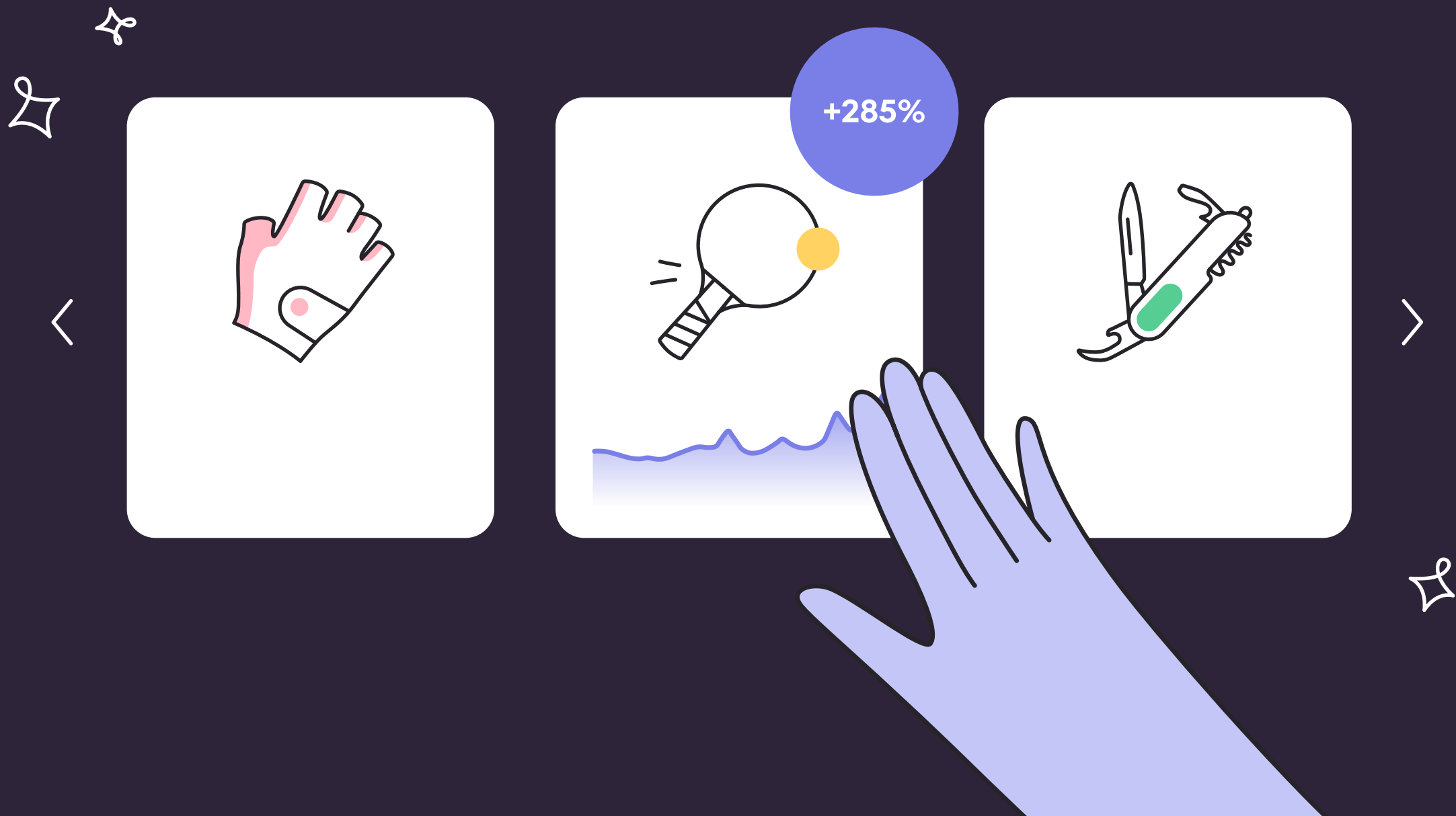




Black Friday 2021

Key Takeaways | Sports & Outdoor



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 Sports & Outdoors stores?

