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Cushion Source™ Announces 68% Revenue Increase for Cyber Monday 2014 vs. 2013

Cushion Source™ says thank you to their customers for outstanding Cyber Monday sales

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[CushionSource™](#), the nation's largest online retailer of custom cushions, saw a boost in sales for the seventh year in a row on Cyber Monday. Cushion Source revenue increased by 68% over 2013 Cyber Monday sales, far exceeding the 8.1% national average of e-commerce sales as reported by IBM's Digital Analytics Benchmark. The average revenue per sale for Cushion Source also saw a staggering leap of 80%, with per sale transactions 3.5 times the national average as reported by IBM.

"Cyber Monday is a great way for our customers to take advantage of huge savings on custom home décor, whether they are decorating their home for the holidays or planning projects later in the year," said Gerry Monroe, President and CEO of Online Commerce Group LLC, Cushion Source's parent company. "Cushion Source offers one of the widest range of fabrics online, including Sunbrella. After selecting a fabric, customers enter their dimensions and select their styling to see a visual rendering of their individually customized décor item online before they buy. We make the process of achieving quality, custom design as easy and convenient as possible for our customers," said Monroe.

Cushion Source developed a strategic promotional plan for Cyber Monday; however, they attribute the consistent year-over-year growth to the highly intuitive user interface, and loyal and growing base of customers who are able to purchase exactly the cushion, pillow or drape in the size, style and fabric they want—all for a reasonable price. "We thank our customers for their continued loyalty to Cushion Source and will continue to give serious consideration to their feedback in our efforts to continuously improve the overall customer experience," said Monroe.

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About Cushion Source

Cushion Source™, the nation's largest online retailer of custom cushions, was launched in 2004 to deliver [made-in-America](#), luxurious soft home furnishings nationwide at the click of a button through its online channel, [CushionSource.com](#). A wholly owned subsidiary of [Online Commerce Group, LLC](#), Cushion Source offers its customers convenient online access to the finest in outdoor living and interior design custom furnishings with exceptional customer service that has earned it the 2014 Best of Houzz Award.

<http://www.facebook.com/CushionSource> • <http://www.pinterest.com/cushionsource> • <http://twitter.com/cushionsource> • <http://www.youtube.com/user/CushionSource> • <https://plus.google.com/+CushionSource> • <http://www.houzz.com/pro/cushionsource>

About Online Commerce Group, LLC

[Online Commerce Group, LLC](#) (OCG) is an e-commerce company focused on custom and made-to-order home and commercial furnishing products that are proudly made in America. Repeatedly ranked in the Inc. 500/5000 list of the fastest-growing privately held companies in the United States since 2007, OCG attributes its growth and sustainability to the proprietary software platform and sophisticated business processes which are the backbone of the company's portfolio of retail websites built on the mass customization model.