

BV BellaVix

PRIME BIG DEAL DAYS 2023

RECAP & FEATURE HIGHLIGHTS

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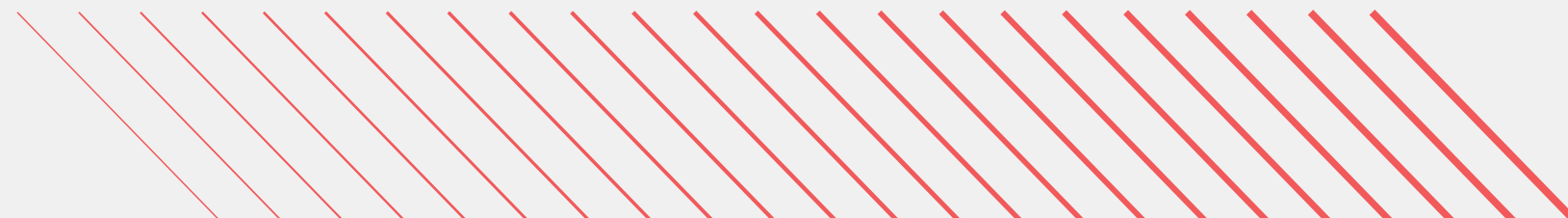


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MORE THAN **25 MILLION** ITEMS **SOLD**



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 independent sellers in Amazon's stores, most of which are small and medium-sized businesses.

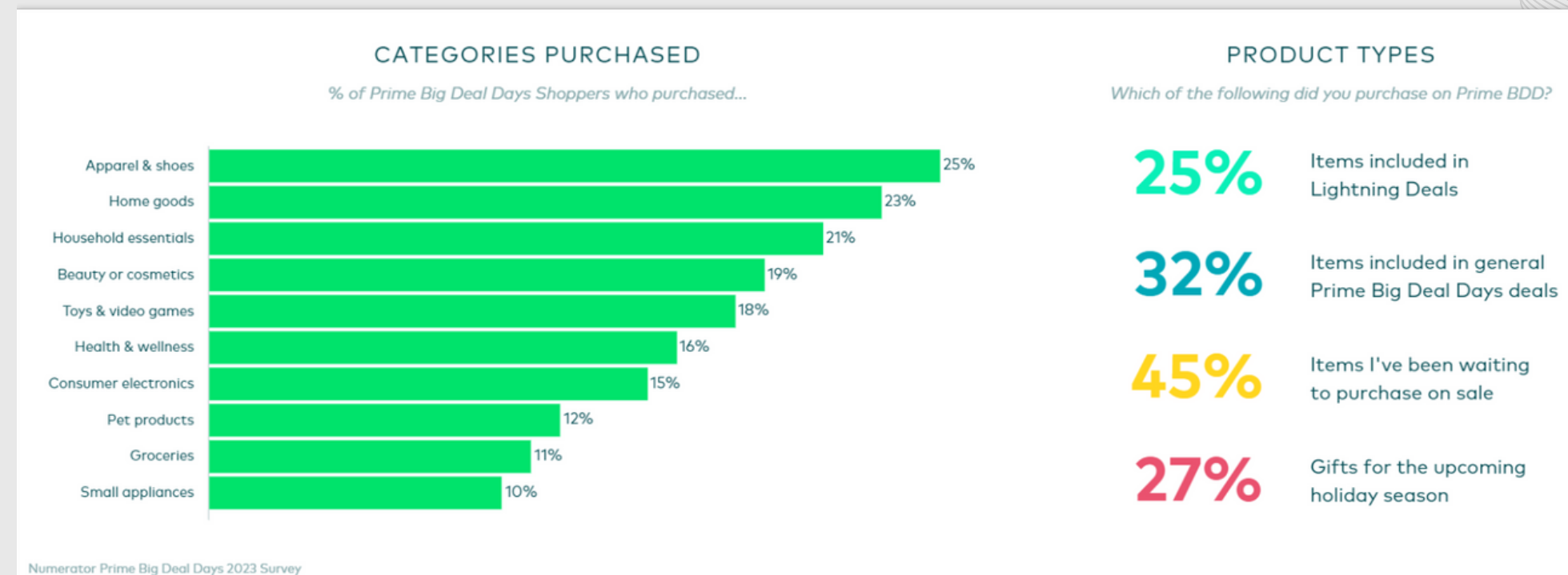
The top-selling items during Prime Big Deal Days were a mix of practical and entertainment products. Premier Protein Shakes, Amazon-branded batteries, and Amazon FireTV Sticks flew off the virtual shelves, showing that customers were looking for a combination of health, convenience, and entertainment.

