

Prime Day 2021 Delivered

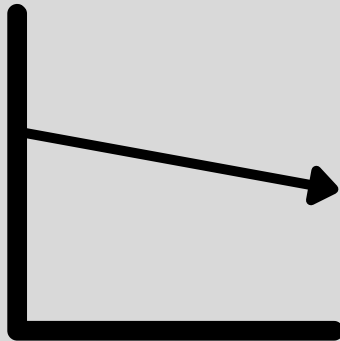
Amazon sold more than 250 million items this year, an estimated 21% increase over 2020. Consumers anticipating big deals held off on making purchases leading up to Prime Day, and ad campaign efficiency dropped accordingly. But when Prime Day rolled around, shoppers became buyers, often opting for more expensive items. This more than made up for the small drop in ROAS (Return on Ad Spend) in days leading to Prime Day. As much as deals drove the day, even advertisers without Prime Day deals benefitted from promotion of the shopping holiday.

Window shoppers wait for deals

ROAS declined in the week before Prime Day while shoppers waited to purchase until deals went live.

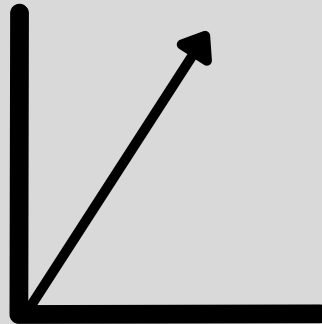
-26%

Lead-up to Prime Day
June 14 - 20



+99%

Prime Day
June 21 - 22



Big-ticket items sold best

As Prime Day deals made expensive items more affordable, shoppers splurged on more pricey items.

Top Amazon items sold in the U.S.

- Waterpik Electric Water Flosser
- Orgain Organic Plant Based Protein Powder
- 23andMe Health DNA Test
- iRobot Roomba 692 Robot Vacuum
- Instant Pot Duo Plus 6 Quart 9-in-1 Pressure Cooker

Deals or no deals, sales increased

As overall shopping activity increased, even advertisers without deals saw higher ROAS on Prime Day.

+50%



Advertisers without prime day Deals

+149%



Advertisers with prime day deals