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primeday

The Ultimate Prime Day Recap 2023

NINJA®

Nintendo®

Oral-B®

fitbit

tommee
tippee



LEGO®

ring

crocs™

The Ultimate Prime Day Recap 2023

Amazon UK Dataset | July 11th – July 12th 2023

Analysis Overview

This in-depth analysis covers all major Amazon UK departments and provides in-depth information around sales performance, organic search, sponsored search, and promotional activity over the Prime Day event.

- [Top Brands by Share of Sales](#)
- [Badge Breakdown by Type](#)
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❖ Disclaimer: Analytic Index has no affiliation with Amazon. All data is proprietary to the Analytic Index. This report is based on performance items which are in the top-performing sales or search items.

Definitions

Top Brands by Share of Sales

Estimated sales share based on the brand's items, their best seller rank, and historical sales.

Sponsorship Activity by Ad Type

The composition of retail media types observed (does not contain DSP)

Sponsorship Activity by Brand

The percent share of retailer media observed in search by each brand

Top-Sponsored Keywords

Keywords ranked by the amount of sponsorship activity on page 1 of search for items in the category

Badge Breakdown by Type

The composition of retailer events badge types observed

Top-Promoted Brands

The brands with the most items on promotion in the category

Most Visible Brands

The percent share of organic search results among the top 10 brands in the department on the first page

Most Visible Keywords

The most common keywords for department top-selling products

About Analytic Index

Actionable **search, sales, and shelf** insights for all major retail ecommerce platforms.



US, CA, UK, DE, FR, IT, ES



Reasons to partner with Analytic Index:



HIGHER **SEARCH RANKINGS**



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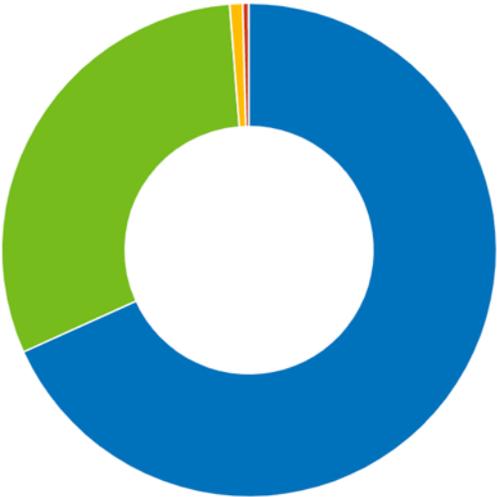
Top Brands by Share of Sales



Automotive – Prime Day 2023

Promotions

Badge Breakdown by Type



- Prime Day 68.24%
- Discount 30.51%
- Limited Time Deal 0.84%
- Other 0.40%

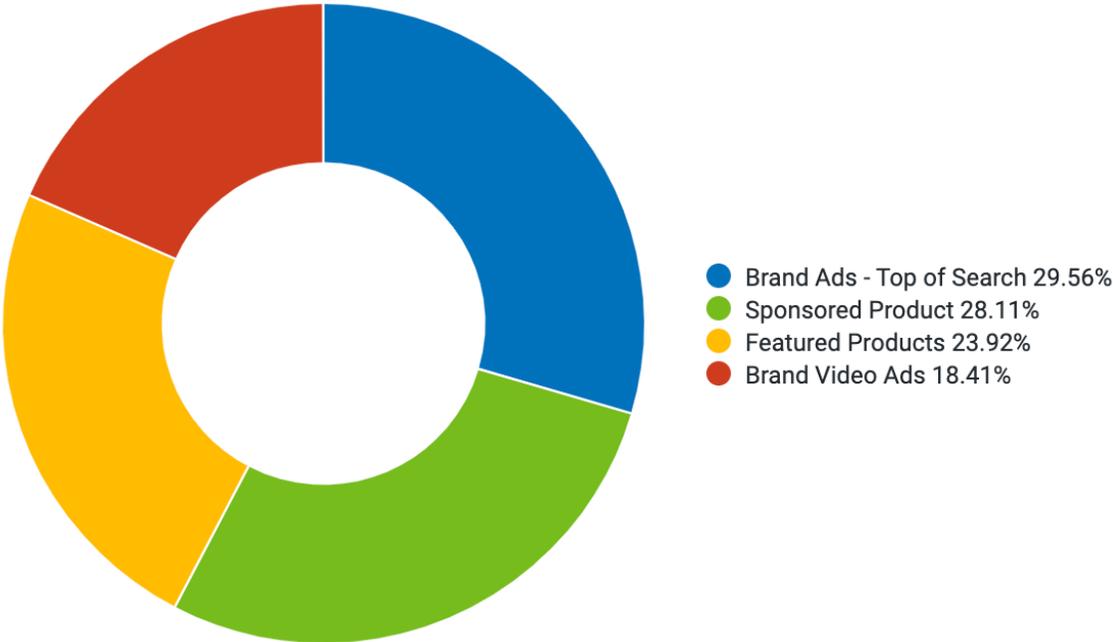
Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
URAQT	67		1	1	65
CASTROL	55		1	∅	54
KEENSO	49		8	∅	42
BOSCH	48		13	4	31
LIQUI MOLY	47		6	∅	41
AUTEL	44		1	∅	43
CAR MAT CO	44		44	∅	∅
TOPDON	32		∅	1	31
BASENOR	32		∅	∅	32
MEGUIAR'S	32		2	∅	30
RHINOWALK	32		∅	∅	32
MANN FILTER	32		1	∅	31
OATSBASF	32		1	∅	31
MAYPOLE	31		6	25	∅
ONTTO	28		∅	∅	28
BIG ANT	27		∅	∅	27

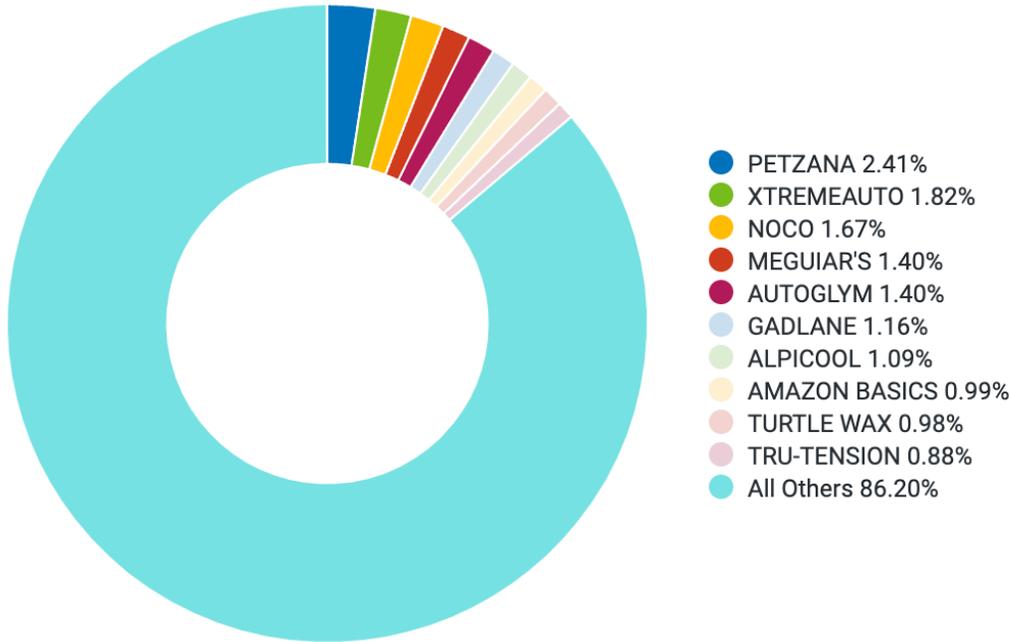
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B079QNQL1R ...	Autoglym Polar Blast, 2.5L - Thick Snow Foam Pre-Wash pH Neutral Car Cleaner	AUTOGLYM ...	2.0	£12.30	14.9%
B001PPDNHG ...	AA Car Headlamp Headlight Beam Converters Adaptors Benders AA8338 – EU Driving	AA ...	3.0	£5.09	17.4%
B009LHDWLM ...	Carlube AdBlue 10L with spout	CARLUBE ...	5.5	£20.00	5.3%
B0011DW2KG ...	Autoglym Bodywork Car Shampoo Conditioner, 2.5L - Low Foam Cleaning Shampoo Fo	AUTOGLYM ...	8.0	£15.12	11.9%
B011KRAGH8 ...	Castrol EDGE 5W-30 LL Engine Oil 4L	CASTROL ...	9.5	£29.74	14.4%
B06ZY896ZM ...	ThisWorx Car Vacuum Cleaner - Portable, Lightweight, Powerful, Handheld Vacuums w	THISWORX FOR ...	14.0	£21.59	15.8%
B004E5BQAA ...	T-Cut Colour Fast 3-in-1 Paintwork Renovator, Black, 500ml	T-CUT ...	15.0	£9.12	13.1%
B075QD6MQD ...	Onarway Fully Magnetic Car L-Plates Red L Plate 2 Pack for Car Magnetic Extra Thick S	ONARWAY ...	17.0	£5.94	15.0%
B011KRABFK ...	Castrol EDGE 5W-30 LL Engine Oil 1L	CASTROL ...	18.0	£11.04	15.0%
B06XP21DK6 ...	Stoplock Pro Elite Car Steering Wheel Lock HG 150-00 - Safe Secure Heavy Duty Anti-T	STOPLOCK ...	18.0	£41.90	22.0%
B009LHHHZE ...	Autoglym Super Resin Polish, 1L - High Performance Car Polish for Detailing and Maxim	AUTOGLYM ...	20.0	£13.32	13.8%
B00N94L21U ...	AA 12V Digital Tyre Inflator AA5502 – For Cars Other Vehicles Inflatables Bicycles - Sho	AA ...	27.0	£21.06	21.1%
B003FZBGMS ...	AA Euro Travel Kit AA6318 - for Driving in France/Europe - Includes Zipped Storage Bag	AA ...	28.5	£25.14	19.8%
B0011569SK ...	Autoglym Fast Glass, 500ml - Car Window Cleaner for Windscreen, Windshield, Window	AUTOGLYM ...	30.5	£7.32	15.0%
B07CNW1CR3 ...	Turtle Wax Cherry Snow Foam 53111 - Thick, Rich Car Shampoo & Wash Removes Roa	TURTLE WAX ...	32.5	£10.40	16.1%
B009GKI88G ...	STP GST72500ENP Brake Cleaner Professional Series 500 ml	STP ...	33.0	£5.60	20.1%
B0070YY4RE ...	Little Trees Air Freshener Tree MTZ02 New Car Fragrance For Car Home Boat Caravan	LITTLE TREES ...	33.0	£5.88	17.4%
B0885RLBL1 ...	TICARVE Cleaning Gel for Car Cleaning Putty Auto Detailing Gel Car Interior Cleaner Un	TICARVE ...	36.0	£6.70	15.0%
B08Y6YNWJV ...	Autoglym Rapid Ceramic Spray, 500ml - Tropical Scented Ceramic Coating Car Spray Fo	AUTOGLYM ...	37.0	£14.87	15.0%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
car roof rack ...	57	24	20	5	8
car fragrance ...	55	23	23	5	4
car battery jump starter ...	55	24	21	4	6
aa tyre inflator ...	53	24	14	6	9
obd scanner ...	52	23	21	5	3
endoscope camera ...	51	24	12	6	9
uk car stickers for europe magnetic ...	50	24	16	4	6
car wash kit ...	50	23	18	3	6
compressor tyre inflator ...	49	23	16	4	6
car drying towel extra large ...	48	24	15	4	5
topdon jump starter ...	48	24	10	5	9
inline fuel filter ...	47	23	18	0	6
car window breaker ...	46	24	14	4	4
car seat covers front pair ...	46	24	12	4	6
tyre pump ...	46	21	15	4	6
car windshield sun shade ...	45	18	15	3	9
portable air compressor ...	45	23	11	2	9
windscreen cover ...	45	24	14	4	3

Top-Sponsored Items



Best Seller
 Pet Boot Liner Protector, 4 Layers Quilted Waterproof Machine Washable & Nonslip Backing with Bumper Flap Protection- for Cars, Trucks & SUVs
 ★★★★★ ~ 4,397



Best Seller
 Winzwon LED Interior Strip Lights with USB Port APP Control, Gifts for Him Her, Car Accessories for Men Women, Car Stuff Lighting Kits Decoration Car Atmosphere...
 ★★★★★ ~ 15,787



Best Seller
 Dog Seat Belts for Cars UK, 2 Pack Premium Car Seat Belt for Dogs Cats Pets, Adjustable Safety Heavy Duty Elastic Lead Harness for Cars with Elastic Nylon Bungee Buffer (Black)
 ★★★★★ ~ 10,282
 2K+ bought in past month



Best Seller
 Car Trash Can, Mini Car Accessories with Lid and 40pcs Trash Bag, Cute Car Organizer Bin, Small Garbage Can for Storage and Organization (6.3x3.3x5.5IN) (Black Trash...
 ★★★★★ ~ 2,715



Best Seller
 Autoglym Polar Blast, 2.5L - Thick Snow Foam Pre-Wash pH Neutral Car Cleaner Foam
 ★★★★★ ~ 21,584



Best Seller
 Autoglym Polar Wash, 2.5L - Snow Foam Car Shampoo Safe for Wheels, Paint & Trim Foam
 ★★★★★ ~ 21,584



Best Seller
 Dog Seat Belt for car, Adjustable Elastic Bungee, Strong Durable Dog Car Harness - 360 Degree Swivel Attach Won't Twist, Reflective, Easy to Use
 ★★★★★ ~ 8,364



Best Seller
 NOCO Boost Plus GB40 1000A 12V UltraSafe Portable Lithium Car Jump Starter, Heavy-Duty Battery Booster Power Pack, Powerbank Charger, and Jump Leads for up to 6.0L Petr...
 ★★★★★ ~ 84,190

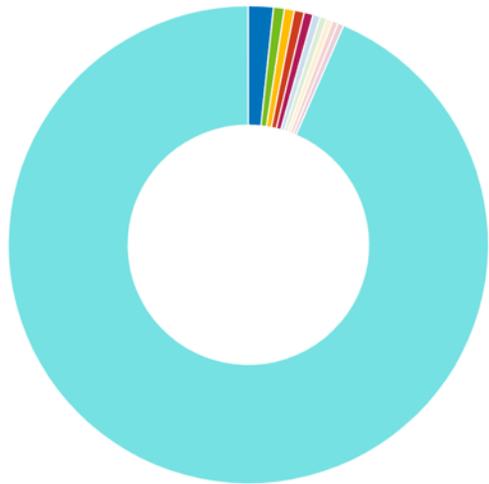


Best Seller
 Just Pet Zone Dog Car Seat Cover - Protect your Car from Scratches, Hair or Mud, 4 Layers Waterproof Heavy Duty, Dog Car Hammock for Back seat with Visual Window.
 ★★★★★ ~ 7,231



Best Seller
 PETZANA Dog Car Seat 2 IN 1 - Travel Accessories Front Cars Seats Cover for Dogs, Small to medium sized Pet - Car Seat covers & Protector waterproof foldable with Safety...
 ★★★★★ ~ 2,190

Most-Visible Brands



AUTOGLYM	1.68%
MEGUIAR'S	0.73%
TURTLE WAX	0.66%
GENERIC	0.67%
XTREMEAUTO	0.61%
URAQT	0.49%
CASTROL	0.45%
ASTROAI	0.41%
GADLANE	0.40%
CARPLAN	0.41%
All Others	93.49%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
car air fresheners ...	40,788	34,744 ...
autoglym ...	35,259	15,956 ...
tyre inflator ...	32,442	20,159 ...
dog car seat ...	29,672	21,879 ...
car accessories ...	26,776	56,369 ...
car accessories for men ...	26,250	12,534 ...
car accessories for women ...	26,170	18,276 ...
car bin ...	25,575	19,118 ...
car seat cover ...	23,382	15,328 ...
running vest ...	23,034	18,841 ...
car cleaning kit ...	21,752	15,651 ...
steering wheel lock ...	21,208	15,947 ...
snow foam ...	19,746	12,418 ...
roof bag ...	17,756	10,134 ...
car boot organiser ...	17,647	11,627 ...
uk car stickers for europe ...	17,496	11,316 ...
car battery charger ...	17,324	11,297 ...

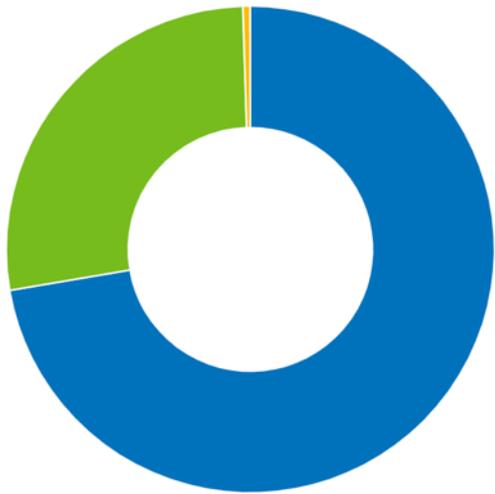
Top Brands by Share of Sales



Baby Products – Prime Day 2023

Promotions

Badge Breakdown by Type



- Prime Day 72.32%
- Discount 27.20%
- Limited Time Deal 0.48%

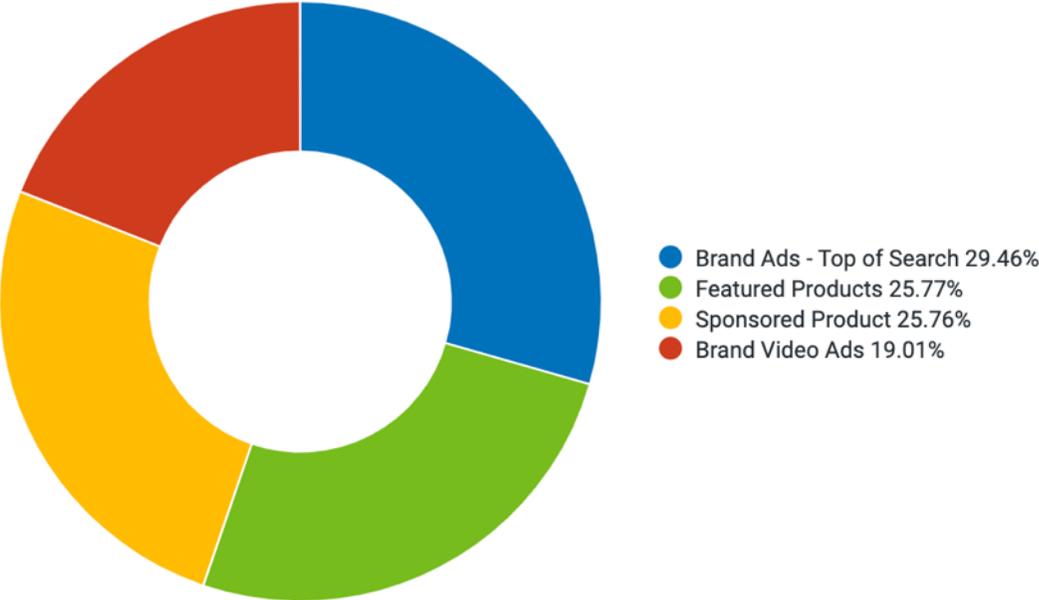
Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count		Items	Items	Items
TOMMEE TIPPEE ...	114		24	∅	91
NUK ...	91		11	∅	82
BIBS ...	82		2	∅	80
VICLOON ...	79		18	∅	63
MUNCHKIN ...	58		17	∅	41
FLYISH DIRECT ...	57		∅	∅	57
NUBY ...	47		14	2	33
HAAKAA ...	47		5	∅	43
ZIGJOY ...	43		2	∅	42
MAXI-COSI ...	41		12	∅	30
MOEMOE BABY ...	38		∅	∅	38
LICTIN ...	37		∅	∅	37
SPRINGSPIRIT ...	37		∅	∅	37
NIGHT COMFORT ...	36		1	∅	35
TURMIN ...	36		∅	∅	36
GRACO ...	35		3	∅	32

