



Calendar

key ecommerce dates

2025

 **Adrenalead**




1st Saas Web Push Notification platform
with an advertising network to **activate** your audience.



Concrete examples of Web Push Notification campaigns to be deployed all year round

January 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	31	 1 New Year	2	3	4	5
6	7	8	9	10	11	12
CES Las Vegas				NRF Retail's Big Show		
13	14	15	16	17	18	19
NRF Retail's Big Show						
20	 21 Hugging Day	22	23	24	25	26
Blue Monday				 International Day of Education		Spouse's Day
27	28	29	30	31	1	2
Community Manager Appreciation Day	Data Privacy Day	Chinese New Year		until March 15 Six Nations		

Legend

CSR Impact

USA



UK



Both





1

notifadz www.notifadz.com · 8 min

YOUR PERFECT OUTFIT FOR NEW YEAR'S EVE

Explore our festive outfits and shine all night long. Exclusive New Year's offer!



I WANT TO DISCOVER

New Year



21

notifadz www.notifadz.com · 8 min

THE POWER OF A HUG

Did you know that hugs reduce stress and improve the mood? Don't forget to hug your loved ones



SHARE A HUG TODAY

Hugging Day

February 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Jeudi	Friday	Saturday	Sunday
27	29	29	30	31	1 <i>all February</i> Black History Month	2
3	4 World Cancer Day	5	6	7	8	9 World Pizza Day Super Bowl LIX
10	11 Safer Internet Day	12	13	14 Valentine's Day	15	16
17	18	19 Presidents' Day	20	21	22 <i>until March 04</i> Carnival of Venice	23
24	25	26	27	28 <i>until March 08</i> Rio Carnival Ramadan	1	2

Legend

CSR Impact

USA



UK



Both





14

notifadz BY ADRENALEAD www.notifadz.com · 8 min

VALENTINE'S DAY: RELAXATION AND ROMANCE

Discover our care packages for two and treat yourself to a wellness interlude.



SEE OFFERS

Valentine's Day



19

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PRESIDENTS' DAY SALE IS HERE!

Take advantage of exceptional discounts on refrigerators, washing machines, and more. Save up to 30%!



SHOP NOW!

Presidents' Day

March 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
24	25	26	27	28	1 St David's Day World Compliment Day	2 97th Oscars Academy Awards
3 Mardi Gras	4	5	6	7	8 International Women's Day	9
10	11	12	13	14 World Sleep Day	15 Digital Cleanup Day	16
17 St Patrick's Day	18	19	20 Spring International Francophonie Day	21	22 Earth Hour	23
24	25	26	27	28	29	30 Aïd el-Fitr
31	1	2	3	4	5	6

Legend

CSR Impact

USA



UK



Both





4

notifadz www.notifadz.com · 8 min

MARDI GRAS IS ALMOST HERE!

Get ready for the party with our colorful and unique costumes. Be the star of the carnival this year!



I DISCOVER

Mardi Gras



8

notifadz www.notifadz.com · 8 min

CELEBRATING WOMEN WHO CHANGE THE WORLD

Discover the impact of women leaders in science, politics and art. Their strength and determination inspire change!



I WANT TO KNOW MORE



International Women's Day

April 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
31	1 April Fool's Day	2	3	4	5	6
7 World Health Day	8	9	10 National Siblings Day	11 National Pet Day	12 Coachella Festival	13
14	15	16	17	18 Coachella Festival	19 Coachella Festival	20 Easter
21 Easter Monday World Creativity and Innovation Day	22 Earth Day	23 St George's Day	24	25	26	27
28	29 International Dance Day	30 International Jazz Day	1	2	3	4

