



AMAZON PRIME DAY

2021 Recap Report

June 2021



What's Covered?

AMAZON PRIME DAY 2021

- **Numerator Insights**

Prime Day purchase behavior, based on observed behavior from Numerator OmniPanelists.

- **Prime Day Verified Buyer Survey**

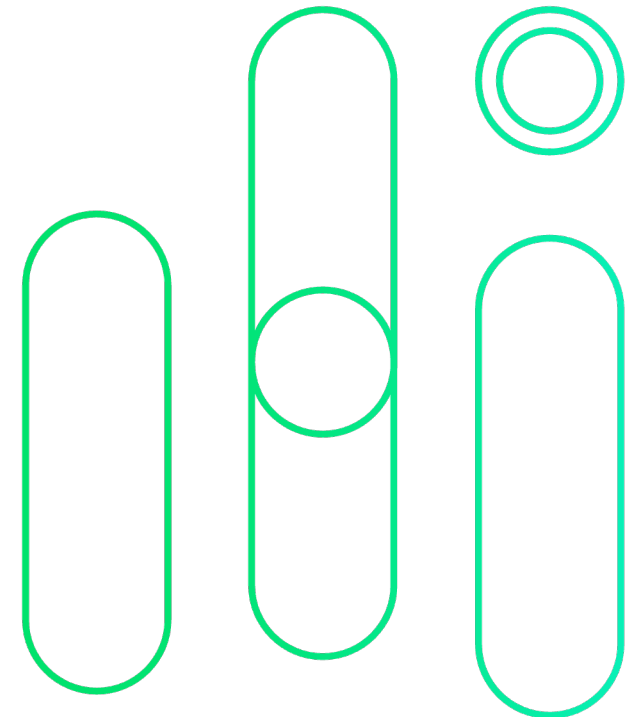
Survey responses collected from over 5,500 verified Prime Day buyers throughout Prime Day and in the day following (June 21 – 24).

- **Numerator Ad Intel Data**

Amazon advertising spend from the announcement of Prime Day (June 2, 2021) through the final day of the event (June 22, 2021).

- **Numerator Promotions Data**

Website and email promotions associated with sale events ran by Target, Walmart and Best Buy in competition with Prime Day.



Numerator Insights Data

- Observed shopper behavior shows slightly **smaller orders & lower priced items** this Prime Day compared to past years.
- The typical observed Prime Day shopper in 2021 was a **high income, suburban female** age 35 to 44.

Verified Buyer Survey

- Most shoppers were Amazon **Prime members** who knew about Prime Day ahead of the event & **had shopped previous Prime Days**.
- Consumers say Prime Day drove them to buy **Amazon-branded electronics** they wouldn't otherwise have purchased.

Advertising & Promotions

- Amazon **invested \$65.9 million dollars** in advertising in advance of and through Prime Day 2021.
- Ad **spend shifted away from TV** to be **distributed more evenly** across media types this year.
- Target, Best Buy, Walmart all ran their own promotional events to compete with Prime Day.

Numerator Insights

OBSERVED BEHAVIOR







Average order size and spend per unit down slightly from past years

2021 Prime Day shoppers may have spent slightly less than 2020 and 2019 shoppers, but average units per order and overall orders per household were on par with years past, with many Prime Day shoppers placing 2+ orders during the event.

Prime Day Key Metrics

2021, 2020 & 2019

	PRIME DAY 2021 06/21 – 06/22	PRIME DAY 2020 10/13 – 10/14	PRIME DAY 2019 07/15 – 07/16
 Orders per Household	2.9	2.9	2.6
 Order Size (\$)	\$54.15	\$54.34	\$58.77
 Order Size (Units)	1.8	1.7	1.7
 Spend per Unit	\$30.83	\$32.47	\$33.88

Source: Numerator Insights 06/21/21 – 06/22/21, Prime Day 2020 10/13/20 – 10/14/20, Prime Day 2019 07/15/19 – 07/16/19

Nearly two-thirds of households placed 2+ orders on Prime Day

16% of households placed 5 or more separate Prime Day orders, while over a third placed a single order. Over half of Prime Day orders were under \$30, while a third were over \$100.

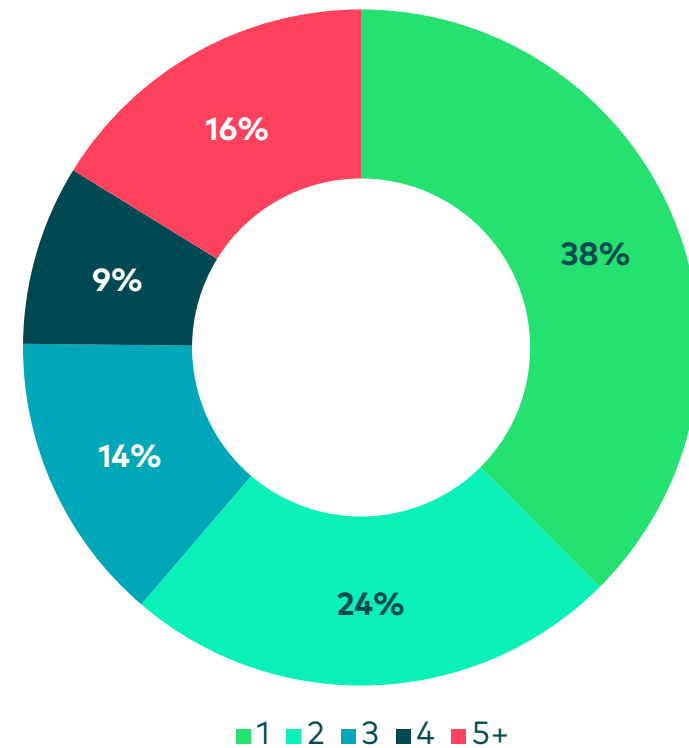
Average Order Size

% of 2021 Prime Day Orders



Average Orders per Household

% of Households



The typical observed Prime Day 2021 shoppers were high-income females

Prime Day shoppers were also more likely to be ages 35-44, white, suburban, and married.

Prime Day Shopper Profile

2021 Prime Day Shoppers (Index vs. All Shoppers)



HIGH INCOME
55% | Index **119**



AGE 35-44
23% | Index **115**



SUBURBAN
40% | Index **104**



WHITE / CAUCASIAN
70% | Index **106**



FEMALE
78% | Index **103**



MARRIED
59% | Index **112**

Prime Day Survey

VERIFIED PRIME DAY BUYERS

5,692 responses | Fielded 9AM 6/21 – 9AM 6/24



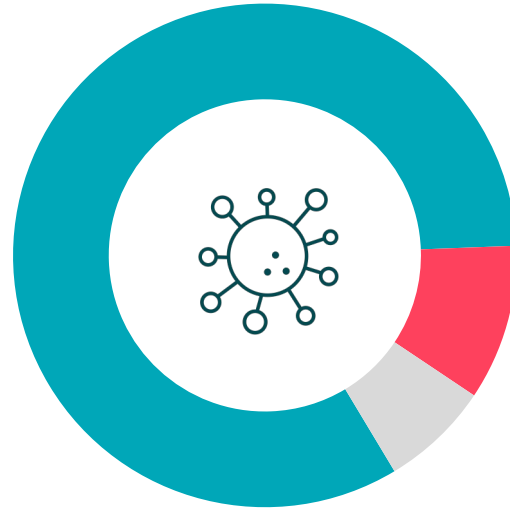
Most Prime Day shoppers have been Prime members since before the pandemic

Overall, 96% of Prime Day shoppers were Prime members. 1 in 10 started their membership during the pandemic; 2% joined within a month of this year's Prime Day and another 2% joined day-of.



