

**RECAP REPORT**

# What happened on Prime Day 2023?

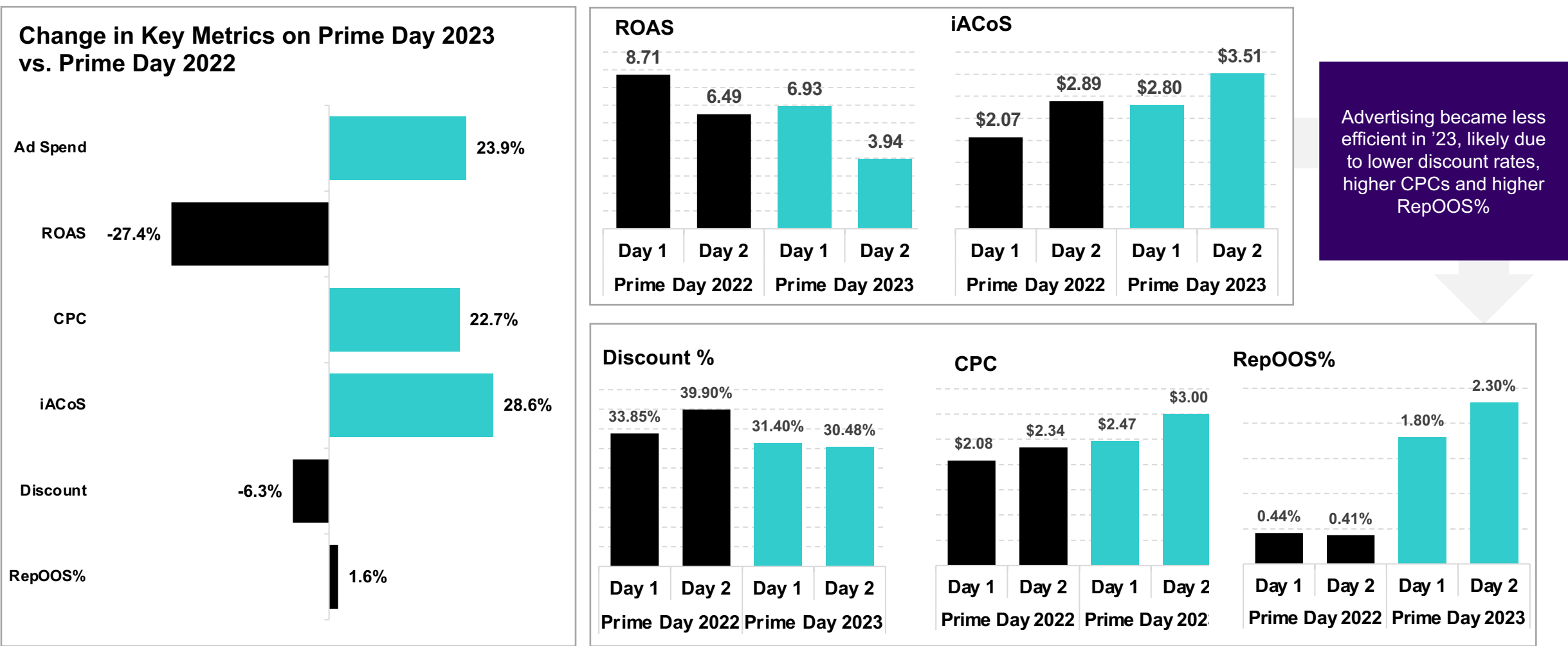
**July 2023**

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**CommercetIQ**

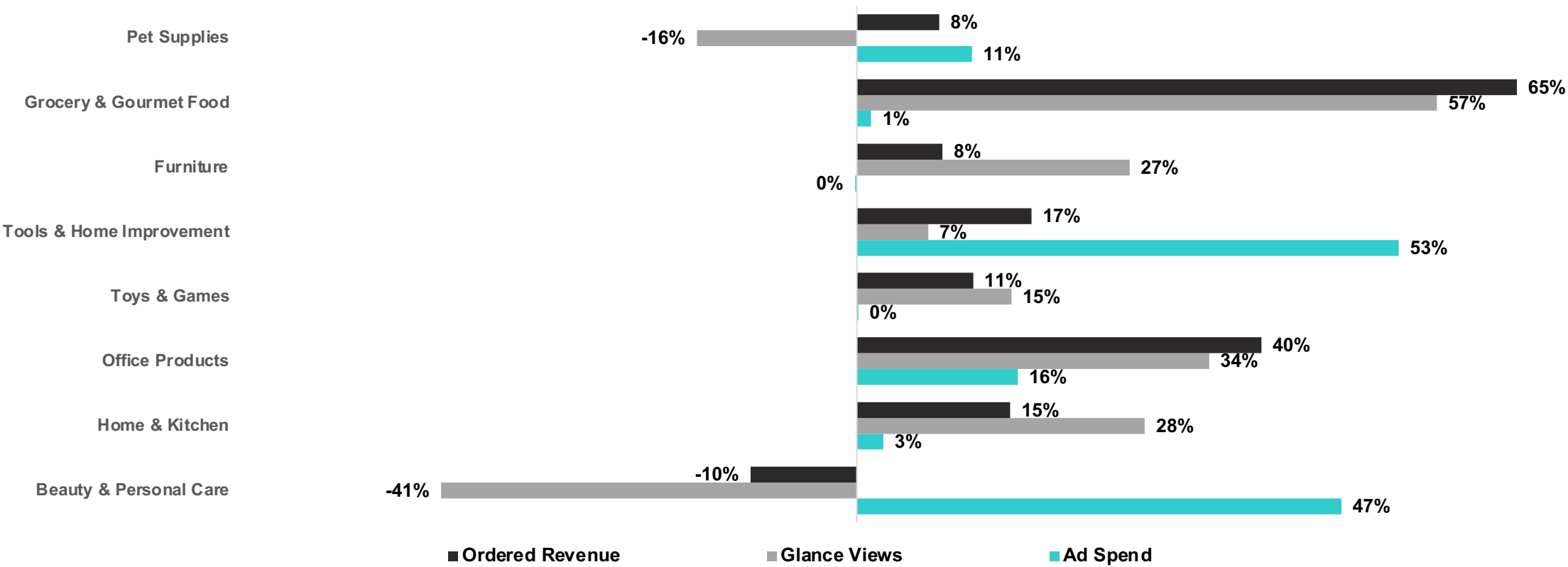
# Prime Day 2023 was more competitive for brands as compared to Prime Day 2022



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# All Categories saw a growth in revenue vs. Prime Day 2022 except for Electronics and Beauty.

## Change in Sales, Views and Ad Spend by Category Prime Day 2023 compared to Prime Day 2022



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

50%+ of Revenue was generated before 9PM PST, with the highest Unit Conversion % happening at 7 to 8PM both days

**7:00 AM PST**  
July 11 (Day 1)

Highest % of Prime  
Day Glance Views

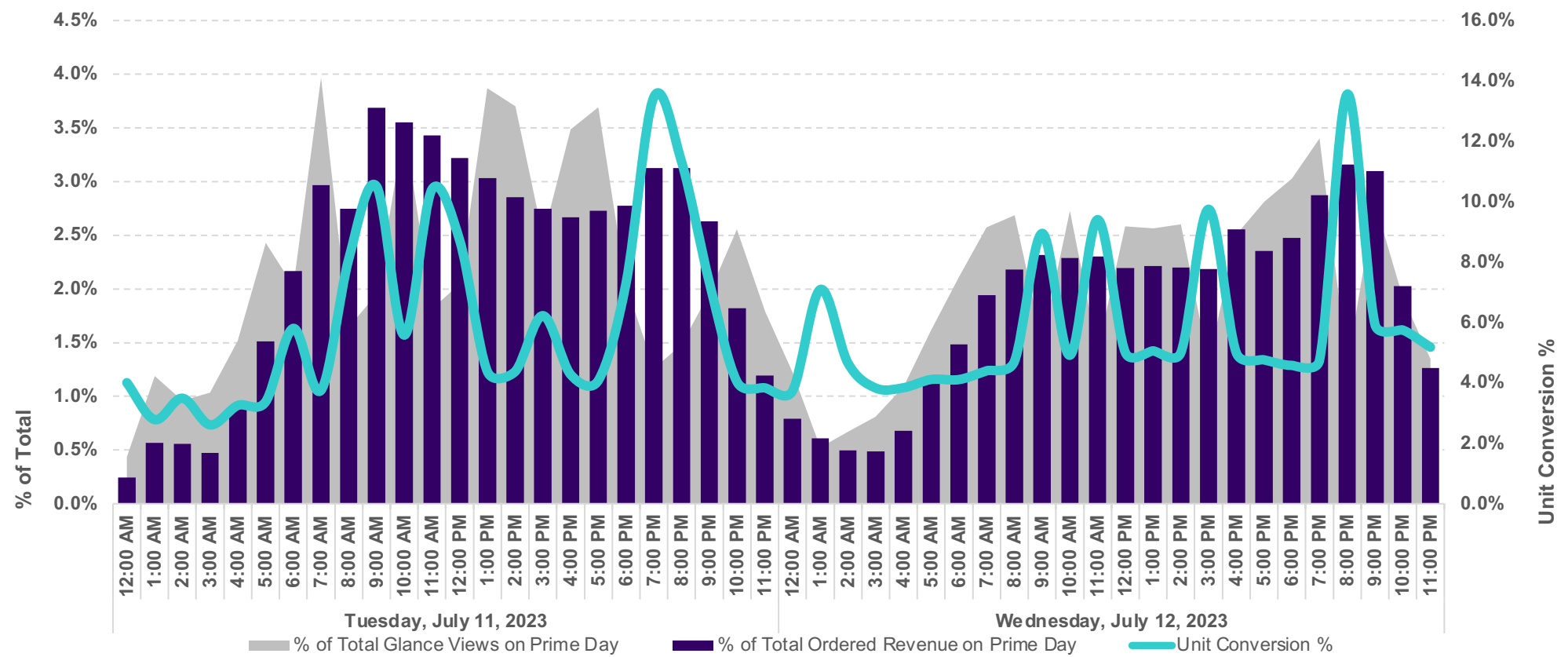
**9:00 AM PST**  
July 11 (Day 1)

Highest % of Prime  
Day Ordered  
Revenue

**7/8 PM PST**  
July 11/12

Highest Unit  
Conversion % Time

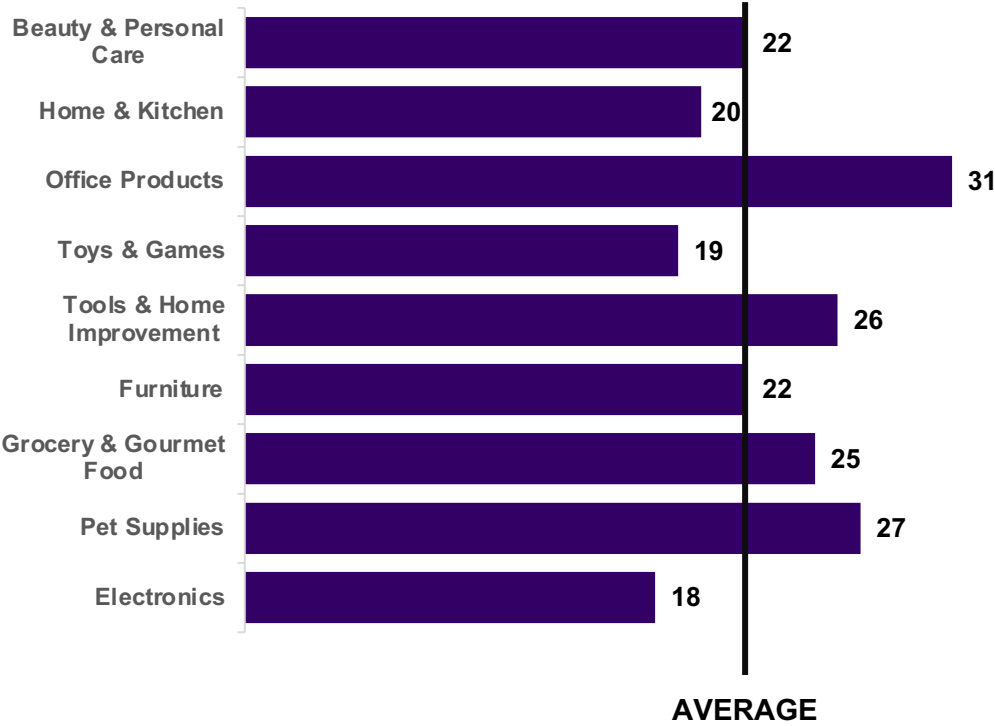
Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % Across All Categories



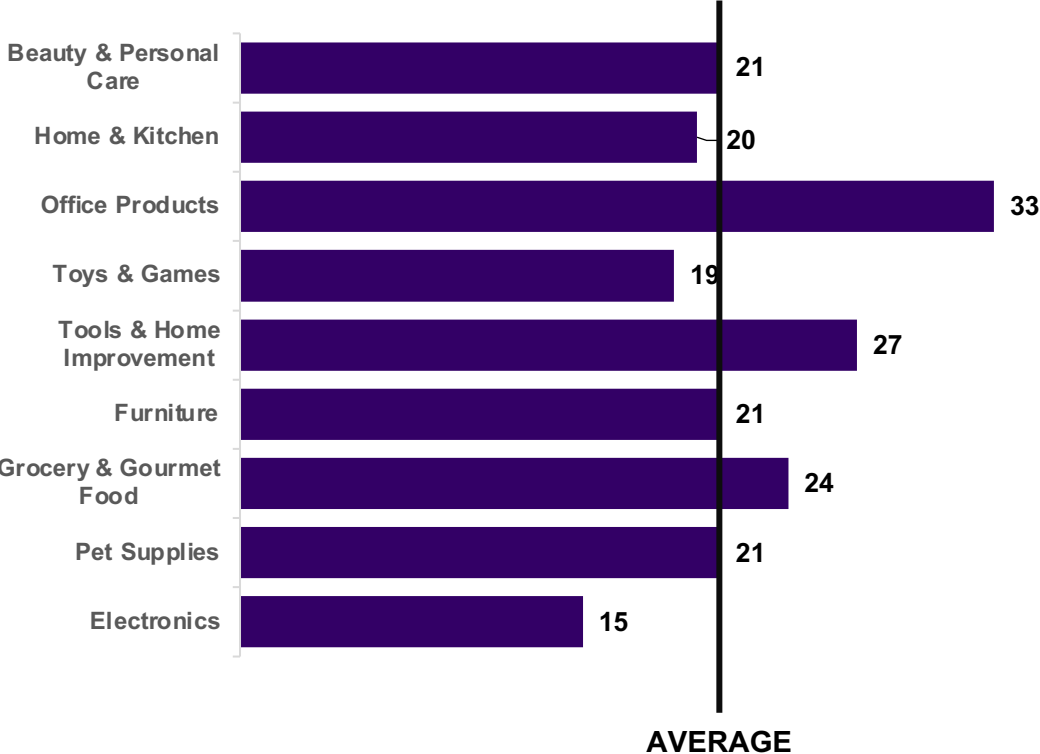
Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# Electronics had the fastest start to Prime Day, surpassing 50% of Total Revenue 6 Hours Faster than the Average

Hours Required from Start of Prime Day to Reach 50% of Total Prime Day Glance Views



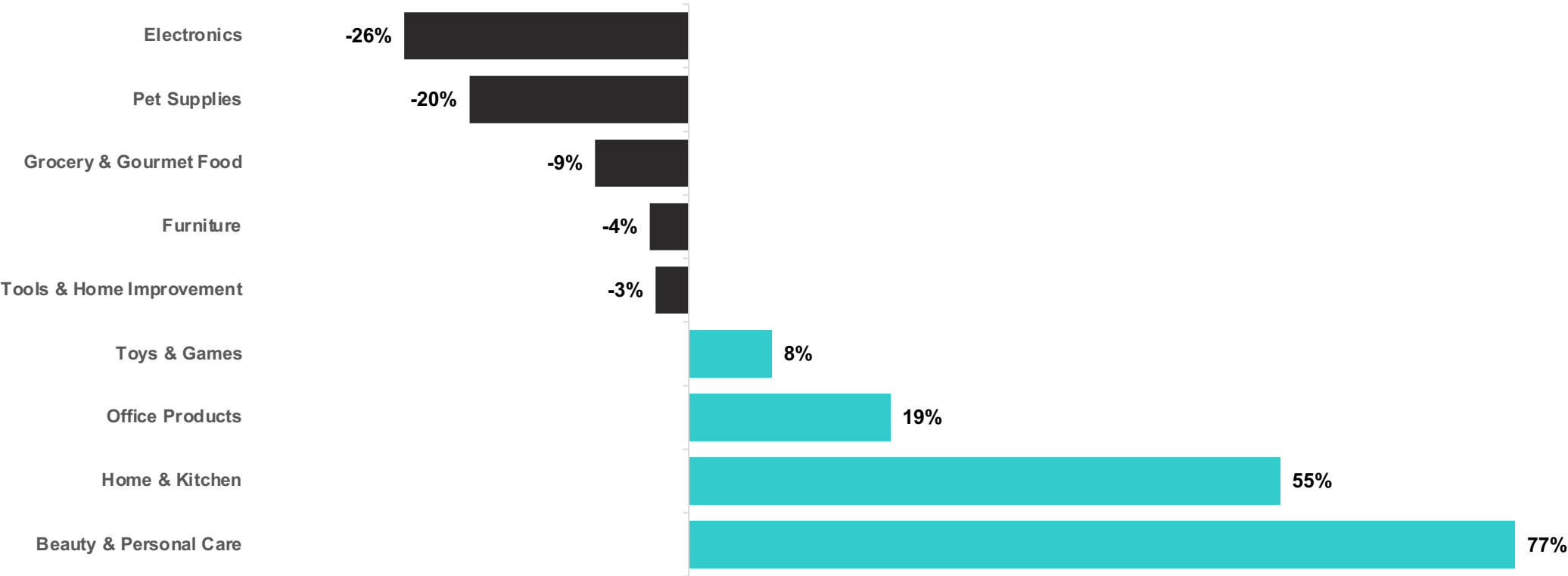
Hours Required from Start of Prime Day to Reach 50% of Total Prime Day Ordered Revenue



Source: Internal data from CommerceIQ’s REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# While Beauty & Personal Care saw a decline in Revenue, it was the largest riser in Share of Search Volume on Prime Day 2023 as compared to Prime Day 2022