Legend

CSR Impact

USA

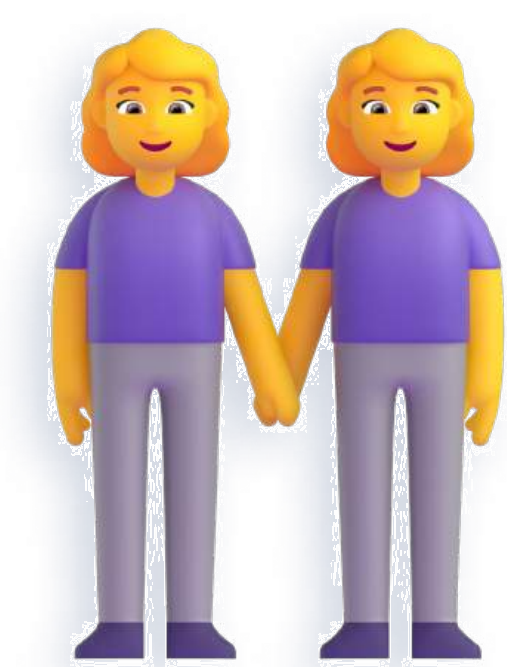


UK



Both





10

notifadz
BY ADRENALEAD

www.notifadz.com · 8 min

SIBLINGS DAY SPECIAL: 2 FOR 1 TICKETS!

Celebrate the day with your sibling—buy one ticket and get the second FREE! 🎫 Offer valid today only.



CLAIM THE OFFER

National Siblings Day



22

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www.notifadz.com · 8 min

A DAY OF ACTION FOR THE EARTH

Walk, reuse, plant. Discover our actions for a healthier environment.







I PARTICIPATE



Earth Day

May 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28	29	30	 1 International Worker's Day	2	3	4
5 Cinco de Mayo	6	7	8	9 Europe Day	10	 11 Mother's Day
12	13	14	15	16	17	18 National Children's Day International Museum Day
19	20	21	22	23	24	25 Mother's Day National Wine Day
26	27 Memorial Day	28  World Hunger Day	29	30 European Neighbour's Day	31  No Tobacco Day UEFA Champion's League final	1

Legend

CSR Impact

USA 

UK 

Both 



1

notifadz www.notifadz.com · 8 min

A HOLIDAY, SAVINGS AWAIT

Take a moment to explore our exclusive promotions to celebrate Labor Day.



