

RECAP REPORT

What Happened on Prime Big Deal Days 2023?

October 2023

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CommercetIQ

Top 5 Takeaways from the First Day Prime Big Deal Days 2023

1 While smaller than Prime Day 2023 (“PD23”), Prime Big Deal Days 2023 (“PBDD23”) is an important sales day, seeing an increase of +236% in daily sales versus the baseline average.

2 Brands were better prepared on inventory, with +80% more inventory on hand and -34% reduction in revenue lost due to out of stock versus Prime Early Access Sale 2022 (“PEAS22”)

3 Brands pulled back on ad spend across nearly all categories, spending 41% less than PEAS22. The market became more competitive with ROAS declining by \$3.38 versus PEAS22.

4 Pet products was the winner amongst individual categories during PBDD23, seeing a +67% increase in ordered revenue versus the PEAS22.

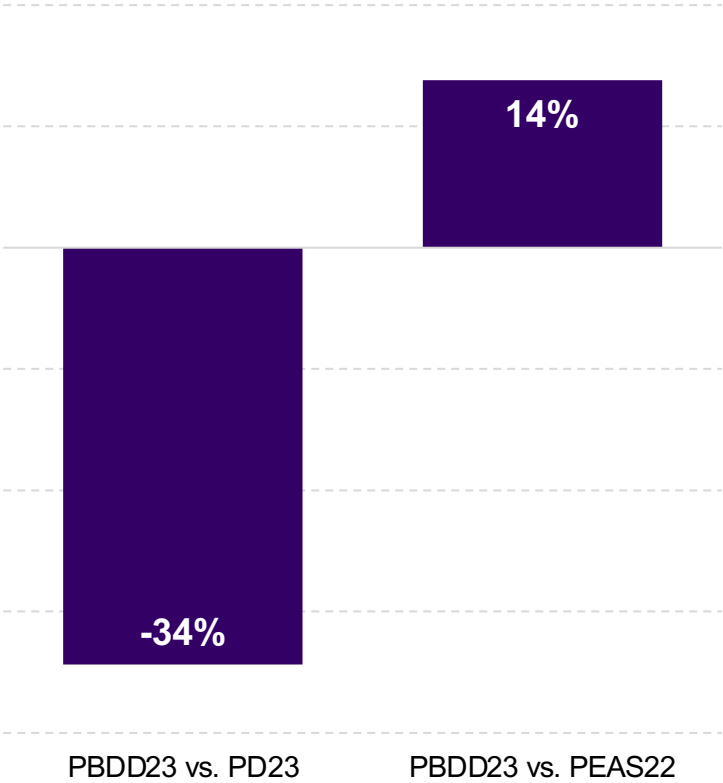
5 It appears there is an overall decline in ASP as compared to PD23 which may be a key driver for lower revenues combined with lower traffic. ASP is down 23%, with higher ASP categories experiencing higher declines in ASP.

Source: Internal data from CommerceIQ’s REM Platform for its users who were active on Prime Day 2023 (July 2023) to Prime Big Deal Days 2023 (October 2023)

Prime Big Deal Days drove +14% traffic than the Prime Early Access Sale in 2022, as well as an +111% larger boost in traffic as compared to the respective trailing 28 day period leading into each sale period.

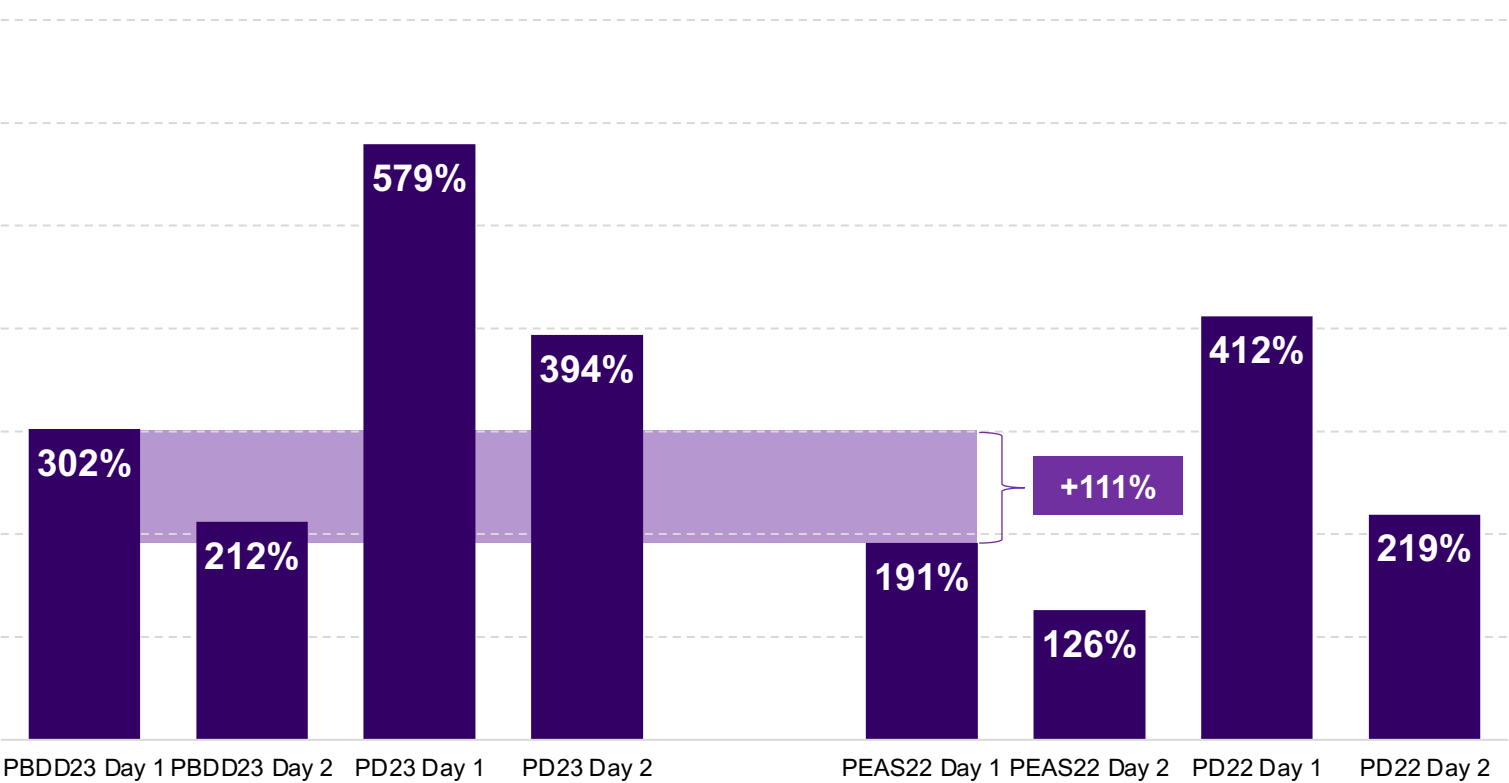
Glance Views

vs. Prime Day '23 and Prime Early Access Sale '22



Glance Views

vs. L28 Days Baseline prior to sale period

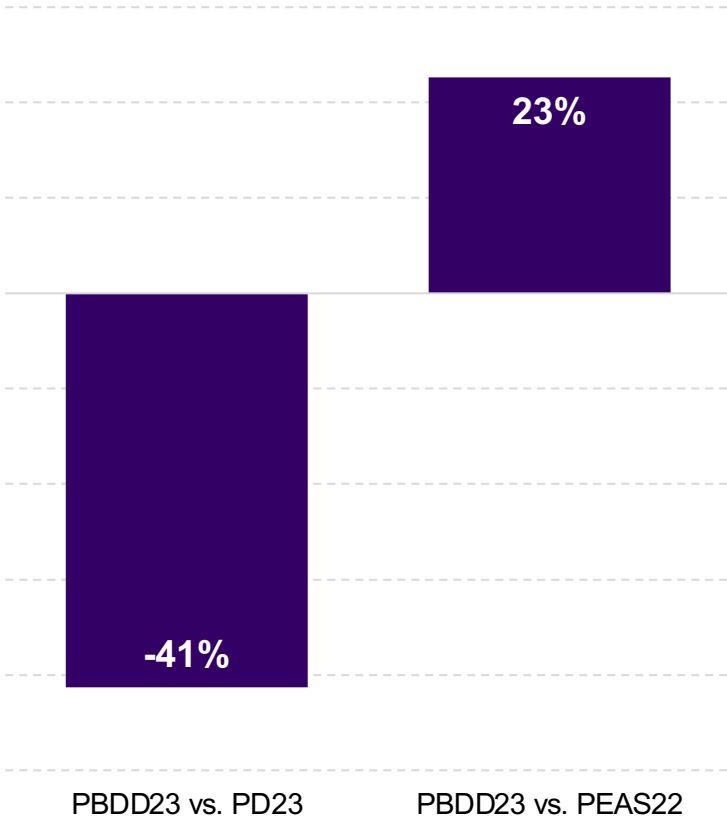


Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2022 (July 2022) to Prime Big Deal Days 2023 (October 2023)

