

## OCTOBER 2022

M	T	W	TH	F	S	S
					01	02
03	04	05	06	07	08	09
<b>10</b>	11	12	13	14	15	16
17	18	19	<b>20</b>	21	22	23
24	25	26	27	28	29	30
<b>31</b>						

### Key dates:

10 - Thanksgiving (CA)

20 - Diwali

31 - Halloween (US, UK & EU)

### Best performing products:

- Winter warmers
- Sweet treats & food goods
- Home decorations
- Cookware
- Electronics
- Health & beauty

### Top tips & tricks:

- Re-categorise your products
- Create dedicated promotional landing pages
- Have campaign assets ready and ready to launch
- Consider adding a countdown banner to your site

### Key dates:

5 - Bonfire Night (UK)  
11 - Singles Day (CN)  
25 - Thanksgiving (US)

25 - Black Friday  
28 - Cyber Monday

### Best performing products:

- Electronics
- Health & beauty
- Cookware
- Fireworks

### Top tips & tricks:

- Ensure your product data is localized
- Offer quick and reliable delivery
- Enter into new marketplaces and geographies
- Offer kits and bundles

## NOVEMBER 2022

M	T	W	TH	F	S	S
	01	02	03	04	<b>05</b>	06
07	08	09	10	<b>11</b>	12	13
14	15	16	17	18	19	20
21	22	23	24	<b>25</b>	26	27
<b>28</b>	29	30				

## DECEMBER 2022

M	T	W	TH	F	S	S
			01	02	03	04
05	<b>06</b>	07	08	09	10	11
<b>12</b>	13	<b>14</b>	15	16	<b>17</b>	<b>18</b>
19	20	21	22	23	<b>24</b>	<b>25</b>
26	27	28	29	30	<b>31</b>	

### Key dates:

- 12 - Green Monday (US)
- 14 - Free Shipping Day (CN, US, UK)
- 17 - Super Saturday
- 18 - Hanukkah
- 24 - Christmas Eve
- 25 - Christmas Day
- 31 - New Year's Eve

### Best performing products:

- Giftware
- Fashion & apparel
- Electronics
- Cookware & food goods

### Top tips & tricks:

- Offer free shipping
- Ensure stock levels will cater to demand
- Be prepared for the New Year's sales
- Offer a range of payment options, such as Klarna (BNPL)