

Black Friday 2022

Key Takeaways | Sports & Outdoor

The screenshot shows a product page for a 'Carbon Lightweight Road Bike' on a website called 'yourstore.com'. The main image is a yellow road bike. Below it are two smaller images of green and blue bikes. To the right of the main image, there are five yellow stars and the text '4.9 (82 reviews)'. Below the stars, the word 'Racer' is written. The product name 'Carbon Lightweight Road Bike' is in large, bold letters. The price '5 100 €' is shown next to a yellow shopping cart icon. A purple badge in the top right corner of the page shows a shopping bag icon with a checkmark and the text '+285%'. At the bottom of the page, there is a green 'Statistics' overlay with a line graph icon. Below the statistics, there are two video thumbnails: one labeled 'how-to' showing a close-up of handlebars, and another labeled 'brand' showing two cyclists riding on a road. A right arrow is visible next to the 'brand' video.

yourstore.com

★★★★★ 4.9 (82 reviews)

Racer

Carbon Lightweight Road Bike

5 100 €

+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 Toys & Baby Products 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.

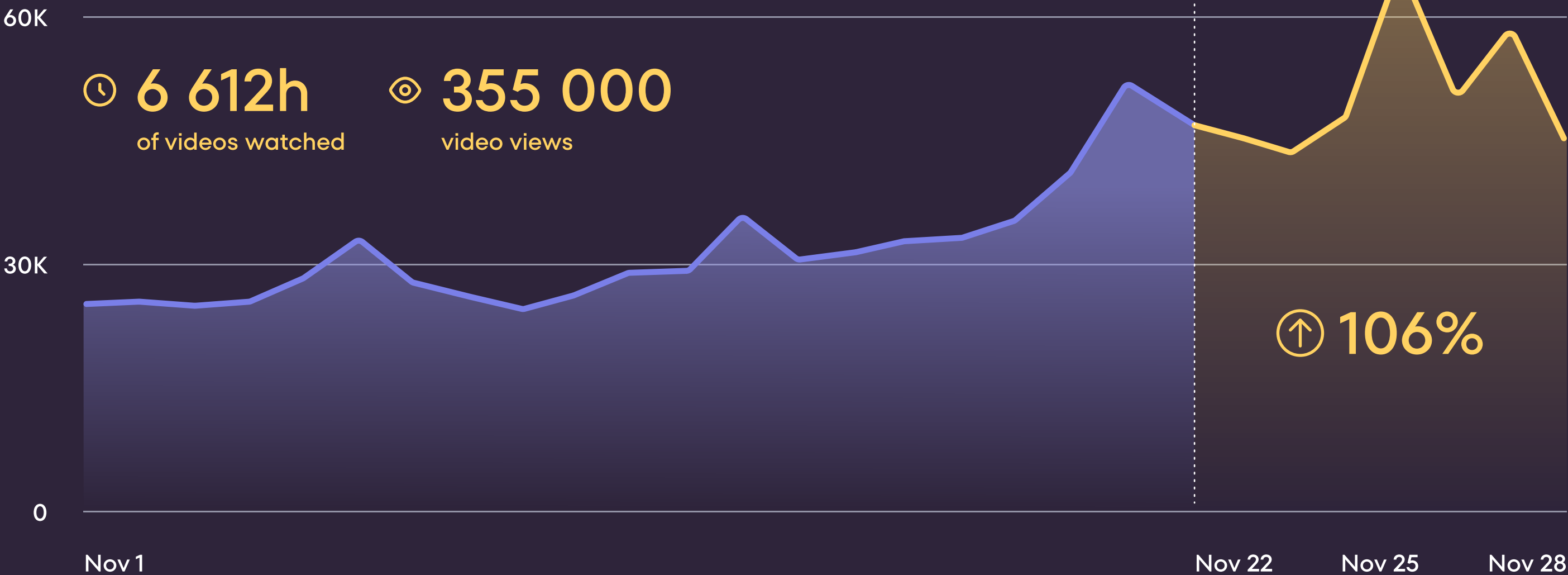
↓ Let's dive in

Video views

Nov 1 – Nov 28, 2022

Video views grew by a massive 106%. In total, Sports & Outdoor videos had over 355 000 views – one of the highest numbers this Black Friday.