96%

Prime Members



83%

Joined pre-pandemic
(before March 2020)


10%

Joined during the pandemic
(March 2020 – Present)

*7% don't recall when they joined

2% 
On Prime Day 2021

2% 
Within past month

6% 
Earlier in the pandemic

Majority of shoppers knew it was Prime Day before visiting Amazon

Prime Day was a key driver for 82% of shoppers– 46% said it was their primary reason for shopping on Amazon. 3 in 5 shoppers found out about Prime Day 2021 through Amazon.com or the Amazon app, and 2 in 5 from social media posts.

94%

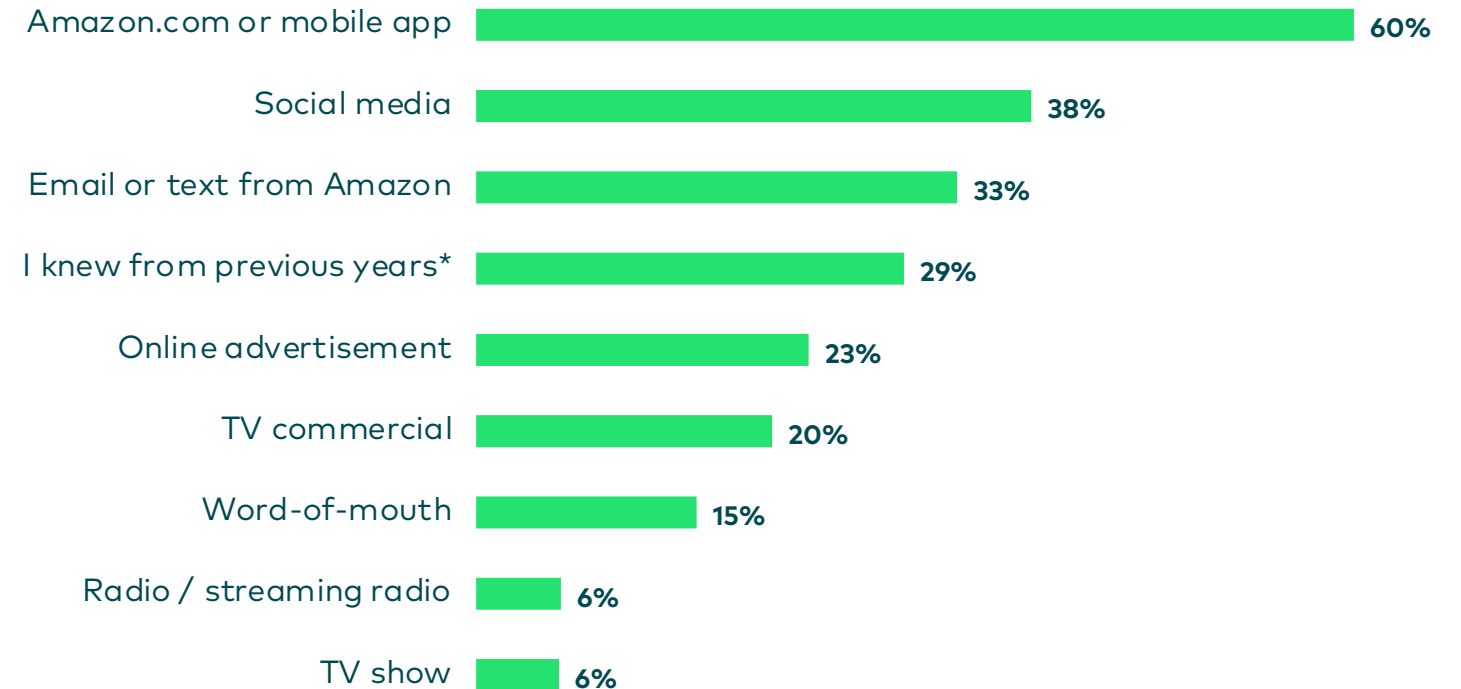
Knew it was Prime Day before shopping

46%

Said Prime Day was their primary reason for shopping (36% said it was a contributing factor)

How did you become aware of Prime Day 2021

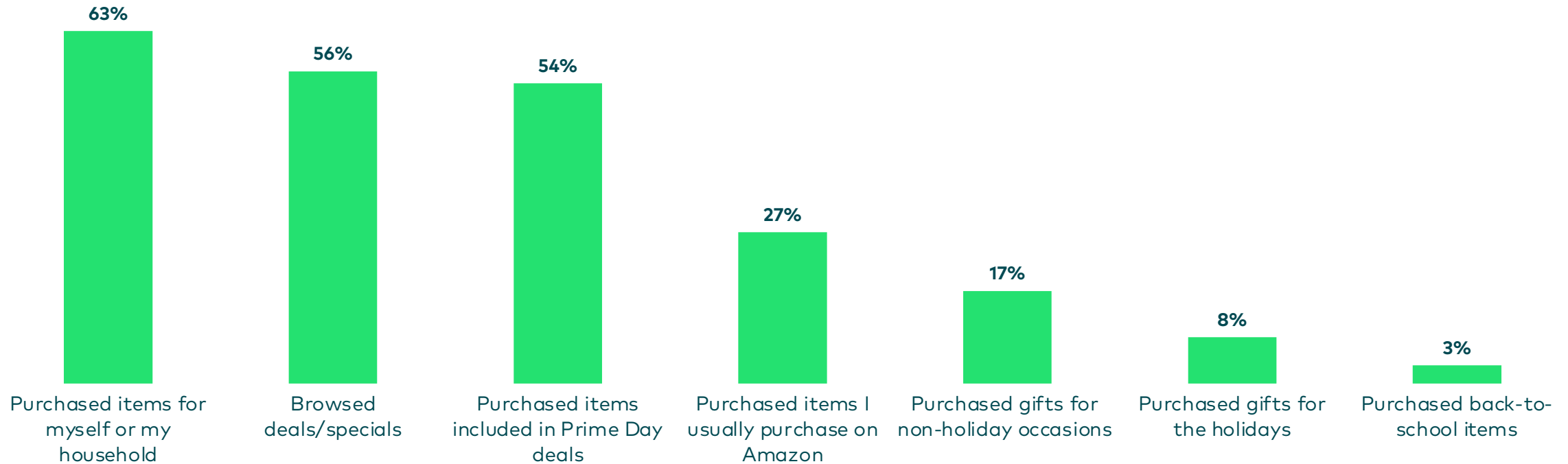
% of Prime Day Shoppers



The most common Prime Day activities were purchasing items for self or household and browsing deals & specials

Half of shoppers purchased items included in Prime Day deals, and 1 in 4 bought the same items they typically purchase on Amazon. Nearly 1 in 10 got a head start on holiday shopping by kicking purchasing gifts.

