

Black Friday 2023

Key Takeaways | Electronics

The screenshot shows a product page for a camera on the website 'yourstore.com'. The product is a 'True wireless Digital SLR camera' by 'BestCameras', priced at 675 €. It has a 4.9-star rating from 769 reviews. A prominent purple badge indicates a '+285%' discount. Below the product image are two smaller camera images and a 'Statistics' overlay. At the bottom, there are two video thumbnails labeled 'how-to' and 'brand', each with a play button and a right arrow.

yourstore.com

★★★★★ 4.9 (769 reviews)

BestCameras

True wireless Digital SLR camera

675 €

+285%

how-to

brand

Black Friday 2023 occurred under challenging circumstances, marked by consumer concerns about spending and the aftershocks of rising inflation. But according to our data, Black Friday 2023 proved to be just as successful for e-commercers as previous years.



A rapidly changing retail climate places a premium on superior customer experience. Engagement through rich content such as video enables shoppers to make the right purchase decisions online.

Let's dive into Black Friday's essential Electronics data to see just how much product videos made a difference!

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

↓ Let's dive in

Video views

Nov 1 – Nov 27, 2023

Electronics had more video views and more hours spent on watching video than any other customer vertical! Video views grew by 196%. Electronics product videos had over 923 000 video views during Black week.

