



AMVISOR DATA SCIENCE & RESEARCH REPORTING

THE PRIME DAY IN NUMBERS

A DATA-DRIVEN STORY OF AMAZON'S
MID-YEAR MEGA SALE

— July 2025

amvisor.com

INTRO WHEN THE ALGORITHM DANCES



From July 8 to 11, 2025, Amazon became a stage for data-driven strategies and algorithmic precision.

Amid flash deals, discount badges, and digital shopping frenzy, a fascinating pattern emerges—revealed through the analysis of countless of ASINs in the vendor business.

Around **10,000 products** carried an official Prime Day label.



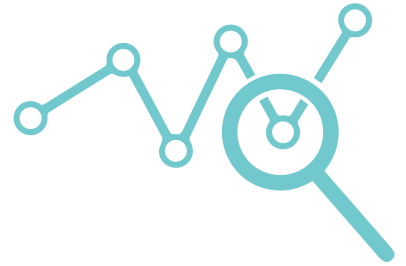
STEPHAN STOPPOK
CEO AMVISOR

“Prime Day is no coincidence – it’s a playground for data-driven excellence.”

Key analysis questions:

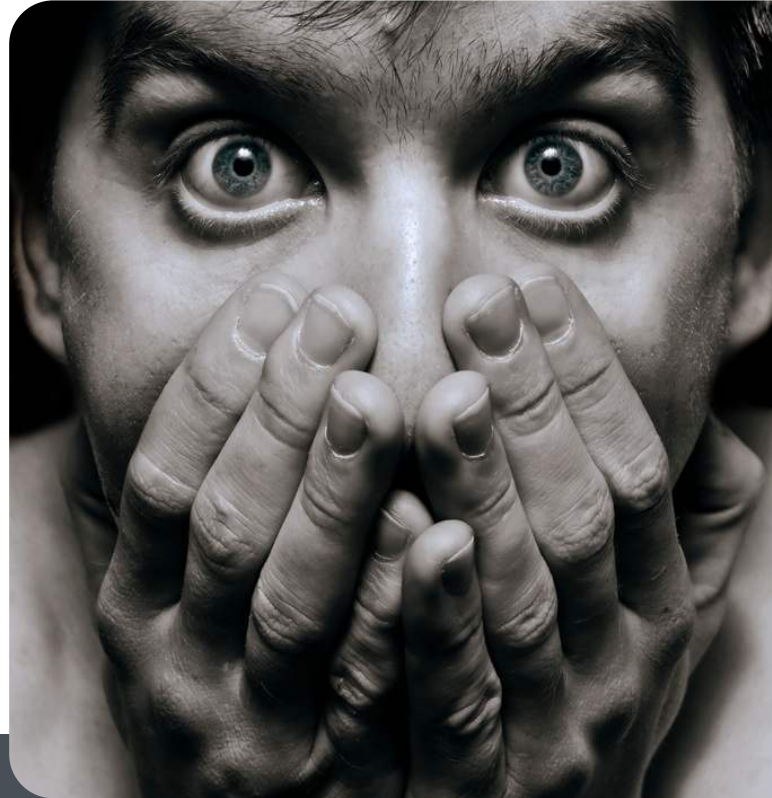
- Participation: Who joins in – and how many?
- Discounts: Less is more?
- Trends in sales, units & glance views
- Advertising: the silent booster
- Branding: To be seen, you must play
- Our Prime Day stars

PARTICIPATION WHO PLAYS AND HOW MANY?



Not every vendor goes all in. But when a vendor does participate in Prime Day, **19%** of their assortment typically carries a Prime badge—though this varies significantly from vendor to vendor. The middle 50% range between **5.2% and 26%**

Super Primers (only 5% of vendors) participated with over **60% of their assortment**—mostly large brands with broad visibility strategies.



5th

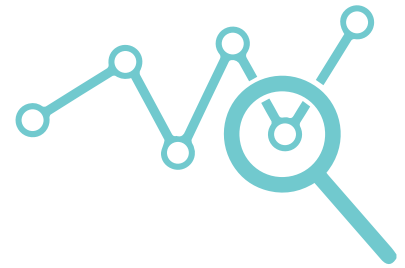
Key Insight

When a vendor participates in Prime Day, it is usually selective – but strategic. Our data shows: On average, **every fifth item** is discounted.