Prime Day 2021 Activities % of Prime Day Shoppers



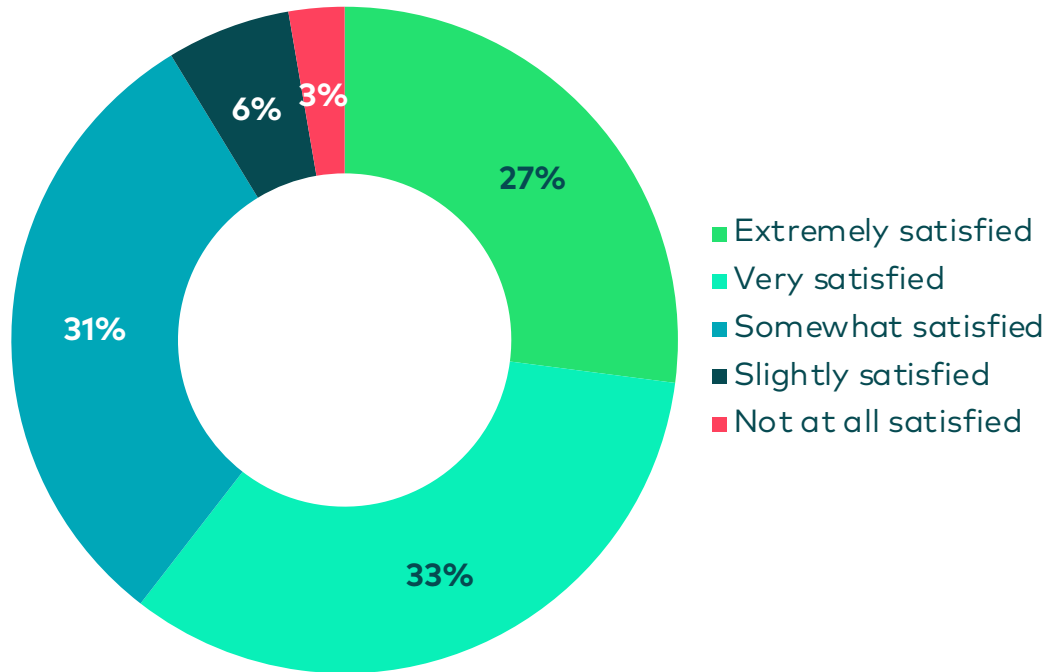
Source: Numerator 2021 Prime Day Survey 6/21/21 – 6/24/21 (n=5,692)
Which of the following activities did you do on Prime Day?

60% of shoppers were highly satisfied with this year's Prime Day deals

Nearly half of Prime Day shoppers felt that that Black Friday had the best deals compared to Prime Day and Cyber Monday overall and ranked Prime Day & Cyber Monday similarly.

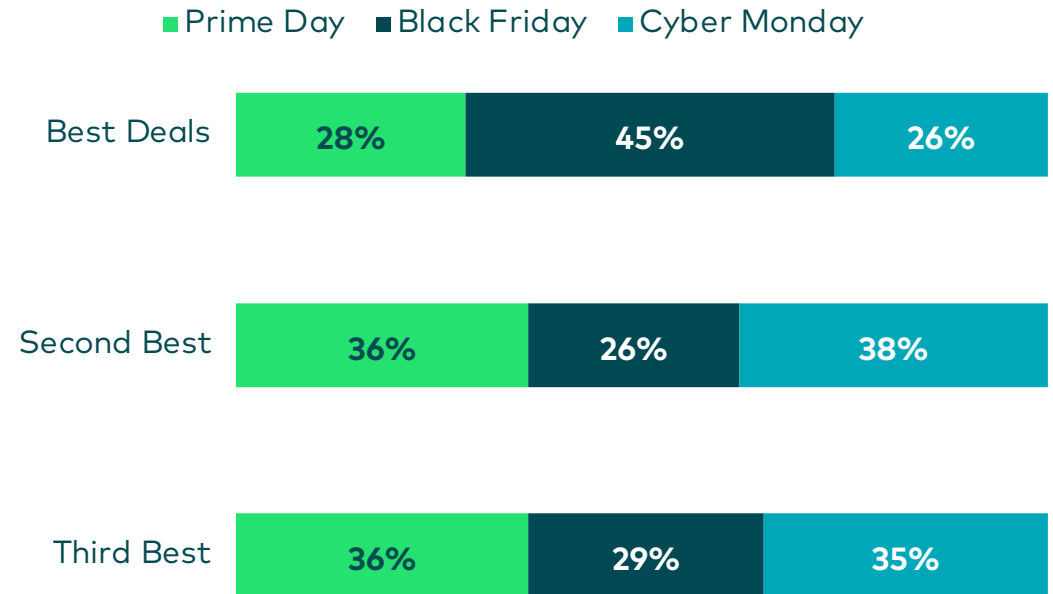
Deal Satisfaction

% of Prime Day Shoppers



Best Deals Rating

% of Prime Day Shoppers



Source: Numerator 2021 Prime Day Survey 6/21/21 – 6/24/21 (n=5,692)

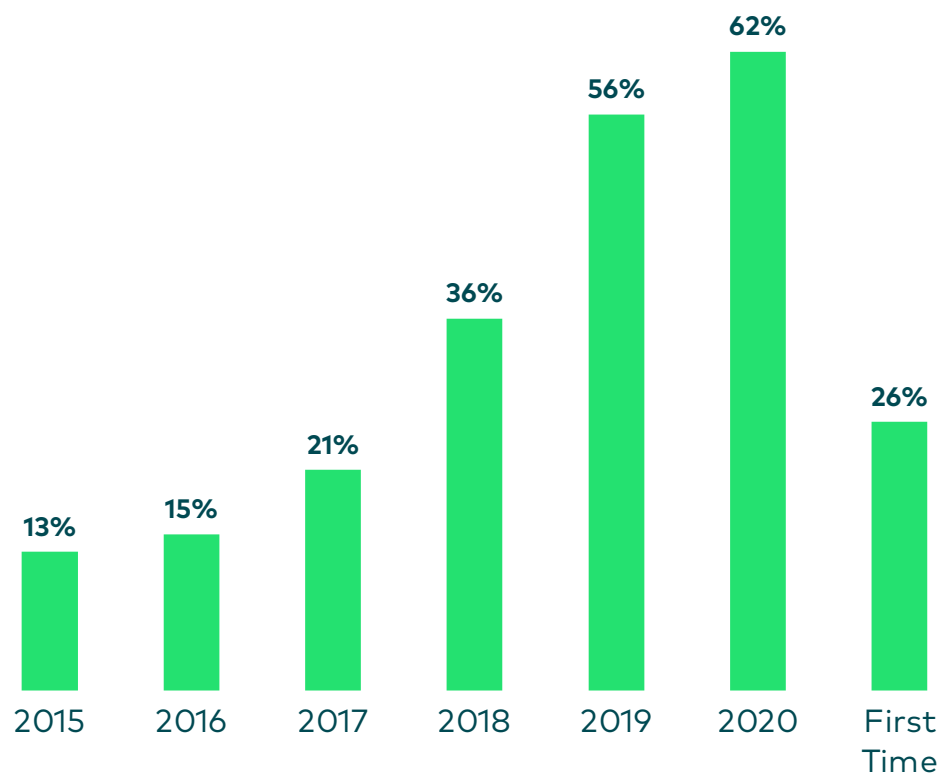
How satisfied were you with the deals offered by Amazon this Prime Day? / Rank the following holidays in order of best deals to worst deals

