

Online shopping exceeds expectations

During the peak festive shopping season www.bidorbuy.co.za experienced an average growth in sales of 34% resulting in a monthly increase in sales of R1.49 million. "Although much of this success can be attributed to seasonal shopping peak," says Gillian Meier, business manager at bidorbuy.co.za, "a large percentage of our growth is as a direct result of a vigorous advertising campaign that the company embarked on from mid October to mid December." This is the first time in five years that bidorbuy has invested in advertising. The peak shopping season also resulted in an increase of 21% in new registered users and almost 70% more product listings on bidorbuy.

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