



## E-commerce Companies Have High Expectations for Cyber Monday 2018

The stakes are higher than ever for e-commerce businesses that rely on Cyber Monday for a large portion of their Q4 sales. In 2017, Cyber Monday saw record-breaking action in the United States, with [\\$6.59 billion](#) in transactions in one day – an increase of almost 17 percent over 2016. It was the biggest online shopping day in U.S. history, topping off a Thanksgiving weekend that reached just over \$13 billion in total sales.

To find out how e-commerce companies are preparing for Cyber Monday in 2018, DHL distributed a poll to U.S. e-commerce businesses, including its customers. Here are the key findings compiled from the more than 14,000 responses:

**Cyber Monday 2018 > Cyber Monday 2017.** A majority (52 percent) of respondents expect an increase of more than 21 percent in e-commerce sales during Cyber Monday 2018 compared with 2017. Almost one-fourth expect an increase of more than 40 percent.

**Most e-commerce companies are not procrastinating when it comes to planning for Cyber Monday.** While 30 percent of respondents start planning for the busiest e-commerce holiday of the year seven to 13 months in advance, almost the same amount of respondents (28 percent) do not start preparing until one to two months in advance.

**Customers want express shipping.** When asked what changes e-commerce companies are making to their Cyber Monday strategy this year, more than one-third (34 percent) of respondents said they were offering additional express shipping options. For 26 percent of respondents, offering competitive shipping options is their biggest business challenge when preparing for Cyber Monday.



**Have I.T. on call.** When asked what their biggest business challenge preparing for Cyber Monday is, the number one response, at 29 percent, was website malfunctions. Nearly as many businesses—27 percent of respondents—plan to expand their I.T. teams to support increased website traffic around Cyber Monday this year.

**For personal gifting, look to Cyber Monday for deals.** More than 70 percent of respondents said they plan to do some, all or a majority of their holiday shopping on the Monday after the Thanksgiving holiday.

**Prioritize shipping because “ship happens.”** All respondents placed a high priority on smooth shipping during Cyber Monday, and were willing to go to great lengths to ensure it happened:

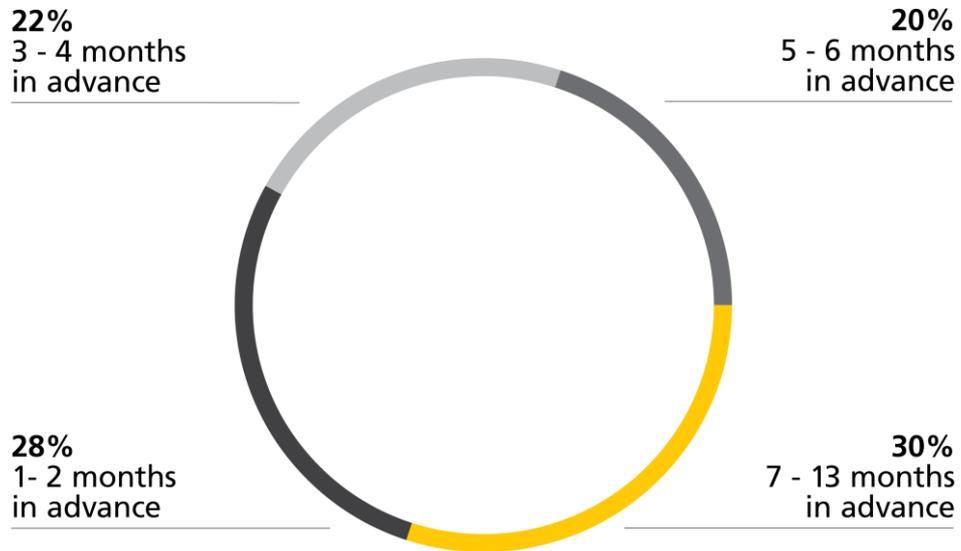
- 40 percent would rather have a TV malfunction during their favorite Thanksgiving Day football game than have shipping issues on Cyber Monday
- 35 percent would rather gain 10 pounds from overeating their Thanksgiving meal
- 15 percent would rather overcook their much-anticipated Thanksgiving turkey
- 10 percent would rather miss their flight for the Thanksgiving holiday

The findings seem to suggest that Cyber Monday is—and will remain— the most profitable e-commerce shopping day of the year. Working with an experienced logistics partner to ship internationally during the holiday season can help companies navigate complex Customs rules, varying shipping deadline requirements and evolving trade regulations. DHL is committed to assisting its customers as they begin or continue to expand their businesses beyond U.S. borders.

