



How To Make The Most Of Your Cyber Monday

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FRESNO (KMJ) — Cyber Monday is now underway, and with it people all over the Central Valley will be switching on their computers and checking their smartphones for the latest deals.

It comes on the back of Thanksgiving, which was followed by Black Friday, then Small Business Saturday.

“The next big day to shop”, says Walmart’s Delia Garcia. For those who want to cut out the delivery, she reveals that there are means of ordering online and picking up in the store.

“Really encouraging customers to use the pick-up service. So they can order online, come pick it up in the store, in many cases there are items that they can order same day and pick up same day in the store”.

According to the National Retail Federation, more than 122 million consumers across the United States will be going bargain-hunting online on November 28th’s Cyber Monday. The number of people using a mobile device (like a phone or a tablet) to do their e-commerce stands at 28 million.

Both those figures are up from last year.

There are a lot of bargains to be had, but that doesn’t mean everything is a deal despite how tantalizing it may seem. Of the scams which may show up, one of them includes clicking on deals appearing in emails that actually lead to a fake website. Advice there is to go to the retailer’s own online outlet by typing it in yourself.

Experts also advise keeping a close eye on your credit card bill to make sure there are no fraudulent transactions.

Hear the report from KMJ’s Dominic McAndrew as it aired:



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