



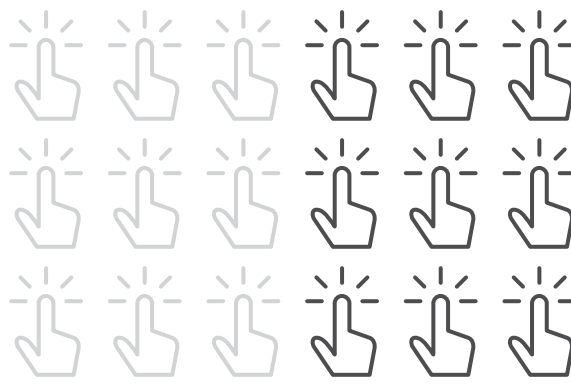
Black Friday eCommerce Email Insights

November 2019 vs 2021

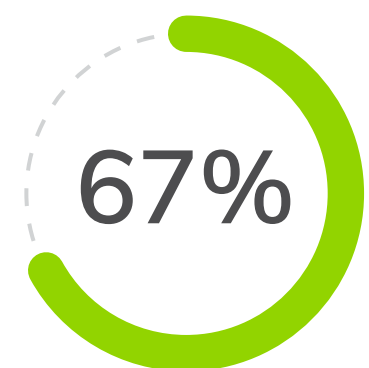
Total send volumes increased by



Unique clicks doubled



