

Calendar

key ecommerce dates

2020

23

 **Adrenalead**

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



www.adrenalead.com



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

January

S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
52	26	27	28	29	30	31	1 NEW YEAR
1	2	3	4	5	6	7	8
2	9	10	11	12	13	14	15
3	16	17	18	19	20	21	22
4	23	24	25	26	27	28	29
5	30	31	1	2	3	4	5

1 New Year's Eve NEW YEAR

05 → 08 CES Las Vegas & Digital

13 Friday the 13th

14 → 17 NRF Retail's BIG Show

16 Blue Monday

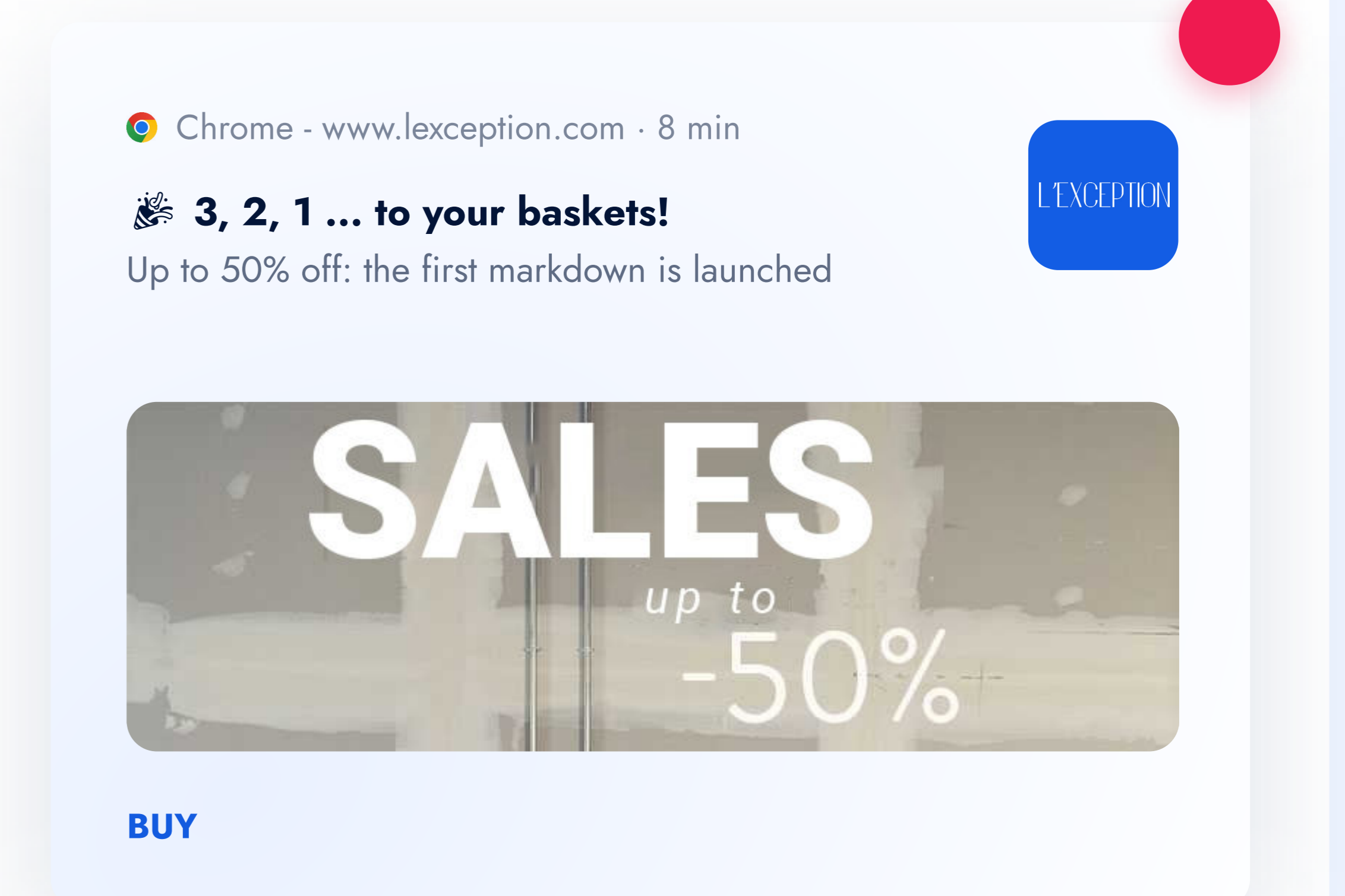
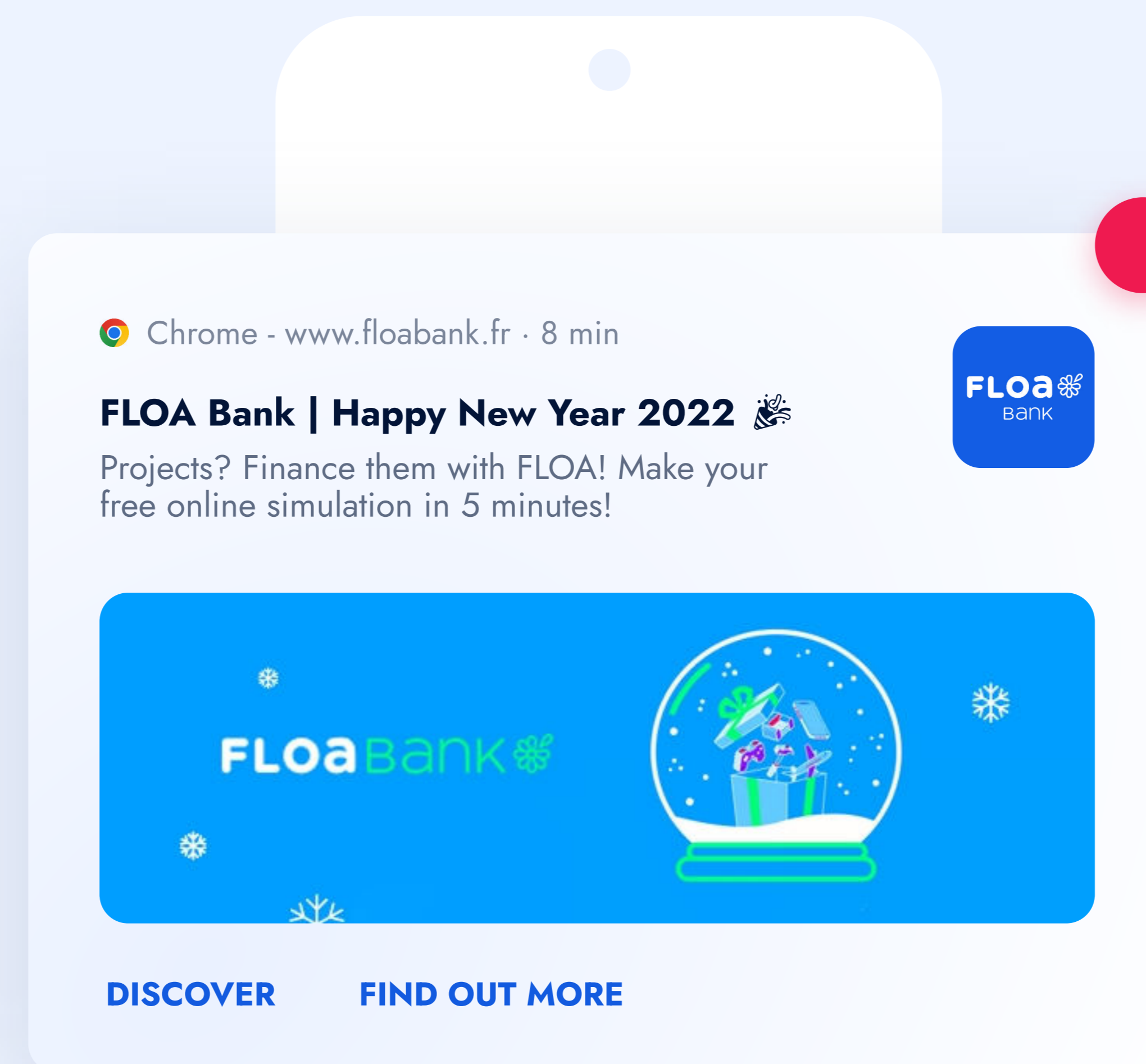
22 Chinese New Year 🏮

26 National Spouse's Day

● USA 🇺🇸 ● UK 🇬🇧 ● Both 🇺🇸 🇬🇧

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January



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February

S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
5	30	31	1	2	3	4	5
6	6	7	8	9	10	11	12
7	13	14	15	16	17	18	19
8	20	21	22	23	24	25	26
9	27	28	1	2	3	4	5
10	6	7	8	9	10	11	12

