



MICROSOFT ADVERTISING

2021 Amazon Prime Day recap

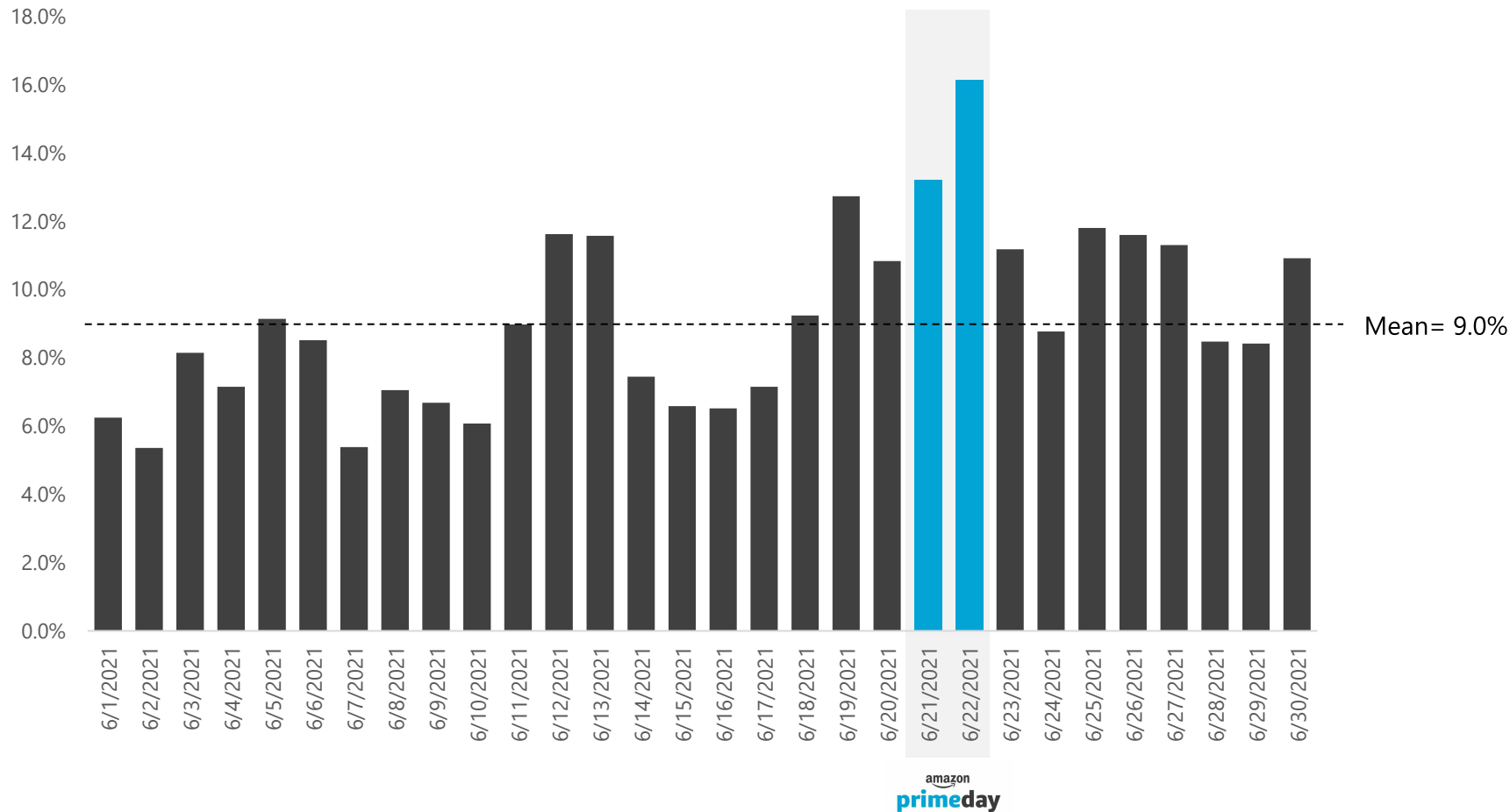
June 21st – 22nd



Retail spend on Prime Day is much higher than any other day in June

- 2yr CAGR (compound annual growth rate) for the 2-day Prime period was 4.8x Standard Deviations above the mean, well outside of normal.

