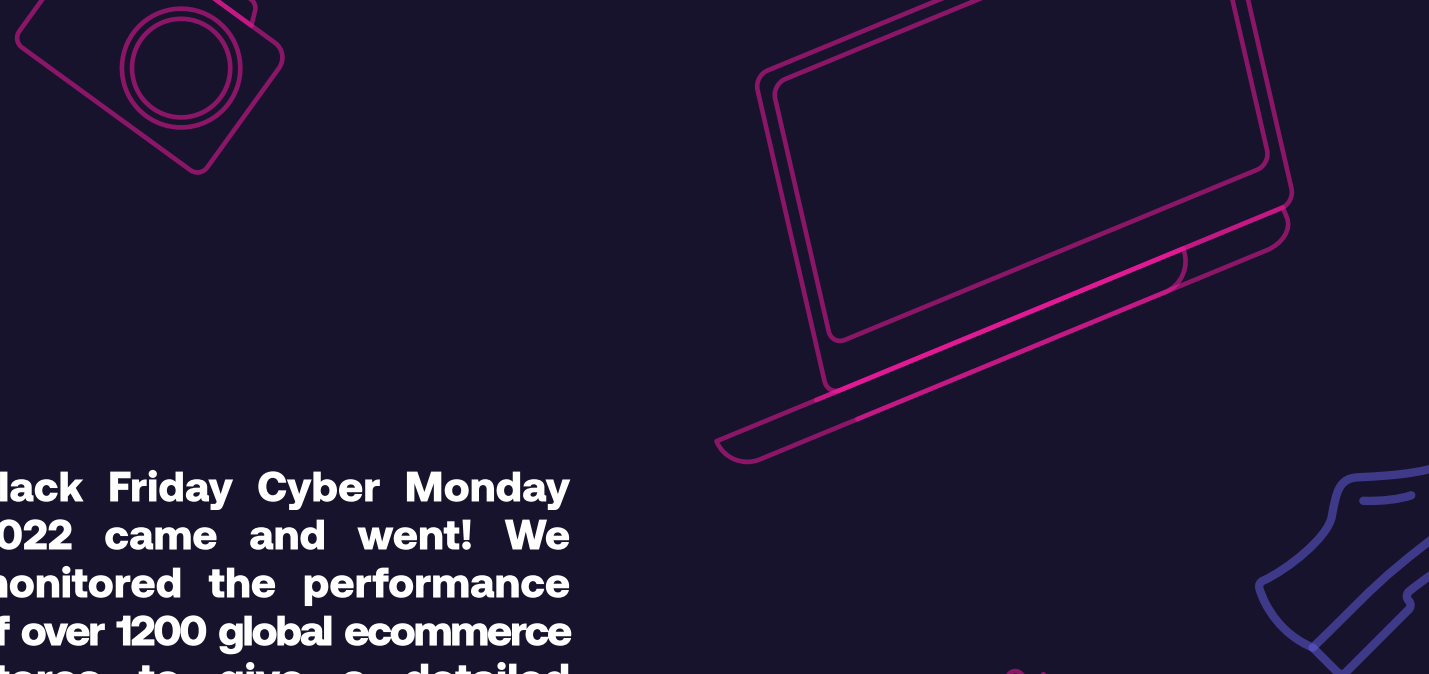




# BLACK FRIDAY CYBER MONDAY

# 2022

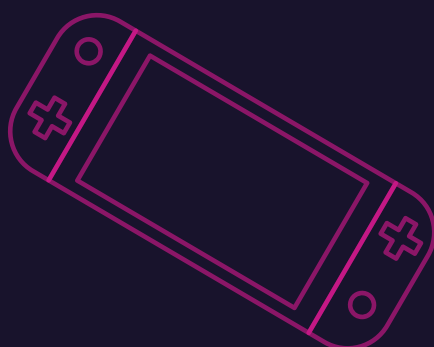

## BY THE NUMBERS



**Black Friday Cyber Monday 2022 came and went! We monitored the performance of over 1200 global ecommerce stores to give a detailed breakdown of how retail's most anticipated weekend panned out.**

As the numbers rolled in, it was assuring to see that, despite concerns over global inflationary pressures, retailers still managed a strong BFCM performance that saw year-on-year growth in key metrics such as traffic and sales.