***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.

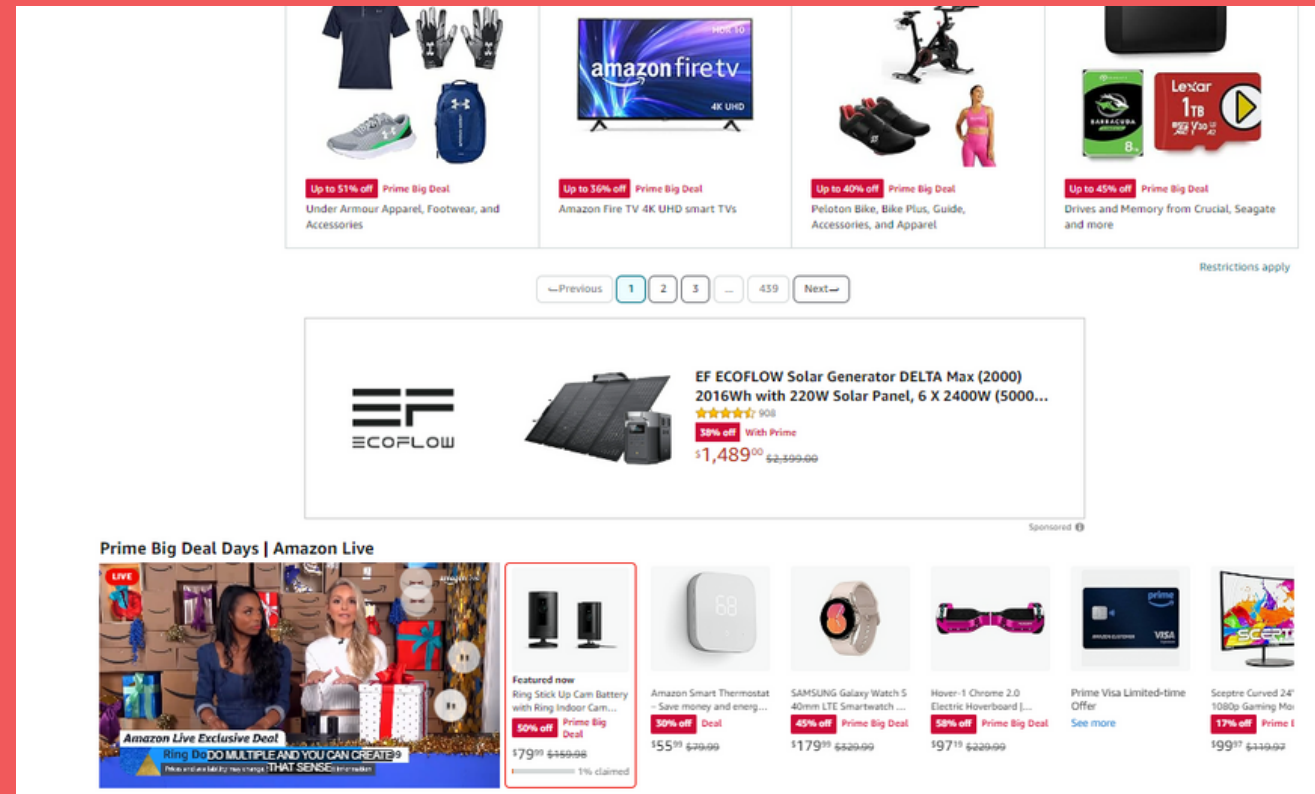
The survey conducted among Prime Big Deal Days shoppers revealed that **nearly half** (45%) of the surveyed shoppers mentioned that they had **purchased something they had been waiting to buy on sale**. Furthermore, **one in three** shoppers (32%) stated that they bought items **included in Prime Big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



***Source: Numerator.com**

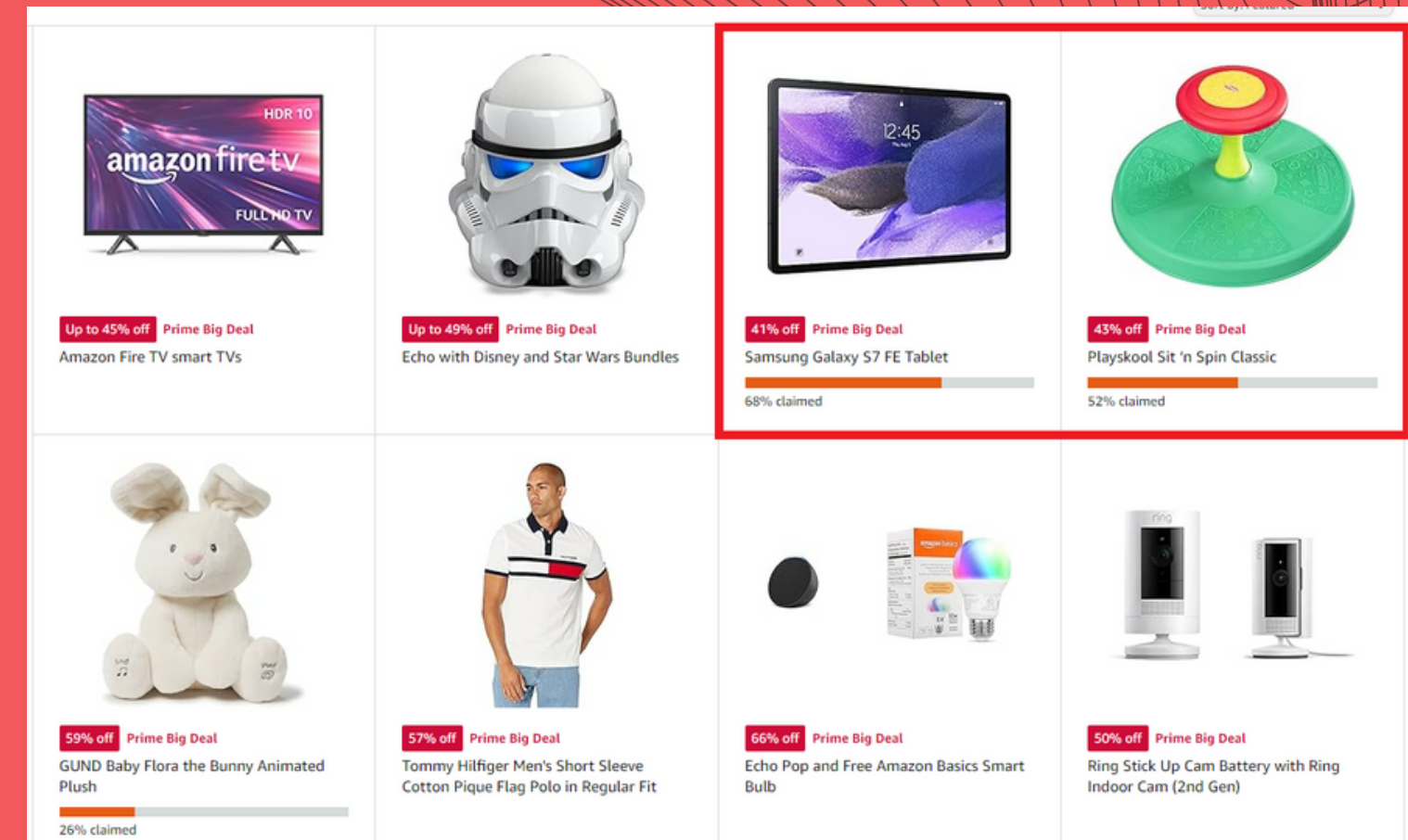
NEW FEATURES

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.

