



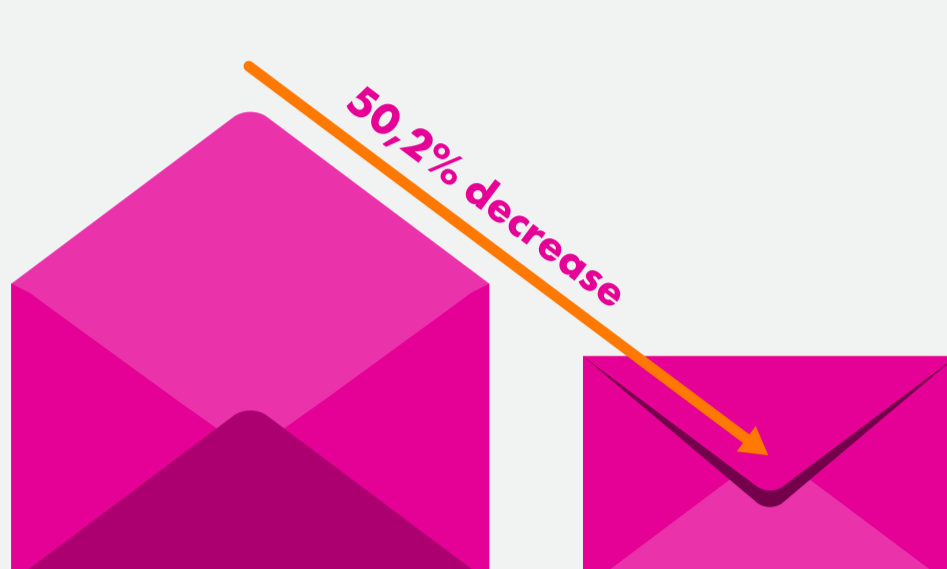
# Black Friday

## 2022 vs 2021

**Analysis Period:**  
Black Friday, the 3 days preceding it & the 3 days following it (7 days in total)

## Sending Volumes

The total number of emails sent during the period under consideration.



### Sending Volumes (2022 vs. 2021) 50,2% decrease

Sending volumes decreased significantly (50,2%) compared to 2021. Likely reasons could be marketers starting their Black Friday campaigns as early as possible & the division of mailing periods into cycles (pre-, on, & post-Black Friday).

## Click-Through Rate (CTR)

Click-through rates are calculated by dividing the number of contacts who clicked a link in an email by the number of contacts you sent the email to & converting it to a percentage.