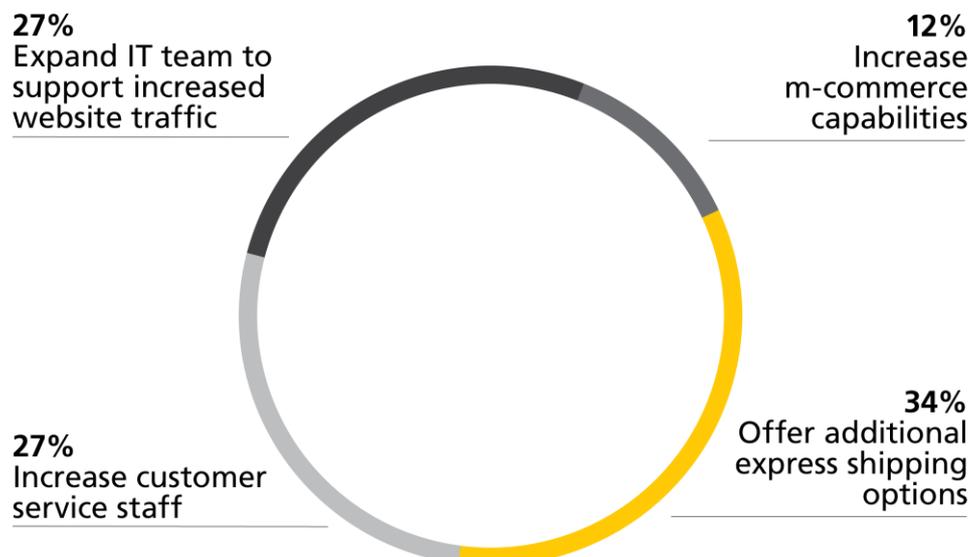
Follow @DHLUS on Twitter for timely information and updates.

## Survey Questions

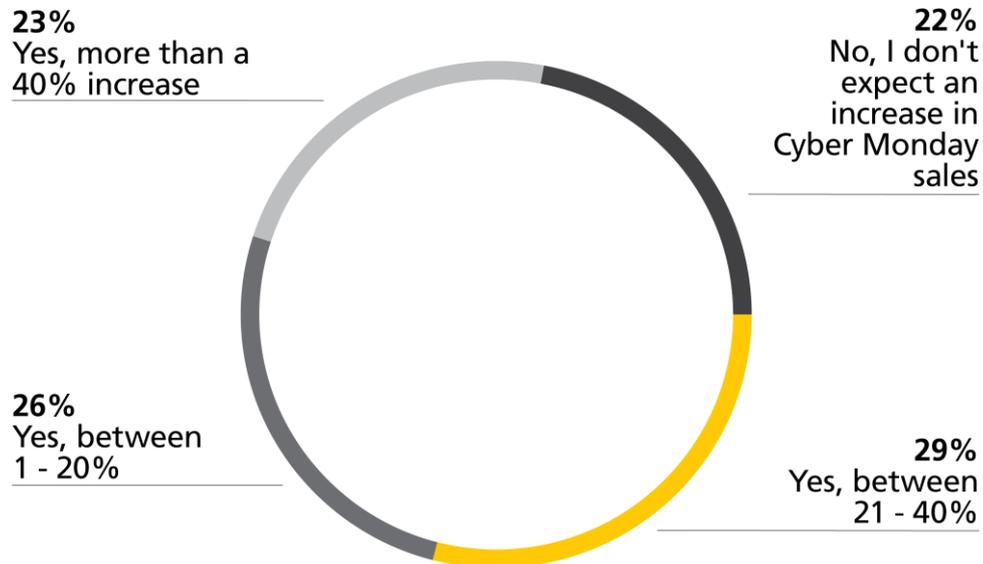
1. How far in advance does your business begin planning for Cyber Monday?



