

Key Takeaways

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 e-commerce data to see just how much of a difference product videos made!



All data gathered from our retailer customers over the course of 'Black week' – Black Friday to Cyber Monday – and comparisons are to data compiled from an average week.



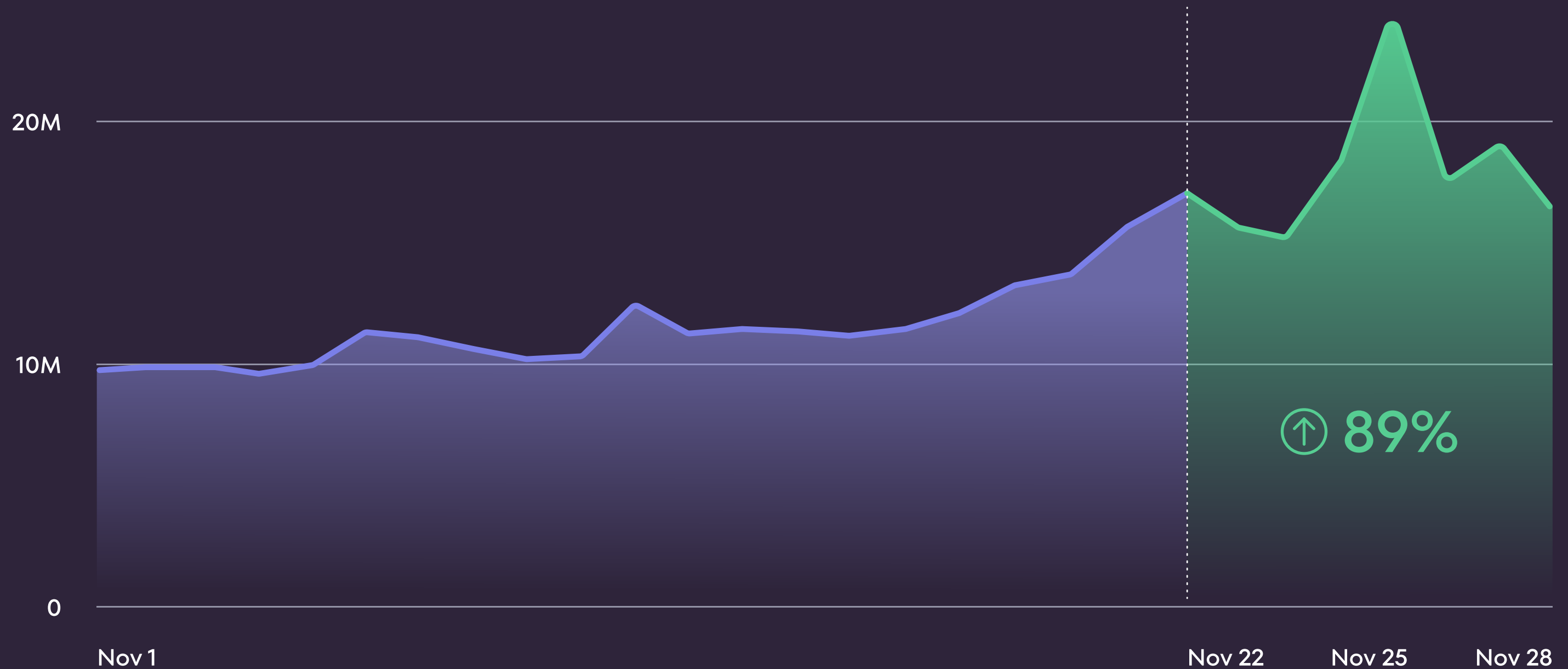
Let's dive in

Page views

Nov 1 – Nov 28, 2022

In total, Videoly-powered online stores saw over 126 million page views during Black week and total page views grew by 89%.

