

LIVE WEBINAR ...

2024

prime day



GROCERY
GROCERY
GROCERY

deep dive



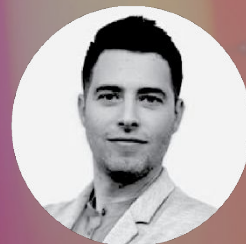
Tim Stocks
VP, Growth
Marketing

MARS UNITED.



Jordan Sagisi
Sr Dir.,
Ecommerce

MARS UNITED.



Kevin Weiss
VP, Retail
Media

skai

01

Highlights

- Tim Stocks



Prime Day Highlights by the Numbers

\$14.2B

Prime Day Sales

200M

Items Sold

11%

YoY Growth

Data from Marilyn			
	2024	2023	YoY Change
Sponsored Items (On Prime Day)	2,383,677	2,466,183	-3.3%
Items on Promotion	7,803,420	7,760,060	0.6%
Avg Discount	-20%	-17%	14.1%

*Sales data provided by Adobe Analytics

Beauty

.60%

YoY Growth in
Sponsored Items

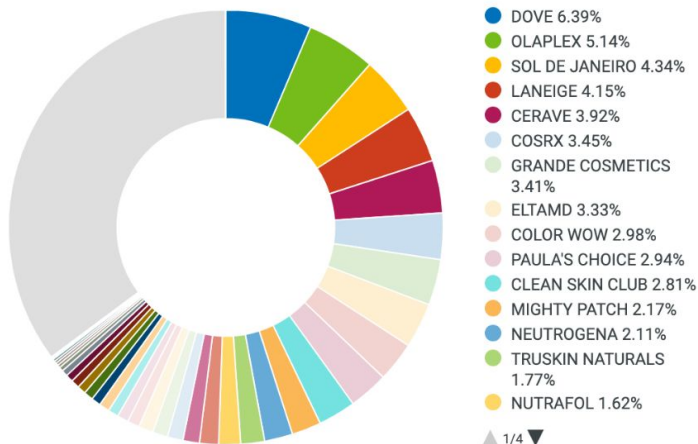
2.4%

YoY Growth in
Promo Items

12.9%

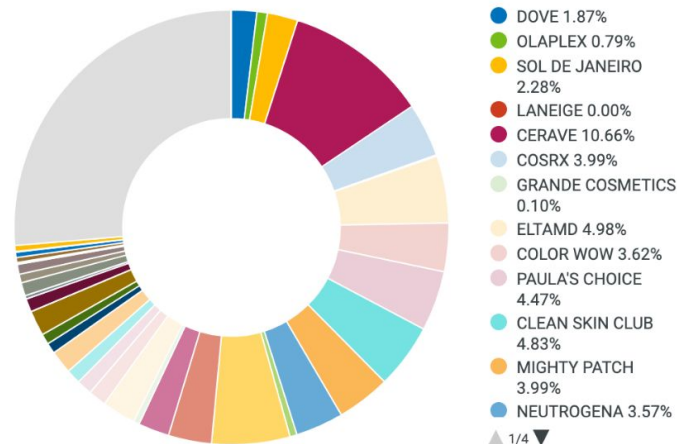
YoY Growth in
Discounts

Category Share of Sales by Brand During (Promo Period) ⓘ



▲ 1/4 ▼

Category Share of Sales by Brand During (Promo Comparison Perio...



▲ 1/4 ▼

Grocery & Gourmet Foods

18.3%

YoY Growth in
Sponsored Items

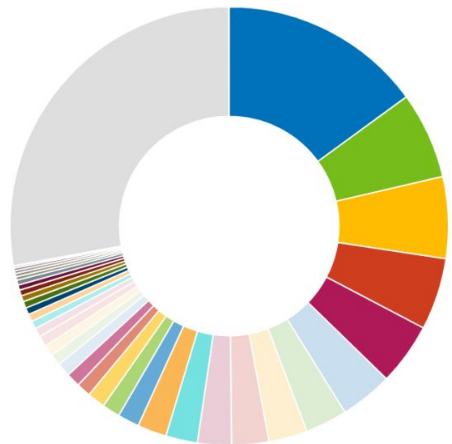
8.0%

YoY Growth in
Promo Items

52.5%

YoY Growth in
Discounts

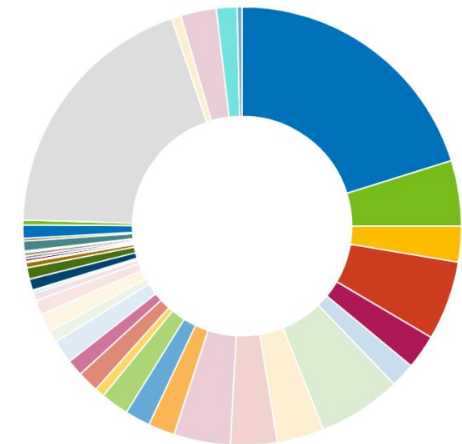
Category Share of Sales by Brand During (Promo Period) ⓘ



- NESPRESSO 14.97%
- CELSIUS 6.39%
- FRITO LAY 6.02%
- PREMIER PROTEIN 5.31%
- QUEST NUTRITION 4.59%
- POPPI 3.86%
- STARBUCKS 3.10%
- SOLIMO 2.85%
- SPARKLING ICE 2.73%
- CORE POWER 2.51%
- STARBUCKS&REG; 2.34%
- LAVAZZA 2.15%
- LIQUID DEATH 1.58%
- PEET'S COFFEE 1.34%
- VICTOR ALLEN'S COFFEE 1.32%

▲ 1/4 ▼

Category Share of Sales by Brand During (Promo Comparison Perio...



- NESPRESSO 20.17%
- CELSIUS 4.83%
- FRITO LAY 2.64%
- PREMIER PROTEIN 5.83%
- QUEST NUTRITION 2.53%
- POPPI 1.82%
- STARBUCKS 6.14%
- SOLIMO 3.47%
- SPARKLING ICE 3.43%
- CORE POWER 4.18%
- STARBUCKS&REG; 0.00%
- LAVAZZA 1.95%
- LIQUID DEATH 1.87%
- PEET'S COFFEE 2.07%