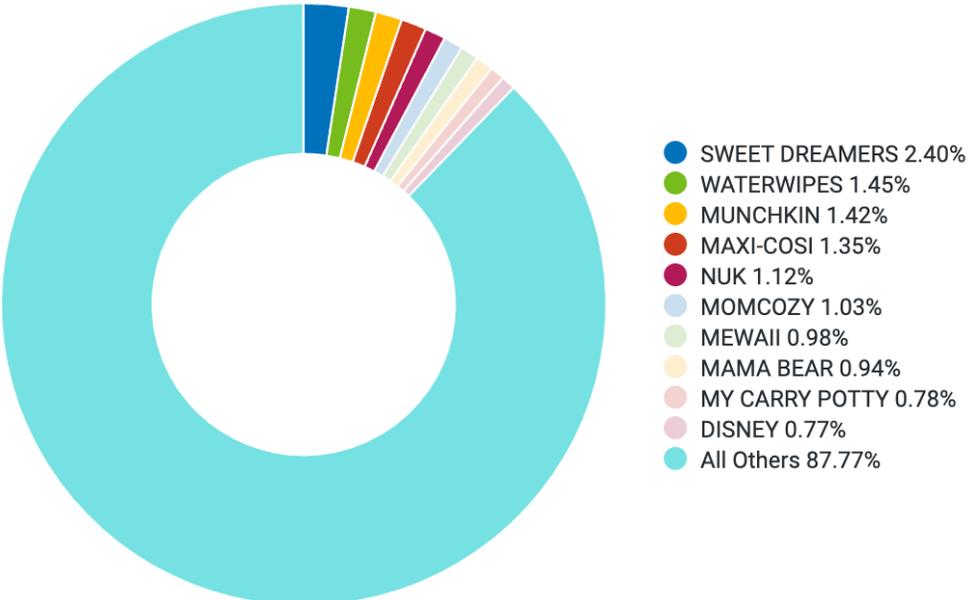
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B08MXSBRBSB ...	WaterWipes Original Plastic Free Baby Wipes, 720 Count (12 packs), 99.9% Water Base	WATERWIPES ...	1.0	£22.95	5.2%
B07TX8NCLP ...	MAM Easy Start Self Sterilising Anti Colic Starter Set, Newborn Bottle Set and Soother,	MAM ...	4.0	£36.51	28.4%
B07KBC498P ...	Tomme Tippee Twist and Click Advanced Nappy Bin Refill Cassettes, Sustainably Sou	TOMMEE TIPPEE ...	6.0	£11.00	18.2%
B002IS0M32 ...	Tomme Tippee Baby Healthcare and Grooming Kit, 9x Essential Newborn Care Items	TOMMEE TIPPEE ...	10.0	£12.69	10.8%
B012TBXGPI ...	Bepanthen Nappy Care Ointment Nappy Cream with Provitamin B5 that Helps to Prote	BEPANTHEN ...	12.0	£5.52	26.7%
B08ZKJJFNK ...	Tomme Tippee Twist and Click Advanced Nappy Bin, Eco-Friendlier System, Includes	TOMMEE TIPPEE ...	12.0	£10.00	31.6%
B0BB1V64ZW ...	NUK Kiddy Cup Toddler Cup 12+ Months 300 ml Leak-Proof Toughened Spout Clip	NUK ...	14.0	£4.28	37.1%
B075R5DQ5R ...	Medela Set of 180 ml Breast Milk Storage Bags - Pack of 50 BPA-free breast milk colle	MEDELA ...	15.5	£5.32	33.5%
B079619JM6 ...	Tomme Tippee Perfect Prep Day & Night, Baby Bottle Maker Machine with Digital Disp	TOMMEE TIPPEE ...	16.0	£89.99	20.1%
B094DM2RDG ...	MAM Easy Start Colours of Nature Self Sterilising Anti-Colic Baby Bottle (2 x 260 ml Fo	MAM (UK) LIMITED ...	17.0	£12.60	30.0%
B07R594C45 ...	Aveeno Baby Daily Care Moisturising Lotion - 24 Hour Moisturisation - 3 Pack (3 X 150	AVEENO BABY ...	19.0	£8.09	34.0%
B09NF1SZ9B ...	Aveeno Baby Daily Care Hair and Body Wash 250 ml	AVEENO BABY ...	19.5	£2.69	38.3%
B09VH5PCCJ ...	Nuby RapidCool Portable Baby Bottle Maker, Prepare A Formula Feed in Just 2 Minutes	NUBY ...	20.0	£24.99	28.8%
B094DN4CTV ...	MAM Original Colours of Nature Soother 0+ (Owl and Flower), Baby Soother Set for Ne	∅	21.0	£5.50	25.7%
B07PM816HQ ...	Tomme Tippee Complete Feeding Set, Super-Steam Electric Steriliser, Baby Bottle and	TOMMEE TIPPEE ...	25.0	£59.99	64.1%
B071944V6V ...	Baby & Toddler Happy Nappy Reusable Swim Nappy	SPLASH ABOUT ...	31.0	£7.25	34.1%
B09NF1HVHG ...	Aveeno Baby Soothing Relief Emollient Cream 150ml	AVEENO BABY ...	34.0	£3.09	38.2%
B0BX9YLYB1 ...	Tomme Tippee GoPrep Formula Feed Maker, Prepares The Perfect Formula Baby Bott	TOMMEE TIPPEE ...	35.0	£24.99	48.1%
B08ZKPPSND ...	Tomme Tippee Twist and Click Advanced Nappy Bin Starter Set, Eco-Friendlier System	TOMMEE TIPPEE ...	36.0	£27.49	18.3%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Baby Products – Prime Day 2023

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
baby basket ...	58	31	18	3	6
size 4 nappy pants ...	56	24	23	3	6
crib mobiles for babies ...	54	22	21	5	6
weaning cup ...	54	24	18	4	8
nappy pouch ...	53	21	19	4	9
baby spoon ...	53	24	19	4	6
baby walker 4 months plus ...	51	24	17	4	6
reusable nappies ...	49	21	18	4	6
car seats for 2 - 12 years ...	49	21	18	4	6
baby travel cot with mattress included ...	49	22	18	4	5
suction bowls for babies weaning ...	49	23	17	3	6
teething toy ...	48	23	17	2	6
changing caddy ...	48	21	19	5	3
bed rail for baby ...	48	26	15	2	5
magnetic cupboard locks ...	48	23	20	3	2
wet wipe dispenser ...	47	18	19	4	6
baby potty training toilet ...	47	24	14	4	5
retractable stair gates for dogs ...	47	23	14	5	5

Top-Sponsored Items

Best Seller



Sweet Dreamers, Ewan Deluxe with Shush, Grey | Baby & Toddler Sleep Aid Gift | Cry Activated Sensor & Nightlight | 5 Soothing...
★★★★☆ ~ 10,714

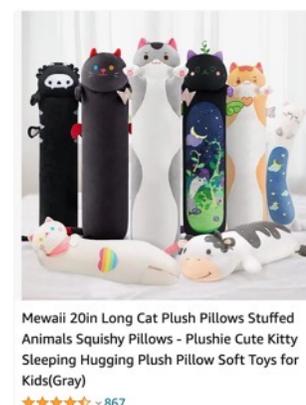
Best Seller



Dikaslon Changing Bag Backpack, Large Nappy Back Pack Multifunction Baby Bags with Portable Changing Mat, Pacifier Holder...
★★★★☆ ~ 21,890



WaterWipes Original Plastic Free Baby Wipes, 720 Count (12 packs), 99.9% Water Based Wet Wipes & Unscented for Sensitive Skin Wipes
★★★★☆ ~ 18,305



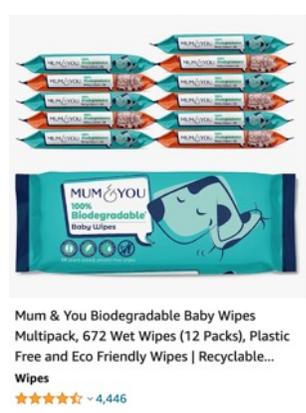
Mewaii 20in Long Cat Plush Pillows Stuffed Animals Squishy Pillows - Plushie Cute Kitty Sleeping Hugging Plush Pillow Soft Toys for Kids(Gray)
★★★★☆ ~ 867



Ageless Innovation Joy For All Interactive Pet Cat - Lifelike & Realistic Companion with Soft Fur and Soothing Purr, No Assembly Required - Orange Tabby
★★★★☆ ~ 13,609



WaterWipes Original Plastic Free Baby Wipes, 540 Count (9 packs), 99.9% Water Based Wet Wipes & Unscented for Sensitive Skin Wipes
★★★★☆ ~ 18,305



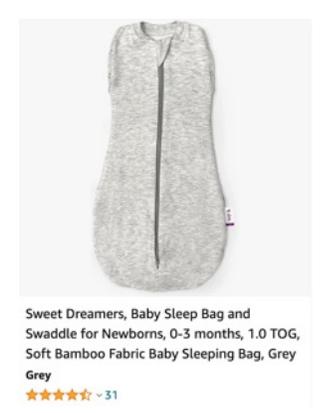
Mum & You Biodegradable Baby Wipes Multipack, 672 Wet Wipes (12 Packs), Plastic Free and Eco Friendly Wipes | Recyclable...
★★★★☆ ~ 4,446



WaterWipes Plastic Free Textured Clean, Toddler & Baby Wipes, 720 Count (12 Packs), 99.9% Water Based Wet Wipes & Unscented...
★★★★☆ ~ 1,208



Sweet Dreamers, Ewan the Dream Sheep, Grey - Baby White/Pink Noise Machine and Sleep Aid with Night Light
★★★★☆ ~ 7,275

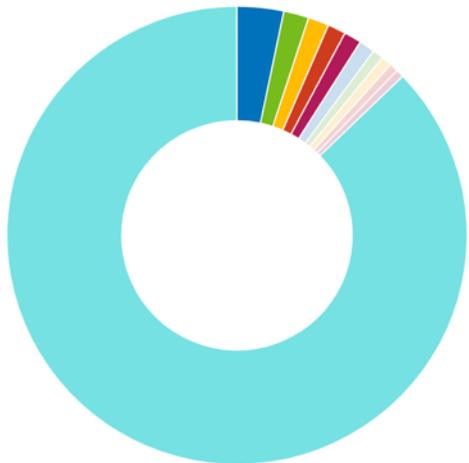


Sweet Dreamers, Baby Sleep Bag and Swaddle for Newborns, 0-3 months, 1.0 TOG, Soft Bamboo Fabric Baby Sleeping Bag, Grey
★★★★☆ ~ 31

Baby Products – Prime Day 2023

Organic Search Visibility

Most-Visible Brands



● TOMMEE TIPPEE 3.28%
● MAM 1.76%
● PAMPERS 1.46%
● MUNCHKIN 1.26%
● NUBY 1.23%
● NUK 1.11%
● GRACO 0.78%
● VICLOON 0.74%
● CHILDS FARM 0.62%
● HUGGIES 0.56%
● All Others 87.20%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
mam bottles ...	78,344	36,593 ...
baby wipes ...	70,852	61,493 ...
baby essentials for newborn ...	67,938	37,331 ...
water wipes ...	51,717	35,364 ...
baby monitor ...	51,520	43,756 ...
baby ...	50,561	23,536 ...
nuby rapid cool ...	44,152	14,217 ...
baby bath ...	43,834	29,564 ...
baby bouncer ...	43,546	23,098 ...
travel cot ...	41,588	24,784 ...
breast pumps ...	40,818	20,263 ...
cotton buds ...	39,372	30,679 ...
tommee tippee bottles ...	37,494	22,652 ...
stair gate ...	37,156	19,685 ...
baby gate ...	36,788	19,426 ...
bath toys ...	36,325	24,860 ...
potty ...	36,079	28,731 ...

Top Brands by Share of Sales

ELEMIS
LONDON

ghd
good hair day, every day

COSRX

GARNIER

REVLON

CeraVe
DEVELOPED WITH DERMATOLOGISTS

Calvin Klein

MAYBELLINE
NEW YORK

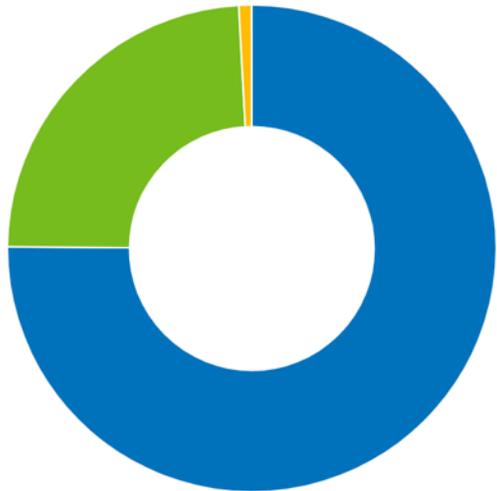
L'ORÉAL

COLORWOW

Beauty – Prime Day 2023

Sales Performance

Badge Breakdown by Type



- Prime Day 75.11%
- Discount 24.03%
- Limited Time Deal 0.85%

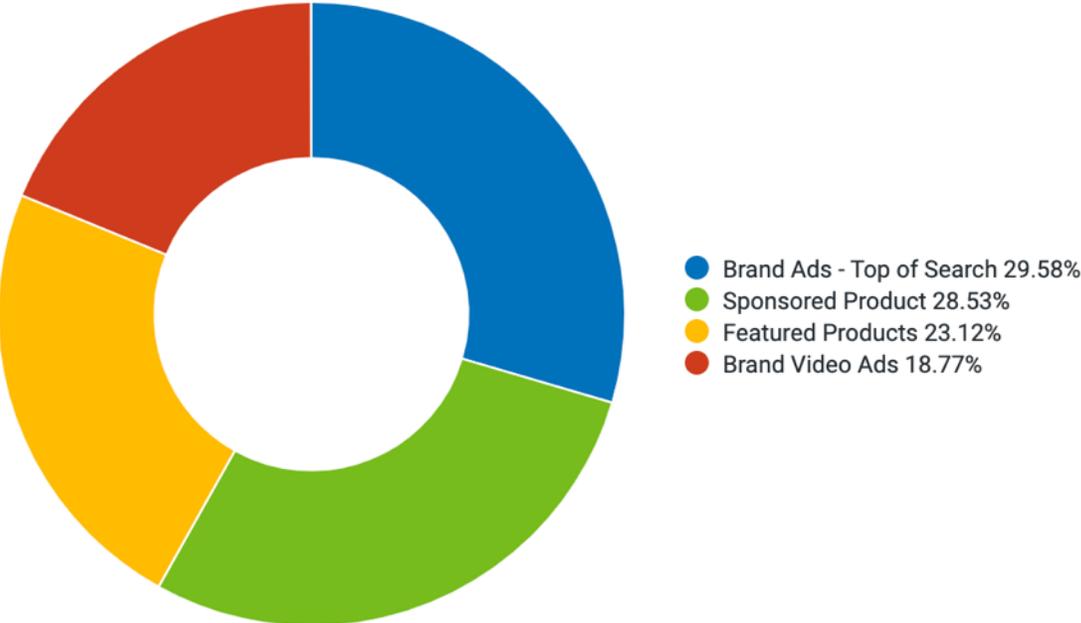
Top-Promoted Brands

	Badge Type >	Discount	Limited Time Deal	Prime Day
Brand	Item Count v	Items	Items	Items
JMEOWIO ...	191	1	∅	190
SAVILAND ...	178	5	∅	174
BEETLES GEL POLIS...	161	∅	∅	161
MYLEE ...	108	∅	∅	108
ANGLICOLOR ...	84	2	∅	82
MODELONES ...	81	∅	∅	81
SIBBA ...	80	42	∅	40
BLUESKY ...	79	3	∅	76
S-NOILITE ...	79	∅	∅	79
URAQT ...	71	2	∅	69
RIMMEL ...	71	12	∅	59
SANCTUARY SPA ...	68	2	∅	66
ELEMIS ...	68	1	1	66
L'OREAL ...	66	33	1	33
NYX PROFESSIONA...	65	10	∅	55
MAKARTT ...	63	∅	∅	63

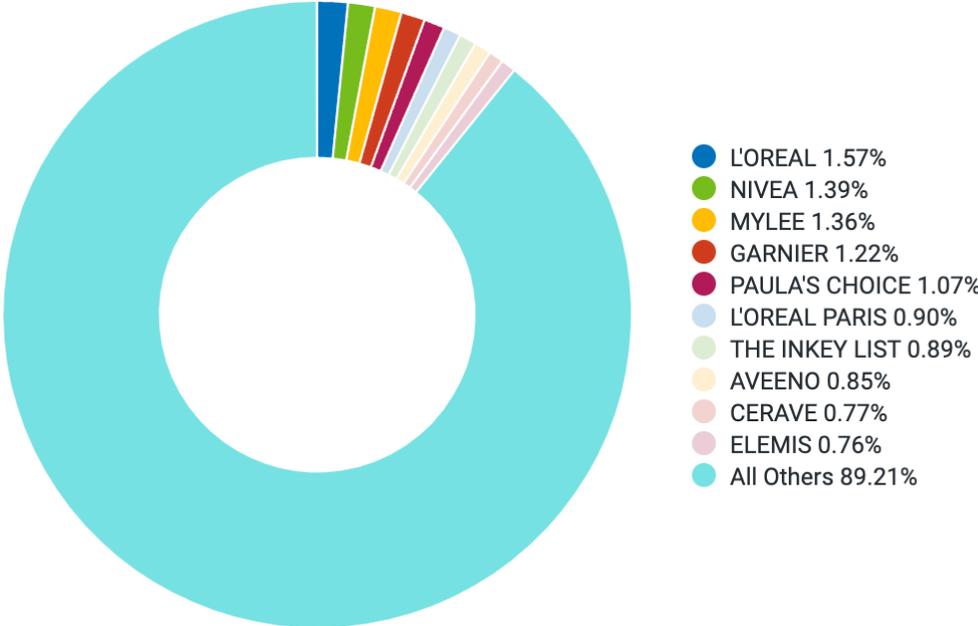
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank [^]	Best Promo Price	% Discount
B00PBX3L7K ...	COSRX Advanced Snail 96 Mucin Power Essence 100ml Snail Secretion Filtrate 96%	COSRX ...	3.5	£11.90	25.9%
B00BMR1BQC ...	ELEMIS Pro-Collagen Cleansing Balm	ELEMIS ...	4.0	£33.99	10.0%
B07CG2TD9F ...	CeraVe Moisturising Lotion, with hyaluronic acid and 3 essential ceramides, Daily Fl	CERAVE ...	13.0	£7.27	21.1%
B08HJQKMNQ ...	Rimmel London 60 Seconds Super Shine Nail: 12 Nail Polish Set	RIMMEL ...	16.0	£18.79	10.0%
B0B7RQ46LD ...	CeraVe Blemish Control Face Cleanser with 2% Salicylic Acid & Niacinamide for Ble	OLEOLEFEC ...	18.0	£8.23	24.5%
B00129XP8M ...	Bio-Oil Skincare Oil - Improve the Appearance of Scars, Stretch Marks and Skin Tor	BIO-OIL ...	19.0	£13.99	26.9%
B07C5SKVL7 ...	CeraVe Foaming Cleanser for Normal to Oily Skin 236ml with Niacinamide and 3 E	NORTHERN CROWN COSMETICS ...	20.5	£7.27	21.0%
B00AYXV5W0 ...	Bed Head by TIGI Recovery Shampoo and Conditioner Set Professional Moisturiz	BED HEAD ...	21.5	£11.99	22.0%
B008BDSZFK ...	Remington Shine Therapy Advanced Ceramic Hair Straighteners with Moroccan Arg	REMINGTON SOLAR ...	21.5	£23.74	16.7%
B09RR9MHTW ...	ghd Original - Hair Straightener, Iconic Ceramic Floating Plates with Smooth Gloss	GHD ...	22.0	£89.99	30.2%
B00375L8SI ...	Elizabeth Arden Eight Hour Cream Skin Protectant for Face & Body (50ml) Nourishi	ELIZABETH ARDEN ...	23.0	£13.36	30.2%
B07CHPWFXK ...	CeraVe Moisturising Cream for Dry to Very Dry Skin 454g with Hyaluronic Acid & 3	CERAVE ...	23.5	£10.76	22.7%
B07895R49B ...	Clairol Nice'n Easy Crème Permanent Hair Dye, 4 Dark Brown, 230g	CLAIROL ...	26.5	£5.25	23.8%
B06XBXHW8W ...	ELEMIS Pro-Collagen Marine Cream, Anti-Wrinkle Daily Face Moisturising Lotion, H	ELEMIS ...	28.0	£60.99	9.3%
B01LEJ5MSK ...	COSRX Advanced Snail 92 All in one Cream, 3.53 oz/100g Moisturizing Snail Muc	COSRX ...	29.0	£12.62	24.5%
B072VH43KL ...	Revlon One-Step hair dryer and volumiser for mid to long hair (One-Step, 2-in-1 styl	REVLON ...	29.5	£29.99	15.9%
B07C5R51Q9 ...	CeraVe Hydrating Cleanser for Normal to Dry Skin 236 ml with Hyaluronic Acid and	CERAVE ...	30.0	£6.99	21.3%
B000C1UBRO ...	Calvin Klein Eternity Moment for Women Eau de Parfum	CALVIN KLEIN ...	32.0	£19.00	52.0%
B000GHWSG6 ...	Calvin Klein Euphoria For Women	CALVIN KLEIN ...	33.0	£29.74	17.4%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
make-up brushes & tools ...	56	23	23	4	6
curlers for short hair ...	53	23	20	4	6
makeup puff ...	52	24	18	4	6
nail clippers set for men ...	52	24	18	4	6
mini hair curler ...	51	22	17	4	8
vitamin c moisturiser for face ...	51	22	18	3	8
french manicure ...	50	21	17	6	6
hair cutting scissor ...	50	24	16	4	6
lash growth serum ...	50	24	20	2	4
liquid blusher ...	50	22	17	4	7
loofa ...	50	24	17	4	5
men's perfume ...	50	19	21	4	6
nail art brushes for gel nails ...	50	24	17	3	6
pamper kit ...	50	22	18	4	6
body scrubber men ...	49	24	15	4	6
epson salt ...	49	22	16	5	6
gel nails kit ...	49	23	16	4	6
ombre nail brush ...	49	24	14	5	6

Top-Sponsored Items



NIVEA UV Face Shine Control SPF50, Face Sun Cream, UV Face Cream, Moisturising Cream for Daily Use, Sunscreen for Immediate...
★★★★☆ ~ 2,625



NIVEA UV Face SPF50 Q10 Anti-Age & Anti-Pigment 0% White Residue (50ml), Q10 Face Sun Cream, Anti-Ageing Cream Protects...
★★★★☆ ~ 2,625



Shark Shark Style iQ Ionic Hair Dryer
★★★★☆ ~ 298



BoldPlex 3 Bond Repair Hair Protein Treatment Mask for Dry Damaged hair - Hydrating & Conditioning for Curly, Colour...
Floral
★★★★☆ ~ 20,111



The INKEY List 2% Hyaluronic Acid Hydrating Serum to Plump and Smooth Skin for All Skin Types, 30ml
★★★★☆ ~ 2,510



Cerruti 1881 Femme Eau De Toilette Spray For Women, 100 ml
Floral
★★★★☆ ~ 9,799



Footmender All in One | Treats and Heals Dry Feet, Hard Skin (calluses), Corns and Cracked Heels (Heel fissures) | Significant Effect Afte...
★★★★☆ ~ 628



Aveeno Skin Relief Moisturising Lotion | Soothes Skin From Day 1 | For Very Dry and Irritable Skin Care | With Shea Butter and...
★★★★☆ ~ 21,064

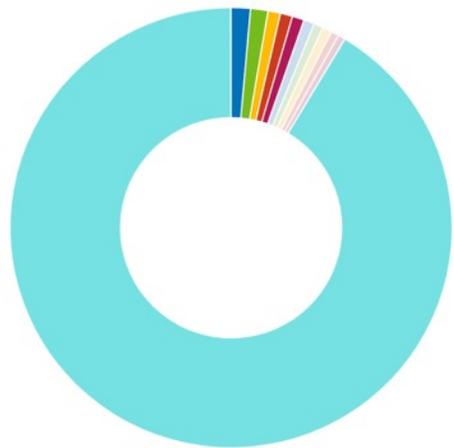


O Naturals 6-piece Soap Bar Collection - 100% Natural Soap Bar, Organic Bar Soap - Body/Face Soap Helps Acne, Moisturises &...
★★★★☆ ~ 21,217



Aussie Blonde Purple Shampoo and Conditioner Set + Hair Mask, Silver & Blonde Shampoo & Hair Conditioner + 3 Minute...
★★★★☆ ~ 7,336

Most-Visible Brands



● NIVEA 1.41%
● GARNIER 1.28%
● L'OREAL 0.90%
● E.L.F. 0.89%
● CERAVE 0.87%
● L'OREAL PARIS 0.77%
● MAYBELLINE NEW YORK 0.69%
● RIMMEL 0.69%
● MAYBELLINE 0.57%
● DOVE 0.53%
● All Others 91.39%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
hair dryer ...	128,566	55,647 ...
cerave ...	115,254	55,643 ...
perfume for women ...	100,330	37,550 ...
rosemary oil for hair growth ...	87,603	76,096 ...
gel nail polish ...	81,625	62,999 ...
hair straighteners ...	75,165	33,694 ...
mascara ...	74,892	47,297 ...
elemis ...	72,734	16,322 ...
makeup ...	70,426	38,164 ...
cosrx ...	61,629	16,209 ...
perfume ...	57,217	20,478 ...
nail clippers ...	55,142	41,832 ...
concealer ...	53,504	37,169 ...
hair curler ...	51,840	25,326 ...
shower gel ...	50,926	40,724 ...
foundation ...	49,999	32,762 ...
ghd straighteners uk ...	49,127	18,458 ...