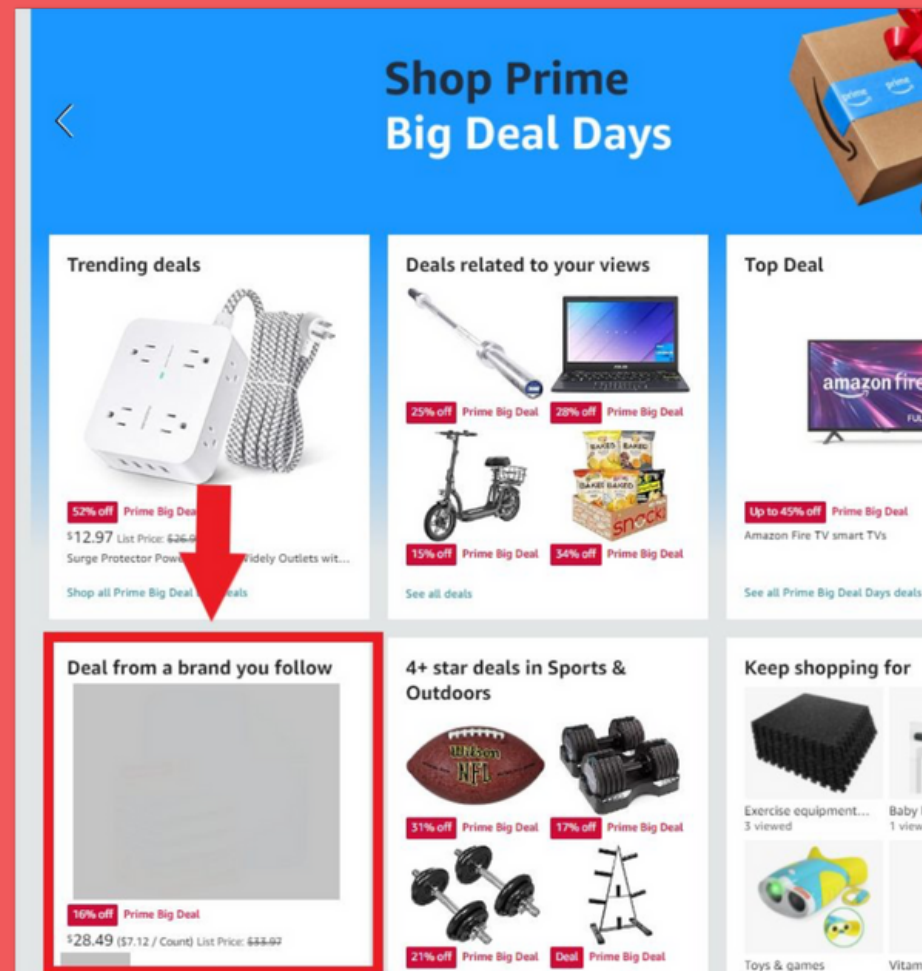


Prime Big Deal Days Amazon Live section on the main page which enhanced customers' shopping experience, offering exclusive discounts and live content.

