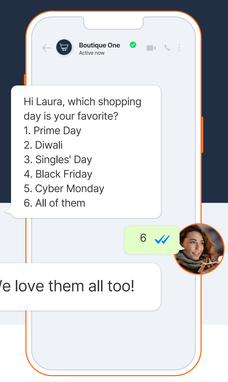
infobip

Shopping Season Messaging Trends

We analyzed over **6 billion interactions** that took place on our platform during the biggest shopping days of the year.

Here's what we found:



[25 November]

Black Friday messaging

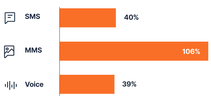
Global

2.36bn
interactions

48%
more interactions vs average Friday in November

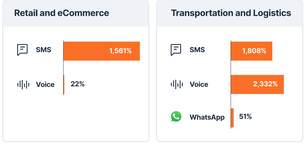
Top channels for Black Friday messaging

North America (2021 vs 2022)



Black Friday channel interactions

North America (2021 vs 2022)



[28 November]

Cyber Monday messaging

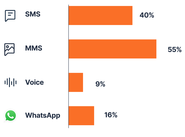
Global

2.12bn
interactions

37%
more interactions vs average Monday in November

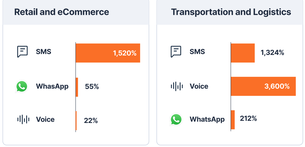
Top channels for Cyber Monday messaging

North America (2021 vs 2022)



Cyber Monday channel interactions

North America (2021 vs 2022)



[24 October]

Diwali messaging

India

WhatsApp

Top channel

40% more WhatsApp interactions in 2022

17%
increase (2021 vs 2022)

300m+
interactions

3%
increase vs average day in October

[11 November]

Singles' Day messaging

APAC

Viber

Top channel

365% more Viber interactions in 2022

21%
increase (2021 vs 2022)

70m+
interactions

46%
increase vs average day in November

[11-12 October]

Prime Day messaging

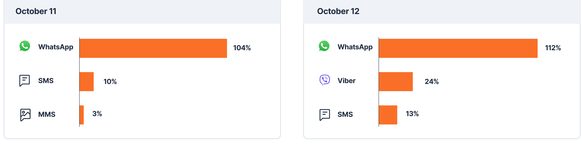
North America

600m+
interactions

11%
increase vs average day in October

Top channels for Prime Day messaging

North America (2021 vs 2022)



Want to discover more messaging trends?

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