

# 2022 Cyber 5 Multi-Retailer Recap

amazon Walmart ✨

- Report covers major departments across Amazon and Walmart, including data on department visibility, sales, promotions, sponsored search, & in-department brand visibility

**THEMARSAGENCY**<sup>®</sup>

 ANALYTIC  
INDEX



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# Report Definitions

## **Department Visibility**

The portion of visibility (proxy for impressions) of each department over Black Friday

## **Top Brands by Share of Sales**

Estimates share of sales in the department by brand

## **Top-Promoted Brands**

The brands with the most items on promotion in the category

## **Discounts for Most Visible Items**

The most prevalent items during the Cyber 5 event with their associated discounts

## **Top-Sponsored Brands**

The top brands by share of observed advertisements

## **Most Visible Brands**

The brands with the most visibility (similar to impressions)

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Multi-Retailer Analysis

# Department Visibility

# ● ● ● Department Visibility | Amazon 2021 vs 2022



Department	Share of 2021 Visibility	Share of 2022 Visibility	% Change in Search Visibility	% Change in Share
Home & Kitchen	22%	23%	17%	4%
Clothing, Shoes & Jewelry	18%	18%	11%	-1%
Electronics	11%	10%	5%	-7%
Toys & Games	9%	9%	6%	-6%
Sports & Outdoors	7%	7%	4%	-7%
Health & Household	6%	6%	17%	4%
Beauty & Personal Care	5%	6%	38%	22%
Tools & Home Improvement	5%	5%	5%	-7%
Grocery & Gourmet Food	3%	3%	34%	19%
Industrial & Scientific	3%	3%	10%	-2%
Office Products	2%	2%	13%	0%
Patio, Lawn & Garden	2%	2%	4%	-7%
Pet Supplies	2%	2%	17%	3%
Baby	1%	1%	18%	5%
Arts, Crafts & Sewing	2%	1%	0%	-11%
Automotive	1%	1%	21%	8%
Video Games	1%	1%	5%	-6%

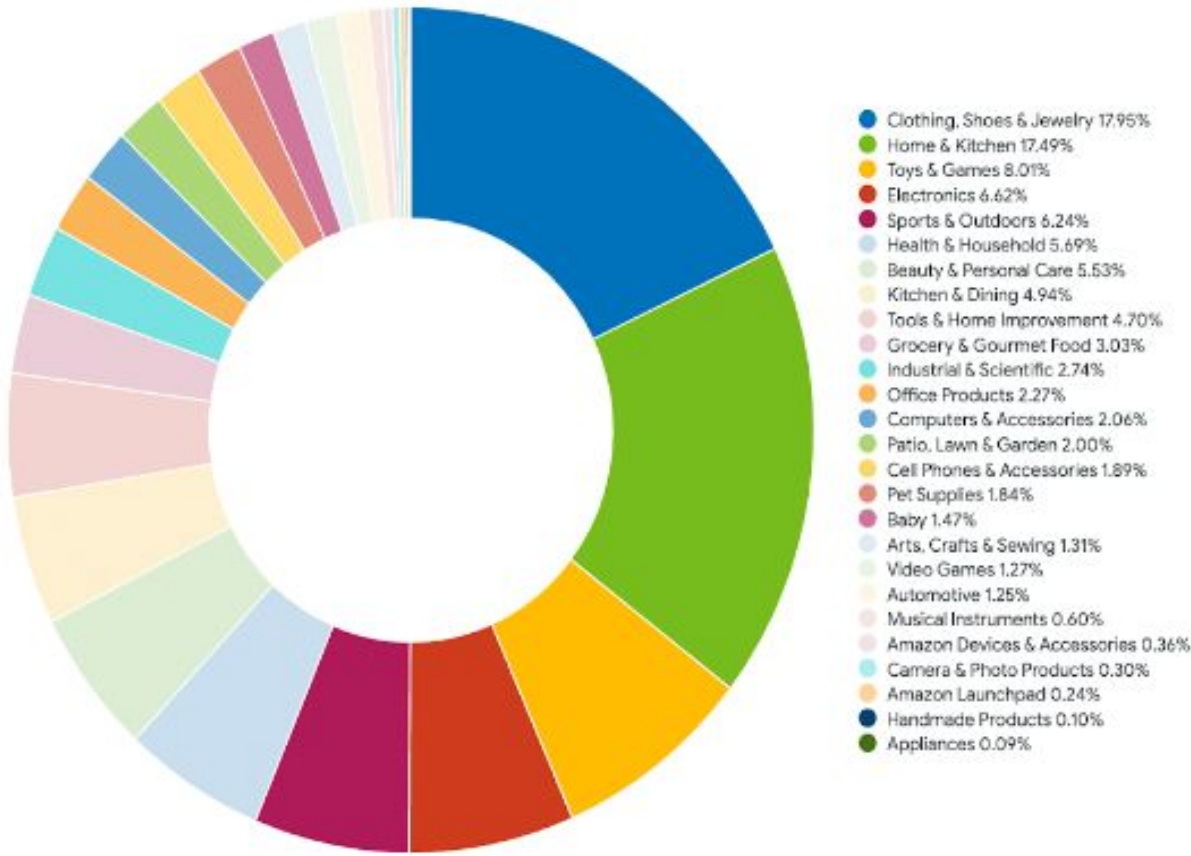
# ● ● ● Department Visibility | Walmart 2021 vs 2022



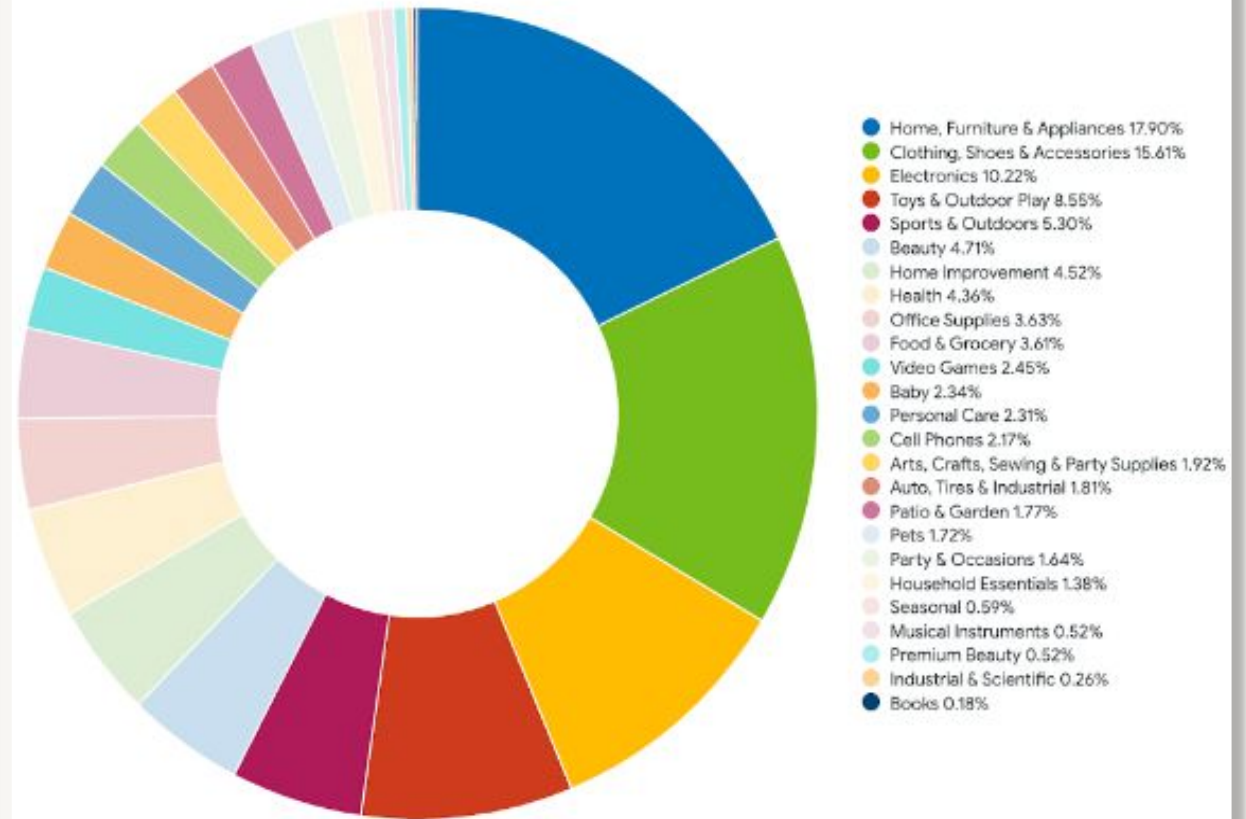
Department	Share of 2021 Visibility	Share of 2022 Visibility	% Change in Search Visibility	% Change in Share
Home, Furniture & Appliances	18%	18%	11%	0%
Clothing, Shoes & Accessories	15%	16%	18%	7%
Electronics	13%	13%	8%	-2%
Toys & Outdoor Play	9%	9%	8%	-2%
Health & Personal Care	7%	7%	8%	-2%
Sports & Outdoors	5%	5%	10%	0%
Beauty	5%	5%	22%	10%
Home Improvement	5%	5%	6%	-4%
Office Supplies	4%	4%	6%	-4%
Food & Grocery	3%	4%	18%	7%
Arts, Crafts, Sewing & Party Supplies	4%	4%	-2%	-11%
Video Games	3%	2%	5%	-5%
Baby	2%	2%	11%	1%
Auto, Tires & Industrial	2%	2%	12%	1%
Patio & Garden	2%	2%	1%	-8%
Pets	2%	2%	13%	2%
Household Essentials	1%	1%	7%	-3%
Industrial & Scientific	0%	0%	-21%	-28%

# ● ● ● Department Visibility | 2022 Side-by-Side Comparison

amazon



Walmart





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Multi-Retailer Analysis

# Arts & Crafts



# ● ● ● Arts & Crafts | Top Brands by Share of Sales



# ● ● ● Arts & Crafts | Top-Promoted Brands



	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
HTVRONT ...	489	444 ...	458...	2 ...	29 ...
ARTEZA ...	372	308 ...	343 ...	3 ...	24 ...
CRICUT ...	276	92 ...	82 ...	183 ...	50 ...
CAYDO ...	166	142 ...	150 ...	24 ...	∅
LET'S RESIN ...	129	107 ...	119 ...	3 ...	∅
PH PANDAHALL ...	129	32 ...	36 ...	80 ...	∅
LUXJA ...	121	82 ...	89 ...	29 ...	∅
PLIEAY ...	120	99 ...	115 ...	5 ...	∅
SHUTTLE ART ...	113	109 ...	111 ...	∅	3 ...
EYE CANDY ...	111	∅	∅	111 ...	∅
EUTENGAO ...	93	82 ...	85 ...	2 ...	∅
NEW BROTHREAD ...	88	84 ...	82 ...	∅	1 ...
HYING ...	87	65 ...	67 ...	∅	1 ...
NICPRO ...	85	74 ...	79 ...	10 ...	∅
TECKWRAP ...	80	59 ...	70 ...	∅	∅
WILLBOND ...	79	14 ...	19 ...	58 ...	∅



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
SINGER ...	35	1 ...	1 ...	33...
CRICUT ...	33	8 ...	10 ...	21 ...
BERNAT ...	31	2 ...	1 ...	29 ...
COLORBK ...	29	∅	∅	29 ...
CRAYOLA ...	25	1 ...	1 ...	24 ...
DECOART ...	10	∅	∅	10 ...
DAVID TEXTILES, INC. ...	9	∅	∅	9 ...
THE PIONEER WOMAN ...	9	∅	∅	9 ...
SHARPIE ...	7	1 ...	1 ...	6 ...
SISER ...	7	∅	∅	7 ...
WESTCOTT ...	7	∅	∅	7 ...
FISKARS ...	6	∅	∅	6 ...
LION BRAND ...	6	∅	∅	6 ...
MAINSTAYS ...	6	∅	∅	6 ...

# ● ● ● Arts & Crafts | Discounts on Most Visible Items

**amazon**

Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
B096Z5MCHJ ...	Flat Clay Beads for Jewelry Bracelet Making Kit,6mm 20 Colors Flat Polymer Heishi Beads DIY Arts and Cr	KLMARS ...	3,203,461	\$15.99	9.8%
B08CLVVJ8C ...	Marbling Paint Art Kit for Kids - Arts and Crafts for Girls & Boys Ages 6-12 - Craft Kits Art Set - Best Tween	DAN&DARCI ...	2,700,810	\$11.99	30.6%
B00TF7ZZM2 ...	WikkiStix Sensory Fidget Toy, Arts and Crafts for Kids, Non-Toxic, Waxed Yarn, 6 inch, Reusable Molding an	WIKKISTIX ...	2,284,382	\$5.60	23.5%
B0772XSNXY ...	iBayam Journal Planner Pens Colored Pens Fine Point Markers Fine Tip Drawing Pens Porous Fineliner Pen	IBAYAM ...	2,247,890	\$6.39	16.2%
B07M6CDS77 ...	Charm Bracelet Making Kit, Jewelry Making Supplies Mermaid Unicorn Gifts for Teen Girls Crafts for Girls /	MONOCHEF ...	2,226,518	\$14.39	28.7%
B08GKZX76K ...	Gem Art, Kids Diamond Painting Kit - Big 5D Gems - Arts and Crafts for Kids, Girls and Boys Ages 6-12 - Ge	DAN&DARCI ...	2,217,036	\$11.99	20.0%
B01E4LWBLQ ...	Luna Bean Hand Casting Kit Couples - Plaster Hand Mold Casting Kit, Anniversary Gift for Couple, DIY Gifts	LUNA BEAN ...	1,672,069	\$26.00	29.1%
B08BNNV3JY ...	Caliart Acrylic Paint Set With 12 Brushes, 24 Colors (59ml, 2oz) Art Craft Paints for Artists Kids Students B	CALIART ...	1,605,738	\$21.99	11.8%
B088K3FQ7W ...	ARTDOT Diamond Painting Storage Containers, 60 Slots Diamond Painting Accessories Shockproof Jars f	ARTDOT ...	1,492,336	\$15.99	18.8%
B07G4V5PGJ ...	Cricut EasyPress 2 Heat Press Machine (9 in x 9 in), Ideal for T-Shirts, Tote Bags, Pillows, Aprons & More, P	CRICUT ...	1,395,775	\$99.00	3.2%
B092RFHRVW ...	Dylan & Rylie Hand Casting Kit Couples - Plaster Hand Mold Casting Kit, DIY Kits for Adults and Kids, Wedd	DYLAN & RYLIE ...	1,387,682	\$27.73	25.0%
B09WY3Z6C8 ...	TINY FUN 12 Pack Diamond Painting Kits for Adults 5D Diamond Art Kit for Beginners, DIY Paint with Roun	TINY FUN ...	1,367,795	\$23.79	10.4%
B0B5TR8Y3M ...	TORRAS Shockproof Designed for iPhone 14 Pro Case, [Military-Grade Drop Tested] Translucent Matte Har	TORRAS ...	1,330,251	\$15.99	20.0%
B08JCD4PS6 ...	Art Supplies, iBayam 150-Pack Deluxe Wooden Art Set Crafts Drawing Painting Kit with 1 Coloring Book, 2	IBAYAM ...	1,327,347	\$30.31	13.2%
B09G2979JS ...	Gionlion 6000 Pcs Clay Beads for Bracelet Making, 24 Colors Flat Round Polymer Clay Beads 6mm Spacer	GIONLION ...	1,269,728	\$13.11	18.0%
B07Z86PHP8 ...	Posca Full Set of 8 Acrylic Paint Pens with Reversible Medium Point Pen Tips, Posca Pens are Acrylic Pain	POSCA ...	1,245,166	\$15.01	25.1%
B0B81QSZ7J ...	276 PCS Art Supplies Drawing Art Kit for Kids Adults Set with Double Sided Trifold Easel Box with Oil Paste	COLOMERA ARTS ...	1,240,621	\$19.99	14.5%
B09MCJVML7 ...	Aechy Colored Curve Pens for Note Taking, Dual Tip Markers with 5 Different Curve Shapes & 8 Colors Fine	AECHY ...	1,226,754	\$12.99	27.8%

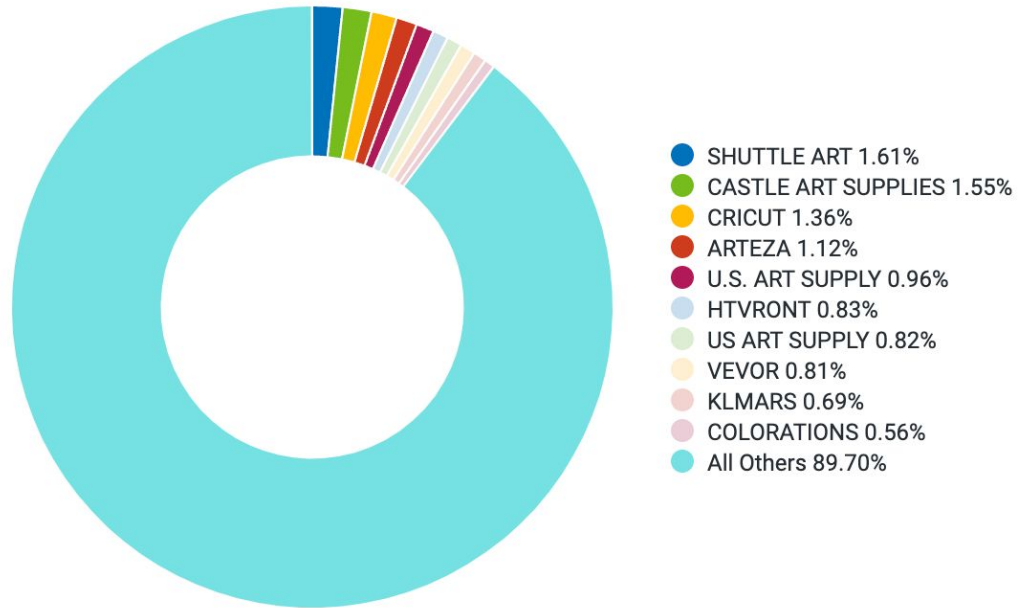
# ● ● ● Arts & Crafts | Discounts on Most Visible Items

**Walmart** 

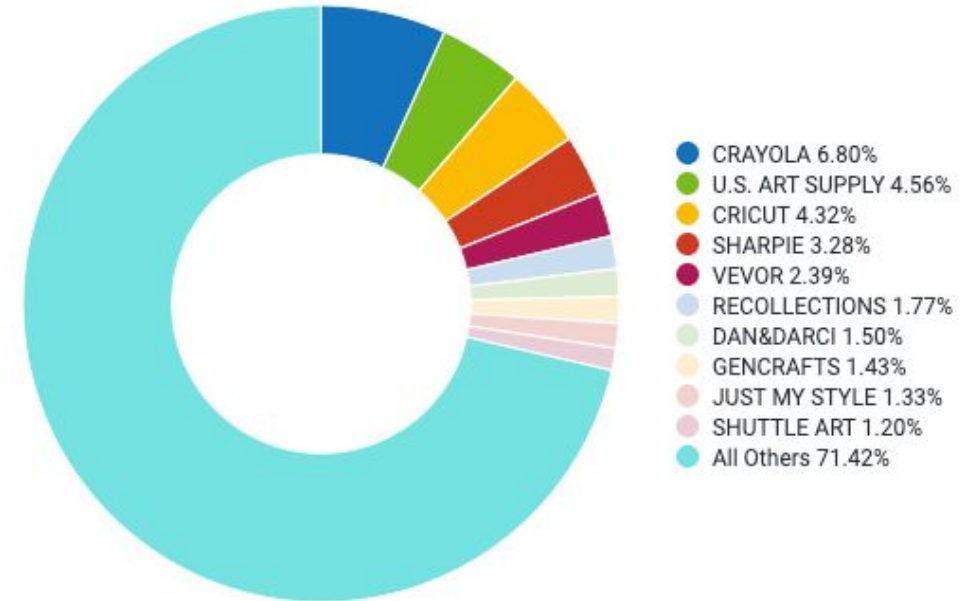
Item ID	Title	Brand	Search Visibili Score	Best Promo Price	% Discount
147310269 ...	70pcs 5D Diamonds Painting Tools and Accessories Kits, EEEkit DIY Diamond Cross Stitch Kits with	EEEKIT ...	1,918,513	\$9.99	10.1%
605954177 ...	Branch Lights 30" 20LED Lighted Branches Battery Operated Warm White Led Twigs Lighted Willow E	PRETTY COMY ...	1,895,705	\$6.49	15.6%
35434869 ...	Crayola Ultra-Clean Washable Broad Line Markers, School Supplies, Stocking Stuffers, 10 Count ...	CRAYOLA ...	1,864,862	\$2.47	38.8%
622343372 ...	Nespresso Vertuo Plus Coffee and Espresso Maker by De'Longhi, Black ...	NESPRESSO ...	1,851,283	\$118.00	28.5%
509957551 ...	AGLUCKY Countertop Ice Maker, Makes 26 lbs of Ice in 24 Hours ...	AGLUCKY ...	1,678,340	\$87.00	8.5%
604632680 ...	Keurig K-Compact Single-Serve K-Cup Pod Coffee Maker, Moonlight Grey ...	KEURIG ...	1,473,761	\$49.00	44.9%
1596266258 ...	Seckton Arts and Crafts for Kids Ages 6-12, 3 Pack 3D String Art Kit for Girls,Christmas Birthday Gift	SECKTON ...	1,344,167	\$16.99	8.9%
823638324 ...	Crayola Christmas Countdown Advent Calendar, Holiday Gifts For Kids ...	CRAYOLA ...	1,261,095	\$21.97	4.7%
507936392 ...	Hommoor DIY 5D Diamond Painting Kit, Abstract Art Full Drill Diamond Painting by Number Kits Rhine	TOPCOBE ...	1,152,791	\$11.98	9.9%
332109432 ...	Cricut Maker 3 Machine Smart Vinyl & Tools Bundle ...	CRAFT-E-CORNER ...	1,081,686	\$449.99	1.2%
458948574 ...	Cuisinart Coffee Center™ 12 Cup Coffeemaker & Single-Serve Brewer ...	CUISINART ...	1,057,480	\$99.00	30.5%
888389265 ...	BIC BodyMark Temporary Tattoo Art Markers ...	BIC ...	981,407	\$23.59	5.3%
900102358 ...	Dan&Darci Soap Making Kit for Kids - Kids Crafts Science Project Toys - Gifts for Girls and Boys Ages	DAN&DARCI ...	953,070	\$14.99	21.0%
548036788 ...	VEVOR 5 in 1 Heat Press Heat Press Machine Digital Multifunctional Sublimation T-Shirt Heat Press I	VEVOR ...	908,374	\$159.99	6.0%
16904604 ...	Crayola Broad Line Markers, 10 Count, Back to School Supplies, Beginner Child ...	CRAYOLA ...	899,076	\$0.97	60.9%
17094365 ...	Cra-Z-Art Colored Pencils, 12 Count, Beginner Ages 4 and up ...	CRA-Z-ART ...	886,619	\$0.75	61.9%

# ● ● ● Arts & Crafts | Top-Sponsored Brands

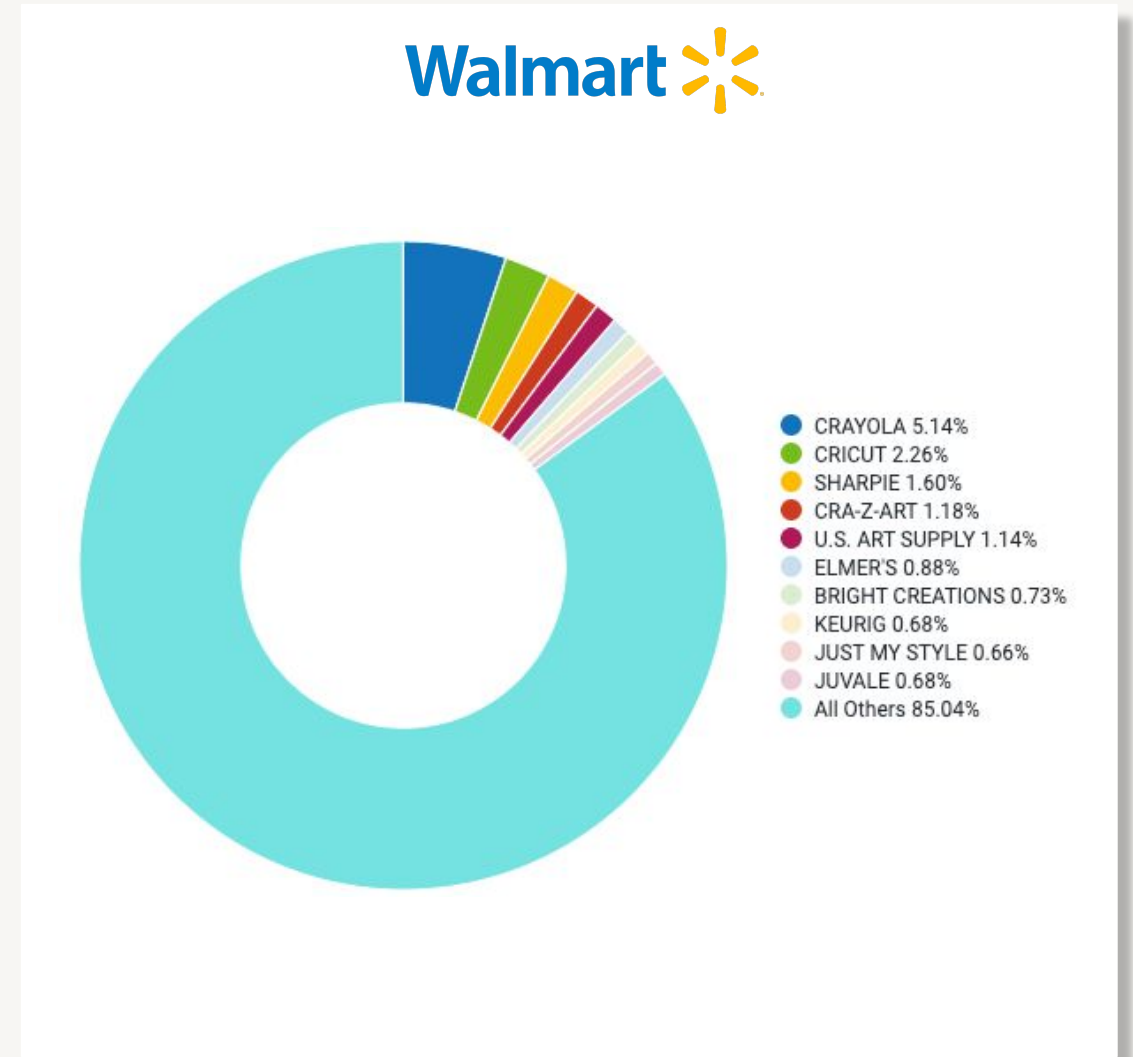
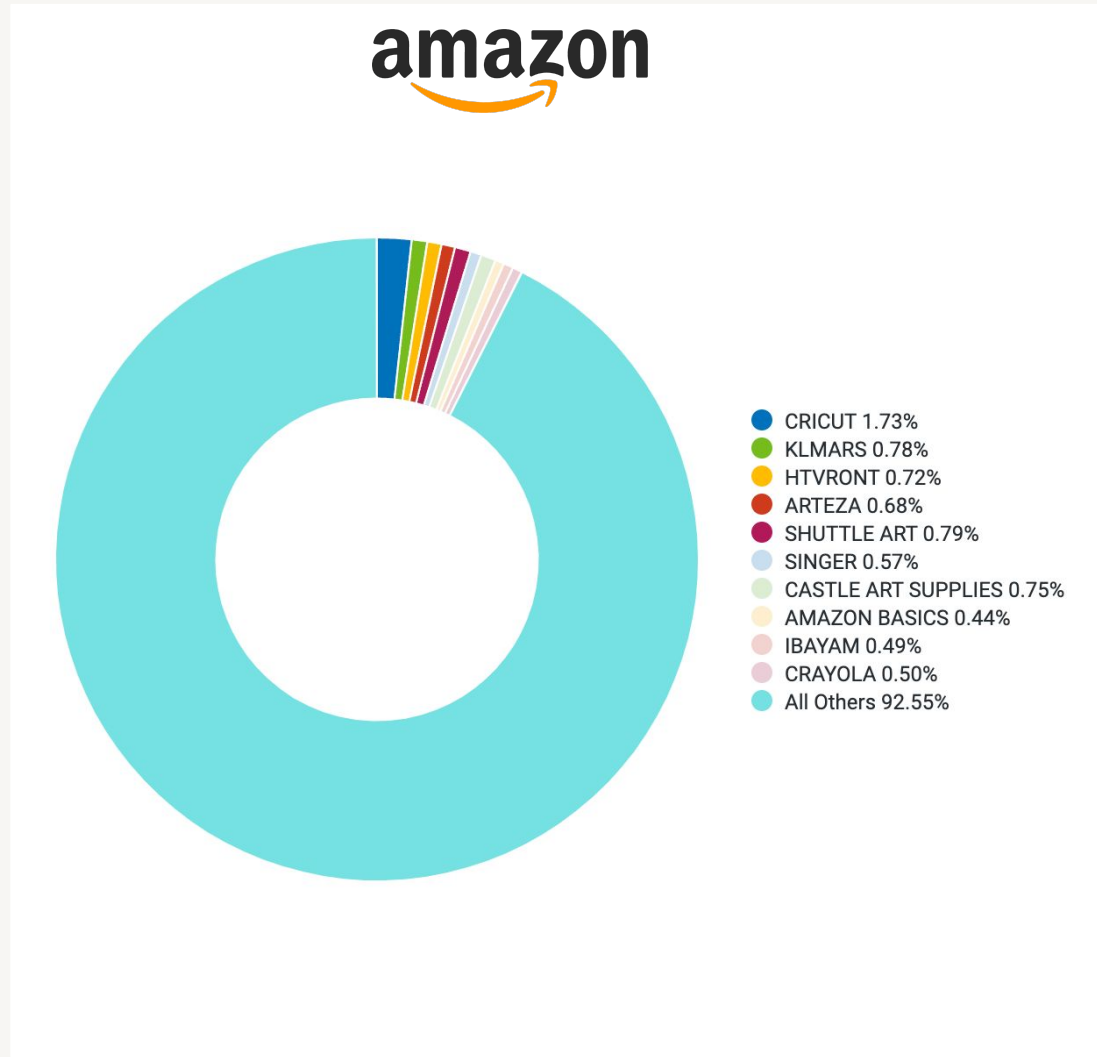
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# ● ● ● Arts & Crafts | Most Visible Brands





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# Multi-Retailer Analysis

# Baby

# ● ● ● Baby | Top Brands by Share of Sales





# ● ● ● Baby | Top-Promoted Brands




	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
DREAM ON ME ...	217	125 ...	162...	58 ...	29 ...
BILOBAN ...	188	136 ...	164....	10 ...	6 ...
HAAKAA ...	162	126 ...	141 ...	6 ...	25 ...
COPPER PEARL ...	130	∅	∅	130 ...	∅
DELTA CHILDREN ...	124	26 ...	24 ...	99 ...	3 ...
MOMCOZY ...	100	79 ...	90 ...	2 ...	6 ...
GRACO ...	99	12 ...	17 ...	82 ...	∅
ACCMOR ...	94	69 ...	83 ...	11 ...	∅
MOONSEA ...	88	74 ...	80 ...	2 ...	∅
MUNCHKIN ...	80	40 ...	39 ...	38 ...	∅
TANOFAR ...	79	59 ...	77 ...	∅	∅
NUBY ...	73	55 ...	58 ...	12 ...	3 ...
KEABABIES ...	72	55 ...	64 ...	4 ...	∅
YOOFOSS ...	69	52 ...	58 ...	3 ...	∅
MOOMOO BABY ...	68	45 ...	58 ...	3 ...	∅
JOYO ROY ...	63	40 ...	51 ...	3 ...	∅



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
DREAM ON ME ...	41	∅	∅	41...
FISHER-PRICE ...	39	∅	1 ...	38 ...
BABY TREND ...	26	∅	∅	26 ...
EVOLUR ...	19	∅	∅	19 ...
VTECH ...	18	1 ...	3 ...	15 ...
INFANTINO ...	17	1 ...	∅	16 ...
SAFETY 1ST ...	16	6 ...	8 ...	9 ...
GRACO ...	15	8 ...	12 ...	4 ...
DISNEY ...	15	∅	∅	15 ...
OH! MAMMA ...	14	∅	∅	14 ...
BABY EINSTEIN ...	12	4 ...	6 ...	7 ...
BRIGHT STARTS ...	12	2 ...	2 ...	10 ...
EVENFLO ...	12	∅	4 ...	8 ...
LITTLE PEOPLE ...	10	∅	1 ...	9 ...

