

# BFCM 2024: Searchspring By The Numbers



## Intro

Black Friday and Cyber Monday 2024 were record-breaking events for ecommerce, with Searchspring playing a pivotal role in delivering seamless, personalized shopping experiences.

Our platform processed over 11 billion search requests in November, a 55% increase year-over-year, while maintaining 100% uptime throughout the busiest shopping days of the year. This report highlights key trends, performance metrics, and insights for merchants looking to optimize for 2025.

## Searchspring BFCM 2024 Trends

- **11 Billion Search Requests in November:** A 55% YoY increase, with 2.6 billion requests processed during BFCM, highlighting search's growing importance in the customer journey.
- **1.75M searches per minute:** Record-breaking performance on Black Friday with peak demand hitting 1.75 million requests per minute on Black Friday.
- **100% Uptime:** Merchants captured every sales opportunity without interruption, ensuring they never missed a moment of peak demand.
- **Mobile led 68% of traffic and 65% of orders:** Mobile use dominated BFCM shopping, although with a lower AOV: mobile AOV (\$121) trails desktop (\$140), offering a prime opportunity for upselling.
- **Personalization Boosts Sales:** AI-driven tools, including predictive bundling and tailored recommendations, helps to drive higher AOV and enhance cross-selling opportunities.
- **57% Beyond Black Friday:** More than half of BFCM search requests came from the days surrounding Black Friday, highlighting the growing importance of prolonged promotions.

**Total Queries**  
(Billions)



This graph highlights the steady growth in Searchspring's search volume from November 2019 to November 2024. From an initial steady level of searches of just over 1B in 2019 and 2020, the platform saw significant growth, particularly after 2021, driven by increased adoption and demand.

By mid-2024, search volume consistently surpassed 7.5 billion, with a peak of 11 billion in November 2024. This upward trend underscores the growing reliance on Searchspring's platform to handle larger volumes and more complex search needs, reflecting its expanding role in powering ecommerce success.

## Merchants using Searchspring's Intelligent Reach solutions also saw significant gains:

- **Revenue Growth:** Average revenue increased by 7.6% across campaigns.
- **Keyword Optimization:** Tailored keyword strategies drove visibility and notable CTR improvements.
- **Incremental Gains:** Campaigns delivered short-term revenue boosts averaging \$12,000 each.
- **Across multiple categories:** additional clients saw strong uplifts in impressions, clicks, and revenue through targeted experimentation focused on seasonal promotions.

These results demonstrate the power of strategic optimization and tailored experimentation, driving significant sales growth for our Intelligent Reach clients during BFCM 2024.

## Key Trends in Customer Behavior

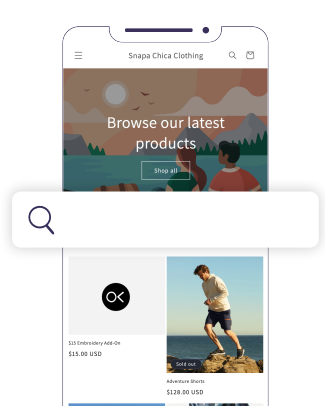
**Mobile-First Commerce:** Customers continue to favor mobile for browsing and purchasing. Merchants must prioritize mobile-first strategies to meet these expectations, focusing on fast page loads, easy navigation, and tailored recommendations.

**Search as a Conversion Tool:** Consumers rely on search to find specific products and explore new ones. Zero-result searches lead to abandonment, highlighting the need for precise, relevant search results to maximize conversions.

**Personalization is Expected:** Shoppers expect dynamic, personalized experiences. AI-powered tools that predict needs, suggest items, and bundle products are no longer a luxury but a necessity.

**Pre- and Post-BFCM Shopping:** Consumers are increasingly spreading their shopping across the holiday season. Prolonged promotions are key to capturing the early and late shopper, ensuring engagement throughout the entire season.

## Merchant Trends and Recommendations



**1. Mobile Optimization:** With mobile dominating both traffic and orders, merchants should focus on:

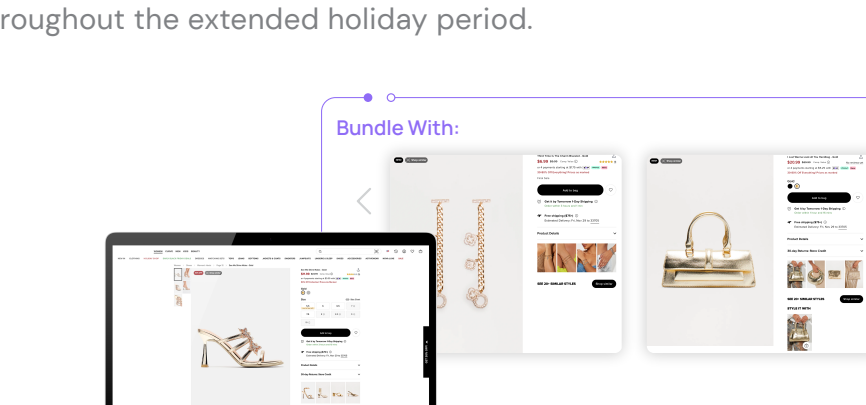
- Streamlined mobile checkout processes to reduce cart abandonment.
- Enhanced mobile search features like autocomplete and visual search to improve user experience.
- Responsive product bundling to increase AOV and drive sales.

**2. AI-Driven Search and Personalization:** Invest in AI-powered search solutions to ensure relevant, tailored search results and minimize abandonment due to irrelevant results.

**3. Scalable Infrastructure for Peak Demand:** Ensure systems can handle high-traffic events without compromising speed or performance. Zero downtime is crucial to maintaining merchant sales opportunities during peak periods.

**4. Extended Holiday Campaigns:** Focus on prolonged promotions and use retargeting campaigns to keep customers engaged throughout the extended holiday period.

**5. AI-Driven Product Bundling:** Leverage AI for predictive bundling to drive cross-sell and upsell opportunities, enhancing the shopping experience and increasing average order value.



## What's Next in 2025

As we look ahead to 2025, Searchspring's roadmap focuses on delivering even more powerful tools to meet the evolving expectations of merchants and shoppers:

**Generative AI & Predictive Analytics:** Integration of Generative AI and advanced machine learning will provide hyper-personalized recommendations, NLP-powered search, and actionable insights for improved customer engagement.

**Enhanced Integrations:** Expansion of the Intelligent Connector Hub will allow merchants to integrate seamlessly with platforms like TikTok Shops, as well as multi-language support to cater to global markets.

**AI-Driven Product Bundling:** Continued evolution of bundling features will enable merchants to create smarter, more relevant product combinations that cater to individual shopper needs.

**Global Reach Through Localization:** With expanding language support and localization features, Searchspring will empower merchants to reach and serve global markets more effectively.

## Conclusion

The BFCM 2024 season has highlighted crucial shifts in consumer behavior and merchant strategies. Mobile-first, AI-driven personalization, and scalable infrastructure are no longer optional—they are essential for success.

As we move into 2025, Searchspring is committed to providing the tools and support merchants need to stay ahead of these trends and thrive in an ever-evolving ecommerce landscape.