

Cyber Monday II Set for December 8th

By Vic Salazar Communications

Dated: Dec 03, 2008

Online retailers release new discounts for a second round of Holiday shopping

San Diego, CA. - The success of Cyber Monday has spurred retailers to offer bargain hunters another helping of deep discounts for online shopping. One of Cyber Monday's most popular websites, www.CyberMondayDiscountCodes.com, is now posting discount and coupon links that direct shoppers to hundreds of special bargains for this weekend and Monday, December 8th.

CyberMondayDiscountCodes.com publisher Vic Salazar says many retailers are taking part in Cyber Monday II. "Sears was the first retailer to offer us discount codes specifically for another Cyber Monday sale," says Salazar, "and just like this past Cyber Monday, Sears is starting its online sale at 9 p.m. Sunday night." He adds, "Kmart is taking the Cyber Monday concept to the next two Mondays. Kmart is offering free shipping with orders over \$29 on both December 8th and December 15th." December 15th is lining up as Cyber Monday III. Nielsen Online expects it to be the peak day for online shopping traffic this holiday season, because it's the final Monday before the cutoff to guarantee package delivery by Christmas.

Nielsen Online is also reporting that web traffic to e-commerce sites on Cyber Monday 2008 increased by 10% from 2007. The top 10 Cyber Monday 2008 online retail destinations as measured by Nielsen Online were: eBay, Amazon, Wal-Mart, Target, Best Buy, Sears, Dell, Overstock, Netflix, and Toys"R"Us. Web metric firm Hitwise reports Amazon.com's traffic increased 21% on Cyber Monday 2008 vs. 2007. Wal-Mart's traffic increased 6%. CyberMondayDiscountCodes.com's publisher is also weighing in with an online traffic report. "While Amazon, Wal-Mart, Overstock, Sears, Dell and Target were popular among our customers," says Salazar, "so, too, were Aeropostle, Cabela's, Wet Seal and Buy.com." Buy.com issued a statement saying Cyber Monday 2008 was the best day in company history, increasing sales by over 40% compared to 2007.

"I expect to see free shipping continue to be the most common lure for shoppers on Cyber Monday II," says Salazar. He concludes, "I think retailers are thrilled that people are spending money in this down economy, and I believe they recognize that shoppers are looking for creative ways to stretch their money this holiday season."

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CyberMondayDiscountCodes.com was launched in October, 2008 as a public service by Vic Salazar Enterprises LLC. Because of the overwhelming positive reception to the website, it will remain posted for year-round use.

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Tags	e-commerce, cyber monday, online shopping, black friday, coupon codes, holiday, Internet, retailers, economy, amazon, overstock
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