



# ***PRIME DAY 2023***

**DATA-DRIVEN SUCCESS:  
PRIME DAY RECAP &  
FEATURE HIGHLIGHTS**

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# TABLE OF CONTENT

This Prime Day 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.

- Amazon Prime Day Official Results
- Prime Day 2023 in Media
- New Features
- BellaVix Internal Early Data
- BellaVix Success Story



# MORE THAN 375 MILLION ITEMS SOLD

Amazon Prime Day, on July 11th, marked the biggest sales day in the company's history, making it **the most successful Prime Day** event yet. **Over 375 million items** were **purchased worldwide** and Prime members saved over \$2.5 billion in millions of deals across the Amazon store.



*\*Source: Amazon Prime Day 2023 Stats*

# INCREASE OF 6% YOY IN US SALES

According to data from Adobe Analytics, the first day of Amazon's two-day Prime Day event witnessed a **6% YoY increase in U.S. sales**, totalling \$6.4 billion. This figure marks the most substantial eCommerce sales day of 2023 so far.

Additionally, **Buy Now Pay Later (BNPL) orders accounted** for 6.4% of online orders and drove **\$461 million in revenue**, up 19.5% compared to the first day of Prime Day last year.

Data this year also shows **consumers** were **more comfortable shopping on** smaller screens, such as **smartphones**, 43.7%.

*\*Source: TechCrunch.com*



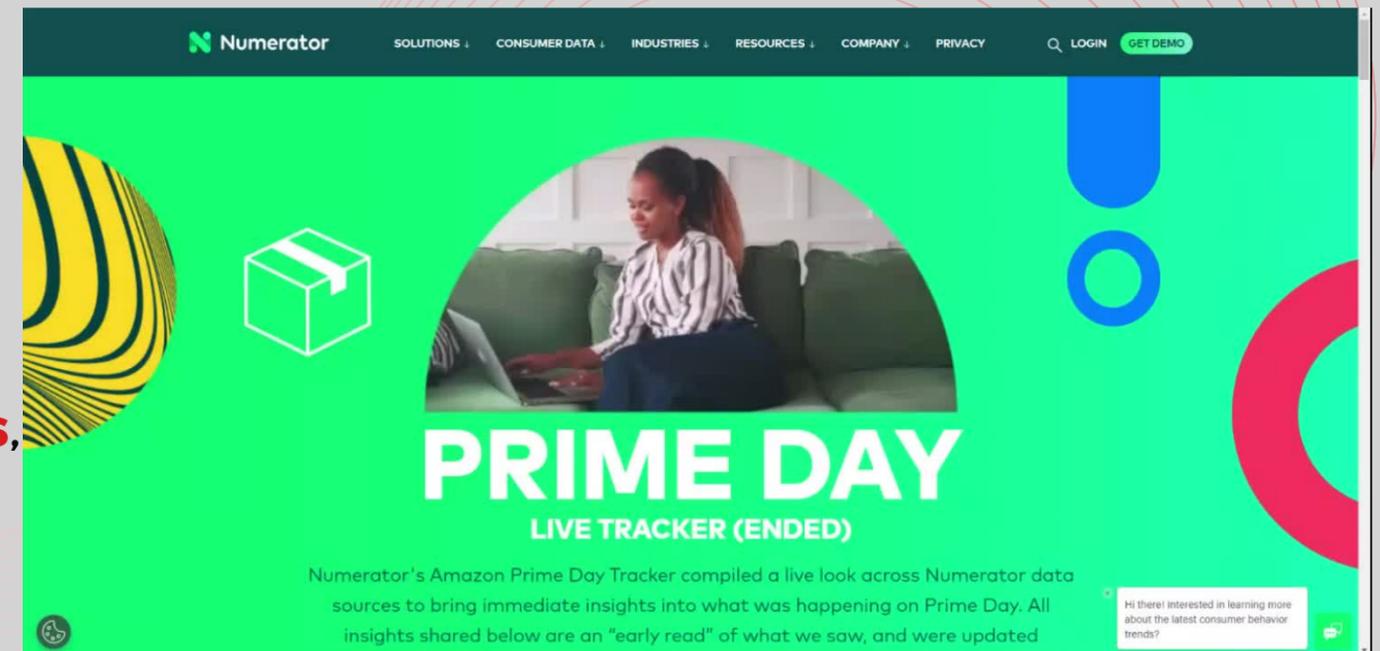
# 65% OF HOUSEHOLDS PLACED 2+ SEPARATE ORDERS

According to Numerator's early data analysis of Prime Day 2023, the **average order value** was **\$54.05**, slightly higher than it was on Prime Day 2022, when it reached \$52.26.

Furthermore, approximately **65% of households** that participated in Prime Day **placed two or more separate orders**, resulting in an average household expenditure of around **\$155.67**.

While 52% of people were waiting for purchases on sale, **43% of the items were** with general **Prime Day Deals**. Home Goods (28%), Household Essentials (26%), Apparel & Shoes (24%) and Consumer Electronics (21%) were the categories which sold the most.

*\*Source: Numerator.com live tracker*



[Watch here](#)