▲ 1/4 ▼

Health & Household

1.3%

YoY Growth in
Sponsored Items

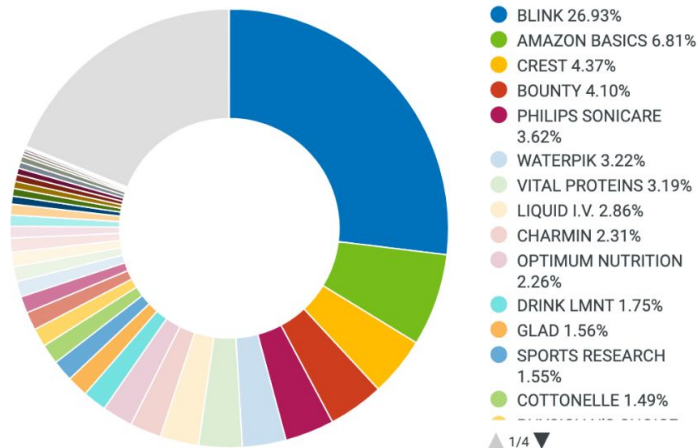
6.9%

YoY Growth in
Promo Items

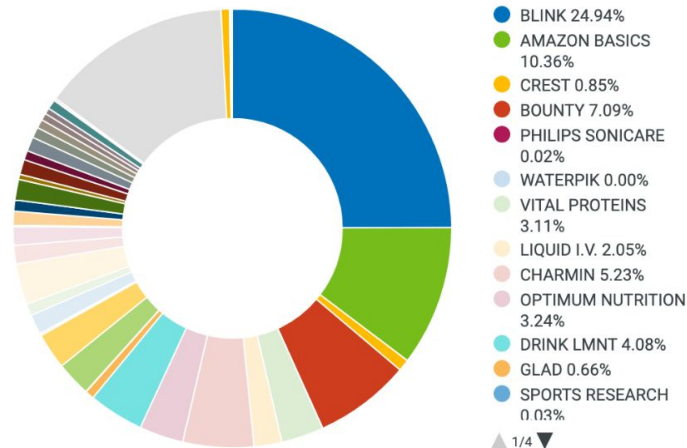
15.5%

YoY Growth in
Discounts

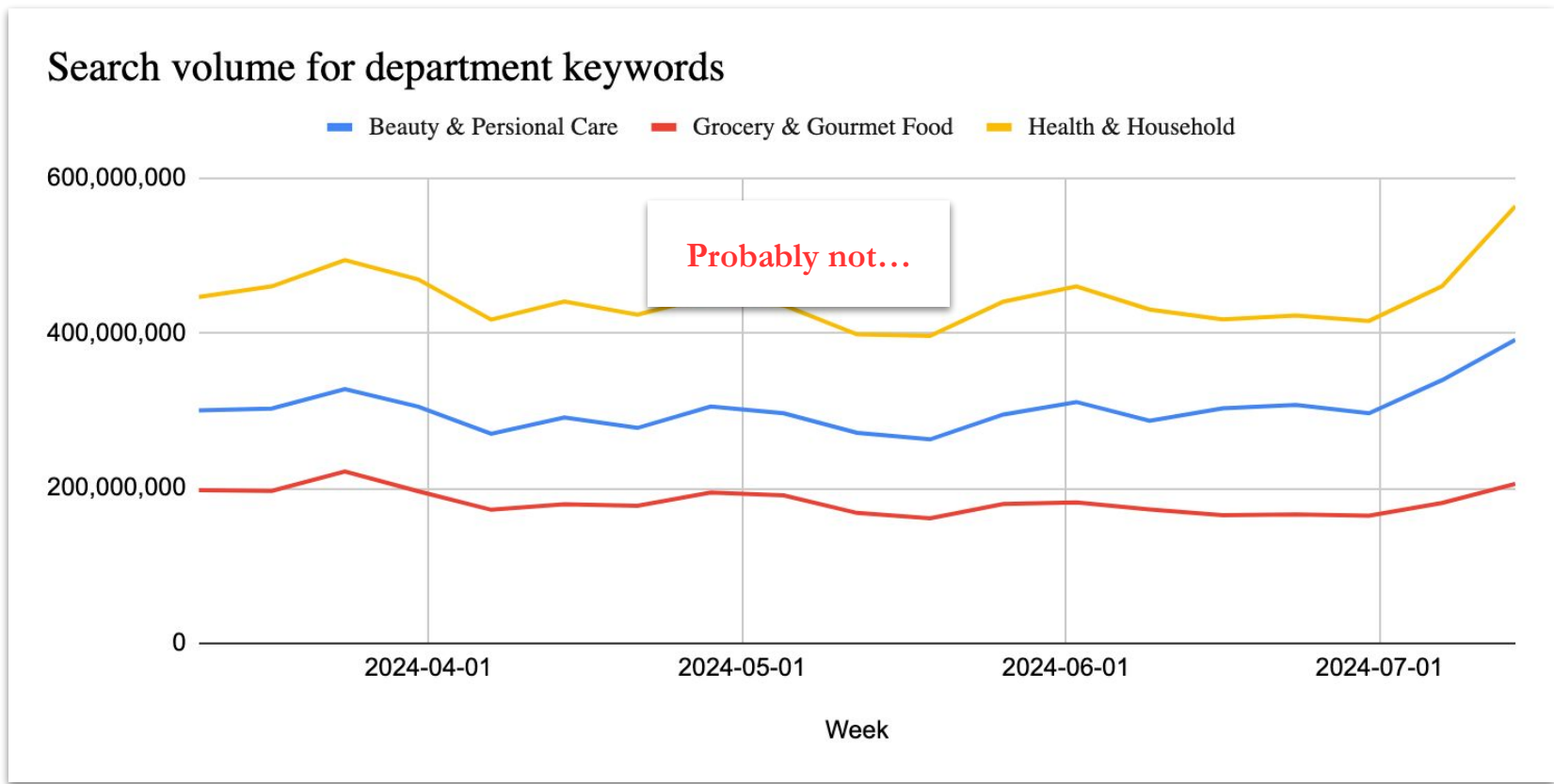
Category Share of Sales by Brand During (Promo Period) ⓘ



Category Share of Sales by Brand During (Promo Comparison Perioo...)

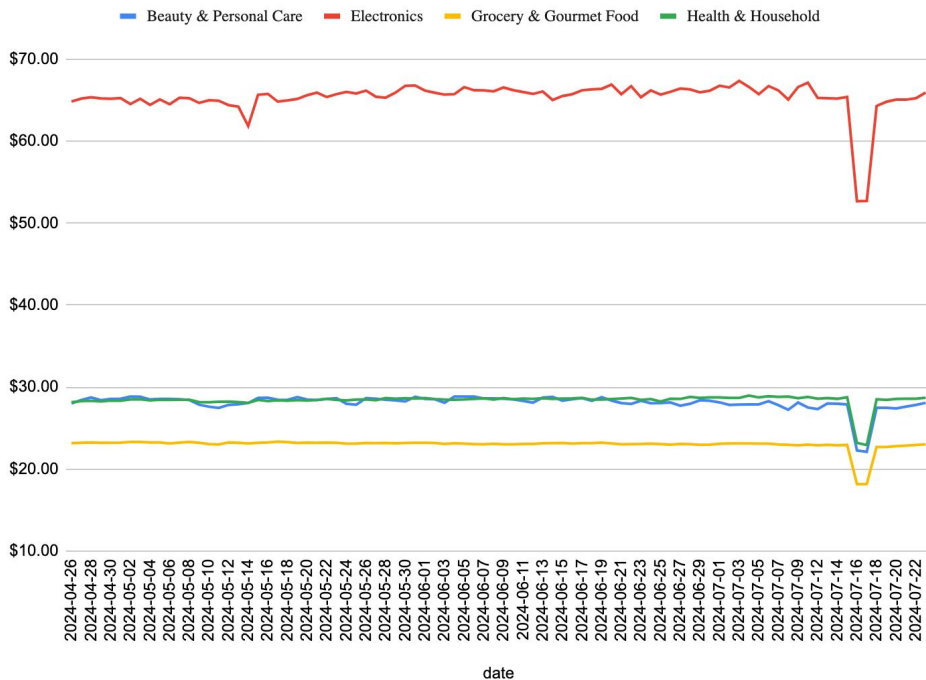


Did people wait to stock up on Prime Day?