June 2021 Retail spend 2yr CAGR



**amazon
primeday**

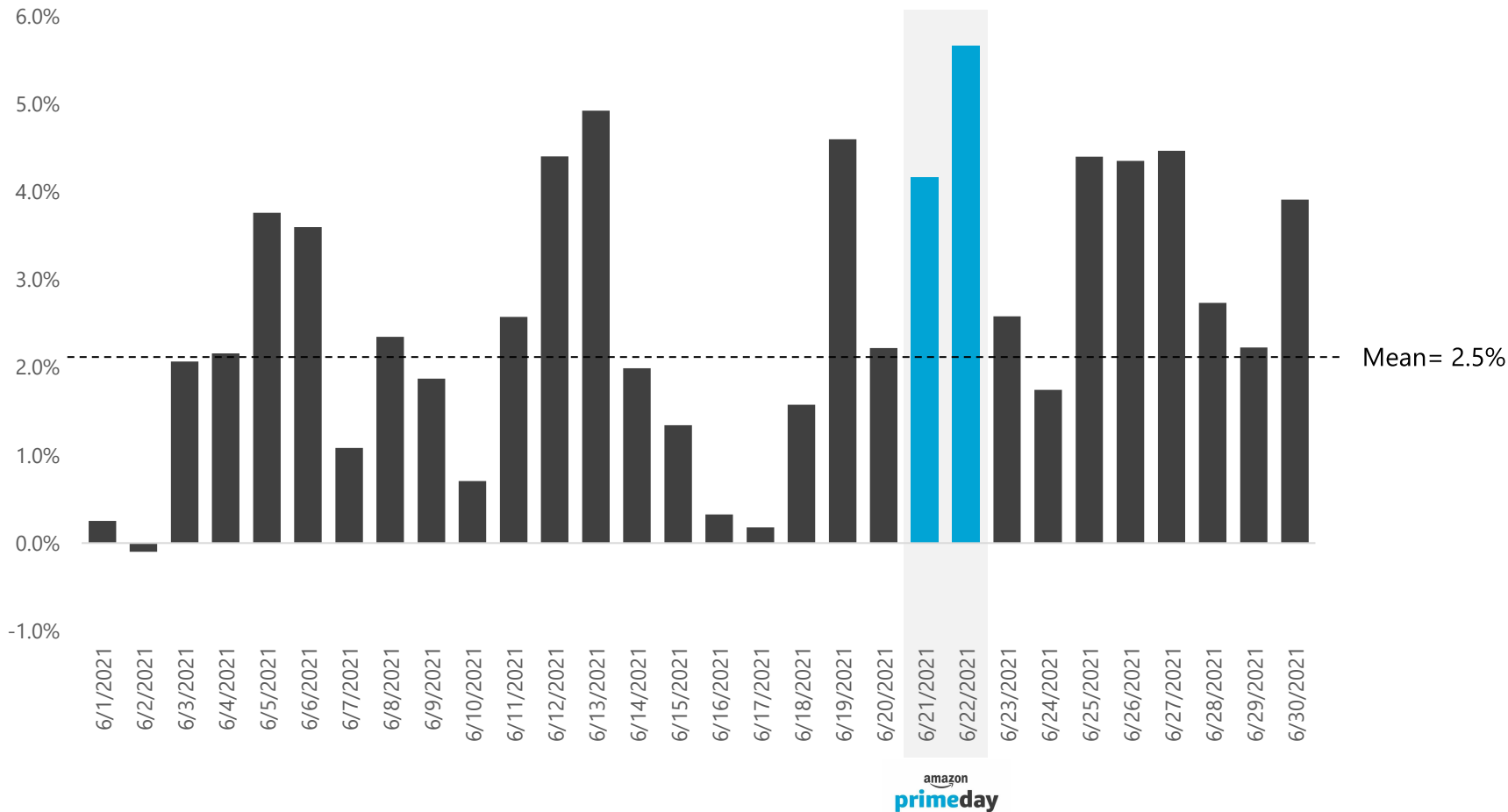
2yr CAGR
14.7%

4.8x
Standard Deviation
-Not Normal-

Amazon Prime Day was one of the top retail days in June

- However, due to being only 1.5x the Standard Deviation, those days fall into the normal range.

