




Black Friday 2022

Key Takeaways | Toys & Baby Products

yourstore.com







★★★★★ 4.9 (97 reviews)



LittleY


Single Baby Stroller

654 € 




+285%






Statistics

how-to



brand



>

videoly.co

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.

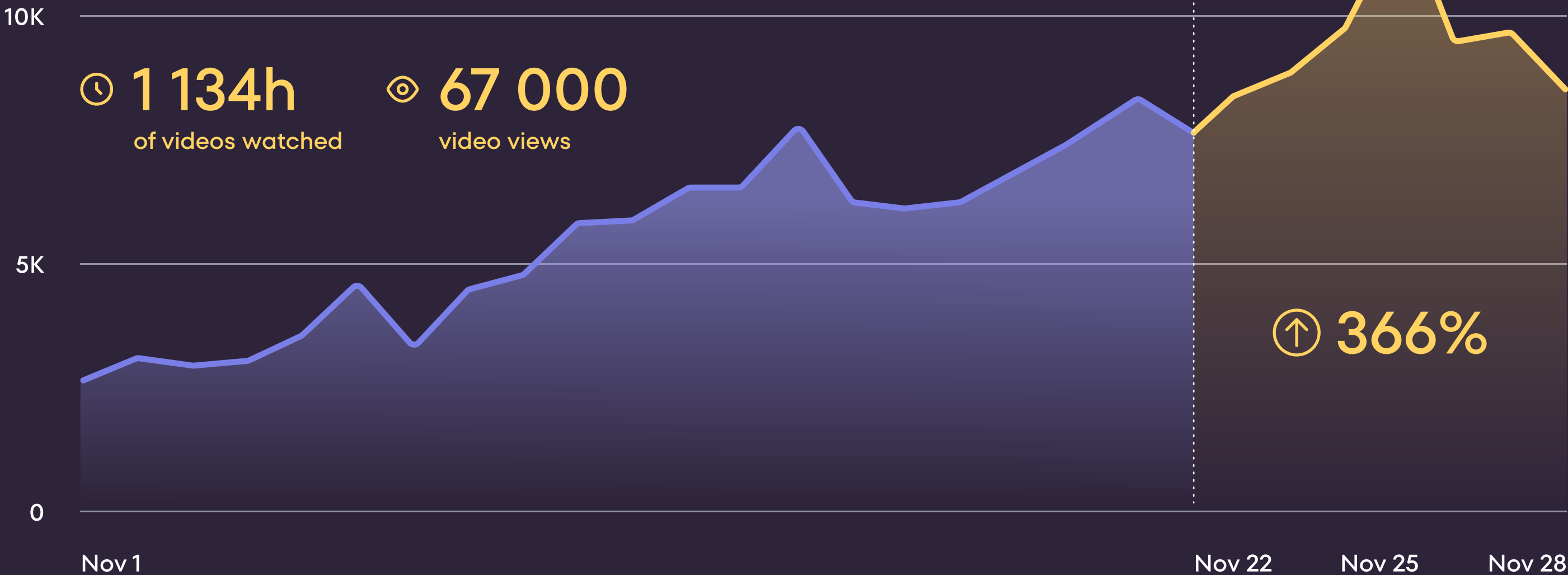
↓ Let's dive in

Video views

Nov 1 – Nov 28, 2022

Video views grew by a whopping 366%. In total, product videos showcasing Toys & Baby Products had 67 000 video views during Black week.