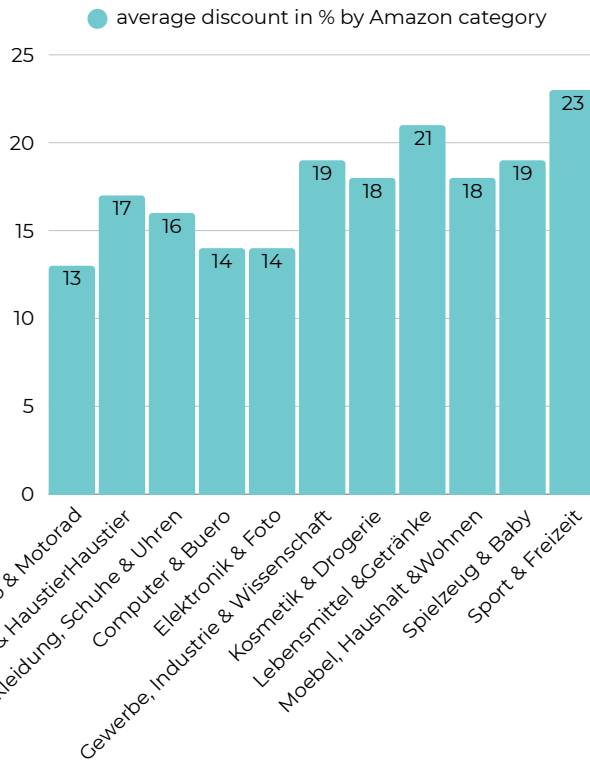
Not quantity, but quality.

Even though **86% of all analyzed vendors** participated, most did not go all-in with discounts. Instead, they followed a selective strategy: only chosen products were highlighted. Prime Day is not an **“everything-must-go”** event, but rather an **“everything-we-want”** showcase.

DISCOUNTS LESS IS MORE?



The actual discounts—measured against the minimum price two weeks prior—averaged **17.7%**. The middle 50% of products ranged between **11.4% and 23.5%**.



By main category: Discounts in the most important categories range between 13.2% and 22.6%.



By price category: Across different price ranges, the trend is clear—the more expensive the item, the smaller the discount.

Key Insight

“Prime Day is not a price fireworks show – it’s a precisely calculated discount tango.”



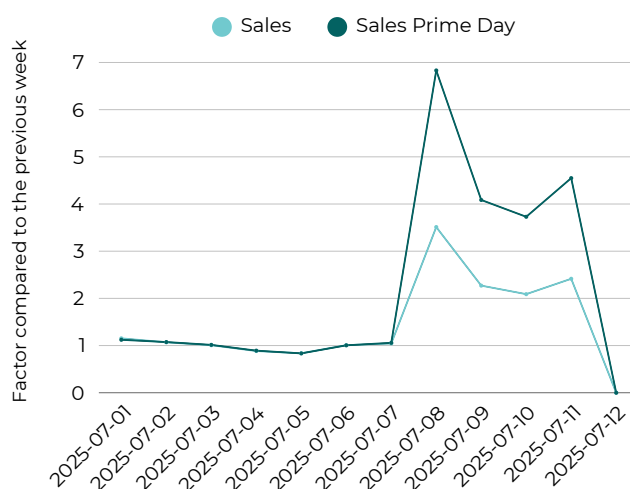
TRENDS IN SALES, UNITS & GLANCE VIEWS



Sales: Announced success

During Prime Days, sales increased on average to 2.5 times the level of a normal day.

On the first day, the factor even reached 3.5—and for **Prime-labeled products, it soared to 6.8**. That means: **+250% on average, and +580% on the first day**.

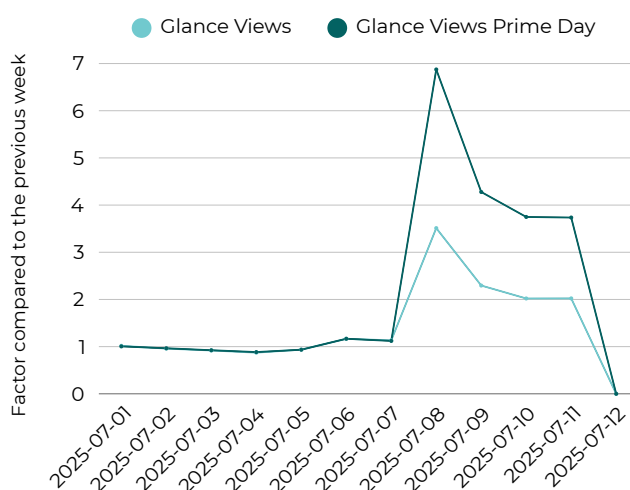


Glance Views: First browse, then buy

Product views rose sharply—but without a second peak.