# ● ● ● Baby | Discounts on Most Visible Items



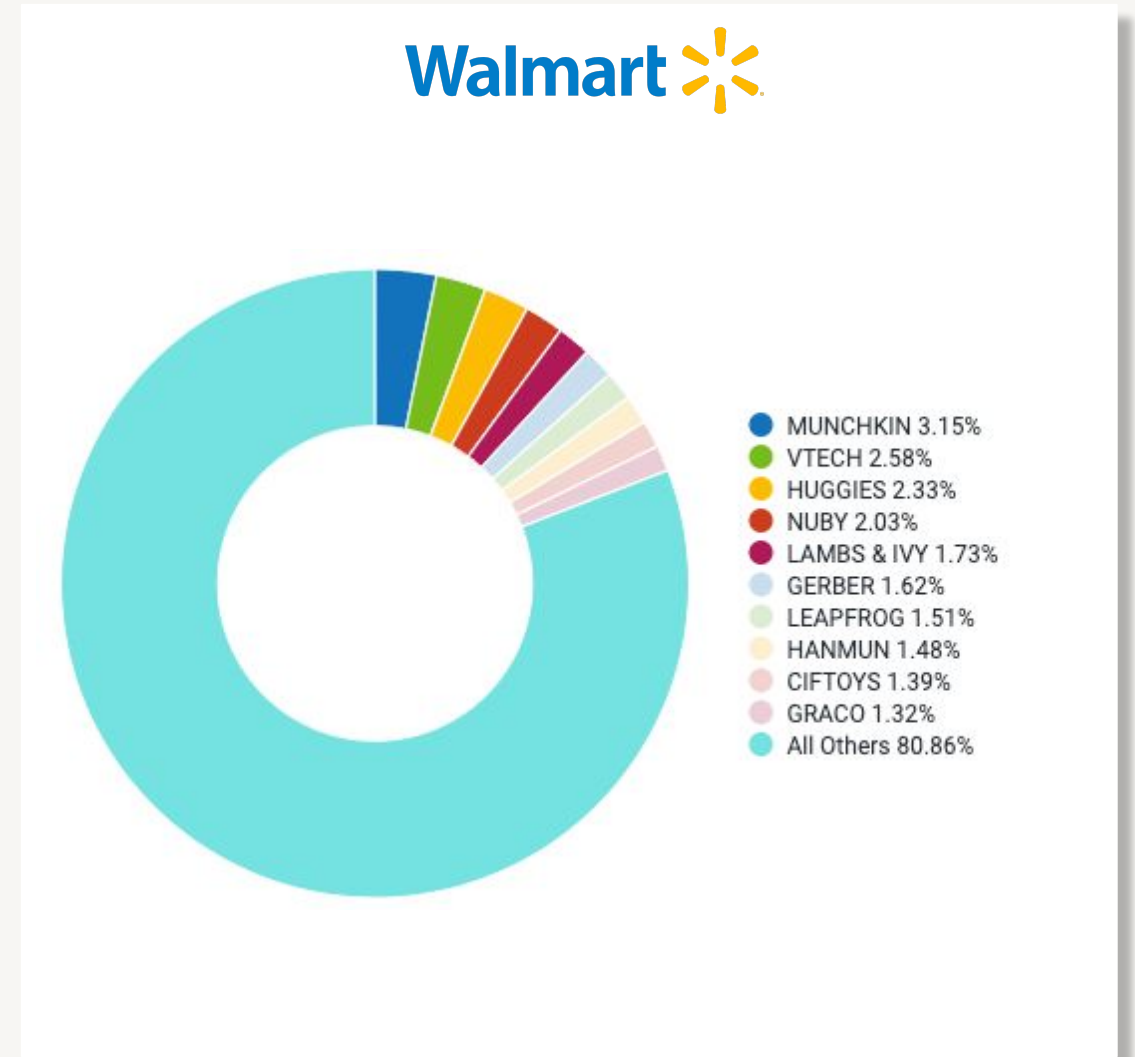
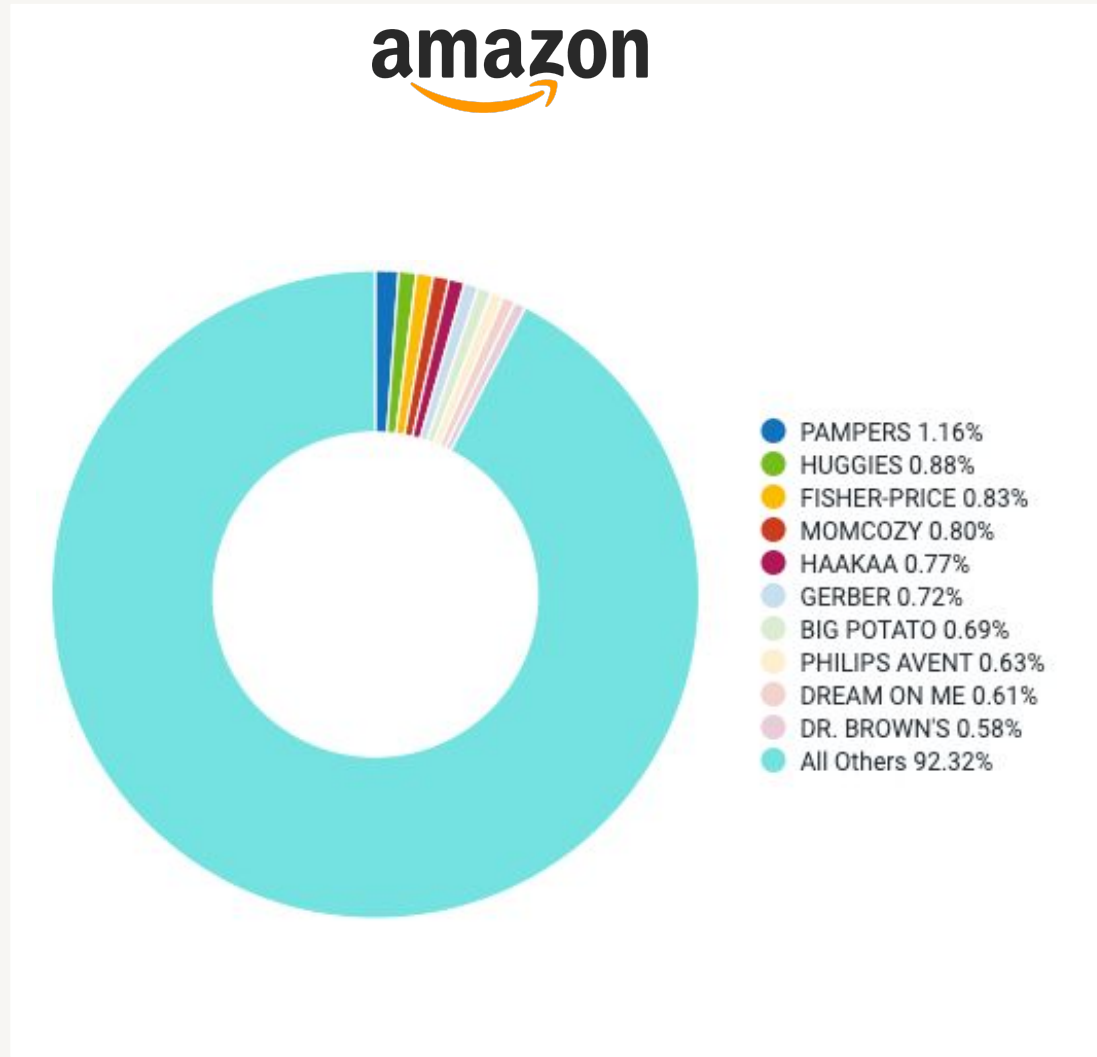
Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
B07PY7GLKV ...	BRIGHTWORLD Moon Lamp Galaxy Lamp 5.9 inch 16 Colors LED 3D Moon Light Lava Lamp, Remote & Touch Control Star	BRIGHTWORLD	3,415,301	\$19.53	20.8%
B07XC6YCC5 ...	Infinno Inflatable Tummy Time Mat Premium Baby Water Play Mat for Infants and Toddlers Baby Toys for 3 to 24 Months, :	INFINNO ...	2,158,739	\$10.81	23.2%
B07CRSXMW8 ...	VTech Sit-To-Stand Learning Walker (Frustration Free Packaging), Blue ...	VTECH ...	2,052,239	\$27.49	31.3%
B079JL2FSY ...	Fisher-Price Pretend Video Game Controller Baby Toy with Music Lights and Learning Songs, Fine Motor Toy ...	FISHER-PRICE ...	2,009,528	\$5.59	20.0%
B07WVWSVL3 ...	Insulated Lunch Bag for Women/Men - Reusable Lunch Box for Office Work School Picnic Beach - Leakproof Cooler Tote B	TIBLUE ...	1,992,301	\$17.08	10.1%
B07MP6VXRN ...	Baby Diapers Size 1 (8-14 lbs), 198ct, Huggies Little Snugglers Newborn Diapers ...	HUGGIES ...	1,987,938	\$45.97	14.0%
B07FLMNQRG ...	Splashin'kids Inflatable Tummy Time Premium Water mat Infants and Toddlers is The Perfect Fun time Play Activity Center	SPLASHIN'KIDS	1,815,966	\$10.65	36.9%
B07KRY43KN ...	Echo Glow - Multicolor smart lamp for kids, a Certified for Humans Device – Requires compatible Alexa device ...	AMAZON ...	1,811,642	\$16.99	43.3%
B07C3SWZXX ...	Diaper Bag Backpack, RUVALINO Multifunction Travel Back Pack Maternity Baby Changing Bags, Large Capacity, Waterpro	RUVALINO ...	1,732,571	\$31.99	17.2%
B01NASH63G ...	The Honest Company Clean Conscious Wipes   100% Plant-Based, 99% Water, Baby Wipes   Hypoallergenic, Dermatologist	THE HONEST COMPA	1,696,534	\$31.18	5.3%
B09V11TWJ7 ...	LiKee Baby Sensory Toys Montessori Pull String Learning Ropes with Simple Bubble & Sliding Balls for Motor Skills, Tactile :	LIKEE ...	1,604,191	\$12.79	18.3%
B091CWVDC4 ...	Femuar Lunch Box for Men Women Adults Small Lunch Bag for Office Work School - Reusable Portable Lunchbox, Black ..	FEMUAR ...	1,498,589	\$11.99	20.0%
B07MLFKP1G ...	Mom's Choice Awards Winner-Cumbor 29.5-46" Auto Close Safety Baby Gate, Extra Tall and Wide Child Gate, Easy Walk Th	CUMBOR ...	1,492,214	\$79.99	7.4%
B095PCSV4T ...	WLIVE 9-Drawer Dresser, Fabric Storage Tower for Bedroom, Nursery, Entryway, Closets, Tall Chest Organizer Unit with Tex	WLIVE ...	1,414,366	\$83.99	9.7%
B08MT3D361 ...	Forehead Thermometer for Adults and Kids, Digital Infrared Thermometer Gun with Fever Alarm, Fast Accurate Results, Ea	GOODBABY ...	1,402,588	\$14.99	22.3%
B08QRYHC38 ...	Baby Diapers Size 3 (16-28 lbs), 156 Ct, Huggies Little Movers ...	HUGGIES ...	1,389,196	\$45.98	21.9%
B08YYVRXLM ...	Momcozy Pregnancy Pillows, U Shaped Full Body Maternity Pillow with Removable Cover - Support for Back, Legs, Belly, Hi	MOMCOZY ...	1,384,894	\$36.54	13.1%

# ● ● ● Baby | Discounts on Most Visible Items



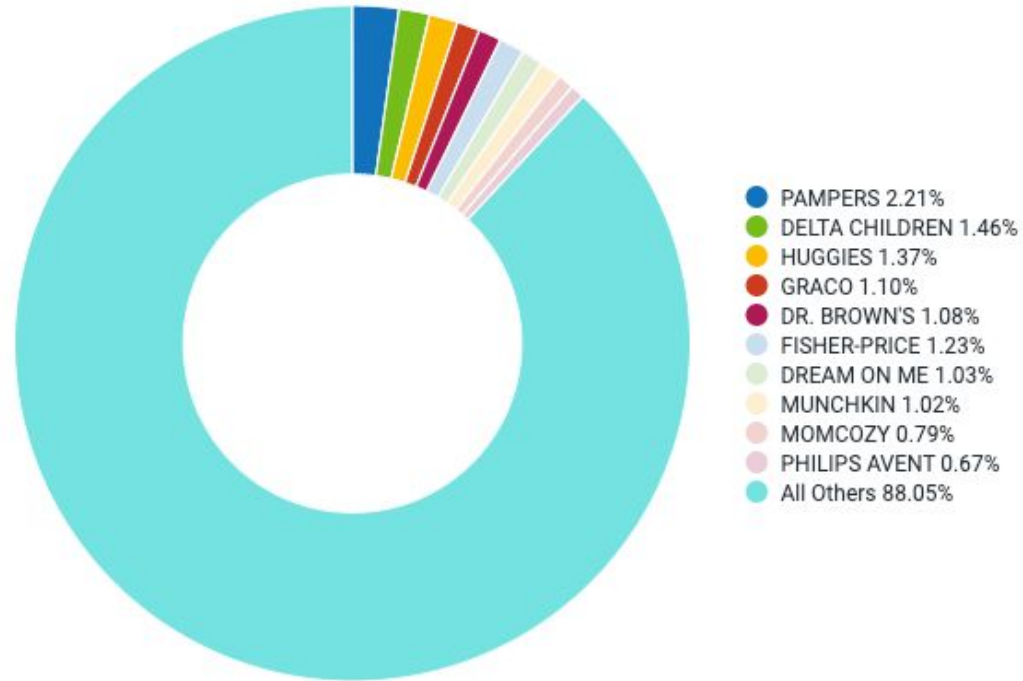
Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
575469076	Jolly Jammies Buffalo Plaid Matching Family Christmas Union Suit Pajama Set	JOLLY JAMMIES	4,272,245	\$17.49	12.1%
681241086	Fisher-Price Plush Puppy Baby Toy with Smart Stages Learning Content and Lights, Laugh & Le	FISHER-PRICE	3,573,838	\$11.88	22.3%
134091690	CifToys Musical Duck Toys for 1 2 3 Year Old Gifts with Lights and Adjustable Sound	CIFTOYS	3,238,931	\$18.97	9.6%
993009549	IRONCK Industrial Computer Desk 55", Home Office Desk with Printer Monitor Stand Large Wor	IRONCK	2,721,218	\$135.98	5.6%
10854098	Little Tikes TotSports Kids T-Ball Set with Bat and 2 Balls, Outdoor Backyard Toy Sports Play Se	LITTLE TIKES	2,476,400	\$10.89	31.5%
782173128	Jolly Jammies Plaid Bears Matching Family Christmas Pajama Set, Women's	JOLLY JAMMIES	2,250,316	\$11.99	16.4%
382214761	TaoTronics Humidifiers, 4L Cool Mist Ultrasonic Humidifier for Bedroom Home Office	TAOTRONICS	2,162,026	\$39.99	4.5%
14668541	Little Tikes TotSports Easy Score Toy Basketball Hoop with Ball, Height Adjustable, Indoor Outc	LITTLE TIKES	1,980,738	\$24.88	28.9%
1183749529	Levoit Ultrasonic Cool Mist Humidifier for Room, 3L Top Fill Vaporizer for Large Rooms, Bedroo	LEVOIT	1,973,746	\$37.99	8.9%
54224321	Fisher-Price Little People See n Say Toddler Toy with Music and Sounds, World of Animals	LITTLE PEOPLE	1,794,033	\$12.00	16.4%
162985469	Big Joe Joey Bean Bag Chair, Black SmartMax Fabric	BIG JOE	1,607,779	\$25.00	31.9%
258274012	Safety 1st Filter Free Cool Mist Humidifier, Blue	SAFETY 1ST	1,605,440	\$27.99	9.3%
32803180	Hot Wheels Mystery Models Die-cast Car Vehicle Playset	HOT WHEELS	1,540,535	\$1.17	47.7%
452769720	Miko Home Air Purifier with Multiple Speeds Timer True HEPA Filter to Safely Remove Dust, Po	MIKO	1,503,380	\$69.99	3.3%
238461947	Gabby's Dollhouse, Pillow Cat's Sweet Dreams Bedroom Playset with Figure	GABBY'S DOLLHOUSE	1,424,618	\$10.00	53.5%
481435060	Amolife Full Bed Frame with Adjustable Headboard, Diamond Button Tufted Style, Black	AMOLIFE	1,396,069	\$170.98	5.0%

# ● ● ● Baby | Top-Sponsored Brands

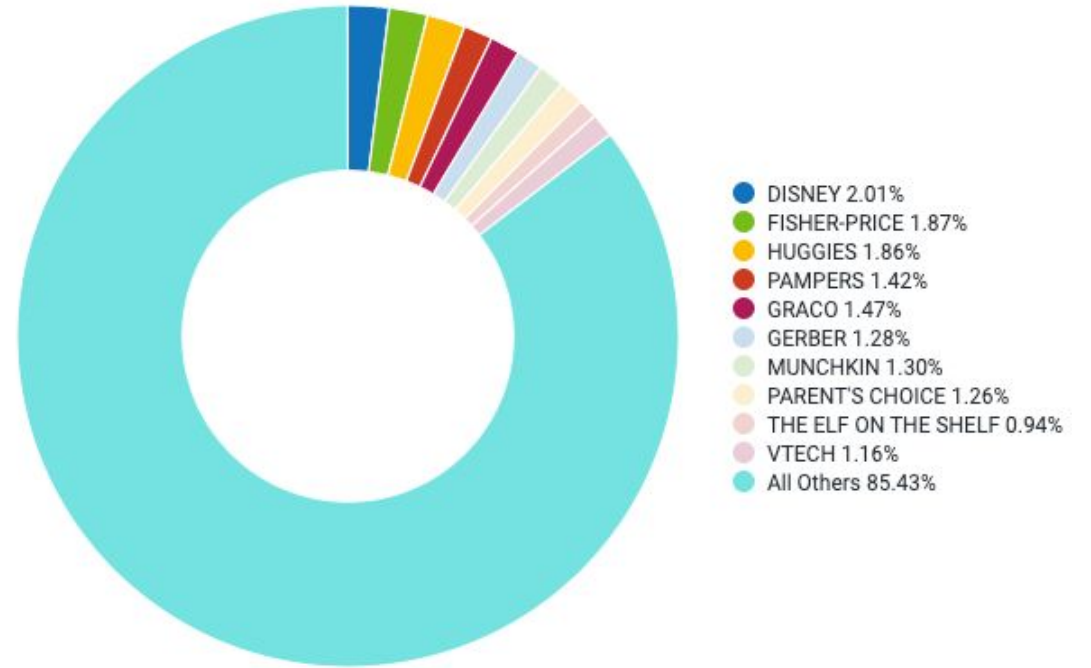


# ● ● ● Baby | Most Visible Brands

amazon



Walmart



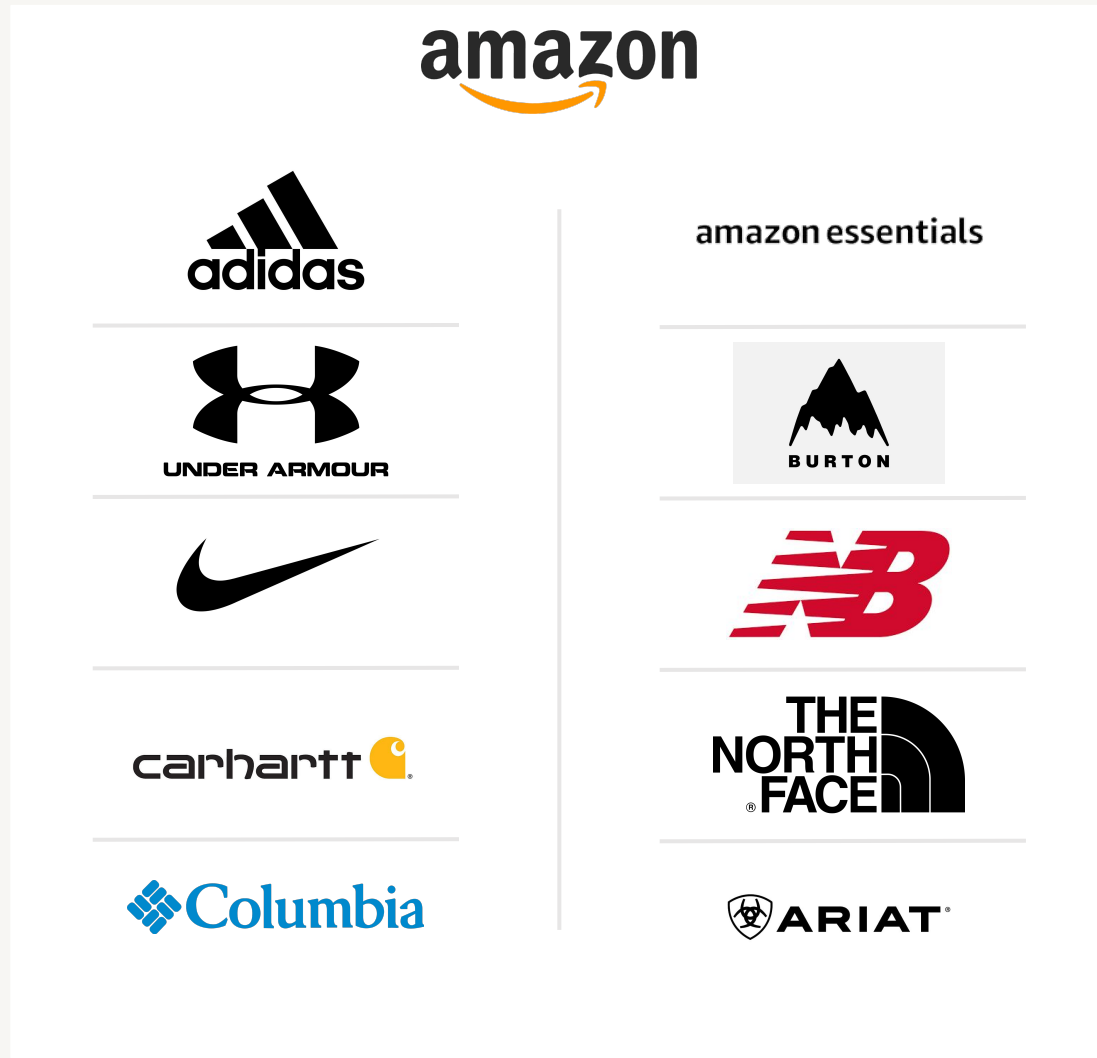


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Multi-Retailer Analysis

**Clothing**

# ● ● ● Clothing | Top Brands by Share of Sales



# ● ● ● Clothing | Top-Promoted Brands



	Badge Type >	Black Friday	Cyber Mo...	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
AMAZON ESSENTIALS ...	7,359	4,172 ...	4,881 ...	1,432 ...	110 ...
DREAM PAIRS ...	4,376	3,018 ...	3,716 ...	10 ...	9 ...
EKOVAER ...	2,617	1,616 ...	2,159 ...	31 ...	∅
UNDER ARMOUR ...	2,427	1,051 ...	1,187 ...	1,086 ...	10 ...
ADIDAS ...	2,159	448 ...	397 ...	1,668 ...	3 ...
DICKIES ...	2,047	1,105 ...	1,470 ...	473 ...	4 ...
THE CHILDREN'S PLACE...	1,877	135 ...	111 ...	1,751 ...	1 ...
LEVI'S ...	1,753	1,252 ...	186 ...	605 ...	130 ...
GRACE KARIN ...	1,655	1,157 ...	1,342 ...	52 ...	8 ...
NEW BALANCE ...	1,491	739 ...	902 ...	375 ...	13 ...
COOFANDY ...	1,383	855 ...	1,086 ...	18 ...	16 ...
GOODTHREADS ...	1,341	816 ...	1,040 ...	75 ...	18 ...
SIMPLE JOYS BY CARTER'...	1,316	697 ...	989 ...	214 ...	18 ...
NIKE ...	1,248	1 ...	1 ...	1,247 ...	∅
CALVIN KLEIN ...	1,176	407 ...	635 ...	515 ...	8 ...
TOMMY HILFIGER ...	1,170	324 ...	596 ...	552 ...	11 ...



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
CHAMPION ...	697	548...	106 ...	266 ...
TIME AND TRU ...	299	95 ...	99 ...	159 ...
HANES ...	240	15 ...	9 ...	225 ...
UNDER ARMOUR ...	137	135 ...	2 ...	∅
OH! MAMMA ...	117	∅	∅	117 ...
ATHLETIC WORKS ...	102	70 ...	41 ...	19 ...
DREAMERS BY DEBUT ...	96	90 ...	71 ...	∅
NINE.EIGHT ...	96	74 ...	64 ...	∅
WRANGLER ...	94	75 ...	29 ...	9 ...
REEBOK ...	79	35 ...	26 ...	38 ...
NO BOUNDARIES ...	75	24 ...	22 ...	43 ...
JUSTICE ...	73	20 ...	14 ...	50 ...
SKECHERS ...	71	∅	∅	71 ...
FRUIT OF THE LOOM ...	62	32 ...	3 ...	28 ...



# ● ● ● Clothing | Discounts on Most Visible Items



Item ID	Title	Brand	Search Visibilit Score	Best Promo Price	% Discount
B097DFGXTB	Womens Long Sleeve Cable Knit Long Cardigan Open Front Button Sweater Outerwear	MEROKEETY	10,167,741	\$31.05	23.1%
B07HR76DF9	Women's Long Sleeve Oversized Crew Neck Solid Color Knit Pullover Sweater Tops	MEROKEETY	9,624,759	\$32.29	28.2%
B07GQTXB1	Women's Long Sleeve Soft Chunky Knit Sweater Open Front Cardigans Outwear Coat	MEROKEETY	9,090,706	\$25.49	32.9%
B0B2W96LVW	Women's Floral Print Boho Dress Long Sleeve Wrap V Neck Ruffle Belted A-Line Flowy Maxi Dresses	PRETTYGARDEN	9,019,820	\$26.33	35.8%
B075D9G69J	YZKKE 5Pack Womens Vintage Winter Soft Warm Thick Cold Knit Wool Crew Socks, Multicolor, free size	YZKKE	8,154,138	\$11.19	31.5%
B01KTUK3PM	Legendary Whitetails Men's Buck Camp Flannel Shirt	LEGENDARY WHITETAILS	6,010,887	\$24.49	29.9%
B07FPVR858	Mens Slim Wallet with Money Clip AUSTIN RFID Blocking Bifold Credit Card Holder for Men with Gift Box	TRAVANDO	5,918,872	\$21.55	26.5%
B01ATPEKCO	Reverse Weave Pullover Hooded Sweatshirt, Best Comfortable Hoodies for Men, Left Chest C	CHAMPION LIFE	5,882,619	\$50.05	10.3%
B01JSQT5I4	Champion Reverse Weave Pullover Hooded Sweatshirt, Best Comfortable Hoodies for Men, Left Chest C	CHAMPION	5,692,548	\$33.50	47.7%
B07TC9HJ98	Women's Crewneck Sweatshirt, Women's Boyfriend Fit Pullover Sweatshirt, Our Best Comfortable Sweatshirts for V	CHAMPION	5,688,465	\$25.00	50.4%
B08KHTLSMF	Pilot ~ Women Lug Sole Low Heel Chelsea Fashion Ankle Bootie w/Double Elastic Gore	SODA	5,616,481	\$31.99	24.8%
B073JTCV9F	Wrangler Authentics Men's Long Sleeve Quilted Lined Flannel Shirt Jacket with Hood	RANGLER AUTHENTICS	5,473,124	\$21.69	27.7%
B097GLJ758	Wallet for Men Slim with 12 Slots Men's RFID Wallet Minimalist Front Pocket Money Clip Wallet with ID Window Gift	ZITAHLI	5,286,713	\$17.99	37.1%
B002G9UDYG	Men's Knit Cuffed Beanie	CARHARTT	5,073,491	\$16.50	17.5%
B083195CRK	Women Turtleneck Long Sleeve Knit Stretchable Elasticity Slim Sweater Bodycon Mini Sweater Dress	ANRABESS	4,652,216	\$21.36	50.3%
B018DQI504	Thermajohn Long Johns Thermal Underwear for Men Fleece Lined Base Layer Set for Cold Weather	THERMAJOHN	4,577,760	\$29.99	4.6%
B075P7R3VN	Jeasona Women's Cat Socks Cute Animal Socks Sunflower Owl Sloth Gifts for Women	JEASONA	4,419,742	\$12.99	26.8%

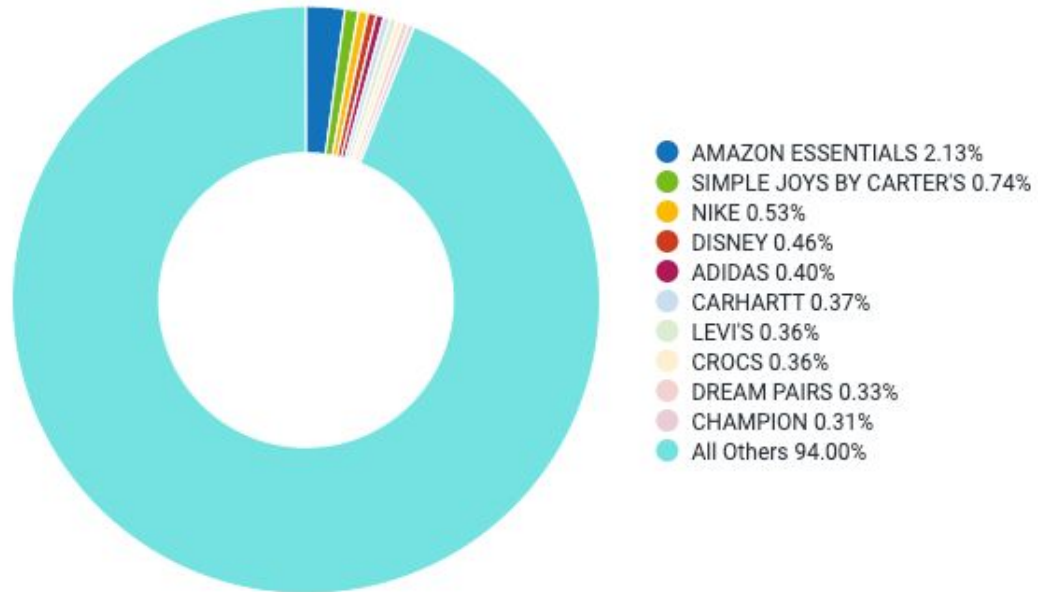
# ● ● ● Clothing | Discounts on Most Visible Items

**Walmart** 

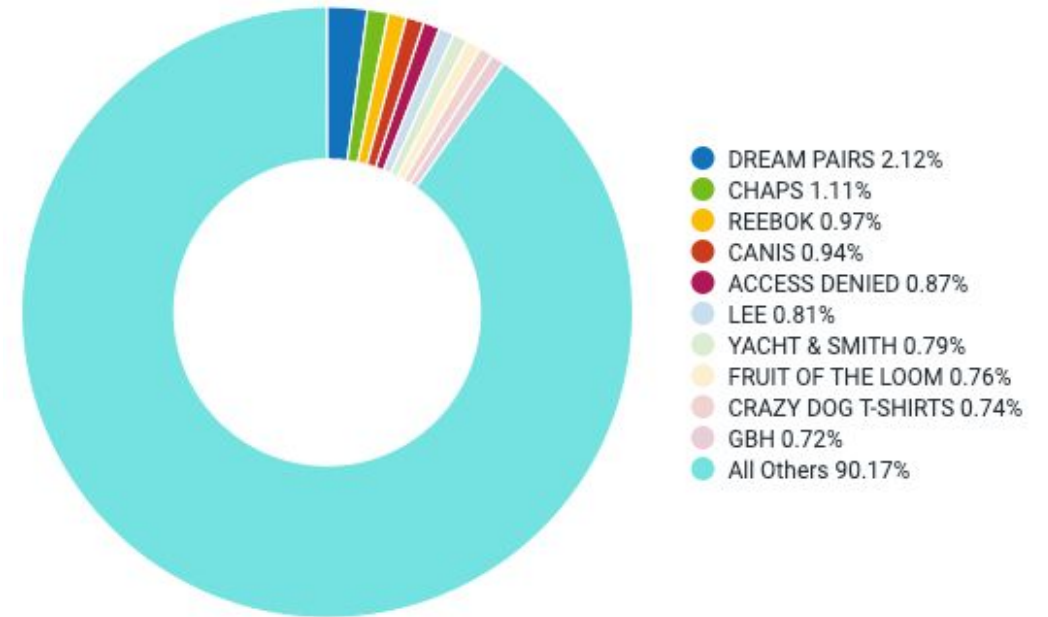
Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
264443622 ...	Totes Women's Edgen Waterproof Zip-up Snow Boot - Wide Width Available ...	TOTES ...	7,072,993	\$29.99	15.2%
884695230 ...	DREAM PAIRS Women Waterproof Snow Boots Faux Fur Mid Calf Lace Up Winter Warm Snow	DREAM PAIRS ...	6,845,069	\$39.00	15.2%
606486691 ...	iTech Smart Watch & Fitness Tracker with Black Mesh Band ...	ITECH ...	6,077,830	\$34.38	11.7%
192926424 ...	Champion Men's and Big Men's Powerblend Fleece C Logo Pullover Hoodie, up to Size 4XL ...	CHAMPION ...	5,763,232	\$25.00	8.7%
1439031855 ...	Apple Watch Series 8 GPS 45mm Midnight Aluminum Case with Midnight Sport Band - M/L ...	APPLE ...	5,426,684	\$379.00	5.7%
1156420975 ...	GUBARUN Women Winter Waterproof Slip Resistant Cold Weather Shoes ...	GUBARUN ...	4,663,636	\$35.83	18.3%
156272239 ...	Dreamers by Debut Women's Print Cardigan Sweater ...	DREAMERS BY DEBUT ...	4,631,785	\$17.97	17.7%
1553851139 ...	Apple Watch Series 8 GPS 41mm Midnight Aluminum Case with Midnight Sport Band - S/M ...	APPLE ...	4,392,765	\$349.00	10.3%
1099203371 ...	Chaps Men's Everyday Fleece Full Zip Hoodie - Sizes XS up to 4XB ...	CHAPS ...	4,331,416	\$19.98	21.7%
575469076 ...	Jolly Jammies Buffalo Plaid Matching Family Christmas Union Suit Pajama Set ...	JOLLY JAMMIES ...	4,272,245	\$17.49	12.1%
829264912 ...	Time and Tru Women's and Plus Puffer Jacket ...	TIME AND TRU ...	4,228,570	\$16.00	11.0%
560861208 ...	Mengpipi Women's Maxi Dresses Short Sleeve Long Casual Dresses Loose Plain with Pocket	MENGPAPI ...	4,221,808	\$16.36	12.3%
586673222 ...	Women's Heavyweight Long Parka Jacket Coat (XS-3XL) ...	GBH ...	4,154,341	\$57.99	4.1%
911208614 ...	Crocs Unisex Baya Clog ...	CROCS ...	4,013,398	\$24.99	29.4%
818875746 ...	Aleumdr Women Button Neck Sweater Long Sleeve Chunky Oversized Fall Tunic Sweaters 16	ALEUMDR SWIMWEAR ...	3,937,916	\$25.48	20.4%
401195062 ...	Wireless EarbudsBluetooth 5.0 Wireless Earbuds Bluetooth Headphones with Deep Bass HiFi	CSHIDWORLD ...	3,853,041	\$17.89	13.0%

