

Research Report

Cyber Week 2022 Benchmark Report

Recapping key
performance metrics:
Cyber Week 2021 vs. 2022



Executive summary

Cyber Week remains the highly-anticipated shopping season, creating a winning situation for shoppers, brands, and publishers alike. Consumers take advantage of the year's biggest bargains while brands, publishers, and content creators enjoy access to pivotal information on key performance metrics.

Analyzing Cyber Week's data provides insights into evolving consumer behavior and trends. Additionally, brands and publishers can use the data as the blueprint to strategize for success in 2023.

The 2022 shopping season showed resilience and consumers' adaptation to the new normal. As such, brands and publishers evolved strategies to accommodate changes seen in the market. Analyzing actionable data and clear comparisons allows you to determine how industries have bounced back.

The Cyber Week Benchmark Report provides insightful and helpful information to help brands assess and compare their partnership performance to the industry. In doing so, brands can optimize partnerships for growth and success in Cyber Week 2023.



Methodology

The Data Science team at impact.com tracked key metrics in a year-over-year (YoY) analysis of Cyber Week 2021 vs. Cyber Week 2022.

The analysis (conducted on December 2, 2022) offers a coherent and actionable picture of partnership metrics by tracking vital benchmarks and recording and comparing available data during the 2022 analysis period. **Cyber Week** refers to the shopping season from Thanksgiving to Cyber Monday.

The **analysis period** relates to the data pulled four weeks leading up to Thanksgiving and including Cyber Week:

- 2021: 10/28 - 11/29
- 2022: 10/27 - 11/28

Data scientists at impact.com tracked key performance metrics — average order value, clicks, sales, conversions, commission, and revenue — in a year-over-year (YoY) analysis.

Researchers pulled the data using a cohort of hundreds of brands within the Retail and Shopping vertical containing the same-store data year over year. The data pulled reflects the brands in North America that actively used the impact.com platform in 2021 and 2022.

Methodology (cont.)

While the complete analysis of the Retail and Shopping vertical includes various sub-categories, impact.com's Data Science team chose to feature brands in the following product categories for this report:

- Apparel, Shoes, and Accessories
- Computers and Electronics
- Health and Beauty
- Home and Garden
- Sport, Outdoor and Fitness

The data offers unique and valuable insights into consumer behavior and more significant trends leading up to (and including) Black Friday and Cyber Monday.



Understanding the metrics

All numbers quoted are relative to the value on October 28, 2021 – four weeks before November 25, 2021 (Thanksgiving).

The percentage increase seen in the graphs represents the change relative to that value on October 28, 2021.

For example, \$2 million in revenue on October 28, 2021, equals 100% on the graph. Therefore, \$10 million in revenue on Black Friday 2021 would read as 500% on the graph – indicating revenue is five times more than on October 28, 2021.

The revenue growth from the first day (October 28) to Black Friday, 2021, is 400% $((\$10 \text{ million} - \$2 \text{ million}) / \$2 \text{ million}) * 100$. The report references this change as percentage point changes which refer to the difference between two percentages.

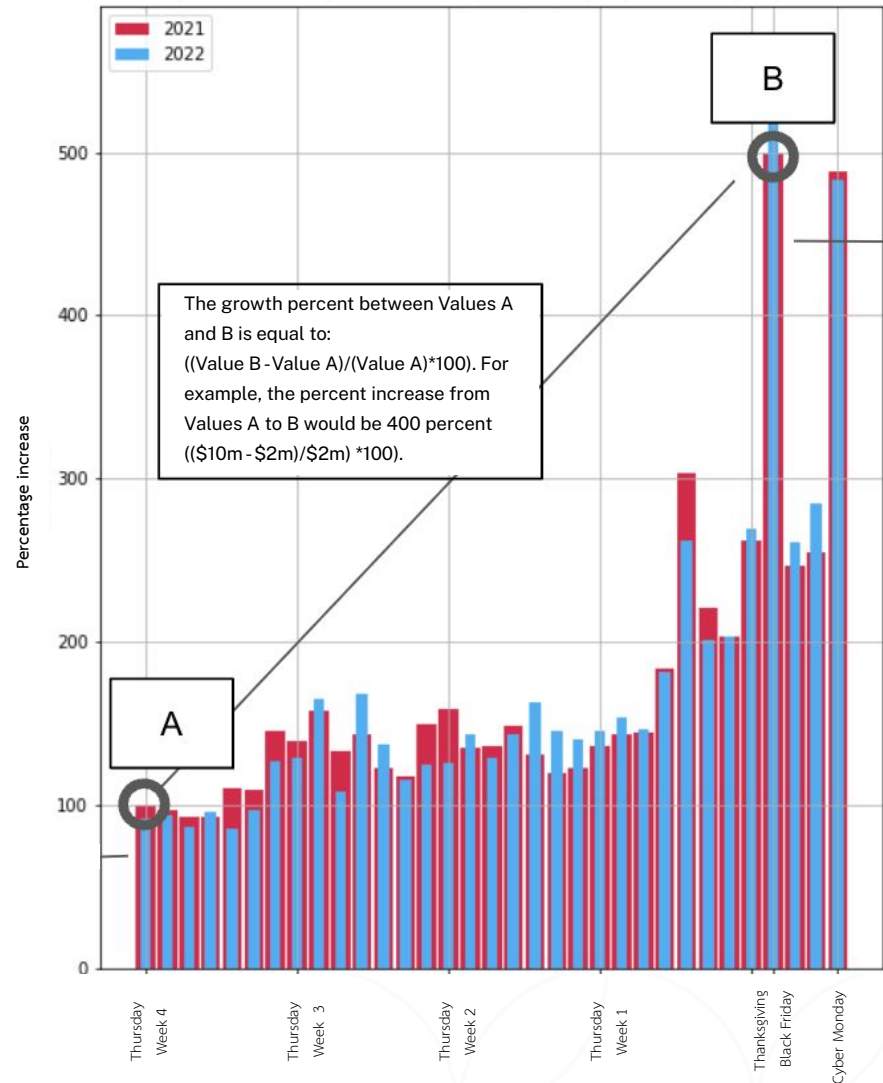
A

Value A represents, for example, revenue on October 28, 2021. Value A equals 100 percent of the revenue on October 28, 2021, the analysis start point. For example, if revenue on October 28, 2021, was \$2m, the 100 percent on the graph represents \$2m

B

Value B represents, revenue on Black Friday 2021. The revenue on Black Friday, 2021 is represented by 500 percent on the graph, indicating Value B is five times that of Value A. For example, if value A equals \$2m, value B would \$2m x 5 = \$10m.

Percentage change day-by-day



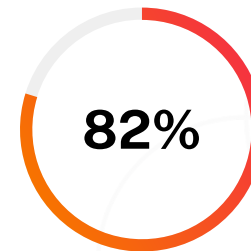
Date relative to Thanksgiving

5 key findings of Cyber Week 2022

The comprehensive analysis shows how consumers discover, research, click on, and purchase new products. This research also spotlights new habits and trends that built momentum. These key metrics can help your plan ahead and pinpoint current trends.



1 Although price-sensitive, consumers made more purchases



Consumers were more price sensitive during Cyber Week 2022: [82%](#) mentioned discounts and savings as motivating factors in spending decisions.

Comparing the **Retail and Shopping** verticals analysis period (2021 vs. 2022), the 7% rise in transactions balanced the 3% drop in AOV. This led to a 3% revenue boost for the overall analysis period and 8% during Cyber Week.

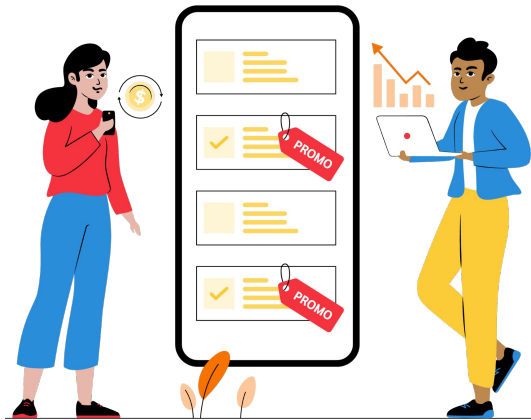


2 Bargain hunting gave clicks a significant boost

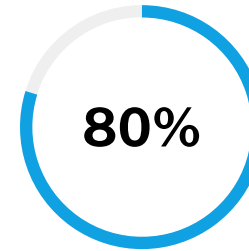
Up to [45%](#) of shoppers looked up or requested email alerts for discounts and promotions.

Seeking out the best possible deals was a definite trend in 2022: [41%](#) of consumers searched coupon sites, and [38%](#) checked out a brand's social media page.

Clicks in the **Retail and Shopping** vertical increased by 6% in the 2022 analysis period compared to the 2021 analysis period. Additionally, clicks rose by 9% during Cyber Week 2022 – 20 percentage points higher on Black Friday 2022 than last year. The click increase shows consumers were more engaged in researching products, tracking discounts, and comparing prices.

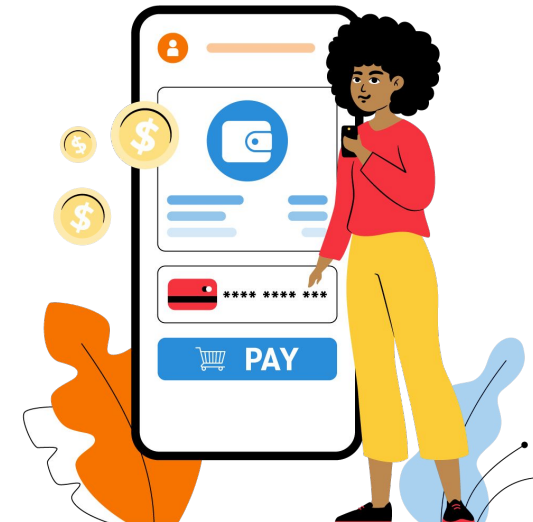


3 Consumer purchase intent increased near Cyber Week (leading to a sales spike)



As many as [80%](#) of consumers intended to shop during Cyber Week.

The number of transactions in the **Retail and Shopping** vertical rose by 7% in the 2022 analysis period compared to 2021. Sales increased by 13% during Cyber Week 2022 compared to 2021. The most sales occurred on Black Friday: growing nearly five times from the start of the analysis period in 2021.



4

Publishers cashed in on Cyber Week benefits

As sales increased, commissions for publishers in the **Retail and Shopping** vertical saw the following results:

- During the 2022 analysis period, commissions grew by 14%.
- Commission rose by 13% from 2021 during Cyber Week 2022.
- In 2022, Black Friday commissions skyrocketed, increasing 150 percentage points compared to Black Friday 2021.





5

Black Friday was Cyber Week's best-performing day

For the **Retail and Shopping** vertical, Black Friday brought in impressive numbers for most performance metrics:

- Clicks tripled from the start of the analysis period — 20 percentage points more than in 2021.
- Black Friday 2022 saw the most individual sales: 65 percentage points more than Black Friday 2021.
- Conversion rates are 13 percentage points higher than Black Friday 2021.
- Revenue was 60 percentage points more than Black Friday 2021.

Retail and Shopping: key vertical breakdown

Over the last few years, ecommerce has ramped up significantly. Currently projected to pass [eight trillion dollars by 2026](#), online sales could make up almost a quarter of all worldwide retail sales. Marketing gameplans are evolving and changing just as quickly — leaving outdated advertising norms in the dust. For this report, impact.com's data scientists focused on the **Retail and Shopping** vertical.



By tracking trends over the last two November shopping seasons (leading up to Thanksgiving and ending with Cyber Monday), brands and publishers can easily see breakdowns of consumer behavior and apply these findings to their marketing and outreach strategies.

The Data Science team at impact.com tracked the key performance metrics of the following sub-categories of the **Retail and Shopping** vertical:

- Apparel, Shoes, and Accessories
- Computers and Electronics
- Health and Beauty
- Home and Garden
- Sports, Outdoor, and Fitness

1

Apparel, Shoes, and Accessories

Brands in the **Apparel, Shoes, and Accessories** can use the data pulled by impact.com's data scientist to benchmark success to Cyber Week 2022.

Clicks, commissions, and revenue all showed improvement over 2021's numbers, despite a slight conversion rates drop.



Average order value (AOV)

While other metrics may have changed drastically over the last year, AOV remained relatively steady. For this **Retail and Shopping** sub-category, shoppers spent almost identical amounts on each purchase during the 2021 and 2022 analysis periods.

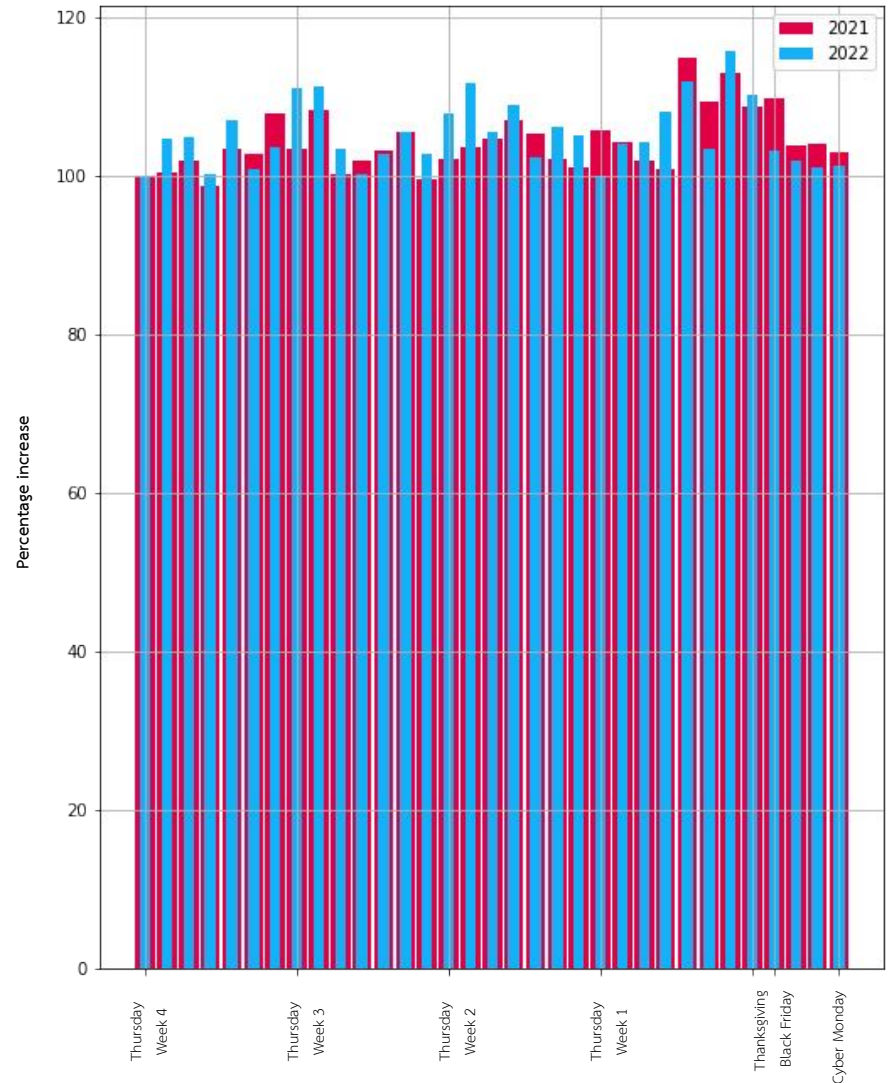
- AOV during the 2021 analysis period was \$102.45 (only 21 cents less than in 2021).



