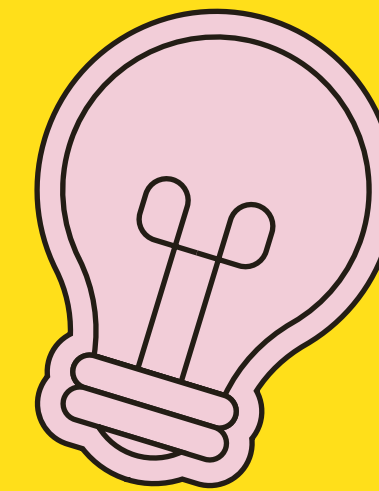
—Jess Cervellon, founder of Open Late Collective

Navigating The New E-Commerce Calendar



01

Open the
Directory of
Moments

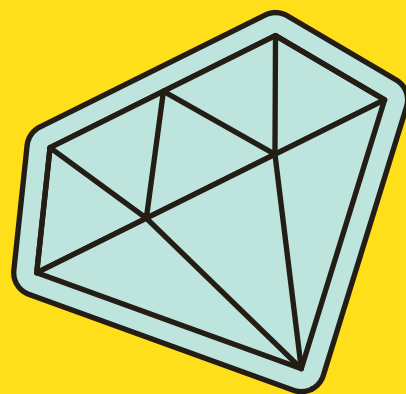


02

Chart Shopper
Opportunities

03

Dial In to
Brand Values



04

Mark Your
Moments



Expert outlay



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Applied neuroscientist, founder of Neurons Denmark

Goal of the research

Intuit Mailchimp helps businesses find their place in the e-commerce landscape through tailored and user-centric solutions. To help businesses on this journey, we collaborated with our research partner, Canvas8, on 2 rounds of expert interviews and a quantitative survey to understand what is shaping the calendar, and how brands can authentically join in.

Quantitative survey methodology

We surveyed more than 9,000 people in Australia (n=1,004), Belgium (n=453), Canada (n=1,035), Denmark (n=274), Germany (n=1,006), Italy (n=1,034), Luxembourg (n=101), the Netherlands (n=455), Norway (n=354), Spain (n=1,108), Sweden (n=385), the United Kingdom (n=1,005), and the United States (n=1,142) aged 18 and over. The survey was designed to unpack how people shop across different product categories, their attitudes toward promotional events, and what factors influence their purchases throughout the year. It gave us insight into which events and occasions they have taken part in—and spent money on—in recent years to better understand which Moments are pivotal or emerging in The New E-Commerce Calendar.

For all Canvas8 statistics/figures: Canvas8 conducted a panel-sample online survey on behalf of Mailchimp Feb. 14–20, 2025. The survey consisted of 9,356 respondents.

(Min. 1,000 respondents per Australia, Benelux (Belgium, Luxembourg, and the Netherlands), Canada, Germany, Italy, Scandinavia (Denmark, Norway, and Sweden), Spain, the United Kingdom, and the United States.)

The margin of error is +/- 5.5%, as reported at a 95% confidence level.

Our survey uncovered:

- Shopper expectations for brand characteristics by product category
- Perception of key calendar Moments and promotional calendar Moments
- Spending propensity and behaviors during key calendar Moments
- Spending propensity and behaviors during promotional calendar Moments
- Influences and purchase triggers associated with key calendar Moments and promotional calendar Moments

01

Open the Directory of Moments



The New E-Commerce Calendar is bursting with opportunities to engage shoppers throughout the year. But, filled with everything from seasonal events to heritage months, religious celebrations, and cultural highlights, there's a lot going on.

This Directory of Moments offers a bird's-eye view of all that a single calendar year has to offer marketers. The aim isn't to overwhelm but rather to give you the lay of the land before we dive into specific strategies for tailoring experiences and activations to your audience.

Read it like a menu of available opportunities. In the subsequent chapters, we'll define each Moment type and give you the tools to decide which Moments best suit your brand.

January		
<div></div> New Year's Day		ALL
<div></div> Epiphany/Three Kings Day		AU
<div></div> Back-to-School Shopping		AU
<div></div> Australia Day		UK
<div></div> Blue Monday		UK
<div></div> Burns Night		UK
<div></div> Martin Luther King Jr. Day		US
<div></div> Winter Sales		ALL
<div></div> January Sales		ALL
<div><div><div></div><div><div>Reminder:</div><div>The exact dates of Ramadan change every year. It always falls in the ninth month of the Islamic calendar, which is based on the cycles of the moon.</div></div></div></div>		

February		
<div></div> Lunar New Year		ALL
<div></div> Valentine's Day		ALL
<div></div> Black History Month		CA, US
<div></div> Super Bowl Sunday		CA, US
<div></div> Groundhog Day		CA, US
<div></div> Carnival		DE, ES, IT
<div></div> Mardi Gras		AU, CA, US
<div></div> Presidents Day		US
<div></div> Family Day		CA
<div></div> Sydney Mardi Gras		AU
<div></div> Pancake Day/Shrove Tuesday		AU, UK
<div></div> Mother's Day		NO

March		
<div></div> International Women's Day		ALL
<div></div> St. Patrick's Day		ALL
<div></div> Oscars (Academy Awards)		US
<div></div> Women's History Month		AU, UK, US
<div></div> National Disability Awareness Month		US
<div></div> Mother's Day		UK
<div></div> World Book Day		UK
<div></div> Father's Day		ES, IT
<div></div> Boekenweek		BE, NL
<div></div> Labour Day		AU
<div></div> Afterpay Day		AU
<div></div> March Madness Month Sales		AU
<div></div> Påskesalg (Pre-Easter Sales)		DK, NO, SE
<div></div> Best Buy 48-Hour Sale		US

April		
<div></div> Eid al-Fitr		ALL
<div></div> Earth Day		ALL
<div></div> Coachella Festival		US
<div></div> Spring Break		CA, UK, US,
<div></div> National Autism Awareness Month/ Autism Acceptance Month		UK, US
<div></div> Anzac Day		AU
<div></div> Koningsdag/King's Day		NL
<div></div> Wayfair Way Days		CA, DE, UK, US
<div></div>		

May		
<div></div> Labour Day		AU
<div></div> Labour Day/International Workers' Day/May Day		BE, DE, DK, ES, IT, LUX, NO, SE
<div></div> May Day/May Eve Festival		ES, DE, IT, SE, UK
<div></div> Met Gala		US
<div></div> Cinco de Mayo		US
<div></div> Mother's Day		AU, BE, CA, DE, DK, ES, IT, NL, SE, US
<div></div> Father's Day		DE
<div></div> Asian American and Pacific Islander Heritage Month/Asian Heritage Month		CA, US
<div></div> Victoria Day		CA
<div></div> Early May Bank Holiday		UK
<div></div> Spring Bank Holiday		UK
<div></div> Eurovision Song Contest		AU, BE, DE, DK, ES, IT, LUX, NL, NO, SE UK
<div></div> Small Business Week		US
<div></div> Click Frenzy Mayhem		AU
<div></div> Vogue Online Shopping Night (VOSN)		AU

June		
<div></div> Pride Month		ALL
<div></div> Summer Break		CA, DK, ES, IT, NL, NO, SE, US
<div></div> Father's Day		CA, BE, DK, NL, UK, US
<div></div> Juneteenth		US
<div></div> Summerween		US
<div></div> Saint-Jean-Baptiste Day		CA
<div></div> Midsummer		DK, NO, SE
<div></div> National Indigenous People Month		CA
<div></div> National Aboriginal Day		CA
<div></div> Canadian Multiculturalism Day		CA
<div></div> Mother's Day		LUX
<div></div> End of the Financial Year (EOFY) Sales		AU
<div></div> Summer Sales		BE, DE, DK, ES, IT, LUX, NL, NO, SE
<div></div>		

July		
<div></div>	Independence Day	US
<div></div>	Canada Day	CA
<div></div>	NAIDOC Week/National Aboriginal and Islanders Day	AU
<div></div>	Christmas in July	AU
<div></div>	Summer Break	BE, DE, LUX, UK
<div></div>	Amazon Prime Day	ALL
<div></div>	Walmart Deals Week	US
<div></div>	Tax-Free Weekends	US
<div></div>		

August		
<div></div>	Civic Holiday	CA
<div></div>	Back-to-School Shopping	ALL except AU
<div><div><div>From July to September, The New E-Commerce Calendar quiets down. Use this time to strategize for upcoming Holiday Moments and make plans that will help you succeed in the months ahead.</div><div></div></div></div>		

September		
<div></div>	Rosh Hashanah	ALL
<div></div>	National Day for Truth and Reconciliation/ Orange Shirt Day	CA
<div></div>	Labour Day	CA, US
<div></div>	Hispanic Heritage Month	US
<div></div>	Father's Day	AU
<div></div>	Spring Break	AU
<div></div>	Oktoberfest	DE
<div></div>	The ICONIC Birthday Sale	AU
<div></div>		

October		
<div></div> Diwali		ALL
<div></div> Halloween		ALL
<div></div> Columbus Day/Indigenous Peoples’ Day		US
<div></div> Thanksgiving		CA
<div></div> Latin American Heritage Month		CA
<div></div> Black History Month		UK
<div></div> Women’s History Month		CA
<div></div> National Disability Employment Awareness Month		CA
<div></div> Autism Awareness Month		CA
<div></div> Father's Day		LUX
<div></div> Labour Day		AU
<div></div> Prime Big Deal Day		US
<div></div> Target Circle Week		US
<div></div> Black Business Week		UK
<div></div>		

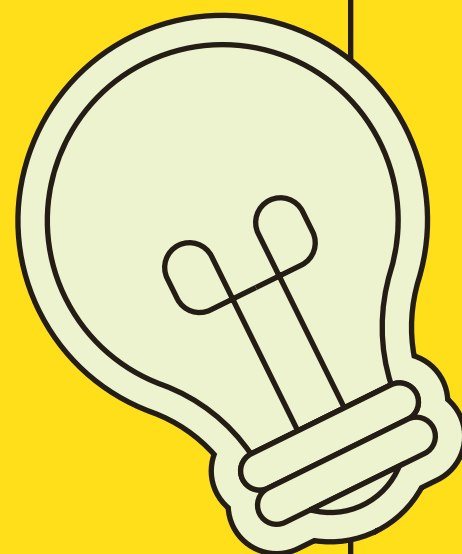
November		
<div></div> Movember (Men’s Health Awareness Month)		ALL
<div></div> Guy Fawkes Night/Bonfire Night		UK
<div></div> Disability History Month		UK
<div></div> Day of the Dead/Día de los Muertos		US
<div></div> Veterans Day		US
<div></div> Thanksgiving		US
<div></div> Giving Tuesday		US
<div></div> Native American Heritage Month		US
<div></div> National Entrepreneurship Month		US
<div></div> Father's Day		NO, SE
<div></div> Click Frenzy’s Main Event		AU
<div></div> Black Friday		ALL
<div></div> Singles’ Day		ALL
<div></div> Small Business Saturday		US

