

# Black Friday 2022


Key Takeaways | Electronics


yourstore.com


★★★★★ 4.9 (769 reviews)


BestCameras

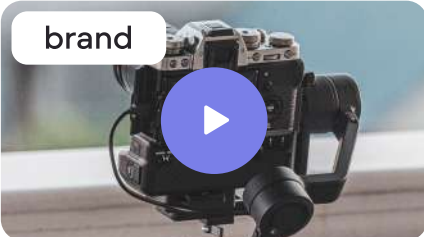
**True wireless Digital SLR camera**

675 € 

 +285%

 **Statistics**

 how-to

 brand >

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 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.

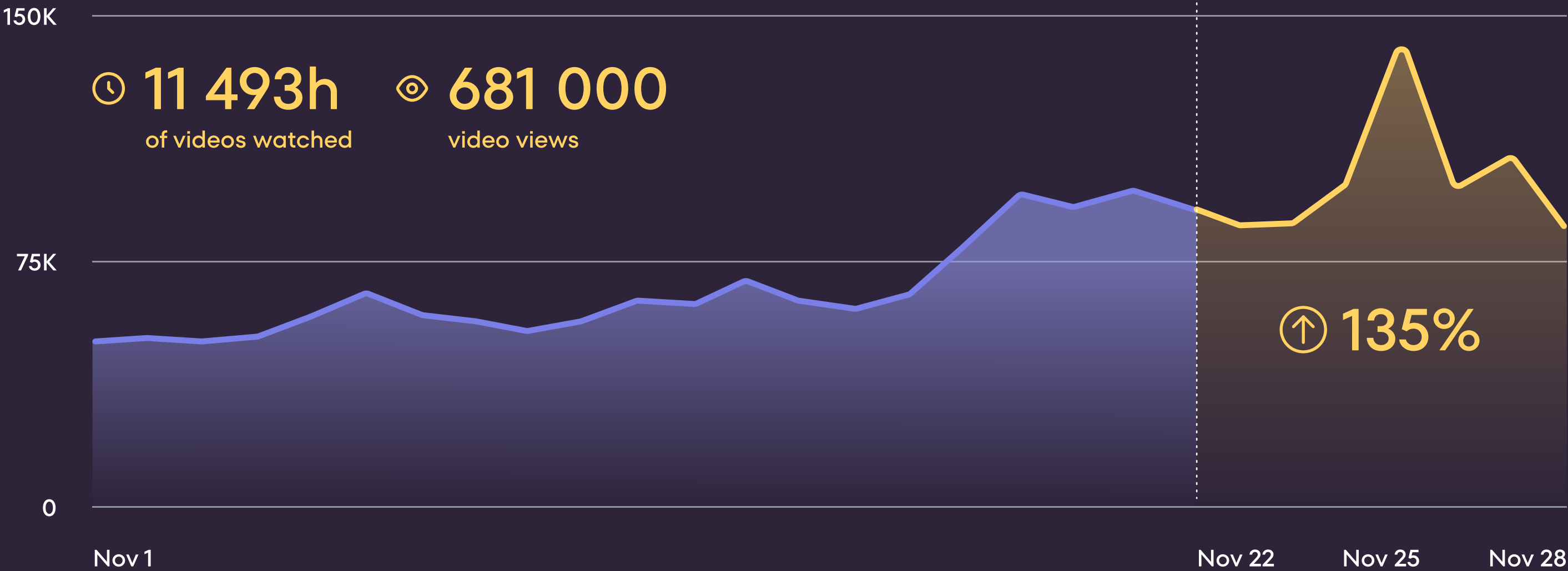
↓ Let's dive in

# Video views

Nov 1 – Nov 28, 2022

Electronics had more video views and more hours spent on watching video than any other customer vertical! Video views grew by 135%. Electronics product videos had over 681 000 video views during Black week.