While less impactful than Prime Day 2023, Prime Big Deal Days drove +23% more revenue than the Prime Early Access Sale in 2022, as well as an +86% larger boost in revenue as compared to the respective trailing 28 day period of sales

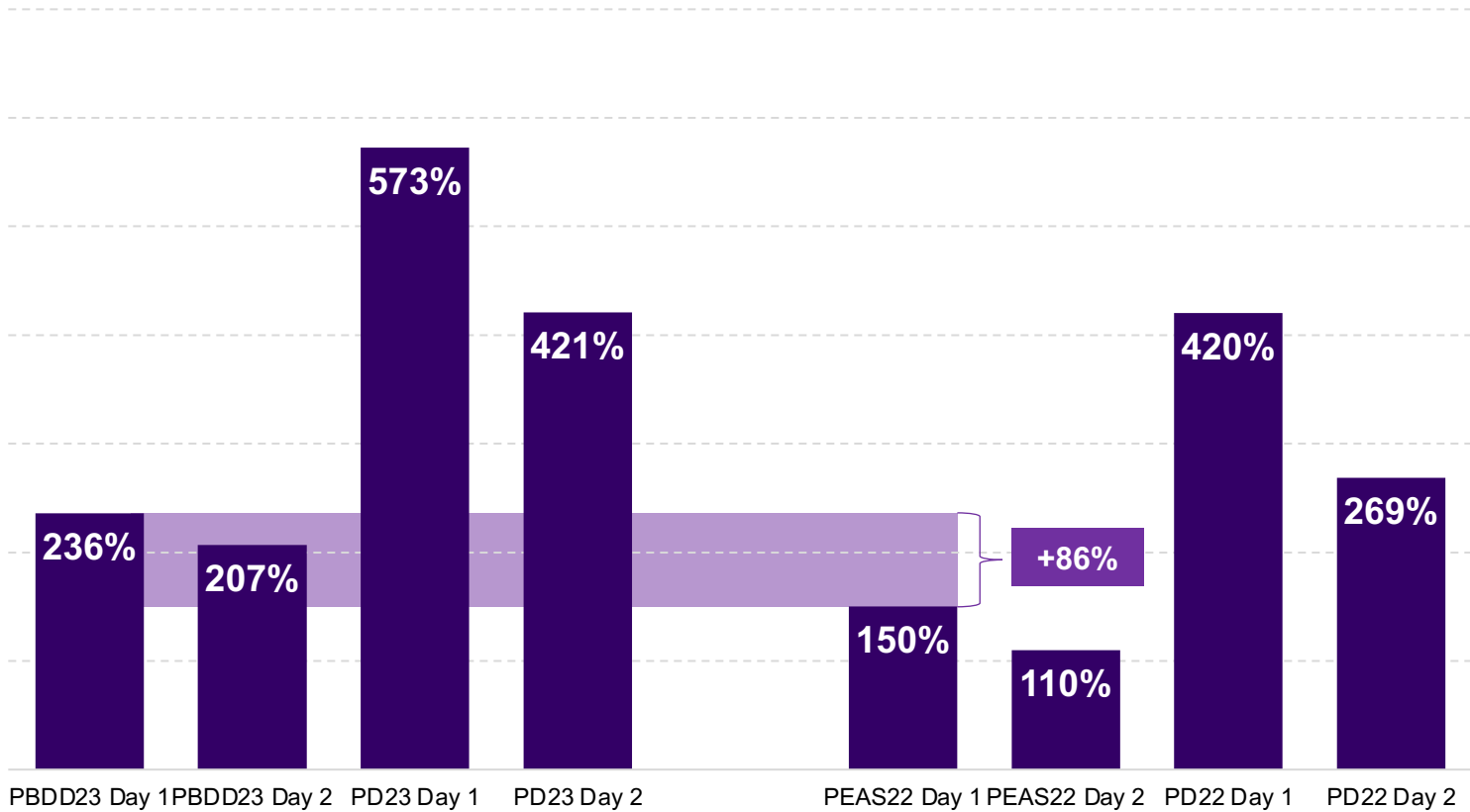
Ordered Revenue

vs. Prime Day '23 and Prime Early Access Sale '22



Ordered Revenue

vs. L28 Days Baseline prior to sale period

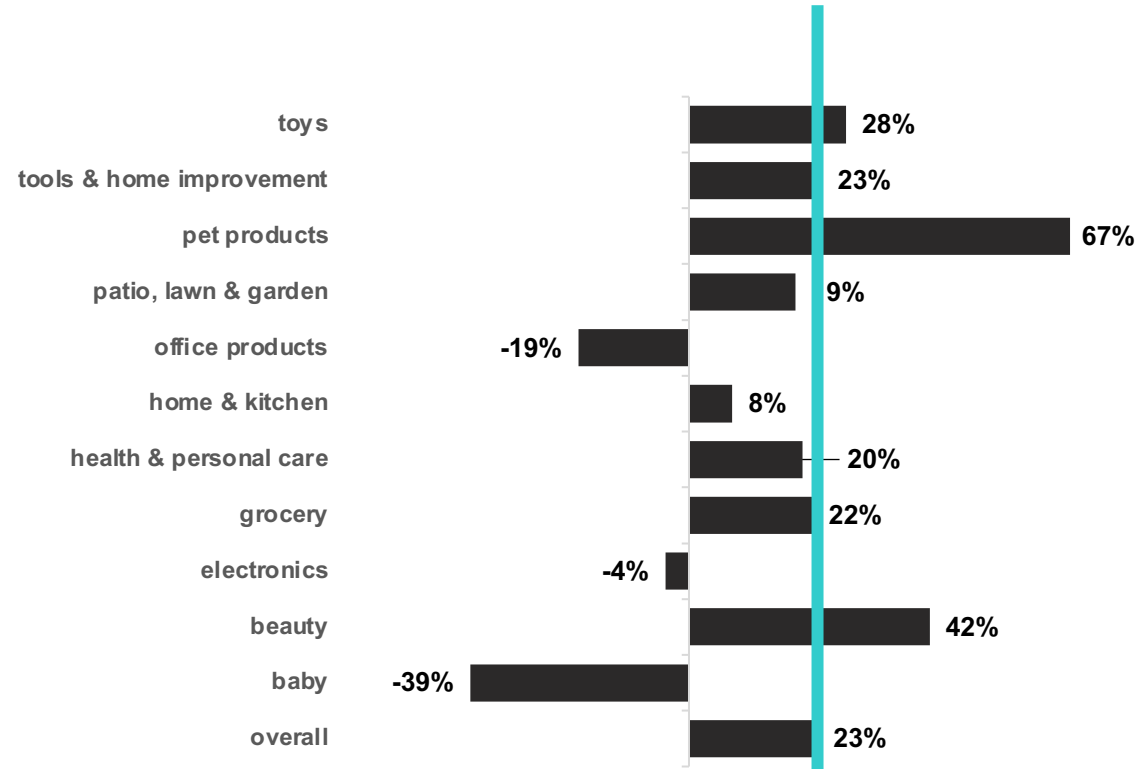


Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2022 (July 2022) to Prime Big Deal Days 2023 (October 2023)

Pets was the big winner, growing +67% in revenue during PBDD23 versus the PEAS22 while Toys saw the largest increase in traffic of +78% versus last PEAS22