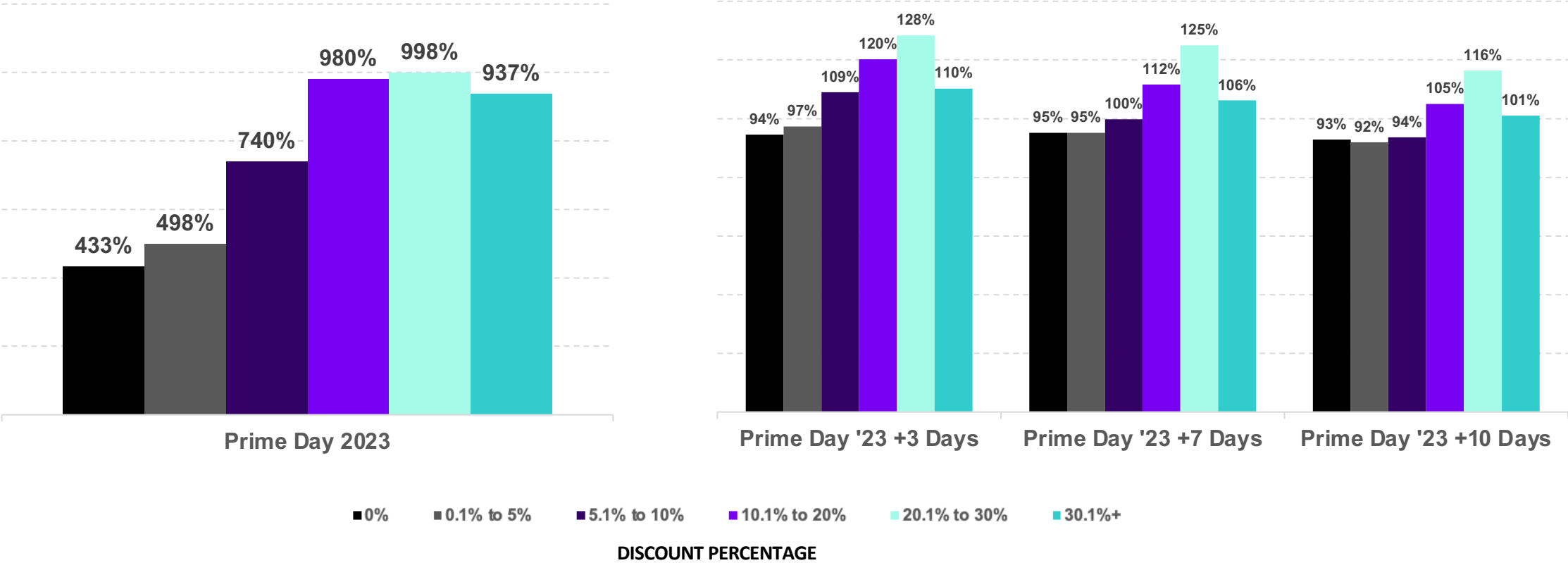
Change in Search Volume Share by Category Prime Day 2023 compared to Prime Day 2022



Source: Internal data from CommerceIQ’s REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

**Discounting has value beyond Prime Day itself:** Higher Discount Percentages correlated with a generally higher retention rate of glance views Post-Prime Day as compared to Pre-Prime Day levels.

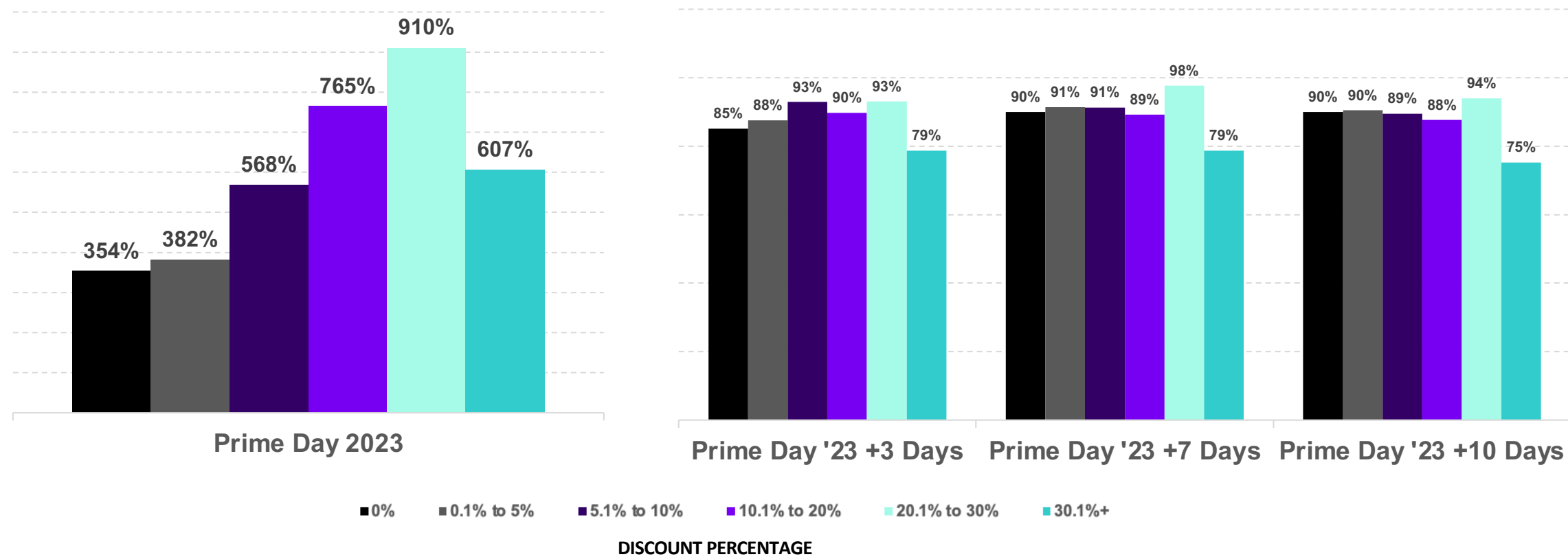
**Average Daily Glance Views as a Percentage of Average Daily Glance Views for L28 Days Prior to Prime Day 2023**



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

Across all discount levels, Ordered Revenue is lower post-Prime Day as compared to Pre-Prime Day. Discounting had a minor positive effect in retaining some revenues, except at the extreme end of 30%+ discounts.

Average Daily Ordered Revenue as a Percentage of Average Daily Ordered Revenue for L28 Days Prior to Prime Day 2023



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.



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## There are 6 Activities that Drove Success for Brands on Prime Day

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- 1 Winning on Prime Day relies heavily on your preparation in the 8 to 12 weeks leading up to Prime Day, with efforts particularly focused on (1) ensuring you have sufficient stock levels, (2) your PDPs are full optimized and (3) you have appropriately tested and forecasted the optimal discount levels for your key ASINs.
- 2 Specifically for Stock Levels, consider implementing direct fulfillment as a back-up option in case inventory in Amazon's FC runs out on Prime Day.
- 3 Specifically for PDPs, consider updating your PIM to a daily sync for the 4 to 8 weeks leading up to Prime Day. Download keyword trends for your category and map it 1:1 to each PDP to ensure the most relevant terms are captured before Prime Day.
- 4 Specifically for discount levels, use price elasticity models and promo simulations to estimate the combination of ad spend and discounts to sell through your target units of available inventory.
- 5 Regardless of whether you invest heavily or not on Prime Day itself, you will experience a bump in traffic and should run a basic offer or discount to capture this incremental organic traffic.
- 6 For brands that rely on Prime Day as a key selling day, ensure leadership is aligned on the day of to approve by-the-hour changes to your budget and deals to take advantage of changes in consumer behavior throughout the day.

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Source: Internal interviews from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

Greenworks, a leading outdoor equipment brand saw an 89% YoY Growth on Prime Day 2022 versus Prime Day 2021 leveraging many strategies and data points you see in this report.



Case Study



# Greenworks reaches new-to-brand shoppers with sponsored ads on Prime Day with help from CommercIQ



We were naturally worried when June rolled around and spring weather hadn't picked up. Not just from a sales perspective but working capital as well. The proactive planning with Amazon Ads and CommercIQ, as well as granular implementation, was a game changer.

— Michael Real, senior vice president, Greenworks

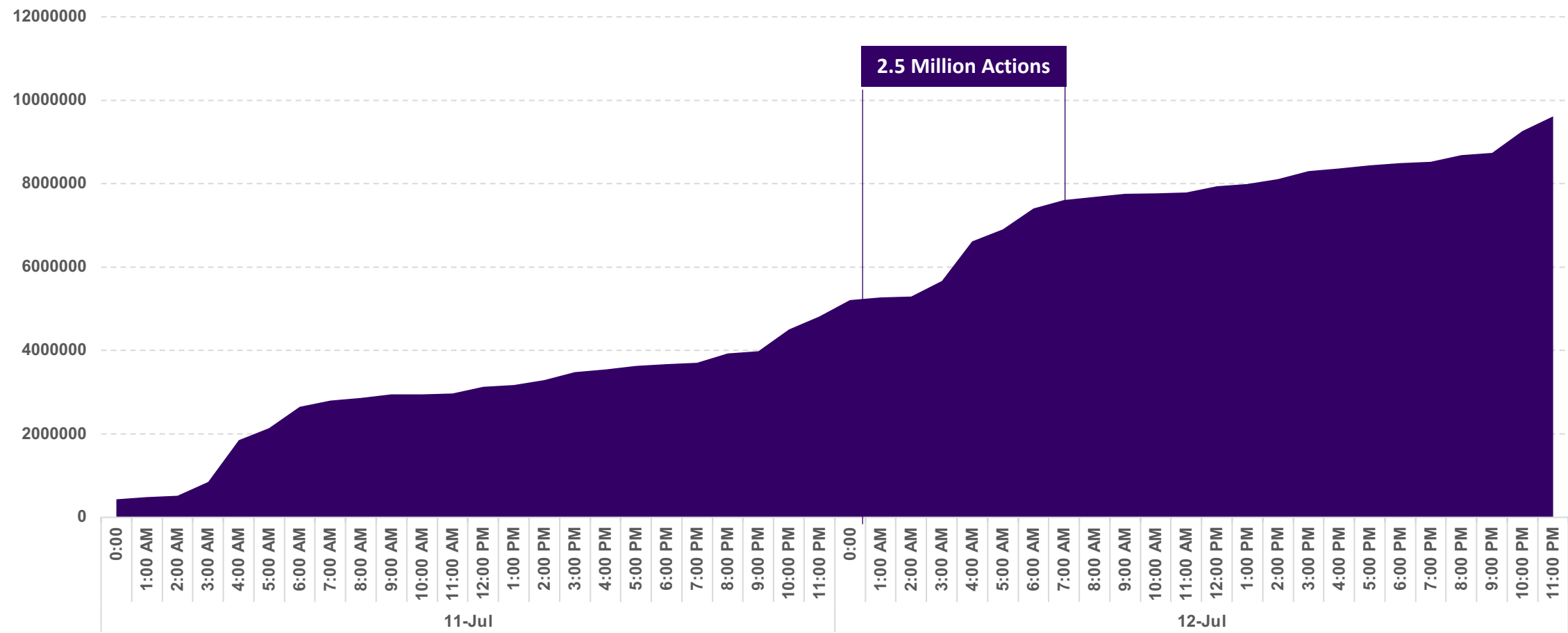


[Read the full case study on Amazon Ads](#)

amazon ads

CommercelQ was there to support our brands with by the hour automation and insights.

Cumulative Automated Actions Across Day 1 and Day 2 of Prime Day 2023



Source: Internal data counting number of automations performed by CommercelQ's REM Platform for its users from the hours of 12:00AM PST to 11:50PM PST on July 11, 2023 and July 12, 2023

What Happened on Prime Day in Electronics?

# Electronics Sold Through 50%+ of Total Ordered Revenue by 3:00 PM, 6 Hours Faster than Average

**4:00 AM PST**  
July 11 (Day 1)

Highest % of Prime  
Day Glance Views

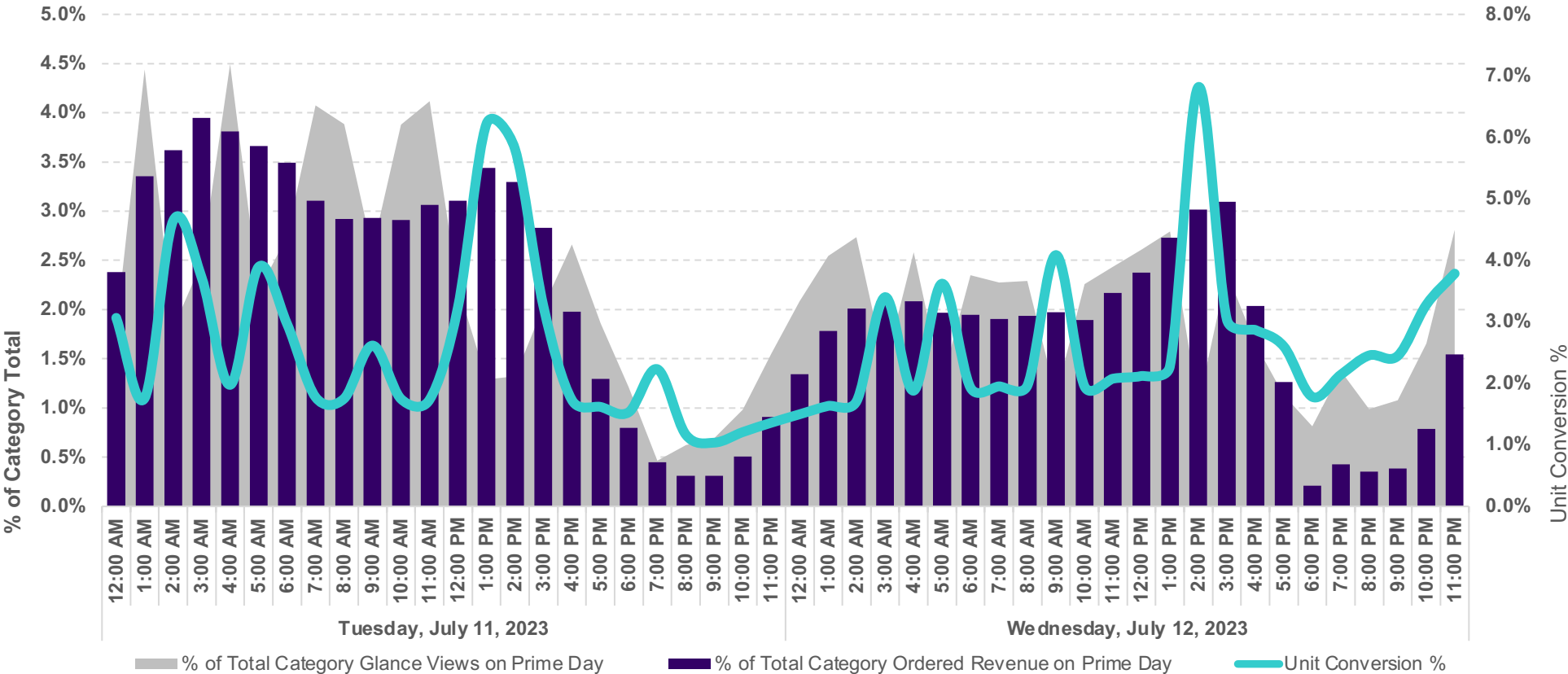
**3:00 AM PST**  
July 11 (Day 1)

Highest % of Prime  
Day Ordered  
Revenue

**2:00 PM PST**  
July 12 (Day 2)

Highest Unit  
Conversion % Time

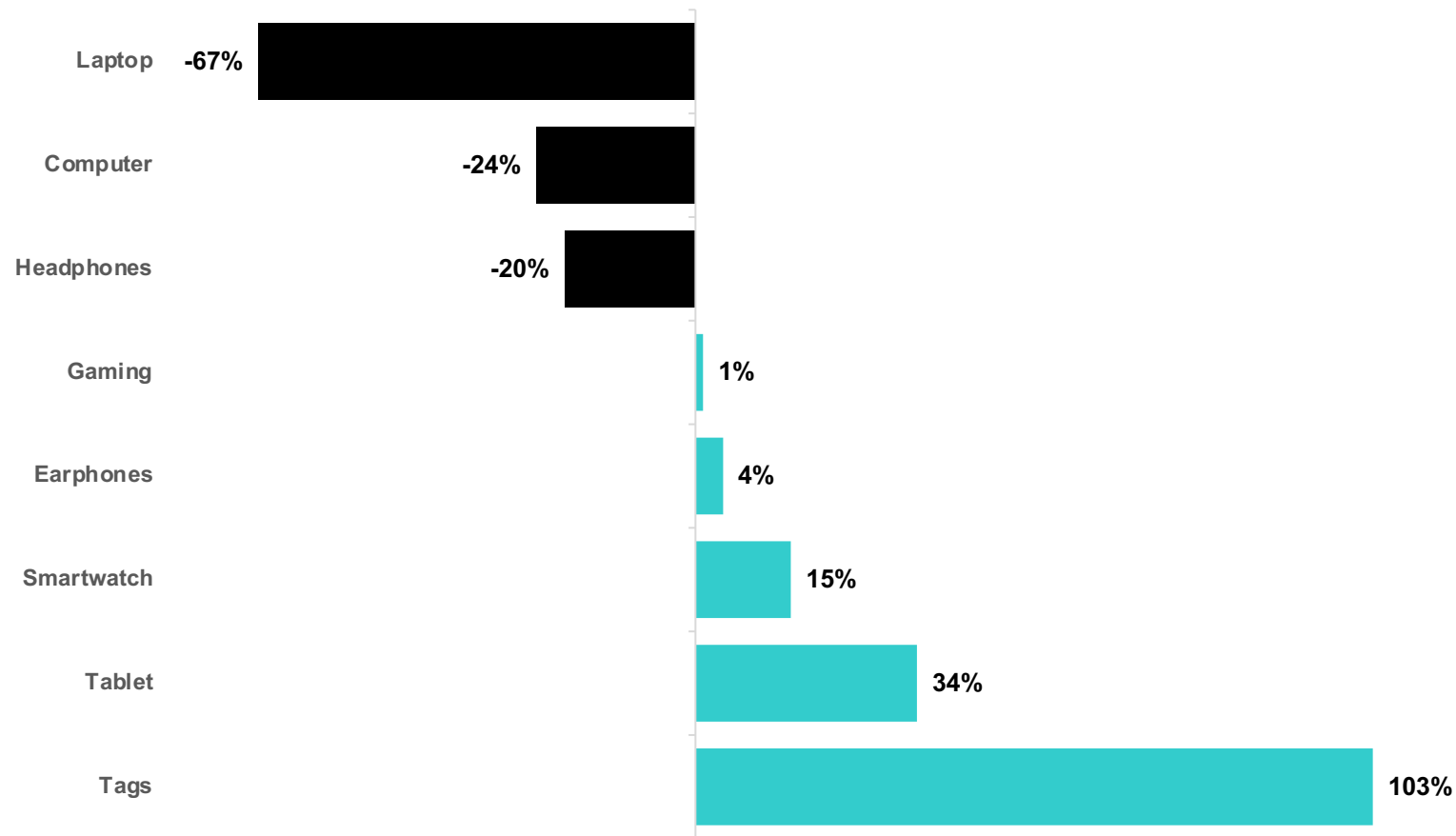
Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % for Electronics



