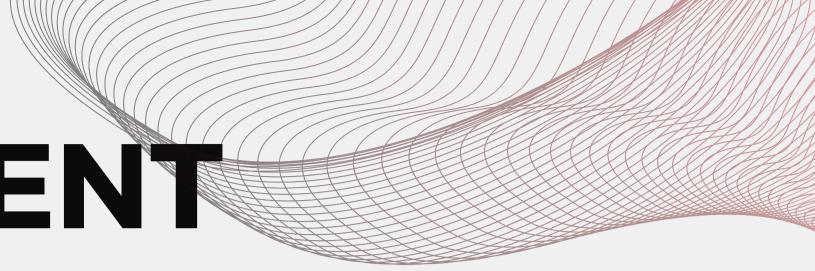


## PRIME BIG DEAL **DAYS 2023 RECAP & FEATURE** HIGHLIGHTS

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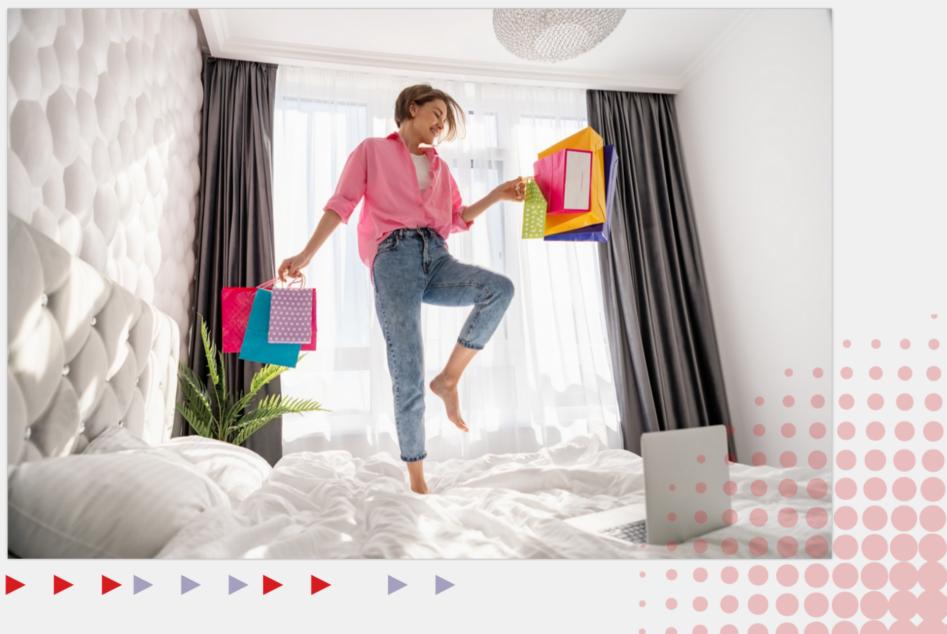




### TABLE OF CONTENT

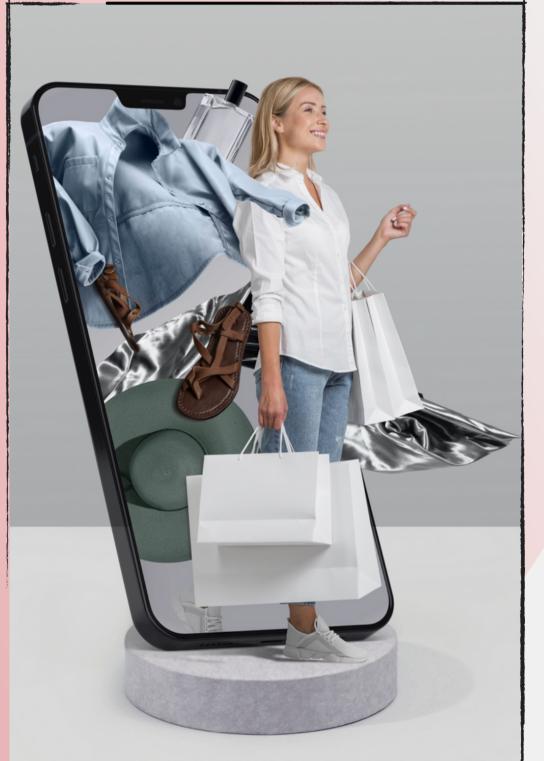
This Prime Big Deal Days 2023 Early Data Comprehensive Report aims to provide you with a snapshot of the most intriguing trends, insights, and highlights from this highly anticipated event.

