

2024

# Amazon Prime Day Benchmark Report



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# Introduction

Amazon Prime Day 2023 was a massive success among its exclusive members. Shoppers across the globe enjoyed 48 hours of unparalleled access to exclusive deals, discounts, and promotions across various products and categories. The event surpassed expectations, setting new sales, engagement, and customer satisfaction records, building upon the momentum of previous years.

With a focus on delivering exceptional value and convenience to Prime members, Amazon's 2023 Prime Day showcased the best of what Amazon offers, from cutting-edge electronics to fashionable apparel, household essentials, and beyond. In an increasingly competitive marketplace, the event gave sellers and brands a distinctive forum to engage with customers, boost revenue, and strengthen brand awareness.



# Methodology

The data analyzed in this report is derived from Teikametrics' client base, consisting of thousands of sellers, during the Prime Days of July 2022 and July 2023. To ensure accurate benchmarking, all metrics are presented as averages across the studied sellers. Any significant outliers have been excluded from the analysis for robustness.



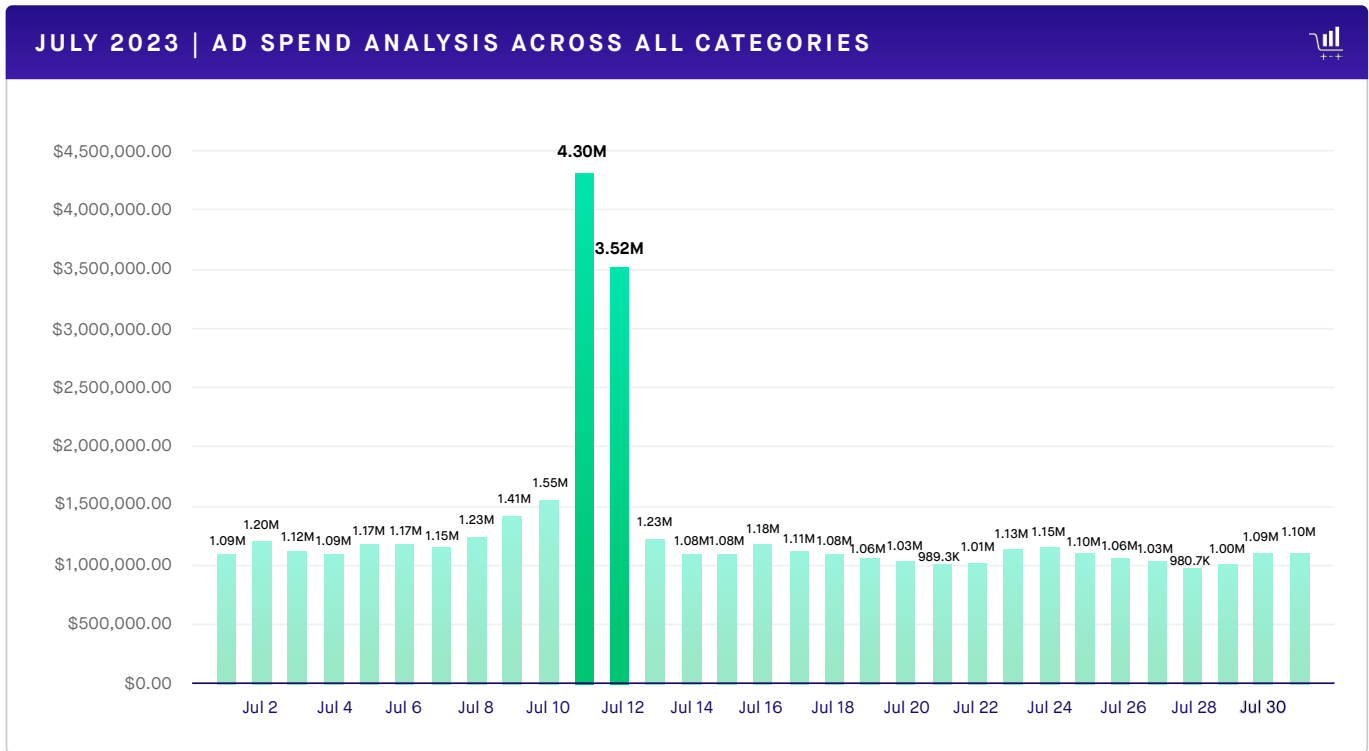
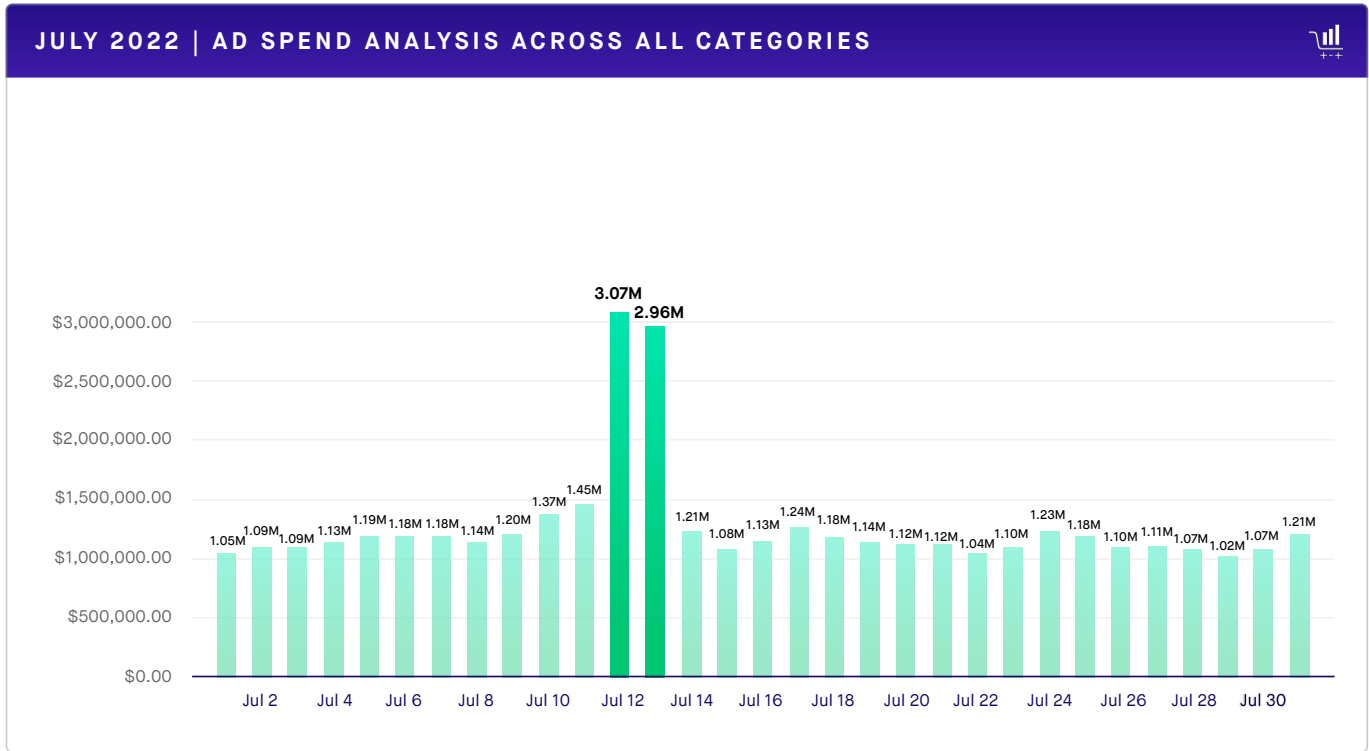
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**2022 vs 2023:**

