

BV BellaVix

PRIME BIG DEAL DAYS 2024

RECAP & FEATURE HIGHLIGHTS

www.bellavix.com

XXX

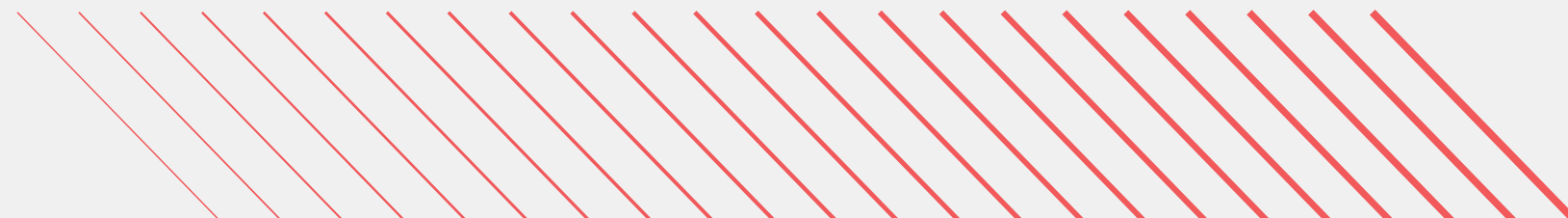


TABLE OF CONTENT

This Prime Big Deal Days 2024 Early Data Comprehensive Report aims to provide you with a snapshot of the most intriguing trends, insights, and highlights from this highly anticipated event.

- Prime Big Deal Days Official Results
- New Features
- BellaVix Internal Early Data
- BellaVix Success Story



RECORD 83% U.S. HOUSEHOLDS SHOP ON AMAZON



This percentage is due to a shift in shopper behavior, driven by Amazon's strategic promotion of everyday items like laundry detergent, batteries, and toilet paper during its sales events. Amazon aims to **boost purchases in these categories alongside high-end products.**

This strategy highlights Amazon's **shift toward catering to more frequent, necessity-driven consumer behavior.** As Brian T. Olsavsky, Amazon CFO said earlier this year, shoppers are purchasing “a lot more consumables and everyday essentials,”

Amazon Prime members **saved over \$1 billion** in millions of deals across the Amazon store.

***Source: www.press.aboutamazon.com**

***Source: www.marketwatch.com**

95% OF SHOPPERS WERE ANTICIPATING THE DEALS

Nearly **46%** of Amazon shoppers for Prime Big Deals Days said that sale was their primary reason for shopping. And top categories shoppers bought during the sales event are **household essentials** (22%), **apparel & shoes** (22%), **home goods** (21%) and **beauty & cosmetics** (20%)

The survey conducted among Prime Big Deal Days shoppers revealed that **nearly half** (46%) of the surveyed shoppers mentioned that they had **purchased something they had been waiting to buy on sale**. Overall, **86%** of Prime Big Deal Days shoppers **expect to shop on Amazon again** in the next three months for holiday items like gifts

PARTICIPATION STATS

% of Prime Big Deal Days shoppers

95%

Aware of sale before shopping

46%

Sale was primary driver to shop

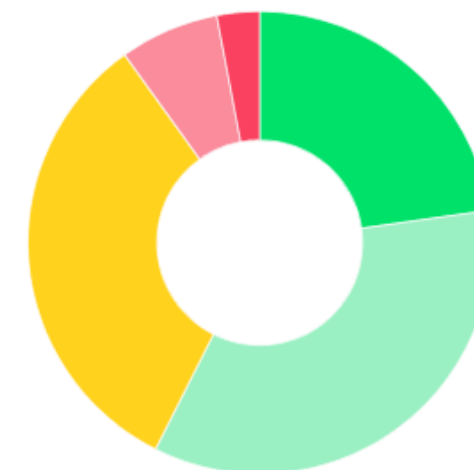
59%

Also shopped Prime Day in July

DEAL SATISFACTION

% of Prime Big Deal Day Shoppers

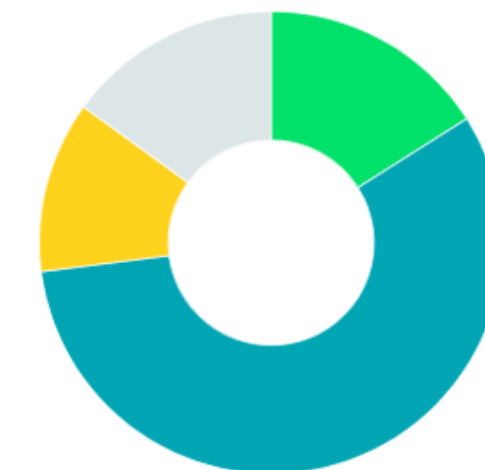
Extremely satisfied Very Somewhat Slightly Not at all satisfied



DEALS VS. PRIME DAY

% who thought Prime Big Deal Days deals were...

Better than Prime Day Same as Prime Day Worse than Prime Day Unsure/Don't Recall



***Source: Numerator.com**

HEALTH & HOUSEHOLD CATEGORY WITH HIGHEST SALES AND CR

Household items emerged as the top-selling category during Prime Big Deal Day 1 (October 8), with Sponsored Product Ads for Health & Household products achieving a **29% conversion rate**, the highest among all categories, according to Pacvue data.

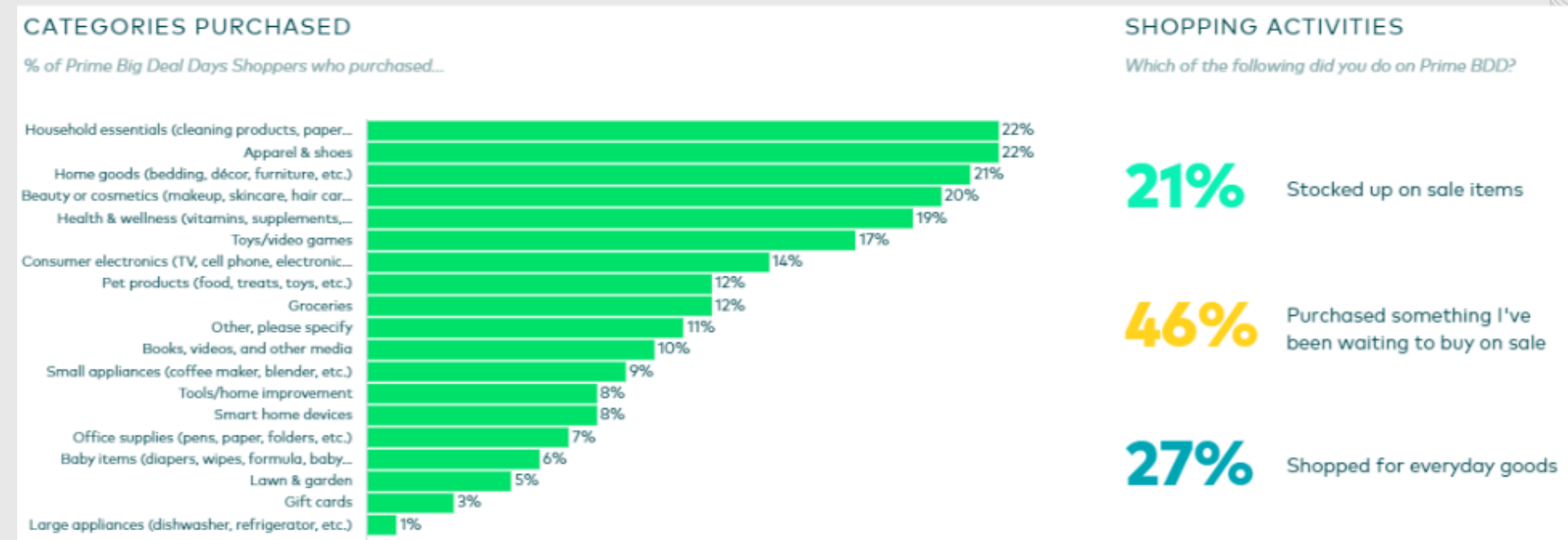
Ad spend on Day 1 **increased by 40%** compared to last year, while **CPCs rose by 14%** year-over-year and were **57% higher** than the **September average**.

This reflects both the demand for household essentials and the competitive advertising environment during the event.

