

next tuesday afternoon

november 27, 2007

If we're heading into a recession, it's sure acting rather strange. Yesterday, now known as Cyber Monday, was expected to surpass \$700 million in online revenue, making it the single heaviest online spending day ever. On top of that, more than \$9.3 billion has been spent online during the the first 23 days of November, marking a 17 percent gain over last year. Online retail spending was up 29 percent to \$272 million on Thanksgiving Day and "Black Friday" was up 22 percent to \$531 million. And all of this online activity amongst an estimated \$20 billion in sales for Black Friday alone.

"...It's clear that consumers are increasingly turning to the Internet to make their holiday purchases," said comScore Chairman Gian Fulgoni. "Based on the growth rates we've seen so far this season and historical consumer behavior patterns, we would expect Cyber Monday sales be even stronger than Black Friday's and to exceed \$700 million. While this would make it the heaviest online shopping day on record, we can expect to see even stronger days ahead as the 2007 shopping season progresses into December."

Average total holiday spending ranges from \$300 to \$700 and U.S. consumers say this year they plan to spend about \$610. About 34 percent consumers say they intend to use their debit cards most often to pay for holiday gifts, while 29 percent say they will use credit cards and 22 percent say they will use cash. Nearly 69 percent of shoppers will at least partly shop online this year. More than one-quarter who did not shop online last year plan to shop online this year. Web shoppers intend to make 40 percent of their purchases online, spending \$253. The hottest category continues to be video games, consoles and accessories, which are up 134 percent due to sales of Nintendo Wii, PlayStation 3, and popular game Halo 3. Books, CDs and DVDs are going to be the most common online purchases this season.

So, I hope you agree that the numbers are very convincing this year and that if you're thinking of the bottom line, you have to think it online.

I'm Lisa Davis. Let me know if I can help you in any way, please feel free to visit at OneAlliance.com and I'll be back next Tuesday afternoon.

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