Webmail open rates increased by

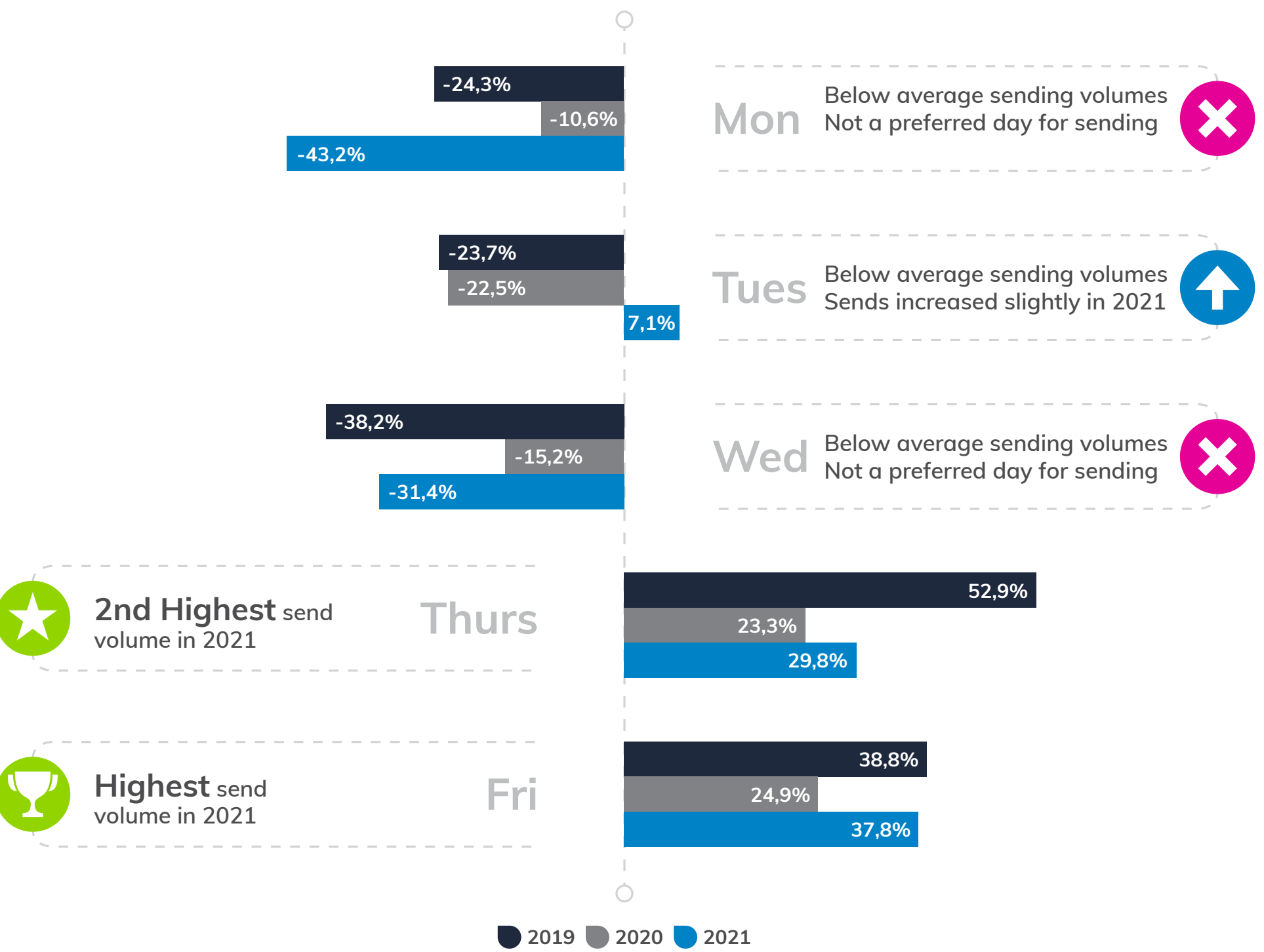


The Weekdays Before Black Friday

Send Volumes

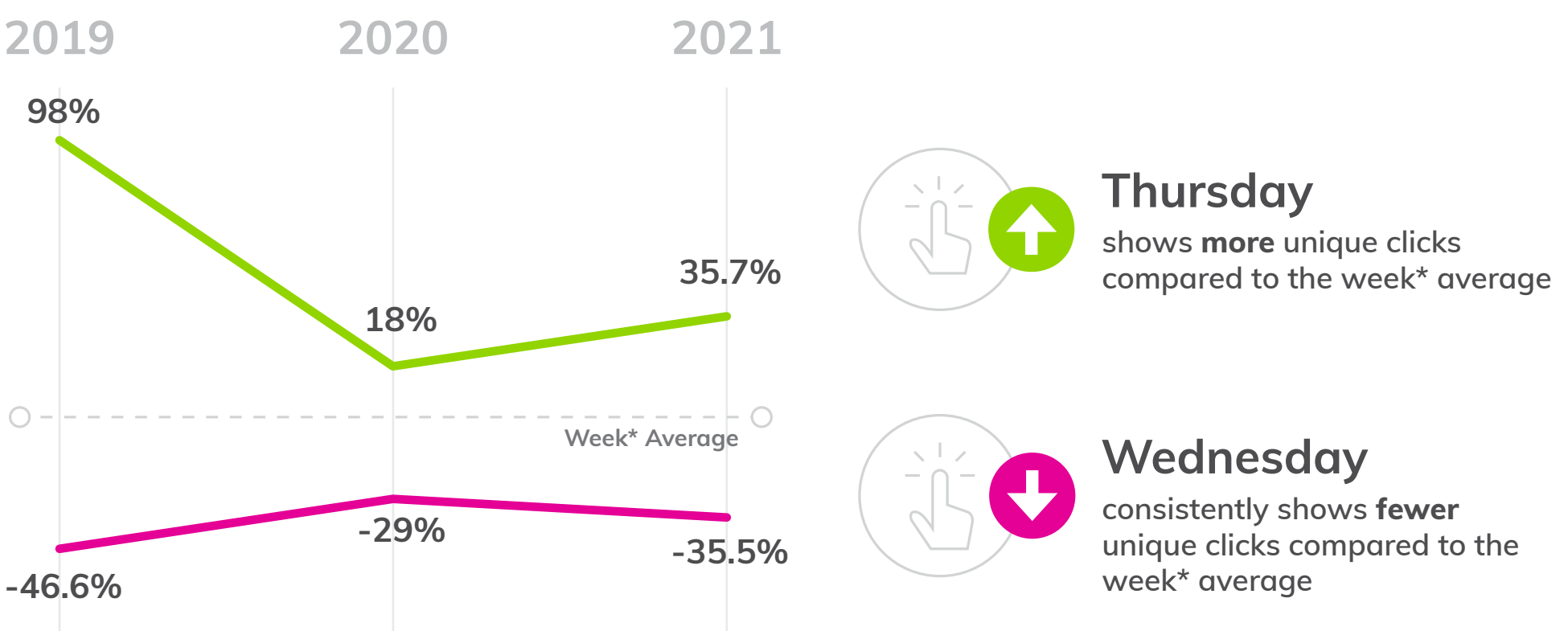
Increased by an average of **23.6%** on all weekdays since 2019

