

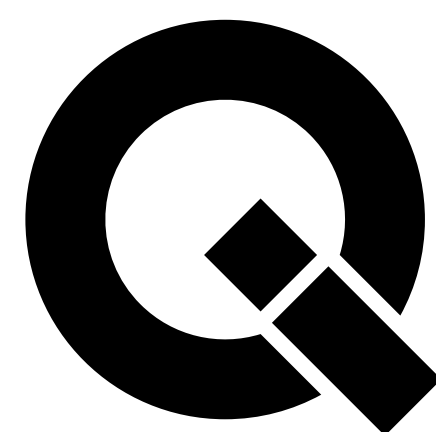
INDUSTRY REPORT | PRIME BIG DEAL DAYS 2024

Embracing the early bird special

Savvy shoppers showed up early
to stock up & save



CommercelQ



Prime Big Deal Days 2024 highlights important shifts in consumer behavior

Amazon has declared that Prime Big Deal Days 2024 was its largest October shopping event to date. This year, more Prime members participated than ever before, capitalizing on early holiday deals and officially kicking off the holiday season.

During the two-day event, sales and the number of items sold exceeded all previous October shopping events. Globally, Prime members saved over \$1 billion across millions of deals, including significant discounts on seasonal merchandise and gifts.

As we analyzed our own results from the 2024 Prime Big Deal Days (PBDD) event, one clear theme emerged: Customers are not only shopping around earlier, but they're also increasingly motivated to make purchases well in advance of major sales events.

Let's dive into the key insights from PBDD 2024, and what they mean for brands looking to optimize performance during Amazon's headliner events and beyond.

Eyes were on Amazon before Prime Big Deal Days started

+5.6%

 pre-event traffic

One of the most striking insights from 2024 PBDD is that traffic leading up to the event was 5.6% higher than traffic recorded after it. In contrast, traffic before the 2023 event remained relatively flat. This year's increase was driven by notable growth in specific categories:

Patio, Lawn & Garden

+14%

Beauty

+11.8%

Health & Personal Care

+11.6%

 Insights

Customers are clearly browsing early for deals, suggesting that brands should prepare for heightened interest and engagement well ahead of key shopping events.

Demand for pre-event deals is growing

+12.6%



pre-event sales vs. post

Pre-Prime Big Deal Day sales garnered a remarkable 12.6% lead on post-event sales. For context, pre-event sales in 2023 were just 2.5% higher than sales after last year's event closed.



Insights

This consistent, year-over-year acceleration in pre-tentpole event sales indicates a clear trend: Customers are getting more proactive and shopping earlier—seeking out deals before the official event even begins.



Brands are catching on to “early bird” shopping patterns

+2.61%



pre-event sales vs. 2023

Overall sales during the 2024 PBDD saw a notable increase in pre-event sales, capturing a larger percentage of total demand compared to past years. Specifically, pre-event sales accounted for 22.57% of total sales, compared to 19.96% in 2023—a 2.61% increase from last year’s event.



Insights



This shift underscores the importance of ensuring products are in stock and that advertising budgets are allocated earlier in the event cycle to capitalize on this growing demand.

Opportunity awaits with smarter ad spending ahead of events

+8.5%



The total ad spend for 2024 Prime Big Deal Days rose by 8.5%, with a significant portion of this budget focused on pre-event efforts. Interestingly, pre-event ad spending was 15.5% higher than post-event spending, but it only accounted for 19.6% of total ad spend.



Insights

This suggests an opportunity for brands to reallocate ad dollars toward pre-event promotions to capture a larger share of early sales. Despite weaker unit discounts leading up to the event, sales still increased—indicating that shoppers are willing to convert even with less aggressive pricing.



Brands should be thinking outside the event box

43%

of sales occurred before & after PBDD

Perhaps one of the most telling insights is that conversion rates before and after the event were significantly higher than during the event itself. With 23% of sales occurring before PBDD even began and 20% after the event closed, it's clear that the success of tentpole events can't be measured solely on their official timelines.

Insights

This indicates that consumers browsing during these times had higher purchase intent than those simply looking for deals during the event. Brands must consider pre- and post-event strategies to fully capture consumer interest and drive sales throughout the entire event shopping cycle.



Strategies for the future

To successfully navigate the shifts in consumer behavior that Prime Big Deal Days 2024 highlighted, brands should consider the following for upcoming tentpole events and retail holidays:

- **Enhance early promotions:** Focus on building excitement and capturing demand ahead of major events, prioritizing pre-event advertising to align with the growing consumer trend of shopping earlier. This proactive approach can help brands capitalize on the increased traffic that precedes major sales events.
- **Stock the digital shelf sooner:** Ensure products are well-stocked before tentpole events to meet early shopper demand and mitigate risk of revenue losses due to out-of-stocks.
- **Focus on value vs. discounts:** Given that shoppers converted despite weaker discounts, brands should emphasize the overall value of their products in pre-event messaging, and consider a mix shift to lower ASP products in their promotions during retail events.
- **Continuously analyze consumer behavior:** Understanding the motivations behind consumer purchases before, during and after a retail event period can inform future advertising strategies. Brands that closely monitor traffic and conversion rates can tailor their campaigns to better meet consumer expectations and increase ROAS.

Ready to supercharge your Amazon performance with CommerceIQ?

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