74% had shopped past Prime Days & 96% would shop a second Prime Day 2021

1 in 4 shoppers were participating in their first Prime Day, while over half had shopped Prime Day 2019 or 2020. Nearly all 2021 shoppers said they'd participate again if Amazon held a second Prime Day later this year

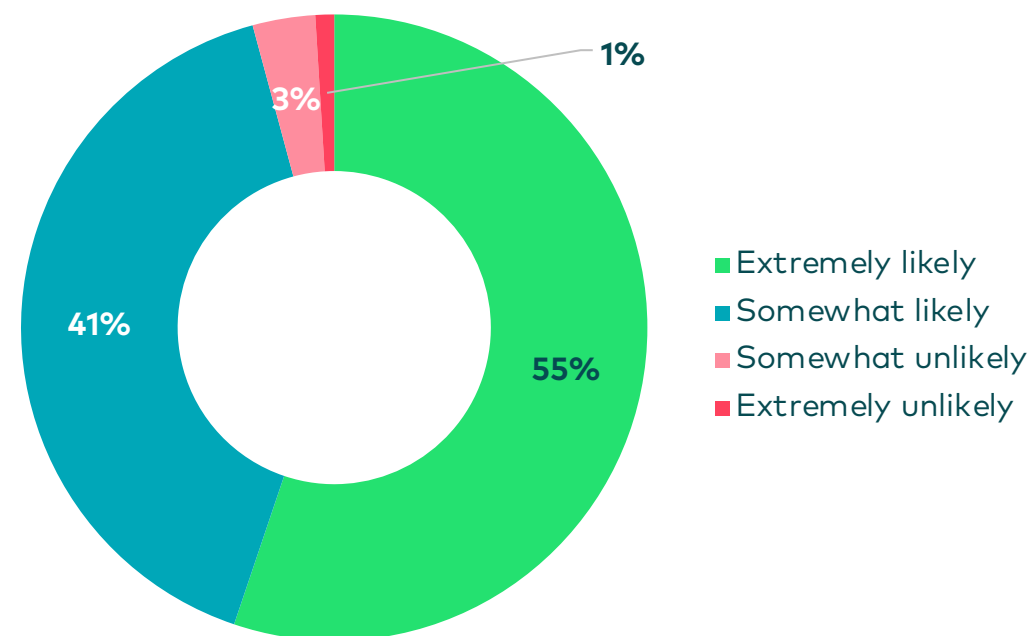
Past Prime Days Shopped

% of Prime Day Shoppers



Likelihood of Shopping Second Prime Day

% of Prime Day Shoppers



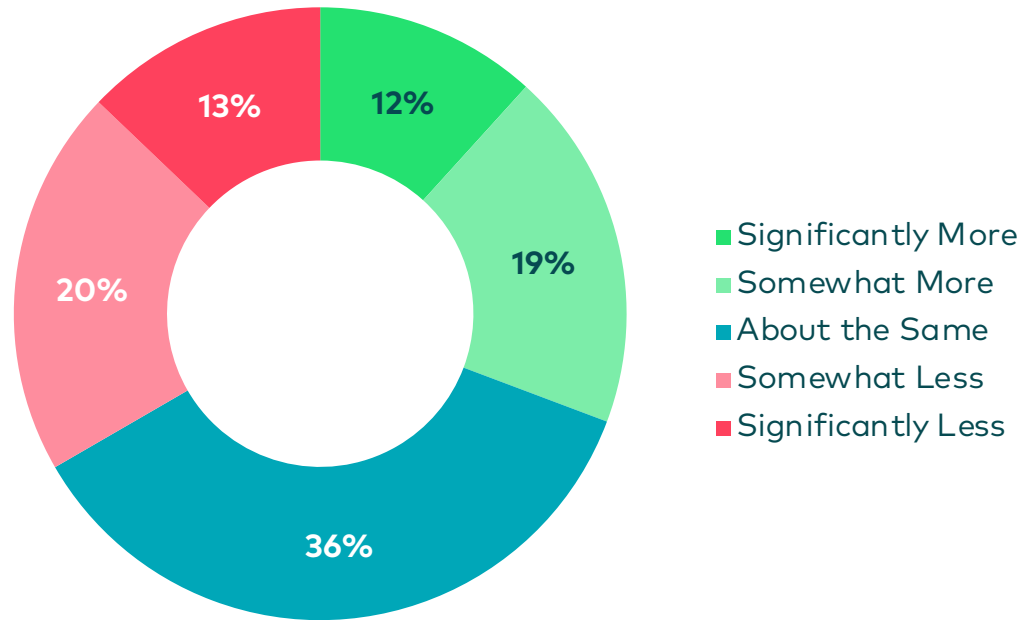
Source: Numerator 2021 Prime Day Survey 6/21/21 – 6/24/21 (n=5,692) What other years have you shopped on Amazon on Prime Day? If Amazon held a second Prime Day later this year, how likely would you be to shop?

Those who shopped Prime Day 2020 spent similarly on Prime Day 2021

Roughly equal numbers of shoppers say they spent more, less, and the same this Prime Day vs. last. More shoppers prefer this year's June date than last year's October date, though about a third had no strong preference.

