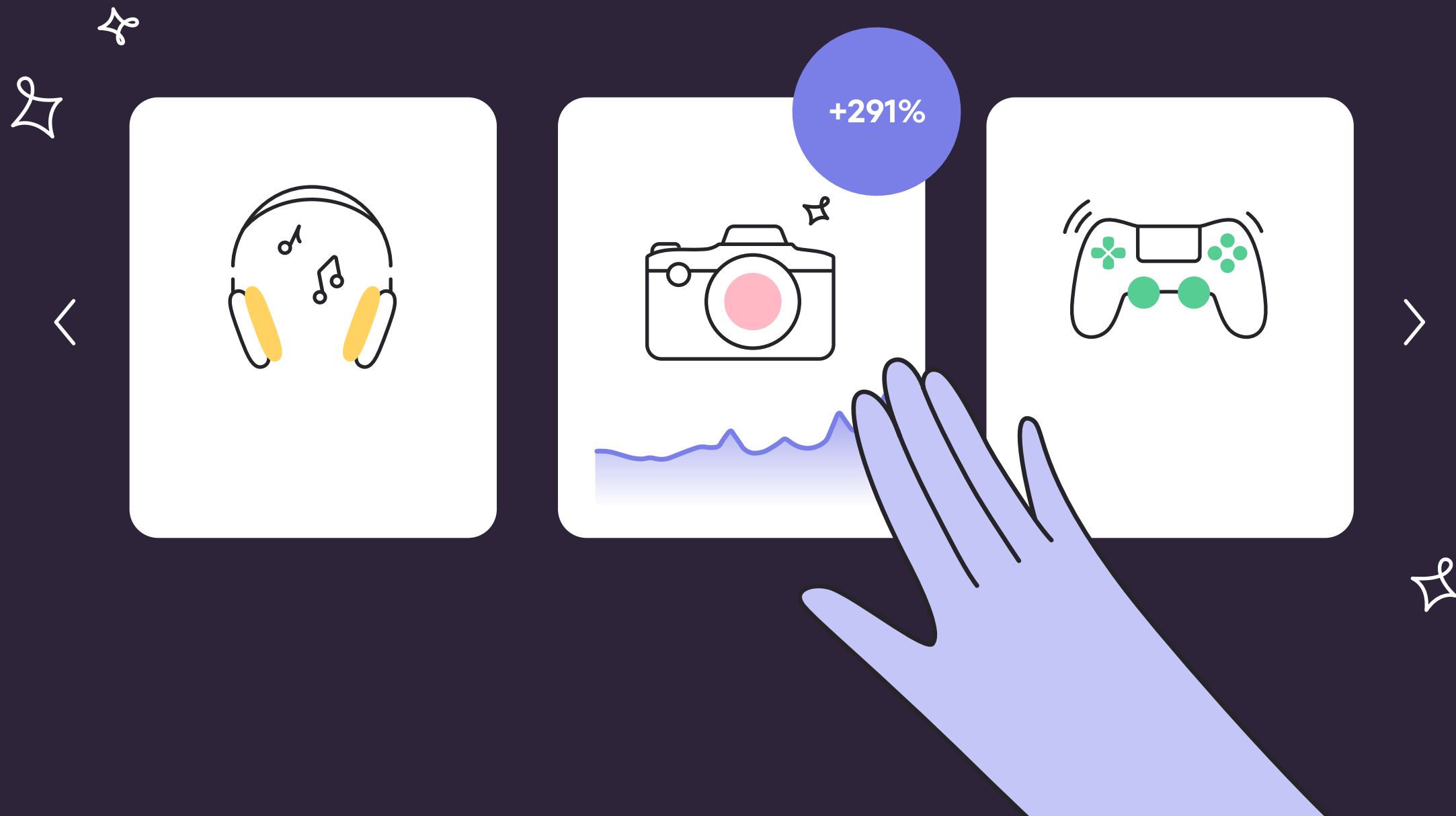




Black Friday 2021

Key Takeaway | Electronics



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 Electronics stores?