# **Analysis Across All Categories**

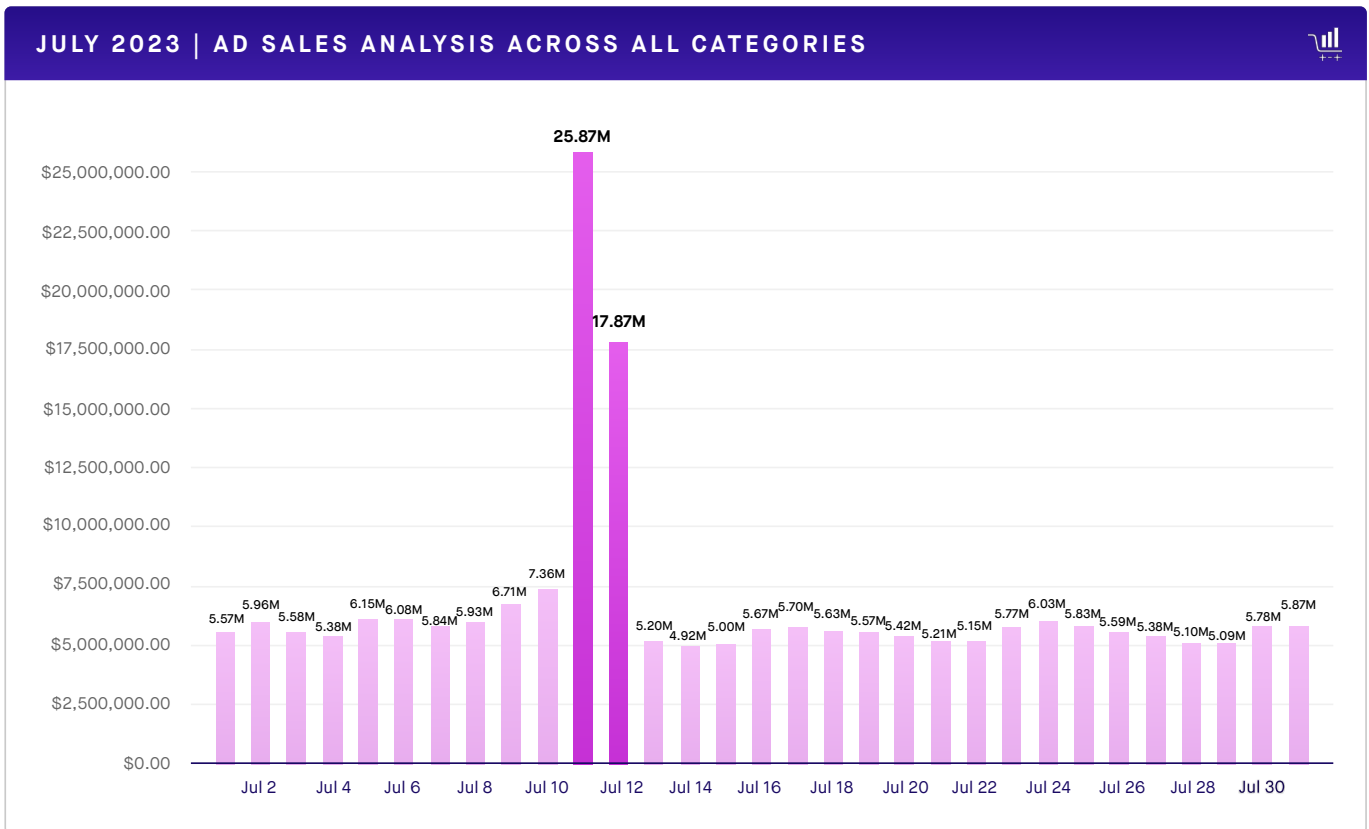
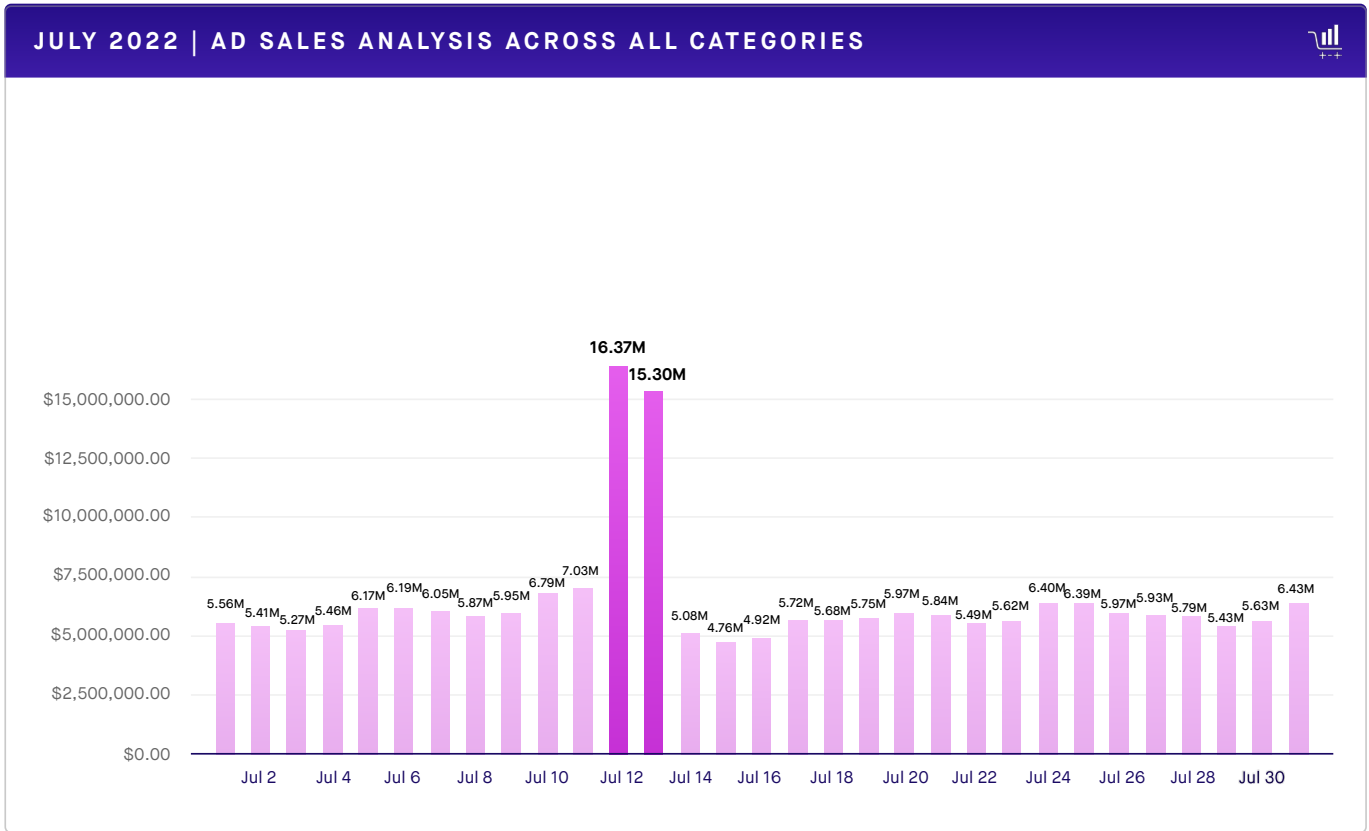