Top Brands by Share of Sales



SAMSUNG

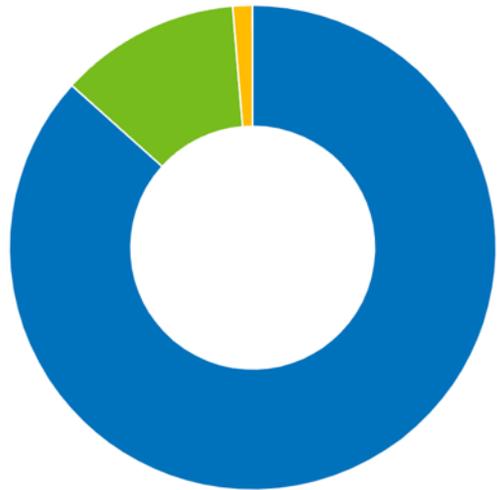


Computers & Accessories – Prime Day 2023

Promotions



Badge Breakdown by Type



- Prime Day 86.68%
- Discount 12.01%
- Limited Time Deal 1.32%

Top-Promoted Brands

	Badge Type >	Discount	Limited Time Deal	Prime Day
Brand	Item Count v	Items	Items	Items
UGREEN ...	132	∅	∅	132
CORSAIR ...	103	28	∅	77
ASUS ...	97	25	4	69
SANDISK ...	83	8	∅	75
TP-LINK ...	79	5	28	46
ANKER ...	69	∅	∅	69
SAMSUNG ...	68	13	2	54
WESTERN DIGITAL....	65	6	2	57
MSI ...	63	15	∅	48
TOMTOC ...	58	∅	∅	58
LOVEVOOK ...	53	∅	∅	53
AMAZON ...	52	5	∅	47
XP-PEN ...	47	∅	∅	47
SEENDA ...	46	1	∅	45
ORICO ...	46	∅	∅	46
WAVLINK ...	45	∅	∅	45

Computers & Accessories – Prime Day 2023

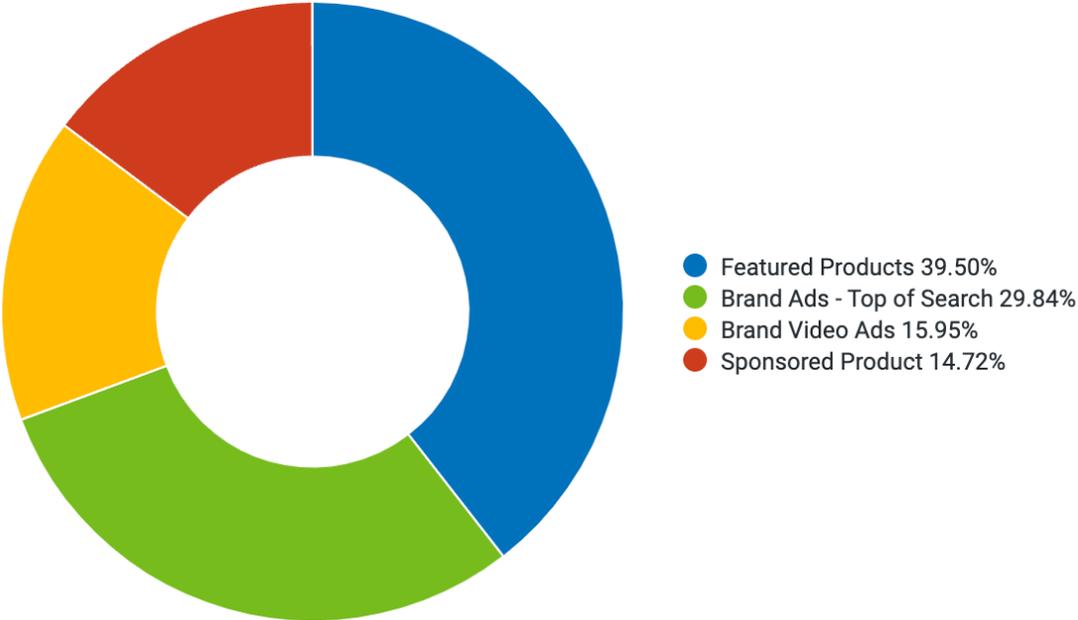
Promotions



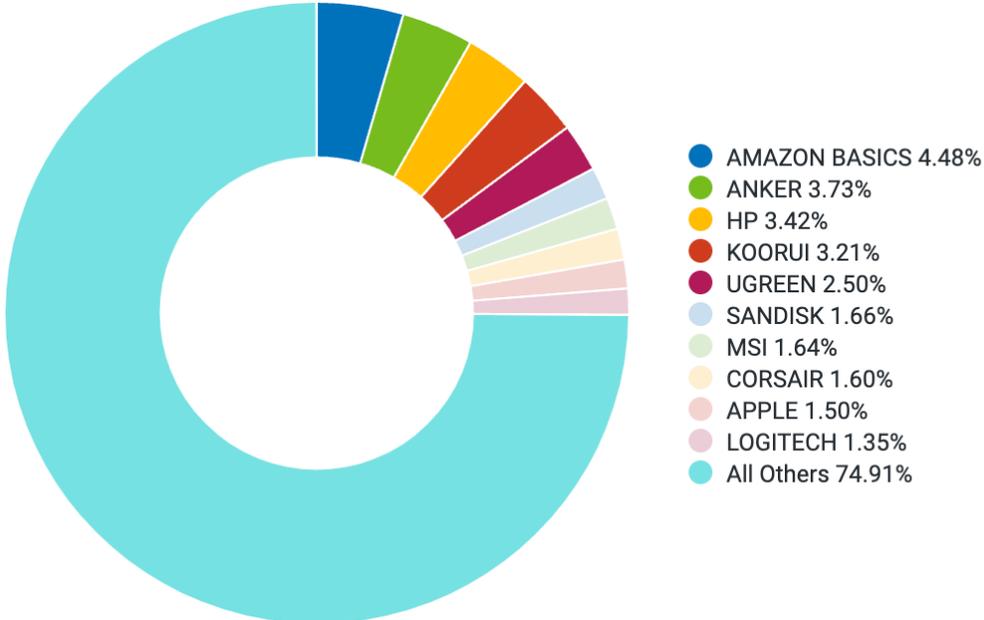
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank	Best Promo Price	% Discount
B09BG5DF7Q	Amazon Fire HD 8 Kids tablet 8-inch HD display, ages 3–7, includes 2-year worry-free g	AMAZON	1.0	£69.99	53.3%
B09BG69PNM	Amazon Fire HD 8 Kids Pro tablet 8-inch HD display, ages 6–12, 30% faster processor,	AMAZON	2.0	£69.99	53.3%
B08F6CSTK1	Amazon Fire HD 10 Kids Pro tablet for ages 6-12 10.1", 1080p Full HD, 32 GB Doodle	AMAZON	3.5	£119.99	42.9%
B09BG9FTXP	Amazon Fire HD 8 tablet 8-inch HD display, 32 GB, 30% faster processor, designed for p	AMAZON	5.0	£49.99	50.0%
B0B95SC28Y	APFEN iPhone Charger Cable 3Pack 6FT/1.8M MFi Certified Lightning Cable Fast Charg	APFEN	5.5	£5.94	15.0%
B08TJRVWV1	Amazon Basics - MicroSDXC Memory Card, 128GB, with SD Adapter, A2, U3, 100MB/s M	AMAZON BASICS	13.5	£9.99	16.3%
B0BD4XHGQN	Samsung Galaxy Tab A8 32GB WiFi Android Tablet Grey 2022 Version, 3 Year Manufact	SAMSUNG	14.0	£145.00	33.8%
B07W4DGVQF	Logitech MX Master 2S Wireless Mouse with Flow Cross-Computer Control and File Sha	LOGITECH	16.0	£39.89	37.6%
B0C1WH7XTN	Introducing Amazon Fire Max 11 tablet, our most powerful tablet yet, vivid 11" display, o	AMAZON	23.0	£149.99	42.3%
B08F5MDCY5	Fire HD 10 Plus tablet 10.1", 1080p Full HD, 32 GB Slate - with Ads	AMAZON	25.0	£84.99	49.2%
B0B2SDTSJ8	Introducing Amazon Fire Max 11 tablet, our most powerful tablet yet, vivid 11" display, o	AMAZON	27.5	£139.99	44.0%
B07NQJFR7L	2-Pack 2M USB C Cable 3.1A Fast Charger Cable Braided Compatible for Samsung Flip/	AVIBREX	28.0	£8.88	11.1%
B08F69758C	Amazon Fire HD 10 tablet 10.1", 1080p Full HD, 64 GB, Black - with Ads	AMAZON	28.5	£84.99	42.8%
B0B7NV73PJ	SanDisk 256GB Ultra microSDXC 150MB/s+SD Adapter, Black	SANDISK	29.5	£18.80	5.1%
B0B7NTY2S6	SanDisk 128GB Ultra microSDXC card + SD adapter up to 140 MB/s with A1 App Perform	SANDISK	31.0	£10.99	9.8%
B0BN8NXT2W	ASUS Chromebook 14 CX1400CMA Full HD Chromebook (Intel Celeron N4020, 4GB RAM)	ASUS	31.0	£139.99	21.8%
B08F5M223S	Amazon Fire HD 10 tablet 10.1", 1080p Full HD, 32 GB, Lavender - with Ads	AMAZON	31.0	£69.99	56.3%
B07L3CHH63	Ankoda iPhone Charger Cable Lightning Cable 3Pack 3FT/1M Nylon Braided Fast Charg	ANKODA	31.5	£5.59	20.0%
B09X7FXHVJ	SanDisk 128GB Extreme PRO SDXC card + RescuePRO Deluxe, up to 200MB/s, UHS-I, C	SANDISK	33.0	£21.89	10.8%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Computers & Accessories – Prime Day 2023

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
usb to usbc-c adapter ...	47	12	27	4	4
usb c adaptor ...	46	6	26	6	8
hdmi to usbc ...	45	9	21	6	9
hard disk ...	45	12	23	4	6
laptop bag for women ...	44	6	25	5	8
laptop bag women ...	43	12	24	4	3
usb ssd ...	43	11	20	5	7
usb c adaptors ...	42	6	21	6	9
external hdd ...	42	6	27	3	6
tp link access point ...	41	∅	33	3	5
mousemat ...	40	10	20	4	6
monitor riser stand ...	40	4	26	4	6
macbook air 2020 case ...	40	12	16	5	7
usb to usb-c adapter ...	40	6	24	4	6
external hard drive usb c ...	39	12	18	3	6
tp-link deco ...	39	∅	31	2	6
m.2 enclosure ...	39	12	17	4	6
tp link router ...	39	6	24	3	6

Top-Sponsored Items



KOORUI 24 Inch FHD Monitor, IPS Computer Monitors, 75Hz, 5ms, 16:9 Full HD (1920 x 1080), VESA Mountable, HDMI/VGA, Low Blue Light, 99% SRGB
★★★★☆ ~ 1,198



KOORUI 24.5 Inch FHD Gaming Monitor, Computer Monitors Full HD (1920 x 1080), VA, 1ms, FreeSync & G-Sync Compatible, 2x HDMI (144Hz) & DisplayPort (170Hz), sRGB...
★★★★☆ ~ 1,198



KOORUI 24 Inch Monitor, IPS Computer Monitors, 75Hz, 5ms, 16:9 Full HD (1920 x 1080), HDMI/VGA, VESA Mountable, Low Blue Light, 99% SRGB, Eye Care
★★★★☆ ~ 512



Apple 2021 iPad (10.2-inch iPad, Wi-Fi, 64GB) - Space Grey (9th Generation)
★★★★★ ~ 10,852



Best Seller
MSI MPG B550 GAMING PLUS Motherboard ATX - Supports AMD Ryzen 3rd Gen Processors, AM4, DDR4 Boost (4400MHz/OC), 1x PCIe 4.0/3.0 x16, 1x PCIe 3.0 x16, 1x M.2...
★★★★☆ ~ 5,972



Three 500GB 5G Data SIM - 500GB Preloaded Every Month from now until 8th August 2025 - Perfect For Wifi Routers, Tablets & Phones - Business Grade Data
★★★★☆ ~ 28



Amazon Basics 15 Inch Laptop Backpack
★★★★☆ ~ 1,790
Amazon brand



Amazon Basics Laptop Computer Backpack with padded shoulder straps and Organizational compartments for pens, keys, cellphone - Fits most 17 inch/43 cm (Black)
★★★★☆ ~ 16,880



Amazon Brand - Eono 32L Waterproof Black Backpack For Outdoor Sport Work School Travel Laptop Multi-pocket Unisex
★★★★☆ ~ 439
100+ bought in past month



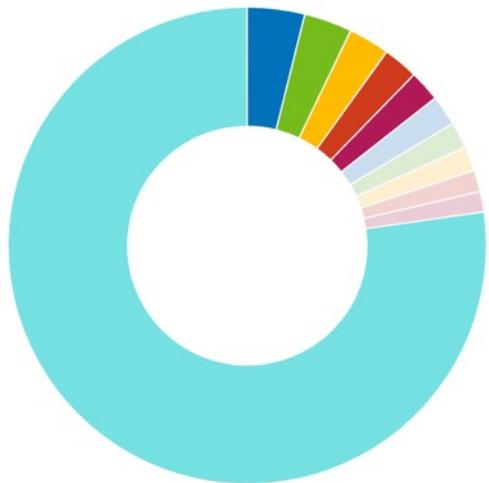
MSI MAG Z790 TOMAHAWK WIFI DDR4 Motherboard ATX - Supports Intel Core 12/13th Gen Processors, LGA 1700, DDR4 Boost (5333+MHz/OC), 1 x PCIe 5.0 x16, 1 x...
★★★★☆ ~ 216

Computers & Accessories – Prime Day 2023

Organic Search Visibility



Most-Visible Brands



- APPLE 3.87%
- SAMSUNG 3.25%
- AMAZON 2.80%
- ASUS 2.36%
- HP 2.10%
- TP-LINK 2.08%
- LOGITECH 1.78%
- SANDISK 1.65%
- CORSAIR 1.47%
- ANKER 1.38%
- All Others 77.26%

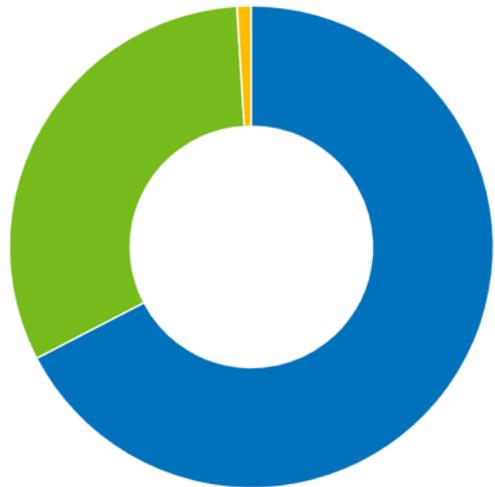
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
laptop ...	130,861	124,062 ...
ipad ...	120,622	97,446 ...
iphone charger cable ...	107,756	109,500 ...
tablet ...	67,882	51,500 ...
monitor ...	51,114	44,363 ...
printer ...	46,073	41,631 ...
gaming pc ...	40,408	49,184 ...
micro sd card ...	40,160	46,365 ...
macbook ...	40,048	29,197 ...
gaming laptop ...	38,958	36,329 ...
usb c charger cable ...	37,183	54,154 ...
fire tablets ...	37,117	26,247 ...
amazon fire tablet ...	36,574	26,054 ...
samsung tablet ...	34,633	28,585 ...
ssd ...	34,068	29,168 ...
wireless mouse ...	33,874	37,120 ...
backpack ...	32,374	45,813 ...

Top Brands by Share of Sales



Badge Breakdown by Type



- Prime Day 67.37%
- Discount 31.69%
- Limited Time Deal 0.94%

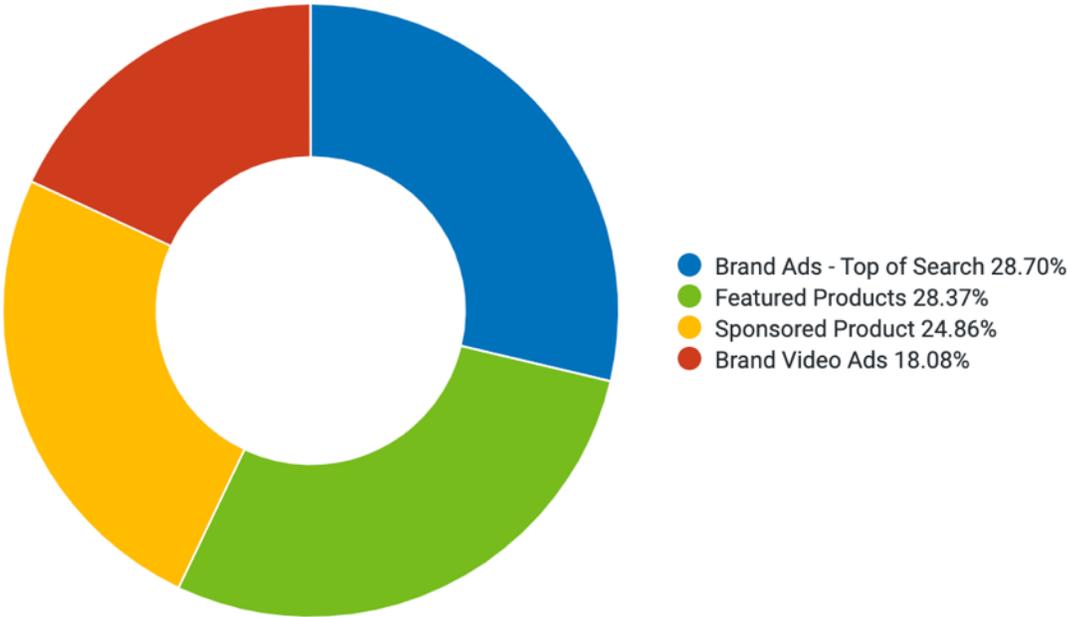
Top-Promoted Brands

Brand	Item Count	Badge Type >	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
BOSCH PROFESSIONAL ...	150	16	∅	135	
DRAPER ...	133	110	8	17	
WORKPRO ...	103	∅	∅	103	
GROHE ...	99	5	1	93	
BOSCH HOME AND GARDEN ...	77	6	∅	71	
MAKITA ...	70	69	∅	1	
DEWALT ...	68	53	∅	15	
YALE ...	68	19	1	48	
MAXPOWER ...	66	∅	∅	66	
STANLEY ...	65	30	1	35	
RYOBI ...	64	13	2	49	
LONTAN ...	64	∅	∅	64	
WMLBK ...	60	2	∅	58	
YUET ...	59	1	∅	58	
CASOMAN ...	56	∅	∅	56	
AMAZON BASICS ...	56	4	6	46	