DISCOVER THE OFFERS

International Worker's Day

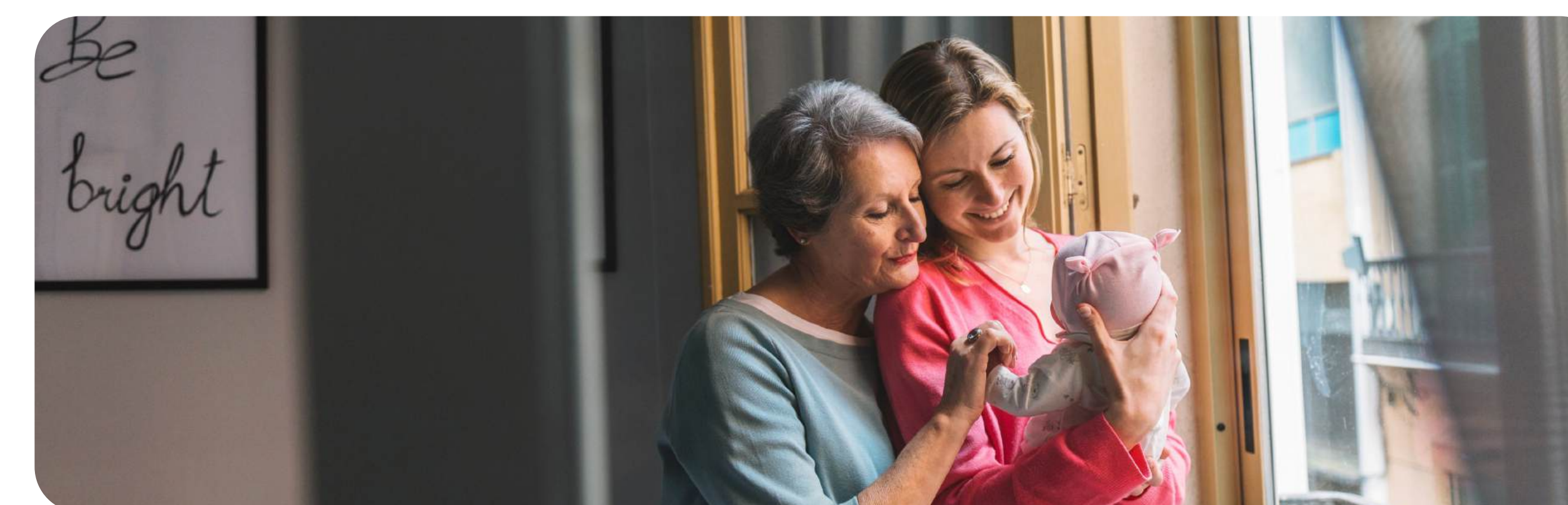


11

notifadz www.notifadz.com · 8 min

DEDICATED LOVE STORIES

Create a story that celebrates your mom. Personalized books for a memorable Mother's Day. Enjoy a 10% discount!

















PERSONALIZE THE BOOK

Mother's Day

June 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
26	27	28	29	30	31	 all June  Pride Month		
2	3	4	  World Environment Day	5	6	7	8	 Children's Day
9	10	11	12	13	14	 American Flag Day	15	  Father's Day
16	17	18	 Juneteenth	19	20	 Summer  Music Day	21	22
23	24	25	26	27	28	29	29	 Glastonbury Festival
 Olympic Day	30	1	2	3	4	5	6	until July 13  Wimbledon

Legend

CSR Impact

USA 

UK 

Both 

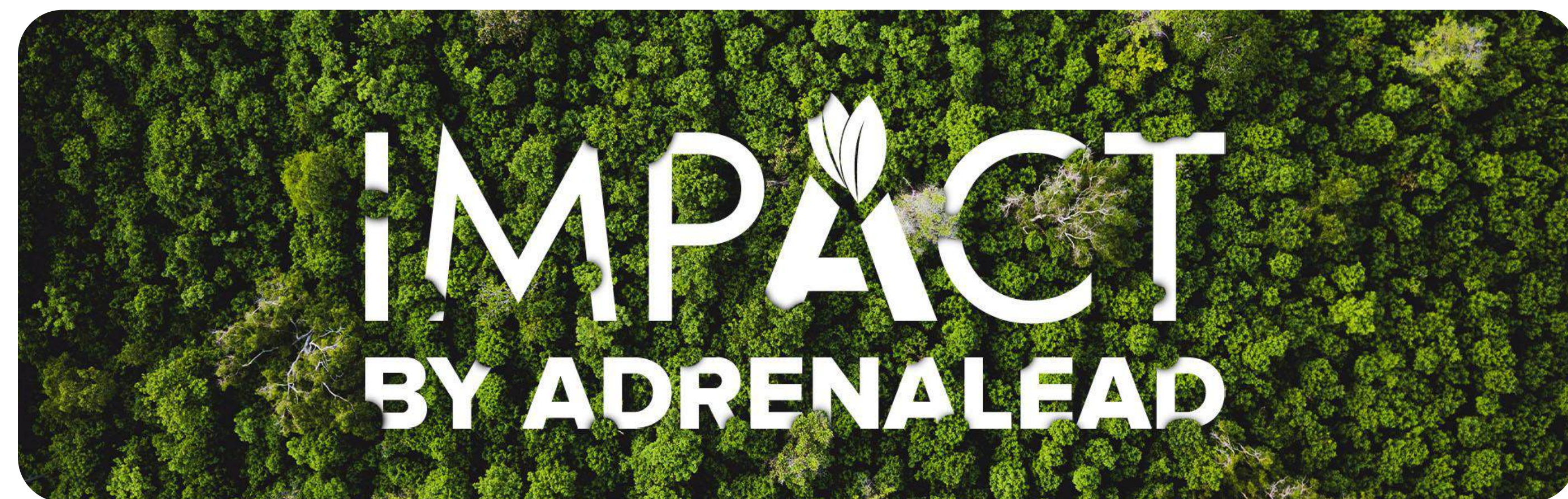


5

notifadz www.notifadz.com · 8 min

THE FUTURE IS NOW 🌱

Did you know that 50% of our partners are committed to our CSR program #IMPACTBYADRENALEAD 🌍