Black Friday  
Week

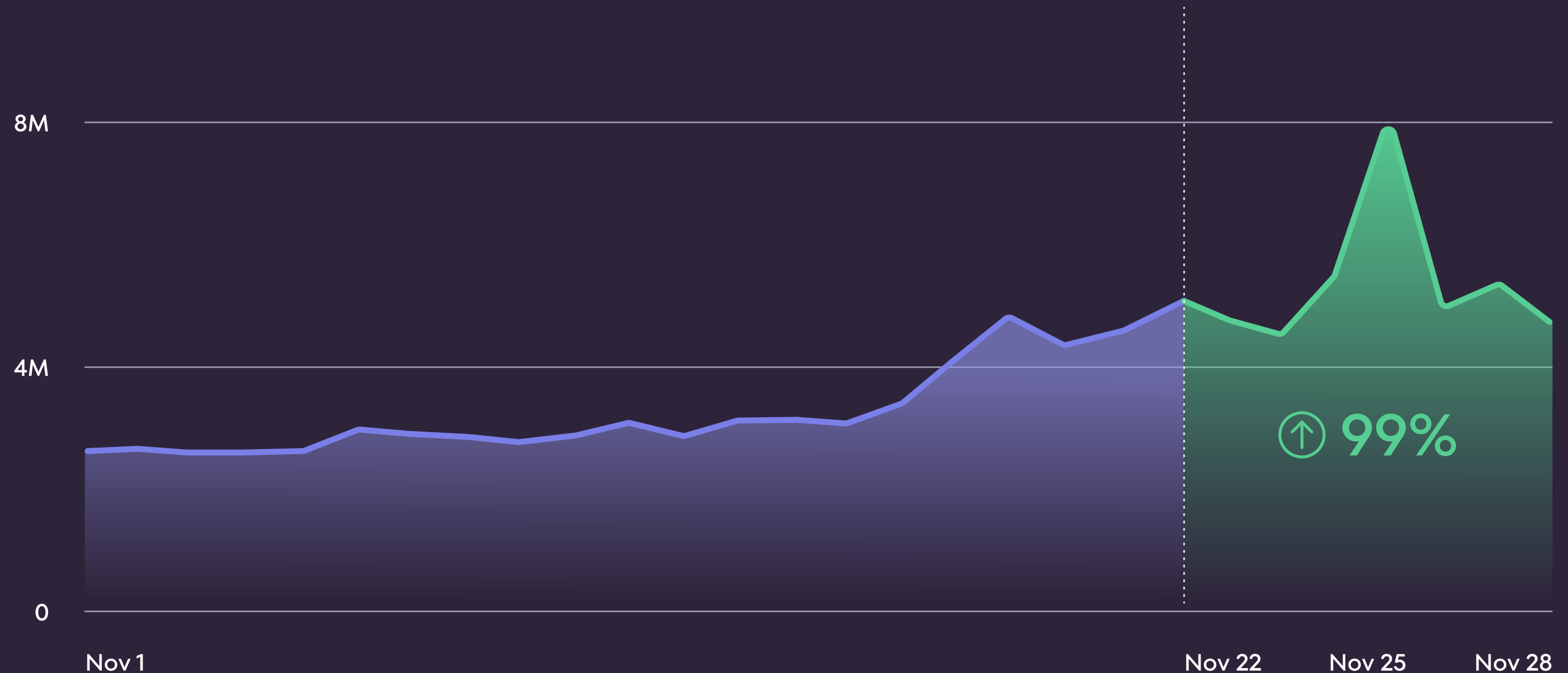


# Page views

Nov 1 – Nov 28, 2022

Total page views were up by 99%. In total, electronics product pages were viewed over 38 million times during Black week.

