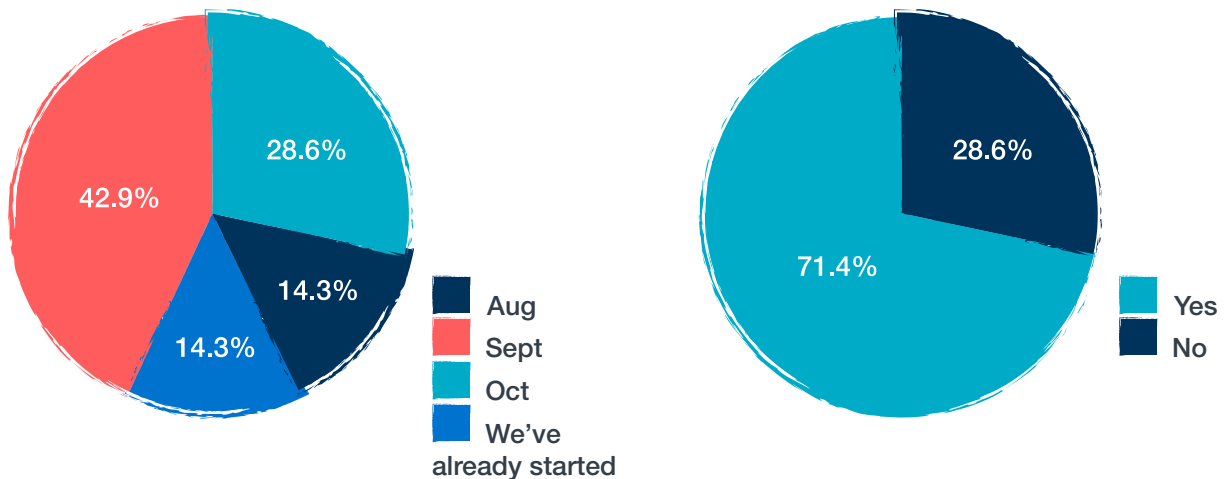


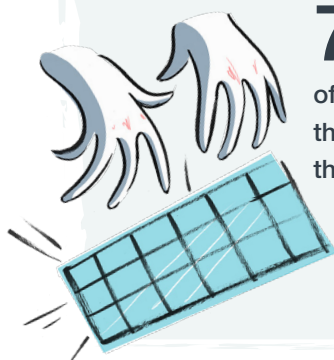
How to ensure Publishers write about you during the holiday season

2020 has been a challenging year as Covid-19 has impacted us all and it's still unknown as to how it will impact the key holiday shopping period in Q4. To help shed light on the situation, we asked our Publishers to share how they are planning and preparing for these shopping events and what they really need this year from Merchants to ensure success.




Publishers have already started planning their content for 2020. Over 71% of Publishers will have their content ready by the end of September.

71% of Publishers are looking to offer sponsored content pages this year. Skimlinks can help merchants facilitate these deals.

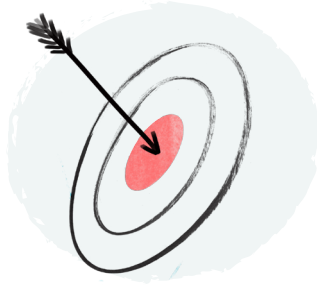


71%
of Publishers will have their content ready by the end of September



100%
of Publishers deals and offers information no later than Sept, so get them in early!

—
[Click here](#) to sign our NDA to confidentially release deals.



The biggest obstacles that Publishers face for the holiday season are:

- Having early access to deals
- Knowing what sales will be happening and when



What Publishers need from Merchants:

- Sales start and end dates
- Top products going on sale
- Best Sellers



How Publishers choose which Merchants to write about:

- Exclusive Rates
- High EPC
- Consumer experience on merchant website
- Free Shipping



The new products and trends Publishers will be writing about

- Technology
- Working from Home
- Wellness
- Online Gifts and Business Gifts

Publishers who participated in our survey include

CONDÉ NAST



yahoo!

News Corp

For more insights and to find out how you can optimize for success during this key shopping period, speak to your Skimlinks Account Manager. [w: skimlinks.com](https://www.skimlinks.com) [in @skimlinks](https://www.linkedin.com/company/skimlinks) [t @skimlinks](https://twitter.com/skimlinks)