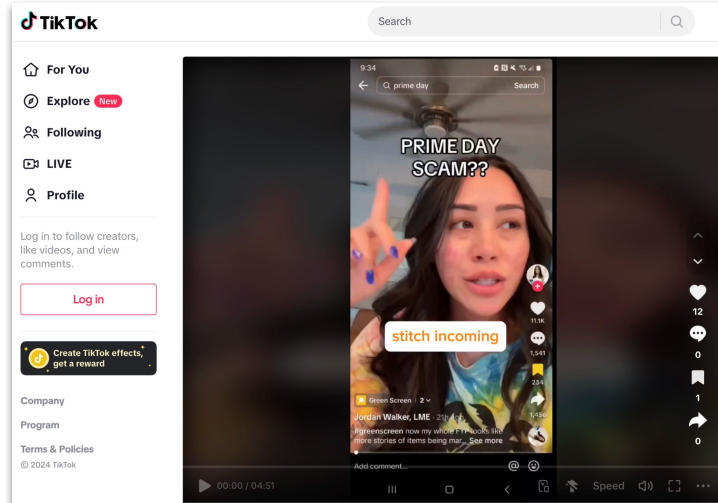


Did TikTok expose Prime Day discounts scams?

Avg Price (Items with Prime Day Promos)



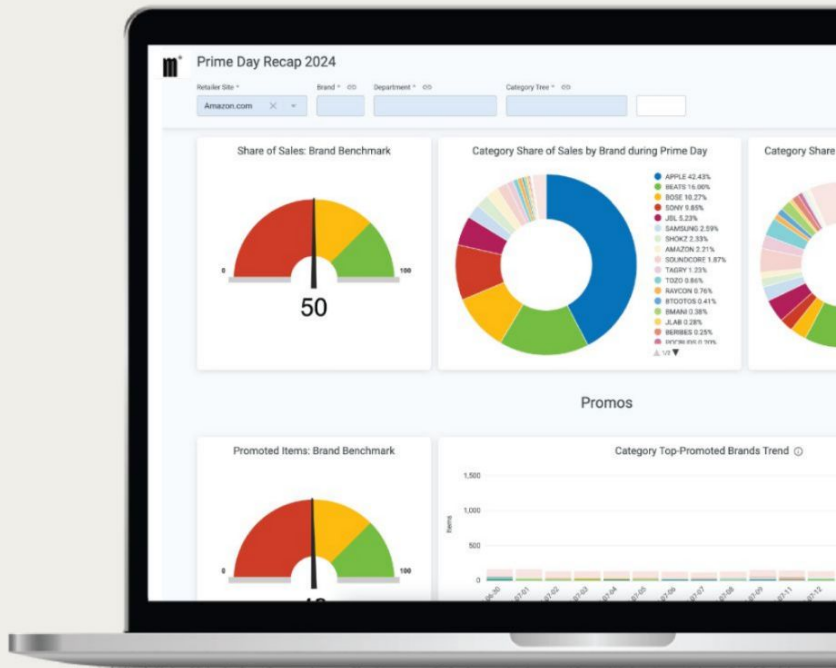
It's the exception,
not the norm...





PRIME DAY RECAP TOOL

HOW DID YOUR BRAND PERFORM?



Fun Facts

- Prime day was bigger and better than ever before
- Brands with everyday items are growing Prime Day investments
- Data shows consumers aren't waiting until Prime Day to stock up on everyday items
- Data shows brands selling everyday items aren't inflating prices before Prime Day to show deeper discounts

02

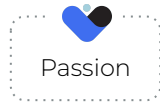
Retail Media Deep Dive

- Kevin Weiss

skai

Meet Skai (formerly Kenshoo)

Skai is guided by our core values and corporate culture



...with the scale to support enterprise growth

18+
years of experience

\$8bn+
annual client spend

600+
employees

9
international locations

50K
live integrations

100+
retailers & publishers

...integrated with world's largest publishers, retailers, RMNs and solution providers