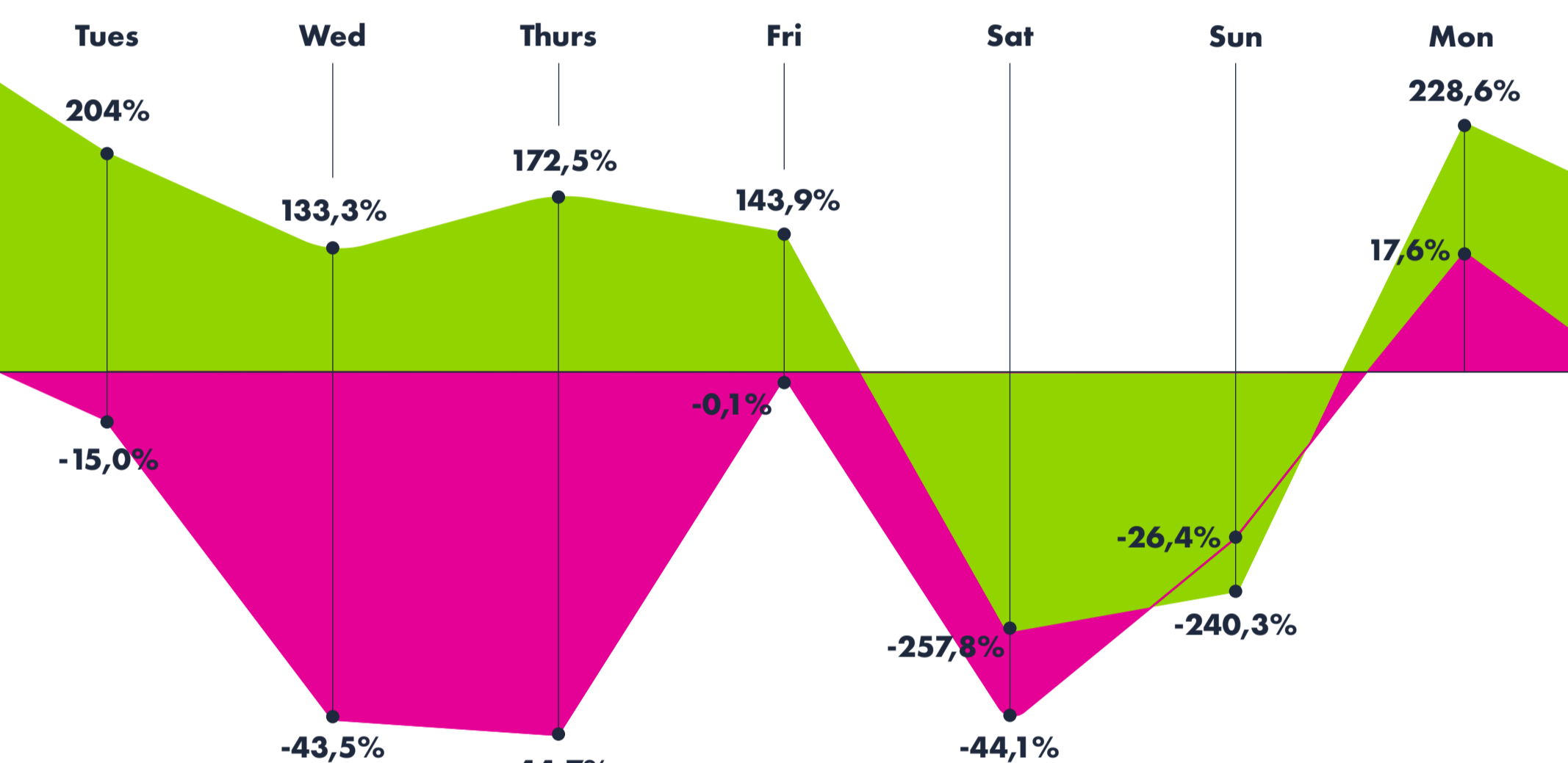
### Click-Through Rate (2022 vs. 2021)

The average CTR on e-commerce emails dropped by 11,14% for the weekdays considered in our analysis. This could be due to lower sending volumes leading up to Black Friday. Black Friday itself held steady while engagement on Cyber Monday increased.