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# Change in Volume Share for Electronics: Prime Day 2023 compared to Prime Day 2022

-26%

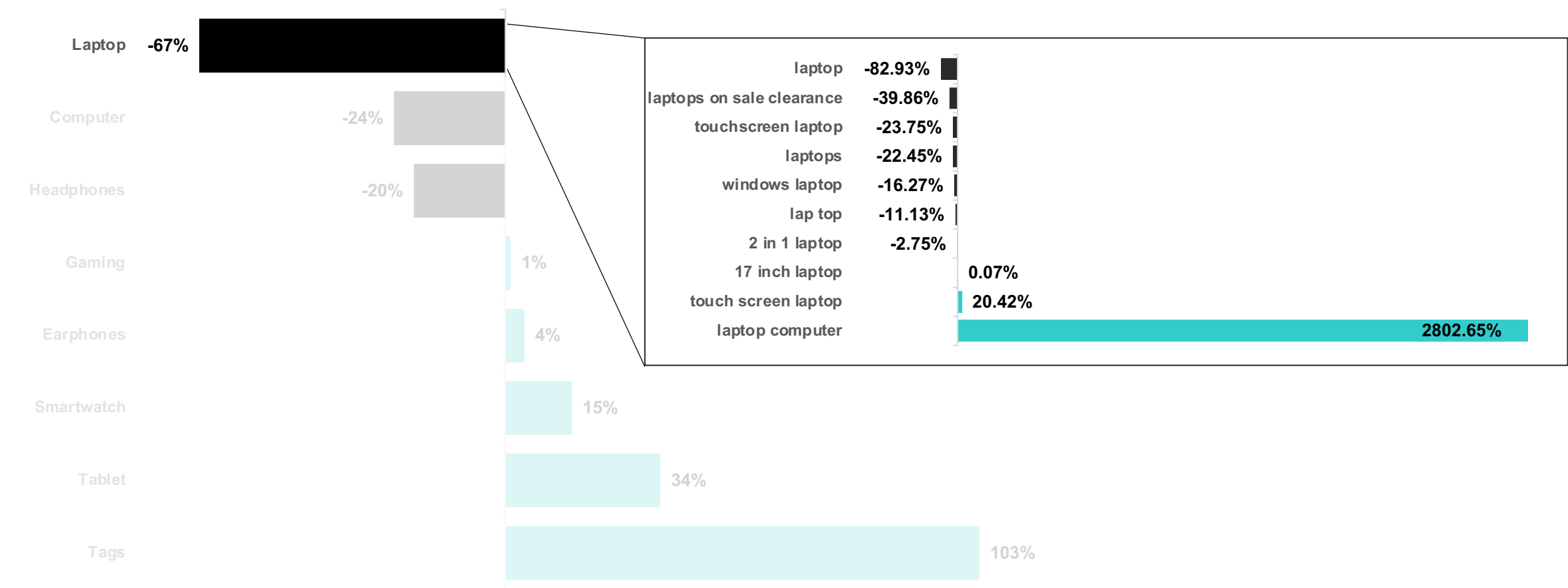


Electronics	
Biggest Rising Terms vs. Prime Day 2022	
Search Term	% Change
apple watch series 8 band	4518%
airtags 4 pack tracker	3397%
laptop computer	2803%
apple watch ultra screen protector	2553%
versa 4	1726%
pixel watch	1553%
apple watch band 41mm for women	1477%
apple watch 8 band	1476%
pixel buds pro	1147%
usbc to usbc cable	865%

Electronics	
Biggest Falling Terms vs. Prime Day 2022	
Search Term	% Change
tower computers	-50%
earbud & in-ear headphones	-51%
bluetooth earbuds	-60%
air tagg	-64%
apple watch band 38mm	-65%
headphones	-65%
usb c cable	-69%
airtags 4 pack	-72%
noise cancelling headphones	-79%
laptop	-83%

Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

While Laptops overall saw a large decline in relative search volume, “laptop computer” specifically saw a 2,800%+ increase in relative search volume. This emphasizes the need to have a nuanced keyword strategy.



Source: Internal data from CommerceIQ’s REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

What Happened on Prime Day in Pet Supplies?



While Pet Supplies sold through 50%+ of Total Ordered Revenue on Day 1, it took until Day 2 to pass 50% of Glance Views

**1:00 PM PST**  
July 11 (Day 1)

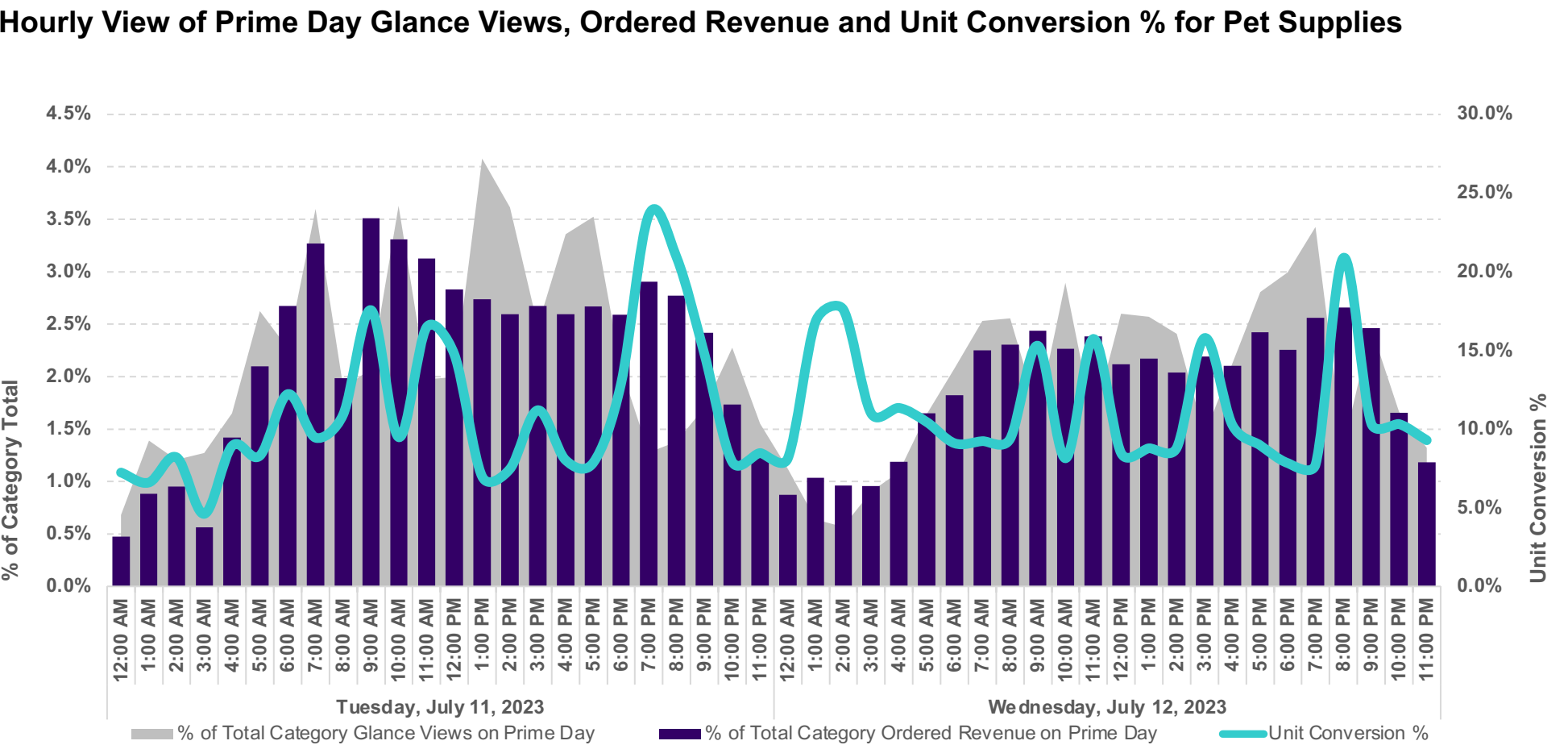
Highest % of Prime Day Glance Views

**9:00 AM PST**  
July 11 (Day 1)

Highest % of Prime Day Ordered Revenue

**7:00 PM PST**  
July 11 (Day 1)

Highest Unit Conversion % Time



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# Change in Volume Share for Pet Supplies: Prime Day 2023 compared to Prime Day 2022

-20%



## Pet Supplies

### Biggest Rising Terms vs. Prime Day 2022

Search Term	% Change
dog bones long lasting	472%
dog treats made in usa only	316%
sweet potato chews for dogs	225%
chicken feet dog treats	214%
training treats for puppies 0-6 months	188%
antlers for dogs large	163%
raw hides large dogs	160%
chicken feet for dogs	135%
dog treats for large dogs	118%
collagen sticks for dogs	104%

## Pet Supplies

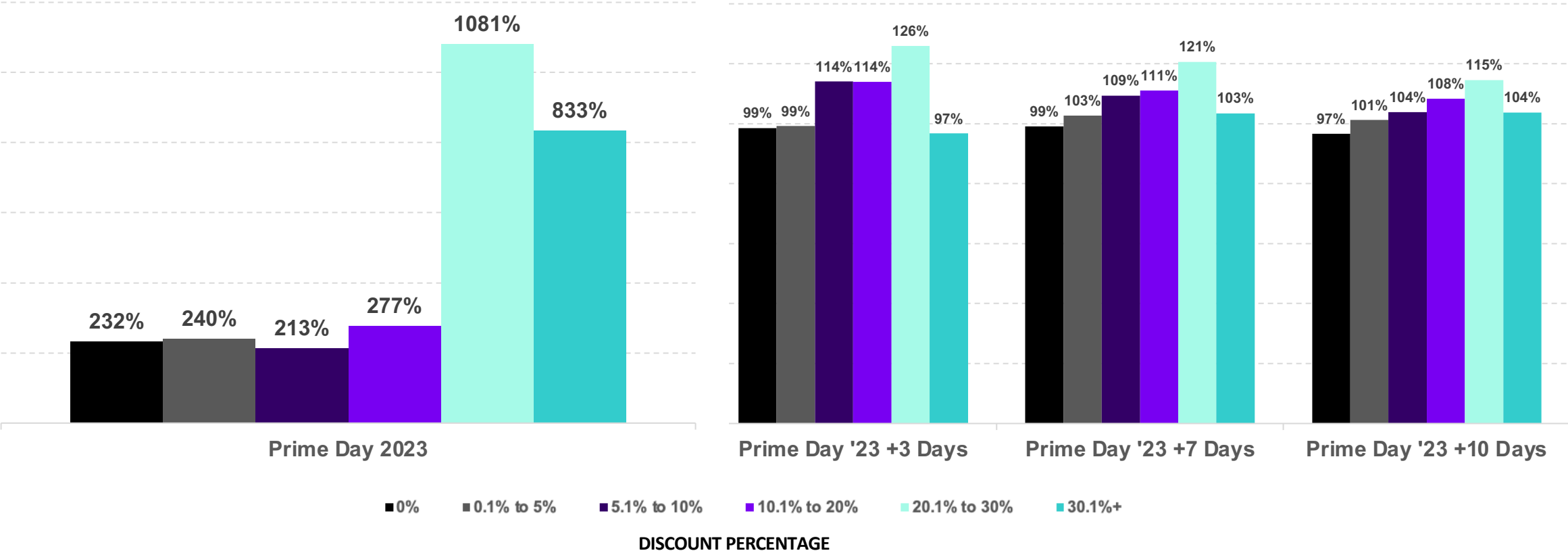
### Biggest Falling Terms vs. Prime Day 2022

Search Term	% Change
dog rawhide chews	-37%
dog treats	-40%
rawhide bones for large dogs	-42%
treats	-42%
dog bones rawhide free	-43%
dog gifts	-44%
dog bones for large dogs	-48%
antlers for dogs	-49%
dog bones for medium dogs	-56%
dog treat cookies, biscuits & snacks	-59%

Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

Discounting on Prime Day has benefits during and post Prime Day. Higher discounts of 20%+ generally correlated with an increase in glance views *on* Prime Day and 10%+ correlated with a general retention of glance views *post* Prime Day.

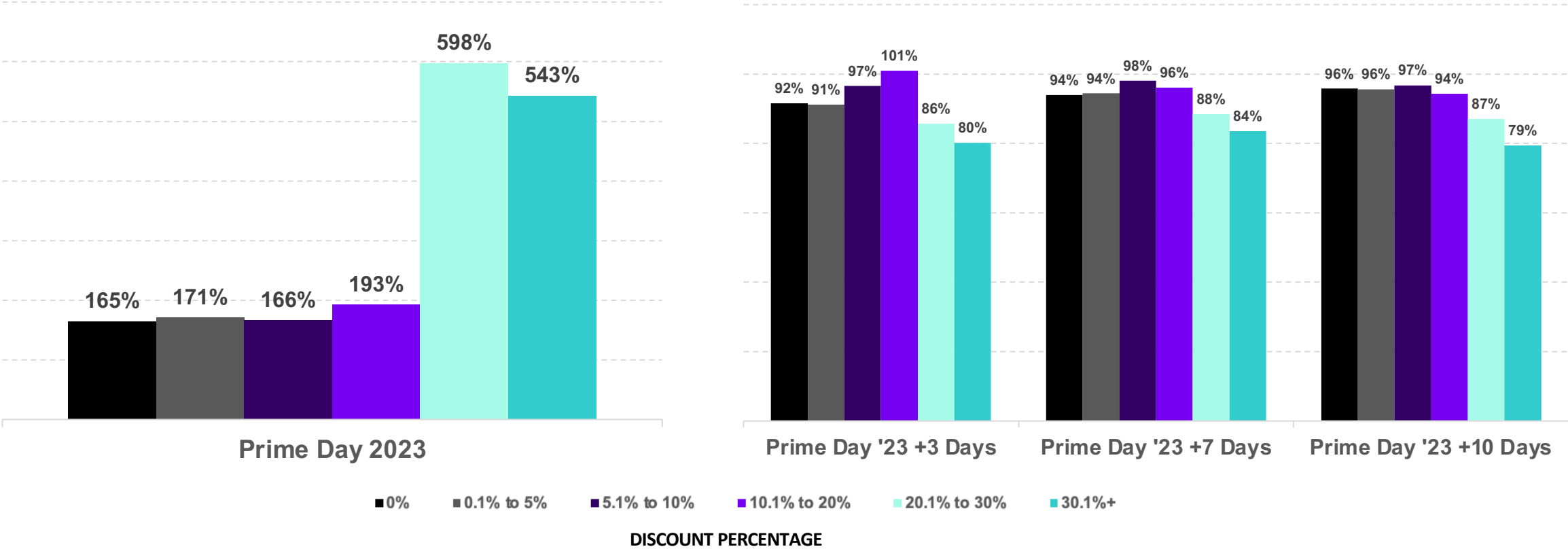
Average Daily Glance Views as % of Average Daily Glance Views for L28 Days Prior to Prime Day 2023 in Pet Supplies



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

Discounts had a similar impact on revenues, with 20%+ discounts having a 2x to 3x impact on revenues the day of. However, post Prime Day these same cohorts fell in revenue, implying a pull forward of demand and potential pantry loading by shoppers.

Average Daily Ordered Revenue as % of Average Daily Ordered Revenue for L28 Days Prior to Prime Day 2023 in Pet Supplies



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

# What Happened on Prime Day in Grocery & Gourmet Food?

Grocery & Gourmet Food was relatively slower than average, surpassing 50%+ ordered revenue only on Day 2

7:00 PM PST  
July 12 (Day 2)

Highest % of Prime  
Day Glance Views

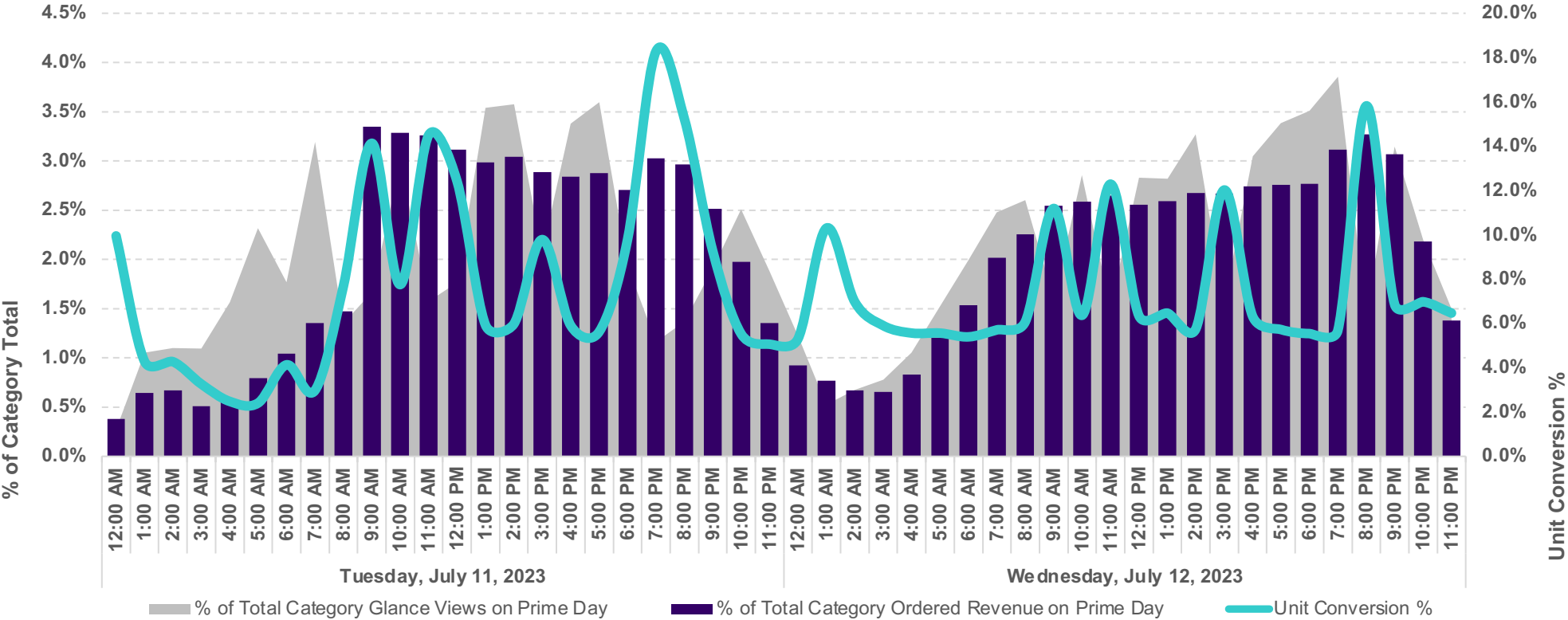
9:00 AM PST  
July 11 (Day 1)

