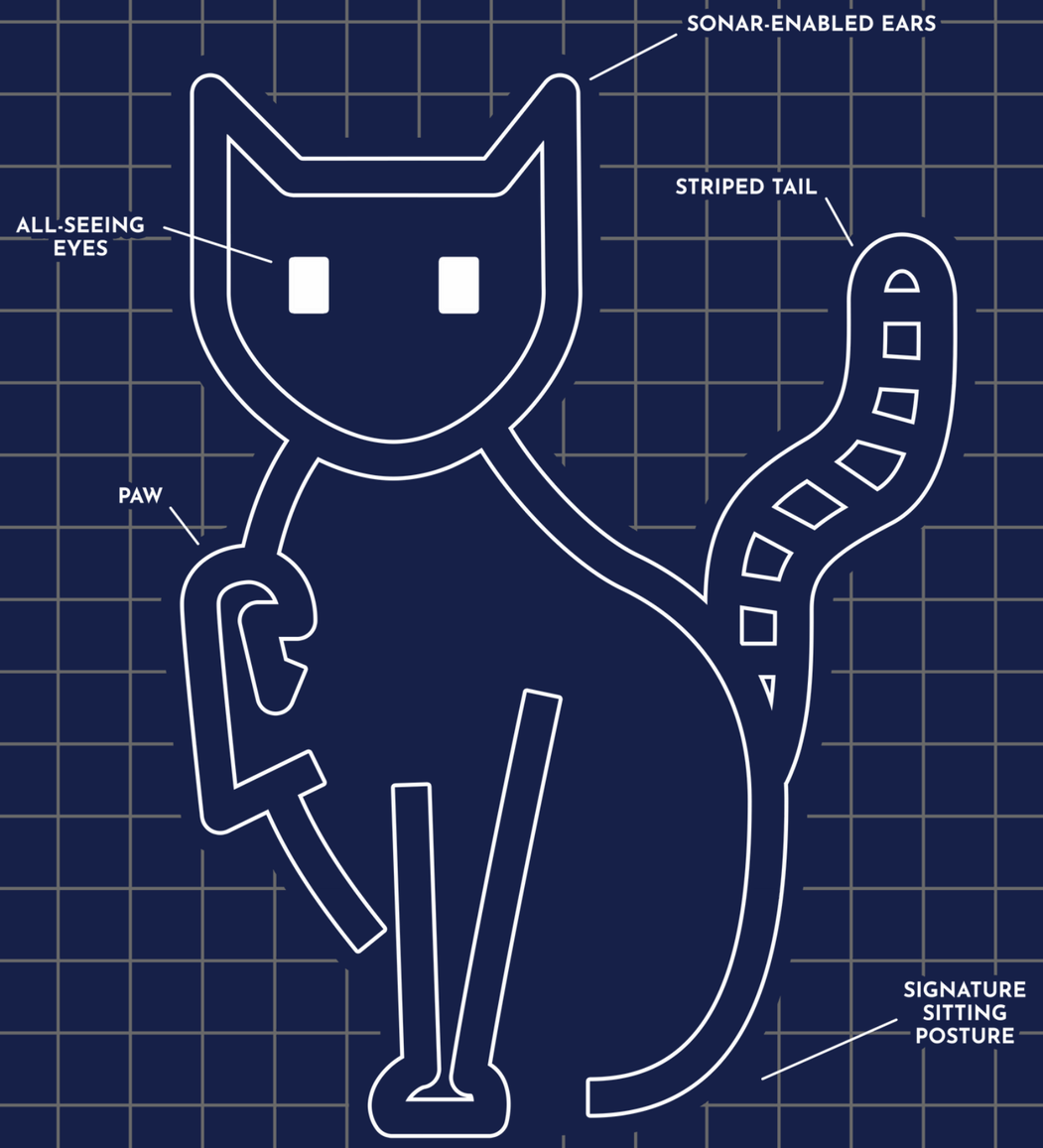
LIMITED EDITION PRINT



ANATOMY OF KIP

CUSTOMCAT.COM

2022

JANUARY

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

FEBRUARY

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27	28					

MARCH

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20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

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MAY

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22	23	24	25	26	27	28
29	30	31				

