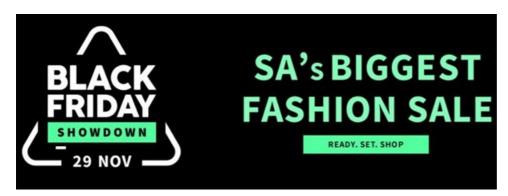
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Superbalist tallies close to 20,000 orders by 7am on Black Friday

By 7am on Black Friday morning, Superbalist had already received nearly 20,000 orders, according to a statement from the online fashion retailer.



Co-CEOs Claude Hanan and Luke Jedeikin said that at 1 minute past midnight, there were 16,000 shoppers on-site. By 12:30am, this rose to 21,000.

Jedeikin adds, "Watching in real-time is a phenomenal experience. Mobile growth, in particular, has been huge at around 83% of revenue. The Superbalist team works really hard behind the scenes to ensure our shoppers have the best, most convenient experience. We use our data-led approach to ensure there's a huge selection of all the items we know our shoppers are searching for."

This Black Friday, Superbalist has up to 70% off more than 15,000 products across its site. In the lead up to Black Friday, the retailer introduced shoppers to Black Friday Spoilers – sales on select days throughout November featuring deals that "would not be beaten" on Black Friday. These proved extremely popular.

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Meltwater reviews SA social media sentiment towards Black Friday 26 Nov 2019

Jedeikin says, "Now that 2019 Black Friday has taken top podium position, our 5th Spoiler Day (25 November) ranks number 3 in terms of most visits to the site!"

The Superbalist Showdown will continue until midnight on Tuesday 3 December 2019.

For more, visit: https://www.bizcommunity.com