***Source: Numerator.com**

***Source: Pacvue LinkedIn**

***Source: Laura Meyer LinkedIn**



NEW FEATURES

Prime Big Deal Days 2024 added new features in true Amazon fashion that made the shopping experience even more personalized and interesting. Here are some examples from the event.

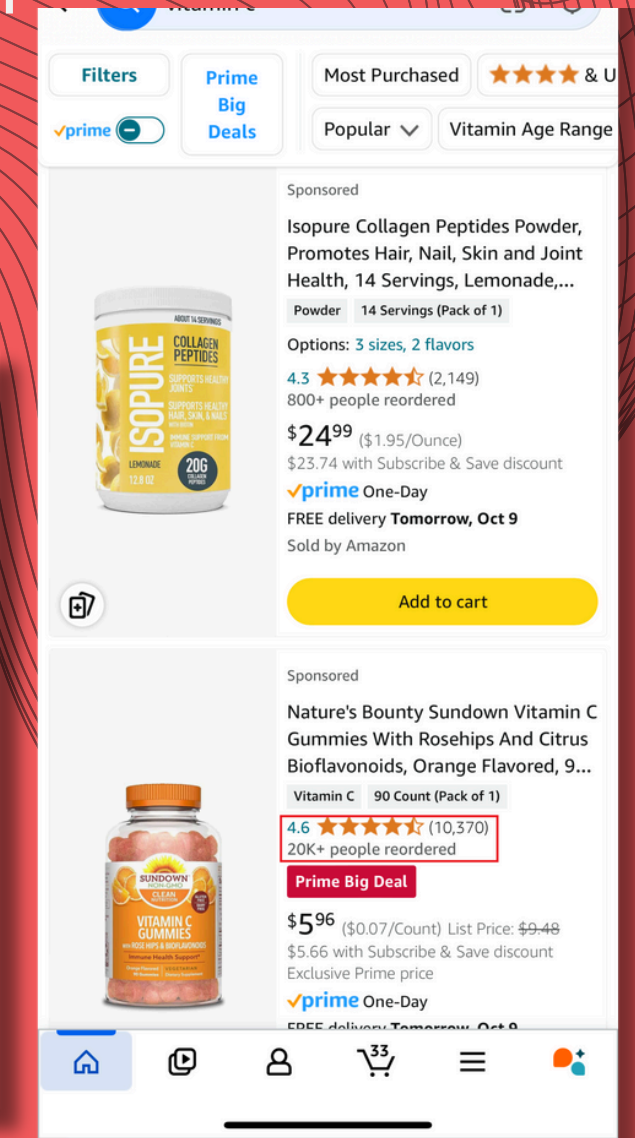
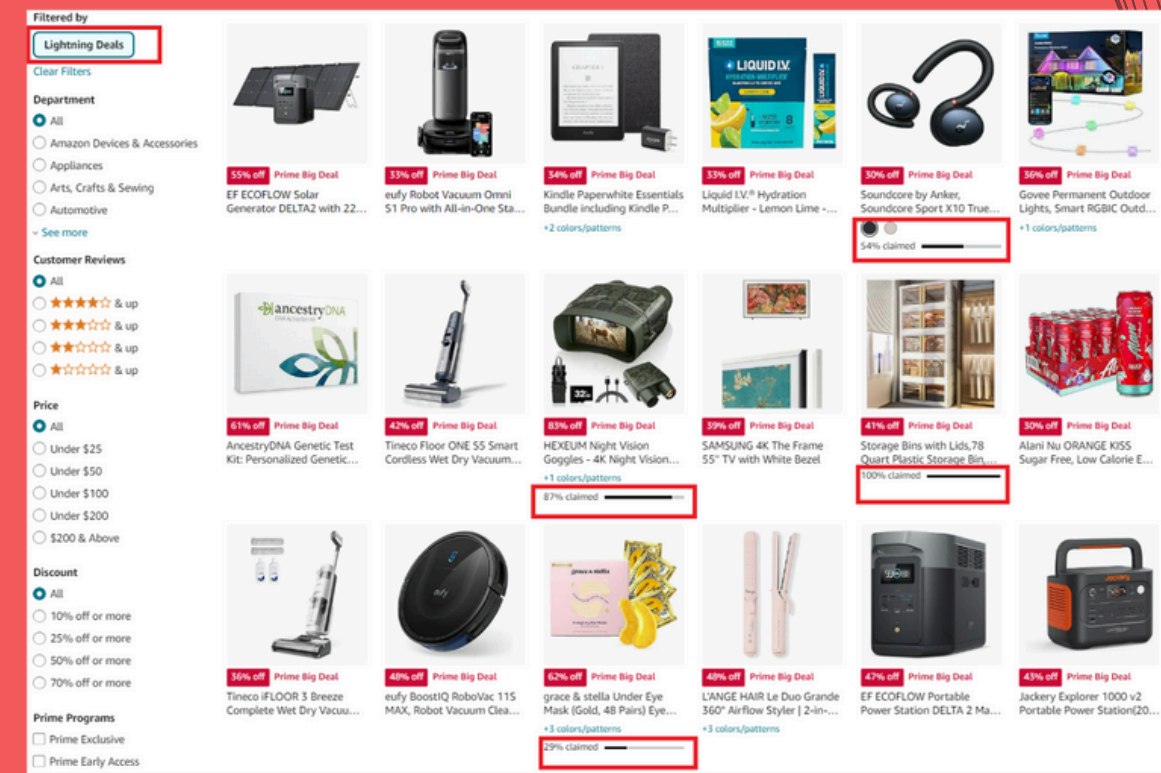
Amazon Storefront PopUp Banner is a full-screen display that drives traffic to the featured Deals Page, immediately capturing shoppers' attention as they land on the storefront.

This is an effective way to engage customers and direct them toward promotions, creating a seamless shopping experience.

Click on the image to watch the video



The **"People reorder"** section adds social proof to search results by showcasing popular items that customers frequently purchase. The **"claimed bar"** highlights strategic inventory management by displaying how many deals have been claimed, which further enhances **social proof and creates a sense of FOMO** (fear of missing out) among shoppers. These elements work together to encourage quick purchasing decisions by leveraging both trust and urgency within Amazon's platform.



BEING STRATEGIC

The screenshot shows a grid of product deals under three categories: 'Deals on Amazon Brands', 'Early deals to shop now', and 'Deals on most-loved finds'. Each product card includes a 'Prime Early Deal' badge, a percentage off, and the original and sale prices. A blue banner at the bottom of the grid says 'Build your Prime Big Deal Days gift list' with a headphones icon.

