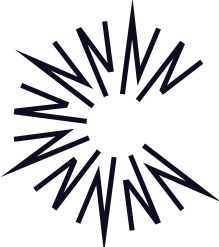




Navigating Prime Day Consumer Behaviours:

Accelerating Sales on Amazon
and other Key Retail Platforms



ChannelSight



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Why Prime Day?

With a confirmed return for July 2024, Amazon Prime Day is the first major sales event of 2024.

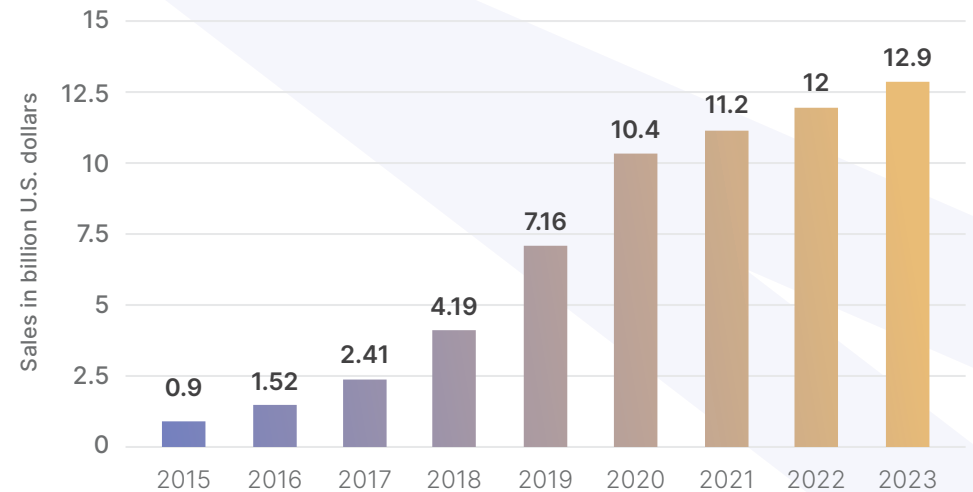
For the 10th Prime Day, the marketplace is expected to surpass its own personal record of **12.9 billion U.S. dollars in sales for 2023**, with a consecutive increase in sales every year since it began.

2023 Prime Day sales saw an increase of +1,400% compared to the first Prime Day in 2015. In fact, **Day 1 of Prime Day 2023** was the single largest sales day ever on Amazon.

With over 200 million paid Prime members across 25 countries worldwide, this “Black Friday in July” is a huge opportunity for brands to significantly boost their sales, increase brand visibility, and engage with a vast and eager consumer base through exclusive deals and promotions.

Global Amazon Prime Day sales from 2015 to 2023

(in billion U.S. dollars)



Source: Statista, 2024

A Look Back on Consumer Behaviours

Before we dive into how we can optimise Prime Day planning, you need some context on how we have seen consumers behaving during Amazon Prime Days of the past.

Let's start with some industry insights from ChannelSight Internal Data:

- For Prime Day 2023, Home Appliances emerged as the top-performing industry, leading in both clicks and revenue. Home Appliances captured nearly **50%** of the total clicks and generated the highest brand revenue at over **45%** among industry verticals.
- Consumer Electronics followed with **23%** share of unique clicks and nearly **20%** share of brand revenue.

Beyond industry verticals, identifying how, when and what consumers shop is crucial in making informed choices for your Prime Day planning.

For the past three years, our data reveals that the order of device usage among Prime members has been consistent: There is a nearly equal preference for mobile and desktop devices, with mobile slightly leading at nearly **50%**. This underscores the importance of ensuring that both mobile and desktop platforms offer seamless and efficient shopping experiences.

When we break it down into industry verticals, however, we do see some variances.