## 2022 vs 2023: Ad Spend Analysis Across All Categories

Ad spend increased by about **30%** in 2023 compared to 2022 during Amazon Prime Day. This significant boost indicates sellers' increased efforts to optimize visibility and take advantage of the spike in customer demand. Due to the increased competition and consumer interest on Prime Day, sellers must devote more resources to their advertising efforts, which results in an increase in the overall amount spent on advertising.

**'Electronics'** and **'Home & Kitchen'** are usually the top two categories with excellent opportunities during Amazon Prime Day. While **'Home & Kitchen'** experiences an increase in demand for household goods, appliances, and kitchenware during Prime Day, **'Electronics'** draws shoppers searching for discounts on gadgets, devices, and appliances. During Amazon Prime Day, sellers in these categories can take advantage of the increased consumer interest by providing alluring promotions and exclusive deals to boost sales and optimize profits.





## 2022 vs 2023: Ad Sales Analysis Across All Categories

In 2023, ad sales during Amazon Prime Day increased by **38%** compared to 2022. As Prime Day offers special discounts and deals, more people visit the website and spend more money. The spike in ad sales during this time is also attributed to increased marketing initiatives, such as promotions and targeted advertising campaigns.

Fashion apparel and electronics have the most potential for success during Amazon Prime Day.

### **Electronics:**

This category sees a sharp increase in ad sales as customers rush to take advantage of Prime Day discounts on gadgets and electronics. Vendors can utilize this by marketing well-liked electronics and providing alluring rebates.

### **Fashion & Apparel:**

Fashion-conscious consumers flock to Prime Day for profoundly discounted apparel, accessories, and footwear. By exhibiting fashionable products and running promotions to draw customers, sellers in the fashion and apparel category can use Prime Day to increase ad sales.