I'M COMMITTED TOO



World Environment Day

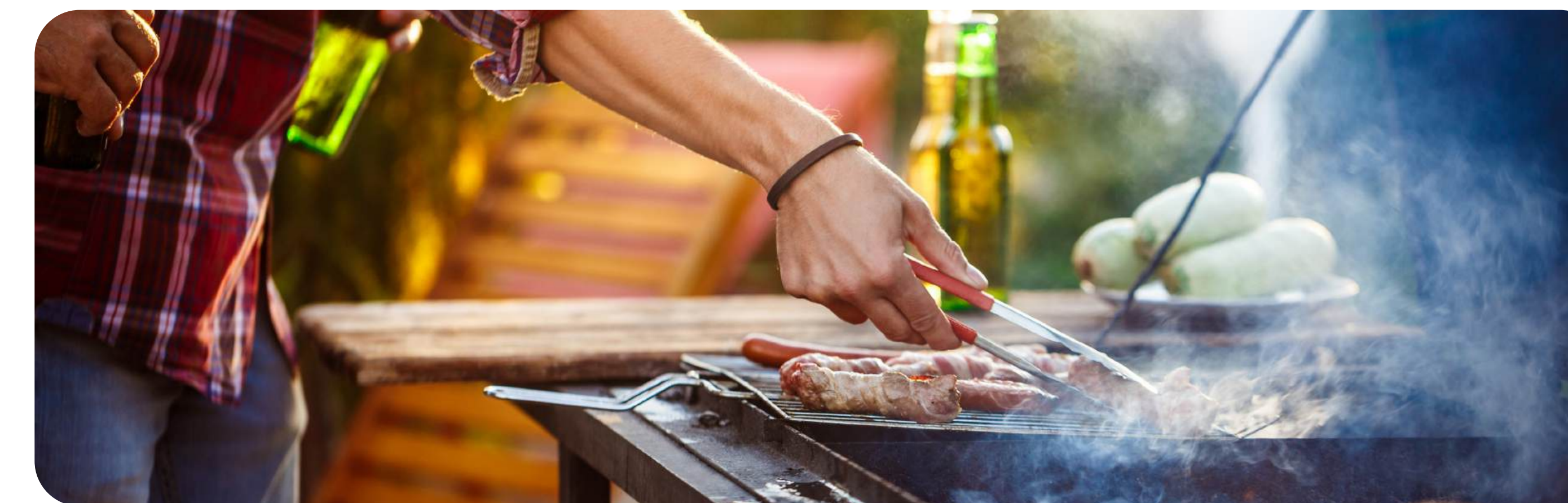


15

notifadz www.notifadz.com · 8 min

DAD IS THE KING OF BARBECUE! 🍖

15% off all grill accessories! This Father's Day, upgrade Dad's grilling game with our premium barbecue gear!






SHOP IT

Father's Day

July 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	1 <i>TBD</i> Amazon Prime Day	2	3  International Plastic Bag Free Day	4 Independence Day	5	6
7	8	9	10	11	12	13
14	15	16	17  World Emoji Day	18 Nelson Mandela International Day	19	20
21	22	23	24	25	26	27
28	29	30  International Day of Friendship	31	1	2	3

Legend

CSR Impact

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UK



Both





3

notifadz www.notifadz.com · 8 min

THE SUSTAINABLE ALTERNATIVE

Discover our collection of stylish, eco-friendly reusable cloth bags.



GOODBYE PLASTIC!



International Plastic Bag Free Day



30

notifadz www.notifadz.com · 8 min

JOIN OUR FRIENDSHIP DAY CHALLENGE!

Share a photo with your best friend and stand a chance to win exciting prizes!



I TAKE THE CHALLENGE!



International Day of Friendship

August 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28	29	30	31	1 International Beer Day	2	3
4	5	6	7	8	9	10
11	12 International Youth Day	13	14	15 Assumption of Mary	16	17
18 World Photography Day	19	20	21	22	23	24
25 Summer Bank Holyday	26	27	28	29	30	31 World Blog Day

Legend

CSR Impact

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15

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ENJOY THE ASSUMPTION LONG WEEKEND! 🌞

Beaches, mountains, and much more await you! Discover our top destinations!