Home Appliances

Device	Share%
Mobile	53%
Desktop	45%

Consumer Electronics

Device	Share%
Mobile	35%
Desktop	64%

Home, Garden & DIY

Device	Share%
Mobile	47%
Desktop	50%

Health & Hygiene

Device	Share%
Mobile	69%
Desktop	29%

According to our internal data, consumers tend to shop during these hours:

- **Asia:** mostly evening & late-night shopping (between 8 PM and 11 PM)
- **US:** Morning and Early Afternoon in special; Evening activity tends to be less pronounced, generally not as high as during earlier parts of the day
- **EU and UK:** Morning Shopping (between 9 AM to 11 AM), lunchtime peak (12-13 PM), evening & late-night shopping are also a common trend

The top categories purchased by consumers included:

- Home Goods at **27%**
- Household Essential at **26%**
- Apparel & Shoes at **25%**
- Consumer Electronic at **21%**
- Beauty & Cosmetics at **20%**
- Health & Wellness at **19%**

In a report from Adobe Analytics, there was an increase for the following top five categories:

- **52%** increase in home appliance sales
- **28%** increase in housekeeping supplies sales
- **18%** increase in electronic purchases
- **17%** increase across apparel (fashion)
- A whopping **76%** increase in office supplies purchases (aided by back-to-school shoppers)

Why Prepare for Prime Day?

Prime Day is a great opportunity to take advantage of the potential for increased sales, traffic and brand awareness.

And for sales, it is not just limited to two days of increases. According to internal data from Amazon, brands that advertised leading up to and during Prime Day had an increase in awareness of a whopping 216% and another 214% increase in considerations when compared to the week before.

Amazon also claims that brand loyalty gets a boost, with 69% of shoppers indicating they were likely to purchase multiple products from the same brand.

For Prime Day 2023 alone, Prime members purchased more than 375 million items worldwide, amounting to 12.9 billion U.S. dollars.

But it is a domino effect for other big box retailers and Direct-to-Consumer brands, reaping the benefits of the eCommerce giant's biggest promotion sale.

We see from internal data at ChannelSight that retailers Walmart, Target and Best Buy all saw uplift in traffic, brand revenue and conversion rates during the week of Amazon Prime Day.

Best Buy threw its own Amazon Prime Day-like deals event: Best Buy Black Friday in July with sales on TVs, laptops, and other personal tech products.

Retailer Uplift During Amazon Prime Day (US)

Retailer	Traffic	Brand Revenue	Conversion Rate
Amazon	19%	30%	21%
Walmart	-1%	22%	10%
Target	22%	85%	23%
Best Buy	66%	578%	50%

Walmart hosted similar sales events, firstly in 2022 with its Walmart+ Weekend, and now with Walmart+ Week in 2023, a week-long event (directly coinciding with Prime Day's second week in July schedule) with exclusive discounts and deals open to all shoppers.



Target Circle Week, first held in July 2023, is open to Target Circle members. Unlike Amazon Prime and Walmart+ membership, Target Circle membership is free, making this sales event open to all Target shoppers so long as they are signed up for the Circle.

Nearly half of U.S. Amazon Prime shoppers also hold memberships with Target Circle, and 38% with Sam's Club. This indicates a highly competitive retail membership market, with consumers seeking benefits across multiple platforms.

How to Prepare for Prime Day

According to a [study by Kantar](#), 75% of shoppers were likely or highly likely to purchase a product during Prime Day that they'd discovered during the lead-up to Prime Day.

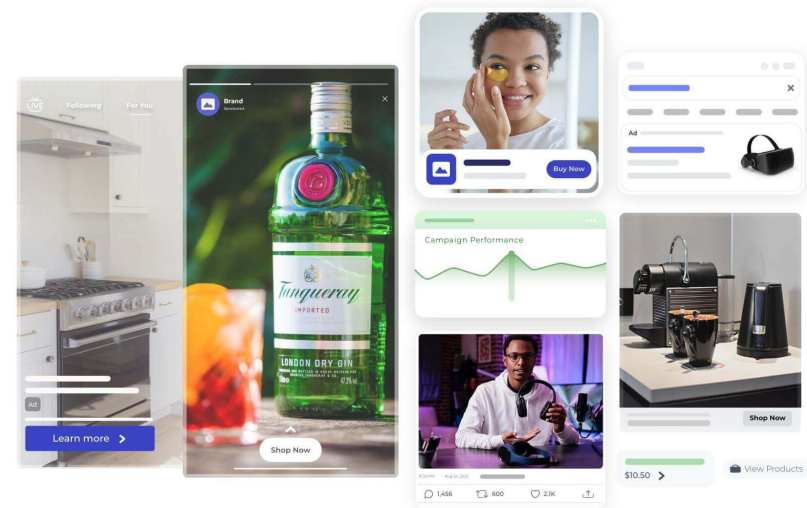
So, running campaigns during Prime Day is great, but running campaigns in the lead up to the day can generate more visibility by reaching the shoppers who are planning out their Prime Day picks in advance.