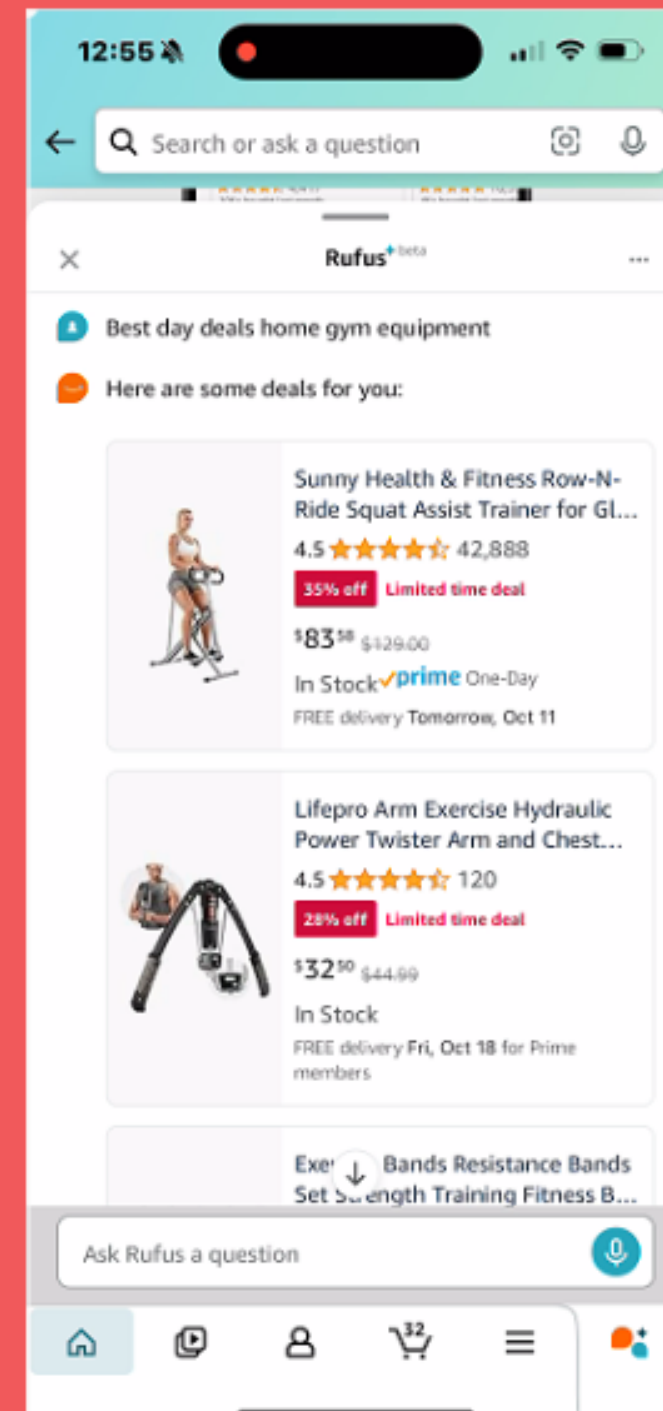
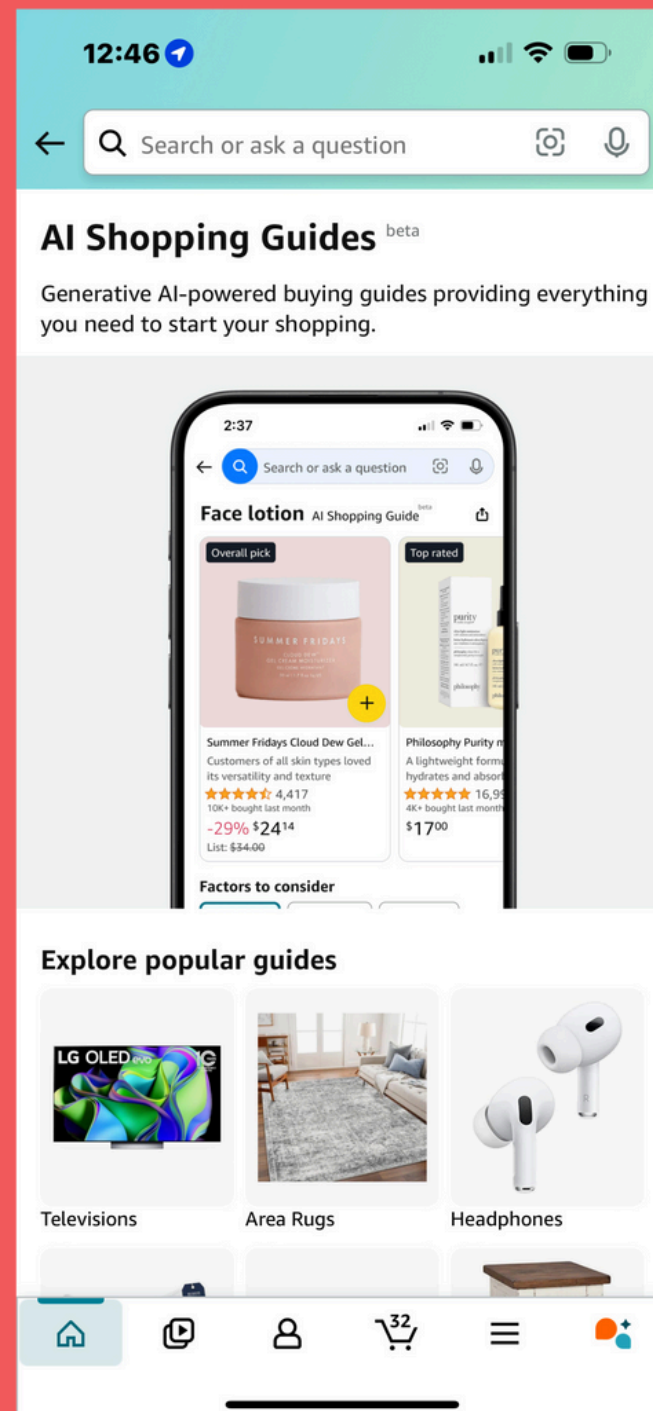
The interface features a header with a gift basket image and the text 'Create a shareable gift list'. Below this, it says 'Prime Big Deals Days is almost here. Make a list to watch for price drops, or share it so family and friends can get you future gifts at great prices.' A 'Create a Gift List' button is prominent. The bottom section is titled 'Enjoy the benefits of a Gift List for Prime Big Deal Days' and lists four benefits: 'Earth's biggest selection', 'Easy to share', '90-day returns', and 'Thank you list', each with a brief description.

The **Prime Early Deal badge** offered Prime members the chance to start shopping earlier during Prime Big Deal Days. This badge appeared on various products, highlighting exclusive early access deals. Additionally, shoppers had the option to create a personalized **Gift List**, helping them organize and plan their purchases more efficiently during the event.

Amazon utilized multiple deal types during Prime Big Deal Days, including **Prime-exclusive offers** and a **variety of product-specific coupons** for different quantities. These layered promotions allowed shoppers to maximize their savings across different categories, enhancing the overall shopping experience by providing multiple ways to save on a wide range of products.

The screenshot shows a product page for 'BARK&SPARK Omega 3 for Dogs - 180 Fish Oil Treats for Dog Shedding, Skin Allergy, Itch Relief, Hot Spots Treatment - Joint Health - Skin and Coat Supplement - EPA & DHA Fatty Acids - Salmon Oil'. The product is highlighted with a 'Prime Big Deal' badge showing a 41% discount from \$44.99 to \$20.50. A red box highlights a 'Coupon' section with three options: 'Save 10% on 2 select item(s) promo code: BAR00X22', 'Saving: 1 free of 4 item(s) promo code: 6ZNSPKT2', and '15% off with code TTRFGEOC and qualifying purchase'. The page also shows a 'Subscribe & Save' option for \$20.50, a 'Niche Dive' button, and a 'Share' button.

PERSONALIZATION AND AI



Personalized shopping features like **Rufus**, **Amazon's AI-powered Guide**, helped U.S. customers find tailored gift ideas and product recommendations. **AI Shopping Guide** simplified gift research by offering customized insights on product categories, top brands, and customer favorites, helping streamline the shopping experience and reduce decision-making time.