I'M PACKING MY BAGS

Assumption of Mary



19

notifadz BY ADRENALEAD www.notifadz.com · 8 min

VIRTUAL PHOTOGRAPHY EXHIBITION 📷

Don't miss our virtual exhibition to discover works by leading and rising photographers!



BOOK YOUR VISIT

World Photography Day

September 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2 Labor Day	3	4	5	6	7 National Grandparents Day
8	9	10	11	12	13 International Programmer's Day	14 World First Aid Day
15 National Hispanic Heritage Month <i>until October 15</i>	16	17	18 International Equal Pay Day	19	20 World Cleanup Day	21 International Day of Peace
22 Fall	23	24	25	26	27 World Tourism Day	28
29	30 International Podcast Day	1	2	3	4	5

Legend

CSR Impact

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Both





7

notifadz www.notifadz.com · 8 min

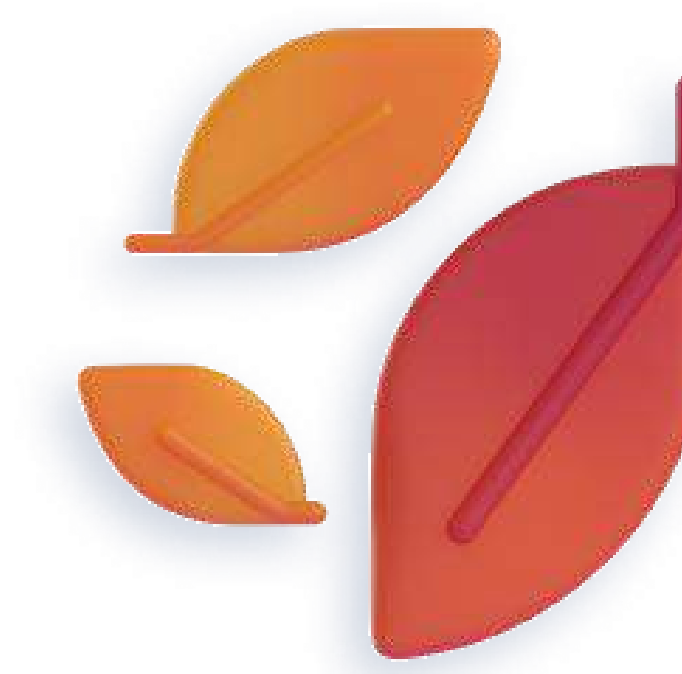
SPREAD LOVE THIS GRANDPARENTS DAY 🧓

A gift of memories! Create a photo album filled with your favorite family moments



PERSONALIZE THE PHOTO ALBUM

National Grandparents Day



22

notifadz www.notifadz.com · 8 min

-50% OFF FOR 24H ONLY! 🍂

🔥 Fall flash sales! The best deals of the season are here! You have 24 hours!



I LOVE IT

Fall

October 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	1 <i>all October</i> Pink October Yom Kippour	2	3	4 World Animal Day	5 World Teacher's Day National Grandparents Day
6	7	8	9	10 World Mental Health	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31 Halloween	1	2

Legend

CSR Impact

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Both





4

notifadz www.notifadz.com · 8 min

FOR EVERY PURR, THERE'S A SURPRISE 🐾

Up to -25% off all toys to celebrate your lovely buddies. They deserve it, don't they?



SPECIAL OFFERS



World Animal Day



31

notifadz www.notifadz.com · 8 min

TRICK OR TREAT! MAGIC IS ALMOST OVER! 🎃

Special offer: 1 bought = 1 free on our Halloween selection! Only a few hours left to benefit!