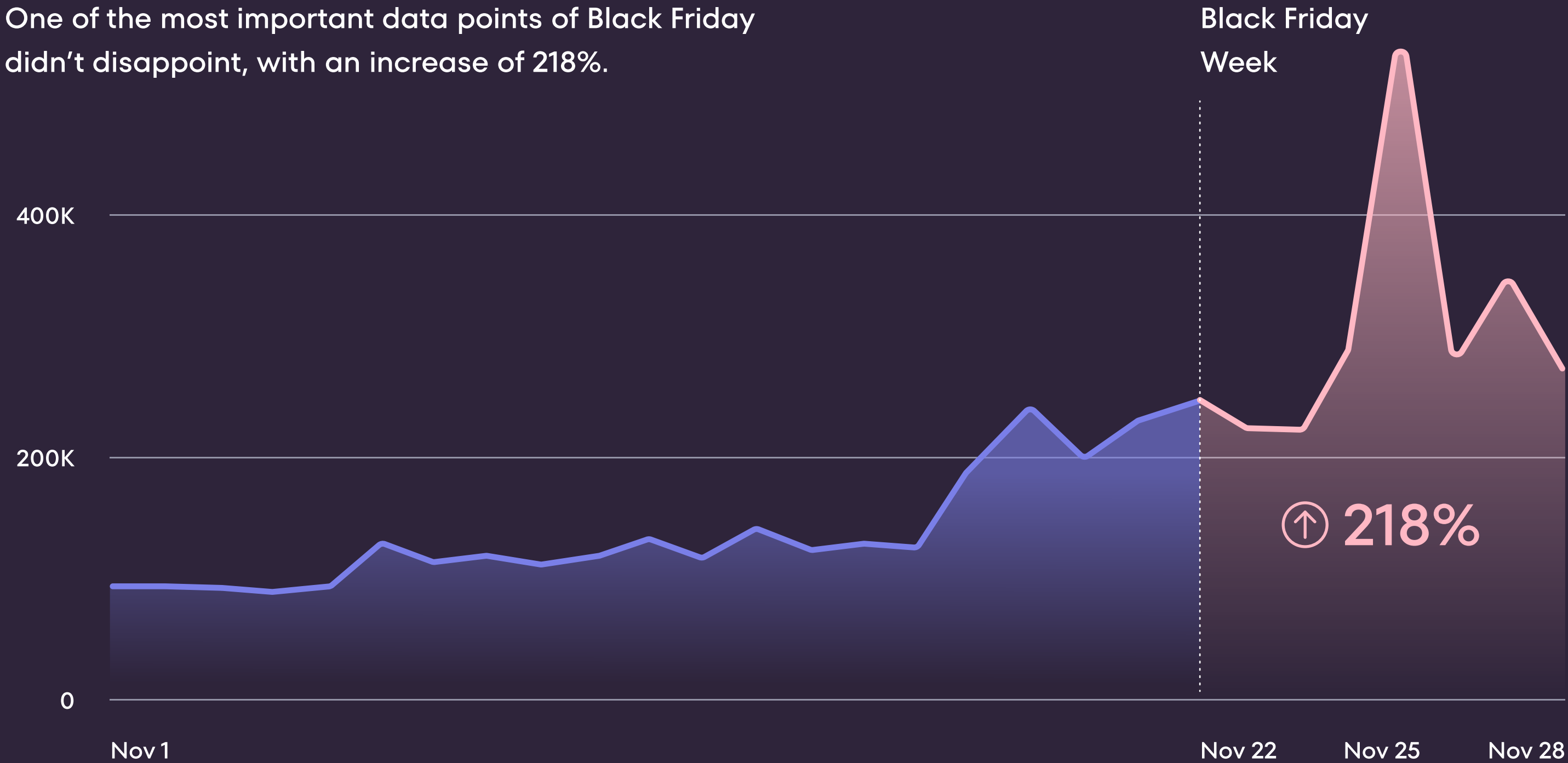
Black Friday  
Week



# 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 218%.



# Most popular videos

In total, Electronics videos had 681 000 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



AMD  
AMD FreeSync Technology  
2020 Update

3



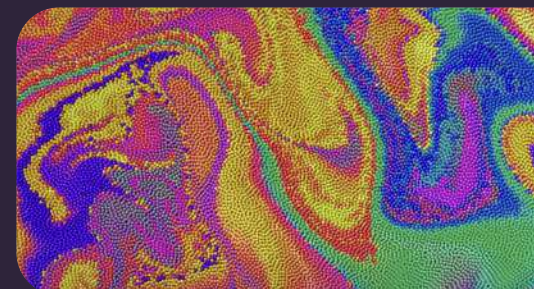
CNET  
Galaxy Watch 4 first  
impressions