In this report, we analyze the performance of BFCM weekend as a whole, before diving into how it differed between days, devices, regions, verticals, and platforms.



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# OVERALL WEEKEND PERFORMANCE

**5.4%**

Increase  
In Traffic

**8.9%**

Increase  
In Sales

**6.2%**

Increase  
In AOV

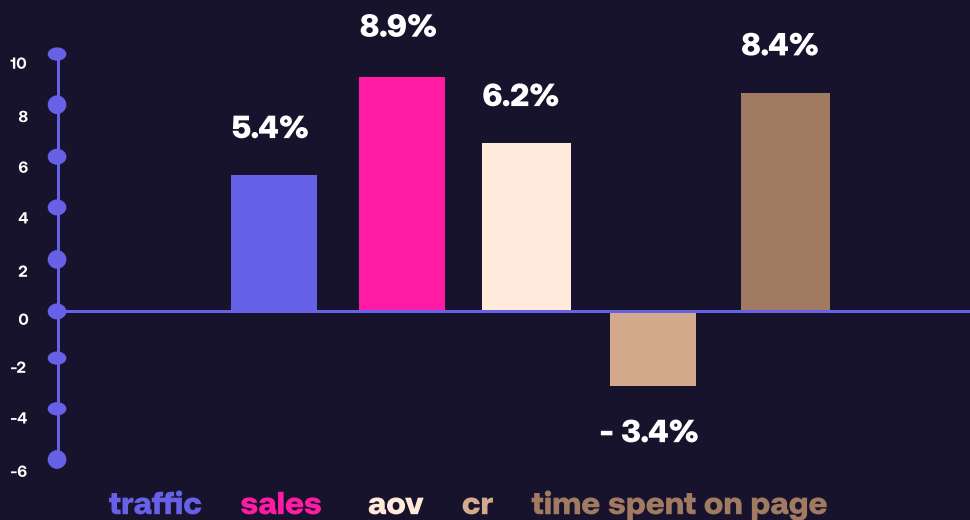
**3.4%**

Decrease  
In CR

While expectations about Cyber Weekend were varied, we were pleased to see how it turned out. As a whole, the weekend saw increases across traffic, sales, and AOV, but a decrease in CR. Despite higher traffic suggesting greater

demand, higher prices from the likes of inflation could explain why conversion was lower. Here are the numbers laid out from Black Friday Cyber Monday weekend overall:

## Year-on-year 2022



- Overall visits **107,331,786**
- Number of personalized Product Recommendations served: **3,038,482,745**
- Number of Pop-ups served **96,817**
- Average conversion rate **3.8%**
- Most successful day for traffic: **Black Friday**
- Most successful day for conversion rate: **Black Friday**

# PERFORMANCE BY DAY

When looking at the weekend's performance by day, the question most people are interested in is: which came out stronger, Black Friday or Cyber Monday? When it came to Black Friday vs. Cyber Monday's year-on-year growth, Cyber Monday had the biggest

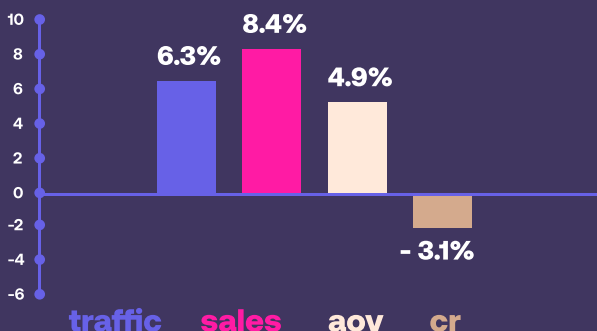
increases in traffic, sales, and AOV. Despite these increases, however, Black Friday still stole the show, with the most overall traffic this year. Interestingly, each day of the weekend dipped in conversion compared to last year—might this be a trend?

Here's the performance breakdown day by day:

## Black Friday

Kicking the weekend off on a strong note, Black Friday saw substantial year-on-year increases across traffic, sales, and AOV.

