



## BeyondROI® Clients "Cash-In" On Cyber Monday

### Cyber Monday 2006 has helped BeyondROI's clients' exceed online marketing sales goals.

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HALLANDALE, FL (PRWEB)

— BeyondROI, [www.beyondroi.com](http://www.beyondroi.com), a leading provider of performance based digital marketing technology and services, announced the success of "Cyber Monday" on behalf of their clients' sales results.

The first Monday after Thanksgiving, "Cyber Monday", a neologism invented by the National Retail Federation's Shop.org division, symbolizes one of the busiest days for online retailers, and one in which online stores offer low prices and promotions.

Cyber Monday 2006 has been an important sales day for our clients", states Alex Nakamura, a Client Development Specialist with BeyondROI. "I'm thrilled to see we are exceeding marketing goals, as this was the largest single day of traffic and sales to date for the vast majority of the accounts I manage."

Akamai Net Usage Index for retail, which monitors aggregate Web traffic to over 100 U.S.-based online sellers, including [etoys.com](http://etoys.com), [Overstock.com](http://Overstock.com), [jcpenny.com](http://jcpenny.com) and [Circuitcity.com](http://Circuitcity.com). According to the index, total North American traffic by visitors per minute on Cyber Monday was up 35 percent from normal traffic trends for a Monday, according to Donovan. As of 11:40 a.m. ET, the sites tracked were drawing nearly 1.63 million visitors per minute.

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According to Jupiter Research's Online Retail Holiday Forecast 2006, 73.4 percent of consumers said they shopped online last holiday season to

avoid crowds. Fueling this is an estimated \$32 billion to be spent online during this holiday season.

"My phone has not stopped ringing" states Edward Garber, a Sr. Digital Marketing Consultant with BeyondROI. "Clients are increasing ad budgets through New Years, it's exciting" he adds. Part of this is due to BeyondROI's unique relationships with the leading search engines such as Google, MSN and Yahoo!, which allow

the company to track granular data pertaining to clients advertising performance throughout each day. This enables BeyondROI to quickly identify and optimize client campaigns, improving results immediately, instead of waiting for end-of-month to review data.

Richard J. Pollack, President & CEO of BeyondROI, has been analyzing the Internet's peak performance periods for almost a decade. "This is the first year we are seeing a shift in trends where online shoppers are using traditional brick and mortar stores as a starting point in the buying cycle, and then purchase through the Internet", states Pollack. "The latest online shopping habits have proven that the Internet is the fastest growing marketing channel for retailers. To be competitive in today's marketplace companies must be willing to allocate a significant portion of their advertising budgets to this channel or risk losing market share." Cyber Monday 2006 confirmed exactly that.

## ABOUT BEYONDROI

BeyondROI® is a leading provider of performance based digital marketing technology and services. Since 2002, more than one thousand brands, across diverse market sectors, have employed BeyondROI services such as

- Beyond Paid Search Management™
- Yahoo! Search Submit Pro
- SMB Paid Search™
- BeyondKeywords™
- BeyondTracking™
- Shopping Feed Management and BeyondSEO™

to more effectively reach their target audience, close more business, and improve customer loyalty.

BeyondROI is headquartered in Hallandale, Florida and can be reached at [info@beyondroi.com](mailto:info@beyondroi.com) or [www.beyondroi.com](http://www.beyondroi.com).

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