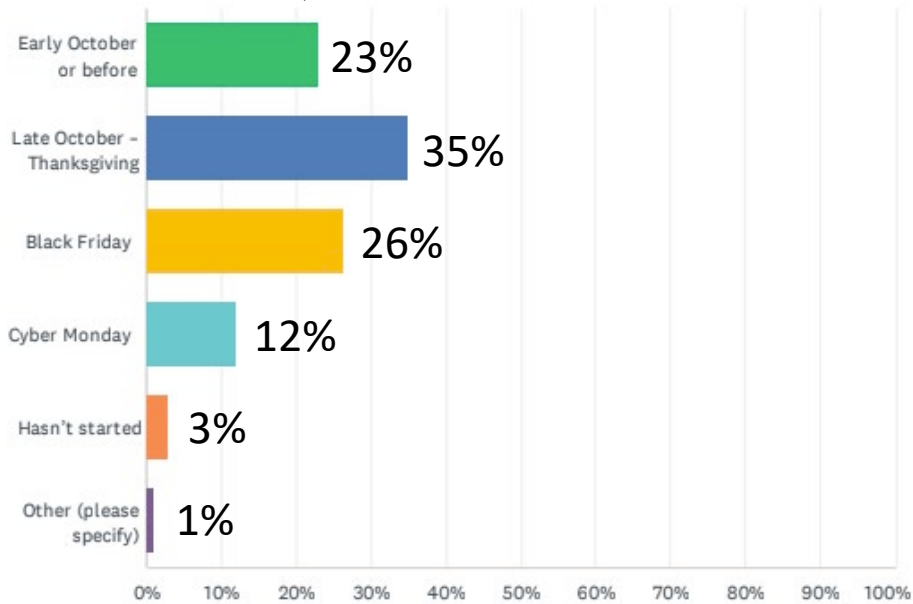


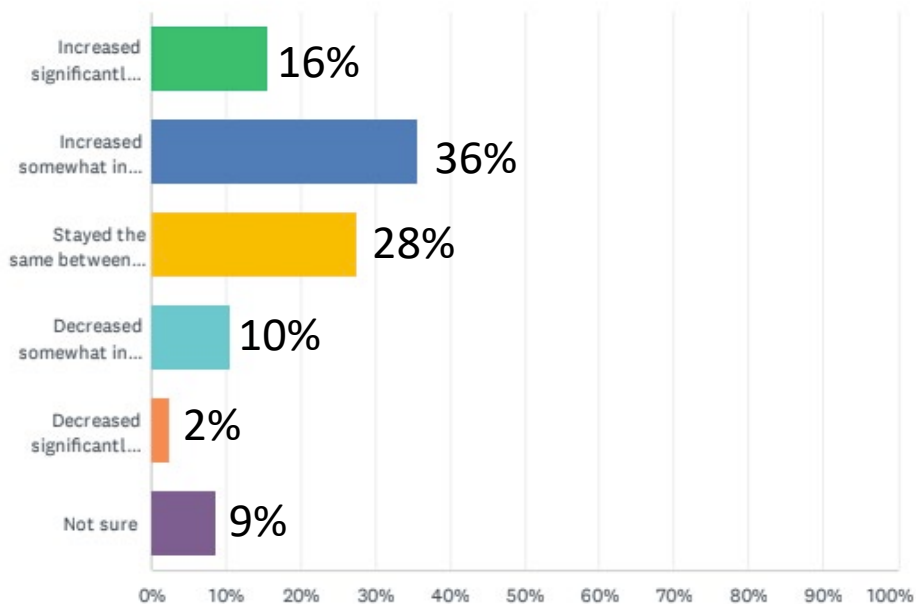
# GiftNow

These graphs represent the key findings from a studioID Pulse Survey, commissioned by GiftNow. The findings of this research are based on an online survey conducted by Industry Dive in December 2021. Retail executives who participated in the research were recruited from Industry Dive data bases. (Percentages may not total 100% due to rounding.)

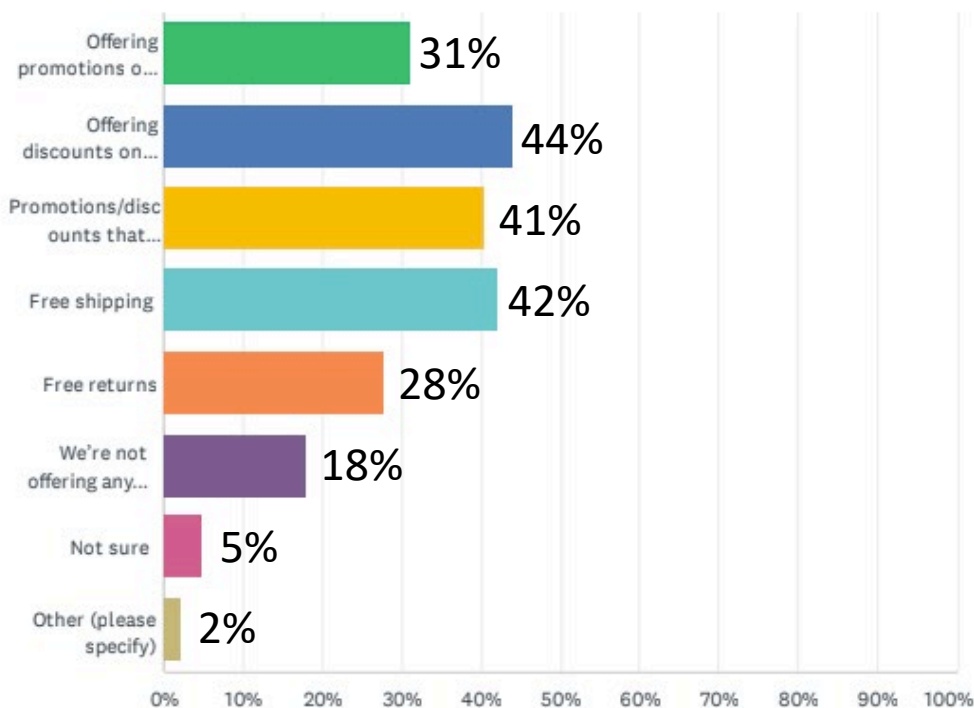
## Q: When did your gifting/holiday purchasing season start this year? (Please select one answer)