And you should be thinking about how to diversify your reach to consumers to ensure you meet them at every touchpoint.

We see 73% of retail consumers use multiple channels to shop and research shows they are 3x more likely to buy when engaged on multiple channels.

The modern consumer prioritises seamless, multichannel shopping, with social media trends quickly becoming a top influence on purchase decisions.

With [Shoppable Media](#) and [Where to Buy](#), your Prime Day planning can be taken to the next level: enabling a multichannel approach before, during and after the sales event.



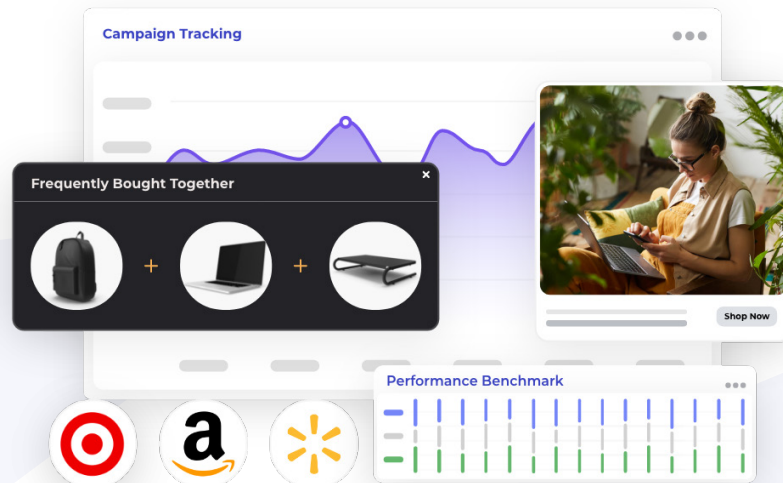
Driving External Traffic

Your social media channels, website and other owned media are key levers to highlight the deals your brand is planning, and a core means by which you can drive cheap traffic to your Amazon listings.

And email can also generate a large chunk of your ROI for the sale. It serves as an opportunity to re-engage those prospects - with a discount being the final push they needed to convert.

While Prime Day thrives on impulse, there is also a large part of consumer segments who look for specific products on offer in the sale.

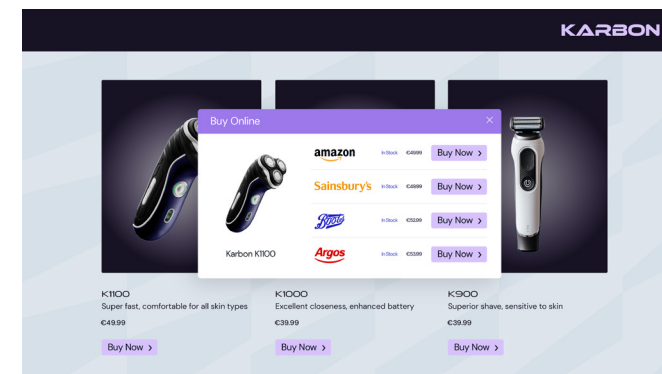
Leveraging [Where to Buy tracking links](#) can help you to streamline the path from media to product links, understand purchase outcomes and attribute them to your various marketing channels.



With ChannelSight's [Where to Buy](#) solution, you can reach consumers and even help your Amazon search listings rank higher. And it offers benefits to not only brands, but consumers and retailers too. This includes:

- **Consumers:** offers a quick and easy path to purchase, where consumers who are already considering your brand can easily choose their preferred retailers (i.e. Amazon)
- **Brands:** consumers are less likely to go off-site for researching competitor products and succumb to distractions, preventing the risk of broken consumer journeys
- **Retailers:** get to enjoy an increase of high-intent traffic which lead to more sales conversions.

So really, it's a no-brainer for all parties involved.



Product Listings Optimisation

73% of consumers state that detailed product content is a key factor in helping them make a purchase decision.

When creating a product listing description, there are a few key tips to keep in mind to maximise your conversions and visibility on Amazon.

Optimise your product listing pages for maximum conversions by focusing on key elements such as images, product titles, bullet points, product descriptions, and back-end search terms.