- Prime Big Deal Days Official Results
- New Features
- BellaVix Internal Early Data
- BellaVix Success Story





### MORE THAN 25 MILLION ITEMS SOLD



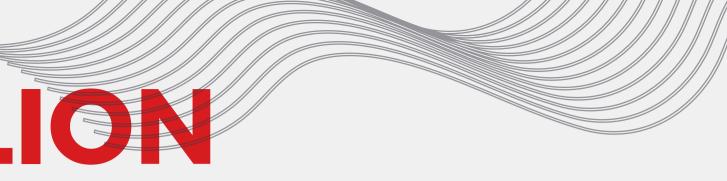
Amazon Prime Big Deal Days event on October 10th sold more than **25 million** items with **Same-day or Next-day delivery**.

Amazon Prime members **saved over \$1 billion** in millions of deals across the Amazon store.

Prime members ordered more than **150 million items** from <u>independent sellers in Amazon's stores</u>, most of which are small and medium-sized businesses.

The top-selling items during Prime Big Deal Days were a mix of practical and entertainment products. Premier Protein Shakes, Amazon-branded batteries, and Amazon FireTV Sticks flew off the virtual shelves, showing that customers were looking for a combination of health, convenience, and entertainment.

\*Source: Amazon Prime Big deal Days 2023 Stats



# **45% OF SHOPPERS WERE ANTICIPATING THE DEALS**

Six in 10 items were sold for **under \$20**, while 4% of items were priced over \$100, catering to those looking for more high-end purchases. The average spend per item during this event was **\$27.90**, suggesting that shoppers were able to find great bargains across a variety of products.

The survey conducted among Prime Big Deal Days shoppers revealed that **nearly half** (45%) of the surveyed shoppers mentioned that they had **purchased something they had been waiting to buy on sale**. Furthermore, **one in three** shoppers (32%) stated that they bought items **included in Prime Big Deals**, while **one in four** (25%) made purchases from **Lightning Deals**.



\*Source: Numerator.com

Numerator Prime Big Deal Days 2023 Survey

### PRODUCT TYPES

Which of the following did you purchase on Prime BDD?

25% Items included in Lightning Deals

32%

Items included in general Prime Big Deal Days deals

45%

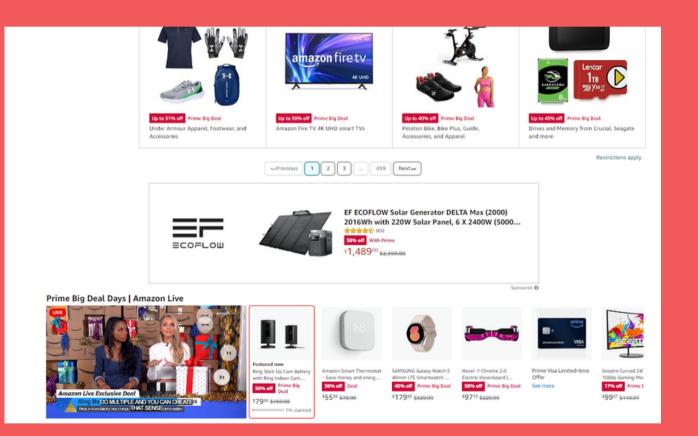
27%

Items I've been waiting to purchase on sale

Gifts for the upcoming holiday season

## NEW FEATURES

In the true Amazon sense, Prime Big Deal Days 2023 brought in some new features that made the shopping experience even more interesting. Here are some examples from the event.



Prime Big Deal Days Amazon Live section on the main page which enhanced customers' shopping experience, offering exclusive discounts and live content.



Prime Big Deal Days "claimed" bar section that highlights the product's popularity and the attractiveness of the deal it offers.