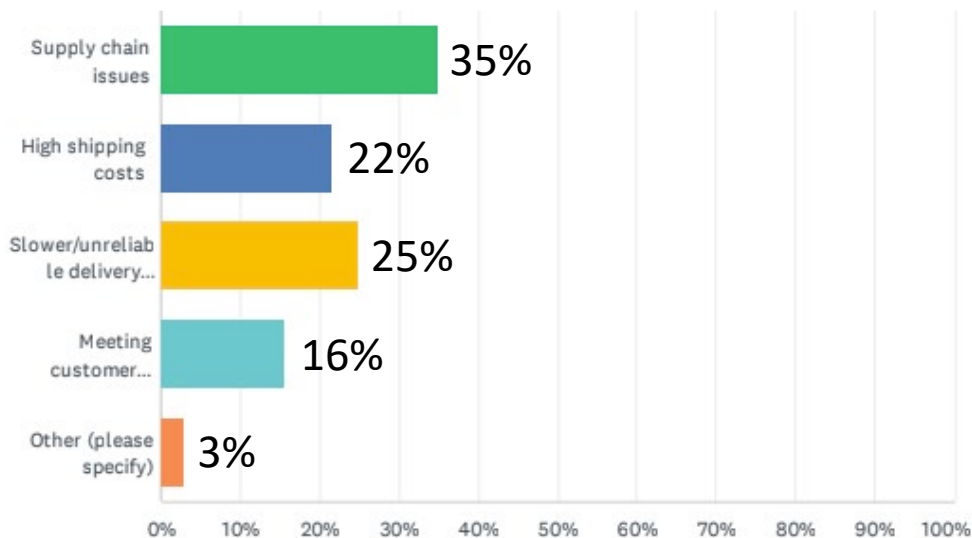
## Q: How does your company's online revenue up until Cyber Monday this year (2021) compare with last year's (2020) online revenue in the same period? (Please select one answer)



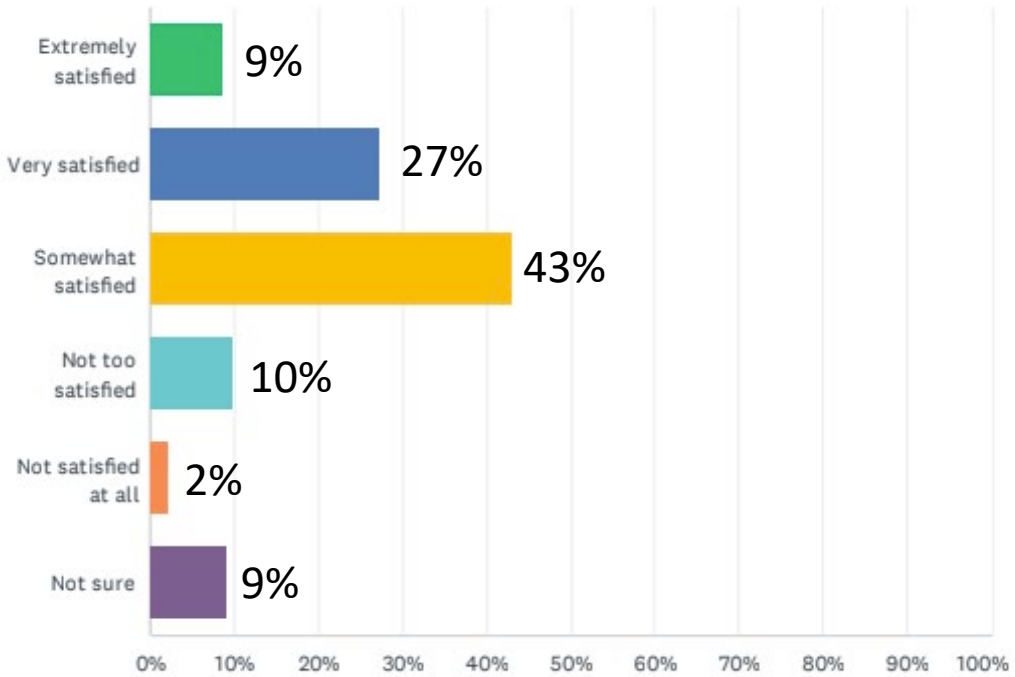
**Q: What are your company's key promotional strategies for the 2021 holiday gifting season? (Please select all that apply)**



**Q: Which is the biggest challenge you're facing this holiday season? (Please select one answer)**



**Q: How satisfied are you with your company's current gift card program/provider? (Please select one answer)**



GiftNow holiday research conducted by studioID, December 2021. For more information on the survey or GiftNow, please contact [kevin.payne@giftnow.com](mailto:kevin.payne@giftnow.com).