December		
<div></div> Saint Nicolas Day		BE, DE, LUX, NL
<div></div> Christmas Eve		ALL
<div></div> Christmas Day		ALL
<div></div> New Year’s Eve		ALL
<div></div> Hanukkah		ALL
<div></div> Kwanzaa		ALL
<div></div> Boxing Day/le Lendemain de Noël		AU, CA, UK
<div></div> Summer Break		AU
<div></div> Advent Season		ALL
<div></div> Advent Sales		DK, NO, SE
<div></div> Cyber Monday		ALL
<div></div> Click Frenzy Boxing Day Showcase		AU
<div></div> Green Monday		ALL
<div></div> Super Saturday		ALL
<div></div> Small Business Saturday		UK

02



Chart Shopper Opportunities



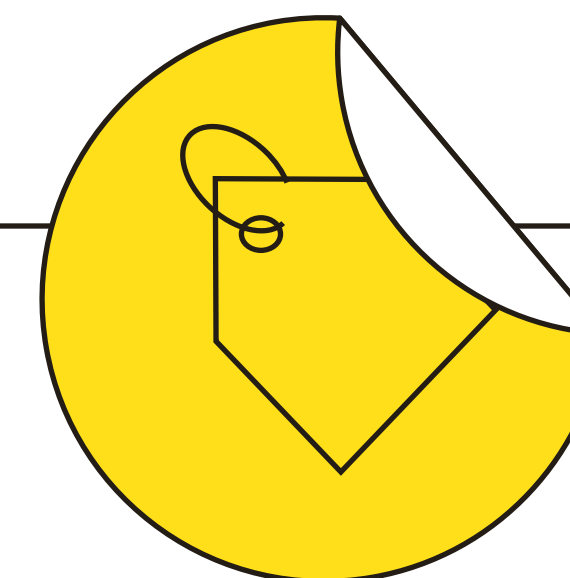
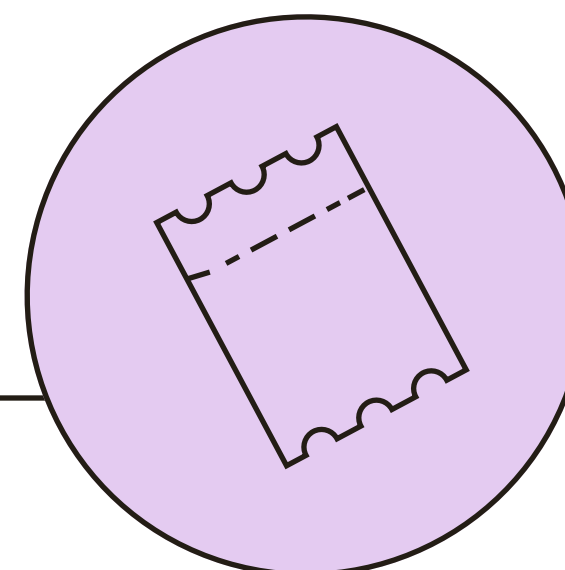
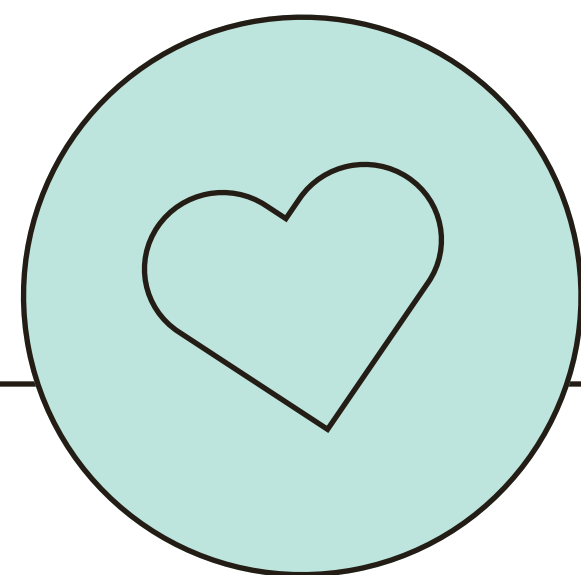
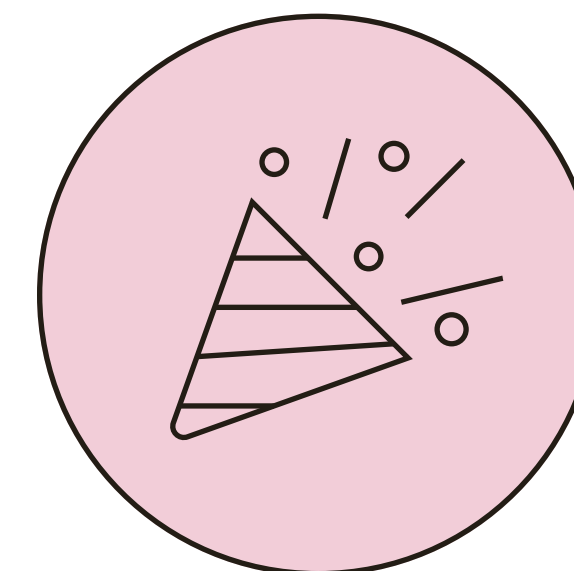
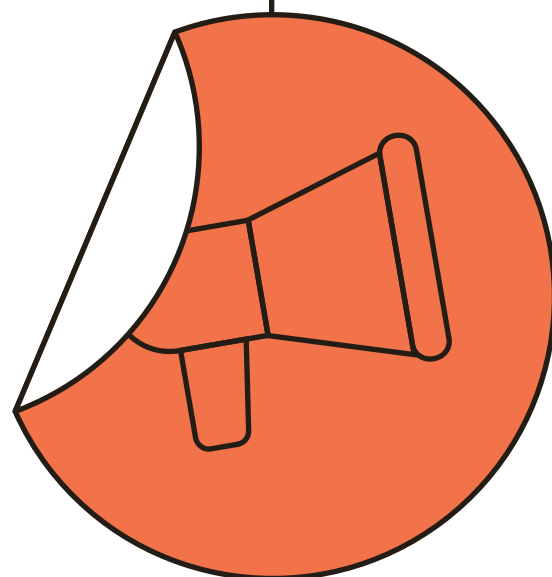
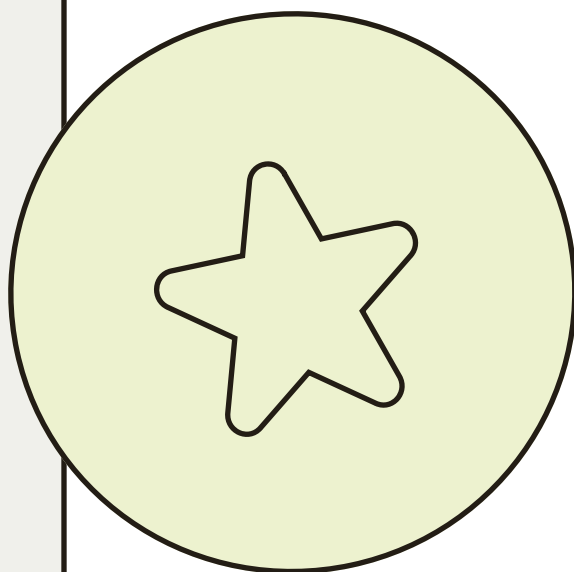
To help break the Directory of Moments down, let's start by comparing different types of events, occasions, and celebrations.

- Moment-matching: Breaking out Moments by type and shopper mission
- Not all Moments are equal: How to choose the right Moments for different missions

Read on for: Shoppers' life stages, why mindsets matter, and the sizable slice of pie that exists beyond Holiday Moments.

Breaking down Moments

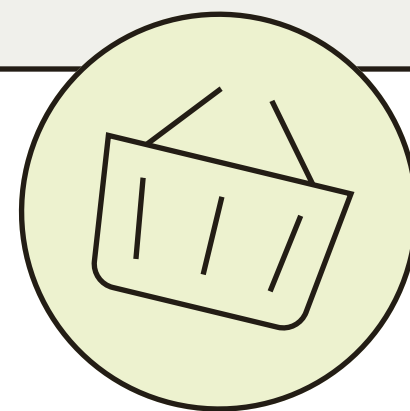
There are many ways to explore the Directory of Moments—whether by season, spending propensity, or market relevance. In this section, we'll take a different approach, grouping Moments by type, and exploring how shoppers' missions shift accordingly. By understanding the mindset shoppers bring to different Moments, you'll be better equipped to choose the right ones for your brand and show up with intention.





BREAKING DOWN MOMENTS

Events in calendar year
by Moment type



Marketers often approach the e-commerce calendar through the lens of Holiday Moments and discount-driven sales. But our research reveals a much broader landscape: 78% of The New E-Commerce Calendar consists of Moments that aren't led by retail or price promotions. This presents a wealth of opportunities for brands to connect with customers in less-expected ways. As Jess Cervellon, founder of Open Late Collective, puts it, "Brands can really utilize these Moments as storytelling opportunities."

Whether it's celebration, belonging, or the joy of gifting to others, understanding what's really pulling people in allows brands to craft richer stories. To start critically analyzing which Moments are right for your brand, we need to define what shoppers are looking for and how this aligns with your values.

78%

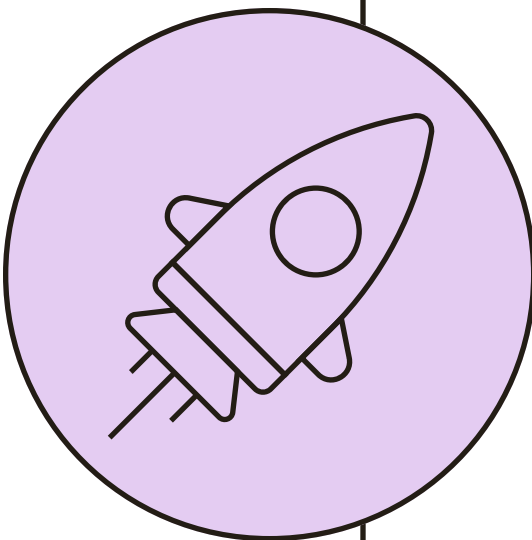
of The New E-Commerce Calendar
consists of Moments that aren't led by
retail or price promotions