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



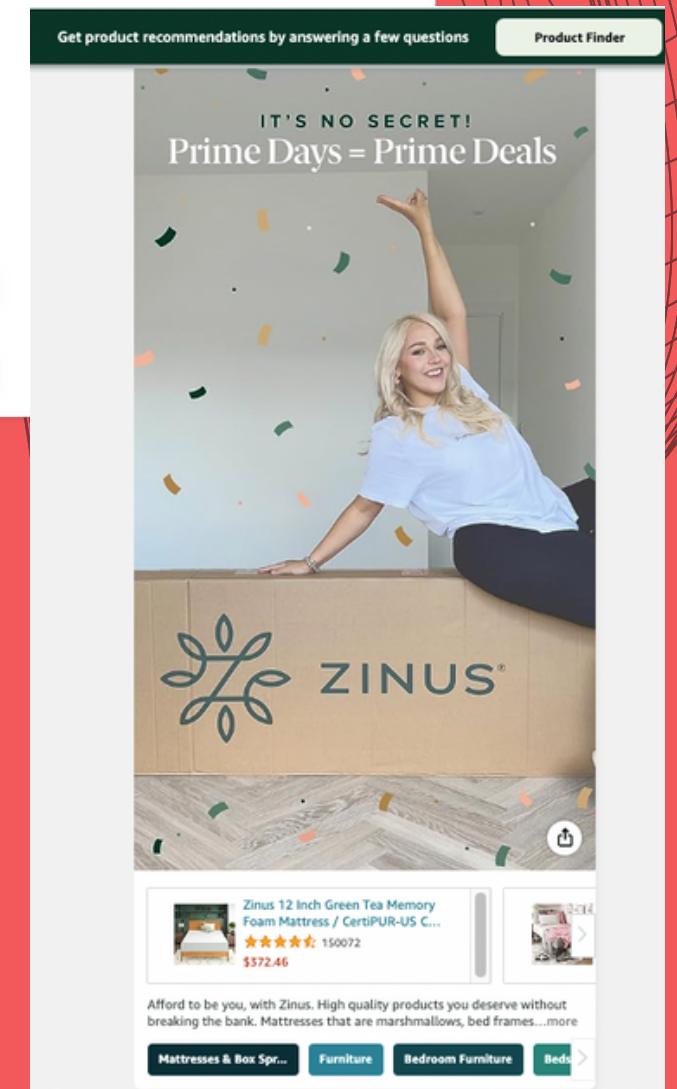
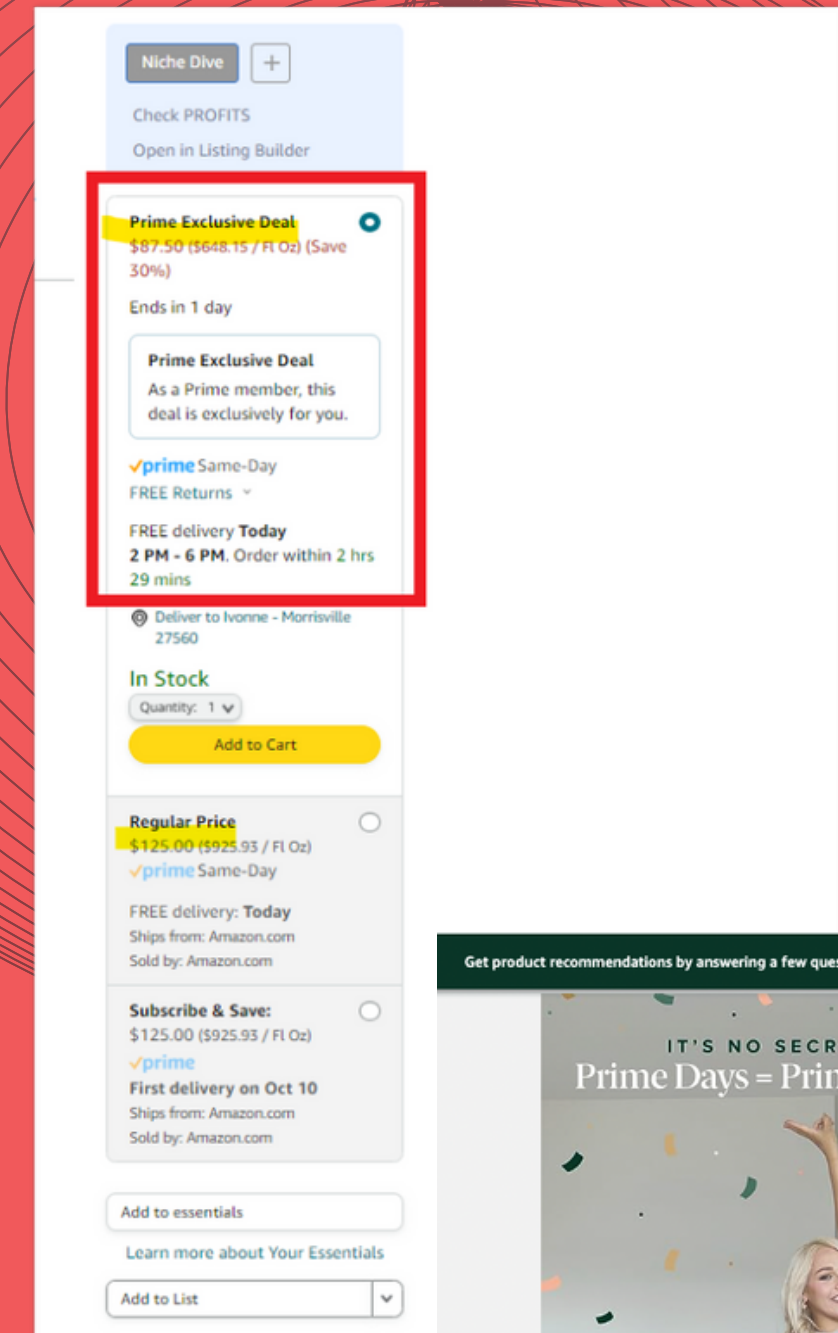
NEW FEATURES



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.

