

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 place 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.