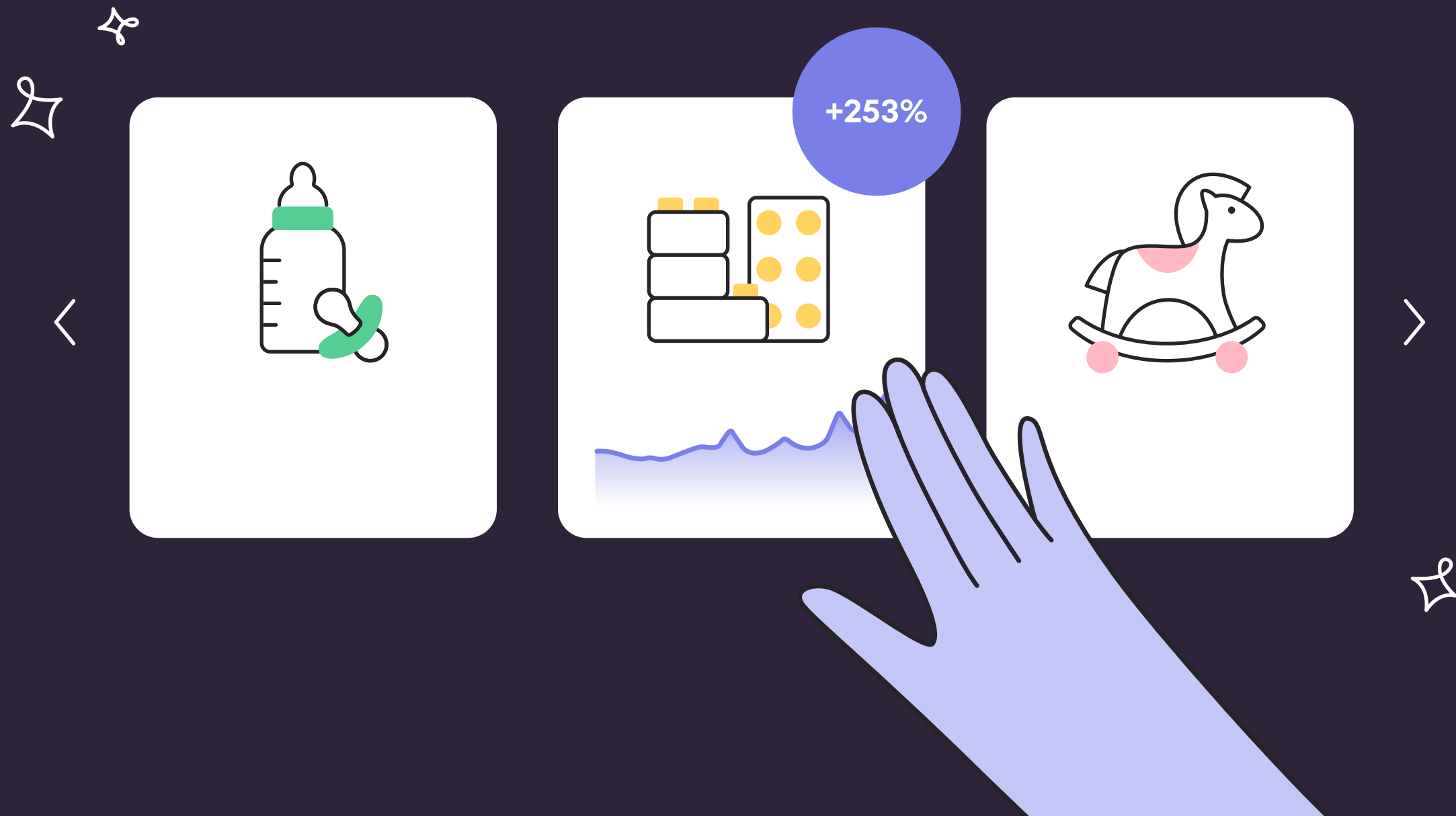




Black Friday 2021

Key Takeaways | Toys & Baby Products



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.

But how did Black Friday 2021 play out across online Toys & Baby Products stores?