# 85% WOULD LOVE TWO PRIME DAY EVENTS A YEAR

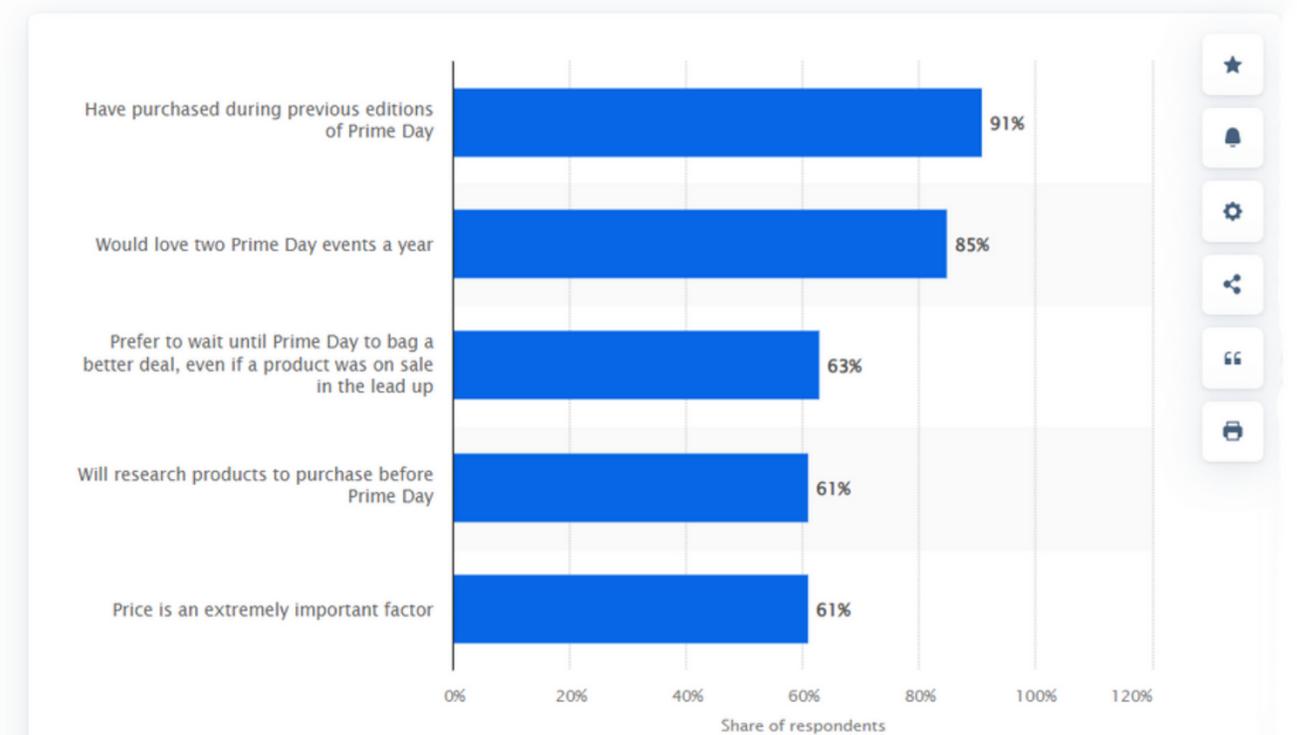
According to the **Statista** analysis, a whopping **63%** of people **prefer to wait until Prime Day to make their purchase**, eager to snag an unbeatable deal.

**61%** of consumers **are proactive** in their approach, doing research on products ahead of Prime Day, before making a purchase.

