

THE BIG STORY

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Did Amazon Prime Day resonate?

Amazon's third annual Prime Day took place on July 11 to much fanfare, but did it deliver the sales spike the retailer hoped for? **Luke Tugby** finds out

Despite a slow start to Wednesday in the early hours of the morning, Amazon recorded more transactions per hour between 5am and 9pm than it did during the previous two Prime Days.

Amazon's trade on the day peaked at 538,650 transactions in the hour between 8pm and 9pm, although it maintained a strong flow of sales between traditional working hours.

According to data from PCA Predict, transactions then slowed below Prime Day 2016 levels between 9pm and midnight, registering just 128,460 sales between 11pm and midnight.

Despite that success, separate data from Maru/edr revealed that almost half of all consumers did not even consider making a purchase on Amazon Prime Day.

According to the firm's statistics, 43% of shoppers didn't entertain the idea while 39% of people did consider making a Prime Day purchase – up from 20% last year.

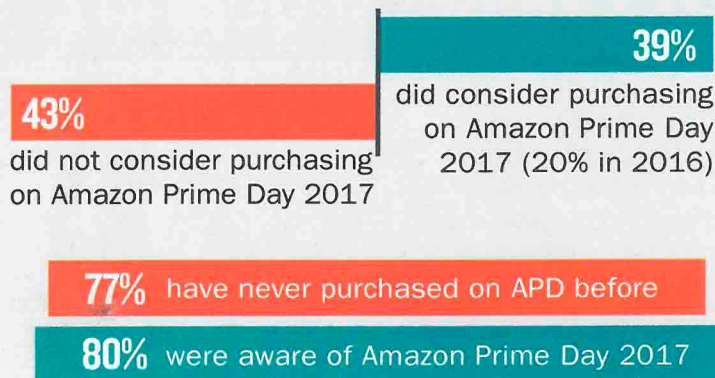
But the proportion of customers who shunned Prime Day reveals the size of the opportunity for Amazon to make the sales bonanza even more lucrative in future years.

Encouragingly for Amazon, 80% of shoppers were aware of Prime Day 2017, with 37% saying they were informed about the event by TV advertising.

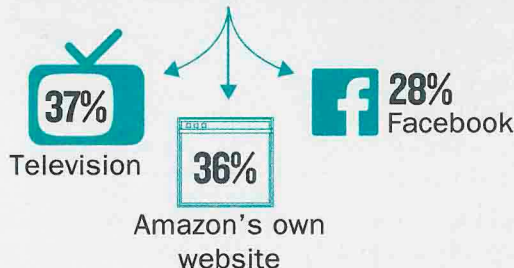
A similar proportion – 36% – said they heard about it via the Amazon website itself, while 28% found out about it via Facebook. PCA Predict's survey also revealed that Amazon Prime Day is rapidly engaging mobile shoppers.

The firm's research suggested that 39% of all transactions recorded on the day were made via mobile, up from 33% last year and 29% in 2015. Mobile purchases have eaten into desktop sales, although the proportion of sales made via tablet has remained broadly flat over the past three Amazon Prime Days.

Consumer sentiment in the run up to Amazon Prime Day



Top three sources that raised awareness of Amazon Prime Day

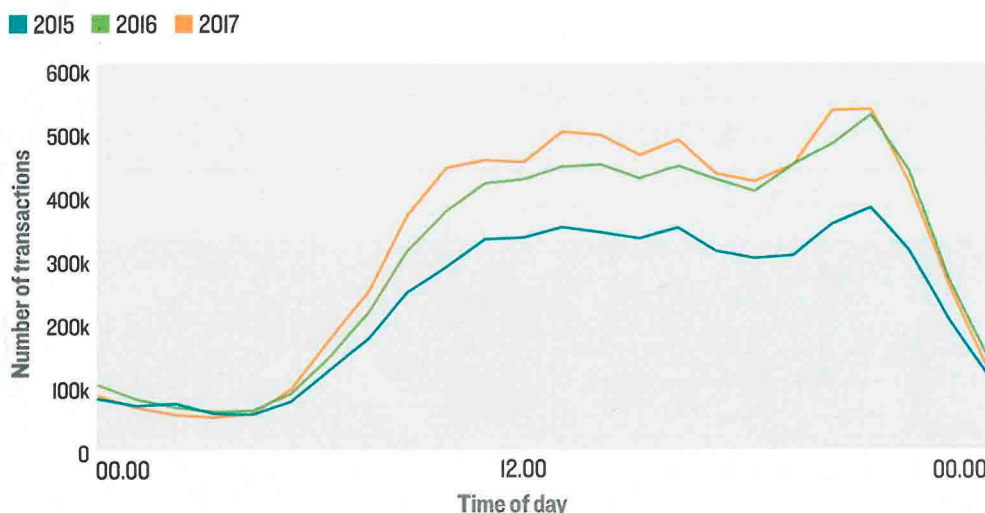


The 'halo' effect



Source: Maru/edr

Number of transactions on Amazon Prime Day



Methodology

Go to Retail-Week.com/Amazon-resonance for details on the data