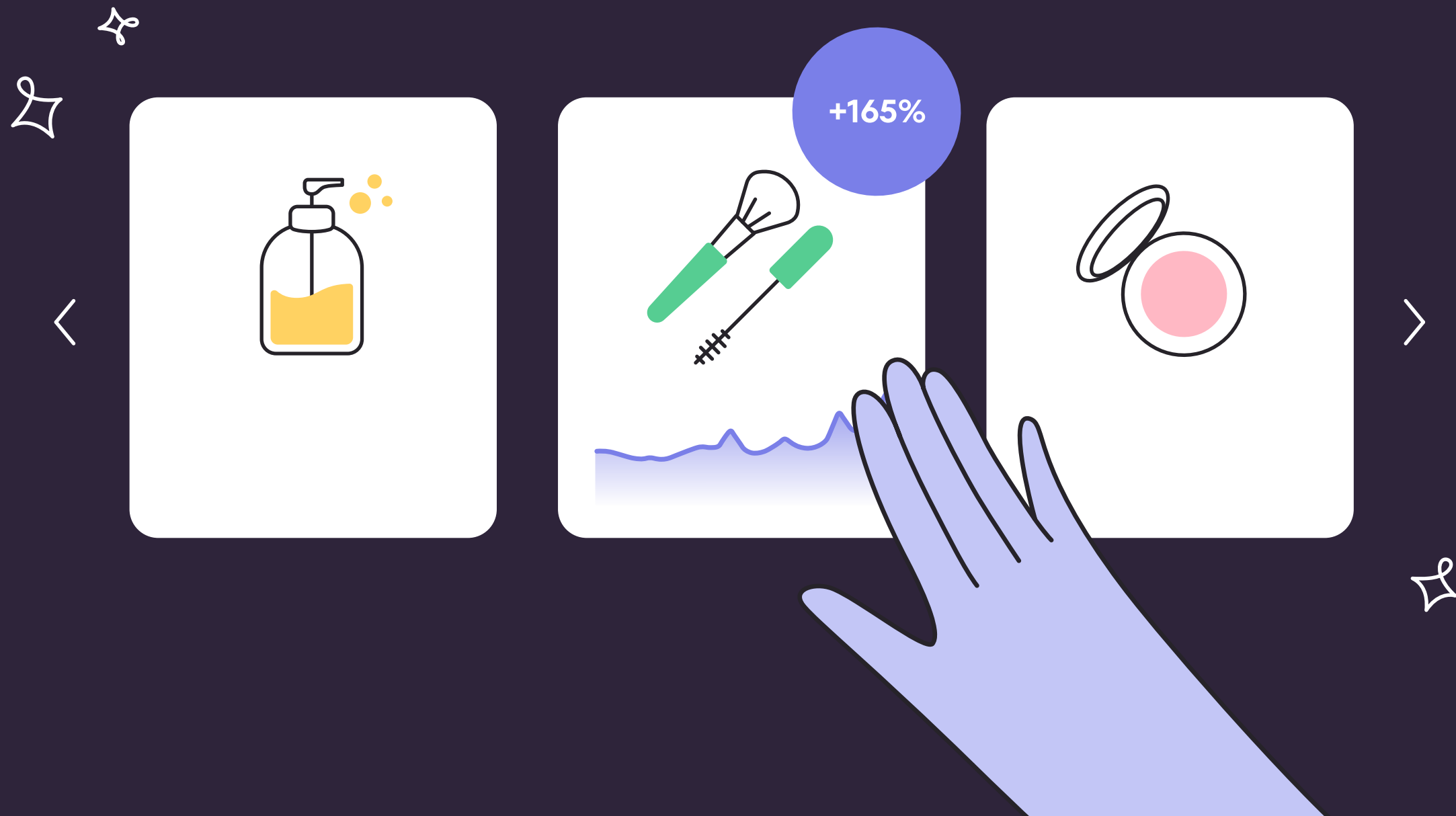


Black Friday 2021

Key Takeaways | Beauty



Black Friday 2021 has been another **record-breaking** sales event. Shoppers mostly made purchases from home, **with footfall down again** from pre-pandemic levels. The 'new normal' has become a cliché – but it's true: consumer behavior has shifted more and more towards the digital.