Week* Average



Unique Clicks

Increased by an average of **109%** on all weekdays since 2019



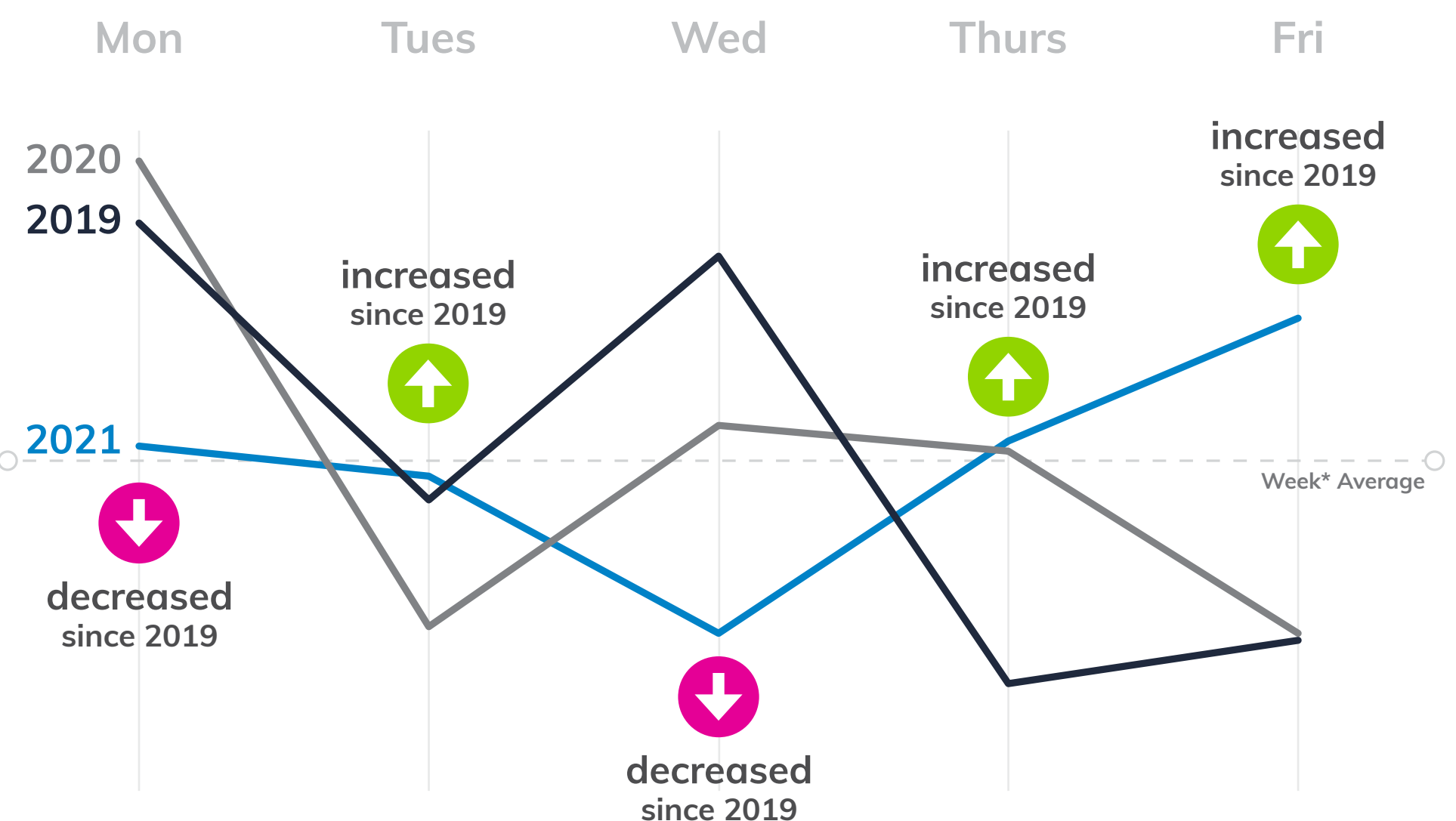
Webmail Open Rates

Increased by an average of **79.2%** on all weekdays since 2019

Black Friday wins with the largest increase of



Wednesday saw the smallest increase of



*The averages for the business days leading up to Black Friday, including Black Friday itself.

This infographic was created using data from over 150 million ecommerce emails sent in the months of November 2019, 2020, and 2021.