**61%** of individuals **deem price** as an **extremely important** factor when making their buying decisions.

E-Commerce > Digital Shopping Behaviour

## Opinions and shopping habits during Amazon Prime Day in 2023



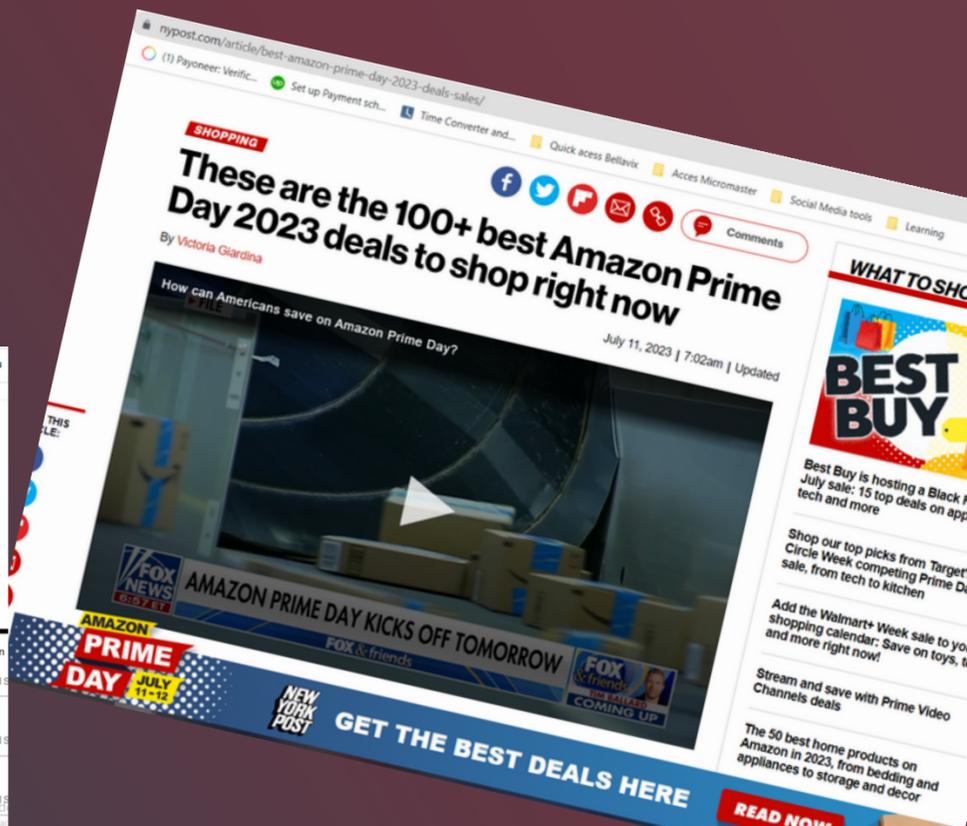
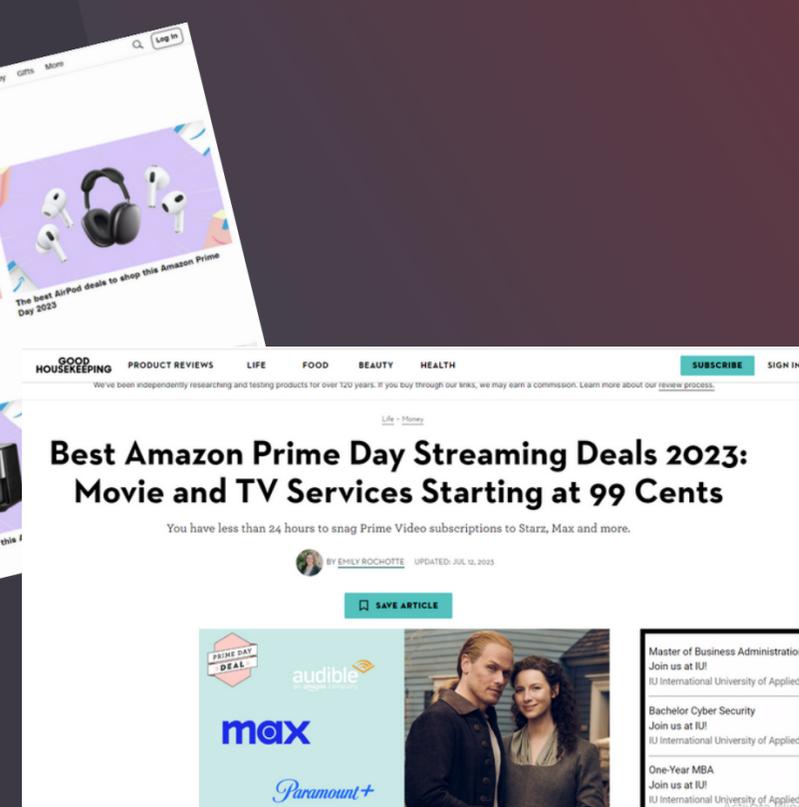
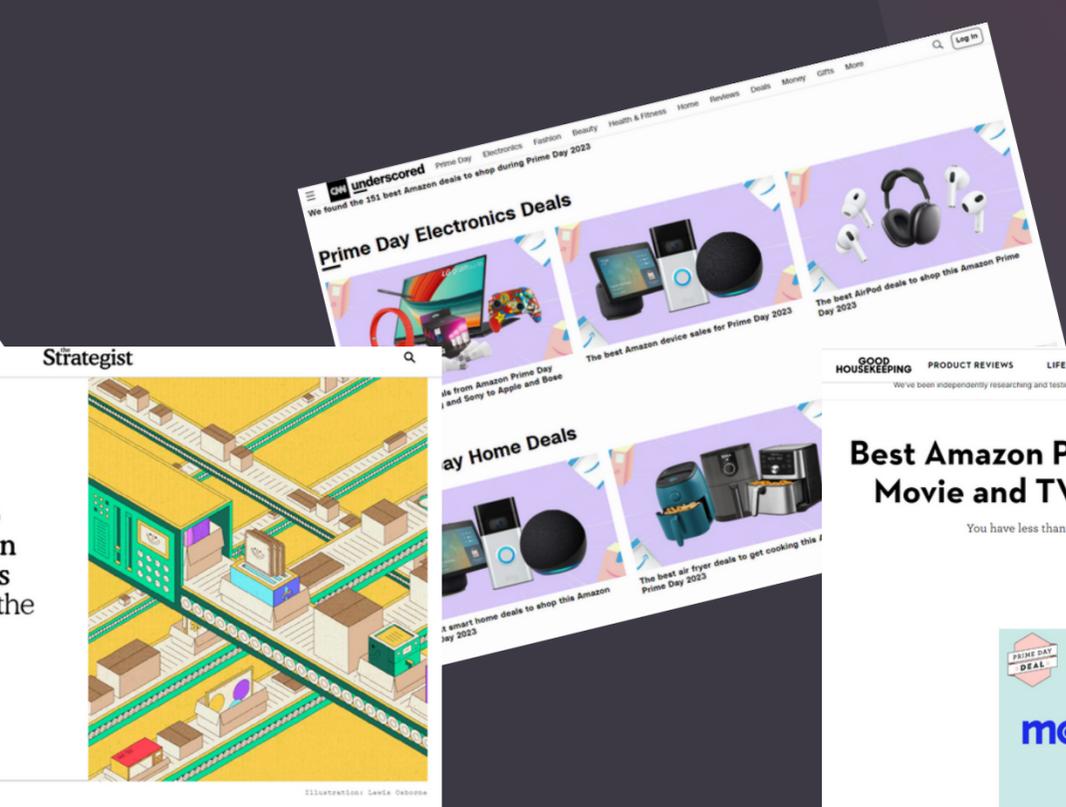
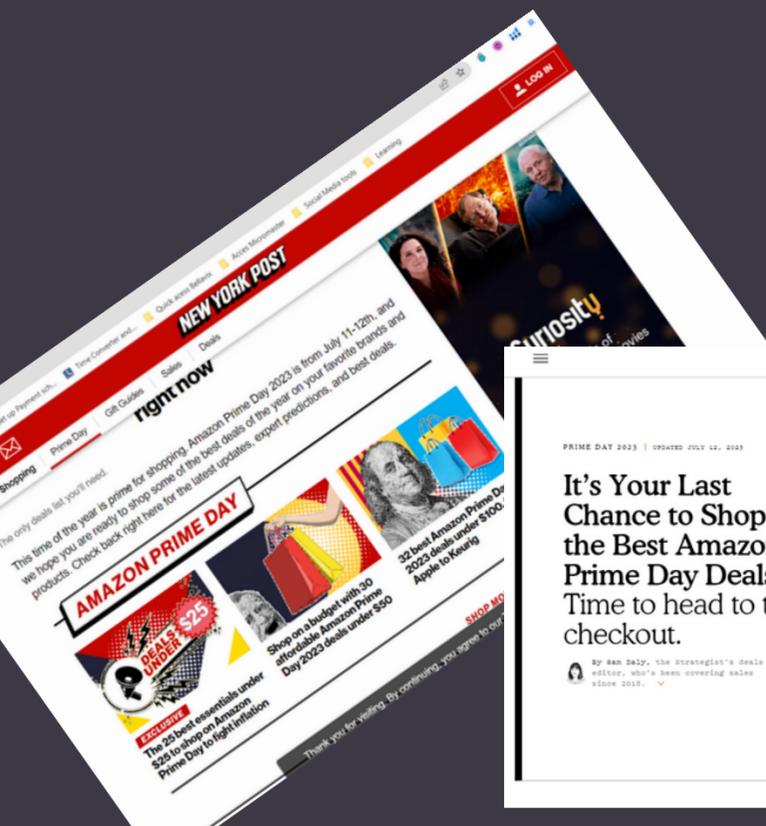
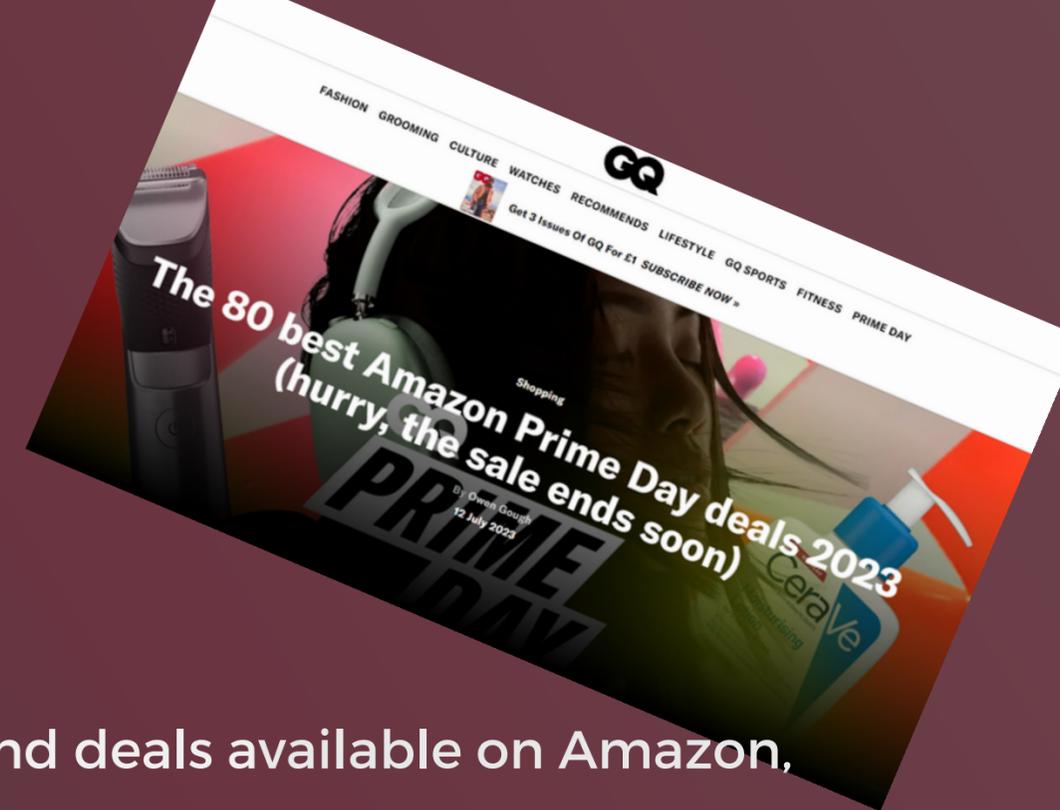
Details: Worldwide; 1,000 respondents; consumers familiar with Prime Day

