Cyber Monday 2018 Is the New Day to Beat in Ecommerce

U.S. consumers spent $7.9 billion online on Cyber Monday 2018, officially making it the new reigning champ of U.S. ecommerce and topping the 2017 record of $6.6 billion by more than 19 percent. According to Adobe Analytics, Americans spent 95 million hours shopping online on Monday. That works out to about 20 minutes a person…. https://www.adweek.com/digital/cyber-monday-2018-is-the-new-day-to-beat-in-ecommerce/