YOUR HOLIDAY CHECKLIST

*Holiday Tip #1*  
Protect your profits from incoming lease by ghosts and goblins.  
- Avoid being caught off guard by unexpected lease expiration dates.  
- Consider strategies to mitigate the impact of lease expirations, such as提早出租房源, expanding your geographic reach, or renegotiating lease terms.

*Holiday Tip #2*  
Don’t let the Halloween candy returns haunt you!  
- Monitor your return policies closely in the days leading up to Halloween to prevent unexpected spikes in returns.  
- Implement policies that encourage customers to return items in a timely manner, such as setting up a special return window for Halloween returns.

*Holiday Tip #3*  
Drive sales and reduce complaints.  
- Offer early holiday promotions to encourage customers to shop early and avoid potential order delays.  
- Enhance customer support resources to handle increased demand during the holiday season, such as providing extended hours for customer service.

*Holiday Tip #4*  
Thanksgiving readiness—a reason to give thanks.  
- Prepare your stores and online platforms with Thanksgiving-themed promotions and special offers to attract customers.  
- Ensure your inventory is well-stocked with popular Thanksgiving-themed items to meet customer demand.

*Holiday Tip #5*  
Black Friday vigilance—stay alert to safeguard profits on your busiest shopping day.  
- Implement policies to manage customer expectations, such as setting clear guidelines for pre-order refunds.  
- Stay vigilant against order claims and appeasements, with around 10% potentially being fraudulent.

*Holiday Tip #6*  
Get ready for even more claims and appeasements.  
- Fine-tune your return models to match your holiday-specific requirements, such as setting up a special return window for post-Thanksgiving returns.  
- Employ an AI-driven solution to spot suspicious patterns like excessive returns or abuse, safeguarding your profits.

*Holiday Tip #7*  
Planning for post-holiday returns.  
- Implement fine-tunable return models to match your holiday needs, which could include making changes to return windows or implementing early return deadlines.
- Review gift card procedures to catch and address minor problems early.

*Holiday Tip #8*  
Guarding against post-holiday returns and gift card fraud.  
- Monitor gift card activations significantly exceeding transaction amounts.  
- Be watchful for employees using multiple gift cards in transactions.

*Holiday Tip #9*  
Order claims & appeasements: A growing source of ecommerce fraud.  
- Implement fine-tunable return models to match your holiday-specific requirements, which could include making changes to return windows or implementing early return deadlines.
- Employ an AI-driven solution to spot suspicious patterns like excessive returns or abuse, safeguarding your profits.

*Holiday Tip #10*  
Takings against retail fraud, theft, and return this holiday season.  
- Implement anti-fraud measures. Verify that your fraud detection tools effectively link transaction identifiers across both online and in-store orders to expose consumers trying to conceal their identities.

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**Holiday Advice**

- **Data Analysis:** Uncover trends for returns with tailored solutions.  
- **Streamlined Return Process:** Simplify your return process to reduce customer frustration and increase satisfaction.  
- **Extended Return Deadlines:** Consider extending return deadlines for the holiday season to accommodate for increased returns.  
- **Clear Return Policies:** Ensure your return policies are clear and concise, and provide customers with easy access to this information.

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**Elevated Returns Open the Door to Increased Return Fraud and Abuse**

- Elevated returns open the door to increased return fraud and abuse, especially in smaller stores, to detect theft more effectively.

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**Orders claims and appeasements.**

- Order claims and appeasements. It’s essential to stay vigilant this holiday season and implement anti-fraud measures. Verify that your fraud detection tools effectively link transaction identifiers across both online and in-store orders to expose consumers trying to conceal their identities.

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**Retail shrink added up to $112 billion**

- Retail shrink added up to $112 billion in 2022. The year’s most significant shopping day can also bring risks.

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**Order claims & appeasements.**

- Order claims & appeasements. A growing source of ecommerce fraud.

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**Returns reached $816 billion**

- Returns reached $816 billion in 2022. The year’s most significant shopping day can also bring risks.

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**Adobe Analytics**

- 72.9 million in-store shoppers, a 15% YoY increase.
- 10.7 million online shoppers, a 5% YoY increase.

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**2023 National Retail Security Survey**

- Retail shrink rose to 1.6% from 1.4%, mainly due to internal and external theft in 2022.

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**Source 2023 National Retail Security Survey**

- Retail shrink rose to 1.6% from 1.4%, mainly due to internal and external theft in 2022.

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**Adobe Analytics**

- $4.2 billion on fraudulent order claims and appeasements.

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**READY FOR THANKSGIVING WEEKEND? ENSURE ALL YOUR STORES ARE READY FOR THE BUSIEST SHOPPING DAY OF THE YEAR**

- Ensure all your stores are ready for the busiest shopping day of the year, Black Friday. Stay alert to safeguard profits on your busiest shopping day.

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**2023 Consumer Returns in the Retail Industry Report**

- Returns reached $816 billion in 2022. The year’s most significant shopping day can also bring risks.