Black Friday Week

200K

🕒 **14 444h**
of videos watched

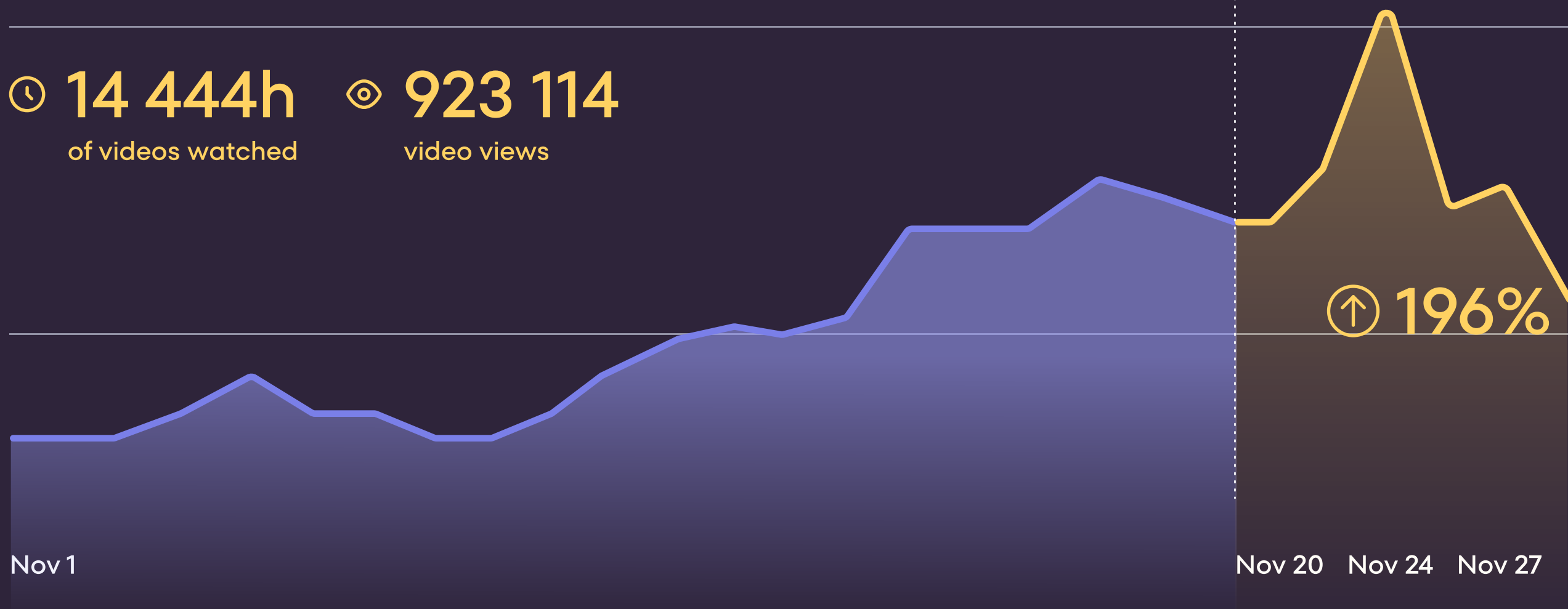
👁️ **923 114**
video views

100K

Nov 1

Nov 20 Nov 24 Nov 27

⬆️ **196%**

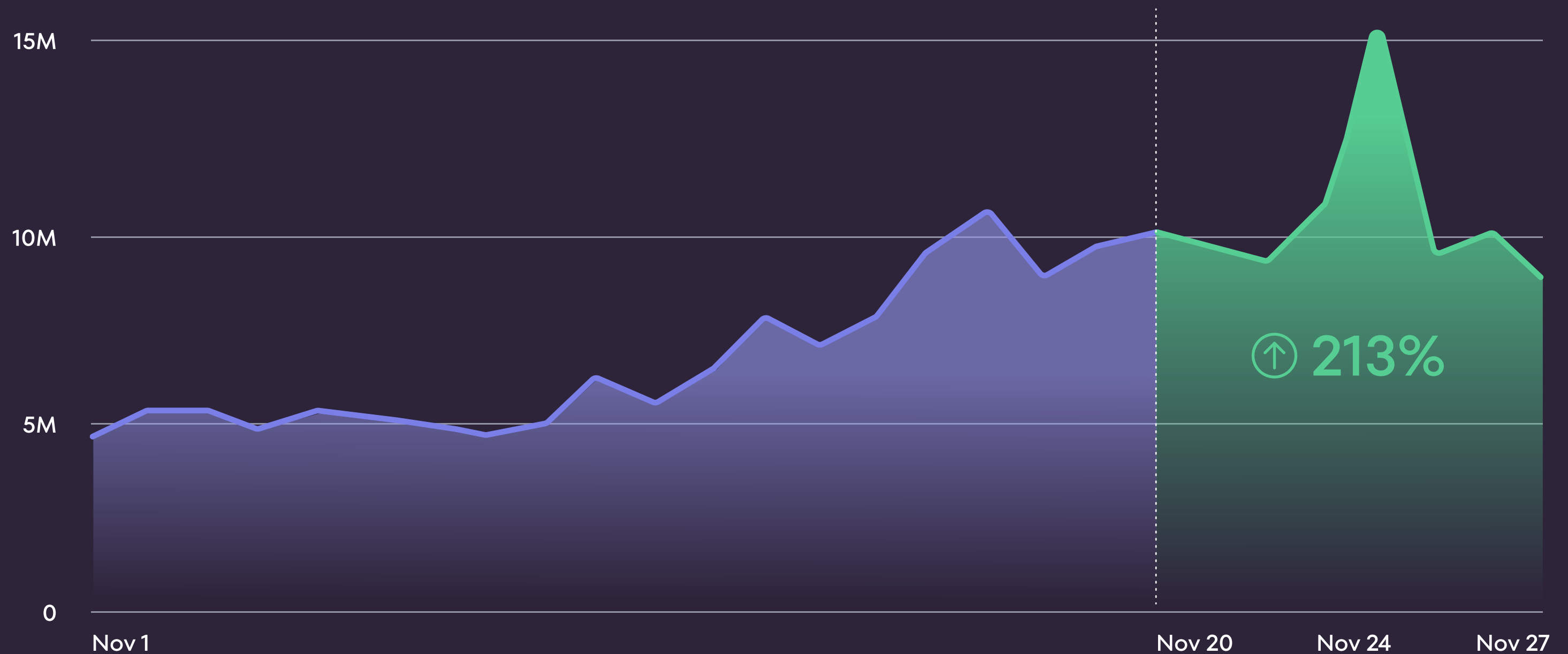


Product views

Nov 1 – Nov 27, 2023

Total product views were up by 213%. In total, electronics products were viewed over 63 million times during Black week.