Up to 45% off Prime Big Deal Amazon Fire TV smart TVs



Echo with Disney and Star Wars Bundles





41% off Prime Big Deal Samsung Galaxy S7 FE Tablet



43% off Prime Big Deal Playskool Sit 'n Spin Classic





59% off Prime Big Deal GUND Baby Flora the Bunny Animated



57% off Prime Big Deal Tommy Hilfiger Men's Short Sleeve Cotton Pique Flag Polo in Regular Fit



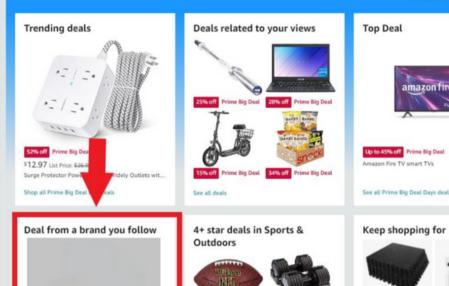


50% off Prime Big Deal Ring Stick Up Cam Battery with Ring Indoor Cam (2nd Gen)

## NEW FEATURES

### **Shop Prime Big Deal Days**





16% off Prime Big Deal \$28.49 (\$7.12 / Count) List Price: \$33.97

> The new badge, "New and Notable," addresses fashionistas and trend followers.

The Prime Exclusive Deal position in the Featured Offer section highlights the deal that the customer is receiving.

Brand awareness and following should be the focus in the next period by the selected prime position in the main Prime Deals page. Followers would have brand posts to share the deal information as well.

256GB

Style: Z Flip 5 Only

512GB

Roll over image to zoon

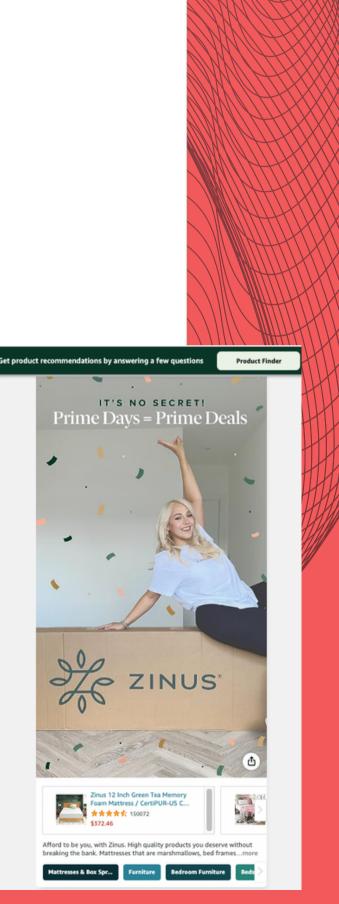
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Check PROFITS Open in Listing Builder \$87.50 (\$648.15 / ELO2) (Sav 30%) Ends in 1 day Prime Exclusive Deal As a Prime member, this deal is exclusively for you. /prime Same-Day FREE Returns ¥ FREE delivery Today 2 PM - 6 PM. Order within 2 hrs 29 mins O Deliver to Ivonne 27560 In Stock Quantity: 1 V Add to Cart Regular Price \$125.00 (\$925.93 / FL Oz) ✓prime Same-Day FREE delivery: Today Ships from: Amazon.co Sold by: Amazon.com Subscribe & Save: \$125.00 (\$925.93 / FL Oz) First delivery on Oct 10 Ships from: Amazon.c Sold by: Amazon.com Add to essentials Learn more about Your Essentials Add to List