Cyber Week head-to-head:

Cyber Week 2022's AOV was 3% lower than Week 2021.

Apparel, Shoes and Accessories
Average order value: 2021 vs. 2022
Percentage change day-by-day



Clicks

With brands and marketers testing different strategies to boost clicks, this metric plays a vital role in gauging consumer interest. Clicks were higher than in 2021 for almost every day in the 2022 analysis period.

The increase indicates consumers spent a considerable amount of time bargain-hunting and comparing prices before making a purchase. Additionally, around [52%](#) of consumers topped their wishlist with clothes, shoes, and accessories.

- Clicks rose by 22% in the analysis period (compared to 2021).
- Black Friday saw the most significant increase in click volume, rising more than four times from the start of the analysis period – over 80 percentage points more than Black Friday 2021.
- Cyber Monday had the second-highest click volume for the 2022 analysis period – 50 percentage points more than Cyber Monday 2021.



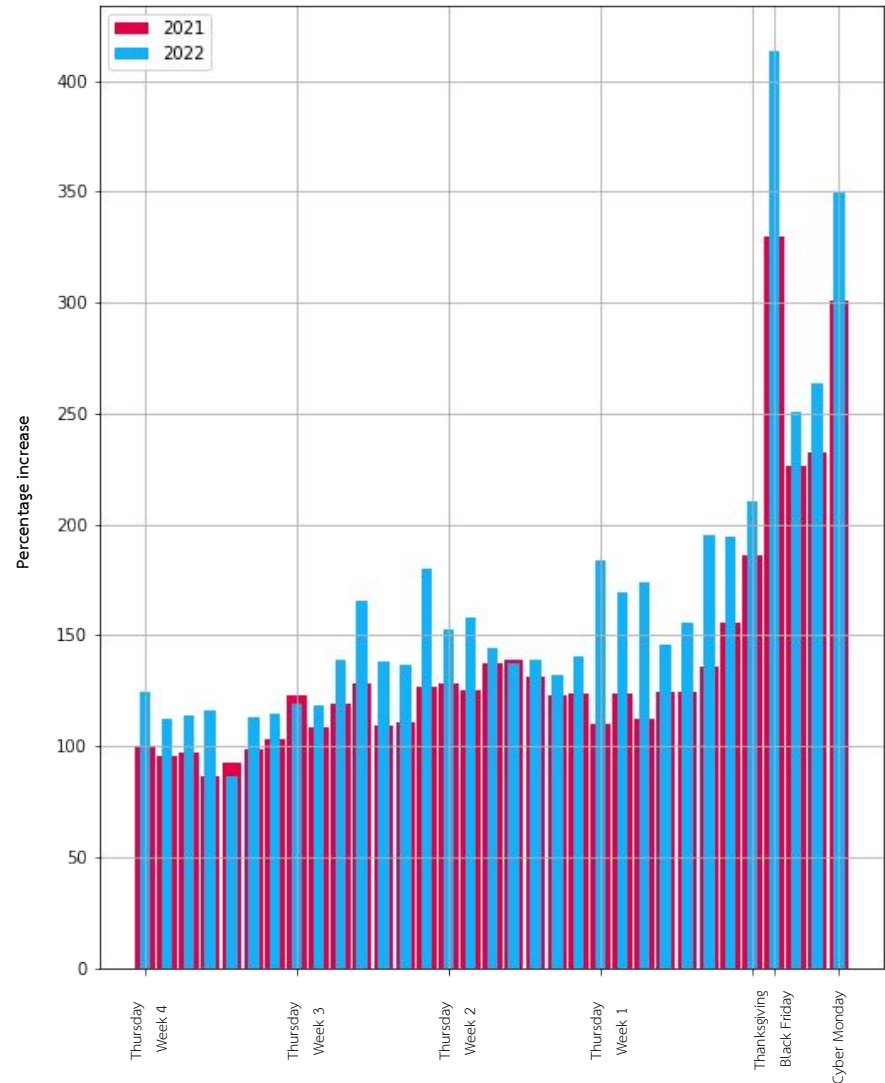
Cyber Week head-to-head:

Clicks improved by 20% in the most recent Cyber Week over 2021.

Apparel, Shoes and Accessories

Clicks: 2021 vs. 2022

Percentage change day-by-day



Date relative to Thanksgiving

Transactions

Transactions rose by 4% in the 2022 analysis period compared to the same timeframe in 2021. By looking at how clicks converted to transactions this year, consumer spending seemed more conservative overall.

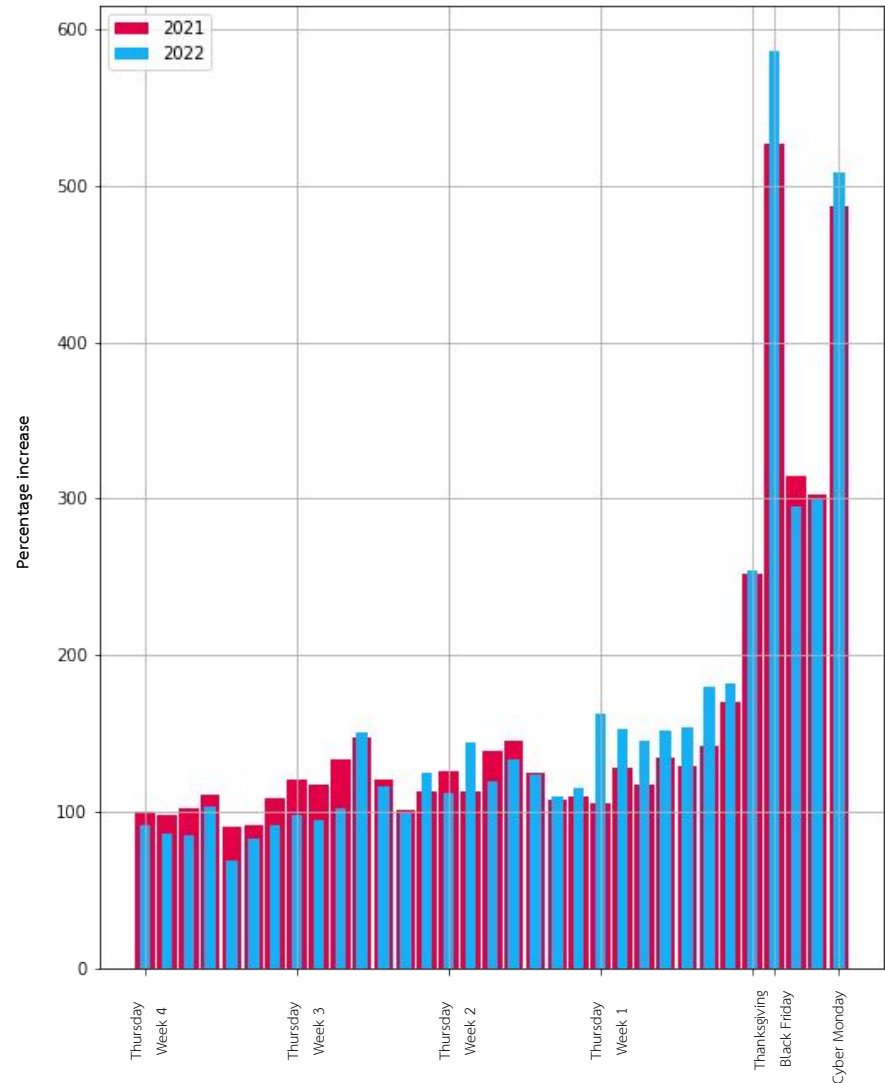
- Sales increased nearly six times on Black Friday 2022 from the start of the analysis period. Sales volumes were 60 percentage points more on Black Friday 2022 than in 2021.
- Cyber Monday had the second-most transaction numbers for the 2022 analysis period: 20 percentage points more than 2021.



Cyber Week head-to-head:

Transactions improved by 6% when comparing Cyber Week 2022 to 2021.

Apparel, Shoes and Accessories
Transactions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Conversion rate

Similar to analyzing the click metrics, conversion rates help explain how consumer activity changed — moving from research to clicking to purchasing.

In 2022, **Apparel, Shoes, and Accessories** conversion rates increased gradually in the analysis time leading up to Cyber Week itself. Conversely, conversion rates dropped by one percentage point during this analysis period compared to 2021.

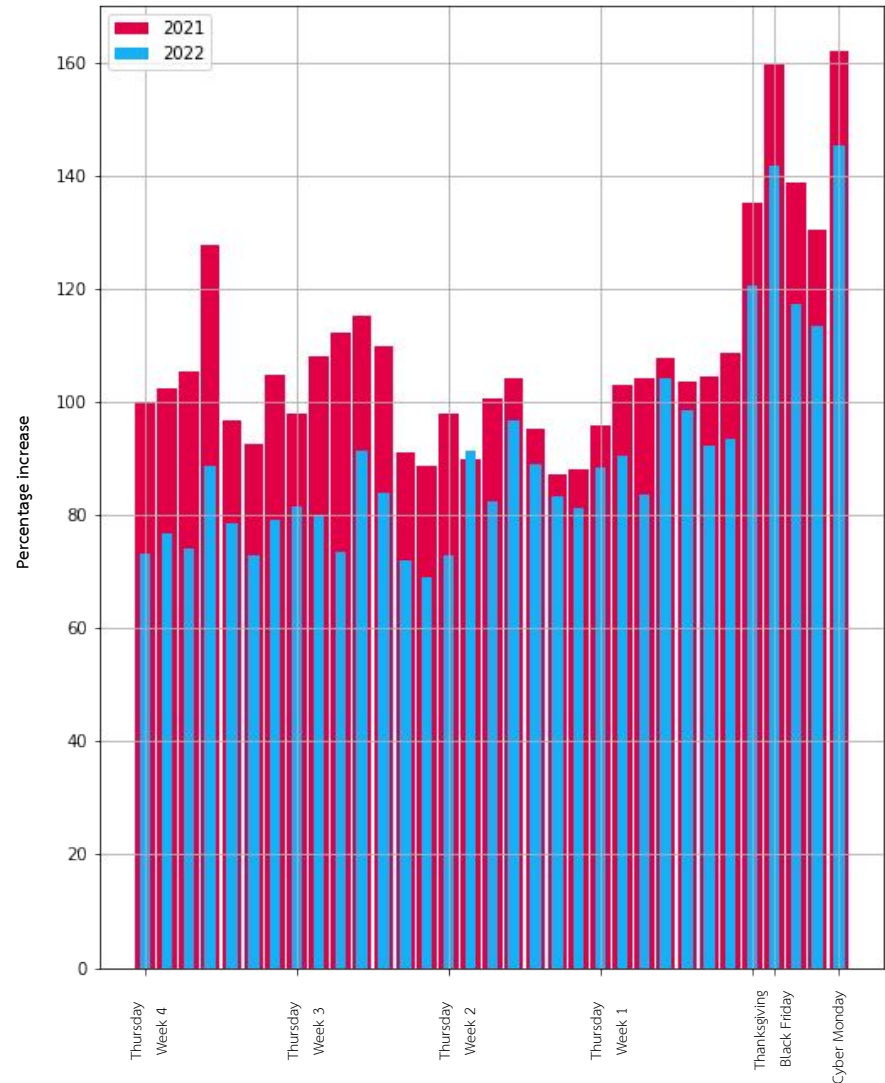
- Through a day-by-day breakdown, Cyber Monday 2022 saw the best conversion rate for the 2022 analysis period.
- Conversion rates on Black Friday and Cyber Monday in 2022 were around 15 percentage points lower than in 2021.



Cyber Week head-to-head:

2022's Cyber Week saw a 12% drop in conversion rates from 2021.

Apparel, Shoes and Accessories
Conversion rate: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Commissions

Thankfully for partners, brands paid publishers a higher commission rate in 2022. Commission earnings rose by 16% compared to the same four-week analysis period in 2021.

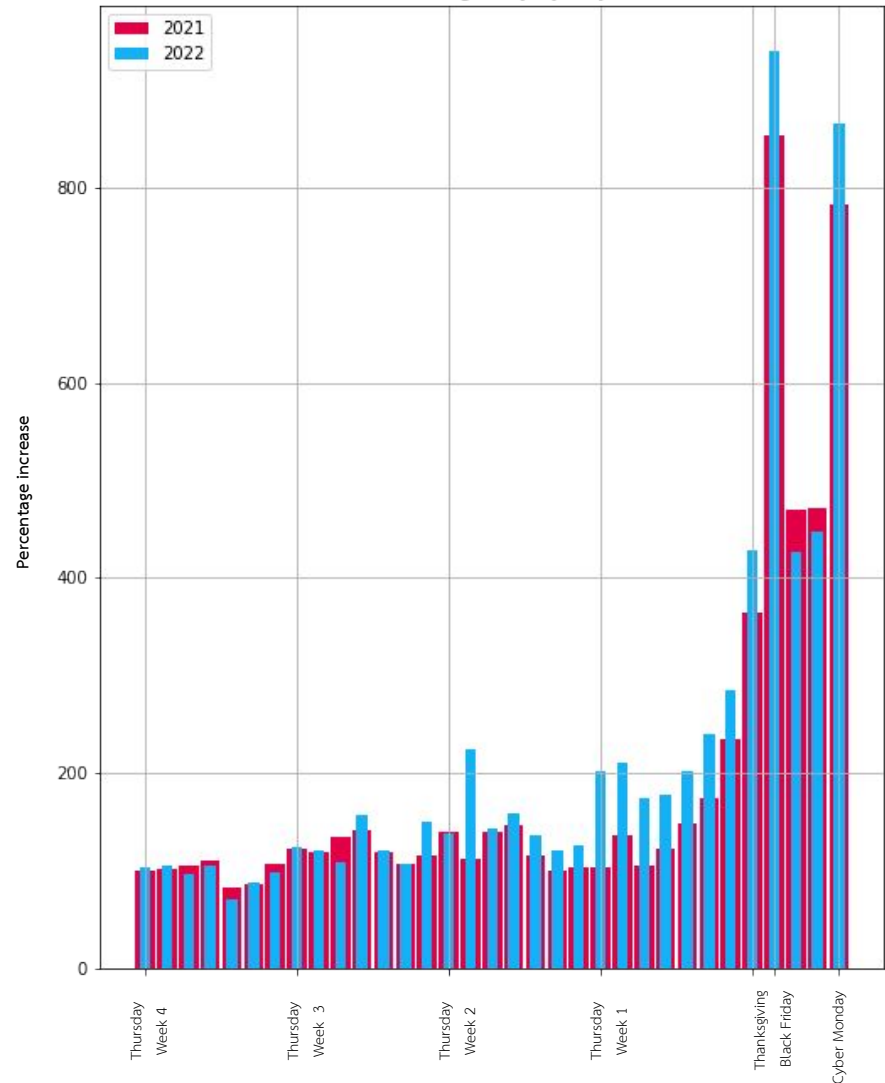
- Black Friday 2022 saw a spike in commission earnings — 85 percentage points higher than the same day in 2021.
- Commissions on Cyber Monday 2022 didn't fall far behind: increasing by 80 percentage points from Cyber Monday 2021.