Black Friday Week

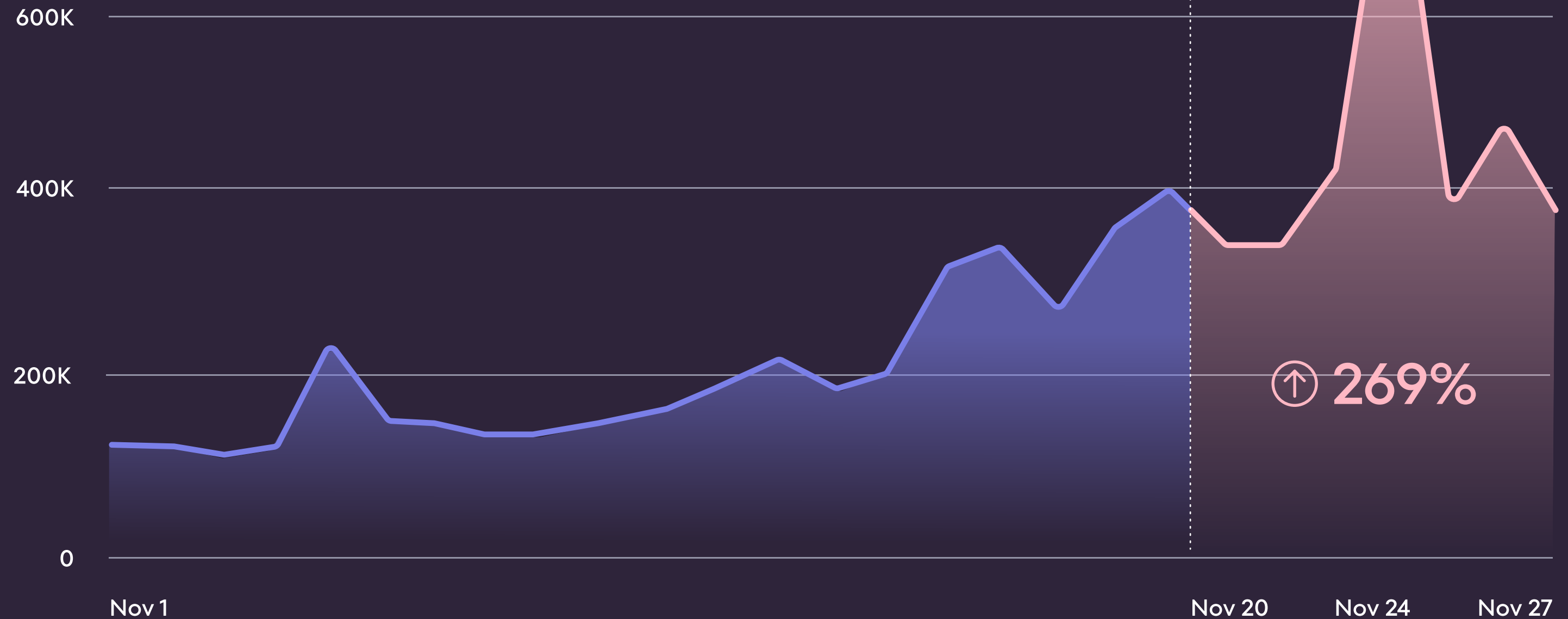


Add-to-cart events

Nov 1 – Nov 27, 2023

One of the most important data points of Black Friday didn't disappoint, with an increase of 269%.

Black Friday Week



Most popular videos

In total, Electronics videos had over 923 000 views over Black Friday – the highest of any of our customer verticals! Here are some of the top videos.

1



Dolby
[Dolby Presents: The World Of Sound | Demo | Dolby Atmos](#)

2



Cosori
[How To Clean An Air Fryer](#)

3



Playstation
[PS5 Hardware Reveal Trailer](#)

4



Philips
[Philips Series 1200 & 2200 Automatic Coffee Machines](#)

5



AMD
[AMD FreeSync Technology](#)

How did Electronics perform compared to other customer verticals?

Electronics is traditionally a heavy hitter over Black Friday – and this was again the case in 2023. Electronics had the most video views with consumers spending more hours watching related videos than any other customer vertical! Electronics also featured heavily in the number of add-to-cart (ATC) events.

Cyber Monday likely played a role in these peaks – it's an e-commerce event that shoppers know will showcase major bargains and discounts in electronic products.



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

Video is the perfect fit for e-commerce – it simply offers a level of product information that text or still images cannot reach. At Videoly, we automatically connect videos to online stores, giving online retailers the best possible way to showcase products.

Scan your shop for free to discover how many product videos Videoly can seamlessly connect to your online store.

Get started ✨