Black Friday
Week

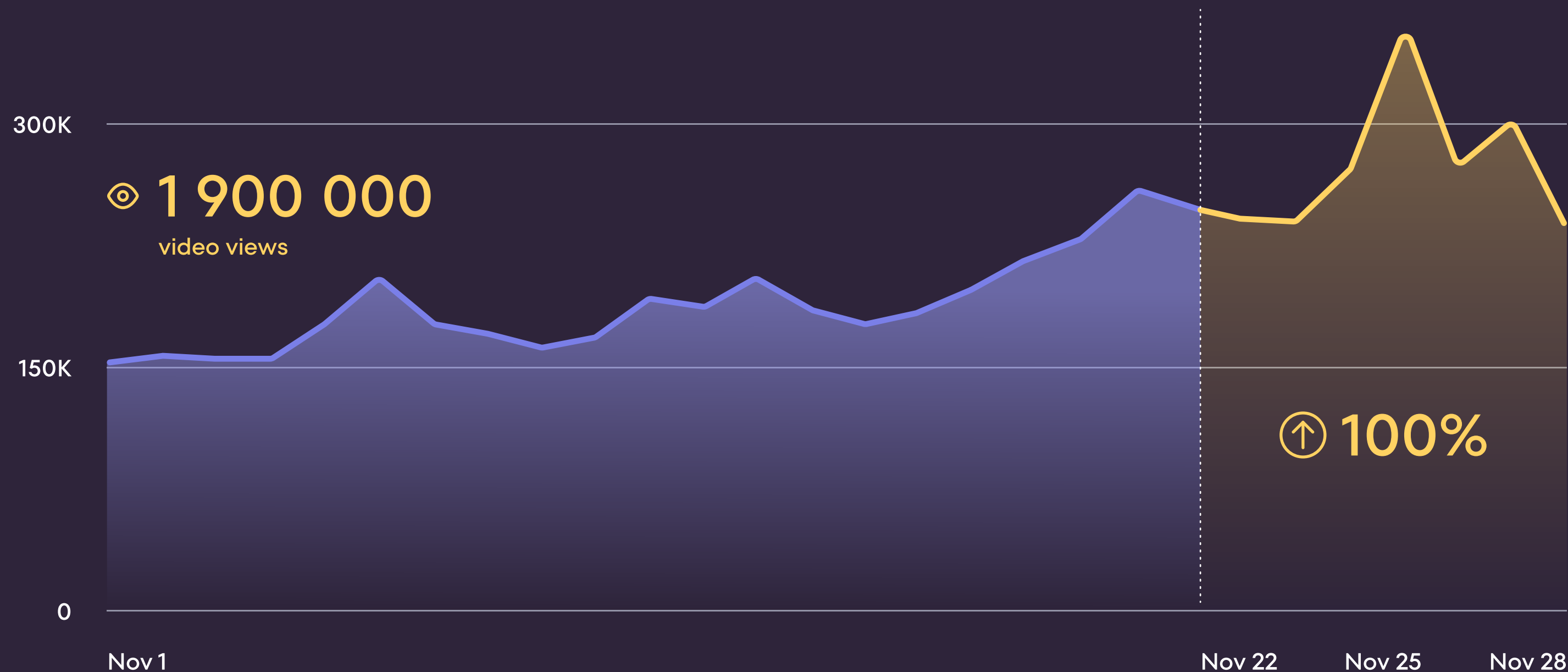


Video views

Nov 1 – Nov 28, 2022

For Videoly-powered online stores, video views doubled during Black week, with over 1.9 million video views.