Highest % of Prime  
Day Ordered  
Revenue

7:00 PM PST  
July 11 (Day 1)

Highest Unit  
Conversion % Time

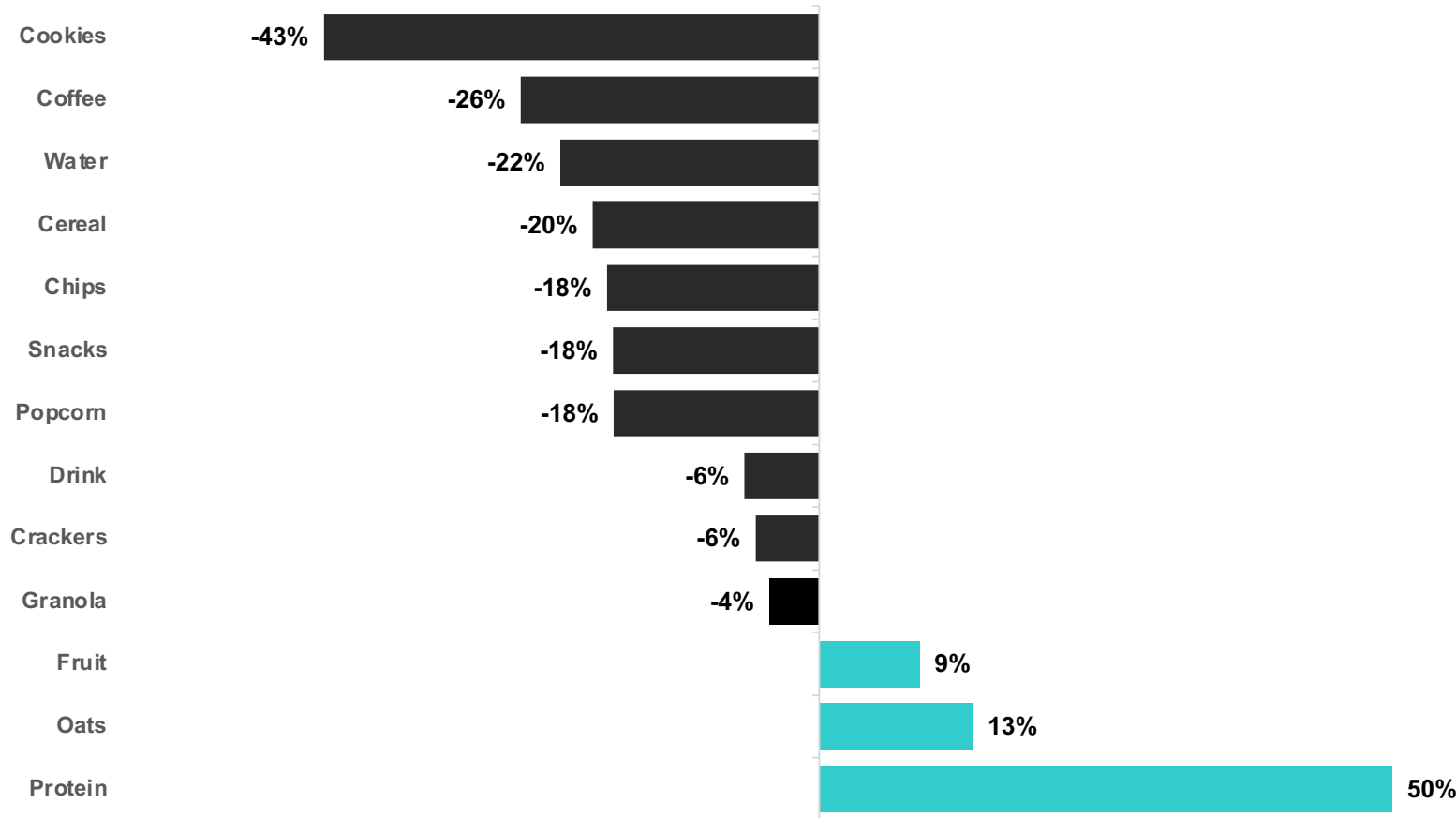
Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % for Grocery & Gourmet Food



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# Change in Volume Share for Grocery & Gourmet Food: Prime Day 2023 compared to Prime Day 2022

-9%



## Grocery & Gourmet Food Biggest Rising Terms vs. Prime Day 2022

Search Term	% Change
fairlife protein shakes 42g	1628%
ksi prime hydration drink	1312%
prime energy drink	654%
tteokbokki rice cakes	274%
coconut water organic	231%
recess	227%
owyn protein shake	195%
water flavor packets	193%
owyn	163%
soursop	132%

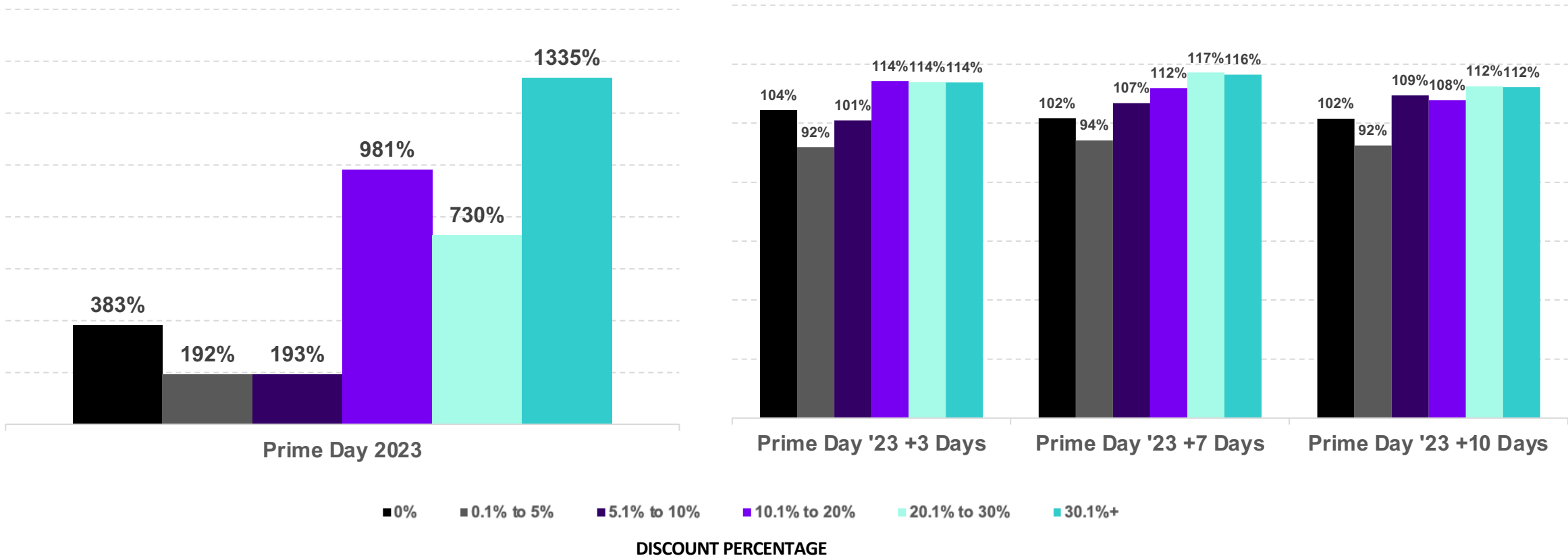
## Grocery & Gourmet Food Biggest Falling Terms vs. Prime Day 2022

Search Term	% Change
grocery	-37%
kcup	-40%
cookies	-43%
sparkling water	-45%
keto snack	-46%
bottled water	-51%
groceries	-59%
cirkul	-61%
beverages	-70%
ebt eligible food items free shipping	-83%

Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

Discounting on Prime Day has benefits during and post Prime Day. Higher discounts of 10%+ generally correlated with an increase in glance views on Prime Day and a general retention of glance views post Prime Day.

Average Daily Glance Views as % of Average Daily Glance Views for L28 Days Prior to Prime Day 2023 in Grocery & Gourmet Food

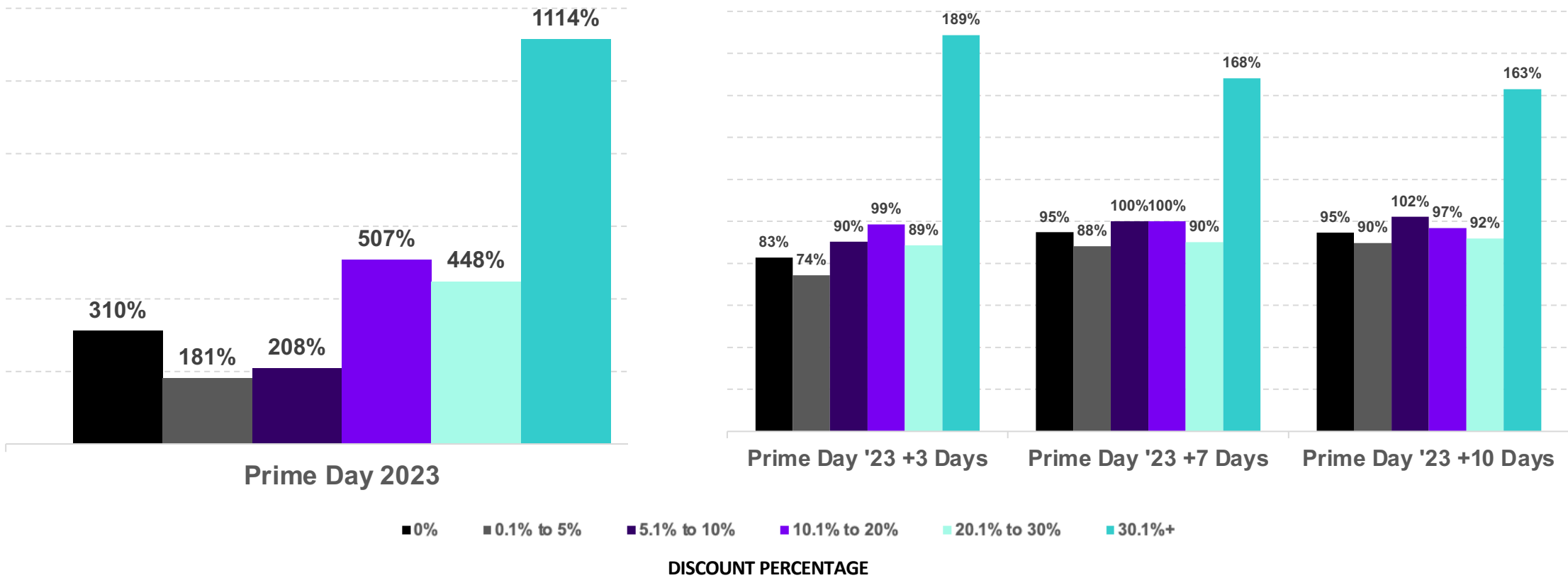


Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.



Discounts had an even greater impact on revenues, with 30%+ discounts having a 2x to 3x impact on revenues the day of, and helping drive continued revenue growth post-Prime Day.

Average Daily Ordered Revenue as % of Average Daily Ordered Revenue for L28 Days Prior to Prime Day 2023 in Tools & Home Improvement



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

What Happened on Prime Day in  
Furniture?

Furniture saw it's highest peak on Day 2 of Prime Day on orders, views and conversions. This may be influenced by Furniture being a higher consideration category that required more thought before committing to buy.

1:00 PM PST  
July 12 (Day 2)

Highest % of Prime  
Day Glance Views

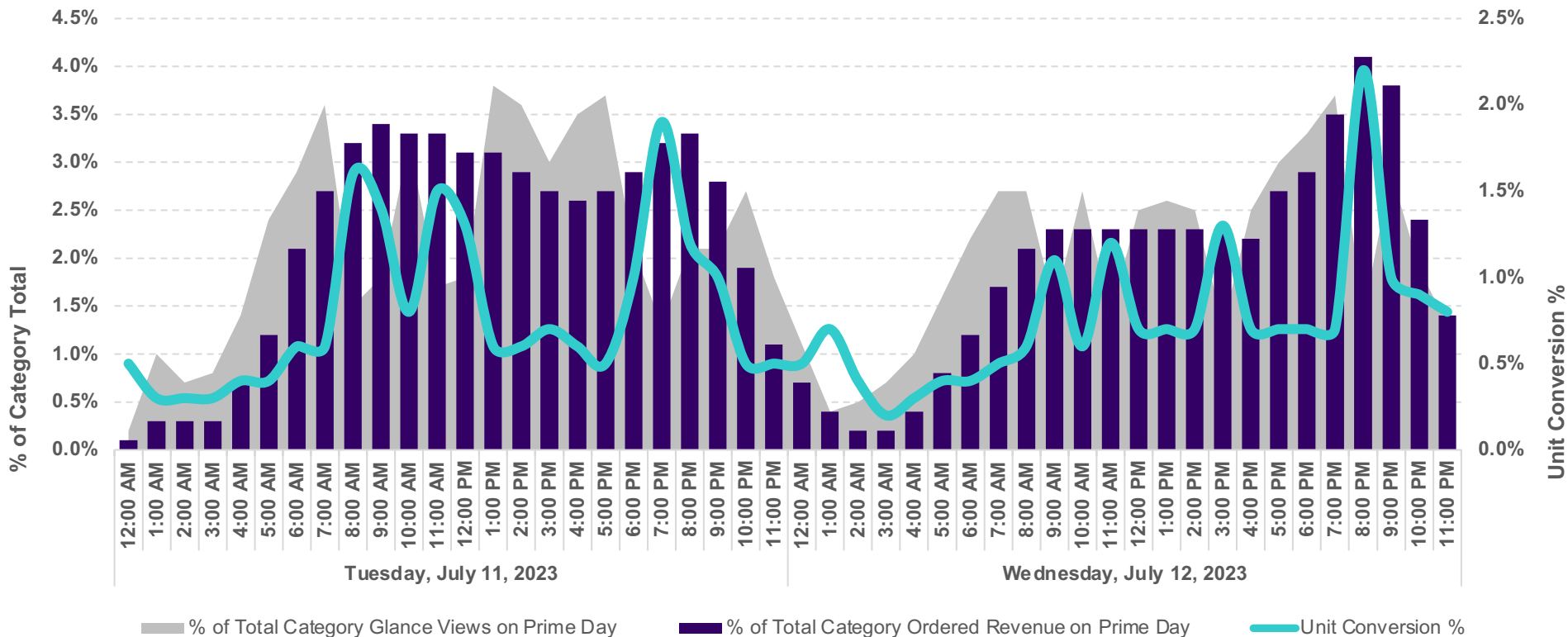
8:00 PM PST  
July 12 (Day 2)

Highest % of Prime  
Day Ordered  
Revenue

8:00 PM PST  
July 12 (Day 2)

Highest Unit  
Conversion % Time

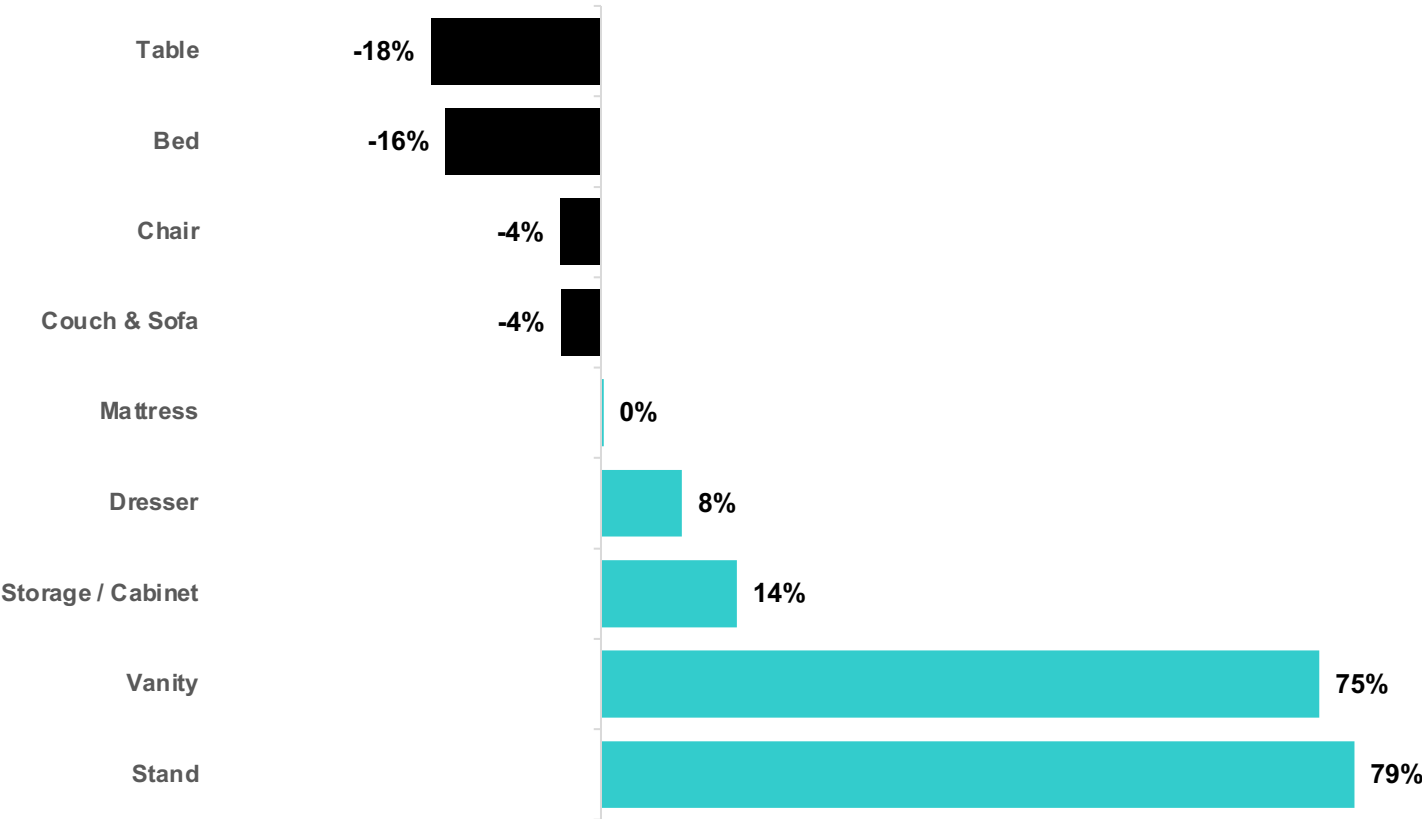
Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % for Furniture



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# Change in Volume Share for Furniture: Prime Day 2023 compared to Prime Day 2022

-4%



Furniture Biggest Rising Terms vs. Prime Day 2022	
Search Term	% Change
night stand set 2	10247%
bar stools for kitchen island	4061%
tv stands for living room	1939%
mattress full size bed	1777%
tv stand 55 inch tv	1145%
futon bed with mattress included	1112%
box spring queen size	1010%
recliner chairs for adults	363%
bed frame full size	336%
sideboard buffet cabinet	293%

Furniture Biggest Falling Terms vs. Prime Day 2022	
Search Term	% Change
bed frame	-45%
bedroom furniture	-46%
bedroom set	-46%
beds	-49%
nightstands set of 2	-51%
bed	-56%
living room furniture	-59%
furniture	-60%
futon sofa bed	-67%
accent chairs	-74%

Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

What Happened on Prime Day in Tools & Home Improvement?

