



THE WIRELESS GUIDE TO CYBER MONDAY



DID YOU KNOW?

Each year Cyber Monday grows in popularity. In 2017, it was the biggest online shopping day of the year. And more and more of those purchases are taking place on mobile phones—in fact **\$2 billion** in sales took place via smartphone on Cyber Monday 2017, a new record.



Cyber Monday 2017 saw a more than **40 percent increase** in sales from 2016.



Last year, **81 million** people shopped online on Cyber Monday.



Mobile device purchases accounted for nearly **a third of total purchases** made on Cyber Monday 2017.

TIPS & TRICKS

Here are some wireless tips to help you make the most of your Cyber Monday:



BOOKMARK YOUR FAVORITE RETAIL WEBSITES



SIGN UP FOR EMAIL NOTIFICATIONS ABOUT CYBER MONDAY SALES



PLAN YOUR PURCHASES, MAKE WISHLISTS USING NOTETAKING APPS



SIGN UP FOR BANK TEXT ALERTS TO MANAGE YOUR SPENDING