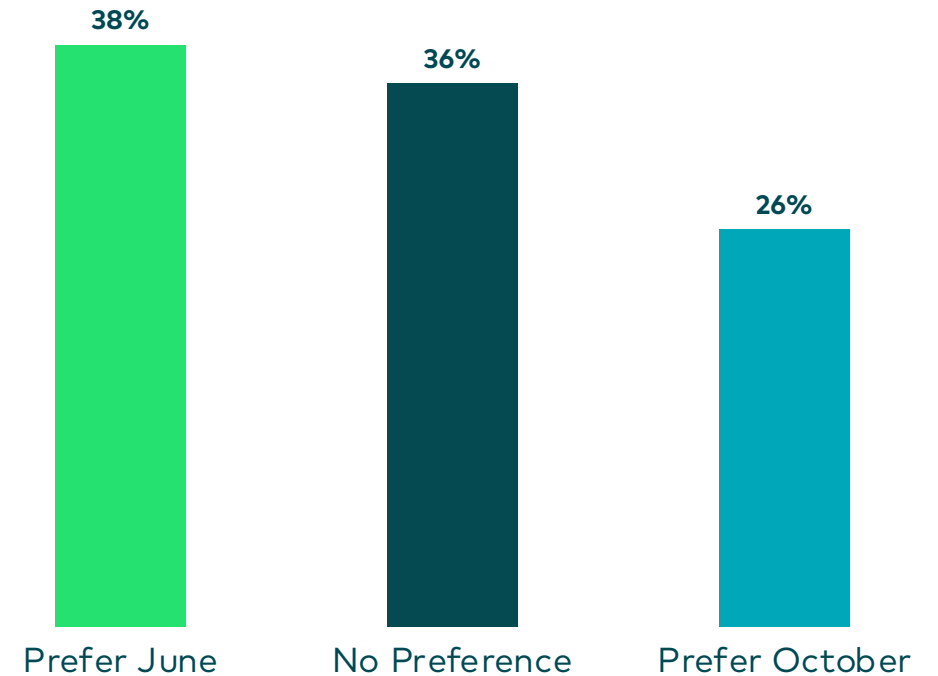
Spending Prime Day 2021 vs. 2020

% of Shoppers who participated in 2021 & 2020



Prime Day Timing Preference

% of Shoppers who participated in 2021 & 2020



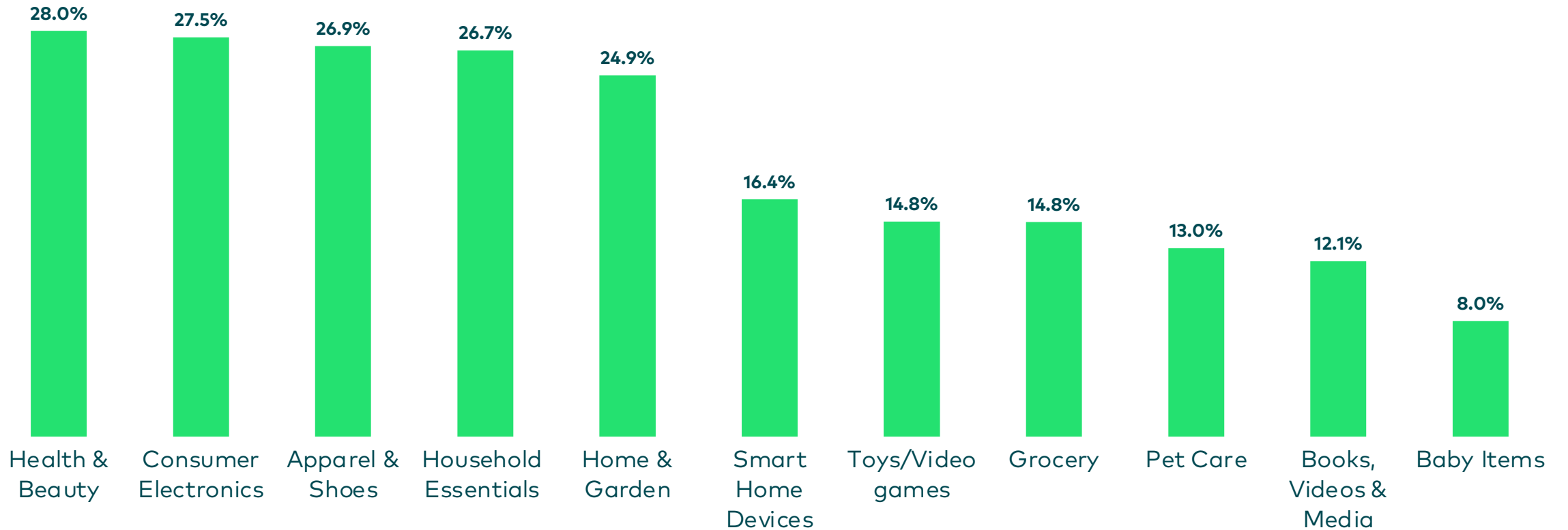
Source: Numerator 2021 Prime Day Survey 6/21/21 – 6/24/21 (n=5,692) How does your spending this Prime Day compare to last year's Prime Day? / Do you prefer this year's Prime Day timing (June) or last year's (October)?

Health & Beauty and Consumer Electronics were top purchased categories

Consumers were also likely to report purchasing apparel & shoes, household essentials, and home & garden supplies.

Top Categories Purchased

% of Prime Day Shoppers



Source: Numerator 2021 Prime Day Survey 6/21/21 – 6/24/21 (n=5,692)
What type(s) of items did you buy from Amazon on Prime Day?

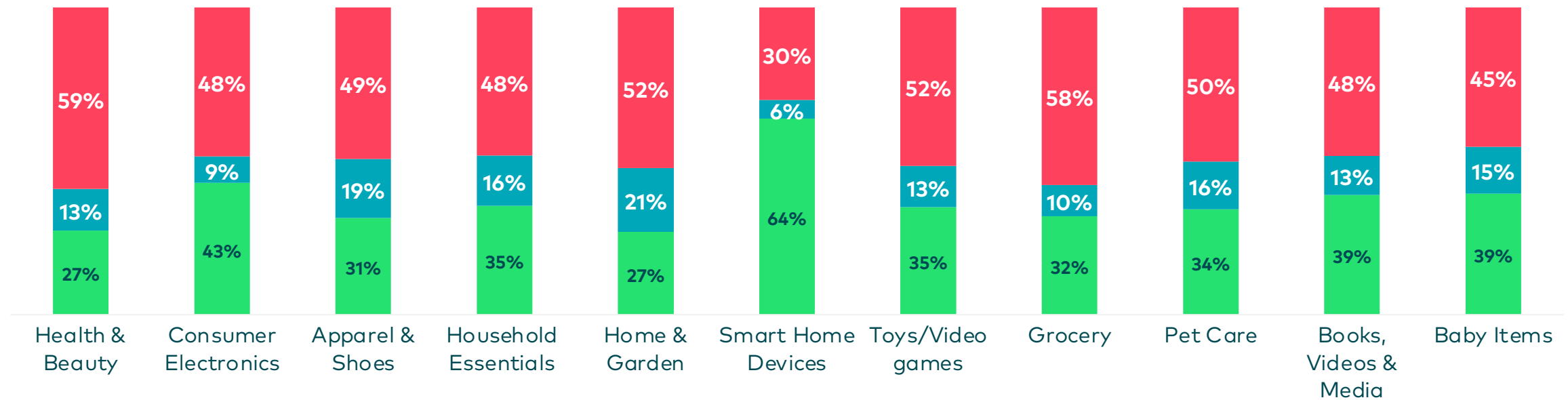
Smart Home Devices and Consumer Electronics were top categories for Amazon-branded products, according to consumers

3 in 5 smart home buyers and 2 in 5 consumer electronics buyers said their purchases were Amazon-branded products. Home & Garden and Health & Beauty products were the least likely to be Amazon-branded.

Amazon Branded Products

% of consumers who purchased category

■ Yes ■ Unsure ■ No



Source: Numerator 2021 Prime Day Survey 6/21/21 – 6/24/21 (n=5,692)

Were any of the items you purchased on Prime Day Amazon brands?

