



Envision Horizons'

Prime Day

2023 Performance

ENVISION
HORIZONS

NOTE

This data primarily compares Prime Day 2023 (July 11-12) dates with the prior 30 days leading up to the event (June).

Customer Data

854%



Envision Horizons average daily sales increased by 854% during Prime Day

22%



For business that have been on Amazon for 2+ years, Prime Day was an opportunity to acquire new customers, with returning customers making up just 22% of total sales during the 2 day event

46%



NTB Customers Increased by 46%

108%

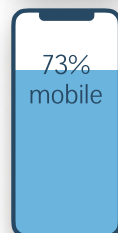
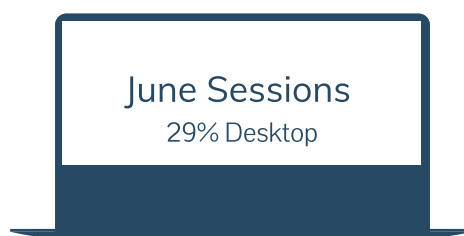
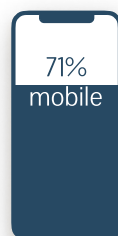


Envision Horizons active clients who participated in both Prime Day 2022 and Prime Day 2023 saw an average Year of Year growth of 108%

Customer Habit Insights

Where Customers Are Searching

Mobile optimization is key, especially for high traffic events!



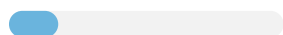
Advertising Data

Cost Per Click



CPC increased 90% during Prime Day, with last month's average at \$2.13, and Prime day at \$4.06

Average CTR



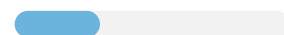
Click-Through Rate decreased by 23% during Prime Day. We believe this decrease is due to more window shopping from higher traffic levels.

Conversion Rate



We saw a 46% increase in Conversion Rate, with an average CVR of 21.94%. The average conversion rate 3 days leading up to Prime day was 15%

Cost of Sale



Envision Horizon's Advertising Cost of Sale did not see a dramatic increase during Prime Day, with an average ACOS of 31%

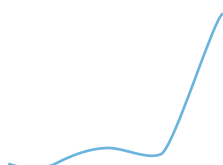
\$17

Our average CAC (customer acquisition cost) on Prime Day was \$17, which is up from last month's average of \$9.5. This is a result of category CPCs increasing massively. We even saw category leading brands have CPCs for branded terms increase drastically.

Ad Spend

656%

Our agency's Ad Spend (excluding outliers) increased by an average of 656%

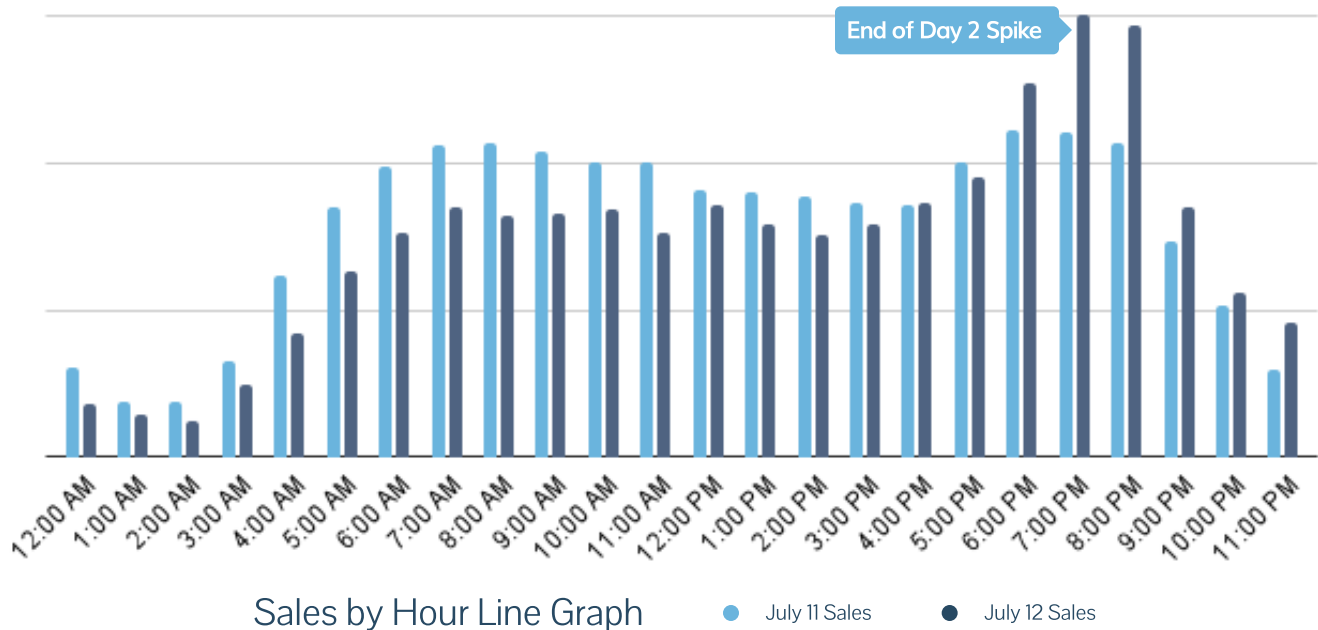


Ad Impressions Growth:

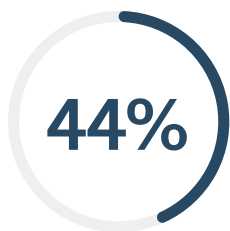
336%



When Customers Are Shopping



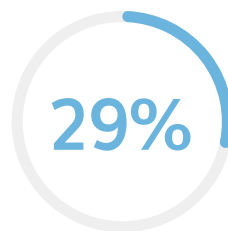
Ad Sales vs Organic Sales as percentages of Total Sales



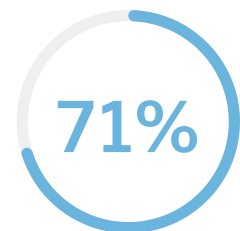
June's
Ad Sales



June's
Organic Sales



Prime Day's
Ad Sales



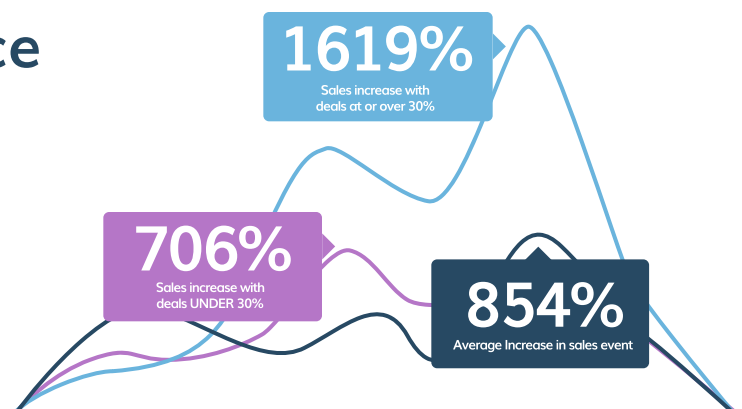
Prime Day's
Organic Sales

Promotion Performance

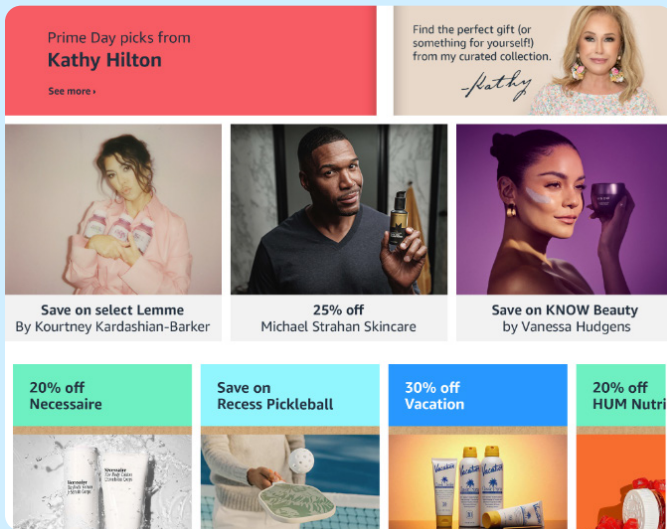
For all brands that participated in the sales event, there was an average increase in sales of 854% during Prime Day, compared to the prior month of June.

There was a 706% sales increase for brands that ran deals UNDER 30% off during Prime Day, compared to the prior month of June.

There was a 1619% sales increase for brands that ran deals at or over 30% off during Prime Day, compared to the prior month of June.



Tips from the Envision Horizons Team



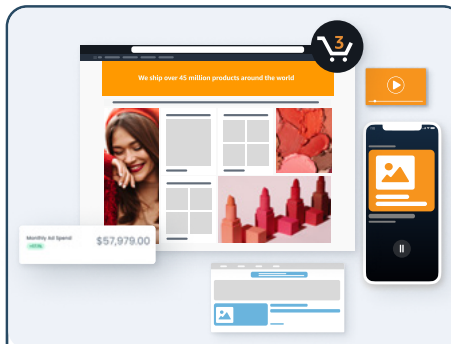
#1

Amazon's curated placements proved to be key in driving sales on Prime Day, emphasizing the importance of having your PR team aligned on your Prime Day strategy!

#2 Profit

Referral fees for Prime Day are based on the list price. For this reason, it is not recommended to have a high list price with a permanent slash-through.

To ensure efficient ad spending and protect the bottom line, businesses that typically use tACOS (Total Advertising Cost of Sales) as a metric should deduct their average discount from the list price. This adjustment accounts for the impact of discounts on ad performance and prevents overspending.



#3 DSP

If you're running DSP and run out of stock or lose the Buy Box, it is important to remember that DSP is not a Buy Box-aware system. You will need to disable DSP for that product!

