

Takeaways from Cyber Monday 2017

Cyber Monday and Black Friday proved that the US retail sector is being revitalized through “omnishopping”: shoppers using multiple channels and devices for gift buying.

1. The number of US online shoppers grew **4.8%** while the number of purchasers grew **13.4%**.
2. The differential between those growth numbers indicates that shoppers had already done their “pre-shopping” and were **ready to buy** when the big deals of Black Friday and Cyber Monday were triggered. **Cart sizes** on Cyber Monday were an average of **\$149**.
3. Thanksgiving emerged as the new ecommerce-driven holiday. **Black Thanksgiving** had the highest cart sizes of the season and the **highest percent of mobile commerce: 44% vs 33% on Cyber Monday**.
4. There was no difference between the average value of an item bought on a computer vs a mobile phone: **\$50**.
5. The conversion pattern for Cyber Monday shows that purchasing spiked at **9 AM EST**, when shoppers got to work, **lunch time (12 – 2 PM)** and **9 PM** in the hours before deals expired.
6. The breakout gifts of the week based on the increase in what shoppers were searching for were **Google Home Minis, UHD TVs, Instant Pots, Legos, PS4s, Apple Watches and Fitbits**.

Cyber Monday Update Open Now

PT Brinkman

A red circular graphic with a gradient, appearing as a partial circle or a thick arc, located to the right of the PT Brinkman text bar.

Cyber Monday Update Open Now:

Buy Now Emily West, 2022-02-22 How Amazon combined branding and relationship marketing with massive distribution infrastructure to become the ultimate service brand in the digital economy Amazon is ubiquitous in our daily lives we stream movies and television on Amazon Prime Video converse with Alexa receive messages on our smartphone about the progress of our latest orders In Buy Now Emily West examines Amazon's consumer facing services to investigate how Amazon as a brand grew so quickly and inserted itself into so many aspects of our lives even as it faded into the background becoming a sort of infrastructure that can be taken for granted Amazon promotes the comfort and care of its customers but not its workers to become the ultimate service brand in the digital economy West shows how Amazon has cultivated personalized intimate relationships with consumers that normalize its outsized influence on our selves and our communities She describes the brand's focus on speedy and seamless ecommerce delivery represented in the materiality of the branded brown box the positioning of its book retailing media streaming and smart speakers as services rather than sales and the brand's image control strategies West considers why pushback against Amazon's ubiquity and market power has come mainly from among Amazon's workers rather than its customers or competitors arguing that Amazon's brand logic fragments consumers as a political bloc West's innovative account the first to examine Amazon from a critical media studies perspective offers a cautionary cultural study of bigness in today's economy

News Literacy and Democracy Seth Ashley, 2019-10-14 News Literacy and Democracy invites readers to go beyond surface level fact checking and to examine the structures institutions practices and routines that comprise news media systems This introductory text underscores the importance of news literacy to democratic life and advances an argument that critical contexts regarding news media structures and institutions should be central to news literacy education Under the larger umbrella of media literacy a critical approach to news literacy seeks to examine the mediated construction of the social world and the processes and influences that allow some news messages to spread while others get left out Drawing on research from a range of disciplines including media studies political economy and social psychology this book aims to inform and empower the citizens who rely on news media so they may more fully participate in democratic and civic life The book is an essential read for undergraduate students of journalism and news literacy and will be of interest to scholars teaching and studying media literacy political economy media sociology and political psychology

The Secret to Cybersecurity Scott Augenbaum, 2019-01-29 Cybercrimes are a threat and as dangerous as an armed intruder yet millions of Americans are complacent or simply uninformed of how to protect themselves The Secret to Cybersecurity closes that knowledge gap by using real life examples to educate readers It's 2 a m do you know who your child is online with According to author Scott Augenbaum between 80 to 90 percent of students say they do whatever they want on their smartphones and their parents don't have a clue Is that you What about your online banking passwords are they safe Has your email account or bank debit card ever been compromised In 2018 there were data

breaches at several major companies If those companies have your credit or debit information that affects you There are bad people in the world and they are on the internet They want to hurt you They are based all over the world so they re hard at work when even you re sleeping They use automated programs to probe for weaknesses in your internet security programs And they never stop Cybercrime is on the increase internationally and it s up to you to protect yourself But how The Secret to Cybersecurity is the simple and straightforward plan to keep you your family and your business safe Written by Scott Augenbaum a 29 year veteran of the FBI who specialized in cybercrimes it uses real life examples to educate and inform readers explaining who why how so you ll have a specific takeaway to put into action for your family Learn about the scams methods and ways that cyber criminals operate and learn how to avoid being the next cyber victim *Cyberspace in Peace and War, Second Edition* Martin Libicki,2021-09-15 This updated and expanded edition of *Cyberspace in Peace and War* by Martin C Libicki presents a comprehensive understanding of cybersecurity cyberwar and cyber terrorism From basic concepts to advanced principles Libicki examines the sources and consequences of system compromises addresses strategic aspects of cyberwar and defines cybersecurity in the context of military operations while highlighting unique aspects of the digital battleground and strategic uses of cyberwar This new edition provides updated analysis on cyberespionage including the enigmatic behavior of Russian actors making this volume a timely and necessary addition to the cyber practitioner s library *Cyberspace in Peace and War* guides readers through the complexities of cybersecurity and cyberwar and challenges them to understand the topics in new ways Libicki provides the technical and geopolitical foundations of cyberwar necessary to understand the policies operations and strategies required for safeguarding an increasingly online infrastructure

Stormwater ,2007 U.S. News & World Report ,2002 Cable Vision ,1998 **Chicago Tribune Index** ,2008 *F & S Index United States Annual* ,2006 *The Wall Street Journal* ,2006 **Just a Click Away** Barbara K. Kaye,Norman J. Medoff,2001 This book examines online advertising its robust past amazing present and likely future directions From its modest beginnings advertising on the Internet quickly has become a multibillion dollar business This text discusses the power and potential of the Internet as an advertising medium and focuses on how the Internet can be utilized best to deliver effective messages *Just a Click Away* Advertising on the Internet is the first in a series of three books that look at various aspects of mass communication and the Internet the other two books on broadcasting and public relations will be published in the next two years An accompanying website www.abacon.com/kaye provides further information and updates material in this ever changing field **Mediaweek** ,2007-10 **News World** ,2007 Monthly Korea review **Cyber Esq** ,1999 **Zitty** ,2000 **India Today** ,2000 **Informationweek** ,2008 Business Week ,1999 **The News** ,2005-10 **Indonesia News Service** ,2002

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