9 World Pizza Day

12 Super Bowl LVII 🇺🇸

14 Valentine's Day 💕

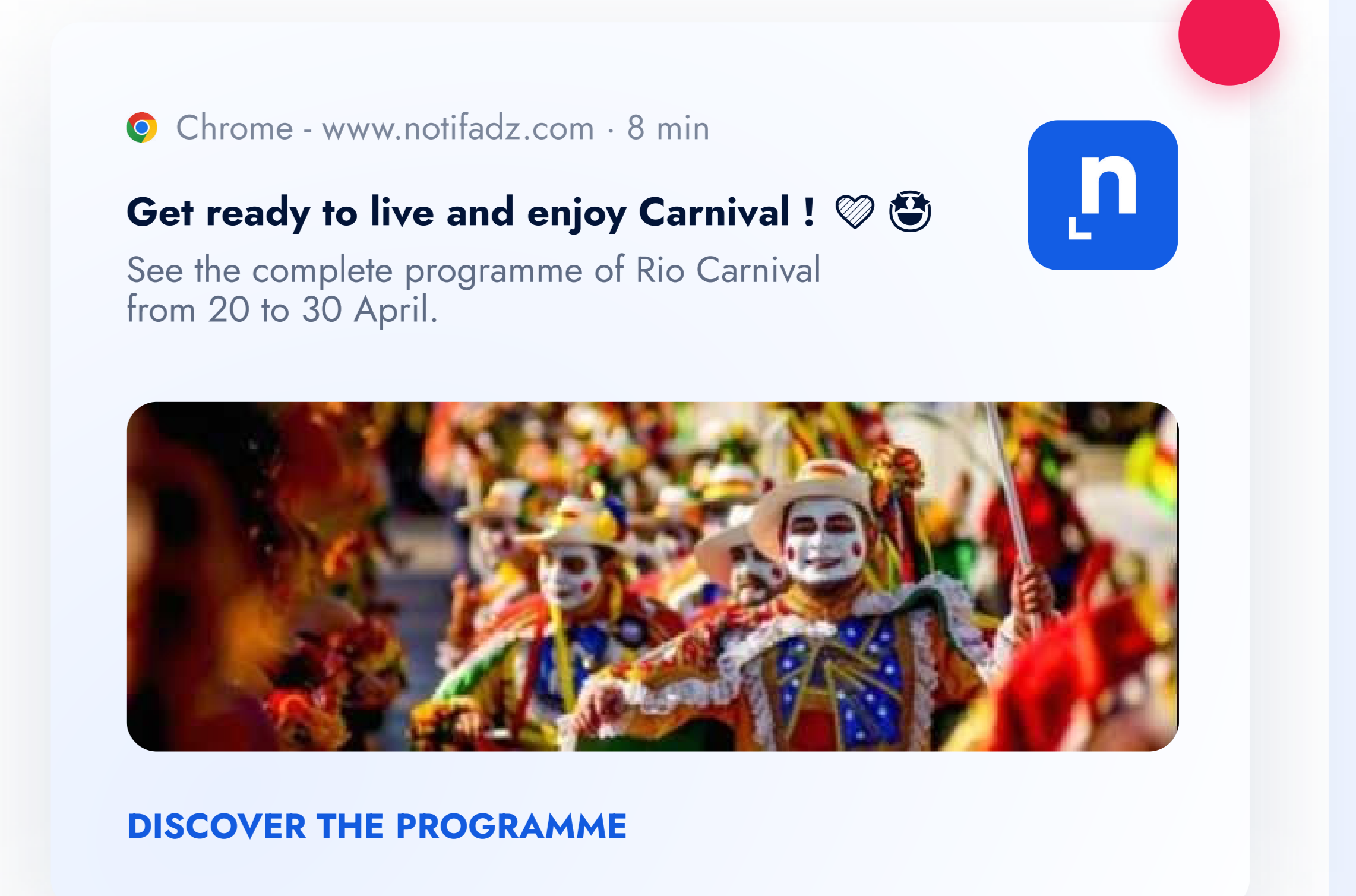
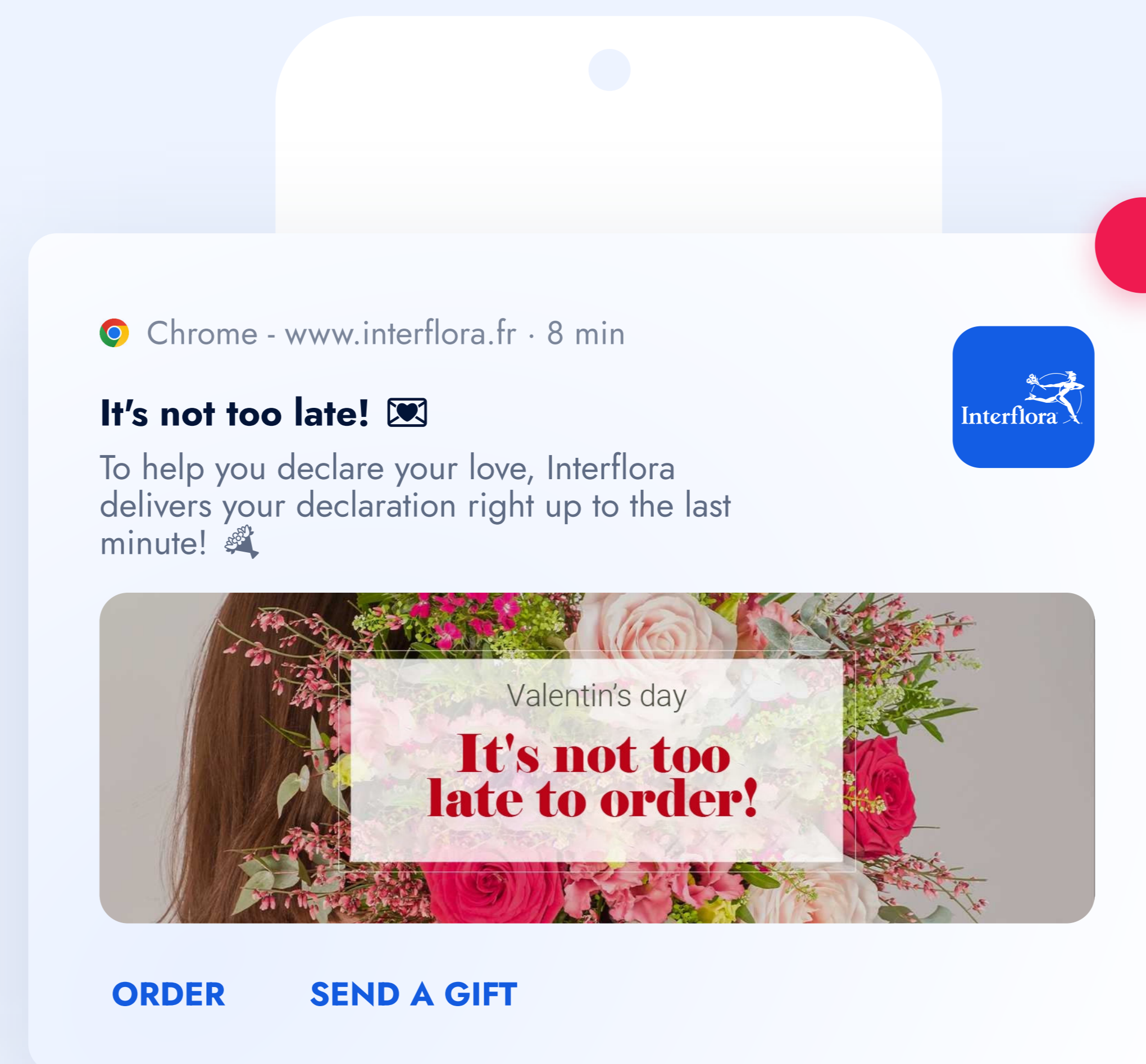
17 → 25 Rio Carnival

20 President's day

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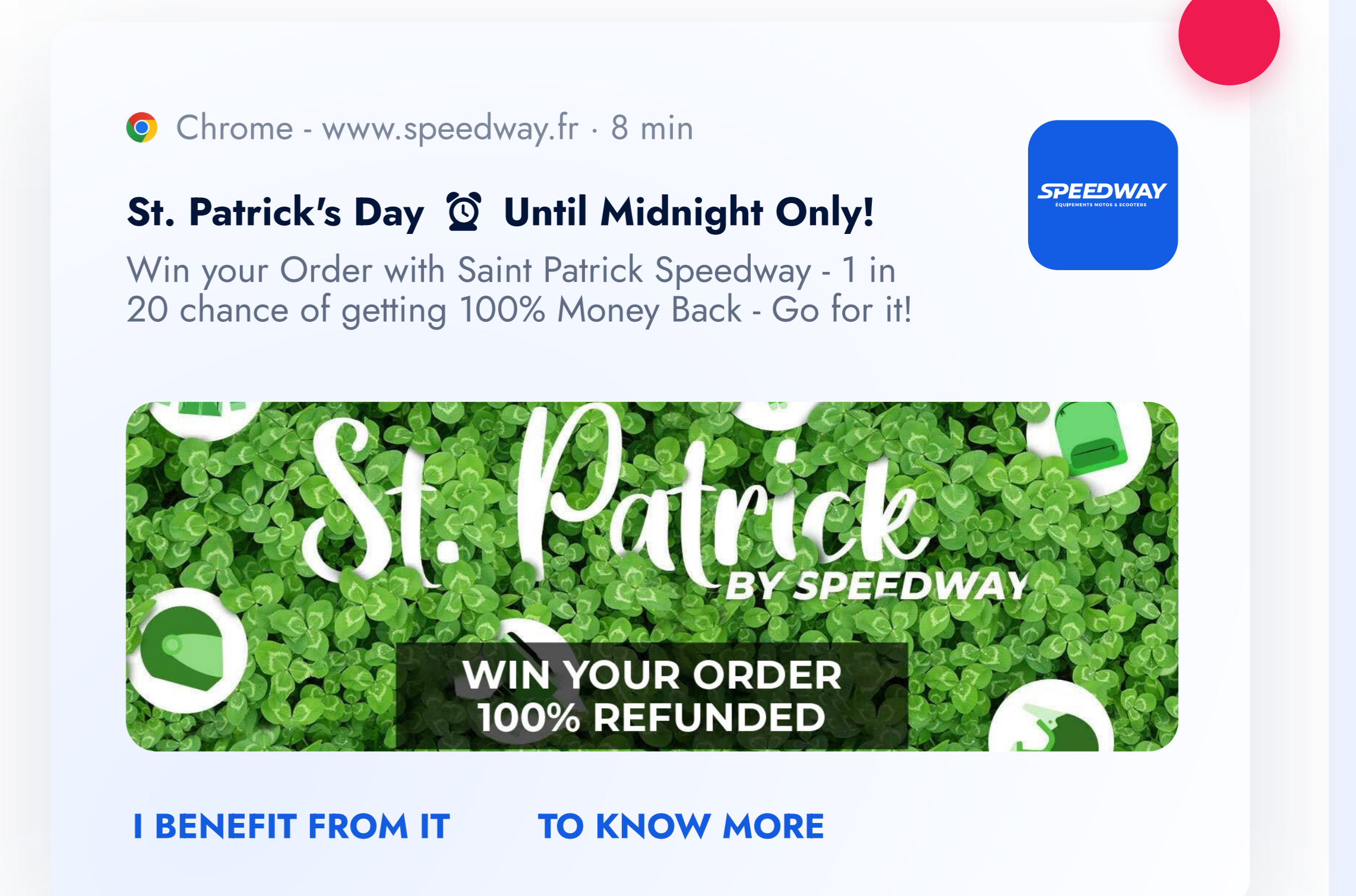
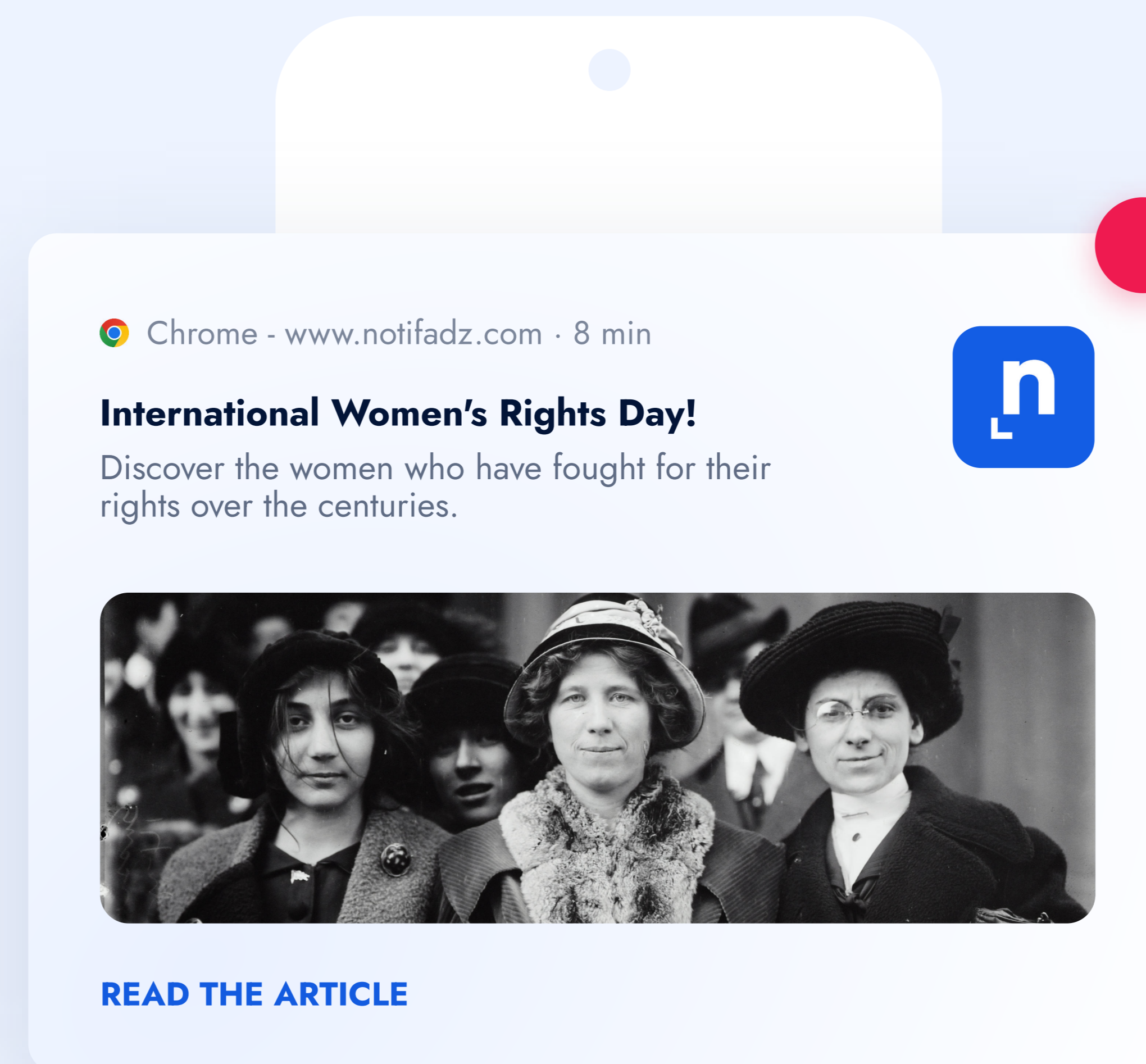
March

S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
9	30	31	1	2	3	4	5
10	6	7	8	9	10	11	12
11	13	14	15	16	17	18	19
12	20	21	22	23	24	25	26
13	27	28	29	30	31	1	2
14	3	4	5	6	7	8	9