This shift means it's crucial that e-commerce stores provide shoppers with rich information showing products in action. Something that, online, only video can do. At Videoly, we automatically connect videos to online stores, giving online retailers the best possible way to showcase products.

So, how did Black Friday 2021 play out across online Beauty stores?

💡 All data is drawn from our Beauty retailer customers from Black Friday to Cyber Monday, and comparisons are to data compiled from an average week.

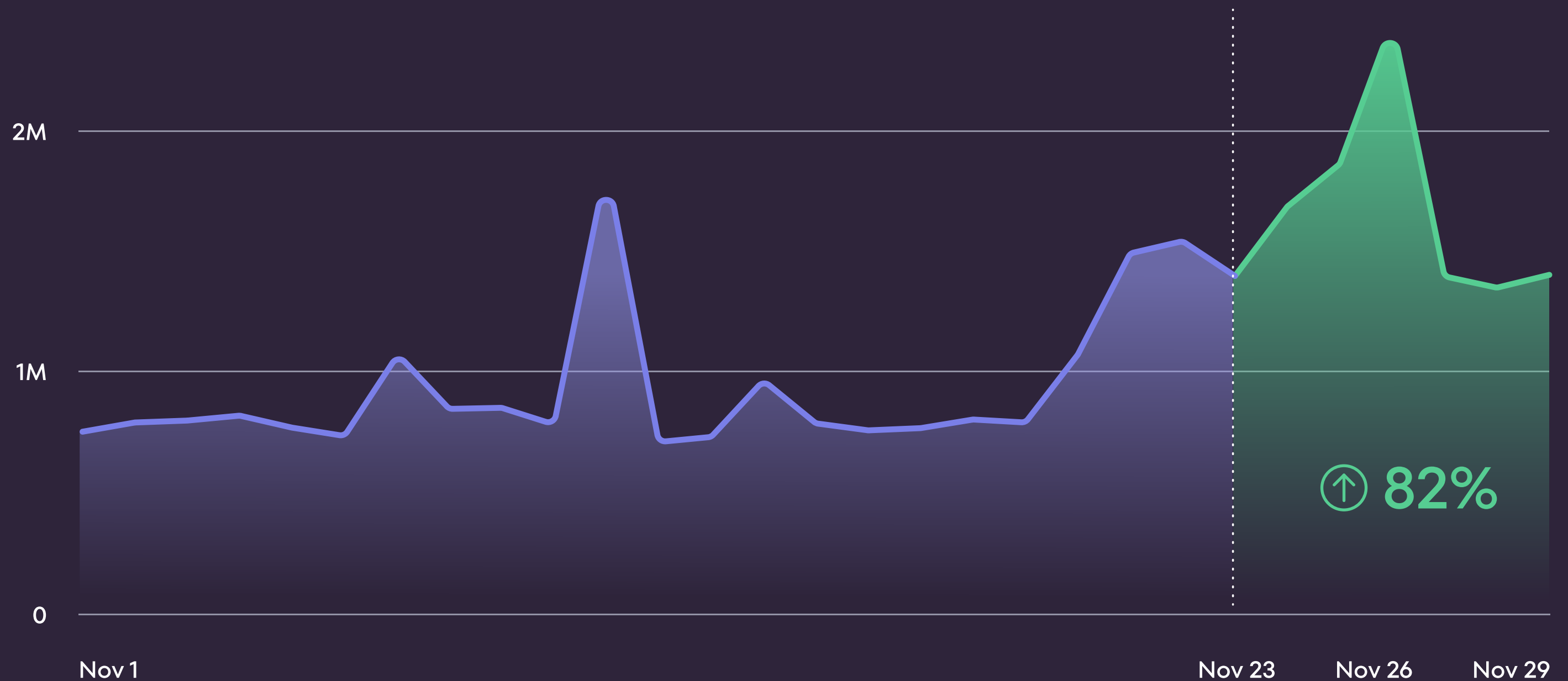
↓ Let's dive in

Page views

Nov 1 – Nov 29, 2021

Total page views grew by 82%. That's an impressive growth rate, even for Black Friday.

