



POINTS CALENDAR

Deals are rarely announced in advance.

Historical data is the best predictive tool we have.

Find historical data on Cashback Monitor or Save Wise

Portal deals parallel traditional US shopping seasonal deals

Retailer specific: Think type of merchant rather than specific retailer. Lots of stores sell Nike's you don't have to buy direct from Nike if it is not the best bonus.

Plan ahead. Make Lists.
Approach big bonus weeks with a strategy.

EXAMPLES

Superbowl

Appliances and Electronics
(Bestbuy, LG, GE, Whirlpool, etc)

President's Day

Mattresses and Appliances

Memorial Day

Outdoors gear and grilling

Rakuten Big Give Week

Starts Monday of the first full week of May

Amazon Prime Day (but don't use Amazon!)

A rising tide lifts all boats Lots of retailer specific deals to compete with Prime Day

Black Friday/Cyber Monday

EVERYTHING is on sale, EVERYTHING has a high multiplier. Almost always the best time of year.

Labor Day

Appliances, Outdoor Furniture, End of Summer Deals

Back to School

Clothing, Office supplies



ELEVATED MULTIPLIER CALENDAR 2026

| DATE RANGE (EST.) | EVENT | NOTES / HIGHLIGHTS |
|------------------------|----------------------------------|--|
| February 1–14 | Valentine’s Day Sales/ Superbowl | Elevated cashback on flowers, jewelry, gifts (e.g. 1-800- Flowers, Blue Nile). Superbowl deals on appliances |
| March 20–April 12 | Spring Sales (Easter Season) | Fashion, travel, and skincare cashback increases. |
| May 4–11 (est.) | Big Give Week | 15–20% cashback at 400–500+ stores. Rakuten’s top event of the spring. Flash deals early in the week. |
| May 10 | Mother’s Day | Deals on gifts, beauty, gadgets, often stacked with spring promos. |
| June 21 | Father’s Day | Cashback spikes on tools, electronics, apparel. |
| July 10–12 (est.) | Back-to-School (Big Stack) | ~10% cashback, especially on tech, school supplies, clothing. |
| September 4–7 (est.) | Labor Day Weekend | Clearance and fall-prep deals—home goods, fashion, electronics. |
| October 1–31 | Fall Promotions | Pre-holiday ramp-up; some brands offer early cashback boosts. |
| November 27 | Black Friday | One of the highest cashback days of the year (10–20%+). |
| November 30 | Cyber Monday | Often matches or exceeds Black Friday cashback. |
| December 1–26 | Holiday Shopping Season | Ongoing elevated cashback across many categories; excellent for last-minute gifts. |