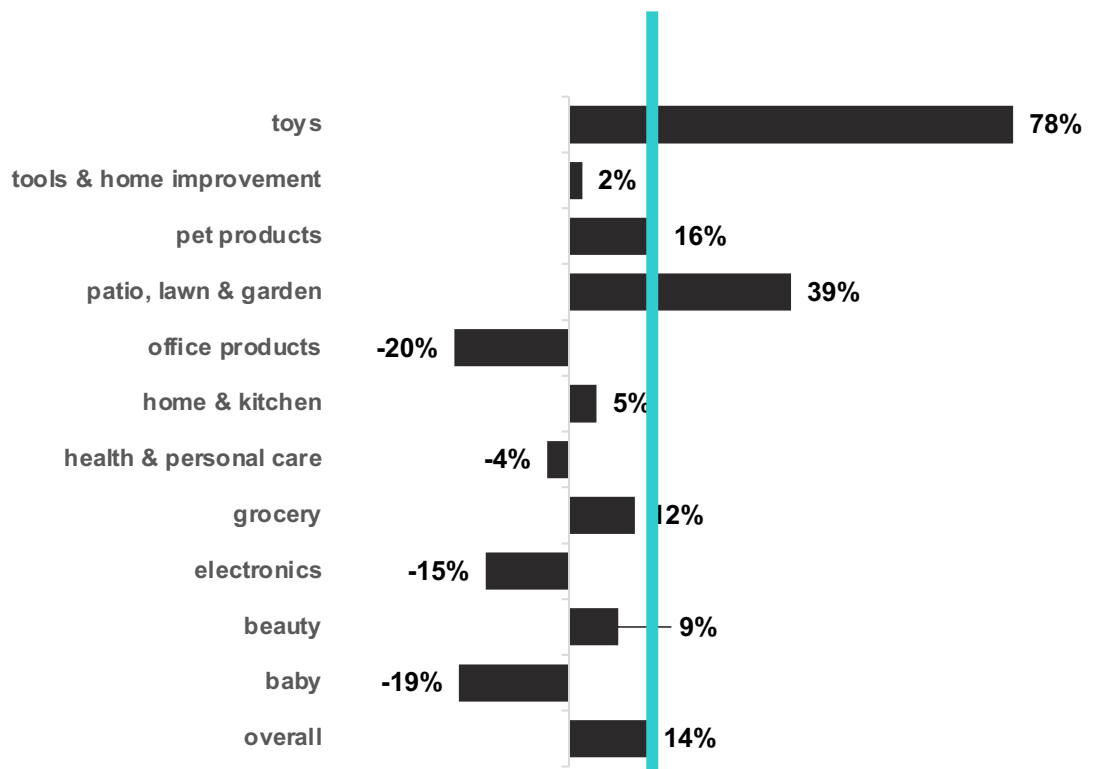
Change in Ordered Revenue by Category

Prime Big Deal Days 2023 vs. Prime Early Access Sale 2022



Change in Glance Views by Category

Prime Big Deal Days 2023 vs. Prime Early Access Sale 2022

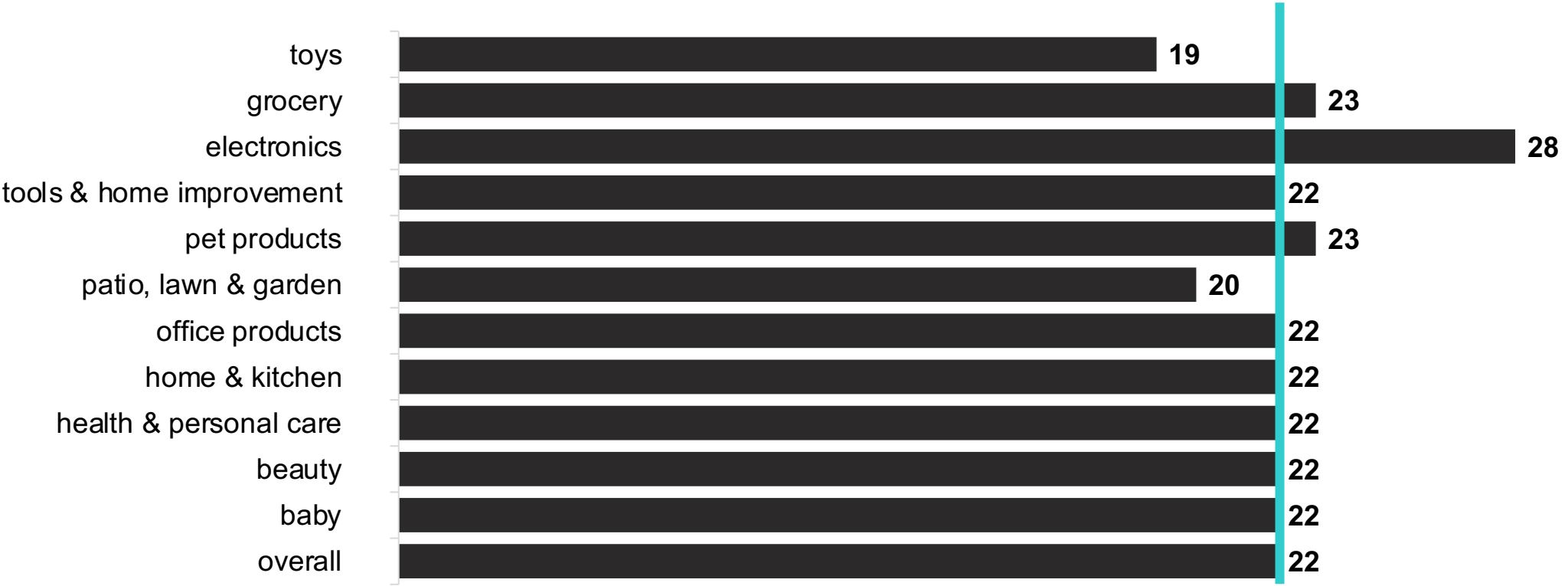


Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) to Prime Big Deal Days 2023 (October 2023).

Unlike Prime Day 2023, all categories sold through at a relatively similar rate, outside of Toys and Pets which reached 50% of total sales 2 to 3 hours earlier than average.

Hours to Reach 50% of Total PBDD23 Sales

Measured from 0:00 PST Oct 10, 2023

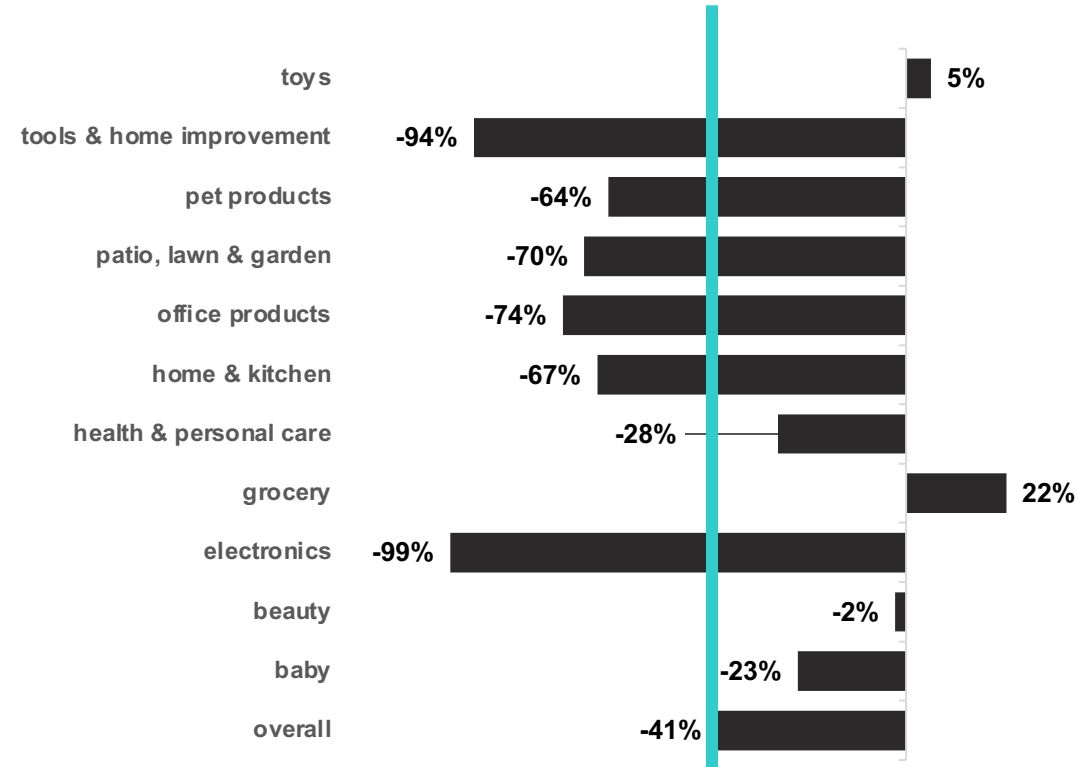


Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) to Prime Big Deal Days 2023 (October 2023).

All categories pulled back on ad spend outside of grocery and toys versus PEAS22. Pets grew in spite of reduced ad spend and increased CPCs.