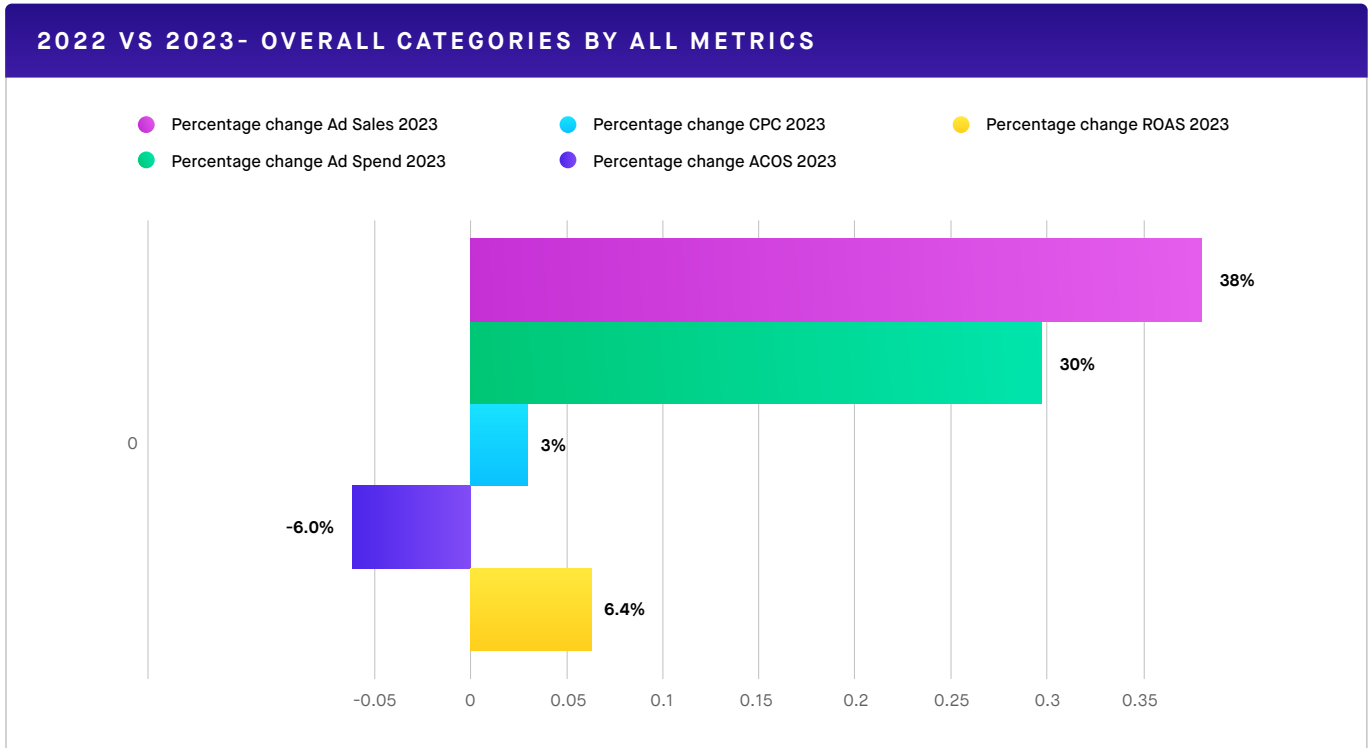
To make the most out of Amazon Prime Day, sellers can optimize their advertising campaigns by strategically aligning them with the promotions leading up to the event. They can also focus on high-demand categories like fashion and electronics to increase their sales and profits amidst the surge in consumer spending during this shopping extravaganza.

*Further in the report, we will find the percentage changes in ad spend and sales for each category. This comprehensive analysis can help sellers optimize their Amazon Prime Day advertising strategies.*

**Prime Day Showdown:**

**Uncovering  
Changes in Every  
Category from  
2022 to 2023**





The Amazon Prime Day data for 2022 and 2023 show notable ad spending and sales increase. The revenue generated by advertising campaigns increased significantly, as evidenced by the **38%** surge in ad sales. This spike may have resulted from increased consumer engagement and interest during Prime Day, which boosted sales in several categories.

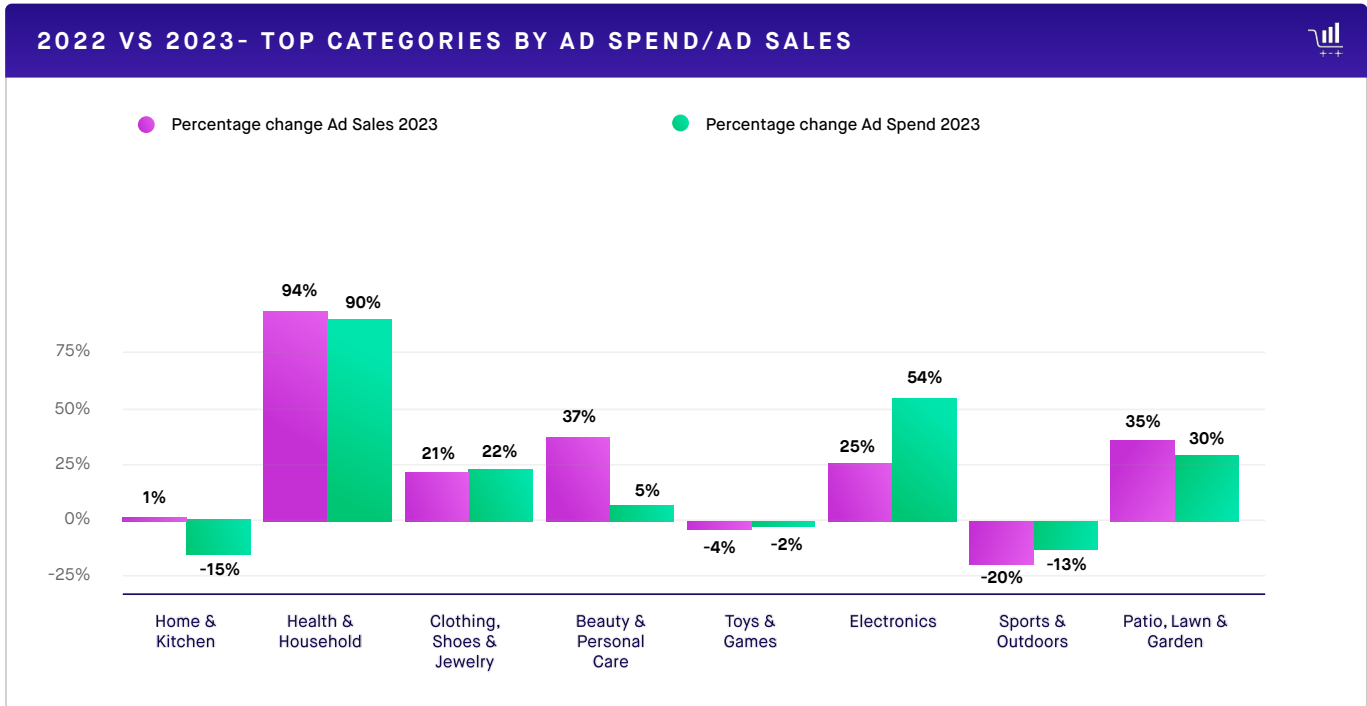
Ad spend rose by **30%** simultaneously, indicating that sellers increased their advertising spending to take advantage of Prime Day. The noticeable rise in ad spending suggests that sellers are taking an aggressive approach to take advantage of the spike in demand and optimize their exposure during this time of high traffic.

Cost per click (CPC) increased by just **3%** despite the increase in ad spend, indicating that sellers kept their advertising expenses reasonably

efficient despite the fiercer competition and higher demand. This suggests sellers optimized their CPC bidding strategies to maintain cost-effectiveness while increasing product traffic.

