

BV Bella**Vix**

AMAZON ***PRIME DAY*** 2025

RECAP & FEATURE HIGHLIGHTS

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This Prime Days 2025 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 Day's Official Results
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MORE THAN **24.1 BILLION** IN SALES



Amazon's Prime Day event generated over \$24.1 billion in U.S. eCommerce sales during the four-day Prime Day event, according to [Adobe Analytics](#) and [Amazon's official recap](#), marking it Amazon's biggest shopping event of the year.

Top Performing Categories

Amazon highlighted strong gains in:

- **Kids apparel:** +250%
- **Dorm essentials:** +84%
- **Exercise equipment:** +80%
- **Back-to-school tech:** +90%
- **Home appliances & kitchen:** Top performers across both days

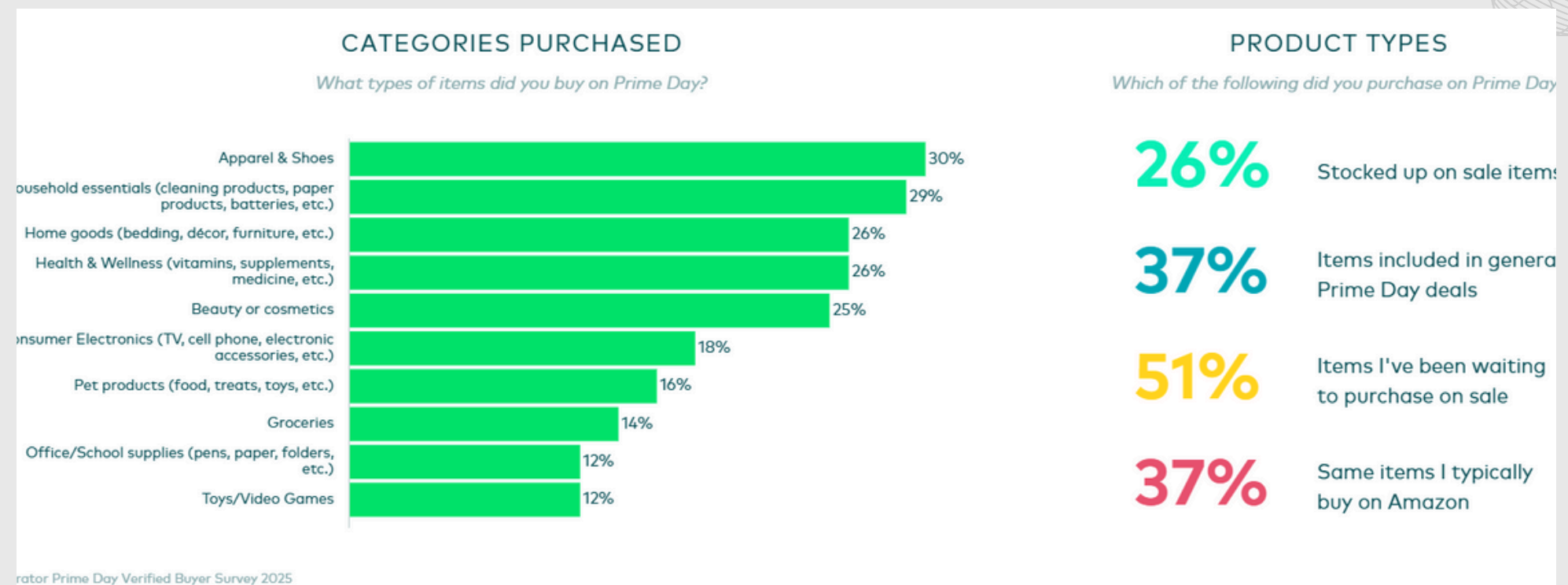
AI-Powered Discovery

One of the biggest changes this year was the **Gen AI-generated deal recommendations**, which saw **3300% more usage than in 2024**, helping surface relevant deals faster. Sellers who had solid review counts and optimized listings likely benefited the most, but several voiced concerns about visibility and deal placement.

51% OF SHOPPERS WERE ANTICIPATING THE DEALS

According to Numerator, two-thirds of items (67%) were sold for **under \$20**, while 3% of items were priced over \$100, and the average spend per item during this event was **\$24.59**.

The survey conducted among Prime Big Deal Days shoppers revealed that **nearly half** (51%) of the surveyed shoppers mentioned that they had **purchased something they had been waiting to buy on sale**. Furthermore, **one in three** shoppers (37%) stated that they bought items **included in Prime Big Deals**, while **one in four** (26%) stocked up on sales items.



***Source: Numerator.com**

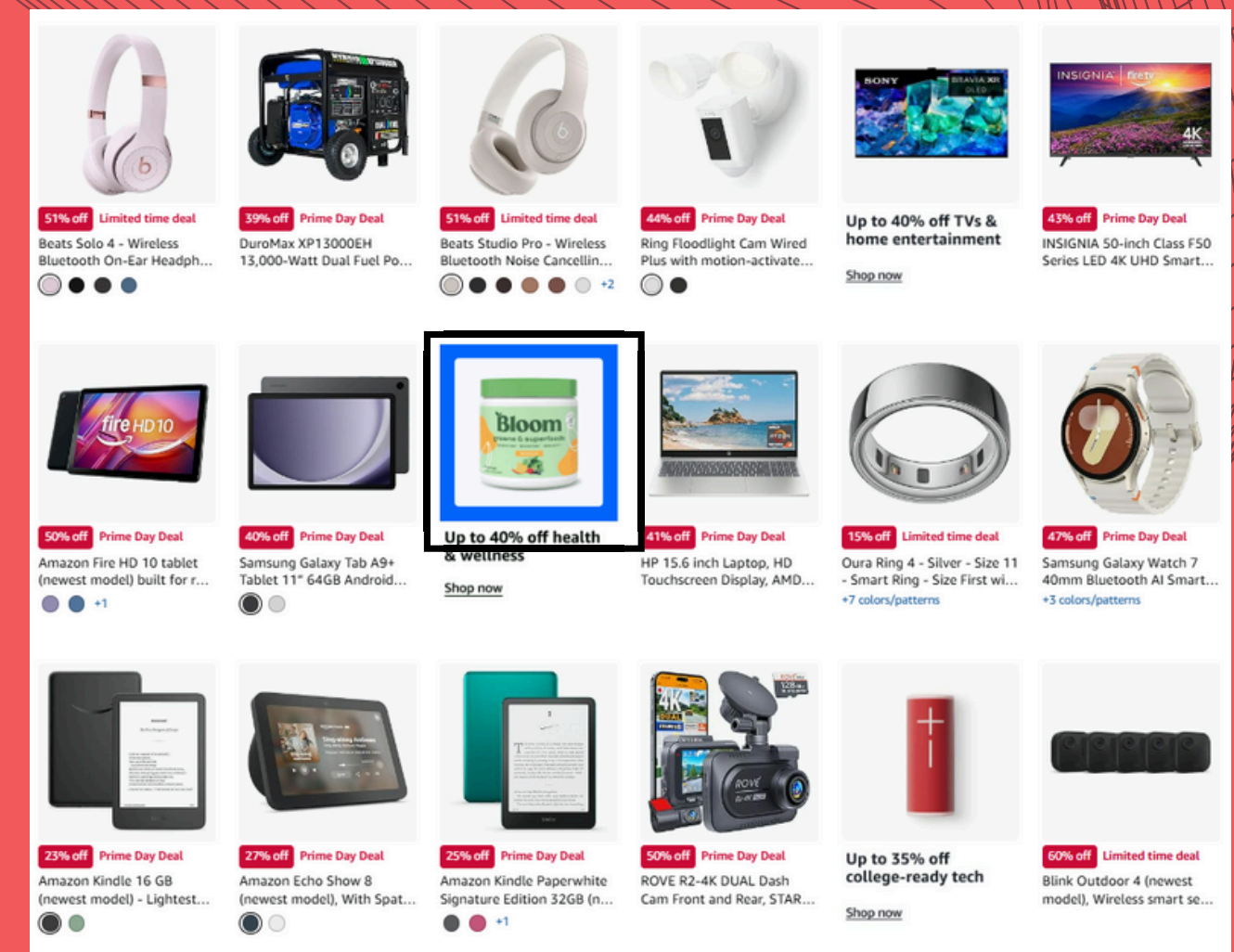
NEW FEATURES

In the true Amazon sense, Prime Day 2025 brought in some new features that made the shopping experience even more interesting. Here are some examples from the event.