**"Brands can really
utilize these Moments
as storytelling
opportunities."**

— Jess Cervellon, founder of Open Late Collective

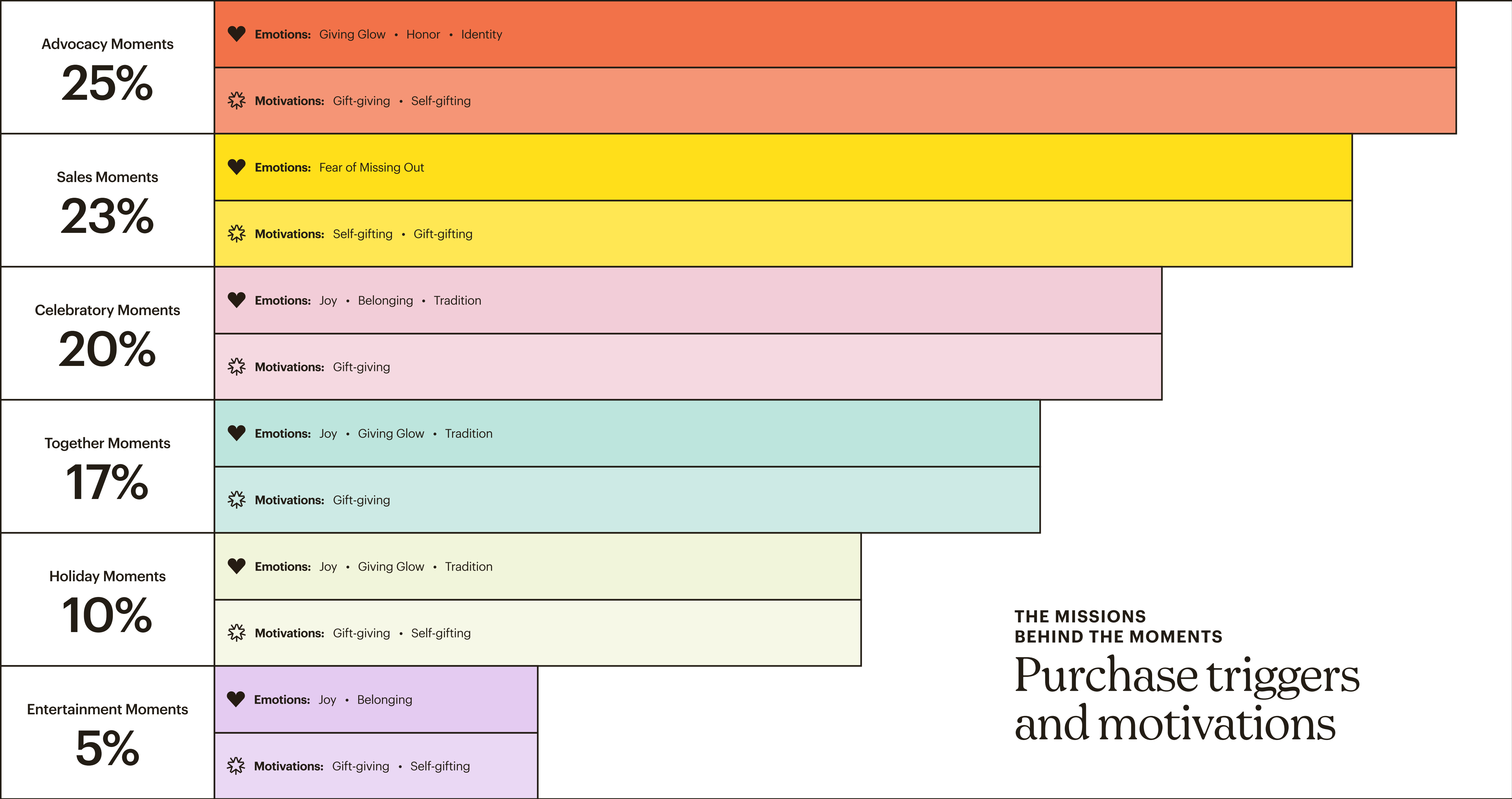
The missions behind the Moments



Shoppers may be active around the same Moments, but they’re often driven by distinct missions. For some, Christmas shopping might be about efficiently ticking off a long gift list; for others, it could be an excuse for self-gifting. Similarly, spontaneity may drive Halloween purchases, while practicality often shapes Back-to-School shopping. For marketers, it’s imperative to understand not only who’s shopping but also how their mindset determines what sort of messaging and experiences will resonate at the time.

A shopper’s headspace is determined by a number of factors: who they are (such as their age, income, life stage, where they live, etc.), what they’re shopping for (their motivation), and the emotional triggers associated with an occasion. Our survey data revealed the leading motivations and emotional triggers associated with different Moment types. These are summarized in the graph on the next page.

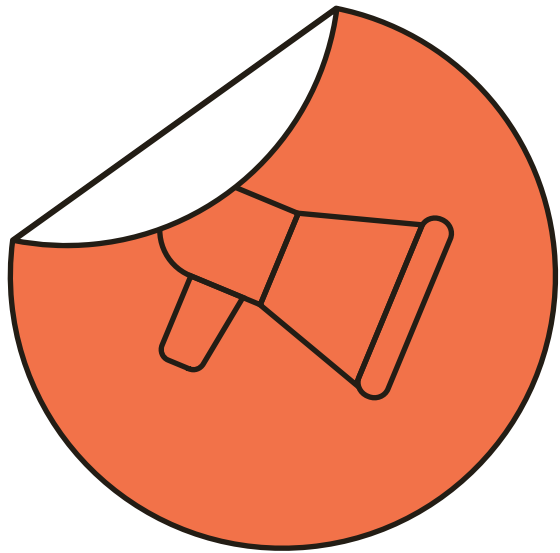
To compare what’s shaping shoppers’ choices during different occasions, let’s break out the different Moment types.



THE MISSIONS
BEHIND THE MOMENTS

Purchase triggers
and motivations

Advocacy Moments

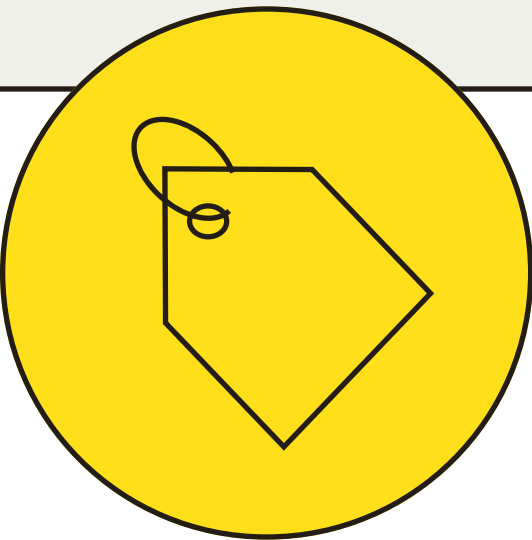


During Advocacy Moments, making purchases tends to take a backseat. These Moments are more about celebrating identity, honoring history, and raising awareness than they are about consumption. When people do make purchases during Advocacy Moments, they tend to buy gifts, whether they’re for others (63%) or themselves (42%), as opposed to personal necessities (31%). One of the core emotional triggers of engaging with Advocacy Moments is the concept of the “Giving Glow.” This might manifest as purchasing a present for a loved one on International Women’s Day or treating themselves to something that celebrates their identity during Pride Month.

While consumption is not the center of the narrative around Advocacy Moments, they represent an opportunity to champion causes and signal support for different communities. The brands that thrive in this space are those that contribute meaningfully. That might mean donating proceeds, spotlighting voices from within a relevant community, or making space for under-represented stories. We’ll discuss how to show up with authenticity during Advocacy Moments in the “Dial In to Brand Values” section ahead.



Sales Moments



During Sales Moments, shoppers are in a deal-seeking mindset. Marketers have often used tactics like time-sensitive deals and discounts to build a sense of urgency and prompt people to purchase.

This means, psychologically speaking, people’s participation in these events is largely governed by a fear of missing out on the best offers. They know that sales events only last for a particular period, and they want to extract the best value.

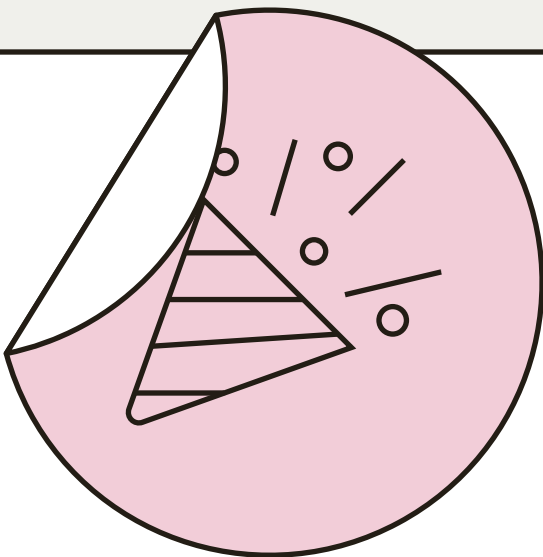
Our data shows that people tend to approach Sales Moments with a plan: 76% of respondents said they use sales events to purchase items they've been planning to buy. However, they can be moved to purchase something spontaneously if the deal is right, with 72% of people agreeing that while they tend to have a general idea of what they want to purchase, they’re open to other deals.

What people purchase during sales events varies: from gifts for others (63%) or treats for themselves (62%) and personal necessities (52%).

According to Miya Knights, owner and publisher of Retail Technology Magazine, the key for brands and marketers is to focus on the 3 Ps: price, promotion, and proximity. “Customers expect the best price during these events. If you can't beat them on price, focus on promotion—make customers feel like they’re getting a good deal, meeting their expectations,” says Knights. But in the age of online shopping, the third P has evolved. “The third P used to be proximity: Now, it is recognizing and rewarding them for their continued custom.”

In order to stand out in a crowded promotional landscape, marketers should focus on crafting the right value proposition. This often means avoiding hefty discounts. Instead, prioritize creating exclusive experiences for your most loyal customers and engaging with shoppers ahead of big Sales Moments.