Cyber Week head-to-head:

Commissions in 2022 rose by 9% during Cyber Week 2022 (compared to 2021's numbers).

Apparel, Shoes and Accessories
Commissions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Revenue

During the seven days leading up to November 24, 2022 (Thanksgiving), brands and advertisers saw the largest increase in revenue per day compared to 2021 (November 25). Rising transactions (even with slightly lower AOV and conversion rates) managed to raise revenue. Brands brought in 3% more revenue in the 2022 analysis period compared to the same timeframe in 2021.

- Revenue peaked by the end of Black Friday, increasing by 25 percentage points more than on Black Friday 2021.
- Revenue increased over five times more on Cyber Monday from the start of the analysis period, outpacing 2021 by 13 percentage points.



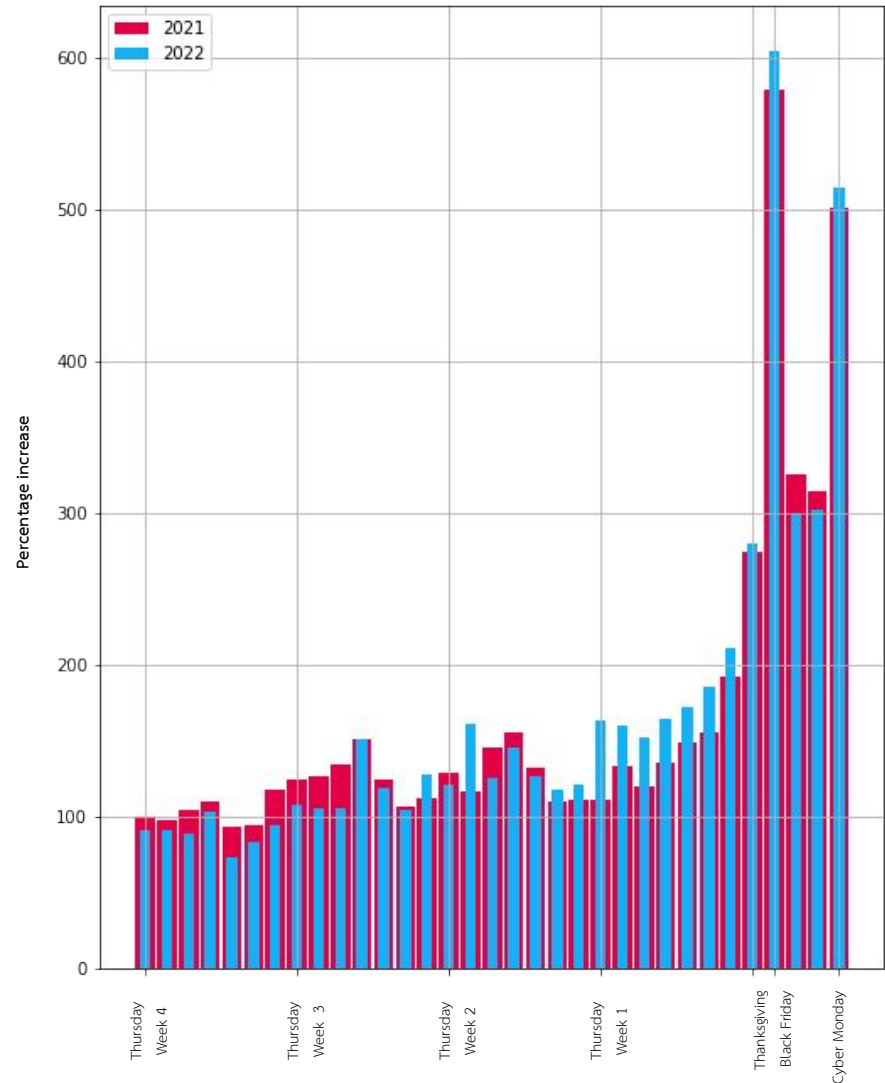
Cyber Week head-to-head:

Comparing Cyber Weeks against each other, 2022 saw a slight boost in revenue (3%)

Apparel, Shoes and Accessories

Revenue: 2021 vs. 2022

Percentage change day-by-day



Date relative to Thanksgiving

2

Computers and Electronics

The **Computer and Electronics** sub-vertical has experienced a few obstacles in recent years, including supply chain complications and longer product development cycles. Coupled with high price tags and broad category of products, this sub-vertical remains an essential retail category to track.

Despite the 2022 analysis period failing to line up with 2021, this sub-vertical still holds a coveted spot in retail because it contains shopping baskets full of expensive and sought-after goods.

Black Friday and Cyber Monday gave stand-out performances with high growth across several metrics.



Average order value (AOV)

Considering the 2022 analysis period, consumers spent less on **Computers and Electronics**. However, 2022's AOV numbers started to recover as the shopping season passed. On Black Friday and Cyber Monday, basket sizes flipped and surpassed 2021's metrics.

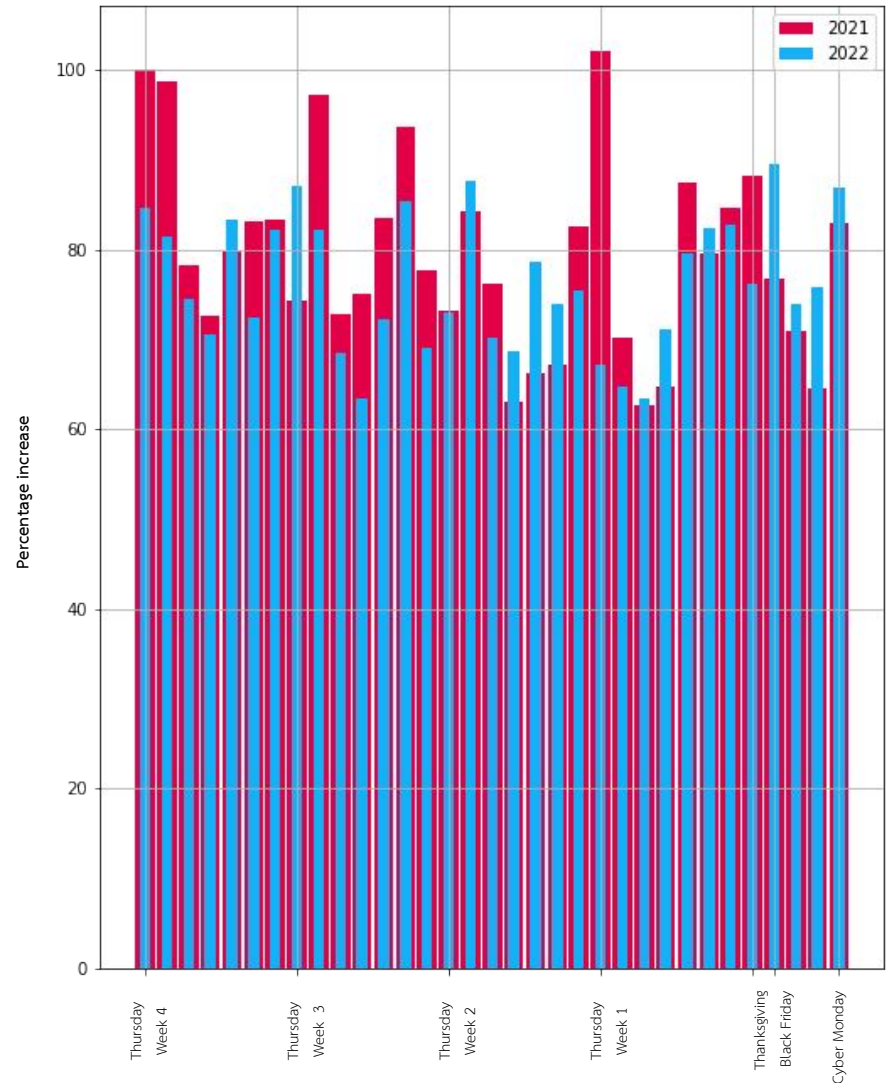
- AOV fell by 1% between the 2021 and 2022 analysis periods.
- AOV rounds out to \$406 for the 2022 analysis period.



Cyber Week head-to-head:

During Cyber Week 2022, AOV rose by 7%

Computers and Electronics
Average order value: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Clicks

Compared to the 2021 analysis period, clicks dropped by 44% in the 2022 analysis period. Even with clicks being much lower in this vertical than the previous year, **Computers and Electronics** still managed to be one of the most shopped categories in the **Retail and Shopping** vertical (based on key metrics in the analysis).

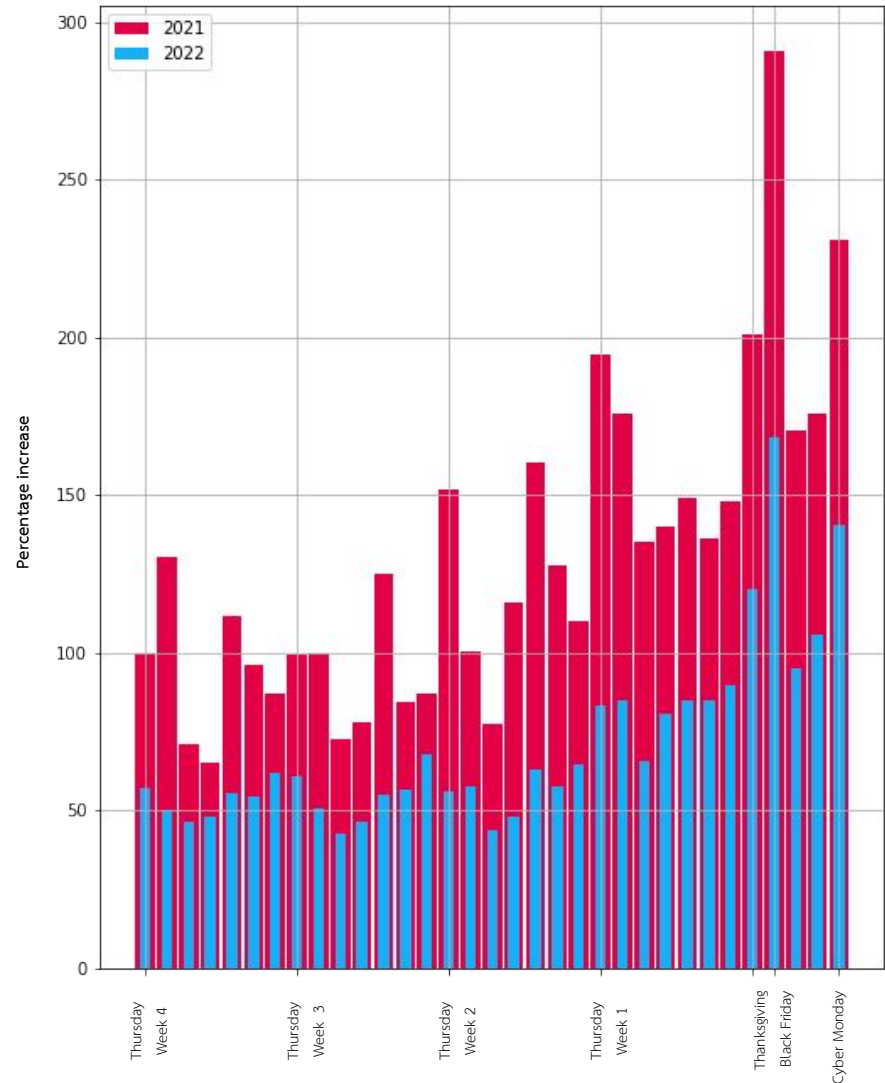
- Click volume on Black Friday 2022 experienced a decline of 120 percentage points compared to 2021.
- On Cyber Monday 2022, clicks were 90 percentage points less than in 2021.



Cyber Week head-to-head:

Ranking both Cyber Weeks against each other, 2022 fell 39% short of 2021's numbers

Computers and Electronics
Clicks: 2021 vs. 2022
Percentage change day-by-day



Transactions

Transactions during the 2022 analysis period decreased by 40%. Increasing inflation or economic uncertainty could be behind this decline since products within the sub-vertical are often expensive or considered luxury items.

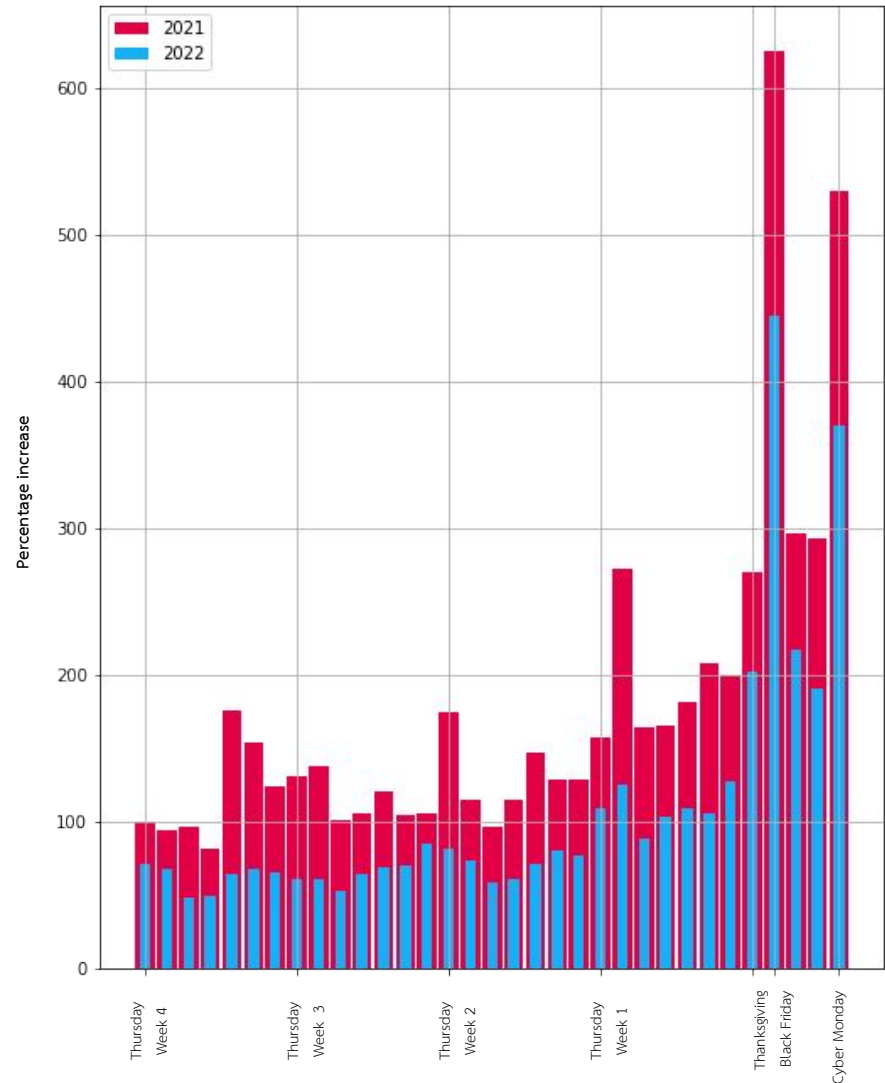
- Black Friday 2022 saw the most significant number of transactions during the 2022 analysis period. However, despite this, transaction volumes still fell 180 percentage points short of Black Friday 2021.
- Cyber Monday 2022 saw the second most transaction volumes for the 2022 analysis period. Despite this, transaction volumes were approximately 160 percentage points less than Cyber Monday 2021.