- 1 St David's Day
- 5 → 8 eCommerceFuel Live
- 8 International Women's Day
- 12 Oscar Night
- 17 St. Patrick's Day ✿
- 19 Mother's Day 👤
- 20 First day of spring
- TBD Ramadan

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April

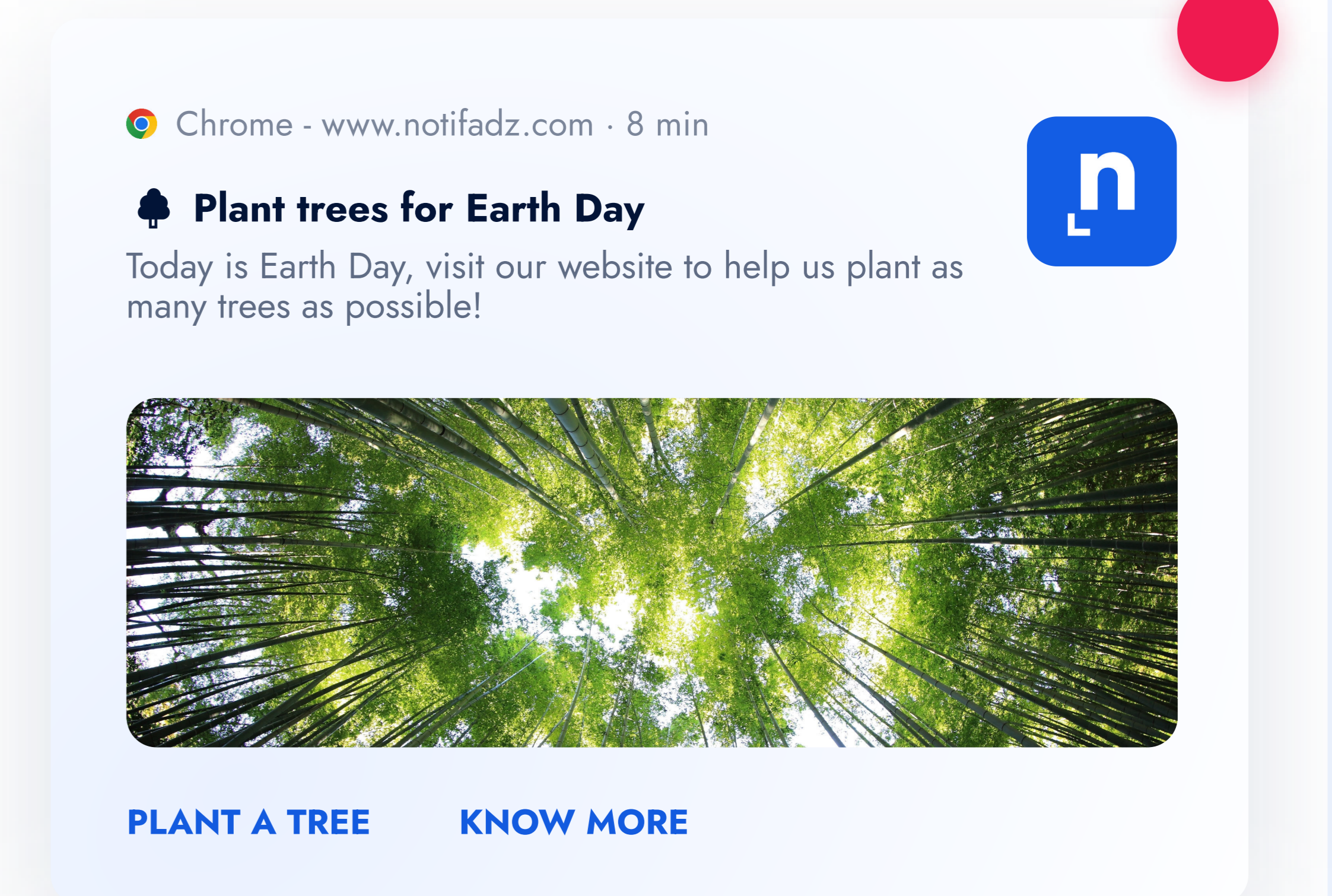
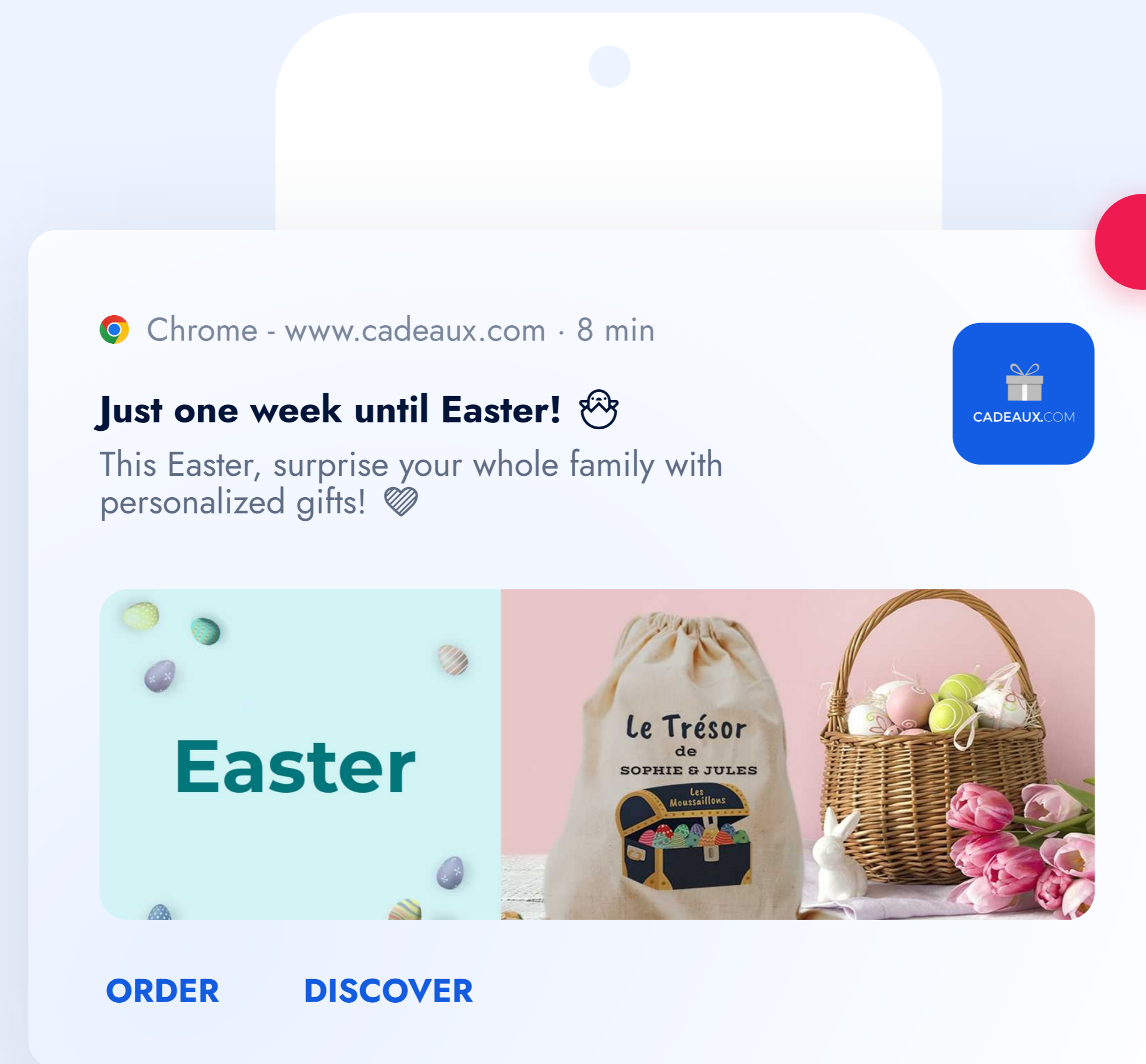
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15	10	11	12	13	14	15	16
16	17	18	19	20	21	22	23
17	24	25	26	27	28	29	30
18	1	2	3	4	5	6	7

- 1 April Fools' Day 🐸
- 7 World Health Day
- 9 Easter
- 11 National Pet Day
- 14 → 23 Coachella Festival
- 22 Earth Day
- 23 St George's Day
- 29 International Dance Day
- TBD Eid al-Fitr

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May

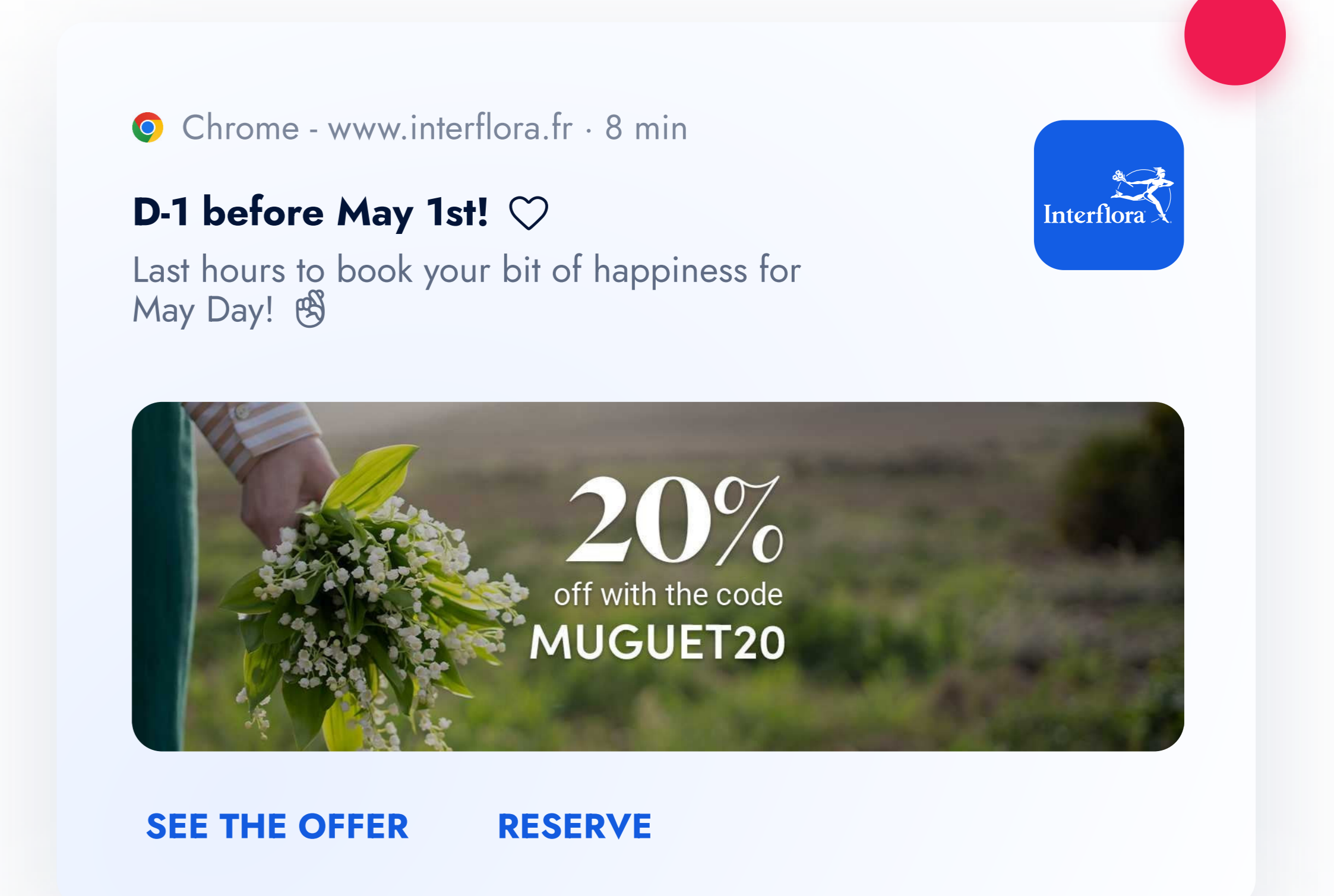
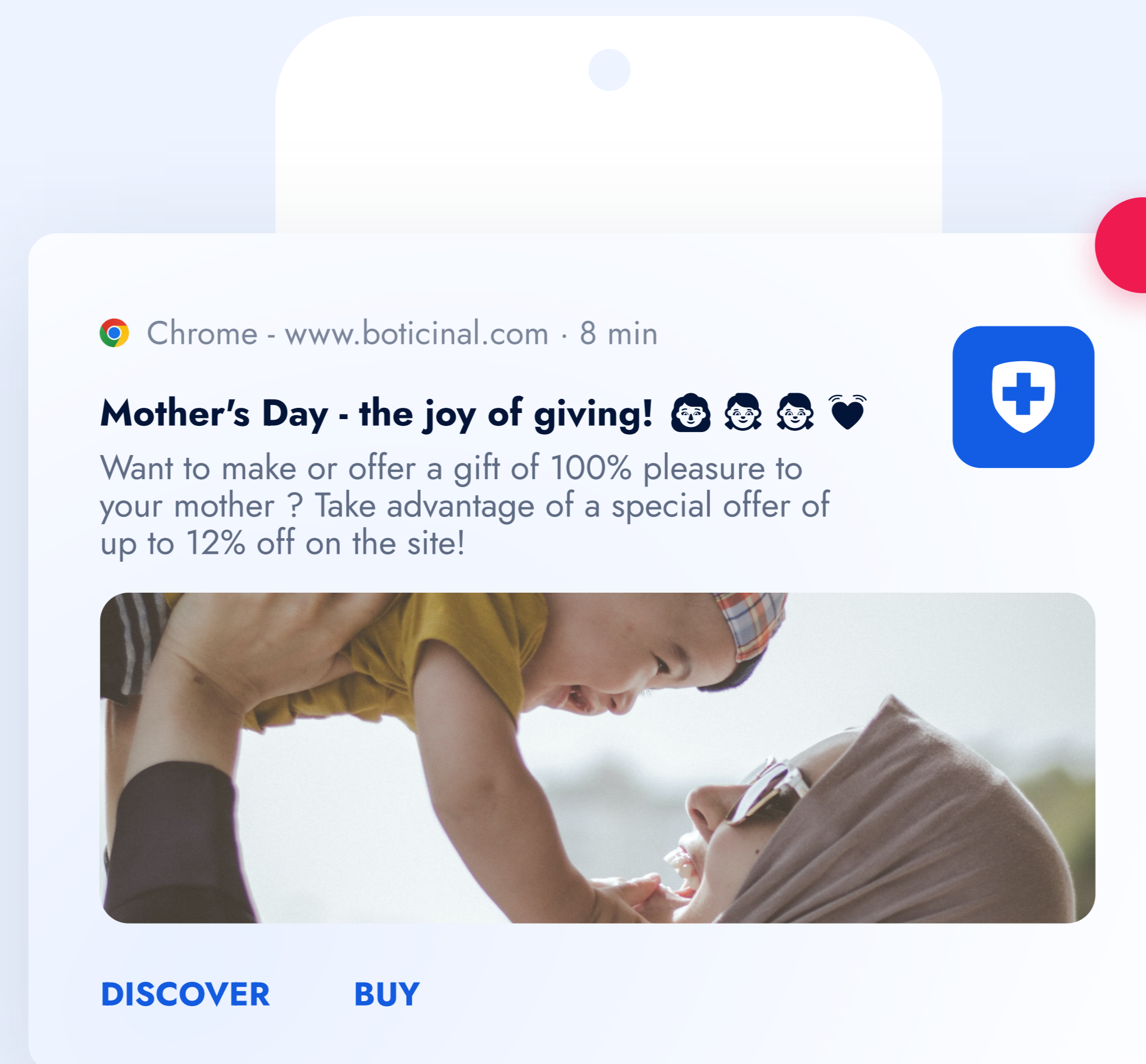
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18	1	2	3	4	5	6	7
19	8	9	10	11	12	13	14
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21	22	23	24	25	26	27	28
22	29	30	31	1	2	3	4
23	5	6	7	8	9	10	11