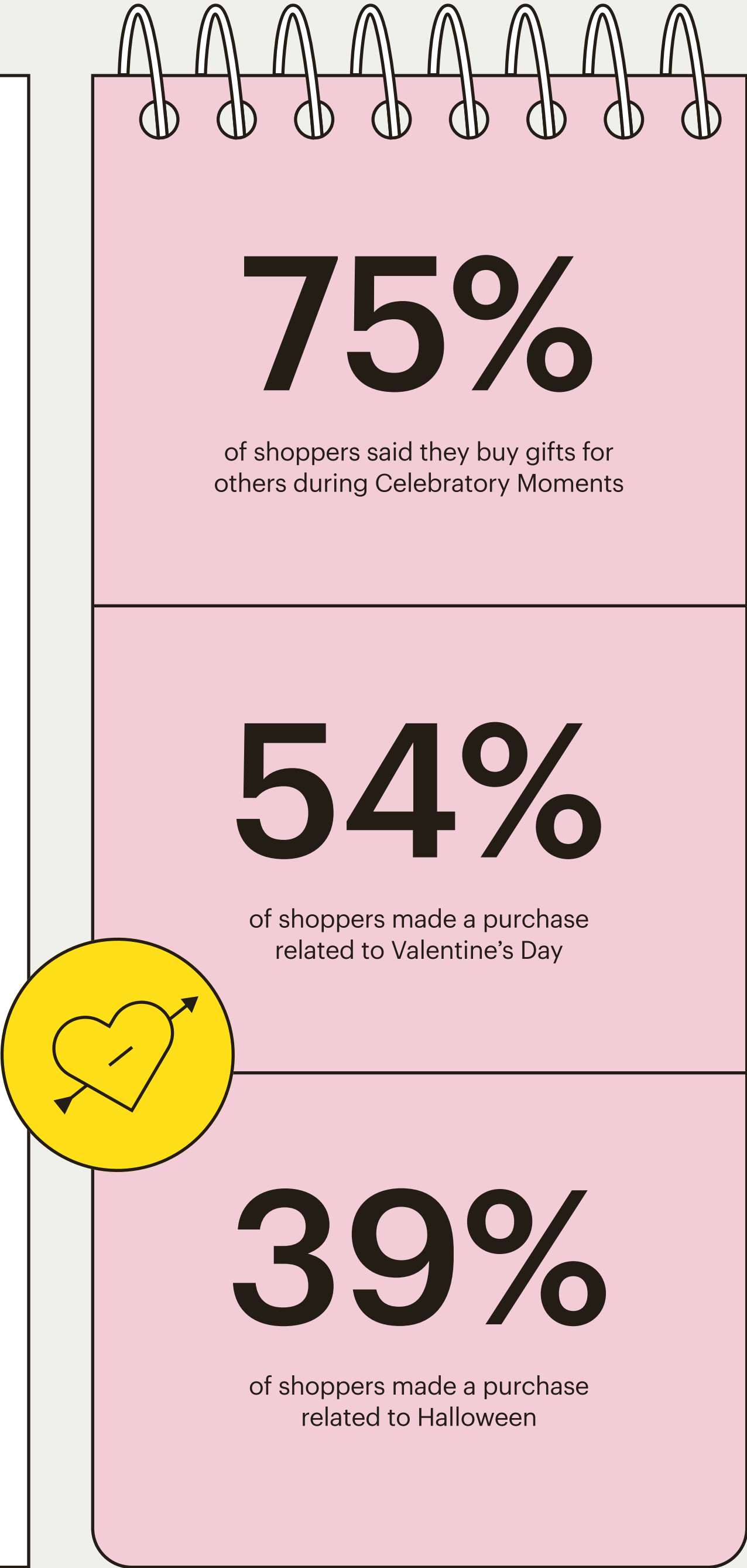
Celebratory Moments

Buying gifts for others is the motivation behind Celebratory Moments, with 75% of shoppers citing this as the reason why they made a purchase during these times. Despite a mix of religious and cultural celebrations within this category, shoppers are united in their emotional associations with these events, which relate to community belonging, tradition, and joy.

Our data shows that 51% of shoppers make purchases during Easter, and these shoppers are more likely to purchase books, toys, games, food, and beverages as gifts for others, emphasizing the desire to share during times like these, whether it's the cultural experience of a beloved novel, a game to play together, or food to eat as a family.

Valentine's Day and Halloween are also huge opportunities for marketers. Valentine's Day proved to be the second-largest spending opportunity after Christmas, with 54% of shoppers saying they'd made a purchase related to Valentine's Day. Meanwhile, Halloween prompted 39% of shoppers to make a purchase. Both occasions also have particular appeal among younger audiences, which we'll discuss in our deconstructing demographics breakout below.

In Celebratory Moments, marketers would be wise to find ways to join in with the rituals and activities that inspire joy during these events. For example, with many people taking part in Easter egg hunts during Easter, how can you form an association between your brand and this particular event?



Together Moments



Seeing as most of these days are formal days off work and kids are out of school, shoppers tend to be in a headspace that’s all about togetherness and jubilation. On days like Independence Day in the US, Family Day in Canada, and Anzac Day in Australia, people seek out joy and belonging—especially in the post-Covid era. “I think part of the appeal is that sense of community, which might be more needed these days,” says Nancy Harhut, founder of HBT Marketing. “During Covid, we missed a lot of those social connections. We missed a lot of the shared experiences.”

Giving gifts to others drives spending during these periods, with 74% of shoppers who made purchases citing this as their reason. Even on Labor Day, 50% of shoppers made purchases for others, while 46% did so on St. Patrick's Day, and 30% on Independence Day.

Giving gifts to loved ones is also a priority for shoppers, with 52% of people shopping for Mother’s Day and 41% for Father’s Day. This suggests that people prioritize bringing joy to others during national and public holidays.

As with Advocacy Moments, the “Giving Glow” is an emotional trigger here, too—and there’s a biological reason for that. When people engage in acts of generosity, such as giving gifts or donations, their brains release chemicals like dopamine and oxytocin. If a brand needs a reason to engage with Together Moments, offering customers that “Giving Glow” is an excellent one. Help them make a friend laugh during St. Patrick’s Day or make Mom smile on Mother’s Day.



74%

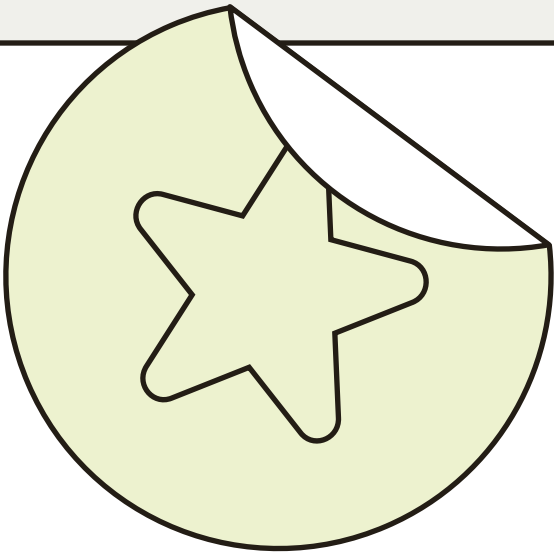
of shoppers who made purchases during Together Moments cited giving gifts to others as the driver for their spending

52%

of shoppers purchase something for Mother's Day

41%

of shoppers purchase something for Father's Day



Holiday Moments

Defined as the period from early-October-lead-up to January Sales, Holiday Moments comprise the anticipation, observation, and celebration associated with Thanksgiving, the Advent Season, Hanukkah, Kwanzaa, Christmas, and New Year’s Eve. While Black Friday takes place in this period, it is categorized as a Sales Moment.

Dr. Thomas Z. Ramsóy, founder of Neurons, notes that many events around this time of year are driven by a yearning for the past. “With these events, there’s a certain kind of nostalgia around it as well,” he notes. “So that means tradition. It’s like the habitual behavior that comes only at certain element times of year.” Unsurprisingly, these occasions are when shoppers are in a gift-giving mindset, driven by joy and tradition.

Another key emotional trigger during this time is what’s known as the “Giving Glow”—the inner satisfaction that comes from doing something thoughtful or meaningful for somebody else. When it comes to holiday gifting, our survey revealed that the importance of price drops by 38%, trumped by bringing joy to others, which motivates 52% of all shoppers when buying gifts.

For the playbook on how to stand out during Holiday Moments specifically, stay tuned for our dedicated Holiday Report—coming soon. We’ll be exploring these occasions in more detail and sharing strategic tips about how to find your place in the busiest time of the year.



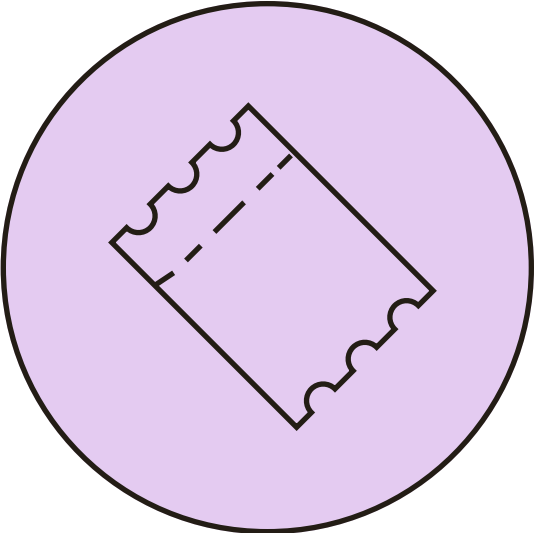
52%

of shoppers are motivated by bringing joy to others when buying gifts

“With these events, there’s a certain kind of nostalgia around it as well, so that means tradition. It’s like the habitual behavior that comes only at certain element times of year.”

— Dr. Thomas Z. Ramsóy, founder of Neurons

Entertainment Moments



Entertainment Moments are all about chiming in with the cultural conversation and catering to shoppers’ desire to feel “in” on the action. The Met Gala and Eurovision Song Contest are prime examples, generating powerful online conversations that spark memes, hot takes, and viral content in minutes. By participating, shoppers—particularly younger demographics—delight in the chance to experience culture together, which feeds into emotional triggers like belonging and joy.

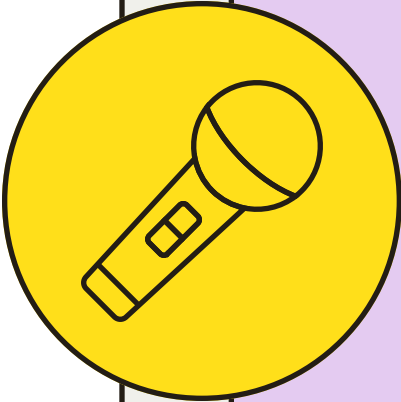
Big entertainment events (e.g. the Super Bowl, World Cup, Eurovision, etc.) and major music festivals prompted 15% of shoppers to make purchases in the last 2 years. While this means they drive somewhat fewer purchases than other event types, Entertainment Moments offer brands the chance to ride a cultural wave and flex their personality. This might be through hopping on the latest meme trend, collaborations, or releasing a timely limited-access experience.

“Some viral trends are easier to anticipate than others,” says Miya Knights, owner and publisher of Retail Technology Magazine. “The Olympics, the Euros, and key media releases, such as the release of the Barbie movie, were all scheduled to happen. By using affiliate deals and strategic partnerships, marketers can tap into the cultural momentum surrounding them.”

To make the most of Entertainment Moments, marketers should consider the key touchpoints in the music, fashion, sport, and entertainment sectors for the year ahead. For example, with enthusiasm for women’s sports continuing to rise, how could your brand align with upcoming sporting events to engage your audience in a meaningful way?

“Some viral trends are easier to anticipate than others. The Olympics, the Euros, and key media releases, such as the release of the Barbie movie, were all scheduled to happen. By using affiliate deals and strategic partnerships, marketers can tap into the cultural momentum surrounding them.”