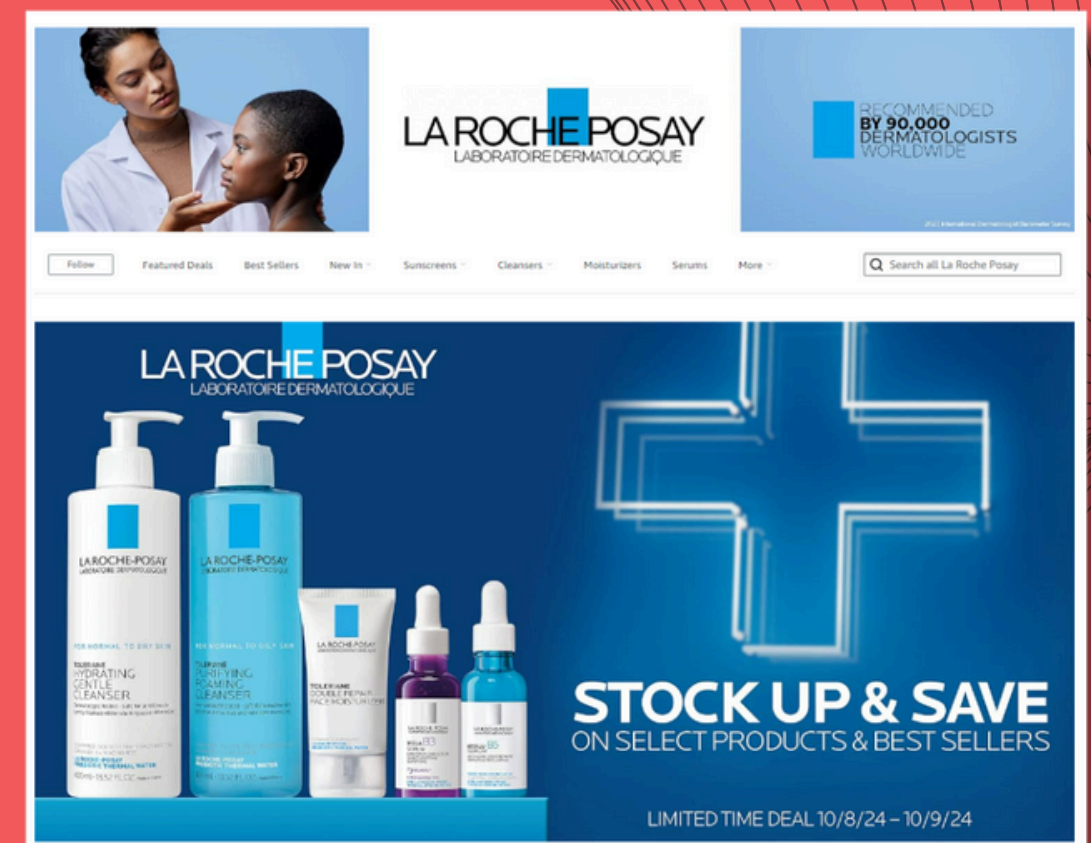
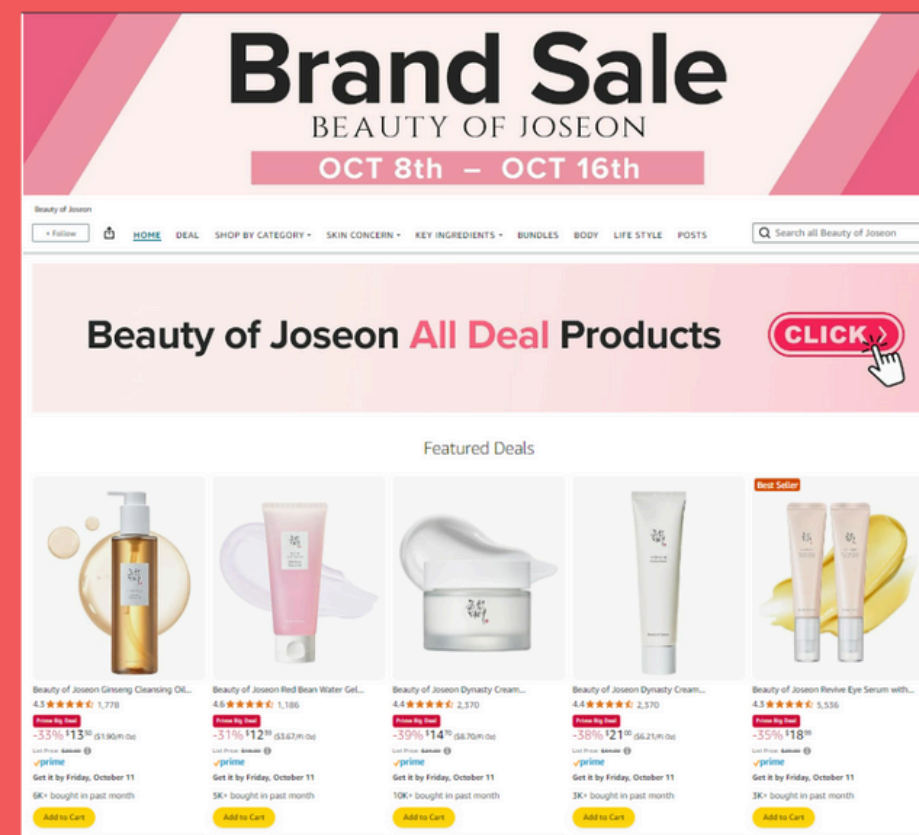
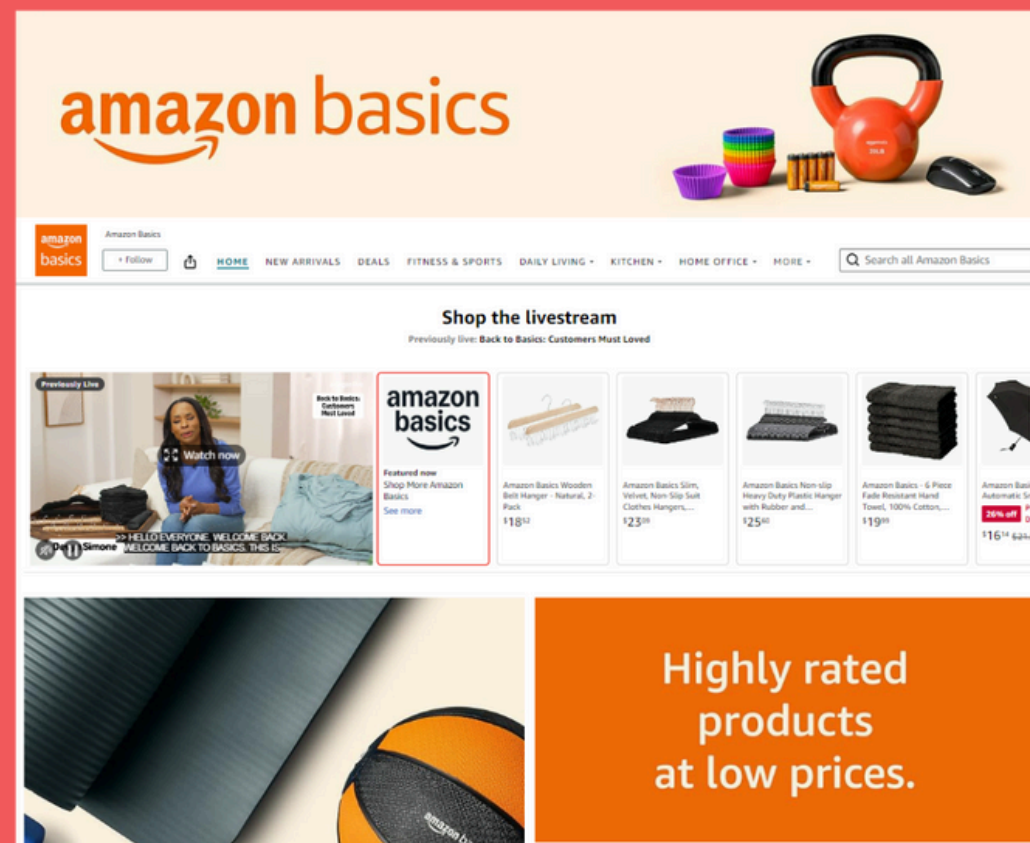
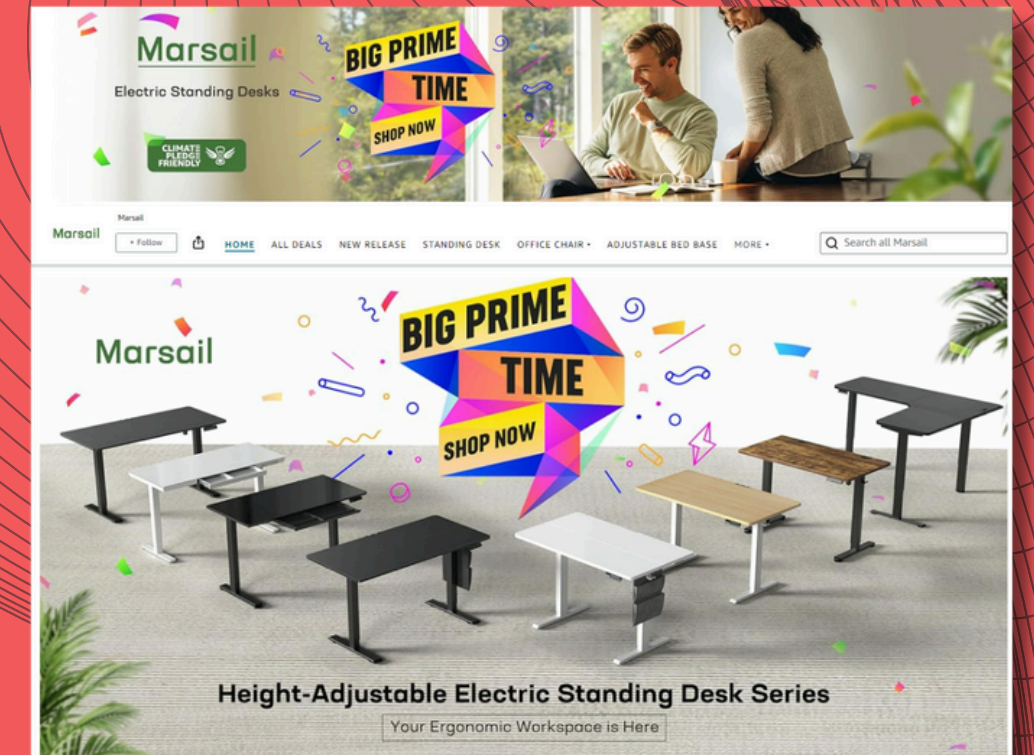
These tools made it easier for Prime members helping shoppers find items that match their unique preferences, reducing decision fatigue, and improving overall shopping efficiency.