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

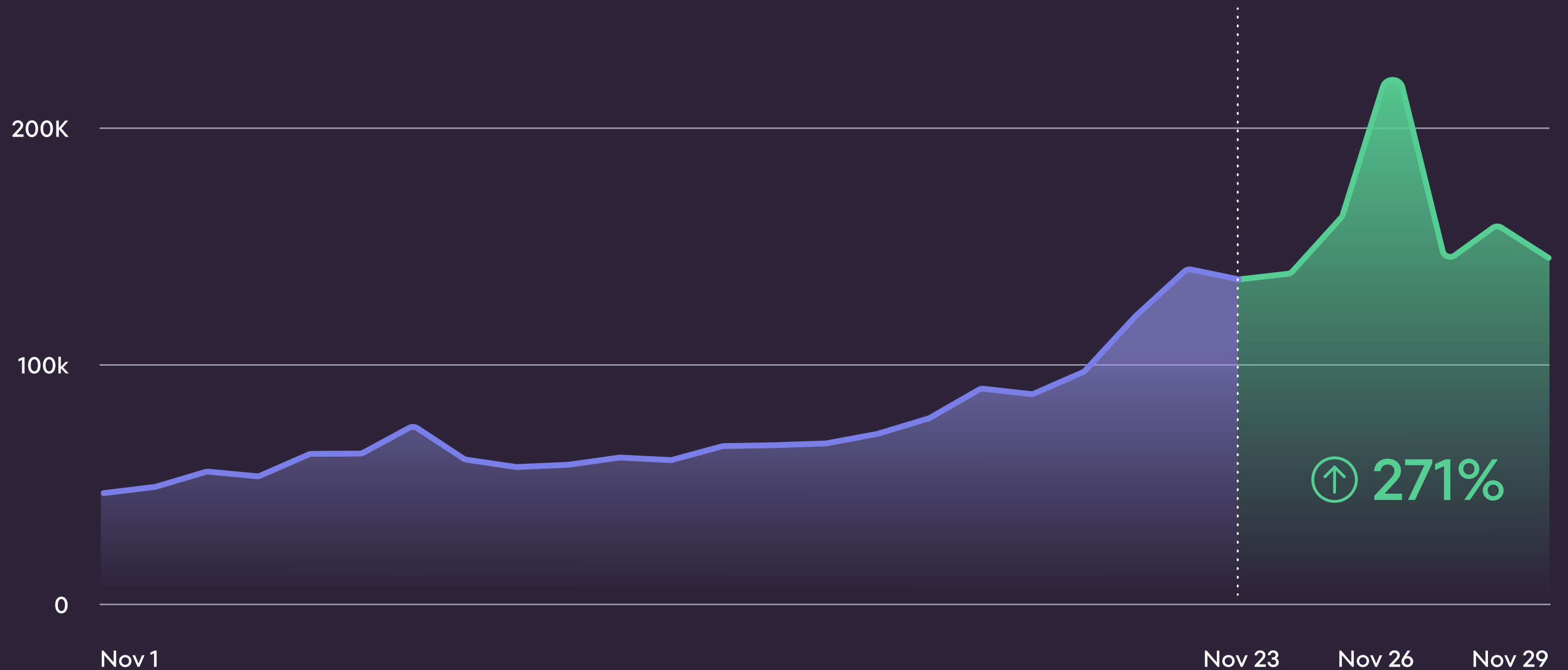
↓ Let's dive in

Page views

Nov 1 – Nov 29, 2021

Total page views grew by 271%. That's an impressive growth rate, even for Black Friday.