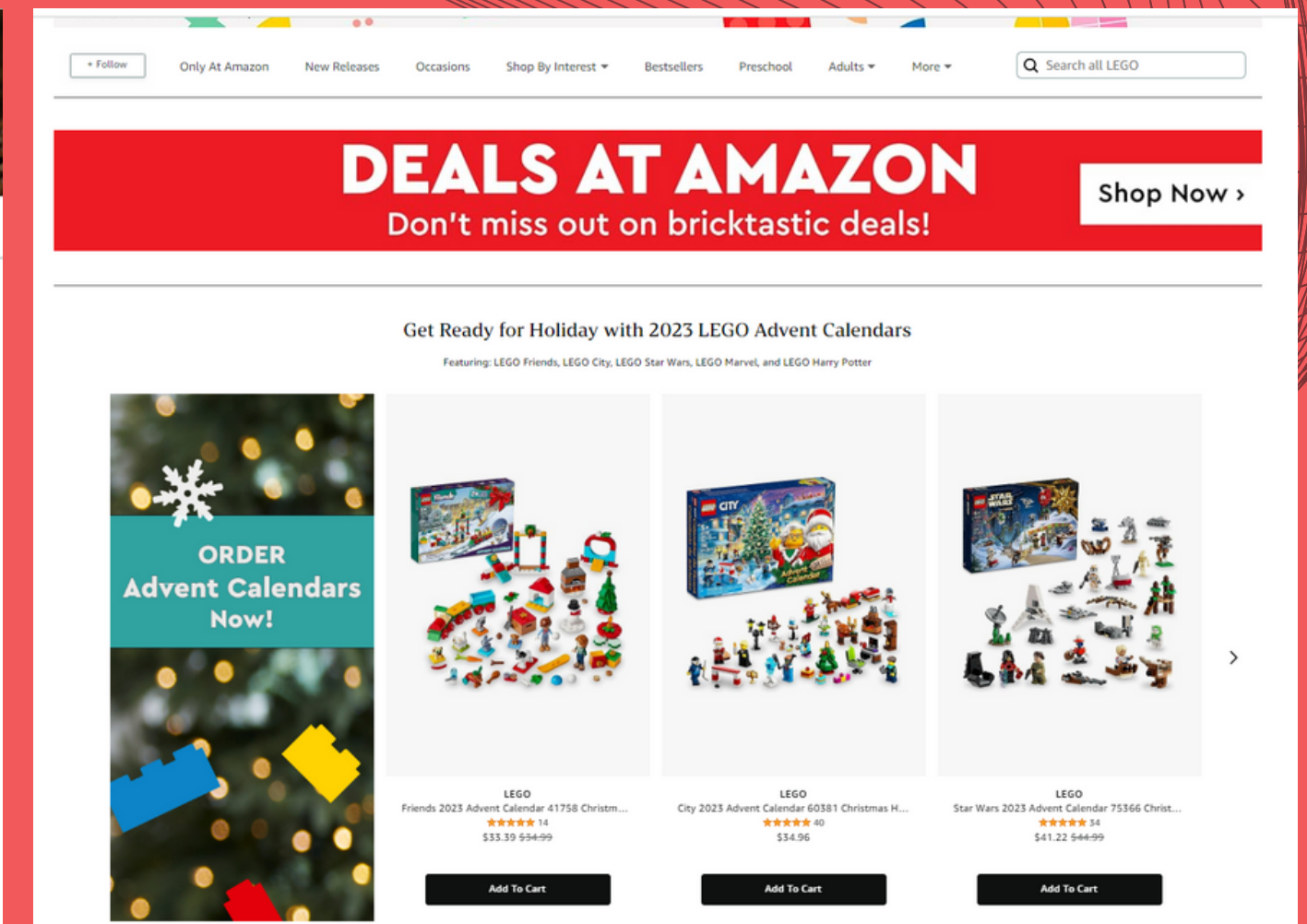
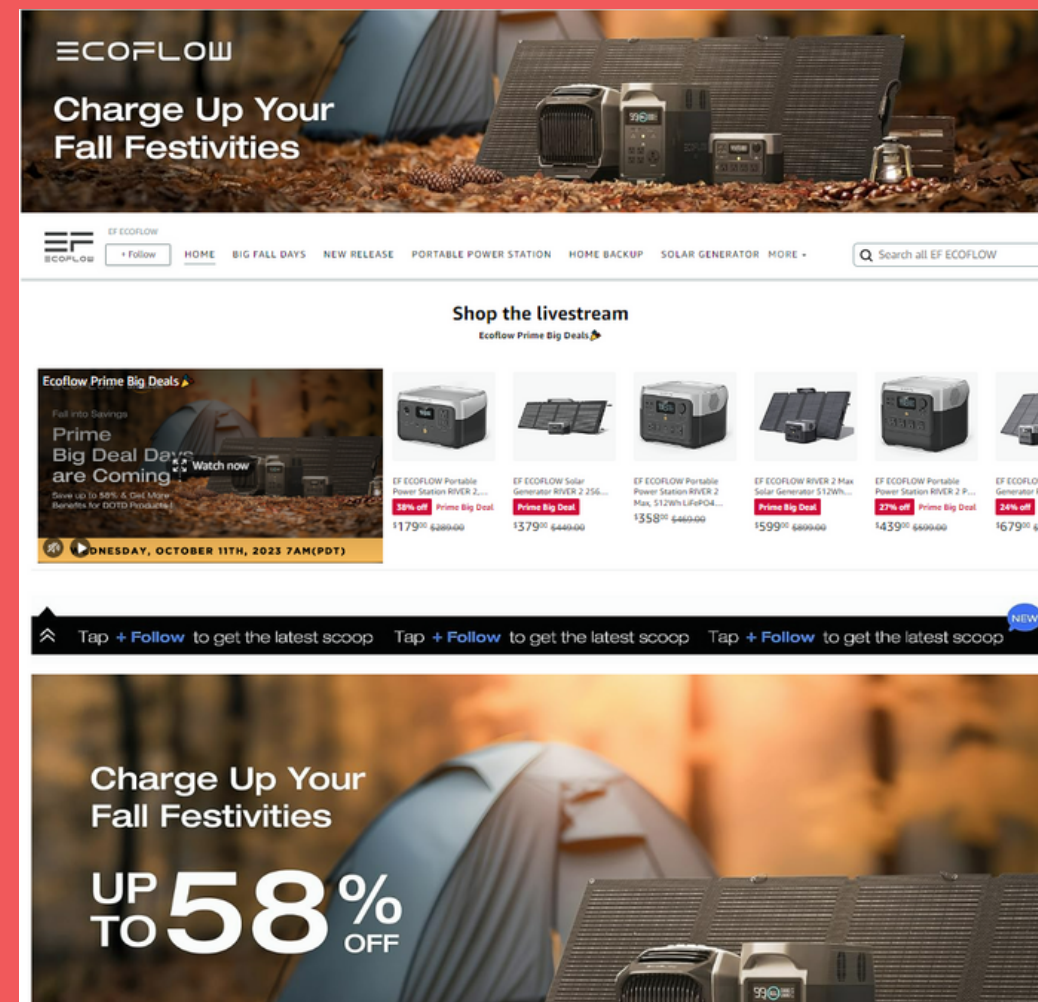
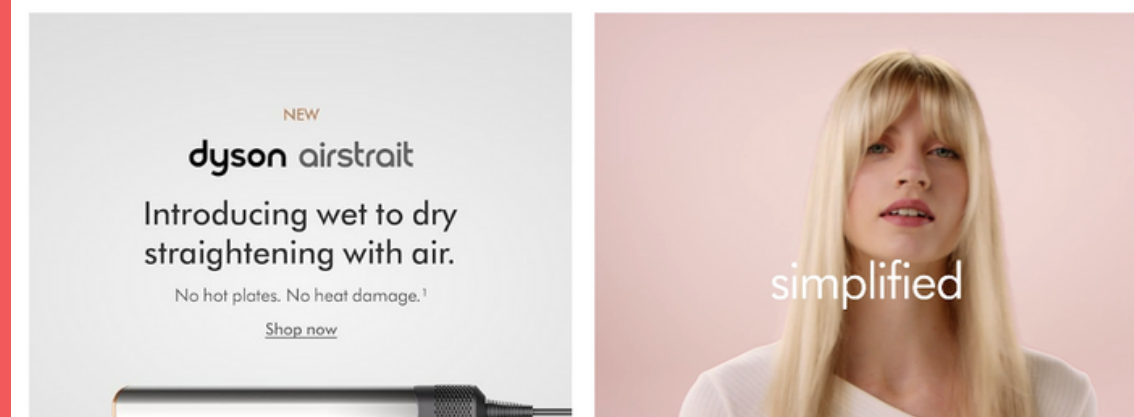
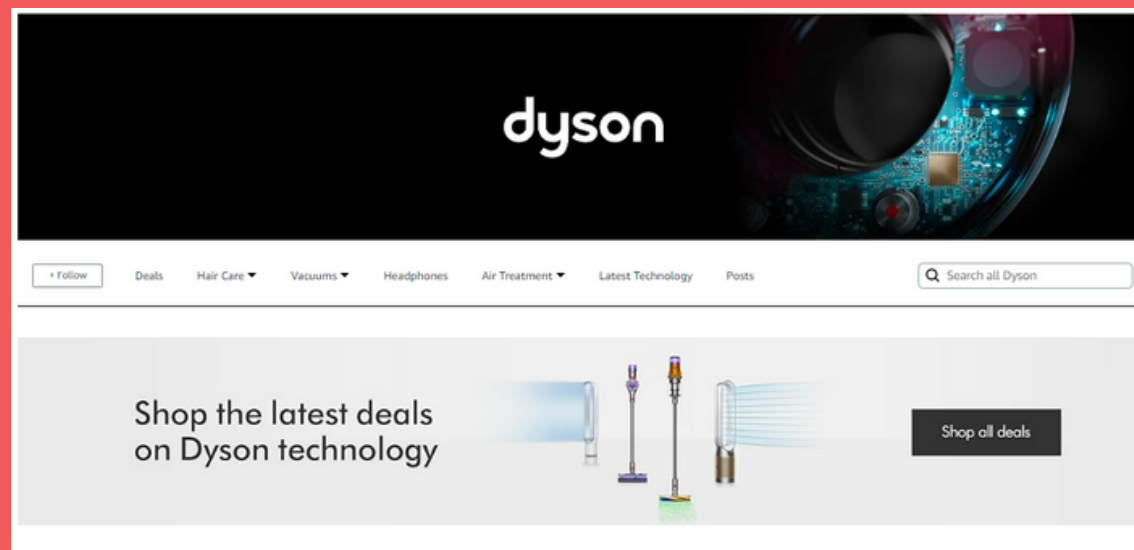
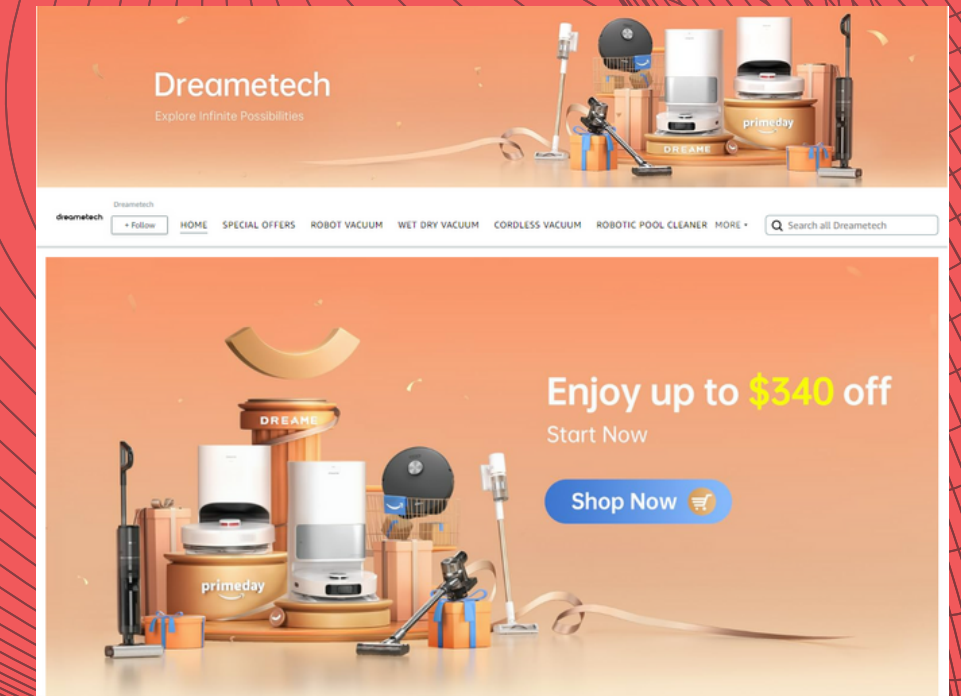
Brand awareness and following should be the focus in the next period by the selected prime position in the main Prime Deals page. Followers would have brand posts to share the deal information as well.