Cyber Week head-to-head:

Transactions were 30% higher during Cyber Week 2021 than in 2022

Computers and Electronics
Transactions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Conversion rate

The overall drop in clicks and sales left the conversion rate unchanged between the 2021 and 2022 analysis periods. The data suggests that consumer purchase intent has not changed drastically over the year. For the weeks leading up to Cyber Week 2022, conversion rates kept gradually increasing, reaching peaks on Black Friday and Cyber Monday.

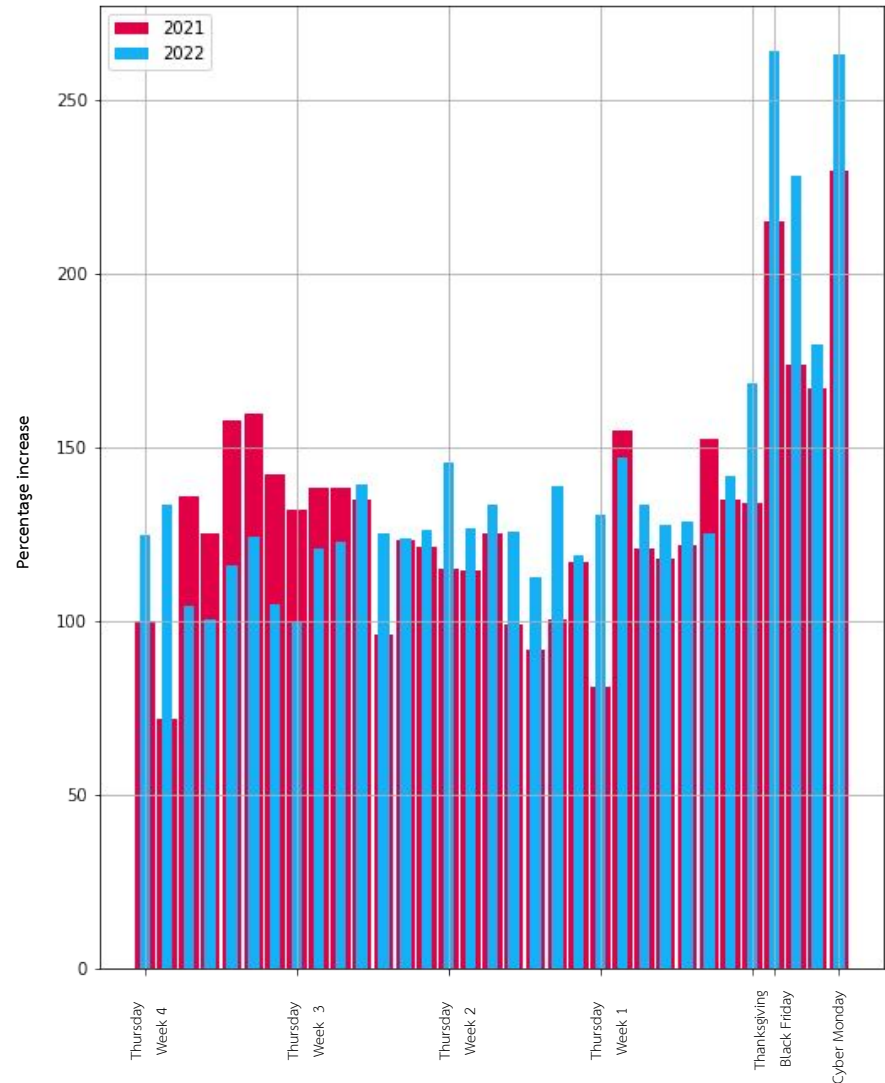
- In 2022, Cyber Week had higher conversion rates than Cyber Week 2021 – 50 percentage points more than Black Friday 2021 and 35 percentage points higher than Cyber Monday 2021.
- On the day after Black Friday (sometimes referred to as “Small Business Saturday”), conversion rates improved by 55 percentage points over the same day in 2021.



Cyber Week head-to-head:

Despite fewer conversions overall, Cyber Week conversion rates were 16% higher than in 2021

Computers and Electronics
Conversion rate: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Commissions

Held back by the lower transactions, publishers earned less commission in the 2022 analysis period despite brands increasing commission rates slightly from the year before. Comparing both years' shopping seasons, Black Friday 2022 was the best single day for commissions – whereas Cyber Monday took the top spot in 2021.

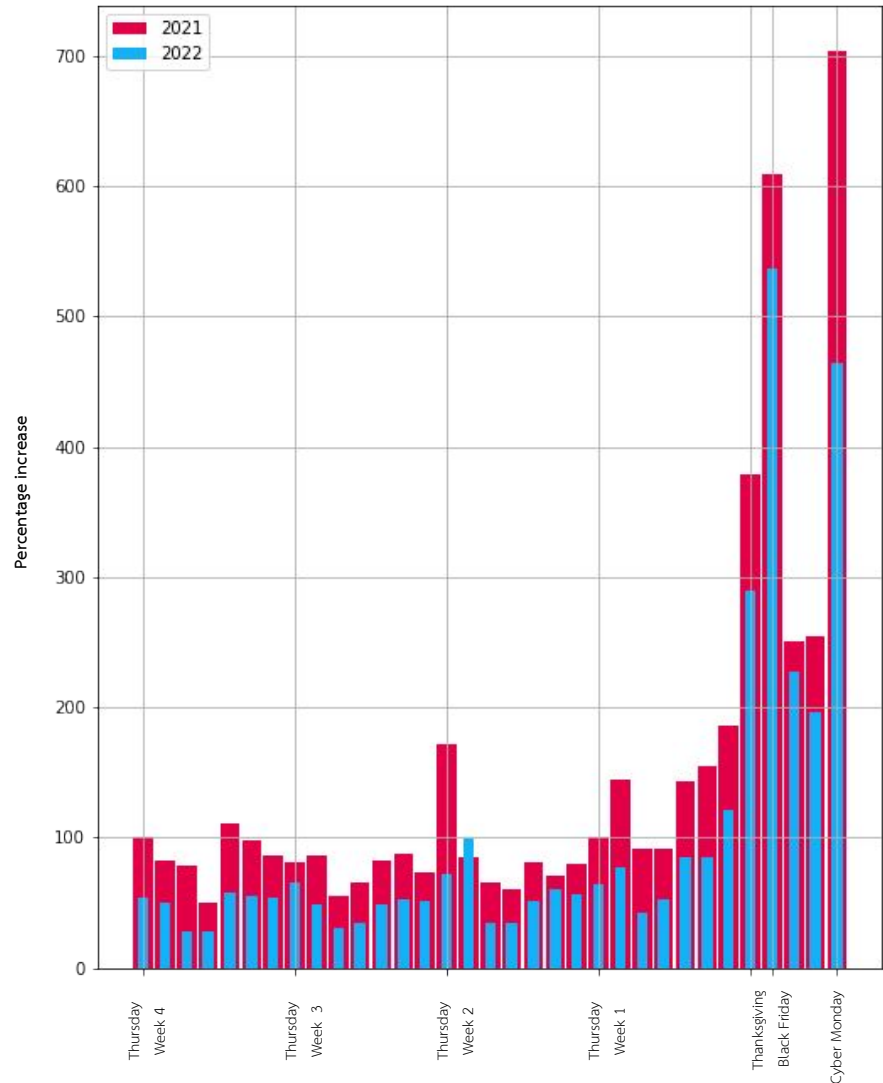
- Even though commission earnings did not outpace 2021's metrics, Black Friday 2022 still saw commissions increase more than five times from the start of the analysis period. Comparatively, commissions rose nearly as much on Cyber Monday from the analysis start point.



Cyber Week head-to-head:

Commissions fell by 27% when comparing 2021 and 2022's Cyber Weeks

Computers and Electronics
Commissions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Revenue

Fewer conversions at a lower AOV in the 2022 analysis periods led to brand revenue decreasing. Increased commission rates in 2022 would also have affected the revenue drop. However, while brands earned less revenue in the 2022 analysis period, **Computers and Electronics** were still one of the most lucrative retail sub-verticals due to traditionally high transaction numbers and values.

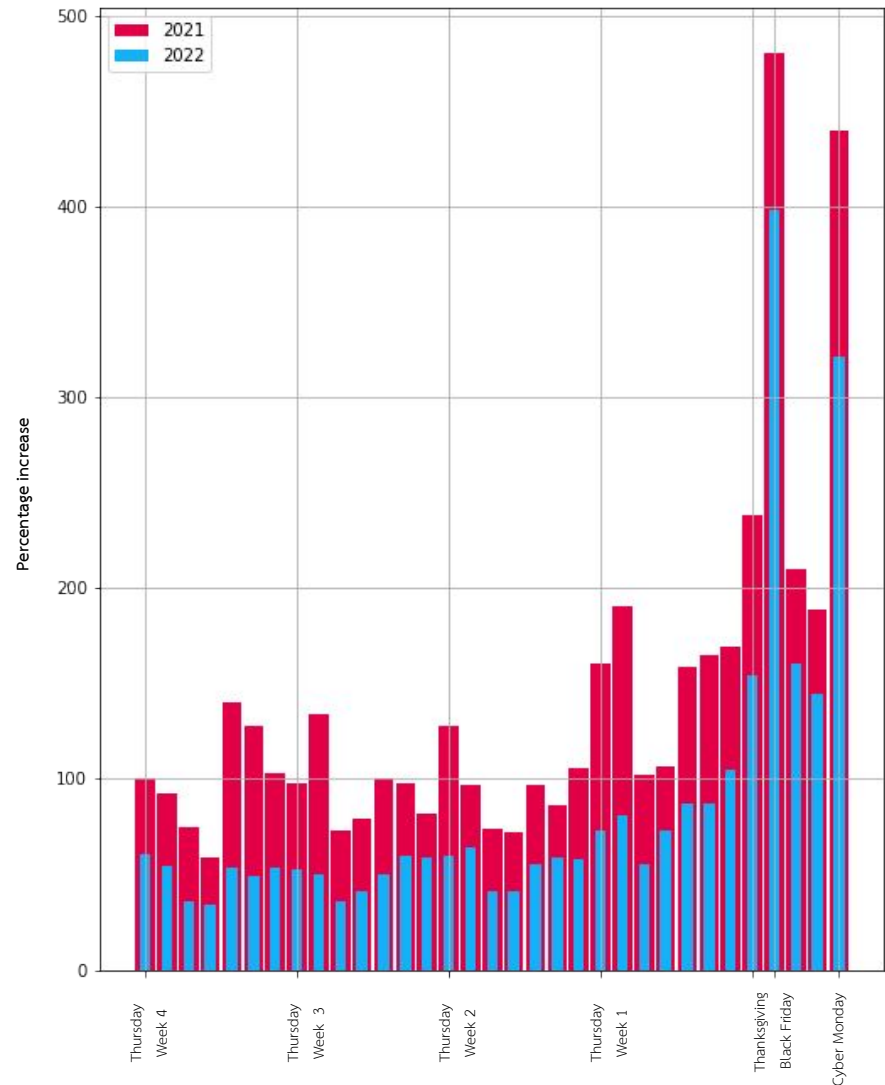
- Black Friday and Cyber Monday were the two most profitable days for brands in the 2022 analysis period.



Cyber Week head-to-head:

Lining up closely with commission earnings, brand revenue dropped by 25% between Cyber Week 2021 and 2022

Computers and Electronics
Revenue: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

3

Health and Beauty

The rise of [TikTok](#) and other video content creator platforms favored the Health and Beauty sub-vertical.

Brands benefit from authentic recommendations, product reviews, and "how-to" tutorials.

Analyzing data can help shift marketing and sales strategies to align with a new generation of social butterflies to yield favorable results.



Average order value (AOV)

Health and Beauty shoppers spent more on each purchase, AOV increasing by 8% to \$97 during the 2022 analysis period.

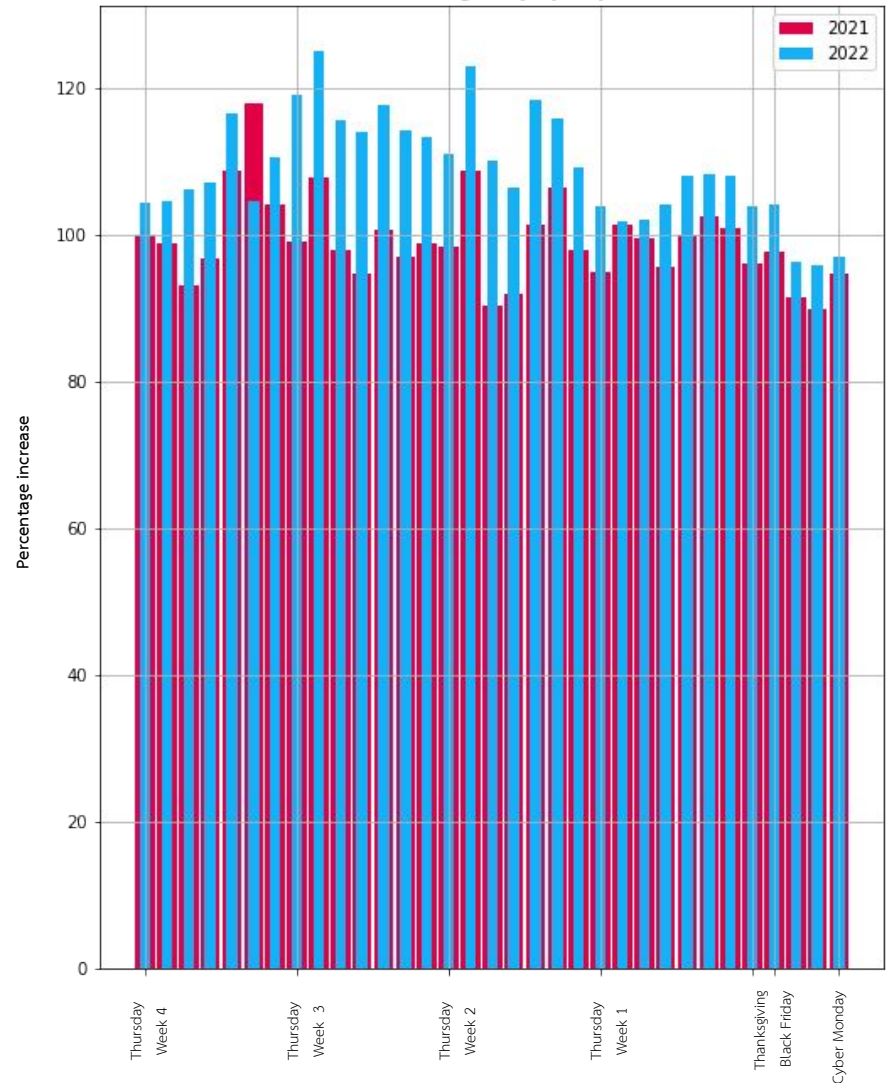
- On Thanksgiving and Black Friday 2022, AOV increased by around 5% compared to the same days in 2021. Over the weekend and Cyber Monday, AOV growth dropped slightly compared to the days earlier in the shopping season.
- AOV was higher for each day (except one) in the 2022 analysis period than in the 2021 analysis period.