© Statista 2023

*\*Source: Statista.com*

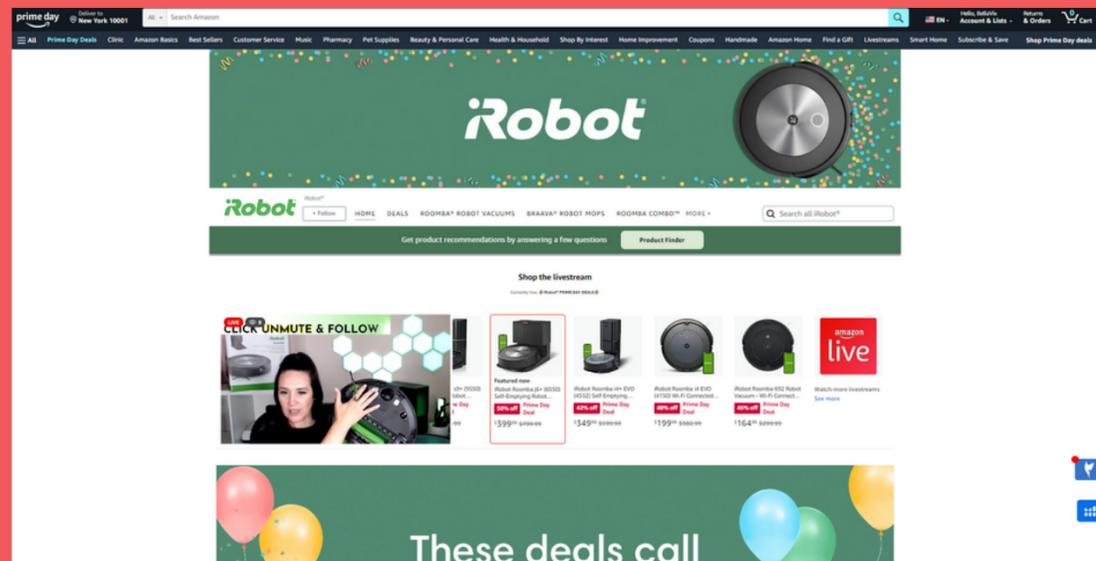
# PRIME DAY 2023 IN MEDIA OUTLETS

**Off-Amazon promotion connects consumers with** the vast array of products and deals available on Amazon, triggering the curiosity and anticipation of millions of shoppers. It also broadens the reach and impact of Prime Day. In the weeks leading up to Prime Day, major media outlets act as trusted intermediaries, narrowing the gap between shoppers and the deals that await them.



# NEW FEATURES

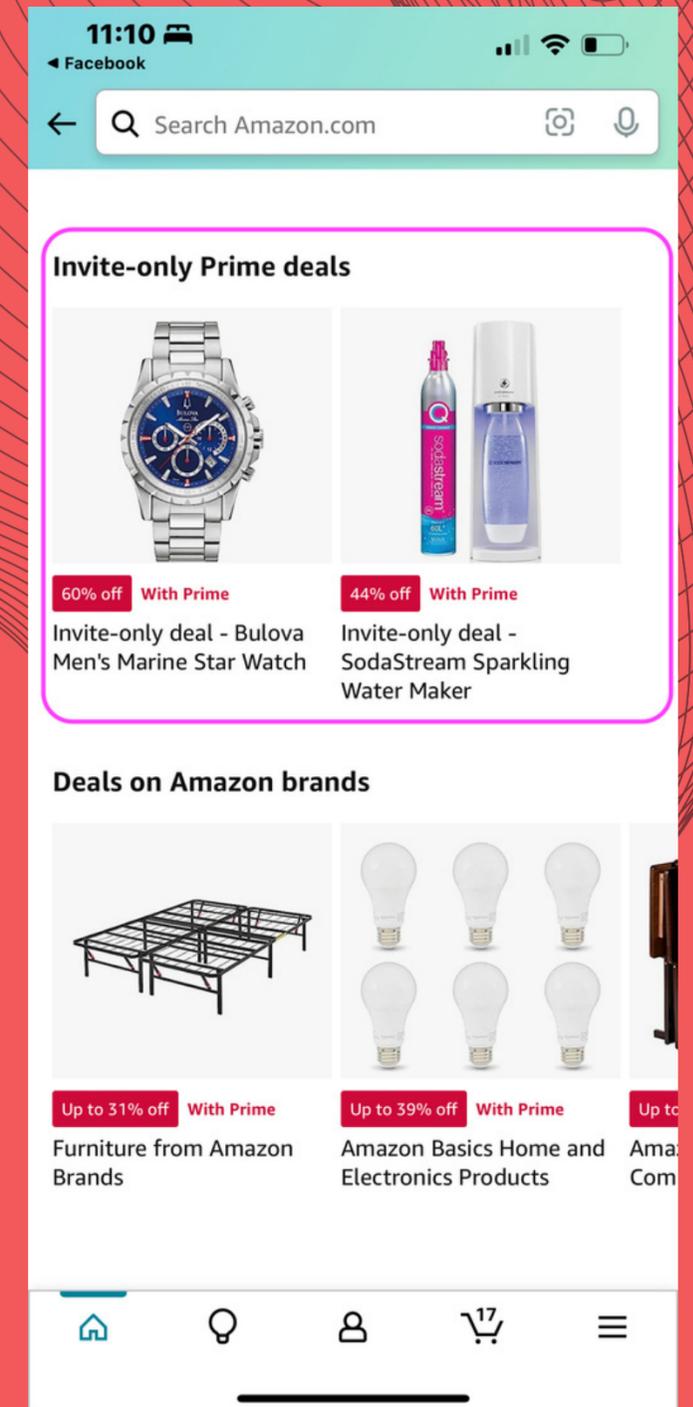
Prime Day 2023 brought in some exciting new features that made the shopping experience even more delightful.