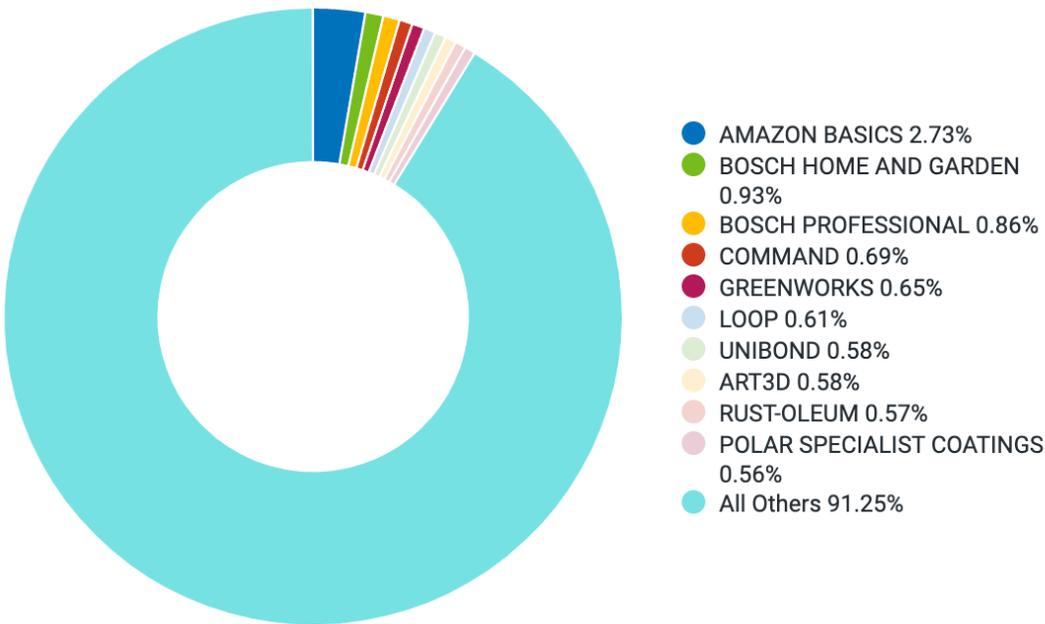
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B0931VRJT5 ...	Ring Video Doorbell (2nd Gen) by Amazon Wireless Video Doorbell Security Car	RING ...	1.0	£59.99	35.5%
B099LCF2QS ...	Blink Outdoor 2-Camera System + Blink Video Doorbell HD Smart Security, moti	BLINK HOME SECURITY ...	2.5	£87.99	44.5%
B08SG68DY9 ...	Blink Video Doorbell Two-way audio, HD video, motion and chime app alerts, ea	BLINK HOME SECURITY ...	3.0	£34.99	28.4%
B082YTKC47 ...	Amazon Smart Plug, works with Alexa, Certified for Humans device	AMAZON ...	5.0	£12.99	36.6%
B09WZBVWL9 ...	Introducing Ring Battery Video Doorbell Plus by Amazon Wireless Video Doorbe	RING ...	6.0	£99.99	16.7%
B0875CTMGH ...	TP-Link Tapo Smart Plug Wi-Fi Outlet, Works with Amazon Alexa (Echo and Ehc	TP-LINK ...	7.0	£25.64	20.2%
B0BMNDBCY8 ...	Introducing Ring Battery Video Doorbell Plus + Chime by Amazon Wireless Vide	RING ...	7.0	£109.99	26.7%
B00L3XK06C ...	Bosch Home and Garden Cordless Combi Drill PSB 1800 LI-2 (2 x 18 volt batteri	NOVAMILION ...	11.0	£59.99	38.3%
B086X3XT56 ...	Extension Lead with USB Slots, 4 Way Socket Outlets Power Strips with 4 USB (4	NEFRIA ...	12.0	£19.99	6.3%
B08LR3G17D ...	Ring Video Doorbell Wired by Amazon Doorbell Security Camera with 1080p HD	RING ...	14.5	£39.99	21.7%
B086N961L2 ...	Command Picture Hanging Strips, Value Pack - 8 x 2 Medium and 8 x 2 Large Ad	COMMAND ...	14.5	£9.39	21.6%
B00LOQMCDM ...	Command Picture & Frame Hanging Strips Value Pack, Large, White, 12-Pairs - D	COMMAND ...	15.0	£8.49	26.8%
B08L5TWL9D ...	Ring Alarm 5 Piece Kit (2nd Generation) by Amazon Home alarm security syste	RING ...	15.0	£139.99	36.4%
B09XNYLGGC ...	Ring Video Doorbell Pro 2 + Ring Chime by Amazon Doorbell Security Camera 1	RING ...	16.5	£139.99	27.8%
B0B3CXL4RN ...	FORIOUS Spring Kitchen Sink Mixer Tap with Pull Down Sprayer, Commercial Fau	FORIOUS ...	19.0	£44.79	20.0%
B084WCB167 ...	Kärcher WV2 Plus N Yellow Edition Window Vac	ZIOTHUM ...	25.0	£48.99	24.6%
B00LXM1LPC ...	Johnstone's - Wall & Ceiling Paint - Pure Brilliant White - Matt Finish - Emulsion P	JOHNSTONE'S ...	28.0	£13.99	20.9%
B09V5C7GHF ...	FireAngel Optical Smoke Alarm with 10 Year Sealed For Life Battery, FA6620-R (S	FIREANGEL ...	31.0	£12.99	18.5%
B092B6K1KJ ...	Ring Alarm 7 Piece Kit (2nd Generation) by Amazon – home security system wit	RING ...	32.0	£159.99	20.0%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
step drill bit for metal ...	62	22	30	4	6
cable covers for wires wall ...	60	25	28	3	4
drill bits set ...	60	22	27	5	6
plier ...	60	22	28	4	6
320 grit sandpaper ...	59	26	19	5	9
pliers for jewellery making ...	57	15	34	2	6
metal jigsaw blades ...	56	24	24	3	5
scraper blades ...	56	26	22	2	6
bosch reciprocating saw ...	55	24	21	4	6
drills ...	55	10	35	4	6
black cabinet handles ...	54	21	23	4	6
flex tape ...	54	24	20	4	6
garden gloves men ...	54	23	22	4	5
insulating tape electrical ...	53	23	20	4	6
kitchen sink mixer tap ...	53	20	23	4	6
door bell camera ...	52	20	18	5	9
heavy duty shelf brackets ...	52	22	22	4	4
magnetic level ...	52	22	20	4	6

Top-Sponsored Items



Best Seller
Loop Quiet - Ear Plugs for Sleep – Super Soft, Reusable Hearing Protection in Flexible Silicone for Noise Reduction & Flights - 8 Ea...
★★★★☆ ~ 55,249



AI Gear Contour Gauge Duplicator 10 Inch Widen Profile Tool Precise Measuring of Irregular Shapes for Laminate Wood Tiling and Flooring
★★★★☆ ~ 2,004



GARDENA CleverRoll M Easy Set: Hose cart with up to 60 m capacity, particularly stable, with a comfortable hose guide in a robust metal frame, drip device (18517-20) Multi-...
★★★★☆ ~ 1,360



Art3d 10-Sheet Peel and Stick Backsplash, 12 in. x 12 in. Subway 3D Wall Panels, Mono White with Gray Grout (A17048)
★★★★☆ ~ 5,386



Sponsored ©
Hoover HF122RPT Cordless Pet Vacuum Cleaner (Single Battery) - H-Free 100, Red/Grey
★★★★☆ ~ 1,950



Best Seller
UniBond 2079356 Anti-Mould White, Waterproof Mould Protection Kitchen & Bathroom Sealant, Long-lasting White Silicone Sealant, Powerful Bath Sealant, 1 x...
★★★★☆ ~ 17,982



Best Seller
Unigloves Black Pearl Nitrile GP0033 Examination - Multipurpose, Powder Free and Latex Free Disposable Gloves, Box of 100 Gloves, Black, Medium
★★★★☆ ~ 10,506



50PC Cable Ties Reusable - Cable Straps Multi-Purpose Tie Wraps Fastening Straps Used for Headphones Phones Electronics Wire Cable Tidy Management
★★★★☆ ~ 10

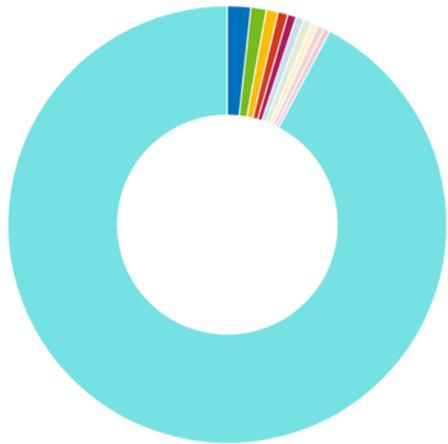


Greenworks G40PSHK2 Cordless 2-in-1 Pole Saw and Pole Hedge Trimmer with Shoulder Strap, Pole Saw 20cm Bar, Trimmer 51cm Dual Action Blades, 40V 2Ah Battery &...
★★★★☆ ~ 771



Loctite Super Glue Power Gel, Flexible Super Glue Gel, Superglue with Non-Drip Formula for Vertical Applications, Clear Glue with Precise Nozzle, 1x4g
★★★★☆ ~ 24,315

Most-Visible Brands



- RING 1.73%
- DEWALT 1.14%
- MAKITA 0.87%
- STANLEY 0.74%
- COMMAND 0.61%
- DRAPER 0.60%
- BLINK HOME SECURITY 0.59%
- KETER 0.53%
- BOSCH HOME AND GARDEN 0.49%
- RYOBI 0.46%
- All Others 92.25%

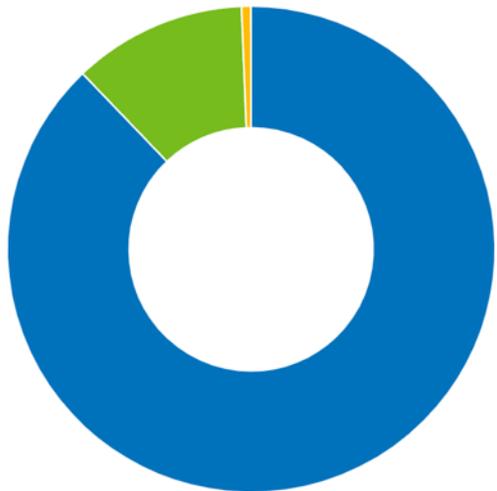
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ring doorbell wireless ...	225,135	149,186 ...
ring doorbell ...	182,736	153,747 ...
blink ...	86,517	54,809 ...
ring chime ...	83,400	21,733 ...
shower head ...	78,202	57,365 ...
ring ...	76,629	49,434 ...
blink outdoor camera ...	74,966	49,358 ...
neck fan ...	72,186	265,545 ...
toilet seat ...	70,596	55,762 ...
eufy doorbell ...	65,686	19,528 ...
command strips ...	62,700	42,448 ...
fan ...	62,184	335,166 ...
safe ...	59,972	26,076 ...
ring cameras outdoor ...	57,507	33,837 ...
dewalt ...	57,025	20,867 ...
ryobi ...	50,450	20,047 ...
drill ...	50,432	23,843 ...

Top Brands by Share of Sales



Badge Breakdown by Type



- Prime Day 87.87%
- Discount 11.50%
- Limited Time Deal 0.63%

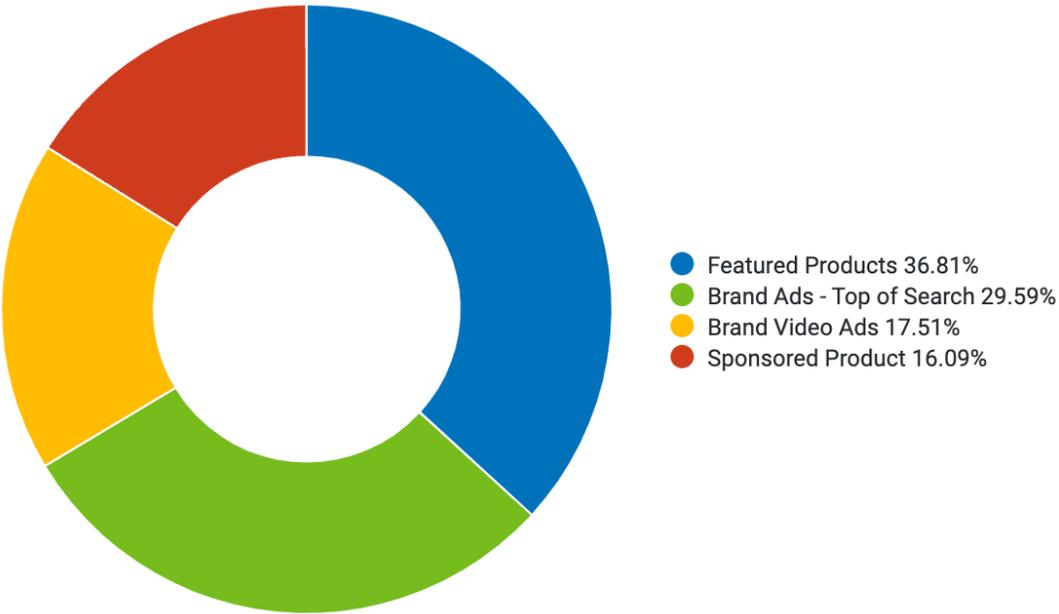
Top-Promoted Brands

Brand	Item Count	Discount	Limited Time Deal	Prime Day
NEEWER ...	220	3	6	212
AMAZON ...	138	∅	∅	138
SAMSUNG ...	120	22	∅	103
SPIGEN ...	112	∅	∅	112
POPSOCKETS ...	101	8	1	92
UGREEN ...	98	∅	∅	98
K&F CONCEPT ...	80	1	∅	79
ANKER ...	80	∅	∅	80
SMALLRIG ...	73	∅	∅	73
GODOX ...	60	56	∅	4
RETEVIS ...	60	∅	∅	60
ESR ...	58	∅	∅	58
SONY ...	55	4	∅	51
REOLINK ...	55	∅	∅	55
REKAVIN ...	54	1	∅	54
PANASONIC ...	52	9	∅	44

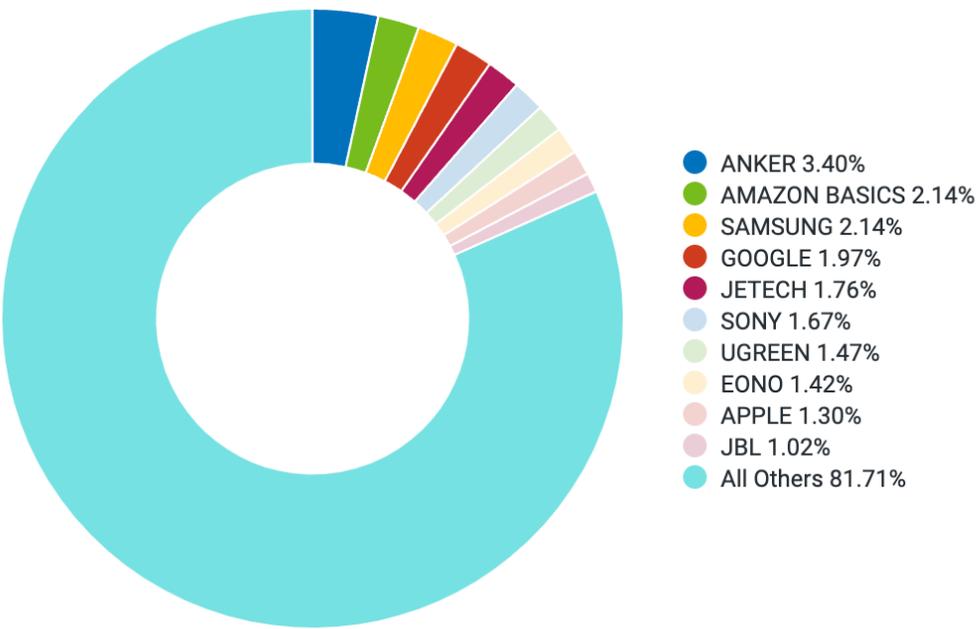
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B08MQZYSVC ...	Fire TV Stick 4K Max streaming device, Wi-Fi 6, Alexa Voice Remote (includes T	AMAZON ...	1.0	£37.99	41.5%
B08C1RR8JM ...	Fire TV Stick with Alexa Voice Remote (includes TV controls) HD streaming dev	AMAZON ...	2.0	£24.99	44.5%
B09B96TG33 ...	Echo Dot (5th generation, 2022 release) Bigger vibrant sound Wi-Fi and Bluetoo	AMAZON ...	3.0	£21.99	57.3%
B0931VRJT5 ...	Ring Video Doorbell (2nd Gen) by Amazon Wireless Video Doorbell Security Car	RING ...	4.0	£59.99	35.5%
B08XVVPXX4 ...	Fire TV Stick 4K with Alexa Voice Remote (includes TV controls)	AMAZON ...	5.0	£34.99	39.5%
B091G31KSJ ...	Fire TV Stick Lite with Alexa Voice Remote Lite HD streaming device (no TV cor	AMAZON ...	6.5	£21.99	37.2%
B09B9615X2 ...	Echo Dot (5th generation, 2022 release) Bigger vibrant sound Wi-Fi and Bluetoo	AMAZON ...	7.0	£21.99	60.0%
B09B8YWXDF ...	Echo Dot (5th generation, 2022 release) Bigger vibrant sound Wi-Fi and Bluetoo	AMAZON ...	7.0	£21.99	60.0%
B09B8T5VGV ...	Echo Dot with clock (5th generation, 2022 release) Bigger vibrant sound Wi-Fi a	AMAZON ...	9.0	£31.99	50.8%
B09B97WSLF ...	Echo Dot with clock (5th generation, 2022 release) Bigger vibrant sound Wi-Fi a	AMAZON ...	12.5	£31.99	50.8%
B09WX6QD65 ...	Introducing Echo Pop Full sound compact Wi-Fi and Bluetooth smart speaker w	AMAZON ...	13.0	£17.99	60.0%
B09ZX9NP2W ...	Introducing Echo Pop Full sound compact Wi-Fi and Bluetooth smart speaker w	AMAZON ...	13.0	£17.99	60.0%
B09SWRYPB2 ...	Kindle (2022 release) The lightest and most compact Kindle, now with a 6", 300	AMAZON ...	13.5	£59.99	29.4%
B09B97BPSW ...	Echo Dot Kids (5th generation, 2022 release) Wi-Fi and Bluetooth smart speake	AMAZON ...	13.5	£26.99	46.8%
B099LCF2QS ...	Blink Outdoor 2-Camera System + Blink Video Doorbell HD Smart Security, moti	BLINK HOME SECURITY ...	14.5	£87.99	44.5%
B0C6R4SGDD ...	Ring Video Doorbell by Amazon, Satin Nickel, Works with Alexa + Introducing Ecl	RING ...	15.5	£59.99	44.0%
B08SG68DY9 ...	Blink Video Doorbell Two-way audio, HD video, motion and chime app alerts, ea	BLINK HOME SECURITY ...	16.0	£34.99	37.3%
B09ZX5N8L5 ...	Introducing Echo Pop Full sound compact Wi-Fi and Bluetooth smart speaker w	AMAZON ...	17.5	£17.99	60.0%
B07X37DT9M ...	Blink Mini Indoor plug-in smart security camera, 1080p HD day and night video,	BLINK HOME SECURITY ...	19.5	£17.99	31.6%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
	Total Sponsorship Activity	▼	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
mobile phone holder for car vent ...	58		12	35	4	7
compact tripod ...	49		12	31	4	2
replacement stand for samsung tv ...	48		18	18	4	8
battery ...	47		9	33	2	3
small camera case ...	47		12	23	3	9
canon 90d ...	46		6	30	4	6
battery aaa ...	45		5	26	5	9
battery aa ...	44		6	28	4	6
desk phone holder stand ...	44		12	24	2	6
rca cable ...	44		10	21	4	9
tv bracket 43 inch ...	43		6	27	4	6
universal phone holder for car ...	43		6	27	4	6
wireless headphones jbl ...	43		5	29	3	6
anker portable charger ...	42		8	24	4	6
canon eos ...	42		12	24	3	3
canon eos 250d ...	42		6	24	4	8
phone holder car ...	42		6	26	4	6
tripod for camera ...	42		6	27	4	5

Top-Sponsored Items



Amazon Exclusive
+4 colours/patterns
Fitbit Versa 4 Fitness Smartwatch with built-in GPS and up to 6 days battery life - compatible with Android and iOS.
★★★★☆ - 2,066



+2 colours/patterns
Fitbit Sense 2 Health and Fitness Smartwatch with built-in GPS, advanced health features, up to 6 days battery life - compatible with Android and iOS.
★★★★☆ - 1,367



VANMASS Ultimate Car Phone Holder Mount [2023 Military-Grade Suction & Clip] Universal Mobile Phone Accessories Automobile Cradle for Dashboard Windscre...
★★★★☆ - 15,482



Sony WF-C700N True Wireless Noise Cancelling Earbuds - All-day comfort and stability - Up to 15H battery life with charging case - Lavender
★★★★☆ - 300



Wireless Earbuds, Bluetooth 5.3 Headphones In Ear with 4 ENC Noise Cancelling Mic, Btotoos New Bluetooth Earbuds Mini Deep Bass Stereo Sound, 36H Playtime LED Displ...
★★★★☆ - 13,083



Denon DHT-S316 Soundbar with Subwoofer, Bluetooth Sound Bar for Surround Sound System, Dolby Digital, DTS Decoding, Dialogue Enhancer, HDMI ARC, Wall...
★★★★☆ - 754



Anker Power Bank, 24,000mAh 3-Port Portable Charger with 140W Output, 737 (PowerCore 24K), Smart Digital Display, Compatible with iPhone 13 Series, Samsung...
★★★★☆ - 4,332



Sony WF-C700N Wireless, Bluetooth, Noise Cancelling Earbuds (Small, Lightweight Earbuds with Multi-Point Connection, IPX4 rating, up to 20 HR battery, Quick Charge,...
★★★★☆ - 300

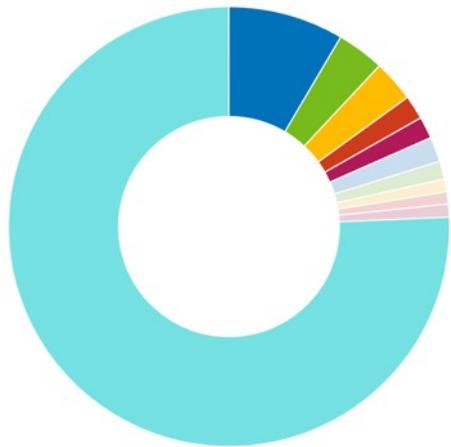


+2 colours/patterns
Fitbit Charge 5 Activity Tracker with 6-months Premium Membership Included, up to 7 days battery life and Daily Readiness Score
★★★★☆ - 43,705



Google Pixel 7a and Pixel 30W Charger Bundle - Snow (Amazon Exclusive) + Pixel 7a Case - Durable Silicone Android Phone Case - Snow

Most-Visible Brands



AMAZON	8.47%
APPLE	3.48%
SAMSUNG	3.05%
SONY	1.77%
ANKER	1.61%
RING	1.83%
JETECH	1.32%
BLINK HOME SECURITY	0.95%
SOUNDCORE	0.88%
GARMIN	0.96%
All Others	75.69%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
kindle ...	330,024	251,914 ...
fire tv stick ...	233,364	147,713 ...
power bank ...	149,434	180,366 ...
echo dot ...	143,191	60,647 ...
alexa ...	140,617	80,832 ...
apple watch ...	130,803	136,580 ...
fire stick ...	124,994	68,249 ...
kindle paperwhite ...	117,642	76,041 ...
iphone 14 case ...	115,426	141,374 ...
iphone charger cable ...	107,756	109,500 ...
echo ...	107,069	48,446 ...
airpods ...	104,690	132,293 ...
amazon fire stick ...	103,983	75,213 ...
tv ...	98,335	78,592 ...
alexa devices ...	98,034	62,337 ...
wireless earphones ...	93,847	35,747 ...
blink outdoor camera ...	82,508	49,358 ...