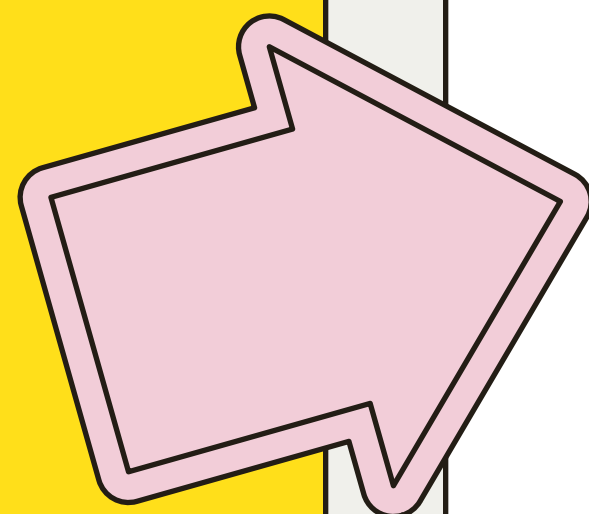
— Miya Knights, owner and publisher of Retail Technology Magazine



15%

of shoppers were prompted to make purchases in the last 2 years by big entertainment events and major music festivals

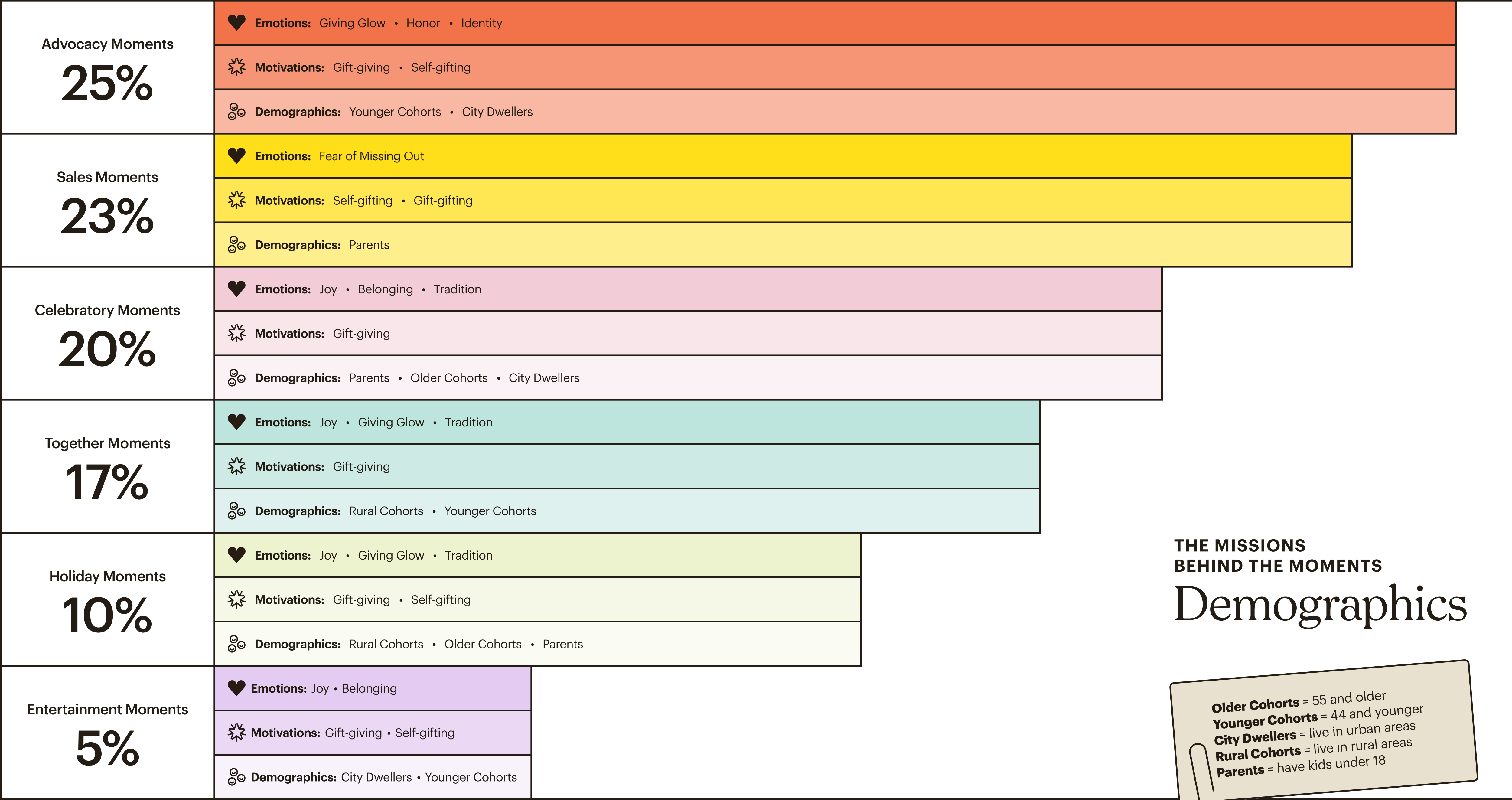
But of course, while the nature of a Moment shapes how shoppers interact with it, shoppers' demographics play an equally powerful role in influencing how they choose to engage. In the next section, we'll look into how shoppers' life stages and urban proximity shape their decisions around The New E-Commerce Calendar.



Deconstructing demographics



Now that we've zoomed in on motivations, let's deconstruct demographic considerations. Shoppers at different points in their lives will be better suited to different Moments. Additionally, differences between the spending behaviors of city dwellers and rural cohorts can be mapped to different Moment types. In the following chart, we've outlined where the opportunities lie for different segments based on their spending habits and primary motivations.



THE MISSIONS
BEHIND THE MOMENTS

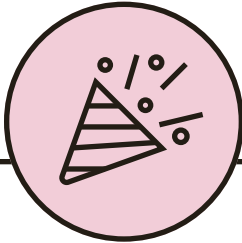
Demographics

Older Cohorts = 55 and older
Younger Cohorts = 44 and younger
City Dwellers = live in urban areas
Rural Cohorts = live in rural areas
Parents = have kids under 18

The way to parents’ hearts



Key Moment types for parents:
Sales and Celebratory Moments



Parents are pragmatic shoppers, and Sales Moments play a key role in helping them stay updated with their families’ needs. Over half of parent shoppers (54%) say that participating in Moments that include discounts is part of their regular routine, compared with just 45% of non-parents. “For parents, it’s all about convenience and ease,” says Dr. Jason Pallant, Senior Lecturer of Marketing at RMIT University & Global Retail Expert. “That’s why Back-to-School Sales work so well—it’s not about browsing; it’s about needing exactly this list of items by a set date. Whichever retailer can promise they’ve got it all, ready to go, wins.”

But it’s not all about Sales Moments. Parents are significantly more likely to spend during family-oriented occasions: they’re 50% more likely than non-parents to make a purchase for Father’s Day, 44% more likely for Summer Break, 33% more likely for Mother’s Day, and 24% more likely for Halloween. Brands that show up with clear solutions and value-driven offers stand to earn parents’ loyalty at key points throughout the year.

For brands, winning with parents means showing up in ways that make seasonal planning smoother, more affordable, and stress-free. There’s a real opportunity to gain favor by streamlining the constant cycle of purchases that parents face through habitual engagement in family-oriented events. Personalized promotions, thoughtful curation, and well-timed email or SMS nudges ahead of key events or automated restock reminders can also help lighten a parent's mental load and position yourself as a trusted partner.

60%

of parents made a Back-to-School purchase

60%

of parents made a purchase for Mother’s Day

51%

of parents made a purchase for Father’s Day

46%

of parents made a purchase for Halloween

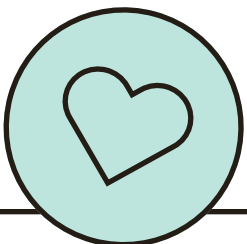
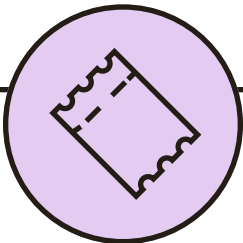
39%

of parents made a purchase for Summer Break

The way into younger cohorts' heads



Key Moment types for younger cohorts:
Advocacy, Together,
and Entertainment Moments



Shoppers aged 25 to 44 are more prone to overwhelm when it comes to The New E-Commerce calendar, often driven by a fear of missing out on deals or feeling pressured to buy. Two in five (40%) agree that the number of sales and deals available overwhelms them, compared to only a third of shoppers aged 55 and older (33%). Further, over a third of younger shoppers aged 18 to 34 avoid shopping during key Sales Moments.

Dr. Thomas Ramsøy, founder of Neurons, highlights that in a marketing landscape increasingly marked by overwhelm, “People often have an almost immune response to too much messaging.” Therefore, brands should be mindful of adding to the noise and engaging with Sales Moments—particularly when it comes to younger shoppers.

Valentine’s Day, Halloween, and Entertainment Moments also proved to be gateways better for reaching younger audiences than older cohorts. On average, across shoppers aged 18 to 34, 60% said they’d made purchases during Valentine’s Day in recent years, compared to an average of 48% across shoppers aged 55 and older.

As for Halloween, on average, 44% of shoppers aged 18 to 44 made purchases, compared to an average of 34% across shoppers aged 55 and older. Younger shoppers were also twice as likely (20%) to make purchases during big entertainment events than older cohorts (10%), leaving space for brands to engage with these cultural conversations.

Younger shoppers are more conscious about the events they engage with and the causes they support. Often triggered by emotional factors like identity, belonging, and the “Giving Glow,” our data shows that Advocacy Moments, Together Moments, and Entertainment Moments have the most pull with this cohort. 15% of shoppers aged 18 to 44 made purchases during times associated with heritage and awareness, compared to an average of 6% of those aged 55 and older. An occasion like International Women’s Day is more than twice as likely to drive purchases among shoppers aged 18 to 34 (19%) than it is among shoppers aged 55 and older (8%).

60%

of younger shoppers made purchases for Valentine’s Day

44%

of younger shoppers made purchases for Halloween

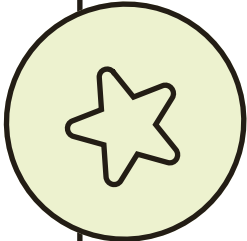
19%

of younger shoppers made purchases for International Women’s Day

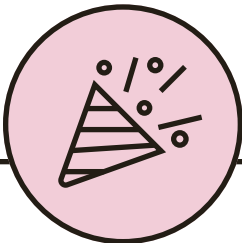
14%

of younger shoppers made purchases during times associated with heritage and awareness

The way to older cohorts' minds



Key Moment types for older cohorts:
Holiday and
Celebratory Moments



Shoppers aged 55 or older are often savvy shoppers who tend to approach brand engagement with discernment. They're less prone to marketing sway than younger shoppers, taking time to assess whether a product or deal offers true value. Older shoppers are 22% more likely than younger cohorts to believe that the discounts offered during sales events are often exaggerated. They're also less likely to be swayed by "special" or "limited" discounts during Sales Moments.

"As people age, they tend to develop more perspective and balance, making them less reactive to the fear of missing out," said Nancy Harhut, founder of HBT Marketing.

Outside of Sales Moments, shoppers aged 55 and older tend to focus their spending around Easter or the holiday season; 66% of older shoppers made purchases for Christmas Day. On average, 57% of those 55 and over made purchases during Easter, compared to an average of 43% across shoppers aged 18 to 34. Additionally, this cohort is nearly 25% more likely to purchase during the holiday season.

It's no surprise that they're often buying gifts for several generations and it's pure joy that's triggering their purchases. The importance of price drops by 35% to 53% across older cohorts when buying gifts during the holiday season, trumped by bringing joy to others, which motivates 64% of older cohorts. Marketers would be wise to tap into the joy of gifting for this generation across the holiday season and the more traditional Celebratory Moments suited to treating families and friends.

"As people age, they tend to develop more perspective and balance, making them less reactive to the fear of missing out."

