Read the text and think of the word which best fits each gap.

CYBER MONDAY



What is Cyber Monday?

Cyber Monday **(1)** _____ a major online shopping event which takes **(2)** _____ on the first Monday after Thanksgiving in the United States, so late November **(3)** _____ early December.

It **(4)** _____ become a key landmark of the Christmas retail season, **(5)** _____ consumers are looking to make savings **(6)** _____ purchases **(7)** _____ for friends and family, as **(8)** _____ as themselves. Retailers offer big discounts to account **(9)** _____ that consumer demand, and many also offer free shipping **(10)** _____ entice buyers.

The first Cyber Monday debuted in 2005, launched **(11)** _____ the intention of promoting online retail, **(12)** _____ at that time **(13)** _____ still relatively niche. Since **(14)** _____, online shopping has grown **(15)** _____ a rapid rate, and Cyber Monday has grown with it. Whereas Cyber Monday sales revenues totalled a relatively modest $484 million in 2005, by 2019 they **(16)** _____ grown to a record $9.4 billion.

This indicates just **(17)** _____ rapidly Cyber Monday has established **(18)** _____ as one of the **(19)** _____ important days of the retail year, and it looks set for further growth **(20)** _____ the years ahead.

Cyber Monday and Black Friday

(21) _____ the event's growing importance, however, **(22)** _____ are still some consumers who get confused **(23)** _____ Cyber Monday and Black Friday. This is **(24)** _____ the two are so close together. Cyber Monday **(25)** _____ place on the nearest Monday after Thanksgiving, Black Friday takes pla on the nearest Friday.

In **(26)** _____, Cyber Monday came about when observers noticed **(27)** _____ many online shoppers **(28)** _____ continuing to buy items in the aftermath **(29)** _____ Black Friday. It was then that retailers realized **(30)** _____ could turn the following Monday **(31)** _____ an event in its **(32)** _____ right, and in doing **(33)** _____, boost sales even further. **(34)** _____ online retailers, Cyber Monday is now the biggest event of the **(35)** _____.

The two events, **(36)** _____ so close to one **(37)** _____, are a crucial double whammy for retailers. **(38)** _____ we have discussed, they are now a central pillar of the Christmas shopping season. Many consumers wait to see **(39)** _____ Black Friday and Cyber Monday deals are on offer **(40)** _____ buying those big-ticket items in time for the holidays.

Adapted from https://www.bigcommerce.com/ecommerce-answers/what-is-cyber-monday/

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