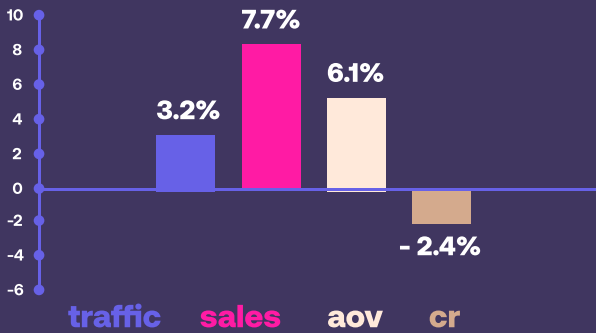
### Year-on-year 2022



- Peak hour for traffic 16:00-17:00 UTC
- Peak hour for conversions 22:00-23:00
- Overall traffic: **30,947,168**

## Saturday

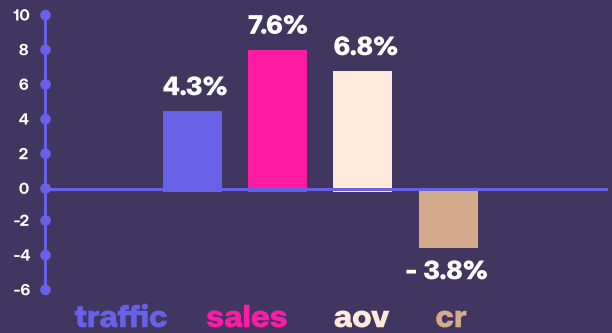
On Saturday, the numbers continued to go up, with similar year-on-year increases throughout key metrics.



- Peak hour for traffic 20:00-21:00 UTC
- Peak hour for conversions 04:00-05:00
- Overall visits: **25,111,112**

## Sunday

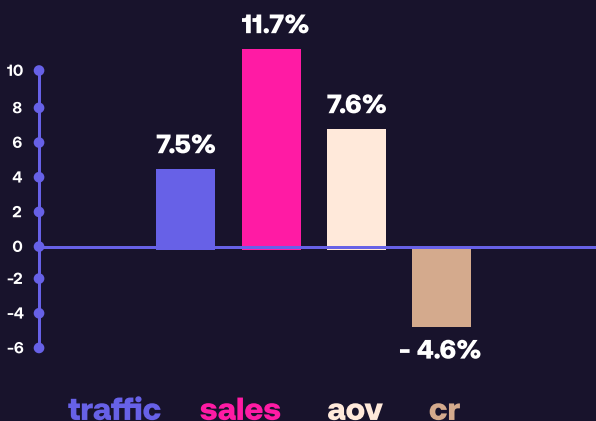
Sunday followed suit with increases across the board, other than for conversion rate which, like Friday and Saturday, saw a year-on-year dip from 2021.



- Peak hour for traffic 20:00-21:00 UTC
- Peak hour for conversions 21:00-22:00 UTC
- Overall traffic: **24,410,454**

## Cyber Monday

Ending the biggest retail weekend, **Cyber Monday was no exception to the trend, with increases and decreases to the same metrics, only more significant ones.** Is Cyber Monday becoming a bigger rival to its stronger cousin, Black Friday? Next year will tell.



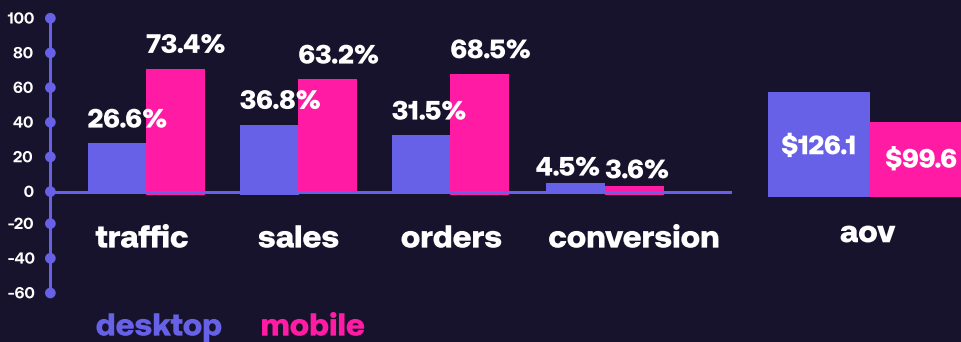
- Peak hour for traffic 20:00 UTC
- Peak hour for conversions 22:00
- Overall traffic: **26,863,052**