Additionally, the Return on Advertising Spend (RoAS) increased significantly by **6.4%**, implying that sellers made more money for every dollar spent on advertising during Prime Day. The fact that RoAS has improved indicates how well advertising campaigns have performed to boost revenue and sales at this event.

Also, the Advertising Cost of Sales (ACOS) decreased **6%**, indicating better efficiency in the ratio of advertising expenditures to sales. This decrease implies sellers were more profitable because they could charge more for their goods while using less money for advertising.



Compared to 2022, Health & Household saw a significant increase in ad sales of **93%** and ad spend of **90%** in 2023. This spike may have resulted from consumers' increased awareness of health-related products and the pandemic's increased demand for necessities for the home. To leverage this trend for upcoming Prime Days, sellers in this category should emphasize the health advantages of their goods and provide special discounts on popular household items.

On the other hand, compared to the prior year, Sports & Outdoors experienced a **15%** decline in ad sales and a **9%** decrease in ad spend in 2023. It's possible that this drop is the result of changing customer preferences or competition from other categories on Prime Day. To counter this trend and draw in more customers who enjoy

sports and outdoor activities, sellers should consider expanding their range of products, putting money into influencer partnerships, and investing in targeted advertising campaigns.

Compared to 2022, Beauty & Personal Care saw a **37%** increase in ad sales in 2023, but only a **5%** increase in ad spend. This suggests that the advertising budget was used effectively, resulting in greater returns. The rising popularity of beauty and self-care products among consumers may be the reason for the increase in ad sales. Sellers could concentrate on developing persuasive ad creatives, providing package discounts, and working with social media influencers to reach a larger audience to sustain and build on this success.

The continuous demand for tech gadgets and devices may be the reason for Electronics' growth, which saw a **26%** increase in ad sales and a significant **55%** increase in ad spend in 2023. Sellers should concentrate on exhibiting the newest technological advancements, providing competitive pricing, and ensuring smooth customer service and fulfillment procedures to maintain this momentum in future Prime Days.

Analyzing changes in ad spend and sales data for particular categories can be beneficial to optimize advertising strategies and maximize success during upcoming Amazon Prime Days. Sellers can set themselves up for greater visibility, engagement, and sales during this eagerly awaited shopping event by investigating consumer trends, modifying their product offerings, and implementing targeted marketing campaigns.



# Decoding Prime Day Triumph: Top Categories Analyzed by Metrics

The following information will provide a detailed breakdown of all metrics for the top-performing categories based on data from Teikametrics' users. We will review "Home & Kitchen, Beauty & Personal Care, Tools and Home Improvement, Baby Products, Sports & Outdoor, Toys and Games" during Prime Day in July 2023.

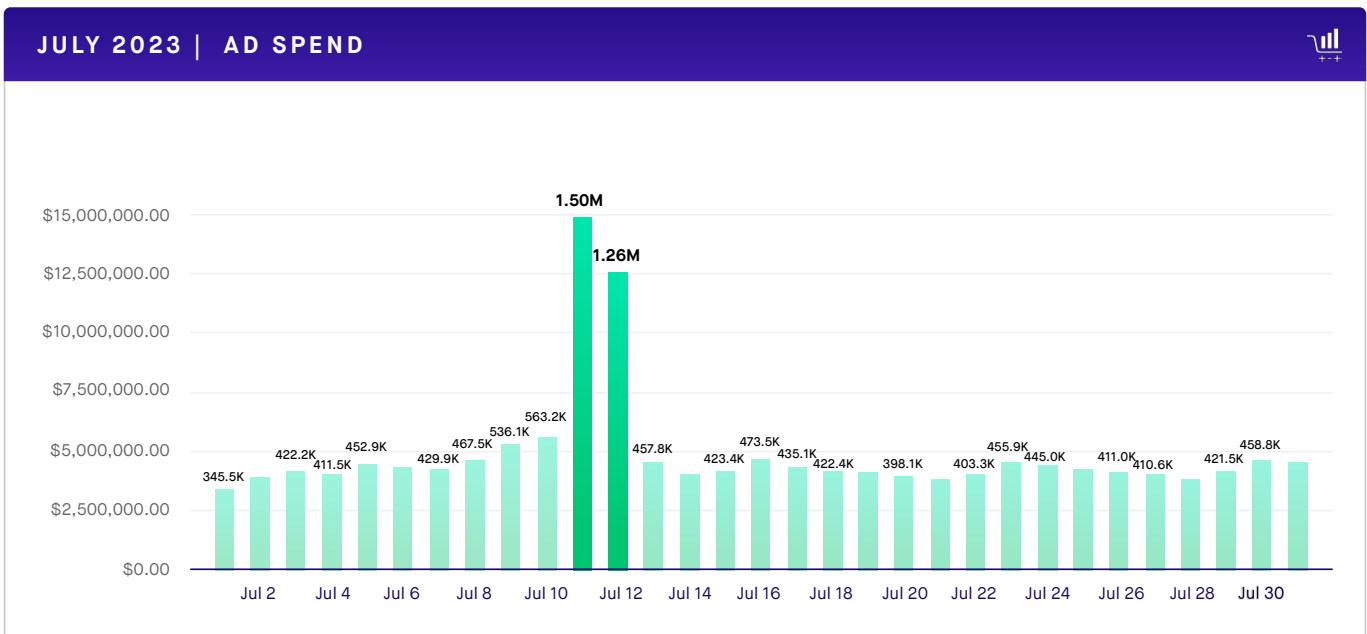
The Prime Day event on the 11th and 12th of July was highlighted to show the difference between a normal day and an event day. Here, we will explore Ad Spend, Ad Sales, Cost Per Click, ACOS, Conversion Rate, and RoAS. This thorough analysis of the above metrics will help sellers optimize their campaigns effectively, paving the way for sustained growth, opportunity, and success in the upcoming big event.



## Ad Spend

The Ad spend values in the graph represent the top categories: **'Home & Kitchen,' 'Beauty & Personal Care,' 'Tools & Home Improvement,' 'Baby Products,' 'Sports & Outdoor,'** and **'Toys and Games,'** all of which show a significant uptick in Ad spend. Advertisers increased their advertising budgets to take advantage of the increased consumer interest and drive sales during Amazon Prime Day, which resulted in a surge in ad spend of **\$1.50M** on July 11th and **\$1.26M** on July 12th, compared to an average daily spend of approximately **\$400K to \$500K** for the remainder of July.