### Black Friday Click-Through Rate

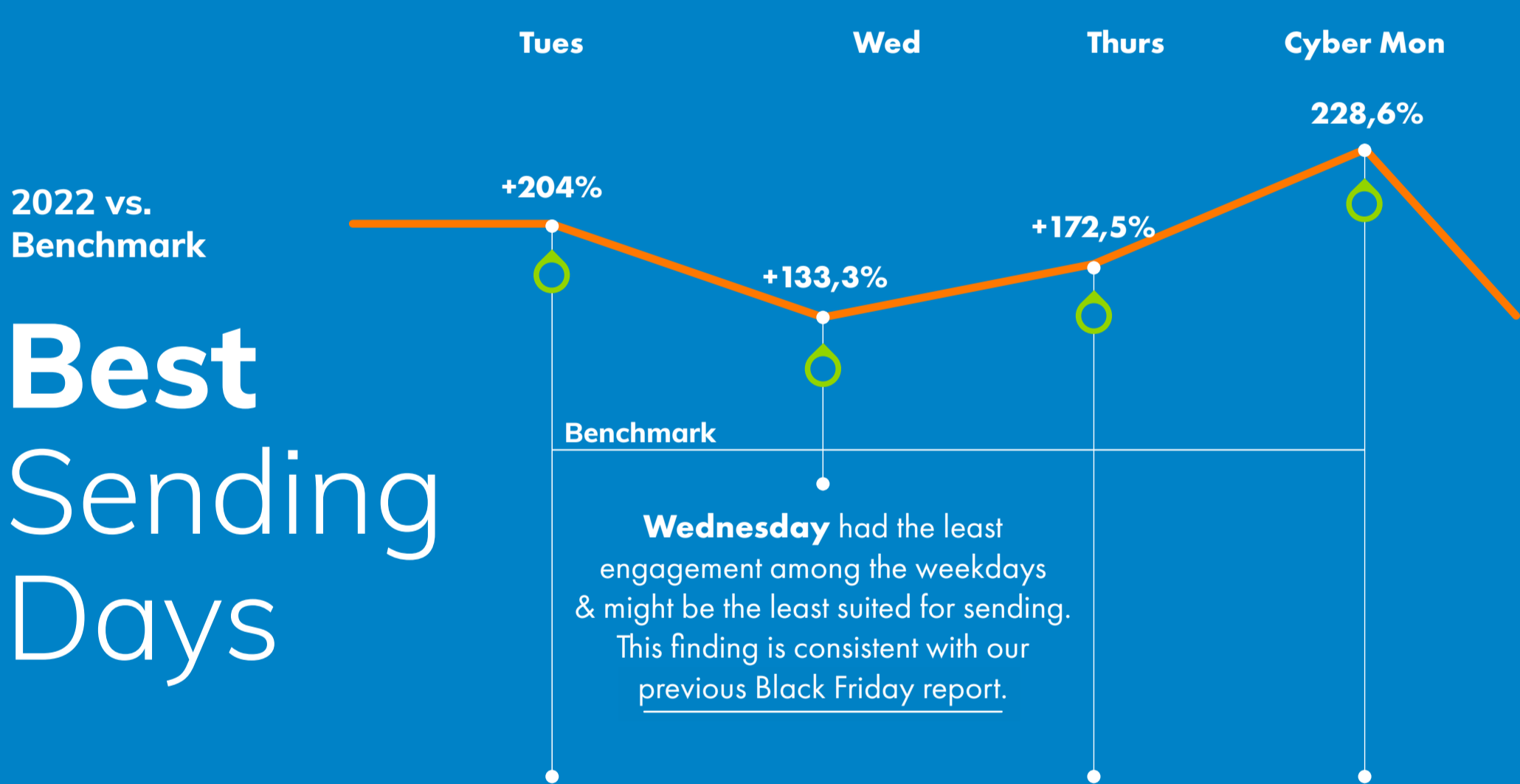
2022 vs. 2022 Benchmark Report

Despite losing some engagement, all weekdays considered remain good days for sending, outpacing the 2022 Benchmark\* by an average of 176,5%.



### 2022 vs. Benchmark

## Best Sending Days



**Wednesday** had the least engagement among the weekdays & might be the least suited for sending. This finding is consistent with our previous Black Friday report.

In 2022, **Tuesday, Thursday, & Cyber Monday** showed consistently high CTRs. Cyber Monday had a 17,6% increase in CTR compared to 2021. The average CTR on Black Friday remained stable.