Tools & Home Improvement had a surge in sales, glance views and conversion in the waning hours of Prime Day.

**7:00 PM PST**  
July 12 (Day 2)

Highest % of Prime  
Day Glance Views

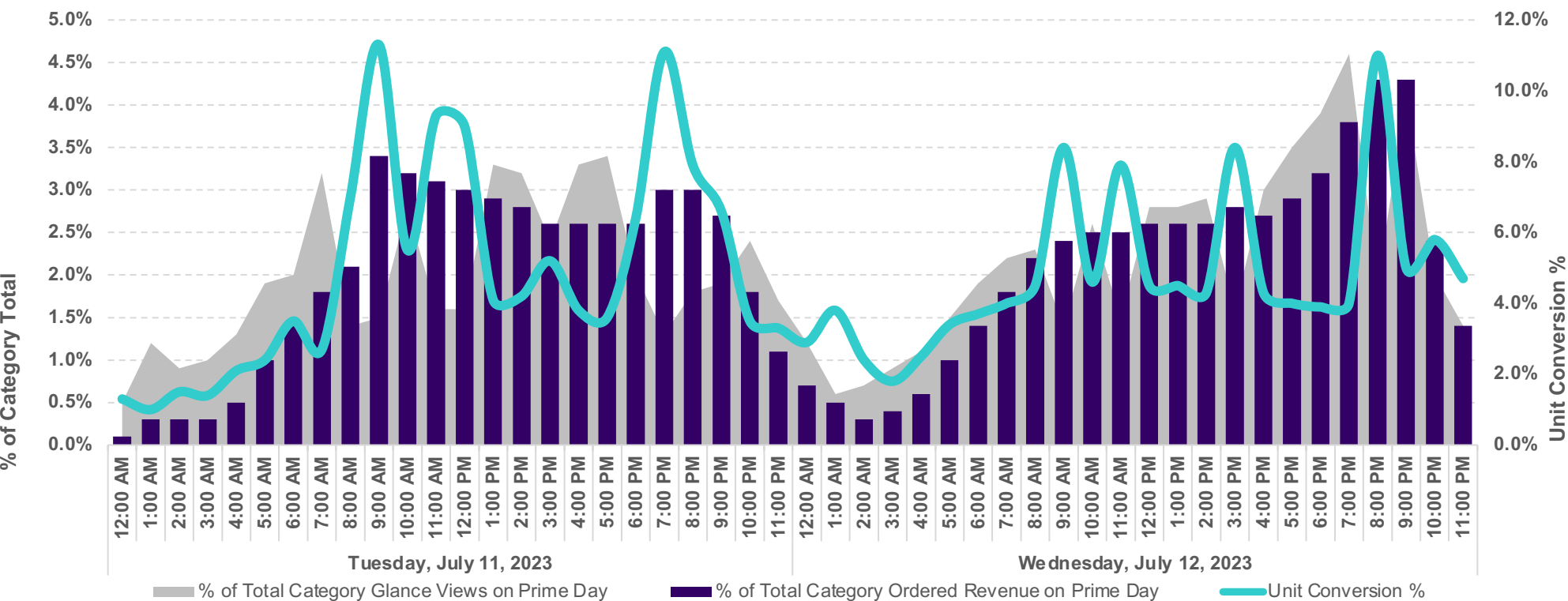
**8 & 9 PM PST**  
July 12 (Day 2)

Highest % of Prime  
Day Ordered  
Revenue

**9:00 AM PST**  
July 11 (Day 1)

Highest Unit  
Conversion % Time

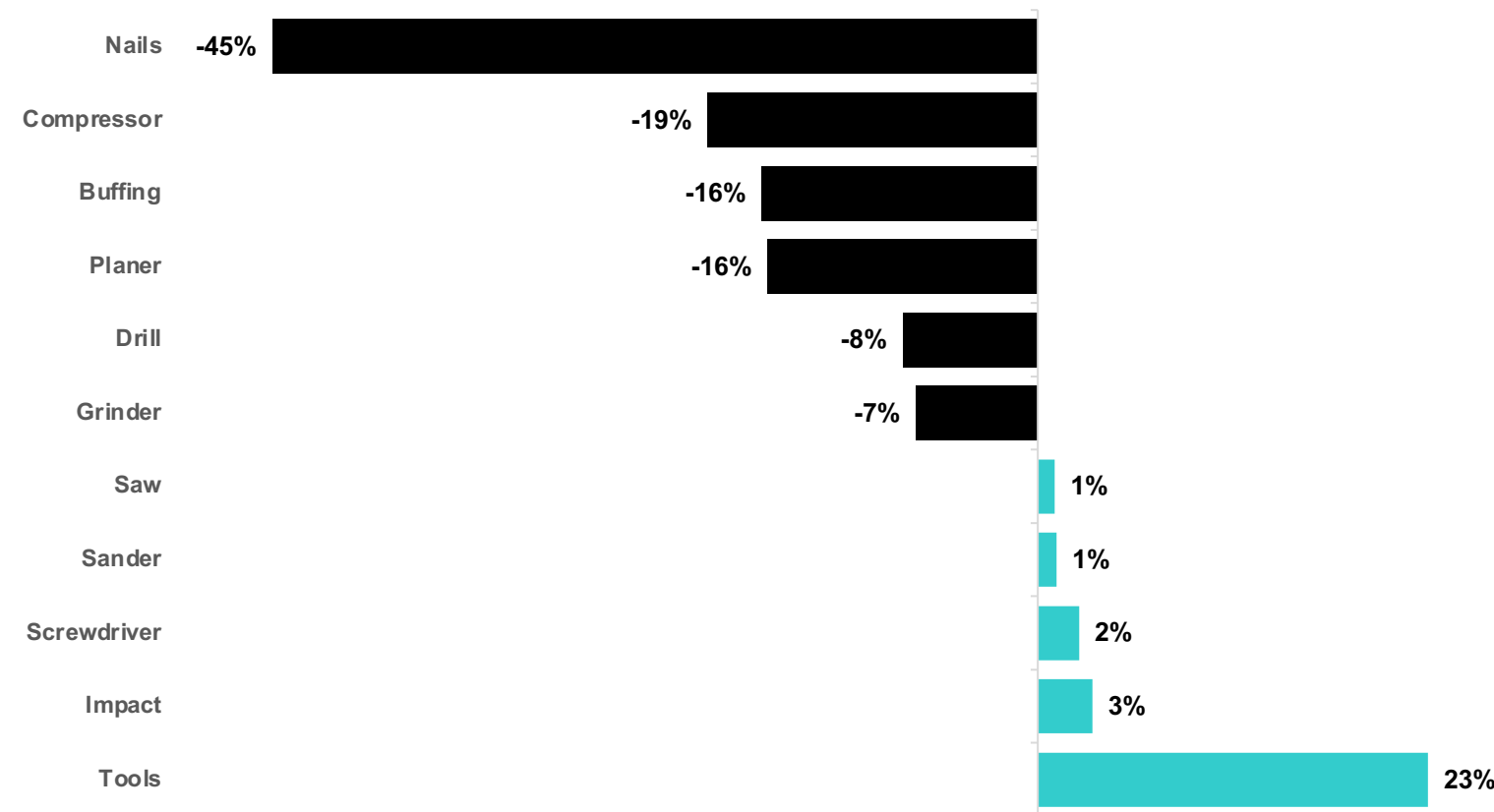
Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % for Tools & Home Improvement



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# Change in Volume Share for Tools & Home Improvement: Prime Day 2023 compared to Prime Day 2022

-3%



## Tools & Home Improvement Biggest Rising Terms vs. Prime Day 2022

Search Term	% Change
tincon wet dry floor cleaner	1560%
dremel tool accessories	389%
1/2 impact driver	294%
oscillating tool blade	194%
sandpaper sheets	166%
power tool set	87%
pocket hole jig kit	70%
electric screwdriver rechargeable	62%
1/2 impact wrench	56%
grinder tool	46%

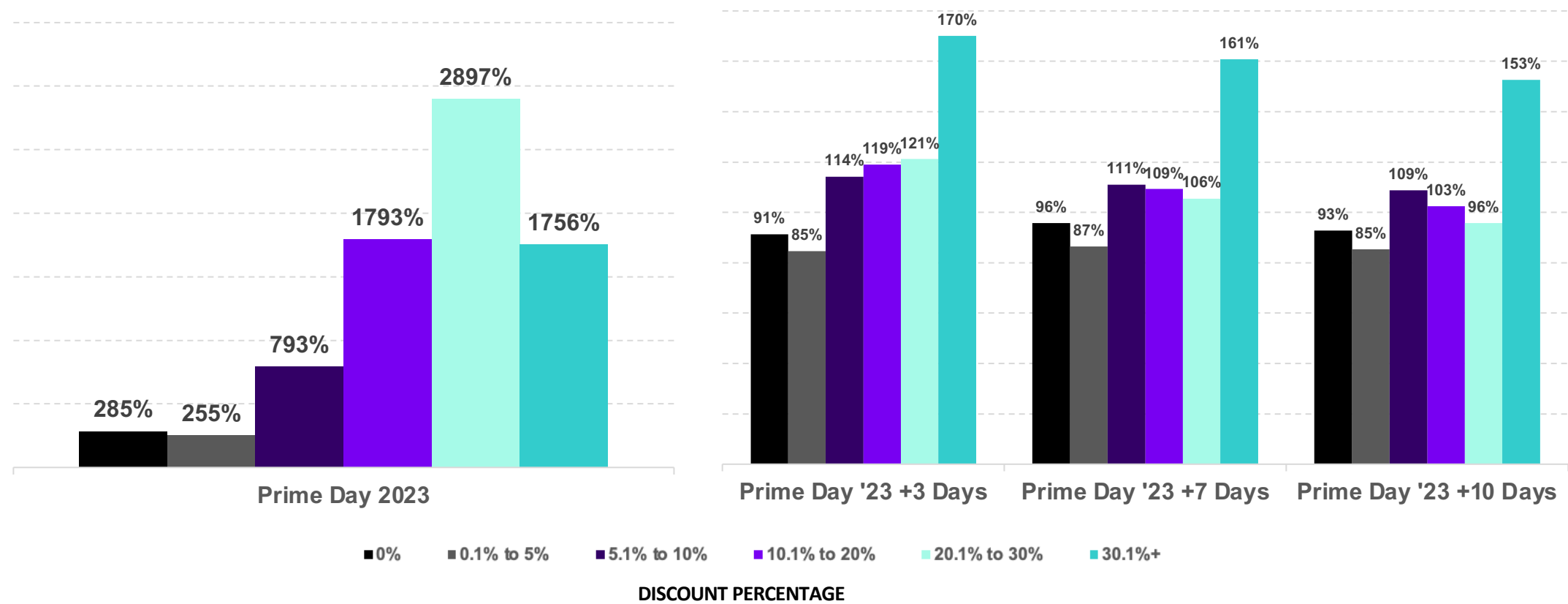
## Tools & Home Improvement Biggest Falling Terms vs. Prime Day 2022

Search Term	% Change
jointer	-25%
power screwdriver	-26%
drills	-27%
polisher for car detailing	-30%
oscillating saw blades	-33%
air tools	-34%
sander tool	-40%
dust collector	-42%
nails	-45%
die grinder	-45%

Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

Higher discounts generally correlated with a higher retention of glance views post-Prime Day, especially for 30%+ discounts which correlated with a substantial increase in Glance Views post-Prime Day hinting at people likely engaging on deals they wish they purchased but didn't purchase.

Average Daily Glance Views as % of Average Daily Glance Views for L28 Days Prior to Prime Day 2023 in Tools & Home Improvement

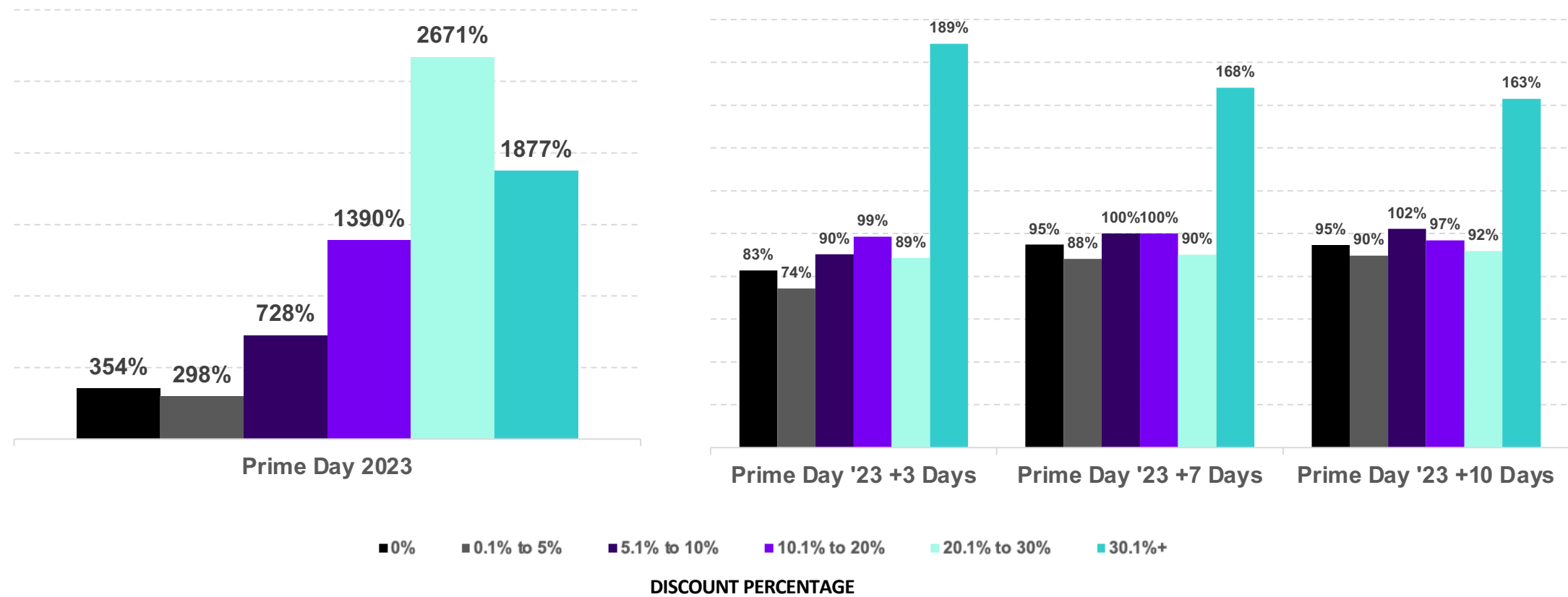


Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.



Larger discounts correlated with higher ordered revenue on Prime Day for Tools, and had a slight positive impact on post-Prime Day revenues. 30%+ discounted ASINs appeared to have the strongest boost to post-Prime Day revenues.

Average Daily Ordered Revenue as % of Average Daily Ordered Revenue for L28 Days Prior to Prime Day 2023 in Tools & Home Improvement



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

What Happened on Prime Day in Toys & Games?

Toys & Games had peak glance views in the early hours of Prime Day, and while majority of revenue was generated on Day 1, there was a significant surge in Unit Conversion % in the closing hours of Day 2.