Top Brands by Share of Sales

crocs™



VANS®

**AMERICAN
TOURISTER**
SINCE 1933



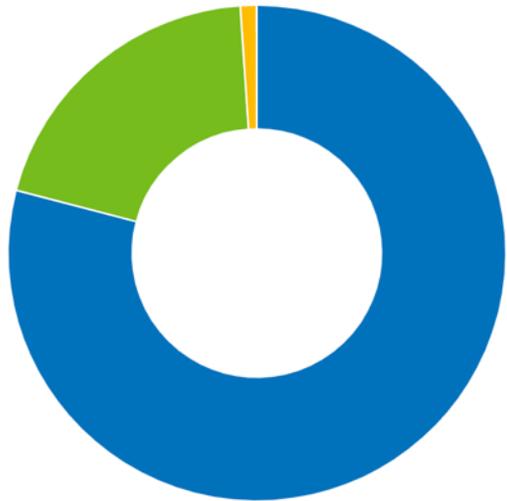
BOSS
HUGO BOSS

SKECHERS®

havaianas®

REGATTA 
GREAT OUTDOORS®

Badge Breakdown by Type



- Prime Day 79.10%
- Discount 19.85%
- Limited Time Deal 1.06%

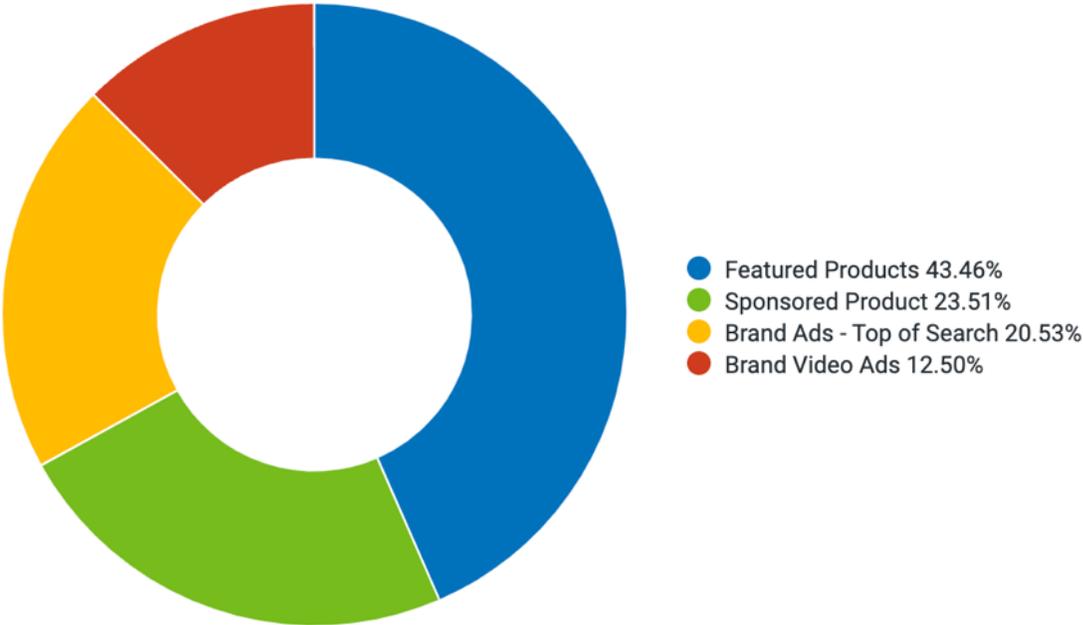
Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
DREAM PAIRS ...	721	14	∅	714	
AMAZON ESSENTIALS ...	523	62	∅	461	
ROMAN ORIGINALS ...	516	24	∅	492	
ADIDAS ...	512	266	5	255	
UNDER ARMOUR ...	508	109	5	409	
TOMMY HILFIGER ...	506	123	4	386	
GEOX ...	427	87	7	335	
PUMA ...	404	157	5	245	
CLARKS ...	398	75	9	317	
LEVI'S ...	359	110	7	257	
GRACE KARIN ...	358	12	2	344	
CROCS ...	352	84	11	261	
BOSS ...	326	59	∅	280	
TACVASEN ...	304	∅	∅	304	
MOUNTAIN WAREHOUSE ...	298	57	∅	241	
HITMARS ...	281	∅	∅	281	

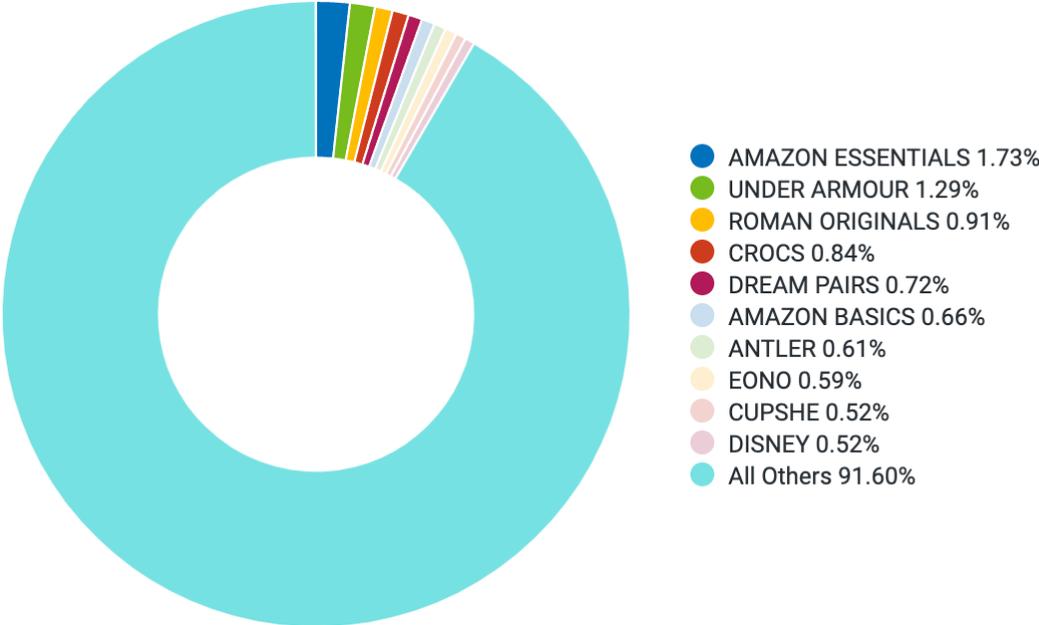
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B0BDG79DVC ...	for Ryanair Airlines Underseat Cabin Bag 40X20X25 Foldable Travel Duffel Bag H	NARWEY ...	1.5	£11.04	15.0%
B07DXVQ8H5 ...	Under Armour Men UA GL Foundation Short Sleeve Tee, Super Soft Men's T Shirt	UNDER ARMOUR ...	4.0	£11.97	14.4%
B001V7WW98 ...	Unisex's Baya Clogs	CROCS ...	4.0	£22.99	37.9%
B0728BNL9X ...	1274466_001 Men's Tech Shorts	UNDER ARMOUR ...	6.0	£12.99	27.4%
B00K5OWXP6 ...	Vans Men's Mn Atwood Low-Top Sneakers	VANS ...	7.0	£23.00	47.7%
B002JCST14 ...	Crocs Unisex's Crocband Clogs	CROCS ...	9.0	£24.49	28.7%
B07QYPV2RH ...	Unisex UA Heatgear NS, trainer socks; compression socks	UNDER ARMOUR ...	10.5	£5.49	24.6%
B07P3H8XT5 ...	SINOPHANT High Waisted Leggings for Women, Buttery Soft Elastic Opaque Tur	SINOPHANT ...	11.0	£8.39	16.0%
B001V83LY2 ...	Unisex's Baya Clogs	CROCS ...	11.0	£24.99	32.4%
B07822VW2X ...	PUMA Men's Shorts Liga Core Man Shorts	PUMA ...	14.0	£6.49	18.9%
B0785VV446 ...	Under Armour Men Tech 2. Shortsleeve, Light and Breathable Sports T-Shirt, Gym	UNDER ARMOUR ...	14.5	£12.99	26.4%
B07R1ZCKVZ ...	Under Armour Unisex UA Heatgear Locut, Breathable Trainer Socks, Cushioned L	UNDER ARMOUR ...	17.0	£5.25	27.2%
B002KAOCR0 ...	Unisex's Crocband Clogs	CROCS ...	18.0	£24.49	25.8%
B09P1GB319 ...	CRZ YOGA Women's Butterluxe Yoga Leggings 25"/28" - High Waisted Workout C	CRZ YOGA ...	21.0	£24.80	20.0%
B00R6AEAMQ ...	Scholl Gel Active Work Insoles for Men	SCHOLL ...	24.0	£8.88	44.5%
B096KT1QFS ...	Unisex-Toddlers Classic Clogs (Favourites)	CROCS ...	30.0	£19.00	36.6%
B016DKZ6CW ...	FREETOO Luggage Scale Portable Digital Weight Scale for Travel Suitcase Weigh	FREETOO ...	31.0	£11.89	15.0%
B0892FFZTQ ...	iFitna Plantar Fasciitis Arch Support Orthopedic Insoles Relieve Flat Feet Heel Pa	IFITNA ...	32.5	£13.33	19.0%
B082YPM4FG ...	Under Armour Men Tech 6in 2 Pack, Quick-drying sports underwear, 2 pack com	UNDER ARMOUR ...	34.0	£17.49	27.0%

Sponsorship Activity by Ad Type



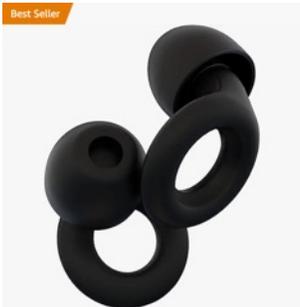
Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
toddler sun hat ...	65	24	39	2	∅
vests for men ...	63	23	32	1	7
hand luggage bag ryanair ...	62	18	35	4	5
slim wallets ...	60	18	37	1	4
girls leggings ...	59	18	30	5	6
mens singlet ...	59	21	27	4	7
thick socks ...	59	10	38	3	8
womens cycle shorts ...	59	21	30	2	6
boonie hats ...	58	22	29	1	6
school shorts for boys ...	58	24	24	4	6
womens shapewear ...	58	17	32	5	4
cover ups for women beachwear ...	57	24	28	2	3
non slip socks ...	57	11	39	2	5
padded cycling shorts women ...	57	24	24	4	5
womens ankle socks ...	57	8	41	3	5
flat foot insoles ...	56	22	28	3	3
gym top men ...	56	22	25	1	8
ladies jackets ...	56	22	26	2	6

Top-Sponsored Items



Loop Quiet - Ear Plugs for Sleep - Super Soft, Reusable Hearing Protection in Flexible Silicone for Noise Reduction & Flights - 8 Ea...
★★★★☆ ~ 55,249



Skechers Women's Arch Fit Big Appeal Sneaker
★★★★☆ ~ 6,947



Personalized Initial Canvas Beach Bag, Monogrammed Gift Tote Bag for Women
★★★★☆ ~ 6,742



+5 colours/patterns
Shoe Charms for Clogs, Cute Croc Charms for Girls Women Boys Birthday Gift Party Favors
★★★★☆ ~ 461



GRACE KARIN Women 1950s Vintage Dress Summer V-Neck Sleeveless A-line Flared Dinner Festival Party Prom Dress
★★★★☆ ~ 11,638



BAGSMART Hanging Toiletry Bag Travel Large Wash Bag Womens Cosmetic Bag Clear for Full Sized Container Pink
★★★★☆ ~ 1,953



Loop Quiet - Ear Plugs for sleep - Super Soft, Reusable Hearing Protection in Flexible Silicone for Noise reduction & Flights - 8 Ear...
★★★★☆ ~ 55,249



Amazon Basics Laptop Computer Backpack with padded shoulder straps and Organizational compartments for pens, keys, cellphone - Fits most 17 inch/43 cm (Black)
★★★★☆ ~ 16,884

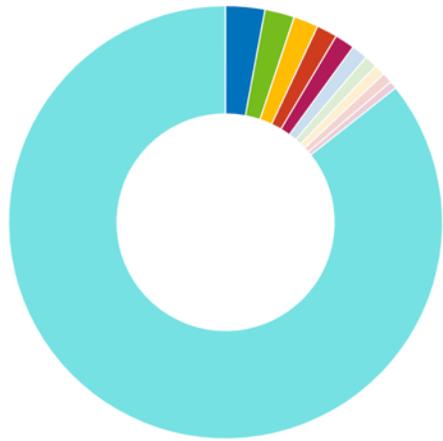


Amazon Brand - Eono 90L Foldable Travel Duffe Bag Hold All Travel Luggage Bag Holiday Bag with Multi-Pockets for Women Men (Black)
★★★★☆ ~ 2,318



Amazon Brand - Eono 32L Waterproof Black Backpack For Outdoor Sport Work School Travel Laptop Multi-pocket Unisex
★★★★☆ ~ 440

Most-Visible Brands



AMHOMELY	2.92%
CROCS	2.22%
NIKE	1.85%
SKECHERS	1.53%
UNDER ARMOUR	1.49%
ADIDAS	1.21%
DISNEY	0.94%
PUMA	0.83%
TOMMY HILFIGER	0.78%
AMAZON ESSENTIALS	0.58%
All Others	85.64%

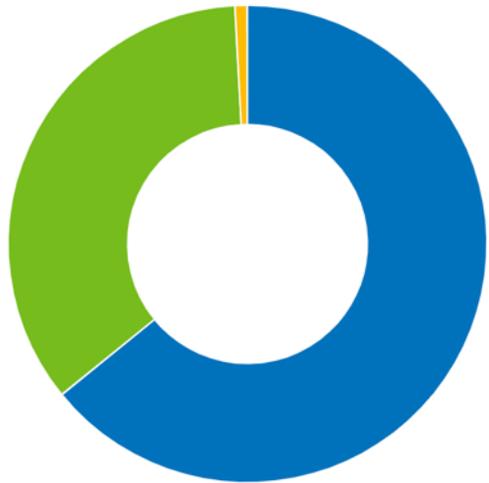
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
crocs ...	332,850	347,028 ...
packing cubes ...	142,299	105,248 ...
suitcase ...	133,271	69,014 ...
crocs womens ...	112,764	98,997 ...
pencil case ...	88,587	68,022 ...
backpack ...	79,709	45,813 ...
packing cubes for suitcases ...	68,258	47,878 ...
croc charms ...	59,680	39,232 ...
crocs mens ...	58,801	48,325 ...
ryanair cabin bags 40x20x25 ...	57,825	41,584 ...
crocs kids ...	57,456	35,444 ...
umbrella ...	56,638	33,537 ...
sunglasses mens ...	54,269	57,126 ...
travel bottles for toiletries ...	52,662	43,913 ...
mens shorts ...	51,744	55,861 ...
suitcase large ...	51,362	30,137 ...
mens trainers ...	49,985	32,484 ...

Top Brands by Share of Sales



Badge Breakdown by Type



- Prime Day 64.13%
- Discount 35.04%
- Limited Time Deal 0.83%

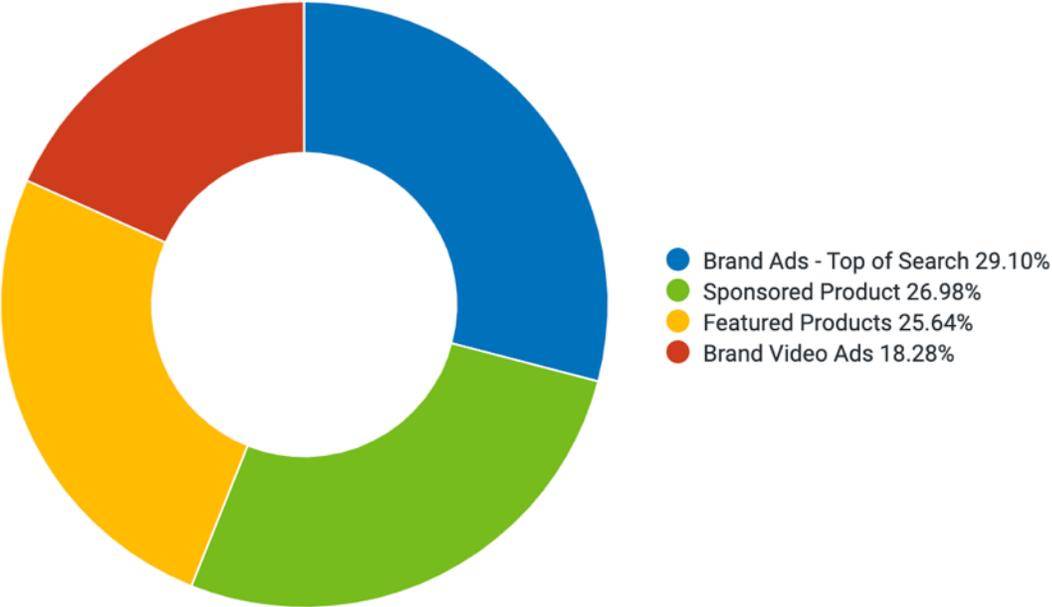
Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
OUTSUNNY ...	501	107	2	403	
SPEAR & JACKSON ...	128	19	3	107	
VIDAXL ...	88	88	∅	∅	
ALL SEASONS GAZEBOS ...	83	∅	∅	83	
GARDENISTA ...	80	∅	∅	80	
TOPLINE ...	80	1	∅	79	
GARDENA ...	70	20	5	45	
GARDEN MILE ...	65	50	1	16	
COSTWAY ...	64	2	∅	62	
T4U ...	62	∅	∅	62	
KINGLAKE ...	61	3	∅	58	
MASTERCANOPY ...	60	∅	2	60	
BLAGDON ...	53	3	∅	51	
SONGMICS ...	53	2	∅	51	
HARBOUR HOUSEWARES ...	52	52	∅	∅	
ZERO IN ...	50	3	1	46	