With larger ad spends during Prime Day, Beauty & Personal Care and Toys & Games are the two categories that did the best. Demand for beauty and personal care products typically rises during sales occasions like Prime Day when shoppers stock up on their preferred skincare, makeup, and grooming products at discounted rates. Toys and games are also popular with Prime Day shoppers, particularly with parents who want to buy discounted gifts or entertainment for their kids.

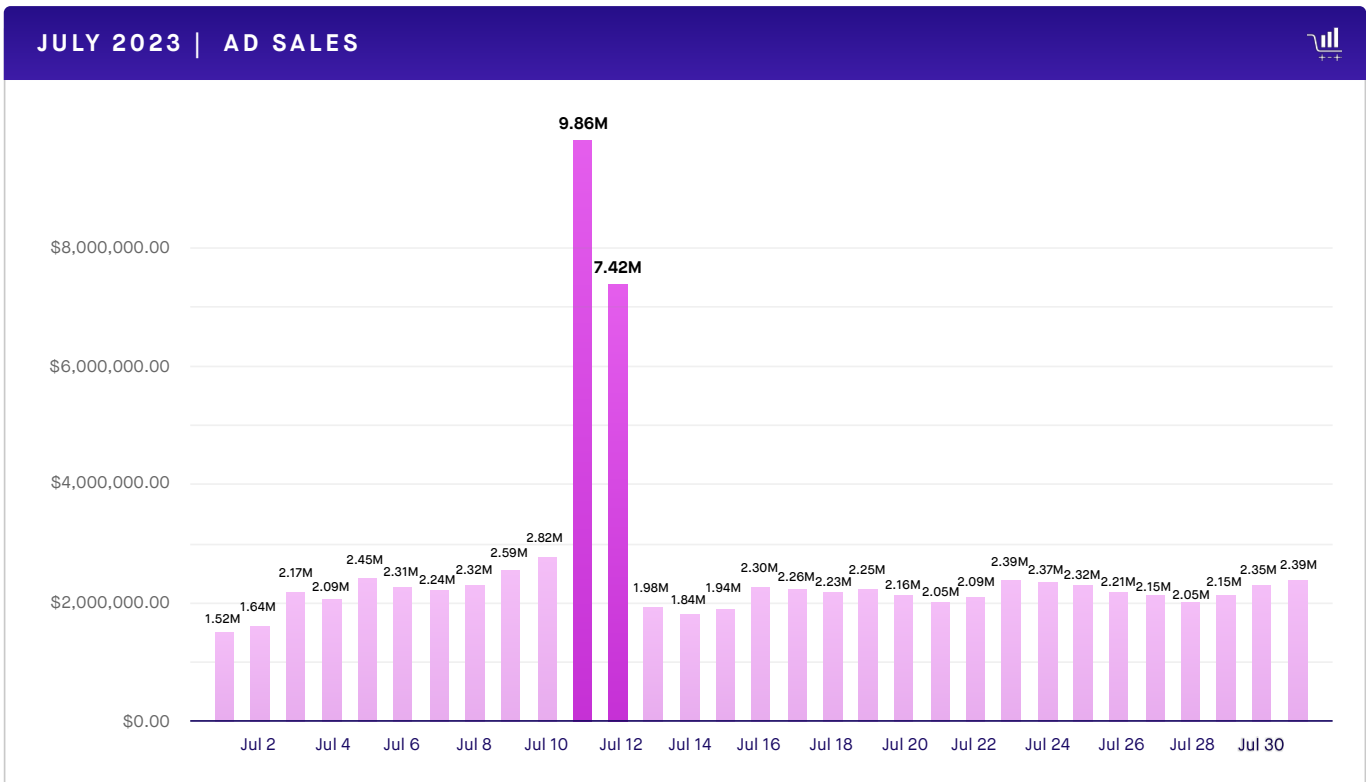


## Ad Sales

The ad sales data reveals significant surges across the top categories: **‘Home & Kitchen,’ ‘Beauty & Personal Care,’ ‘Tools & Home Improvement,’ ‘Baby Products,’ ‘Sports & Outdoor,’ and ‘Toys and Games,’** particularly during Amazon Prime Day.

Advertisers strategically intensified their advertising efforts to seize the heightened consumer interest and drive sales during this highly anticipated event. This resulted in a remarkable surge in ad sales, with **\$9.86** million recorded on July 11th and **\$7.42** million on July 12th, compared to an average daily sales of approximately **\$1.5** million to **\$2.5** million for the rest of the month.

Among these categories, “Beauty & Personal Care” is likely to perform exceptionally well during Prime Day due to its universal appeal and the attractiveness of discounts on skincare, cosmetics, and grooming products. The desire for self-care and personal grooming often drives heightened sales in this category during promotional events like Amazon Prime Day. ‘Toys and Games’ witness heightened popularity among Prime Day shoppers, especially parents seeking discounted gifts or entertainment options for their children. Similarly, ‘Home & Kitchen’ attracts homeowners and cooking enthusiasts with deals on appliances, kitchen gadgets, and home decor items.