Black Friday Week

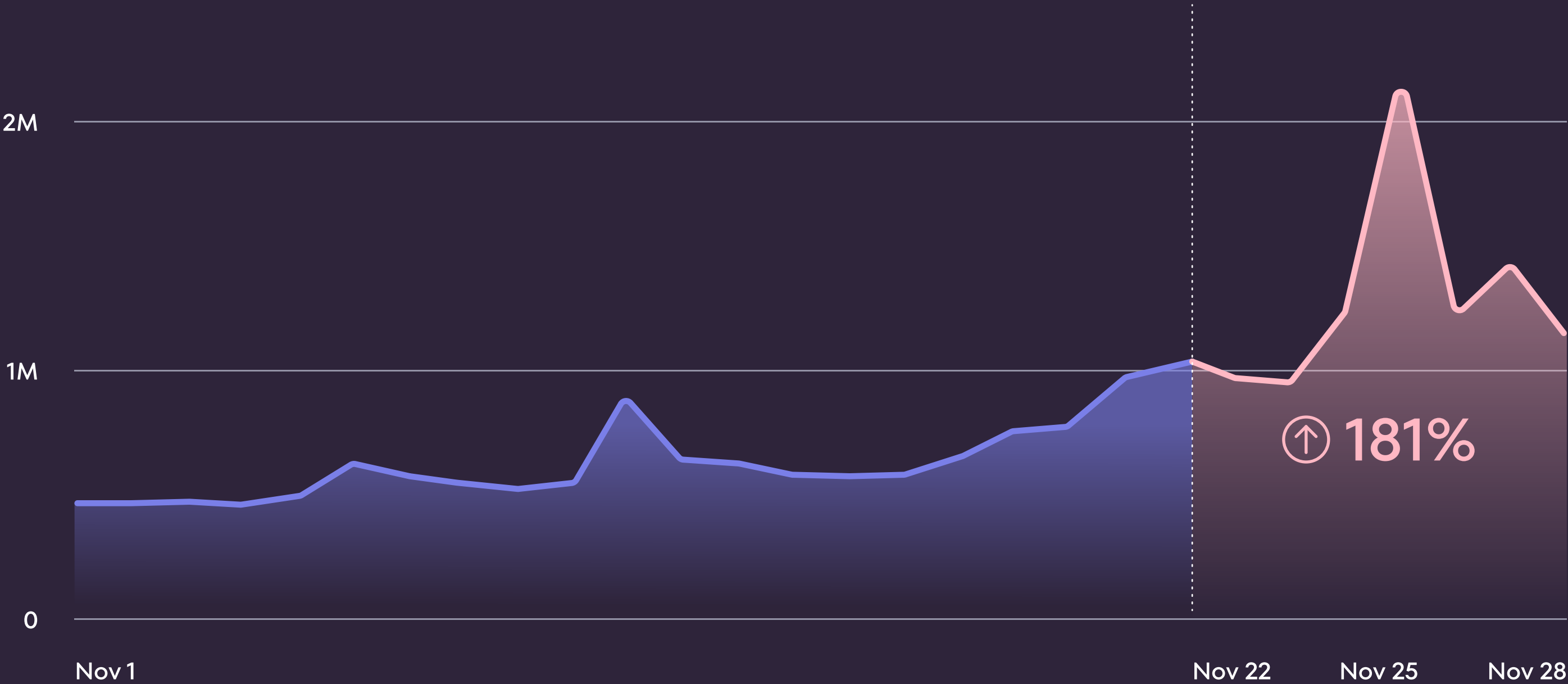


Add-to-cart events

Nov 1 – Nov 28, 2022

One of Black Friday's most important metrics, add-to-cart events (ATC), saw massive growth on both desktop and mobile.

Black Friday Week



Desktop vs. mobile devices

Add-to-cart events (ATC) saw massive growth on both desktop and mobile. As in 2021, mobile devices proved the most popular platform for shoppers to hunt down Black week bargains – perhaps driven by mobile’s suitability for on the go purchase decisions.

Desktop

168% growth in ATC events. In total, there were almost 3 million ATC events on desktop during Black week.

Mobile

194% growth in ATC events. In total, there were over 5.9 million ATC events on mobile during Black week.



