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.

Source: Microsoft Advertising, Internal Data of 2019 –2021
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.

Source: Microsoft Advertising, Internal Data of 2019 –2021
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)

Impact v. June Average

- Searches: -1%
- Clicks: +5%
- CPCs: +3%

Source: Microsoft Advertising, Internal Data of 2019 – 2021
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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