4



Xiaomi  
Innovation For Everyone |  
Xiaomi Fan Festival 2022

5

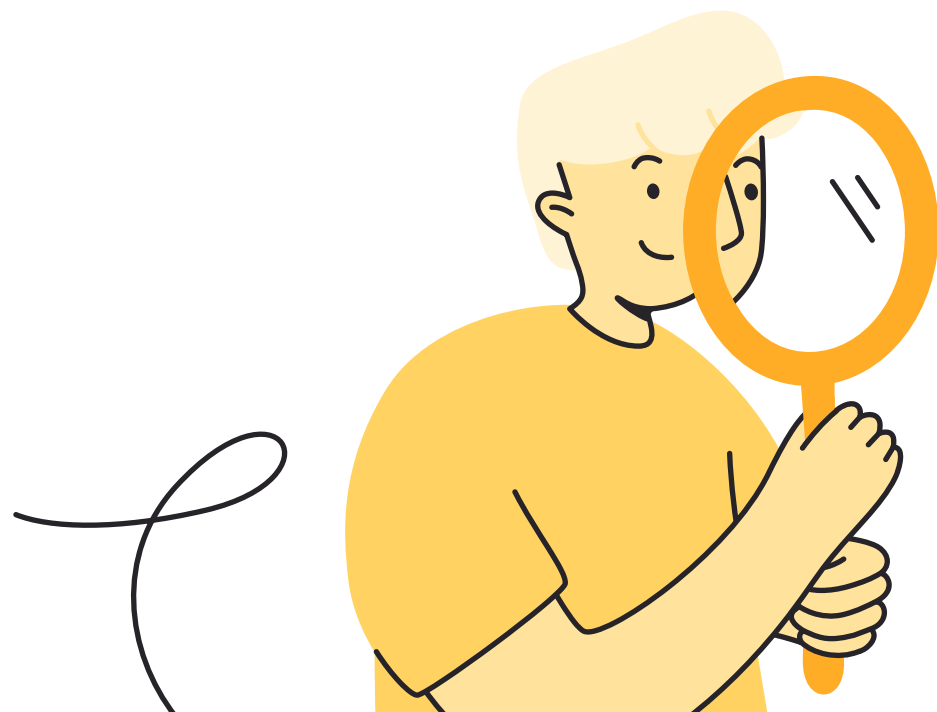


Samsung  
QLED: 100% Color Volume with  
Quantum Dot | Samsung

# How did Electronics perform compared to other customer verticals?

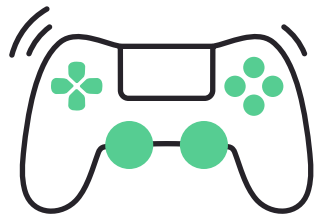
Electronics is traditionally a heavy hitter over Black Friday – and this was again the case in 2022. Electronics had the most video views with consumers spending more hours watching related videos than any other customer vertical! Electronics also featured heavily in the number of add-to-cart (ATC) events.

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.



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

# Hours of videos watched



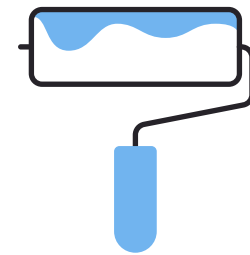
**11 493h**

Electronics



**6 612h**

Sports & Outdoor



**5 793h**

Tools & Garden

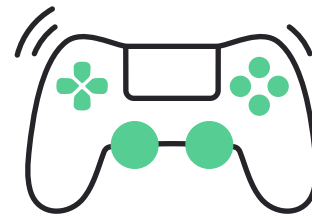


# Number of ATC events



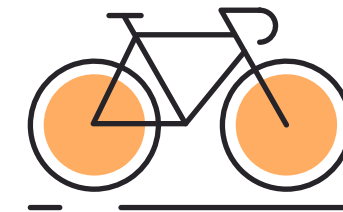
**2 183 329**

Beauty



**2 136 204**

Electronics



**1 881 946**

Sports & Outdoor

# 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 ✨

