

M.Video, Eldorado to Offer 'Cyber Monday' Discounts

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Six retailers that are part of the Association of Online Retailers, including M.Video and Eldorado, will offer major discounts to customers on Jan. 28 as part of Cyber Monday, a representative of the association announced Friday.

The other retailers participating include Wikimart, Enter, Bely Veter Tsifrovoy and Tenth Dimension, Vedomosti reported. Cyber Monday is one of the most important dates for American consumers, second only to Black Friday. The Russian event aims to do the same as its U.S. counterpart: lure buyers to websites instead of brick-and-mortar stores.

The marketing strategy for this year's Cyber Monday varies from store to store. At Wikimart and Bely Veter Tsifrovoy, there will be discounts of up to 70 percent and at Eldorado, 20 percent, and at M.Video the discount will apply to 300 online products as well as in-store goods.

There are several reasons behind the timing of Russian Cyber Monday. The frenzy of the holiday season recedes around this time, there is no more gift shopping, and consumers have more money to spend on themselves, Wikimart co-founder Maxim Faldin said.

“On Cyber Monday, we plan to increase our sales threefold. ... [But] due to the large discounts, profits on that day will likely be zero,” said Danila Vaskevich, director of Bely Veter Tsifrovoi.

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