Click on the images to watch the video

STOREFRONT COMMUNICATION

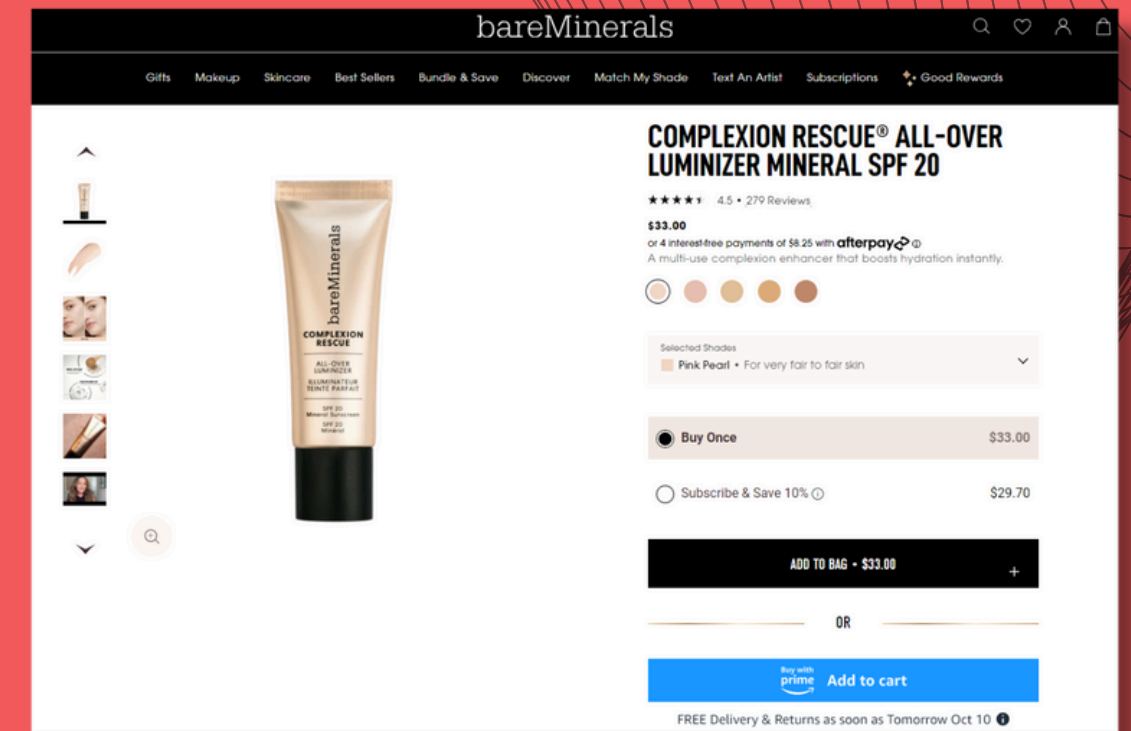
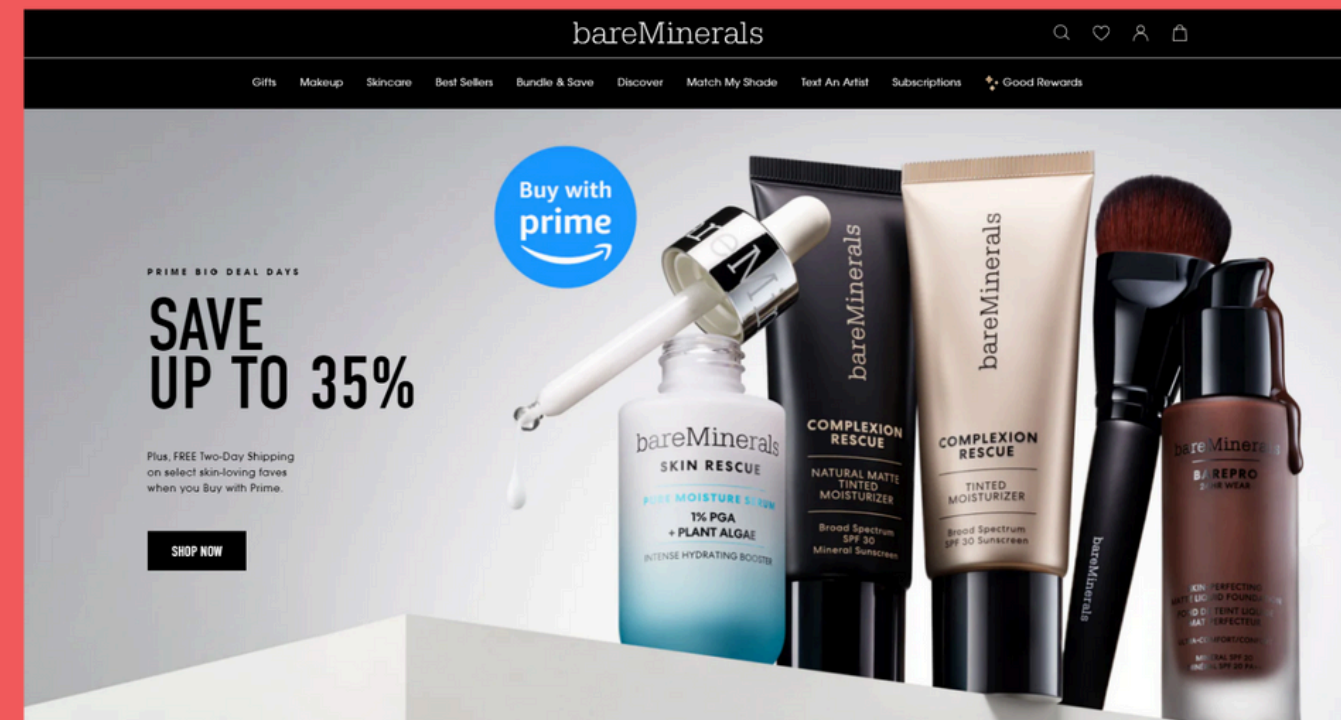
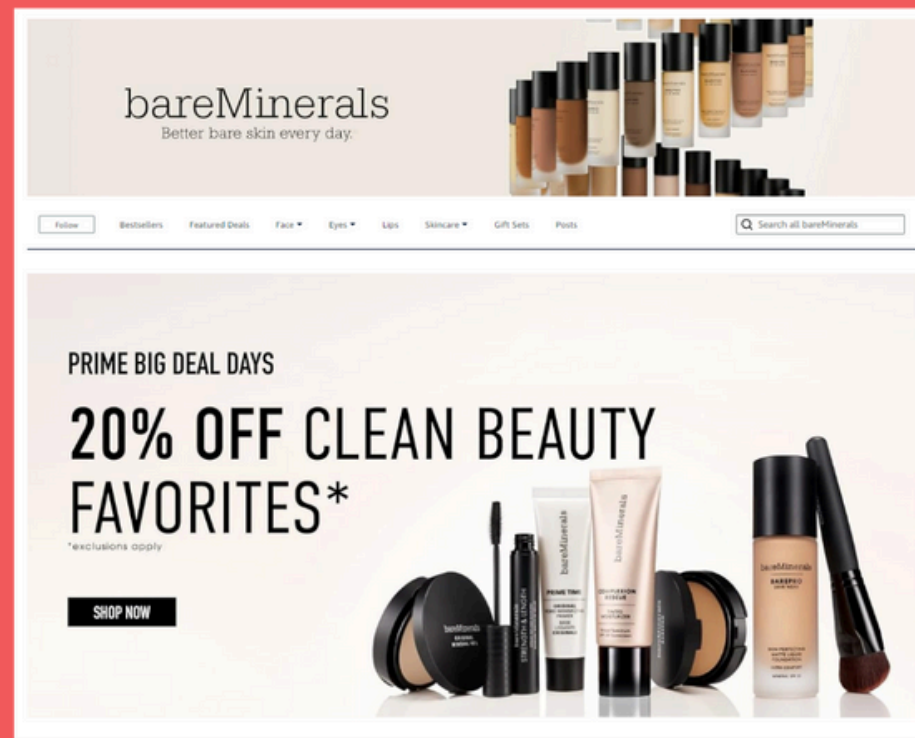
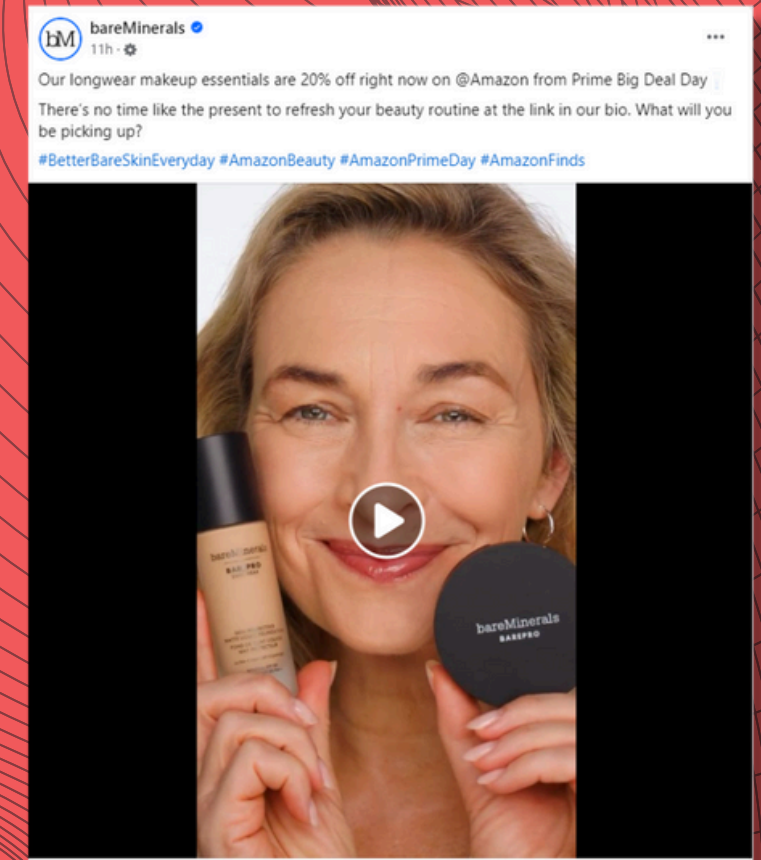
For this event, brands have finally **accepted and “pushed”** the boundary with **storefront deals communication**.