- 1 International Workers' Day
- 5 Cinco de Mayo 🇲🇽
- 6 The Coronation of King Charles III
- 9 Europe Day
- 14 Mother's Day 👩
- 14 Children's Day
- 18 International Museum day
- 25 National Wine Day
- 29 Memorial Day

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June

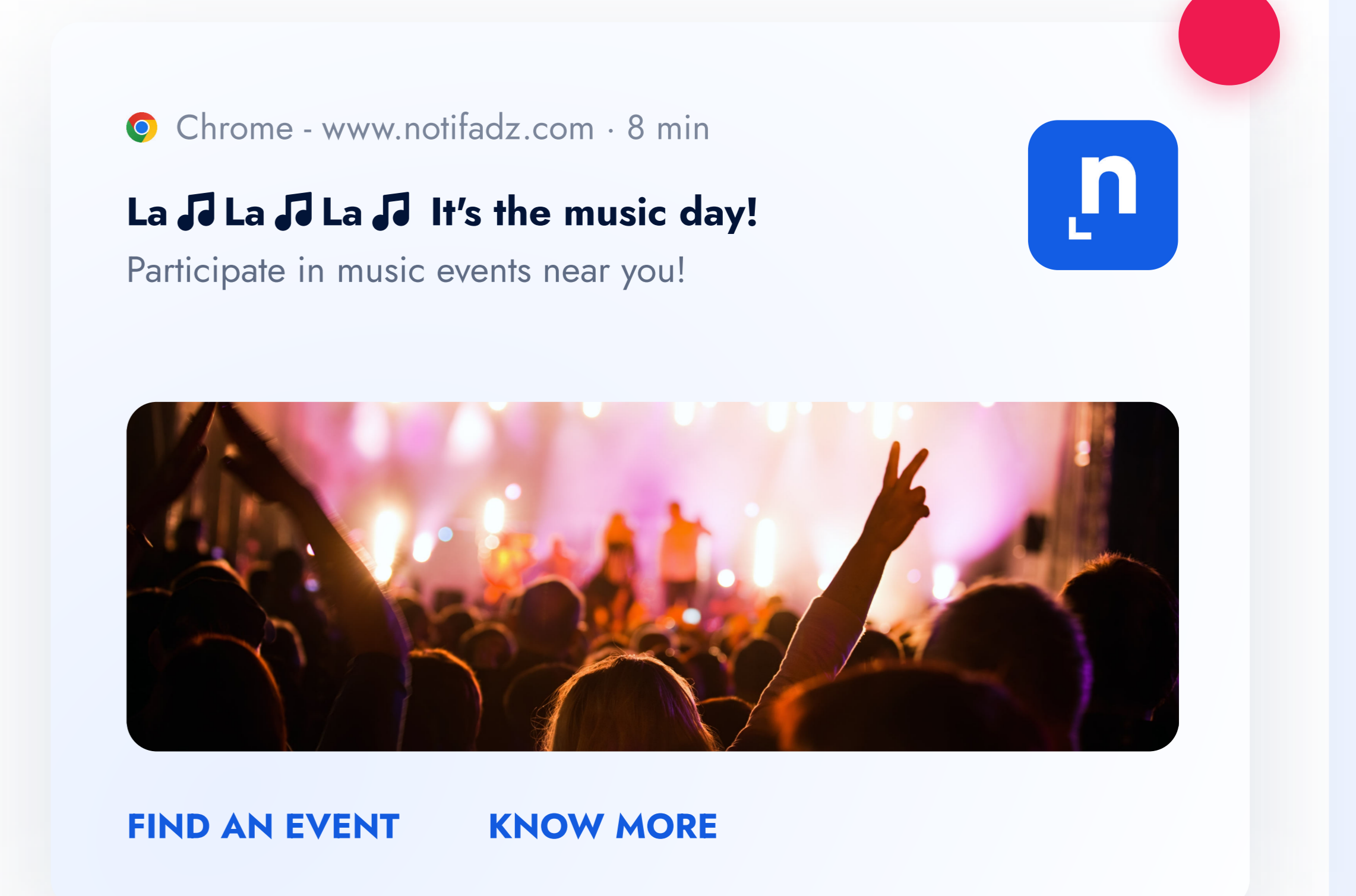
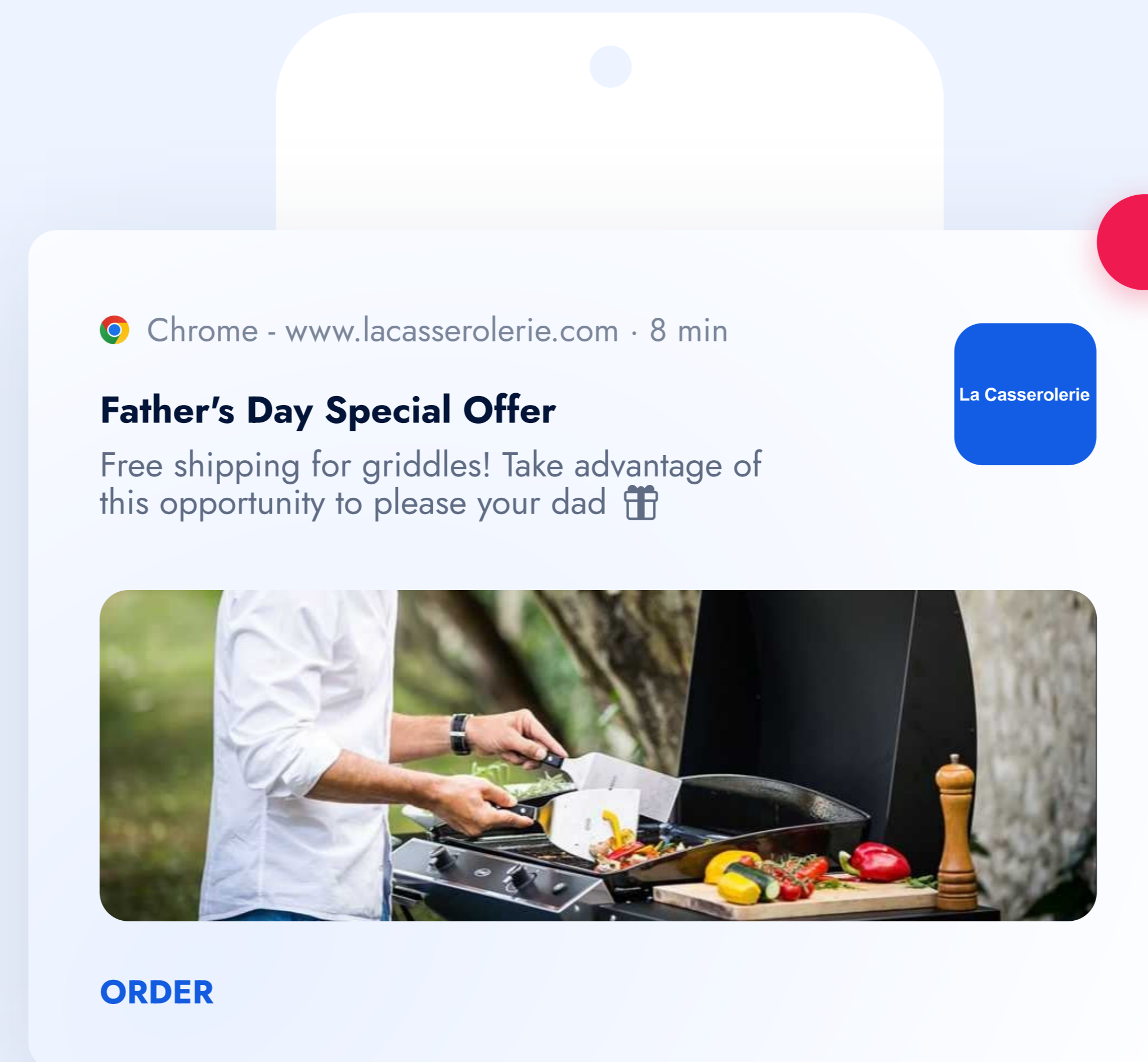
S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
22	29	30	31	1	2	3	4
23	5	6	7	8	9	10	11
24	12	13	14	15	16	17	18
25	19	20	21	22	23	24	25
26	26	27	28	29	30	1	2
27	3	4	5	6	7	8	9

- 5 World Environment Day
- 11 Children's Day
- 13 → 15 Retail Innovation Conference & Expo
- 14 American Flag Day
- 18 Father's Day 🍷👨
- 21 Music Day
- 21 First Day of Summer
- 21 → 25 Glastonbury Festival
- June Pride Month