# ● ● ● Clothing | Top-Sponsored Brands

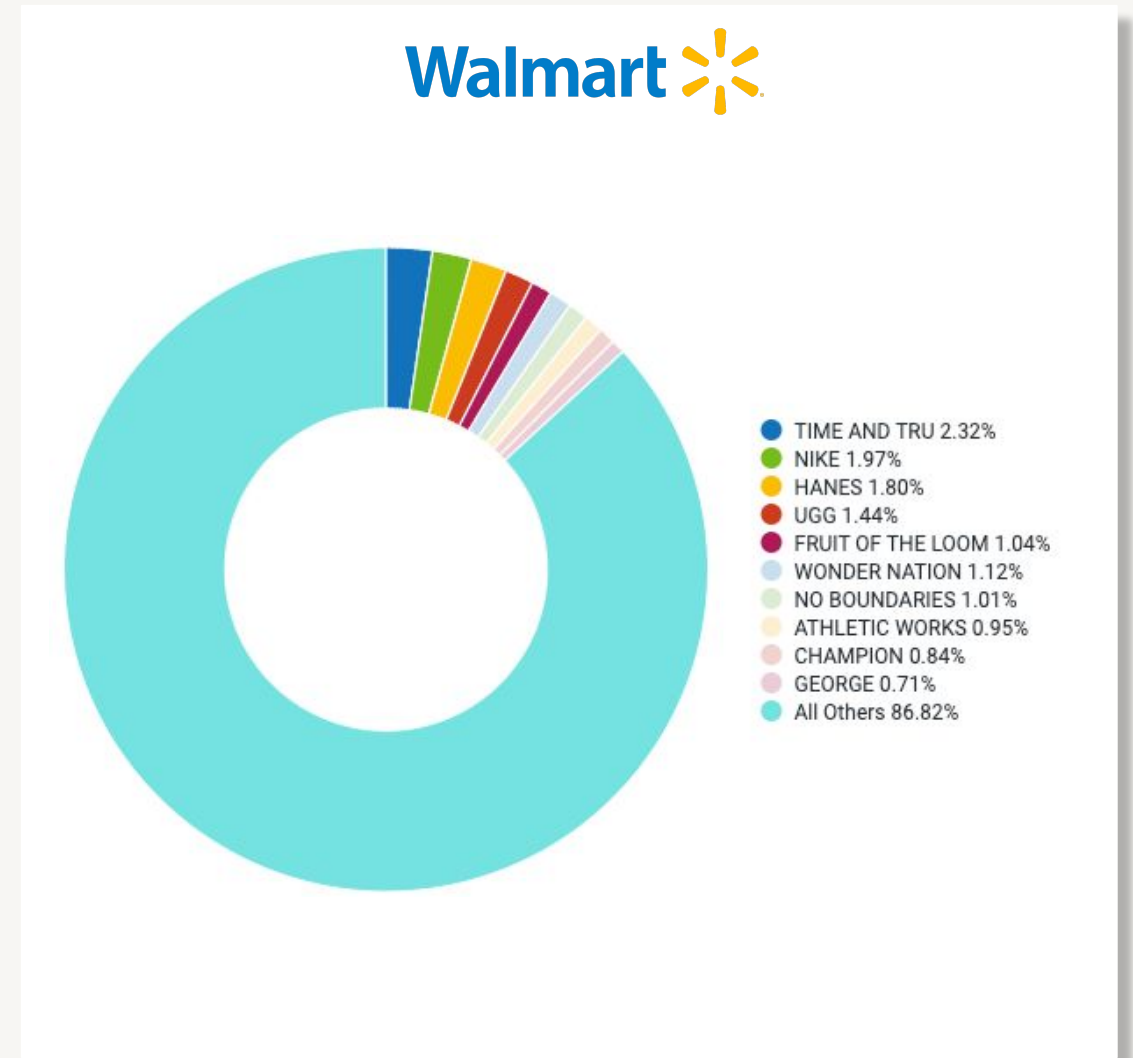
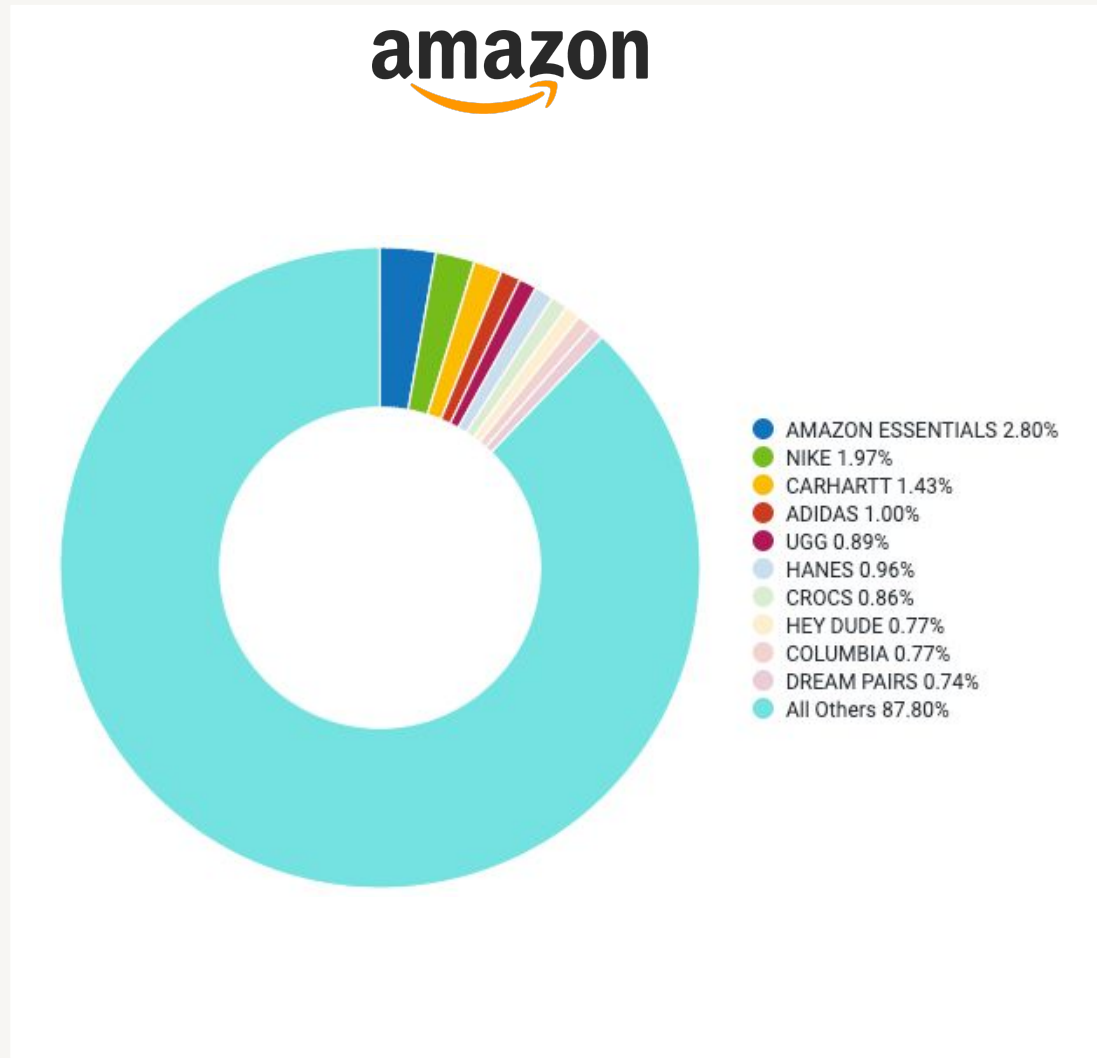
amazon



Walmart



# ● ● ● Clothing | Most Visible Brands





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Multi-Retailer Analysis

# Electronics

# ● ● ● Electronics | Top Brands by Share of Sales



# ● ● ● Electronics | Top-Promoted Brands




	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
SAMSUNG ...	313	181 ...	176 ...	125 ...	31 ...
SONY ...	248	117 ...	110 ...	125 ...	29 ...
ANKER ...	241	189 ...	219 ...	8 ...	11 ...
ASUS ...	227	55 ...	71 ...	141 ...	3 ...
AMAZON ...	221	197 ...	206 ...	3 ...	62 ...
HP ...	219	35 ...	29 ...	181 ...	3 ...
NEEWER ...	219	145 ...	210 ...	5 ...	0
JBL ...	205	101 ...	95 ...	119 ...	16 ...
LOVEVOOK ...	196	119 ...	178 ...	1 ...	4 ...
MOSISO ...	186	124 ...	151 ...	5 ...	0
GARMIN ...	158	51 ...	51 ...	118 ...	6 ...
UGREEN ...	151	107 ...	137 ...	0	2 ...
SANDISK ...	143	19 ...	21 ...	121 ...	0
LG ...	135	71 ...	69 ...	63 ...	10 ...
APPLE ...	130	12 ...	14 ...	115 ...	2 ...
GODOX ...	123	18 ...	16 ...	102 ...	0



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
APPLE ...	123	60 ...	62 ...	47 ...
ELECTRONIC ARTS ...	63	52 ...	26 ...	22 ...
ONN. ...	47	14 ...	12 ...	32 ...
SONY ...	47	39 ...	20 ...	6 ...
SAMSUNG ...	32	10 ...	17 ...	16 ...
NINTENDO ...	25	25 ...	14 ...	0
HP ...	23	10 ...	12 ...	11 ...
LG ...	15	2 ...	1 ...	13 ...
CONTIXO ...	14	9 ...	12 ...	0
VIZIO ...	14	2 ...	2 ...	12 ...
STRAIGHT TALK ...	14	0	0	14 ...
GATEWAY ...	13	6 ...	9 ...	4 ...
ITECH ...	13	11 ...	8 ...	1 ...
OTTERBOX ...	13	13 ...	13 ...	0

# ● ● ● Electronics | Discounts on Most Visible Items



Item ID	Title	Brand	Search Visibilit Score	Best Promo Price	% Discount
B0BDHWDR12 ...	Apple AirPods Pro (2nd Generation) Wireless Earbuds, Up to 2X More Active Noise Cancelling, Adaptive Transparency, Personal	APPLE ...	15,183,587	\$199.99	8.9%
B07PXGQC1Q ...	Apple AirPods (2nd Generation) Wireless Earbuds with Lightning Charging Case Included. Over 24 Hours of Battery Life, Effortle	APPLE ...	12,348,557	\$79.00	14.5%
B096SV8SJK ...	Beats Studio Buds - True Wireless Noise Cancelling Earbuds - Compatible with Apple & Android, Built-in Microphone, IPX4 Ratin	BEATS ...	11,261,717	\$89.95	9.9%
B07FZ8S74R ...	Echo Dot (3rd Gen, 2018 release) - Smart speaker with Alexa - Charcoal ...	AMAZON ...	10,364,658	\$14.99	26.4%
B08GC1G4Y9 ...	Cell Phone Stand with Wireless Bluetooth Speaker and Anti-Slip Base HD Surround Sound Perfect for Home and Outdoors with I	JTEMAN ...	8,900,517	\$19.91	19.0%
B0B789CGGQ ...	Xbox Elite Wireless Controller Series 2 Core - White ...	XBOX ...	6,810,929	\$121.95	5.8%
B098RKWHHZ ...	Nintendo Switch - OLED Model w/ White Joy-Con ...	NINTENDO ...	6,805,622	\$334.00	4.0%
B099VMT8VZ ...	Meta Quest 2 - Advanced All-In-One Virtual Reality Headset - 128 GB ...	OCULUS ...	6,478,334	\$388.50	2.6%
B097F4V3FJ ...	JBL Vibe 200TWS True Wireless Earbuds - Black ...	JBL ...	6,324,851	\$24.95	5.0%
B08N5LNQCX ...	2020 Apple MacBook Air Laptop: Apple M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD Storage, Backlit Keyboard, FaceTime	APPLE ...	5,724,746	\$799.00	0.7%
B09G9FPHY6 ...	2021 Apple 10.2-inch iPad (Wi-Fi, 64GB) - Space Gray ...	APPLE ...	5,711,931	\$269.99	3.5%
B096SRYXMP ...	Beats Studio Buds - True Wireless Noise Cancelling Earbuds - Compatible with Apple & Android, Built-in Microphone, IPX4 Ratin	BEATS ...	5,709,357	\$89.95	9.8%
B09B8V1LZ3 ...	All-New Echo Dot (5th Gen, 2022 release)   Smart speaker with Alexa   Charcoal ...	AMAZON ...	5,408,175	\$24.99	27.2%
B07RGZ5NKS ...	TOZO T6 True Wireless Earbuds Bluetooth 5.3 Headphones Touch Control with Wireless Charging Case IPX8 Waterproof Stereo	TOZO ...	5,267,838	\$20.99	15.1%
B09B8W5FW7 ...	All-New Echo Dot (5th Gen, 2022 release) with clock   Smart speaker with clock and Alexa   Cloud Blue ...	AMAZON ...	5,187,710	\$39.99	15.8%
B08BX7FV5L ...	Fire HD 10 tablet, 10.1", 1080p Full HD, 32 GB, latest model (2021 release), Black ...	AMAZON ...	5,169,645	\$74.99	23.7%
B098FKXT8L ...	Bose QuietComfort 45 Bluetooth Wireless Noise Cancelling Headphones - Triple Black ...	BOSE ...	5,094,358	\$229.00	14.6%



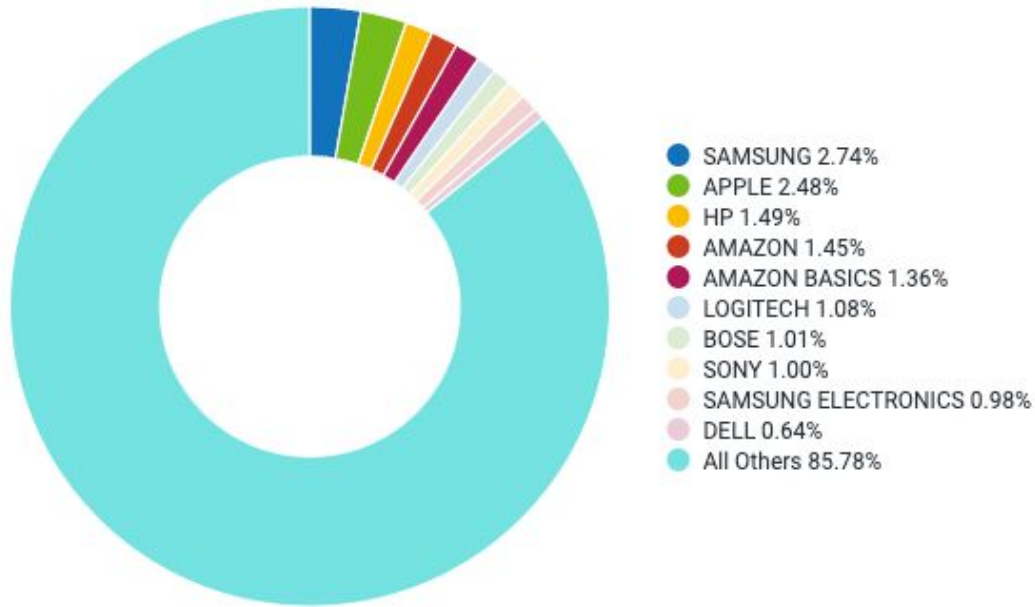
# ● ● ● Electronics | Discounts on Most Visible Items



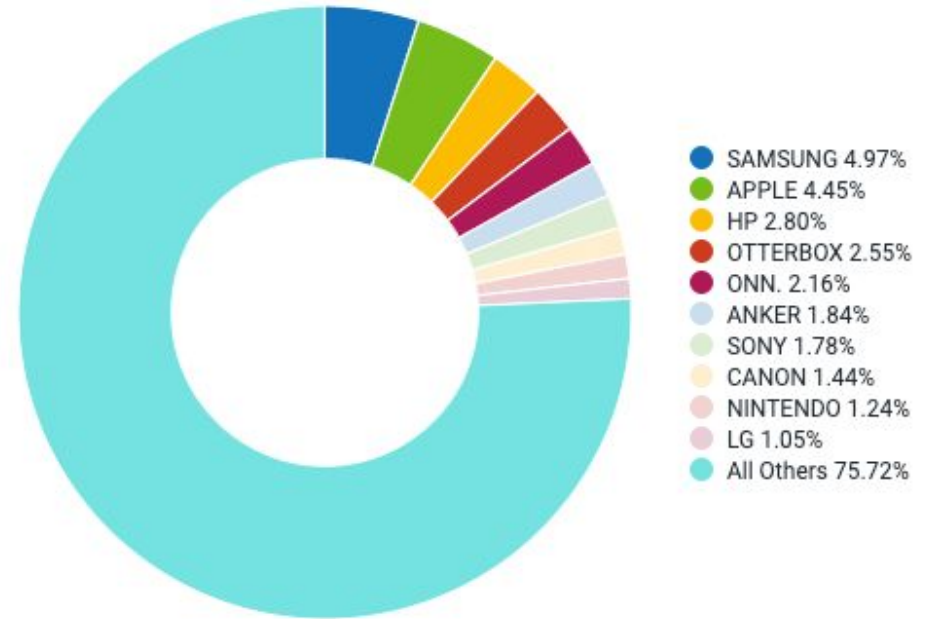
Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
604342441 ...	Apple AirPods with Charging Case (2nd Generation) ...	APPLE ...	12,425,311	\$79.00	33.4%
1580955973 ...	Samsung Galaxy Buds Live True Wireless Earbuds- Black with Grey Cradle - SM-R180NZTAXAR ...	SAMSUNG ...	11,465,968	\$49.00	62.2%
665592882 ...	Straight Talk Apple iPhone 11, 64GB, Black- Prepaid Smartphone [Locked to Straight Talk] ...	APPLE ...	10,679,741	\$199.00	33.4%
696003826 ...	Anker PowerPort III 20W PD USB-C Wall Charger ...	ANKER ...	7,187,162	\$14.65	8.2%
629311178 ...	soundcore by Anker- Life Note C Earbuds True Wireless Headphones, 2-Mic for Clear Calls, IPX5, 8/32	ANKER ...	6,677,466	\$27.99	5.5%
631193073 ...	JLab Go Air Pop Bluetooth Earbuds, True Wireless with Charging Case, Black ...	JLAB AUDIO ...	6,540,022	\$9.88	62.4%
667802535 ...	PS5 Pulse 3D Wireless Headset White ...	PLAYSTATION ...	6,539,515	\$69.00	23.8%
437543077 ...	Straight Talk Apple iPhone SE (2020), 64GB, Black- Prepaid Smartphone [Locked to Straight Talk] ...	APPLE ...	6,539,019	\$99.00	33.5%
894763557 ...	SAMSUNG Galaxy Buds 2 - Graphite ...	SAMSUNG ...	6,474,720	\$84.00	22.3%
615549727 ...	Sony PS5 DualSense Wireless Controller - White ...	PLAYSTATION ...	6,357,315	\$49.00	24.9%
1752657021 ...	AirPods Pro (2nd Generation) ...	APPLE ...	6,219,508	\$199.99	10.4%
606486691 ...	iTech Smart Watch & Fitness Tracker with Black Mesh Band ...	ITECH ...	6,077,830	\$34.38	11.7%
1504535137 ...	OtterBox Defender Series Pro Case for Apple iPhone 14 and iPhone 13 - Black ...	OTTERBOX ...	5,641,825	\$19.00	65.6%
304222276 ...	Nest Camera (outdoor or indoor, battery) 1pk White ...	GOOGLE ...	5,473,908	\$119.98	12.3%
1439031855 ...	Apple Watch Series 8 GPS 45mm Midnight Aluminum Case with Midnight Sport Band - M/L ...	APPLE ...	5,426,684	\$379.00	5.7%
172321853 ...	MSI GF63 Thin 11SC-693 15.6" Gaming Laptop, Intel Core i5-11400H, NVIDIA GeForce GTX 1650, 8GB	MSI ...	4,998,056	\$449.00	25.0%

# ● ● ● Electronics | Top-Sponsored Brands

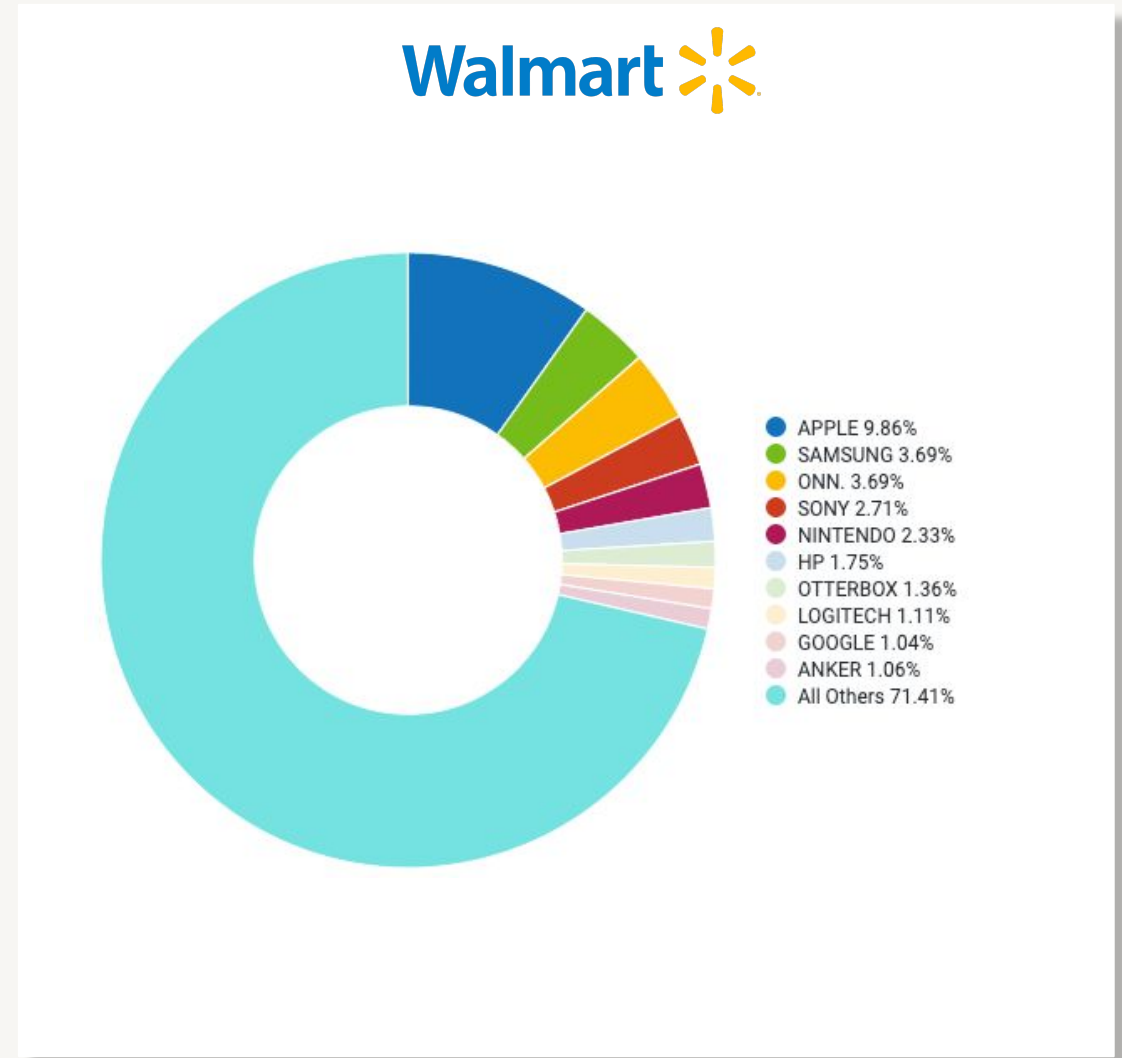
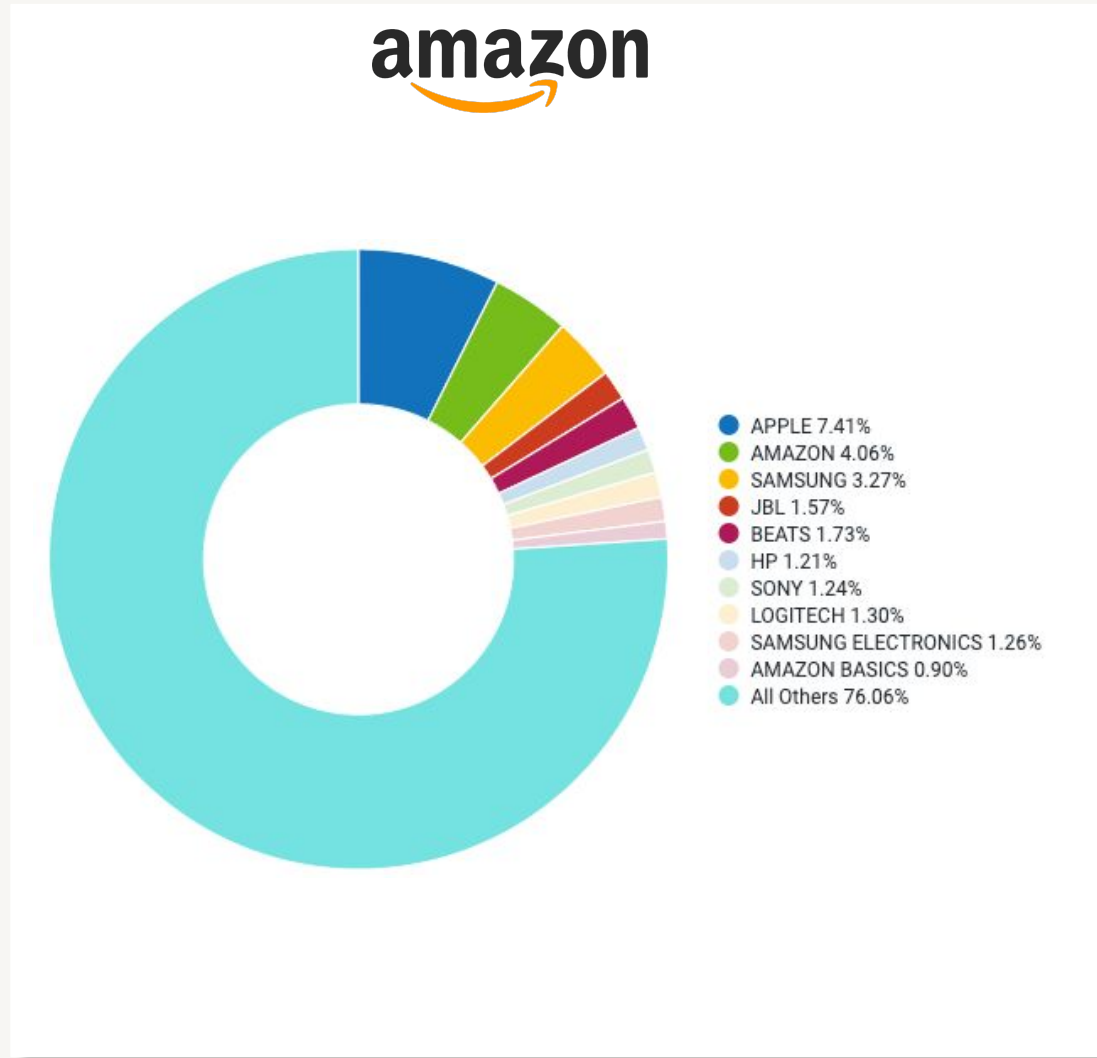
amazon



Walmart



# ● ● ● Electronics | Most Visible Brands





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Multi-Retailer Analysis

**Grocery**

# ● ● ● Grocery | Top Brands by Share of Sales

**amazon**

The Amazon grocery section features ten brands arranged in two columns. The left column includes Kansas City Steak Company, MARKY'S, Omaha Steaks, Nebraska Star Beef, and Tyson. The right column includes GOYA, Carmen & Lola, Global Rose, Today Gourmet Foods, and igourmet.

**Walmart**

The Walmart grocery section features ten brands arranged in two columns. The left column includes Great Value, Marketside, FRESHNESS GUARANTEED, Produce Unbranded, and Starbucks Coffee. The right column includes Coffee Mate, Sam's Choice, HERSHEY'S, Betty Crocker, and Pillsbury.