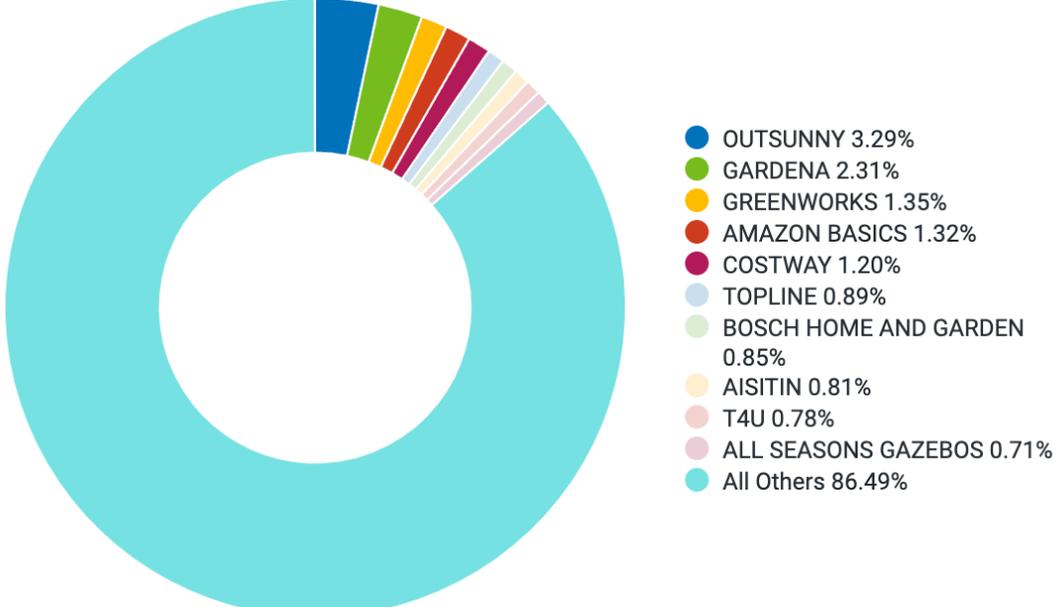
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B00VAGK1RU ...	Zero STV336 Fly Catcher (Super Effective, Refillable Insect Attractant for Outdoo	THE BUZZ ...	1.0	£6.49	38.3%
B00187TTUQ ...	Roundup Fast Action Weedkiller Pump 'N Go Ready To Use Spray, 5 Litre	ROUNDUP ...	5.0	£20.99	21.9%
B09MFXJ5W2 ...	Bosch Electric Grass Trimmer EasyGrassCut 23 (280 Watt, cutting diameter 23 c	BOSCH HOME AND GARDEN ...	5.0	£24.99	8.6%
B00JF0TFYI ...	Zero In Ant Killer Powder – 450g – value-for-money treatment of ants, woodlice,	DEFENDERS ...	6.5	£3.99	33.7%
B00GZLFPRG ...	Bosch Rotak 34R Electric Lawnmower (1300 W, Cutting width: 34 cm, 20-70 mm	BOSCH HOME AND GARDEN ...	12.0	£84.99	20.9%
B01FSDM1E6 ...	Zero In Wasp Nest Killer Powder – 300 g, Puffer Treatment Pack, Controls Wasp	ZERO IN ...	12.5	£3.99	30.8%
B07T84CMGD ...	ISOPHO Beach Mat Picnic Blanket, Extra Large 210 x 200cm Beach blanket Wate	ISOPHO ...	14.0	£10.36	39.0%
B0BS74XR6X ...	Ninja Woodfire Electric Outdoor BBQ Grill, Smoker and Air Fryer with Pellets and	NINJA ...	16.0	£329.99	23.3%
B08ZSRJBFZ ...	Keter 250001 Store It Out Pro Outdoor Storage Shed, 145.5 x 82 x 123cm Beige/	KETER ...	19.0	£119.99	25.9%
B077MBL7MS ...	The Big Cheese Rat and Mouse Poison (30 x 10 g) - Rodent Killer, Rat Poisoning	THE BIG CHEESE ...	22.0	£5.99	25.9%
B08R65MD9G ...	Kärcher K 4 Power Control high pressure washer: Intelligent app support - the rig	KÄRCHER ...	23.0	£169.99	18.7%
B09MFWLLKX ...	Bosch Electric Grass Trimmer EasyGrassCut 26 (280 Watt, cutting diameter 26 c	BOSCH ...	27.0	£27.99	8.2%
B08SWRS8JK ...	100FT Expandable Garden Hose Pipe,Flexible Expanding Magic Hose with 3/4",	THANOS ...	29.5	£17.72	26.5%
B0BS2PWSHR ...	Miracle Gro All Purpose Concentrated Liquid Plant Food, 800ml	MIRACLE-GRO ...	30.5	£3.59	31.2%
B09BHX64ZG ...	Portable Fire Pit for Camping, Outdoor Folding Firepit Fireplace with Heat Resist	TUDOU ...	34.0	£12.46	20.1%
B08N5BMNN6 ...	Zero In Handy Bug Bat Swatter. Battery Powered. Travel Size: 35.0 cm x 4.0 cm x	ZERO IN ...	35.0	£4.99	23.1%
B00HH9QI1C ...	Kärcher FJ6 Foam Nozzle - Pressure Washer Accessory	KÄRCHER ...	37.0	£13.99	20.0%
B09RQQT8GY ...	PROTECT GARDEN 86601082 Slug & Snail Killer Max, 800G - Powerful Slug Killer	PROTECT GARDEN ...	39.5	£6.00	19.2%
B07H8WTFHW ...	MEATER Plus 50m Long Range Smart Wireless Meat Thermometer for The Ove	MEATER ...	43.0	£83.30	30.0%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
base for garden parasol ...	55	22	18	6	9
parasol bases ...	54	24	23	2	5
garden umbrellas ...	52	23	22	5	2
folding sun lounger ...	51	23	18	4	6
patio umbrella base ...	51	22	16	4	9
garden tool ...	50	23	17	5	5
mosquito killer ...	50	24	17	3	6
fly trap window stickers ...	49	24	19	4	2
fruit seeds for planting uk ...	49	22	18	4	5
garden soaker hose ...	49	24	16	4	5
hoses pipes ...	49	24	18	3	4
suncatcher ...	49	22	18	4	5
zero gravity chair ...	49	24	18	3	4
bug house ...	48	20	18	4	6
cockroach killer ...	48	24	14	4	6
garden recliner ...	48	22	17	4	5
garden table covers ...	48	10	26	6	6
propagators for plants ...	48	24	16	4	4

Top-Sponsored Items



GARDENA CleverRoll M Easy Set: Hose cart with up to 60 m capacity, particularly stable, with a comfortable hose guide in a robust metal frame, drip device (18517-20) Multi-...
★★★★★ ~ 1,360



Gardena EcoLine basic set: Spraying set consisting of cleaning nozzle, tap connector, adapter, hose connector and water stop, for watering and cleaning, UV and frost-resista...
★★★★★ ~ 5,703



Clearwater CH0005 PH Plus Increaser for Swimming Pool and Spa Treatment
★★★★★ ~ 8,109



Clearwater Hot Tub, Pool and Spa Test Strips x 25 - 3 in 1 - Measures Chlorine, PH and Total Alkalinity
★★★★★ ~ 20,621



Unigloves Black Pearl Nitrile GP0033 Examination - Multipurpose, Powder Free and Latex Free Disposable Gloves, Box of 100 Gloves, Black, Medium
★★★★★ ~ 10,501



Mafiti Electric Fly Swatter, Rechargeable Mosquito Zapper Bug Zapper Racket Fly Killer Indoor Outdoor Light Camping Accessories (Blue)
★★★★★ ~ 901



Greenworks G40PSHK2 Cordless 2-in-1 Pole Saw and Pole Hedge Trimmer with Shoulder Strap, Pole Saw 20cm Bar, Trimmer 51cm Dual Action Blades, 40V 2Ah Battery &...
★★★★★ ~ 771



Blooven 60 PCS Fruit Fly Traps, Double-sided Fungus Gnat Sticky Catcher For Multiple Insects, Plant Fly Control Indoor (60 PCS)
★★★★★ ~ 2,870

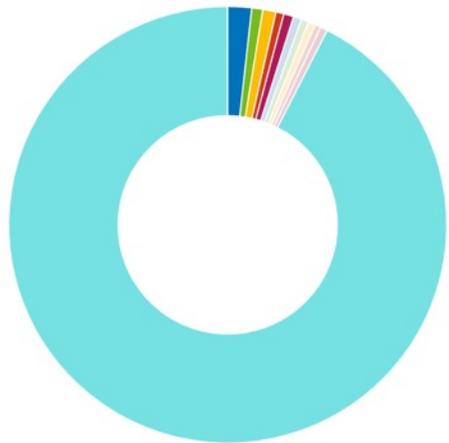


Gtech Cordless Grass Trimmer GT50
★★★★☆ ~ 166



mafiti Electric Fly Swatter, Fly Killer Bug Zapper Racket for Indoor and Outdoor Pest Control, 2AA Batteries not Included
★★★★☆ ~ 3,464

Most-Visible Brands



OUTSUNNY	1.76%
HOZELOCK LTD	0.82%
KETER	0.98%
BESTWAY	0.59%
GARDENERSDREAM	0.72%
SPEAR & JACKSON	0.60%
GENERIC	0.56%
MIRACLE-GRO	0.52%
INTEX	0.43%
ZERO IN	0.53%
All Others	92.49%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
gazebo ...	115,550	87,151 ...
garden furniture ...	107,246	90,125 ...
fly zapper ...	97,369	139,988 ...
fly catcher ...	54,024	81,852 ...
weed killer extra strong ...	50,047	45,744 ...
garden storage box ...	48,253	27,089 ...
hose pipe ...	45,078	52,843 ...
garden hose ...	42,078	46,211 ...
pop up gazebo ...	41,085	33,079 ...
garden ornaments outdoor ...	37,880	38,503 ...
bbq ...	37,002	58,303 ...
fly killer ...	36,127	41,705 ...
shed ...	35,079	15,394 ...
gazebo with sides 3m x 3m ...	33,078	21,370 ...
lawnmower ...	31,478	29,777 ...
solar water fountain ...	31,088	30,121 ...
fly trap ...	31,005	52,596 ...

Top Brands by Share of Sales



Badge Breakdown by Type



- Prime Day 52.75%
- Discount 45.46%
- Limited Time Deal 1.79%

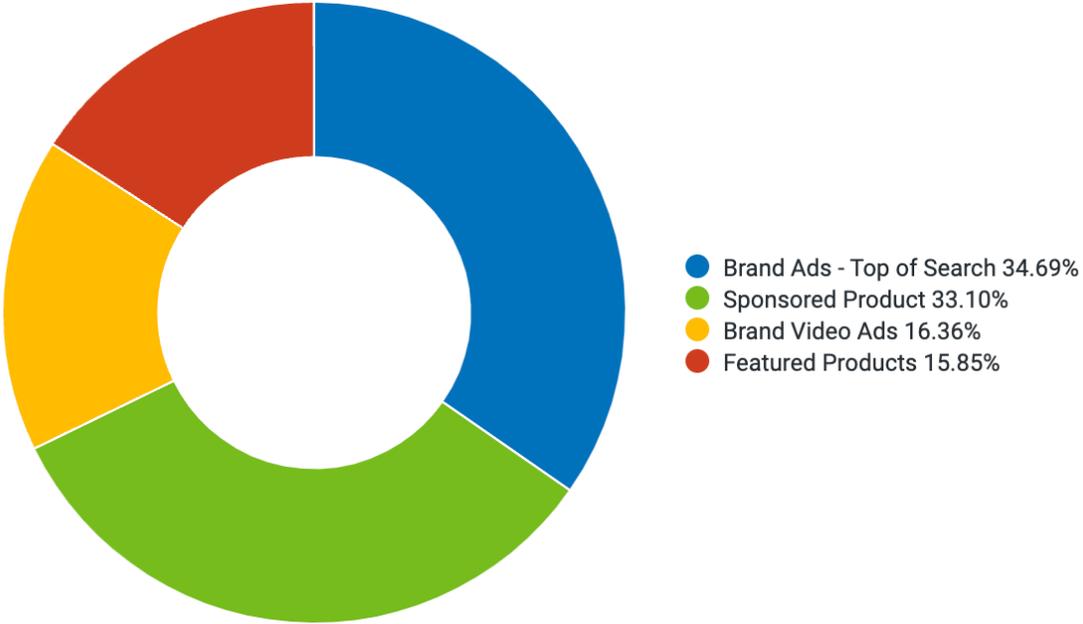
Top-Promoted Brands

	Badge Type >	Discount	Limited Time Deal	Prime Day
Brand	Item Count v	Items	Items	Items
OLD INDIA ...	152	91	∅	61
WHOLEFOOD EARTH ...	85	8	∅	77
VAHDAM ...	66	∅	∅	66
GLADE ...	37	10	∅	27
NUTURAL WORLD ...	35	∅	∅	35
LAVAZZA ...	33	8	∅	25
AIRWICK ...	29	9	∅	21
WALKERS ...	27	9	∅	18
TASSIMO ...	26	5	∅	21
MASTERTOP ...	26	∅	∅	26
KNORR ...	23	5	∅	18
STARBUCKS ...	21	2	∅	19
DER-FRANZ ...	21	∅	21	∅
DETTOL ...	20	10	∅	10
HG ...	19	6	∅	13
CARE + PROTECT ...	19	∅	∅	19

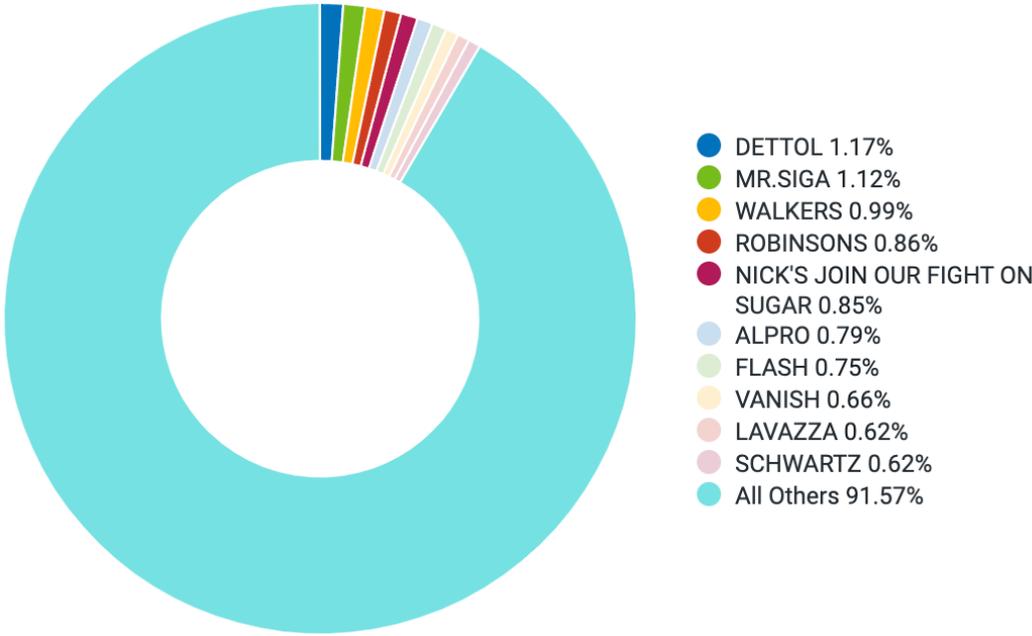
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B09QXMZHV8 ...	Finish Ultimate Infinity Shine Dishwasher Tablets Bulk, Scent : Lemon, Size : 100	FINISH ...	4.5	£12.75	17.2%
B016DEGFWI ...	Tassimo Kenco Americano Grande XL Coffee Pods x16 (Pack of 5, Total 80 Drink	TASSIMO ...	5.0	£17.75	15.5%
B07J62KJVX ...	Highland Park Viking Tribe Single Malt Scotch Whisky, 70cl	HIGHLAND PARK ...	5.0	£20.99	42.7%
B09PS5KTRR ...	Lucozade Zero Fizzy Drink, Tropical Flavour, Sugar Free, Low Calorie, 6 Pack, 330	LUCOZADE ...	7.5	£1.89	35.0%
B004CYNYNK ...	Jack Daniel's Gentleman Jack Tennessee Whiskey, 700ml	JACK DANIEL ...	8.0	£19.99	20.0%
B004V54ZVK ...	Absolut Original Swedish Vodka, 1L	ABSOLUT ...	13.0	£19.99	11.2%
B08WWPY3QV ...	Fairy Non-Bio Platinum PODS, Washing Liquid Laundry Detergent Tablets / Caps	FAIRY NON BIO ...	16.0	£25.50	24.5%
B07SXGBM6J ...	Vax Rapid Power Plus Carpet Washer & Ultra Plus Carpet Cleaning Solution,Rose	VAX ...	18.0	£203.99	6.8%
B0080QBXP8 ...	Tassimo Costa Americano Coffee Pods x16 (Pack of 5, Total 80 Drinks)	TASSIMO ...	23.0	£23.38	13.3%
B0BTDVKSM9 ...	Tassimo L'OR Latte Macchiato Coffee Pods x8 (Pack of 5, Total 40 Drinks)	TASSIMO ...	23.0	£19.49	29.0%
B09TL4F9GL ...	Flash Floor Cleaner Speedmop Starter Kit, Fast Easy & Hygienic Floor Mop, For C	FLASH ...	24.5	£9.75	15.2%
B08HLGKP9J ...	Velvet Classic Quilted Toilet Paper Bulk Buy, 24 White 3 ply Toilet Tissue Rolls, 24	VELVET ...	26.0	£10.50	9.8%
B005QF1J1I ...	Kraken Black Spiced Rum, 1l	THE KRAKEN ...	28.0	£23.45	26.7%
B0074HZD22 ...	Plymouth Original Dry Gin, 700ml (Packaging May Vary)	PLYMOUTH ...	31.0	£16.99	5.6%
B01D4R2SRI ...	Finish All in 1 Max Dishwasher Tablets Lemon Scent, 90 Tablets	FINISH ...	32.5	£11.11	10.0%
B09QXJS2Z8 ...	Finish Quantum Infinity Shine Dishwasher Tablets Bulk Scent : REGULAR Size :	FINISH ...	33.0	£12.99	18.8%
B0B886T9Y6 ...	Vanish Oxi Action Platinum Multi Power, Chlorine-Bleach Free Whitening Booster	VANISH ...	34.0	£7.05	55.9%
B004RYE9IY ...	Talisker Skye Single Malt Scotch Whisky, fresh citrus bursts, 45.8% vol, 70cl	TALISKER ...	35.0	£24.00	11.1%
B07LD4HWCX ...	Nestle - The Big Biscuit Box, 71 x Chocolate Bars – Kit Kat, Yorkie, Toffee Crisp, F	NESTLÉ ...	36.0	£13.70	23.5%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Grocery – Prime Day 2023

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
fibre bars ...	56	24	19	4	9
coffee gift set ...	55	23	24	4	4
60 toilet rolls ...	54	24	20	4	6
coffee beans gift set ...	53	22	22	4	5
lunch box snacks ...	50	23	19	2	6
dried peas ...	49	20	19	4	6
pumpkin seeds to eat ...	48	24	19	1	4
rice 5kg ...	48	22	18	∅	8
gin gifts for men ...	47	16	18	4	9
port wine ...	47	24	10	4	9
toilet roll ...	47	22	18	3	4
baby detergent laundry ...	46	24	14	4	4
and protect washing machine cleaner 3 in	46	23	12	5	6
english sparkling wine ...	46	24	12	4	6
lavazza ground coffee ...	46	10	26	4	6
sparkling flavoured water ...	46	16	17	4	9
dustpan and brush sets long handle ...	45	24	11	4	6
persil washing liquid ...	45	24	10	5	6

Top-Sponsored Items



Alpro Oat Plant-Based Long Life Drink, Vegan & Dairy Free, 1L (Pack of 8)
Oats
★★★★☆ ~ 937



Hendrick's Neptunia Gin, 70cl – An Exquisite Gin Gift For A Friend, Family or Colleague
Citrus
★★★★☆ ~ 609



Dettol Anti-Bacterial Surface Cleaning Wipes, 756-Piece
Odourless
★★★★☆ ~ 13,189



Lipton Ice Tea Peach Still Soft Drink 500ml, (Pack of 12)
Green
★★★★☆ ~ 947



ROBINSONS Ready to Drink, Blackberry and Blueberry, 500 ml (12 Pack)
Blackberry & Blueberry
★★★★☆ ~ 29



Vanish Oxi Action Platinum Multi Power, Chlorine-Bleach Free Whitening Booster, 1.57 kg, Removes stains & odours, Whiter whites, Unscented
★★★★☆ ~ 7,172



NESCAFÉ Azera Americano Instant Coffee 500g Tin
Ground
★★★★☆ ~ 4,352



MR.SIGA 54.3 inch Long Extension Pole, Adjustable 4 Pieces Aluminum Pole for Window Squeegee
★★★★☆ ~ 35



Batch & Bottle Monkey Shoulder Blended Malt Whisky Old Fashioned - Ready to Drink Cocktails, 50cl 35% ABV (6 serves per bottle)
Old Fashioned Cocktail
★★★★☆ ~ 185

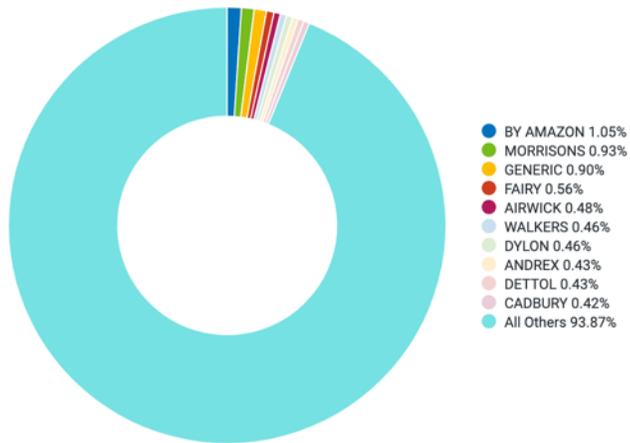


Amarula Original Marula Fruit & Cream Liqueur 70cl, Notes of Vanilla and Caramel
Original
★★★★☆ ~ 6,607

Grocery – Prime Day 2023

Organic Search Visibility

Most-Visible Brands



Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
toilet roll ...	127,434	166,734 ...
chocolate ...	110,422	80,990 ...
gin ...	94,462	43,736 ...
dishwasher tablets ...	90,712	61,816 ...
whisky ...	80,877	35,083 ...
toilet brush ...	77,385	56,971 ...
protein bars ...	74,502	45,129 ...
mop ...	71,094	39,818 ...
kitchen roll ...	68,515	57,099 ...
prime ...	62,617	58,517 ...
tassimo coffee pods ...	61,871	34,532 ...
sweets ...	60,397	73,658 ...
mop and buckets sets ...	58,897	38,320 ...
bread ...	56,092	88,781 ...
prime drink ...	54,435	38,406 ...
white vinegar ...	49,779	44,331 ...
milk ...	47,808	69,166 ...