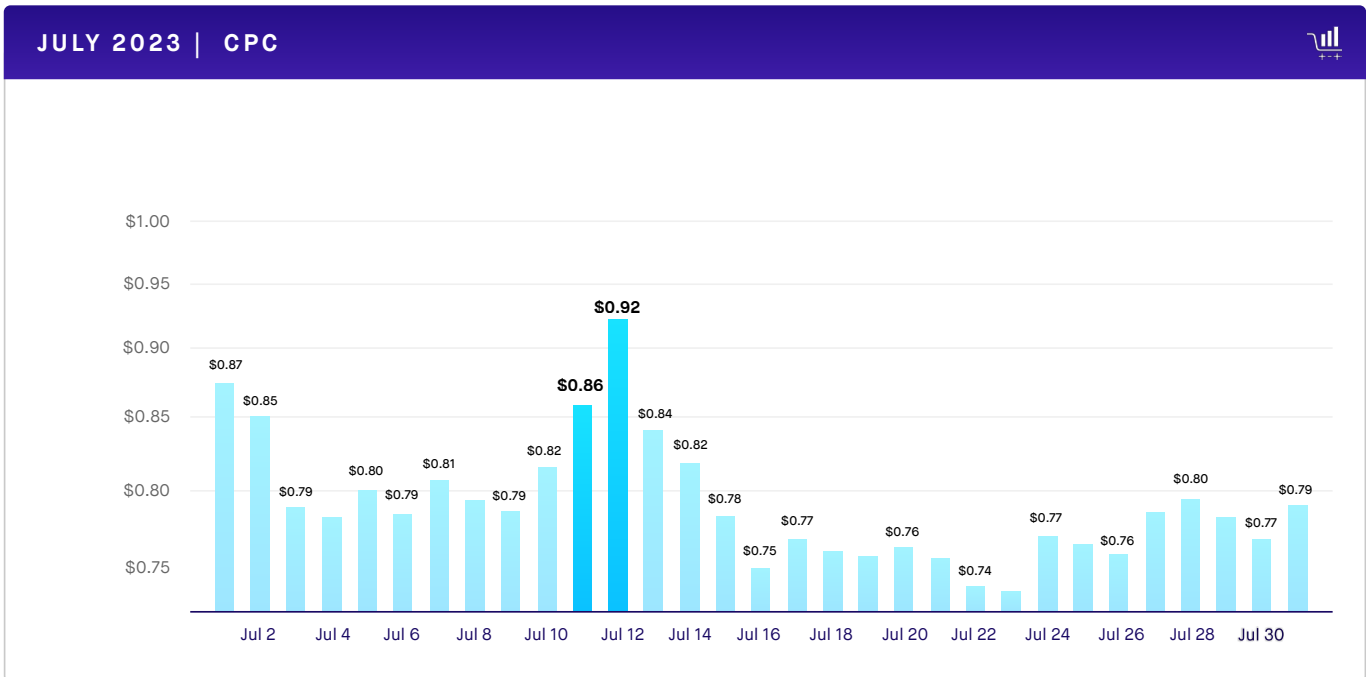




## Cost Per Click (CPC)

During Amazon Prime Day, we experienced a surge in CPC compared to other days. The CPC values in the graph represent the top six categories: **'Home & Kitchen,' 'Beauty & Personal Care,' 'Tools & Home Improvement,' 'Baby Products,' 'Sports & Outdoor,'** and **'Toys and Games.'** On July 11th and 12th (Prime days), CPCs increased significantly compared to the rest of the month, averaging **\$0.79**. This surge can be attributed to increased competition among advertisers seeking visibility in the face of increased consumer demand for exclusive deals

and limited-time offers. Advertisers will likely bid more aggressively to secure ad placements and capitalize on the increase in shopper interest during Prime Day. Other categories, such as 'Electronics' and 'Home & Kitchen,' are likely to have performed exceptionally well, driving up CPCs as businesses sought to maximize product visibility. These trends demonstrate Prime Day's significant impact as a sales event, influencing advertising strategies and driving up CPCs in relevant product categories.



## Advertising Cost Of Sale (ACOS)

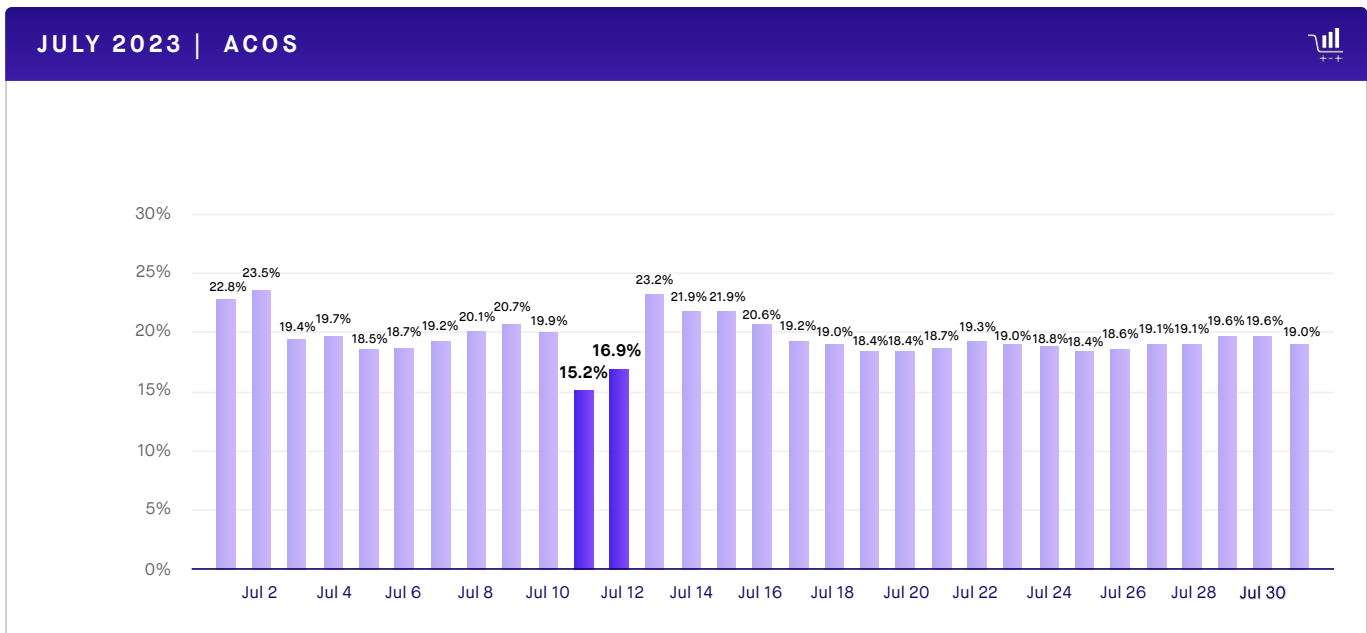
During Amazon Prime Day, we observed a decrease in ACOS compared to regular days, indicating more cost-efficient advertising. The ACOS values in the graph represent the top categories: **'Home & Kitchen,' 'Beauty & Personal Care,' 'Tools & Home Improvement,' 'Baby Products,' 'Sports & Outdoor,'** and **'Toys and Games.'** Specifically, on 11th July, ACOS dropped to **15.2%**, further decreasing to **16.9%** on 12th July, notably lower than surrounding days, ranging from **18.4%** to **23.5%**.