JUNE

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST

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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

S	M	T	W	T	F	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER

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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	27	28	29
30						

DECEMBER

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JAN 2022

Ecommerce Holidays

Quick Tips: The beginning of 2022 is the perfect opportunity to reconnect with old customers & introduce your brand to new potential ones. Make your customers feel valued by listening to their wants & needs. Wondering what they want? Create a Q&A on social media!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 NEW YEAR'S DAY
2	3	4 NATIONAL SPAGHETTI DAY	5	6	7	8 NATIONAL BUBBLE BATH DAY
9	10	11	12	13 NATIONAL STICKER DAY	14	15 NATIONAL HAT DAY
16	17 MARTIN LUTHER KING JR. DAY	18	19	20	21	22
23 NATIONAL PIE DAY	24 NATIONAL COMPLIMENT DAY	25	26 NATIONAL SPOUSE'S DAY AUSTRALIA DAY	27	28	29
30	31					

January

The best way
to predict the future
is to create it...

su	mo	tu	we	th	fr	sa	su	mo	tu	we	th	fr	sa
						01	02	03	04	05	06	07	08
09	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31					

FEB 2022

Ecommerce Holidays

Quick Tips : **February is Black History Month.**

Originated in the US for commemorating achievements by African-Americans in the US history, currently, it's celebrated all over the world. Show some love & support to your customers.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 LUNAR NEW YEAR	2	3	4 WINTER OLYMPICS (FEB 4-20)	5
6	7	8	9 NATIONAL PIZZA DAY	10	11	12
13 GALENTINE'S DAY	14 VALENTINE'S DAY	15	16	17	18	19
20 LOVE YOUR PET DAY	21 FAMILY DAY PRESIDENTS' DAY	22	23	24	25	26
27 NATIONAL RETRO DAY	28					

February

Excellence
is the gradual result of always
striving to do better

su	mo	tu	we	th	fr	sa
		01	02	03	04	05
13	14	15	16	17	18	19
27	28					

su	mo	tu	we	th	fr	sa
06	07	08	09	10	11	12
20	21	22	23	24	25	26

MAR 2022

Ecommerce Holidays

Quick Tips : March marks the beginning of Spring! Cheer up your sun-deprived customers with a promotion. Use this excellent opportunity to draw attention to seasonal products.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6 NATIONAL DRESS DAY	7	8 INTERNATIONAL WOMEN'S DAY	9	10	11	12
13	14	15	16	17 ST. PATRICK'S DAY	18	19 LET'S LAUGH DAY
20 INTERNATIONAL DAY OF HAPPINESS	21	22	23	24	25 INTERNATIONAL WAFFLE DAY	26
27 MOTHER'S DAY	28	29	30	31		

March

To live a creative life
we must lose our fear of
being wrong

su	mo	tu	we	th	fr	sa
		01	02	03	04	05
13	14	15	16	17	18	19
27	28	29	30	31		

su	mo	tu	we	th	fr	sa
06	07	08	09	10	11	12
20	21	22	23	24	25	26

APR 2022

Ecommerce Holidays

Quick Tips : Easter is around the corner, try sharing useful content to help customers have their happiest Easter yet. Use your email newsletters to share tips for the perfect Easter roast or anything that helps your customers have fun & get the most out of your products.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 APRIL FOOLS' DAY	2
3	4	5	6	7	8	9
10 NATIONAL SIBLING DAY	11 NATIONAL PET DAY	12	13	14	15	16 HOLY SATURDAY
17 EASTER SUNDAY	18 EASTER MONDAY	19	20	21	22 EARTH DAY	23 WORLD BOOK DAY
24	25	26	27	28	29 INTERNATIONAL DANCE DAY	30 HONESTY DAY

April

No winter lasts forever,
and no spring skips its turn...

su	mo	tu	we	th	fr	sa	su	mo	tu	we	th	fr	sa
					01	02	03	04	05	06	07	08	09
10	11	12	13	14	15	16	17	18	19	20	21	22	23
24	25	26	27	28	29	30							