Black Friday Week

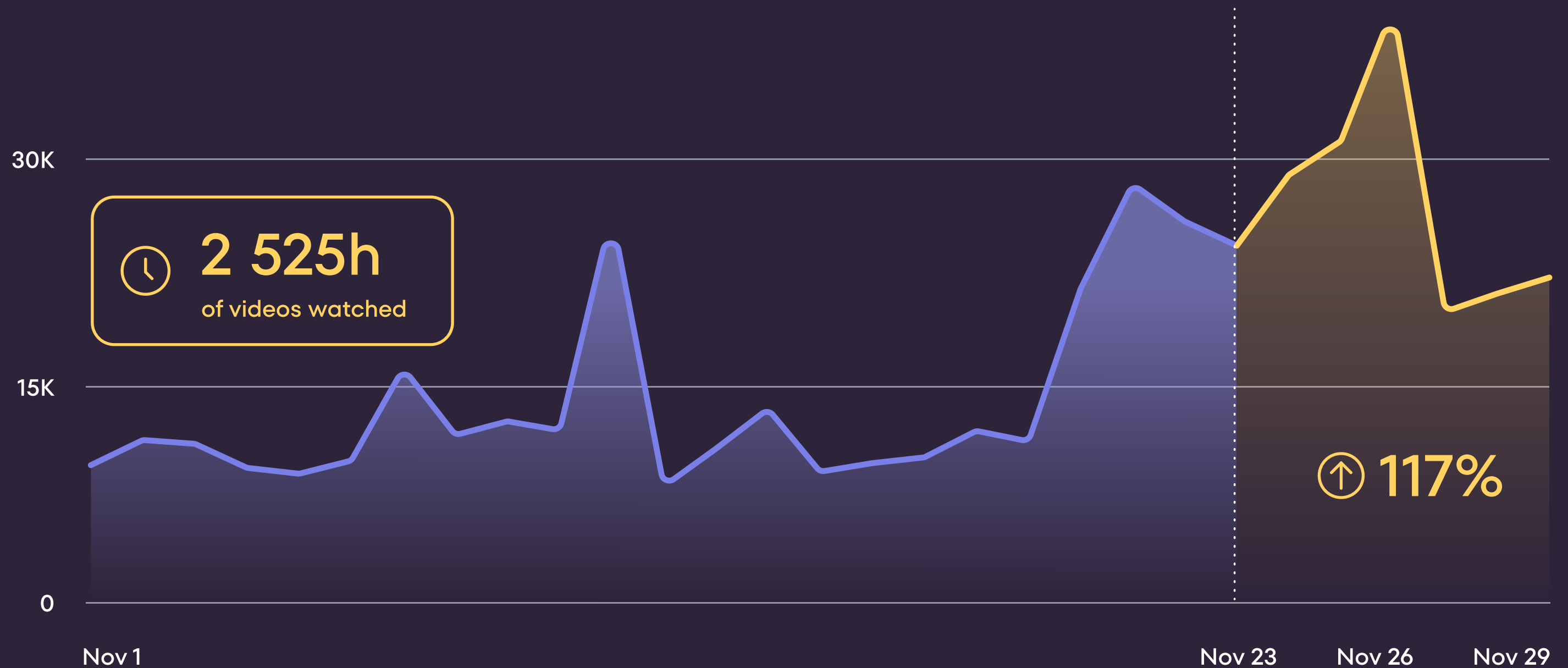


Video views

Nov 1 – Nov 29, 2021

Video views on product pages saw a significant boost of 117%.