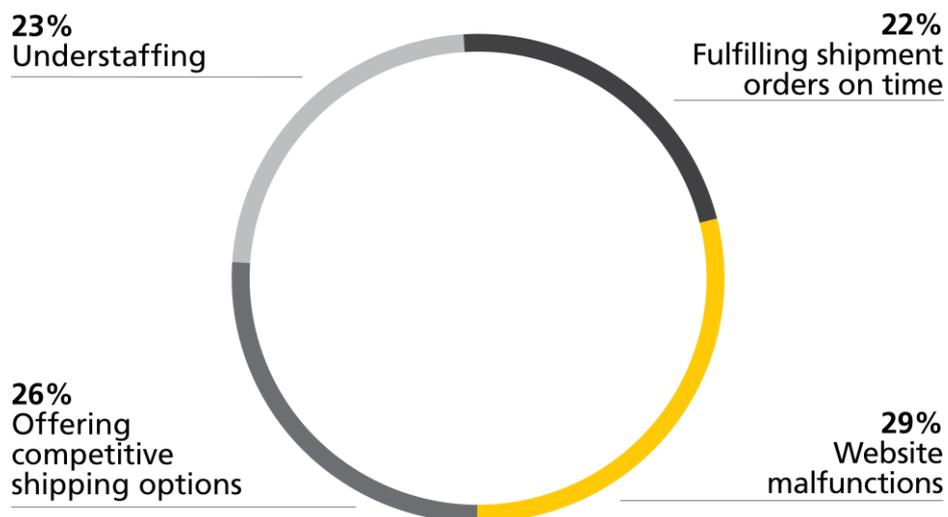
2. What changes are you making to your Cyber Monday strategy this year?



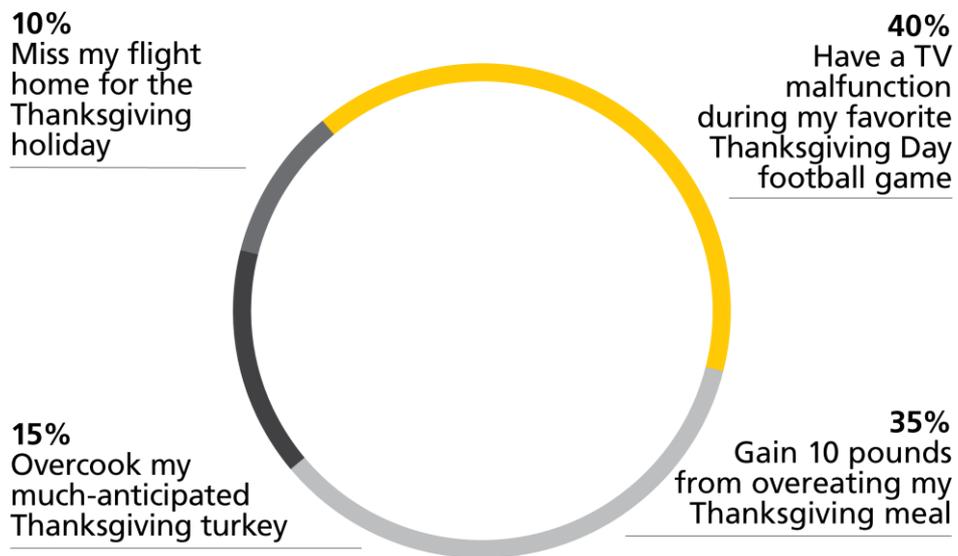
3. Do you expect an increase in e-commerce sales during Cyber Monday 2018 compared to Cyber Monday 2017? If so, by about how much?



4. What is your biggest business challenge preparing for Cyber Monday?



5. I would rather \_\_\_\_\_ than have shipping issues during Cyber Monday



6. How much of your personal holiday shopping do you plan to do on Cyber Monday?