Black Friday
Week

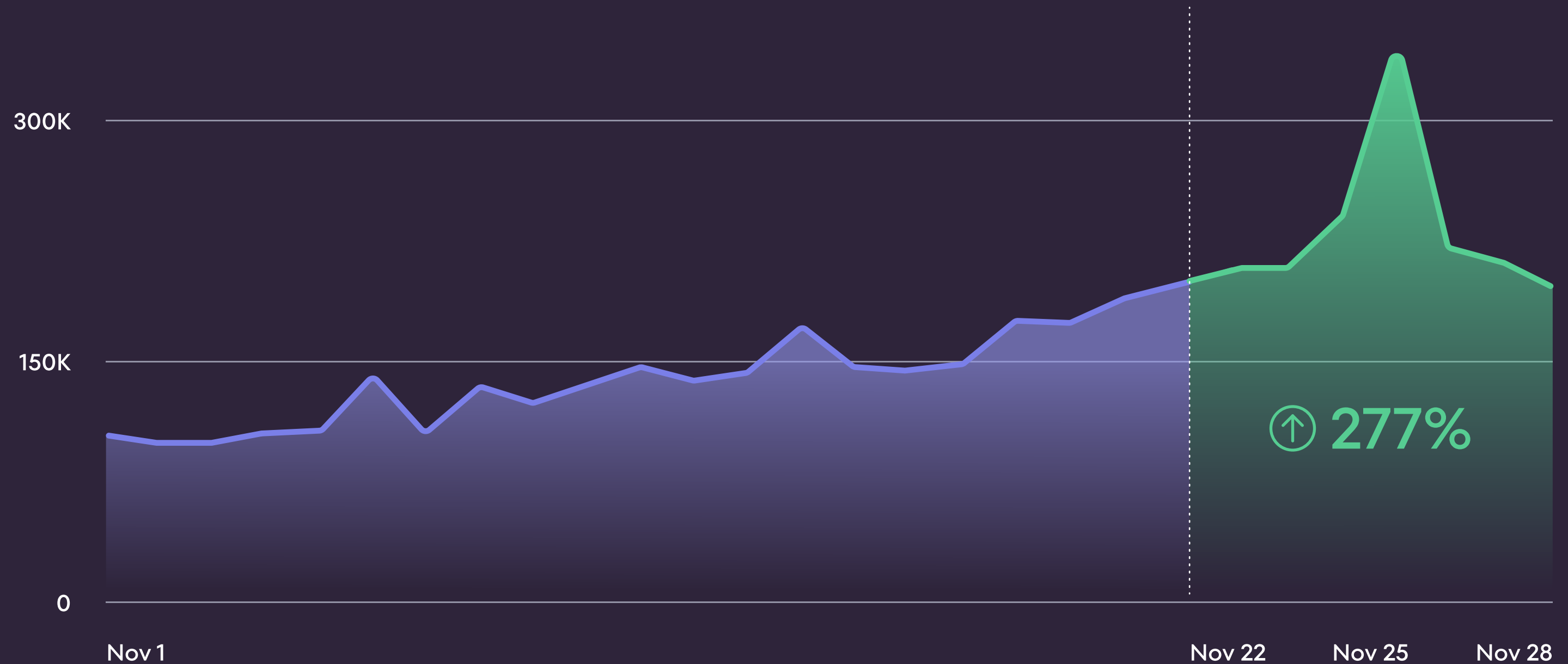


Page views

Nov 1 – Nov 28, 2022

Total page views were up by 277%. Product pages in this vertical were viewed over 1.6 million times during Black week.