...recognized as an industry leader, year after year

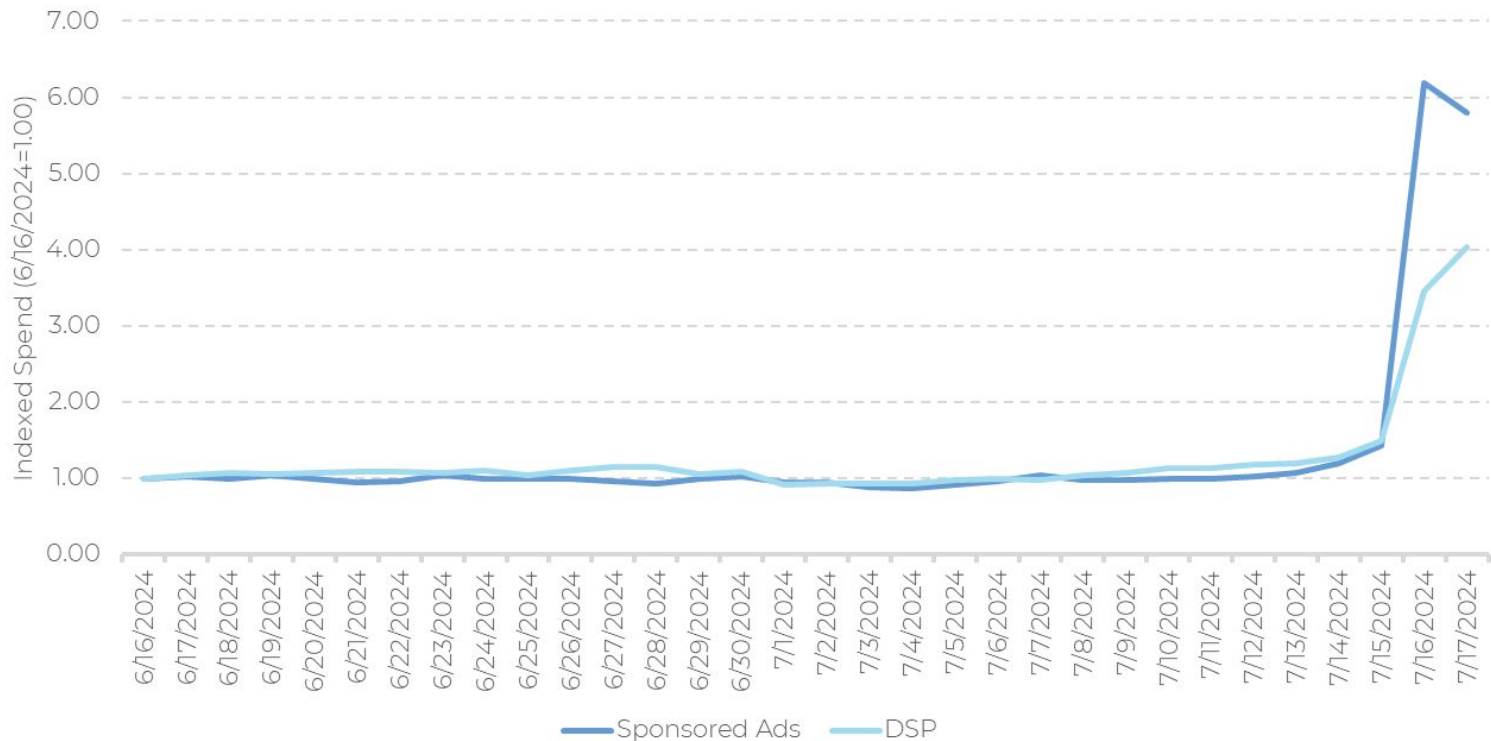


Methodology & Takeaways

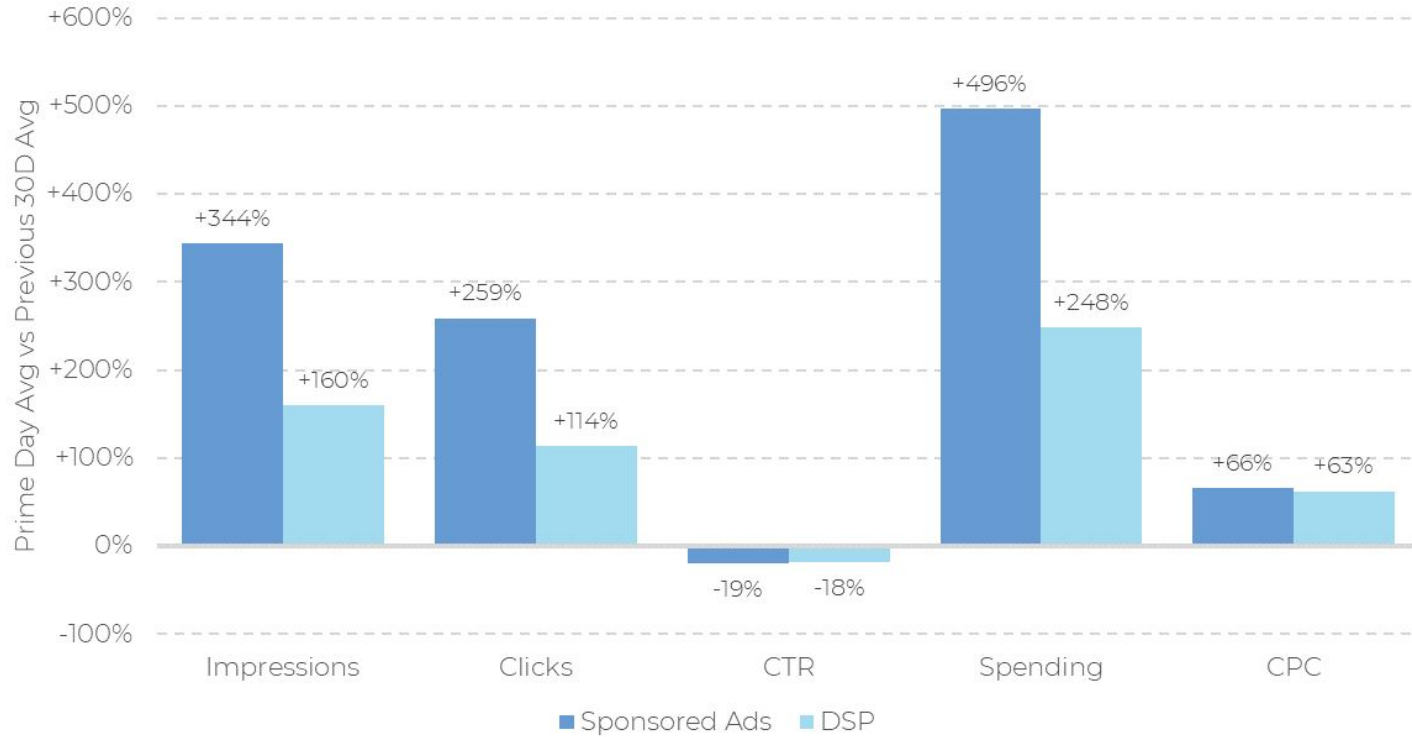
Methodology: Unless otherwise noted, the following short-term lift analysis looks at 32 days of performance across all Skai Amazon accounts globally from June 16, 2024, through July 17, 2024. Year-over-Year (YoY) analysis only includes accounts that spent on Sponsored ads every day of that 32-day period and every day from June 11, 2023, through July 12, 2023.



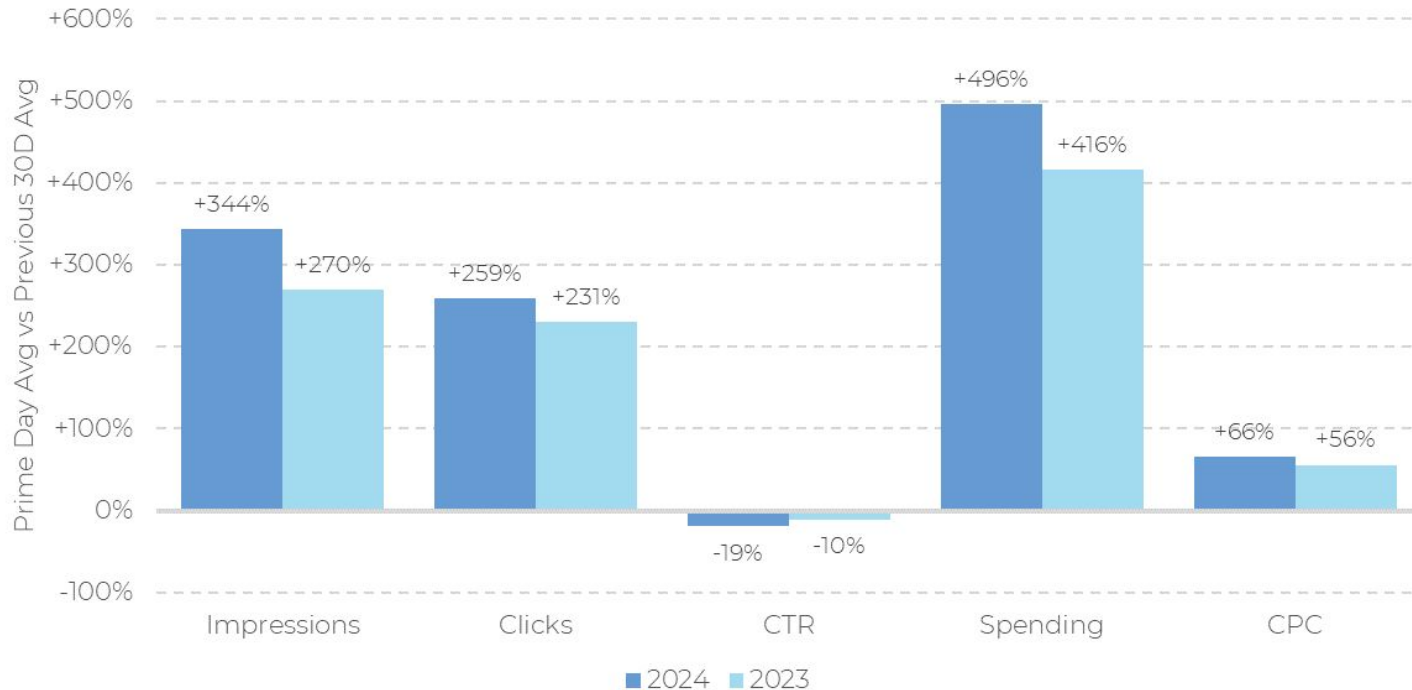
Prime Day 2024 :: Indexed Spend by Day :: Amazon