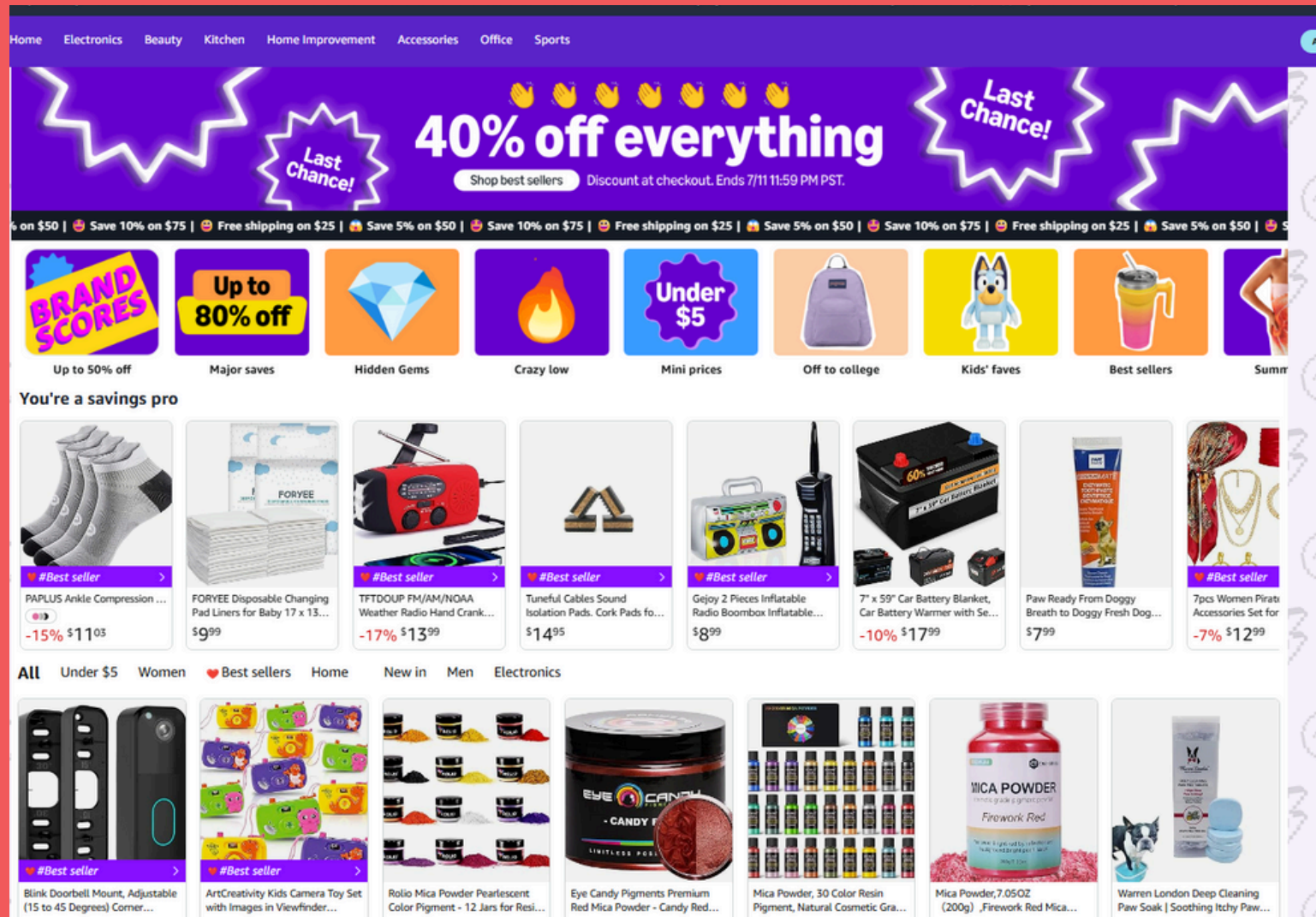


Despite the Prime Day **Deal Discount Badge** for some products showing an **actual countdown feature**, which contributes to the FOMO and urgency to act on this deal.

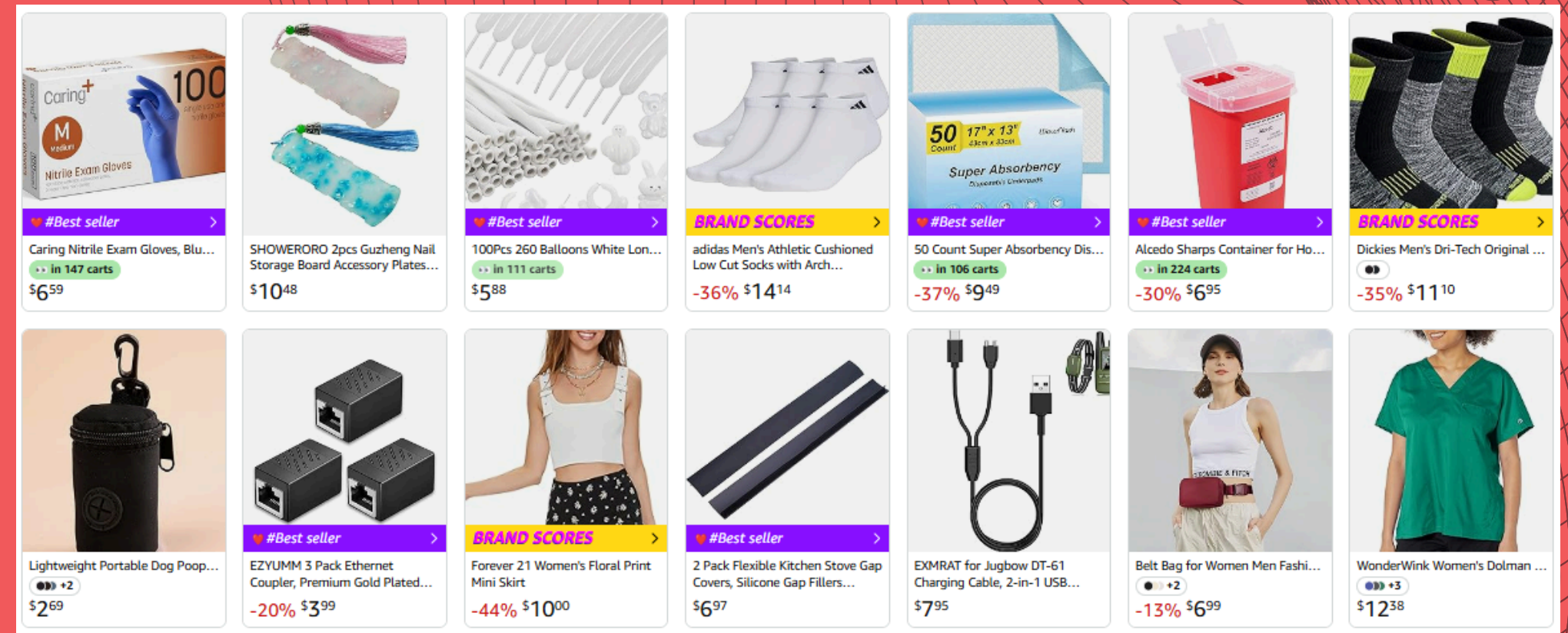
Prime Day **cross-category deals showcase** - Attractive deals across various product pages—Ex. An electronic page with a health and wellness deal discount.



