



# Black Friday 2021

## Key Takeaways



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 play out?

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

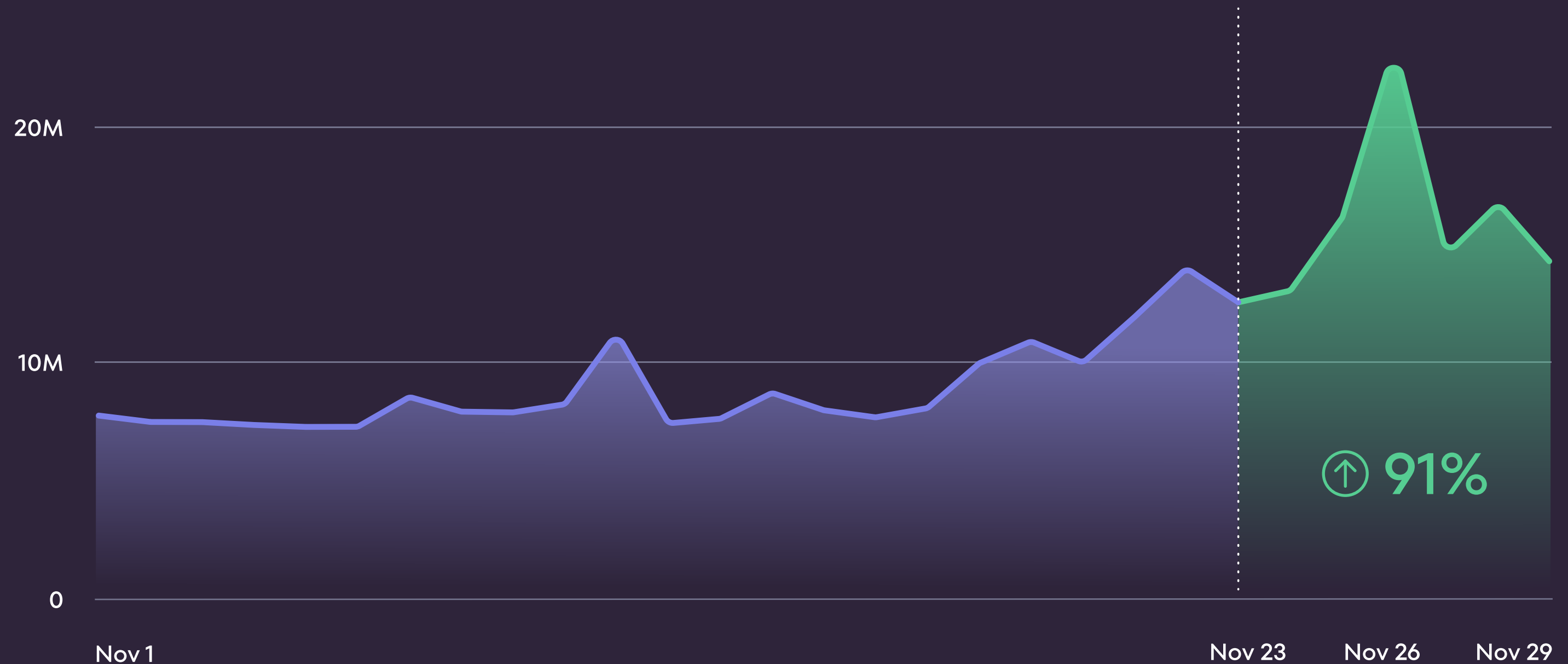
↓ Let's dive in

# Page views

Nov 1 – Nov 29, 2021

Total page views grew by 91%. That's an impressive growth rate, even for Black Friday.