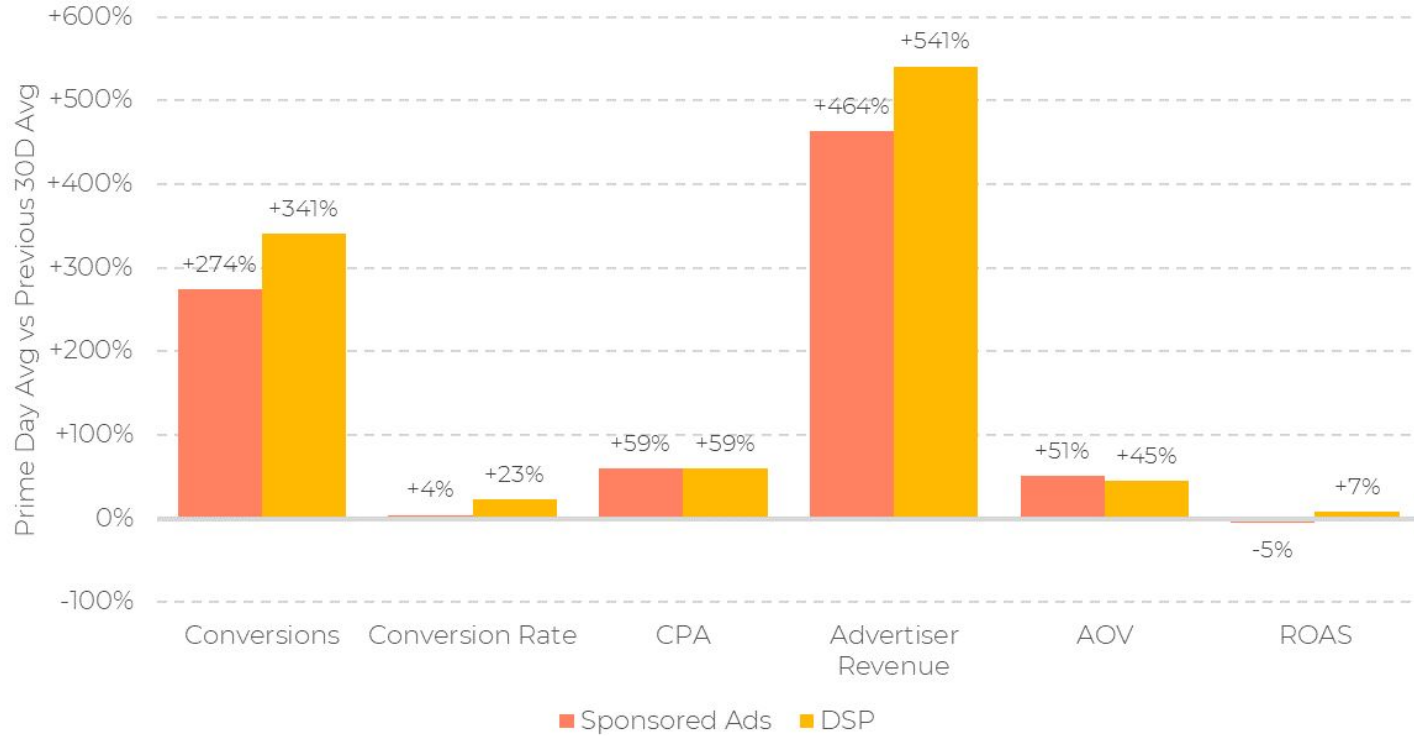
Prime Day Short-Term Lift :: Delivery Metrics



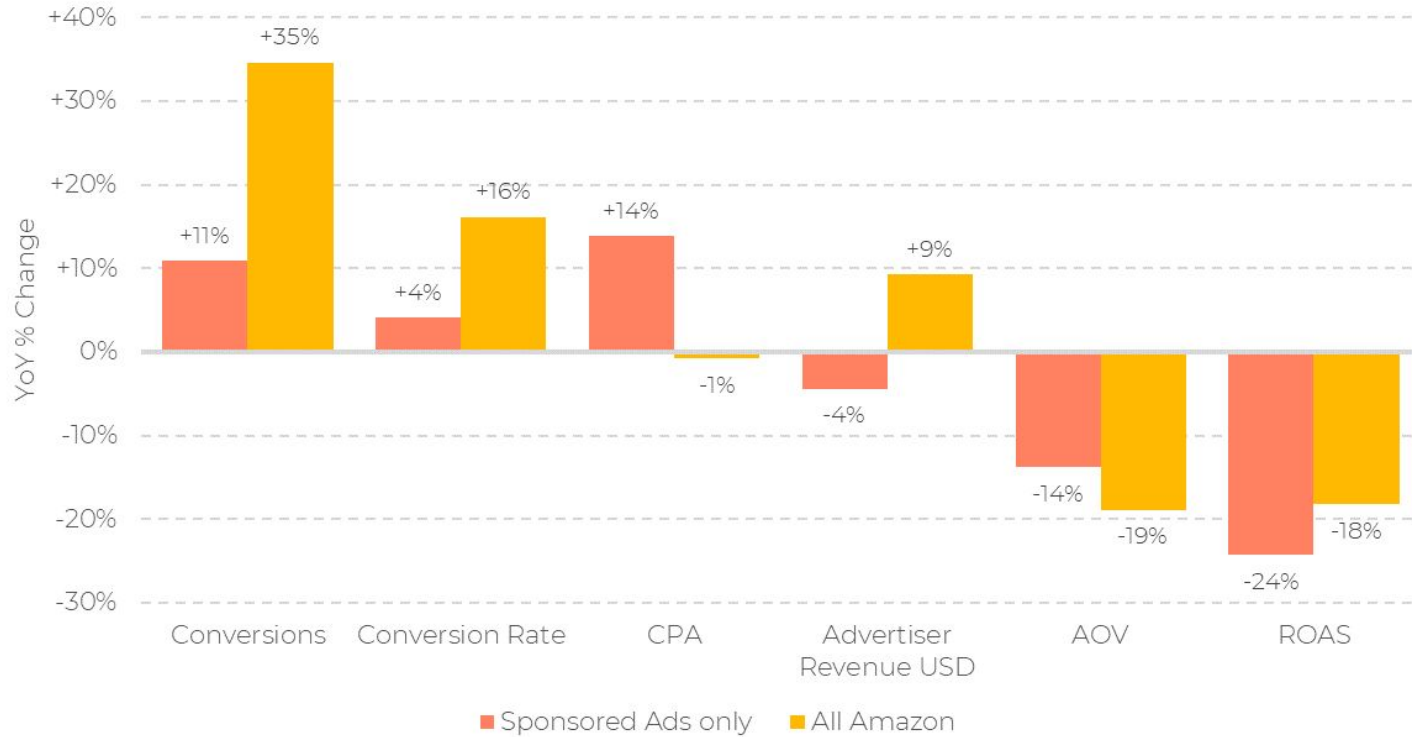
Prime Day Short-Term Lift :: Delivery Metrics :: 2024 vs 2023 Sponsored Ads only