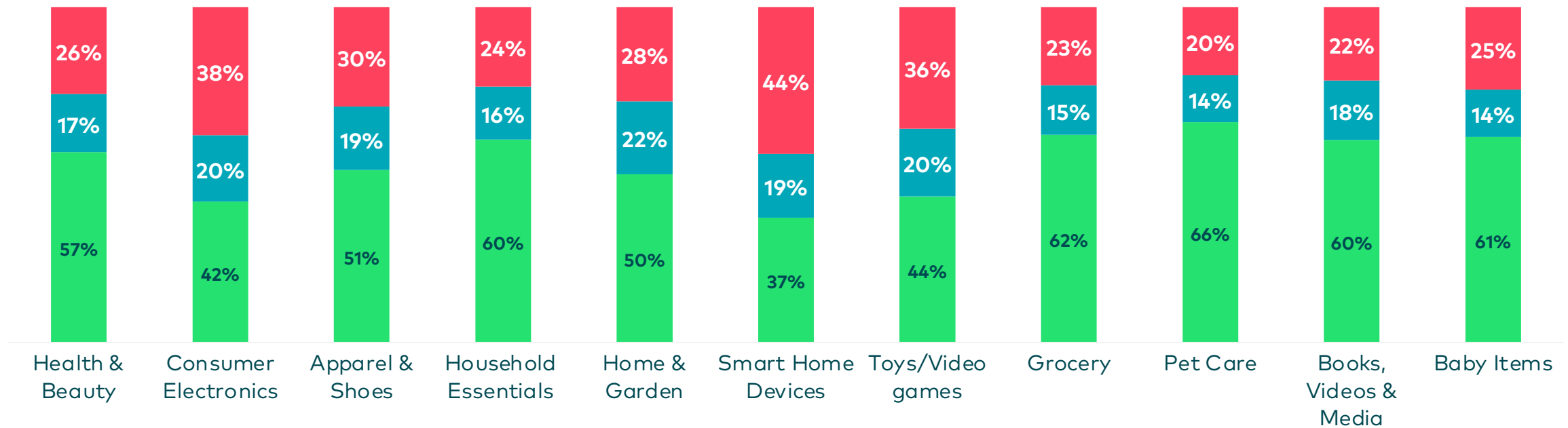
Prime Day also drove sales of Smart Home Devices and Consumer Electronics that likely would not have happened otherwise

2 in 5 Smart Home and Consumer Electronics buyers say they would not have purchased these items if it weren't for Prime Day. CPG categories like Grocery, Pet Care, Household Essentials and Baby would most likely have been purchased regardless.

Would you have purchased if it weren't for Prime Day?

% of consumers who purchased category

■ Yes ■ Unsure ■ No



Source: Numerator 2021 Prime Day Survey 6/21/21 – 6/24/21 (n=5,692)

Would you have purchased these same items if it weren't Prime Day?

Most shoppers only considered Amazon for their Prime Day purchases and did not compare prices with any other retailers

For those who did consider or compare, Walmart & Target (in-store and online) were the most common competitors referenced.

52%

Only considered Amazon for their purchases

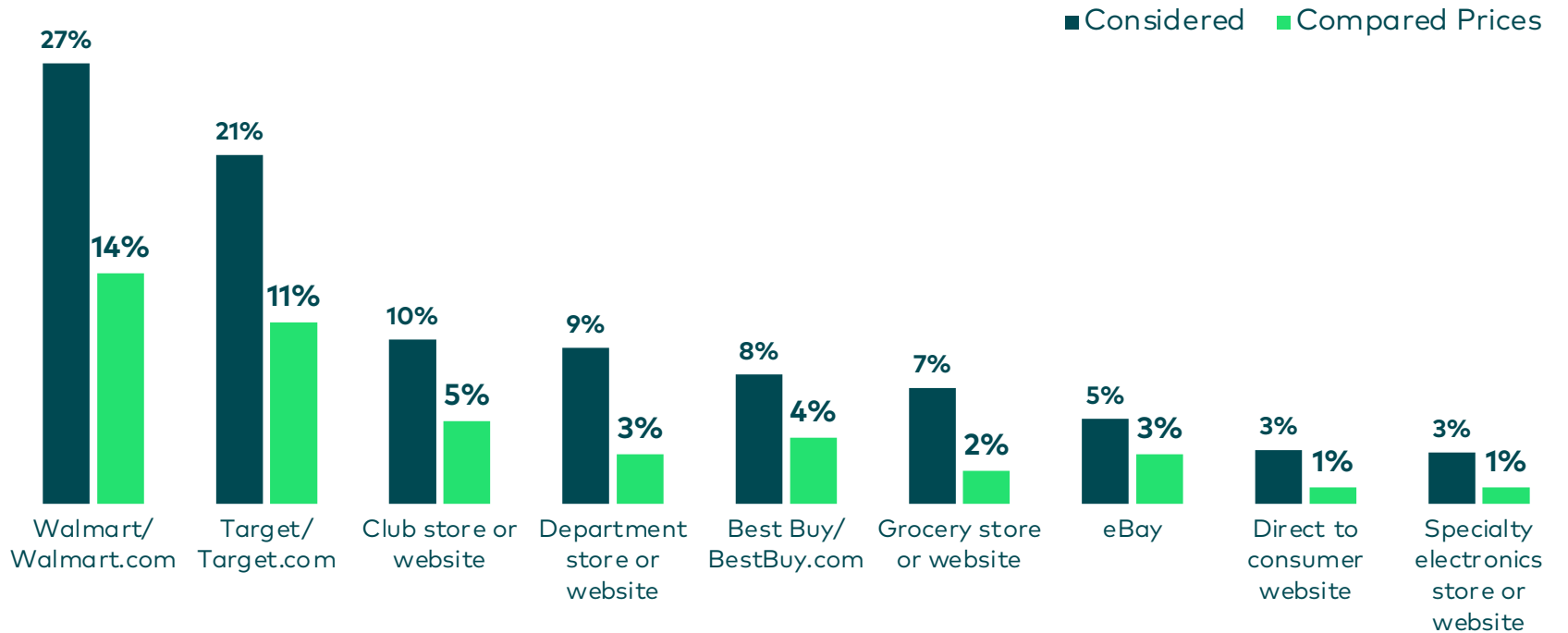
67%

Did not compare prices with any other retailers

20%

Made purchases at other retailers besides Amazon on Prime Day

Other Retailers Considered & Price Comparisons
% of Prime Day Shoppers



Source: Numerator 2021 Prime Day Survey 6/21/21 – 6/24/21 (n=5,692) From where else did you consider buying the items you purchased on Prime Day? / Did you compare Amazon's prices with any of the following stores/websites? Did you purchase anything on websites other than Amazon.com during Prime Day (June 21-22)?