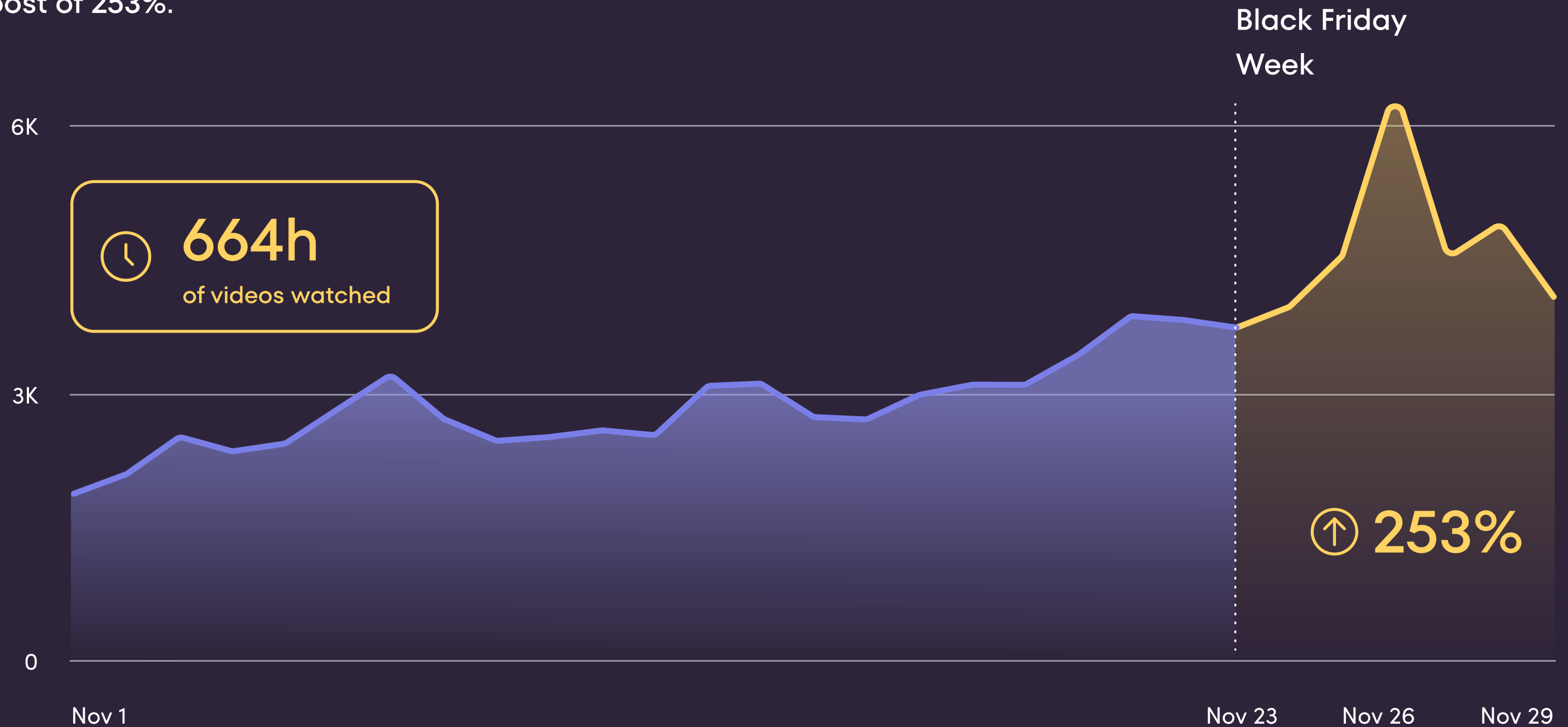
Black Friday Week



Video views

Nov 1 – Nov 29, 2021

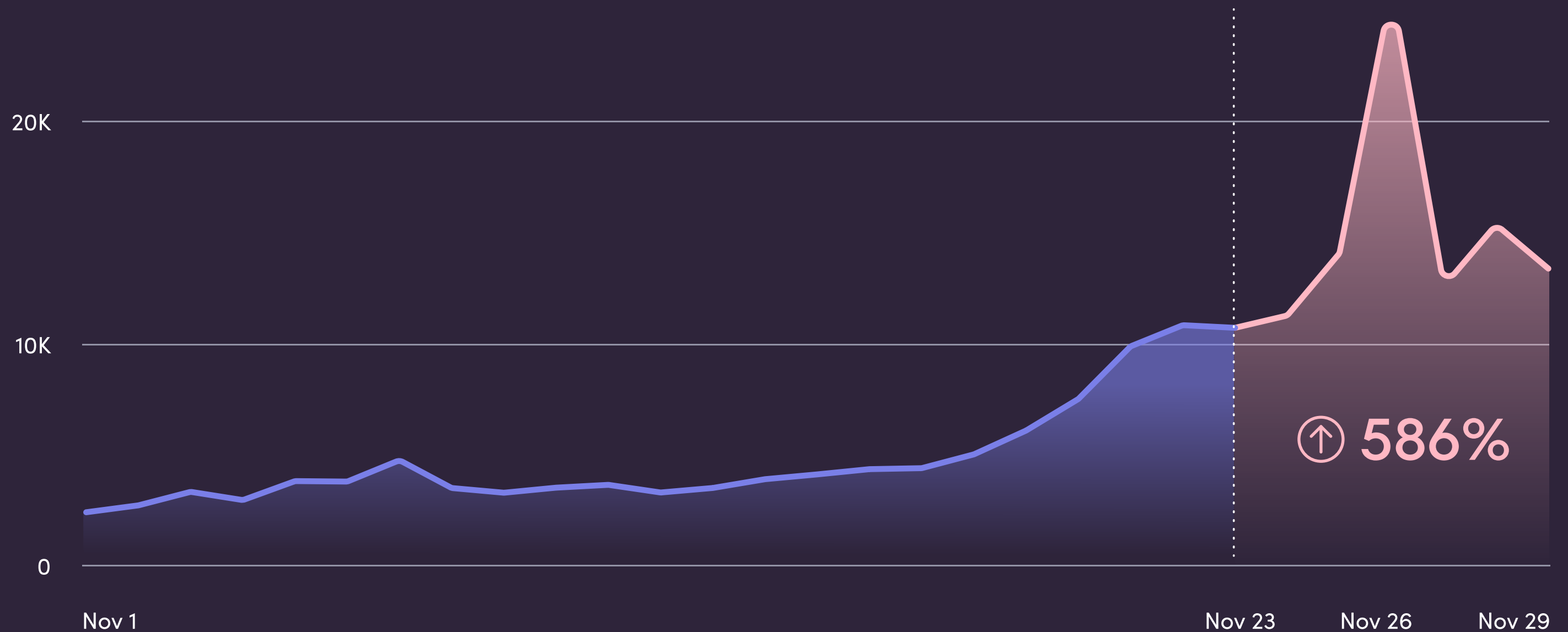
Video views on product pages saw a significant boost of 253%.



Add-to-cart events

Nov 1 – Nov 29, 2021

The biggest gains of all were made in ATC events – a massive increase of 586%. Proof that videos really do make the difference between consideration and conversion.



Most popular videos

In total, Toys & Baby products videos had 32 398 video views during Black Friday. Here are the five top videos!

1



Toy Caboodle
5 Surprise Toy Mini Brands
ADVENT CALENDAR

2



Stokke AS
How to use the Tripp Trapp®
high chair from Stokke®

3



My Little Pony Official
My Little Pony: A New
Generation

4



Headstart Toys
Star Belly Dream Lite TV
Commercial

5



TPM Toy Reviews