The diversity of the examples with the usage of designed banners, Amazon Live streams, witty designs with **CTAs like “Big Prime Time Shop Now,” “Shop limited-time offer,” “Brand Sale,” “StockUp and Save,”** and **“deals”** as one of the approved keywords in storefront communication. Also, the creativity in using the **Fearutre deals module** on the first main page of the storefront is more common than previously.



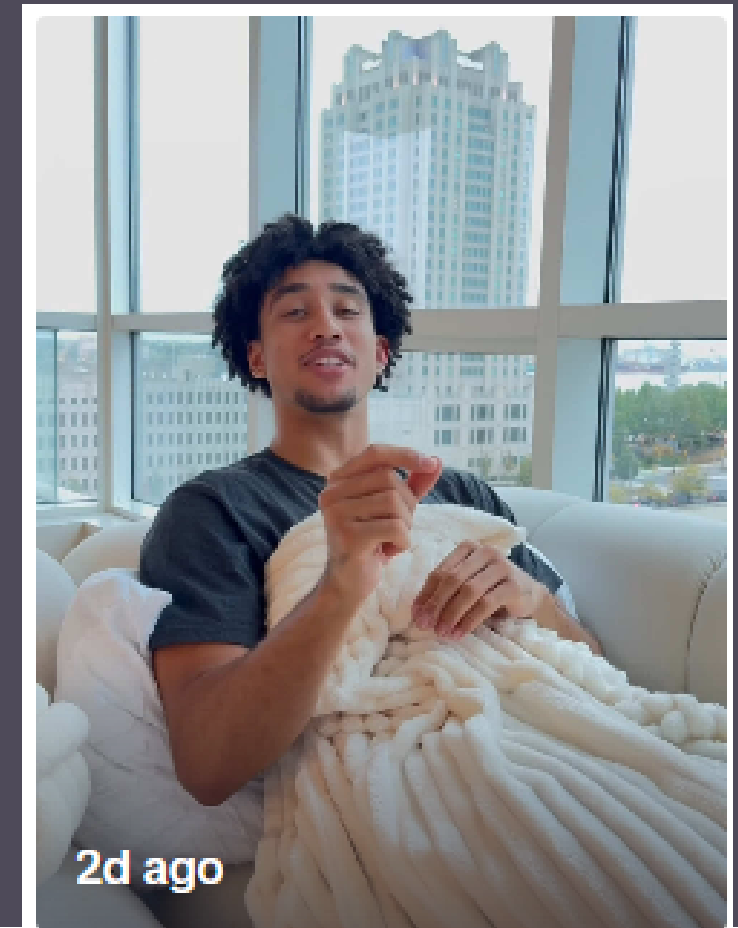
MULTICHANNEL COMMUNICATION

Brands increasingly require a **multichannel approach**, combining both **on- and off-Amazon** communication to reach and engage customers. Utilizing platforms like social media, direct-to-consumer (DTC) channels, and Amazon storefronts gives brands a competitive edge, enhancing the impact of their advertising campaigns. This integrated strategy allows brands to better capture their audience's attention and drive **stronger connections with both current and potential customers** across multiple touchpoints.



WHY OFF-AMAZON COMMUNICATION?

Communicating with customers outside of Amazon can provide added benefits to brand stability, loyalty, and client retention. Platforms like **TikTok** and **YouTube** had videos with hundreds of thousands of impressions and likes. The role influences play in sharing brand products is becoming more and more significant, as shown in Amazon's lives and Social media presence.



AMAZON PRIME DAY October 8th-9th

Prime Big Deal Days starts today! Don't miss out...
jaredmccain... 3M

4d ago

AMAZON PRIME DAY DEALS

Amazon's October 2024 prime day deals>>>...
erricacox 775K

Prime Big Deal Days

2d ago

Top Ten Amazon Prime Big Deal Days 🌟💙...
sam.shan.s... 754.5K

DAY 2! 70% OFF!?

Top 50 October Amazon Prime Day 2024 Deals (DAY 2!) 🔥 Better than Yesterday?!
144K views · 5 hours ago

The Deal Guy

It's Day 2 of Amazon Prime Day October 2024!! Here are the ALL THE NEW deals on Laptops, TV's, Smart Home & Apple Deals ...