**Above Benchmark Percentage**

### Unsubscribe Rate

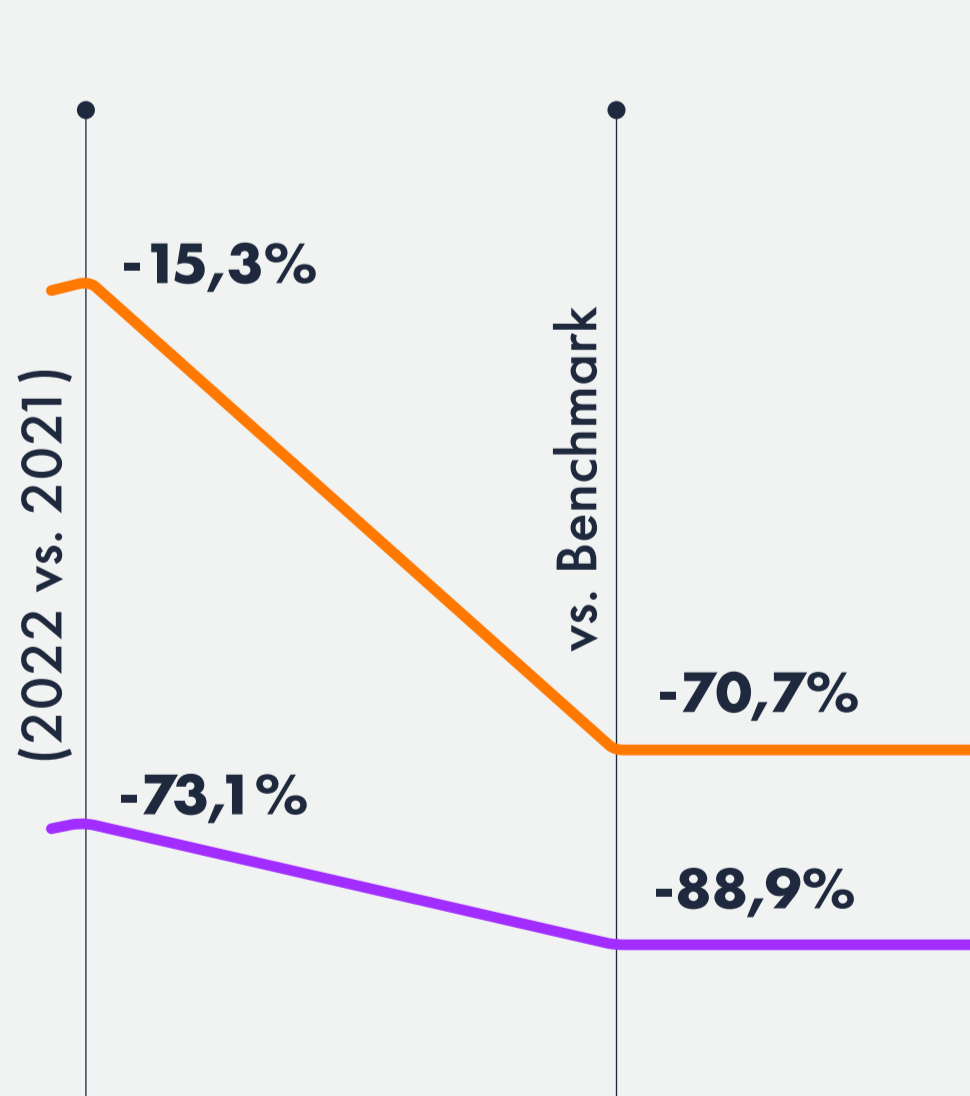
The percentage of recipients who are unsubscribing from your messaging.

**Unsubscribe rates** on all weekdays were both lower than the 2021 average & the Benchmark rate of 0,15. This likely indicates that e-commerce businesses are doing more to retain their audiences (see Sending Volumes above).

### Complaint Rate

The percentage of recipients who report your email as spam.

**Complaint rates** were lower in 2022 compared to the 2021 average & the corresponding Benchmark of 0,02. A likely reason could be e-commerce businesses being more rigorous with their data compliance & list hygiene while starting their campaigns sooner.

