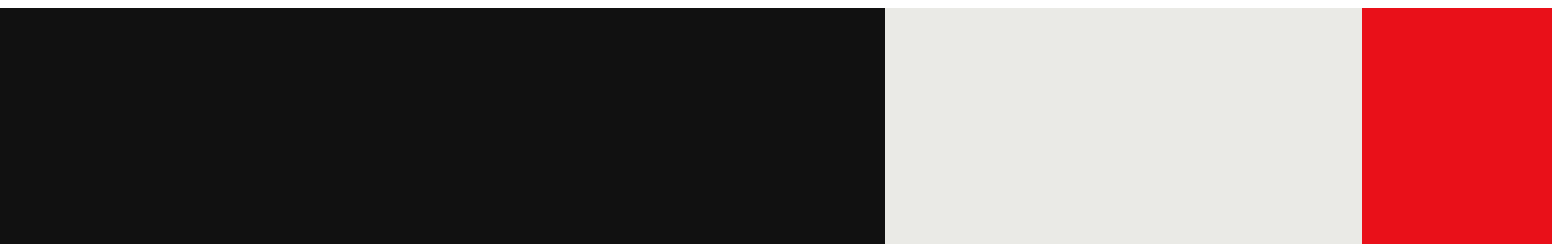# Reimagining Retail: The unknown history of Cyber Monday

Audio

On today's very special holiday episode, host Sara Lebow tees up a conversation between our principal analyst Andrew Lipsman and Dan Hess, global chief product officer of The NPD Group, to unearth the long-lost history of Cyber Monday. Before it became an industrywide phenomenon in 2005, Dan and his team at Comscore were among the first to "discover" the spike in online shopping that happened the Monday after Thanksgiving—as far back as 2002.

Find out what caused this phenomenon to take place, why there was so much misinformation about Cyber Monday in the early days, and what the day was originally called.

BEHIND THE NUMBERS

REIMAGINING RETAIL

INSIDER INTELLIGENCE | eMarketer

Subscribe to the "Behind the Numbers: Reimagining Retail" podcast on Apple Podcasts, *Spotify, Pandora, Stitcher,* Podbean or wherever you listen to podcasts.

Tealium connects customer data— spanning online, in-store, mobile, and IoT devices— so retail brands can connect with their customers. Tealium empowers companies to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub makes customer data more valuable, actionable, and secure. For more information, visit www.tealium.com.