# ● ● ● Grocery | Top-Promoted Brands




	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
VAHDAM ...	81	57	69	7	8
SWEETSOME ...	73	0	60	19	0
MAUD'S ...	72	0	72	0	0
NEEDZO ...	50	10	26	21	0
TEA FORTE ...	48	42	37	1	0
FANCY SPRINKLES...	45	11	13	35	0
TRADER JOE'S ...	42	0	0	42	0
JUNE MOON SPICE ...	38	0	0	38	0
VITACUP ...	37	14	30	2	3
FLAVOR GOD ...	36	21	34	1	0
BIRCH & MEADOW...	34	28	25	3	0
SPRINKLE POP ...	34	15	33	0	0
FGO ...	32	31	10	0	0
MANVSCAKES ...	32	0	0	32	0
LAVAZZA ...	31	5	24	5	0
SWEETZO ...	30	5	21	7	0



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
GREAT VALUE ...	44	0	0	44
CELESTIAL SEASONINGS...	31	0	0	31
LAY'S ...	31	0	0	31
MCCORMICK ...	30	0	0	30
HAGEN-DAZS ...	29	0	0	29
HALO TOP ...	29	0	0	29
WISH-BONE ...	29	0	0	29
PRODUCE UNBRANDED...	28	0	0	28
PEPSI ...	27	0	2	25
STARBUCKS ...	23	0	0	23
JACK LINK'S ...	22	0	0	22
SMITHFIELD ...	22	0	0	22
ATKINS ...	21	0	0	21
GOYA ...	20	0	0	20

# ● ● ● Grocery | Discounts on Most Visible Items



Item ID	Title	Brand	Search Visibili Score	Best Promo Price	% Discount
B07W6TR96W ...	Ferrero Collection Premium Gourmet Assorted Hazelnut Milk Chocolate, Dark Chocolate and Coconut, Great H	FERRERO ROCHER ...	5,666,703	\$17.82	11.6%
B07W738MG5 ...	Ferrero Rocher Premium Gourmet Milk Chocolate Hazelnut, Individually Wrapped Candy for Gifting, Great Holid	FERRERO ROCHER ...	4,109,644	\$16.30	10.5%
B007TJGY60 ...	The Original Donut Shop Regular, Single-Serve Keurig K-Cup Pods, Medium Roast Coffee Pods, 24 Count (Pack	THE ORIGINAL DONUT SHOP ...	3,953,866	\$33.85	19.2%
B00I08JAYG ...	The Original Donut Shop Keurig Single-Serve K-Cup Pods, Regular Medium Roast Coffee, 72 Count ...	THE ORIGINAL DONUT SHOP ...	3,911,152	\$28.88	10.7%
B00CYS7X20 ...	Folgers Classic Roast Medium Roast Coffee, 72 Keurig K-Cup Pods ...	FOLGERS K CUPS ...	3,342,750	\$36.11	5.5%
B01N0DSRJC ...	Victor Allen's Coffee Variety Pack, Light-Dark Roasts, 42 Count, Single Serve Coffee Pods for Keurig K-Cup Brev	VICTOR ALLEN ...	3,285,320	\$16.47	13.7%
B077H5G2Q3 ...	Fisher-Price Baby Toy Gift Set with Rock-a-Stack Ring Stacking Toy and Baby's First Blocks Set, Frustration-Fre	FISHER-PRICE ...	2,610,559	\$11.99	29.4%
B079V8CKDM ...	Amazon Brand - 100 Ct. Solimo Dark Roast Coffee Pods, Compatible with Keurig 2.0 K-Cup Brewers 100 Count	SOLIMO ...	2,583,123	\$26.46	33.9%
B07JN5467R ...	Urban Accents MOVIE NIGHT Popcorn Kernels and Popcorn Seasoning Variety Pack (set of 8) - 3 Non-GMO Po	URBAN ACCENTS ...	2,330,785	\$20.99	4.6%
B08GT45XCJ ...	Pukka Herbal Tea Sampler, Organic Tea, Eco-friendly, Self Care Gift Box, 45 Tea Bags, 9 Flavors ...	PUKKA ...	2,258,600	\$11.86	40.1%
B01ATW6NJ0 ...	10 Piece Game Jerky Sticks Alligator-elk-buffalo-kangaroo-ostrich-pheasant-venison-wild Boar Variety Pack ...	BUFFALO BOB ...	2,177,971	\$20.00	26.3%
B00N0JIACS ...	Two Rivers Coffee Flavored Coffee Pods Compatible with Keurig K Cup Brewers, Assorted Variety Pack Flavore	TWO RIVERS COFFEE ...	2,161,611	\$16.91	18.9%
B078D7MGY5 ...	Pringles Potato Crisps Chips, Lunch Snacks, Office and Kids Snacks, Snack Stacks, Variety Pack, 19.3oz Box (2	PRINGLES ...	2,154,431	\$11.38	10.2%
B00CXAEDH6 ...	Pepperidge Farm Milano Cookies, Dark Chocolate, 20 Packs, 2 Cookies per Pack ...	PEPPERIDGE FARM ...	2,071,154	\$10.99	10.9%
B09DT1SY5F ...	**NEW FOR 2022** VAHDAM, Tea Advent Calendar 2022 - 24 Varieties of Organic Tea Bags in Holiday Gift Box	VAHDAM ...	2,032,518	\$11.99	10.9%
B09RTKNTBZ ...	Folgers Breakfast Blend Mild Roast Coffee, 72 Keurig K-Cup Pods ...	FOLGERS ...	1,912,560	\$33.00	13.8%
B007TGDXNO ...	SAN FRANCISCO BAY SF Coffee OneCUP /Dark Roast Compostable Coffee Pods, K Cup Compatible Including	SAN FRANCISCO BAY ...	1,858,600	\$23.19	16.4%
B01965DY48 ...	SNICKERS, TWIX, 3 MUSKETEERS & MILKY WAY Minis Size Chocolate Candy Variety Mix, 67.2-Ounce 240 Piec	MARS ...	1,808,575	\$19.73	9.3%

# ● ● ● Grocery | Discounts on Most Visible Items

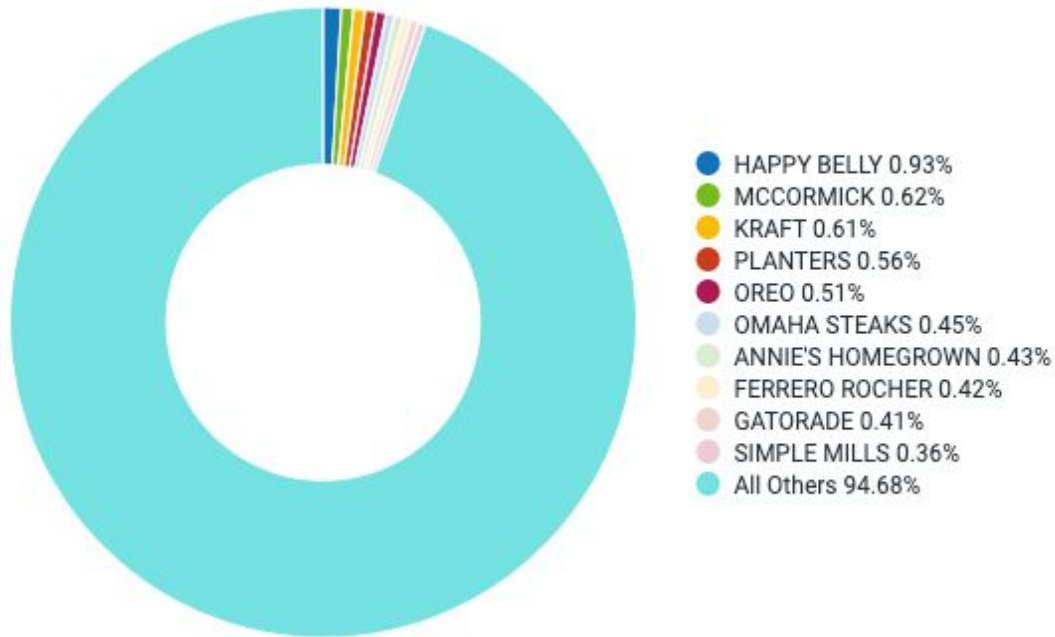


Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
992524020 ...	Great Value Purified Drinking Water, 16.9 Fl Oz, 40 Count Bottles ...	GREAT VALUE ...	4,332,029	\$3.68	29.4%
28131360 ...	M&M's Christmas Stocking Stuffer Milk Chocolate Candy Cane - 3 oz Tube ...	M&M'S ...	3,364,116	\$2.00	34.4%
13448854 ...	Great Value Purified Drinking Water, 16.9 Fl Oz, 24 Count ...	GREAT VALUE ...	2,930,135	\$2.23	34.1%
35395277 ...	Sam's Choice Purified Drinking Water, 20 Fl Oz, 28 Count Bottles ...	SAM'S CHOICE ...	2,396,614	\$3.98	23.9%
372897109 ...	Keurig K-Supreme Single Serve K-Cup Pod Coffee Maker, MultiStream Technology, Black ...	KEURIG ...	2,202,227	\$99.00	24.7%
20704081 ...	Aquafina Purified Bottled Drinking Water, 16.9 oz, 32 Pack Bottles ...	AQUAFINA ...	1,947,312	\$6.98	19.8%
556798000 ...	Frito-Lay Snacks Flavor Mix Variety Pack, 1 oz, 18 Count (Assortment May Vary) ...	FRITO-LAY ...	1,898,769	\$9.77	17.7%
622343372 ...	Nespresso Vertuo Plus Coffee and Espresso Maker by De'Longhi, Black ...	NESPRESSO ...	1,851,283	\$118.00	28.5%
548466020 ...	Keurig K-Express Essentials Black, Single Serve K-Cup Pod Coffee Maker ...	KEURIG ...	1,706,116	\$64.99	6.2%
725939673 ...	Folgers 6685 Gourmet Selections Classic Roast Coffee K-Cups (24/Box) ...	FOLGERS ...	1,619,178	\$13.42	10.1%
10450115 ...	Great Value 2% Reduced Fat Milk, 128 Fl Oz ...	GREAT VALUE ...	1,521,386	\$1.97	38.2%
436703632 ...	Sunbeam Heated Electric Throw Blanket, Microplush, Camouflage, 50" x 60" ...	SUNBEAM ...	1,376,176	\$29.88	14.6%
870861 ...	Duracell Coppertop AA Battery with POWER BOOST™, 8 Pack Long-Lasting Batteries ...	DURACELL ...	1,327,122	\$7.61	17.9%
21288333 ...	REESE'S, HERSHEY'S and KIT KAT, Milk Chocolate Assortment Candy Bars, Christmas, 27.3 oz, Var	HERSHEY'S ...	1,323,396	\$17.58	10.9%
29474640 ...	KitchenAid Classic Series 4.5 Quart Tilt-Head Stand Mixer - K45SS ...	KITCHENAID ...	1,315,888	\$259.99	15.3%

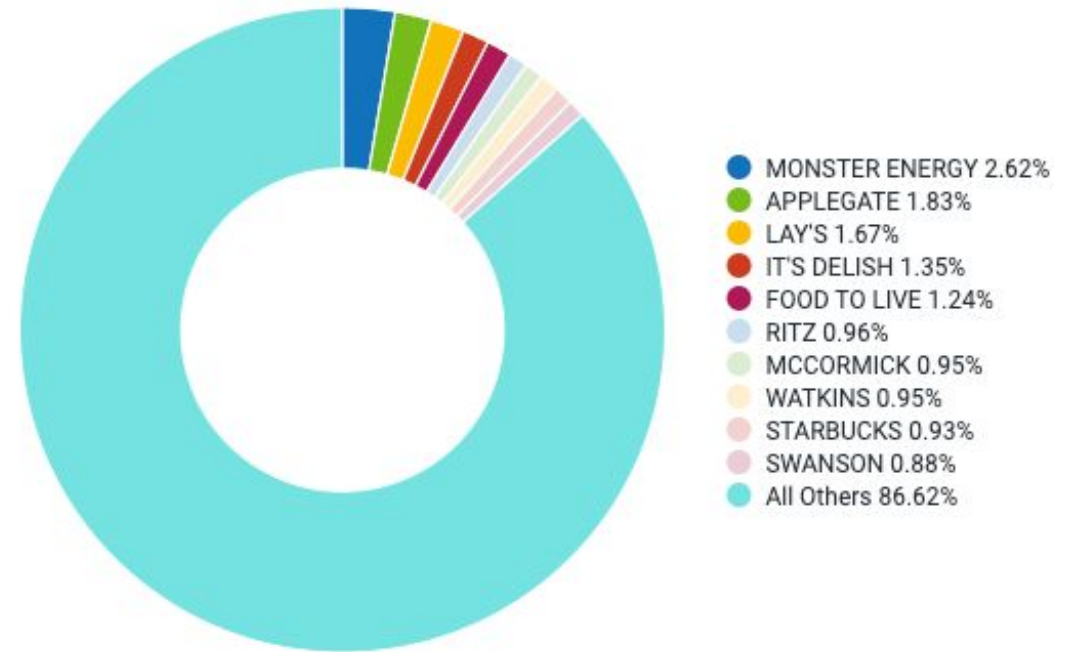


# ● ● ● Grocery | Top-Sponsored Brands

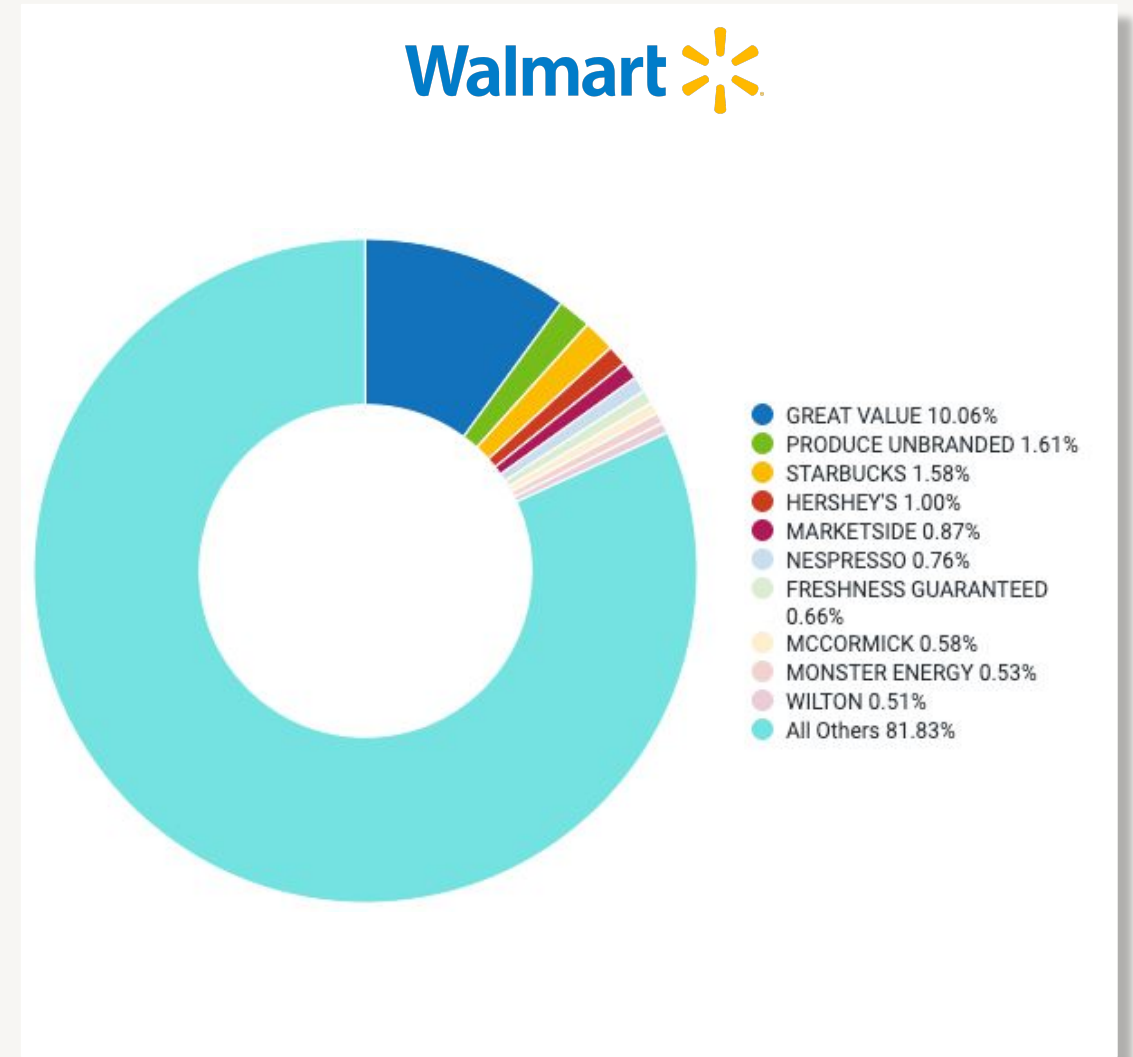
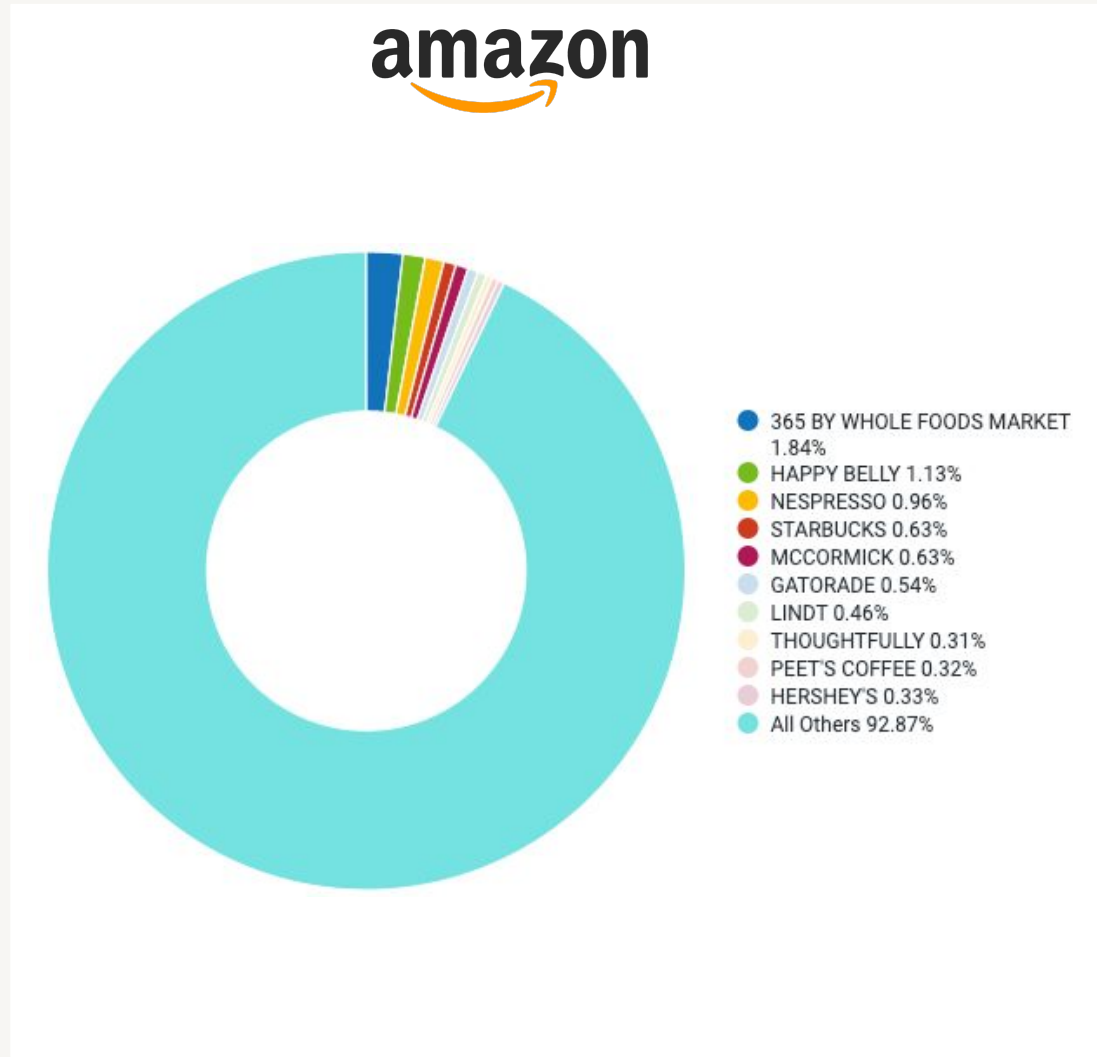
amazon



Walmart



# ● ● ● Grocery | Most Visible Brands





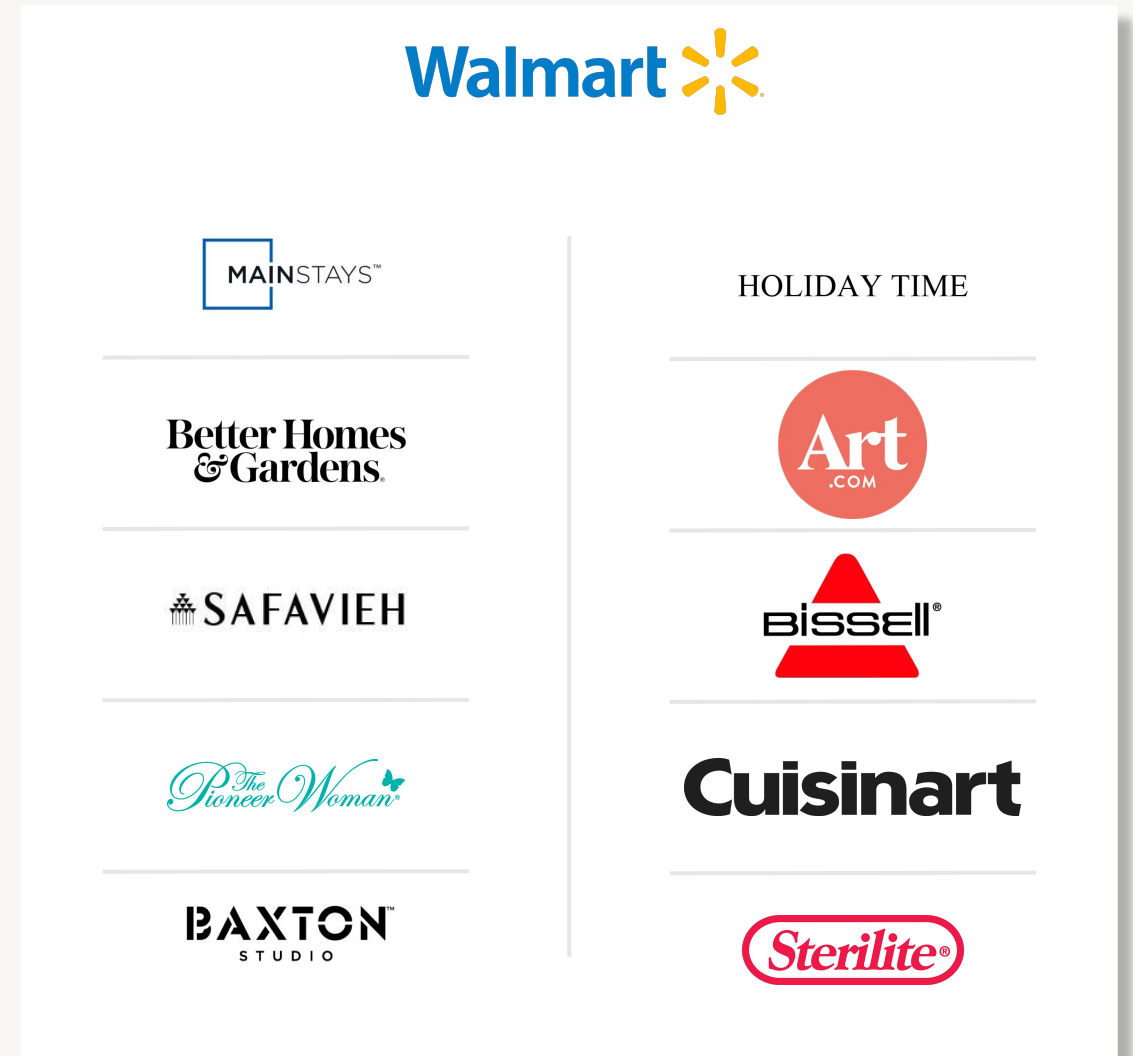
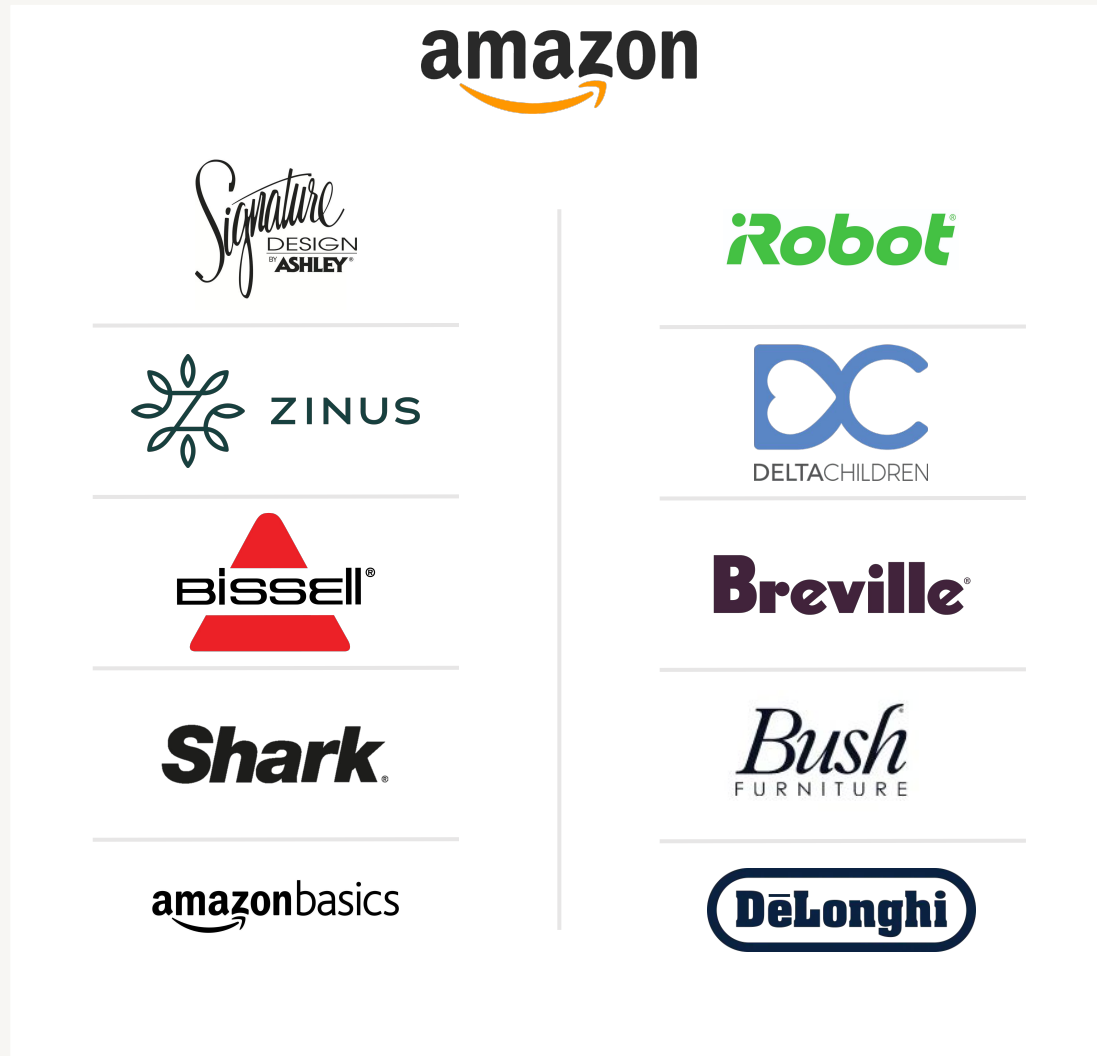
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# Multi-Retailer Analysis

# Home

Amazon Home & Kitchen &  
Walmart Home, Furniture, & Appliances

# • • • Home & Kitchen | Top Brands by Share of Sales



# ● ● ● Home & Kitchen | Top-Promoted Brands




	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
H.VERSAILTEX ...	1,151	879 ...	1,013 ...	3 ...	18 ...
BEDSURE ...	736	583 ...	584 ...	9 ...	11 ...
MIULEE ...	489	362 ...	420 ...	7 ...	∅
LUSH DECOR ...	479	333 ...	380 ...	51 ...	38 ...
CGK UNLIMITED... ..	443	345 ...	343 ...	∅	27 ...
CHRISTOPHER K...	442	235 ...	279 ...	157 ...	4 ...
AMAZON BASICS...	409	209 ...	115 ...	192 ...	15 ...
NICETOWN ...	404	241 ...	338 ...	∅	2 ...
PHF ...	338	240 ...	302 ...	1 ...	10 ...
DECONOVO ...	336	223 ...	271 ...	∅	10 ...
KURT ADLER ...	334	10 ...	10 ...	323 ...	∅
TRIBESIGNS ...	330	214 ...	263 ...	49 ...	∅
ZINUS ...	325	185 ...	201 ...	108 ...	2 ...
MAYFAIR LINEN...	308	233 ...	222 ...	∅	73 ...
TURNMEON ...	306	165 ...	219 ...	68 ...	∅
JINCHAN ...	291	206 ...	248 ...	8 ...	∅



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
MAINSTAYS ...	271	11 ...	11 ...	259...
GAP HOME ...	243	∅	∅	243 ...
BETTER HOMES & GARDE...	215	7 ...	11 ...	207 ...
THE PIONEER WOMAN ...	99	7 ...	12 ...	86 ...
LINON ...	98	∅	∅	98 ...
MY TEXAS HOUSE ...	85	1 ...	11 ...	83 ...
WELL WOVEN ...	72	∅	∅	72 ...
NOBLE LINENS ...	68	∅	∅	68 ...
OTTOMANSON ...	66	∅	∅	66 ...
POWELL ...	65	∅	∅	65 ...
NOURISON ...	56	∅	∅	56 ...
SMILEMART ...	47	∅	∅	47 ...
MANOR PARK ...	46	1 ...	1 ...	45 ...
SAUDER ...	44	2 ...	2 ...	42 ...