— Nancy Harhut, founder of HBT Marketing

66%

of older cohorts made purchases for Christmas Day

34%

of older cohorts made purchases for Halloween

48%

of older cohorts made purchases for Valentine's Day

57%

of older cohorts made purchases during Easter

Targeting by terrain: Urban versus rural cohorts

Where shoppers live fundamentally shapes how they engage with The New E-Commerce Calendar. Our data reveals stark differences between urban and rural populations in terms of the types of Moments that spark engagement.

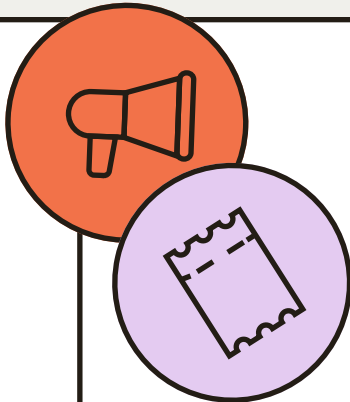
Shoppers in urban areas engage more in Advocacy Moments, with 39% making purchases for key cultural and cause-driven events like Pride Month, Earth Day, and International Women’s Day, compared to just 20% of those living in rural locations. Entertainment Moments also play a larger role in driving commerce among urban shoppers who are 1.9x more likely than their rural counterparts to have made a purchase associated with major music festivals like Coachella and Glastonbury.

Urban centers demonstrate greater religious and racial diversity, which is evident by the range of participation in a myriad of Celebratory Moments like the Lunar New Year, Diwali, and Eid al-Fitr.

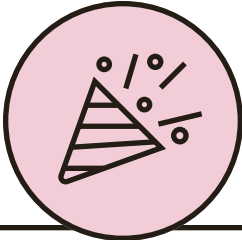
For brands, this showcases the opportunity to connect with urban audiences by tapping into a broader and more diverse range of events and festivities. To appeal to urban shoppers, consider how to evolve your calendar strategy to include Advocacy Moments of solidarity and celebration, as well as entertainment highlights.

In contrast, some of these occasions carry less cultural weight for rural shoppers. For example, where 10% of urban shoppers make purchases for Lunar New Year, this is only true for 3% of those who live in rural areas. Instead, events like Easter draw more attention, with 59% of rural shoppers making a purchase for Easter, compared with 47% of shoppers in urban areas. And in the US, while Thanksgiving drove purchases from 76% of rural shoppers, it only drove purchases from 67% of people living in urban locations.

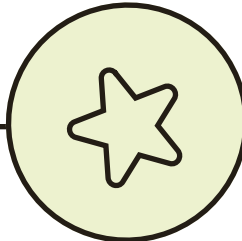
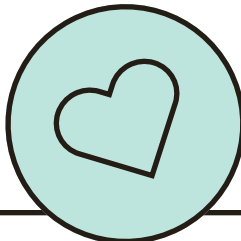
For brands looking to connect with rural audiences, doubling down on Holiday Moments offers the clearest path, meaning that marketing efforts that tap into the comfort, nostalgia, and community spirit of these occasions are more likely to resonate.



Key Moment types for city dwellers:
Advocacy, Entertainment,
and Celebratory Moments



Key Moment types for rural cohorts:
Together and Holiday Moments



76%

of rural shoppers (vs. 67% urban) made purchases for Thanksgiving

59%

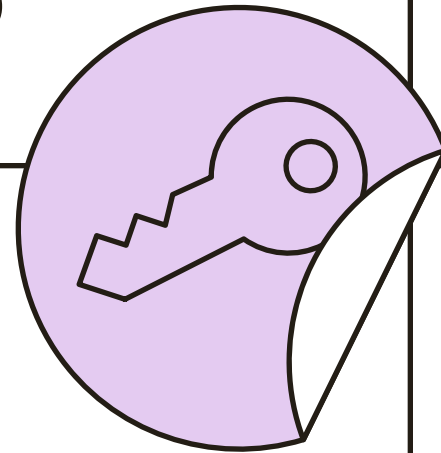
of rural shoppers (vs. 47% urban) made purchases during Easter

39%

of people living in urban areas (vs. 20% in rural) make purchases for key cultural and cause-driven events like Pride Month, Earth Day, and International Women’s Day

CHART SHOPPER OPPORTUNITIES:

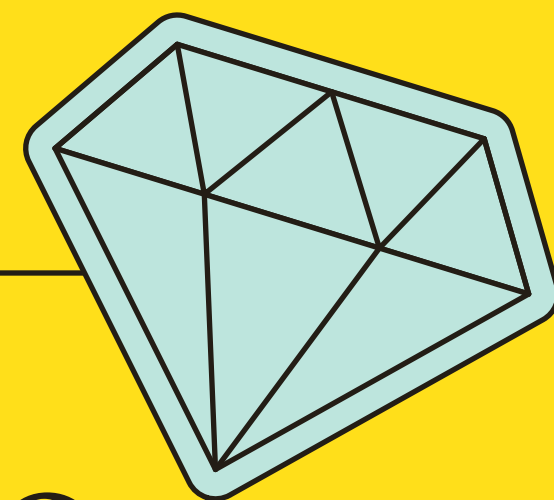
Key takeaways



Approaching The New E-Commerce Calendar with shopper needs at the forefront of your thinking means getting into their frame of mind and digging into emotional and demographic considerations.

- **Look beyond the seasonal heavyweights.** Rather than saving your budget and energy for a push at the end of the year, there's a world of possibilities for brands that show up in interesting and unexpected ways at less saturated times.
- **Balance head with heart.** Sometimes customers crave discounts, sometimes exclusivity, and sometimes just pure joy. Identify customers' ideal experience and match this with your Moment selection.
- **Meet your customers where they are.** Factors like age, location, and parental status can have a significant impact on the needs of shoppers. Think about your goals and who you want to connect with, then select Moments that speak specifically to their missions.

03



Dial In to Brand Values



Now that you understand shoppers' mindsets, it's critical to ensure your Moments match your brand values.

This means assessing the Moments you've selected to determine if they feel true to your DNA and your commitments. The question we'll answer here is: *Why is it right for me to engage in this Moment?*

→ Moment-matching: Understanding the importance of authenticity

Read on for: Hartz's heartwarming twist on Valentine's love, why collaboration is a missed opportunity for marketers, and the power of knowing when to simply opt out.

Root your approach in regionality



When planning your approach to The New E-Commerce Calendar, it’s crucial to consider market nuances and how they shape what resonates in different markets. Together or Sales Moments that drive massive engagement in one part of the world may not be as successful elsewhere. Natalie Berg, founder of NBK Retail, highlights the example of Singles’ Day, a major shopping event that originated in China to celebrate people who are not in a relationship. While it’s grown into the world’s largest shopping event, driven by strong participation in Asian markets, it has yet to gain momentum in the US and UK. Timing plays a crucial role, Berg explains: “Singles’ Day falls on the same day as Armistice Day in the UK. Retailers are understandably reticent about partaking in a huge shopping event on a day of remembrance. I think that partially explains why it hasn’t taken off here.”

Similarly, our data shows that Cyber Monday’s influence remains largely concentrated in the US and Canadian markets, while International Women’s Day carries significantly more cultural weight in Italy than in other regions. When brands fail to account for market nuances such as these, they risk alienating their audiences and appearing out of touch with local customs and sentiments. This highlights the importance of a localized approach. Rather than applying a one-size-fits-all retail strategy, brands should pay close attention to local sentiment and shopping behaviors.

54%

of American shoppers have recently made Cyber Monday purchases, 69% higher than the global average

40%

of shoppers in Italy made purchases associated with International Women's Day, 264% more than all other markets on average

5%

of shoppers in Australia have recently made Singles’ Day purchases, compared with the global average of 8%

For a closer look at how market nuances shape The New E-Commerce Calendar,  check out our regional deep dives, available in localized English, Danish, Dutch, French, French Canadian, German, Italian, Spanish, and Swedish.

Get the market-specific insights →

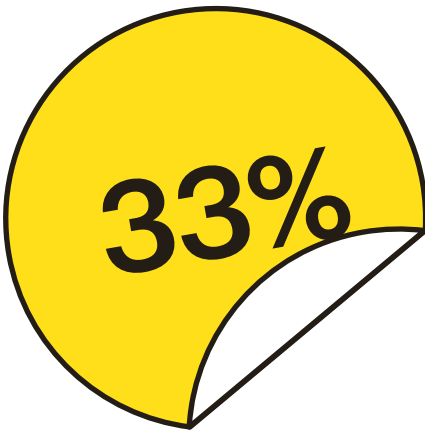
Explore Shopper Deep Dives from:
Australia, Benelux, Canada, Germany,
Italy, Scandinavia, Spain, the UK, and
the US

Storyline brand relevance

Brand values in action

Pet food brand Hartz created a Valentine’s Day campaign where pet influencers gifted their furry friends a heart-shaped box of cat treats. Most people might not think about cat food on Valentine’s Day, but the campaign resonated because the concept of unconditional love is central to Hartz’s brand positioning. By encouraging fans to share content about their pets for a chance to win a limited edition box, the campaign achieved 1.9 million impressions and over 12,000 engagements.

Some shopping opportunities naturally align with certain brands due to category relevance. It makes sense for chocolate brands to show up during Easter or Valentine’s Day, and no one questions why fitness brands choose the New Year to release motivational campaigns. But before simply matching Moments to the function of your product or service, think about what’s at the heart of your brand and where your values, sentiments, or motivations might be reflected throughout the calendar year.



of shoppers said Christmas Day prompted them to purchase pet supplies in the last 2 years