DOUBLE YOUR PURCHASE HERE

Halloween

November 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	31	1 <i>all November</i> Movember All Saints' Day	2
3 😊 World Kindness Day	4	5	6	7	8	9 World Adoption Day
10	11 Singles' Day Remembrance Day / Veterans Day	12	13	14	15	16
17	18	19	20 World Children's Day	21	22	23
24	25	26	27 Thanksgiving	28 🏷️ Black Friday	29	30 St Andrew's Day


Legend

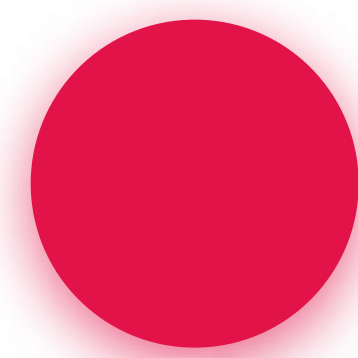
CSR Impact


USA 🇺🇸


UK 🇬🇧

Both 🇺🇸🇬🇧


 **3**




 www.notifadz.com · 8 min


SEND A KINDNESS CARD 


Create an e-card for someone who deserves a dose of kindness today!

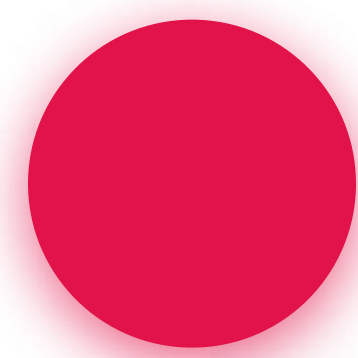






CREATE MY CARD

 **World Kindness Day**


 **28**




 www.notifadz.com · 8 min

BLACK FRIDAY FLASH SALES! 

Every hour, a new incredible offer! Stay tuned for the best discounts!





I LOOK OUT FOR OFFERS

Black Friday

December 2025

2025 ecommerce calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1 Cyber Monday The start of the Advent Calendar	2	3 International Day of Persons with Disabilities	4	5	6 Saint Nicholas Day	7
8 World Climate Day	9	10 Human Rights Day	11	12	13	14 National Free Shipping Day
15	16	17	18	19 Ugly Christmas Sweater Day	20 Super Saturday	21 Winter
22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27	28
29	30	31 New Year's Eve	1	2	3	4

Legend

CSR Impact

USA



UK



Both





14

notifadz BY ADRENALEAD www.notifadz.com · 8 min

FREE SHIPPING ON ALL YOUR FOOD FAVORITES!

Get your groceries or meals delivered to your door with no shipping costs, but only for today!



START YOUR ORDER

National Free Shipping Day



24

notifadz BY ADRENALEAD www.notifadz.com · 8 min

GET READY FOR JINGLE BELLS 🎄

Benefit from 40% off our range of Christmas decorations and festive accessories. Offers valid until December 24!



I'M INTERESTED

Christmas Eve

Dates to remember #ImpactByAdrenalead

January 2025

24  International Day of Education

February 2025

all February

1  February Black History Month

4  World Cancer Day

11  Safer Internet Day

March 2025

1  World Compliment Day

8  International Women's Day

15  Digital Cleanup Day

April 2025

7  World Health Day

22  Earth Day 

May 2025

28  World Hunger Day

31  No Tobacco Day

June 2025

all June

1  Pride Month 

5  World Environment Day

July 2025

3  International Plastic Bag Free Day

30  International Day of Friendship 

August 2025

12  International Youth Day

Dates to remember #ImpactByAdrenalead

September 2025

- 14 World First Aid Day
- 18 International Equal Pay Day
- 20 World Cleanup Day
- 21 International Day of Peace
- 27 World Tourism Day

October 2025

- 1 *all October* Pink October
- 4 World Animal Day
- 10 World Mental Health

November 2025

- 1 *all November* Movember
- 3 World Kindness Day
- 9 World Adoption Day
- 20 World Children's Day

December 2025

- 3 International Day of Persons with Disabilities
- 8 World Climate Day
- 10 Human Rights Day

IMPACT BY ADRENALEAD

The **#PushTeam** cares about:

The environment



Social policy



Solidarity activities



Impact by Adrenalead - CSR policy

The beginning of the Adrenalead adventure is obviously an innovative project and an entrepreneurial desire.

But it is also, above all, a story of common values, shared by Aurore Goxe and Edouard Ducray from the start of their collaboration, driven by the desire to bring together entrepreneurship, solidarity, respect and kindness.

This is how the Impact By Adrenalead programme was born in 2022.

[More information](#)