



Q4/2024

Global Ecommerce Calendar

October - December

Get ready for Q4 with our ultimate calendar! This guide is designed to help you stay organized and fully prepared for the peak season. Mark your calendars and **ensure a successful end to the year!**



10 October 2024

	SUN	MON	TUE	WED	THU	FRI	SAT
week 40	29	30	1 Watch our webinar and make sure you are fully prepared: Peak season preparation: Proven strategies for success ⭐	2 Tip: Begin your marketing campaigns to build demand 💡	3	4	5
week 41	6	7	8 Meet ChannelEngine and Channel X at our Executive Dinner in London 8th 🇬🇧	9	10 10.10 Shopping Sale (Asia)	11 Meet ChannelEngine at C-Suite Winter Cross Border Commerce in Brussels 10th-11th 🇪🇺	12
week 42	13	14 Tip: Launch a final 'reviews collection' campaign to secure enough good reviews and top rankings 💡	15 Watch Expondo's success story to learn how automation aided their rapid rise ⭐	16 Meet ChannelEngine at ShopTalk Fall in Chicago 16th-18th 🇺🇸	17	18	19
week 43	20	21	22 Start prepping for marketplace expansion in 2025: Get our Marketplace Expansion Pack ⭐	23 Meet ChannelEngine at Marketplace Convention in Cologne 23rd-24th 🇩🇪	24	25 Tip: Implement a multiple category strategy for optimal visibility 💡	26
week 44	27	28	29 Tip: Set up your pricing rules and filters to automate pricing adjustments 💡	30 Join our webinar on: Marketplace pricing strategy 🕒	31 Halloween 🎃 Read our spooky blog: Nightmares haunting online sellers: The four terrors of ecommerce ⭐	1	2

11

November 2024

Global Ecommerce Calendar

	SUN	MON	TUE	WED	THU	FRI	SAT
week 44	27	28	29	30	31	1 Early discount days Diwali (Asia)	2
week 45	3	4 Tip: Are you joining marketplace promo events? Look out for changes in fees and commission charges 📌	5	6 Read our blog: How marketplace integration software overcomes barriers to growth ⭐	7	8	9
week 46	10	11 11.11 Singles' Day (Asia) Tip: Real time tracking of your performance: Sales, stock, on time deliveries, website performance, ranking, conversion, etc. 📌	12	13	14 Tip: Keep enough stock to cover post-peak sales periods in Q1 📌	15 Download our eBook: Social Commerce: Insights, examples, and top channels ⭐	16
week 47	17	18 Tip: Make sure you are all set up! This week finalize setting up your offering, contents, pricing strategy, categorization, etc. 📌	19	20 Join our webinar on: Selling models 🎧	21	22 Tip: Track the performance of your 3PL and LSP to ensure seller ratings 📌	23
week 48	24	25 Tip: Have regular check-ins with stakeholders to stay aligned and address issues promptly 📌	26 Meet ChannelEngine at Tech for Retail in Paris 26th-27th 🇫🇷	27	28 Thanksgiving (U.S.)	29 Black Friday Tip: Real time tracking of your performance: Sales, stock, on time deliveries, website performance, ranking, conversion, etc. 📌	30

12

December 2024

Global Ecommerce Calendar

	SUN	MON	TUE	WED	THU	FRI	SAT
week 49	1	2 Cyber Monday	3 Tip: Evaluate your offerings, prices, and sales channels, and adjust to maximize potential	4	5 Sinterklaas (Netherlands)	6	7
week 50	8	9 Green Monday (Primarily in the U.S. Increasing worldwide)	10	11	12 12.12 Sales (Asia)	13 Read our blog: Marketplace Strategy: Your Key to Boosting Ecommerce Sales	14
week 51	15	16	17 Watch our webinar: Multichannel ecommerce: Save time, simplify, and optimize!	18	19	20	21 Super Saturday (Primarily in the U.S. Increasing in other countries with significant Christmas shopping traditions) Tip: Real time tracking your performance
week 52	22 Christmas shopping rush	23	24 Christmas Eve	25 Christmas Day Hanukkah begins	26 Boxing Day (Primarily in the UK, Canada, Australia, and New Zealand)	27 Tip: Introduce New Year promotions to sustain sales momentum and attract more customers	28
week 1	29	30 Download our CheatSheet: Mastering returns	31 New Year's Eve	1	2	3	4 The game isn't over! <ul style="list-style-type: none"> Calculate the ROI on Peak Season when returns are handled Do you have left over stock? Consider connecting to an off-price/discount marketplace Analyse your Buy Box wins. What can you learn from competitors? Collect examples of how other companies approached Peak Season



Sell more. Do more. Win more.

Connecting global ecommerce

ChannelEngine connects brands and retailers to 950+ marketplaces and online channels worldwide, ensuring your products are where your customers shop.

We integrate seamlessly with your back-end systems and simplify the synchronization of product information, inventory, orders, and pricing, allowing you to manage your marketplace presence from a central location. Stay ahead in every region and industry as we keep expanding our network of online sales channels.



"We start peak season preparations very early, using data from ChannelEngine to drive product selection. For example, knowing that Catering Industry products drive a high percentage of our sales during that season, we can plan to ensure these are available well in advance."

Elena Cardellini, Director of Trade & Marketplace at Expondo

Ready to maximize your peak season success?

Contact us today to gain expert insights and personalized assistance on how to excel across multiple marketplaces. Let's make this your most profitable season yet!

[Get in touch](#)

Complete your preparation with:

Our ultimate planning checklist for **peak season ecommerce 2024**

[Download checklist](#)