7:00 AM PST  
July 11 (Day 1)

Highest % of Prime Day Glance Views

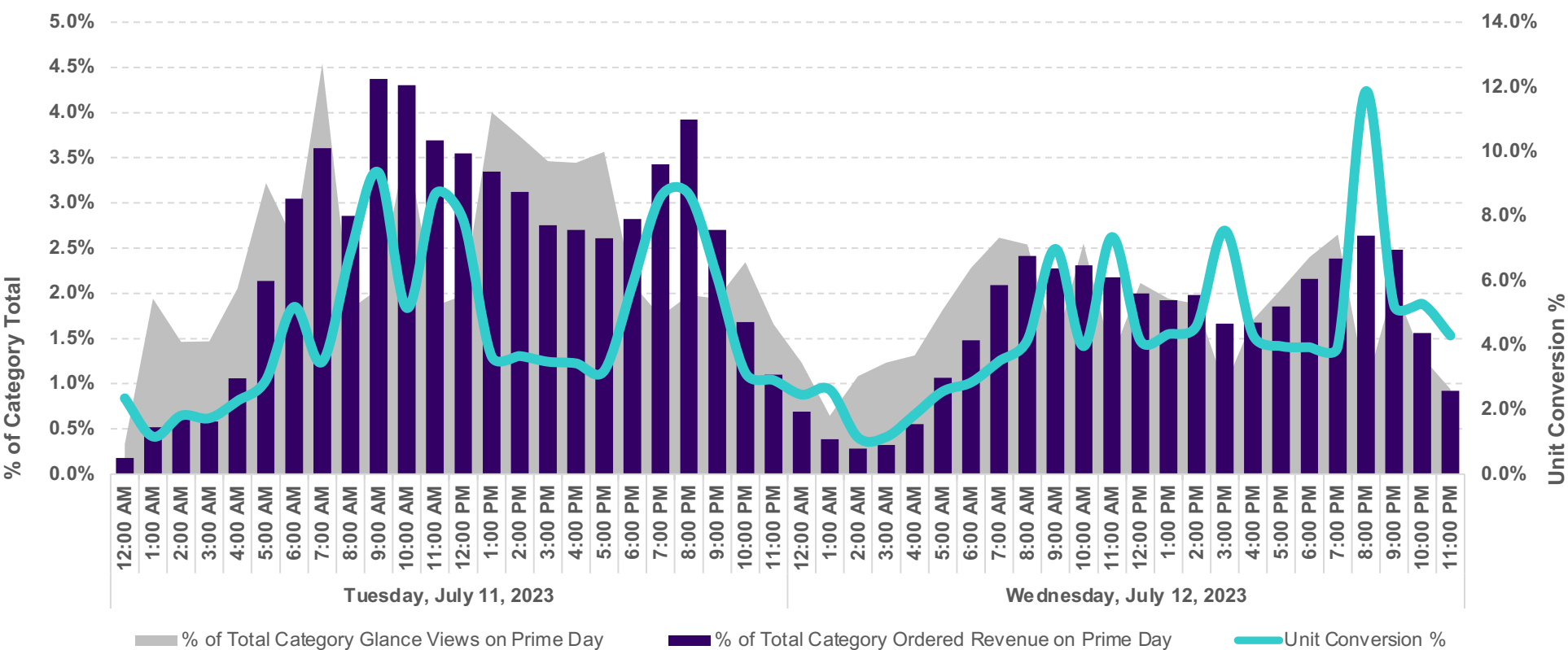
9:00 AM PST  
July 11 (Day 1)

Highest % of Prime Day Ordered Revenue

8:00 PM PST  
July 12 (Day 2)

Highest Unit Conversion % Time

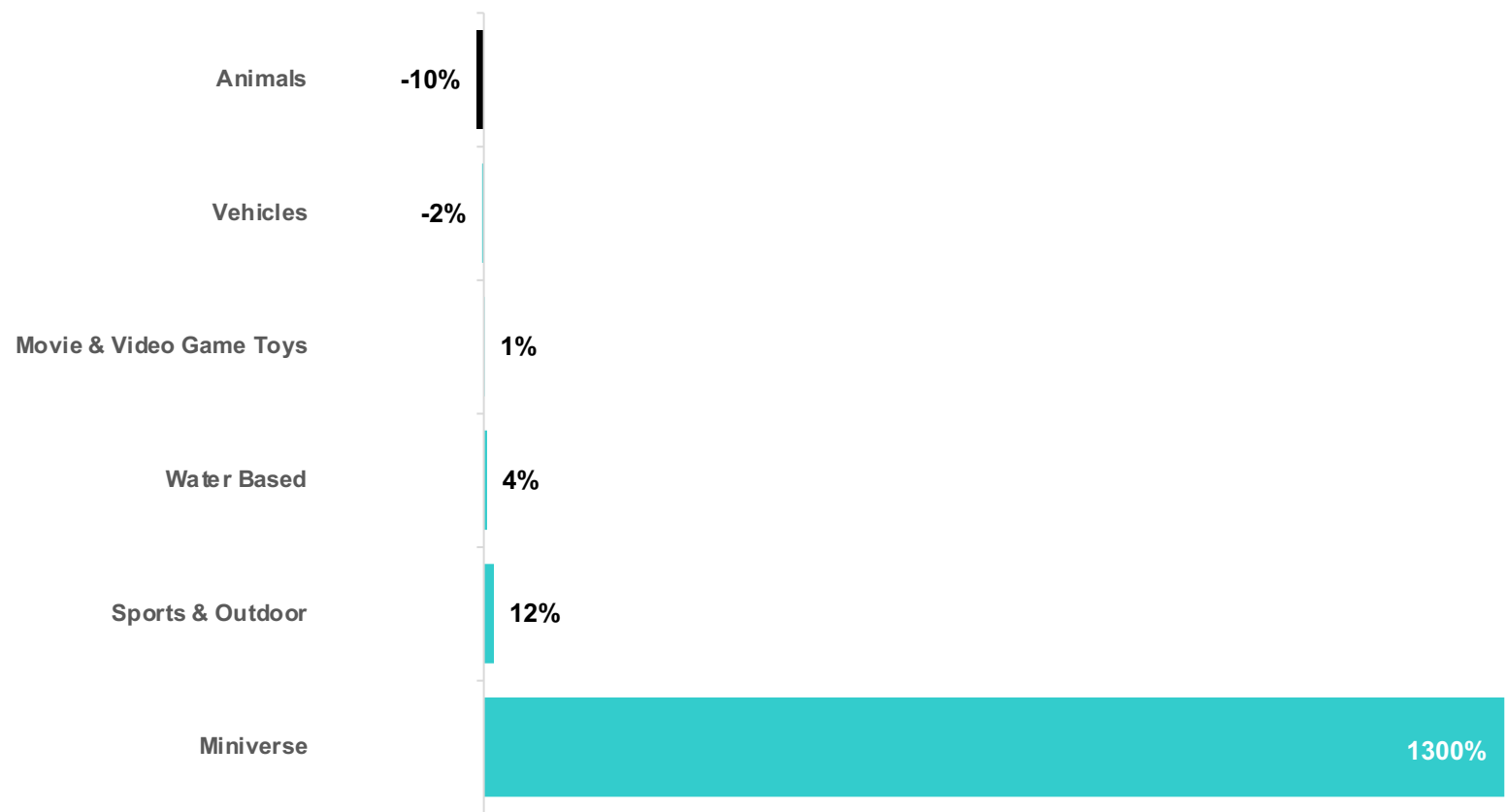
Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % for Toys & Games



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# Change in Volume Share for Toys & Games: Prime Day 2023 compared to Prime Day 2022

+8%



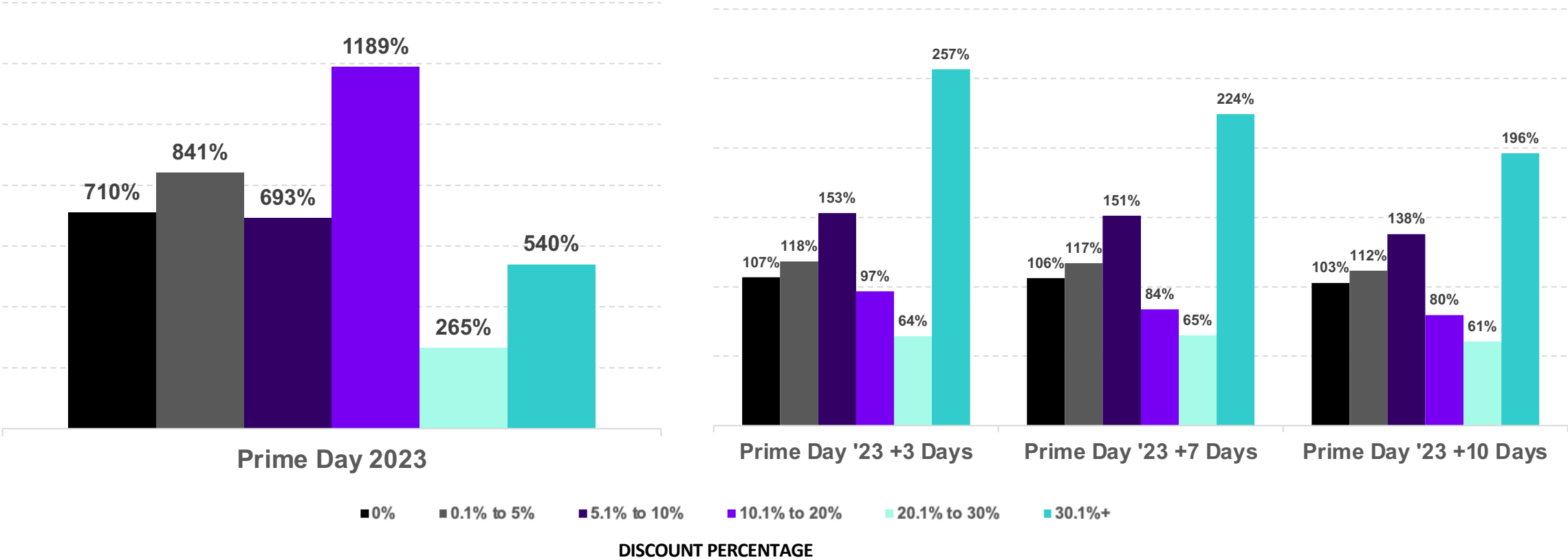
Toys & Games	
Biggest Rising Terms vs. Prime Day 2022	
Search Term	% Change
mini verse	2999%
miniverse	1915%
bestsellers in toys	1052%
mini verse make it mini food	915%
beach toys for kids ages 8-12	882%
make it mini	836%
miniverse make it mini food	683%
inflatable water slide for adults	554%
make it mini food	451%
bounce house water slide	444%

Toys & Games	
Biggest Falling Terms vs. Prime Day 2022	
Search Term	% Change
inner tube	-35%
noodles for swimming pools	-37%
floaties	-39%
pool inflatables for adults	-39%
toys for 4+ year old boys	-43%
pool noodles jumbo	-44%
yoda	-46%
baby floats for pool 12-24 months	-46%
baby swim float	-52%
mambobaby	-52%

Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

Toys & Games saw a lot of noise as it relates to the impact of discounting. Discount in the 10% to 20% range seemed to capture the largest interest but Post-Prime Day the sub-10% and 30%+ discounted items retained the most traffic.

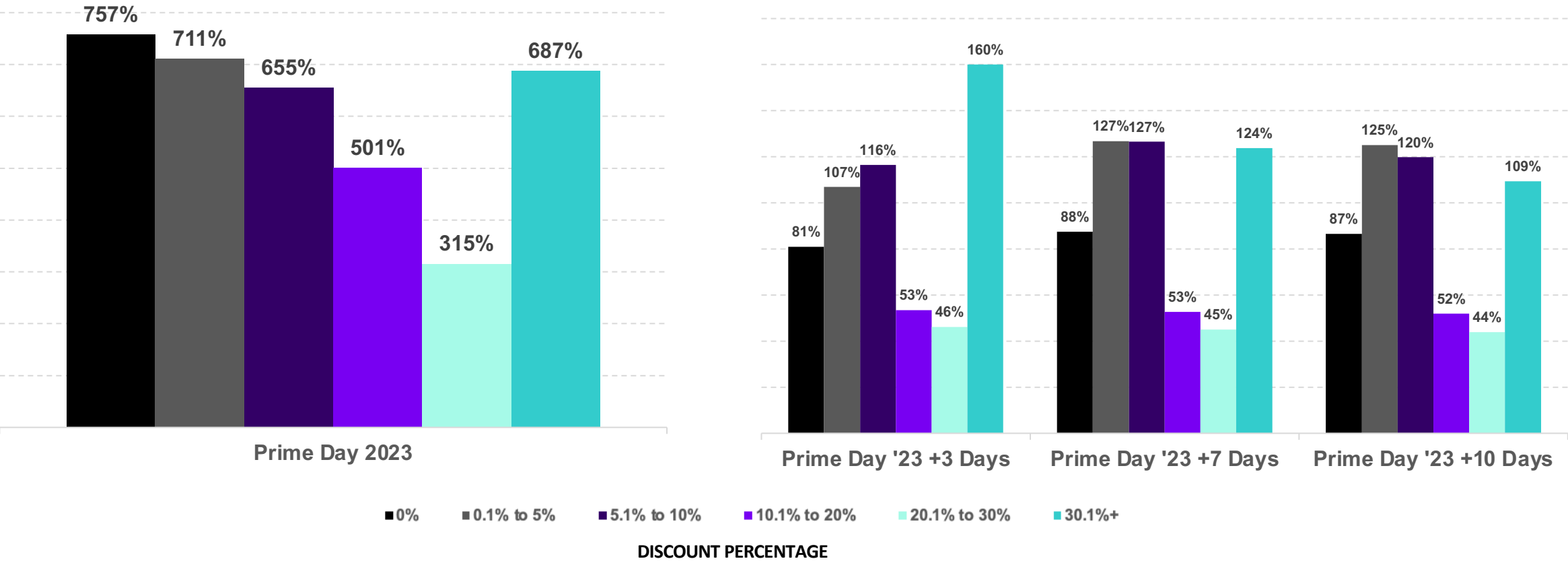
Average Daily Glance Views as % of Average Daily Glance Views for L28 Days Prior to Prime Day 2023 in Toys & Games



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

Outside the deep 30%+ discount rate, revenue increases were higher on Prime Day at lower or no discounts. This could imply consumers are shopping for items for their kids as if they were a luxury goods, using price as a signal for quality.

Average Daily Ordered Revenue as % of Average Daily Ordered Revenue for L28 Days Prior to Prime Day 2023 in Toys & Games



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

What Happened on Prime Day in Office Products?

Office Products saw spikes in conversion at the end of Day 1 and Day 2, while majority of glance views were on Day 1

**7:00 AM PST**  
July 11 (Day 1)

Highest % of Prime  
Day Glance Views

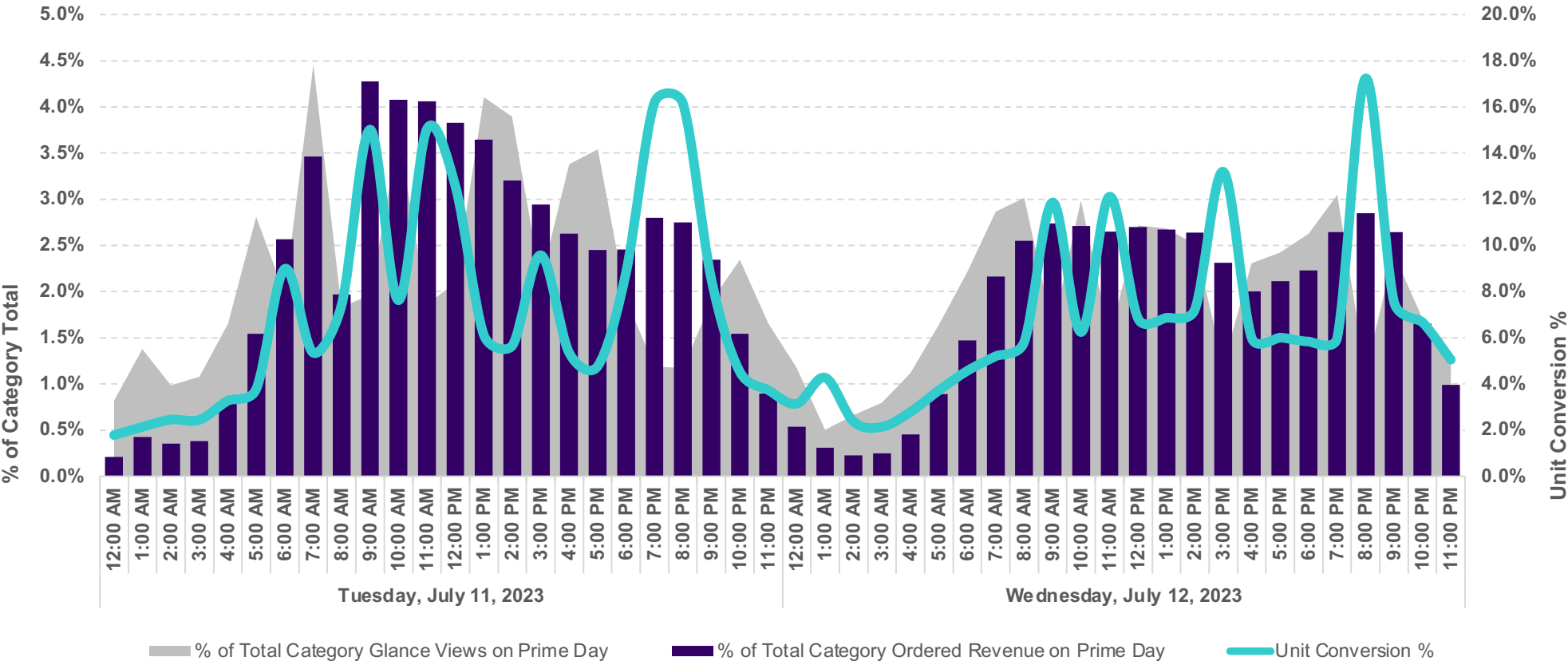
**9:00 AM PST**  
July 11 (Day 1)