[Watch here](#) [iRobot Amazon Store](#)

Sellers also got deals submissions for the upcoming Fall Prime Day and Black Friday / Cyber Monday, which made the event more engaging and increased its reach.

The exclusive invitation-only deals and live streams on storefronts were significant updates, which enhanced select customers' shopping experience, offering exclusive discounts and live content.



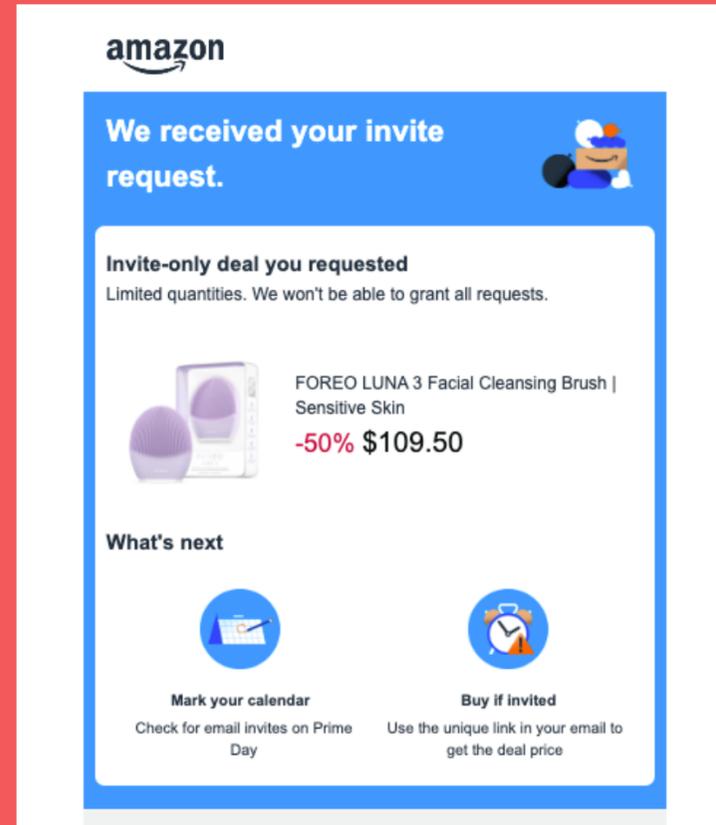
**Amazon is now accepting submission of deals for Black Friday and Cyber Monday.** Submit your recommended deals by September 1, 2023, for a chance to be selected for Black Friday week and Cyber Monday week. ×

**We're now accepting submissions for the Prime Fall Deal Event** The Prime Fall Deal Event is a Prime-exclusive shopping event that will begin in Q4. You have until 11:59 p.m. (PDT) on August 11, 2023, to submit recommended deals to be considered for the event. ×

# NEW FEATURES

Customers were able to **request access to Invite-only deals** this Prime Day. We'll have to wait and see if this becomes standard for Fall Prime Day and Black Friday/Cyber Monday.

- 1. Request an invitation.** Prime members get exclusive access to invite-only deals.
- 2. Check your email.** Check for email invites on Prime Day.
- 3. Buy if invited.** On Prime Day, you'll get an email notification with a unique link that's valid throughout the Prime Day event.



amazon

We received your invite request.

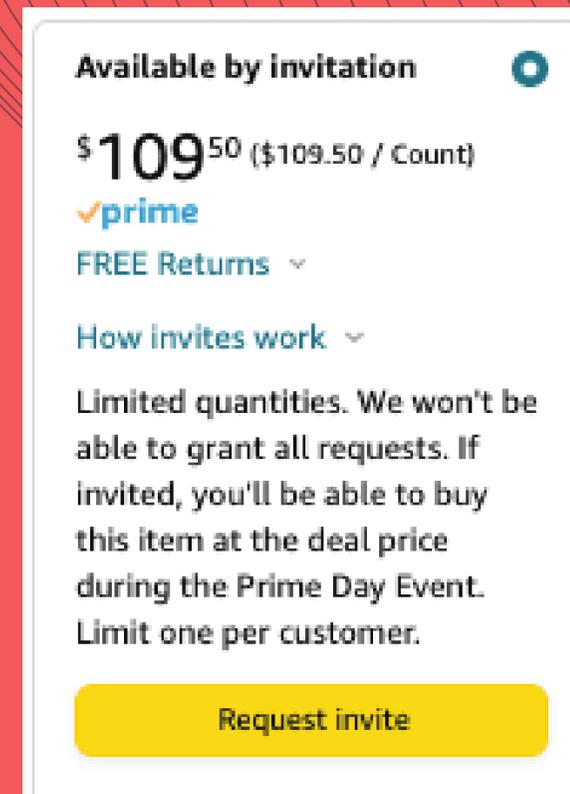
**Invite-only deal you requested**  
Limited quantities. We won't be able to grant all requests.

 FOREO LUNA 3 Facial Cleansing Brush | Sensitive Skin  
**-50% \$109.50**

**What's next**

 **Mark your calendar**  
Check for email invites on Prime Day

 **Buy if invited**  
Use the unique link in your email to get the deal price



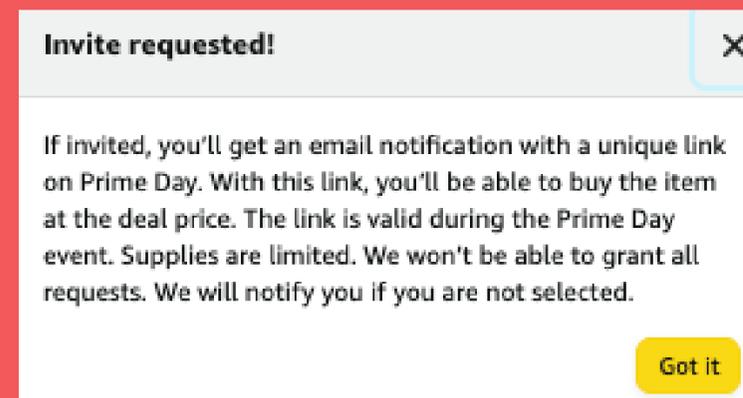
Available by invitation

**\$109<sup>50</sup>** (\$109.50 / Count)  
✓prime  
FREE Returns

How invites work

Limited quantities. We won't be able to grant all requests. If invited, you'll be able to buy this item at the deal price during the Prime Day Event. Limit one per customer.