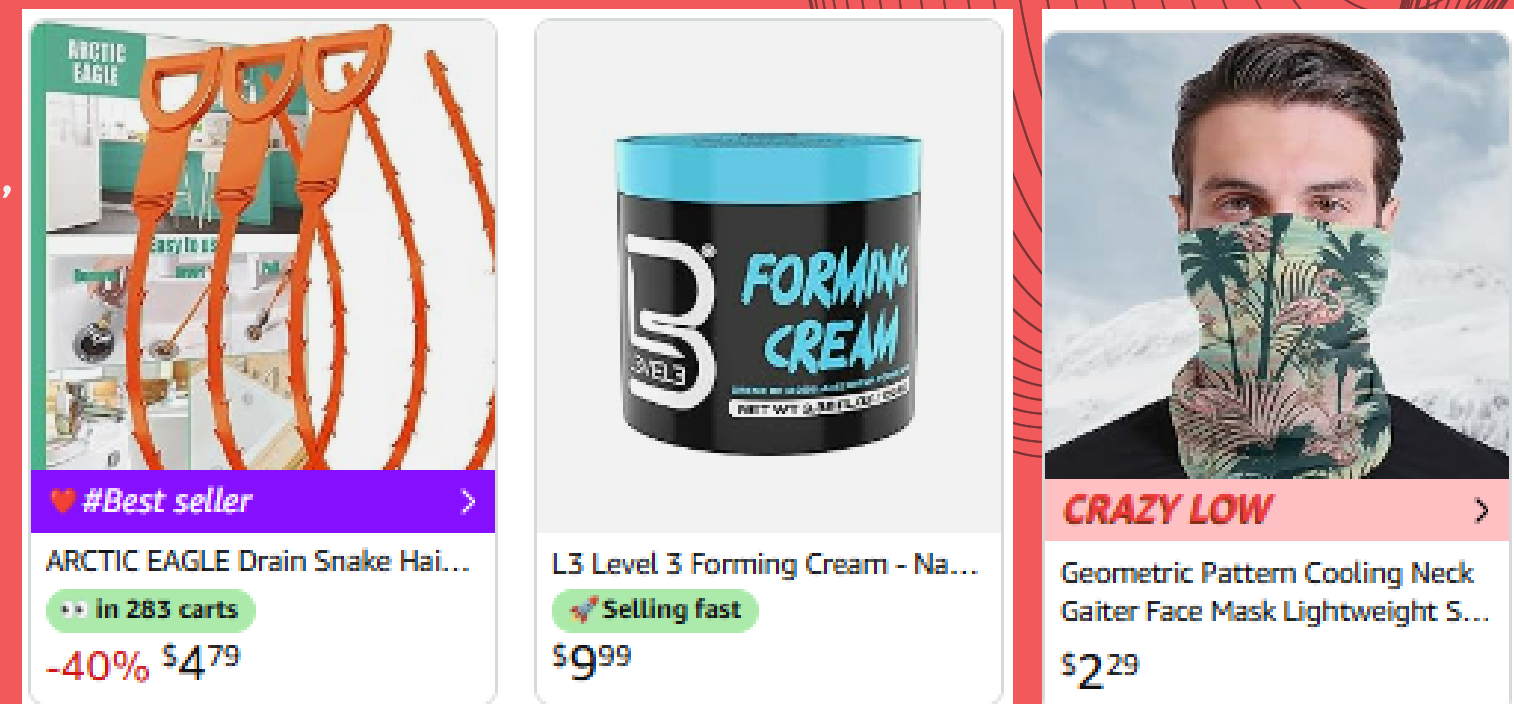
NEW FEATURES



The Amazon Haul Beta was structured into “Brand Stores,” “Up to 80%,” “Hidden Gems,” and “Crazy Low” categories. It was filled with numerous deals and sales that fit every budget.