Highest % of Prime  
Day Ordered  
Revenue

**8:00 PM PST**  
July 12 (Day 2)

Highest Unit  
Conversion % Time

Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % for Office Products

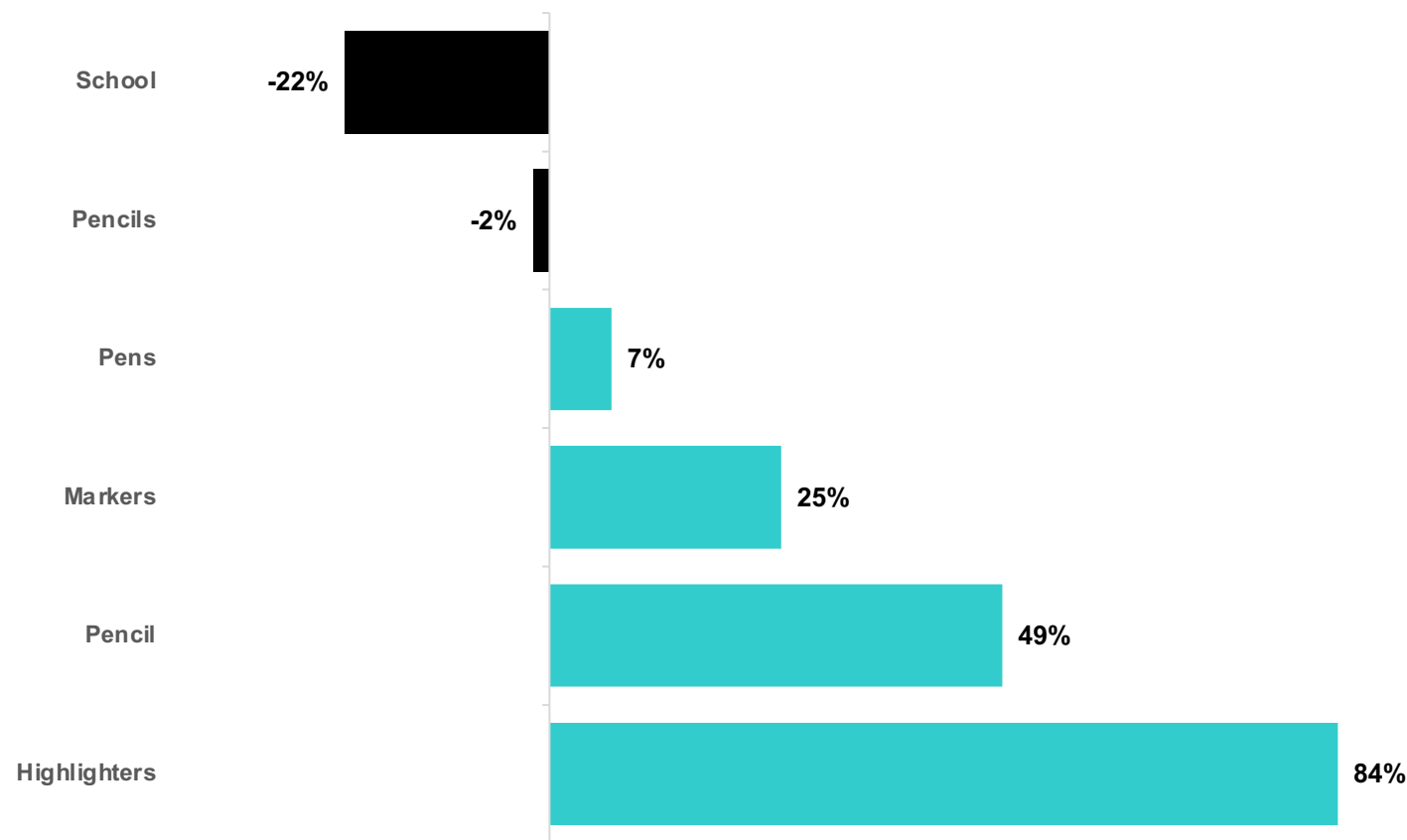


Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022



# Change in Volume Share for Office Products: Prime Day 2023 compared to Prime Day 2022

+19%



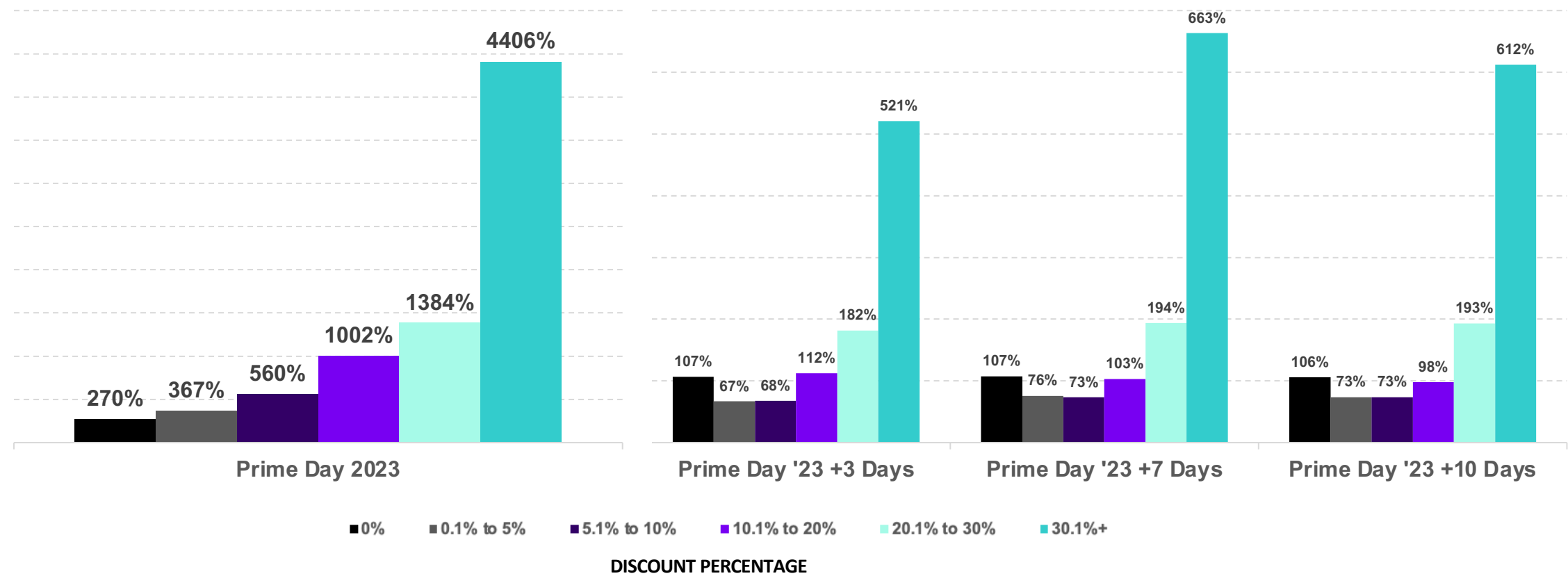
Office Products	
Biggest Rising Terms vs. Prime Day 2022	
Search Term	% Change
white board marker set	806%
pens + pencil	468%
pastel highlighter set	354%
pens for school	348%
felt tip pens fine point	252%
kuru toga mechanical pencil	251%
pens fine point	181%
highlighters	130%
micron pen	130%
permanent markers black	92%

Office Products	
Biggest Falling Terms vs. Prime Day 2022	
Search Term	% Change
micron pen set	-36%
pastel highlighter	-42%
pens for note taking	-45%
ink joy gel mate pens	-45%
white board markers dry erase	-47%
pens fine point smooth writing pens	-51%
aesthetic	-52%
writing supplies & correction supplies	-60%
education supplies & craft supplies	-66%
flair pens for teachers	-69%

Source: Internal data from CommerceIQ’s REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

Office Products was incredibly deal driven on Prime Day. Higher Discounts consistently correlated with an increase in Glance Views on Prime Day. Deep discounts greater than 20% helped sustain interest post-Prime Day, likely influenced by the start of back-to-school shopping.

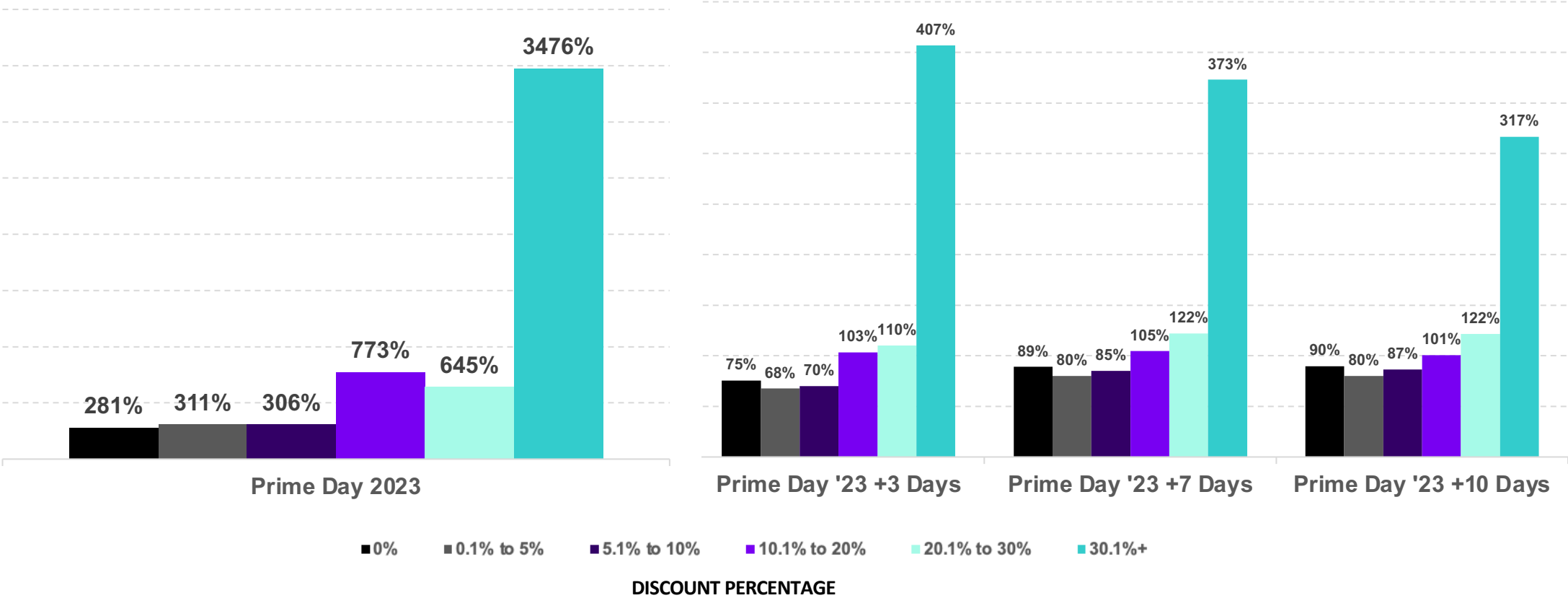
Average Daily Glance Views as % of Average Daily Glance Views for L28 Days Prior to Prime Day 2023 in Office Products



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

Revenue was similarly influenced by discounting, where deep discounts drove a 3,476% increase in revenue on Prime Day. Deep discounted items have sustained this revenue growth, also likely due to the start of back-to-school shopping.

Average Daily Ordered Revenue as % of Average Daily Ordered Revenue for L28 Days Prior to Prime Day 2023 in Toys & Games



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

What Happened on Prime Day in Home  
& Kitchen?

Home & Kitchen had much stronger Day 1 generating nearly 60% of overall Prime Day revenue.

10:00 AM PST  
July 11 (Day 1)

Highest % of Prime  
Day Glance Views

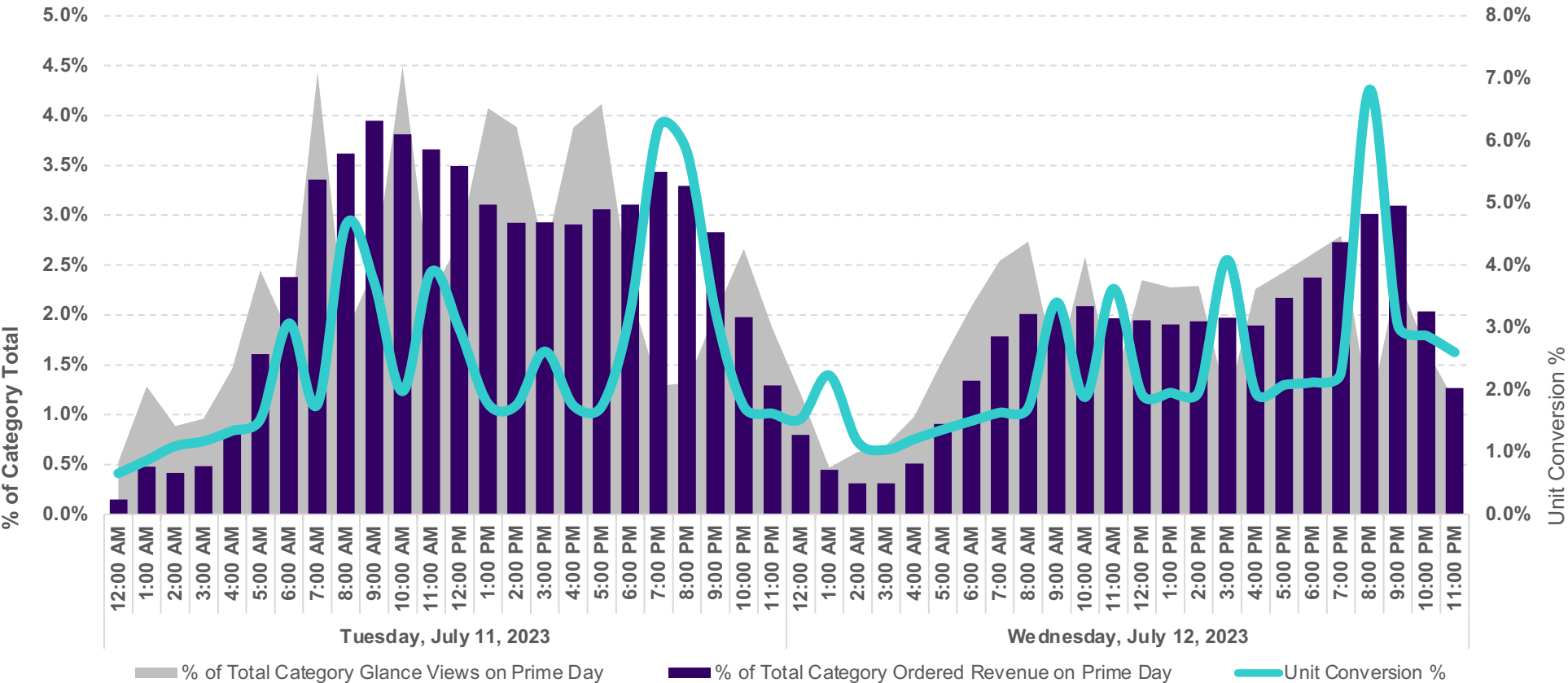
9:00 AM PST  
July 11 (Day 1)

Highest % of Prime  
Day Ordered  
Revenue

8:00 PM PST  
July 12 (Day 2)

Highest Unit  
Conversion % Time

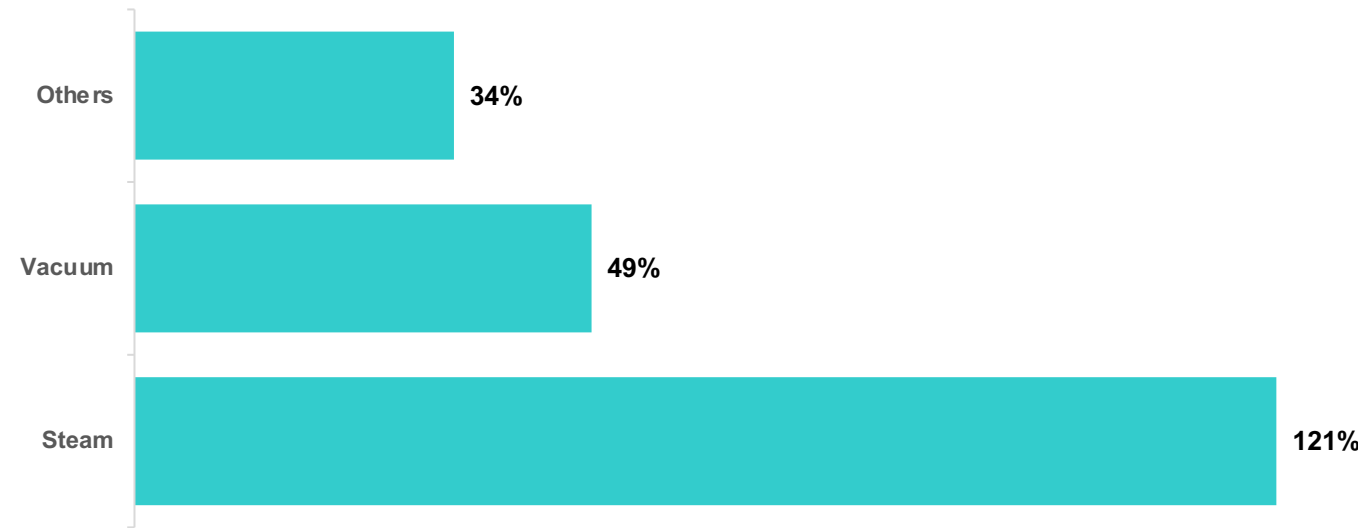
Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % for Home & Kitchen



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# Change in Volume Share for Home & Kitchen: Prime Day 2023 compared to Prime Day 2022

+55%



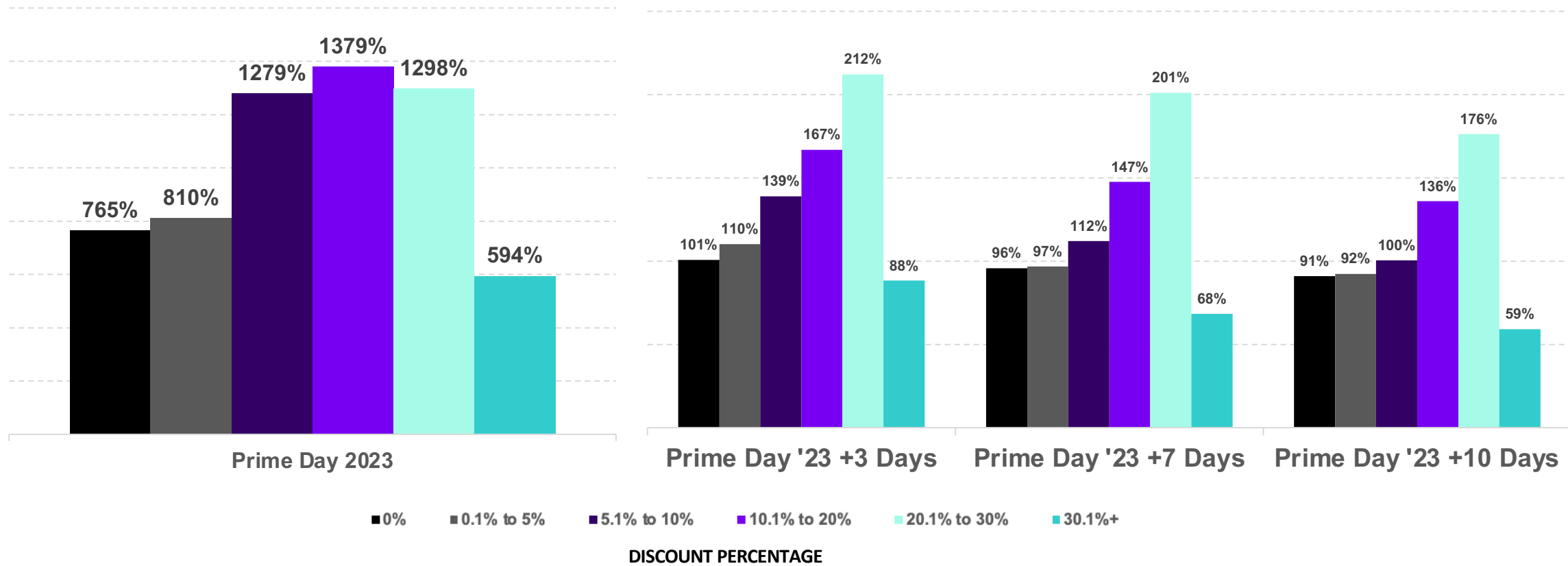
Home & Kitchen	
Biggest Rising Terms vs. Prime Day 2022	
Search Term	% Change
mop vacuum cleaner for hard floor	4384%
car vacuum portable	3168%
rumba vacuum	2948%
hand held vacuum cordless	2586%
vaccine cleaner	1647%
tincon wet dry floor cleaner	1560%
robot vacuum and mop combo tikom	1122%
portable vacuum cleaner cordless	937%
steam cleaner handheld	906%
dustbuster handheld vacuum	633%

Home & Kitchen	
Biggest Falling Terms vs. Prime Day 2022	
Search Term	% Change
vacume	-12%
cordless handheld vacuum	-13%
rumba	-13%
car vacuum cordless rechargeable	-19%
robotic vacuums	-21%
vacuum cleaner pet hair	-29%
car vacuum cleaner	-32%
household vacuum cleaners	-48%
vacuum cleaner cordless	-57%
vacuum cleaner	-85%

Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

Higher discounts generally correlated with higher glance views on and post Prime Day. Discounts of 30%+ had a relatively negative impact on Prime Day and post Prime Day, potentially indicating consumers prioritizing quality within the category which may be negatively influenced by discounts.