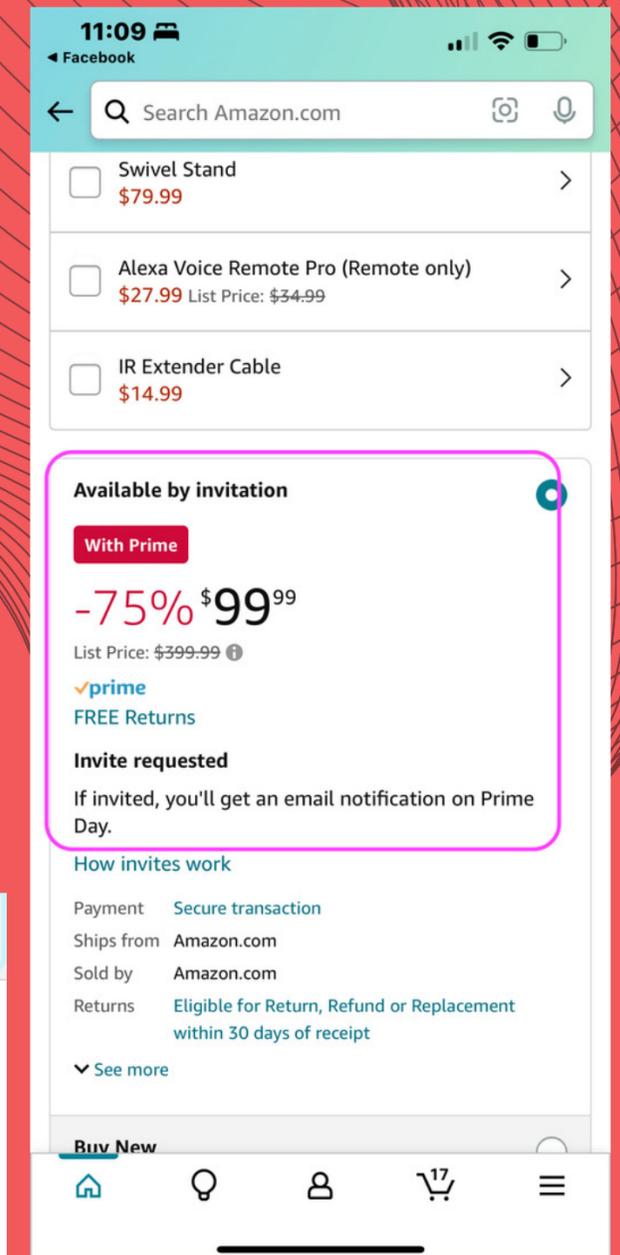
[Request invite](#)



**Invite requested!**

If invited, you'll get an email notification with a unique link on Prime Day. With this link, you'll be able to buy the item at the deal price. The link is valid during the Prime Day event. Supplies are limited. We won't be able to grant all requests. We will notify you if you are not selected.

[Got it](#)



11:09

Facebook

Search Amazon.com

- Swivel Stand \$79.99
- Alexa Voice Remote Pro (Remote only) \$27.99 List Price: \$34.99
- IR Extender Cable \$14.99

Available by invitation

With Prime

**-75% \$99<sup>99</sup>**  
List Price: \$399.99

✓prime  
FREE Returns

**Invite requested**  
If invited, you'll get an email notification on Prime Day.

How invites work

Payment: Secure transaction  
Ships from: Amazon.com  
Sold by: Amazon.com  
Returns: Eligible for Return, Refund or Replacement within 30 days of receipt

See more

Buy New

# NEW FEATURES

Additionally, to invite-only deals, there were **badges** such as:

- Lowest Price in 30 Days
- See Competitor Codes
- Unit Sold
- 70% off

The **personalized suggestions** are one more plus that Amazon was working on. The suggestion for "Construct a Home Powerlifting Gym Recommends Items" is a part of that effort.

**Jayflex Hyperbell Rotating Kettlebell Grip for Dumbbells - Adjustable Weight Dumbbell Grips for Work from Home Fitness - 100 lb Capacity Converter for Kettlebells and Home Workouts**

Visit the Jayflex Fitness Store  
4.2 ★★★★★ 113 ratings | 20 answered questions

**Lowest price in 30 days**  
-20% **\$39<sup>20</sup>**  
List Price: \$49.00

✓prime One-Day  
FREE Returns

Prime Day Deal Exclusive Prime price

Thank you for being a Prime Member. Pay \$39.20 **\$0.00** for this order. Get a \$125 Amazon Gift Card upon approval for the Amazon Business Prime Card with an eligible Prime membership. Terms apply.

May be available at a lower price from other sellers, potentially without free Prime shipping.

Brand	Jayflex Fitness
Color	Black
Material	Plastic
Product Dimensions	10"L x 4"W
Style	Adjustable

**Construct a Home Powerlifting Gym**

Recommended Items	Hardware	Wearables	Nutrition/Hydration/Motivation		
 Sunny Health & Fitness Power Zone Squat Sta... ★★★★★ 3,623 \$248.97 - \$639.99	 CAP Barbell The Beast (New Version) - Black/... ★★★★★ 4,090 \$138.32 - \$269.99	 CAP Barbell Olympic 2-Inch Weight Plate, GR... ★★★★★ 873 \$14.99	 CAP Barbell Flat/Incline/Decline Be... ★★★★★ 3,007 \$54.99	 CAP Barbell unisex Standard 1-Inch Sprin... ★★★★★ 2,357 \$6.99	 Gold's Gym Weight Lifting Belt L/XL ★★★★★ 9 \$39.99