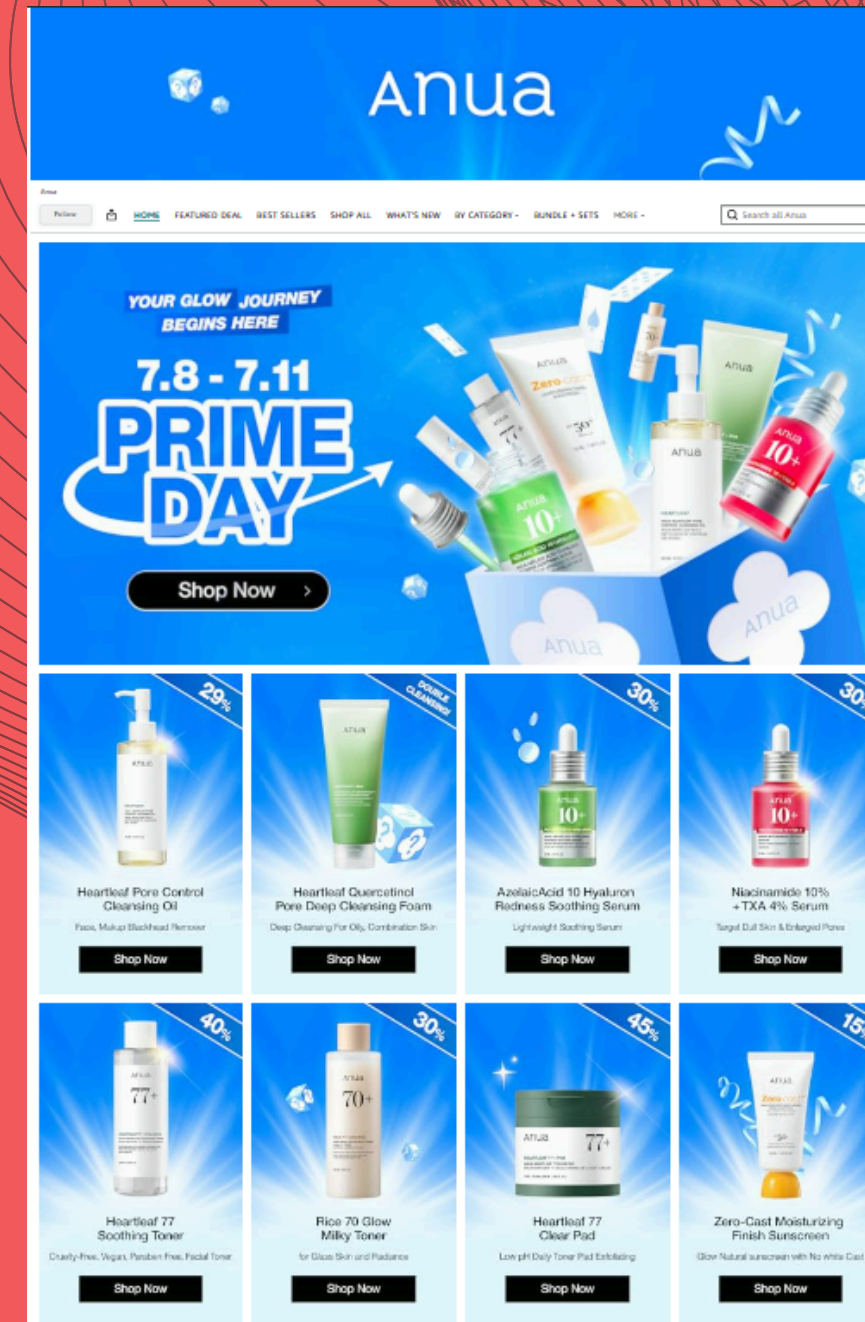
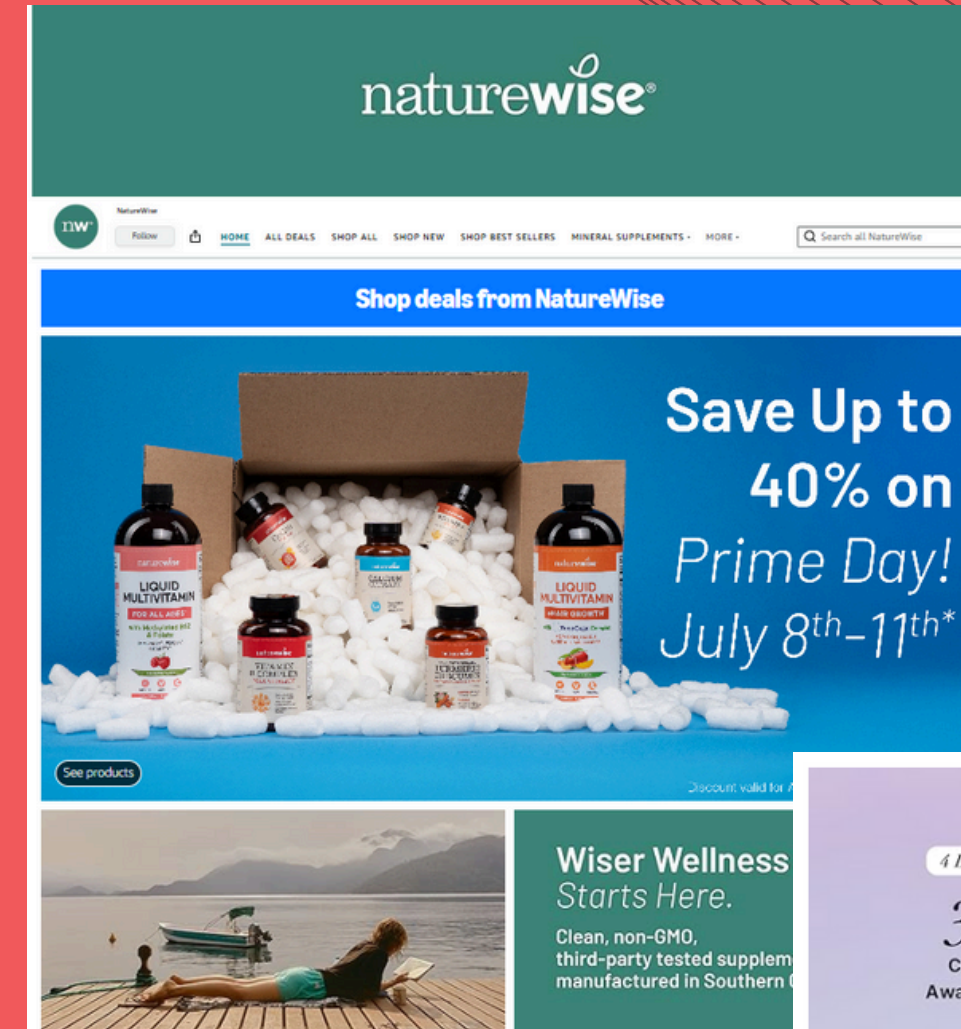
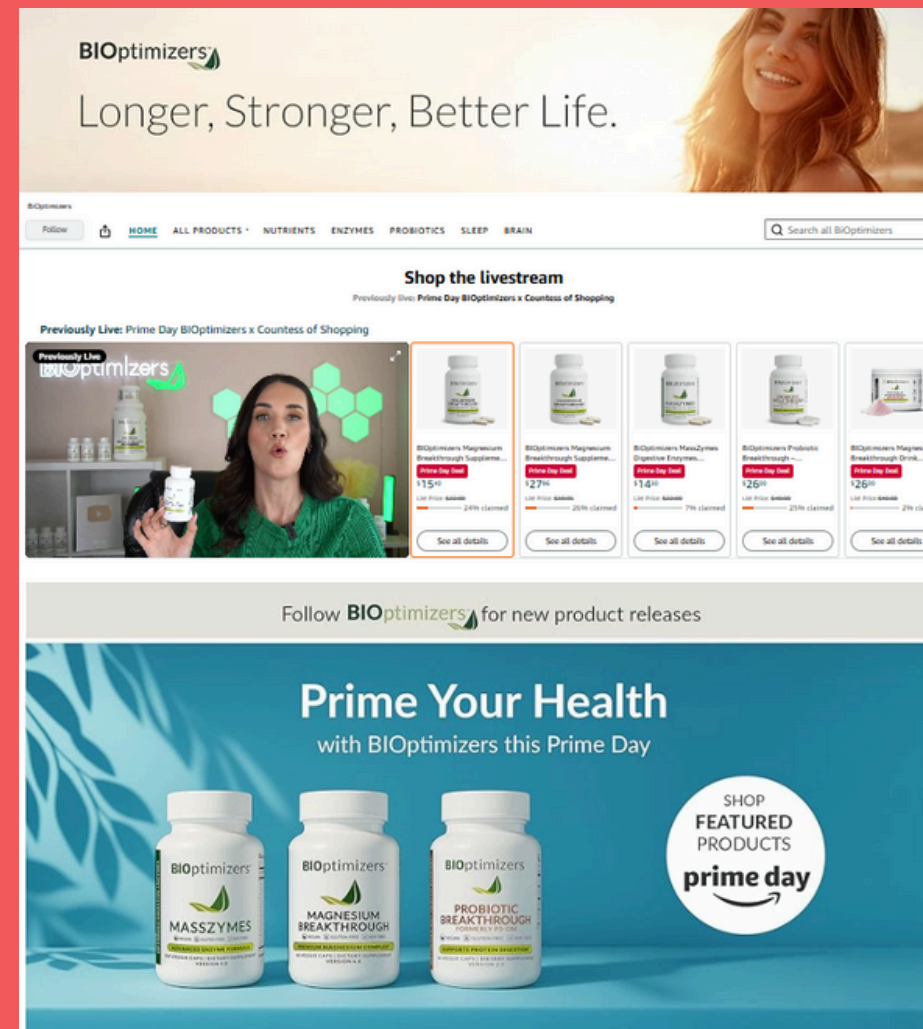
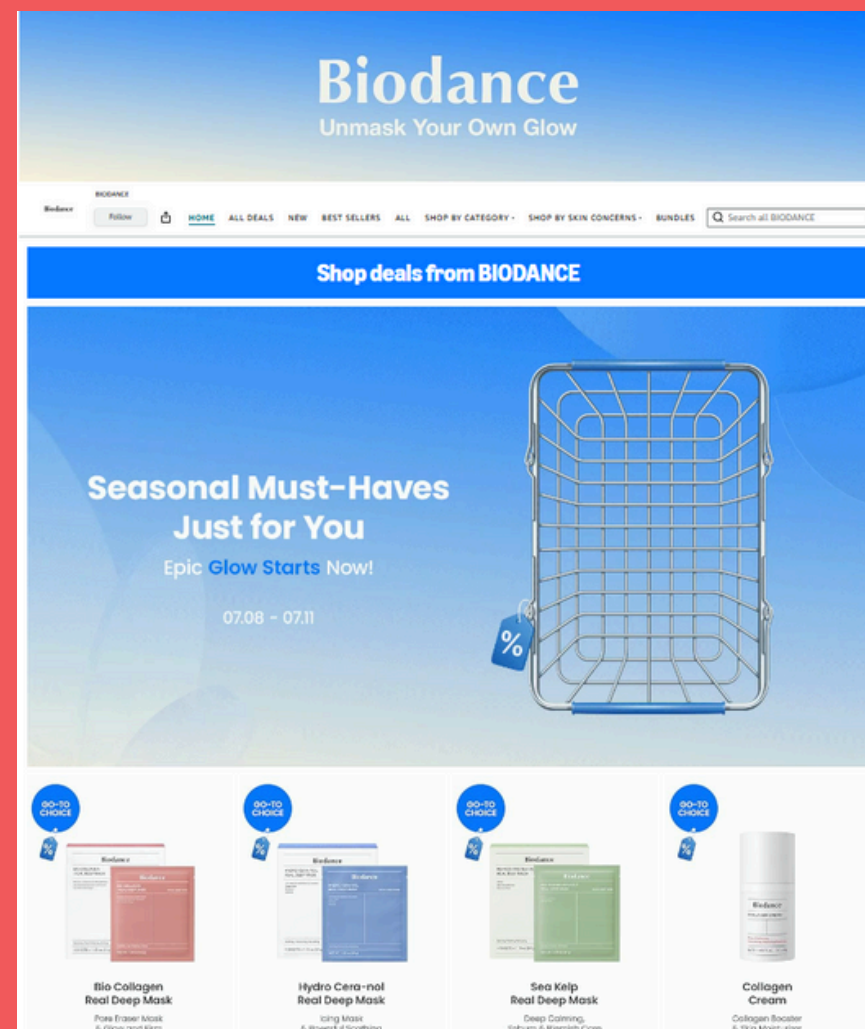
The categories were filled with additional callouts, such as purple, yellow, or pink stripes, as well as green “add to cart” and “selling fast” badges.