MAY 2022

Ecommerce Holidays

Quick Tips : In May, we celebrate our mothers. It's a good idea to implement a specific Mother's Day product recommendation strategy. Base product suggestions on the shopper's most recent browse behavior & mix in some social proof.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 BROTHERS & SISTERS DAY	3	4 STAR WARS DAY	5	6	7
8 MOTHER'S DAY	9 EUROPE DAY	10	11	12	13	14
15	16 NATIONAL PET DAY	17	18	19	20	21
22	23 VICTORIA DAY	24	25 NATIONAL WINE DAY	26	27	28
29	30 MEMORIAL DAY	31 NATIONAL SMILE DAY				

May

There is a crack in everything
That's how the light gets in...

su	mo	tu	we	th	fr	sa	su	mo	tu	we	th	fr	sa
01	02	03	04	05	06	07	08	09	10	11	12	13	14
15	16	17	18	19	20	21	22	23	24	25	26	27	28
29	30	31											

JUN 2022

Ecommerce Holidays

Quick Tips : Pride Month - target LGBTQ+ community & its supporters.

June is recognized as Pride Month all over the world. If you're willing to engage in a month-long event, why not sponsor your local pride community to build your brand ?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3 NATIONAL DOUGHNUT DAY	4
5 WORLD ENVIRONMENT DAY	6	7	8 BEST FRIEND DAY	9	10	11
12	13 INTERNATIONAL CHILDREN'S DAY	14 AMERICAN FLAG DAY	15	16	17 NATIONAL FLIP FLOP DAY	18
19 FATHER'S DAY JUNETEENTH	20	21 INTERNATIONAL YOGA DAY	22	23	24	25
26	27	28	29	30 SOCIAL MEDIA DAY	PRIDE MONTH	

June

See beyond the eyes can see,
believe beyond the inspiration...

su	mo	tu	we	th	fr	sa	su	mo	tu	we	th	fr	sa
			01	02	03	04	05	06	07	08	09	10	11
12	13	14	15	16	17	18	19	20	21	22	23	24	25
26	27	28	29	30									

JUL 2022

Ecommerce Holidays

Quick Tips : Run a special Fourth of July sale or promotion to get more customers visiting your business this month. Make sure to update your cut-off time on your website & social media accounts.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 CANADA DAY #CanadaDay	2
3	4 INDEPENDENCE DAY #4thofjuly	5 NATIONAL BIKINI DAY	6 INTERNATIONAL KISSING DAY	7 WORLD CHOCOLATE DAY	8	9
10	11	12	13 NATIONAL FRENCH FRY DAY	14	15 GIVE SOMETHING AWAY DAY	16
17 WORLD EMOJI DAY	18 NATIONAL ICE CREAM DAY	19	20	21 NATIONAL JUNK FOOD DAY	22 NATIONAL HOT DOG DAY	23
24 INTERNATIONAL SELF CARE DAY & NATIONAL TEQUILA DAY	25 GLOBAL DAY OF PARENTS	26	27	28	29	30 INTERNATIONAL FRIENDSHIP DAY
31 NATIONAL AVOCADO DAY						

July

Do not go where the path may lead,
go instead where there is no path
and leave a trail

su	mo	tu	we	th	fr	sa
					01	02
10	11	12	13	14	15	16
24	25	26	27	28	29	30

su	mo	tu	we	th	fr	sa
03	04	05	06	07	08	09
17	18	19	20	21	22	23
31						

AUG 2022

Ecommerce Holidays

Quick Tips :

The back-to-school season is filled with exciting reunions & anticipation for the school year.

Why not send targeted back to school campaigns to these different customer segments ?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 NATIONAL SISTER'S DAY	2	3	4	5	6 INTERNATIONAL BEER DAY
7 AMERICAN FAMILY DAY	8 INTERNATIONAL CAT DAY	9 BOOK LOVERS DAY	10 INTERNATIONAL LAZY DAY	11 SON & DAUGHTER DAY	12	13
14	15	16	17 BLACK CAT APPRECIATION DAY	18	19 WORLD PHOTOGRAPHY DAY	20
21 WORLD SENIOR CITIZEN DAY	22	23	24	25	26 INTERNATIONAL DOG DAY	27
28	29	30	31			