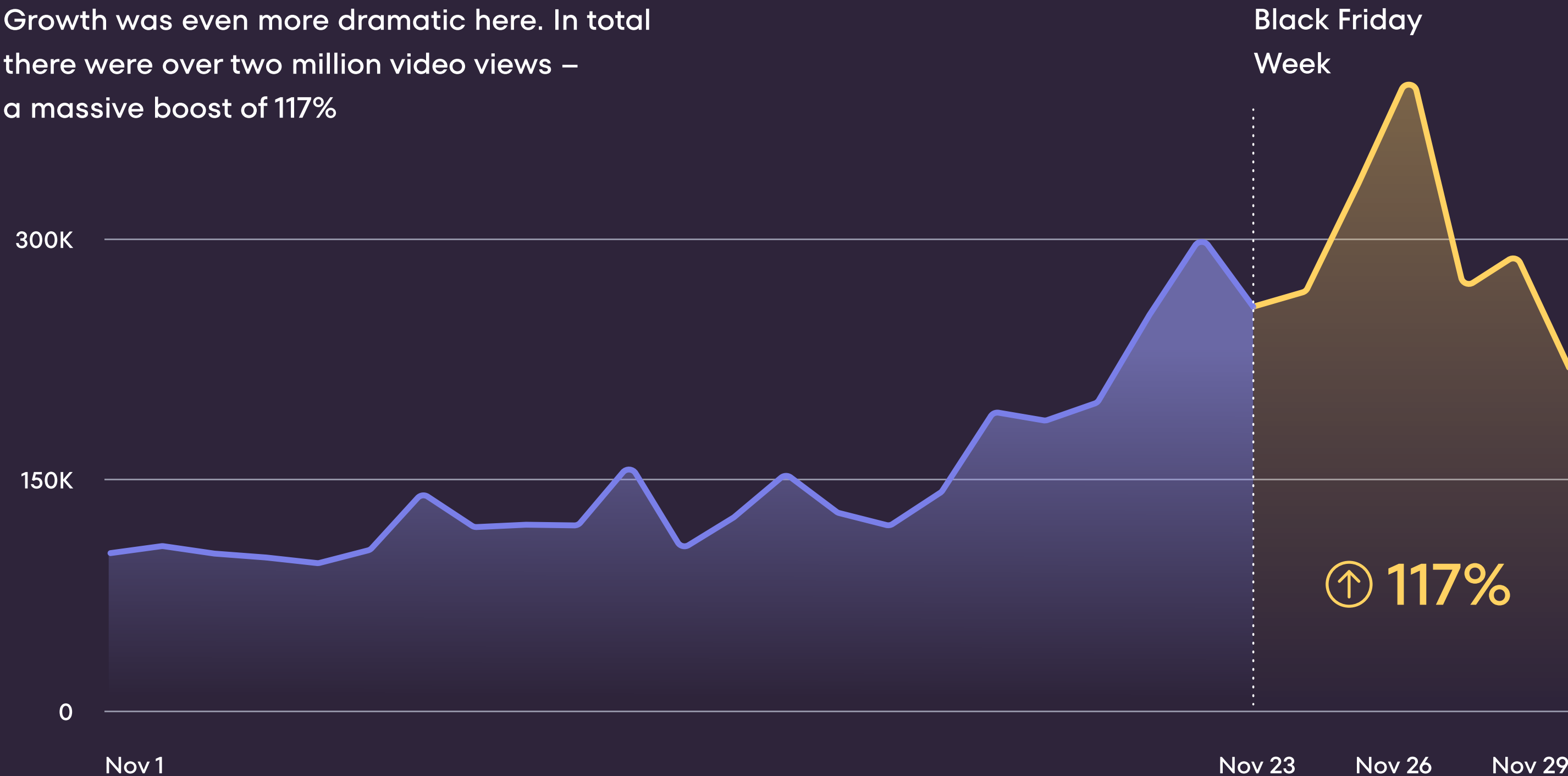
Black Friday  
Week



# 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 117%

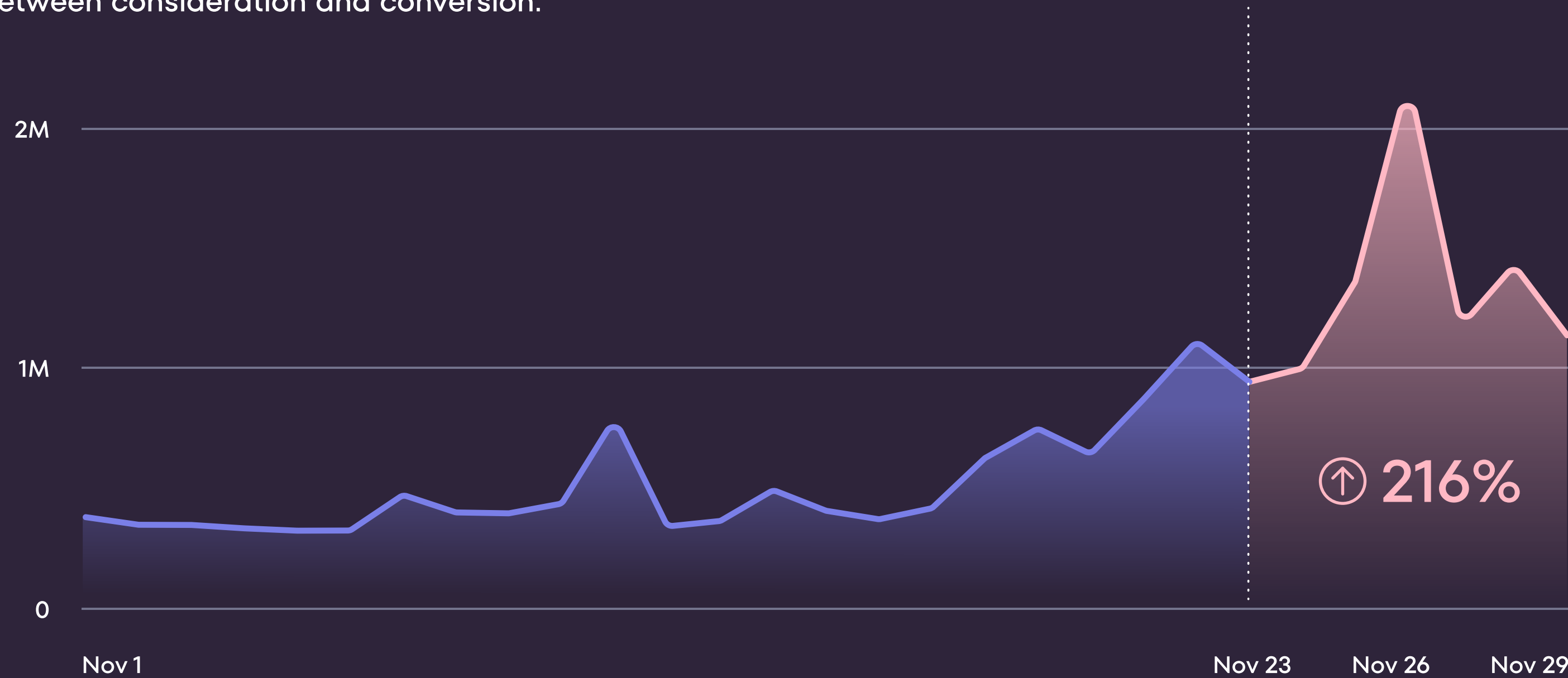


# Add-to-cart events

Nov 1 – Nov 29, 2021

The biggest gains of all were made in ATC events – a huge increase of 216%. Proof that videos really do make the difference between consideration and conversion.

Black Friday Week



# Desktop vs. mobile devices

Both are perfectly suited to online shopping and video watching. But which platform proved to be the most popular for snapping up Black Friday deals?

Well, mobile narrowly won this battle.

Desktop ATC events increased by 206%, while mobile ATC events grew by 226%. This makes an interesting comparison to last year, when desktop came out on top. There's likely several factors behind this – desktop may be more suited to considered purchases. While mobile is well placed for last-minute purchases and on the go decisions.



# How did the verticals perform?

All of our customer verticals performed brilliantly, with dramatic increases in ATC events, video views and page views.

Think Black Friday and Cyber Monday, think electronics – the three are so closely linked. And unsurprisingly, this vertical did really well, leading the way with the most video views, number of ATC events, and number of video views.