Top Brands by Share of Sales



PHILIPS

GREN**DE**

BRAUN

HiSmile

Gillette

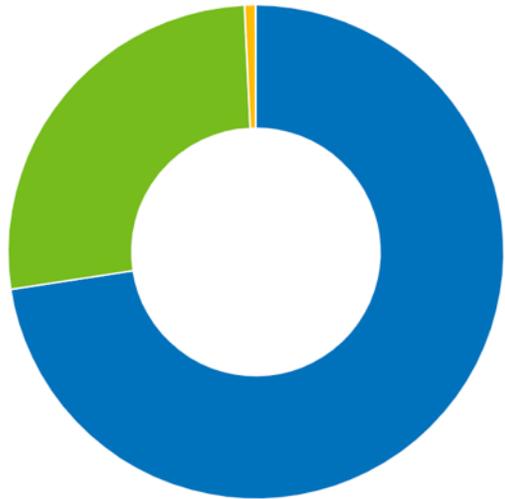
Bio-Kult

loop earplugs

SlimFast

RENPHO

Badge Breakdown by Type



- Prime Day 72.59%
- Discount 26.69%
- Limited Time Deal 0.72%

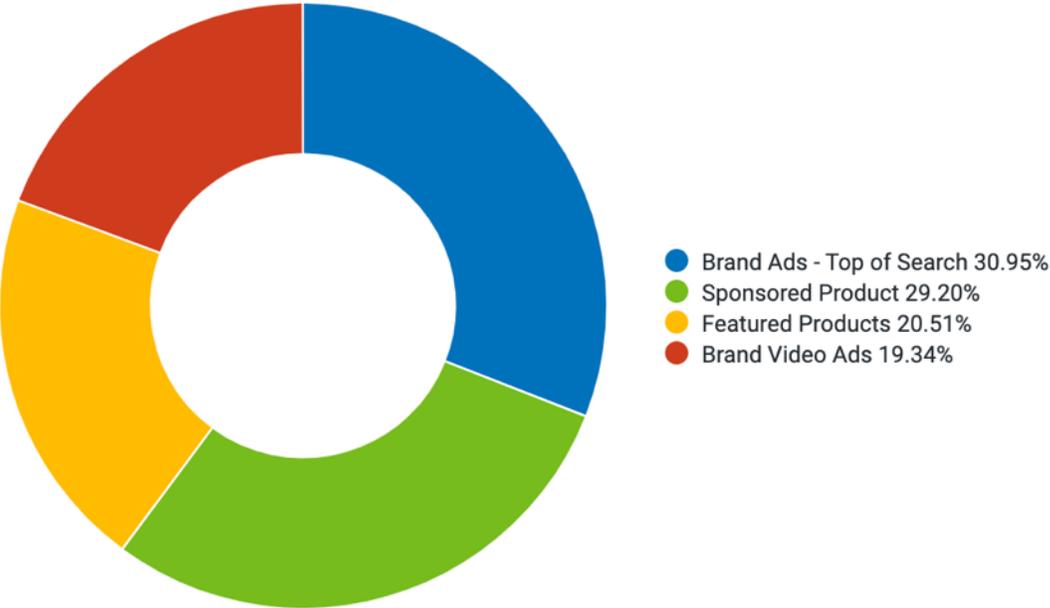
Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
BEST NATURALS ...	110	>	2	∅	108
HEALIFTY ...	93	∨	13	∅	80
VEGAVERO ...	83		4	∅	79
RENPHO ...	82		∅	∅	82
BEISTER ...	76		∅	∅	76
PHILIPS ...	75		5	17	53
NUTRAVITA ...	71		∅	∅	71
NUKE NUTRITION ...	54		∅	∅	54
NATURES AID ...	53		4	1	49
JERACOL ...	52		4	∅	48
SWISS BIOENERGETICS ...	50		∅	∅	50
JM ...	50		∅	∅	50
XIANNVXI ...	48		∅	∅	48
DR. ARTHRITIS ...	46		∅	∅	46
ORAL-B ...	46		17	∅	29
BRAUN ...	42		12	1	30

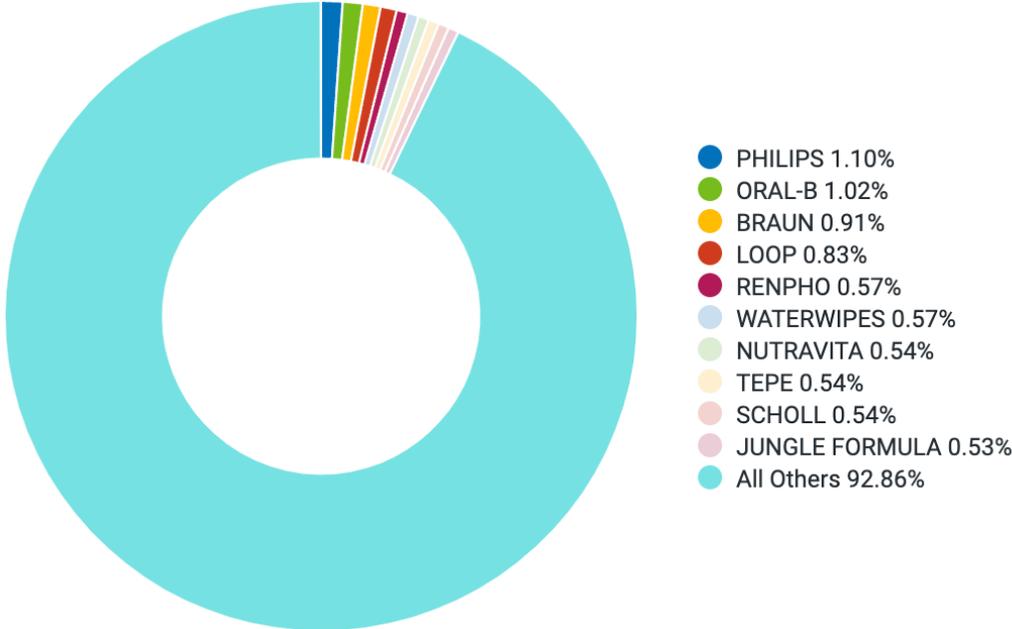
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B094VJV3PS ...	Oral-B Pro 3 Electric Toothbrush with Smart Pressure Sensor, 1 Cross Action To	ORAL-B ...	4.5	£39.99	8.2%
B0B18V2JRT ...	Oral-B iO5 Electric Toothbrush With Artificial Intelligence, Gifts For Women / Mer	ORAL-B ...	8.0	£89.99	45.7%
B089KY8XTS ...	Oral-B Cross Action Electric Toothbrush Head with CleanMaximiser Technology,	ORAL-B ...	10.5	£9.99	11.0%
B08BLGKHD9 ...	Oral-B Cross Action Electric Toothbrush Head with CleanMaximiser Technology,	ORAL-B ...	11.0	£21.99	24.1%
B086TZ79MB ...	Oral-B Precision Clean Electric Toothbrush Head with CleanMaximiser Technolo	ORAL-B ...	12.0	£21.99	24.1%
B00IKGH2TI ...	ZEISS Lens Wipes, Lens Cleaner for Glasses, Cameras & Binoculars, Individually	ZEISS ...	14.5	£8.02	37.8%
B08MFDT65P ...	Loop Quiet - Ear Plugs for Sleep – Super Soft, Reusable Hearing Protection in Fle	LOOP ...	17.5	£16.95	15.0%
B0BRPYKGCR ...	Sleep Mask, 2-Pack of Super Soft and Comfortable 3D Drowsy Sleep Mask, 100%	AOSUN ...	18.0	£7.99	20.0%
B08BD8TFV4 ...	Tomme Tippee GroEgg2 Digital Colour Changing Room Thermometer and Nigh	TOMMEE TIPPEE ...	19.0	£16.99	5.6%
B01F94TFZW ...	Warrior Supplements Essentials Creatine Powder, 300 g	WARRIOR ...	23.0	£12.71	15.0%
B0842PDYY ...	Braun All-in-one Trimmer 7 MGK7221, 10-in-1 Beard Trimmer for Men, Hair Clipp	BRAUN ...	23.0	£41.99	16.9%
B00HN8LE7A ...	Myprotein Creatine Monohydrate Powder - Gym Supplement Scientifically Prover	MYPROTEIN ...	23.5	£11.99	18.9%
B01N1UX8RW ...	RENPHO Scales for Body Weight, Digital Bathroom Scales with High Precision S	RENPHO ...	27.0	£19.99	30.6%
B004SGO4DG ...	Bio-Kult Advanced Multi-Strain Formulation for Digestive System 120 Capsules, :	BIO-KULT ...	27.0	£20.99	22.4%
B01117VQ26 ...	Durex Thin Feel Condoms, Regular Fit, 30s, Secure, Tighter, Natural Latex	DUREX ...	30.0	£9.99	26.0%
B08CDB4YZG ...	Oral-B Smart 6 Electric Toothbrush with Smart Pressure Sensor, Gifts For Women	ORAL-B ...	32.0	£64.99	35.8%
B0BQ6TQX3Z ...	Gillette Fusion5 Razor Blades Men, Pack of 11 Razor Blade Refills with Precision	GILLETTE ...	35.0	£20.89	16.1%
B092WFQ3TZ ...	Compeed Medium Size Blister Plasters, 12 Hydrocolloid Plasters, Foot Treatmen	COMPEED ...	37.0	£6.80	24.4%
B005K8IGPS ...	HIGH5 Energy Gel Quick Release Energy On The Go From Natural Fruit Juice (Be	HIGH5 ...	37.0	£6.01	70.9%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
hot water bottles ...	57	24	22	5	6
foot massage ...	56	23	23	4	6
gummies ...	53	23	20	4	6
litter pickers for children ...	53	21	20	4	8
elbow strap ...	52	27	14	5	6
fabric plasters ...	52	24	18	4	6
high calorie protein powder ...	52	24	18	4	6
keto supplement ...	52	23	19	4	6
biotin 10000 mcg ...	51	24	17	4	6
bunion protector ...	51	24	17	4	6
large blood pressure cuff ...	51	24	20	5	2
best sleeping tablets ...	50	26	17	4	3
fertility test kit for women ...	50	21	19	4	6
pregnancy test ...	50	24	15	5	6
razor men ...	50	12	28	4	6
ashwagandha high strength ...	49	24	18	4	3
gel packs for injuries reusable ...	49	22	17	4	6
protein+powder ...	49	23	16	4	6

Top-Sponsored Items



Best Seller
Jungle Formula Maximum Repellent Aerosol 125ml - Maximum Strength Repellent Aerosol against Mosquitoes, Biting Insects and Ticks ...
★★★★★ ~ 10,363



Best Seller
Sponsored
Loop Quiet Solstice Ear Plugs – Super Soft, Reusable Hearing Protection in Flexible Silicone for Sleep, Noise Sensitivity & Flight...
★★★★★ ~ 55,249



Yankee Candle Scented Candle | Fresh Cut Roses Large Jar Candle | Long Burning Candles: up to 150 Hours | Perfect Gifts for Women
★★★★★ ~ 8,403



Anti Fungal Nail Treatment | Severe Fungal Nail Treatment for Toenails Extra Strong | Extra Large 75ML
Drop
★★★★★ ~ 9,811



Best Seller
Dikaslon Changing Bag Backpack, Large Nappy Back Pack Multifunction Baby Bags with Portable Changing Mat, Pacifier Holder...
★★★★★ ~ 21,904



Oral-B iO7 Electric Toothbrush with Revolutionary Magnetic Technology, Gifts For Women / Men, App Connected Handle, 1...
Adult
★★★★★ ~ 1,524



Oral-B iO5 Electric Toothbrush With Artificial Intelligence, Gifts For Women / Men, 1 Toothbrush Head & Travel Case, 5 Modes...
Adult
★★★★★ ~ 414



Footmender All in One | Treats and Heals Dry Feet, Hard Skin (calluses), Corns and Cracked Heels (Heel fissures) | Significant Effect Afte...
★★★★★ ~ 628

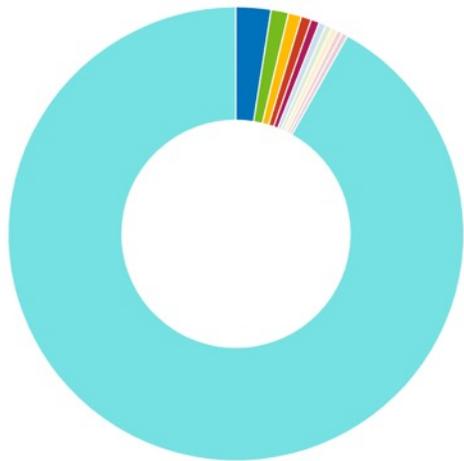


WaterWipes Original Plastic Free Baby Wipes, 720 Count (12 packs), 99.9% Water Based Wet Wipes & Unscented for Sensitive Skin
Wipes
★★★★★ ~ 18,329



Oral-B iO9 Electric Toothbrush, Gifts For Women / Men, App Connected Handle, 1 Toothbrush Head, Charging Travel Case &...
Adult
★★★★★ ~ 72

Most-Visible Brands



ORAL-B	2.48%
PHILIPS	1.24%
OPTIMUM NUTRITION	0.93%
BRAUN	0.73%
GILLETTE	0.60%
NUTRAVITA	0.48%
GENERIC	0.45%
TOMMEE TIPPEE	0.46%
COLGATE	0.38%
VEET	0.39%
All Others	91.86%

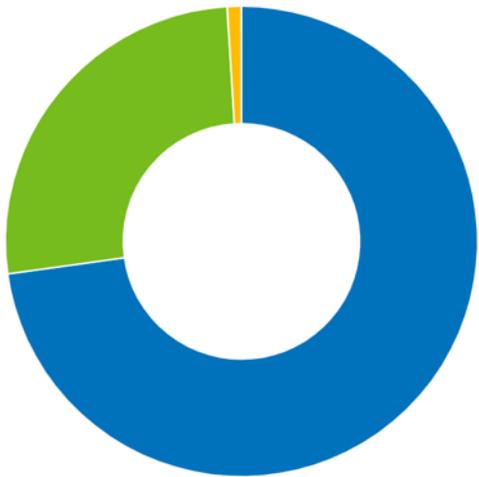
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
oral b toothbrush head ...	153,965	91,131 ...
oral b electric toothbrushes ...	149,547	46,198 ...
creatine ...	108,588	74,875 ...
pregnancy test ...	108,040	114,045 ...
toothbrush ...	104,845	44,251 ...
water flosser ...	88,262	38,805 ...
apple cider vinegar gummy ...	84,566	83,878 ...
electric toothbrush ...	78,045	104,170 ...
teeth whitening ...	76,868	52,258 ...
protein bars ...	72,723	45,129 ...
beard trimmer men ...	72,523	48,506 ...
condoms ...	69,611	54,493 ...
toothpaste ...	69,529	58,187 ...
massage gun deep tissue ...	66,446	33,189 ...
blood pressure monitor nhs approved uk ...	66,342	46,325 ...
magnesium supplements ...	64,441	38,109 ...
whey protein powder ...	63,687	37,483 ...

Top Brands by Share of Sales



Badge Breakdown by Type



- Prime Day 72.80%
- Discount 26.24%
- Limited Time Deal 0.96%

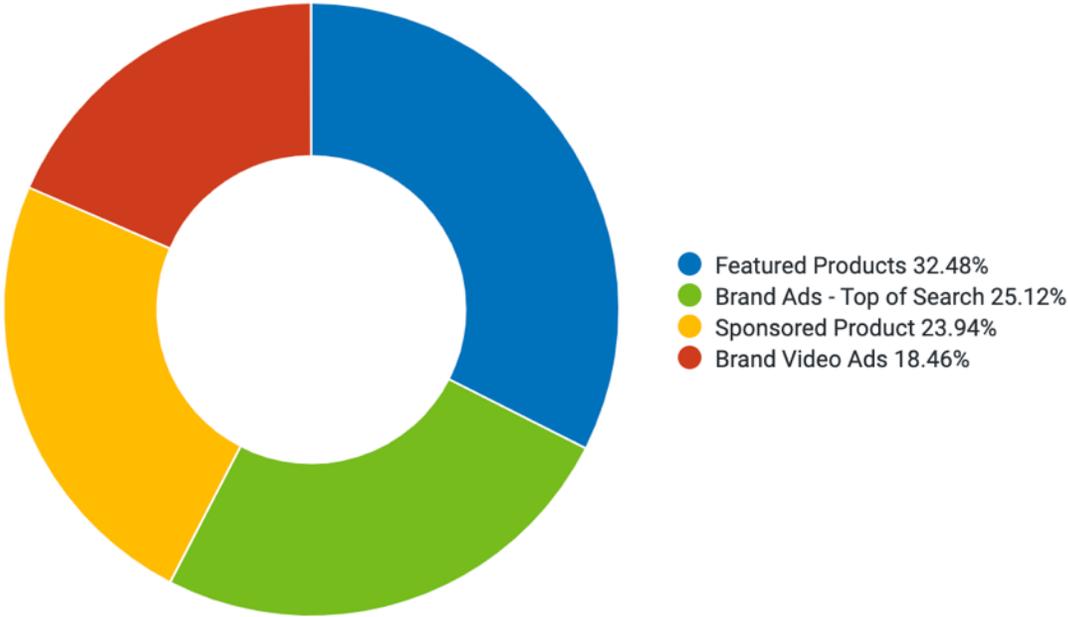
Top-Promoted Brands

Brand	Item Count	Discount	Limited Time Deal	Prime Day
SONGMICS ...	253	14	∅	241
DECONOVO ...	246	4	∅	242
MIULEE ...	237	22	∅	220
HOMCOM ...	232	89	∅	151
PANANA ...	197	197	∅	∅
VASAGLE ...	196	3	1	192
YAHEETECH ...	190	8	∅	182
CRICUT ...	164	13	2	152
GENERIC ...	164	114	∅	52
FURINNO ...	154	5	∅	149
JAGOWA ...	153	∅	∅	153
WOLTU ...	138	2	∅	136
TISHIRON ...	138	1	∅	137
KUOU ...	137	4	∅	134
AMAZON BASICS ...	136	15	∅	121
VANCASSO ...	131	14	∅	118

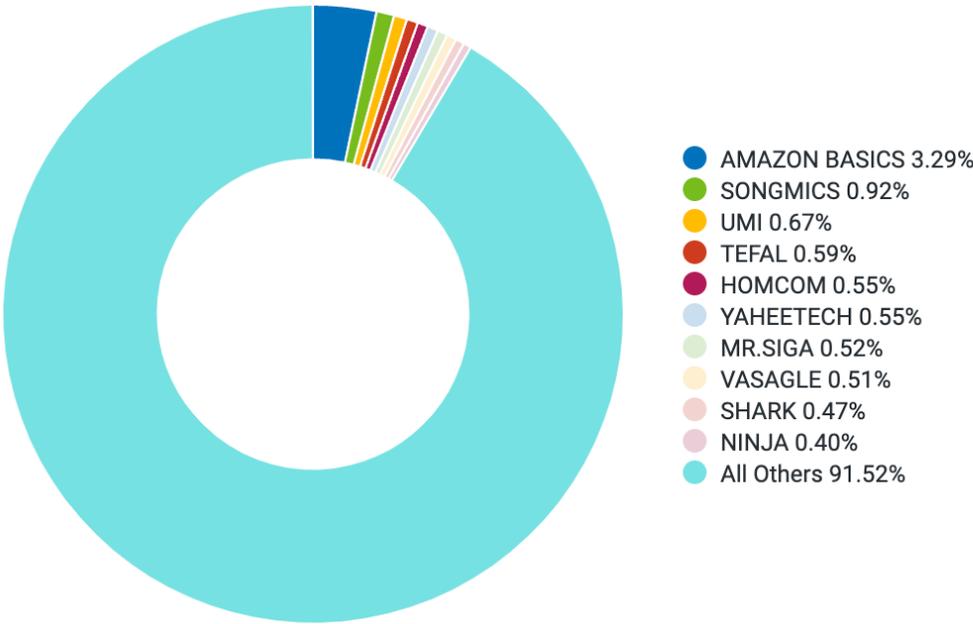
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B09XF7NKV5 ...	Ninja Foodi Dual Zone Air Fryer MAX + Tongs, 9.5 L, 2470 W, 2 Drawers, 8 Portion	NINJA ...	1.0	£169.99	38.7%
B0C66HR818 ...	Shark Corded Upright Vacuum Cleaner, 1.1 L, 750 W, Anti Hair Wrap, Car Detail K	SHARK ...	4.0	£159.99	33.1%
B01LCHCRQO ...	UniBond AERO 360° Moisture Absorber Neutral Refill Tab, ultra-absorbent and oc	UNIBOND ...	5.5	£7.99	30.7%
B0C66F25J3 ...	Shark Cordless Stick Vacuum Cleaner, 0.7 L, 181 W, Anti Hair Wrap, 40 Minute Ru	SHARK ...	6.0	£189.89	38.5%
B07RSCPH4N ...	Amazon Basics Vacuum Compression Storage Bags with Airtight Valve and Han	AMAZON BASICS ...	7.0	£9.83	10.8%
B00K8S8OXO ...	Russell Hobbs Powersteam Ultra 3100 W Vertical Steam Iron 20630 - Black and	RUSSELL HOBBS ...	9.0	£29.99	24.8%
B09RZDRFPP ...	Vax SpotWash Home Duo Spot Cleaner Remove spills, stains and pet messes	VAX ...	9.0	£99.99	37.2%
B09WYZ4CNS ...	Ninja Foodi StaySharp Knife Block with Integrated Sharpener; 5 Knives and Sciss	NINJA ...	12.0	£147.93	11.5%
B09NW6XGB5 ...	Shark WandVac 2.0 Cordless Handheld Vacuum Cleaner, Small & Lightweight, Po	SHARK ...	13.0	£159.33	8.9%
B075D87KJL ...	Bedsure Satin Pillow Cases 2 Pack - Grey Pillowcase for Hair and Skin Standard	BEDSURE ...	14.0	£6.39	15.2%
B096VQ57DY ...	JISULIFE Handheld Fan, 3 IN 1 Mini Hand Fan, Portable USB Rechargeable Small	JISULIFE ...	15.5	£12.99	16.9%
B0BJ226LCL ...	Silicone Air Fryer Liners for Ninja Dual Air Fryer AF400UK & Tower T17088 & AF3	GLIGHONE ...	17.0	£12.79	17.4%
B0B9J8TZKZ ...	BYKITCHEN 100pcs Air Fryer Liners for Ninja Dual, Air Fryer AF300UK AF400UK	BYKITCHEN ...	18.0	£9.88	25.4%
B077G2M7YQ ...	Slumberdown Super Support Pillows 4 Pack - Firm Support Side Sleeper Pillows	SLUMBERDOWN ...	19.0	£15.99	28.6%
B07N8QY3YH ...	COSORI Air Fryers Oven, 5.5L XXL Oil Free Air Fryer 1700W with Rapid Air Techno	COSORI ...	21.0	£79.99	17.4%
B07Y7GTSXZ ...	Greener Walker 25% Extra Thick Compost 6L/10L/30L Caddy Bin Liners-120 Bag	GREENER WALKER ...	21.0	£9.34	15.0%
B083V6WNXC ...	Instant Vortex 4-in-1 Digital Air Fryer, Health Air Fryer, Bake, Roast and Reheat, 17	INSTANT POT ...	27.0	£59.98	13.3%
B091KPM2KX ...	Toilet Brush, 2 Pack Bathroom Silicone Toilet Brushes and Holder Sets with No-S	CANVINT ...	29.0	£10.39	9.7%
B00GYU8SFY ...	Russell Hobbs RHM2076B 20 Litre 800 W Black Digital Solo Microwave with 5 P	RUSSELL HOBBS ...	30.0	£63.64	21.5%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Home & Kitchen – Prime Day 2023