#4 PED

(Prime Exclusive Discount) Tips: Having both Prime Exclusive Discount and Prime Exclusive Best Deal on the same SKU can result in the suppression of both promotions. Running a website deal can impact the PEDs even if it offers the same discount. Lightning deals suppress the PEDs during their duration. Remember PEDs only work on FBA inventory!

#5 Coverage

No Prime Day is complete without a few surprises. Make sure you have coverage throughout the 48 hours. Ensure someone is available for late night budget watching.

#6 Merchandising

Focus on promoting top-selling products rather than using Prime Day solely for liquidating slow-moving inventory.

#7 Reports

Reports and data, especially inventory and sales, may not be reliable or up to date during Prime Day.



Curious about the long-term impact of sales events like Prime Day? So are we!

Stay tuned for our 30 days post-Prime Day report, where we're tracking the sustainability of deals for our clients.

[Subscribe to our e-commerce Newsletter >](#)

envisionhorizons.com

Worldwide Amazon Prime Day Stats

375M
Items Sold

\$54.05
Average Order

\$12.7B
Dollars Spent



Prime Day 2023 was the biggest ever for independent sellers on Amazon, with their sales growth outpacing Amazon's retail business. The first day of Prime Day set a new record as the largest sales day in Amazon's history.

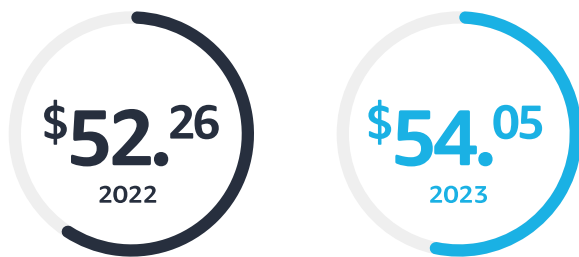
Last year in 2022, Amazon noted that worldwide its members purchased over 300 million items and saved over \$1.7 billion.

\$1.7
Billion

\$2.5
Billion

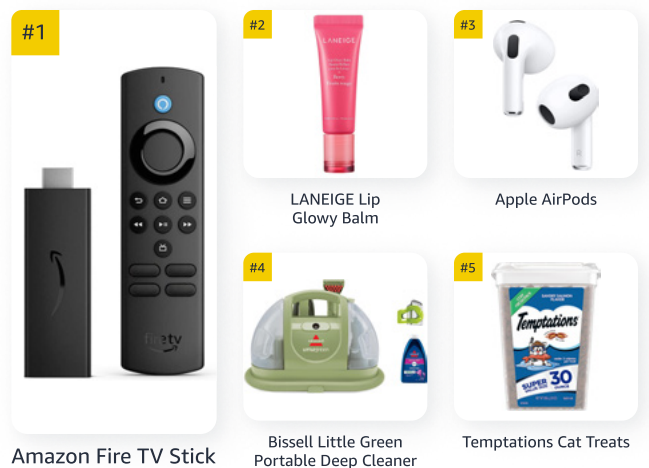
This year in 2023, Amazon reported that worldwide its members purchased over 375 million items and saved over \$2.5 billion.

An early read of Prime Day 2023 shows the average order size was \$54.05, up from \$52.26 in the same reporting period on Prime Day 2022.



Source: [Numerator](#)

The top five items sold on Prime Day were

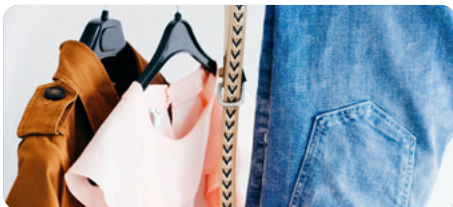


Top-selling categories on Prime Day were:

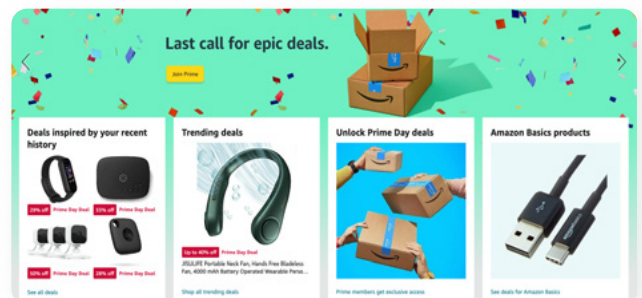
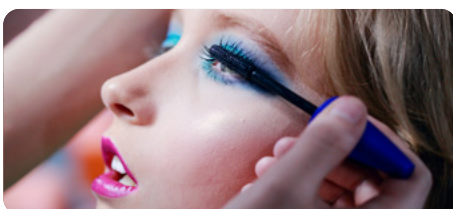
Home



Fashion



Beauty



US online sales during Prime Day rose 6.1% from last year (Source: [Adobe Analytics](#))

6.1%

Americans Spent \$12.7 Billion During This Year's Prime Day

\$12.7
Billion

Day 1 sales were higher, as shoppers spent \$6.4 billion on Wednesday, and \$6.3 billion on Thursday