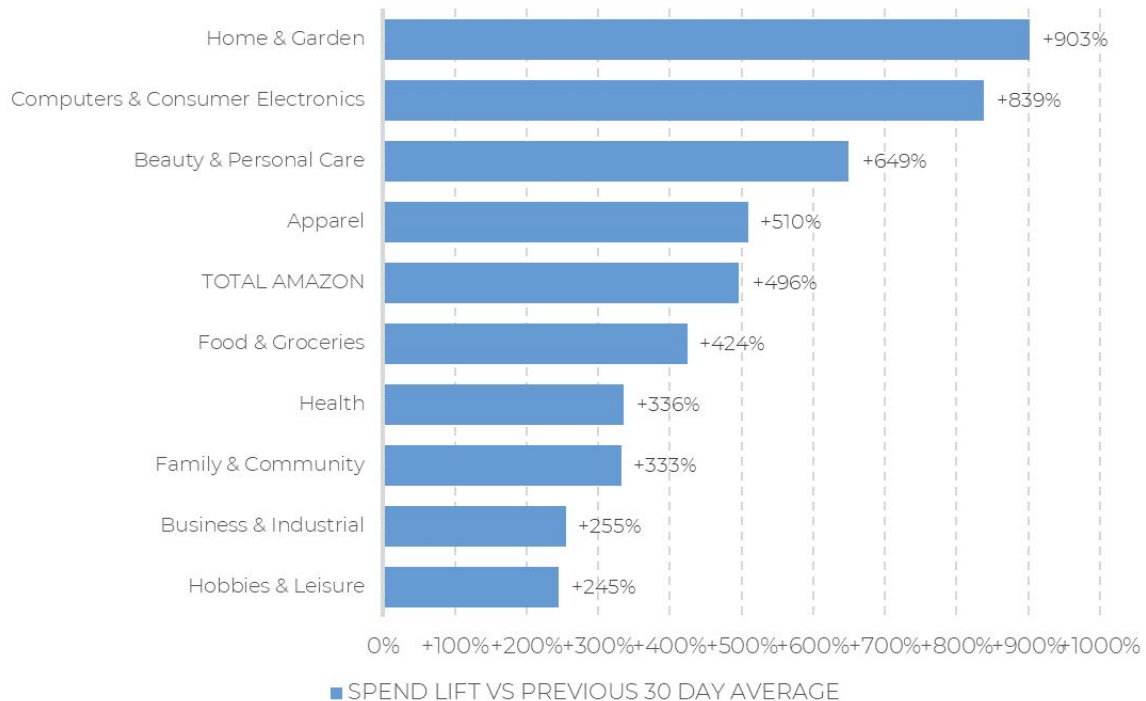
Prime Day Short-Term Lift :: Conversion Metrics