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

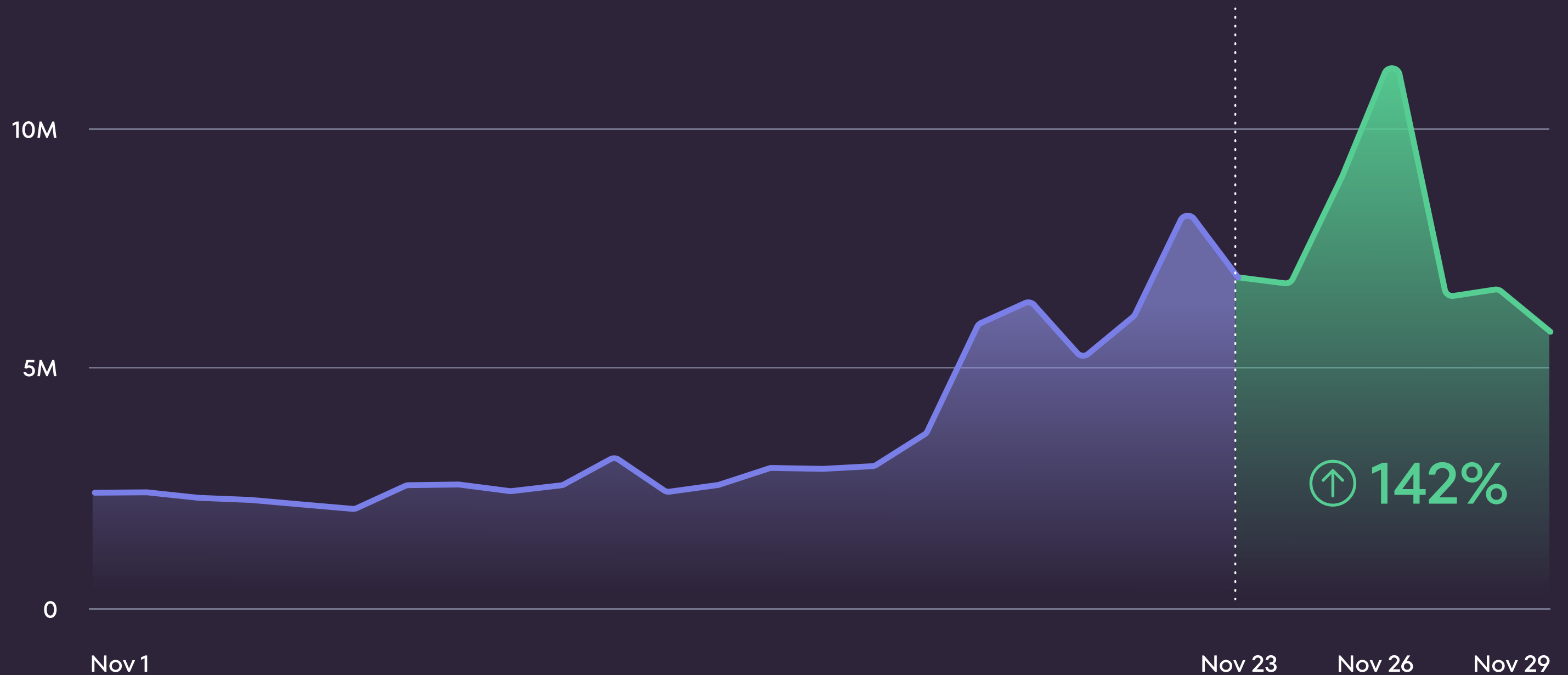
↓ Let's dive in

Page views

Nov 1 – Nov 29, 2021

Total page views grew by 142%. That's an impressive growth rate, even for Black Friday.