The lower ACOS during Prime Day can be attributed to increased traffic and sales volume driven by special promotions and exclusive deals for Prime members. Categories such as 'Home & Kitchen' perform exceptionally well during Prime Day due to heightened demand for household items and kitchen gadgets. Similarly, 'Beauty & Personal Care' products benefit from lower ACOS

as shoppers capitalize on discounted prices to stock up on skincare and grooming essentials, enhancing sales and brand visibility.

'Tools and Home Improvement' products also thrive with lower ACOS during Prime Day, attracting DIY enthusiasts seeking power tools and hardware deals. Likewise, 'Baby Products,' 'Sports & Outdoor,' and 'Toys and Games' experience heightened demand during Prime Day, enabling sellers to maximize visibility and sales potential by optimizing advertising campaigns.

The lower ACOS during Amazon Prime Day underscores its effectiveness in driving sales across various categories. It benefits sellers by providing cost-efficient advertising opportunities and facilitating increased consumer engagement and conversion rates.



## Conversion Rate & RoAS

In e-commerce, conversion rates and RoAS are strongly correlated metrics. Conversion rates and RoAS are frequently higher on Amazon Prime Days than on other days of the month for several reasons. Firstly, Prime Days (July 11th & 12th) boost traffic and sales because more people shop online during these times in search of special offers and discounts, which increases conversion rates. Additionally, the limited-time discounts and promotional offers on Prime Day encourage customers to make purchases, increasing the chance they will convert.

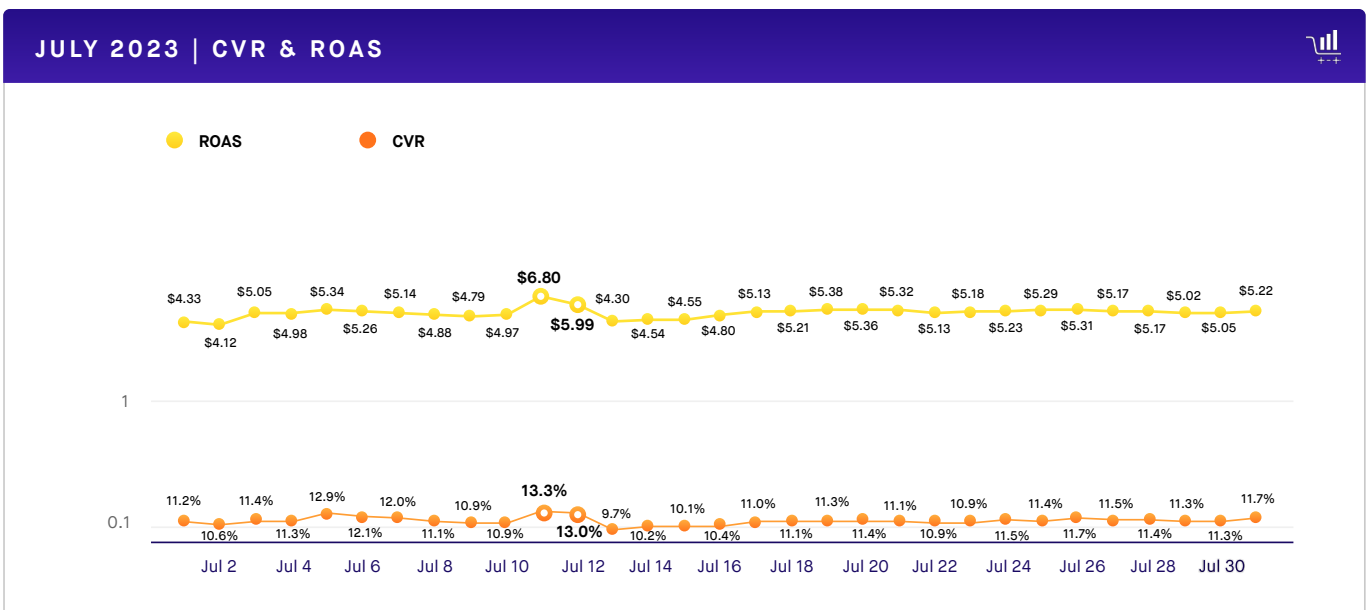
Also, Prime members are encouraged to shop more frequently and spend more due to their advantages, such as faster shipping and primary access to deals, which raise conversion rates and ultimately increase RoAS for sellers.

Some categories do particularly well on Prime Day regarding conversion rate and RoAS. **Beauty & Personal Care** has a high conversion rate as

customers take advantage of sales on grooming supplies, skincare products, and cosmetics. Because these products are in high demand during Prime Day, the RoAS is also usually high.

Similarly, the **Home & Kitchen** category has a high conversion rate due to increased customer demand for kitchen appliances and household goods. During Prime Day, sellers with eye-catching discounts on household necessities can attain a positive return on investment.

The **Toys and Games** category also benefits from families purchasing toys and games, as this increases conversion rates. On Prime Day, sellers of popular games and toys can profit from unparalleled high returns on sales (RoAS) and a surge in demand. These categories benefit from higher conversion rates and return on ad spend (RoAS), which raises sellers' profits by taking advantage of Prime Day's increased demand, increased foot traffic, and exclusive promotions.



# Conclusion

Amazon Prime Day 2023 was a huge success for e-commerce, breaking sales records and increasing customer interaction. Examining the most popular product categories revealed important metrics that enabled sellers to optimize their campaigns successfully. For future success in 2024, strategic planning, focused advertising, and customer-focused offerings will be critical for sellers. They can take advantage of Prime Day opportunities by optimizing visibility, promoting innovative marketing tactics, and prioritizing customer satisfaction. These strategies can be achieved by utilizing data-driven insights. In the competitive e-commerce market in 2024, businesses must invest heavily in advertising campaigns and adjust to changing consumer preferences to achieve long-term success and growth.