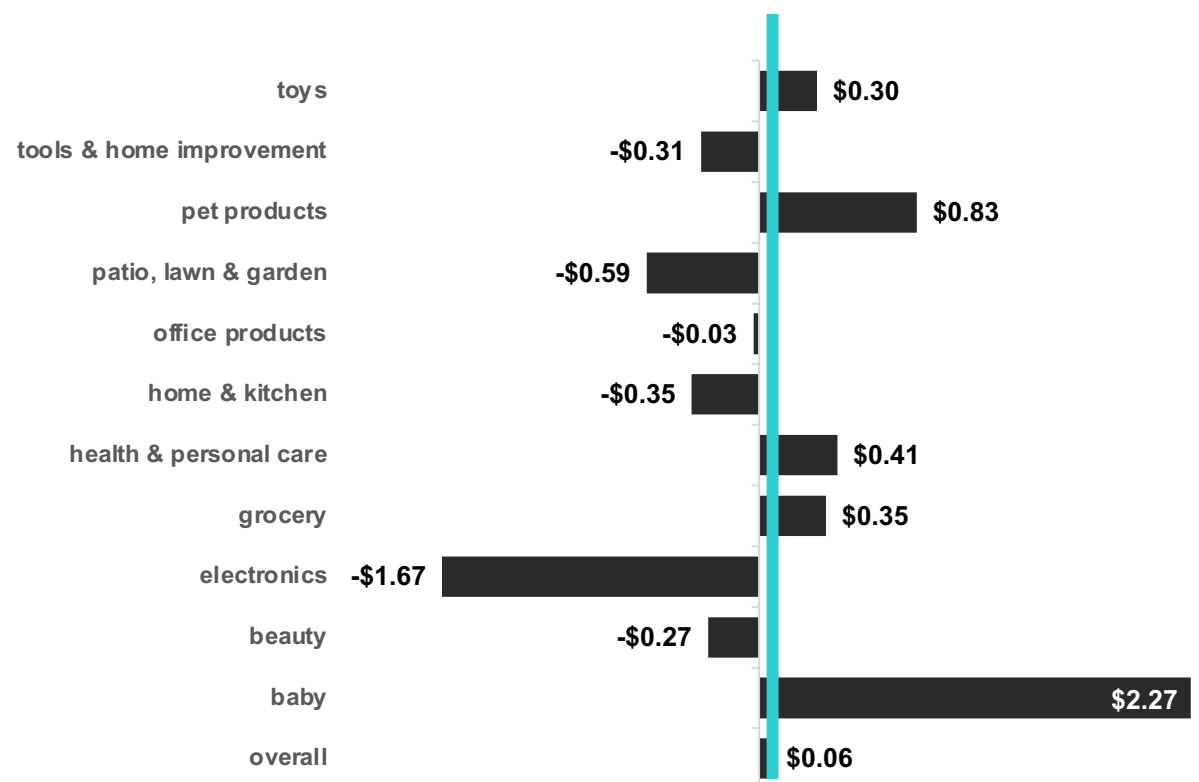
Change in Ad Spend by Category

Prime Big Deal Days 2023 vs. Prime Early Access Sale 2022



Change in CPCs by Category

Prime Big Deal Days 2023 vs. Prime Early Access Sale 2022

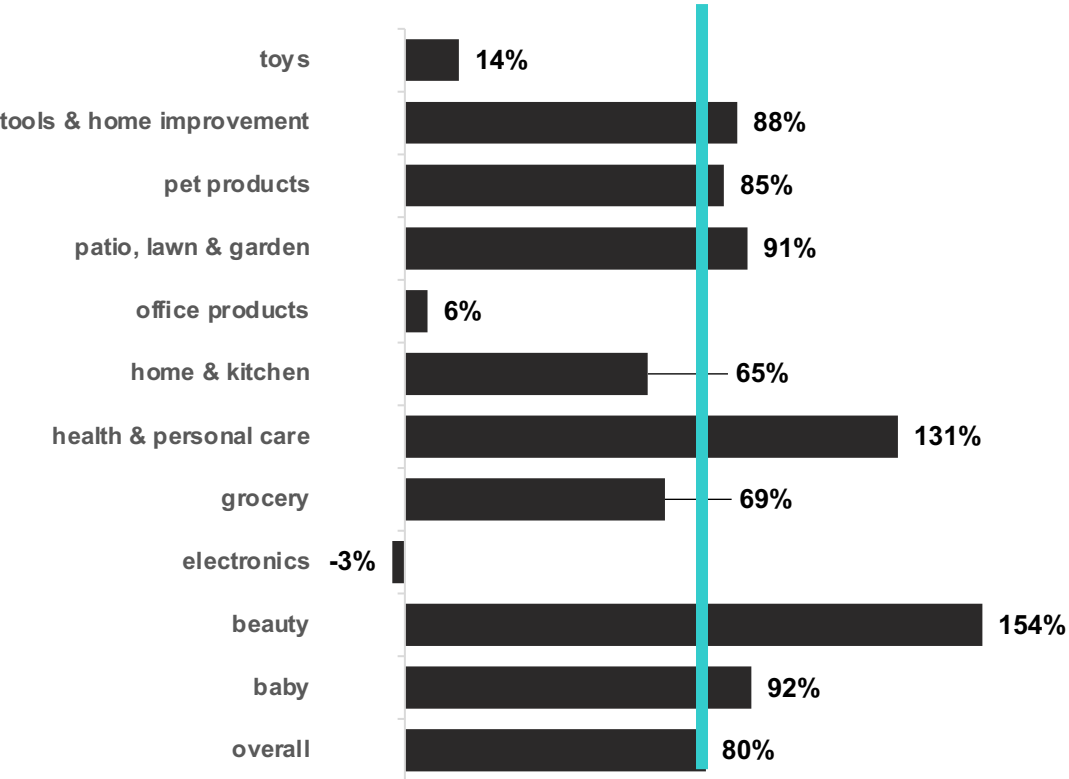


Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) to Prime Big Deal Days 2023 (October 2023).

Inventory on hand improved versus 2022, but saw a degradation in gross margins. Combined with decreases in ASP and a slight increase in CPCs, PBDD23 are a signal of continued headwinds on profitability.