June 2021 Retail Clicks 2yr CAGR



**amazon
primeday**

2yr CAGR
4.9%

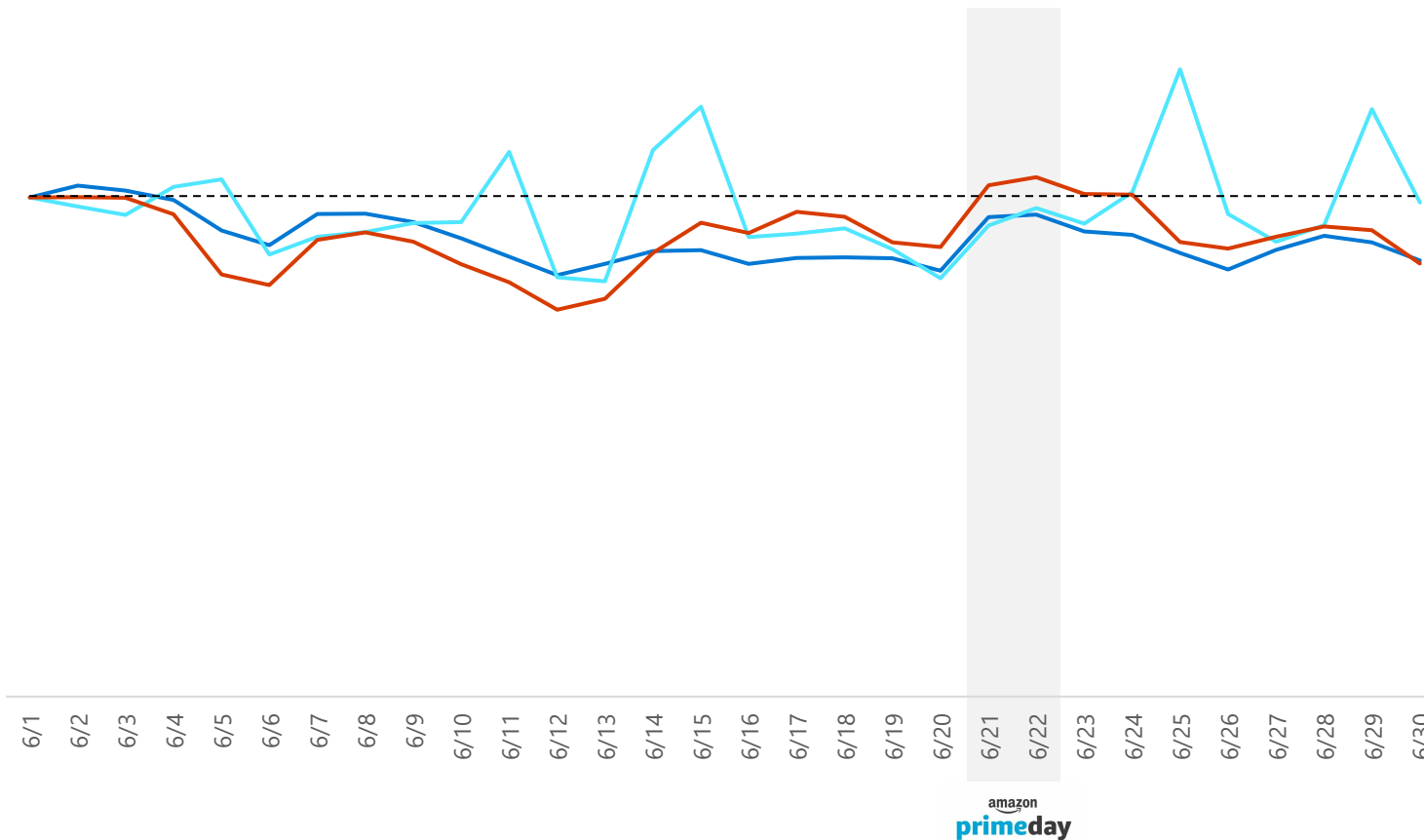
1.5x
Standard Deviation
-Normal-

Consumers do not search for deals, discounts, or sales on Prime Day

- Performance for all queries containing "deal", "discount", or "sale"

Marketplace deal, discount, & sale queries

— Indexed Clicks — Indexed Searches — Indexed Spend



primeday

Impact
v. June Average

Searches

-1%

Clicks

+5%

CPCs

+3%

Summary

- Prime Day was June 21st – 22nd this year
- Spend 2yr CAGR (compound annual growth rate) was well above normal, however clicks were within the normal range of variance.
- Consumers do not increase searches for deals, discounts, or sales on Prime Day.
- Prime Day continues to be a brand heavy event, increasing both Amazon's and most other brands consumer interaction.

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