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, white 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 **Feartre deals module** on the first main page of the storefront is more common than previously.

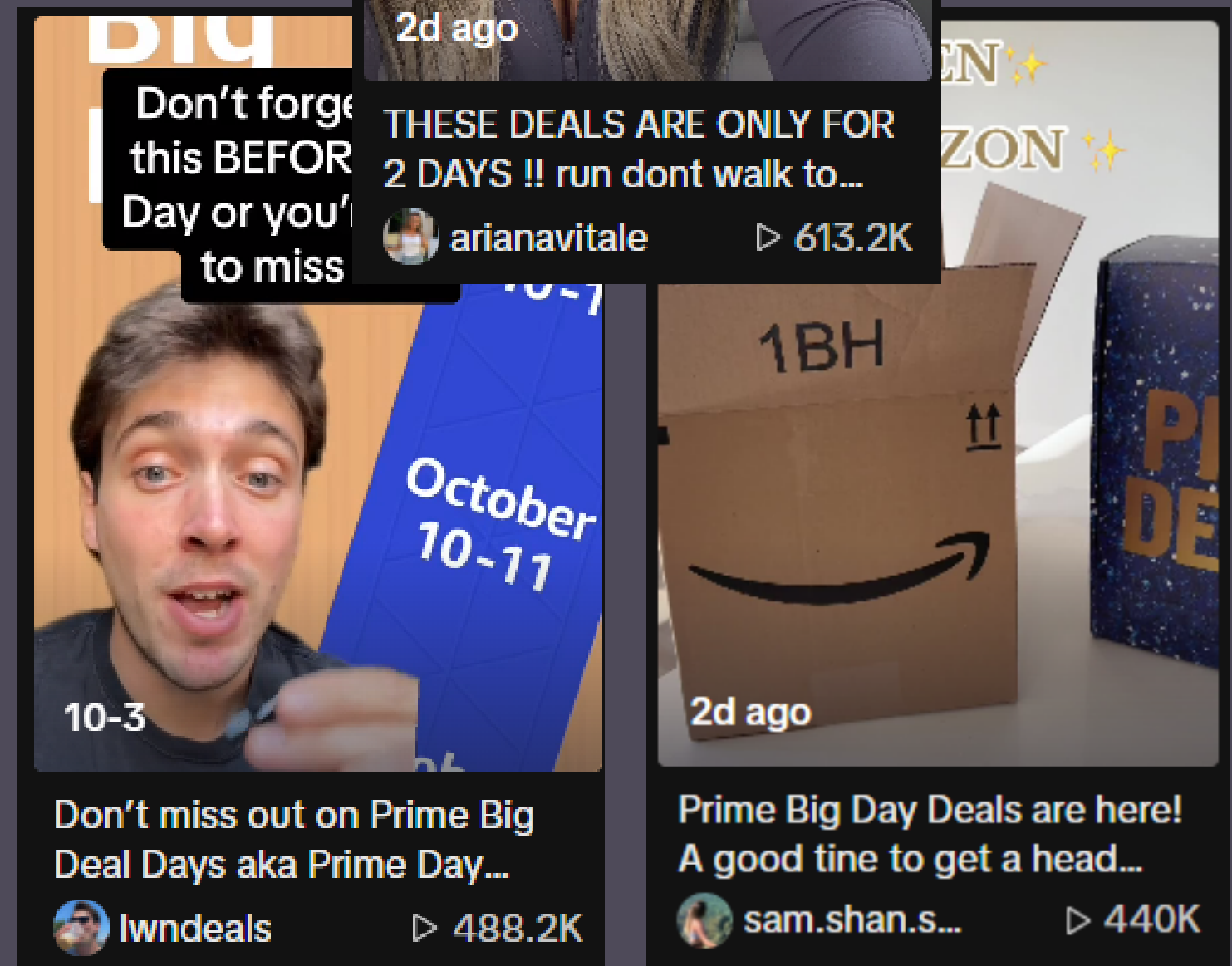
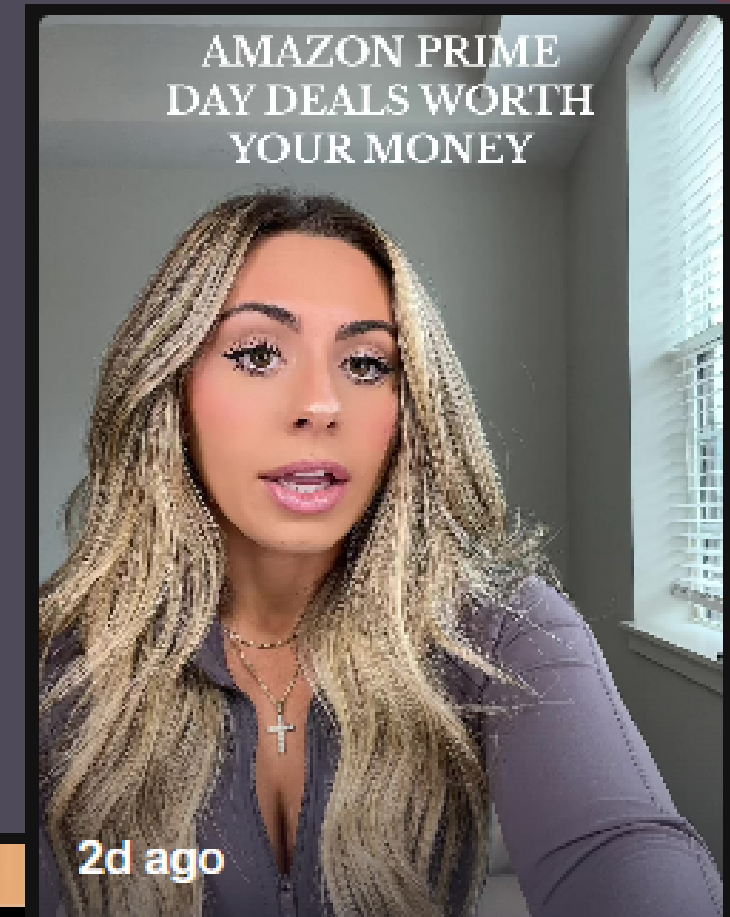
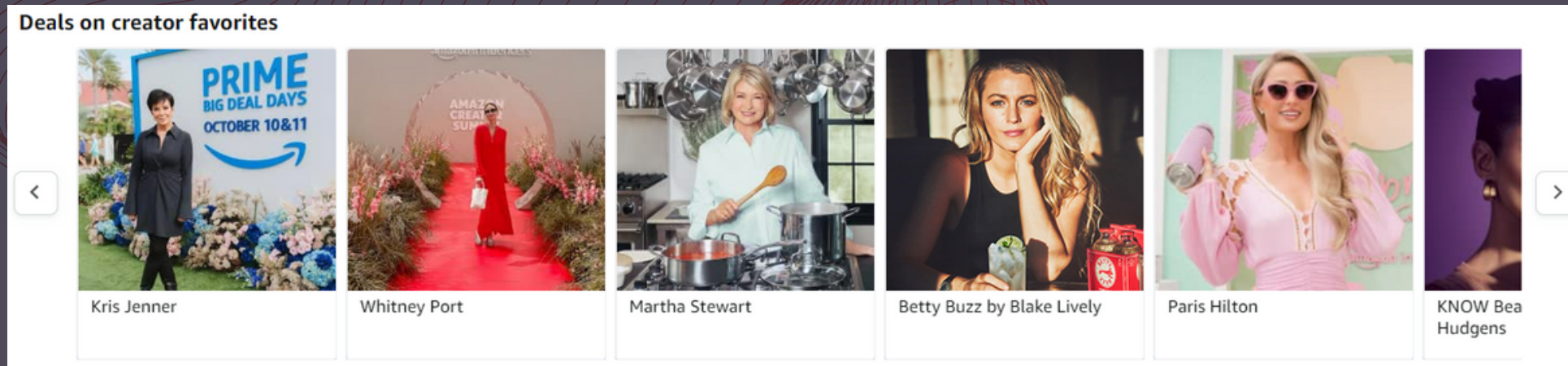


WHY OFF-AMAZON COMMUNICATION?

