

**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): **December 1, 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 December 1, 2022, BigCommerce Holdings, Inc. (the “Company”) issued a press release.

The press release issued December 1, 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 December 1, 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: December 1, 2022

By: /s/ Robert Alvarez

Robert Alvarez, Chief Financial Officer

BigCommerce Merchants Set New Cyber Week Record with 32% Increase in GMV

2022 Cyber Week Trends Report finds ecommerce sales boomed for BigCommerce merchants, total orders increased 25% and alternative payment methods rose, as the platform marked 100% Cyber Week uptime for the ninth consecutive year

AUSTIN, Texas — December 1, 2022 — BigCommerce (Nasdaq: BIGC), a leading Open SaaS ecommerce platform for fast-growing and established B2C and B2B brands, today reported its merchants experienced another year of record sales during Cyber Week, hitting a 32% increase in gross merchandise value (GMV) over 2021 and exceeding what has been an overall successful five days for the retail industry.

“Because the days from Thanksgiving through Cyber Monday are so crucial to retailers’ success for the year, it’s exciting to see BigCommerce merchants hit new highs with a 32% annual GMV increase, while also benefiting from our platform achieving 100% uptime for the ninth year in a row,” said Brent Bellm, chief executive officer at BigCommerce. “Our platform’s openness and enterprise capabilities provide the competitive advantage merchants need to succeed around the world and across multiple sales channels.”

In addition to the increase in GMV, shoppers were more active from Thanksgiving to Cyber Monday this year with total orders up 25%.

2022 Cyber Week highlights:

- As expected Black Friday and Cyber Monday saw the biggest sales volumes for BigCommerce merchants during the five-day period with Cyber Monday GMV growing just over 32% compared to the same day last year. Black Friday GMV was up 31% over 2021.
 - The most active part of the day for BigCommerce merchants on Black Friday was 10 a.m. CT. On Cyber Monday, it was 12 p.m. CT.
 - Saturday, Nov. 26, and Sunday, Nov. 27, led with the biggest year-over-year increases with a 36% increase on Saturday and nearly a 35% increase on Sunday. Thanksgiving Day sales were up 23% over 2021.
 - For BigCommerce merchants, the percentage of sales on mobile devices shifted down about 3.5% in 2022 and accounted for 38% of total orders during Cyber Week. Sales on tablets were just 1% of total sales. Last year, mobile orders accounted for 42% of all Cyber Week orders for BigCommerce merchants. Out of that, only 1.3% of Cyber Week 2021 orders were placed using a tablet.
 - Across the board, social platforms had their biggest day on Black Friday, with TikTok, Instagram and Facebook all recording the most sales on the day. Surprisingly, the next biggest day for TikTok and Instagram wasn’t Cyber Monday, but instead Saturday.
 - The category with the largest year-over-year growth in GMV during Cyber Week 2022 was luggage with a 74% increase. Next, was fashion and apparel with a 66% increase. Rounding out the top three with a 64% increase in GMV year-over-year was travel.
 - Flexible payment options also proved important this year. Buy now, pay later (BNPL) usage increased 8% over last year among BigCommerce users in October. When it came to Cyber Week, that trend exploded. BNPL usage was up 25% for the week, suggesting that the
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consumers have grown more comfortable with deferring payments on gift purchases.

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 September 1 through November 29, 2021 and September 1 through November 28, 2022, while Cyber Week data is based on a comparison between November 25-29, 2021 and November 24-28, 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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