

WHAT'S THE DEAL WITH "MEGA MONDAY"?

Where did it all begin?

It started with **Black Friday**, a US term to describe the first Friday after Thanksgiving and originally the biggest online shopping day of the year in the US.

Cyber Monday is the first Monday after Thanksgiving which has surpassed Black Friday as the biggest online shopping day in the US. Both have crossed the pond to the UK but it's actually the following Monday we have our eye on!

These terms originated in the US, but are now gaining much more popularity in the UK



So what is "Mega Monday"?

Whether you referred to the 3rd of December 2012 as **Cyber Monday***, **Mega Monday**** or **Manic Monday***** the fact remains that it was the biggest online shopping day of the year for the UK so far.

This infographic shows a snapshot of activity across **Affiliate Window** advertisers and publishers on the biggest online shopping day of the year!

Black Friday: Consumers spent £8.7M through Affiliate Window publishers

Cyber Monday: Consumers spent £8.2M through Affiliate Window publishers

Mega Monday: Consumers spent £10.7M through Affiliate Window publishers

*The Guardian **The Daily Mail, BBC News & The Telegraph ***The Bangles

Now, how big are we talking?

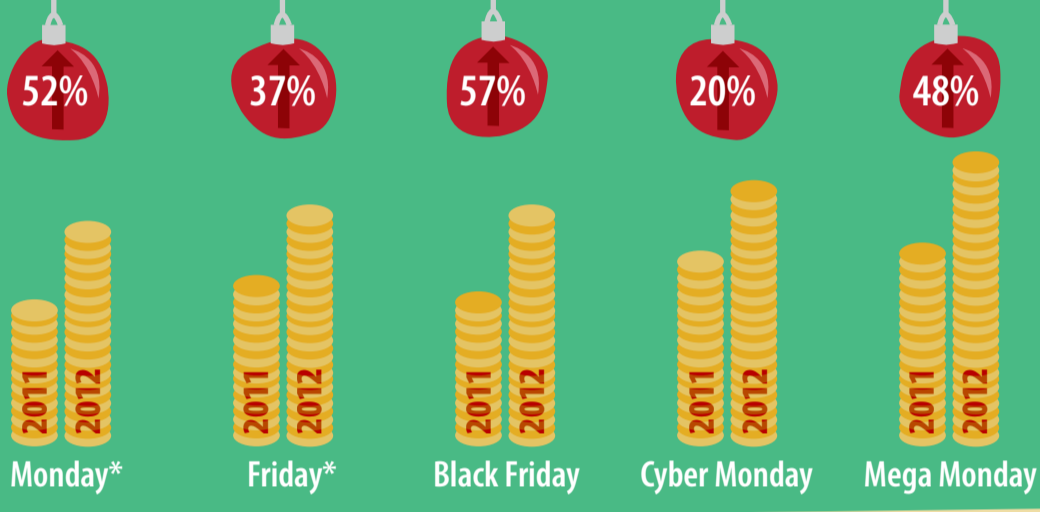
British internet users made a massive **112 million visits** to retail websites on **Mega Monday!***

This set a new record for the most time spent shopping online in a single day, with **15 million hours** spent on retail sites.

That's roughly **1,712 years**, about the same time it took to build **The Great Wall of China** (Though certainly not as hard work!)

MEGA MONDAY IS GROWING

Over the last few years sales on Black Friday, Cyber Monday and Mega Monday have grown significantly.



When does it Peak?

Most transactions (almost 17,000) occurred between the hours of 9 and 10pm



Where do we spend?

This year, it was **online department stores** that saw the most sales. They also saw a 50% increase in transactions on **Mega Monday** compared to **Cyber Monday** whilst other advertiser sectors remained fairly constant week on week.

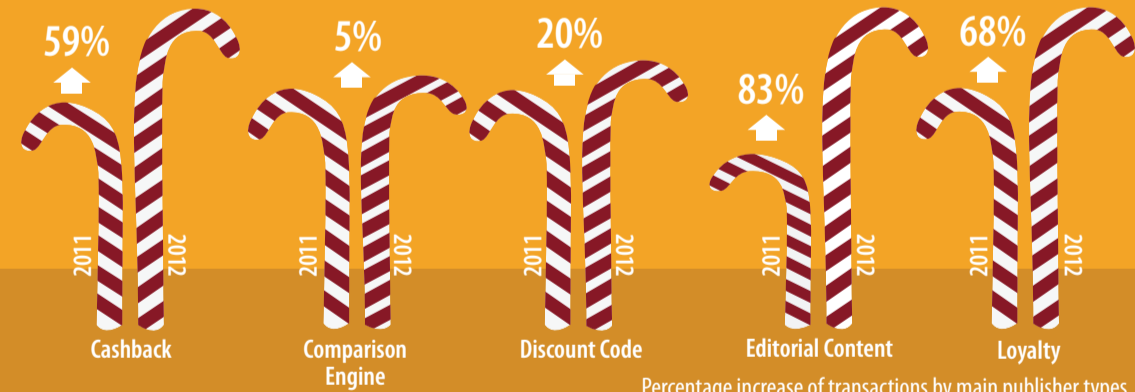
9:24pm: Mega Monday's mega minute where 432 transactions happened in just 60 seconds.



Sales vs. Affiliate Type

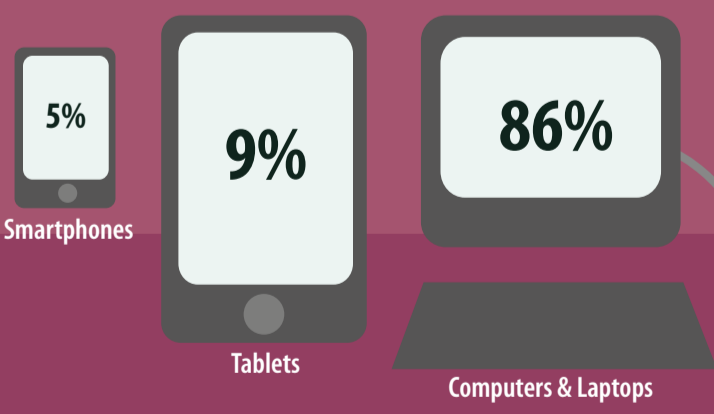
The biggest week on week jumps in sales and revenue generated on **Mega Monday** came from **Cashback** and **Discount Code** publishers as they target vast user bases of loyal consumers with exclusive discounts and offers.

Year on year the largest increase came from **editorial content** publishers.



Shopping on the go

Over recent years, **mobile and tablet devices** have become increasingly more popular for internet shopping.



From our stats, most people still prefer using **desktop computers!** It seems old habits die hard!

Show me the money!

The average order value changes throughout **Black Friday**, **Cyber Monday** and **Mega Monday**. The amount is a lot lower on **Mega Monday** as advertisers employ heavy discounts across their products - **Bargain!**



That's a wrap... for now

We hope you enjoyed this infographic and it has provided you with some insight into the **Biggest UK Online Shopping day of the year - Mega Monday**.

Some are predicting later days in December to be the biggest of the year, as next day delivery becomes standard practice online and the use of mobile devices to shop from anywhere becomes more widespread. We'll let you know what we see!

Merry

Christmas

from **Affiliate Window**