10 Things Cyber Week Reveals About U.S. Consumers

Fewer U.S. consumers shopped for gifts and holiday items during Cyber Week this year, but trade association the National Retail Federation (NRF) is optimistic that 2018 will still prove to be a good year for U.S. retail. The NRF’s final tally was 165 million consumers who spent an average of $313.29 during Cyber Week 2018…. https://www.adweek.com/digital/10-things-cyber-week-reveals-about-u-s-consumers/