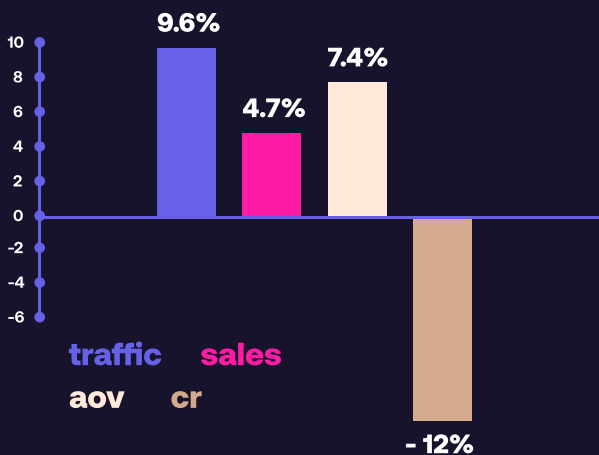
# PERFORMANCE BY DEVICE

This year, **73.4%** of BFCM traffic came from mobile, a slight increase on last year which came out at **69%**. While mobile also beat desktop in terms of sales percentage share (**63.2%** vs. **36.8%**), desktop's avg. CR came out stronger (**4.5%** vs. **3.6%**)—following suit from previous years. This year, we also

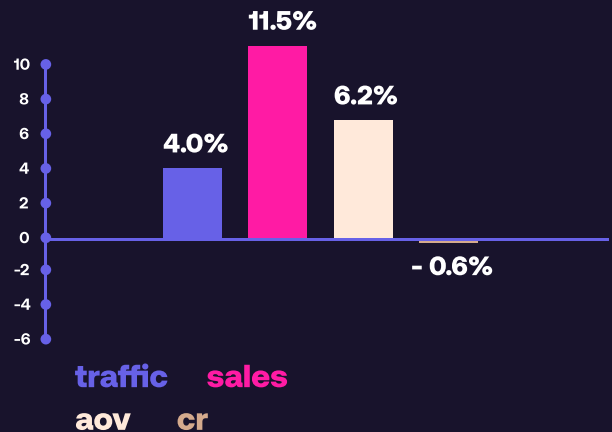
tracked AOV, which confirmed desktop's order value tended to be higher (**\$126.08** vs. **\$99.62**), suggesting people prefer desktop for making higher priced purchases. We crunch the numbers and break down year-on-year performance for each device type, below:



## Desktop year-on-year performance



## Mobile year-on-year performance



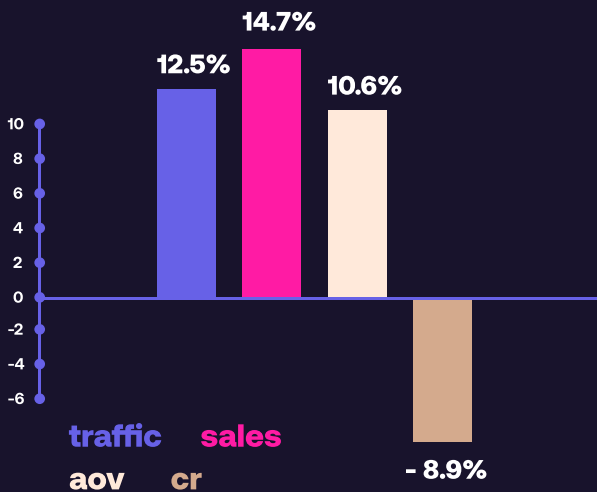
# PERFORMANCE BY REGION

When it came to regional performance, NA saw the best year-on-year increases with traffic, sales, and AOV significantly up. However, despite the trend of conversion rates being broadly down this year and traffic up, the UK actually saw the adverse, with a year-on-year

increase in CR of **15.1%**, despite a traffic drop of **2.8%**. We also looked at peak times for performance, which showed conversion rates peaked on Black Friday for all regions other than the US, which peaked on Saturday.

