

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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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.

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