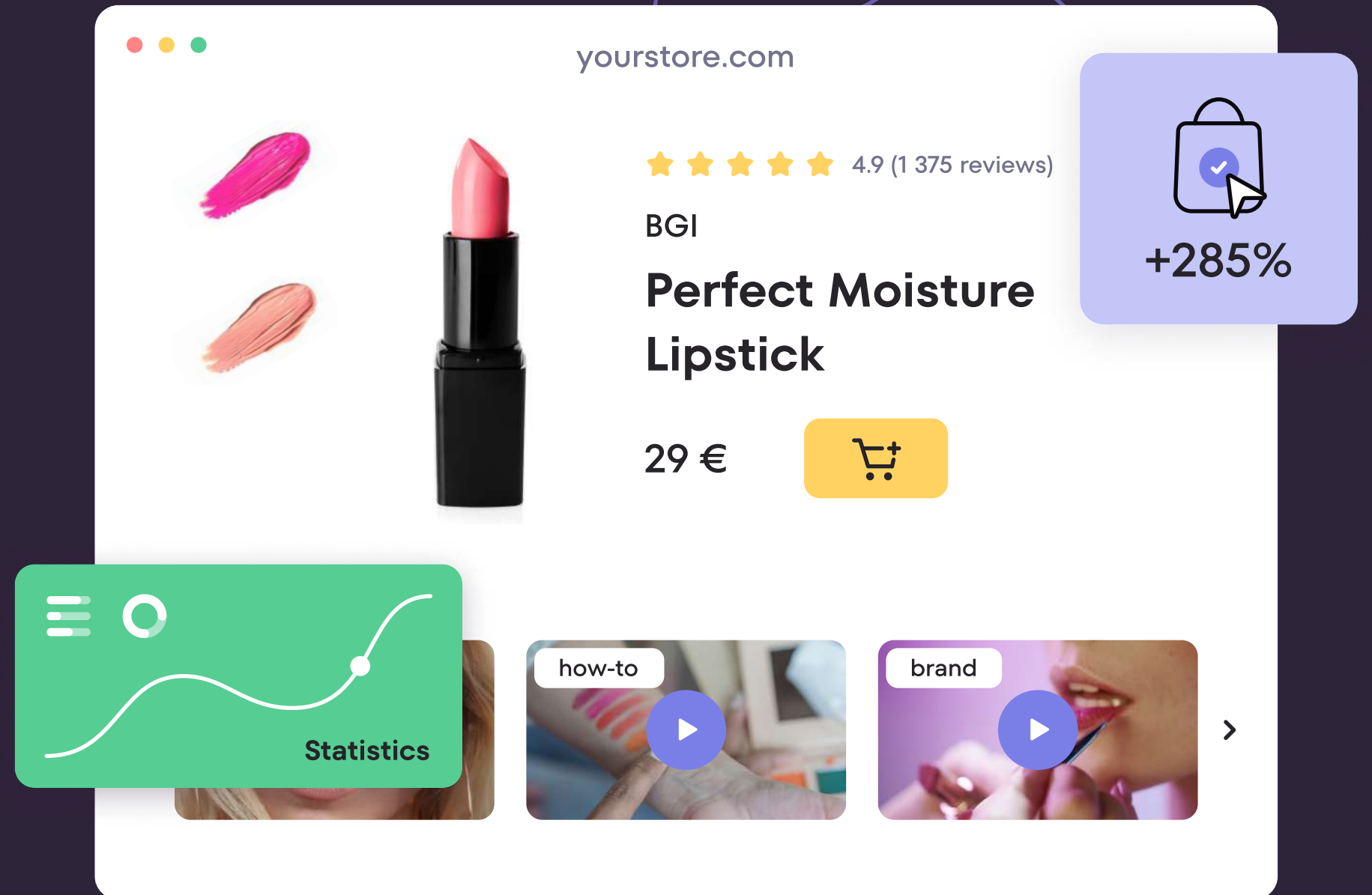


Black Friday 2022

Key Takeaways | Beauty



Black Friday 2022 took place under exceptional circumstances. A challenging economic outlook and consumer concerns about spending, coupled with the aftershocks of the pandemic. But according to our data, Black Friday 2022 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 Beauty 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.