Cyber Week head-to-head:

Compared to the same week in 2021, AOV rose by 4% during 2022's Cyber Week

Health and Beauty
Average order value: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Clicks

During the 2022's analysis period, interest and focus on **Health and Beauty** products rose slightly. Clicks increased by 2% compared to the same analysis period in 2021.

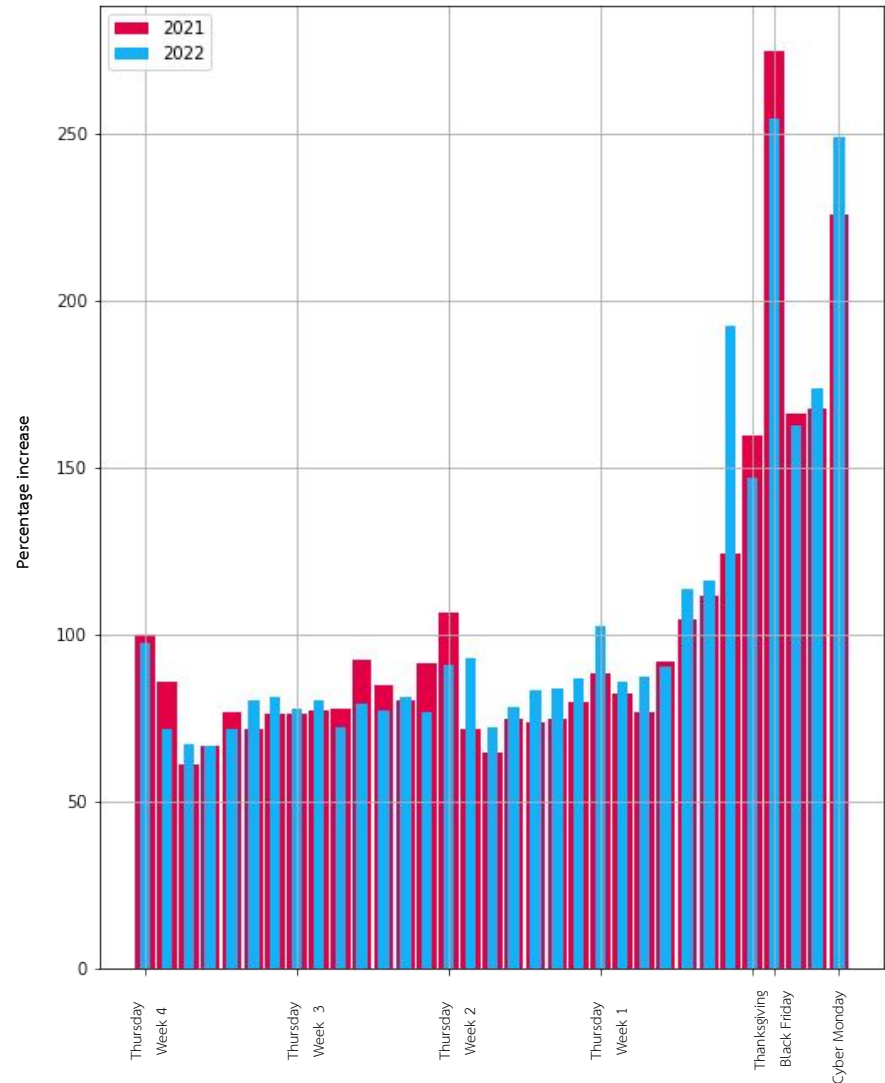
- Clicks volume spiked the day before Thanksgiving — recording 70 percentage points more clicks than in 2021.
- Clicks peaked on Black Friday and Cyber Monday. Click volumes on Cyber Monday 2022 increased by more than 20 percentage points compared to 2021.



Cyber Week head-to-head:

Cyber Week 2022 showed 5% more clicks than the previous year's record

Health and Beauty
Clicks: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Transactions

The number of transactions during the 2022 analysis period fell short of 2021's numbers. While fewer transactions occurred, the rise in average order value helped balance the scales in revenue earnings.

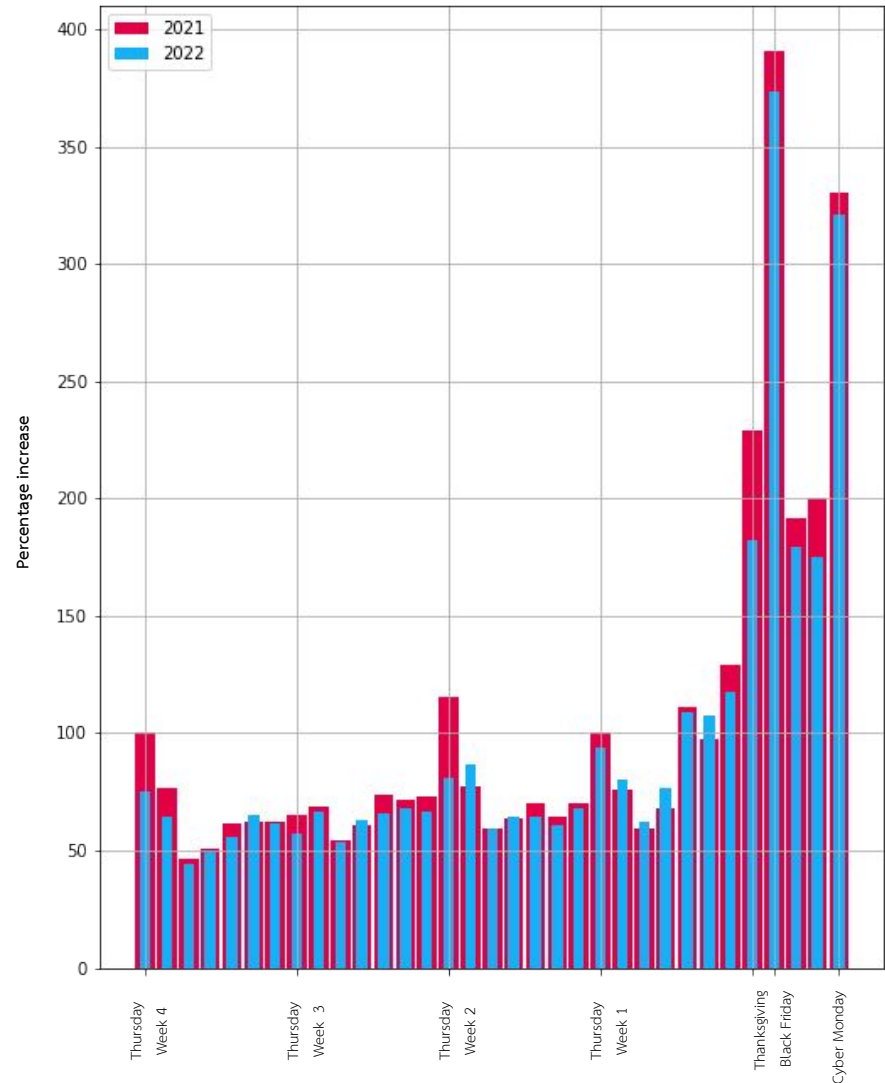
- On Black Friday 2022, nearly 20 percentage points fewer transactions took place than in 2021.
- Cyber Monday 2021 saw around ten percentage points more transactions than in 2022.
- In 2022, shoppers bought the most Health and Beauty items on Black Friday (with 2022's higher AOV, as well).



Cyber Week head-to-head:

Ranking Cyber Week's next to each other, 2022 fell 10% short of 2021's sales volumes

Health and Beauty
Transactions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Conversion rate

With conversion rates, increased activity and traffic failed to translate into more sales. The drop in transactions in 2022's analysis period resulted in a slightly lower conversion rate overall. Consumer purchase intent leading up to Cyber Week 2022 didn't match 2021's numbers but steadily increased on Black Friday 2022.

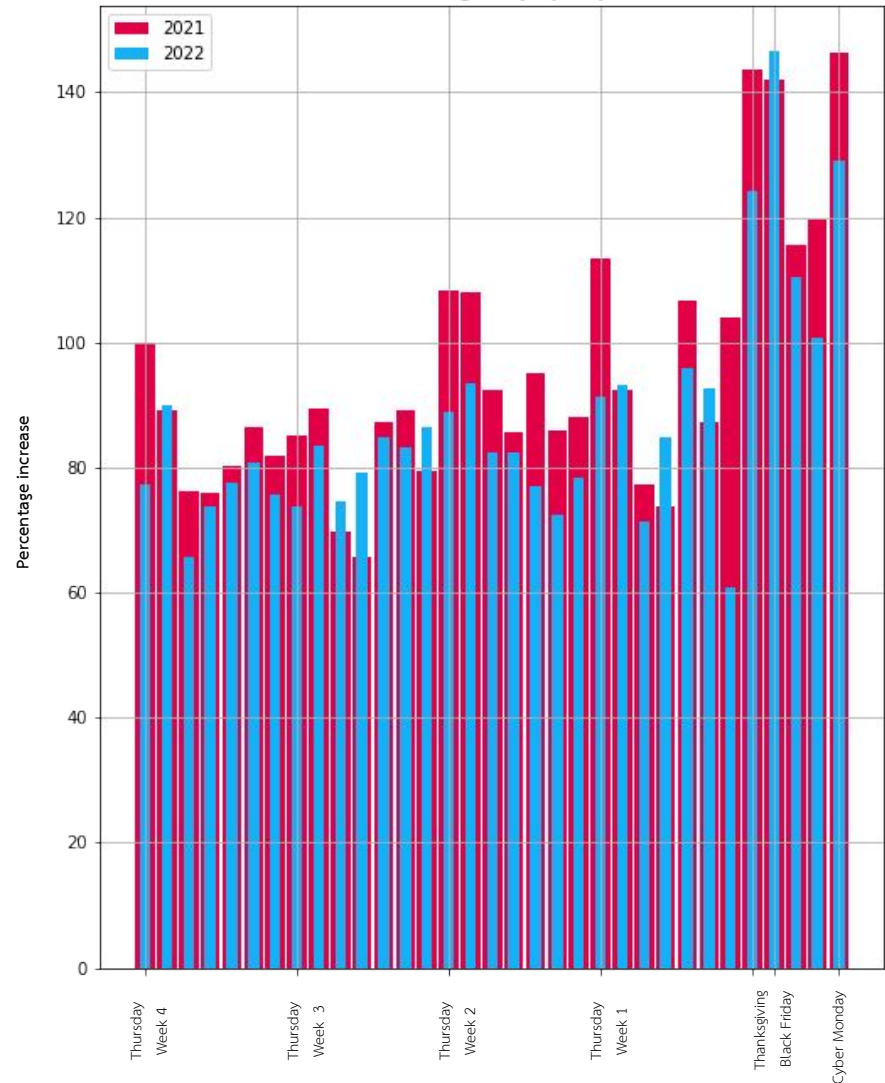
- Black Friday 2022's conversion was five percentage points more than on the same day the year before.
- Conversion rates on Cyber Monday were the second highest recorded during the analysis period.



Cyber Week head-to-head:

2022's Cyber Week failed to match 2021's conversion rates by 14%

Health and Beauty
Conversion rate: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Commissions

Even with a slight bump to AOV, publisher commissions were lower in the 2022 analysis period than in 2021. With fewer transactions, the chance of earning a commission also dropped.

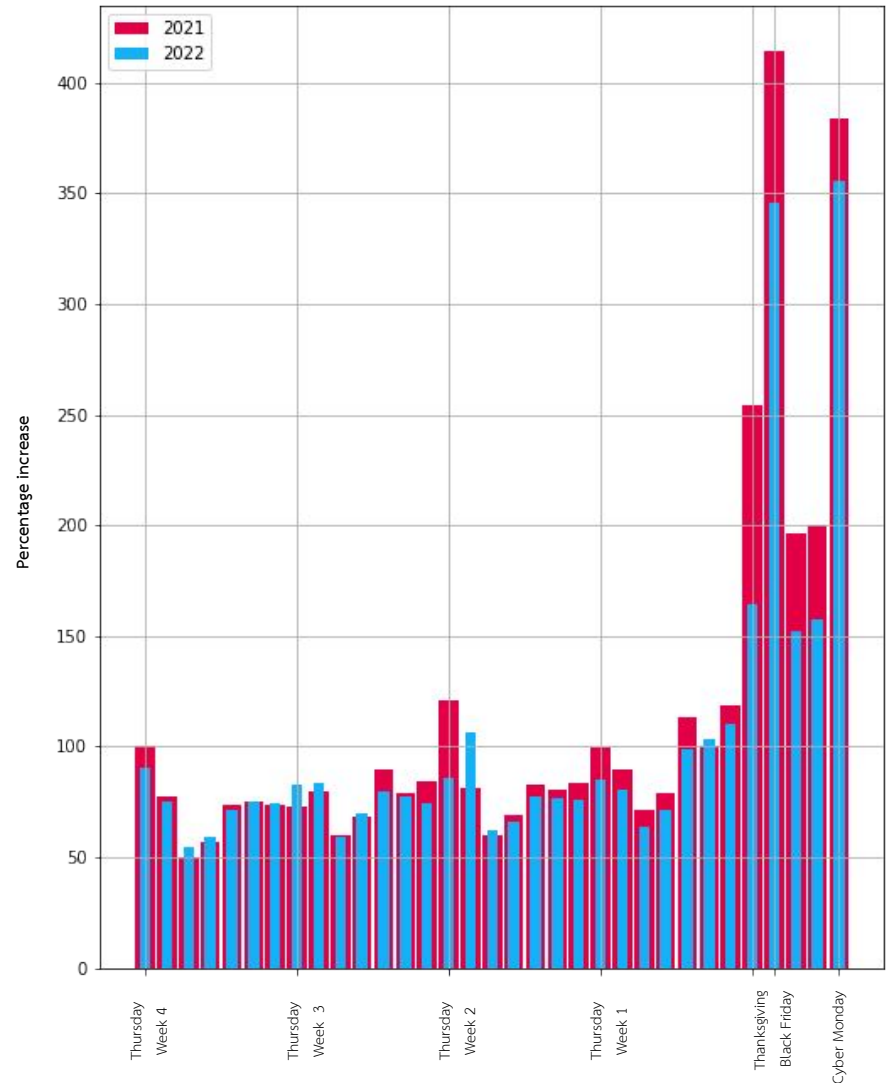
- Publisher earnings were at the highest point during Cyber Week, peaking on Cyber Monday.
- Publisher-earned commissions were lower on Black Friday and Cyber Monday 2022 than in 2021.



Cyber Week head-to-head:

Comparing Cyber Week 2022 to 2021, commissions dropped by 22%

Health and Beauty
Commissions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Revenue

Brands generated the same revenue during the 2021 and 2022 analysis periods. Rising AOV helped Health and Beauty brand's revenue remain steady during the analysis period.