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June



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July

S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
26	26	27	28	29	30	1	2
27	3	4	5	6	7	8	9
28	10	11	12	13	14	15	16
29	17	18	19	20	21	22	23
30	24	25	26	27	28	29	30
31	31	1	2	3	4	5	6

4 Independence Day 🎆

11 Grow NY

20 → 20^{Aug.} UEFA Women's Euro

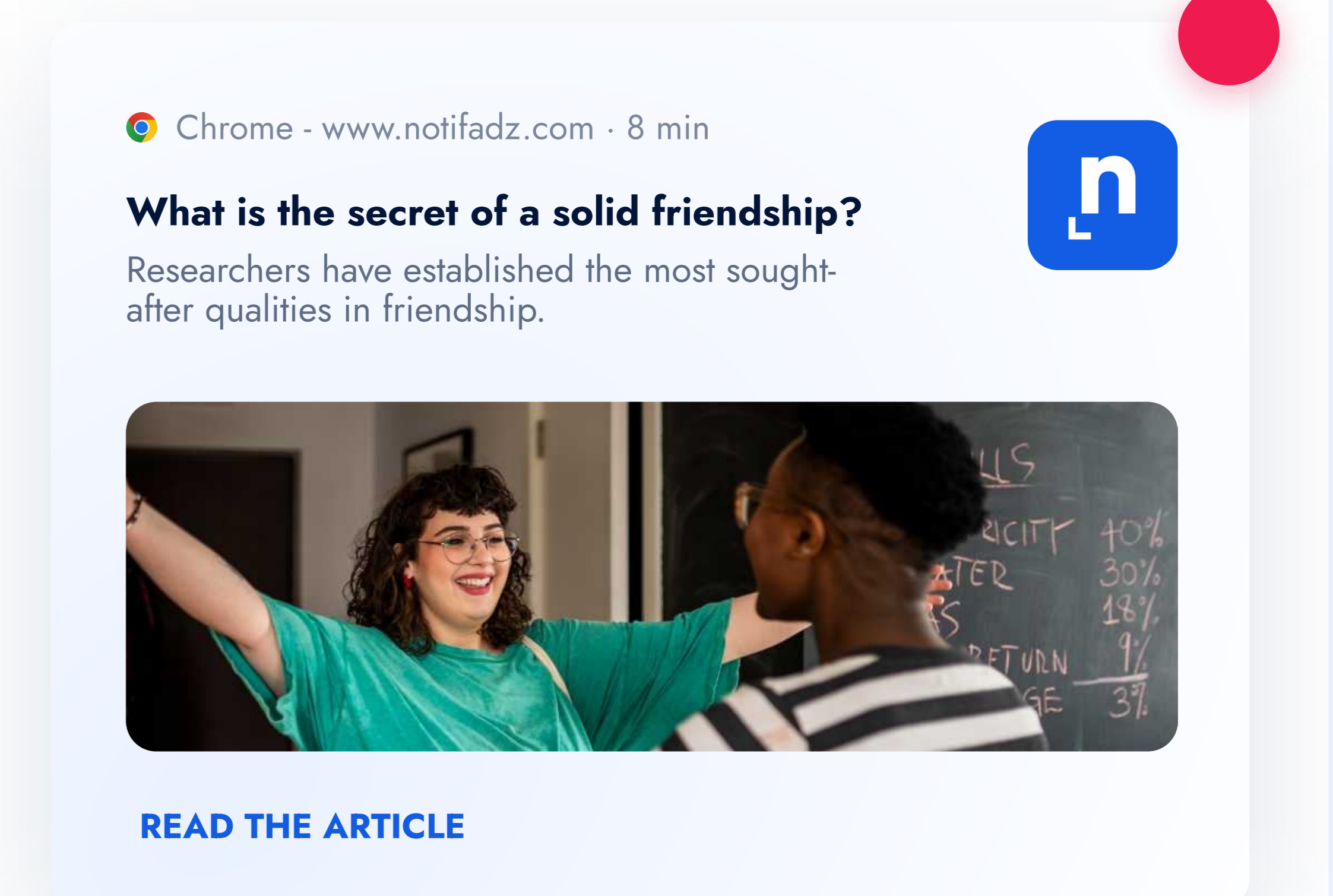
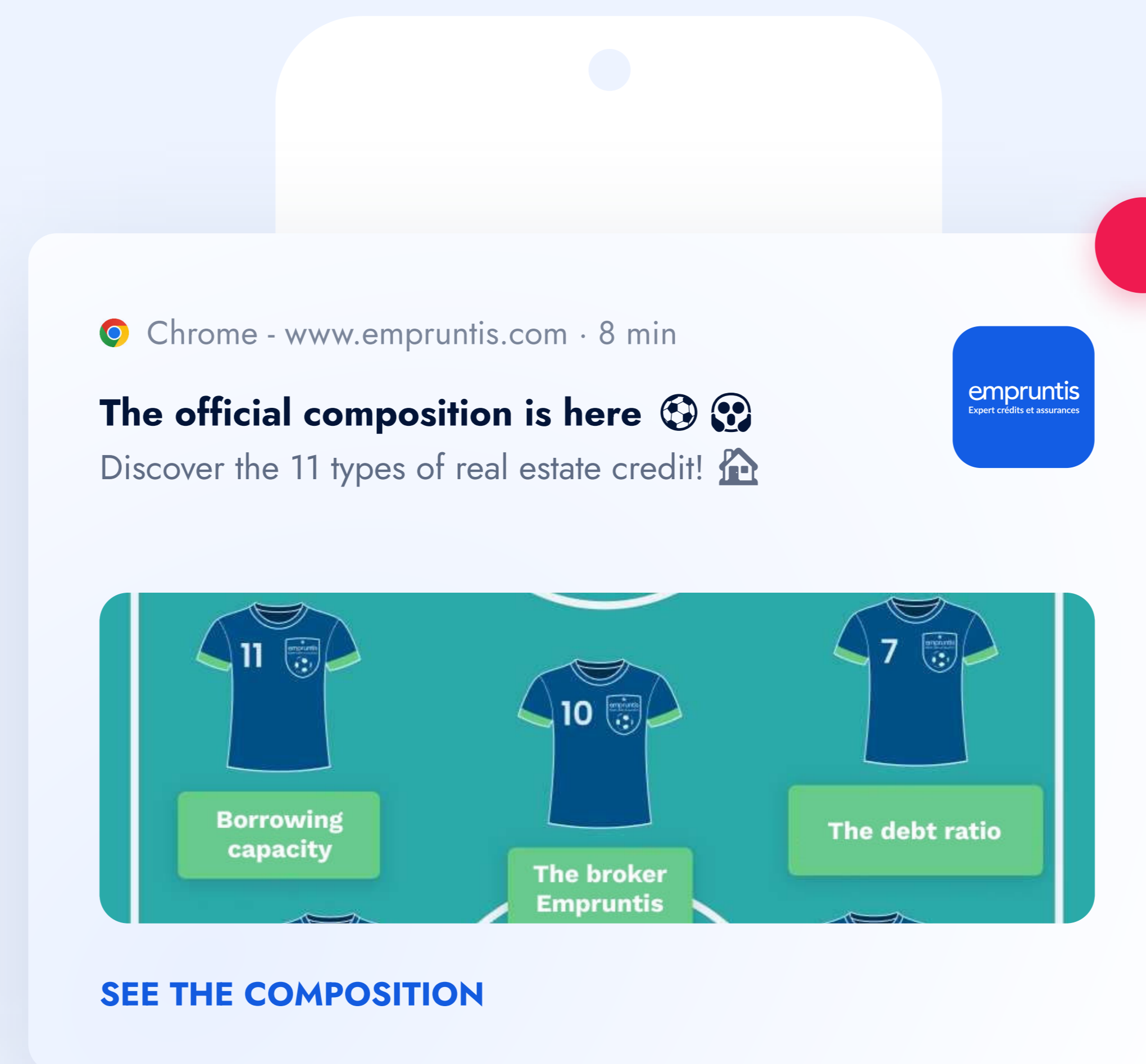
30 International Day of Friendship

TBD Amazon Prime Day

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August

S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
31	31	1	2	3	4	5	6
32	7	8	9	10	11	12	13
33	14	15	16	17	18	19	20
34	21	22	23	24	25	26	27
35	28	29	30	31	1	2	3
36	4	5	6	7	8	9	10

4 International Beer Day

12 International Youth Day

15 Assumption of Mary †

19 World Photography Day

19 → **27** World Athletics Championships

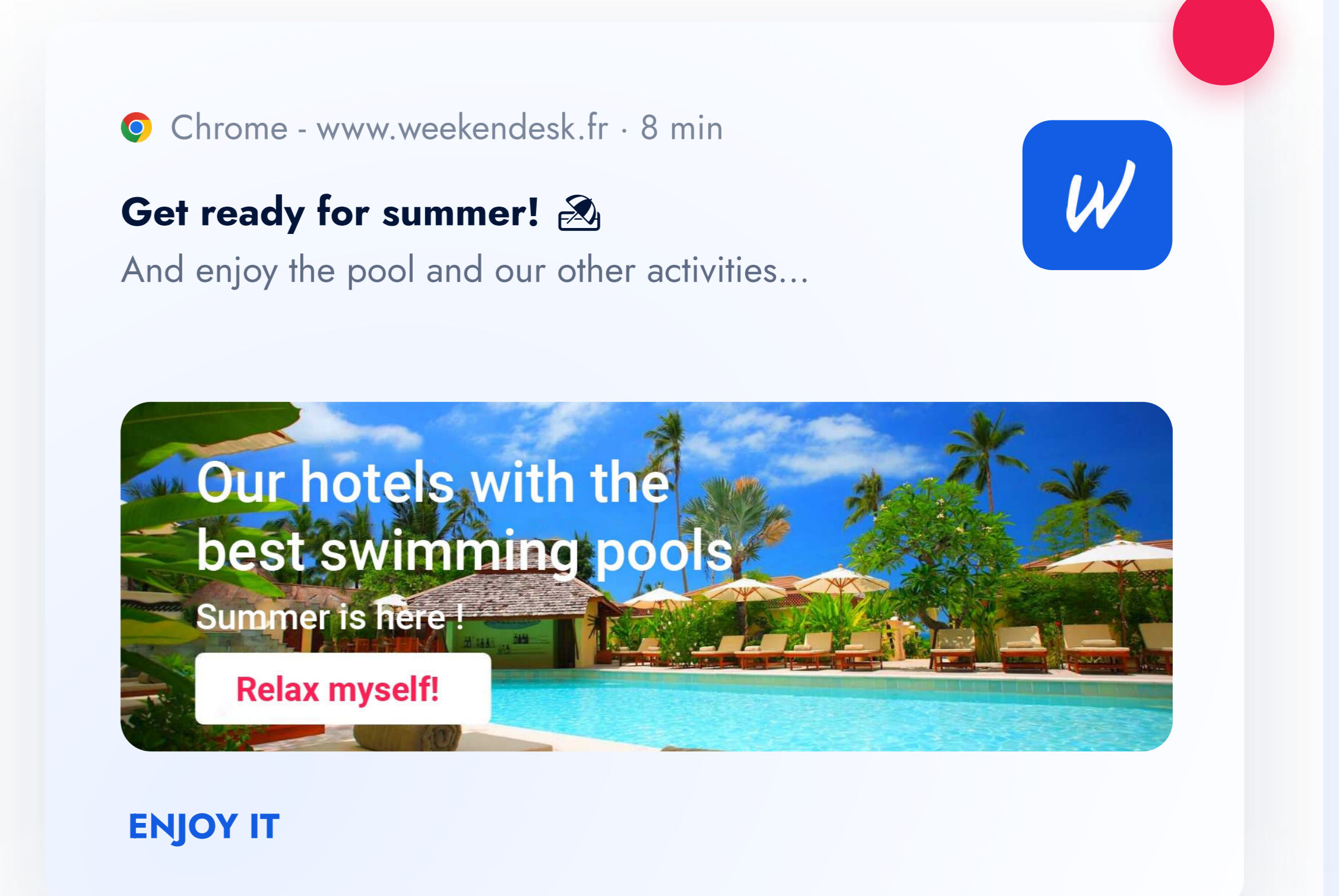
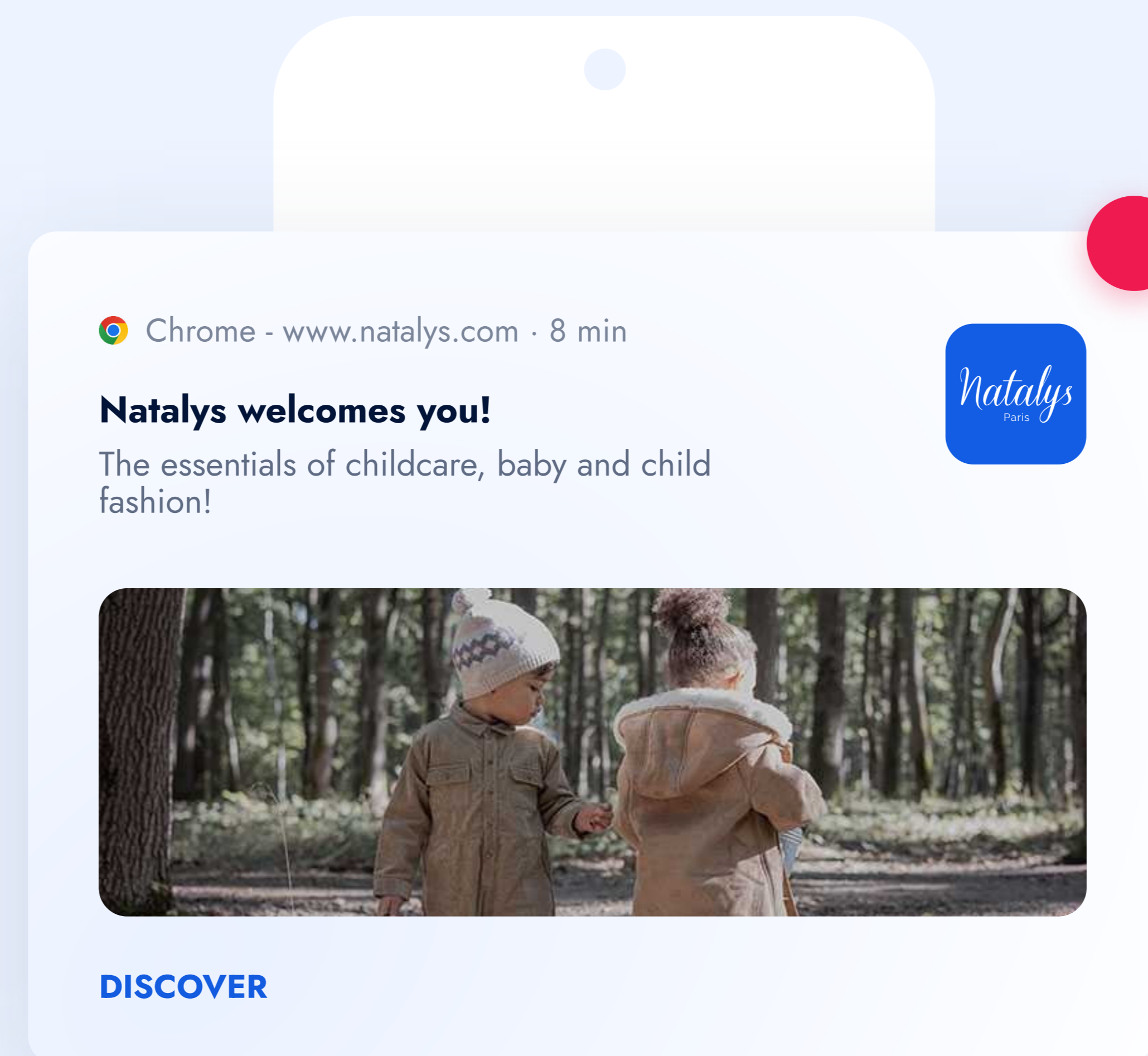
25 → **10^{Sept.}** FIBA Basketball World Cup