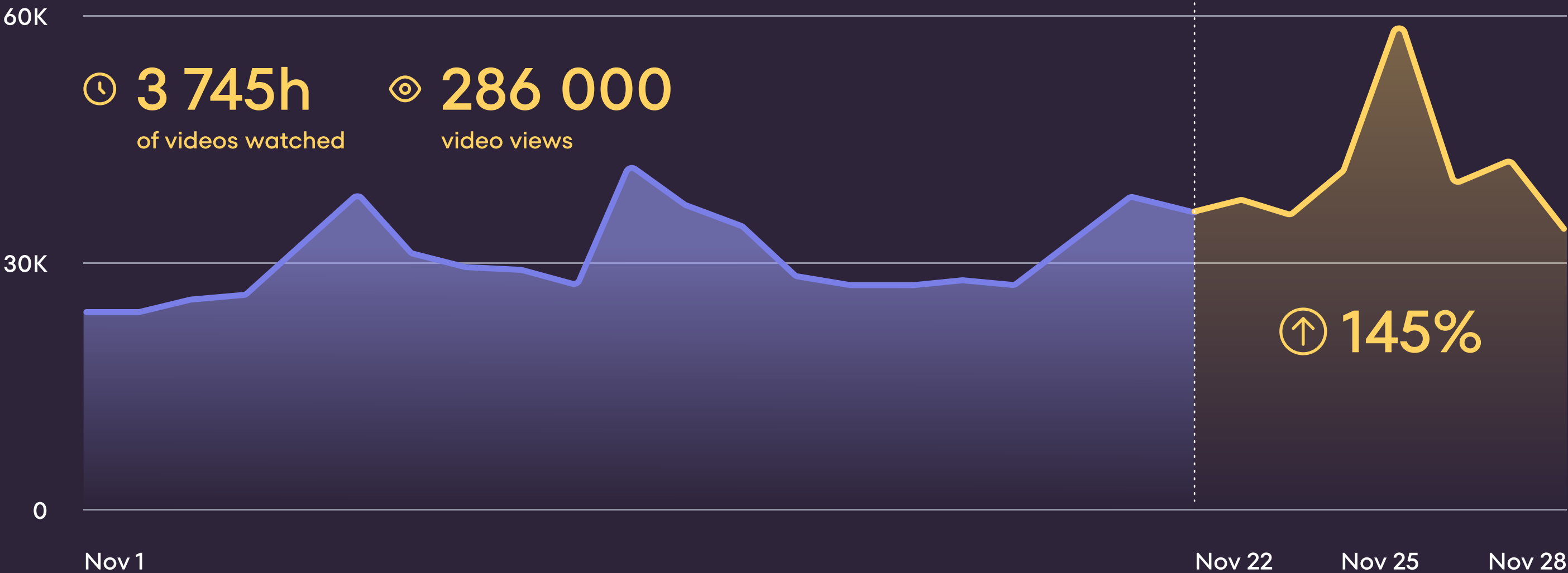
↓ Let's dive in

Video views

Nov 1 – Nov 28, 2022

Video views grew by an amazing 145%. In total, Beauty product videos had over 286 000 views during Black week.