Celebrate your brand commitments

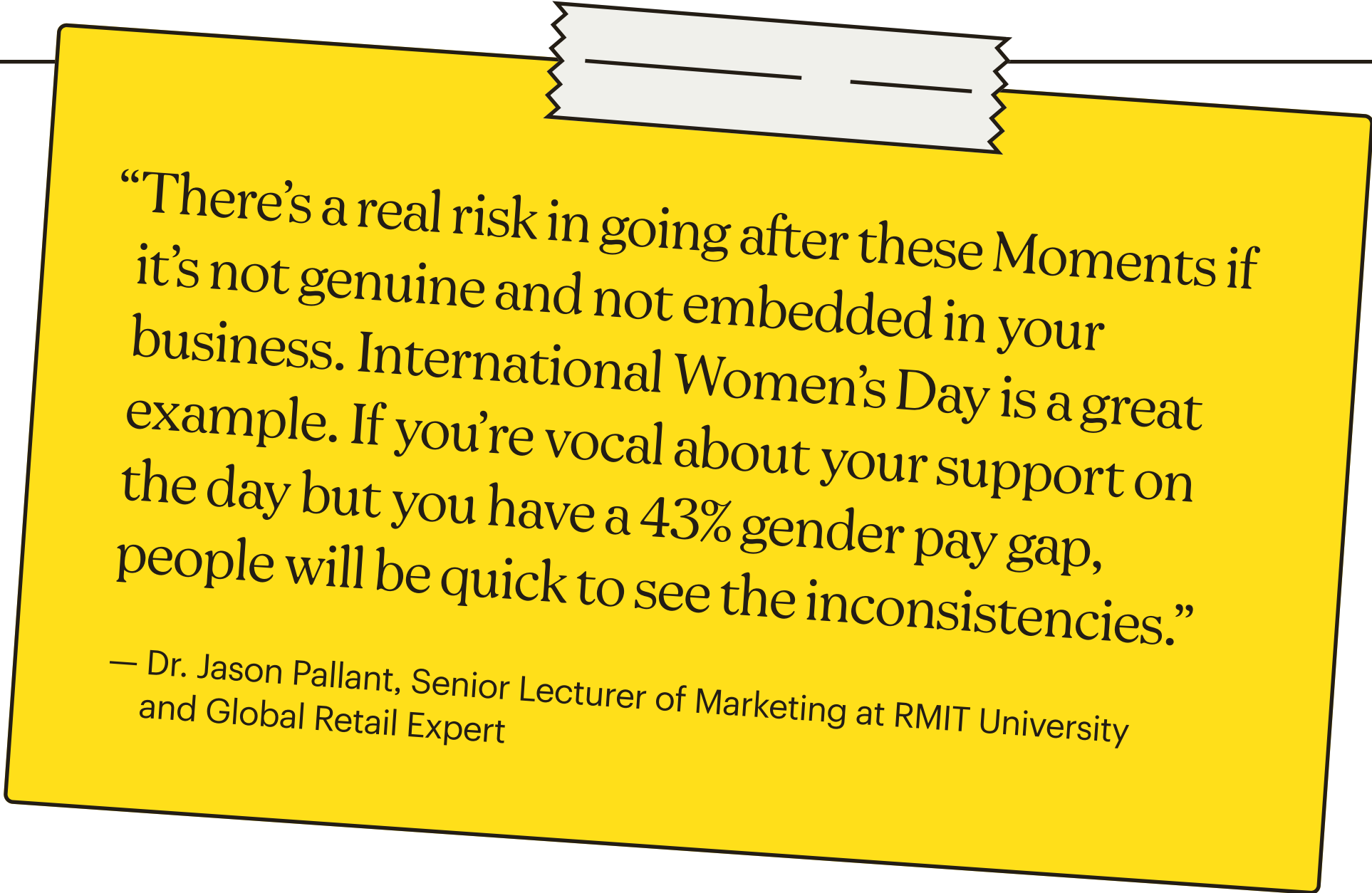
Brand commitments in action

Rather than celebrating Black talent and heritage solely during Black History Month, Sephora advocates for Black businesses and people in the beauty industry year-round. Since 2020, they’ve increased the number of Black-owned brands on their shelves from 8 to 30. The retailer also runs a beauty grant, annually awarding \$100,000 to Black business owners in the beauty industry, and has contributed more than \$5 million to American organizations focused on fostering racial inclusion and social justice for the African American community.

In Advocacy Moments tied to identity and community, like Disability Awareness Month, authenticity becomes non-negotiable. Shoppers are quick to spot brands that jump on heritage and cultural celebrations opportunistically instead of offering year-round support to the associated communities. For example, the term “rainbow-washing” was developed to refer to brands that only show up for the LGBTQIA+ community during Pride Month. This underscores the importance of consistency. To convince your customers that your brand deserves a place in a particular Moment, you need to engage with adjacent topics and issues throughout the year.



of shoppers made a purchase during
any of the Advocacy Moments surveyed



“There’s a real risk in going after these Moments if it’s not genuine and not embedded in your business. International Women’s Day is a great example. If you’re vocal about your support on the day but you have a 43% gender pay gap, people will be quick to see the inconsistencies.”

— Dr. Jason Pallant, Senior Lecturer of Marketing at RMIT University and Global Retail Expert

Borrow brand equity to build credibility

Brand equity in action

Apron brand Hedley & Bennett teamed up with Sichuan condiment company Fly By Jing to release a special Lunar New Year apron illustrated by artist Nhi Nguyễn. The cross-category collaboration highlights the opportunity to use calendar Moments as springboards for extending brand reach and introducing products to new audiences.

Collaborations offer a way to engage meaningfully with key cultural and community occasions—like Advocacy, Celebratory, or Together Moments—even if your brand isn’t inherently part of them. When approached with intention and respect, partnerships allow brands to borrow relevance and consumer rapport by harnessing the equity of other brands. If your goal is to expand reach, collaborations can help brands participate in a way that feels relevant and valuable, rather than opportunistic.



of global shoppers across all categories say their ideal brand is authentic

“Brands aren’t collaborating enough. I see so many brands trying to go it alone. But why not work together to create a really compelling offer for customers? That’s when it becomes truly relevant. It could be a larger retailer partnering with a smaller brand that sits right at the heart of the community or culture that the event is all about.”

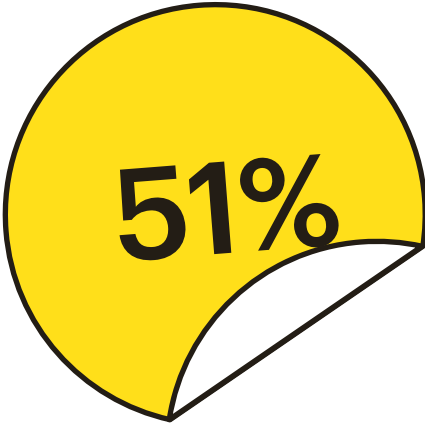
— Dr. Jason Pallant, Senior Lecturer of Marketing at RMIT University
and Global Retail Expert

Schedule your quiet time, too

Brand opt-out in practice

A number of brands have made a point of opting out of Black Friday to sidestep the associations with over-consumption and attention-grabbing sales tactics. For example, Belgian womenswear brand Xandres closes its online and physical stores on Black Friday, encouraging people to bring in items of clothing for repair instead of buying something new. By engaging in ways other than pricing and promotions, brands can reinforce their values and strengthen emotional connections with their audience.

Sometimes, a little restraint can work in your brand’s best interest. Dr. Jason Pallant, Senior Lecturer of Marketing at RMIT University and Global Retail Expert, highlights how many brands “act out of FOMO—or fear of missing out—rather than with an actual strategy” when participating in events. He notes how quickly this can dilute brand trust and waste marketing energy. “Blindly participating in events and chasing customers at big discounts isn’t actually very profitable for brands in the long run.” There’s value in understanding when opting out is the best option for your business—particularly when considering Sales or Entertainment Moments, where acting out of FOMO can be especially tempting for brands.

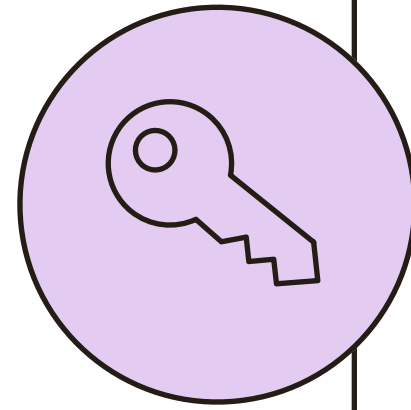


of shoppers believe the discounts offered during sales events are often exaggerated

“Rather than trying to beat Amazon at its own game, I’ve seen brands successfully opt out of discount events. Brands can be brave and say, ‘No, I’m standing up for the fact that what I offer doesn’t need discounting.’”
— Miya Knights, owner and publisher of Retail Technology Magazine.

DIAL IN TO BRAND VALUES

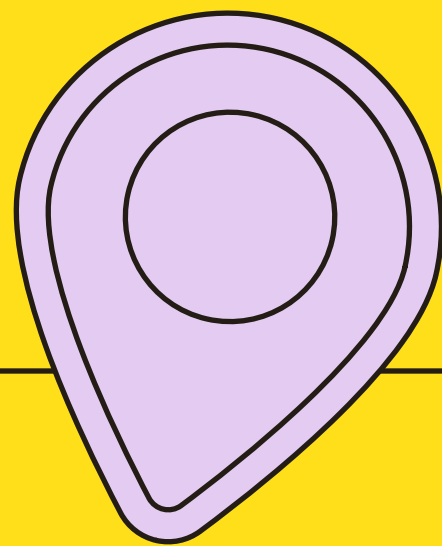
Key takeaways



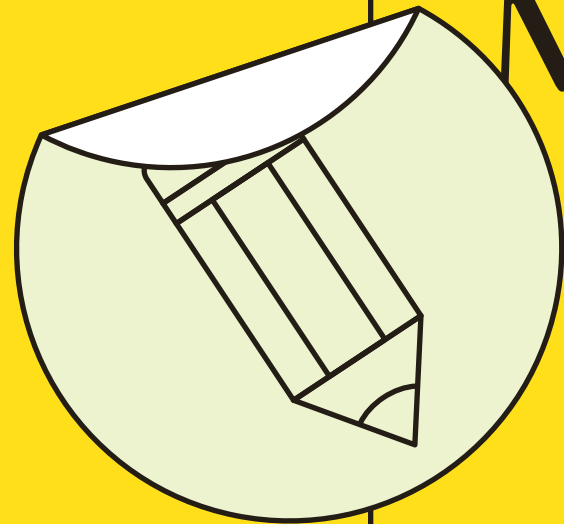
It's not about being everywhere; it's about being where your brand truly matters.

- **Be yourself.** Think critically about what is really at the core of your brand, beyond just the type of product or service you sell. Matching Moments to your values should be a primary metric for prioritizing occasions.
- **Show up year-round.** To land activations with credibility, demonstrate support for communities and causes throughout the year, not just when the calendar calls for it.
- **Team up to stand out.** Consider how collaborations might deepen your relevance and tap into cultural credibility.

04



Mark Your Moments



Now that you've decided which Moments match your customers' missions and your brand values, the final piece is to articulate the best approach to take during these key interactions. Each Moment you participate in can be a powerful opportunity to drive growth and stand out amidst the crowded landscape.

This chapter outlines 4 strategic takeaways to help you engage at the right times, for the right reasons.

- Finding consistency, relevance, reward, and intention

Read on for: Retention plays, SMS storytelling, and why segmentation is at the heart of winning The New E-Commerce Calendar.

Consistency: Tell one story



The New E-Commerce Calendar provides an opportunity to really tell your story—not just what you sell, but why you exist and what you value. “Stories really add value to a product or service,” highlights Nancy Harhut, founder of HBT Marketing. “Some brands do this really well, but others go all-in on sales to the exclusion of the story. The two should absolutely coexist.”

Consistency is key here—brands need to engage in ways that reinforce, rather than undermine, their core identity. So, while the activation will likely vary each time, your calendar strategy as a whole should always reflect your brand’s core mission.

Don’t be afraid to seek out your customers’ opinions directly. Message testing or speaking with a trusted customer base can be a great way to gauge if your message feels consistent. For example, A/B tests are a data-backed way to understand the impact of your brand story. You can try an A/B email test—pulling in purchase and behavior-based insights from your e-commerce integrations—to learn how different content and messages resonate with customers.

