

## Consumer Buzz

1/31/2017

### The “Year of Promotions”

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2016 was the “Year of Promotions,” with a 52% increase in offers over the holiday season, according to DynamicAction’s Retail Index. The study found the increased promotions led to a reduction of 19% in profit margins for North American retailers. Retailers also spent 7% more on marketing overall and 25% more over the holiday season compared to 2015. However, new customer acquisition decreased 12% overall in 2016 and was down 6% over the holiday season. **GP**