For brands enrolled in the [Amazon Brand Registry](#), fine-tuning product descriptions is especially crucial. These brands have full control over their descriptions, giving them a distinct advantage over other sellers.

The title needs to be kept high-level and attract attention, and the description should provide consumers with the details they need to make an informed purchase.

Keep in mind descriptions can't include any company information, promotional language or URLs. Instead, it needs to be all about the product.

With online shopping, consumers can't pick up or interact with the product, so the description should provide as much information as possible to substitute for that experience.

In addition, providing high-quality images and even videos help to improve the online shopping experience for consumers. According to a 2023 study, [nearly 83% of online shoppers](#) consider product images to be highly influential in their purchase decisions.



Brands can leverage Amazon [A+ Content](#) to present their products compellingly. Beyond the basic information and specifications, they can utilise various layouts, images, graphics, and other visuals to enhance their listings. In contrast, products from sellers not in the Brand Registry can only use plain text in their descriptions.

However, it's essential to keep the product description focused on the product itself, not on Prime Day offers. Mentioning discounts or deals in the description violates [Amazon's policies](#).

Assessing your Product's Performance

If you want to maximise sales, you must first get a baseline level of data regarding current performance. So, first things first, you need to understand your Search Placement and Content Compliance i.e. when a user is searching for your products, where do you rank, does the product listing have the correct content and is it optimised?

Studies show less than 50% of consumers click past the first page of retailer search engine results, so most of the traffic and conversion will be gained from first page product placements. And, if you are ranking on the first page, positioning is crucial!

On average, less than 55% of users meaningfully scroll, meaning the lower your position, the less traffic and exposure your product listings are getting.

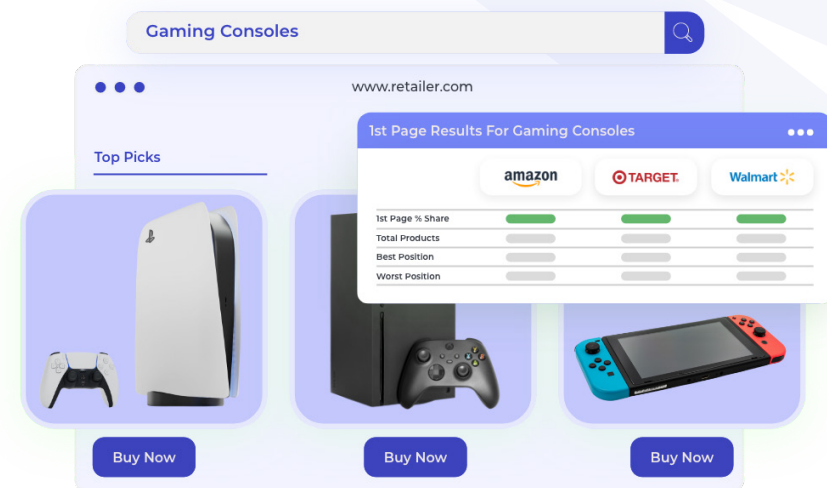
A rule of thumb for ads on Prime Day is to carefully choose your maximum bid spend beforehand and closely monitor your advertising budget throughout the 48-hour sale.

This ensures that you won't run out of your advertising budget due to a spike in bids and clicks.

And A/B testing your ad copy can also help - seeing how each ad performs best. This can be done through Amazon's A+ Content tool as you plan your ad campaigns.

The lower your search placement ranking, the lower your Click & Buy Now conversion rates will be and with marketplaces, such as Amazon, using search algorithms to positively bias top search results towards more popular products, you can quickly find yourself losing ground to your competitors.

This is where a [Digital Shelf Analytics](#) can add significant value as it automates data collection at scale, eliminating time-consuming, manual, ad-hoc analysis on Excel.