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

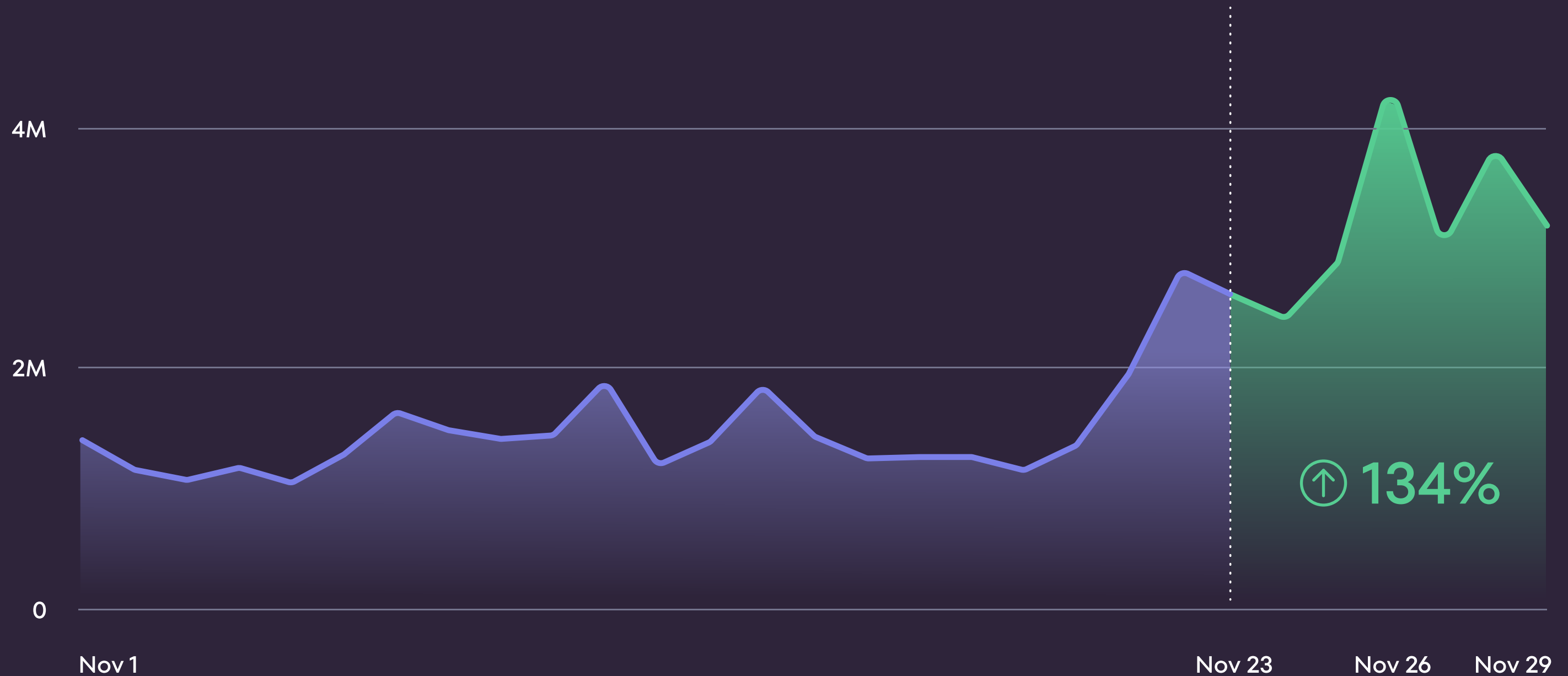
↓ Let's dive in

Page views

Nov 1 – Nov 29, 2021

Total page views grew by 134%. That's an impressive growth rate, even for Black Friday.