Video engagement

32 000h

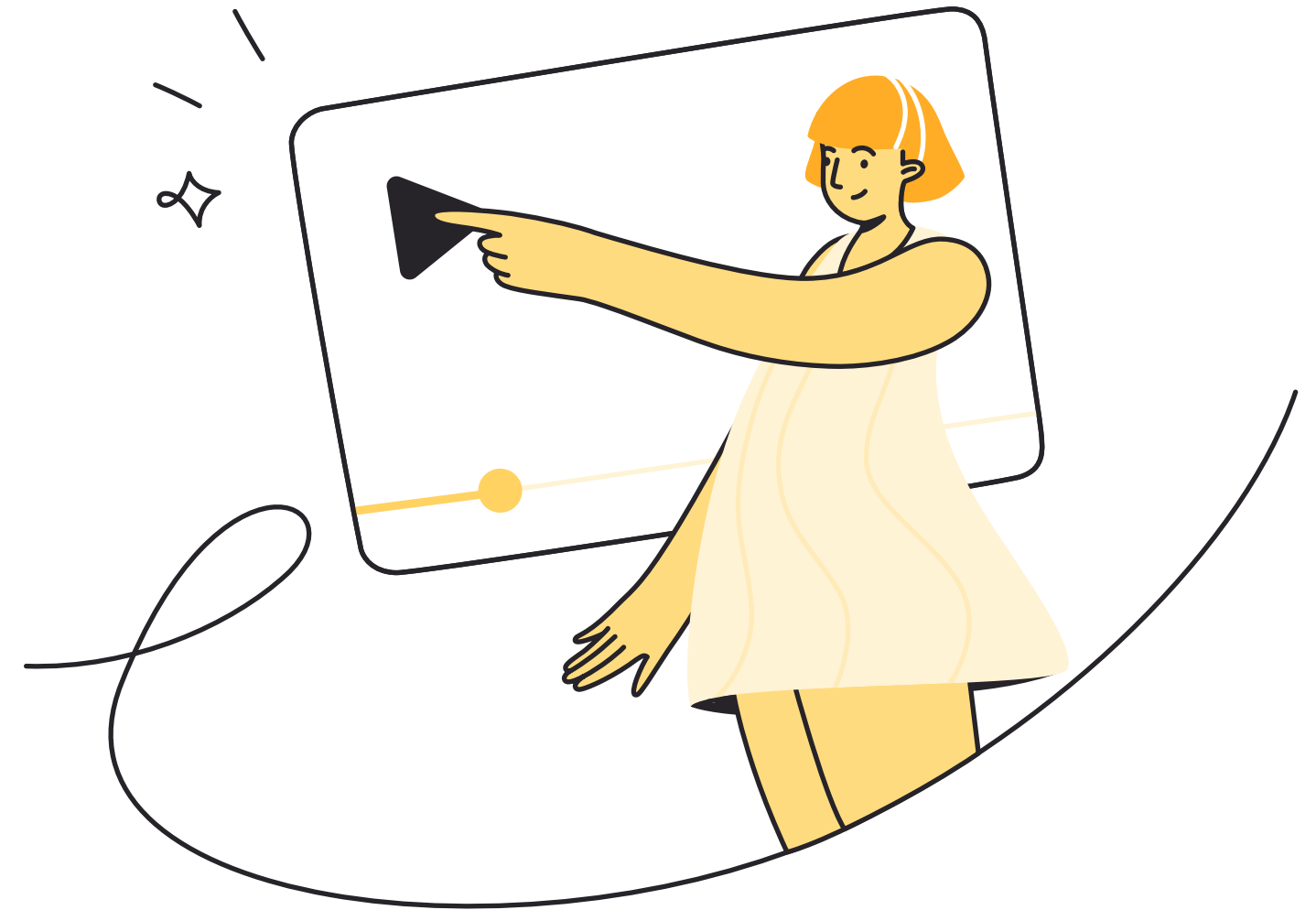
of videos were watched
during Black week

79%

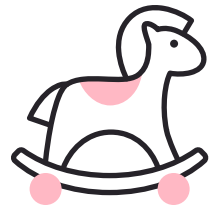
watched of a video's entire
duration throughout this period

Particularly interesting is just how high customer engagement with video content remained during Black week. On average, shoppers watched 79% of a video's entire duration throughout this period.