New 4K

Prime Big Deal Days 2024 Electronics

1.2M My favorite find to date, search narwal free x...
sam.shan.... 26.9K

319.9K I already have over 100 of these theres so man...
brett.tech 4598

28.6K Prime Day Kitchen Deal! The TurboBlaze Air...
everythinge... 279

1.5M 34% off PLUS use code 10RORRYAB for an...
ariellebrim... 10.2K

754.5K Top Ten Amazon Prime Big Deal Days 🌟💙...
sam.shan.sh... 13K

771.7K These items are some of my current favorites &...
anya.bumag 19.8K

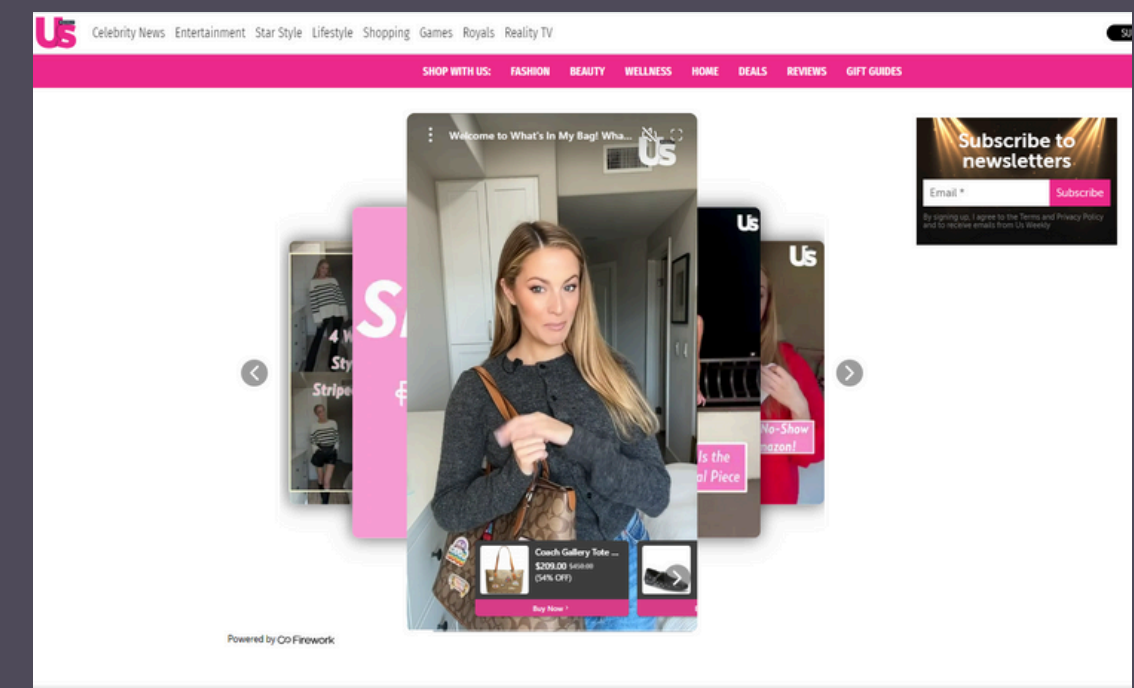
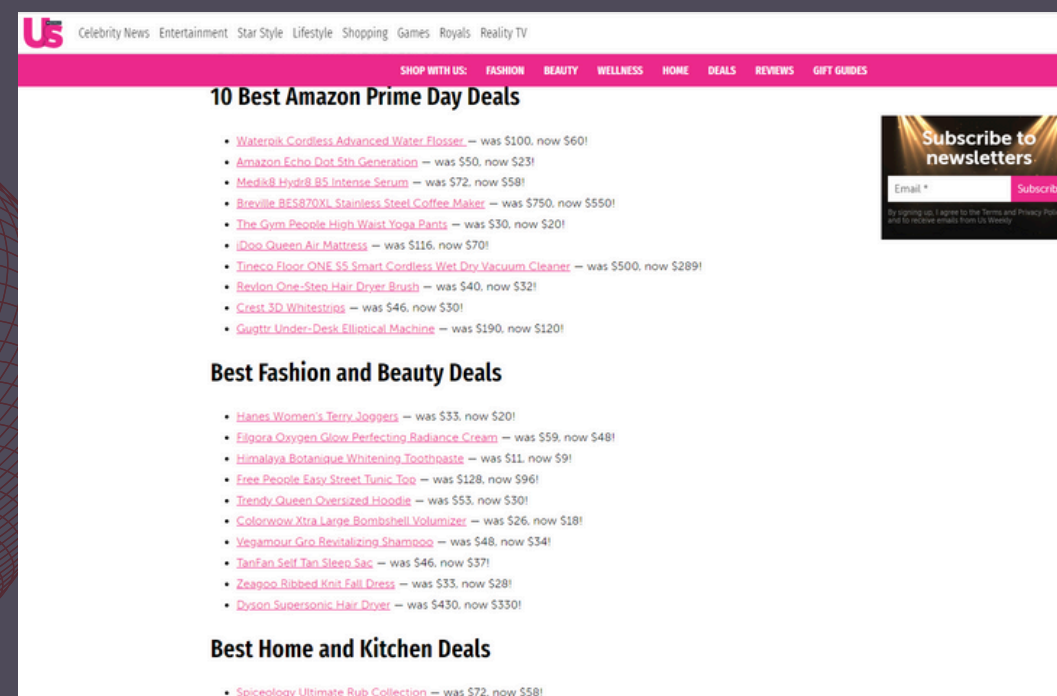
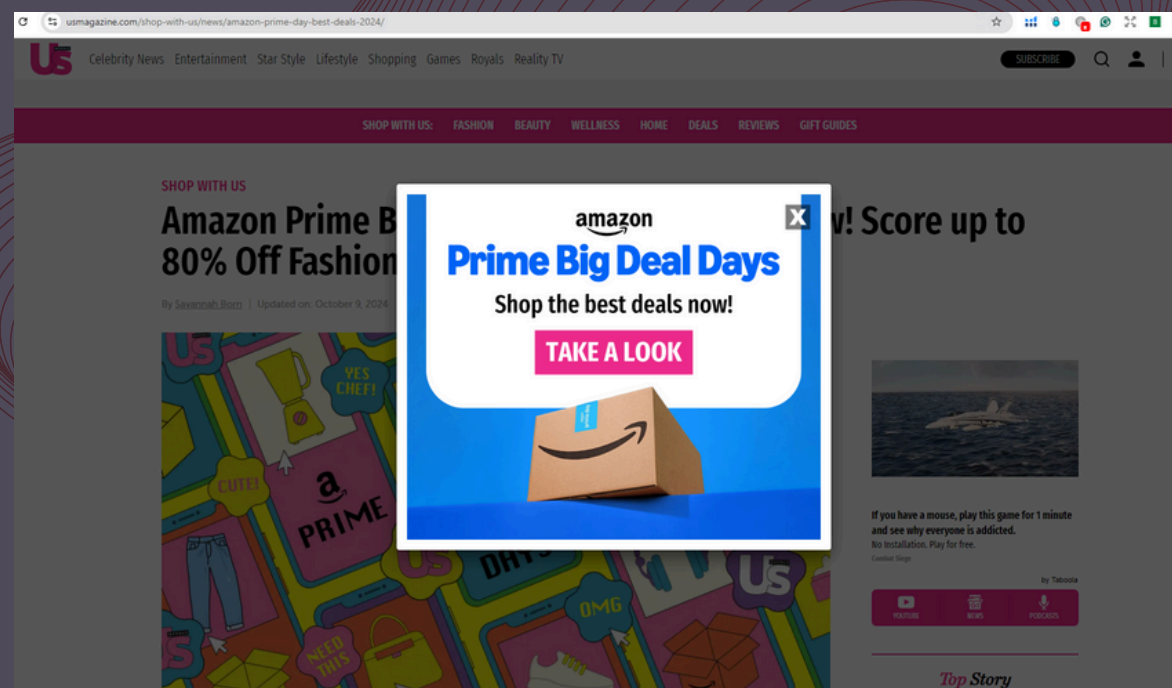
5.5M Mes deals préférés du Amazon Prime Day le...
aliciamo... 22.5K

AFFILIATE PROGRAMS

Affiliate programs are essential for brand promotion because they leverage influencers, publishers, and content creators to reach a broader audience and drive sales through trusted recommendations.

For example, US Magazine actively participates in an affiliate program, promoting products through curated gift lists and engaging video promotions. Their involvement enhances product visibility and credibility, making it easier for consumers to discover and purchase recommended items.