This indicates: early on, users browse; later, they buy with intent or the item was already sold out.

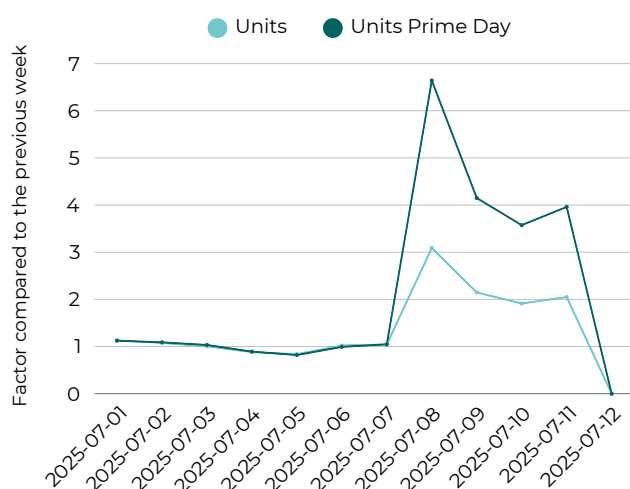
Prime Day starts impulsively—and ends strategically.



Units: More sales, clear rhythm

Units sold also increased significantly—with a clear peak on the first day and a smaller one on the last.

Prime Day follows a distinct rhythm: **a strong start, a targeted finish**.



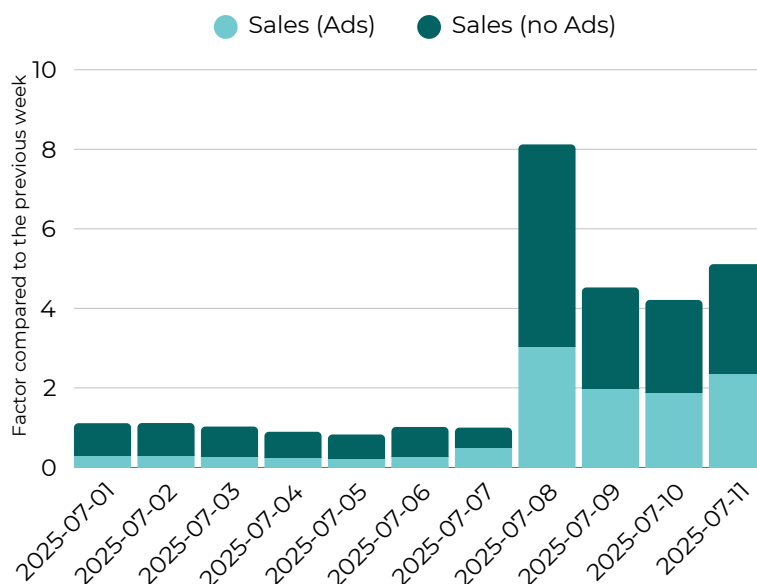
ADVERTISING THE SILENT BOOSTER



Advertising-driven sales share rises sharply

While around 27% of sales in the week before were driven by advertising, this share rose to an average of **43% during Prime Days**.

This shows: discounts alone are not enough—only with targeted promotion do products reach their full sales potential.



Advertising emerges as the silent champion: Prime Day powerfully illustrates that success hinges not on greater visibility, but on stronger conversion. Forgoing advertising means forgoing performance.