STOREFRONT COMMUNICATION

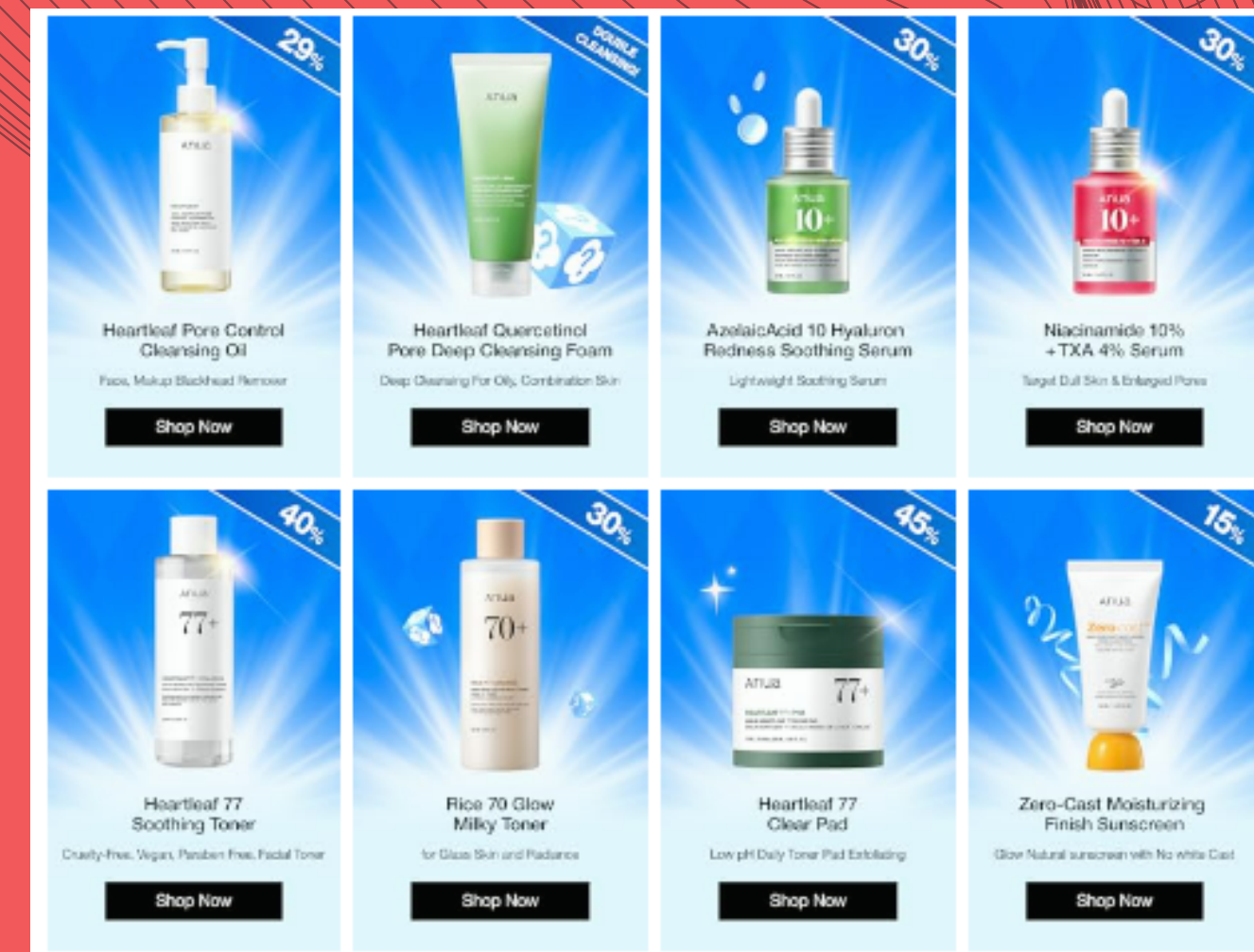
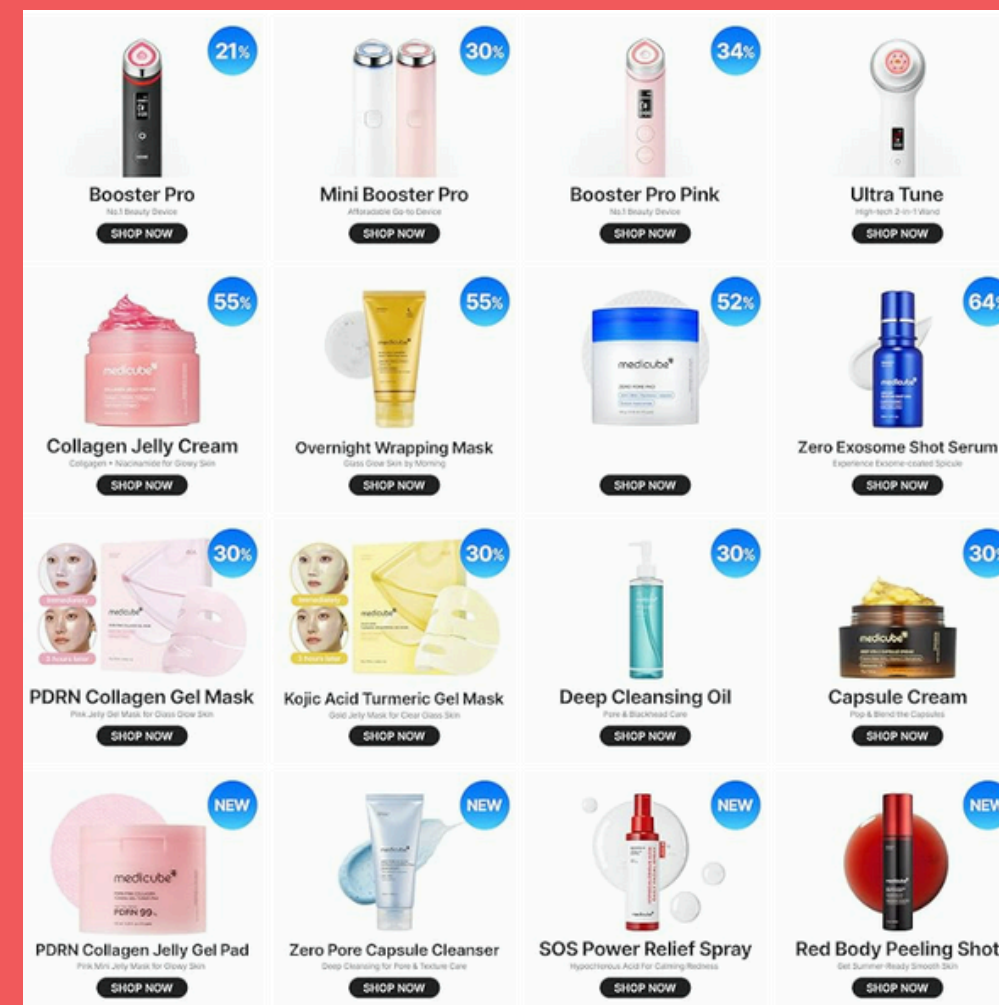
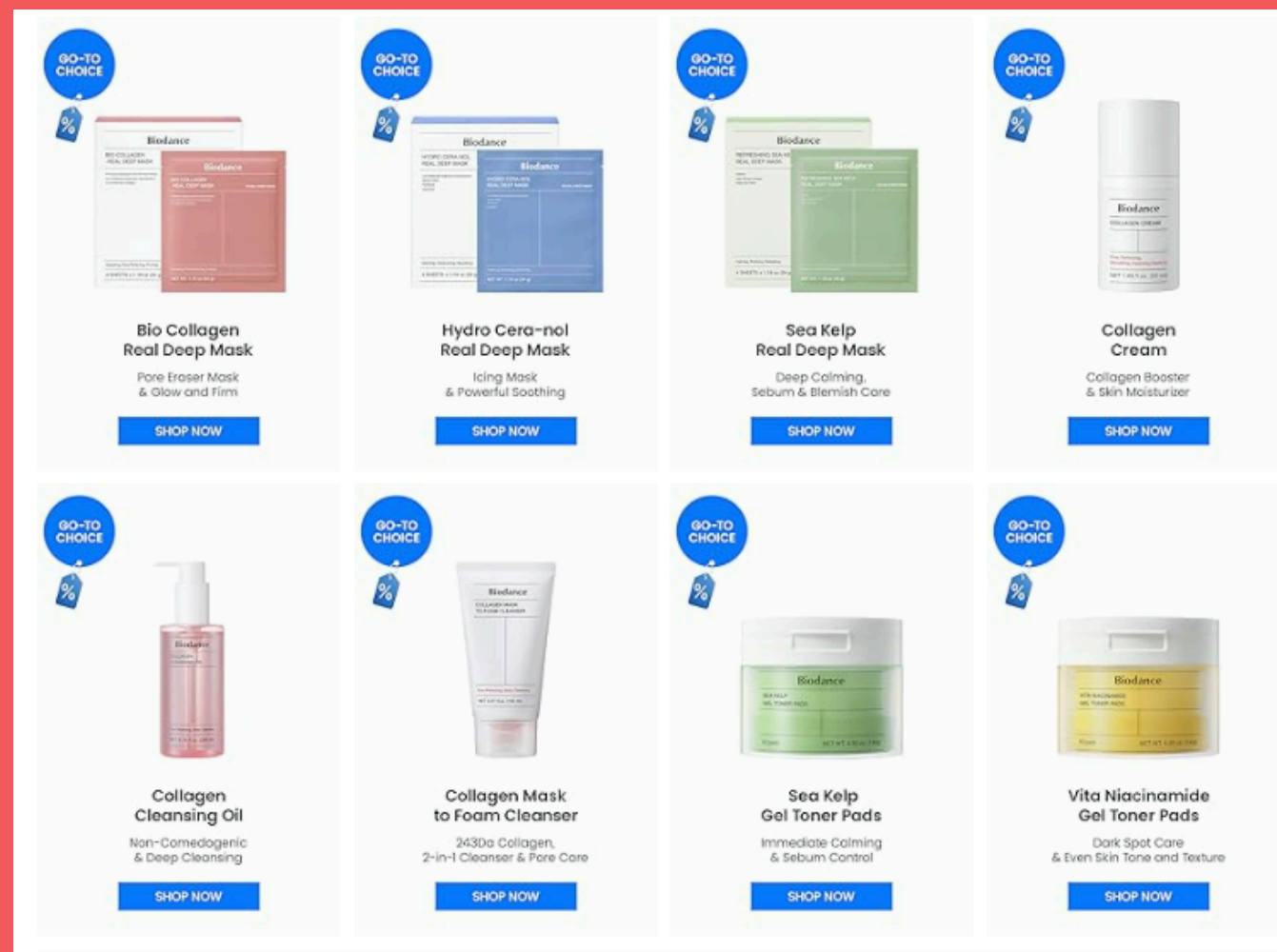
For this event, brands have finally **accepted and “pushed”** the boundary with storefront deals communication.