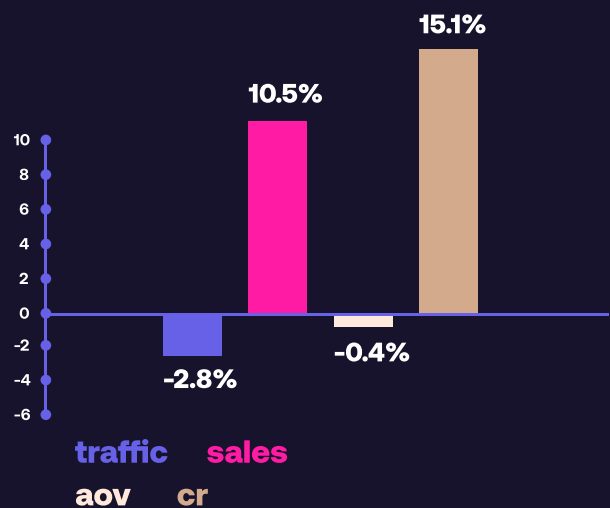
## North America

### Year-on-year performance



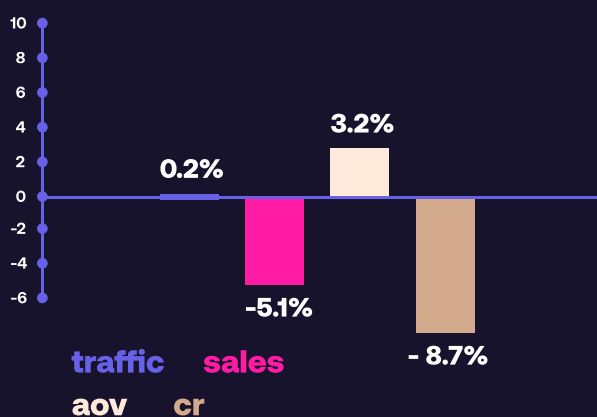
## United Kingdom

### Year-on-year performance



## Europe

### Year-on-year performance





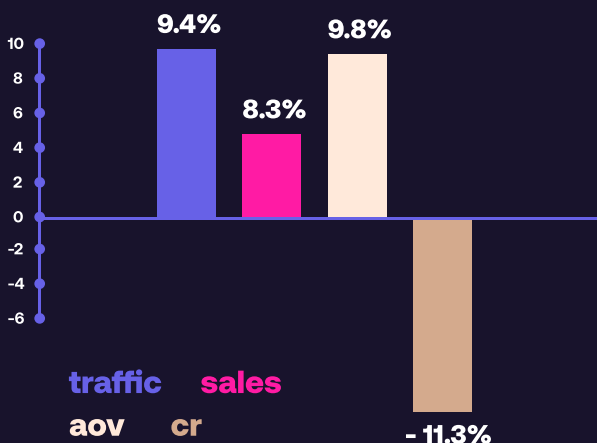
# PERFORMANCE BY VERTICAL

It was interesting to learn how different verticals would perform this year, given how different categories have been so uniquely disrupted over the course of the pandemic. This year, Health & Beauty saw the strongest year-on-year increases, with sales up as much as **+22.6%**! Meanwhile, Fashion &

Accessories saw the highest year-on-year increase in AOV, despite seeing the largest drop in CR. Notably, Sporting Goods & Hobbies saw a huge year-on-year increase in **CR (+18.8%)**, despite CR dropping so consistently elsewhere this year.