Black Friday Week

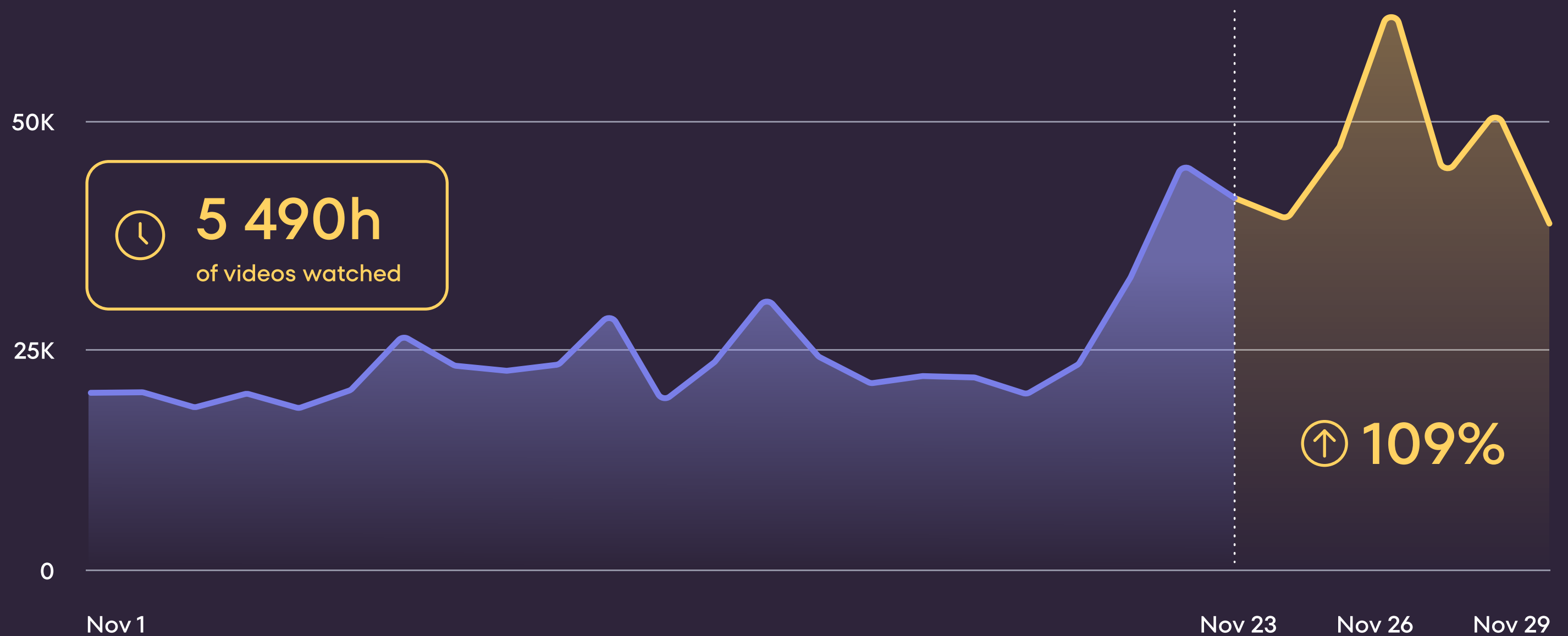


Video views

Nov 1 – Nov 29, 2021

Video views on product pages saw a significant boost of 109%

Black Friday Week

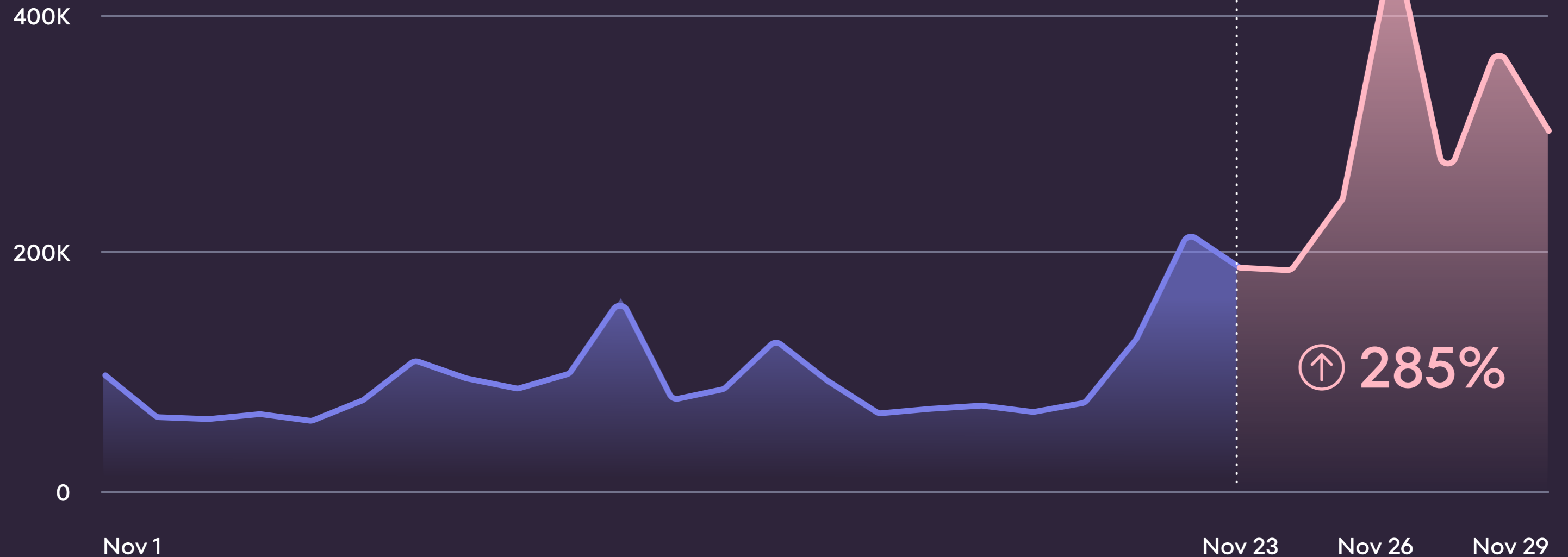


Add-to-cart events

Nov 1 – Nov 29, 2021

The biggest gains of all were made in ATC events – a huge increase of 285%. Proof that videos really do make the difference between consideration and conversion.

