

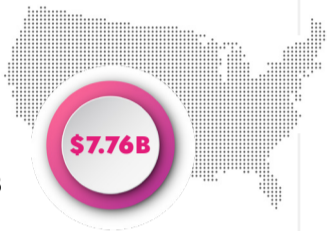
# Just Keeps Getting Bigger: Amazon Prime Day Recap

Amazon's Prime Day 2022 was the biggest to date, with Prime Members purchasing more than 300M items globally. \$3B was spent on over 100M small business items, with Amazon reporting—in the face of antitrust scrutiny—that small-and medium-sized businesses' growth outpaced that of their own retail business. Inflation played a role: 34% of consumers waited for the sale to purchase an item at a discount. Summarized eMarketer, "As eroding spending power forces consumers to make hard choices about what and how they buy, Amazon's reputation for good deals coupled with the convenience of Prime delivery could make the retailer the first port of call for inflation-weary shoppers."



## BIG SPENDING: A RECAP

The estimated U.S. sales, a 6.2% increase from 2021, which totaled an estimated \$7.31B



The total ecommerce sales on Prime Day, up 8.5% from LY

## ADDS TO CART— QUICKLY!



items per minute were purchased by Prime Members globally



## THERE'S NO PLACE LIKE



- Home was important this year to consumers; electronics, household essentials, and home were some of the best-selling categories

- The emphasis on home shows consumers are still investing in their at-home experiences and stocking up on essentials to manage higher costs

## WELLNESS AND BEAUTY WINS

- Top selling products globally included:
  - Premium beauty brands LANEIGE and NuFace
  - Apple Watch Series 7
  - Crest Teeth Whitening and Oral-B electric toothbrushes
- Children's products also hit the list, indicating that consumers included Prime Day in their back-to-school shopping



Image Source: Laneige

## THE (STELLAR) RESULTS

On average, Stella clients saw:

**PRIME DAY REVENUE:** 5.9x lift vs. average\* and 1.1x lift vs. LY

**PRIME WEEK REVENUE:** 2.3x lift vs. average and 1.1x lift vs. LY

\*Compared to average day YTD

## ABOUT THAT ADVERTISING



**SEARCH REVENUE FOR** Stella clients increased 1.7x vs. Prime Week LY

**ADVERTISING TRAFFIC** rose 73% vs. Prime Week LY

## INCREASINGLY SOCIAL

- #PrimeDay2022 videos were viewed 52M times on TikTok, far more than the 30M views in 2021 and 6M views in 2020
- Shoppers are increasingly discovering deals they are excited about via social networks



"I wasn't feeling anything on sale for Amazon prime day," wrote a Twitter user, "and then I went on TikTok lol."