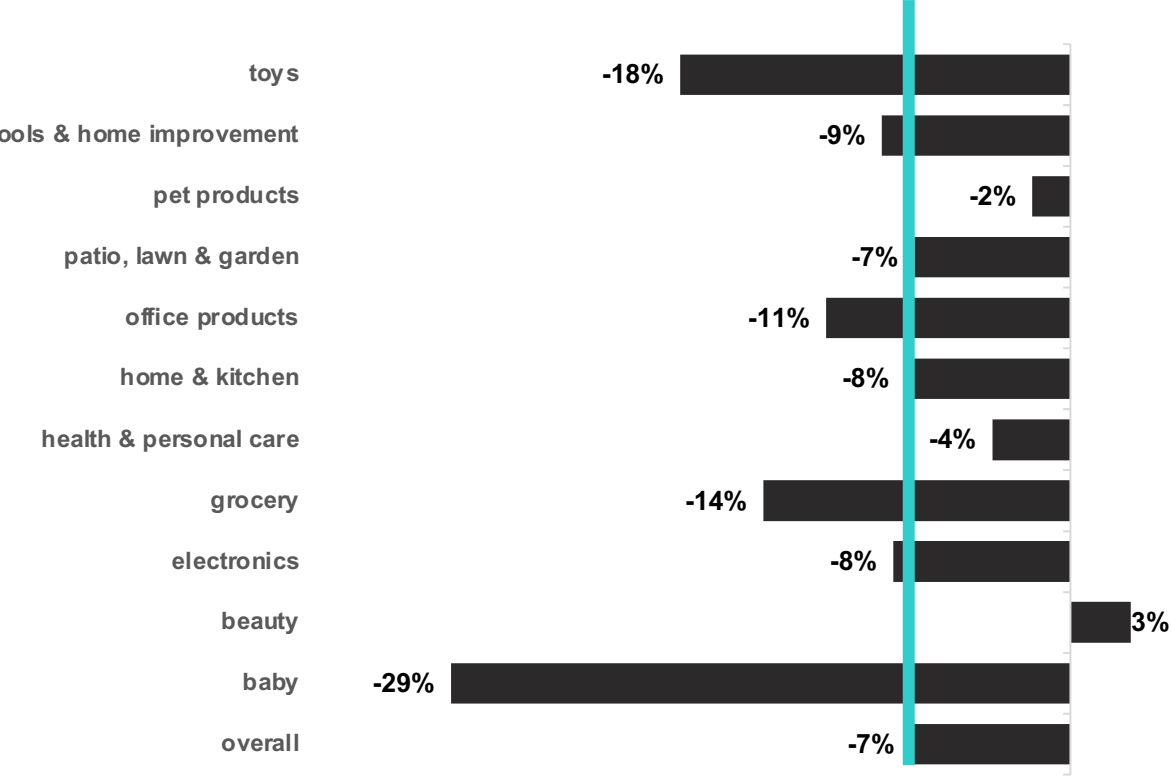
Change in On Hand Inventory

Prime Big Deal Days 2023 vs. Prime Early Access Sale 2022



Change in Gross Margin by Category

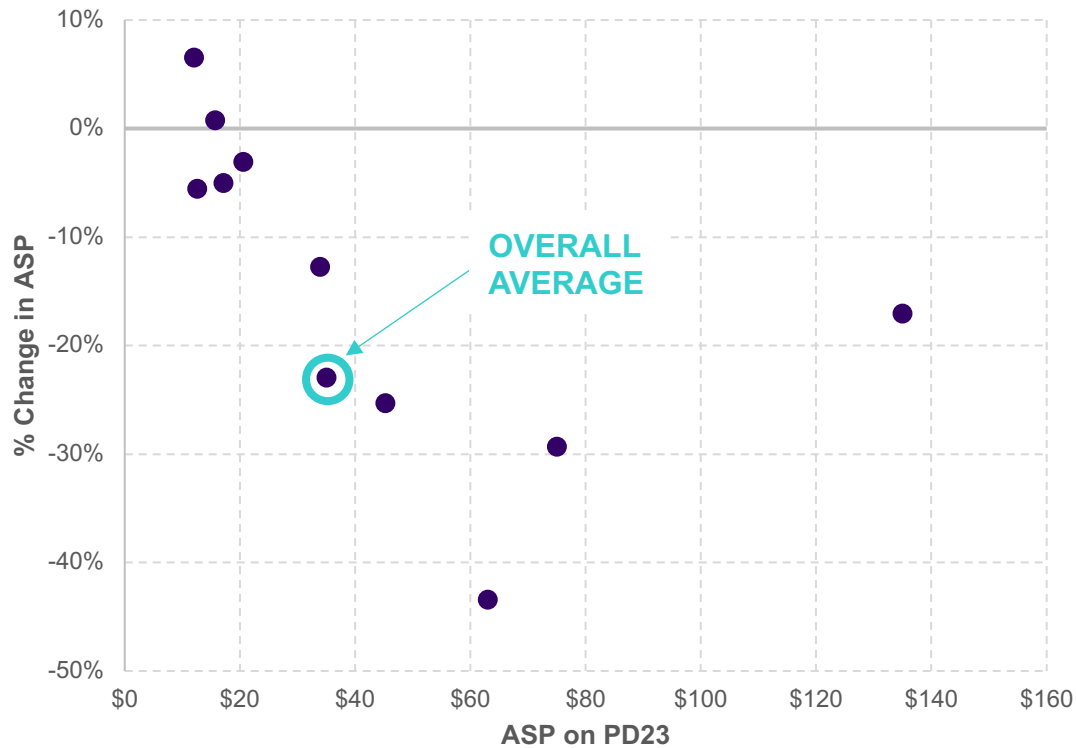
Prime Big Deal Days 2023 vs. Prime Early Access Sale 2022



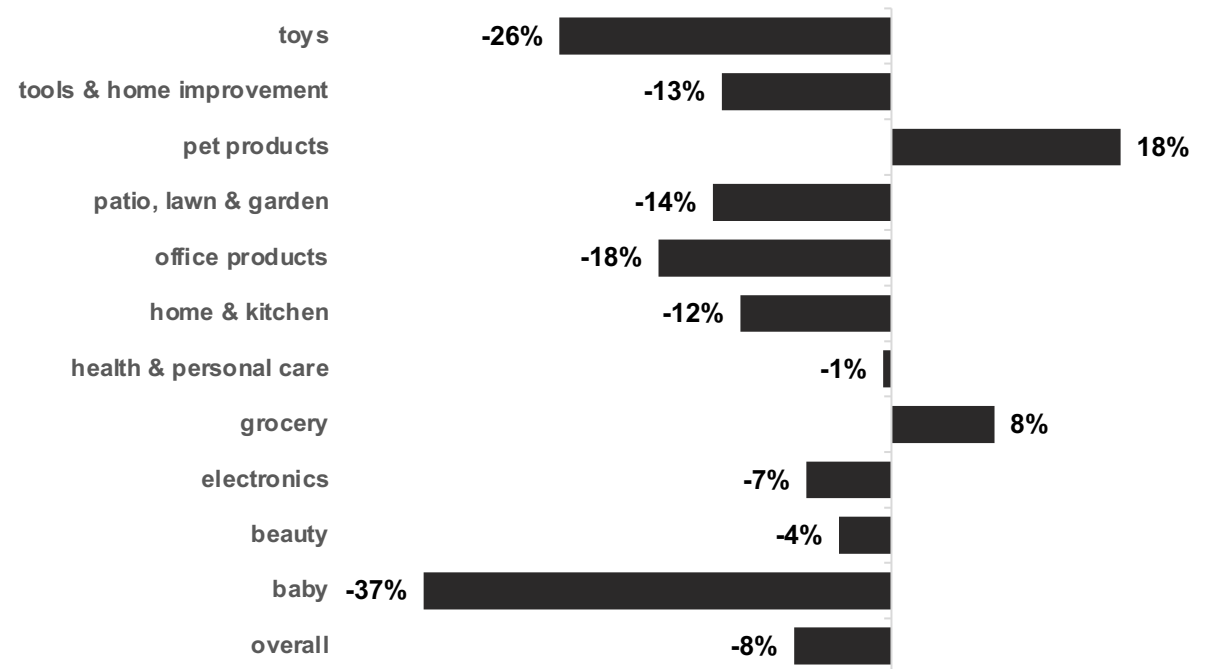
Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) to Prime Big Deal Days 2023 (October 2023).

Higher ASP categories saw a relatively larger decline in ASP on PBDD23 vs. PD23. As compared to PEAS22, all categories but Pet and Grocery experienced a decline in ASP signaling a potential trade down by shoppers across nearly all categories.

% Change in ASP PBDD23 vs. PD23
compared to ASP on PD23



% Change in ASP PBDD23 vs. PEAS22
by category

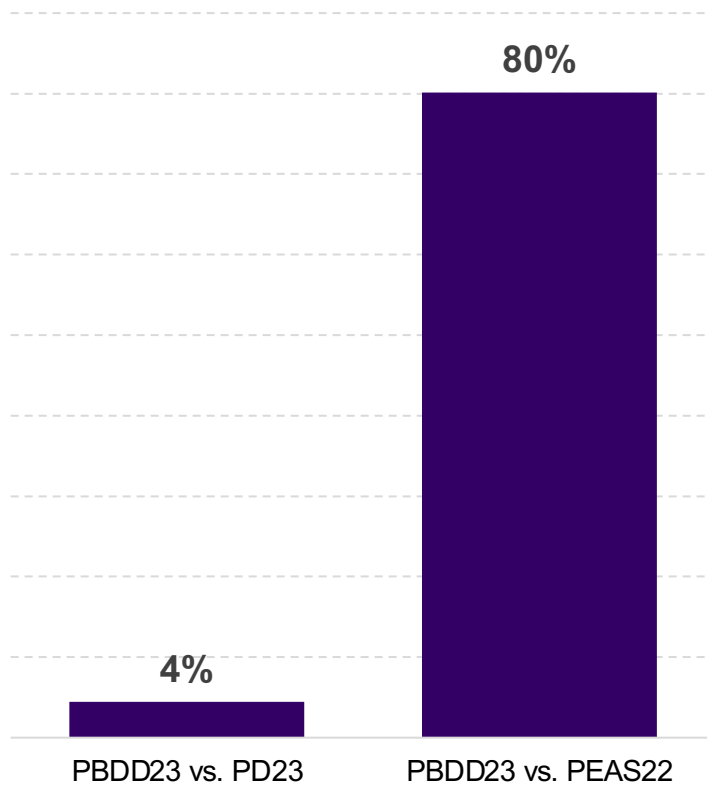


Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) to Prime Big Deal Days 2023 (October 2023). ASP = Ordered Revenue / Ordered Units

Brands were better prepared with inventory, with +80% on hand inventory relative to PEAS22. As a result, revenue lost due to out of stock fell by 34% vs. PEAS22 and 61% versus Prime Day 2023