Ratings and Reviews

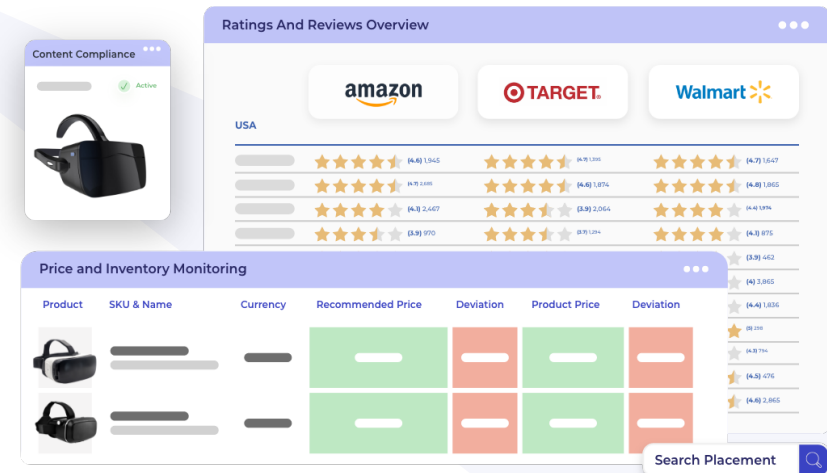
According to a [2023 study](#), nearly 90% of consumers say ratings and reviews have the biggest influence on their purchasing decisions, ranking above price, return policy, and shipping costs.

With Amazon in particular, reviews are critical to providing real-life validation for a product's quality, performance, and likeness to its photos, which shoppers rely on to decide about making a purchase.

[79% of customers](#) who shop on Amazon are influenced to buy products with the best reviews, so leveraging your ratings and reviews is crucial in making the sale.

What's more: keeping a constant pulse check on review sentiments allows brands to gain deeper insights into consumer preferences and make more informed decisions on their products and campaigns.

If you want to maximise conversions, it's critical that you identify and surface positive reviews that can be used as testimonials to showcase product quality. If you're only analysing 1 SKU across 5 retailers, then that is not too much work. But scale that up to 300 SKU's, across 50 retailers, in 5 markets and suddenly, you're dealing with an incredibly time-consuming, repetitive task that puts pressure on limited resources and actively detracts from other high value activities that require your attention.



Understanding your Product's Ratings & Reviews

With [ChannelSight's Digital Shelf solution](#), you can gain specific insights on your product's ratings and reviews. With a clear view into consumer preferences, you can maximise conversions by quantifying perceptions and addressing recurring issues early.

Ratings & Reviews Analytics makes it possible for large scale sentiment analysis on thousands of reviews, enabling you to find common themes within you and your competitors' reviews. You can analyse aggregated ratings and reviews categorised by Retailer, date or market.

Ratings and reviews are now a hugely influential part of the consumer journey, so making sure your customers are satisfied with their purchase and leave positive reviews is crucial, especially on Amazon.

Crafting Compelling Offers

Prime Day is a prime (we couldn't help ourselves) opportunity to offer discounts, lightning deals, bundle packages, subscriptions and much more to gain new customers.

So as you prepare for what Prime Day sales you will offer, keep in mind what will appeal to your target audience most.

From ChannelSight data, we see smaller discounts one week before Prime Day and slightly higher discounts one week after, but still below the 100% price index, meaning discounts are prevalent throughout this period.

While the general price cuts hold the most appeal for consumers, bundle offers are another key tool to increase sales. Bundles allow brands to customise their product pairings as unique package deals - standing you apart from what other competitors have to offer.

This is a win-win. Consumers get more savings and convenience and brands get to enjoy increased brand loyalty and multiple product purchases.

But keep in mind that only Amazon Brand Registry members have access to Amazon's bundling service, allowing members to build product packages of up to five ASINs.

When it comes to targeting the right audience with relevant offers, the [Amazon Marketing Cloud \(AMC\)](#) allows brands to dig deeper into audience segments and expand their customised offerings.

All of our ChannelSight data is compatible with these [third party providers](#), like Amazon Marketing Cloud.

Leveraging Prime Day Lightning Deals

The Lightning Deal is a time-sensitive promotional offer, or flash sale, where a limited number of products are featured on Amazon's 'Deals' page.

There are quite a few requirements to be eligible. Brands must have:

- A professional account
- Received a minimum of 5 ratings a month with an overall 3.5-star rating
- Products that have a sales history and at least a 3-star rating
- Products that are Amazon Prime eligible and are in 'New Condition'
- A deal with multiple product variations (such as style, size or colour)

Lightning Deals create [a sense of urgency](#) among shoppers, which ultimately increases conversions for your products.

One aspect to be aware of is the increased cost for running these deals on Prime Day, but as it is one of the biggest sales events of the year, making it as easy as possible to get eyes on your products is essential.