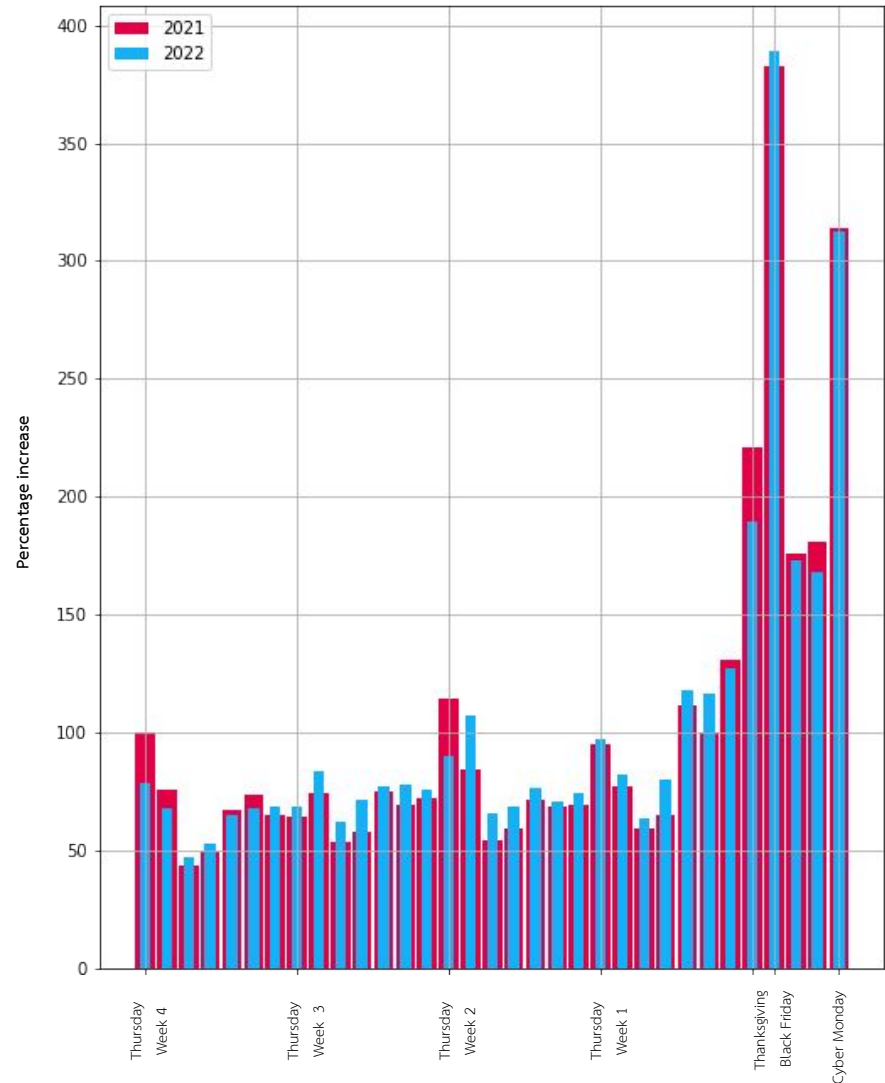
- Revenue growth for the two key shopping days – Black Friday and Cyber Monday – was the same in 2022 than in 2021. Brands generated the most revenue on Black Friday 2022 – nearly ten percentage points more than in 2021.



Cyber Week head-to-head:

Revenue slipped by 7% during Cyber Week 2022 – failing to hit Cyber Week 2021's benchmark

Health and Beauty
Revenue: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

4

Home and Garden

Products within the **Home and Garden** vertical act as fantastic gift purchases over big shopping seasons or perfect ways to improve everyday living spaces. With more people working remotely and spending time at home over the last few years, it's no wonder this sub-vertical keeps thriving.

Recent metrics matched or surpassed 2021's numbers in every metric for this sub-vertical.

With larger basket sizes, spikes in clicks, and strong sales, **Home and Garden** brands and partners both saw significant earnings in 2022.



Average order value (AOV)

Average order value peaked early for products within the **Home and Garden** sub-vertical. Basket size was larger in the lead-up to Thanksgiving – lowering slightly until before Cyber Week. The boost to AOV could come from multiple factors: shoppers spending more on each purchase or price inflation (or a combination of factors).

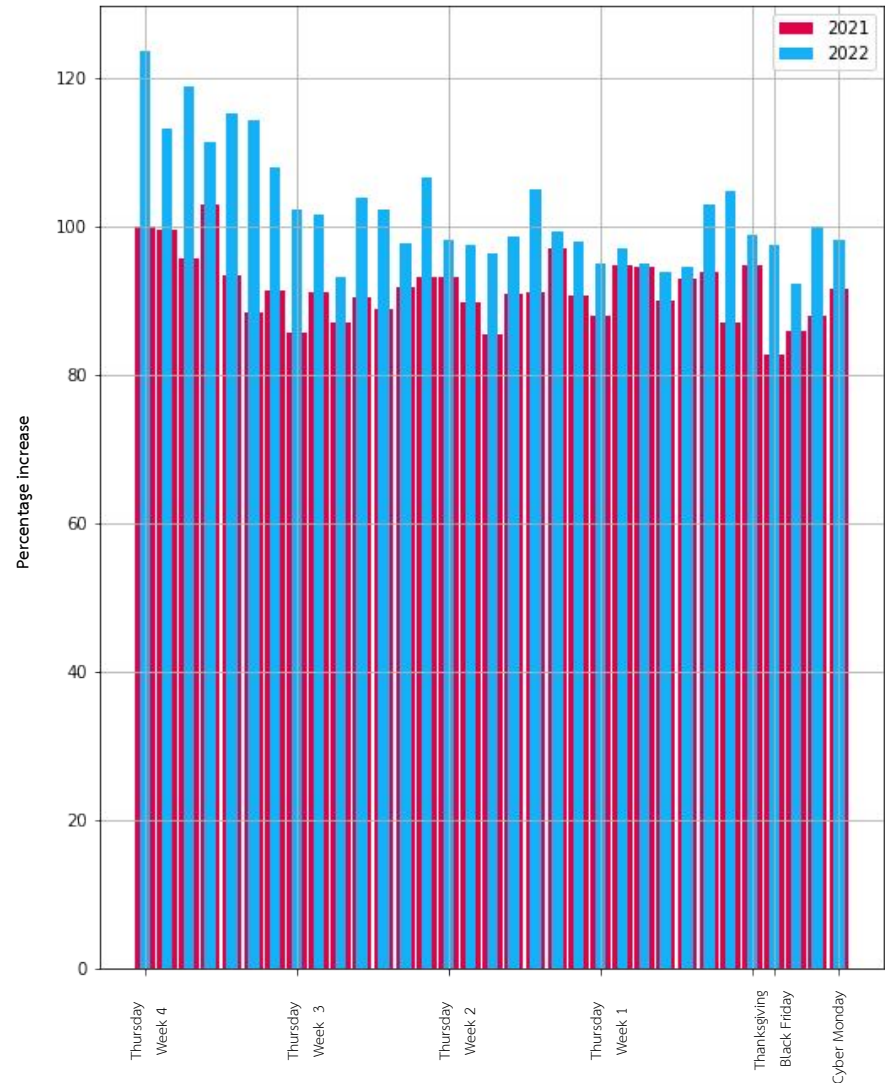
- AOV increased by 12% in the 2022 analysis period – hitting \$255.
- Surprisingly, AOV was at its highest point on the Thursday, four weeks before Thanksgiving.



Cyber Week head-to-head:

Based on Cyber Week comparisons, 2022 surpassed 2021's numbers by 12%

Home and Garden
Average order value: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Clicks

Data shows that shoppers may have conducted more research, price comparisons, and bargain hunting in the two weeks before Thanksgiving 2022 than in the same timeframe in 2021.

Clicks increased by 5% during the 2022 analysis period. Clicks steadily rose in the lead-up to Cyber Week 2022, peaking on Black Friday and Cyber Monday in particular.

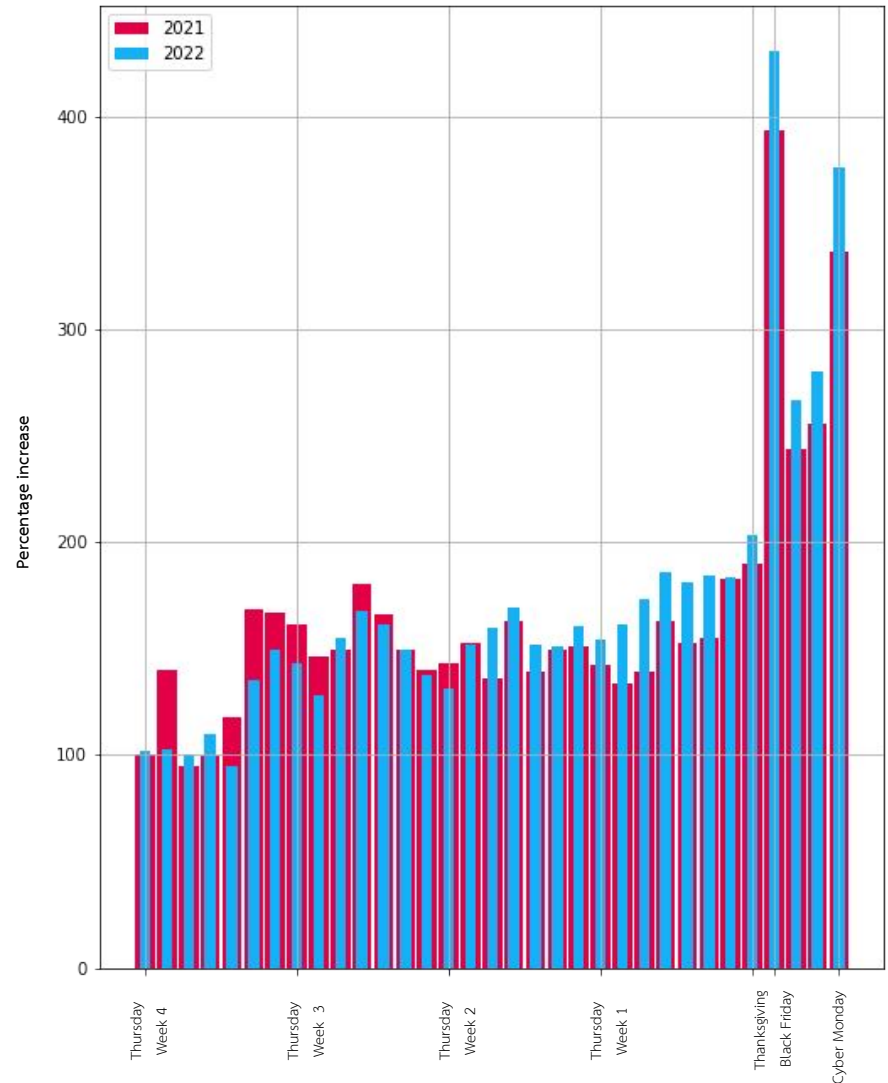
- Black Friday recorded nearly 35 percentage points more clicks than in 2021.
- Cyber Monday saw almost 40 percentage points more clicks than in 2021.



Cyber Week head-to-head:

As with basket sizes, 2022's Cyber Week outpaced 2021 by 12% overall

Home and Garden
Clicks: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Transactions

Overall, the number of transactions increased by 6% during the 2022 analysis period compared to 2021. The results suggest consumers started researching purchases three weeks before Thanksgiving but started with the majority of purchases during Thanksgiving week. Due to clicks and transactions increasing at similar rates, conversion rates remained unchanged for the most part.

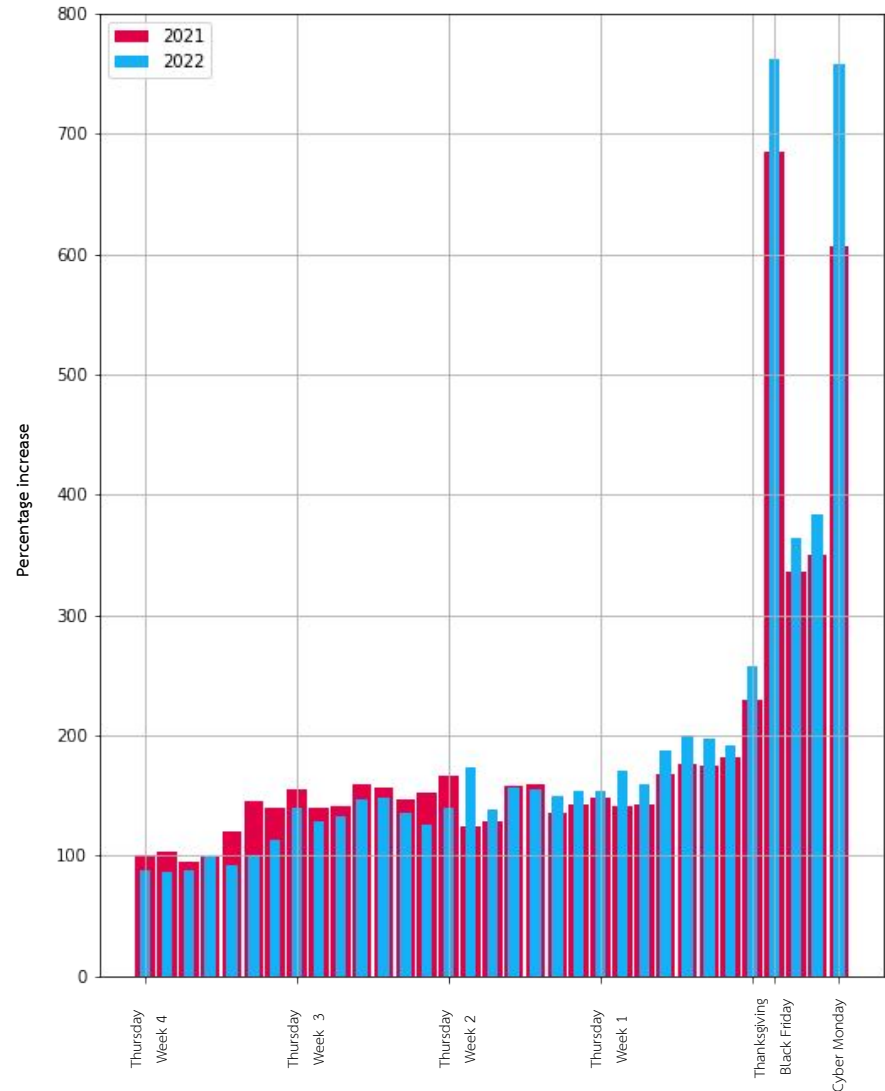
- In 2022, Black Friday and Cyber Monday recorded the most sales transactions – around 7.5 times more than at the start of the analysis period.
- Transactions were 75 percentage points higher on Black Friday 2022 vs. 2021. Cyber Monday transactions also increased by 150 percentage points compared to 2021.



Cyber Week head-to-head:

Transactions increased by 15% between Cyber Week 2021 and 2022

Home and Garden
Transactions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Conversion rate

Between the 2021 and 2022 analysis periods, conversion rates remained relatively similar. While 2021's numbers were slightly higher in the weeks leading up to Thanksgiving, conversion rates gained momentum during Cyber Week 2022.