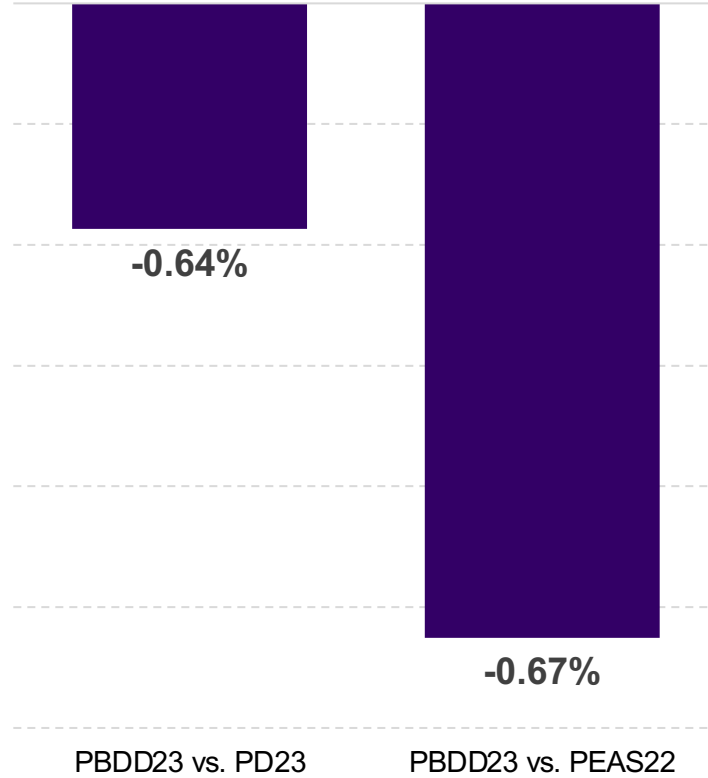
On Hand Inventory

vs. Prime Day '23 and Prime Early Access Sale '22



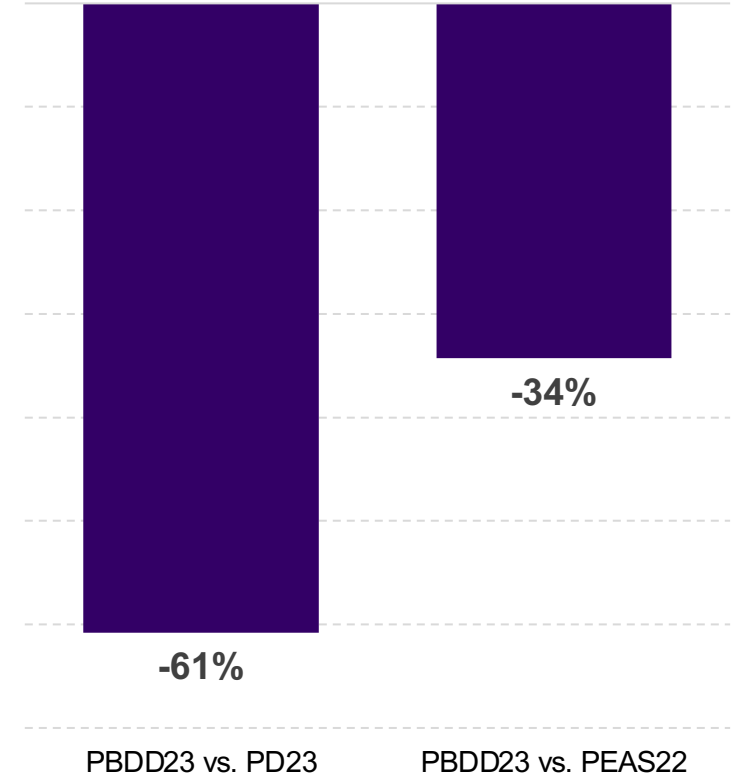
RepOOS%

vs. Prime Day '23 and Prime Early Access Sale '22



Revenue Lost due to OOS

vs. Prime Day '23 and Prime Early Access Sale '22

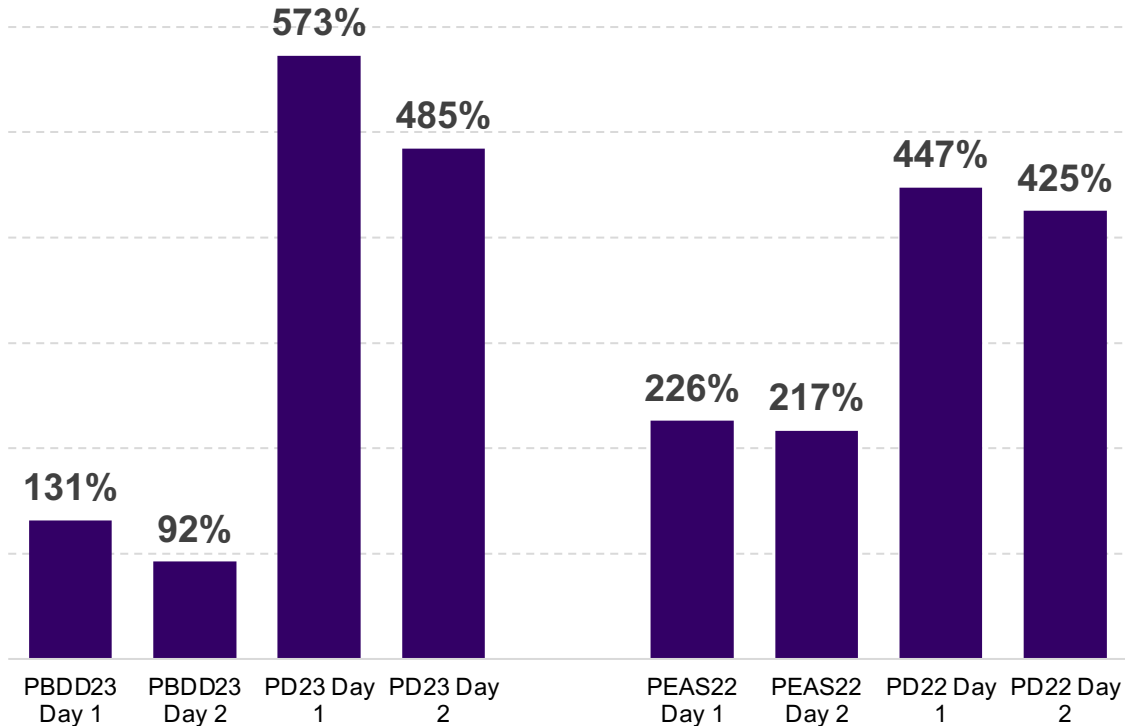


Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2022 (July 2022) to Prime Big Deal Days 2023 (October 2023)

Brands spent less on ads during PBDD23 relative to the trailing 28 day period as compared to PEAS22, and also saw a weaker ROAS as compared to all prior Amazon sales events since 2022.

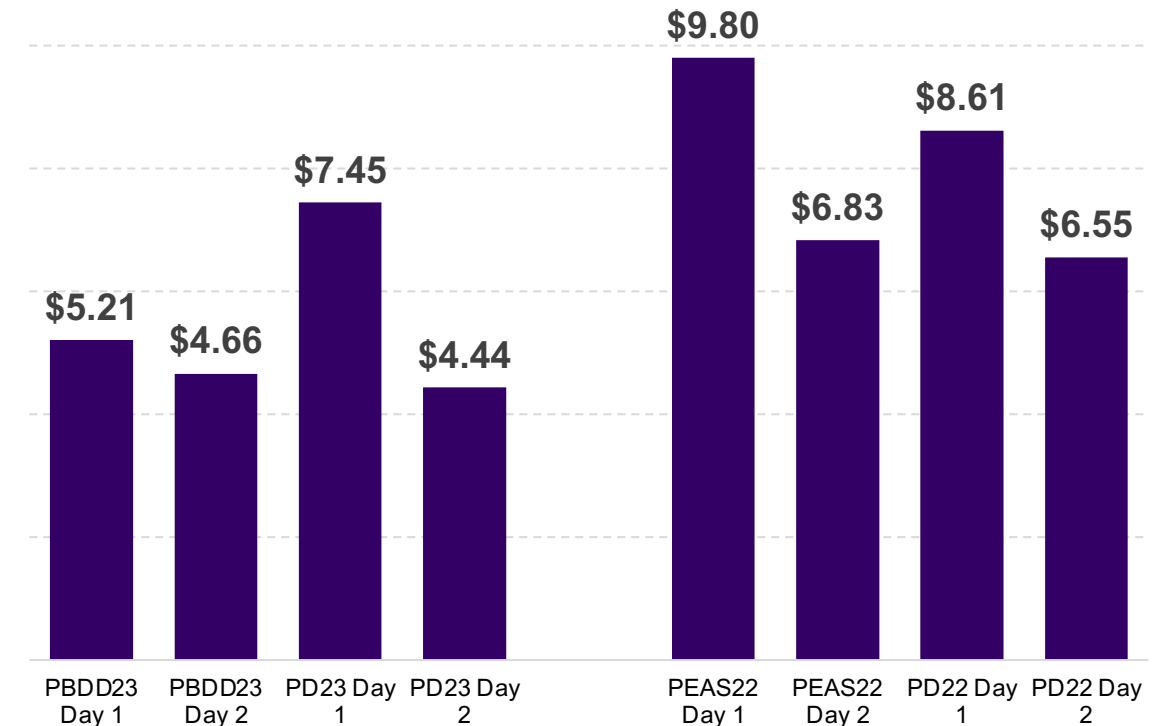
Ad Spend

vs. L28 Days Baseline prior to sale period



ROAS

Average for each day



Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2022 (July 2022) to Prime Big Deal Days 2023 (October 2023)

Hourly Traffic peaked on Day 1 of Prime Big Deal Days 2023 with conversion and revenue peaking on Day 2