Black Friday
Week

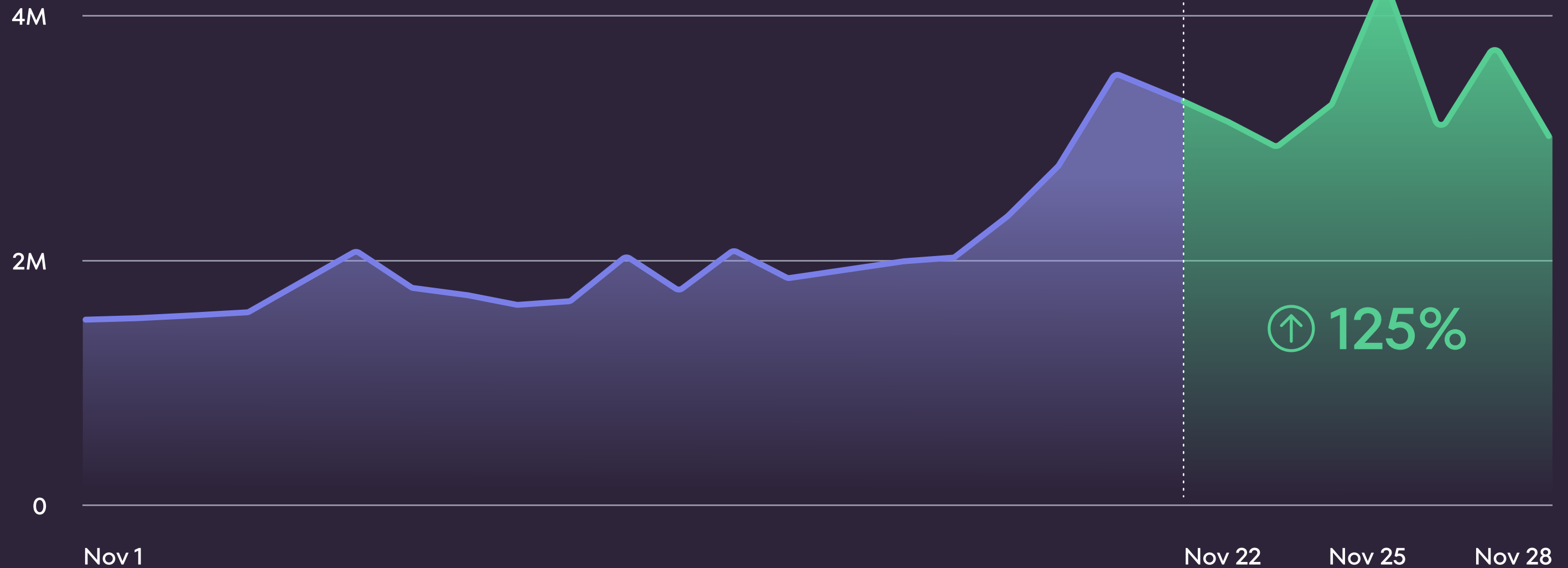


Page views

Nov 1 – Nov 28, 2022

Total page views grew by an impressive 125%. Sports & Outdoor product pages were viewed over 23 million times during Black week.

Black Friday
Week

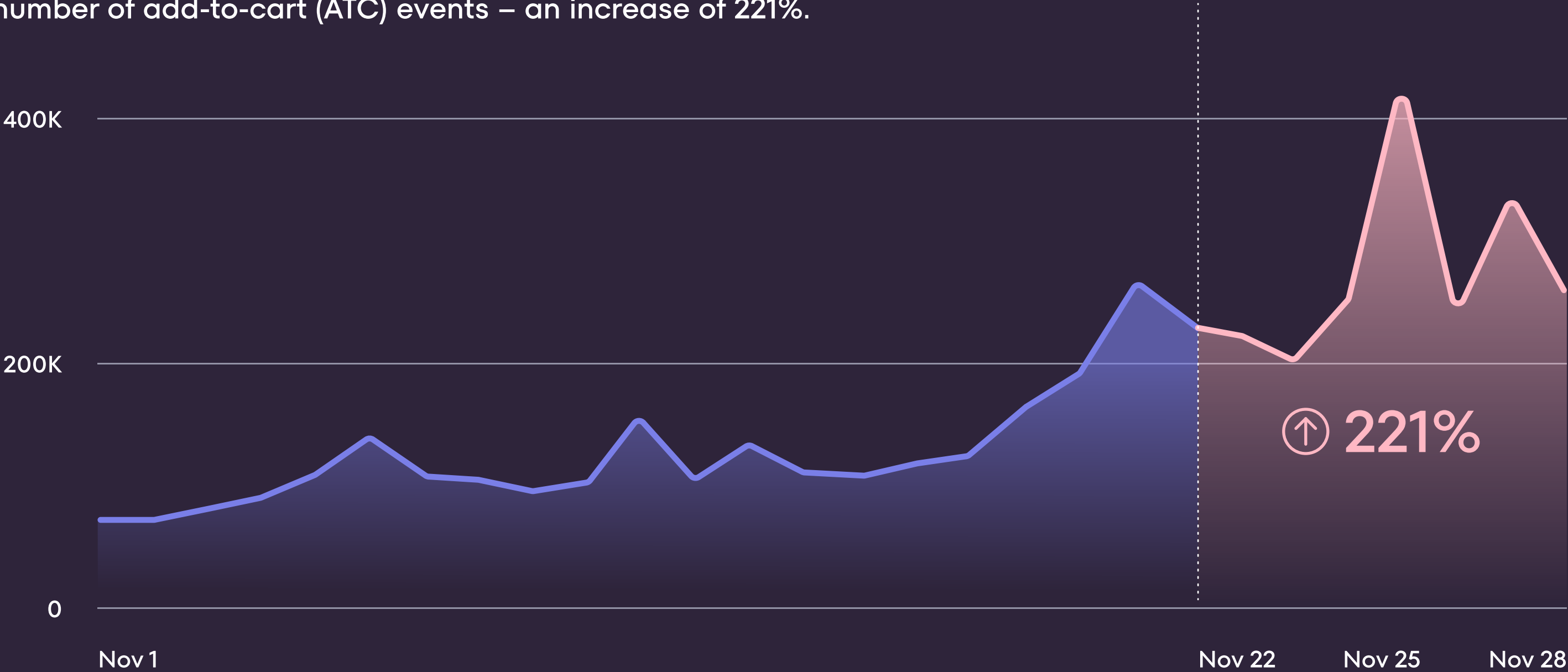


Add-to-cart events

Nov 1 – Nov 28, 2022

One of the most important data points of Black Friday didn't disappoint, with Sports & Outdoor featuring heavily in the total number of add-to-cart (ATC) events – an increase of 221%.