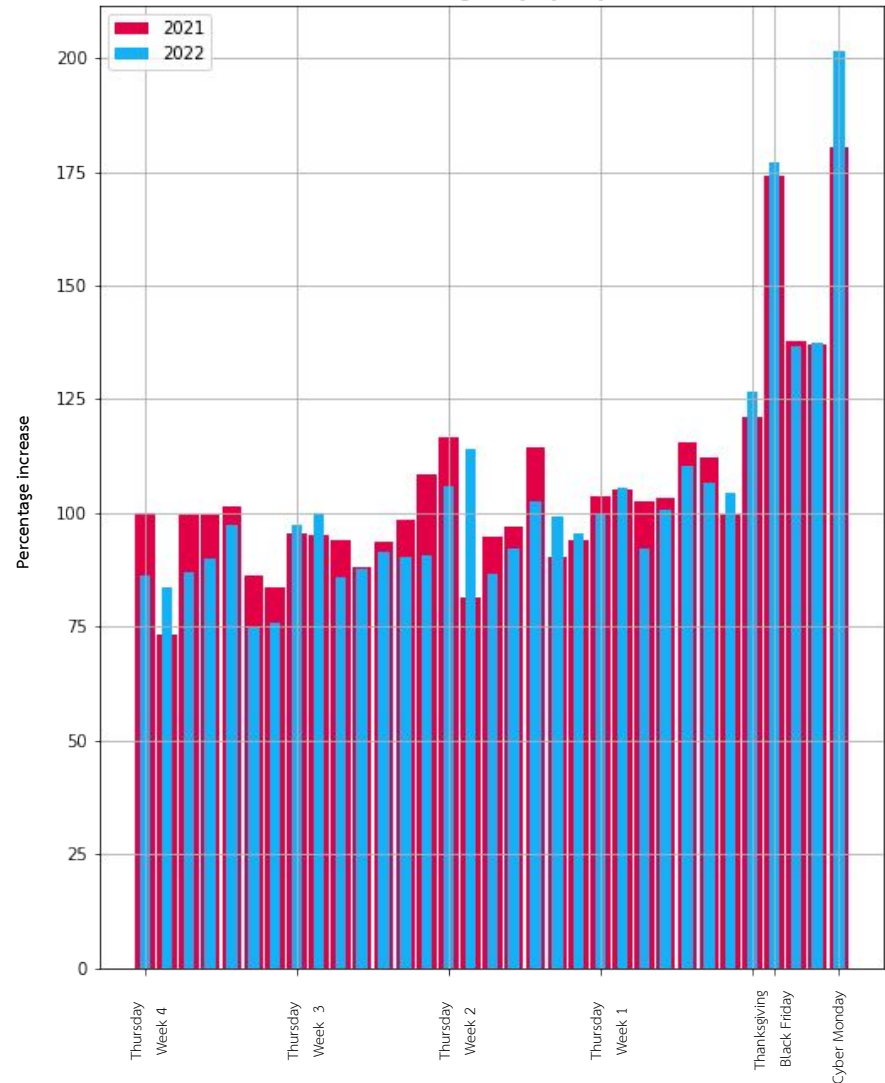
- Conversion rates were five percentage points higher on Black Friday 2022 than on the same day in 2021.
- Doubling from the start of the analysis period, conversion rates on Cyber Monday were the highest for the entire analysis period and 20 percentage points higher than in 2021.



Cyber Week head-to-head:

Cyber Week 2022 passed 2021's conversion rate by 3%

Home and Garden
Conversion rate: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Commissions

More transactions with higher basket value resulted in more commissions for publishers. Earnings rose by 18% between the 2021 and 2022 analysis periods. The most lucrative days for publishers in 2022 were Black Friday and Cyber Monday – matching the same peak days in 2021.

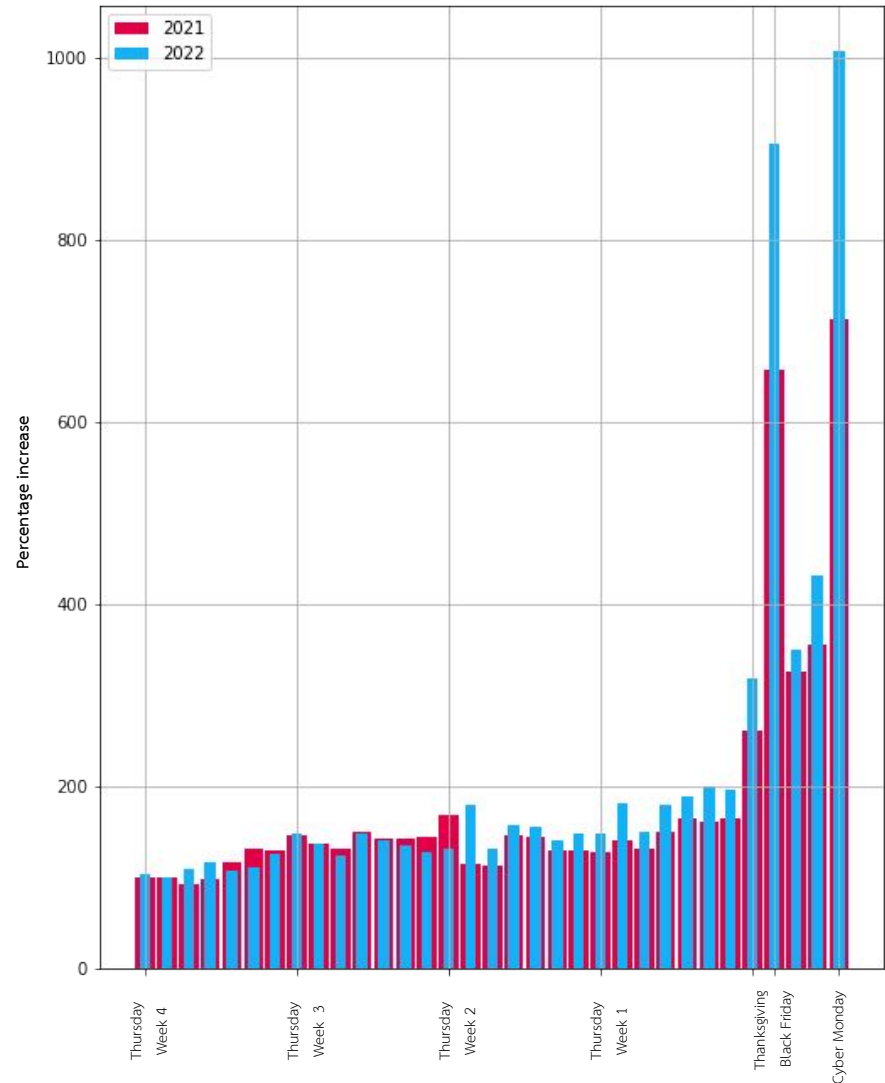
- During Cyber Week 2022, brands offered partners slightly higher commission rates than in 2021 to drive sales.
- Commission earnings on Black Friday 2022 were 250 percentage points higher than the year before – and 300 percentage points more than on Cyber Monday 2021.



Cyber Week head-to-head:

Commissions jumped by 31% between Cyber Week 2021 and Cyber Week 2022

Home and Garden
Commissions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Revenue

In 2022, brands boosted revenue by increasing transactions and encouraging larger consumer AOVs. Over the analysis period, brand revenue rose by 19% in 2022.

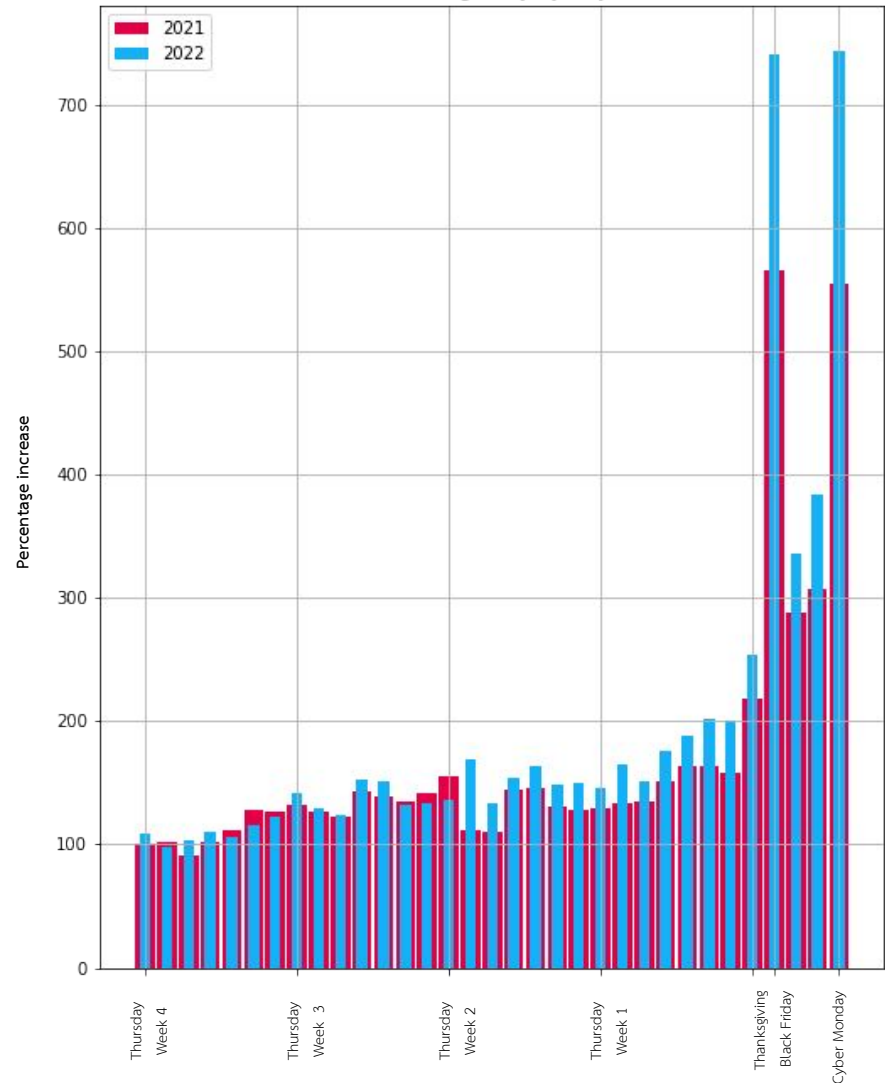
- Revenue expanded seven times on Black Friday and Cyber Monday 2022 compared to the start of the analysis period.
- Black Friday 2022 revenue was 175 percentage points higher than in 2021, while Cyber Monday rose 200 percentage points.



Cyber Week head-to-head:

Following a similar trend to commission earnings, brand revenue rose by 29% between Cyber Week 2021 and Cyber Week 2022

Home and Garden
Revenue: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

5

Sports, Outdoor, and Fitness

The **Sports, Outdoor, and Fitness** sub-vertical have recently experienced major transformations. Technology and online connections have played a huge role with virtual classes, innovative products, and platforms like Peloton.

Fitness influencers build massive and highly engaged audiences on social media platforms and direct consumers to specific brands, apps, and workout trends.

Tracking this sub-vertical is vital for strategists following potential marketing opportunities and trends.

For this sub-vertical across the analysis periods, most 2022 numbers fell short of 2021's benchmarks. AOV is the only positive change in 2022: passing the same timeframe in 2021 by 2%. As these metrics significantly affect each other, it's simple to see how falling conversions could negatively impact commissions or brand revenue.



Clicks

Clicks declined by 8% during the 2022 analysis period. Similarly to 2021, click volumes rose in the weeks leading up to Thanksgiving and Cyber Week as bargain hunting and price comparisons increased.

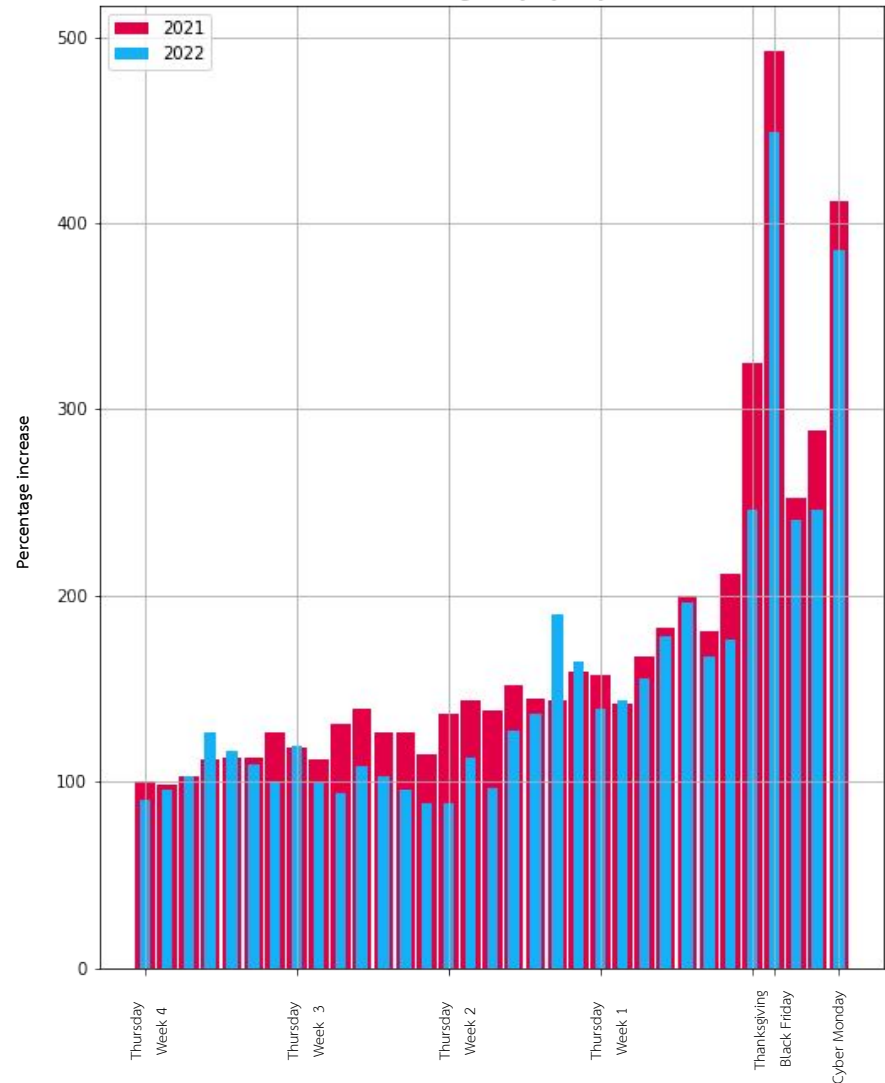
- Black Friday 2022 set the highest click volumes for the 2022 analysis period, increasing 4.5 times from the analysis start point (as well as four times on Cyber Monday).
- Click volumes were around 40 percentage points less on Black Friday 2022 and 20 percentage points lower on Cyber Monday than in 2021.



Cyber Week head-to-head:

Clicks dropped by 11% between Cyber Week 2021 and 2022

Sports, Outdoor and Fitness
Clicks: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Transactions

In the 2022 analysis period, transactions performed the best on Black Friday. Unfortunately, transactions decreased by 15% overall compared to 2021.