# • • • Home & Kitchen | Discounts on Most Visible Items



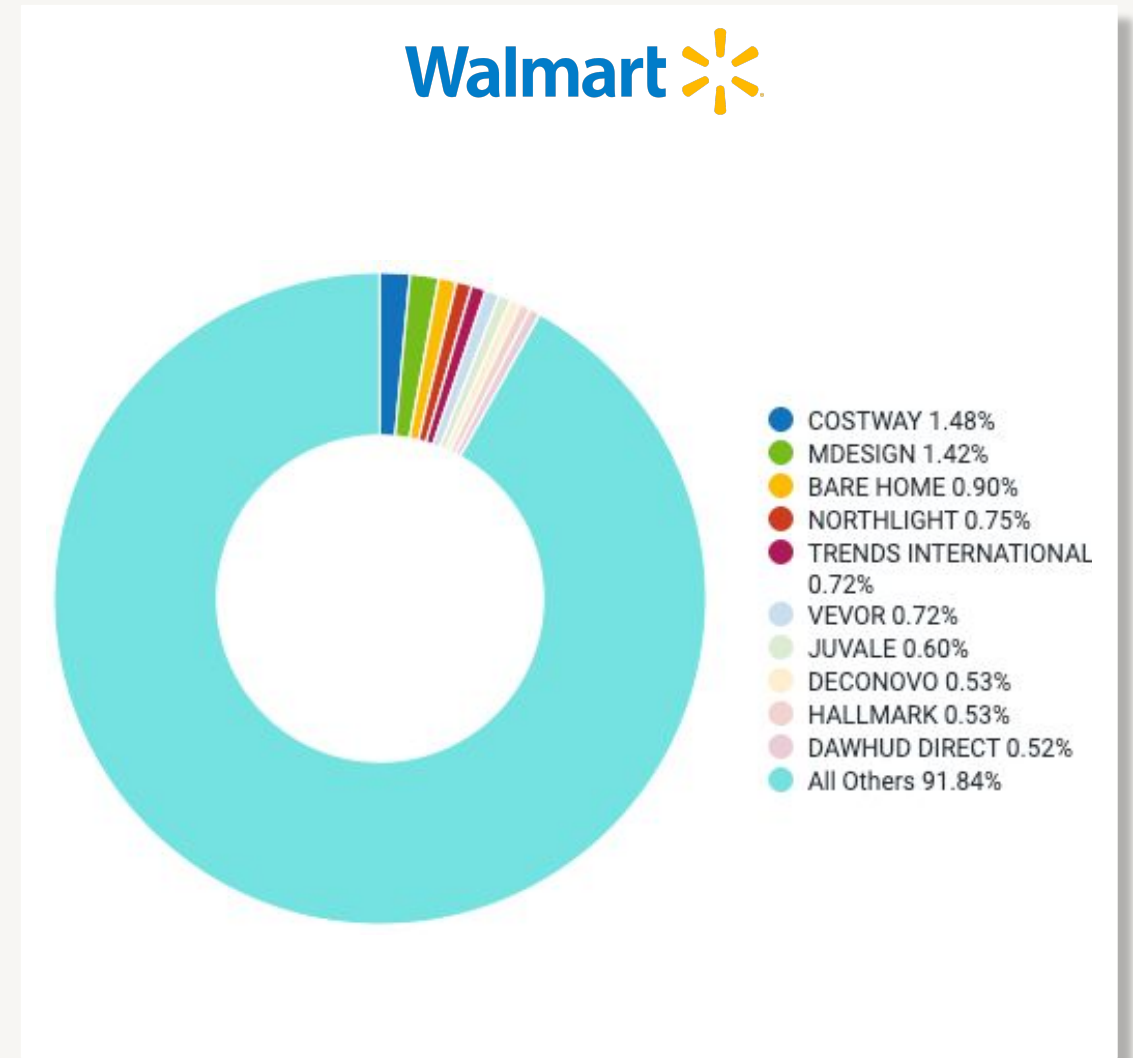
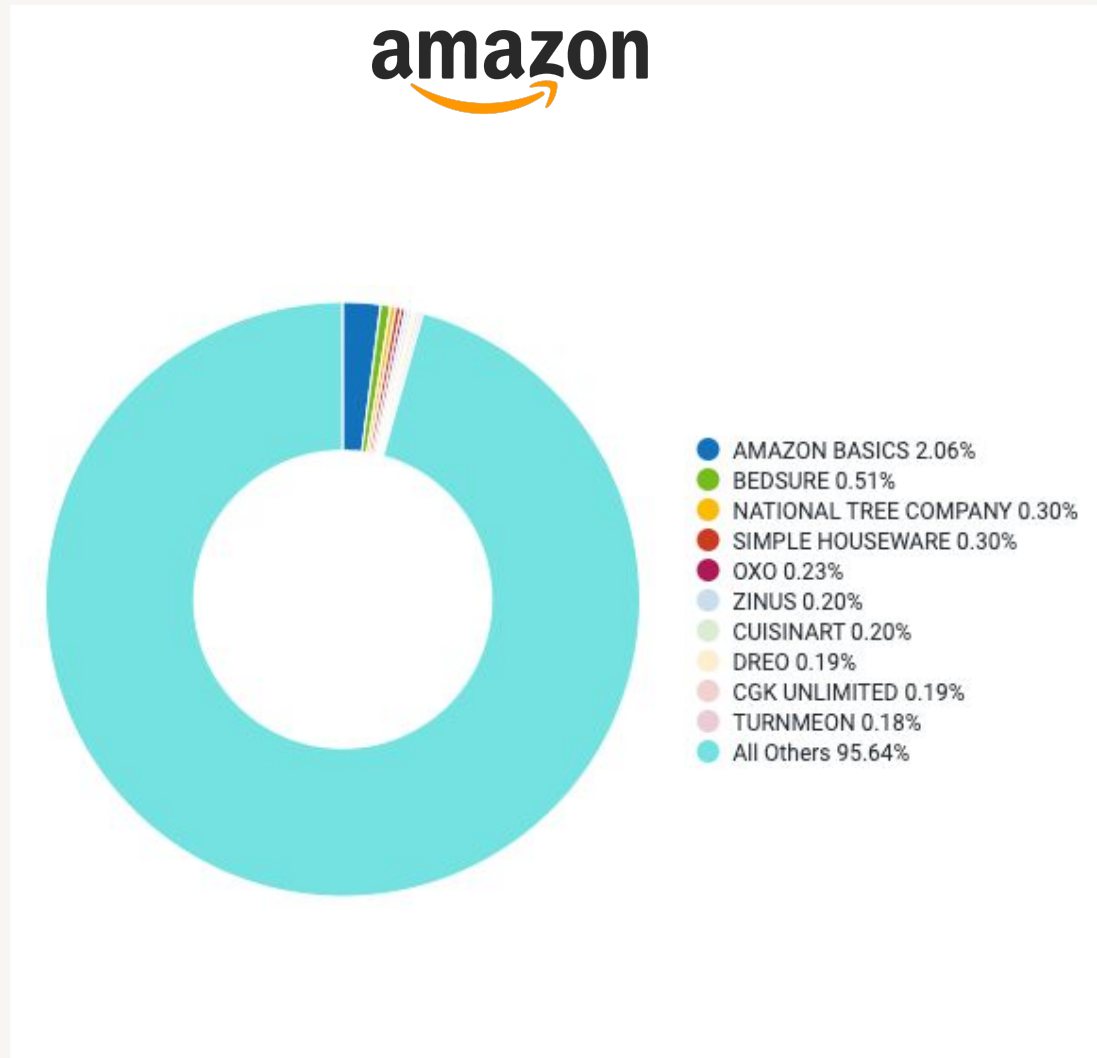
Item ID	Title	Brand	Search Visibili Score	Best Promo Price	% Discount
B000TTSXNI	Lasko Oscillating Ceramic Tower Space Heater for Home with Adjustable Thermostat, Timer and Remote Cont	LASKO METAL PRODUCTS	12,121,853	\$49.99	14.5%
B097RG67QB	Dreo Space Heaters for Indoor Use, Atom One Portable Heater with 70°Oscillation, 1500W PTC Electric Heater	DREO	10,215,478	\$42.49	8.7%
B0B75R26QM	NATIONAL GEOGRAPHIC Gemstone Advent Calendar - 2022 Advent Calendar for Kids with 24 Gemstones to O	NATIONAL GEOGRAPHIC	10,029,682	\$22.49	23.3%
B095PP1GZR	Dreo Space Heater for Indoor Use, 1500W Fast Heating Ceramic Electric Heater with Thermostat, Remote, Ove	DREO	8,684,351	\$63.74	9.6%
B003MANSNG	National Tree Company Carolina Pine 7.5 Foot Artificial Holiday Prelit Christmas Tree w/750 Clear Lights, Pine	NATIONAL TREE COMPANY	7,286,929	\$279.99	6.0%
B000TTV2QS	Lasko Oscillating Digital Ceramic Tower Heater for Home with Adjustable Thermostat, Timer and Remote Cont	LASKO	7,170,098	\$54.49	14.0%
B09W21XFS5	LEVOIT Humidifiers for Bedroom Large Room, 3L Cool Mist Top Fill Oil Diffuser for Baby Nursery and Plants, 36	LEVOIT	6,623,382	\$37.99	12.2%
B0932M1666	Tenmiro Led Lights for Bedroom 100ft (2 Rolls of 50ft) Music Sync Color Changing LED Strip Lights with Remo	TENMIRO	6,578,663	\$19.99	22.2%
B07S651GSW	THE COMFY Original   Oversized Microfiber & Sherpa Wearable Blanket, Seen On Shark Tank, One Size Fits All (	THE COMFY	6,561,743	\$49.99	2.2%
B08F8QHVL3	Pukka Tea Advent Calendar 2022, Organic Herbal Tea, Perfect for Gifting, 24 Tea Bags For The Christmas Coun	PUKKA HERBS	6,459,865	\$13.92	30.4%
B0B7QFGHXF	NATIONAL GEOGRAPHIC Rock Collection Advent Calendar 2022 - Advent Calendar for Kids with 24 Gemstone	NATIONAL GEOGRAPHIC	6,235,837	\$19.99	25.3%
B07W4SN7N7	Portable Electric Space Heater with Thermostat, 1500W/750W Safe and Quiet Ceramic Heater Fan, Heat Up 20	GIVEBEST	6,167,994	\$19.83	32.3%
B0B2D52FLK	Keepsmile 100ft Led Strip Lights (2 Rolls of 50ft) Bluetooth Smart App Music Sync Color Changing RGB Led Li	KEEPSMILE	6,125,120	\$16.93	18.0%
B085ZV98JM	90L Large Storage Bags, 6 Pack Clothes Storage Bins Foldable Closet Organizer Storage Containers with Durat	BUDDING JOY	5,905,649	\$18.11	34.2%
B00MS7V15G	National Tree Company Dunhill Fir Artificial Tree, 9 Ft, Dual Colored Lights	NATIONAL TREE COMPANY	5,735,513	\$298.19	26.3%
B08KSJZW4T	Lasko Oscillating Ceramic Space Heater for Home with Overheat Protection, Thermostat, and 3 Speeds, 15.7 Ir	LASKO	5,504,030	\$39.99	14.7%
B0895QVCYC	Space Heater, 1500W Electric Heaters Indoor Portable with Thermostat , PTC Fast Heating Ceramic Room Sm	AIKOPER	5,452,464	\$23.99	17.4%

# ● ● ● Arts & Crafts | Discounts on Most Visible Items



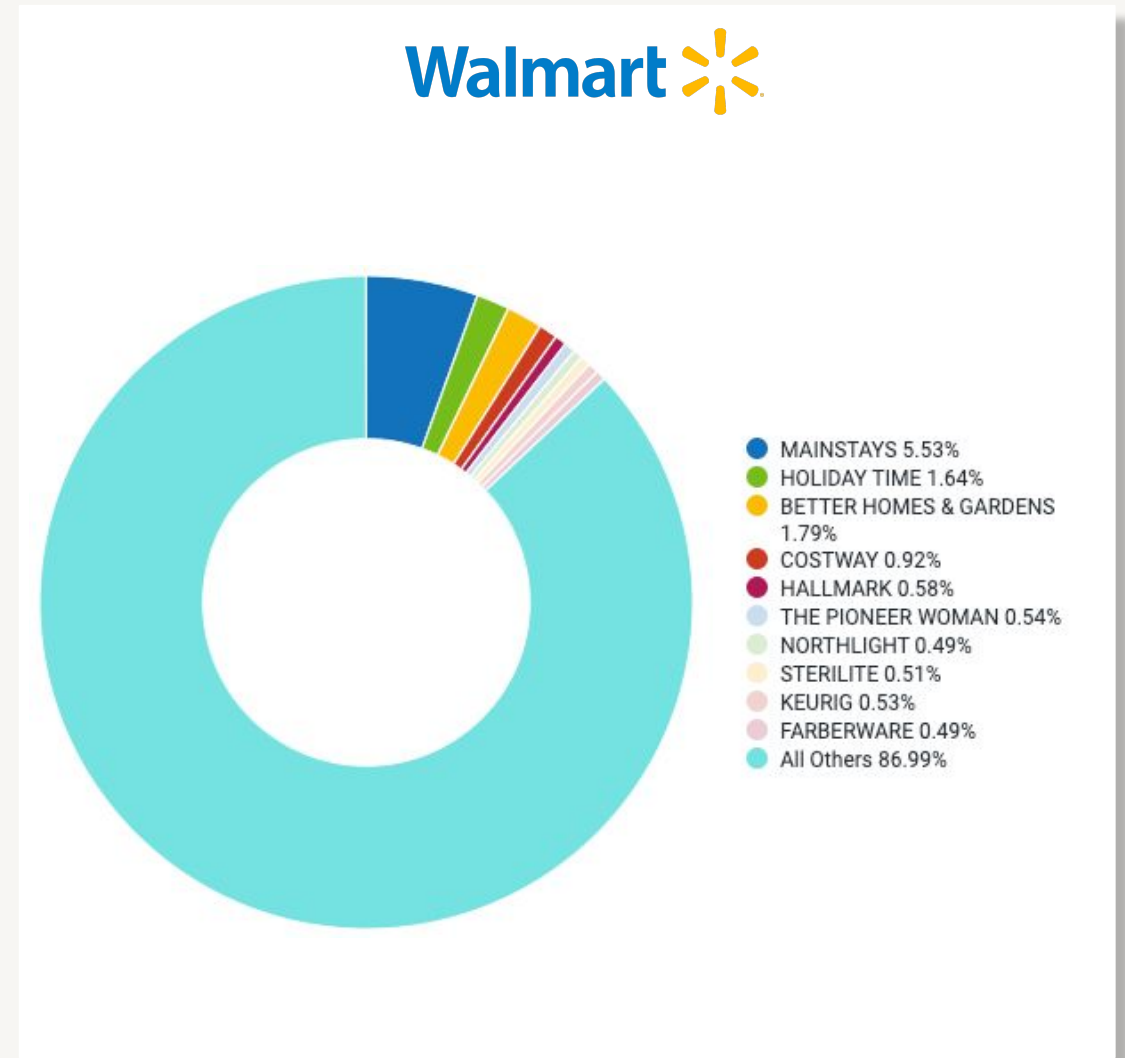
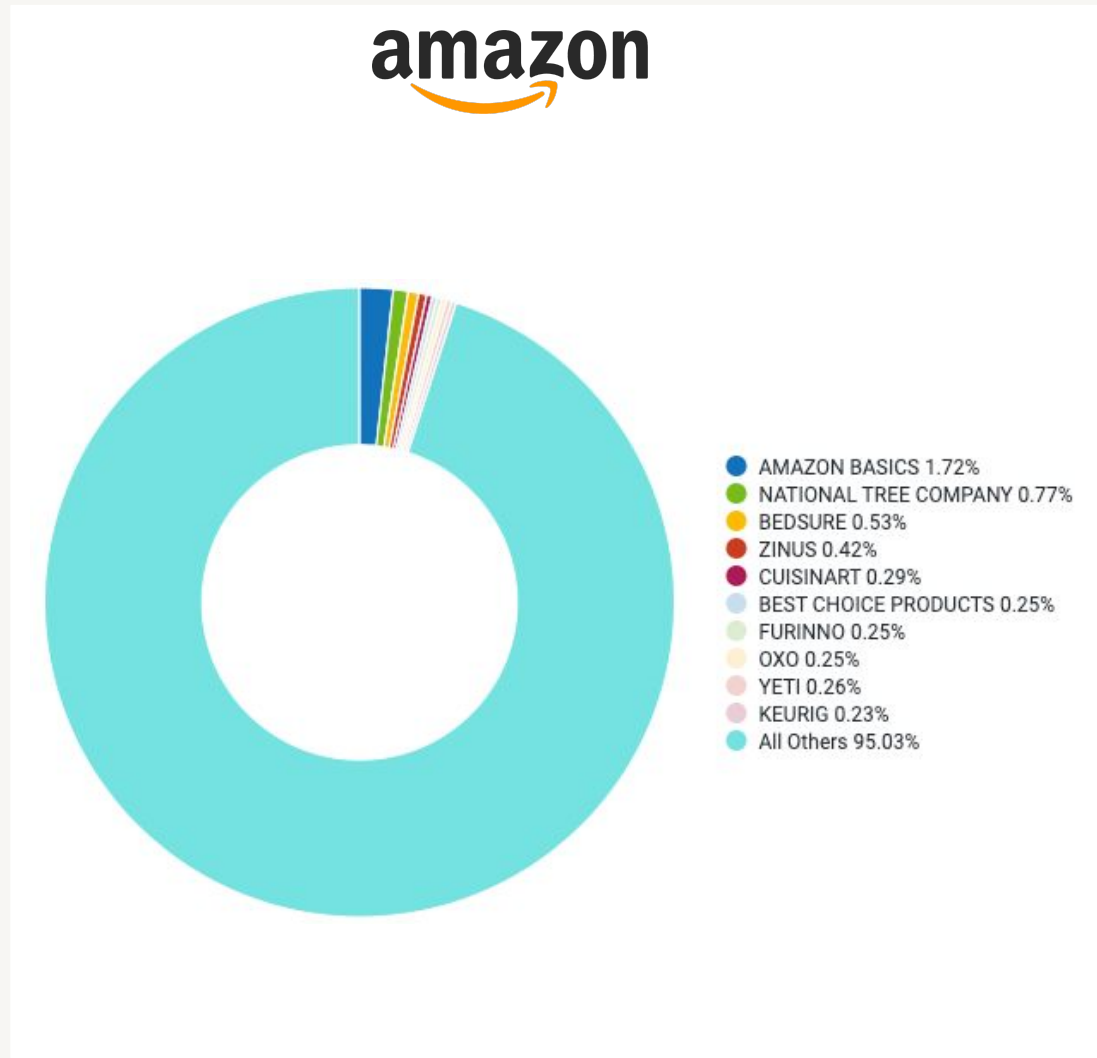
Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
604342441	Apple AirPods with Charging Case (2nd Generation)	APPLE	12,425,311	\$79.00	33.4%
1054422861	(\$135 Value) BeautySpaceNK 2022 Premium Beauty Christmas Advent Calendar, Holiday Gift S	BEAUTYSPACENK	8,059,052	\$49.98	15.3%
631193073	JLab Go Air Pop Bluetooth Earbuds, True Wireless with Charging Case, Black	JLAB AUDIO	6,540,022	\$9.88	62.4%
894763557	SAMSUNG Galaxy Buds 2 - Graphite	SAMSUNG	6,474,720	\$84.00	22.3%
764473683	Serta 10' Cooling Gel Memory Foam Mattress in a Box, Medium, Queen	SERTA	5,411,931	\$349.00	12.5%
913270598	Dreo Space Heater, Heater, Electric Heater, Portable Electric Heater with 700oscillation, 1500W F	DREO	5,291,960	\$42.49	9.6%
484338113	iRobot Roomba i1+ (1552) Wi-Fi Connected Self-Emptying Robot Vacuum, Ideal for Pet Hair, Ca	IROBOT	4,721,928	\$279.99	2.8%
838288884	Beats by Dr. Dre Powerbeats Pro Bluetooth True Wireless Earbuds with Charging Case, Navy, M	BEATS BY DR. DRE	3,978,656	\$149.95	6.4%
401195062	Wireless EarbudsBluetooth 5.0 Wireless Earbuds Bluetooth Headphones with Deep Bass HiFi 3	CSHIDWORLD	3,853,041	\$17.89	13.0%
514452708	DAYBETTER 50ft Bluetooth LED Strip Lights,Music Sync 5050 LED Light Strip RGB with Remote	DAYBETTER	3,757,702	\$13.99	9.2%
994583858	eufy Clean by Anker RoboVac G32 Pro Robot Vacuum with Home Mapping, 2000 Pa Strong Suc	EUFY	3,642,682	\$98.00	66.5%
643659699	Beats Studio Buds – True Wireless Noise Cancelling Bluetooth Earbuds - Beats Black	BEATS BY DR. DRE	3,625,654	\$89.95	9.7%
433938236	Magic Bullet Mini 14 oz. Compact Personal Blender Silver/Black	MAGIC BULLET	3,326,871	\$24.97	5.3%
292665321	Tineco S10 Cordless Smart Stick Vacuum Cleaner for Hard Floors and Carpet	TINECO	3,278,575	\$118.00	38.2%
214965733	BISSELL Crosswave Pet Multi-Surface Wet/Dry Vacuum, 2328	BISSELL	3,258,351	\$199.00	25.4%

# • • • Home & Kitchen | Top-Sponsored Brands





# • • • Home & Kitchen | Most Visible Brands



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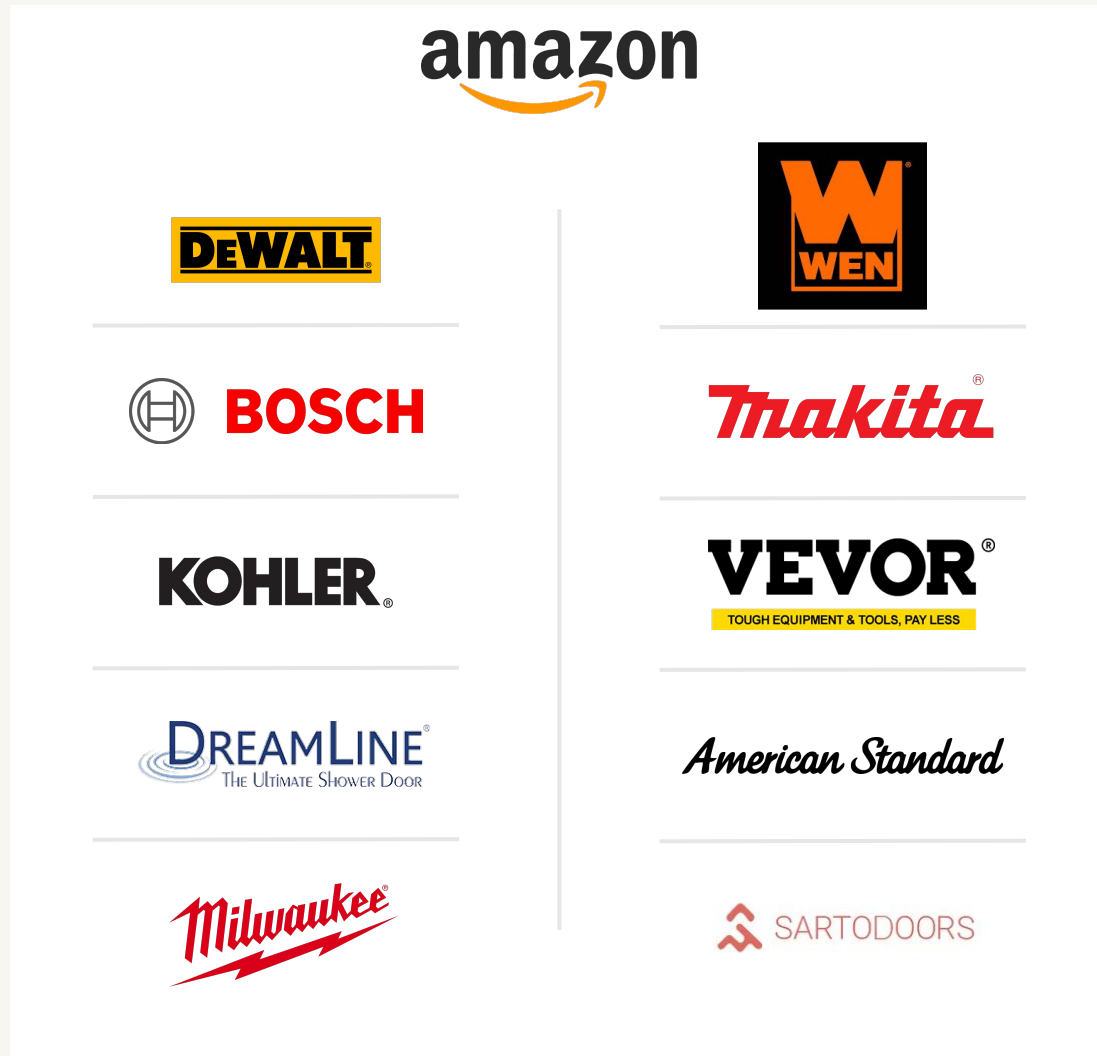
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Multi-Retailer Analysis

Home

Improvement

# • • • Home Improvement | Top Brands by Share of Sales



# ● ● ● Home Improvement | Top-Promoted Brands




	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
PROBRICO ...	402	276 ...	310...	78 ...	16 ...
RAVINTE ...	269	214 ...	235 ...	∅	∅
WORKPRO ...	217	172 ...	203 ...	4 ...	4 ...
DEWENWILS ...	211	190 ...	182 ...	∅	1 ...
DEWALT ...	187	86 ...	63 ...	103 ...	1 ...
MOEN ...	169	39 ...	65 ...	99 ...	∅
DURATECH ...	167	136 ...	154 ...	∅	1 ...
NEARMOON ...	142	109 ...	132 ...	∅	∅
BRIGHTOWN ...	140	98 ...	108 ...	5 ...	5 ...
BOSCH ...	135	101 ...	92 ...	30 ...	3 ...
GOLDENWARM...	134	100 ...	117 ...	1 ...	2 ...
KNOBWELL ...	129	73 ...	95 ...	26 ...	∅
GOVEE ...	124	104 ...	102 ...	∅	6 ...
JMEXSUSS ...	124	99 ...	111 ...	4 ...	1 ...
GOBRICO ...	117	94 ...	105 ...	∅	12 ...
DAZZLE BRIGHT...	115	101 ...	102 ...	1 ...	3 ...



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
HYPER TOUGH ...	73	2 ...	3 ...	70...
HART ...	47	7 ...	8 ...	39 ...
ROOMMATES ...	44	∅	∅	44 ...
DESIGN HOUSE ...	41	∅	∅	41 ...
GREAT VALUE ...	29	∅	∅	29 ...
ACHIM ...	24	∅	∅	24 ...
MAINSTAYS ...	16	2 ...	2 ...	14 ...
GENERAL ELECTRIC ...	16	∅	∅	16 ...
BETTER HOMES & GARD...	15	∅	∅	15 ...
STERILITE ...	13	∅	∅	13 ...
TORIN JACKS ...	12	∅	∅	12 ...
AMERIWOOD HOME ...	11	∅	3 ...	9 ...
SMILEMART ...	11	∅	∅	11 ...
NORTHWEST ...	10	∅	∅	10 ...

# ● ● ● Home Improvement | Discounts on Most Visible Items



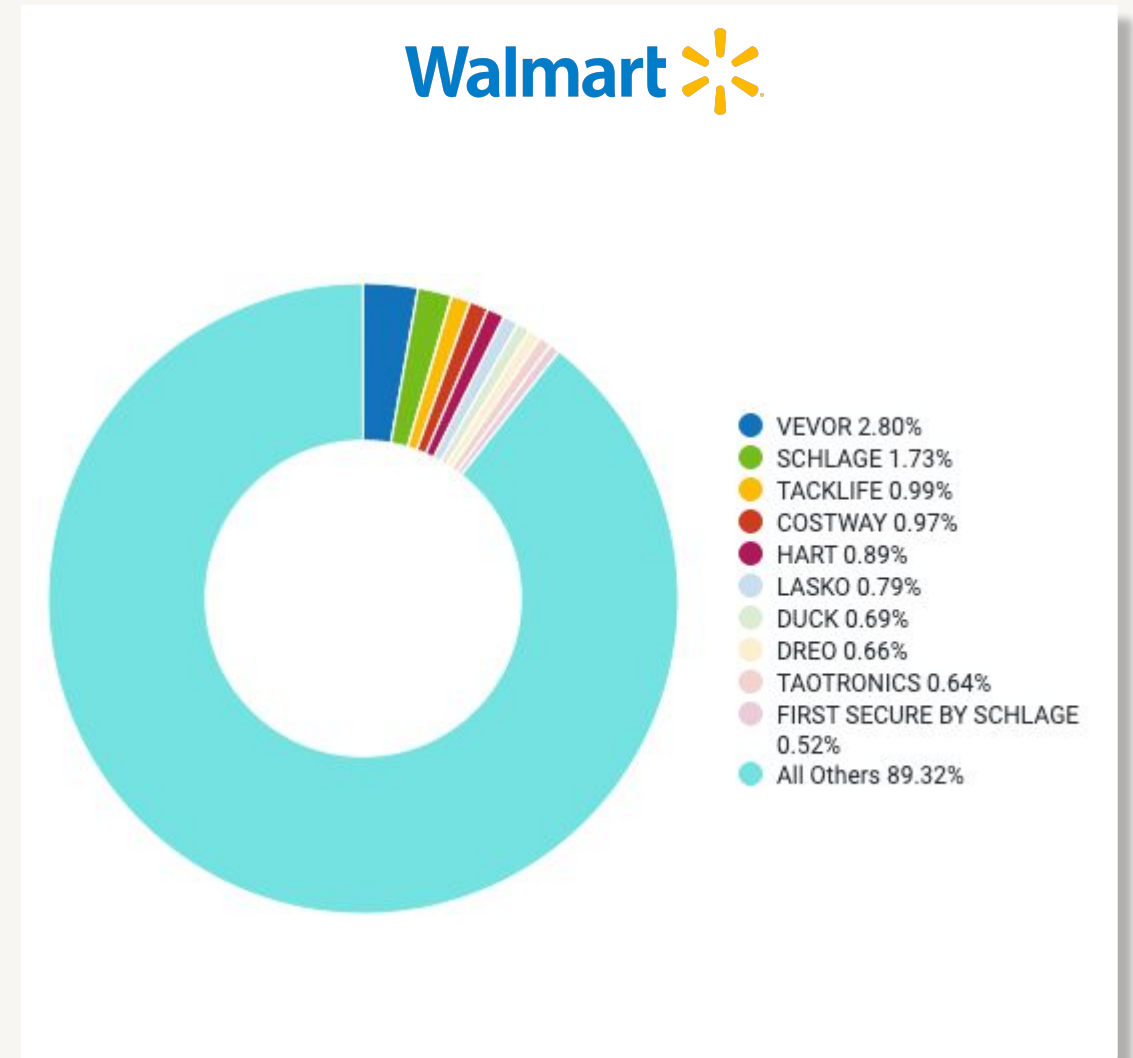
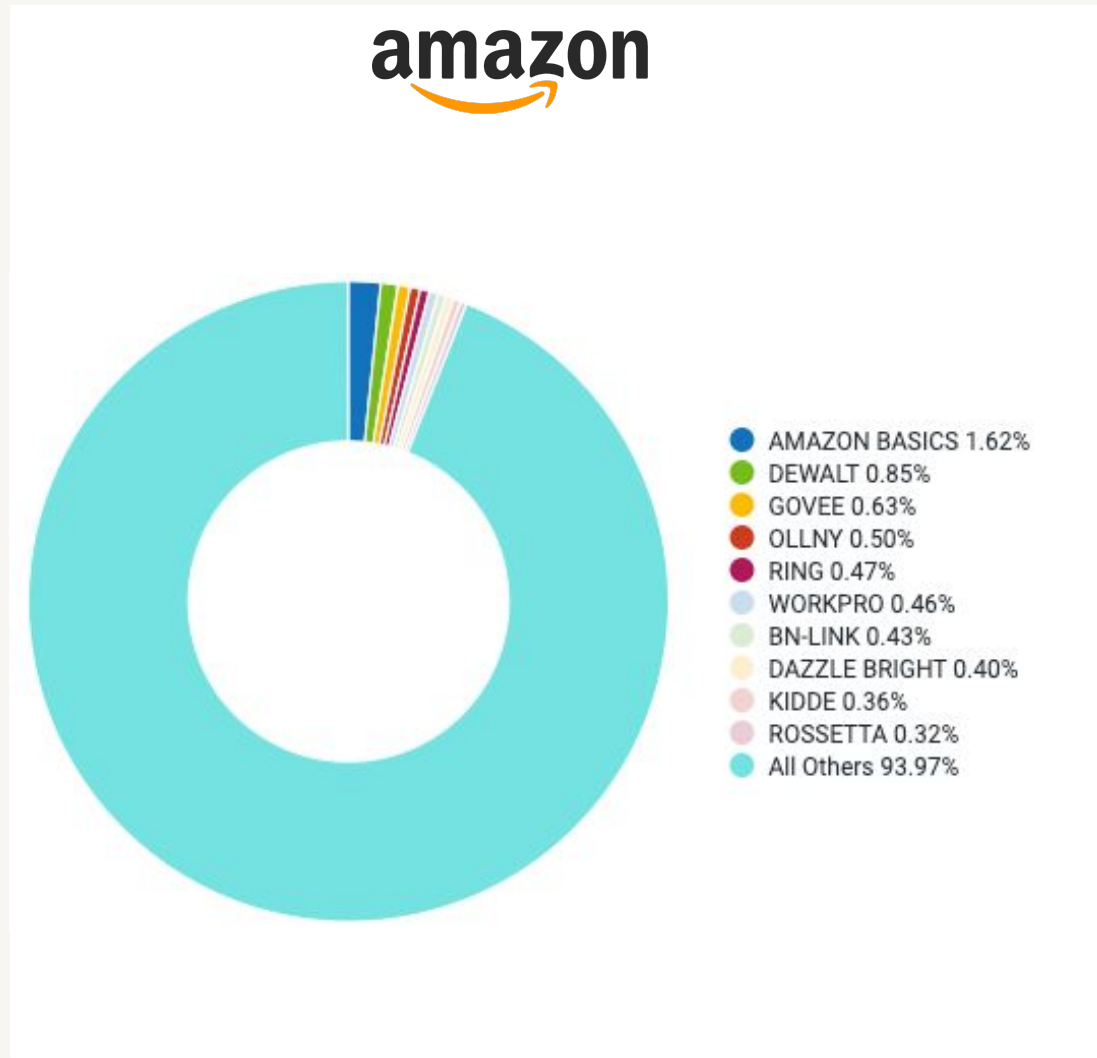
Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
B09W21XFS5 ...	LEVOIT Humidifiers for Bedroom Large Room, 3L Cool Mist Top Fill Oil Diffuser for Baby Nursery and Plants, ...	LEVOIT ...	6,623,382	\$37.99	12.2%
B0932M1666 ...	Tenmiro Led Lights for Bedroom 100ft (2 Rolls of 50ft) Music Sync Color Changing LED Strip Lights with Remo...	TENMIRO ...	6,578,663	\$19.99	22.2%
B0B2D52FLK ...	Keepsmile 100ft Led Strip Lights (2 Rolls of 50ft) Bluetooth Smart App Music Sync Color Changing RGB Led L...	KEEPSMILE ...	6,125,120	\$16.93	18.0%
B099ZRCGWW ...	Star Projector, Rossetta Galaxy Projector for Bedroom, Bluetooth Speaker and White Noise Aurora Projector, M...	ROSSETTA ...	5,965,963	\$32.79	14.9%
B08HS45N13 ...	LEVOIT Humidifiers for Bedroom Large Room Home, 6L Cool Mist Top Fill Essential Oil Diffuser for Baby and ...	LEVOIT ...	5,311,818	\$69.99	7.8%
B09V366BDY ...	KSIPZE 100ft Led Strip Lights (2 Rolls of 50ft) RGB Music Sync Color Changing,Bluetooth Led Lights with Sm...	KSIPZE ...	5,042,984	\$16.99	9.3%
B07WKZVWRD ...	LEVOIT 4L Humidifiers for Bedroom Large Room & Essential Oil Diffuser, Ultrasonic Quiet Cool Mist for Baby, ...	LEVOIT ...	4,731,704	\$43.99	6.6%
B07X27VK3D ...	Blink Mini – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, t...	BLINK HOME SECURITY ...	4,722,278	\$29.99	29.8%
B087QWKQR2 ...	Upgraded 82FT 200 LED Christmas String Lights Outdoor/Indoor, Extendable Green Wire, Super Bright with 8...	YIQU ...	4,482,905	\$13.59	15.4%
B088H8Q8KZ ...	Kwaiffco Christmas Lights Outdoor, Meteor Shower Lights Falling Rain Lights 12 inch 8 Tube 192 LED Snow F...	KWAIFFCO ...	4,472,137	\$14.22	24.5%
B086DKSHQ4 ...	Blink Outdoor - wireless, weather-resistant HD security camera, two-year battery life, motion detection, set up...	BLINK HOME SECURITY ...	4,224,620	\$124.99	25.4%
B09F2J4SX1 ...	Makeup Mirror Vanity Mirror with Lights, 2X 3X 10X Magnification, Lighted Makeup Mirror, Touch Control, Trif...	HUONUL ...	4,219,802	\$21.23	14.7%
B01MR53G6C ...	RAK Telescoping Magnetic Pickup Tool - Extendable Magnetic Flashlight - Cool Gadgets for Men Gifts & Chris...	RAK ...	4,217,020	\$15.99	24.0%
B08V8GS7PF ...	Govee Floor Lamp, RGBIC Lyra Color Changing Corner Lamp, Modern LED Lamp with Wi-Fi App Control, 64+ S...	GOVEE ...	3,695,923	\$109.99	26.7%
B08JSQVBDQ ...	DAYBETTER Led Strip Lights 100ft (2 Rolls of 50ft) Smart Light Strips with App Control Remote, 5050 RGB Le...	DAYBETTER ...	3,606,202	\$19.99	23.1%
B08ZJQCZJ4 ...	LED Flashlight Gloves, Gifts for Men Stocking Suffers Christmas Fathers Day Birthday Gifts for Him Dad Boyf...	MOIPEJO ...	3,600,826	\$12.74	19.0%
B08PF6NHLJ ...	CIVIVI Praxis Flipper Pocket Knife C803F ...	CIVIVI ...	3,525,465	\$37.50	9.9%