28 Summer Bank Holiday

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August



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September

S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
35	28	29	30	31	1	2	3
36	4	5	6	7	8	9	10
37	11	12	13	14	15	16	17
38	18	19	20	21	22	23	24
39	25	26	27	28	29	30	1
40	2	3	4	5	6	7	8

4 Labor Day

10 National Grandparents' Day

21 International Day of Peace 🕊️

24 Yom Kippur

27 World Tourism Day

27 → 28 Ecommerce Expo London

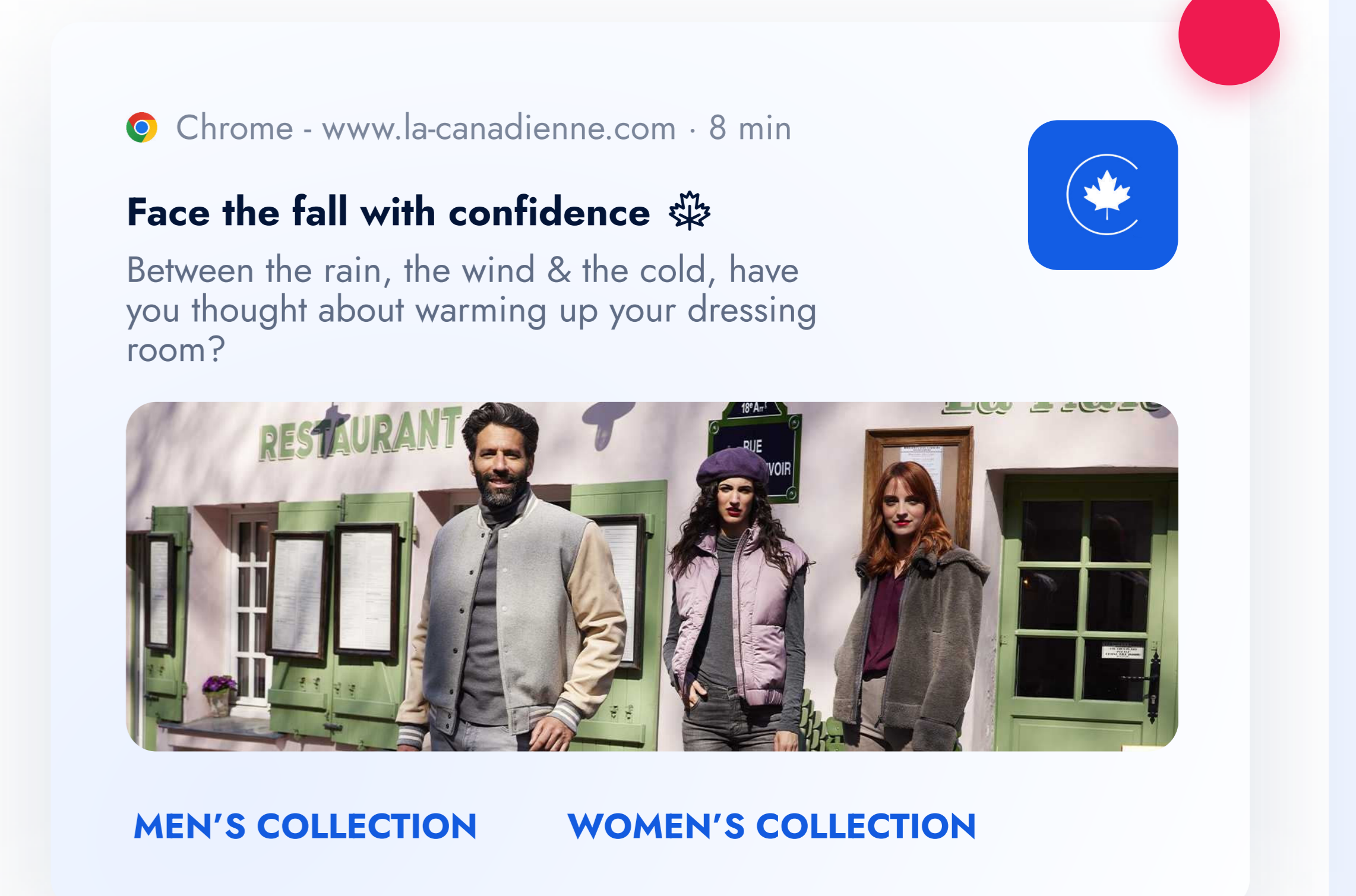
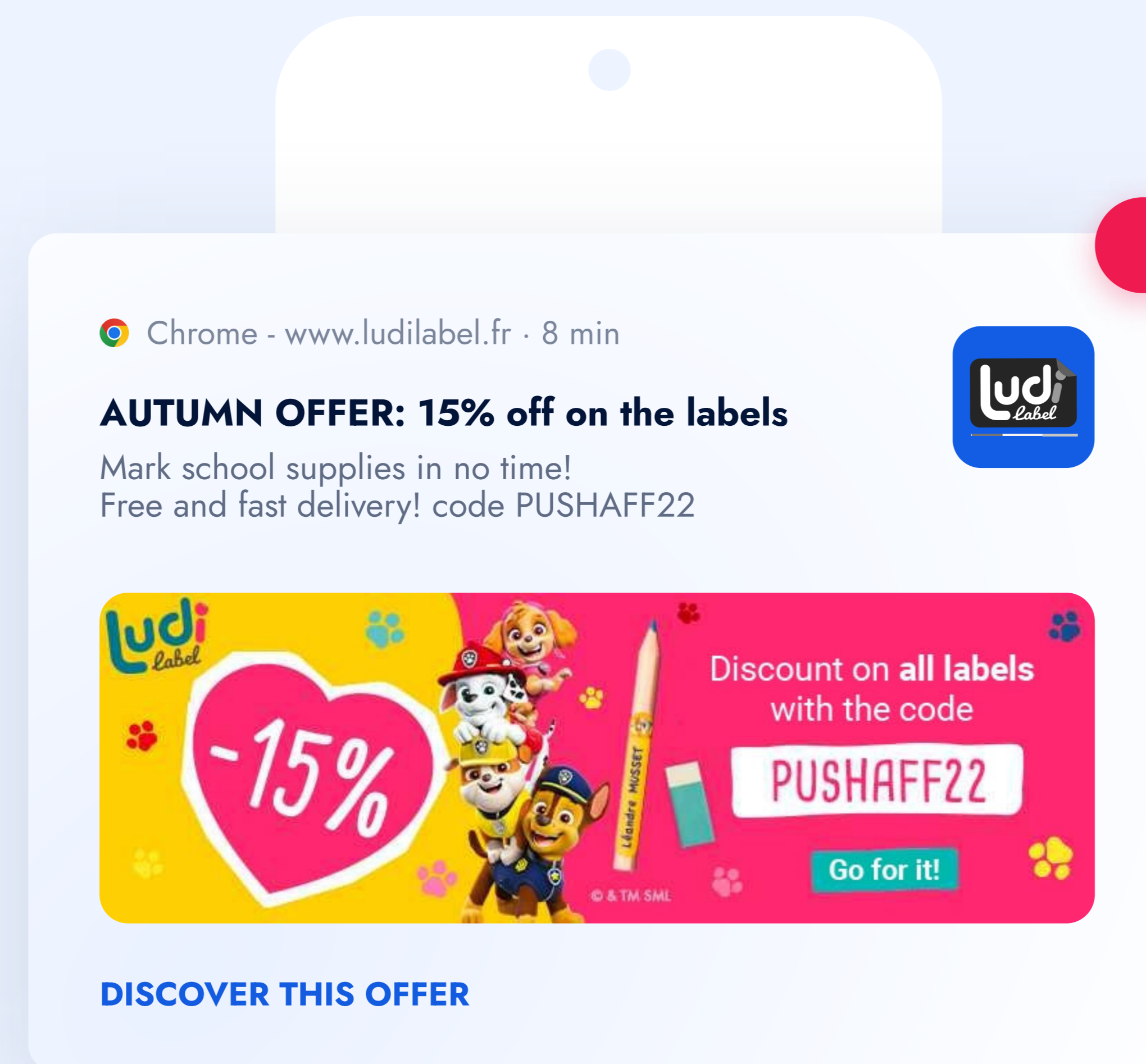
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October

S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
39	25	26	27	28	29	30	1
40	2	3	4	5	6	7	8
41	9	10	11	12	13	14	15
42	16	17	18	19	20	21	22
43	23	24	25	26	27	28	29
44	30	31	1	2	3	4	5

