

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

Barrett Williams, ChatGPT



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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

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