Black Friday Week



Most popular videos

In total, Sports & Outdoor videos had over 355 000 views over Black Friday. Here are some of the top performing videos!

1



Fjällräven
This is G-1000 | Fjällräven

2



Hestra Gloves
How to keep your hands warm

3



GORE-TEX Brand
GORE-TEX Product Stories -
GORE-TEX Footwear

4



Fjällräven
The Fjällräven Wool Program

5

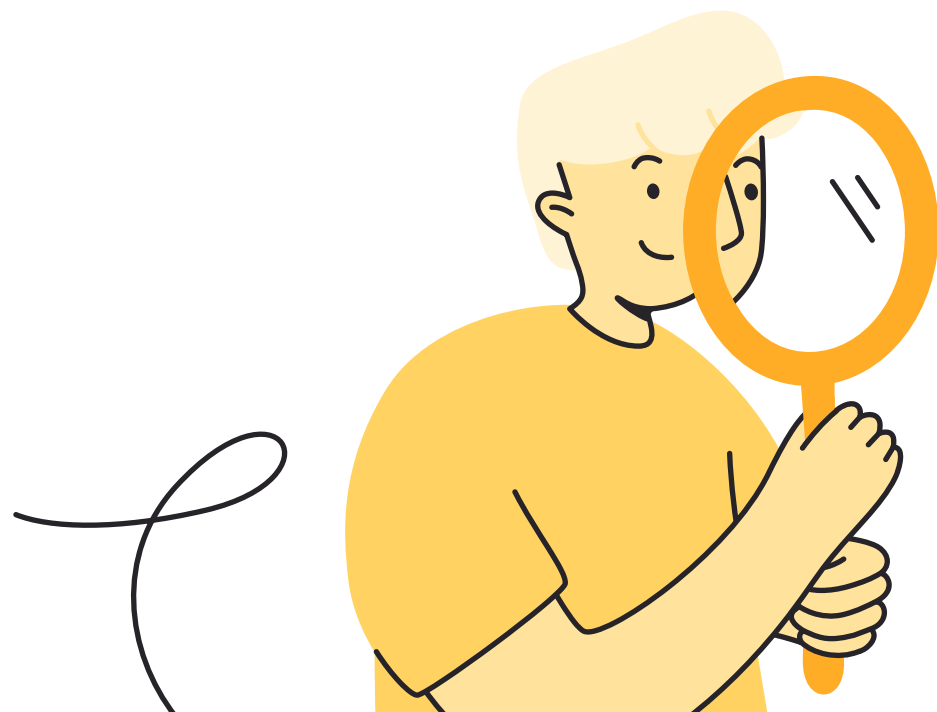


Marcus Hellner
Hellner trail running

How did Sports & Outdoor perform compared to other customer verticals?

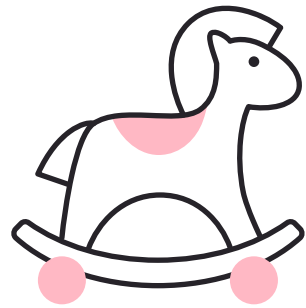
Every one of our customer verticals saw major growth in key metrics – and Sports & Outdoor had one of the biggest boosts of all in add-to-cart events. Hours spent watching video were also significantly high.

This is likely due to consumers' need for rich product information that clearly visualizes a product's features and appearance – something that's hard to do with simply text or still images.



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

Boost to ATC events



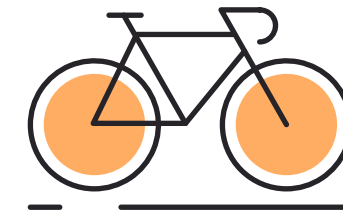
+501%

Toys & Baby Products



+259%

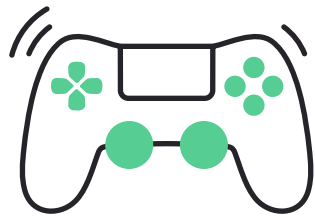
Beauty



+221%

Sports & Outdoor

Hours of videos watched



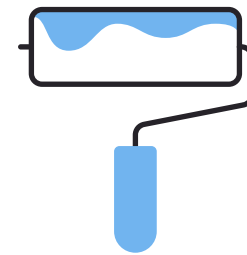
11 493h

Electronics



6 612h

Sports & Outdoor



5 793h

Tools & Garden

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 ✨