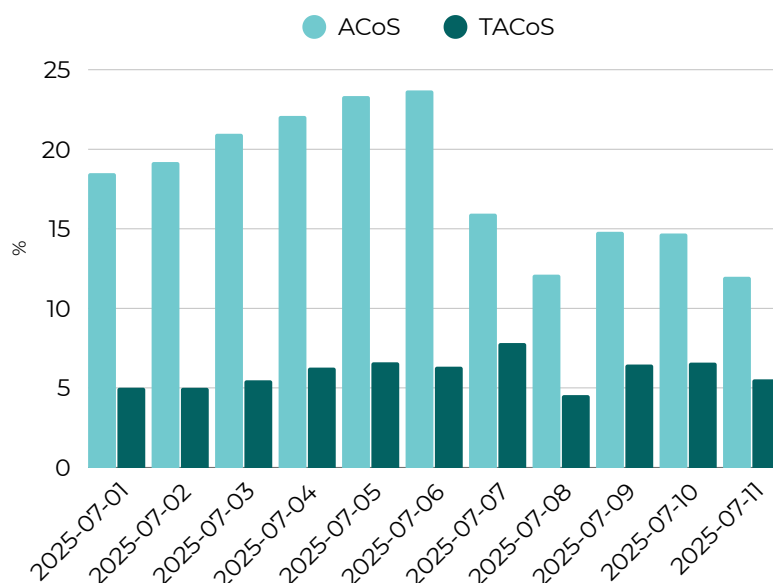


Advertising remains efficient—if not more so

- TACoS (ad spend relative to total sales): remains stable
- ACoS (ad spend relative to ad-attributed sales): drops significantly

In other words:

Ad spend remains consistently high — but now it converts better.



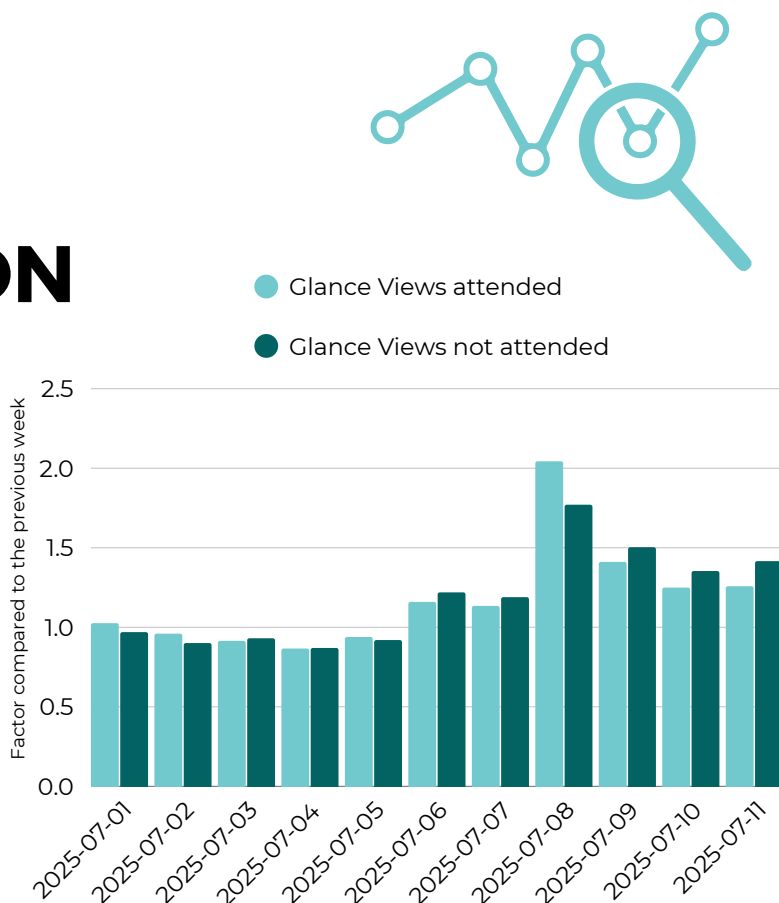
VISIBILITY REQUIRES PARTICIPATION



Glance Views: Participants vs. Non-Participants

Our analysis shows that even products without a Prime Day label from participating brands benefited from the increased traffic—especially on the first day:

- +13% more glance views compared to brands that did not participate at all.
- This effect was particularly strong on Day 1.



Non-participating brands: Brands that did not take part in Prime Day remained in the shadow of the event—their products saw little to no additional visibility, and a significant increase in glance views failed to materialize.