**Sale** ✓ Amazon Pick JAYFLEX

**Amazon Pick:** Save on Jayflex Fitness Products Under \$120 at Amazon.com (Free Shipping for Prime)

**Discount**

All deals

- 10% off or more
- 25% off or more
- 50% off or more
- 70% off or more

amazon **Get This Deal**

237 uses

**\$60 Off**

**Toy Stores Special Offers:** Save up to \$60 Off now with competitor coupons for HearthSong (July 2023)

**See Competitor Codes**

100 competitor promo codes - Last used 1h ago

**15% Off**

**Boost Your Savings:** Get up to 15% Off off on HearthSong Toy Stores with codes from other trusted retailers.

**Get More Codes**

13 HearthSong reseller discounts - Last used recently

**Construct a Home Powerlifting Gym**

Recommended Items	Hardware	Wearables	Nutrition/Hydration/Motivation		
 Sunny Health & Fitness Power Zone Squat Sta... ★★★★★ 3,623 \$248.97 - \$639.99	 CAP Barbell The Beast (New Version) - Black/... ★★★★★ 4,090 \$138.32 - \$269.99	 CAP Barbell Olympic 2-Inch Weight Plate, GR... ★★★★★ 873 \$14.99	 CAP Barbell Flat/Incline/Decline Be... ★★★★★ 3,007 \$54.99	 CAP Barbell unisex Standard 1-Inch Sprin... ★★★★★ 2,357 \$6.99	 Gold's Gym Weight Lifting Belt L/XL ★★★★★ 9 \$39.99

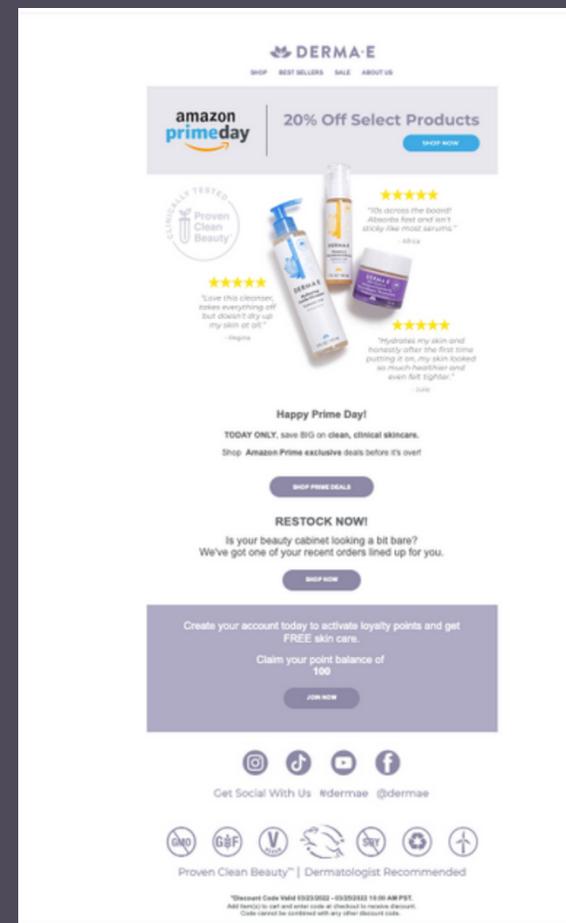
# WHY OFF-AMAZON COMMUNICATION?

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

Hence all Amazon programs, such as:

- Creator Connection Program
- Manage Your Customer Engagement
- Amazon Posts
- DSP Advertising