# • • • Home Improvement | Discounts on Most Visible Items

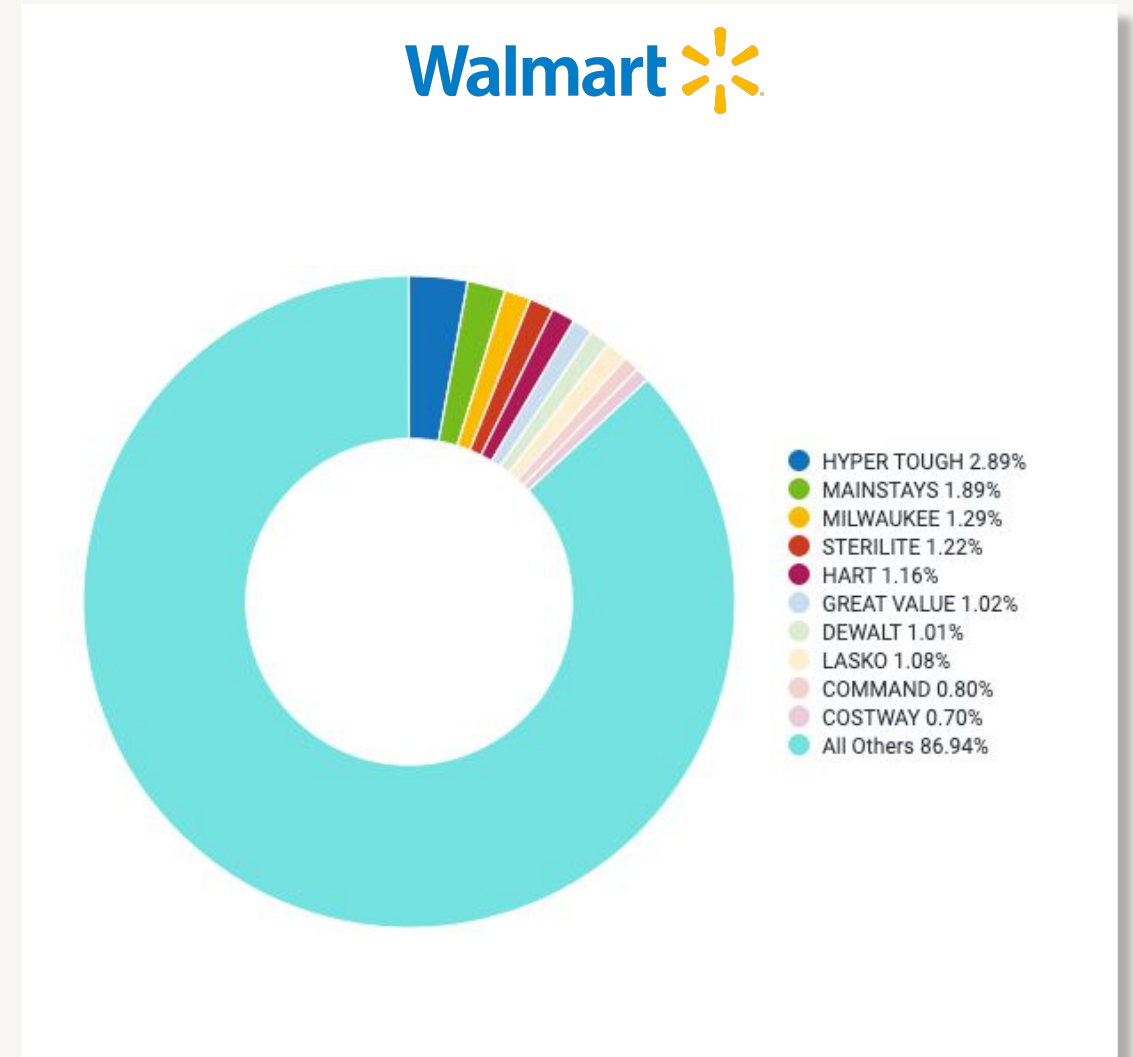
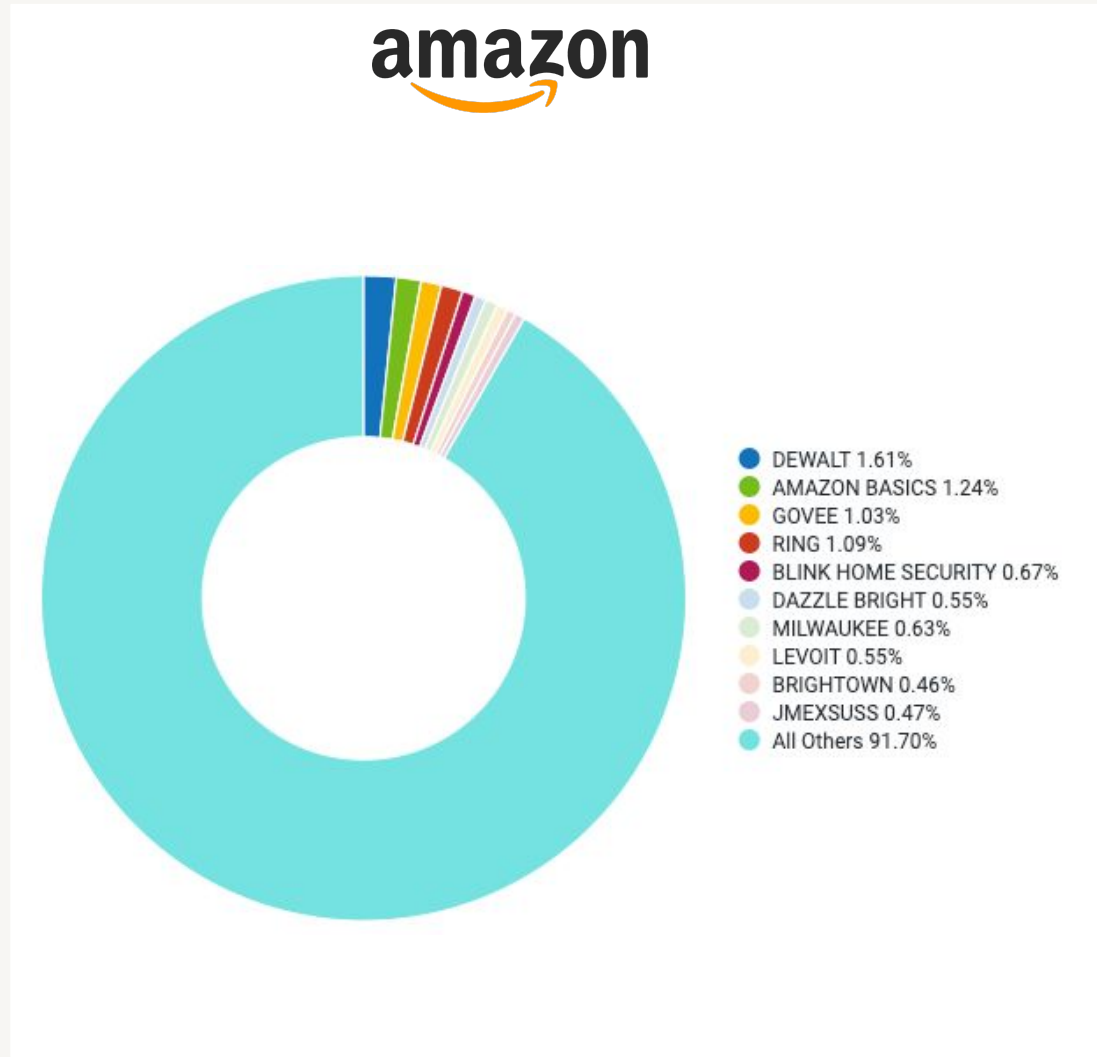
**Walmart** 

Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
304222276 ...	Nest Camera (outdoor or indoor, battery) 1pk White ...	GOOGLE ...	5,473,908	\$119.98	12.3%
913270598 ...	Dreo Space Heater, Heater, Electric Heater, Portable Electric Heater with 70Oscillation, 1500W	DREO ...	5,291,960	\$42.49	9.6%
759333675 ...	Pelonis 17" 1500W Ceramic Tower Space Heater, NTH15-17L, Black ...	PELONIS TECHNOLOGIES ...	4,259,141	\$32.96	12.3%
691139129 ...	Pelonis 23" Ceramic Tower Fan-Forced Space Heater, PTHW15-18MR, Black ...	PELONIS TECHNOLOGIES ...	3,659,022	\$37.96	12.3%
17038556 ...	Lasko 1500W Electric Portable Oscillating Ceramic Space Heater Tower with Digital Display	LASKO ...	3,605,257	\$49.98	21.5%
982355647 ...	TaoTronics Space Heater, 1500W Electric Heater Portable Heaters Indoor Use, Oscillation E	TAOTRONICS ...	3,570,404	\$59.99	8.1%
783787661 ...	R.W.Flame Small Space Heater for Indoor Use, Electric Ceramic Space Heater, Portable Hea	R.W.FLAME ...	3,250,532	\$18.99	21.6%
1124591584 ...	Dreo Space Heater 1500W 24" PTC Space Heater with Remote for Home, 10ft/s Fast, Towe	DREO ...	2,559,529	\$71.99	9.7%
128146003 ...	LifePlus Space Heater Electric Heater Ceramic Tower Heater Portable with Remote Control	LIFEPLUS ...	2,533,050	\$49.97	3.4%
561689070 ...	Ring & Video Doorbell WITH Camera Wireless WiFi Security Phone Bell 720PHD ...	LISM ...	2,524,046	\$31.32	9.7%
572537744 ...	Google Nest Cam 2-Pack - Outdoor or Indoor   Battery Wireless Indoor and Outdoor Security	GOOGLE NEST ...	2,443,727	\$200.00	17.9%
534815410 ...	ChimneyFree Electric Fireplace Personal Space Heater, Black ...	CHIMNEYFREE ...	2,411,914	\$39.98	21.1%
211593977 ...	Anker PowerCore Select 10000 Portable Charger - Black, One of The Smallest and Lightest	ANKER ...	2,407,943	\$16.99	28.5%
519552711 ...	Dreo Space Heater, Heater, Electric Heater, 1500W for Indoor Use, 70° Oscillating Portable H	DREO ...	2,385,243	\$63.74	10.3%
353705616 ...	Space Heater with Adjustable Thermostat, Paris Rhne 1500W Ceramic Desktop Heater for I	PARIS RHONE ...	2,313,350	\$34.99	23.7%
863015241 ...	Dreo Space Heater Energy-Saving with Thermostat, 16" 1500W Oscillating Ceramic Electric	DREO ...	2,246,394	\$63.74	13.9%

# • • • Home Improvement | Top-Sponsored Brands



# • • • Home Improvement | Most Visible Brands





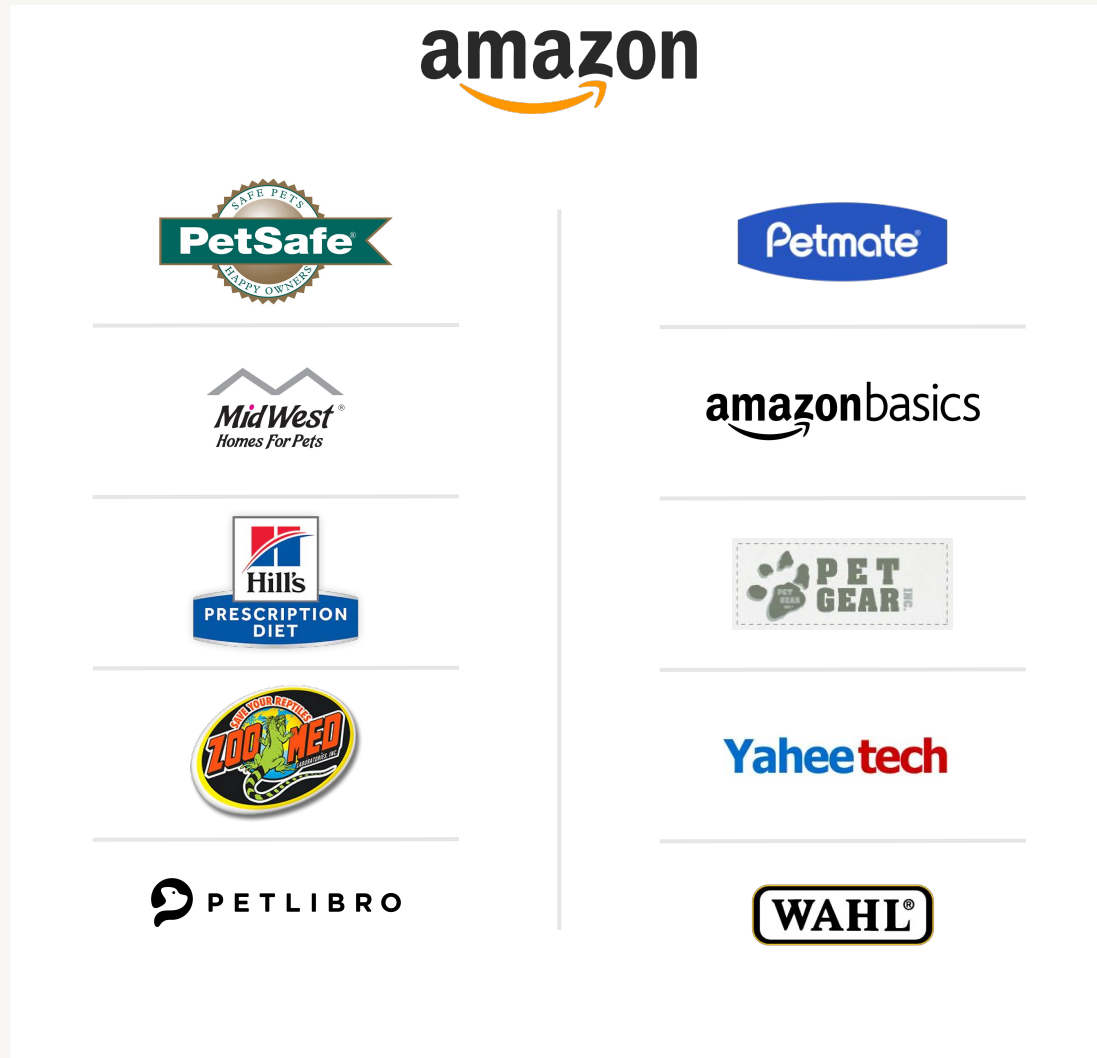


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# Multi-Retailer Analysis

# Pets

# ● ● ● Pets | Top Brands by Share of Sales



# ● ● ● Pets | Top-Promoted Brands




	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count ▾	Items	Items	Items	Items
HAMILEDYI ...	260	205 ...	238...	1 ...	∅
KATHSON ...	223	171 ...	199 ...	4 ...	∅
KUOSER ...	182	97 ...	161 ...	1 ...	4 ...
LOVINPET ...	157	86 ...	125 ...	∅	∅
VIVAGLORY ...	142	83 ...	123 ...	7 ...	∅
HYGGER ...	129	117 ...	118 ...	∅	∅
EXPAWLOORER ...	127	81 ...	105 ...	8 ...	∅
PUPTECK ...	116	59 ...	90 ...	20 ...	∅
TFWADMX ...	113	91 ...	107 ...	1 ...	∅
BNOSDM ...	110	89 ...	93 ...	2 ...	∅
MERRICK ...	109	56 ...	90 ...	32 ...	18 ...
FITWARM ...	108	61 ...	72 ...	31 ...	∅
VEEHOO ...	105	73 ...	82 ...	1 ...	∅
MALIER ...	101	62 ...	78 ...	11 ...	∅
PINVNBY ...	100	67 ...	83 ...	3 ...	∅
BINGPET ...	93	61 ...	76 ...	8 ...	∅



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count ▾	Items	Items	Items
GREENIES ...	22	12 ...	10 ...	10 ...
TEMPTATIONS ...	20	1 ...	2 ...	19...
MILK-BONE ...	18	∅	∅	18 ...
GAP PET ...	9	6 ...	9 ...	∅
INSTACHEW ...	7	6 ...	7 ...	∅
BLUE BUFFALO ...	6	∅	∅	6 ...
GOOD DOG ...	6	∅	∅	6 ...
MINTIES ...	6	∅	∅	6 ...
AVIA ...	5	∅	∅	5 ...
PEDIGREE ...	5	∅	∅	5 ...
PETSAFE ...	4	3 ...	3 ...	1 ...
VIBRANT LIFE ...	4	∅	1 ...	3 ...
GEENI ...	3	3 ...	3 ...	∅
KRADLE ...	3	1 ...	1 ...	2 ...

# ● ● ● Pets | Discounts on Most Visible Items



Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
B07X27VK3D ...	Blink Mini – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two	BLINK HOME SECURITY ...	4,722,278	\$29.99	29.8%
B07Q6ZZFLS ...	Ring Stick Up Cam Battery HD security camera with custom privacy controls, Simple setup, Works with Alexa - V	RING ...	3,374,281	\$69.99	3.3%
B08NJJQ1KW ...	Dog Chew Toys, Puppy Toothbrush Clean Teeth Interactive Corn Toys, Dog Toys Aggressive Chewers Small Med	CARLLG ...	2,984,674	\$10.39	20.0%
B08VHCCP81 ...	Migipaws Cat Toys, Interactive Automatic 7 Holes Mice Whack-A-Mole, Ultra Fun Smart Teaser Toy for Indoor Ca	MIGIPAWS ...	2,763,234	\$28.99	11.9%
B098BB1HGN ...	HGB Squeaky Dog Toys, No Stuffing Crinkle Plush Dog Chew Toys for Teething, Pet Training and Entertaining, Du	HGB ...	2,627,308	\$11.99	11.4%
B089QXMQXK ...	Bedsure Orthopedic Dog Bed, Bolster Dog Beds for Medium/Large/Extra Large Dogs - Foam Sofa with Removab	BEDSURE ...	2,550,316	\$34.39	22.6%
B08WRPR6DS ...	Migipaws Cat Toys, Automatic Moving Ball Bundle Classic Mice + Feather Kitten Toys in Pack. DIY N in 1 Pets S	MIGIPAWS ...	2,089,653	\$18.69	10.5%
B00CPDWT2M ...	Benebone Wishbone Durable Dog Chew Toy for Aggressive Chewers, Real Flavors, Made in USA ...	BENEBONE ...	2,052,470	\$10.22	20.0%
B07ZGMGTCJ ...	Bedsure Large Orthopedic Foam Dog Bed for Small, Medium, Large and Extra Large Dogs/Cats Up to 50/75/100	BEDSURE ...	2,028,096	\$27.99	18.9%
B086YQT1BV ...	KIPRITII Dog Chew Toys for Puppy - 20 Pack Puppies Teething Chew Toys for Boredom, Pet Dog Chew Toys with	KIPRITII ...	1,968,602	\$18.85	21.4%
B08DCSRJFT ...	Sedioso Dog Toys, Stuffed Animal Dog Chew Toy, Cute Squeaky Dog Plush Toys with Crinkle Paper for Puppy, Sr	SEDIOSO ...	1,940,438	\$11.04	12.6%
B09D7DWTVB ...	Washable Dog Bed Deluxe Plush Dog Crate Beds Fulffy Comfy Kennel Pad Anti-Slip Pet Sleeping Mat for Large, .	KSIIA ...	1,928,638	\$19.99	8.5%
B07PB5NZL9 ...	Crayola Scribble Scrubbie, Peculiar Pets, Boys & Girls Toys, Gifts for Kids, Ages 3+ [Amazon Exclusive] ...	CRAYOLA ...	1,692,305	\$18.99	36.2%
B09N36NMQY ...	Dog Chew Toys/Tough Dog Toys for Aggressive Chewers/Dog Toys for Large Dogs/Durable Dog Toys/Heavy Dut	FUUFOME ...	1,595,572	\$11.99	10.8%
B09YSV13CQ ...	Dog Beds for Large Dogs, Washable Pet Bed Mattress Comfortable and Warming Rectangle Dog Bed for Medium	TEODTY ...	1,583,476	\$33.95	15.8%
B07X3XFB6K ...	PetSafe ScoopFree Self-Cleaning Cat Litter Box - Never Scoop Again - Hands-Free Cleanup with Disposable Crys	PETSAFE ...	1,534,218	\$169.95	6.6%
B09Q81PRM5 ...	BISSELL CrossWave X7 Cordless Pet Pro Multi-Surface Wet Dry Vacuum with WiFi Connectivity, 3279 ...	BISSELL ...	1,500,646	\$319.99	11.0%

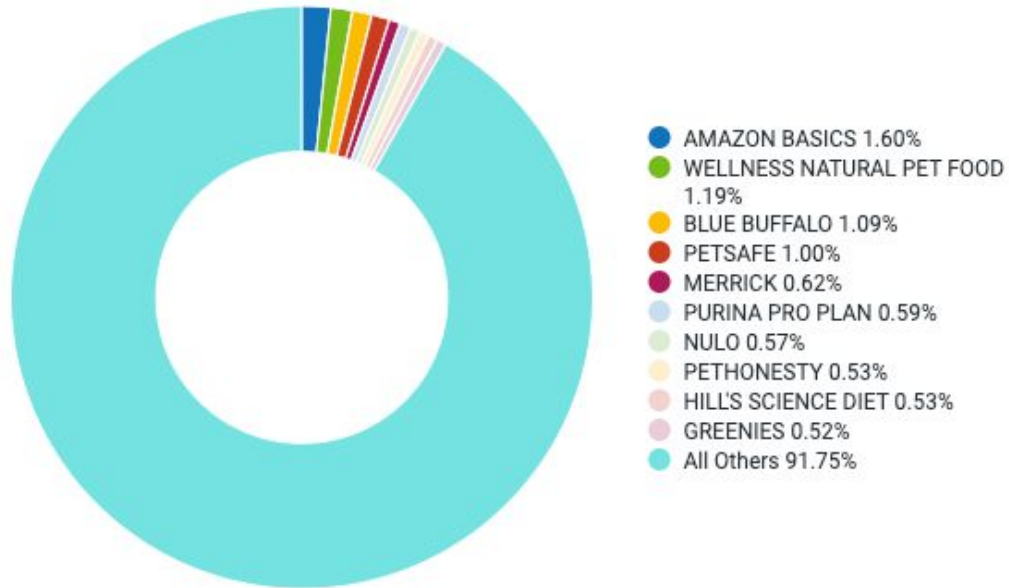
# ● ● ● Pets | Discounts on Most Visible Items

**Walmart** 

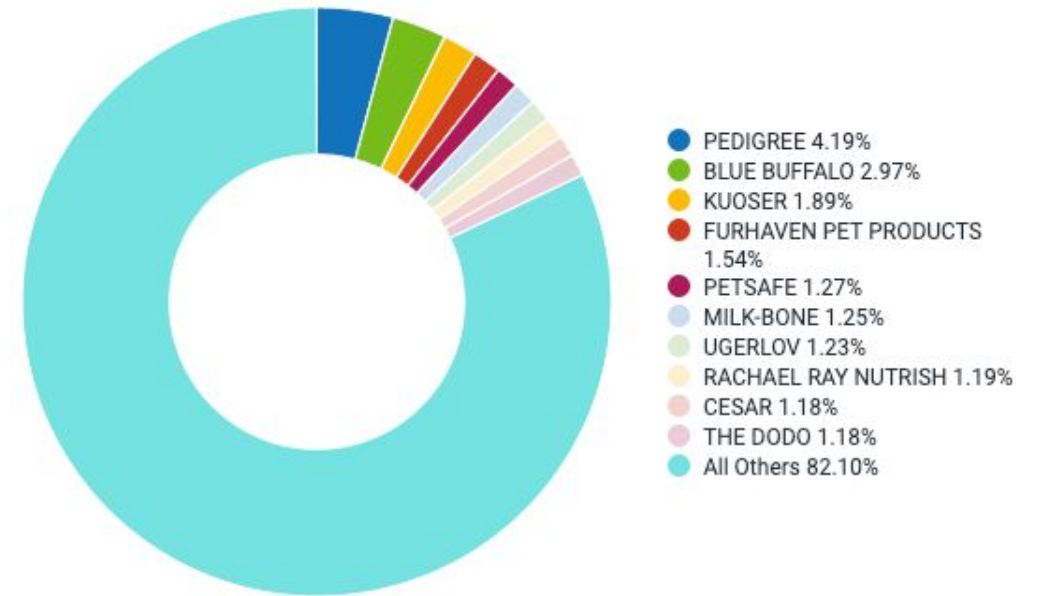
Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
232846669 ...	Hartz Delectables Stew Lickable Wet Cat Treats Variety Pack, 12 Pack ...	DELECTABLES ...	2,828,130	\$10.96	15.2%
345081788 ...	Blue Buffalo Life Protection Formula Chicken and Brown Rice Dry Dog Food for Adult Dogs, W	BLUE BUFFALO ...	1,757,206	\$15.98	8.6%
705583741 ...	Hero Dog Pet Bed, Washable, Anti-Slip Pads, 42 inch, Large ...	HERO DOG ...	1,606,839	\$24.79	19.2%
261618084 ...	Gap Painted Dot Cuddler Pet Bed, Recycled Polyester Cover with Sherpa inner, Small 20"x18",	GAP ...	1,490,408	\$20.00	19.9%
642918893 ...	Zenstyle 53-in Cat Tree & Condo Scratching Post Tower, Dark Gray ...	ZENSTYLE ...	1,288,293	\$49.99	8.3%
665463487 ...	PEDIGREE Complete Nutrition Grilled Steak & Vegetable Dry Dog Food for Adult Dog, 44 lb. Ba	PEDIGREE ...	1,143,449	\$25.72	8.0%
273072331 ...	Purina Cat Chow Indoor Dry Cat Food, Hairball + Healthy Weight, 20 lb. Bag ...	CAT CHOW ...	1,126,728	\$20.58	8.4%
19717395 ...	Meow Mix Tender Centers Salmon & White Meat Chicken Dry Cat Food, 13.5 Pounds ...	MEOW MIX ...	1,058,279	\$4.98	67.4%
1095776854 ...	TEMPTATIONS Advent Calendar Holiday Treats for Adult Cats, 20.4 oz Variety Pack ...	TEMPTATIONS ...	1,017,796	\$9.74	22.4%
671466537 ...	Vibrant Life High Sided Hideout Cat Litter Box, Blue ...	VIBRANT LIFE ...	990,706	\$8.47	19.2%
160165107 ...	Rachael Ray Nutrish Soup Bones Dog Treats, Real Beef & Barley Flavor, 12.6oz, 6 bones ...	RACHAEL RAY NUTRISH ...	939,234	\$5.25	19.0%
370156168 ...	Rose Toys, Sucking Vibrator for Women with 7 Intense Suction, Rechargeable Clit Sucker Nipp	QI-EU ...	918,537	\$19.99	17.6%
236957747 ...	Vibrant Life Secret Sandbox Cat Litter Box, Gray and Black ...	VIBRANT LIFE ...	917,764	\$17.98	16.8%
10811473 ...	Van Ness Covered Cat Litter Box, Large ...	VAN NESS PLASTIC ...	880,996	\$18.06	6.5%
10293676 ...	Milk-Bone Original Dog Biscuits, Small Crunchy Dog Treats, 24 oz. ...	MILK-BONE ...	853,874	\$2.96	37.7%

# ● ● ● Pets | Top-Sponsored Brands

amazon

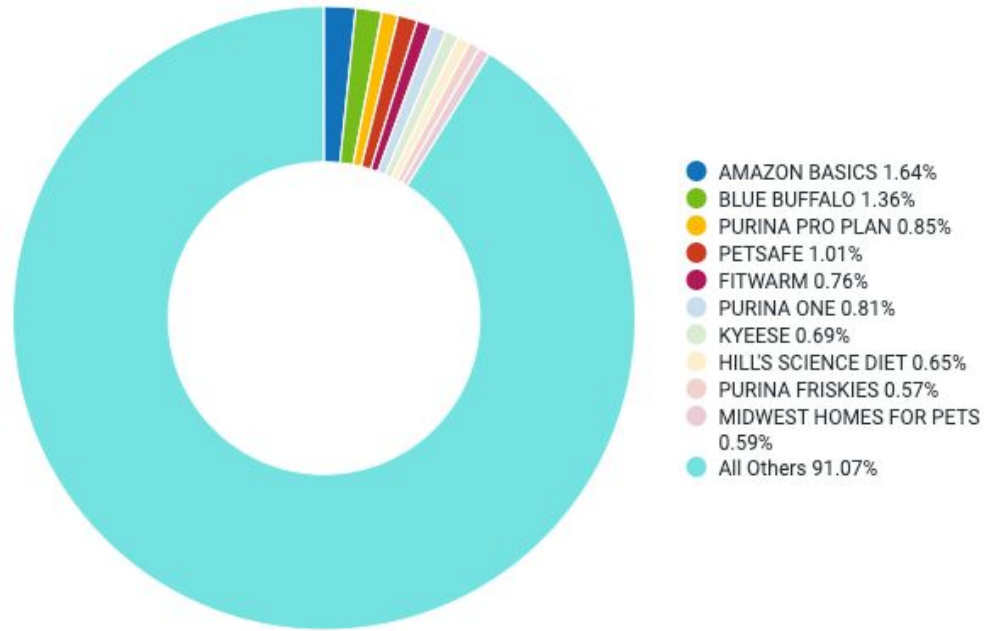


Walmart

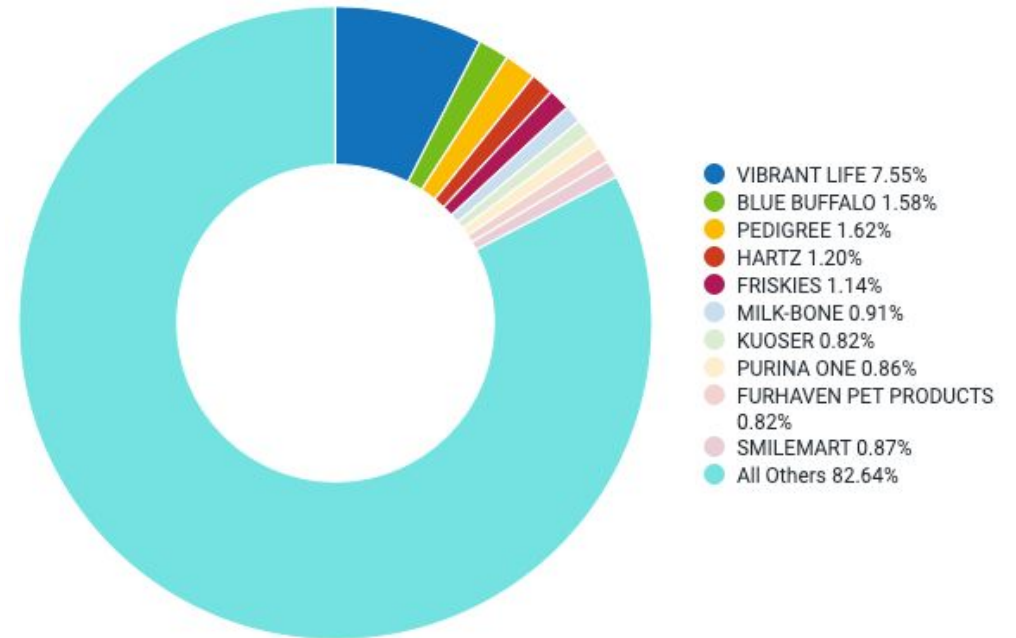


# ● ● ● Pets | Most Visible Brands

amazon



Walmart



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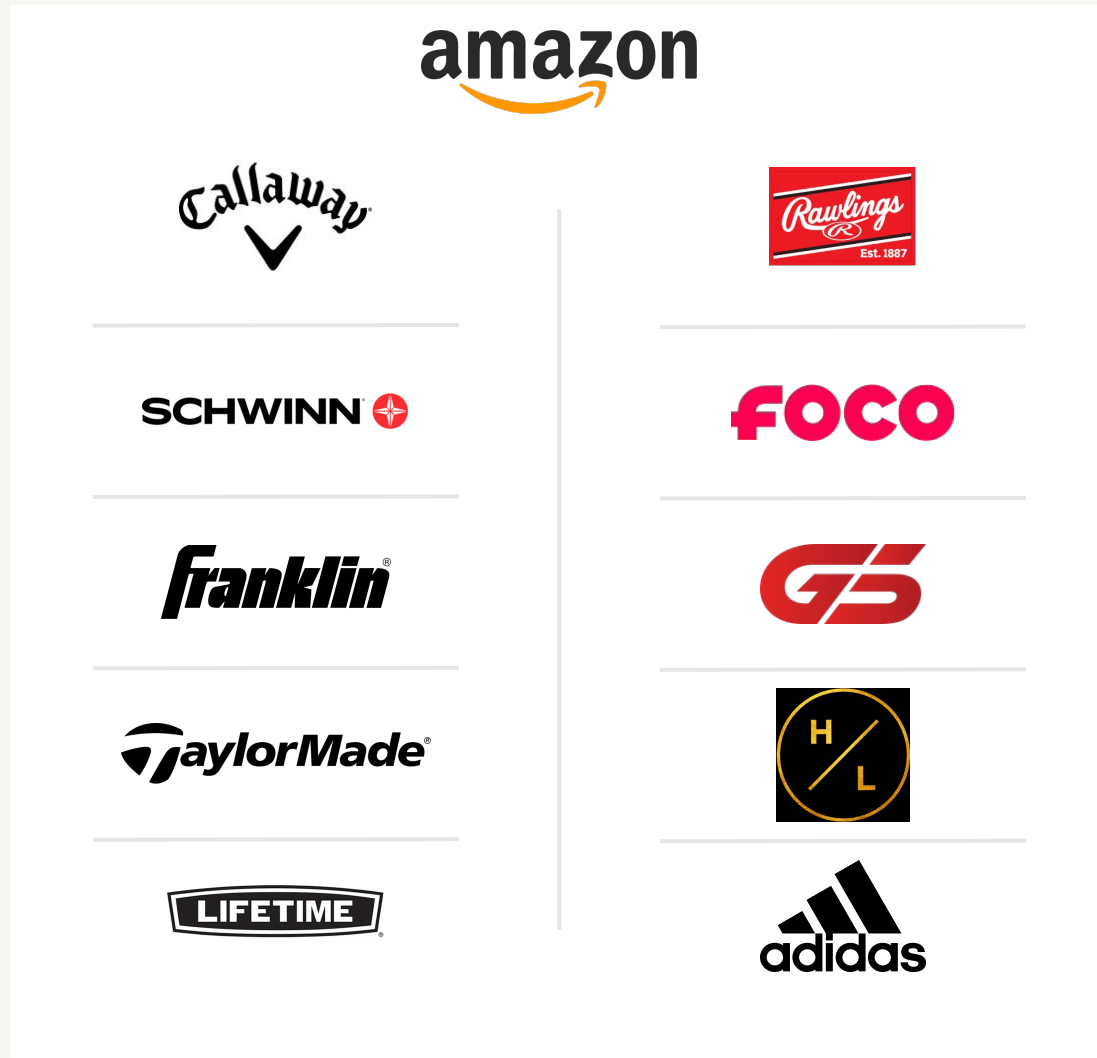
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Multi-Retailer Analysis

# Sports & Outdoors



# ● ● ● Sports & Outdoors | Top Brands by Share of Sales



# ● ● ● Sports & Outdoors | Top-Promoted Brands



	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
UNDER ARMOUR...	1,484	728 ...	774....	583 ...	5 ...
ADIDAS ...	935	271 ...	235 ...	676 ...	3 ...
AMAZON ESSENT...	766	525 ...	540 ...	75 ...	1 ...
BALEAF ...	602	429 ...	460 ...	23 ...	∅
ULTRA GAME ...	574	121 ...	152 ...	385 ...	∅
GEMYSE ...	414	332 ...	253 ...	∅	∅
COLUMBIA ...	410	157 ...	106 ...	223 ...	4 ...
FOCO ...	397	141 ...	187 ...	158 ...	∅
WANTDO ...	391	269 ...	299 ...	5 ...	∅
LITTLE DONKEY ...	378	217 ...	318 ...	∅	2 ...
NIKE ...	351	∅	∅	351 ...	∅
MAGCOMSEN ...	341	248 ...	282 ...	∅	∅
TACVASEN ...	324	262 ...	269 ...	∅	∅
TIDEWE ...	296	254 ...	272 ...	8 ...	1 ...
NEW BALANCE ...	294	177 ...	173 ...	74 ...	5 ...
CHAMPION ...	286	156 ...	18 ...	143 ...	∅



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
OZARK TRAIL ...	58	∅	∅	58....
APPLE ...	38	16 ...	21 ...	17 ...
ATHLETIC WORKS ...	30	8 ...	4 ...	20 ...
FIREFLY! OUTDOOR GEAR...	29	∅	∅	29 ...
DECATHLON ...	28	1 ...	1 ...	27 ...
COLEMAN ...	22	∅	∅	22 ...
THE NORTHWEST COMP...	22	∅	∅	22 ...
SLUMBERJACK ...	21	∅	∅	21 ...
CHAMPION ...	18	16 ...	1 ...	8 ...
NORTHSIDE ...	18	∅	∅	18 ...
BELL ...	15	2 ...	3 ...	12 ...
HUFFY ...	15	8 ...	8 ...	7 ...
EVEREST ...	15	∅	∅	15 ...
HANES ...	15	∅	∅	15 ...