Black Friday Week

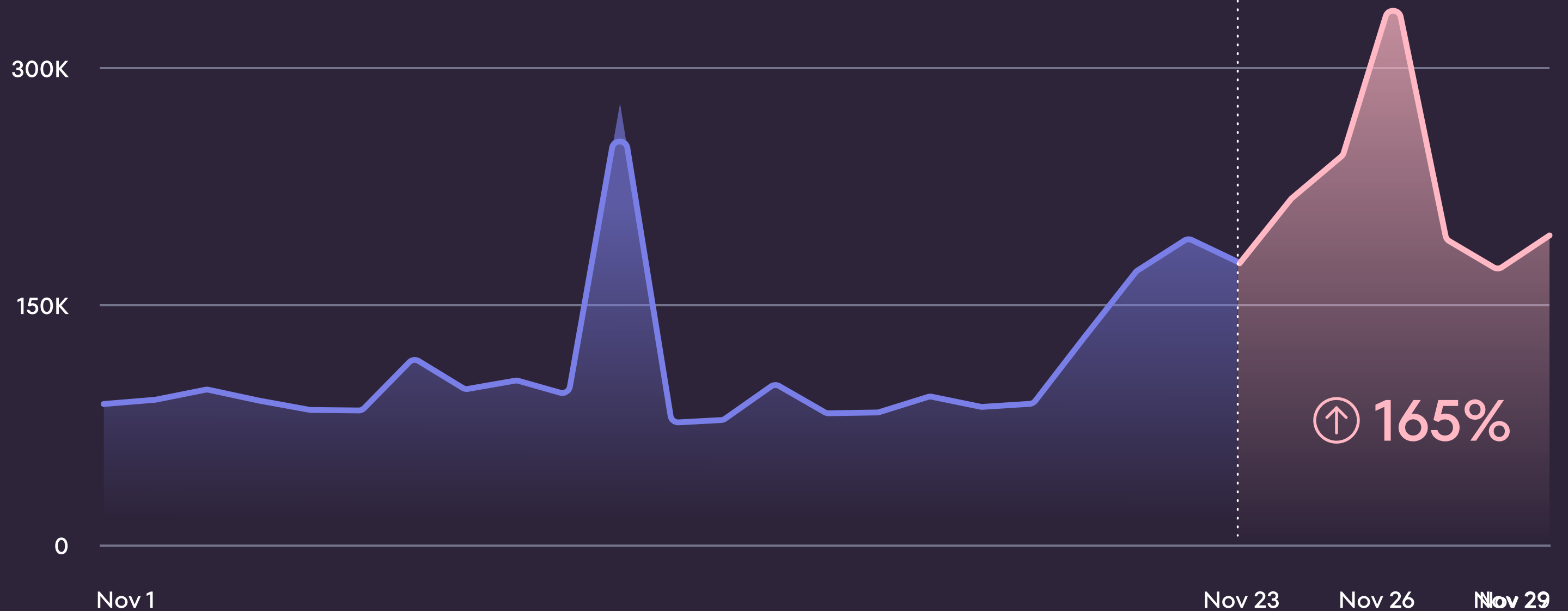


Add-to-cart events

Nov 1 – Nov 29, 2021

ATC events also saw a huge increase of 165%. Proof that videos really do make the difference between consideration and conversion.

Black Friday Week



Most popular videos

In total, Beauty videos had 185 650 video views during Black Friday. Here are the five top videos!

1



AnastasiaBeverlyHills
**ANASTASIA INTRODUCES |
Brow Freeze**

2



Ardell Beauty
**How to Apply Strip Lashes Ft.
Jade Munson**

3



amika
**how to get the perfect bouncy
blowout with new 2-in-1 brush**

4



bareMinerals
**How to Apply bareMinerals
ORIGINAL Foundation**

5



realtechniques
**Everyday Essentials Brush Set
Natural Makeup Tutorial**

How did Beauty perform compared to other verticals?

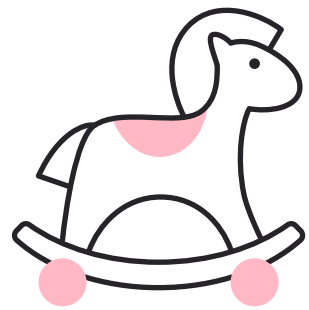
Each vertical performed brilliantly, with dramatic increases in ATC events, video views and page views, and Beauty was no exception with growth in each area. It was also among the verticals that gained the most video views during Black Friday!

This is no surprise as Beauty is a vertical particularly suited to video, due to the importance of visuality that only moving images can provide.



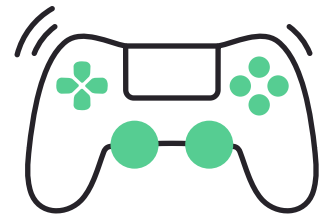
Let's take a closer look!

Video views



+253%

Toys & Baby Products



+177%

Electronics



+117%

Beauty

Want to keep that Black Friday magic going all year round?

To keep your customers clicking the ATC button, you need product videos in your online store. If you're interested in increasing your conversions by 20%, just scan your shop (for free and in just a couple of minutes) to discover how many product videos Videoly can seamlessly connect to your online store.

Get started ✨