The diversity of the examples with the usage of designed banners, whity designs with CTAs like **“buy now,” “Shop Featured Products Prime Day,” “Save up to 40% on Prime Day July 8th - 11th,” “7.8-7.11 Prime Day, “ and “4 days of wow sacings”** as one of the wordings that were used.



STOREFRONT COMMUNICATION

Also, the creativity in using the **Fearutre deals module** on the first main page of the storefront is more common than previously. Some of the brands took it further and added “**stickers**” that will showcase the discount amount more visibly and prominently.



WHY OFF-AMAZON COMMUNICATION?

Engaging with customers outside of the Amazon platform offers valuable opportunities to strengthen brand awareness, increase customer loyalty, and boost long-term retention.

For instance, on **TikTok** alone, **#PrimeDay2025** has generated over 9,000 posts, while hashtags like **#PrimeDay** and **#AmazonPrimeDay** have amassed more than 296,000 posts combined. On **Instagram**, variations of **#PrimeDay2025** have been used in over 17,100 posts, and **#PrimeDay** itself appears in more than 515,000 posts.

This growing volume of social activity highlights the increasing **influence of content creators and brand advocates**. Their role in promoting products through Amazon and across social platforms is becoming essential to modern brand strategy.



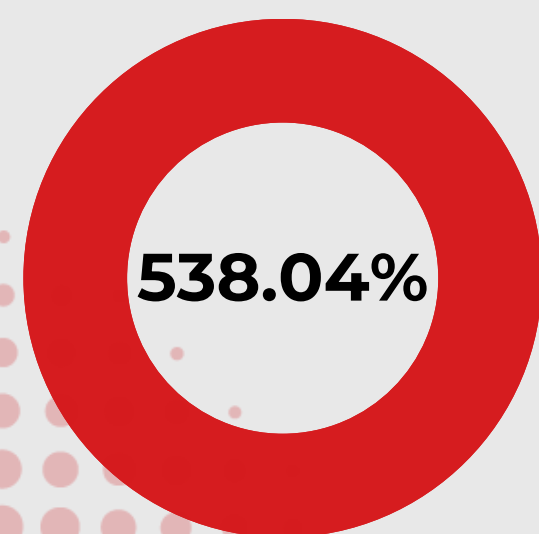
NOT UPDATED DATA

BELLAVIX INTERNAL DATA

Prime Day delivered strong results for BellaVix clients, significantly outperforming average July data. Thanks to strategic planning and thorough preparation, **our clients experienced an average increase of 538.04% in ordered product sales** when compared to the July data.

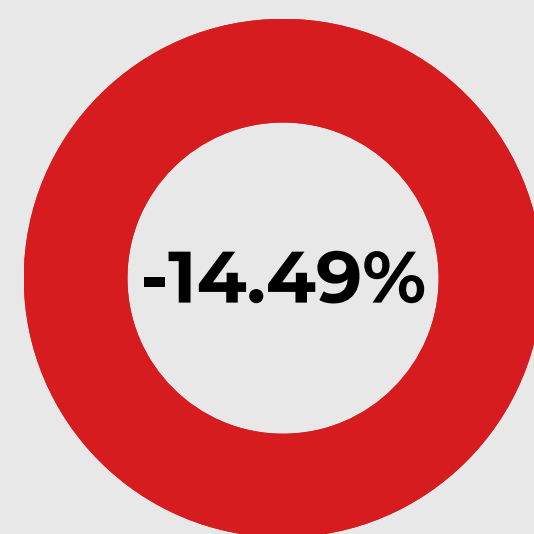
In addition, we saw an average selling price decrease of **-14.49%**, a conversion rate improvement of **22.56%**, a **13%** increase in cost per click (CPC).

Ordered Product Sales



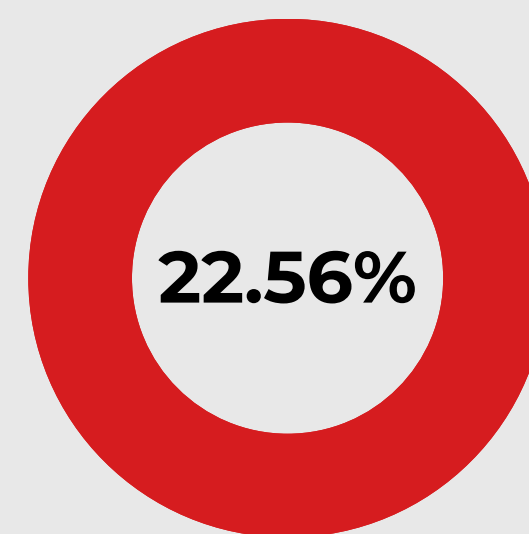
PD Event '25 vs. July MTD

Average Selling Price



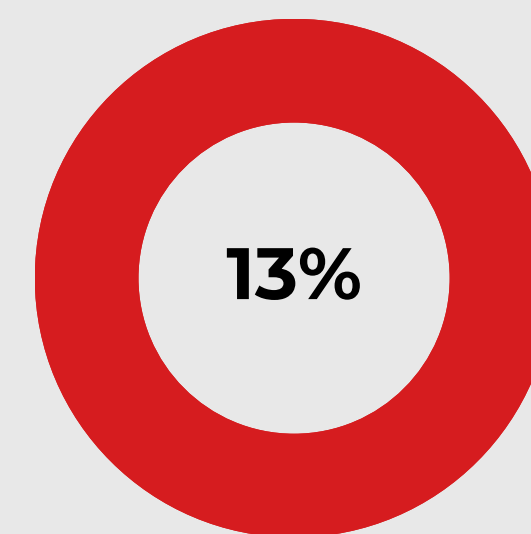
PD '25 vs. July MTD

Conversion Rate



PD '25 vs. July MTD

CPC



PD '25 vs. July MTD

BELLAVIX SUCCESS STORY

Prime Day 2025 was a success for some of our clients and their products. Our **beauty and health brand** saw, on average, a **46% increase in YoY total ad sales** in the US marketplace.

Prime Event Sales Performance Comparison

- 2025 (July 8–11)
 - **Total Sales:** \$40,609.29
 - Total Units Ordered: 725
- 2024 (July 16–17)
 - **Total Sales:** \$7,402.94
 - Total Units Ordered: 141

Year-over-year growth shows a significant increase in both sales and order volume, indicating stronger performance in 2025.

Our Amazon advertising strategy was designed to drive results through a full-funnel approach by combining all major ad types:

- Sponsored Products – Generated **86.69%** of ad sales; ideal for capturing high-intent shoppers and driving conversions at the bottom of the funnel.
- Sponsored Brands – Accounted for 10.22% of ad sales; helped increase brand visibility and traffic to the Storefront.
- Sponsored Display – Contributed 3.09% of ad sales; used primarily for retargeting and engaging shoppers off-Amazon.

During the event, we achieved a **ROAS of 3.51**. Campaigns like Remarketing Purchases achieved **ROAS above 9.0**.