6:00 PM PST
Day 1

Highest % of Prime Day Glance Views

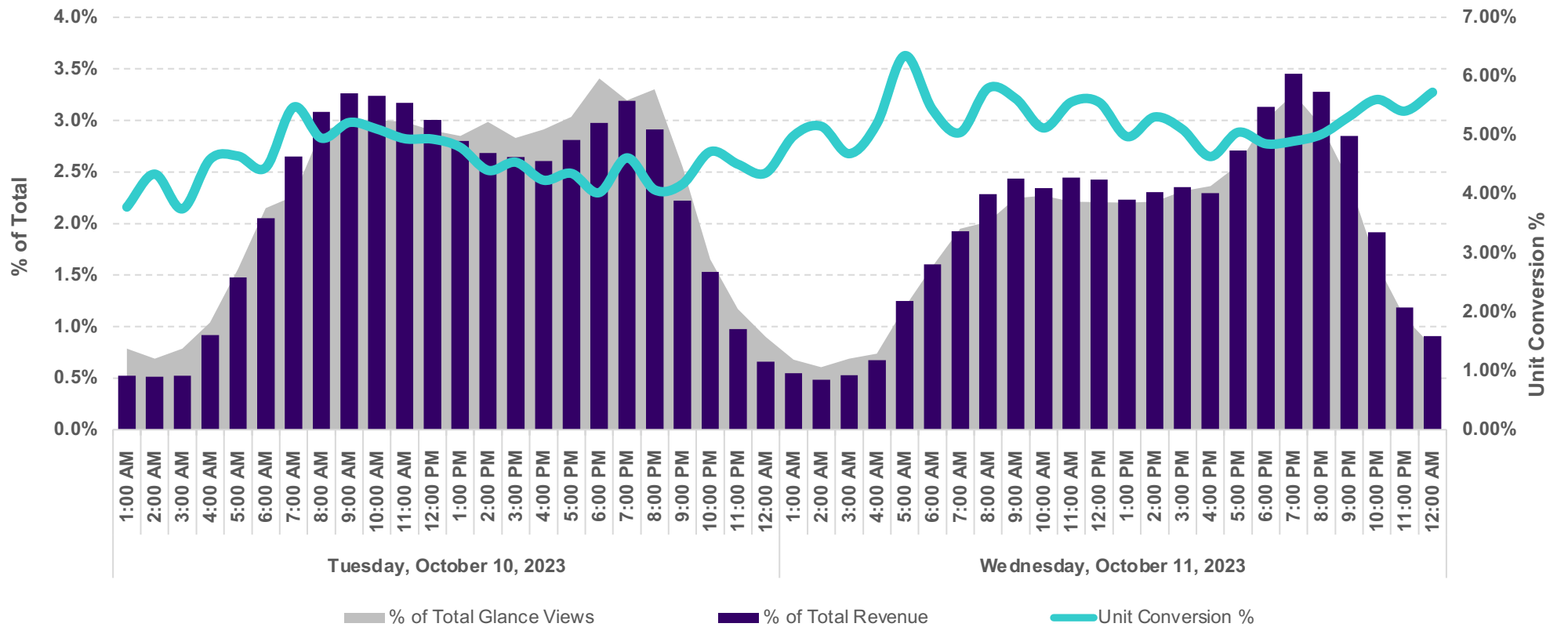
7:00 PM PST
Day 2

Highest % of Prime Day Ordered Revenue

5:00 AM PST
Day 2

Highest Unit Conversion % Time

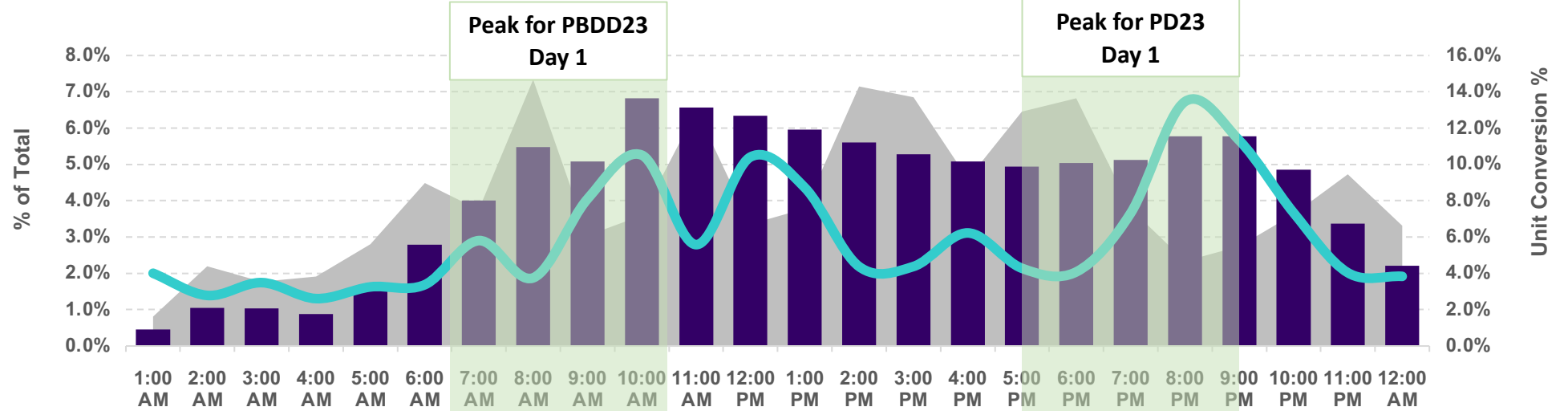
Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % Across All Categories



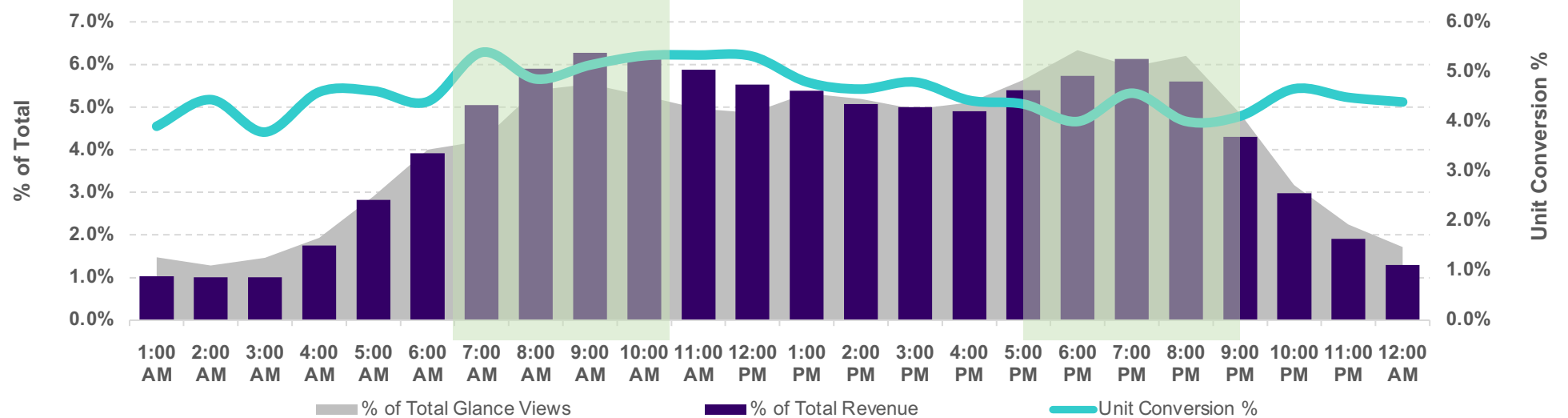
Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) to Prime Big Deal Days 2023 (October 2023)

PBDD23 saw more consistent sales throughout the day while PD23 saw it's peak concentrated at 8PM PST.

Prime Day 2023



Prime Big Deal Days 2023

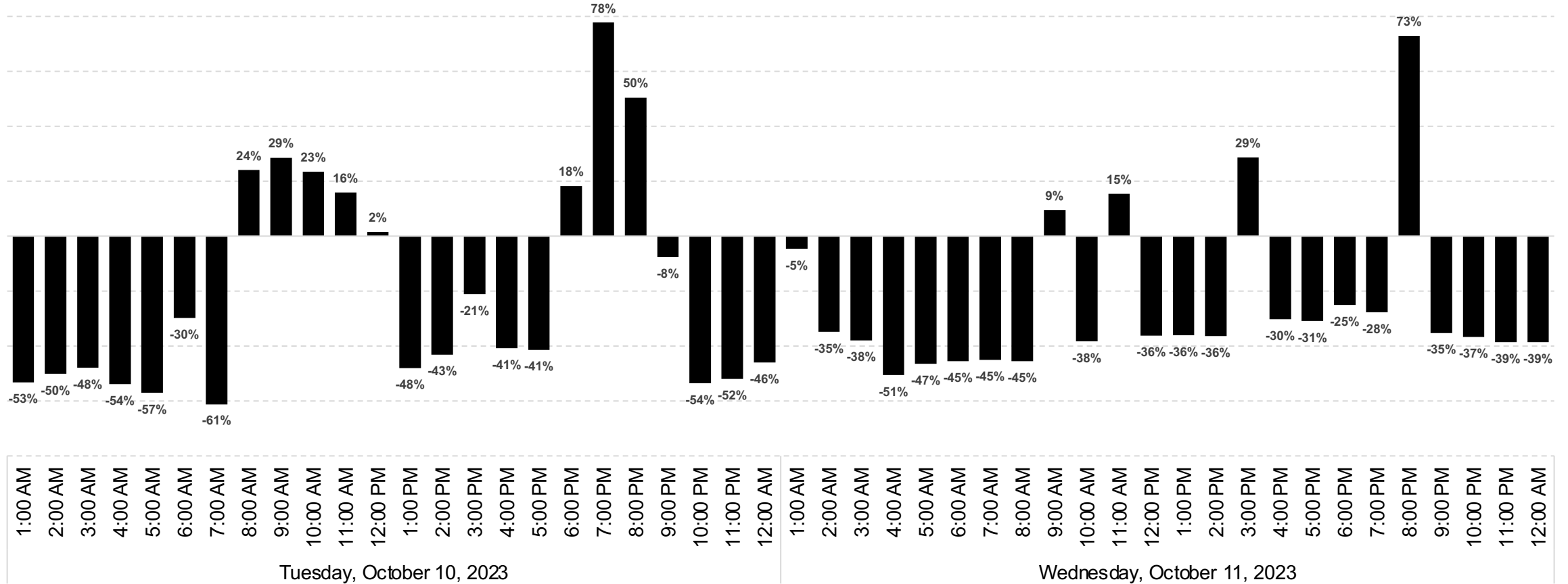


Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) ("PD23") to Prime Big Deal Days 2023 (October 2023) ("PBDD23"). L28 Day Average is calculated as the average per hour for the preceding 28 days prior to PBDD23 or PD23 respectively.