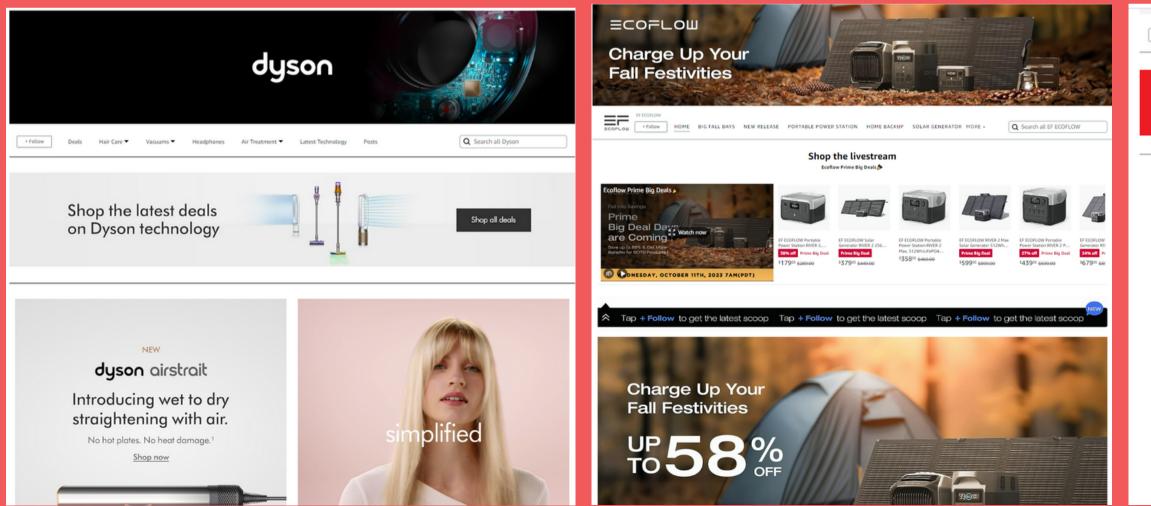
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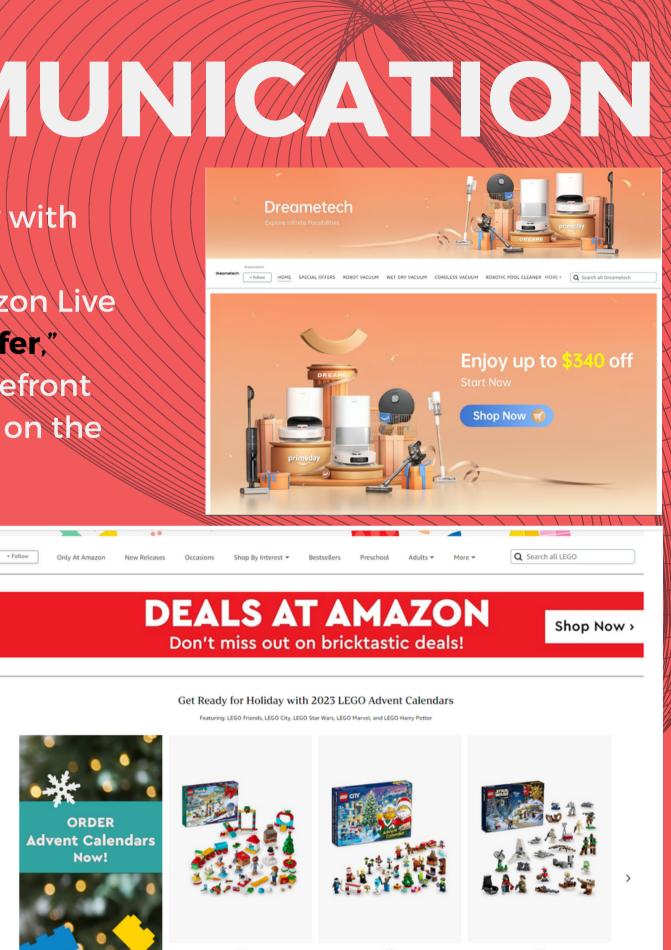


### STOREFRONT COMMUNICATION

For this event, brands have finally **accepted and "pushed"** the boundary with storefront deals communication.

The diversity of the examples with the usage of designed banners, Amazon Live streams, whity designs with CTAs like **"buy now**," **"Shop limited-time offer**," **"discounts**," **"save**, " and **"deals**" as one of the approved keywords in storefront communication. Also, the creativity in using the **Fearutre deals module** on the first main page of the storefront is more common than previously.





Star Wars 2023 Advent Calendar 75366 Christ.. \*\*\*\*\*\* 34 \$41.22 544.00

Add To Cart

\*\*\*\*\*1

Add To Cart

Add To Ca

### WHY OFF-AMAZON **COMMUNICATION?**

**Communicating with customers outside of Amazon can** provide added benefits to brand stability, loyalty, and client retention.