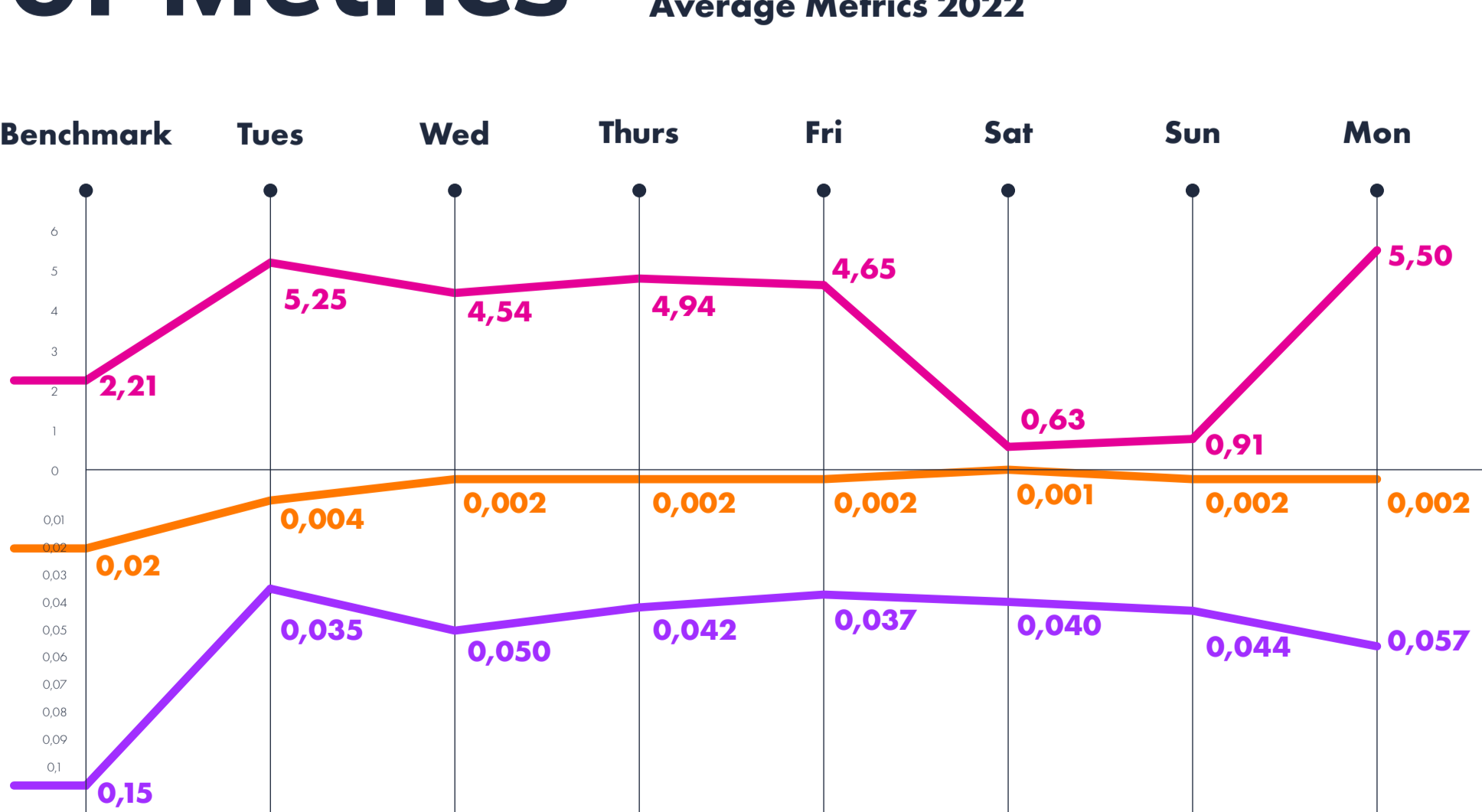


## Summary of Metrics

CTR    Complaint Rate    Unsubscribe Rate

Below you can find the most recent CTRs, Unsubscribe Rates, & Complaint Rates for all the days considered in this analysis.

### Average Metrics 2022



\* In this analysis, "Benchmark" refers to a corresponding metric value contained in our 2021-2022 Email Benchmarks Report. ([Available Here](#))