Increasing Ad Spend

If you're going to spend on ads for Prime Day, you need to make sure you're confident in your ROI calculations.

While it is more expensive than average for paid ads, you need to increase your brand visibility to maximise sales lift from Prime Day. As the demand for products will rise on Prime Day, the cost-per-click will also increase.

In 2023, sellers spent **14% of their Prime Day revenues** on Amazon ads and in 2022, Amazon Prime Day's average cost-per-click was **40% above normal rates**.

After you have tried and tested your optimised product listings, sponsored product and brand ads could be the right next step, especially with products that face a lot of competition offerings.

Note: It is important to place bids on your own branded items to block competitors from controlling the rankings. Do this in addition to bidding on competitor branded products to optimise all paths to purchase for consumers.



Enable customers to purchase directly from any social channel

With the average time US adults spend on social media projected to [surpass 108 minutes per day](#) in 2024, up more than 25 minutes since 2019, you must consider your social media platforms in Prime Day planning.

As social commerce grows in popularity, your campaign should have a seamless integration between social media and shopping channels.

For example, Amazon itself utilises social media to generate buzz around Prime Day, with initiatives like dedicated hashtags, user-generated content, contests and giveaways.

By following suit, your brands can tap into that community and enjoy a sales lift from consumers who are already open to new ideas on products and what they need to look out for ahead of Prime Day.

With [Shoppable Media](#), your Prime Day strategy can be taken to the next level.

As the need for seamless paths to purchase becomes a higher priority, a Shoppable Media solution could be the right fit for your Prime Day campaigns.

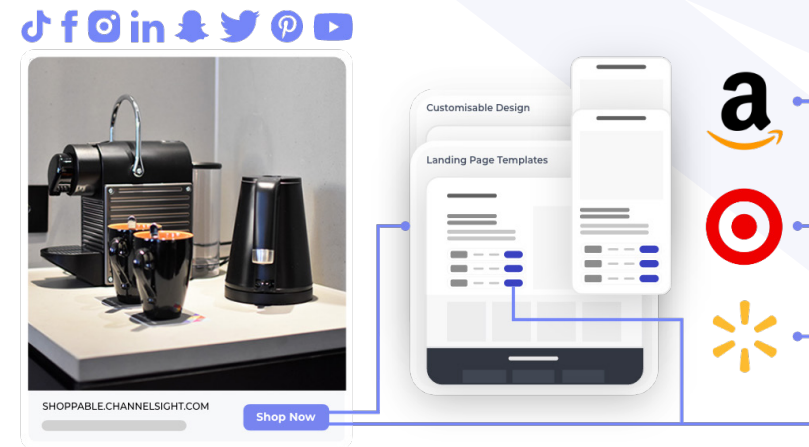
Shoppable media, also known as shoppable content, is any marketing content that provides a direct pathway to the product page or checkout.

The primary benefit of Shoppable Media is that it meets the consumer demand for convenience. As all digital assets including static ads, social media (owned, earned and paid) and [videos](#) can become

shoppable, it enables brands to meet consumers where they shop and provides a convenient pathway to purchase.

With at least [40% of marketers](#) already using shoppable media, it is becoming an increasingly important advertising and sales channel.

By incorporating Shoppable Media into your strategy, your brands will be reaching consumers when they're most receptive to new ideas and have the highest potential of [converting](#).



The Prime Day Wrap-up & Reflections

With any of our ChannelSight solutions, we know data is essential for performance measurement. That's why we offer data and analytics that enable you to make informed decisions both historically and in real-time.

With 2023 sales hitting \$12.9 billion, Prime Day significantly boosts brand awareness and loyalty among over 200 million Prime members worldwide.

As many brands enjoy the halo effect in the weeks before and after the 48-hour event, proper preparation is essential to maximise sales and capitalise on heightened consumer interest and purchasing intent.

Further reflection on the event can also provide key insights to help you navigate Prime Day planning in the future, too.

With optimised product listings, compelling deal offers and a multichannel marketing approach, your Prime Day strategy will be the gold standard.

By preparing effectively and leveraging the right tools and insights, brands can achieve significant success during Prime Day.

With proper planning and a positive attitude, your Prime Day strategy will seem a lot less daunting. And with ChannelSight solutions, you are set up for success.

Get in touch with ChannelSight today to reach your Prime Day goals.