For example, #PrimeBigDealDays on TikTok has over 196M views. The variations of the #PrimeBigDealDays on Facebook and Instagram had more than 21,000 posts.

The role influences play in sharing brand products is becoming more and more significant, as shown in Amazon's lives and on Social media presence.

Deals on creator favorites

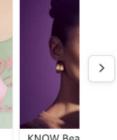






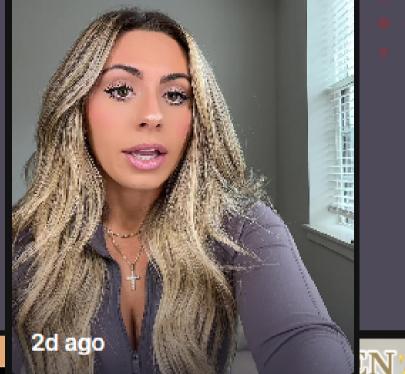






Betty Buzz by Blake Lively

AMAZON PRIME DAY DEALS WORTH YOUR MONEY



Don't forge Day or you' to miss

THESE DEALS ARE ONLY FOR this BEFOR 2 DAYS !! run dont walk to ...

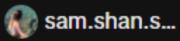
arianavitale

⊳ 613.2K

October 10-11 10 - 3

Don't miss out on Prime Big Deal Days aka Prime Day... Iwndeals ▷ 488.2K

1BH 2d ago Prime Big Day Deals are here! A good tine to get a head...

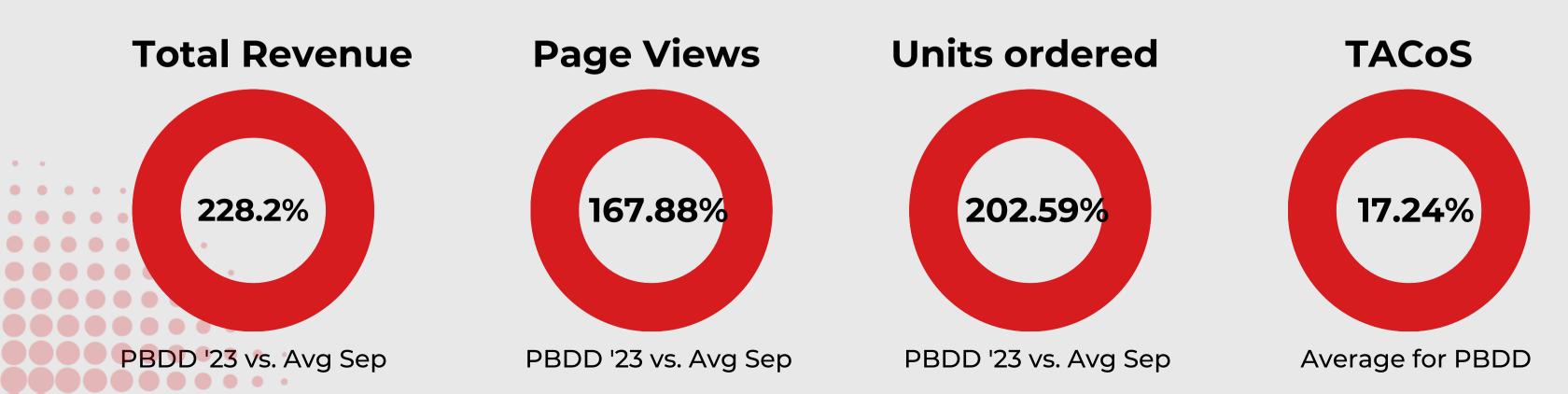


⊳ 440K

### **BELLAVIX INTERNAL DATA**

Prime Big Deal Days for BellaVix clients was well outperformed in comparison to September data. Thanks to careful preparation, our clients experienced an average increase of 228.21% in total revenue when compared to the September data.

In addition, we saw page views increase by 167.88%, conversion rate improve by 42.84%, a 21.26% increase in cost per click (CPC), and Units Ordered increased by 202.59%. The average TACoS was 17.24%.