# ● ● ● Sports & Outdoors | Discounts on Most Visible Items

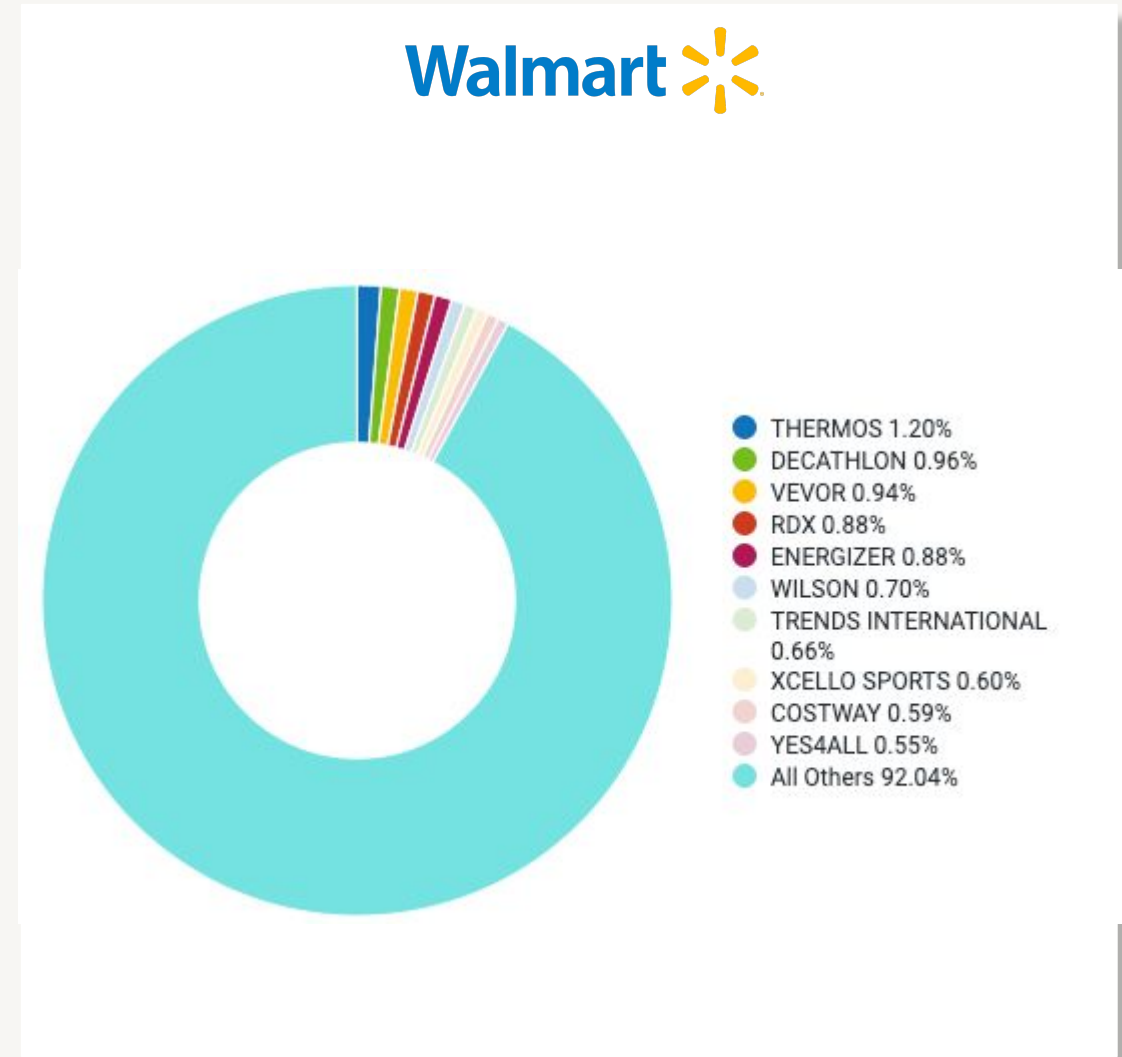
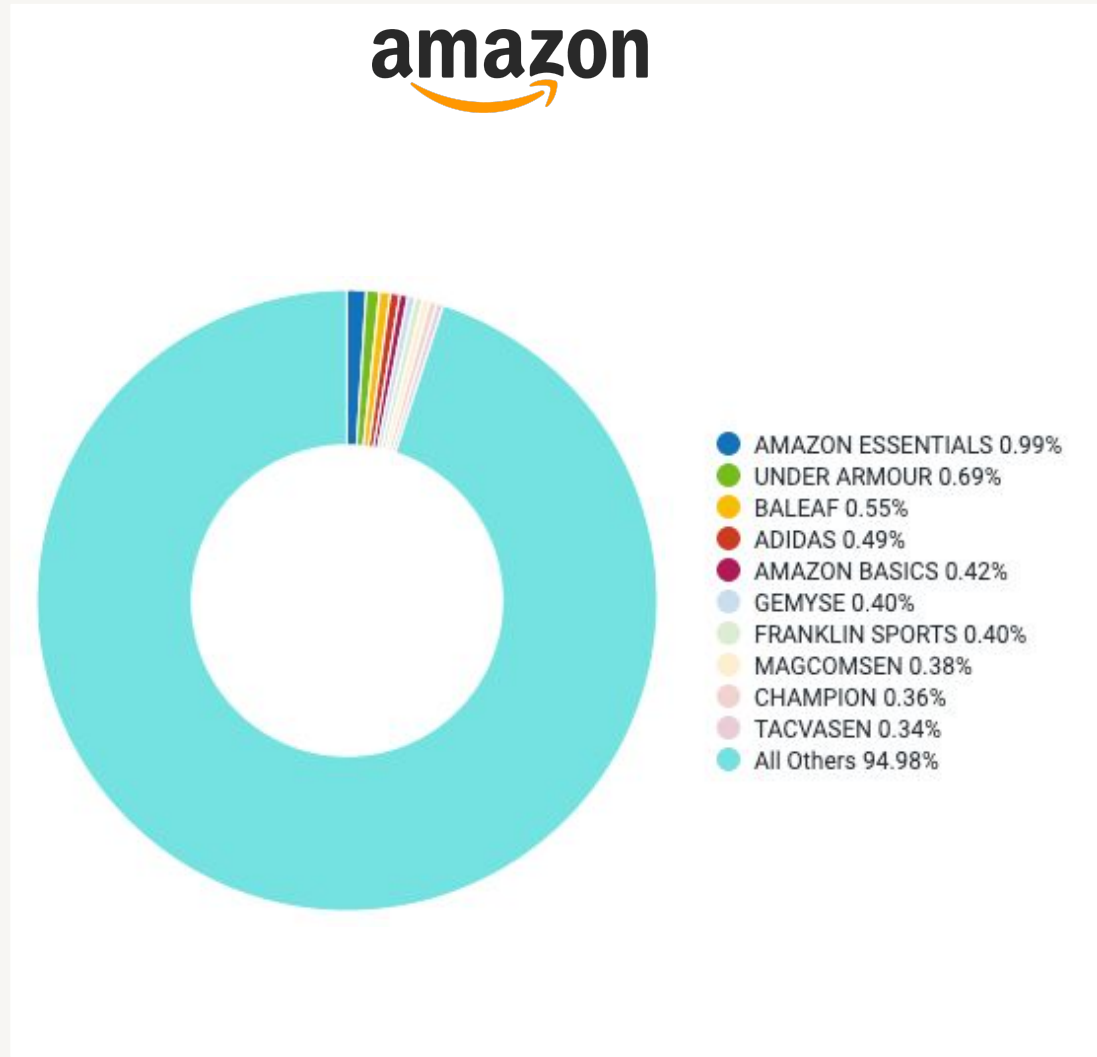
Item ID	Title	Brand	Search Visibility Score	Best Promo Price
B07H3LZGSP ...	OCOOPA Hand Warmers Rechargeable, 1 Pack 5200mAh Electric Portable Pocket Heater, Heat Therapy Great for R	OCOOPA ...	5,306,598	\$19.59
B002G9UDYG ...	Men's Knit Cuffed Beanie ...	CARHARTT ...	5,073,491	\$16.50
B06XFY5NZW ...	Carhartt Deluxe Dual Compartment Insulated Lunch Cooler Bag, Carhartt Brown ...	CARHARTT ...	5,022,548	\$22.49
B018DQI504 ...	Thermajohn Long Johns Thermal Underwear for Men Fleece Lined Base Layer Set for Cold Weather ...	THERMAJOHN ...	4,577,760	\$29.99
B09SQNTX9H ...	Hydro Flask Standard Mouth Bottle with Flex Cap ...	HYDRO FLASK ...	4,573,271	\$16.83
B08F4YS1RH ...	Men's Heated Jacket with Battery pack 7.4V, Windproof Electric Insulated Coat with Detachable Hood ...	VENUSTAS ...	4,341,409	\$104.99
B09SQQJ92S ...	Hydro Flask 24 oz Standard Mouth Water Bottle with Flex Cap or Flex Straw ...	HYDRO FLASK ...	4,231,818	\$25.76
B09SQQQL36M ...	Hydro Flask Wide Mouth Bottle with Flex Cap ...	HYDRO FLASK ...	4,139,278	\$33.71
B08G89Q2VJ ...	Beanie Men Slouchy Knit Skull Cap Warm Stocking Hats Guys Women Striped Winter Beanie Hat Cuffed Plain Hat	VGOGFLY ...	3,924,077	\$11.19
B0B5H33HTJ ...	Womens Oversized Half Zip Pullover Long Sleeve Sweatshirt Quarter Zip Hoodie Sweater Teen Girls Fall Y2K Clothe	TRENDY QUEEN ...	3,718,601	\$23.99
B0007ZF40A ...	HotHands Hand Warmers - Long Lasting Safe Natural Odorless Air Activated Warmers - Up to 10 Hours of Heat - 40	HOTHANDS ...	3,639,447	\$25.00
B08ZJQCZJ4 ...	LED Flashlight Gloves, Gifts for Men Stocking Suffers Christmas Fathers Day Birthday Gifts for Him Dad Boyfriend,	MOIPEJO ...	3,600,826	\$12.74
B08PF6NHLJ ...	CIVIVI Praxis Flipper Pocket Knife C803F ...	CIVIVI ...	3,525,465	\$37.50
B08JXGYR3L ...	Women's Fleece Lined Water Resistant Legging High Waisted Thermal Winter Hiking Running Pants Pockets ...	BALEAF ...	3,510,387	\$23.79
B00JUM2VAQ ...	Hanes Men's Sweatshirt, EcoSmart Fleece Hoodie, Cotton-Blend Fleece Hooded Sweatshirt, Plush Fleece Pullover H	HANES ...	3,392,903	\$13.13
B07LFWWNDV ...	Slouchy Beanie for Men Winter Hats for Guys Cool Beanies Mens Lined Knit Warm Thick Skully Stocking Binie Hat	VGOGFLY ...	3,364,632	\$9.23
B009JBJ142 ...	GlowCity Glow in The Dark Size 7 Basketball for Teen Boy - Glowing Red Basket Ball, Light Up LED Toy for Night Ball	GLOWCITY ...	3,252,967	\$23.47

# ● ● ● Sports & Outdoors | Discounts on Most Visible Items

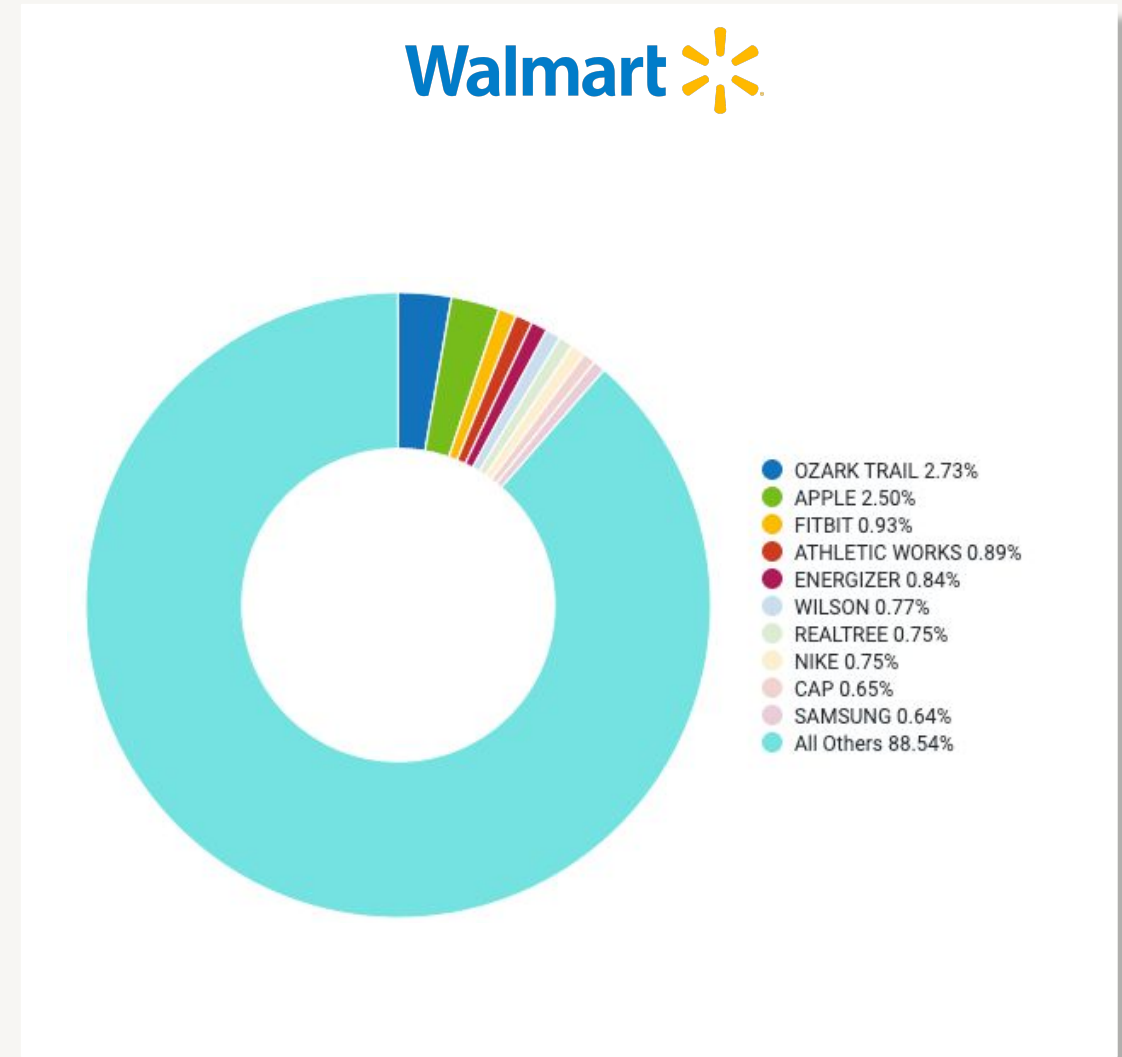
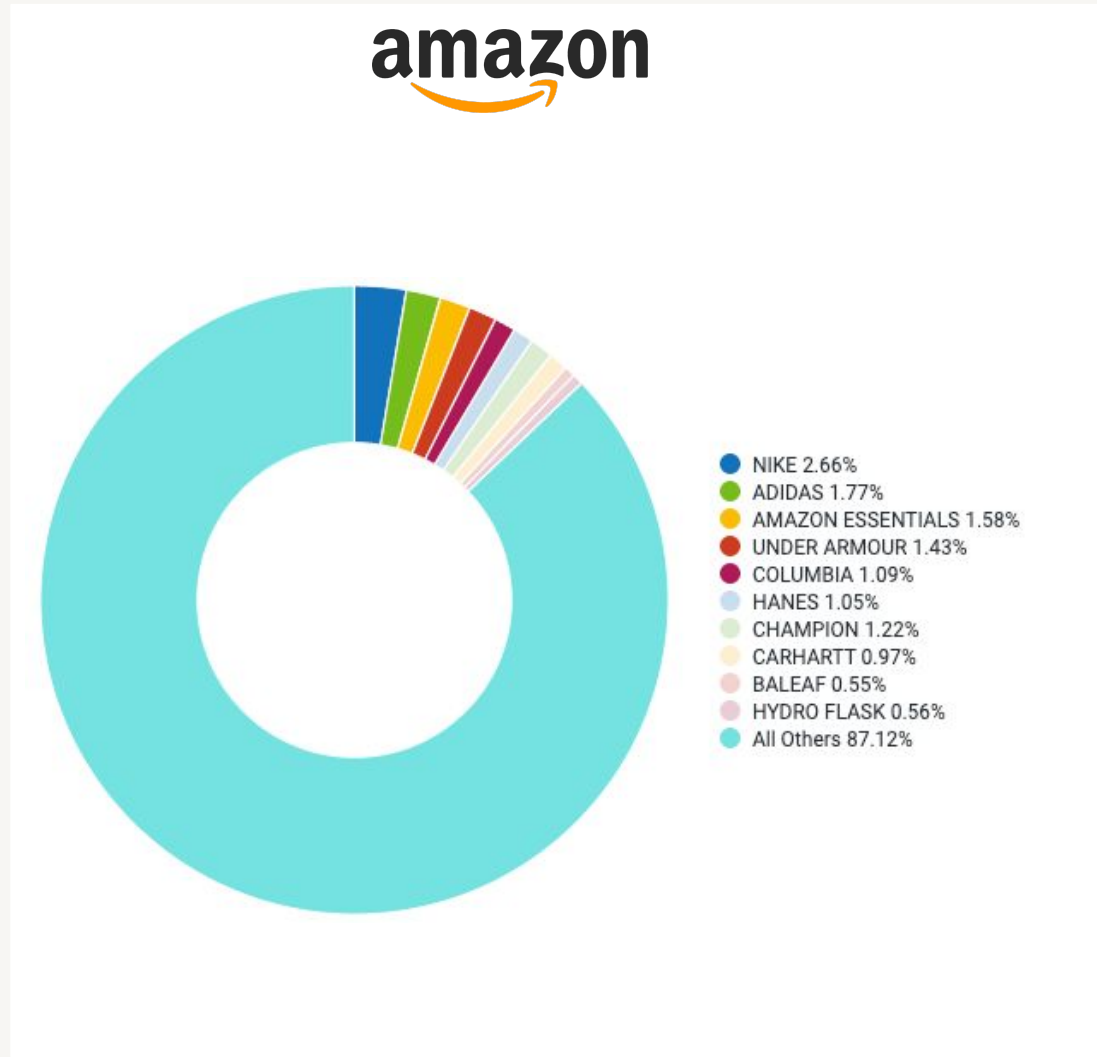
**Walmart** 

Item ID	Title	Brand	Search Visibility Score 	Best Promo Price	% Discount
264443622 ...	Totes Women's Edgen Waterproof Zip-up Snow Boot - Wide Width Available ...	TOTES ...	7,072,993	\$29.99	15.2%
1439031855 ...	Apple Watch Series 8 GPS 45mm Midnight Aluminum Case with Midnight Sport Band - M/L ...	APPLE ...	5,426,684	\$379.00	5.7%
1553851139 ...	Apple Watch Series 8 GPS 41mm Midnight Aluminum Case with Midnight Sport Band - S/M ...	APPLE ...	4,392,765	\$349.00	10.3%
645876604 ...	Apple Watch SE (1st Gen) GPS, 40mm Space Gray Aluminum Case with Midnight Sport Band - Regula	APPLE ...	3,620,884	\$149.00	25.1%
782866746 ...	Fitbit Inspire 2 Fitness Tracker - Black ...	FITBIT ...	3,354,305	\$49.00	29.2%
984483470 ...	GEMYSE Women's Mountain Waterproof Ski Snow Jacket Winter Windproof Rain Jacket (Black, Medi	GEMYSE ...	3,009,893	\$63.98	20.0%
841095457 ...	25 Rare Pokemon Cards with 100 HP or Higher (Assorted Lot with No Duplicates) ...	POKMON ...	2,725,440	\$9.85	24.0%
276989241 ...	Crocs Unisex Classic Realtree Clog ...	CROCS ...	2,675,536	\$34.99	33.8%
560264663 ...	Fossil Gen 5E Smartwatch Brown Leather (FTW4055/FTW4055V) ...	FOSSIL ...	2,509,983	\$129.00	6.1%
1674645129 ...	Apple Watch Series 8 GPS + Cellular 45mm Midnight Aluminum Case with Midnight Sport Band - M/L	APPLE ...	2,428,106	\$479.00	1.7%
768041075 ...	Echelon Stride Sport Auto-Fold Compact Treadmill with 12 Levels of Incline, 1.5 HP + 30-Day Free Me	ECHELON ...	2,109,443	\$535.63	10.3%
1762599067 ...	Fossil Hybrid Smartwatch HR Scarlett Gold-Tone Stainless Steel FTW7045 ...	FOSSIL ...	2,101,836	\$107.99	34.7%
1071165360 ...	NBA 2K23 - PlayStation 5 ...	2K ...	2,083,561	\$19.97	71.3%
126276053 ...	Apple Watch SE (1st Gen) GPS + Cellular, 40mm Silver Aluminum Case with Abyss Blue Sport Band - I	APPLE ...	2,047,491	\$229.00	8.0%
1627170880 ...	Apple Watch Series 8 GPS + Cellular 41mm Midnight Aluminum Case with Midnight Sport Band - S/M	APPLE ...	1,976,995	\$449.00	8.1%
797596359 ...	SAMSUNG Galaxy Watch 4 Classic - 42mm BT - Various Colors ...	SAMSUNG ...	1,959,075	\$149.00	25.1%

# ● ● ● Sports & Outdoors | Top-Sponsored Brands



# ● ● ● Sports & Outdoors | Most Visible Brands





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Multi-Retailer Analysis

# Toys & Games

# ● ● ● Toys & Games | Top Brands by Share of Sales





# ● ● ● Toys & Games | Top-Promoted Brands




	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
JOYIN ...	357	216 ...	266...	93 ...	2 ...
FUNKO ...	267	34 ...	110 ...	145 ...	13 ...
MELISSA & DOUG...	255	58 ...	54 ...	184 ...	17 ...
SPOOKTACULAR ...	230	14 ...	78 ...	181 ...	∅
KATCHON ...	217	96 ...	200 ...	2 ...	∅
LEGO ...	211	18 ...	26 ...	183 ...	6 ...
BRIKSMAX ...	160	140 ...	148 ...	1 ...	∅
BARBIE ...	154	43 ...	14 ...	126 ...	6 ...
HOPEARL ...	151	121 ...	123 ...	∅	2 ...
MASTERPIECES ...	146	97 ...	89 ...	24 ...	∅
FISHER-PRICE ...	145	80 ...	67 ...	69 ...	7 ...
CRAYOLA ...	139	13 ...	17 ...	116 ...	8 ...
TEMI ...	139	113 ...	115 ...	5 ...	20 ...
BOLEY ...	135	119 ...	103 ...	3 ...	∅
LIGHTAILING ...	133	123 ...	103 ...	∅	∅
HASBRO GAMING...	131	40 ...	87 ...	42 ...	4 ...



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
LEGO ...	127	6 ...	7 ...	120...
BARBIE ...	39	3 ...	4 ...	35 ...
KIDKRAFT ...	36	4 ...	16 ...	20 ...
BEST CHOICE PRODUCTS...	30	12 ...	24 ...	∅
VTECH ...	29	1 ...	6 ...	23 ...
MY LIFE AS ...	28	23 ...	17 ...	4 ...
FISHER-PRICE ...	28	∅	1 ...	27 ...
KID CONNECTION ...	28	∅	∅	28 ...
PAW PATROL ...	24	7 ...	9 ...	15 ...
CRAYOLA ...	22	1 ...	1 ...	21 ...
BABY ALIVE ...	19	4 ...	5 ...	14 ...
DISNEY PRINCESS ...	16	3 ...	4 ...	12 ...
MELISSA & DOUG ...	16	7 ...	7 ...	9 ...
SPIN MASTER ...	16	∅	∅	16 ...