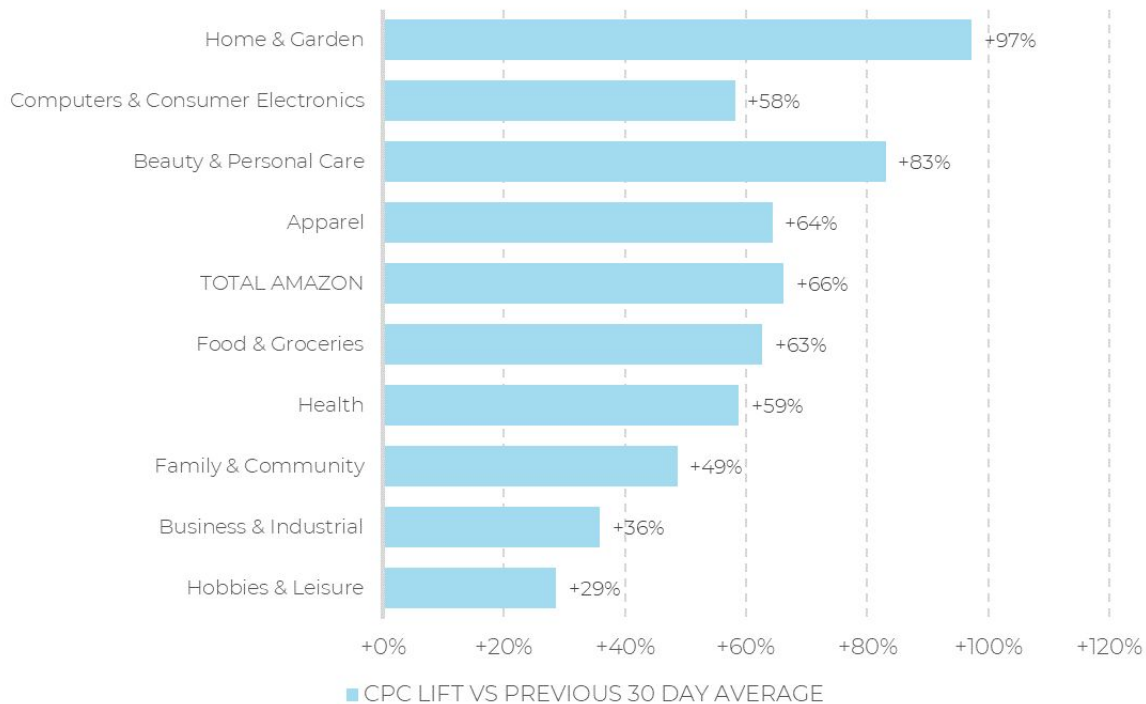
YoY Growth :: Conversion Metrics



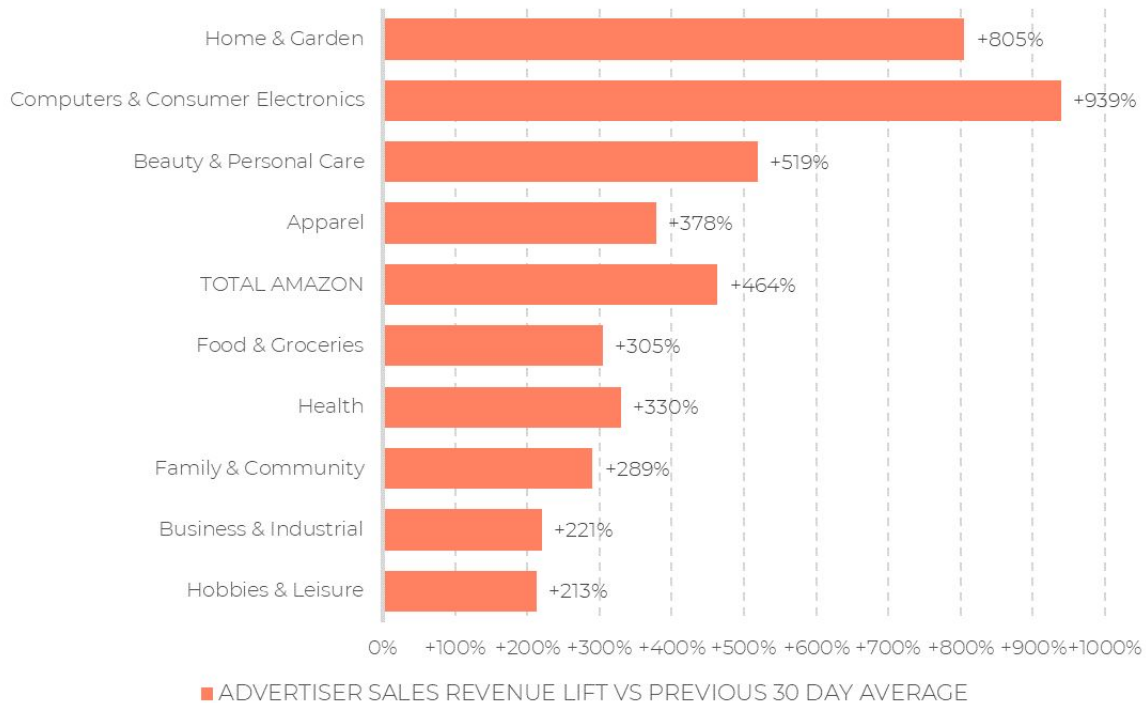
Short-Term Spend Lift by Category Sponsored Ads Only



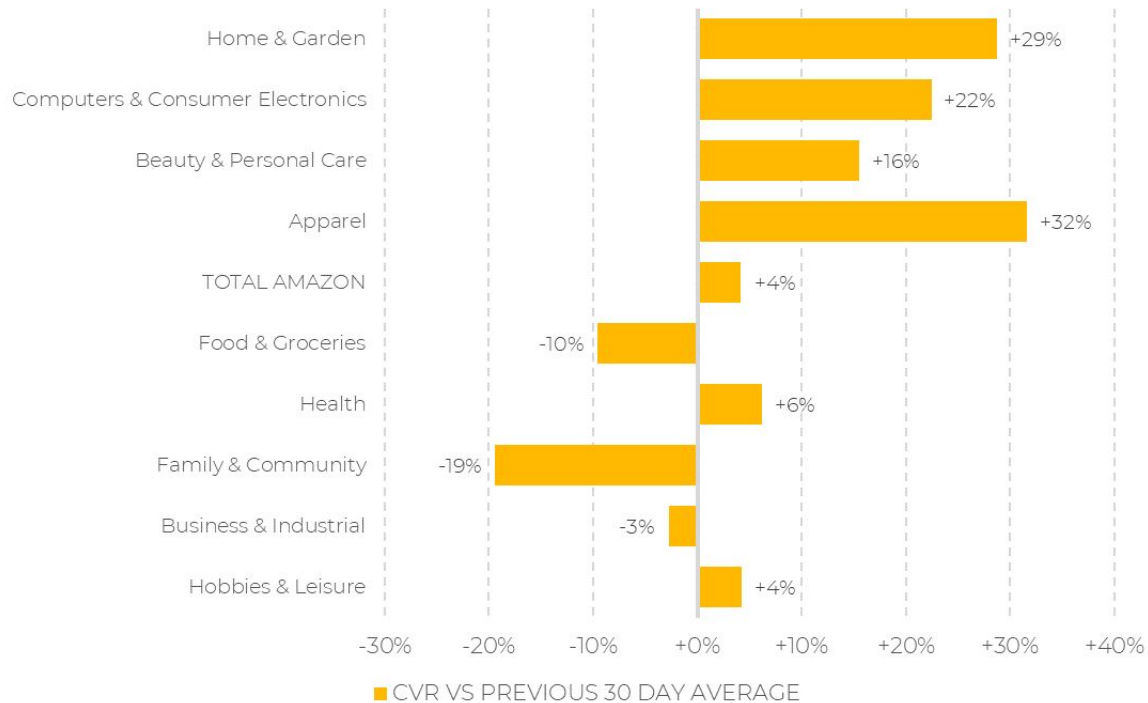
Short-Term CPC Lift by Category Sponsored Ads Only



Short-Term Advertiser Sales Revenue Lift by Category Sponsored Ads Only



Short-Term Conversion Rate Lift by Category Sponsored Ads Only



Prime Day 2024 :: Indexed Ad Volume by day/hour US Marketplace/USD only



Prime Day 2024 :: Average CPC by day/hour US Marketplace/USD only



Takeaways



- 1 Efficiency dipped slightly YoY** | While brands all appreciated the increased sales volume during Prime Day, retail media investments were generally less efficient year-over-year (YoY) as measured by conversion metrics like ROAS and CVR
- 2 Everyday categories results were mostly positive** | Every category had winners and losers, but brands in categories like Grocery, HPC and Household were less likely to win than brands in Home & Garden or Consumer Electronics
- 3 Intraday adjustments were vital** | The brands who had the most success used as much intraday data as possible, including Amazon Marketing Stream and custom built hourly scraping for near real-time interventions to execute their Prime Day strategies
- 4 Users love bulksheets?!** | The users who were responsible for managing Amazon Ads cited the ability to export bulksheets before the event and import them after the event as the biggest time saver, allowing them to revert settings
- 5 Real analysis will take more time** | Everyday categories like Grocery need more time to measure post-purchase results with help of AMC (NTB -> SnS, derivative LTV, etc)

SKAI RESEARCH CENTER

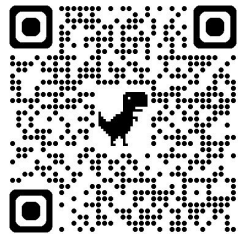
Welcome to your primary source for curated advertising benchmarks, in-depth quarterly trends analysis, valuable marketer insights and consumer research on some of the industry's hottest topics.

ADVERTISING TRENDS ^

MARKETER INSIGHTS

CONSUMER SURVEYS

CUSTOM RESEARCH



About Research @ Skai

<https://skai.io/skai-research-center/>

Prime Day 2024 Recap Available Now

Advertising Trends

Quarterly Trends
Monthly Snapshot

Consumer Surveys

Amazon ads
Walled gardens

Marketer Insights

State of Retail Media
Walled garden survey

Custom Research

Contact us for more
information

03

Shopper Observations

- Jordan Sagisi



A Prime Day for CPG

Shop Prime Day

Join Prime



Deals you might like in Home

34% off Prime Day Deal 25% off Prime Day Deal

26% off Prime Day Deal 30% off Prime Day Deal

See all deals

Grocery & Gourmet Food recommendations for you

20% off Prime Day Deal 25% off Prime Day Deal

30% off Prime Day Deal 17% off Prime Day Deal

See all deals

Deals to power through your day

20% off Prime Day Deal 15% off Prime Day Deal

35% off Prime Day Deal 15% off Prime Day Deal

See all deals

Deals you might like in Grocery & Gourmet Food

20% off Prime Day Deal 15% off Prime Day Deal

20% off Prime Day Deal 20% off Prime Day Deal

See all deals

Offsite

amazonfresh
Sponsored

Prime Day | July 16-17

Strawberries, 1 lb

\$1

[SHOP NOW](#)

Prime members only. While supplies last. Quantity limits apply.

sulwhasoo.us
Sponsored

Sulwhasoo

JULY 16 - JULY 17
prime day

SAVE UP TO 30%

[SHOP NOW](#)

Included with your Prime Membership.

amazonfresh
Sponsored

Prime Day | July 16-17

Ear of Sweet Corn

8/\$1

[SHOP NOW](#)

Prime members only. While supplies last. Quantity limits apply.