Us Weekly has affiliate partnerships. We receive compensation when you click on a link and make a purchase. [Learn more!](#)

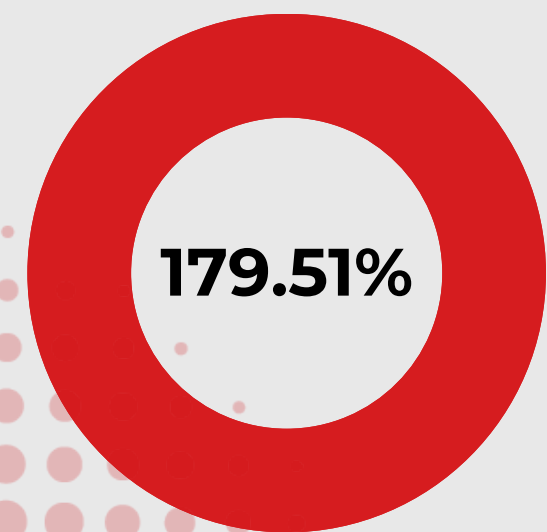


BELLAVIX INTERNAL DATA

Prime Big Deal Days for BellaVix clients was well outperformed in comparison to September data. Thanks to careful preparation, **our clients experienced an average increase of 228.21% in total revenue** when compared to the September data.

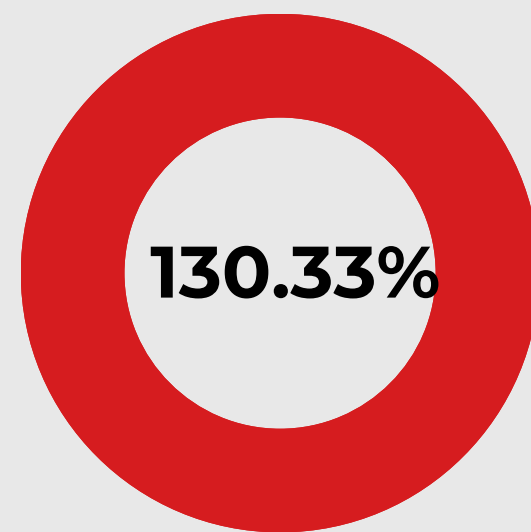
In addition, we saw page views increase by **167.88%**, conversion rate improve by **42.84%**, a **21.26%** increase in cost per click (CPC), and Units Ordered increased by **202.59%**. The average TACoS was **17.24%**.

Total Revenue



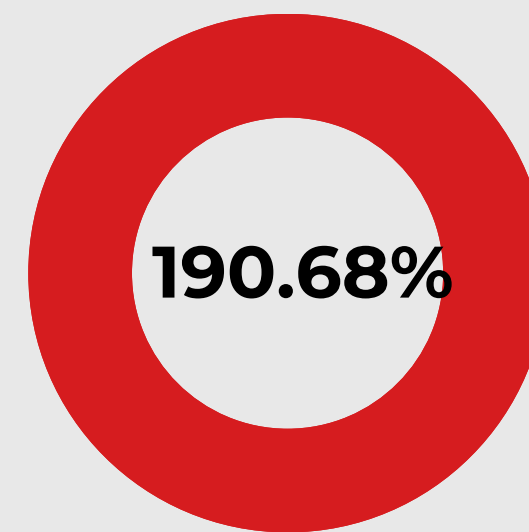
BDD '24 vs. Avg Sep

Page Views



BDD '24 vs. Avg Sep

Units ordered



BDD '24 vs. Avg Sep

CPC



BDD AVG CPC

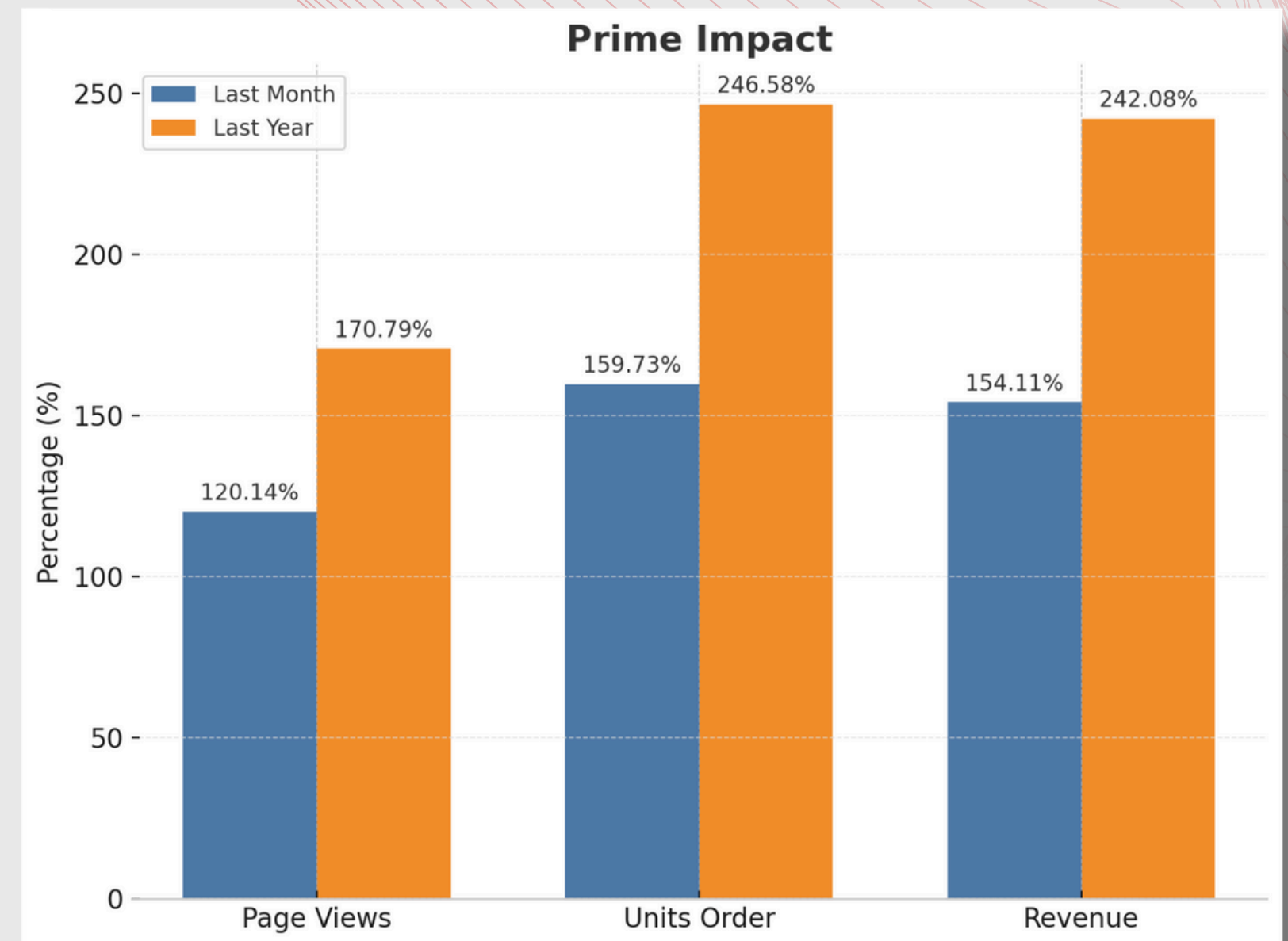
BELLA VIX SUCCESS STORY

October Prime Big Deal Days 2024 was a huge success for our partners. It **outperformed** MoM and YoY event sales. Below is an example from a maternity apparel company currently under management.

Call Outs:

- Our **Page views saw a dramatic increase of 120%** compared to the previous month and an **impressive 170.79%** year-over-year.

- Number of **units sold surged by 159.73%** compared to last month and **soared by 246.58%** compared to last year.
- **Revenue** experienced substantial growth, rising by **154.11%** month-over-month and an **outstanding 242.08%** compared to last year.



BELLA VIX SUCCESS STORY

CHALLENGE

Slow sales and excess inventory

The brand faced slow sales and excess inventory, tying up resources and increasing storage costs. These challenges often stem from shifts in consumer preferences, ineffective marketing, or seasonal trends.

STRATEGY

Increasing Sales & Selling out excess inventory

To boost sales and reduce surplus stock, the brand used targeted promotions, discounts, and bundled offers to create urgency. Leveraging data analytics to highlight the right products at optimal times improved inventory turnover and profitability, ensuring efficient use of resources and setting the stage for long-term success.



BellaVix

WE BUILD BRANDS ON AMAZON

If you are **interested in** learning more we are happy to provide additional references and content. We enjoy challenges and **new opportunities to learn & grow**. We look forward to working together.

hello@bellavix.com
www.bellavix.com