4 World Animal Day

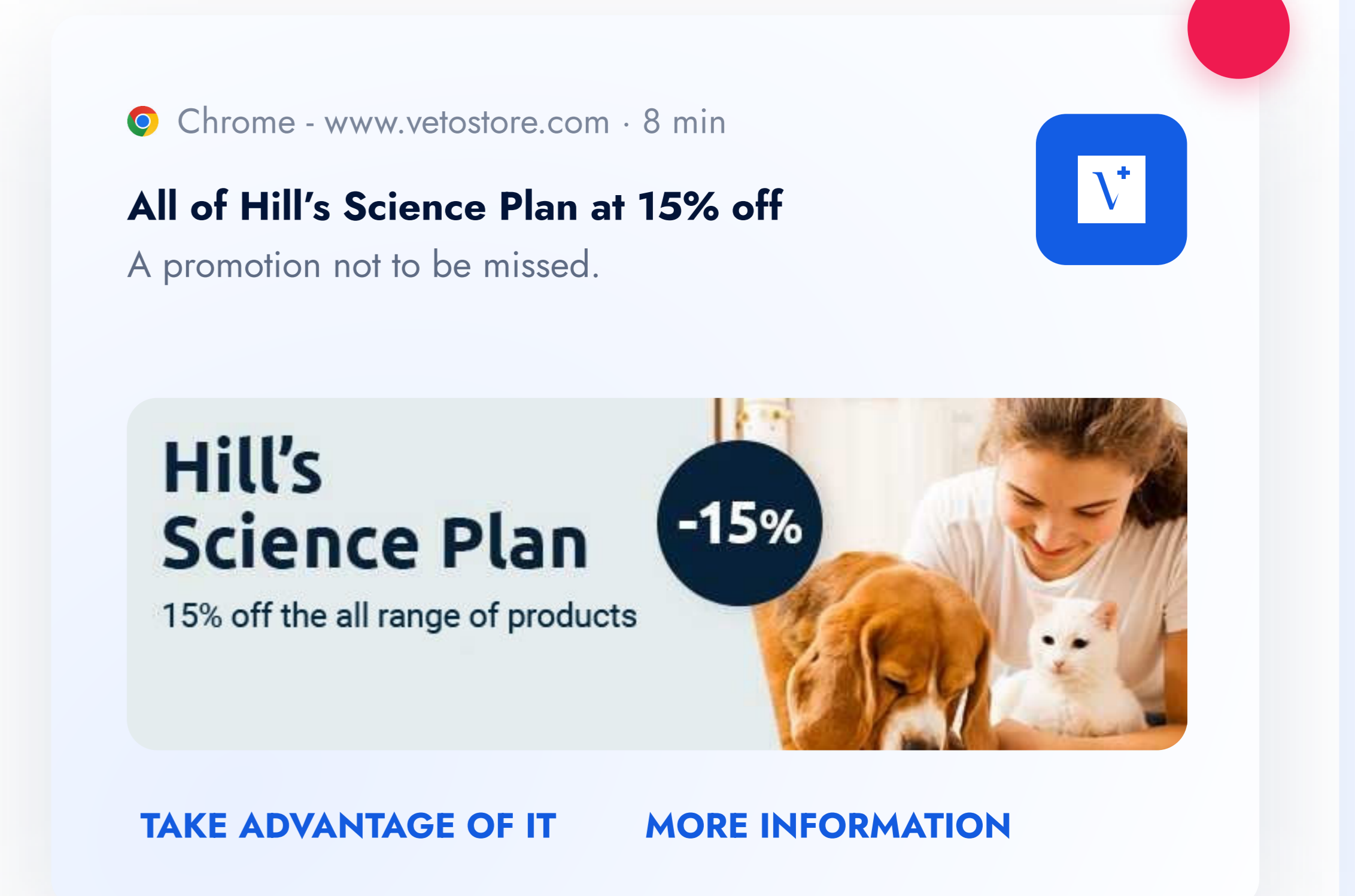
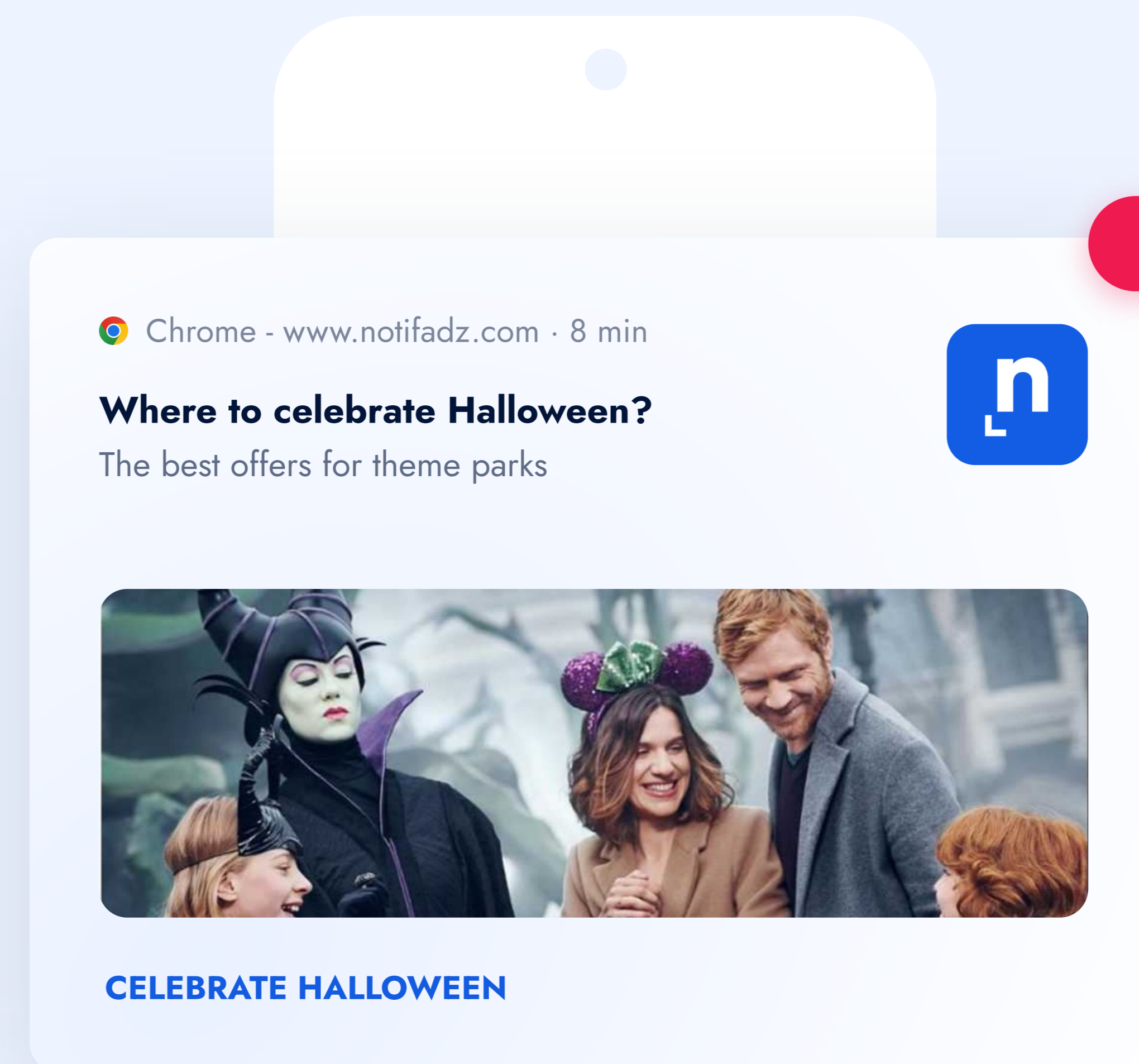
5 World Teachers' Day

16 Boss's Day

31 Halloween 🎃



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November

S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
44	30	31	1	2	3	4	5
45	6	7	8	9	10	11	12
46	13	14	15	16	17	18	19
47	20	21	22	23	24	25	26
48	27	28	29	30	1	2	3
49	4	5	6	7	8	9	10

1 All Saints' Day

11 Singles' Day

23 Thanksgiving

24 Black Friday 🛍️

27 Cyber Monday

30 St Andrew's Day

nov. Movember

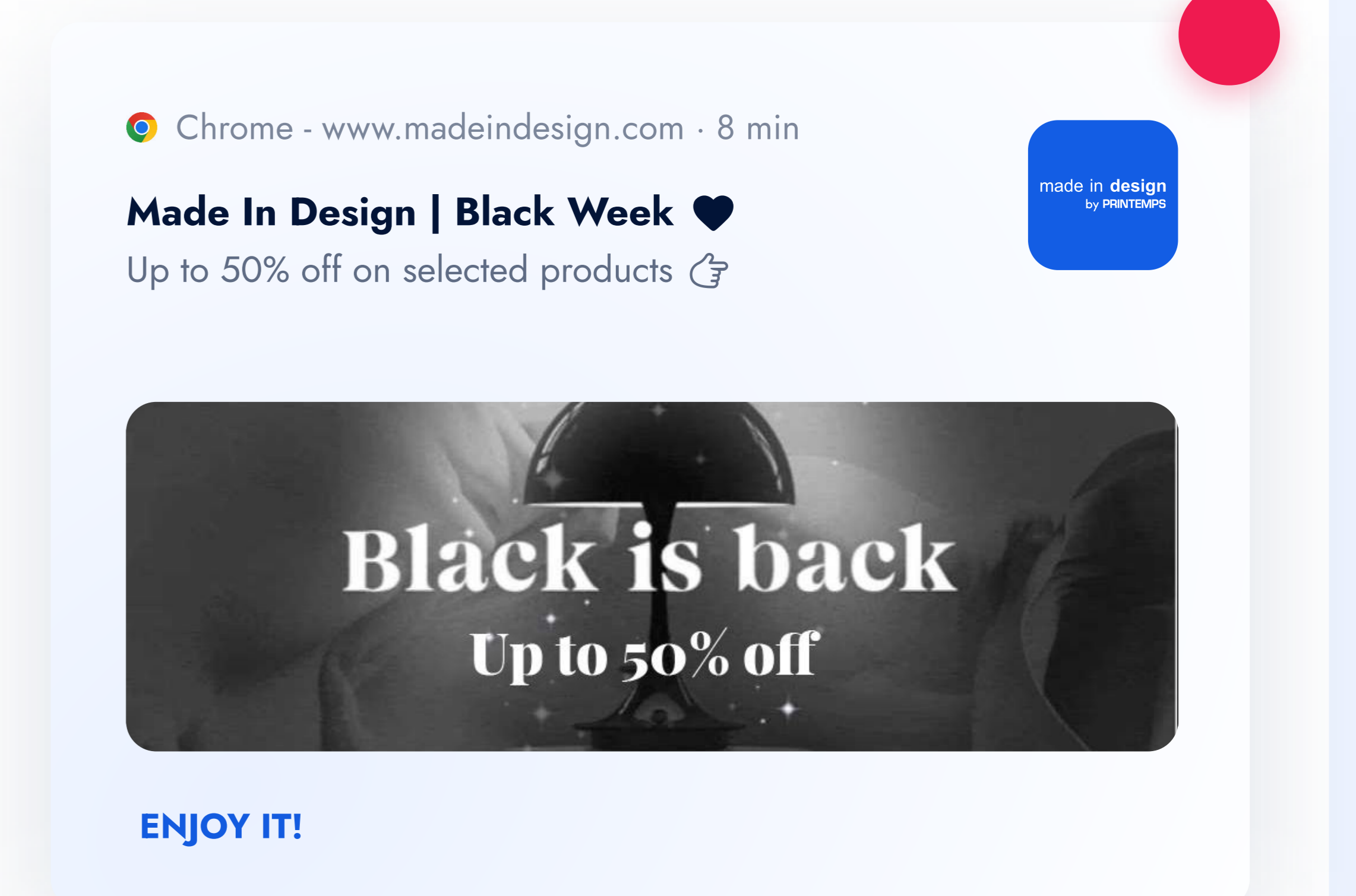
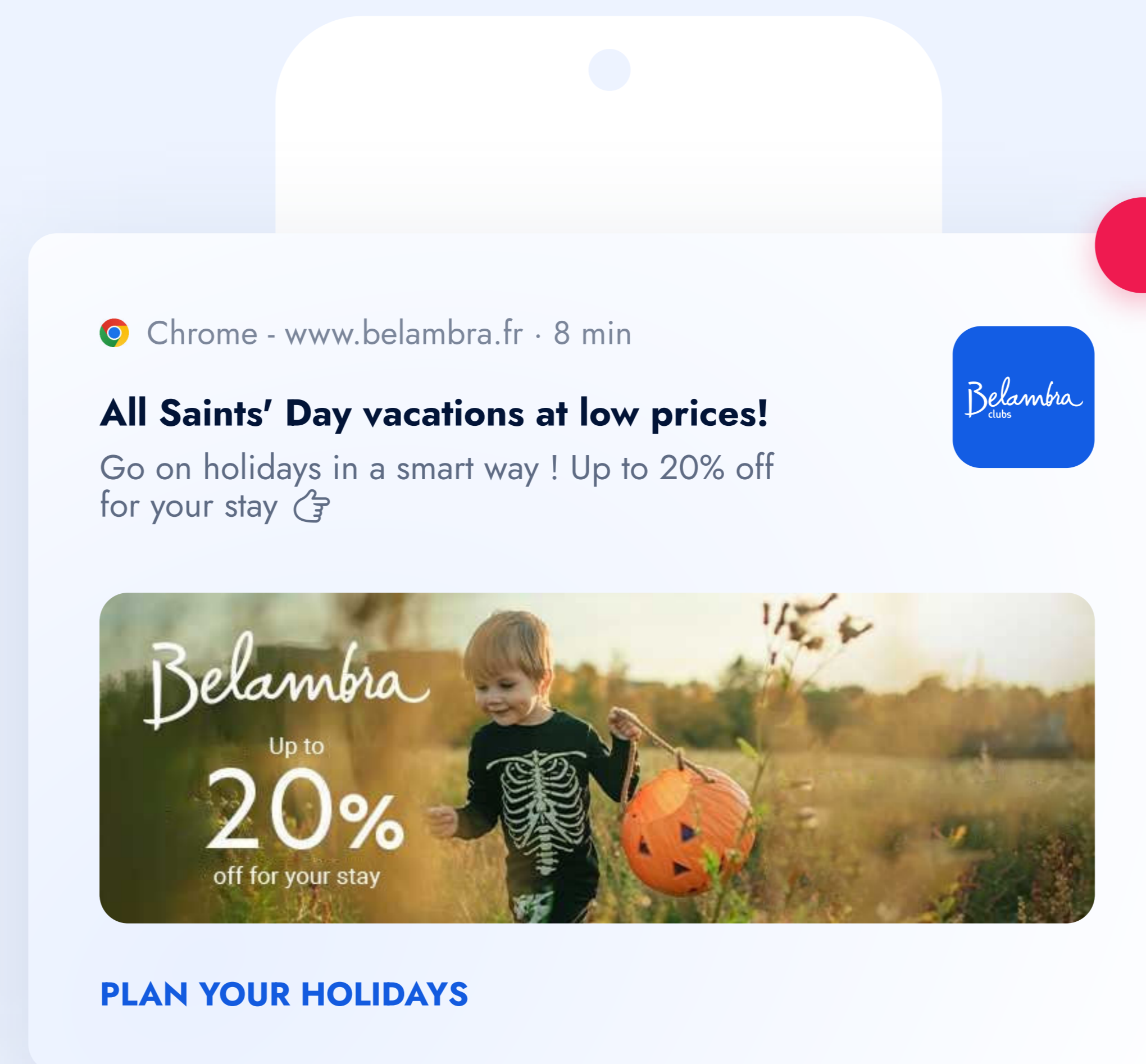
● USA 🇺🇸