41%

of shoppers said they value brands that are reliable

CONSISTENCY: TELL ONE STORY

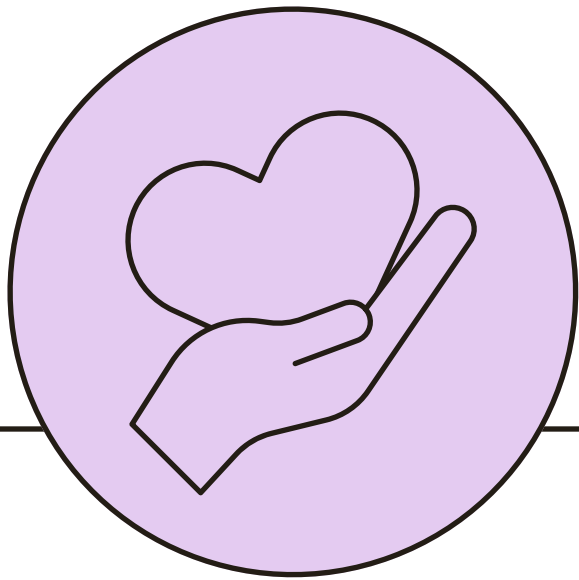
Key takeaways

“Don't try to be everywhere and everything. If you're jumping on the bandwagon, customers will just see right through it and that can be instantly damaging to your brand.”

– Natalie Berg, founder of NBK Retail

- **Consider the key messages behind the Moments you've selected: do they all reinforce your brand's core values?**
Is your approach authentically reflecting what you stand for, or are there inconsistencies in your comms?
- **How can your storytelling connect the dots between your brand and your customers' mission?** Could AI help you make this jump?
- **Can your customers help to determine what feels authentic?**
How can you bring them into the story?

Relevance: Make me care



Don't assume customers will automatically care about your activations—you have to create that interest. The most successful brands don't just show up during the Moment; they build momentum beforehand and keep the conversation going afterward.

Email and SMS are essential tools for priming your audience early—think teaser campaigns, early-access offers, and pre-event sign-ups that generate anticipation and lock in intent. Timing is everything, and data is your best guide. Look at past campaign performance to understand when engagement peaks, and use customer-level insights to tailor your outreach. For example, last-minute gift givers may respond best to time-sensitive SMS offers as a deadline approaches.

Post-event engagement is important, too. Smart brands use purchase history to time follow-ups that feel relevant, not random. This could look like a shoe brand re-engaging parents via email when they estimate a child has outgrown their last pair of shoes—a simple but effective way to drive repeat purchases. Use email automations that harness the power of behavioral data from e-commerce integrations so that you can tailor messages to your customers' specific Moment in their journey.

25%

of shoppers said that pre-event advertising and promotional messages prompted them to make purchases during retail events that were not primarily discount-driven

RELEVANCE: MAKE ME CARE

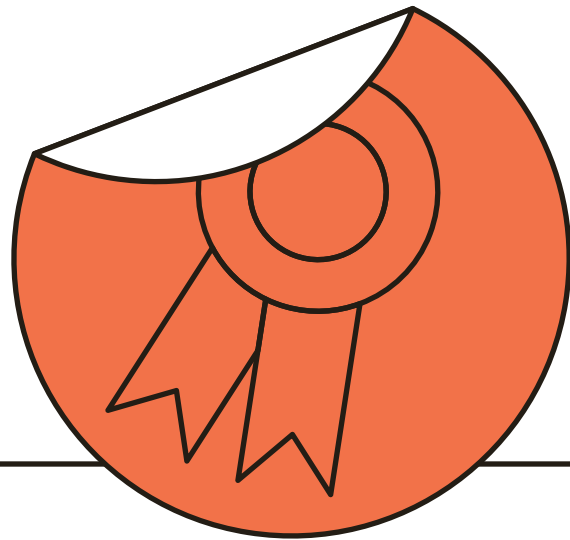
Key takeaways

“If I’m telling my customers to get excited about something, I better build that hype and relevancy into my messaging early on. I can’t just be like, ‘Today is National Chocolate Day. You should be excited about it.’ You’ve got to build the story of why that matters to your brand as well as to your consumer.”

— Jess Cervellon, founder of Open Late Collective

- **Are you priming your customers to care about upcoming events and promotions?** How can you make your customers feel like they’re “in the know” before everyone else?
- **Are you making the most of email and SMS to drive engagement?** What types of CTAs might capture customers’ attention ahead of and during key calendar Moments?
- **Can your customers help to determine what feels authentic?** How can you bring them into the story?

Reward: Nurture your VIPs



Major retailers use the e-commerce calendar to acquire new customers with attractive offers. But for brands with smaller budgets, the real gold lies in nurturing loyal customers and creating unique VIP experiences for them. “I think the emerging rules of the game are that you save your best discounts and exclusive access for your best customers while keeping the long tail for customers who are just looking for a bargain,” says Miya Knights, owner and publisher of Retail Technology Magazine.

Segmentation is key; by identifying high-value customers—based on purchase frequency, lifetime value, and engagement—brands can craft perks that make those folks feel valued, like early sale access, discounts, or free shipping. Predictive segmentation pushes this further, using AI to analyze past purchase behavior and engagement to score shoppers’ likelihood of becoming high-value customers.

Miya Knights highlights that finding lookalikes in your data can also bolster conversion and attract less-engaged customers. “I might find a consumer who shops in a similar way to one of my best customers and think, ‘OK, I’m going to try offering this lookalike the promotions I reserve for my highest-value customers to see if I can convert them into not just a buyer, but a loyal customer.’” By tailoring deals to the right audiences, brands can use The New E-Commerce Calendar to maximize engagement from their high-value cohorts.

33%

of shoppers say that loyalty reward perks have prompted them to make purchases in the last 2 years

REWARD: NURTURE YOUR VIPS

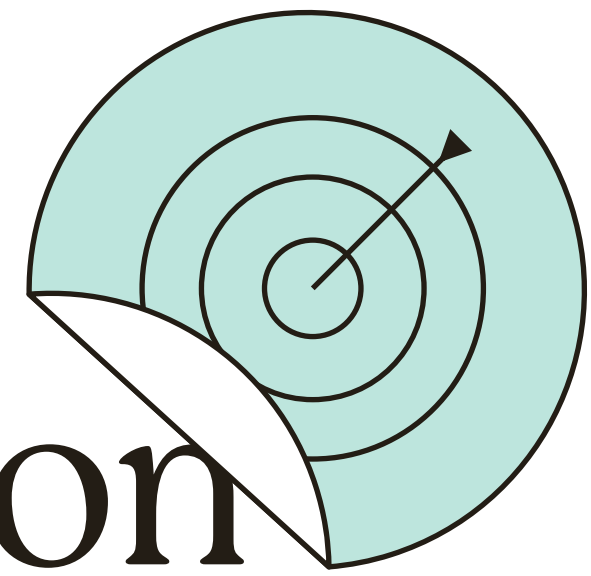
Key takeaways

“It’s so hard for smaller brands with limited budgets during Moments like Prime Day or Black Friday. So, the best thing that you can do is literally take care of the customers you already have. Nurture the s*** out of your VIPs.”

— Jess Cervellon, founder of Open Late Collective

- ➔ **Are you making your best customers feel truly valued?** Are you tailoring your marketing to speak directly to your best customers?
- ➔ **Are you using segmentation to target high-value customers?** What would a promotional strategy targeting your best customers look like for your brand?
- ➔ **Are you missing opportunities to convert promising customers into loyal customers?** How could you use lookalike modeling to identify VIPs in the making?

Intention: Defeat the mission



Effective activations align with how customers think, feel, and shop throughout the year. This is where the missions behind the Moments come into play.

During Entertainment Moments, for example, customers seek joy and belonging. They’re also more open to unexpected experiences, making them receptive to surprise-and-delight tactics like gamified content or interactive emails. By identifying segments of your audience who are most likely to respond with curiosity and action—like younger city dwellers—you can target the right people.

Conversely, when shoppers are in a more practical or goal-oriented mode—think parents Back-to-School or Christmas shopping—they want structure. Curated bundles, personalized shopping lists, or “frequently bought together” suggestions can help reduce friction. Using historical engagement data or purchase behavior, you can pinpoint which customers prefer straightforward experiences and deliver impactful campaigns.

Creating tailored campaigns at scale is easy with an intuitive email builder. You can use templates to help ensure your content resonates with your audience and reaches them at the right time. The more closely your campaign aligns with their intent and mindset, the more drawn they’ll be to your brand. These thoughtful experiences drive conversions, build trust, and encourage long-term loyalty.

52%

of all Sales Moment purchases include personal necessities, whereas only 20% of all Celebratory Moment purchases do

INTENTION: DEFEAT THE MISSION

Key takeaways

“It’s important to understand the consumer mindset. Am I in a treat-myself mindset? Am I in a buy-something-for-a-loved one mindset? Or am I simply trying to achieve a goal as efficiently as possible?”

— Senior Lecturer of Marketing at RMIT University and Global Retail Expert

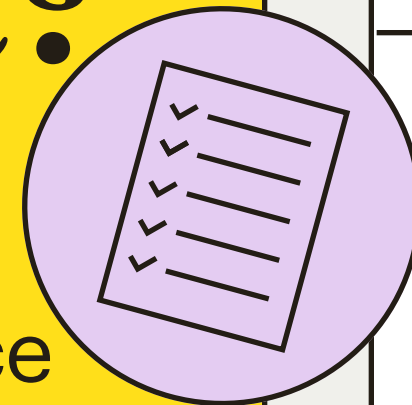
- **What can you learn about your customers’ missions from previous campaigns and purchase data?** What purchase patterns or engagement signals might paint this picture?
- **What Moments in your calendar invite play and discovery, and which ones call for structure and clarity?** How can your creative and customer experience shift to match the customer mindset in each?
- **How can you use automation to deliver different journeys based on customer missions?** What signals can trigger the right message at the right time?



What's Next?

There's a lot to consider when navigating The New E-Commerce Calendar—from choosing the right Moments in an ever-growing list of occasions, to ensuring your activations reflect your brand values and align with your customers' core missions. But when it all comes together, that alignment can create real magic.

To help you cover all the right bases, we've created a simple checklist. Use it alongside the Directory of Moments to find your place—and your edge—in The New E-Commerce Calendar.



Your Checklist

OPEN THE DIRECTORY OF MOMENTS

01

- ☐ Select your Moments

CHART SHOPPER OPPORTUNITIES

02

- ☐ Do your Moments match your audience's motivations?
- ☐ Do your Moments cater to your target demographic?

DIAL IN TO BRAND VALUES

03

- ☐ Do your Moments reflect what you stand for?
- ☐ Do your Moments align with your region?
- ☐ Do all of your Moments have a rationale? If not, opt out.

MARK YOUR MOMENTS

04

- ☐ Are you telling a consistent story?
- ☐ Will your customers care?
- ☐ Are you rewarding your customers?
- ☐ Is your strategy easy for your customers to engage with?

Make the Most of Every Moment



Let's talk!



Intuit Mailchimp is an email and marketing automations platform for growing your business. We empower millions of customers around the world to start and grow their businesses with world-class marketing technology, award-winning customer support, and inspiring content. Mailchimp puts data-backed recommendations at the heart of your marketing, so you can find and engage customers across email, social media, landing pages, and advertising—automatically and with the power of AI.

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