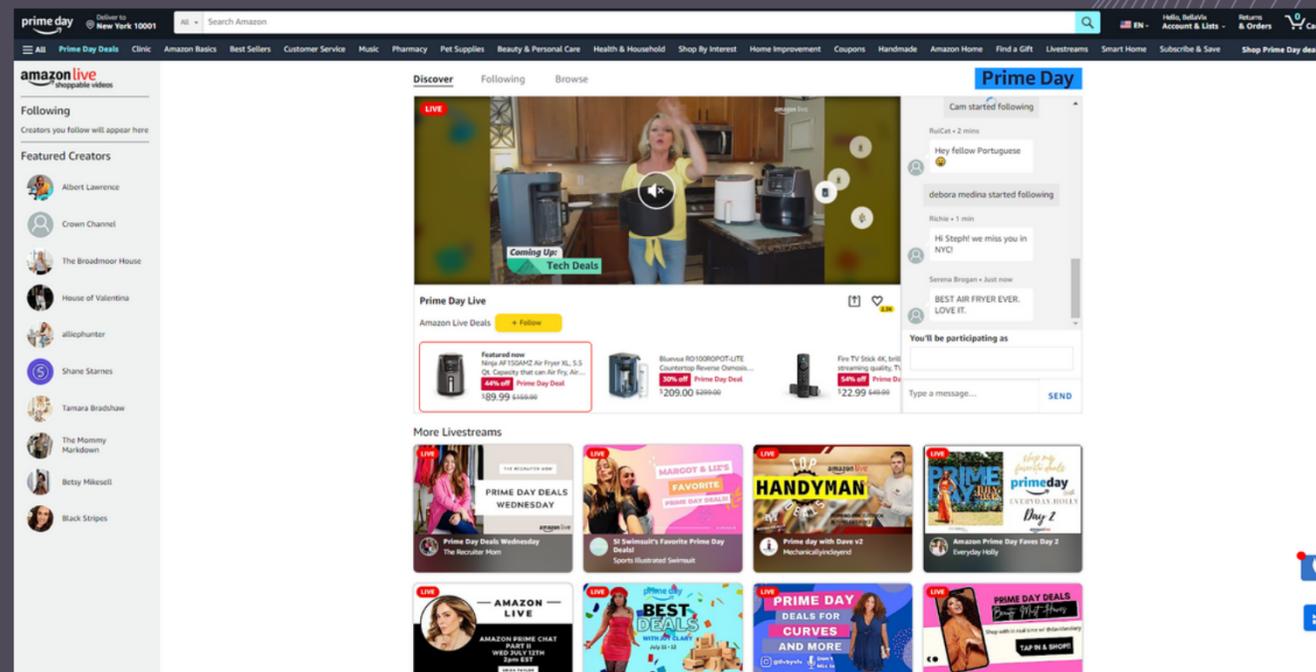
## Social Media Communication



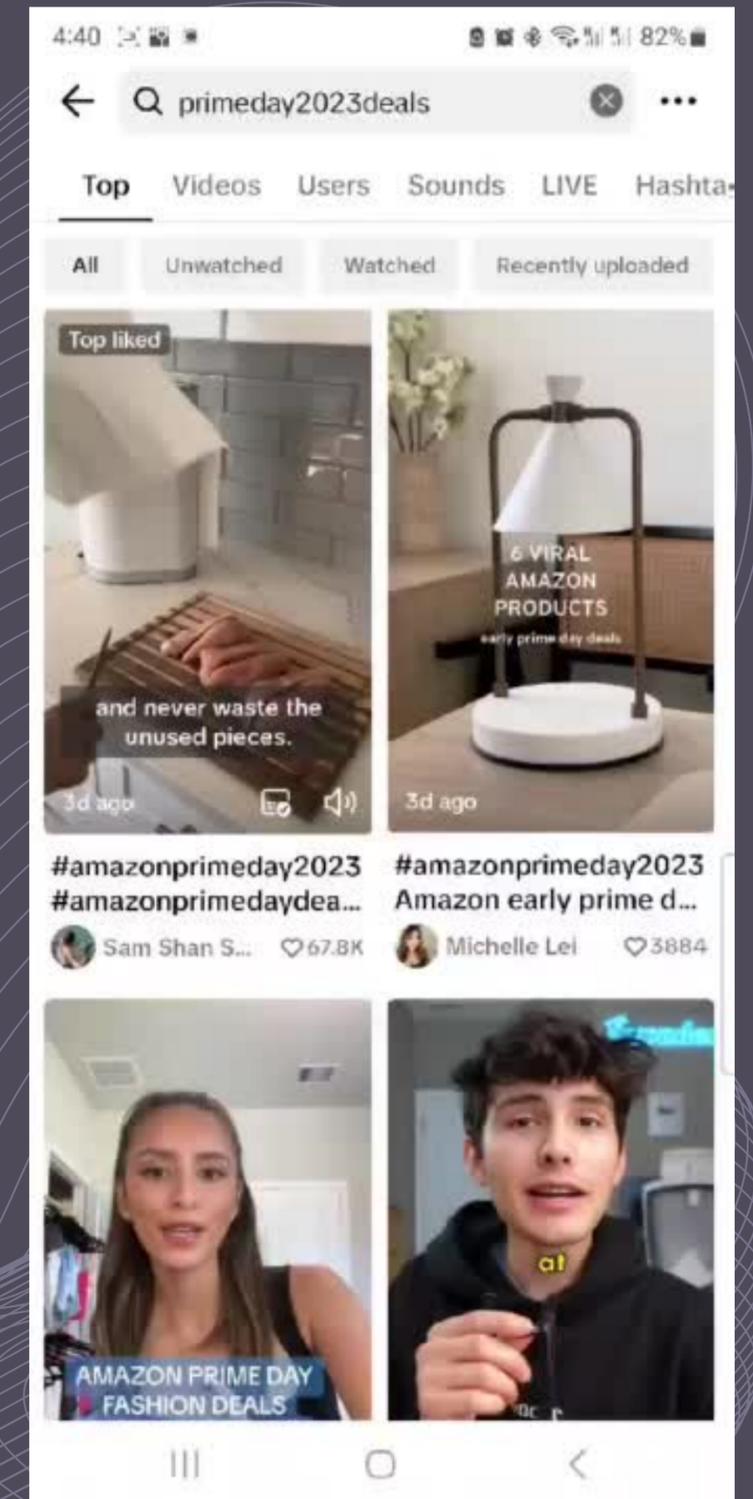
## Shopping on Social Media

# WHY INFLUENCERS?

The **role** influencers play in **sharing brand products** is becoming more and **more significant**, as shown in Amazon lives and on Social media presence. The **#amazonprimeday** was used more than **180K** and **#founditonamazon** more than **565K** on Instagram.



[Watch here](#)



[Watch here](#)

# BELLAVIX INTERNAL DATA

Prime Day was our busiest event so far this year and for good reason. Thanks to careful preparation, **our clients experienced an average increase of 286% in total revenue** when compared to the month-to-date data.

In addition, we saw page views increase by 145%, conversion rate improve 10%, a 15% increase in cost per click and advertising cost of sale (ACoS) decrease 30.8%.

Overall, we noticed **more shoppers browsing prior to the event and making purchases during it**. This **highlights the importance of increasing investment in advertising campaigns prior to the event and starting promotions early**.

## Total Revenue



Prime Day '23 vs. Avg Week



Prime Day '23 vs. Avg Month

# BELLA VIX SUCCESS STORY

We initially **started with 15% off coupons**. However, we observed exceptional sales performance around noon. In response, we swiftly **switched the promotions to prime exclusive deals** for higher-priced products, which led to further increased conversions.

Additionally, we have **pre-Prime coupons** and **post-Prime coupons running until Saturday**. The Prime Day deals featured in the storefront have been generating significant traffic. - noted by the BellaVix team.

Having a **correct strategy** in place, **optimized listings** and **strong advertising** led to a **150% increase in sales** during Prime Day.

### Amazon Most Wished For

Our products most often added to Wishlists and Registries. Updated daily.

#### Most Wished For in Pilates Reformers

Rank	Product	Price	Rating
#1	AeroPilates Portable Premier Studio 700 Reformer for Strength Exercise Training with Cardio Rebounder and Foldable Frame	\$499.00 - \$704.99	★★★★☆ 874
#2	Corefirst Resistance Pilates System - World's Best Portable, Reformer Style Pilates - Premium Resistance Bands Set - Lightweight...	\$144.95 - \$219.95	★★★★☆ 153
#3	BVR Portable Pilates Home Kit - Home Workout Equipment with Designed Pilates Loop Straps, Fabric Long Resistance Exercise...	\$38.99	★★★★☆ 48
#4	Faiftd Foldable Pilates Machine & Equipment - Pilates Reformer Workout Machine for Home Gym with Reformer Accessories, Reformer B...	\$1,444.98	★★★★☆ 35
#5	AeroPilates Reformer Stand - Add-on Pilates Accessories for AeroPilates Reformers - Pilates Workout for Home Gym Workout - Medium	\$129.00 - \$133.99	★★★★☆ 438

### Amazon Gift Ideas

Our most popular products ordered as gifts. Updated daily.

#### Gift Ideas in Pilates Reformers

Rank	Product	Price	Rating
#1	Limm Resistance Loop Exercise Bands - Set of 5 Stretch Bands for Working Out with Instruction Guide & Carry Bag - Elastic Band...	\$10.98 - \$14.39	★★★★☆ 19,129
#2	AeroPilates Portable Premier Studio 700 Reformer for Strength Exercise Training with Cardio Rebounder and Foldable Frame	\$499.00 - \$704.99	★★★★☆ 874
#3	Corefirst Resistance Pilates System - World's Best Portable, Reformer Style Pilates - Premium Resistance Bands Set - Lightweight...	\$144.95 - \$219.95	★★★★☆ 153
#4	AeroPilates Foldable Reformer 4420   Four-Cord Resistance   Free-Form Cardio Rebounder   Includes Four Workout DVDs	\$389.00	★★★★☆ 55
#5	Pilamingo Pilates Reformer for Home - Pilates Yoga Portable Trainer, All in 1 Portable Gym Multi Exercise Fitness System with Resistanc...	\$299.99	★★★★☆ 2

# 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.

**hello@bellavix.com**  
**www.bellavix.com**