Black Friday
Week

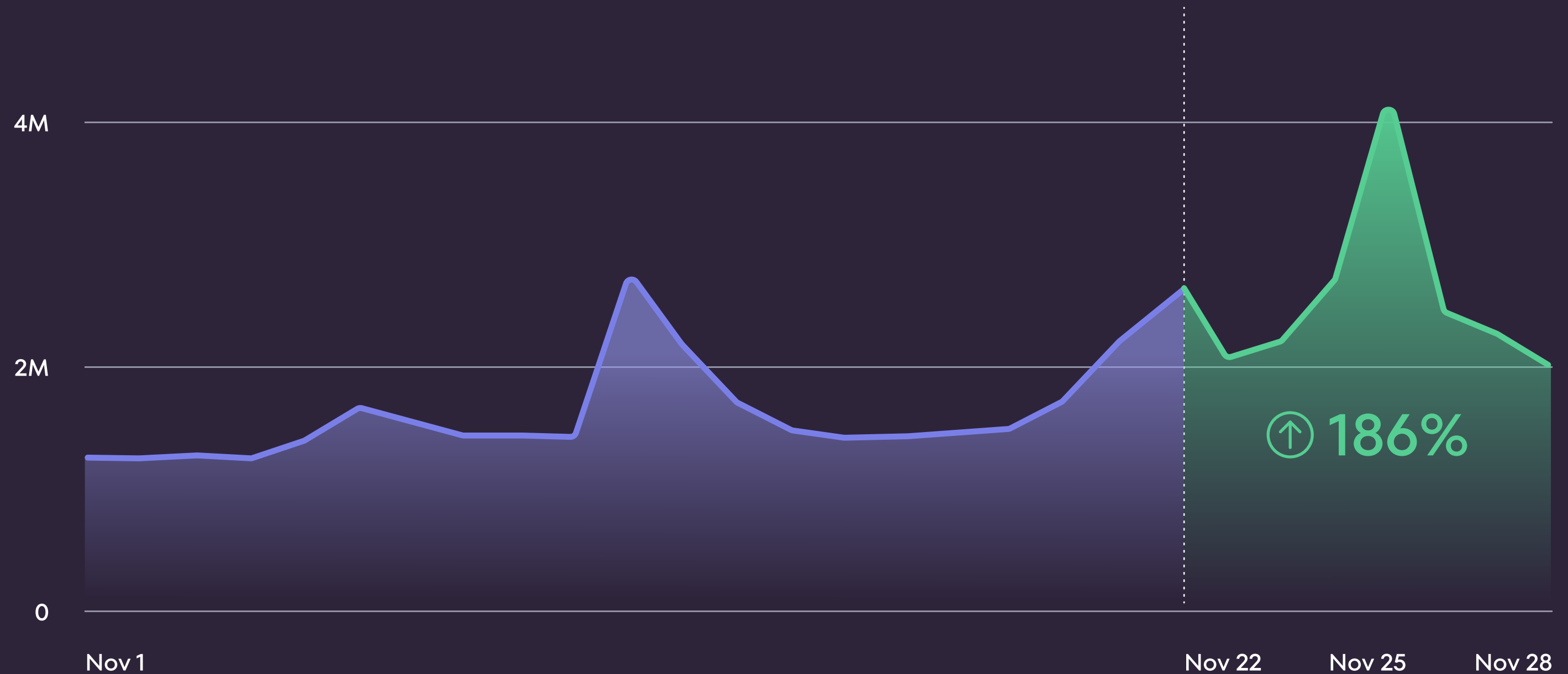


Page views

Nov 1 – Nov 28, 2022

Total page views were up by 186%. In total, Beauty product pages were viewed over 18 million times during Black week.

