

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549**

FORM 8-K

**CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **November 28, 2022**

BigCommerce Holdings, Inc.

(Exact name of registrant as specified in charter)

Delaware
(State or Other Jurisdiction of
Incorporation)

001-39423
(Commission File Number)

46-2707656
(I.R.S. Employer Identification
Number)

**11305 Four Points Drive
Building II, Third Floor
Austin, Texas 78726**
(Address of principal executive offices, including zip code)

(512) 865-4500
(Registrant's telephone number, including area code)

Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Series 1 Common Stock, \$ 0.0001 par value per share	BIGC	The Nasdaq Global Market

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01 Other Events.

On November 28, 2022, BigCommerce Holdings, Inc. (the “Company”) issued a press release.

The press release issued November 28, 2022, is furnished herewith as Exhibit 99.1. The information in this Item 8.01, including Exhibit 99.1, is being furnished and shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liability of that Section, nor shall such information be deemed to be incorporated by reference in any registration statement or other document filed under the Securities Act of 1933 or the Securities Exchange Act of 1934, except as otherwise stated in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibit.

Exhibit No.	Description
99.1	Press Release issued by BigCommerce Holdings, Inc. dated November 28, 2022.
104	Cover page interactive data file (embedded within the inline XBRL document).

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BigCommerce Holdings, Inc.

Date: November 28, 2022

By: /s/ Robert Alvarez
Robert Alvarez, Chief Financial Officer

BigCommerce Merchants See 31% GMV Increase on Black Friday, Outpacing Broader Retail Industry

The first two days of Cyber Week were as busy and successful as ever for BigCommerce merchants, despite retailers starting holiday promotions earlier

AUSTIN, Texas — November 28, 2022 — BigCommerce (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established B2C and B2B brands, today reported its merchants experienced significant increases in sales on Thanksgiving Day and Black Friday compared to last year and outpaced overall retail performance during the critical start of Cyber Week.

On Black Friday, BigCommerce merchant gross merchandise value (GMV) increased 31%, bolstered by a 25% increase in total orders and a 4.5% increase in AOV, compared to Black Friday 2021. Overall U.S. sales on Black Friday were up 1.4% over 2021, according to Adobe Analytics.

On Thanksgiving, GMV for BigCommerce stores was up 23% with total orders increasing 22% compared to Thanksgiving 2021. The average order value (AOV) was nearly 1% higher over last year. More broadly, U.S. sales on Thanksgiving were up 2.9% year-over-year, according to Adobe Analytics, setting a record of \$5.3 billion. Globally, Thanksgiving sales increased 1% to \$31 billion, according to data from Salesforce.

The National Retail Federation (NRF) projects U.S. holiday sales to grow 6-8% year-over-year, compared to the 13.5% growth seen in 2021.

“Given the soft global economy, this year’s peak holiday sales week is more important than ever. With a year-over-year sales increase of 31% on Black Friday and 23% on Thanksgiving, BigCommerce merchants grew significantly faster than overall ecommerce,” said Brent Bellm, chief executive officer at BigCommerce. “Our merchants sell more by taking advantage of BigCommerce’s industry-leading capabilities in customer experience, multi-storefront expansion and omnichannel selling.”

The first two days of Cyber Week paint a clear picture of what many retailers suspected heading into this holiday season: the retail landscape has changed dramatically. BigCommerce merchants began seeing holiday purchase spikes in October, yet shoppers continued to look for major savings on the traditional big deal days over the U.S. Thanksgiving weekend. And while the holiday season now stretches longer, the traditional Cyber Week shopping days are busier than ever with holiday ecommerce sales still on the rise.

For more results and analysis, read the full report on the BigCommerce blog.

Methodology

BigCommerce’s holiday shopping data is based on a comparison of total platform sales that occurred between Nov. 25-26, 2021, and Nov. 24-25, 2022. It represents information from thousands of small, mid-sized and enterprise retailers selling on the BigCommerce platform. Unless otherwise noted, the data is global.

About BigCommerce

BigCommerce (Nasdaq: BIGC) is a leading open software-as-a-service (SaaS) ecommerce platform that empowers merchants of all sizes to build, innovate and grow their businesses online. BigCommerce provides merchants sophisticated enterprise-grade functionality, customization and performance with simplicity and ease-of-use. Tens of thousands of B2C and B2B companies across 150 countries and

numerous industries use BigCommerce to create beautiful, engaging online stores, including Ben & Jerry's, Molton Brown, S.C. Johnson, Skullcandy, Solo Stove, Ted Baker and Vodafone. Headquartered in Austin, BigCommerce has offices in London, Kyiv, San Francisco, and Sydney. For more information, please visit www.bigcommerce.com or follow us on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).

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Media Contact:

Brad Hem
pr@bigcommerce.com