Advertising & Competitive Promotions

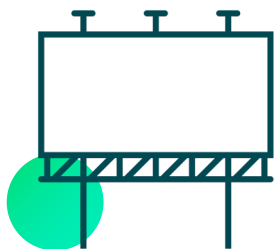
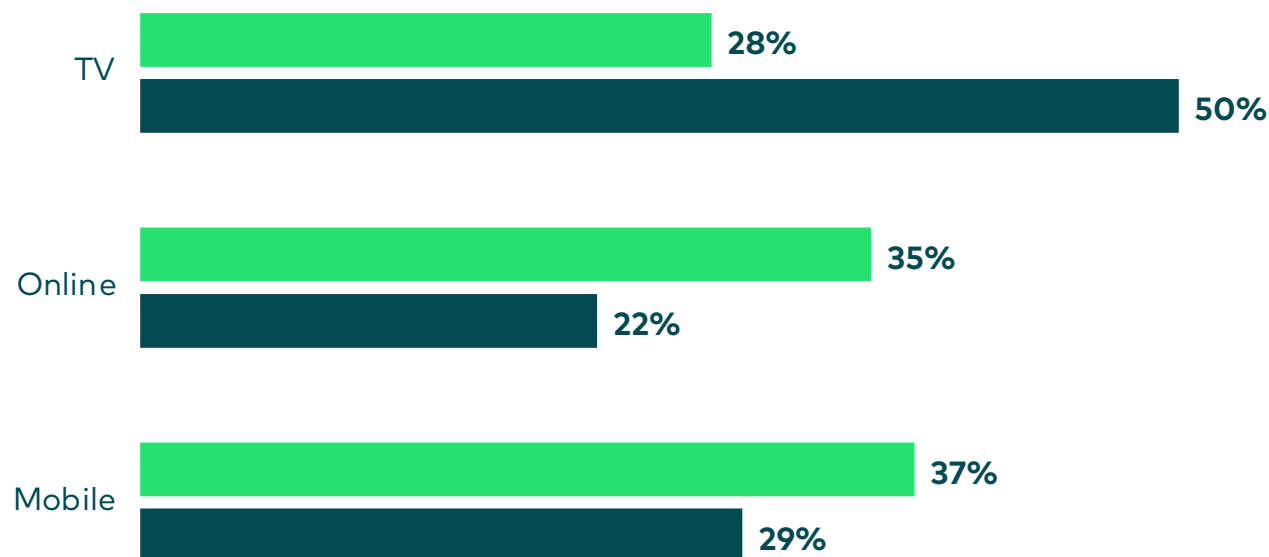


Amazon spent \$65.9 million on advertising for Prime Day 2021

This spending includes advertisements run in advance of and through the Prime Day 2021 event. This year Amazon shifted their ad dollars, distributing them more evenly across media types than in 2020, when their primary focus was TV.

Amazon Advertising Media Mix
2021 vs 2020

■ 2020 ■ 2021



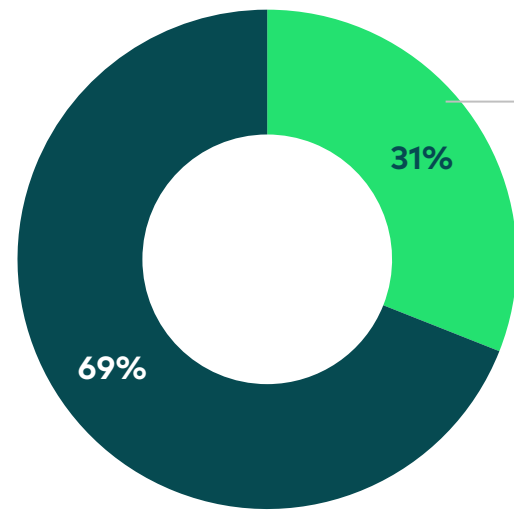
\$65.9 MILLION

In total ad spend

Approximately ~\$8 million of Amazon's total ad spend went towards ads featuring specific Prime Day messaging

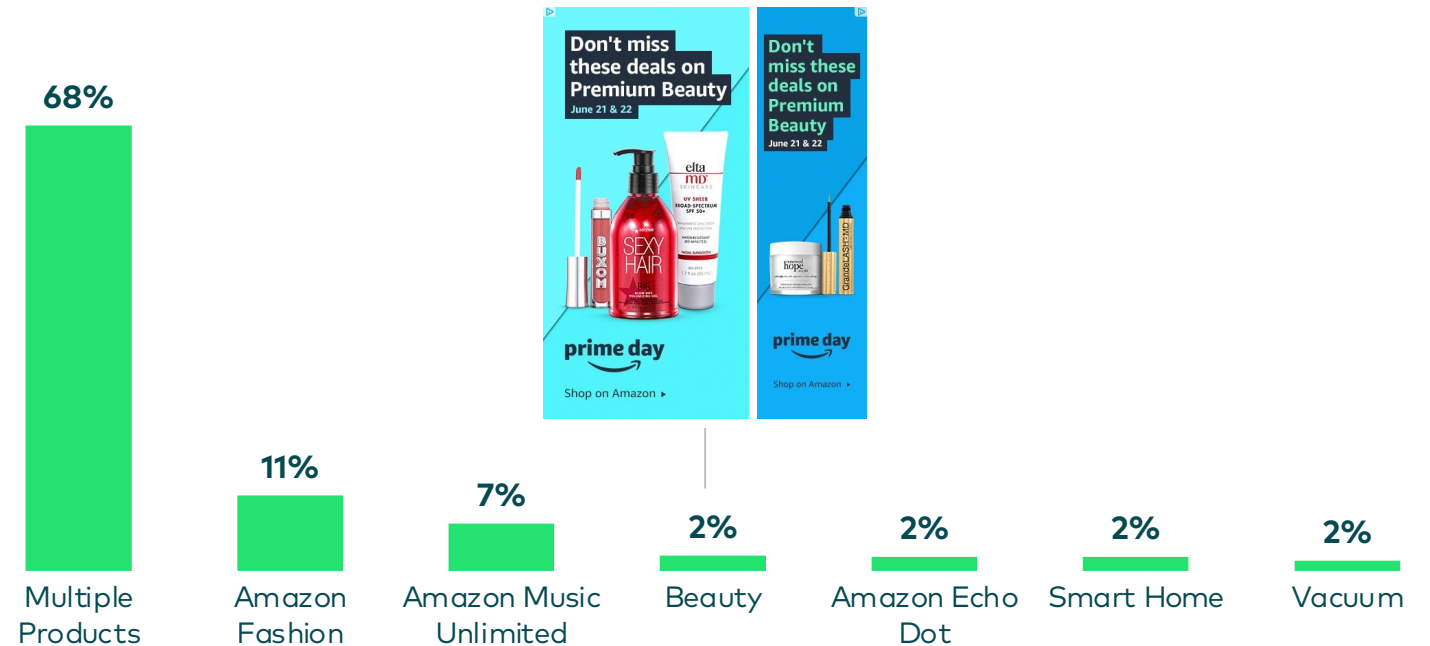
Most ad dollars went toward general Prime Day 2021 awareness messaging. Prime Day ads that featured specific products or services focused on Amazon products & services like the Echo Dot and Amazon Fashion, as well as beauty and smart home.

