

Cyber Monday Gives Way to Cyber Week This Year, Starting Now

Brent Shelton November 29, 2014



Cyber Monday becomes CYber Sunday

Starting Sunday morning, there will be hundreds of retailers offering a head start to Cyber Monday with some of the best store-wide discounts of the year.

(Newswire.net -- November 29, 2014) -- A recent Cyber Monday Shopping survey* from FatWallet.com reports that 26% of American adults plan to start on Sunday. The data shows a trend for early expectations, but also for a very spread out Cyber Week of sales as 32% also say they expect to

shop for [Cyber Monday deals](#) past Monday. So much for a one day online shopping event or even the conceptual addition of Cyber Sunday. As of today, Walmart Cyber Week sale is already happening online. Amazon Cyber Monday Deals Week is also live. Best Buy launched a 2-Day Cyber Savings sale ahead of their big Monday event and Kohl's Cyber Week sale has started, featuring 20% off plus free shipping on \$25 orders with a [Kohl's coupon](#), \$15 Kohl's Cash and 2% cash back from FatWallet.com.

Starting Sunday morning, there will be hundreds of retailers offering a head start to Cyber Monday. Better than half will be expecting storewide discounts and nearly 7 in 10 will be expecting free shipping on their Cyber Monday purchases, according to FatWallet's data.

Partial listing of online retailers that will be offering store-wide discounts ("CB" indicates [cash back from FatWallet](#)) on Sunday this year:â€”

- AERO 60% off (expires on 12/1/2014) 3% CB
- AERO Extra 30% off Clearance. (expires on 12/1/2014) 3% CB
- Banana Republic 40% off w/code 3% CB
- Campmor 3.5% Up to 70% off Cyber Monday Weekend (expires on 12/1/2014)
- Garden Winds 25% off
- AHAlife.com Cyber Monday Sale – 21% off and Free shipping any order. (expires on 12/6/2014)
- Alternative Apparel Cyber Monday Sale – 35% off any order and Free shipping. (expires on 12/2/2014) 4%CB
- Bally's Atlantic City Cyber Monday Sale – 35% off Bally's Atlantic City Rates 2.5% CB
- Bally's Las Vegas Cyber Monday Sale – 25% off Bally's Las Vegas Rates 2.5% CB
- Caesars Palace Atlantic City Cyber Monday Sale – 35% off 2.5% CB
- Caesars Palace Las Vegas Cyber Monday Sale – 25% off 2.5% CB
- CheapOair Up to \$20 off Black Friday/Cyber Monday Up to \$12.50 CB
- Country Door Cyber Monday Sale – Up to 80% off any order (expires on 12/3/2014) 3.5%CB
- CowBoom Cyber Week Sale – 10% off any order 1.5%CB
- DogFunk Cyber Monday Sale – Up to 50% and Free shipping on \$50+ order 4%
- Easton Cyber Monday Sale – 15% off and Free shipping on any order (expires on 12/2/2014)
- Express Early Cyber Monday Sale 2.5% CB
- Finishline Cyber Monday Sale – Up to 50% off Men's and Women's Running Shoes (expires on 12/1/2014) 5% CB
- Garage Cyber Monday Sale – 40% off and Free shipping on any order (expires on 12/3/2014) 3%
- Glasses.com Cyber Monday Sale – Up to 70% off select Eyewear 5% CB
- GlassesUSA Cyber Week Sale – 55% off and Free shipping on any order 12.5% CB
- Guess Cyber Monday Sale – Up to 50% off Full-Priced Apparel (expires on 12/3/2014) 2.5%
- Hertz 25% off your car rental this Cyber Holiday when you pay now 1.5% CB
- JBL.com Cyber Monday Sale – 10% off any order (expires on 12/1/2014) 3% CB
- LK Bennett Cyber Monday Sale – 30% off any order (expires on 12/1/2014) 7.5% CB

- Macy's 50-60% off select categories 2.5% CB
- Mountain Gear Cyber Monday Sale – Extra 30% off Outlet items 5% CB
- New York Times Cyber Monday Sale – 50% off 26 Weeks on a Home Delivery Subscription to The New York Times \$17.50 CB
- Paris Las Vegas Cyber Monday Sale – 25% off Paris Las Vegas Rates 2.5% CB
- Paula's Choice Cyber Monday Sale – 15% off any order and Free shipping on any order (expires on 12/7/2014) 6%CB
- PerriconeMD Cyber Monday Sale – Up to 60% off (expires on 12/2/2014) 3% CB
- Quicken Cyber Monday Sale – 40% off and Free shipping on Quicken Deluxe and Above (expires on 12/2/2014) 6% CB
- Rio Las Vegas Cyber Monday Sale – 25% off Rio Las Vegas Rates 2.5%
- Saucony Cyber Monday Sale – 25% off Apparel (expires on 12/2/2014) 5% CB
- Sally Beauty Supply Cyber Monday Sale – 30% off \$50+ order (expires on 12/1/2014) 6% CB
- Shoe Metro Cyber Monday Sale – Extra 50% off Boots, Handbags and Lux Labels (expires on 12/1/2014) 4% CB
- Silk'n Cyber Monday Sale – 25% off any order (expires on 12/4/2014) 4% CB
- Sperry Top-Sider Cyber Monday Sale – 40% off Apparel 5% CB
- Sweaty Betty Cyber Monday Sale – 20% off any order (expires on 12/2/2014) 5% CB
- Tilly's Cyber Monday Sale – Extra 50% off Sale 3.5% CB
- Trew Cyber Monday Sale – 25% off any order 5% CB
- Uniform City Cyber Monday Sale – Up to 60% and Free shipping on any order 6% CB
- Vistaprint Cyber Monday Sale – Up to 60% off any order 4% CB
- Vitamin World Cyber Monday Sale – 40% off and Free shipping any order 5% CB
- Zales Up to 50% off Cyber Monday Specials 4% CB

About FatWallet: As the preferred online coupons and cash back shopping resource for millions of smart consumers, FatWallet.com works closely with 1,600+ retailers like eBay, Newegg, Home Depot and Macy's to publish store discounts, coupon codes and Cash Back rewards to its members. The much celebrated FatWallet forums represent the pulse of an evolving online marketplace where smart consumers gather to share and learn. The FatWallet Deal Hunter app allows mobile shoppers to compare thousands of current deals on-the-go and the new FatWallet Express (browser app) allows for quick cash back activation while shopping online.

*The national survey conducted online by TNS on behalf of FatWallet in OCT 2014 was fielded among 1,000 adults ages 18 or older. Contact bshelton@fatwallet.com for additional data and comments.

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