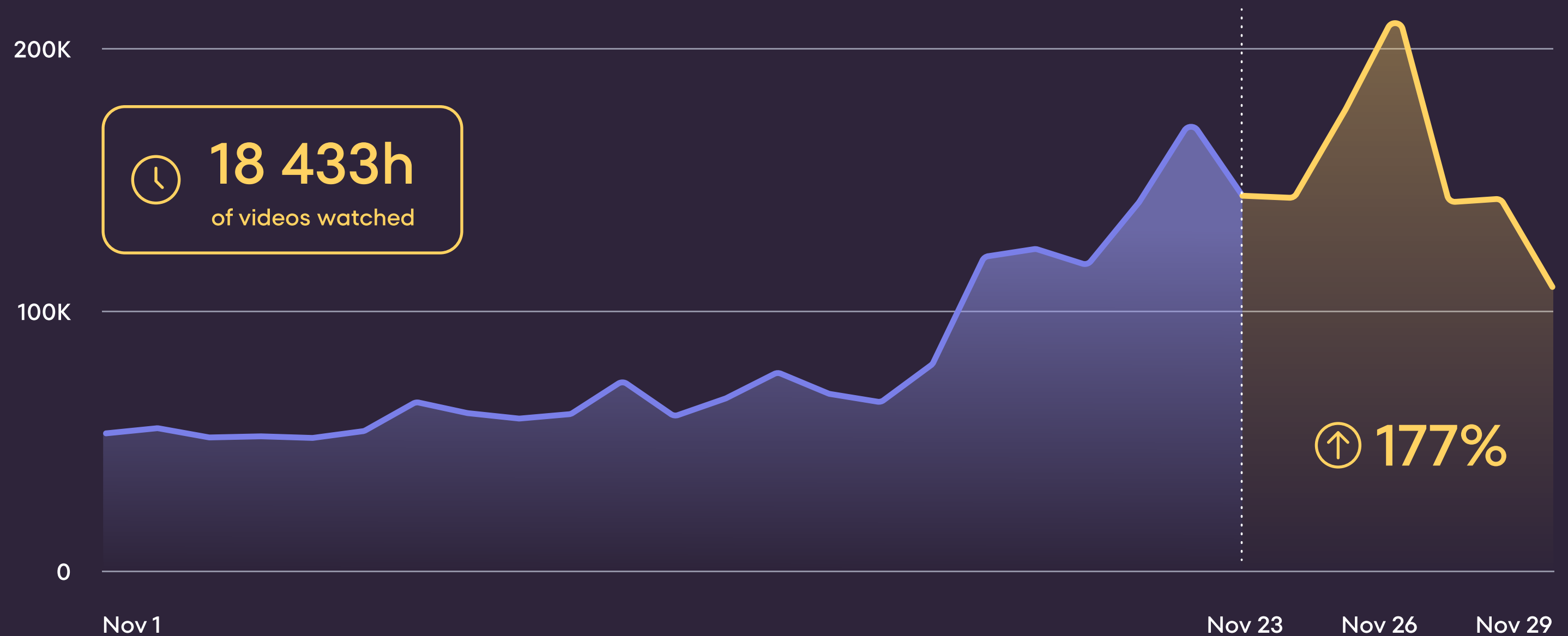
Black Friday Week



Video views

Nov 1 – Nov 29, 2021

Growth was even more dramatic here. In total there were over two million video views – a massive boost of 177%.