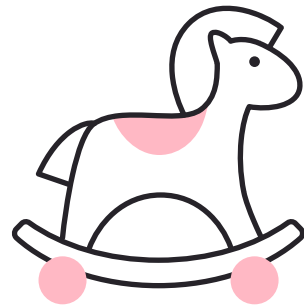
But the vertical that saw the biggest Black Friday boost? Toys & Baby Products! This vertical had the highest growth in video views and ATC events. Seasonality may be a factor here, with many online shoppers already thinking about finding the best holiday season gifts for younger family members, helped by the rich product information only video can provide.

Not to forget Beauty and Sports & Outdoor – both showing good increases in all areas.



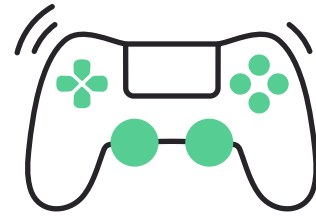
Let's take a closer look!

# Video views



**+253%**

Toys & Baby Products



**+177%**

Electronics

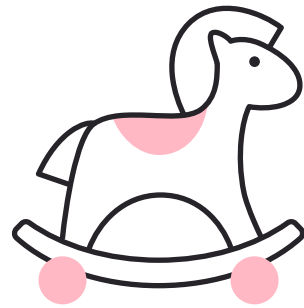


**+117%**

Beauty

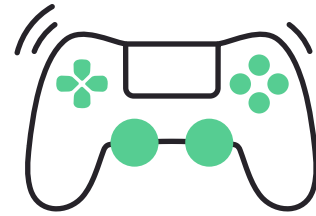


# ATC events



**+586%**

Toys & Baby Products



**+291%**

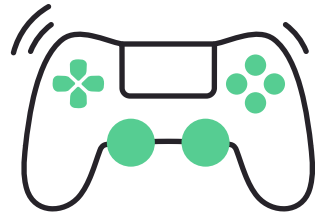
Electronics



**+285%**

Sports & Outdoor

# Hours of videos watched



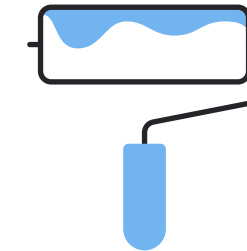
**18 433h**

Electronics



**5 490h**

Sports & Outdoor



**4 701h**

Tools & Garden

# 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



Fjällräven  
This is G-1000 | Fjällräven

5



AnastasiaBeverlyHills  
ANASTASIA INTRODUCES |  
Brow Freeze

# 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 ✨