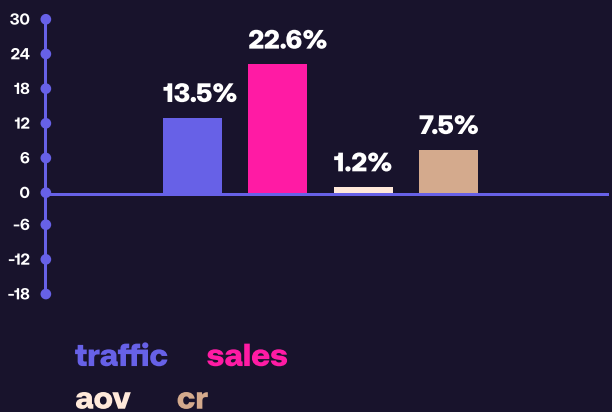
## Fashion & Accessories

### Year-on-year performance



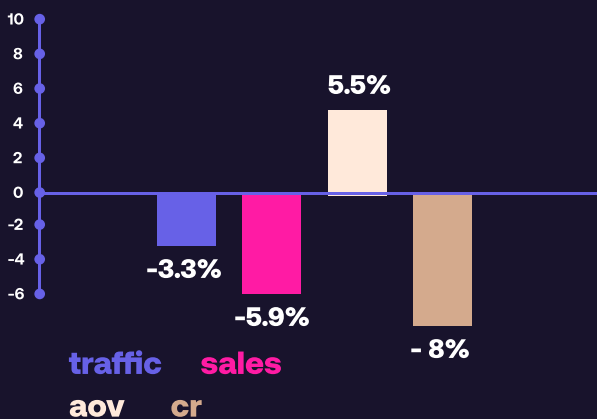
## Health & Beauty

### Year-on-year performance



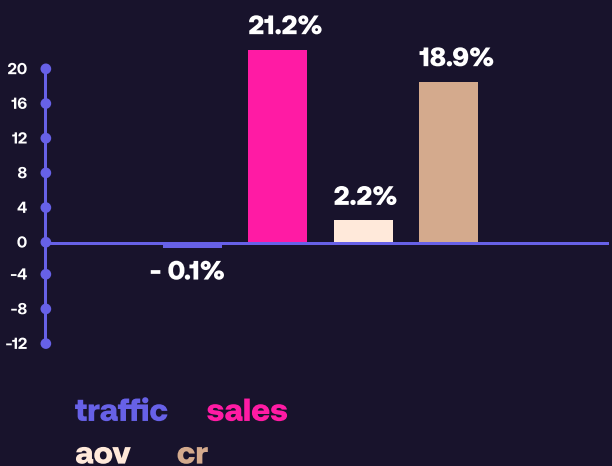
## Home, Garden & DIY

### Year-on-year performance



## Sporting Goods & Hobbies

### Year-on-year performance



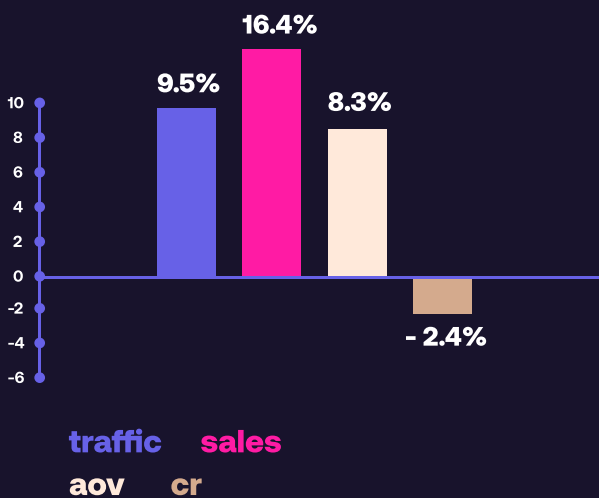
# PERFORMANCE BY PLATFORM

Our Black Friday Cyber Monday report wouldn't be complete if we didn't have a nosy at how performance was for those on different ecommerce platforms. We

were particularly pleased to see sales were up so highly for our Shopify community, boasting a **+16.4%** yearly increase.

## Shopify

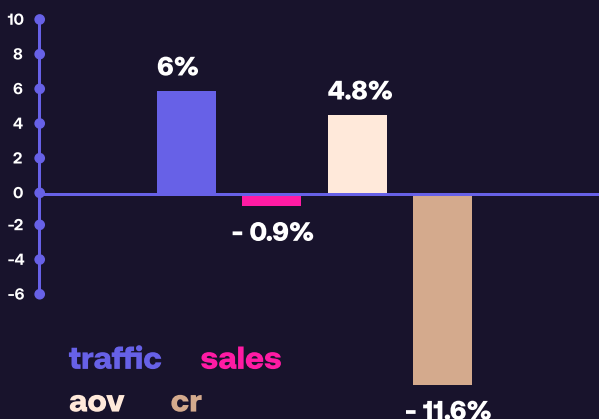
### Year-on-year performance



- Most successful day for traffic: **Black Friday**
- Most successful day for conversions: **Black Friday**
- Number of Recommendations served: **1,954,273,400**
- Number of Pop-Ups served: **28,906**
- Average conversion rate: **4.4%**