Black Friday Week

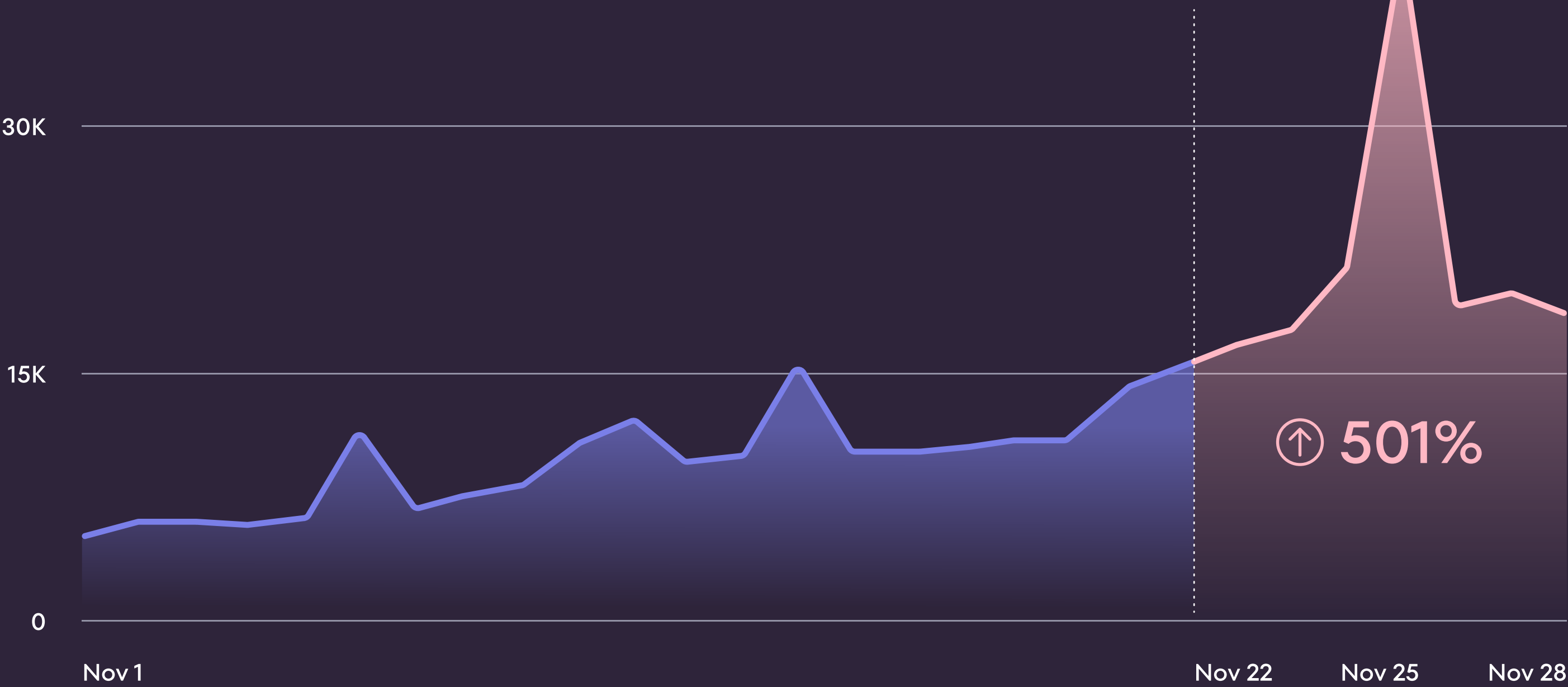


Add-to-cart events

Nov 1 – Nov 28, 2022

The most significant gains were in add-to-cart (ATC) events with a boost of 501%.

Black Friday Week



Most popular videos

In total, Toys & Baby Products videos had 67 000 views over Black Friday. Here are some of the top videos.

1



TTPM Toy Reviews
FurReal GoGo My Dancin' Pup
from Hasbro Review

2



Spin Master Power Zone
Batman All-Terrain Batmobile
RC! - How To Drive, Charge

3



PAW Patrol Official & Friends
PAW Patrol Rubble X-Treme
Truck | How to Play

4



Stokke AS
How to Use the Tripp Trapp®
High Chair From Stokke®

5



Playmobil English
Wiltopia | Sustainability |
Animals | How is it made?

How did Toys & Baby Products perform compared to other customer verticals?

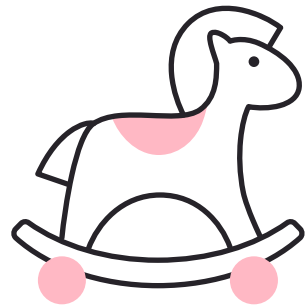
Every customer vertical saw significant growth in key metrics. And Toys & Baby Products had the biggest Black Friday boost with the largest increases of all in video views and add-to-cart events!

The fast approaching holiday season may have played a role here. Enriched product information of the kind that only video can provide likely helped online shoppers to pick out the right gift for younger members of the family.



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

Boost to video views



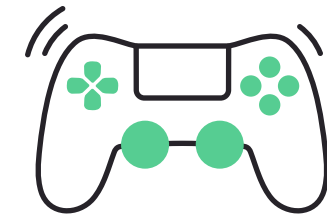
+336%

Toys & Baby Products



+145%

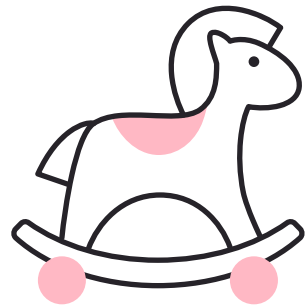
Beauty



+135%

Electronics

Boost to ATC events



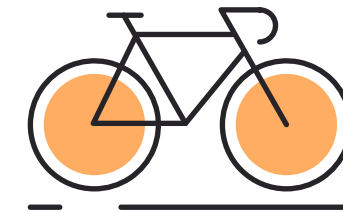
+501%

Toys & Baby Products



+259%

Beauty



+221%

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 ✨