Date

Custom

7/8/2025

7/11/2025

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

Sales Snapshot

taken at 7/17/2025, 3:13:32 PM PDT

Total order items

4,024

Units ordered

4,295

Ordered product sales

\$54,479.97

Avg. units/order item

1.07

Avg. sales/order item

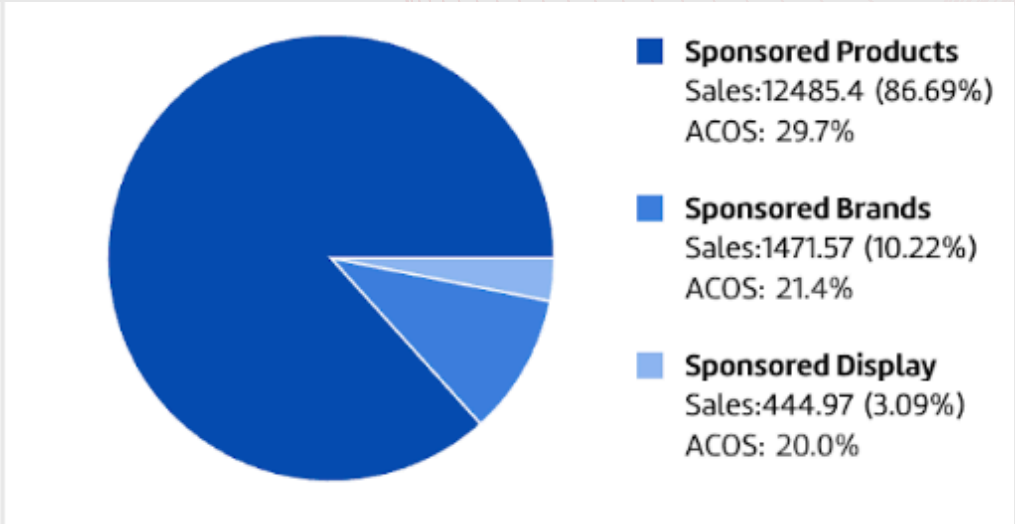
\$13.54

Compare Sales

Graph view

Table view

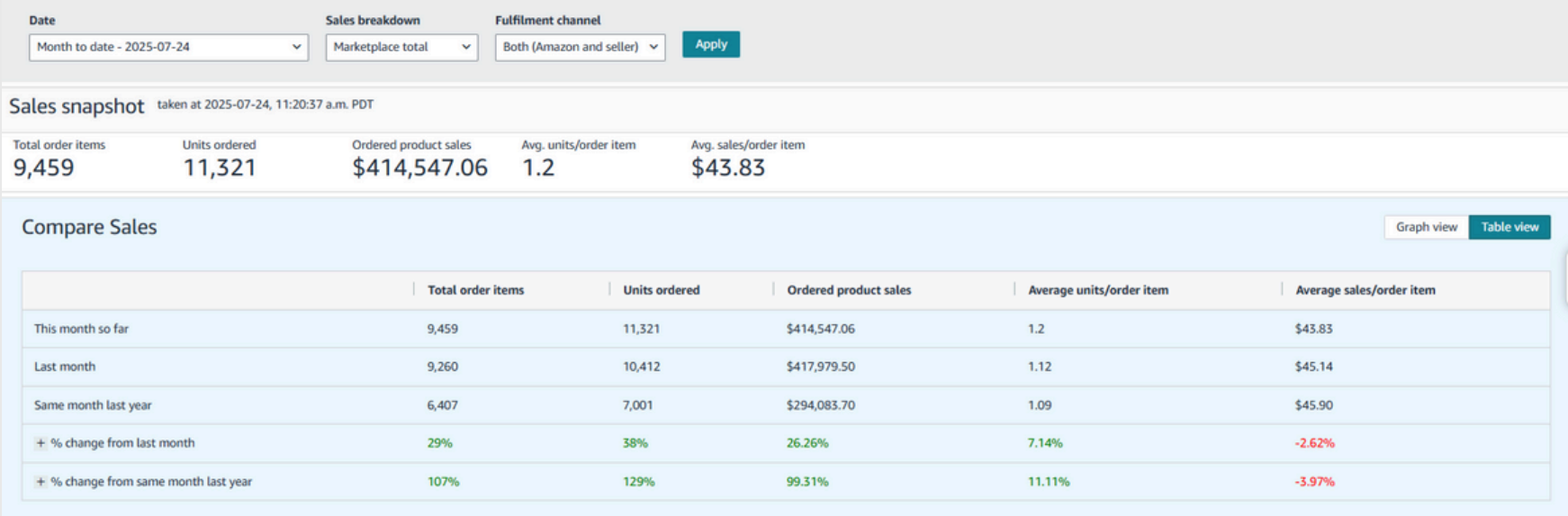
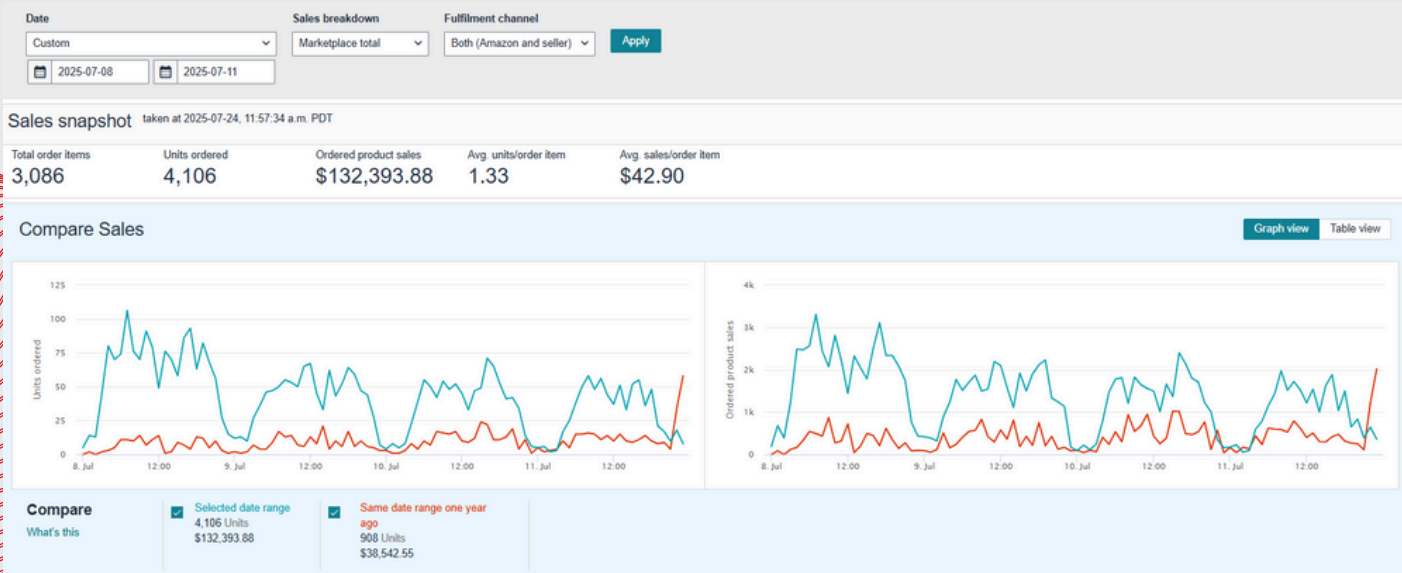
	Total order items	Units ordered	Ordered product sales	Average units/order item	Average sales/order item
Selected date range	4,024	4,295	\$54,479.97	1.07	\$13.54
Same date range one year ago	440	475	\$6,566.23	1.08	\$14.92
+ % change from same date range one year ago	814%	804%	729.7%	-0.93%	-9.25%



BELLAVIX SUCCESS STORY

Prime Day 2025 was a success for some of our clients and their products. Our **beauty and health brand** saw, on average, a **107% increase in YoY monthly total ad sales** and a **+294% increase in total sales** PD'25 vs PD'24 in the CA marketplace. Prime Event Sales Performance Comparison:

- 2025 July 8-11
 - **Total Sales:** \$132,393.88
 - Total Units Ordered: 3086
- 2024 July 16-17
 - **Total Sales:** \$33,589.70
 - Total Units Ordered: 757
- 2025 MTD July
 - **Total Sales:** \$414,722.03
 - Total Units Ordered: 9462
- 2024 July 01-24
 - **Total Sales:** \$214,111.58
 - Total Units Ordered: 4692



