

## Black Friday – harnessing the power of daily data

The introduction of daily data as part of the UKOM approved online measurement solution, Ipsos iris, has provided us with immediate feedback on the impact of Black Friday on consumer online behaviour. Unsurprisingly, the top-line data proves that Black Friday is still driving shoppers to retail websites and apps. Audiences to the biggest e-commerce websites were significantly higher than the day before (D) and the same day the previous week (W). The uplift was across the board - from traditional high street retailers to online pure play websites.

### High street retailer websites

DATE	MEDIA	AUDIENCE (000s)	D	W
26/11/2021	argos.co.uk	3,886	24% ↑	43% ↑
26/11/2021	currys.co.uk	2,706	70% ↑	101% ↑
26/11/2021	boots.com	1,922	22% ↑	49% ↑
26/11/2021	johnlewis.com	1,823	31% ↑	14% ↑
26/11/2021	marksandspencer.com	1,612	37% ↑	69% ↑

### Online pure play websites

DATE	MEDIA	AUDIENCE (000s)	D	W
26/11/2021	amazon.co.uk	12,903	12% ↑	19% ↑
26/11/2021	ebay.co.uk	4,752	7% ↑	19% ↑
26/11/2021	etsy.com	1,617	1% ↑	22% ↑
26/11/2021	asos.com	1,315	24% ↑	78% ↑
26/11/2021	lookfantastic.com	859	30% ↑	153% ↑

In addition to websites, the top retailer apps also increased their audiences compared to the same day the week before. Amazon, the largest retailer app, increased its audience by 12% to 14.2m whilst of the high street brands, the Argos mobile app was also a strong performer, up by 45% to just over 1 million.

One sector which attracted a lot of people looking for a bargain was 'Fashion & Style' retail. All the biggest websites in this sector experienced double digit audience growth compared to the same day the week before. Most people still access fashion retailers via browsers, but the more successful fashion retailer apps from ASOS, H&M and SHEIN also attracted more visitors.

### Fashion & style retail websites & apps

DATE	MEDIA	AUDIENCE (000s)	D	W
26/11/2021	asos.com	1,315	24% ↑	78% ↑
26/11/2021	next.co.uk	1,188	43% ↑	74% ↑
26/11/2021	prettylittlething.com	684	76% ↑	350% ↑
26/11/2021	boohoo.com	572	48% ↑	68% ↑
26/11/2021	very.co.uk	554	8% ↑	20% ↑
26/11/2021	newlook.com	543	28% ↑	91% ↑
26/11/2021	matalan.co.uk	525	48% ↑	110% ↑
26/11/2021	mandmdirect.com	525	66% ↑	43% ↑
26/11/2021	schuh.co.uk	473	118% ↑	617% ↑
26/11/2021	hm.com	442	21% ↑	95% ↑
26/11/2021	ASOS (Mobile App)	1,049	24% ↑	59% ↑
26/11/2021	H&M (Mobile App)	791	6% ↑	260% ↑
26/11/2021	Shein (Mobile App)	620	22% ↑	25% ↑

Although 'Fashion & Style' performed well, audience uplifts were not limited to one sector. Brands selling fast food, books, electrical and sporting goods, beauty products, toys and furniture all had double-digit growth. Given the nature of Black Friday, associated e-commerce websites such as loyalty cards and sites offering cashback, vouchers and discount codes also grew as Brits searched for a bargain.

Whilst it may be no real surprise that Black Friday entices shoppers online, it is interesting that even retailers that don't officially partake in the event, such as M&S, saw visitors to their website grow. One of the key benefits of UKOM endorsed Ipsos iris data is the ability to undertake competitor & sector analysis as it measures the entire market. The addition of daily data (available 36 hours after day end) has made it a more valuable insight tool for analysing activity on specific days e.g., Black Friday, Cyber Monday, Xmas day, etc. Daily data lets brands quickly identify which audiences, if any, they are losing or attracting but most importantly, it enables them to benchmark performance against the competition.

***Notes on data:***

Source: Ipsos iris Online Audience Measurement Service, daily top-line data for websites and mobile apps November 2021.  
Base = all aged 15+ years using PC/laptop, smartphone or tablet device(s).

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