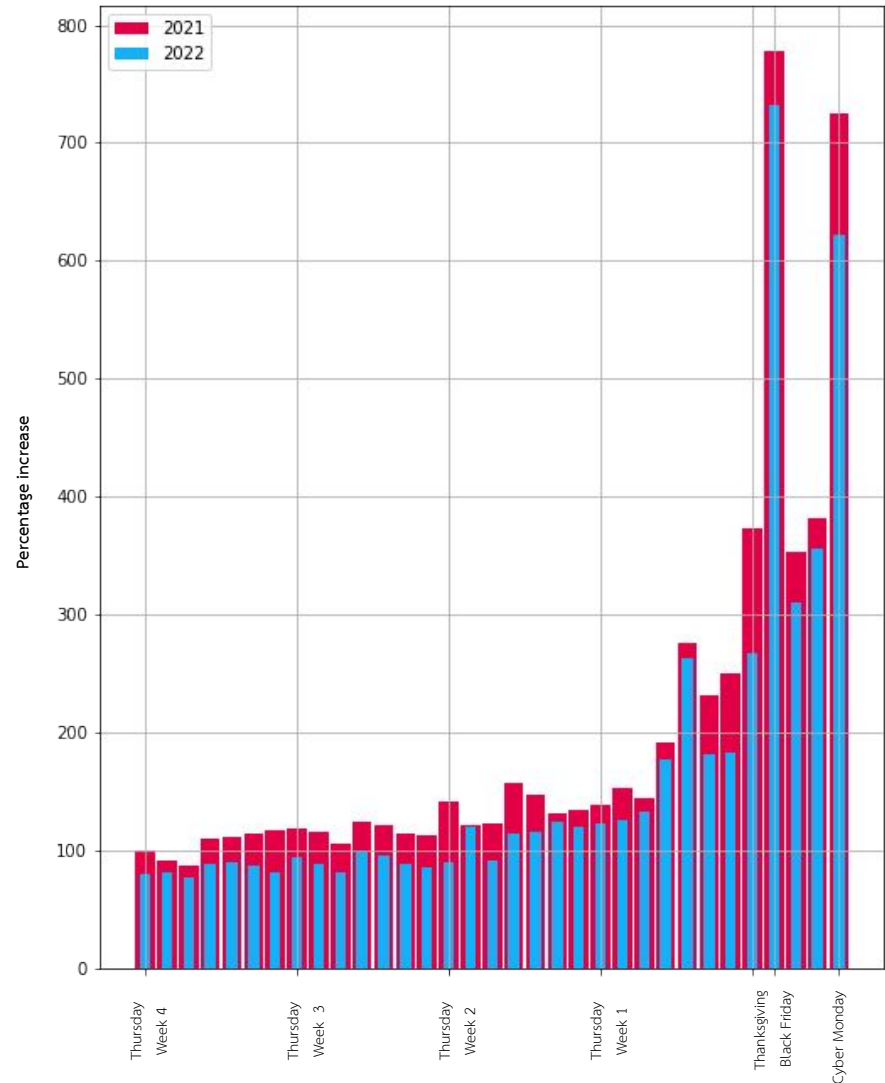
- Most sales went through on Black Friday 2022, increasing seven times from the analysis start point. Transactions on Black Friday 2022 decreased by approximately 40 percentage points.
- Transactions increased by just over six times on Cyber Monday in 2022 compared to the start of the analysis.



Cyber Week head-to-head:

Cyber Week 2022 fell 13% short of the same timeframe in 2021

Sports, Outdoor and Fitness
Transactions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Conversion rate

During the 2022 timeframe, fewer clicks and conversions led to a lower conversion rate – possibly affected by a dip in consumer purchase intent for this sub-vertical. Overall, conversion rates reached the highest in 2022 on Black Friday and Cyber Monday.

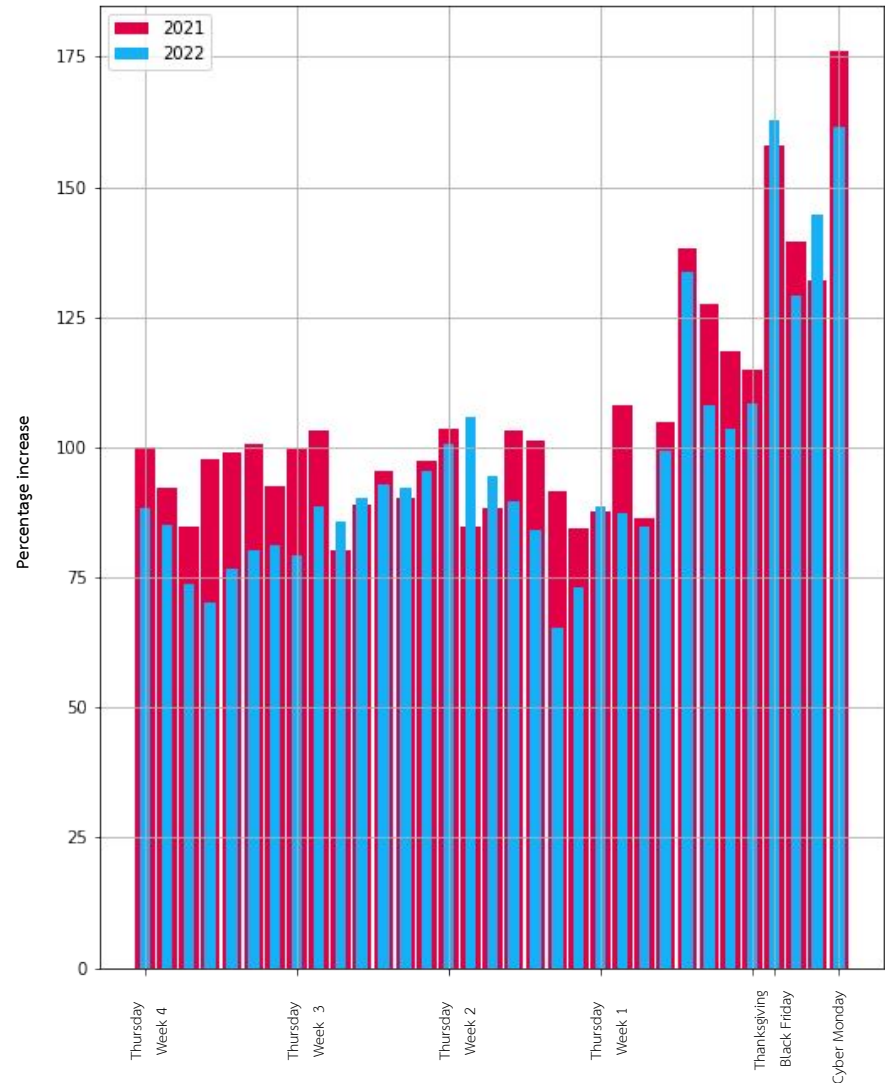
- Conversion rates rose by approximately five percentage points on Black Friday 2022 compared to 2021.
- Cyber Monday 2022 saw conversion rates decrease by 15 percentage points compared to Cyber Monday 2021.



Cyber Week head-to-head:

Comparing Cyber Weeks across 2021 and 2022, conversion rates fell by 2%

Sports, Outdoor and Fitness
Conversion rate: 2021 vs. 2022
Percentage change day-by-day



Commissions

While publisher commission earnings rose gradually throughout the four-week analysis period up to Thanksgiving, Cyber Week 2022 failed to surpass 2021's numbers. With clicks and conversion rates dropping in 2022, partners missed out on some opportunities to earn more commission.

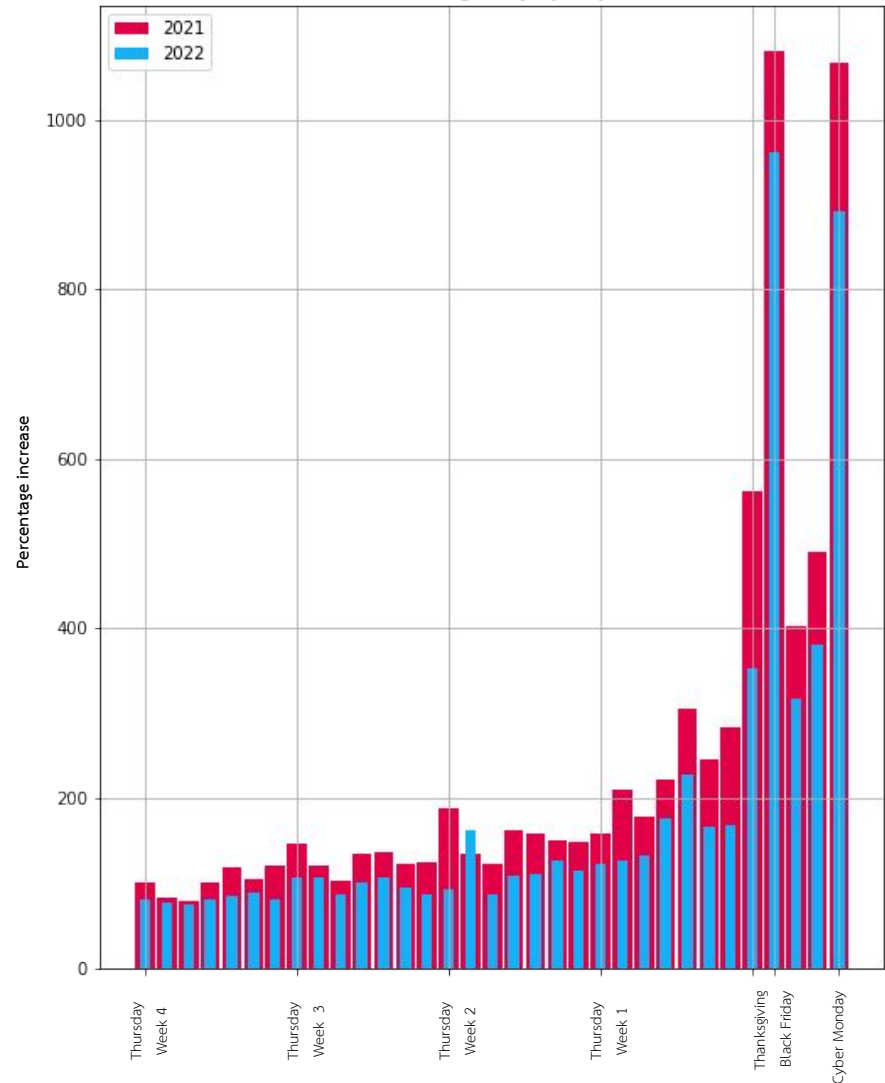
- Commission earnings spiked for 2022 on Black Friday. Partner commissions were over 100 percentage points less than in 2021.
- On Cyber Monday, commission earnings rocketed up as well. Earnings on the day were more than 150 percentage points less than in 2021.



Cyber Week head-to-head:

Commissions fell by 21% between Cyber Week 2021 and Cyber Week 2022

Sports, Outdoor and Fitness
Commissions: 2021 vs. 2022
Percentage change day-by-day



Date relative to Thanksgiving

Revenue

Brand revenue was 14% less during the 2022 analysis period than in 2021 – even with a higher AOV. These results could be due to the lower conversion rate leading to fewer transactions overall.

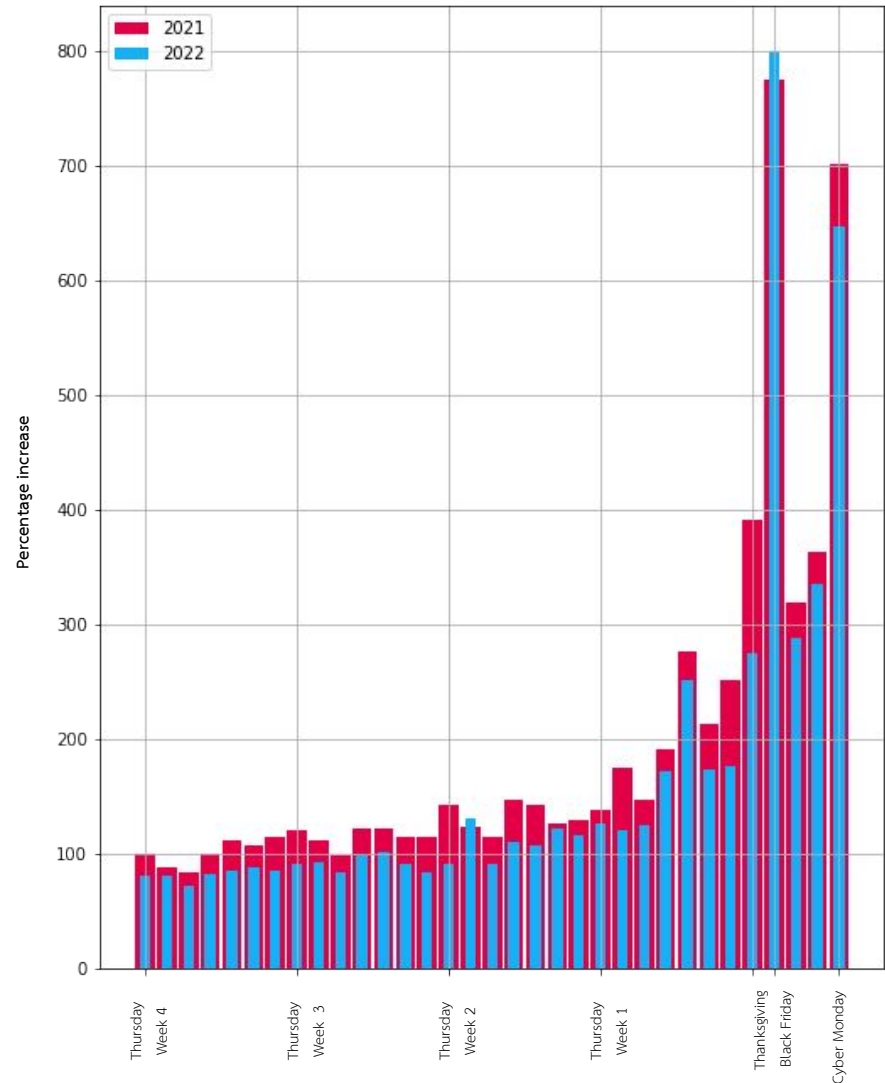
- Black Friday 2022 was the most lucrative day for brand revenue – 20 percentage points higher than the same timeframe in 2021.
- Brand revenue rose by 6.5 times from the start of the analysis period on Cyber Monday – around 50 percentage points less than Cyber Monday 2021.



Cyber Week head-to-head:

Cyber Week 2022 revenue was 10% short of Cyber Week numbers the year before

Sports, Outdoor and Fitness
 Revenue: 2021 vs. 2022
 Percentage change day-by-day



Date relative to Thanksgiving

Using benchmarks as a springboard for success

Many brands and marketers plan months in anticipation of Cyber Week. Shoppers also budget to splurge during the shopping season, with an estimated [\\$200 billion](#) spent during the last two months of 2022 alone. Brands must analyze key data and strategize authentic, new ways to connect with consumers. Otherwise, messaging will get lost in a competitive sea.

By analyzing the same periods between 2021 and 2022, impact.com's data scientists drew direct comparisons across varying verticals and industries. Over the last few years, global events, technological leaps, and social changes have forced many brands and strategists to abandon or rework marketing plans from the ground up.

With the data in this report, companies, affiliates, publishers, and content creators can better understand the trajectory of ecommerce and how to make the most out of upcoming shopping seasons.