Prime Day 2021 Messaging Themes
By share of spend



- Product or Service Specific
- Prime Day General Awareness

Top Products/Service Featured in Prime Day Messaging
By share of spend



Source: Numerator Ad Intel; 6/2/2021 – 6/22/2021, Ads featuring keywords "Prime Day" in creative
*Analysis is representative of Numerator Ad Tracking Universe only

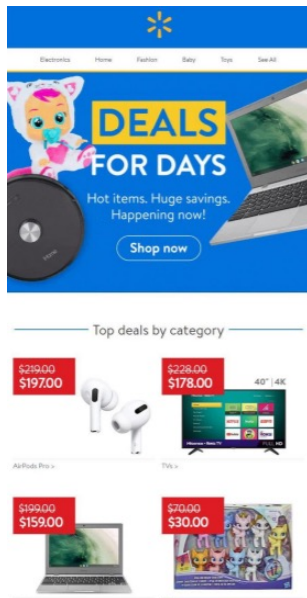
Amazon was not the only retailer offering deals on Prime Day. Walmart, Target and Best Buy all ran their own sale events to compete

Target, the only retailer of focus to drop a weekly ad during this time frame, made no mention of their Deal Days event in their flyer– potentially a missed opportunity to attract potential shoppers who don't use email, web & social to find deals.

WALMART

"Deals for Days"

6/20 - 6/21, featured in Email only



Walmart | Web Promotion | 6/20/2021

TARGET

"Deal Days"

6/20 - 6/21, featured on Website & in Email

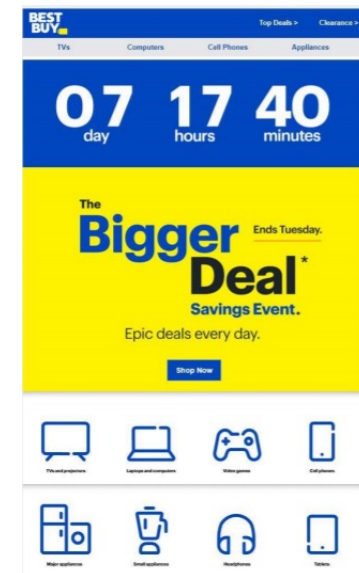


Target | Web Promotion | 6/18/2021

BEST BUY

"The Bigger Deal"

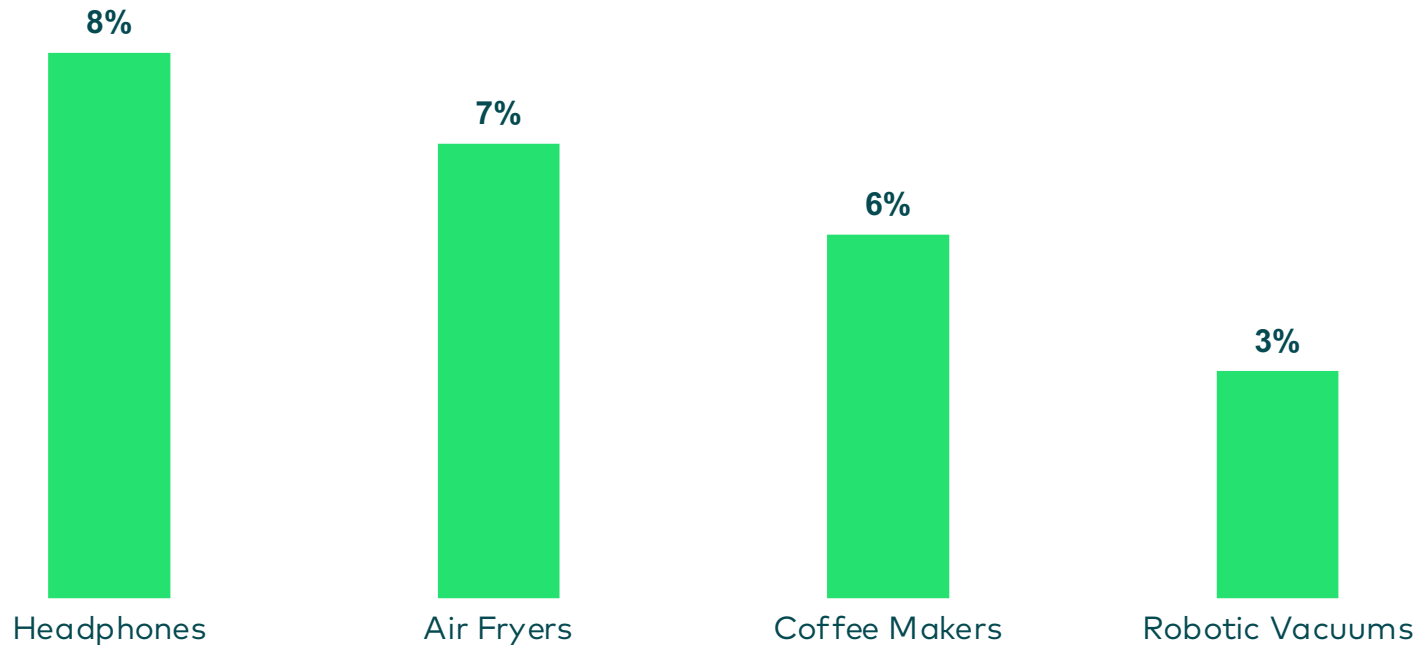
6/14 - 6/22, featured on Website & in Email



Best Buy | Web Promotion | 6/18/2021

Robotic vacuums, headphones, and air fryers were common categories featured in email promotions leading up to each retailer's event

Top Categories Featured in Email Promotions
By share of total promoted products



Walmart | Email Promotions | 6/20/2021

Walmart, Target and Best Buy ran deals on popular Prime Day products that were on par with Prime Day deals themselves

Top Deals in Prime Day categories

	AMAZON	WALMART	TARGET	BEST BUY
Headphones	TOZO T10 Wireless Earbuds \$24 (was \$50)	Airpods Pro \$197.99	Airpods Pro Save up to \$70	Airpods Pro \$199.99
Air Fryers	Innsky Air Fryer \$76 (was \$160)	Chefman Air Fryer \$69.99	Air Fryers Save \$20	Gourmia 5QT Air Fryer \$34.99 (was \$69.99)
Robot Vacuums	Shark AV911S EZ Robot \$349 (was \$499)	Robotic Vacuums \$99.99	Shark ION Robot \$199.99 (was 259.99)	bObsweep Robotic Vacuum \$199.99 (was \$849.99)

There's more to know.

Reach out for custom insights.

Additional questions we can help to answer:

- **Did new pandemic Prime members** shop differently than existing members on Prime Day?
- How did Prime Day behavior **differ by income level**?
- Where else did Prime Day shoppers make purchases and **how did their behavior differ** vs. at Amazon?
- How did Prime Day promotions and advertising **compare** to past other shopping events **like Black Friday**?

Learn More.

Contact your Numerator representative or reach out to us at

hello@numerator.com