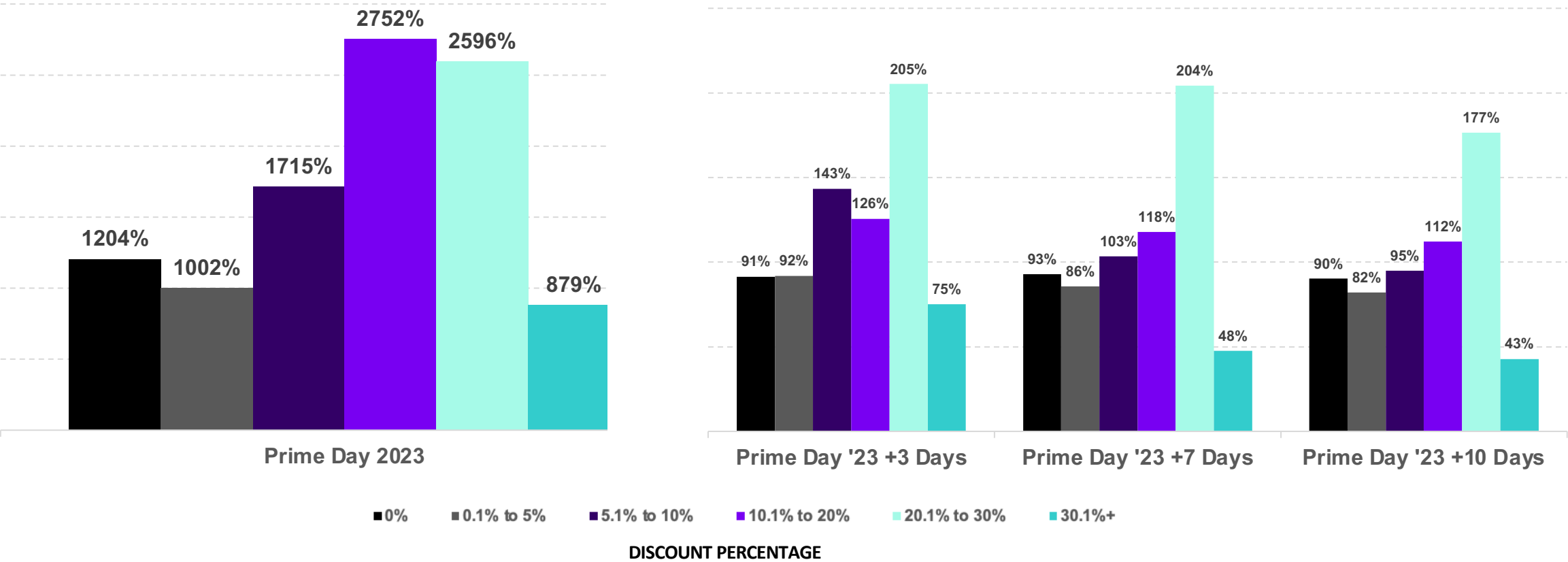
Average Daily Glance Views as % of Average Daily Glance Views for L28 Days Prior to Prime Day 2023 in Home & Kitchen



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

Revenue was similarly influenced by discounting, with a general correlation of retaining revenues within a band of 5% to 30% discount rates. 30%+ discount rates similarly had a relative negative impact on revenue on and post Prime Day.

Average Daily Ordered Revenue as % of Average Daily Ordered Revenue for L28 Days Prior to Prime Day 2023 in Home & Kitchen



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.



What Happened on Prime Day in Beauty  
& Personal Care?

Beauty & Personal Care was relatively balanced between both days, with spikes in conversion towards the end of each day

**7:00 AM PST**  
July 11 (Day 1)

Highest % of Prime  
Day Glance Views

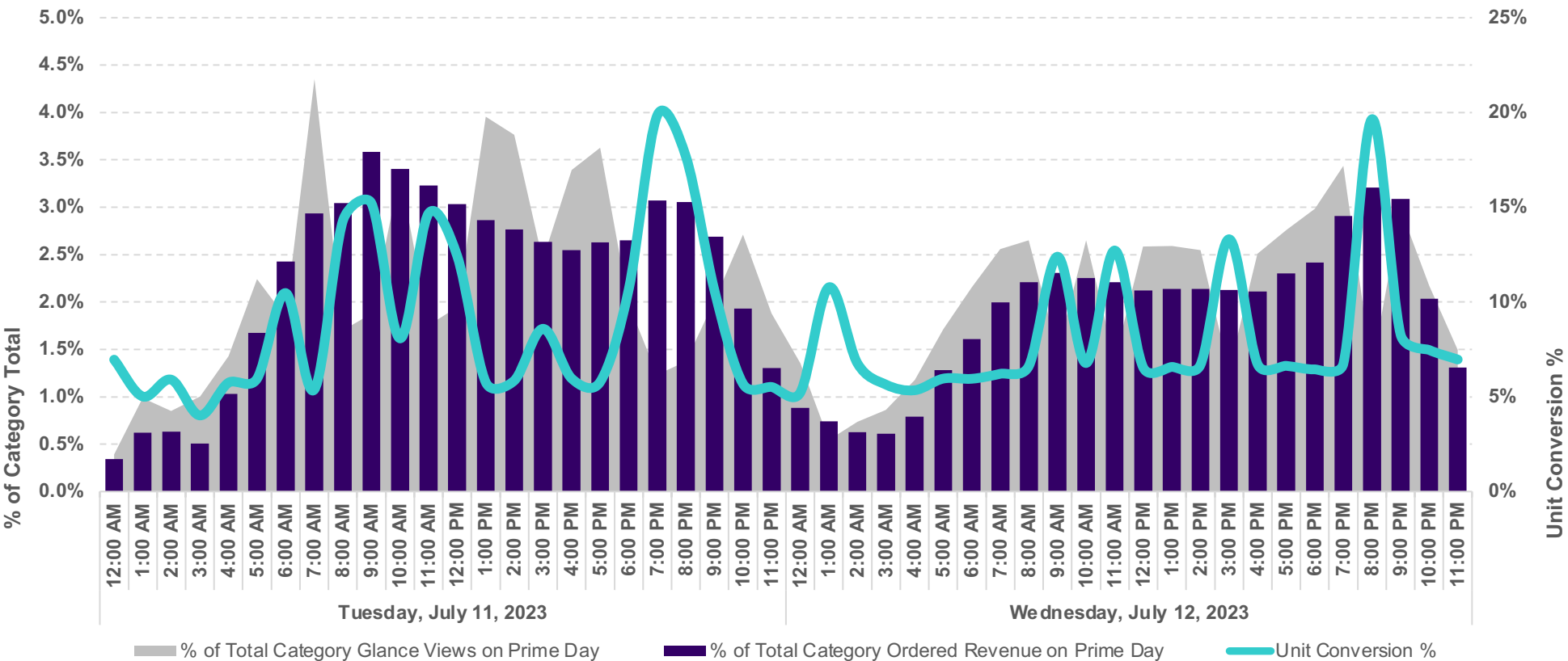
**9:00 AM PST**  
July 11 (Day 1)

Highest % of Prime  
Day Ordered  
Revenue

**7 / 8 PM PST**  
July 11 / 12

Highest Unit  
Conversion % Time

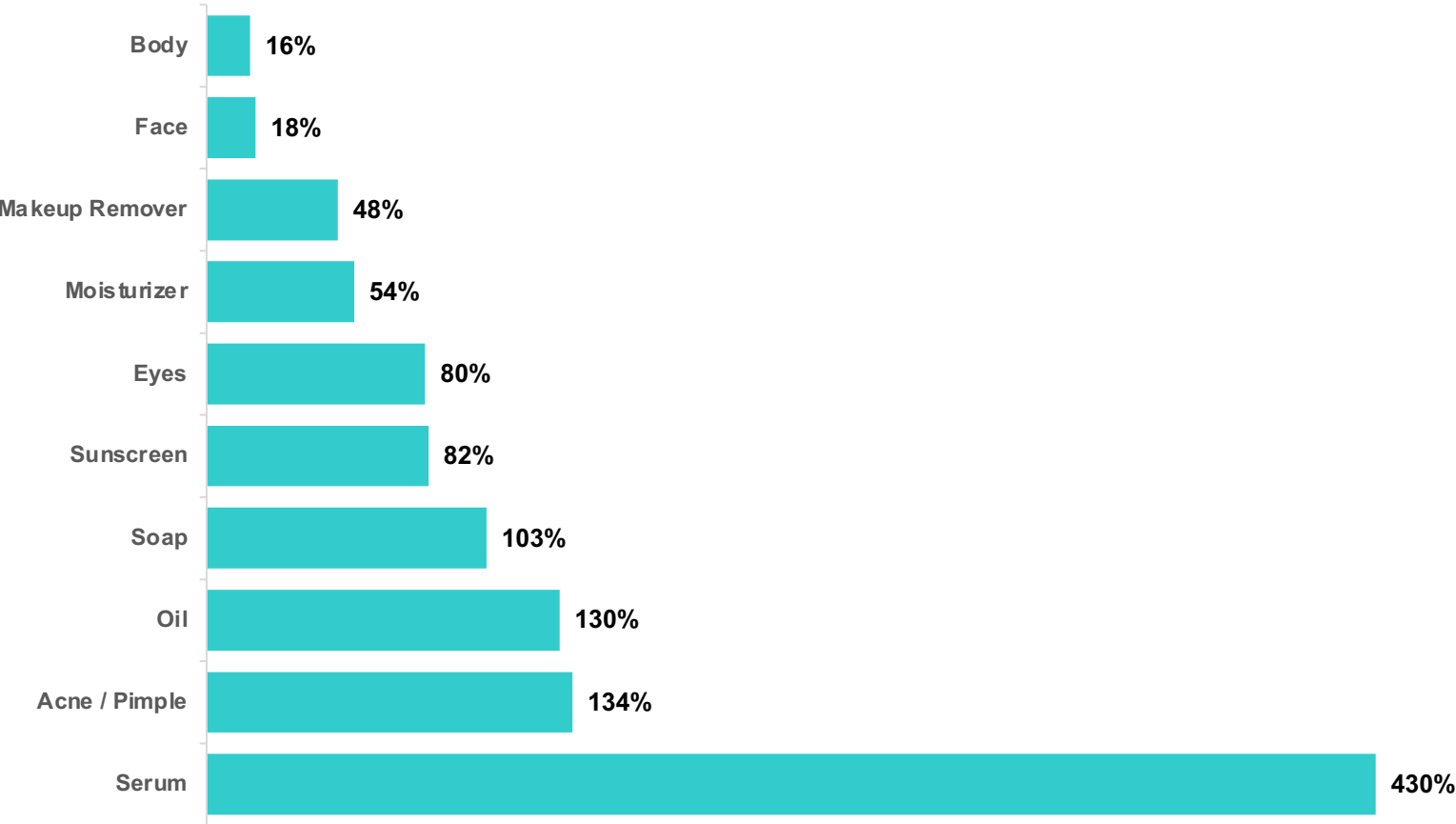
Hourly View of Prime Day Glance Views, Ordered Revenue and Unit Conversion % for Home & Kitchen



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

# Change in Volume Share for Beauty & Personal Care: Prime Day 2023 compared to Prime Day 2022

+77%



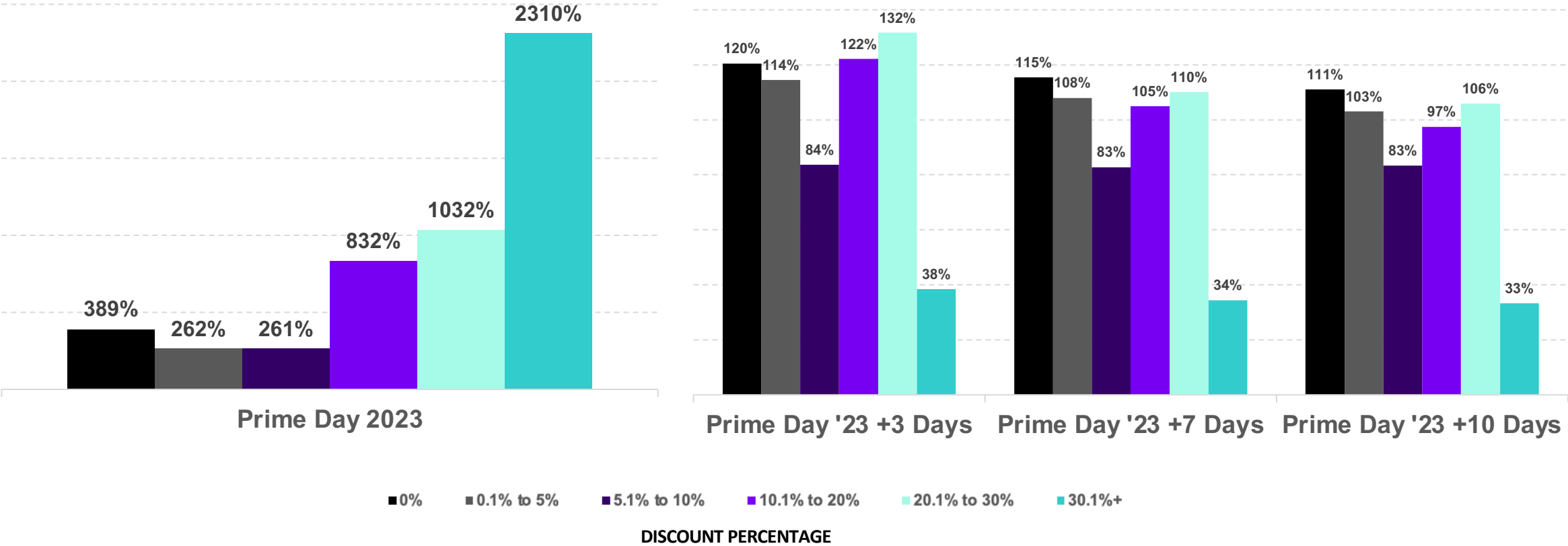
Beauty & Personal Care Biggest Rising Terms vs. Prime Day 2022	
Search Term	% Change
snail mucin serum	19825%
beauty of joseon sunscreen stick	2071%
skin care products preppy	1713%
vitamin c face serum	1711%
under eye patches for puffy eyes	1522%
hero pimple patch	1461%
make up remover wipes for face	1381%
snail mucin moisturizer	1186%
juno skin cleansing balm	907%
acne patches for face	761%

Beauty & Personal Care Biggest Falling Terms vs. Prime Day 2022	
Search Term	% Change
exfoliating face wash	-18%
face massager	-20%
shower gel	-21%
facial mask	-24%
face cream	-24%
body soap	-26%
acne	-27%
vitamin c serum for face	-40%
facial skin care products	-42%
face mask skin care	-72%

Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022

Higher discounts generally correlated with a higher retention of glance views post-Prime Day, except for extreme 30%+ discounts which correlated with a substantial decline in Glance Views post-Prime Day hinting at those extreme deal seekers being out of market.

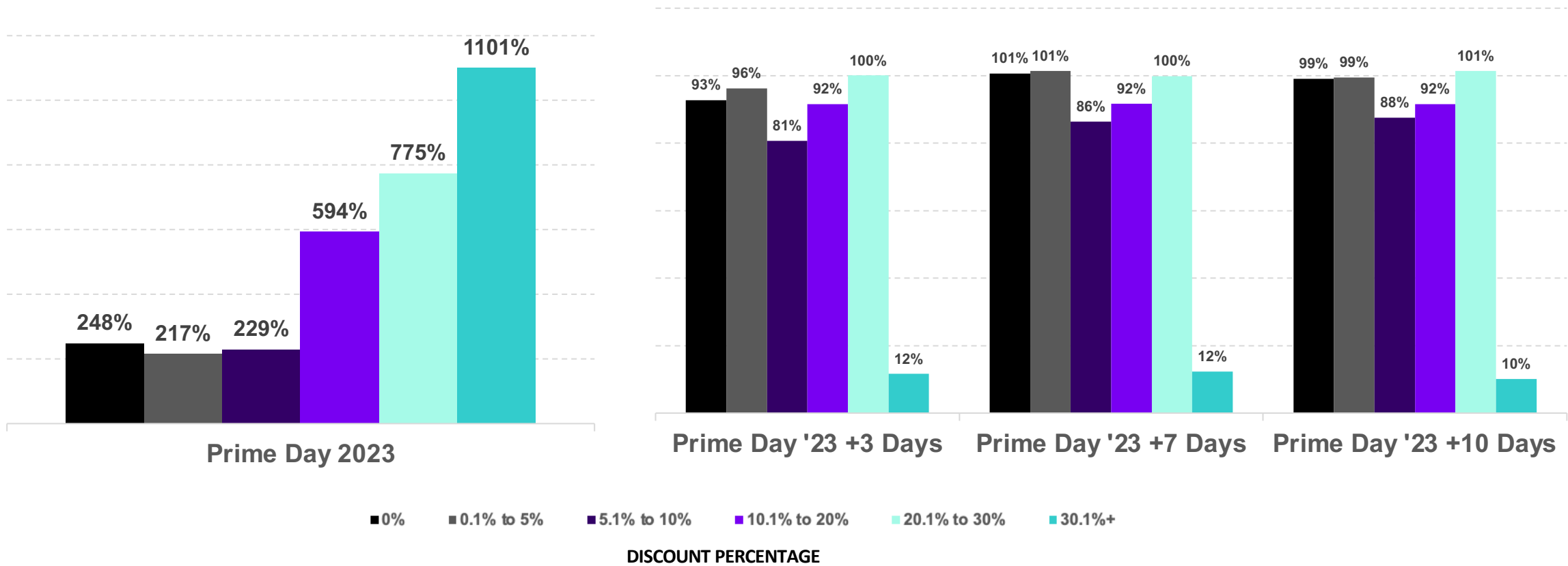
Average Daily Glance Views as % of Average Daily Glance Views for L28 Days Prior to Prime Day 2023 in Beauty



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

Larger discounts correlated with higher ordered revenue on Prime Day for Beauty, but generally correlated with lower ordered revenues post Prime Day, including a steep drop off of Ordered Revenue post-Prime Day on 30%+ discounted ASINs.

Average Daily Ordered Revenue as % of Average Daily Ordered Revenue for L28 Days Prior to Prime Day 2023 in Beauty



Source: Internal data from CommerceIQ's REM Platform for its users from the hours of 12:00AM PST to 11:59PM PST on July 11, 2023 and July 12, 2023 vs 12:00AM PST to 11:59PM PST on July 11, 2022 and July 12, 2022, compared to the 28 days prior average, and the daily average +3, +7 and +10 days post Prime Day.

## Contact Us

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

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