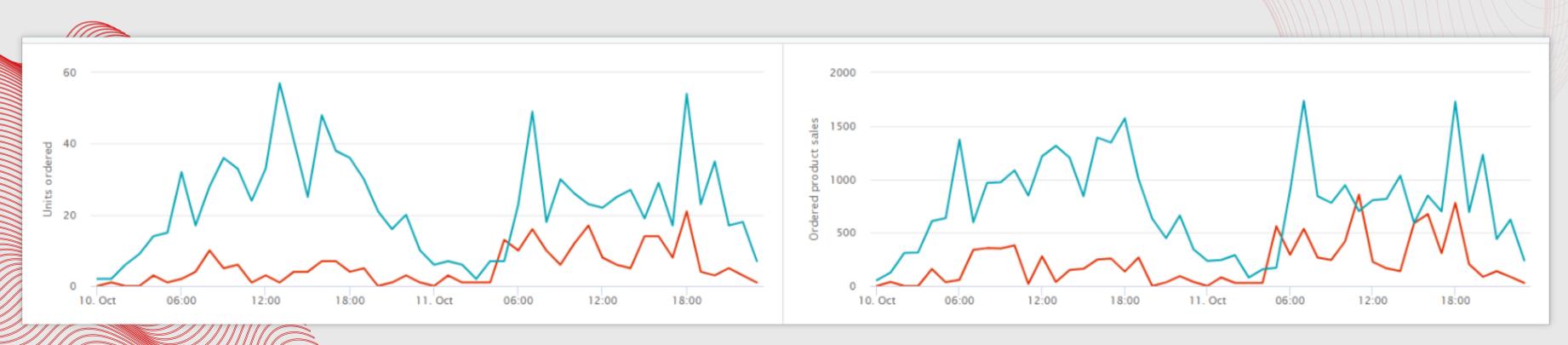


## **BELLAVIX SUCCESS STORY**

October Prime Big Deal Days 2023 was a huge success for our partners. It **outperformed** September significantly, kicking off the holiday season .

Looking at some specifics:

- Our sports and fitness brands saw, on average, a 260% increase in sales in the US and CA marketplaces.
- Our beauty and health brands saw, on average, a 200% increase in sales in the US and CA marketplace.
- Our home and garden brands saw, on average, a 150% increase in sales in the US and CA marketplace.



sales in the US and CA marketplaces. sales in the US and CA marketplace. ales in the US and CA marketplace.

# BELLAVIX SUCCESS STORY

What did we do right?

- We created promotions that worked. We analyzed each brand's previous promotion history, and based on the data, we created promotions that historically performed well.
  - We also tested different promotions that weren't incorporated previously.
  - The minimum discount we offered was 20%, and the highest discount offered was 35%
  - The majority of promotions we offered were **Prime Exclusive Discounts and Coupons**.
- We ensured each brand had a well-structured Deals Page and set up necessary campaigns to drive traffic to that Page.
- We allocated an advertising budget specifically for these two days.
- We encouraged our partners to share on their social media and used attribution links to track that traffic and get a 10% fee discount for every sale made from off-Amazon traffic.

## BELLAVIX SUCCESS STORY

- The main and most important thing was that we started preparing for Fall Prime right after July's Prime.
  - We ensured each of the listings had enough stock
  - We gave the partners enough time to review and approve promotions
  - We set up promotions early on to ensure we'd address any potential issues on time.
  - We created a **Deal's Page that spoke to our audience** and **submitted it early** on to ensure it would be live on time.
  - We built an advertising strategy around this period and shared it with our partners for approval to ensure we are on the same page.
  - Social Media Posts examples were shared early on, so our partners had enough time to create those assets and share them on their socials.

Have you been feeling like you haven't been making the most out of these huge Amazon events? We can help you figure out low-hanging fruits that will make a tremendous impact on your sales and overall brand growth. You can reach our expert here.

# **Beliavix** We build brands on Amazon

If you are **interested in** learning more we are happy to provide additional references and content. We enjoy challenges and **new opportunities to learn & grow.** We look forward to working together.

hello@bellavix.com www.bellavix.com

