

Sales Up, Revenues Down

You may have heard of Cyber Monday, the peculiarly American phenomenon that occurs on the Monday after their end-of-November Thanksgiving holiday (in other words, Monday of this week). Cyber Monday is typically the day on which US ecommerce operators hope to cash in on the same shopping frenzy that sees bricks and mortar retailers swamped immediately after Thanksgiving.

The Wall Street Journal is reporting that by 6:30 p.m. Eastern time on Monday, Web shoppers had spent, in total, 11% more than they did a year ago at that time, according to Coremetrics Inc., a Web analytics company that tracks shopper behaviour on the sites of more than 500 U.S. brands. But, in a sign that shoppers were chasing steep discounts and spreading out purchases, the average size of each sales ticket had slipped nearly 14% year on year.

With Web sites dangling deeper discounts and pushing new technology to connect with consumers, this Cyber Monday was poised to become the biggest day for U.S. online sales ever. Online tracking company comScore Inc. estimated that sales could grow 6% to exceed \$900 million, a new single-day record.

We don't have a Cyber Monday equivalent in Aotearoa, and we don't yet have the ecommerce infrastructure to support such a beast. But it's an idea well worth stealing for a future pre-Christmas push, adding some overdue sizzle to the category.

New: Promoting Your Videos on YouTube

Last week YouTube introduced a new service in New Zealand, enabling Kiwi advertisers to promote their videos. The offering is very similar to the AdWords model – advertisers bid on keywords and their videos are displayed at the top and on the right of natural search results.



The new service – which has been available in the U.S. for about a year and is now rolling out locally – provides an opportunity for NZ marketers to reach out to the 1.21 million Kiwis who visit YouTube every month, each spending an average of 132 minutes on the site over the month.

Like its stablemate Google, YouTube struts some impressive statistics, both locally and globally. It's NZ's sixth most visited website – and the world's second largest search engine.

Kiwi viewers account for over 128 million monthly page views on YouTube. And visitors are demographically diverse. Here's a breakdown of the Kiwi visitors by age group, per ComScore MyMetrix (Sept09):

- 15-24 27%
- 25-34 23%
- 35-44 19%
- 45-54 14%
- 55 plus 17%

And, in case you wondered, 52% of YouTube's Kiwi visitors are male, according to ComScore.

ONLINE VIDEO GOES LEGIT

Online video has been flagged as the new digital darling (at least from a marketing perspective); and now the arbiters of legitimacy, Nielsen, are moving quickly to add the medium to their currency, at least in the U.S. Earlier this week Nielsen told American clients that this month it will begin installing new meters in Nielsen homes to measure web activity, which will ultimately allow it to include online viewing in its standard TVratings service. The objective is a "single source" of data will allow accurate tracking of, and comparisons between, TV and online video.

We're a little way away from that ideal outcome here in NZ – for now we'll have to settle for Google Analytics as a measurement tool – but the new YouTube offering will certainly enable us to take advantage of online video in ways that weren't possible before now.