## Magento

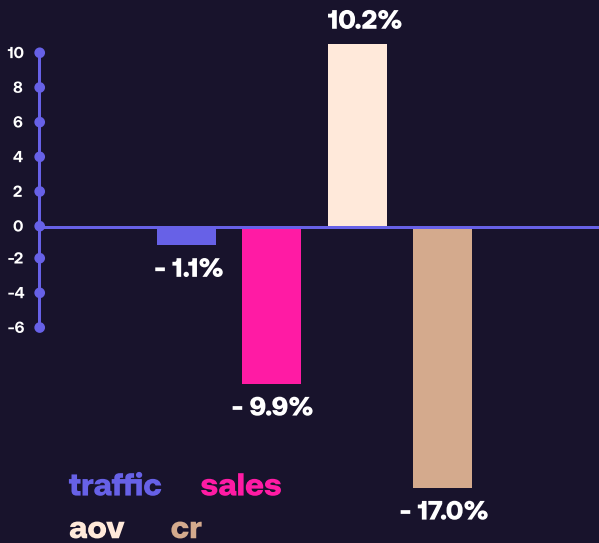
### Year-on-year performance



- Most successful day for traffic: **Black Friday**
- Most successful day for conversions: **Black Friday**
- Number of Recommendations served: **424,696,650**
- Number of Pop-Ups served: **21,704**
- Average conversion rate: **2.5%**

# Prestashop

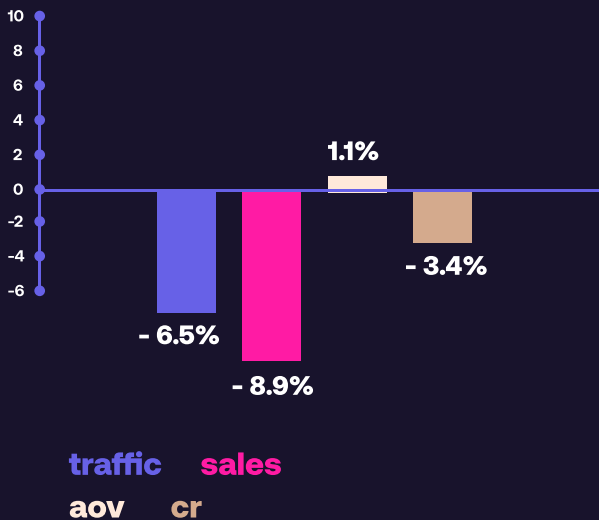
## Year-on-year performance



- Most successful day for traffic: **Black Friday**
- Most successful day for conversions: **Black Friday**
- Number of Recommendations served: **73,887,725**
- Number of Pop-Ups served: **1,661**
- Average conversion rate: **2.2%**

# Other

## Year-on-year performance



- Most successful day for traffic: **Black Friday**
- Most successful day for conversions: **Sunday**
- Number of Recommendations served: **585,624,970**
- Number of Pop-Ups served: **44,546**
- Average conversion rate **3.1%**

## AND THAT'S A WRAP

That sure was a lot of numbers! With that, we tie up our data for Black Friday Cyber Monday 2022.

So, what can we take from this? The standout for us is that, overall, shoppers are hungry for discounts and are browsing more than ever, but are trickier to convert—even amongst a deluge of discounts.

This reinforces why retailers need to ensure that what shoppers see while browsing is deeply personalized. Ultimately, you have the best chance of converting shoppers if you're able to understand their behavior and affinities, and then surface the products you know they're most likely to convert on.

If you want help figuring out the best ways your brand can approach this, [reach out](#) today.

## ABOUT THE DATA

Nosto's findings are based on an analysis of over 107 million visits during BFCM weekend to over 1,200 online stores that use Nosto's Commerce Experience Platform (CXP). These include merchants in North America, Europe, Latin America, and Asia Pacific. The analysis incorporates data for the period between November 25, 00:00 UTC, to November 28, 00:00 UTC and compares seasonal performance metrics against Nosto merchant websites in 2021. All financial figures are in USD.