Also intriguing to observe that video watch rate stayed at the same level as an average week (falling outside Black week). This shows that customer engagement with video content did not drop – even during the busiest shopping days.



Customer verticals comparison



Toys & Baby Products had the highest growth in video views and ATC events. Holiday season's almost here and this may have contributed to these boosts, with shoppers already picking gifts for younger family members.



Beauty was also a big winner during Black week, with the highest number of ATC events. It also featured heavily in highest growth in ATC events and video views. Beauty consumers crave rich product information, making video content the perfect medium for shoppers wanting to see how a product looks.

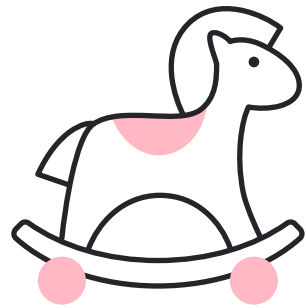


Electronics is inextricably linked to Black week (especially Cyber Monday) so it's no surprise electronics stores had the most video views and the most hours spent by shoppers watching video. Proof that shoppers love bargains – but they also love seeing how a product looks, works and moves before committing to an online purchase.



And let's not forget Sports & Outdoor! There were some headline grabbing peaks. Only Electronics had more hours of video watched and total video views. Sports & Outdoor also had the third highest boost to ATC events.

Biggest growth in video views



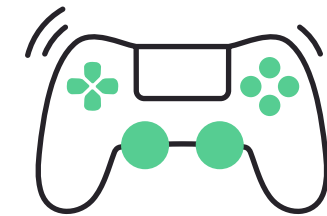
+336%

Toys & Baby Products



+145%

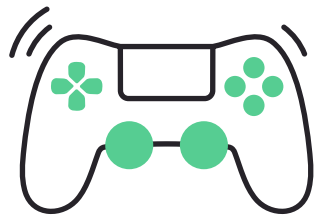
Beauty



+135%

Electronics

Number of video views



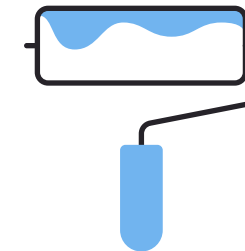
680 669

Electronics



355 279

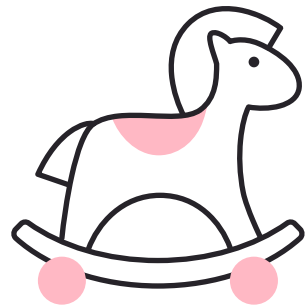
Sports & Outdoor



294 533

Tools & Garden

Biggest growth in ATC events



+501%

Toys & Baby Products



+259%

Beauty



+221%

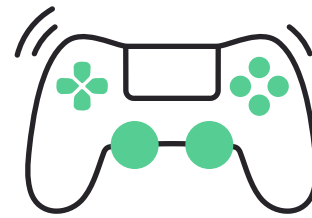
Sports & Outdoor

Number of ATC events



2 183 329

Beauty



2 136 204

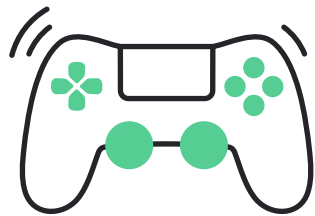
Electronics



1 881 946

Sports & Outdoor

Hours of videos watched



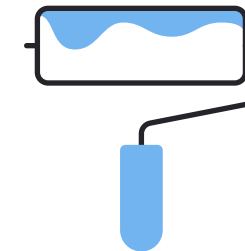
11 493h

Electronics



6 612h

Sports & Outdoor



5 793h

Tools & Garden

Some of the most watched videos

Every customer vertical saw growth in key metrics over Black week and this diverse spread can be seen in this selection of Black Friday's top videos!

1



Dolby
Dolby Presents: The World Of
Sound | Demo | Dolby Atmos

2



Jula Tools & DIY
Meecc Tools Multiseries 18V

3



Fjällräven
This is G-1000 | Fjällräven

4



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

5



Qlima
Qlima monoblock

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 ✨