Onsite



Get Snacks & Sips Delivered > Snacks Delivered, Snacktime Conquered

[HOME](#)
[DRINKS](#)
[SNACKS](#)
[BREAKFAST & MEALS](#)
[SUBSCRIBE & SAVE](#)
[SNACKS DELIVERED, SNACKTIME CONQUERED](#)
[THE PERFECT DUOS DELIVERED](#)
[MORE](#)

Filter by **In stock**



30% off Prime Day Deal

[Subscribe & Save](#)

Frito Lay Fun Times Mix Variety Pack, (Pack of 40)

4.6 ★★★★★ 169,630

\$1570 (\$0.39/Count)

\$22.43 (30% off)

See buying options



20% off Prime Day Deal

[Subscribe & Save](#)

Quaker Instant Oatmeal Express Cups, 4 Flavor Variety Pack,...

4.6 ★★★★★ 8,466

\$1358 (\$1.93/Ounce)

\$16.98 (20% off)

See buying options



Frito-Lay Doritos Dinamita and Cheetos Spicy & Savory Snack...

4.6 ★★★★★ 103,448

Currently unavailable



15% off Prime Day Deal

[Subscribe & Save](#)

Life Breakfast Cereal, Cinnamon, 13oz Boxes (3 Pack)

4.8 ★★★★★ 5,058

\$732 (\$0.19/Ounce)

\$8.62 (15% off)

See buying options



32% off Prime Day Deal

[Subscribe & Save](#)

Lay's Potato Chips, Variety Pack, 1 Ounce (Pack of 40)

4.6 ★★★★★ 69,082

\$1491 (\$0.37/Ounce)

\$21.86 (32% off)

See buying options



Frito Lay Flamin' Ho...

★★★★★ 169,630

34% off

Prime Day Deal

\$14.91 ~~\$22.43~~

Shop now

Sponsored ⓘ

Promotions



LIMITED TIME OFFER

Buy Bronzing Drops, get a free Mini Holy Hydration! Face Cream

e.l.f. Bronzing Drops Prime Day Deal



e.l.f. SKIN Bronzing Drops,
Liquid Bronzer For Face &...

\$12⁰⁰

Save \$1.20 with coupon ▾

Add to Cart



e.l.f. SKIN Bronzing Drops,
Liquid Bronzer For Face &...

\$12⁰⁰

Save \$1.20 with coupon ▾

Add to Cart



e.l.f. SKIN Bronzing Drops,
Liquid Bronzer For Face &...

\$12⁰⁰

Save \$1.20 with coupon ▾

Add to Cart



e.l.f. SKIN Mini Holy
Hydration! Face Cream, Mo...

\$5⁰⁰

Add to Cart

Promotions



Subscribe & Save

Pampers Free & Gentle 100% Plant-Based Fragrance Free...
4.5 ★★★★★ 43
\$34⁹⁷ (\$3.74/100 Count)
Save \$3 with coupon
prime
Get it by Monday, July 22



Subscribe & Save

Pampers Aqua Pure Sensitive Baby Wipes, 99% Water, ...
4.7 ★★★★★ 199
\$44⁹⁷ (\$5.02/100 Count)
Save \$5 with coupon
Get it by Monday, July 22



Subscribe & Save

Pampers Sensitive Baby Wipes, Water Based, Hypoallergenic...
4.8 ★★★★★ 209
\$44⁹⁹ (\$3.35/100 Count)
Save \$5 with coupon
Get it by Monday, July 22



Best Seller

Subscribe & Save

Pampers Swaddlers Diapers - Size 1, One Month Supply (198...
4.8 ★★★★★ 121,878
\$55⁹⁴ (\$0.28/Count)
Save \$3 with coupon
Get it by Monday, July 22



Best Seller

Subscribe & Save

Pampers Swaddlers Diapers - Size 2, One Month Supply (186...
4.8 ★★★★★ 121,878
\$55⁹⁴ (\$0.30/Count)
Save \$3 with coupon
Get it by Monday, July 22

**Buy \$90,
Get \$30 Amazon.com Credit**

Pampers diapers, wipes, and training pants

Enter promo code "BABYPRIMEDAY" at checkout

DIAPERS



WIPES



TRAINING PANTS



YOUTH PANTS



@2024

Terms and
Conditions Apply

Shopper Recap

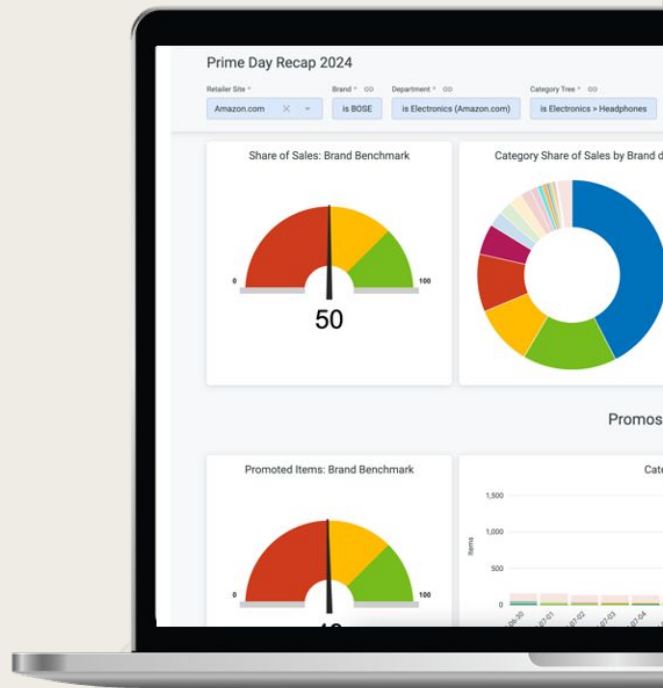
- We are seeing the rising prominence of lower-priced, everyday consumer packaged goods dominating Prime Day baskets and marketing
- Off-Amazon media may be something to consider for brands who are trying to cut through the clutter
- Seller promotions are evolving (buy get, discount codes, Amazon Rewarded Ads)



HOW DID YOUR BRAND PERFORM?

PRIME DAY AUDIT

Let the experts at Mars
United show you how your
brand performed against the
competition on Prime Day.



QUESTIONS?

THANK YOU

THANK YOU

THANK YOU