Black Friday
Week

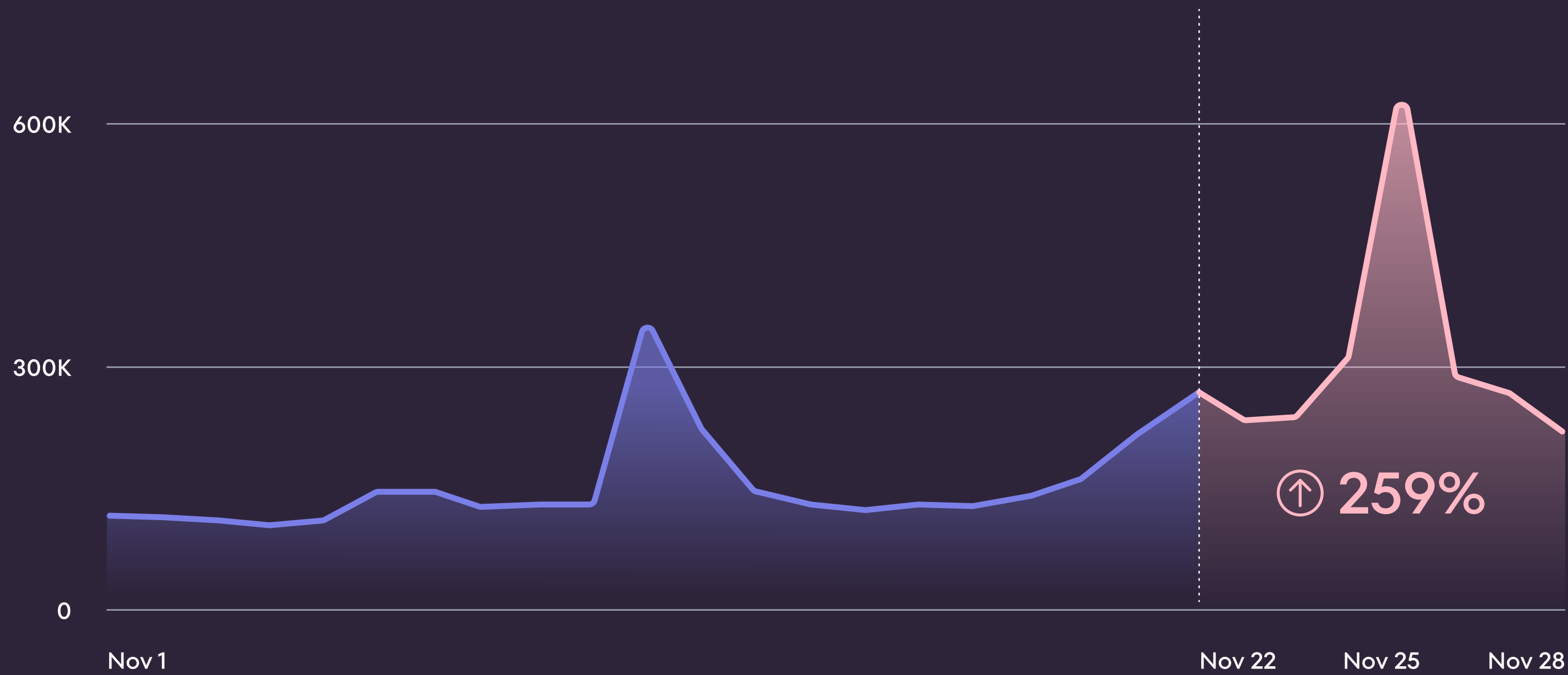


Add-to-cart events

Nov 1 – Nov 28, 2022

One of the most important data points of Black Friday didn't disappoint, with an increase of 259%.

Black Friday Week



Most popular videos

In total, Beauty videos had 286 000 views over Black Friday. Here are some of the top videos!

1



NYX Professional Makeup
We are NYX Professional Makeup! With Love From LA

2



essence cosmetics
I love extreme crazy volume mascara

3



Clinique
The Sheer Lip | Makeup Tutorial

4



NYX Professional Makeup
GRWM: Sculpted Prom Makeup Look

5



NYX Professional Makeup
How To Apply Shine Loud in 2 Steps

How did Beauty perform compared to other customer verticals?

Every one of our customer verticals saw significant growth in key metrics – and Beauty had the biggest boost of any market when it came to the total number of add-to-cart (ATC) events: over 2 million of them. Beauty also featured highly in video views growth.

Why such a massive boost? Well, beauty customers need precise product information and they need to see how a product actually looks – and online this is something only video can provide.



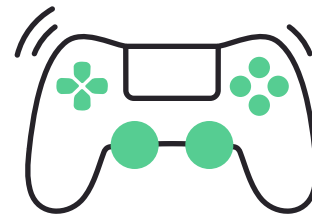
**Let's take
a closer look!**

Number of ATC events



2 183 329

Beauty



2 136 204

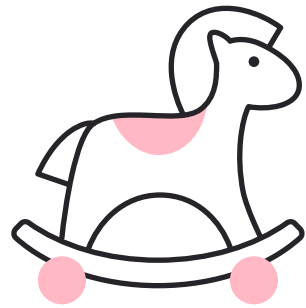
Electronics



1 881 946

Sports & Outdoor

Boost to video views



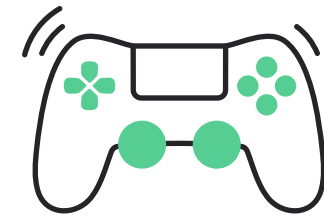
+336%

Toys & Baby Products



+145%

Beauty



+135%

Electronics

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

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 ✨