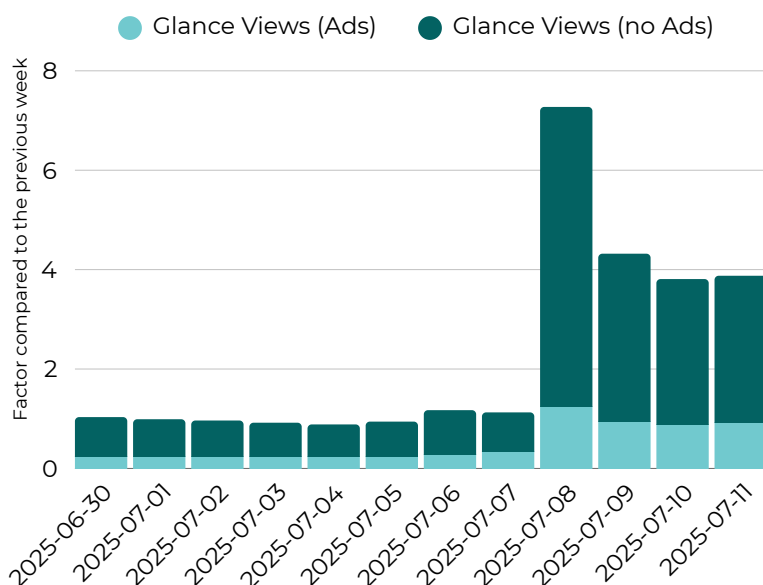


Branding: Visibility Without Discounts

An interesting finding: The share of glance views generated through advertising remained **constant at around 23%** during Prime Days—just as it was the week before.

This means:

- Advertising doesn't increase visibility, but:
- It converts better



VISIBILITY DOESN'T HAPPEN BY CHANCE

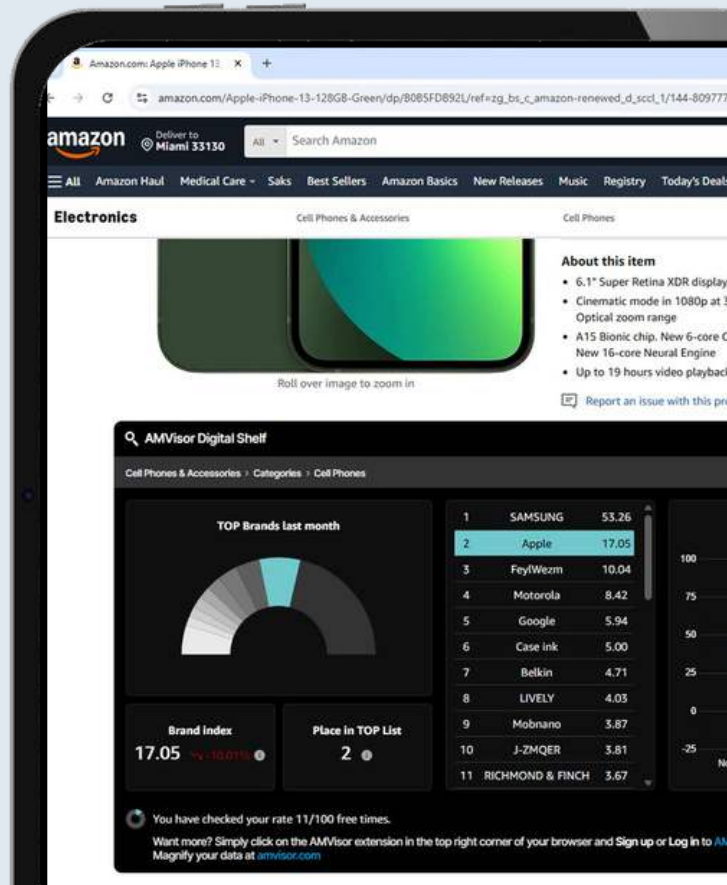


Why You Should Use the AMVisor Digital Shelf Plugin on the Amazon Product Detail Page

Our Prime Day analysis makes one thing clear: visibility is what counts—not just discounts. Participating brands gain reach, advertising boosts conversion, and those who lack visibility fall behind.

With the AMVisor Digital Shelf Plugin, you can instantly see:

- Which products are visible—and which are not
- How your brand compares to the competition
- How your competitors are acting within your category

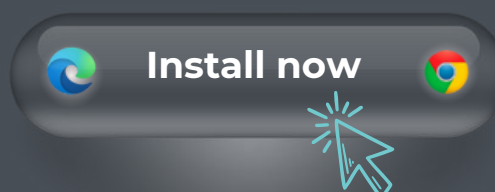


TINA FRIEDRICH
CMO AMVISOR

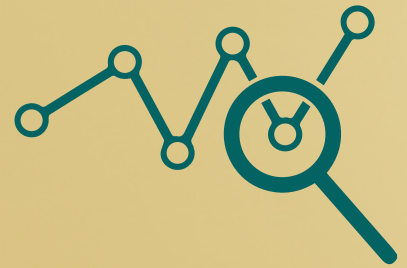
Magnified

Success on the digital shelf isn't about shouting the loudest—it's about being seen. Our plugin empowers brands to reclaim control—before it slips away.