# ● ● ● Toys & Games | Discounts on Most Visible Items



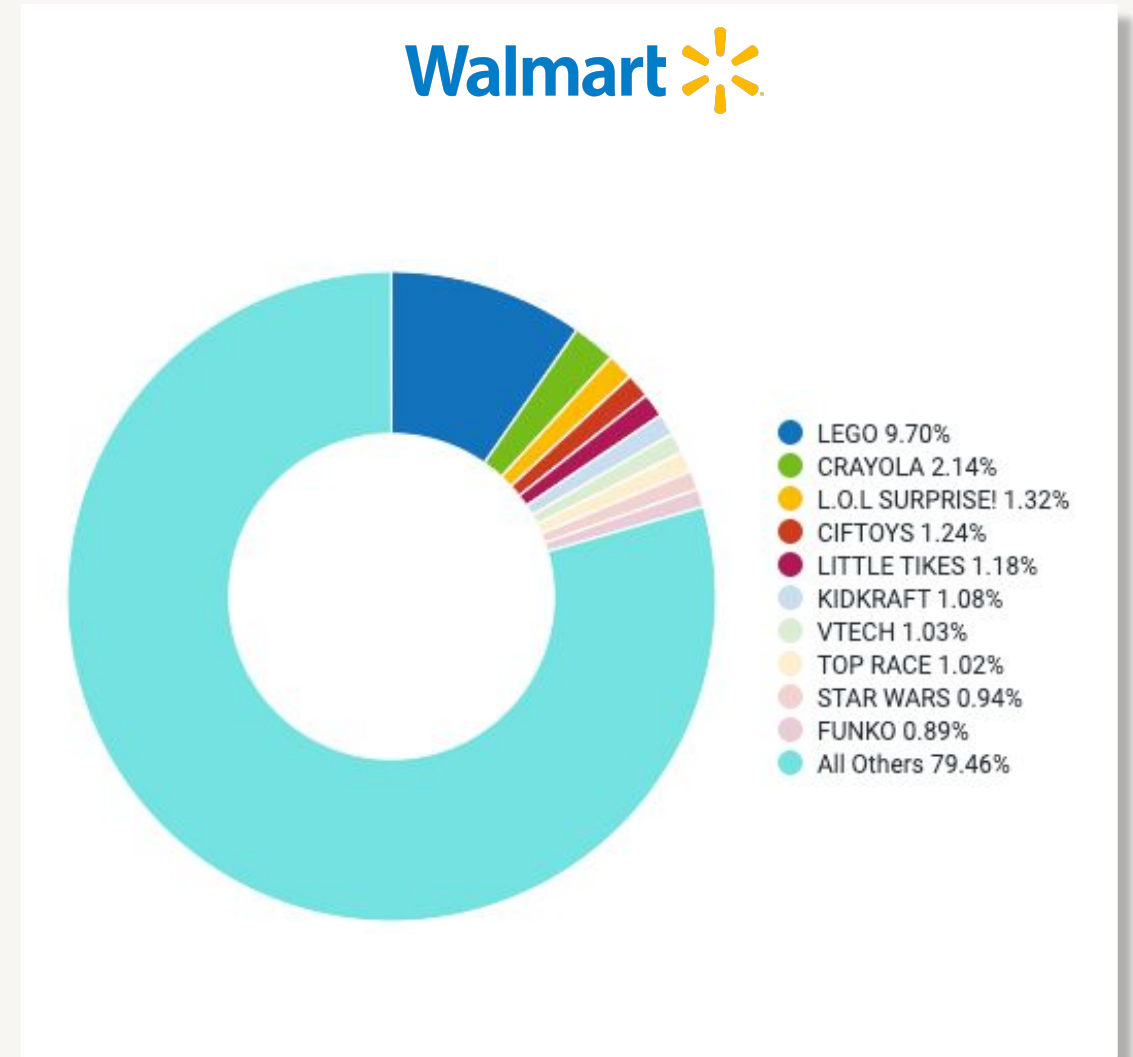
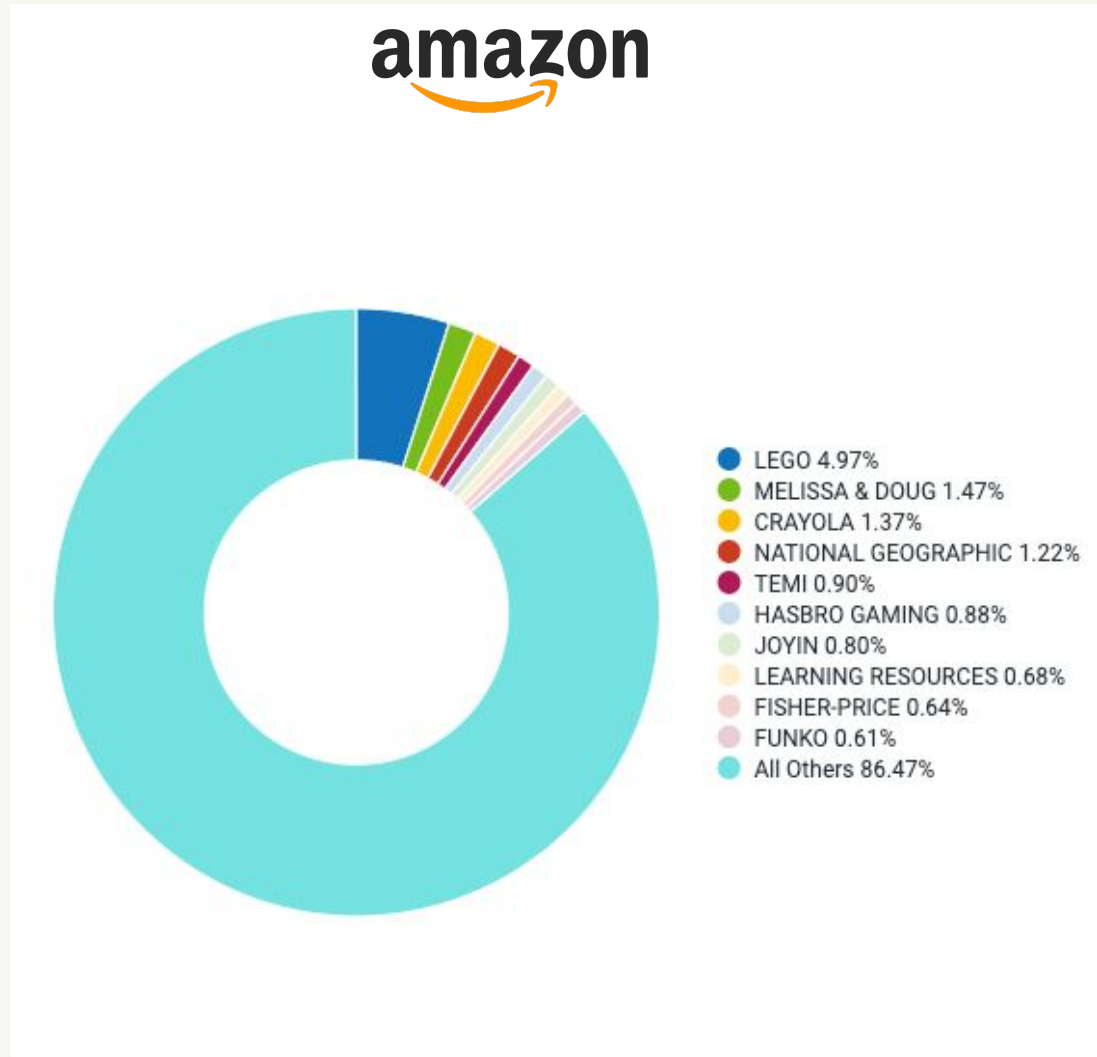
Item ID	Title	Brand	Search Visibilit Score	Best Promo Price	% Discount
B09DY34ZX3 ...	TEMI Toddler Toys for 3 4 5 6 Years Old Boys, Die-cast Construction Toys Car Carrier Vehicle Toy Set w/ Play Mat,	TEMI ...	9,165,153	\$31.99	18.0%
B0883SGWXB ...	LEGO Star Wars The Child 75318 Building Toy Set for Kids, Boys, and Girls Ages 10+ (1075 Pieces) ...	LEGO ...	9,084,238	\$66.99	6.9%
B09Q4L157D ...	LEGO Icons Orchid 10311 Building Set for Adults (608 Pieces) ...	LEGO ...	6,125,152	\$39.99	2.7%
B07JZTBV9C ...	Taco vs Burrito - The Strategic Family Friendly Card Game Created by a 7 Year Old - Perfect for Boys, Girls, Kids, Fa	TACO VS BURRITO ...	5,727,191	\$15.98	18.0%
B09Q4GWMZQ ...	LEGO Icons Succulents 10309 Building Set for Adults (771 Pieces) ...	LEGO ...	5,668,451	\$39.99	3.0%
B08YPD8XNF ...	LEGO Friends Forest House 41679 Building Kit; Forest Toy with a Tree House; Great Gift for Kids Who Love Nature;	LEGO ...	5,324,312	\$19.99	7.3%
B09YVFFG5 ...	LEGO Marvel Studios' Guardians of The Galaxy 2022 Advent Calendar 76231 Building Toy Set and Minifigures for K	LEGO ...	5,022,352	\$23.99	26.8%
B0B5B9CP17 ...	Wordle The Party Game for 2-4 Players, Official Wordle Board Game Inspired by New York Times Wordle Game, Pa	HASBRO GAMING ...	4,931,358	\$13.49	26.1%
B09PVKBP61 ...	TEMI Dinosaur Truck Toys for Kids 3-5 Years, Tyrannosaurus Transport Car Carrier Truck with 8 Dino Figures, Activ	TEMI ...	4,898,325	\$23.99	32.3%
B095LT69HN ...	Hollyhi 41 Pcs Kids Makeup Toy Kit for Girls, Washable Makeup Set Toy with Real Cosmetic Case for Little Girl, Pre	HOLLYHI ...	4,839,397	\$22.94	12.8%
B083BCTLP5 ...	Bravokids Toys for 3-6 Years Old Girls Boys, LCD Writing Tablet 10 Inch Doodle Board, Electronic Drawing Tablet Dr	BRAVOKIDS ...	4,793,223	\$15.19	20.3%
B07GF9421C ...	Coogam Wooden Blocks Puzzle Brain Teasers Toy Tangram Jigsaw Intelligence Colorful 3D Russian Blocks Game	COOGAM ...	4,131,284	\$7.99	20.0%
B085NDX8Y2 ...	TEKFUN LCD Writing Tablet Doodle Board, 10inch Colorful Drawing Tablet Writing Pad, Girls Gifts Toys for 3 4 5 6 7	TEKFUN ...	4,087,264	\$14.99	17.6%
B08JD776XX ...	Kids Real Makeup Kit for Little Girls: with Pink Unicorn Bag - Real, Non Toxic, Washable Make Up Toy - Gift for Todc	SPRINKLES TOYZ ...	4,057,862	\$19.99	10.8%
B09NRP48SF ...	5 Surprise Mini Brands Advent Calendar by ZURU - 24 Day Advent Calendar 2022, Perfect Christmas Gift, Includes	5 SURPRISE ...	3,904,686	\$20.49	31.7%
B09YVTV39F ...	LEGO Friends 2022 Advent Calendar 41706 Building Toy Set; 24 Gifts and Holiday Toys, Including Santa's Sleigh; fo	LEGO ...	3,886,073	\$20.98	22.6%
B087CBJ465 ...	Do You Really Know Your Family? A Fun Family Game Filled with Conversation Starters and Challenges - Great for J REALLY KNOW YOUR FAMI	J REALLY KNOW YOUR FAMI	3,873,600	\$18.74	25.0%

# ● ● ● Toys & Games | Discounts on Most Visible Items

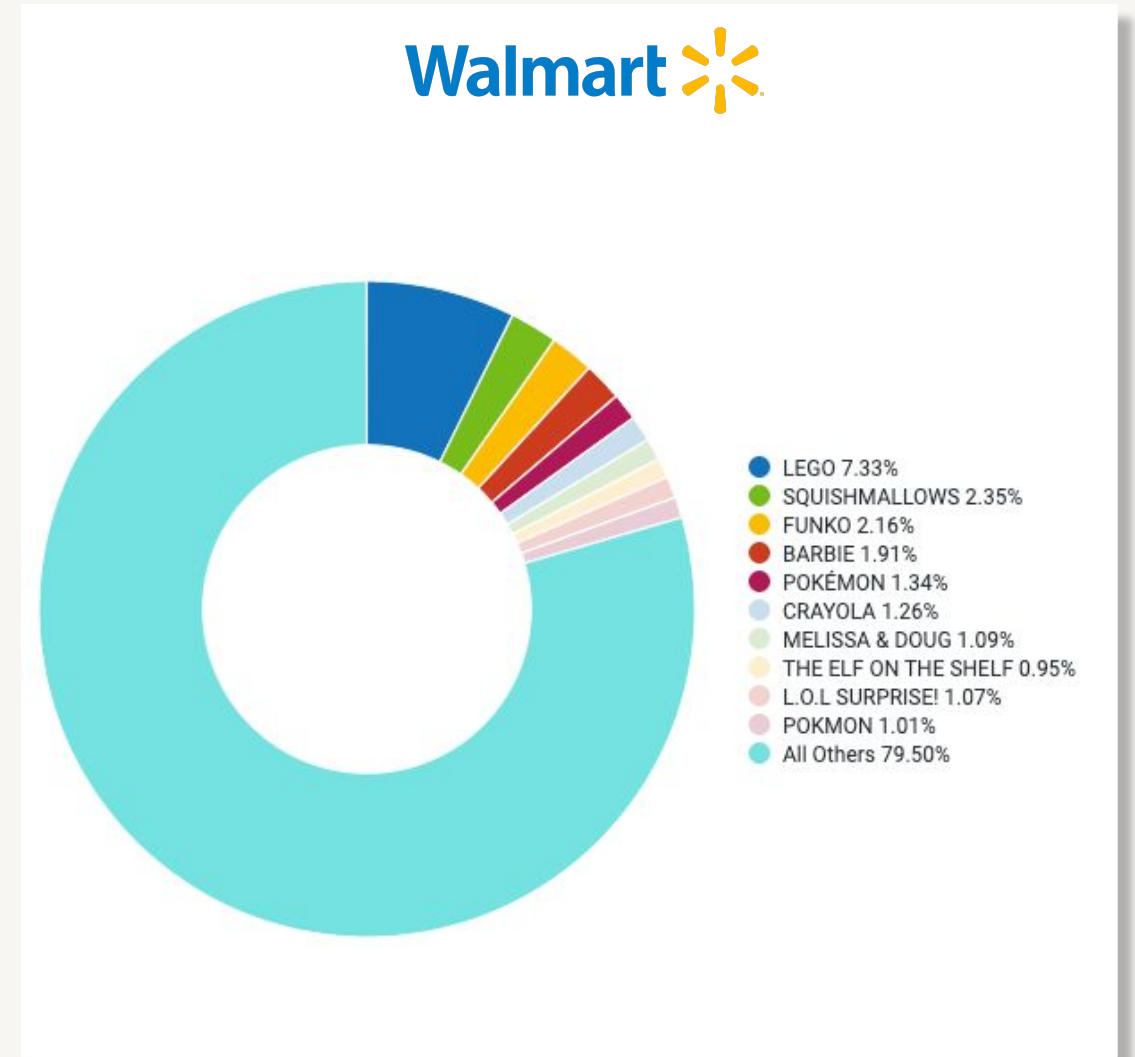
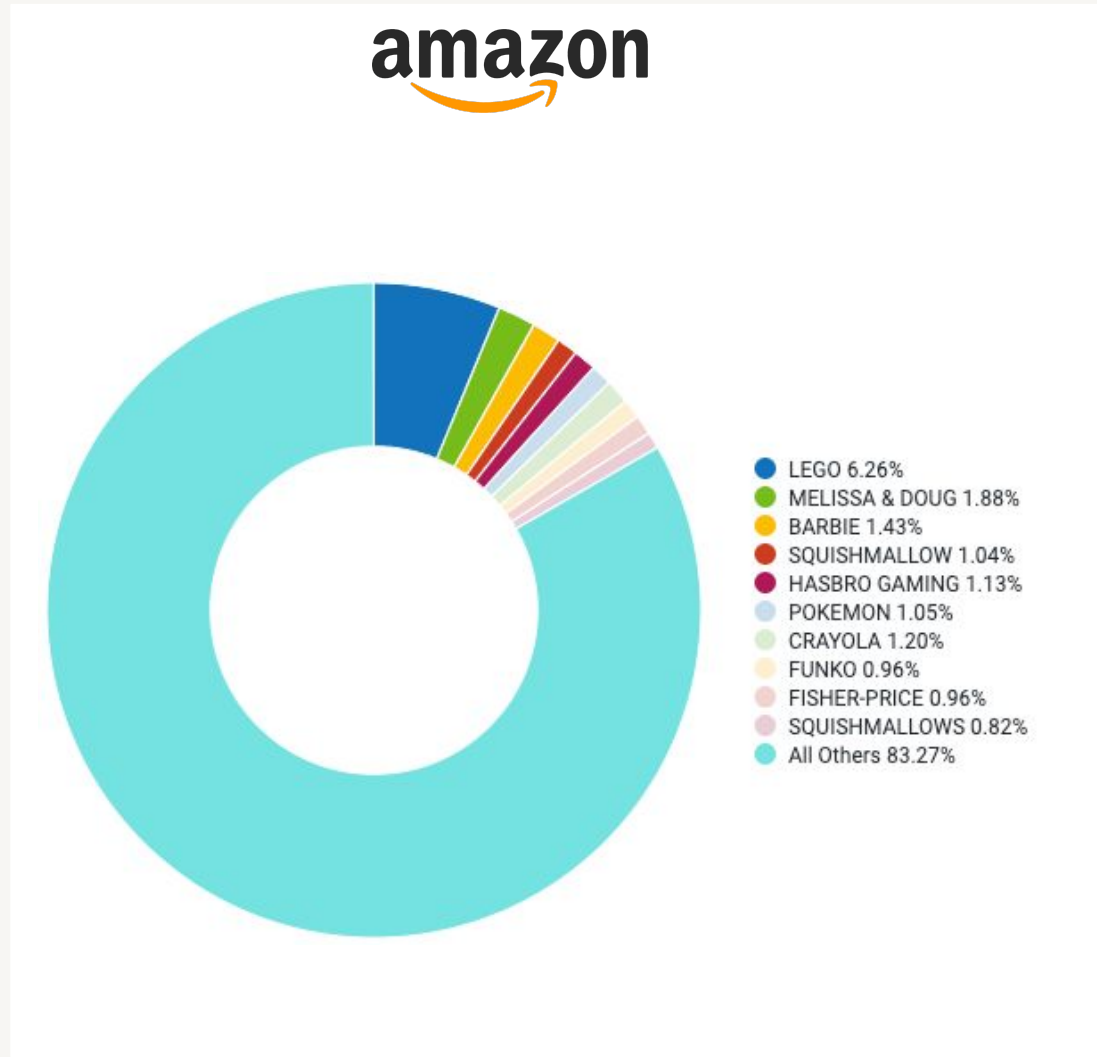


Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
978247447 ...	UNO All Wild Family Card Game For 7 Year Olds And Up ...	UNO ...	6,878,155	\$4.88	30.7%
708206775 ...	LEGO Classic Bricks and Animals 11011 Creative Toy That Builds into 10 Amazing Animal Fig	LEGO ...	5,590,528	\$25.00	18.5%
699070629 ...	JitteryGit Dinosaur Toys for Boys Race Car Track Set   Dinosaurs STEM Vehicle Playsets for K	JITTERY GIT ...	5,339,135	\$26.99	6.6%
640739940 ...	5 Surprise Mini Disney Brands Series 1 Mystery Capsule Real Miniature Disney Brands Collect	5 SURPRISE ...	4,914,821	\$6.84	14.0%
751748220 ...	Hedbanz Picture Guessing Game with 25 Bonus Cards, for Kids and Families Ages 6 and up, Y	SPIN MASTER ...	4,471,693	\$12.97	8.5%
911049629 ...	LEGO Harry Potter 2022 Advent Calendar 76404 Building Toy Set (334 Pieces) ...	LEGO ...	4,222,053	\$28.79	15.2%
870551429 ...	LEGO Friends 2022 Advent Calendar 41706 Building Toy Set (312 Pieces) ...	LEGO ...	3,828,518	\$20.98	21.9%
681241086 ...	Fisher-Price Plush Puppy Baby Toy with Smart Stages Learning Content and Lights, Laugh & L	FISHER-PRICE ...	3,573,838	\$11.88	22.3%
390744396 ...	Barbie Extra 5-Doll Set with 6 Pets & 70 Styling Pieces for Kids 3 Years Old & Up ...	BARBIE ...	3,572,486	\$39.99	18.5%
135447198 ...	LEGO Optimus Prime 10302 Building Set Toy Set (1,508 Pieces) ...	LEGO ...	3,451,584	\$144.99	11.4%
680742171 ...	onn. 10" Kids Tablet, 32GB (2022 Model) - Jade Ming ...	ONN. ...	3,409,171	\$69.00	46.5%
1059787054 ...	Advent Calendar 2022, 24 Pcs Pokemon Toys 24 Days Countdown Christmas Gifts for Kids w	SEEKFUNNING ...	3,320,240	\$9.99	43.1%
134091690 ...	CifToys Musical Duck Toys for 1 2 3 Year Old Gifts with Lights and Adjustable Sound ...	CIFTOYS ...	3,238,931	\$18.97	9.6%
334054122 ...	LEGO Creator 3in1 Fish Tank 31122 BuildingToy; Great Gift for Kids (352 Pieces) ...	LEGO ...	3,143,926	\$22.50	30.6%
417378032 ...	LEGO Bonsai Tree 10281 Building Toy With a Beautiful Display Piece to Enjoy (878 Pieces) ...	LEGO ...	3,100,958	\$39.99	18.5%
199900417 ...	Elmer's Gue Premade Slime, Glassy Clear Slime, Includes 5 Sets of Slime Add-ins, 3 Lb. Bucke	ELMER'S ...	3,051,615	\$12.81	19.8%

# ● ● ● Toys & Games | Top-Sponsored Brands



# ● ● ● Toys & Games | Most Visible Brands





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Multi-Retailer Analysis

# Video Games

# ● ● ● Video Games | Top Brands by Share of Sales



# ● ● ● Video Games | Top-Promoted Brands




	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
KEYCHRON ...	112	92 ...	98...	1 ...	∅
RAZER ...	87	66 ...	62 ...	23 ...	15 ...
ELECTRONIC ARTS...	84	55 ...	62 ...	24 ...	1 ...
XAHPOWER ...	80	62 ...	77 ...	∅	∅
LOGITECH G ...	73	63 ...	59 ...	11 ...	11 ...
GEEKSHARE ...	70	56 ...	52 ...	∅	∅
RK ROYAL KLUDGE...	67	58 ...	63 ...	∅	∅
NEXIGO ...	59	41 ...	52 ...	∅	∅
REDRAGON ...	54	45 ...	44 ...	1 ...	∅
2K ...	53	39 ...	48 ...	9 ...	3 ...
BRHE ...	42	31 ...	34 ...	1 ...	∅
CORSAIR ...	41	36 ...	13 ...	7 ...	6 ...
EXTREMERATE ...	41	32 ...	14 ...	∅	∅
MAGEGEE ...	41	32 ...	41 ...	∅	∅
SQUARE ENIX ...	39	26 ...	32 ...	14 ...	9 ...
SIKEMAY ...	37	33 ...	31 ...	∅	∅



	Badge Type >	Black Friday	Cyber Monday	Rollback
Brand	Item Count v	Items	Items	Items
ELECTRONIC ARTS ...	74	63...	31 ...	23 ...
UBISOFT ...	47	41 ...	14 ...	14 ...
SONY ...	37	37 ...	14 ...	2 ...
NINTENDO ...	27	26 ...	15 ...	1 ...
2K ...	24	21 ...	10 ...	9 ...
OUTRIGHT GAMES ...	23	16 ...	8 ...	8 ...
BANDAI NAMCO ...	21	17 ...	5 ...	4 ...
WARNER BROS. ...	21	9 ...	7 ...	12 ...
SQUARE ENIX ...	20	11 ...	3 ...	9 ...
GAMEMILL ...	18	12 ...	9 ...	5 ...
MICROSOFT ...	16	14 ...	11 ...	2 ...
MAXIMUM GAMES ...	15	6 ...	6 ...	9 ...
SEGA ...	15	14 ...	9 ...	3 ...
RAZER ...	12	∅	∅	12 ...



# ● ● ● Video Games | Discounts on Most Visible Items



Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
B09TMHDVLD	Pokémon Violet - Nintendo Switch	NINTENDO	8,428,076	\$58.00	3.0%
B0B789CGGQ	Xbox Elite Wireless Controller Series 2 Core - White	XBOX	6,810,929	\$121.95	5.8%
B098RKWHHZ	Nintendo Switch - OLED Model w/ White Joy-Con	NINTENDO	6,805,622	\$334.00	4.0%
B099VMT8VZ	Meta Quest 2 - Advanced All-In-One Virtual Reality Headset - 128 GB	OCULUS	6,478,334	\$388.50	2.6%
B08G9J44ZN	Xbox Series S	MICROSOFT	6,063,123	\$271.00	5.7%
B09TM8XRND	Pokémon Scarlet - Nintendo Switch	NINTENDO	5,488,592	\$54.95	8.0%
B01N1037CV	Mario Kart 8 Deluxe - Nintendo Switch	NINTENDO	5,293,953	\$43.00	10.0%
B09T5SJQGV	Splatoon 3 - Nintendo Switch	NINTENDO	4,604,090	\$44.99	20.9%
B07TGNFVWV	Xbox Game Pass Ultimate: 3 Month Membership [Digital Code]	MICROSOFT	4,350,184	\$40.00	3.3%
B01N50KGLH	Super Smash Bros. Ultimate - Nintendo Switch	NINTENDO	4,326,867	\$45.95	9.0%
B07C88DSHM	PlayStation 4 Slim 1TB Console (Renewed)	SONY	3,387,961	\$404.99	4.3%
B07RX6FBFR	Roblox Digital Gift Card - 2,200 Robux [Includes Exclusive Virtual Item] [Online Game Code]	ROBLOX	2,813,882	\$20.00	18.7%
B092KKFHJ2	Microsoft Xbox Series S Console - 512GB (Renewed)	MICROSOFT	2,771,716	\$261.97	2.7%
B0B5B7BMSP	NBA 2K23 - PlayStation 5	2K	2,709,111	\$27.00	27.3%
B0B5BBJ6NK	NBA 2K23 - PlayStation 4	2K	2,632,552	\$27.00	17.0%
B0B3H227Z5	Call of Duty: Modern Warfare II - PlayStation 5	ACTIVISION	2,546,884	\$55.00	21.4%
B0BB13V163	Sonic Frontiers - Nintendo Switch	SEGA	2,533,175	\$29.00	46.6%

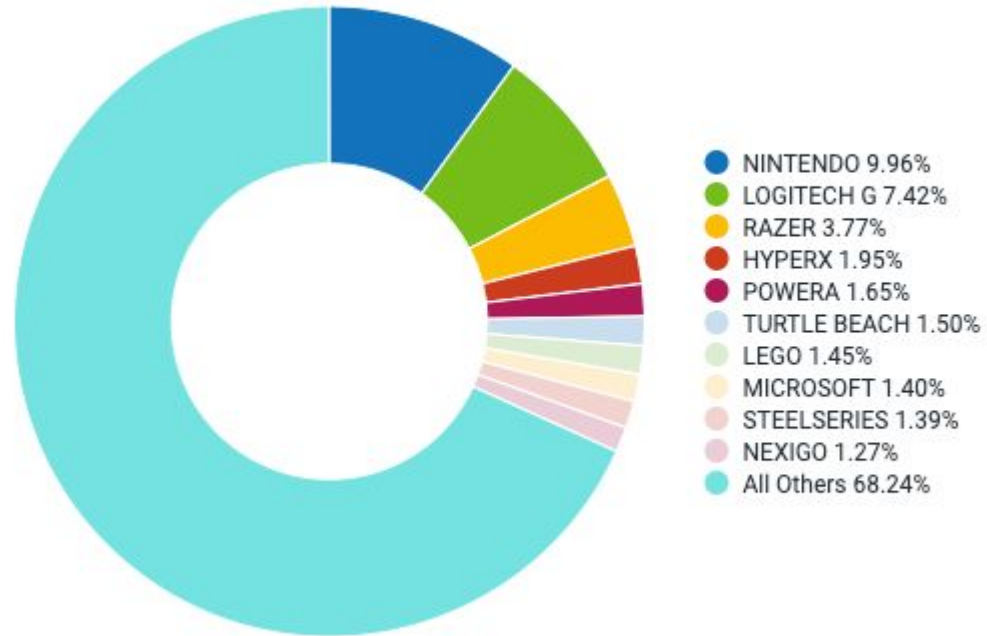
# ● ● ● Video Games | Discounts on Most Visible Items



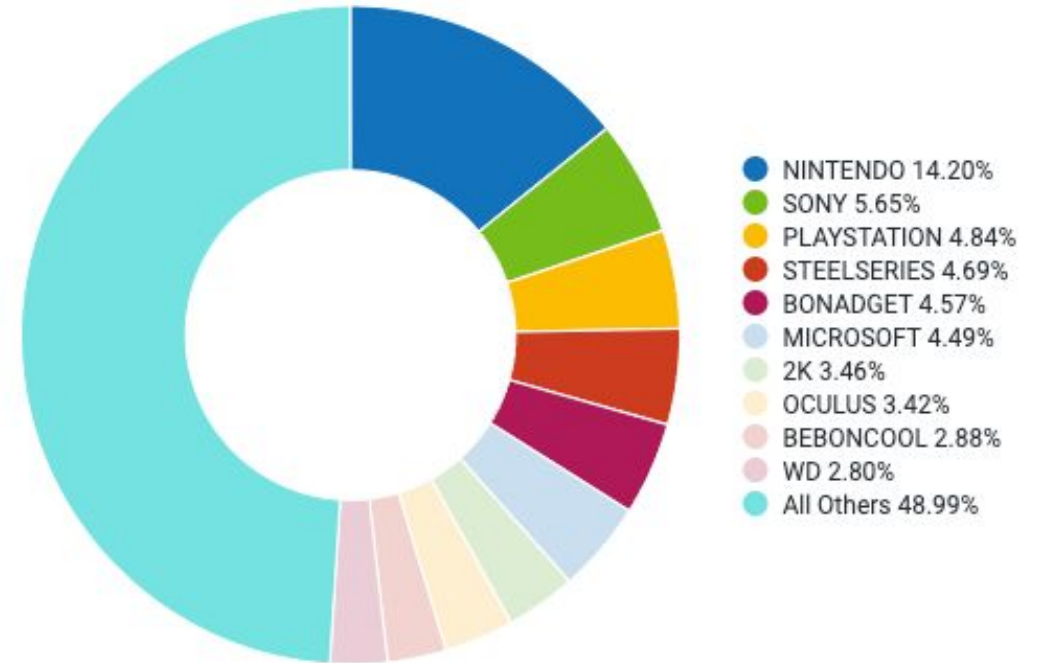
Item ID	Title	Brand	Search Visibility Score	Best Promo Price	% Discount
667802535 ...	PS5 Pulse 3D Wireless Headset White ...	PLAYSTATION ...	6,539,515	\$69.00	23.8%
615549727 ...	Sony PS5 DualSense Wireless Controller - White ...	PLAYSTATION ...	6,357,315	\$49.00	24.9%
443574645 ...	Xbox Series X Video Game Console, Black ...	XBOX ...	4,218,230	\$499.00	3.6%
265882360 ...	Microsoft Xbox Wireless Controller - Shock Blue ...	MICROSOFT ...	4,134,297	\$44.99	19.4%
910582148 ...	Nintendo Switch™ – OLED Model w/ White Joy-Con™ ...	NINTENDO ...	4,094,763	\$339.00	2.8%
838288884 ...	Beats by Dr. Dre Powerbeats Pro Bluetooth True Wireless Earbuds with Charging Case, Nav	BEATS BY DR. DRE ...	3,978,656	\$149.95	6.4%
270679640 ...	Luigi's Mansion 3, Nintendo Switch, [Physical Edition], 109482 ...	NINTENDO ...	3,904,291	\$46.85	2.6%
884437848 ...	PS5 Console Horizon Forbidden West Bundle ...	SONY ...	3,771,351	\$569.00	19.0%
720388718 ...	Animal Crossing: New Horizons, Nintendo Switch, [Physical], 109505 ...	NINTENDO ...	3,510,615	\$29.00	49.2%
447565750 ...	Sony PlayStation_PS5 Video Game Console (Digital Edition) - PlayStation - 5 ...	SONY ...	3,463,872	\$554.89	5.2%
849406731 ...	Microsoft Xbox Series S Fortnite & Rocket League Bundle ...	MICROSOFT ...	3,454,855	\$259.00	23.0%
493824815 ...	Sony PlayStation 5, Digital Edition Video Game Consoles ...	SONY ...	3,389,660	\$614.99	5.8%
1736740710 ...	Sony PlayStation 5 Video Game Console ...	SONY ...	3,362,293	\$659.00	4.2%
214311136 ...	New Super Mario Bros U Deluxe, Nintendo, Nintendo Switch, 045496592691 ...	NINTENDO ...	3,196,880	\$43.35	10.1%
306029956 ...	Nintendo Switch Lite Console, Turquoise ...	NINTENDO ...	3,104,944	\$189.00	5.0%
435337706 ...	Sony PlayStation 5 Digital Console with Extra Purple Dualsense Controller and Accessories	PLAYSTATION ...	2,930,812	\$749.99	1.0%

# ● ● ● Video Games | Top-Sponsored Brands

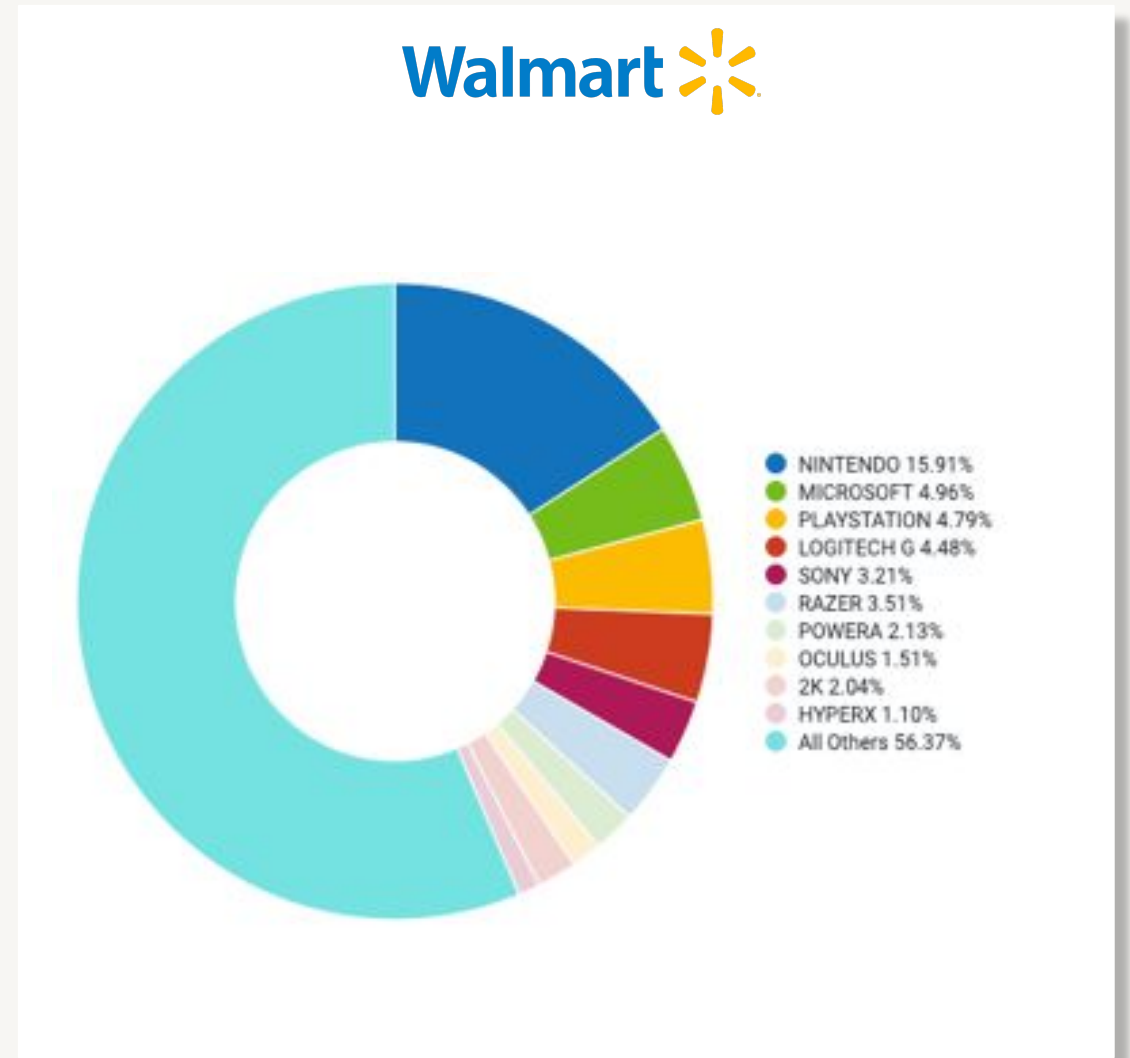
amazon



Walmart



# ● ● ● Video Games | Most Visible Brands





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