August

Sometimes the bad things that happen
in our lives put us directly on the path
to the best things that will ever happen to us

su	mo	tu	we	th	fr	sa	su	mo	tu	we	th	fr	sa
	01	02	03	04	05	06	07	08	09	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26	27
28	29	30	31										

SEP 2022

Ecommerce Holidays

Quick Tips : **Labor Day weekend is often associated with the end of summer.**

For many retailers and shoppers, it’s time to start planning next seasons' outfits

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4 FATHER'S DAY	5 LABOR DAY	6	7 INTERNATIONAL LITERACY DAY	8	9	10
11 GRANDPARENTS DAY	12 NATIONAL VIDEO GAMES DAY	13	14	15	16	17 OKTOBERFEST (SEP 17 - OCT 3)
18 NATIONAL CHEESEBURGER DAY	19	20	21 INTERNATIONAL DAY OF PEACE	22 FIRST DAY OF FALL	23	24
25 NATIONAL DAUGHTER'S DAY	26	27 WORLD TOURISM DAY	28 NATIONAL SON'S DAY	29	30	

September

Be not afraid
of going slowly
Be afraid of only
standing still

su	mo	tu	we	th	fr	sa	su	mo	tu	we	th	fr	sa
				01	02	03	04	05	06	07	08	09	10
11	12	13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30								

OCT 2022

Ecommerce Holidays

Quick Tips : **Q4 is where things start popping off for eCommerce & online businesses!**

Spend time preparing for Black Friday & Cyber Monday, it comes around very fast every year.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1 INTERNATIONAL COFFEE DAY
2 WORLD SMILE DAY	3 NATIONAL BOYFRIEND'S DAY	4 NATIONAL TACO DAY	5 WORLD TEACHERS' DAY	6	7	8
9	10 THANKSGIVING	11 COLUMBUS DAY INDIGENOUS PEOPLES DAY	12	13	14	15
16 BOSS'S DAY	17	18	19	20	21	22
23	24	25	26	27	28 NATIONAL CHOCOLATE DAY	29 NATIONAL CAT DAY
30	31 HALLOWEEN					

October

When you focus
on the good,
the good gets
better

su	mo	tu	we	th	fr	sa	su	mo	tu	we	th	fr	sa
						01	02	03	04	05	06	07	08
09	10	11	12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31					

NOV 2022

Ecommerce Holidays

Quick Tips : This year, the FIFA World Cup will take place; starting on November 21st and ending on December 18th. This month also starts the holiday sales.

Make sure your Black Friday, Cyber Monday, & end-of-year marketing campaigns are ready.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 WORLD VEGAN DAY	2 DIA DE LOS MUERTOS	3	4	5
6	7	8	9	10	11 VETERANS DAY SINGLES' DAY REMEMBRANCE DAY	12
13	14	15	16	17	18	19 INTERNATIONAL MEN'S DAY
20	21	22	23	24 THANKSGIVING	25 BLACK FRIDAY	26 SMALL BUSINESS SATURDAY
27	28 CYBER MONDAY	29	30			

November

Follow your honest convictions,
and stay strong...

su	mo	tu	we	th	fr	sa	su	mo	tu	we	th	fr	sa
		01	02	03	04	05	06	07	08	09	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30										

DEC 2022

Ecommerce Holidays

Quick Tips : Demand for online businesses is still high in December, as everyone searches for Christmas gifts. Make sure you promote your products with a clear lead-time promise so your customers clearly understand when their christmas gifts will arrive in the mail.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4 NATIONAL SOCK DAY	5	6	7	8	9	10
11	12 GREEN MONDAY	13	14	15	16	17 NATIONAL UGLY CHRISTMAS SWEATER DAY
18 NATIONAL FREE SHIPPING DAY	19	20	21 WINTER SOLSTICE	22	23	24 CHRISTMAS EVE
25 CHRISTMAS DAY	26 BOXING DAY	27	28	29	30	31 NEW YEARS EVE

December

In the right light,
at the right time,
everything is extraordinary...

su	mo	tu	we	th	fr	sa
				01	02	03
11	12	13	14	15	16	17
25	26	27	28	29	30	31

su	mo	tu	we	th	fr	sa
04	05	06	07	08	09	10
18	19	20	21	22	23	24

calendar

2022