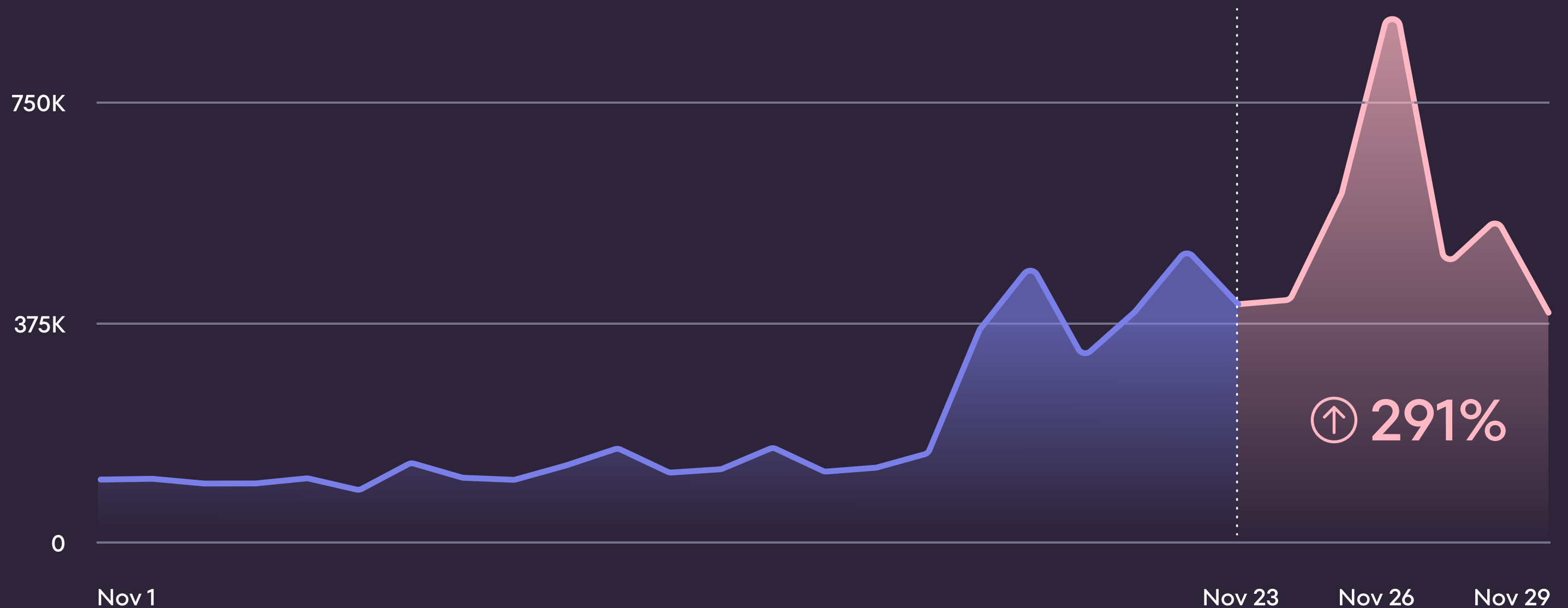


Add-to-cart events

Nov 1 – Nov 29, 2021

The biggest gains of all were made in ATC events – a huge increase of 291%. Proof that videos really do make the difference between consideration and conversion.

Black Friday
Week



Most popular videos

Electronics featured heavily in many of the most successful videos, but each vertical can hold its head up high. Here is a selection of some of the most popular videos over the Black Friday weekend.

1



Roborock
Introducing the Roborock S5 Max

2



Dolby
Dolby Presents: The World Of Sound | Demo | Dolby Atmos

3



Samsung
2020 Crystal UHD: Incredibly clear colors | Samsung

4



Signify
Philips Hue Creates the Perfect Ambiance

5



Samsung
Galaxy Watch4: Introducing Galaxy Watch4 Series

How did Electronics perform compared to other verticals?

Each vertical performed brilliantly, with dramatic increases in ATC events, video views and page views. But after all, there can only be one winner!

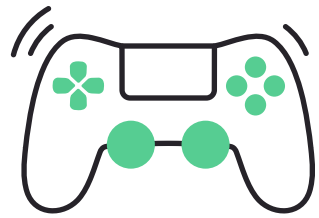
Think Black Friday and Cyber Monday, think electronics – the three are so closely linked. Unsurprisingly, Electronics saw the biggest numbers in all categories, leading the way with the most video views and number of ATC events.

In addition, Electronics placed among top verticals when looking at the biggest growth during Black Friday.



Let's take a closer look!

Hours of videos watched



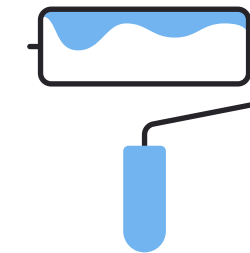
18 433h

Electronics



5 490h

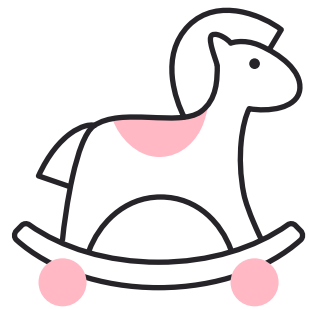
Sports & Outdoor



4 701h

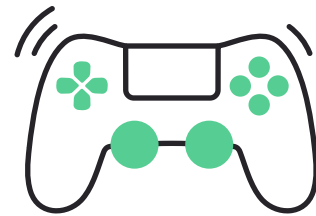
Tools & Garden

Video views



+253%

Toys & Baby Products



+177%

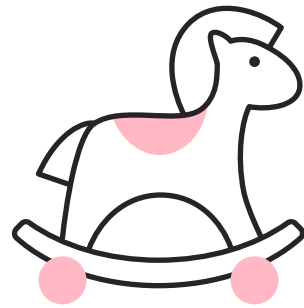
Electronics



+117%

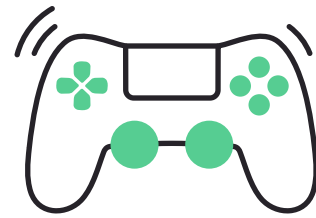
Beauty

ATC events



+586%

Toys & Baby Products



+291%

Electronics



+285%

Sports & Outdoor

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 ✨