Try it today



OUR PRIME DAY STARS ★★★★★



Products in the Spotlight

Prime Day wasn't a party for every product—but these stood out like stars. Three fan favorites that showed: you don't need sparkle to shine—just visibility.

robot lawn mower (DE)

Best revenue: approx. €250,000 – in a single day (!)

Units sold: 411 pieces, afterwards: sold out



vibration plate (US)

Revenue: over €800,000 across all Prime Day days

Top revenue: €500,000 on the first and last day

Orders: approx. 1,900 per peak day



dental sticks (US)

Revenue: €450,000, of which €227,000 on the first day

Orders: over 8,900 in a single day

Fun fact

Enough dental sticks were sold during Prime Day to give one to every dog in Manhattan—twice.

The Rules of the Game: Prime Day Edition



1 Participation is Strategy – Not Obligation

Prime Day isn't a clearance sale. If you want visibility, you play the game.

- **86% of vendors participated**
- **Only 1 in 5 products was discounted**
- **Focus:** Targeted visibility over mass discounts

2 Discounts Are Calculated – Not Generous

Big discounts only work on small prices. Less is more – when smartly placed.

- **Average discount:** 17.7%
- **€0-5:** 24% discount
- **Over €1,000:** only 11%

3 Timing Wins – Not Luck

Early visibility drives volume. Staying power drives precision.

- **+250% average revenue increase, +580% on Day 1**
- Shoppers browse first, buy later
- Sales rhythm: **strong start, strategic finish**

4 Advertising Is Essential – Not Optional

Ads don't just bring clicks – they bring better conversions.

- **Ad-driven sales share:** 27% → 43%
- **ACOS drops, efficiency rises**
- **Visibility lasts, conversion grows**

5 Visibility Beats Discounts

No Prime badge? No problem – if your brand shows up.

- **+13% Glance Views** for participating brands
- Branding pays off – even without price cuts

6 Stars Shine Without Sparkles

Great staging beats discount stickers.

- **Robot Mower (DE):** €800,000 revenue, 1,900 orders/day
- **Dental Sticks (US):** €450,000 revenue, 8,900 orders
- **Visibility + Timing = Success**

WHAT HAPPENS WHEN THE HYPE DIES DOWN?



Was the initial surge just a flash in the pan — or will traffic remain strong in the long run?

Will users return, or was it a one-time spike?
And what happens to conversion rates once the initial excitement fades?

In short: Can hype turn into sustainable success — or does it all vanish into thin air?

We'll explore the answers in our next report. Subscribe to the newsletter to stay informed and ahead of the curve.

amvisor.com/insights/newsletter



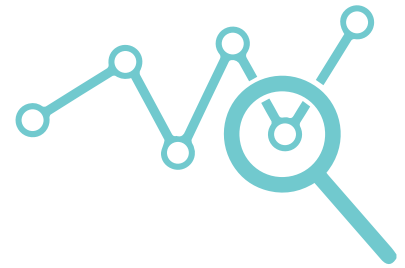
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METHOD OF ANALYSIS



Analysis of the Amazon Vendor Commercial Business

The AMVisor Data Science & Research Report includes anonymized data from hundreds of thousands of ASINs within Amazon's vendor (1P) business.

We analyzed ASINs that were tagged with and without the Prime Day Discounts badge. These ASINs were actively listed by Amazon during the evaluation period on the German, UK, or US marketplaces.

Amazon

The data originates from AMVisor's proprietary databases as well as Amazon's public frontend. The analysis focuses on vendors representing well-known brands. These metrics do not reflect the official performance of Amazon or its vendors.

Instead, they are intended to highlight trends within Amazon's 1P vendor business and across global market categories. Despite careful efforts to ensure accuracy, statistical deviations may occur.



This analysis was more than just number crunching – it offered a behind-the-scenes look at one of the most data-driven events in e-commerce. From assortment strategy and discount patterns to advertising impact, one thing is clear: Prime Day is no accident.

Lukas Rommel
Data Scientist AMVisor

MORE INFORMATION FOR AMAZON DATA ANALYTICS?



Contact Us!

AMVisor offers leading eCommerce data solutions tailored for global manufacturers, optimizing product availability and profitability on Amazon with intuitive dashboards.

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