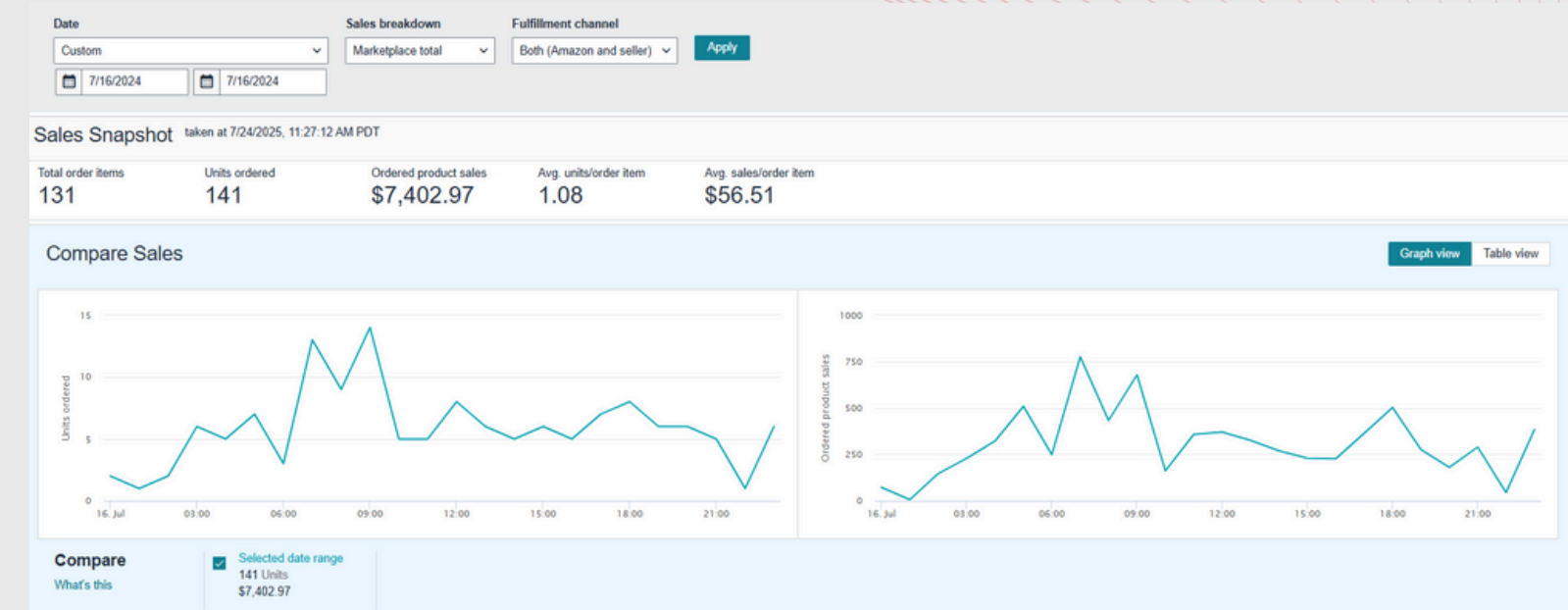
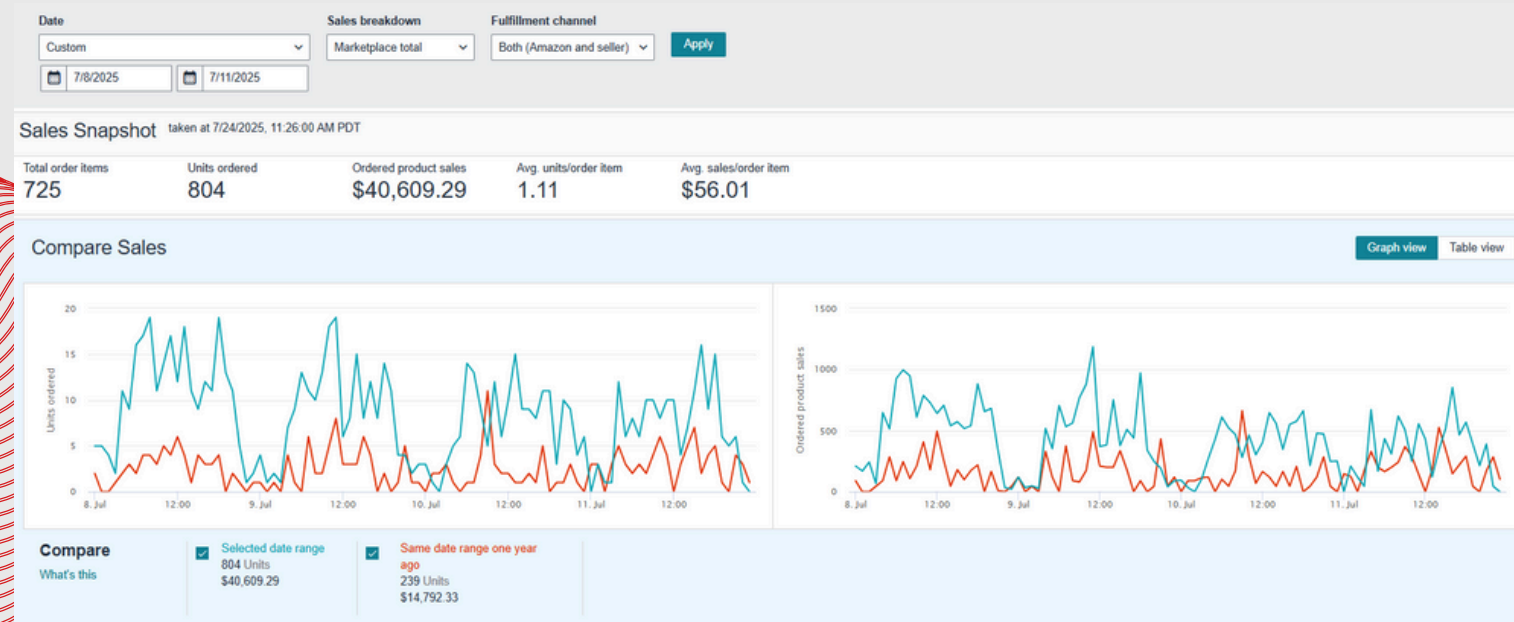
2025 has shown exceptional YoY performance during both Prime Day and the broader month of July. The Prime Day surge was a major growth driver, but the strong MTD growth demonstrates refined ad strategies and stronger brand/product-market fit. The CA marketplace is a key growth engine and deserves continued focus.

BELLAVIX SUCCESS STORY

Prime Day 2025 was a success for some of our clients and their products. Our **beauty and health brand** saw, on average, a **42.96% increase in YoY monthly total ad sales** and a **+400% increase in total sales** PD'25 vs PD'24 in the US marketplace. Prime Event Sales Performance Comparison:

- 2025 July 8-11
 - **Total Sales:** \$40,609.29
 - Total Units Ordered: 725
- 2024 July 16-17
 - **Total Sales:** \$13,877.26
 - Total Units Ordered: 245

- 2025 MTD July
 - **Total Sales:** \$143,862
 - Total Units Ordered: 2248
- 2024 July 01-24
 - **Total Sales:** \$100,630
 - Total Units Ordered: 1641



2025 has shown exceptional YoY performance during both Prime Day and the broader month of July. The Prime Day surge was a major growth driver, but the strong MTD growth demonstrates robust overall performance, not reliant on short-term promotions. This momentum provides a strong foundation for further scaling strategies, optimizing advertising, and deepening market penetration for Q3 and beyond.

BELLAVIX SUCCESS STORY

What did we do right?

- We created promotions that worked. We **analyzed brand's previous promotion history**, and based on the data, we created promotions that historically performed well.
 - We also tested **different promotions** that weren't incorporated previously.
- We ensured the brand had a **well-structured Deals Page** and set up necessary campaigns to drive traffic to that Page.
- We allocated an advertising budget specifically for these four days.

BELLAVIX SUCCESS STORY

- The main and most important thing was that we **started preparing for Prime right after the beginning of Q2.**
 - We ensured each of the listings had **enough stock**
 - We gave the partners **enough time to review and approve promotions**
 - We set up promotions early on to ensure we'd **address any potential issues on time.**
 - We created a **Deal's Page that spoke to our audience** and **submitted it early** on to ensure it would be live on time.
 - We developed an **advertising strategy** for this period and shared it with our partners for approval, ensuring we are all on the same page.
 - Social Media Posts examples were shared early on, so our partners had enough time to create those assets and share them on their socials.

Have you been feeling like you haven't been making the most out of these huge Amazon events? We can help you figure out low-hanging fruits that will make a tremendous impact on your sales and overall brand growth. You can reach our expert [here](#).

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.

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