

E-tailers cooking up Cyber Monday promos to goose holiday sales

E-commerce sites are ramping up for Cyber Monday, their counterpart to the Black Friday holiday shopping rush, with a barrage of promotional offers. However, it's doubtful that deep discounts and free shipping offers will be enough to break through the consumer ennui triggered by the recession.

By [Jeff Meisner](#), 25 Nov 2008

With the economy in a downward spiral, many e-tailers plan to offer deep discounts and special shipping deals on the Monday following Thanksgiving, aka Cyber Monday, which has become a big spending day for online shoppers in the past several years.

84% of online retailers plan to have a Cyber Monday promotion to stimulate sales for what many retail experts expect to be a less-than-scintillating holiday shopping season, according to a new report by [Shopzilla](#), an online shopping site. That's up from the 72% of online retailers who offered similar promotions last year.

Almost a quarter of e-tailers plan to offer free shipping on all purchases - again, in the hope that consumers will open their wallets and spend a little extra this year.

[Read the full article here.](#)