● UK 🇬🇧

● Both 🇺🇸 🇬🇧

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December

S	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.
48	27	28	29	30	1	2	3
49	4	5	6	7	8	9	10
50	11	12	13	14	15	16	17
51	18	19	20	21	22	23	24
52	25	26	27	28	29	30	31
1	1	2	3	4	5	6	7

10 Human Rights Day

11 Green Monday

14 National Free Shipping Day

23 Super Saturday

24/25 Christmas Eve and Day 🎅

26 Boxing Day

31 New Year's Eve 🥳

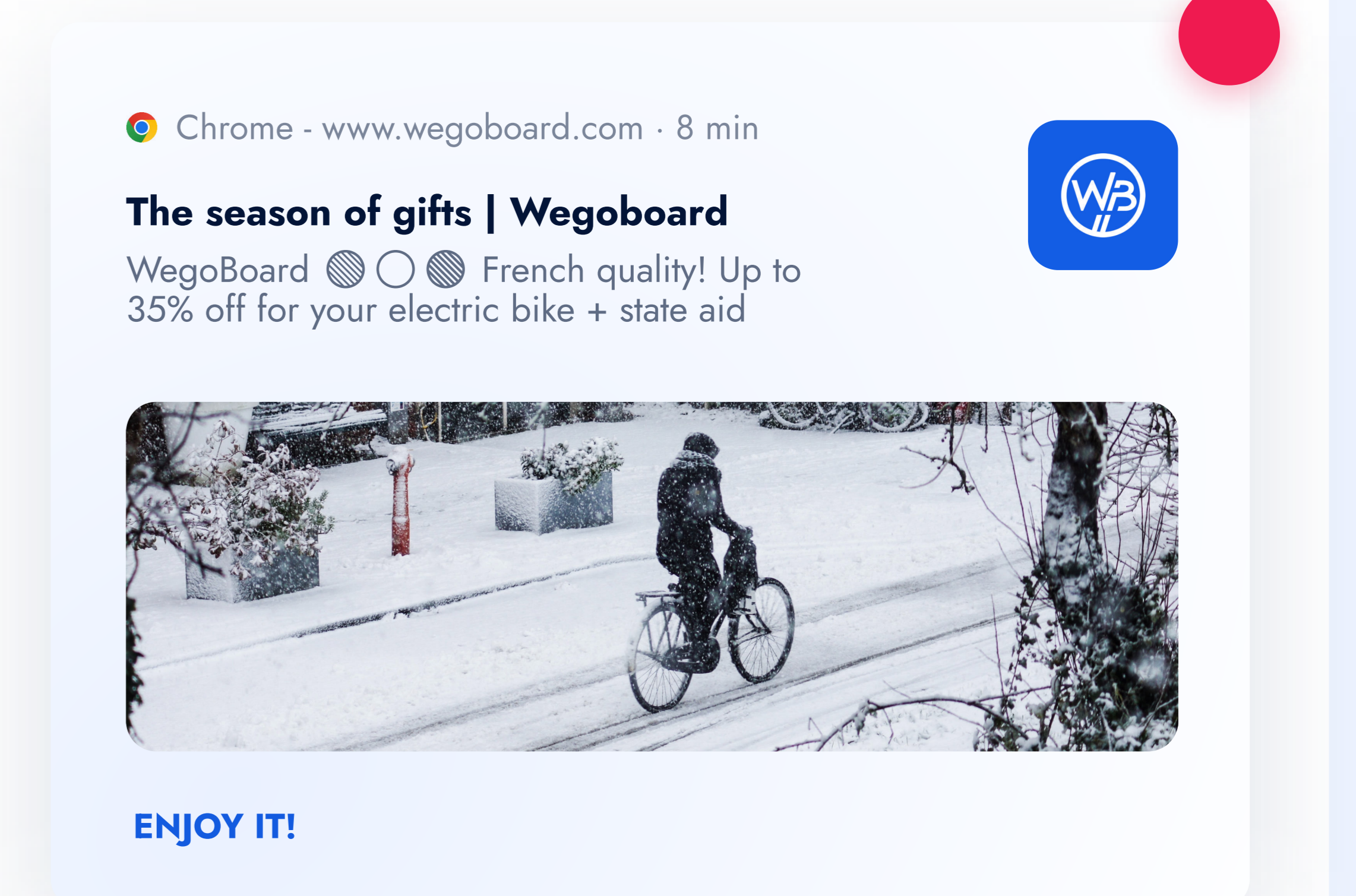
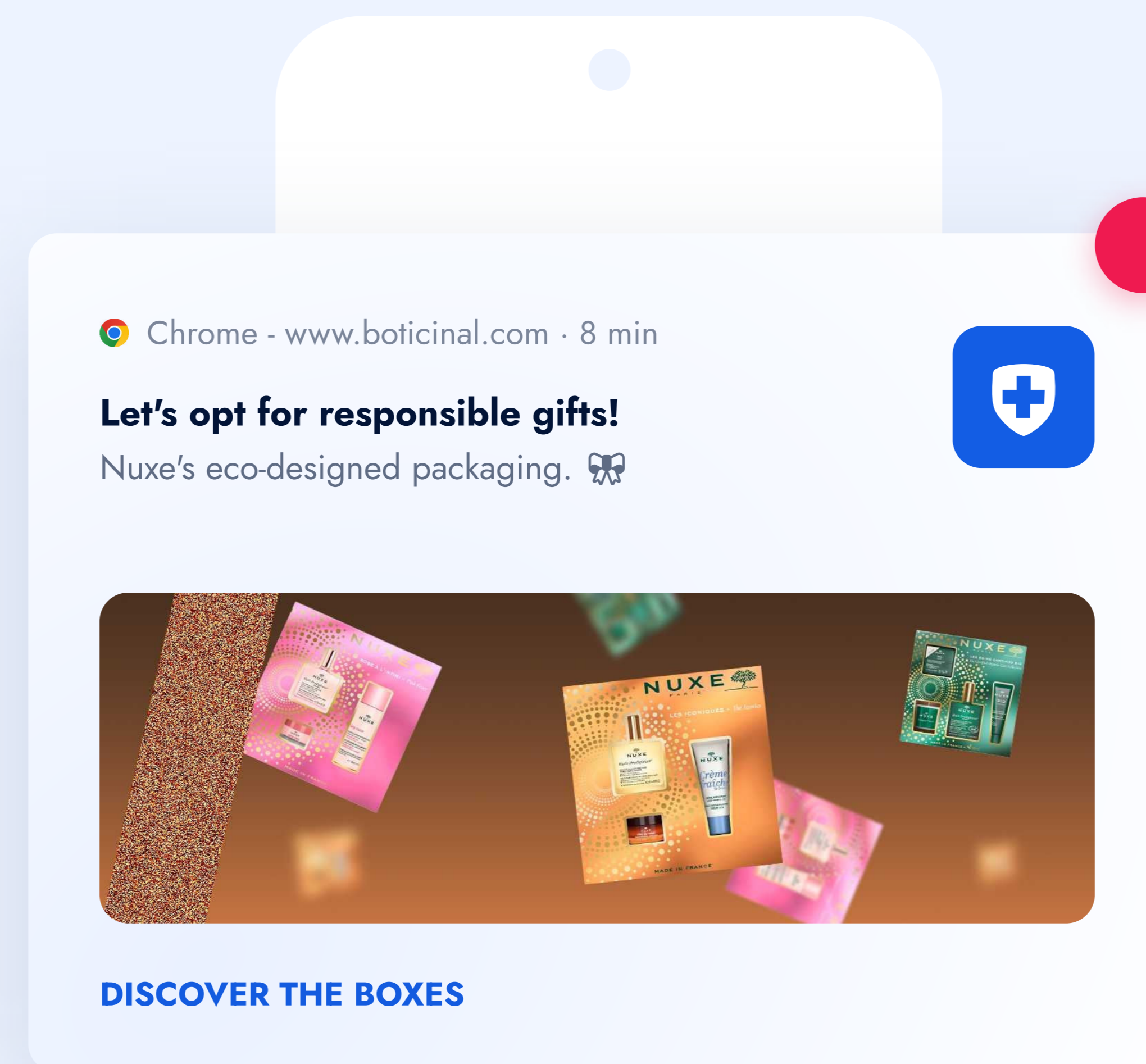
● USA 🇺🇸

● UK 🇬🇧

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#ImpactByAdrenalead

2023

Dates to remember

January

16 Blue Monday

August

12 International Youth Day

March

8 International Women's Day

October

4 World Animal Day

April

7 World Health Day

November

nov. Movember

22 Earth Day

December

10 Human Rights Day

May

1 International Workers' Day

June

5 World Environment Day

June Pride Month



The **#PushTeam** is involved in **solidarity activities**



The **#PushTeam** is committed to **social policy**



The **#PushTeam** cares about the **environment**



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.

<https://adrenalead.com/impact-rse/>

More information