Squeakee Minis from Moose
Toys | Toy Review

How did Toys & Baby Products perform compared to other verticals?

Each vertical performed brilliantly, with dramatic increases in ATC events, video views and page views. But Toys & Baby Products saw the biggest Black Friday boost!

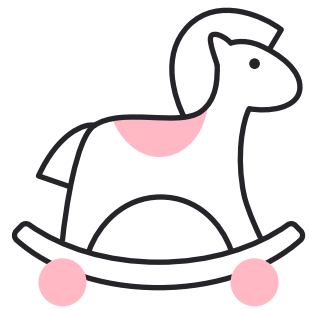
This vertical had the highest growth in video views and ATC events.

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.



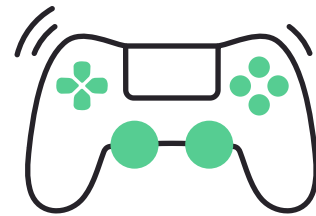
Let's take a closer look!

Video views



+253%

Toys & Baby Products



+177%

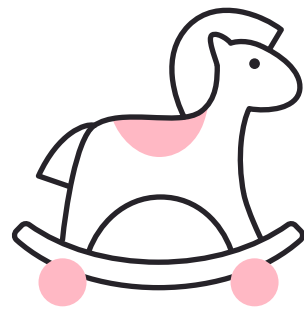
Electronics



+117%

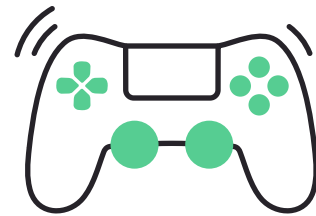
Beauty

ATC events



+586%

Toys & Baby Products



+291%

Electronics



+285%

Sports & Outdoor

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 ✨