Black Friday Week



Most popular videos

In total, Sports & Outdoor videos had 313 341 video views during Black Friday. Here are the five top videos!

1



Fjällräven
This is G-1000 | Fjällräven

2



Hestra Gloves
How to keep your hands warm

3



GORE-TEX Brand
GORE-TEX Product Stories -
GORE-TEX Footwear

4



ospreypacks
Osprey Packs | Talon™/
Tempest | Product Tour

5

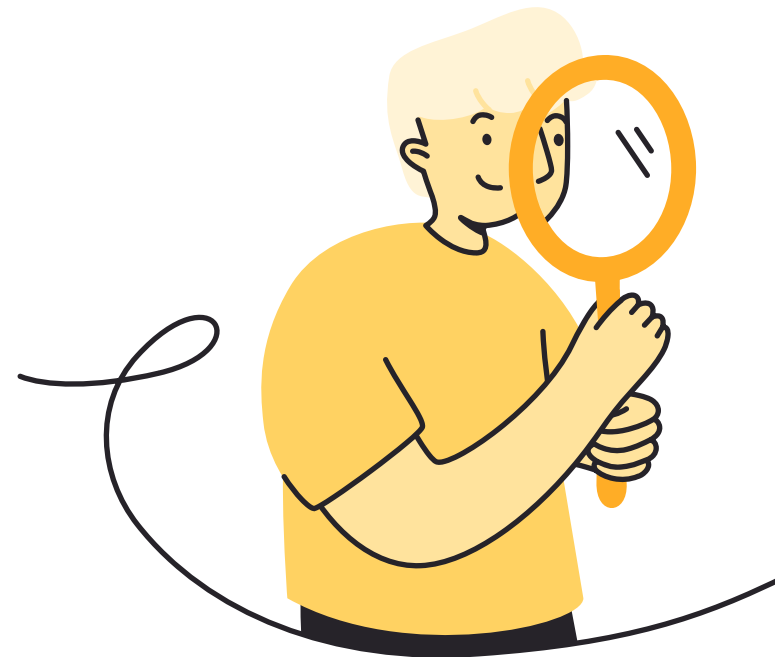


The North Face
Base Camp Duffel | The North
Face

How did Sports & Outdoor perform compared to other verticals?

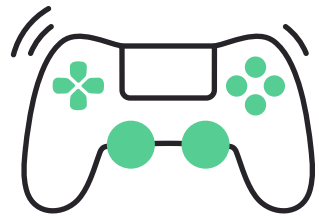
Sports & Outdoor is a vertical particularly suited to video. It's important that online shoppers are able to see how products look and move – the latter is something only video can provide.

Each vertical performed brilliantly, with dramatic increases in ATC events, video views and page views, and Sports & Outdoor was no exception. Among all verticals, Sports & Outdoor shone brightly, placing in the top three in hours of videos watched and ATC event boosts.



**Let's take
a closer look!**

Hours of videos watched



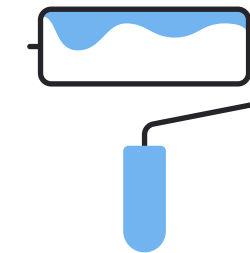
18 433h

Electronics



5 490h

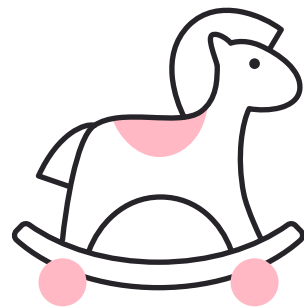
Sports & Outdoor



4 701h

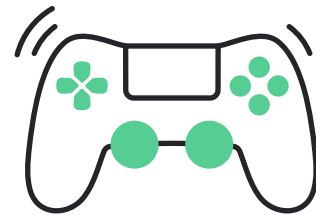
Tools & Garden

ATC events



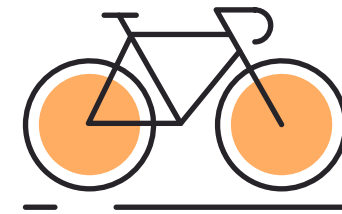
+586%

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 ✨