As compared to the preceding 28 days, Prime Big Deal Days saw lower traffic across the board, outside of spikes in the morning and evening of October 10, 2023.

Change in Glance Views

Prime Big Deal Days 2023 vs. Prime Day 2023

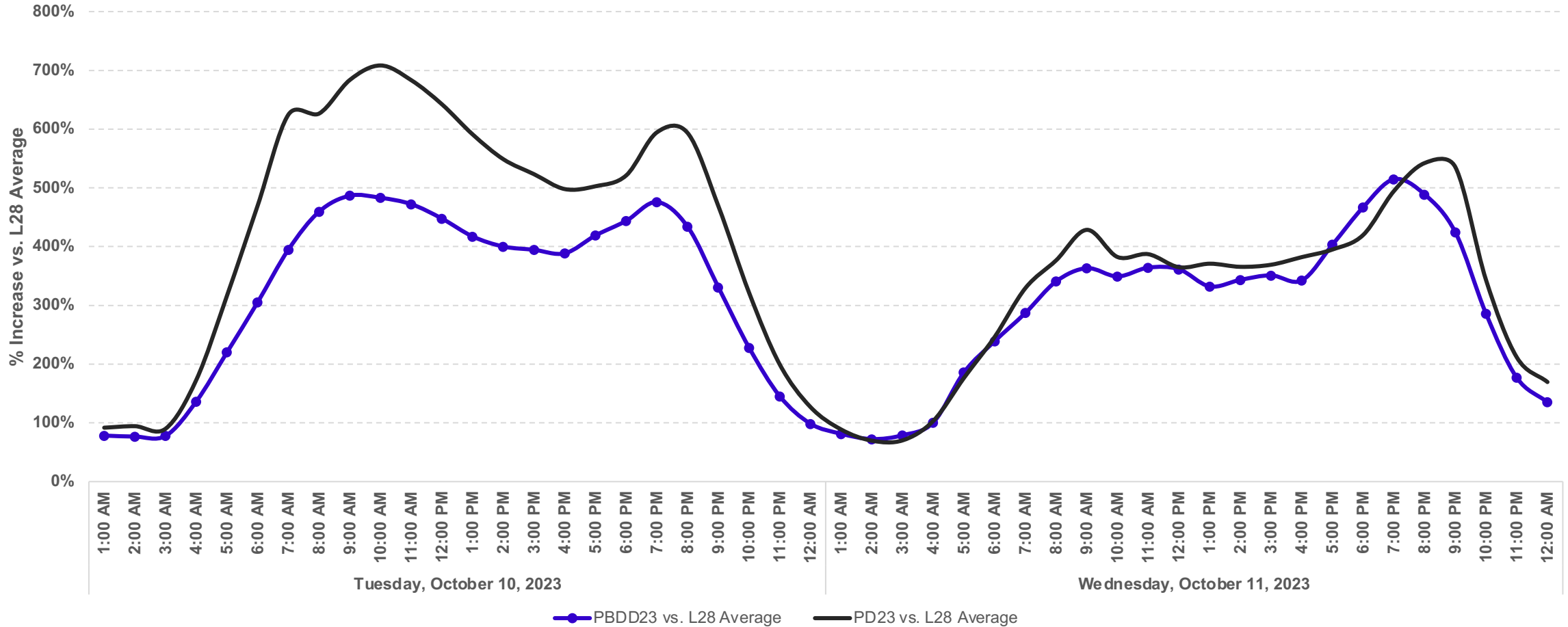


Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) ("PD23") to Prime Big Deal Days 2023 (October 2023) ("PBDD23"). L28 Day Average is calculated as the average per hour for the preceding 28 days prior to PBDD23 or PD23 respectively.

PBDD23 is driving a meaningful but much lower increase in ordered revenue as compared to the increase in revenue driven by PD23 when comparing to their L28 average hourly revenue.

Change in Ordered Revenue vs L28 Day Average

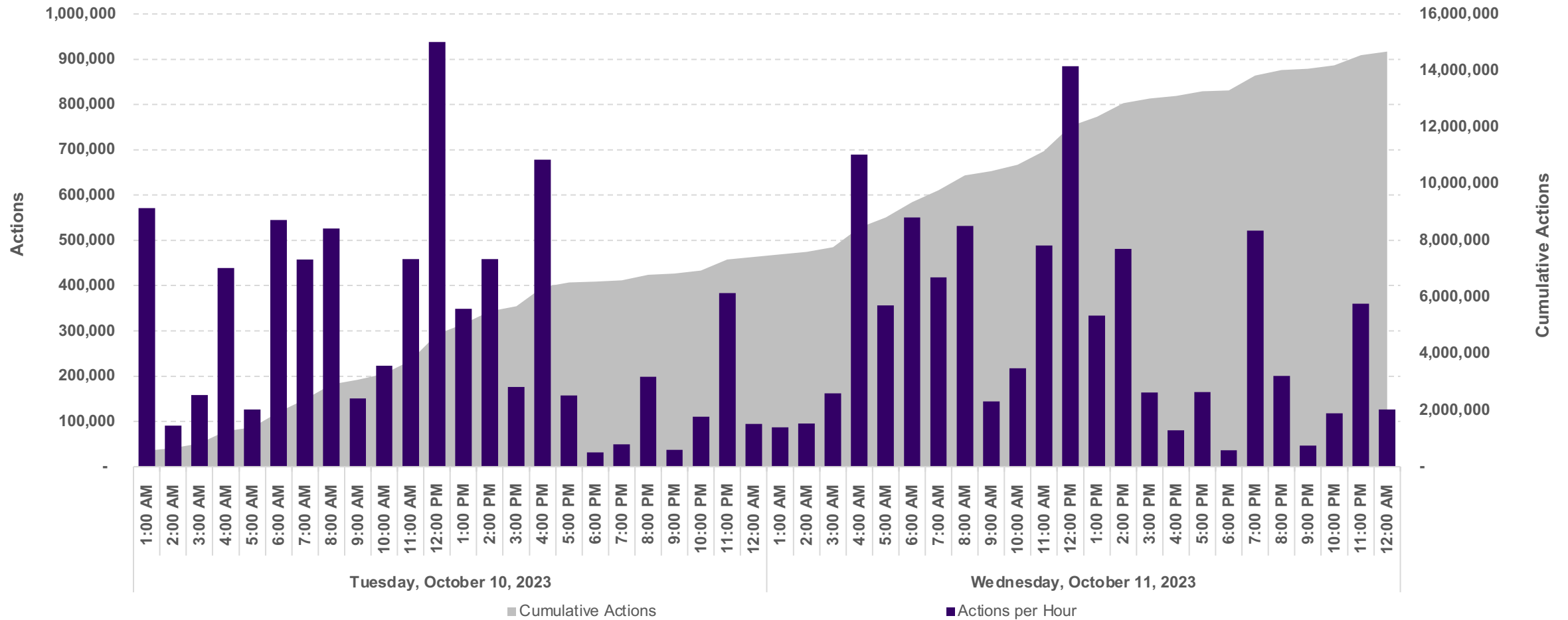
PBDD23 = Prime Big Deal Days 2023 | PD23 = Prime Day 2023



Source: Internal data from CommerceIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) ("PD23") to Prime Big Deal Days 2023 (October 2023) ("PBDD23"). L28 Day Average is calculated as the average per hour for the preceding 28 days prior to PBDD23 or PD23 respectively.

Brands leveraging CommercetIQ took advantage of over 14 Million automations throughout Prime Big Deal Days 2023

Number of Automations per Hour by CommercetIQ



Source: Internal data from CommercetIQ's REM Platform for its users who were active on Prime Day 2023 (July 2023) ("PD23") to Prime Big Deal Days 2023 (October 2023) ("PBDD23"). L28 Day Average is calculated as the average per hour for the preceding 28 days prior to PBDD23 or PD23 respectively.

Contact Us

Contact CommercIQ at <https://www.commerceiq.ai/demo/>

CommercIQ | 2100 Geng Rd Suite 210, Palo Alto, CA 94303

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