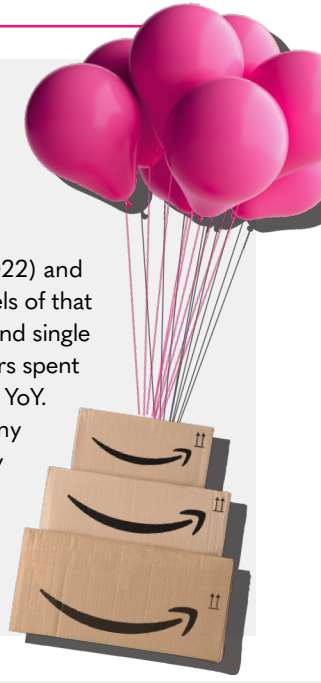


Prime Shoppers Spend More Than Ever (Again!)

Inflation in June slid to 3% (down from 9.1% in June of 2022) and retail spending rose for the third month in a row; on the heels of that data, Amazon is reporting its largest Prime Day event ever, and single largest sales day in its company history (July 11th). Consumers spent broadly across categories and the average order value rose YoY. That said, there were indicators that consumers are penny pinching and feeling financial stress. Despite that, many more consumers were excited about the sale and as a result, Amazon—and ecommerce in general—saw a significant sales boost.



U.S. ECOMMERCE SALES RISE 6.1% DURING PRIME DAY



U.S. Ecommerce Sales during Prime Day, per Adobe Analytics (Amazon doesn't reveal exact figures)

- **\$54.05** was the average order size, up from \$52.26 last year
- **65%** of households placed at least two orders

AND WHAT DID THEY BUY?

Home goods was the top-selling category, followed by household essentials and apparel and shoes

Top-selling products included:

- Fire TV Stick
- LANEIGE Lip Glowly Balm
- Apple AirPods
- Bissell Little Green Portable Deep Cleaner



Number of items purchased by Prime Members globally

FLOCKING TO FINANCING



The YoY increase in Buy Now Pay Later (BNPL) sales on ecommerce during the event, totaling **6.5% of all orders**

HERE FOR A SALE

- **52%** of consumers said they waited to purchase until Prime Day
- Amazon reports that consumers saved **\$2.5B**

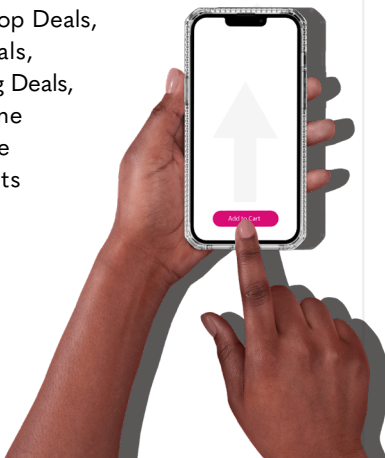


STELLA CLIENTS' AVERAGE REVENUE SOARS YOY

Stella clients' average Prime Day revenue was:

- **+594%** vs. an average day
- **+39%** vs. Prime Day LY
- **+169%** for Prime Week revenue vs. an average week
- **+32%** for Prime Week revenue vs. LY

30% The average discount offered across Top Deals, Best Deals, Lightning Deals, and Prime Exclusive Discounts



ALL ABOUT ADVERTISING

Stella clients' average revenue from search rose **40%** vs. LY while their advertising traffic was up 94% to LY

HEAR IT FROM THEM

Glimmer users were among those who pulled back:

"I wanted plenty but couldn't afford much."



...And those who used the sale to prepare for Q4:

"I bought early Christmas Gifts for my family including a Snap Circuit Kit and Lego set."

...And those who prepared in advance:

"I made a list to see what would be on sale so I could stock up and save on essential things for our home as well as personal care items."

STELLA RISING