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

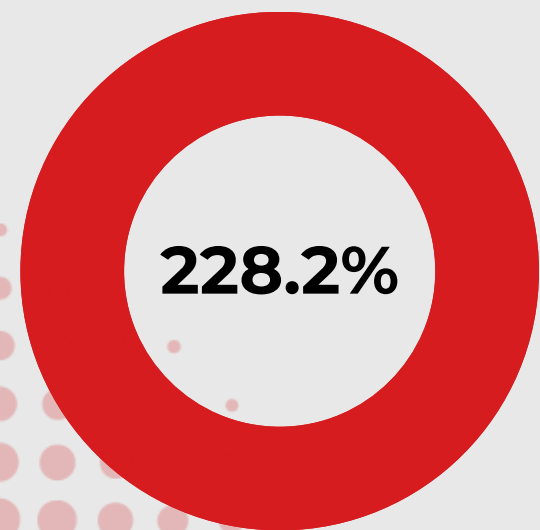


BELLAVIX INTERNAL DATA

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.

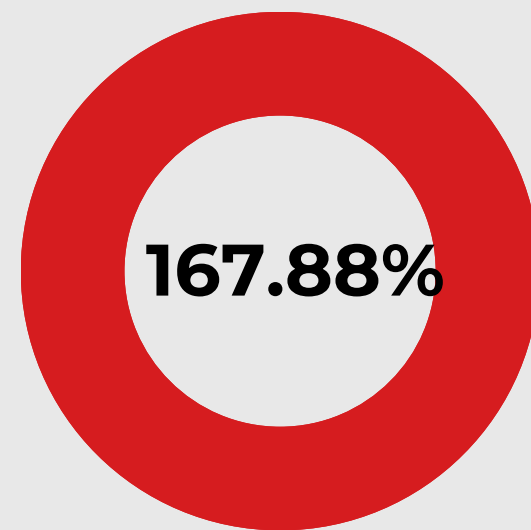
In addition, we saw page views increase by **167.88%**, conversion rate improve by **42.84%**, a **21.26%** increase in cost per click (CPC), and Units Ordered increased by **202.59%**. The average TACoS was **17.24%**.

Total Revenue



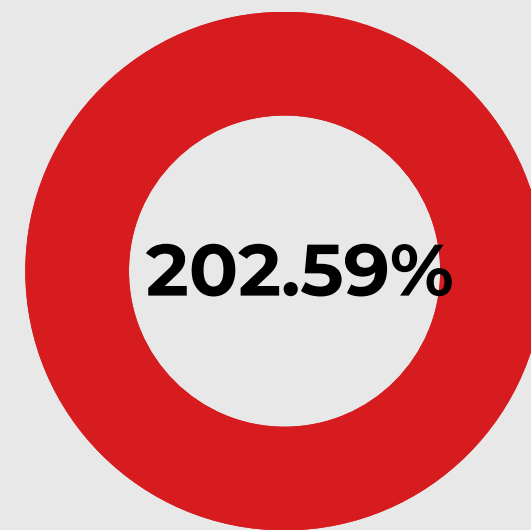
PBDD '23 vs. Avg Sep

Page Views



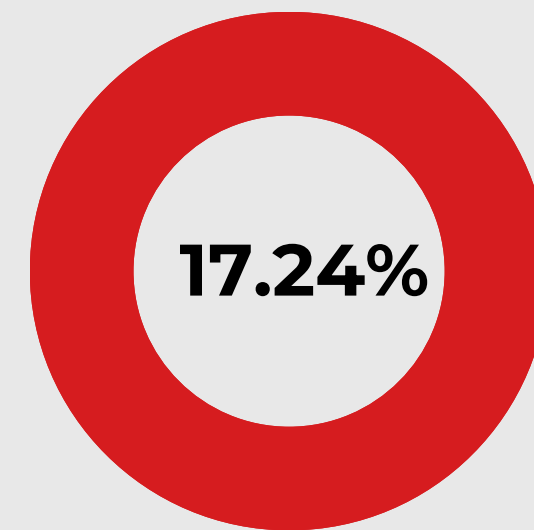
PBDD '23 vs. Avg Sep

Units ordered



PBDD '23 vs. Avg Sep

TACoS



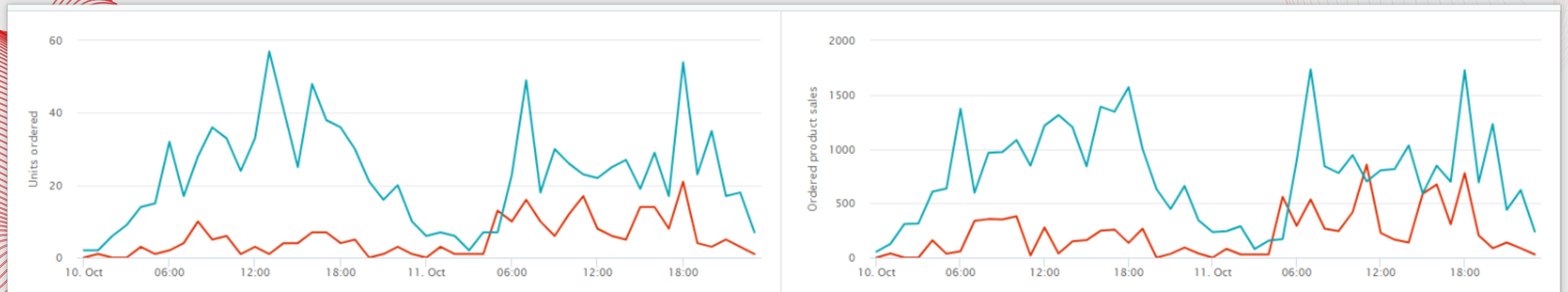
Average for PBDD

BELLA VIX 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.



BELLA VIX 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.

BELLA **VIX** **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](#).

BellaVix

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.

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