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
large bags for storage ...	65	20	30	6	9
organiser storage drawers ...	65	21	34	4	6
mirrors bathroom wall ...	62	23	29	4	6
office bin ...	62	22	30	4	6
hanging shelf ...	61	29	23	5	4
black bookcase ...	60	30	22	2	6
slim table ...	60	23	23	5	9
oak bedside table ...	59	15	30	5	9
shoe rack for inside wardrobe ...	59	24	26	3	6
slim bins for the kitchen ...	59	15	34	4	6
trousers hangers with clips ...	58	22	26	4	6
bedroom draws ...	57	24	23	4	6
carote ...	57	24	21	6	6
kitchen waste bins with lids ...	57	12	33	3	9
mirrors for bedroom ...	57	20	27	4	6
small dinner plates ...	57	23	26	4	4
small storage basket ...	57	21	27	3	6
white dinner plates ...	57	24	23	4	6

Top-Sponsored Items



Best Seller
Sweet Dreamers, Ewan Deluxe with Shush, Grey | Baby & Toddler Sleep Aid Gift | Cry Activated Sensor & Nightlight | 5 Soothing...
★★★★☆ ~ 10,720



Amazon Exclusive
WHAT DO YOU MEME? Core Game - The Hilarious Adult Party Game for Meme Lovers (UK Edition)
★★★★☆ ~ 4,604



Amazon Exclusive
Tefal Easy Fry XXL 2in1 Digital Dual Air Fryer & Grill, 6.5L or 3.25L x2 Drawer Capacity, 8 Programs, Black, EY801827, Amazon Exclusive, 1830 W
★★★★☆ ~ 336



Yankee Candle Scented Candle | Fresh Cut Roses Large Jar Candle | Long Burning Candles: up to 150 Hours | Perfect Gifts for Women
★★★★☆ ~ 8,403



Shark Stratos Upright Vacuum Cleaner with Anti Hair Wrap Plus & Anti-Odour Technology [NZ860UK]
★★★★☆ ~ 282



Yankee Candle Scented Candle - Midnight Jasmine Large Jar Candle - Burn Time : Up to 150 Hours
★★★★☆ ~ 9,771



Amazon Exclusive
Ninja Air Fryer MAX + Tongs, 5.2 L, 1750 W, 5-in-1, No Oil, Air Fry, Roast, Bake, Reheat, Dehydrate, Family Size, Non-Stick, Dishwasher Safe Basket, Amazon Exclusive...
★★★★☆ ~ 14



Yankee Candle Scented Candle | Home Sweet Home Large Jar Candle | Long Burning Candles: up to 150 Hours | Perfect Gifts for Women
★★★★☆ ~ 27,274



Amazon Exclusive
Fitbit Versa 4 Fitness Smartwatch with built-in GPS and up to 6 days battery life - compatible with Android and iOS.
+4 colours/patterns
★★★★☆ ~ 2,066

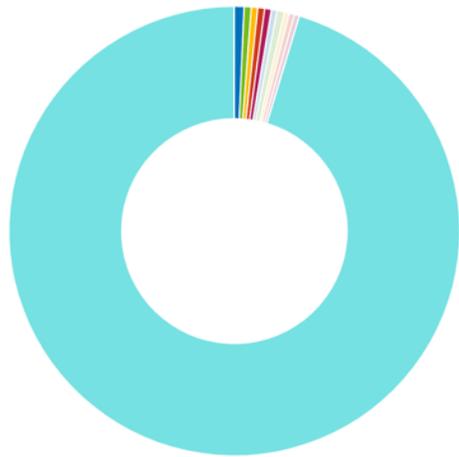


Best Seller
Personalized Initial Canvas Beach Bag, Monogrammed Gift Tote Bag for Women
★★★★☆ ~ 6,742

Home & Kitchen – Prime Day 2023

Organic Search Visibility

Most-Visible Brands



● YAHEETECH 0.70%
● SONGMICS 0.50%
● GENERIC 0.47%
● NINJA 0.49%
● RUSSELL HOBBS 0.49%
● AMAZON BASICS 0.41%
● TOWER 0.51%
● VIDA DESIGNS 0.35%
● TEFAL 0.39%
● PANANA 0.35%
● All Others 95.34%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ninja air fryer ...	486,484	238,823 ...
air fryer ...	327,163	152,157 ...
coffee machines ...	207,564	69,600 ...
shark cordless vacuum ...	108,556	35,735 ...
ninja ...	102,903	44,236 ...
nespresso machine ...	102,553	28,914 ...
gaming chair ...	101,150	55,510 ...
shoe rack ...	100,751	77,345 ...
office chair ...	99,316	48,902 ...
desk ...	97,449	57,033 ...
microwave ...	96,766	82,679 ...
shower curtain ...	96,624	74,028 ...
stanley cup ...	90,765	65,143 ...
iron ...	87,404	73,885 ...
kitchen bin ...	86,358	46,983 ...
kettle ...	80,320	57,745 ...
toilet brush ...	78,384	56,971 ...

Top Brands by Share of Sales



logitech

RAZER™



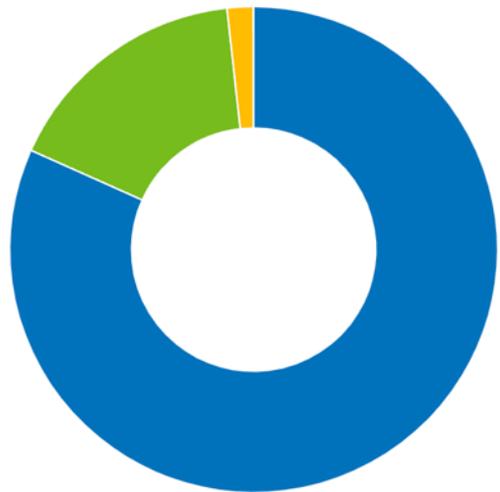
MAXIMUM
GAMES™



crucial

SQUARE ENIX

Badge Breakdown by Type



- Prime Day 81.70%
- Discount 16.56%
- Limited Time Deal 1.74%

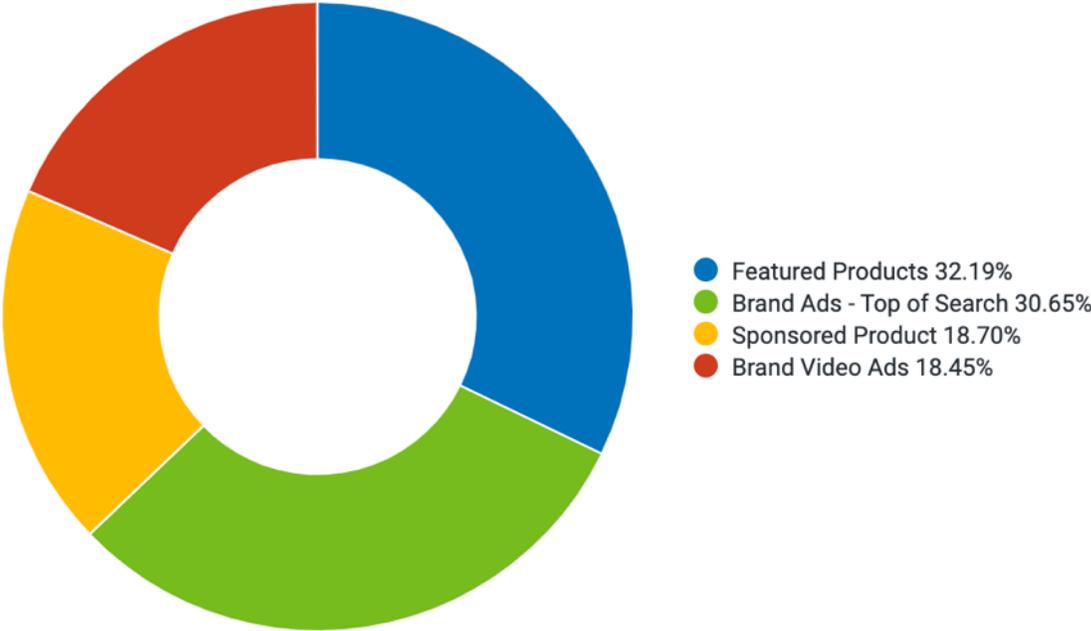
Top-Promoted Brands

Brand	Item Count	Discount	Limited Time Deal	Prime Day
UBISOFT ...	51	5	8	38
RAZER ...	48	7	∅	41
WARNER BROS. INTERACTIVE ...	47	∅	∅	47
STEELSERIES ...	46	5	∅	44
GEEKSHARE ...	40	1	∅	39
ELECTRONIC ARTS ...	39	9	∅	34
REDRAGON ...	34	∅	∅	34
CORSAIR ...	32	3	∅	29
POWERA ...	30	4	∅	26
MAXIMUM GAMES ...	29	2	1	27
FASTSNAIL ...	28	∅	∅	28
MOKO ...	28	∅	∅	28
TURTLE BEACH ...	27	4	1	22
THRUSTMASTER ...	27	4	∅	25
SEGA ...	26	17	10	∅
FYOUNG ...	23	∅	∅	23

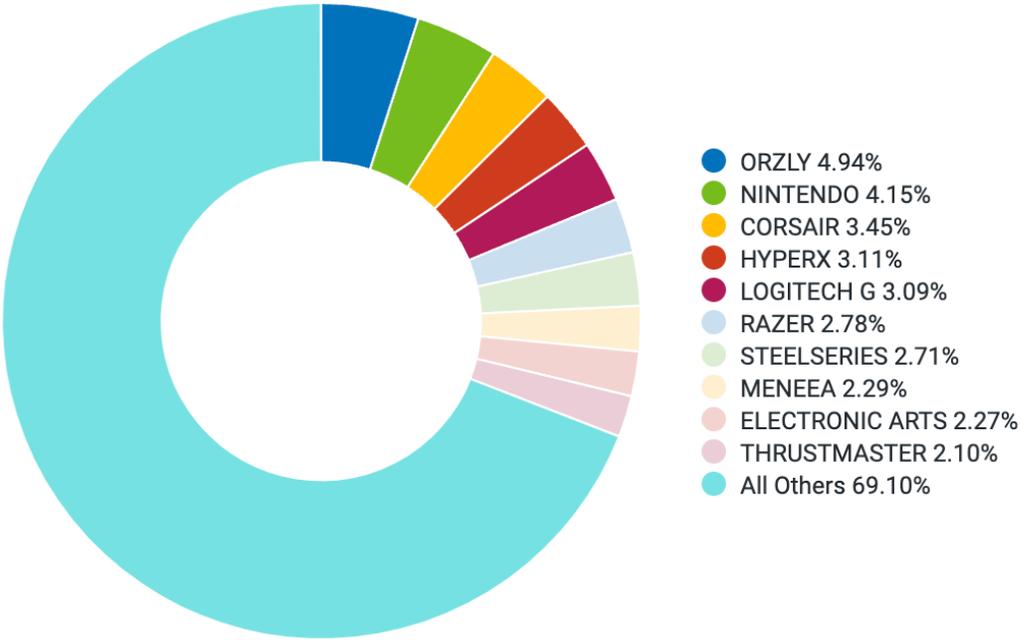
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B0BK1G3PW9 ...	PlayStation 5 Console + God of War Ragnarök (PS5)	PLAYSTATION ...	3.0	£453.99	4.2%
B01LXR3ETZ ...	Mitre Scriball Ooodles, Customizable Mini Football, Ideal Gift For All Occasions C	SCRIBALL ...	5.0	£5.70	19.4%
B096YSSTM3 ...	Battlefield 2042 (PS5)	ELECTRONIC ARTS ...	6.5	£5.99	63.5%
B07GS6ZB7T ...	Logitech G502 HERO High Performance Wired Gaming Mouse, HERO 25K Senso	LOGITECH G ...	10.0	£28.99	20.7%
B0BLYZ7ST1 ...	Star Wars Jedi: Survivor PS5 VideoGame English	ELECTRONIC ARTS ...	24.5	£47.99	4.1%
B00ZWOUH4S ...	Logitech G Driving Force gear lever for G923, G29 or G920, 6 gears, Push Down r	LOGITECH G ...	25.5	£28.99	27.5%
B07YD5TK4F ...	Crucial X8 1TB Portable SSD - Up to 1050MB/s - PC and Mac - USB 3.2 External S	CRUCIAL ...	27.5	£46.99	15.3%
B0B2X4BMV2 ...	Pokémon Violet (Nintendo Switch)	NINTENDO ...	28.0	£29.95	10.7%
B093QKJ69G ...	What Next: Cooperative Adventure Board Game Which Path Will You Pick?	BIG POTATO ...	28.0	£15.19	13.1%
B00YX05U40 ...	Turtle Beach Recon 50X Gaming Headset for Xbox Series X S, Xbox One, PS5, PS	TURTLE BEACH ...	28.5	£15.29	23.4%
B00YU0VBZK ...	Logitech G29 Driving Force Racing Wheel and Floor Pedals, Real Force Feedback	LOGITECH G ...	32.5	£169.89	15.1%
B08F436VBJ ...	PowerA Wired Controller For Xbox Series X S - White, Gamepad, Wired Video Gar	POWERA ...	32.5	£19.50	17.1%
B08F4444HM ...	PowerA Wired Controller For Xbox Series X S - Black, Gamepad, Wired Video Gar	POWERA ...	33.0	£19.99	20.0%
B07MJFZS9V ...	Razer Kraken - Cross-Platform Wired Gaming Headset (Custom Tuned 50mm Dri	RAZER ...	34.0	£29.09	21.1%
B07MTXLFV ...	Logitech G432 Wired Gaming Headset, 7.1 Surround Sound, DTS Headphone:X 2	LOGITECH G ...	37.0	£34.99	36.4%
B098TVDYZ3 ...	Nintendo Switch (OLED Model) - White	NINTENDO ...	38.5	£225.00	21.3%
B0BQWQM0Q8 ...	The Witcher 3: Wild Hunt Complete Edition (PS5)	BANDAI NAMCO ENTERTAINMENT ...	38.5	£15.19	24.7%
B013Y78YY4 ...	Logitech G920 Driving Force Racing Wheel and Floor Pedals, Real Force Feedba	LOGITECH G ...	44.0	£169.89	15.3%
B07W6JQ1KQ ...	Logitech G915 LIGHTSPEED TKL Tenkeyless Wireless Mechanical Gaming Keybo	LOGITECH G ...	44.0	£107.99	22.1%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



PC & Video Games – Prime Day 2023

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
switch games case ...	38	6	21	5	6
switch carry case ...	38	6	18	5	9
x box controller ...	37	6	21	4	6
sonic nintendo switch games ...	36	11	16	3	6
nintendo oled case ...	34	6	13	6	9
wireless switch controller ...	34	6	16	3	9
nintendo switch protective case ...	33	6	17	4	6
nintendo switch sports ...	32	12	10	4	6
steelseries wireless headset ...	32	∅	24	2	6
pc gaming headset ...	32	6	12	5	9
switch thumb grip ...	31	11	10	4	6
steelseries keyboard ...	31	5	16	4	6
steelseries headset wireless ...	31	∅	24	1	6
hyperx keyboard ...	30	8	14	4	4
wireless controller ...	30	12	8	4	6
xbox wired controller ...	30	6	19	2	3
xbox controller charging dock ...	30	12	10	4	4
switch oled grip ...	30	6	12	5	7

Top-Sponsored Items



Best Seller
Orzly Carry Case Compatible with Nintendo Switch and New Switch OLED Console - Black Protective Hard Portable Travel Carry Case Shell Pouch with Pockets for Accessories an...
★★★★☆ ~ 59,524



Nintendo Switch Sports (Nintendo Switch)
2022
PEGI Rating: Ages 7 and Over
★★★★☆ ~ 5,350



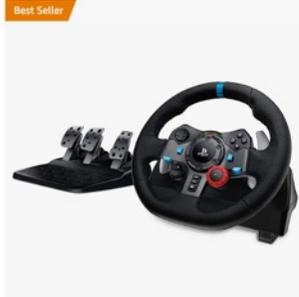
Nintendo Switch (OLED Model) - White
2021
★★★★☆ ~ 3,887



Nintendo Switch Online Membership - 12 Month Family Membership | Switch - Download Code
2018
★★★★☆ ~ 6,534



Best Seller
Gaming Keyboard and Mouse and Mouse pad and Gaming Headset, Wired LED RGB Backlight Bundle for PC Gamers Users - 4 in 1 Gift Box Edition Hornet RX-250
★★★★☆ ~ 17,552



Best Seller
Logitech G29 Driving Force Racing Wheel and Floor Pedals, Real Force Feedback, Stainless Steel Paddle Shifters, Leather Steering Wheel Cover for PS5, PS4, PC, Mac - Black
★★★★☆ ~ 5,593



Best Seller
Star Wars Jedi: Survivor | PS5 | VideoGame | English
2023
PEGI Rating: Ages 12 and Over
★★★★☆ ~ 648



Best Seller
Hcman RGB Large Gaming Mouse Mat, XXL Mouse Pad 800x300x4mm, PC Gaming Accessories Mousepad, Keyboard Desk Mat for Computer Gamer- Black
★★★★☆ ~ 12,615



Best Seller
CORSAIR VIRTUOSO RGB WIRELESS XT Multiplatform Gaming Headset With Bluetooth - Dolby Atmos - Broadcast Quality Microphone - iCUE Compatible- PC, Mac, PS...
★★★★☆ ~ 1,141

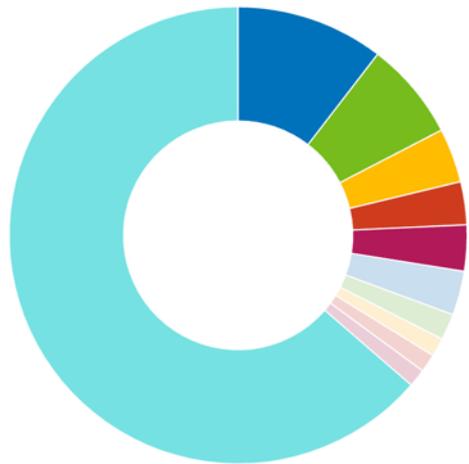


Best Seller
CORSAIR K70 PRO MINI WIRELESS RGB 60% Mechanical Gaming Keyboard - Swappable CHERRY MX RED Switches - PBT Double-Shot Keycaps - iCUE Compatible - QWERTY UK...
★★★★☆ ~ 512

PC & Video Games – Prime Day 2023

Organic Search Visibility

Most-Visible Brands



NINTENDO	10.44%
PLAYSTATION	6.95%
LOGITECH G	3.84%
ELECTRONIC ARTS	3.04%
XBOX	3.27%
RAZER	3.11%
STEELSERIES	1.86%
UBISOFT	1.32%
SEGA	1.29%
SONY	1.27%
All Others	63.62%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ps5 ...	130,115	149,440 ...
ps5 games ...	63,685	57,467 ...
nintendo switch games ...	56,630	51,437 ...
playstation 5 ...	47,399	39,737 ...
xbox series x ...	44,368	57,816 ...
xbox controller ...	38,072	42,065 ...
ps5 controller ...	37,449	49,082 ...
nintendo switch ...	36,031	68,488 ...
switch games ...	34,901	30,430 ...
xbox ...	32,234	25,122 ...
nintendo switch consoles ...	28,776	18,993 ...
ps5 console ...	27,866	31,556 ...
xbox series s ...	25,840	34,729 ...
ps4 controller ...	24,112	39,407 ...
gaming mouse ...	22,750	26,021 ...
mechanical keyboard ...	21,400	19,880 ...
gaming headset ...	21,340	16,956 ...

Top Brands by Share of Sales



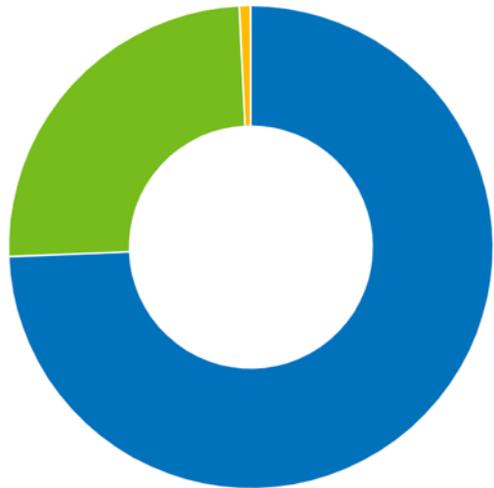
FRONTLINE®



YUMOVE®
Active for life



Badge Breakdown by Type



- Prime Day 74.39%
- Discount 24.86%
- Limited Time Deal 0.75%

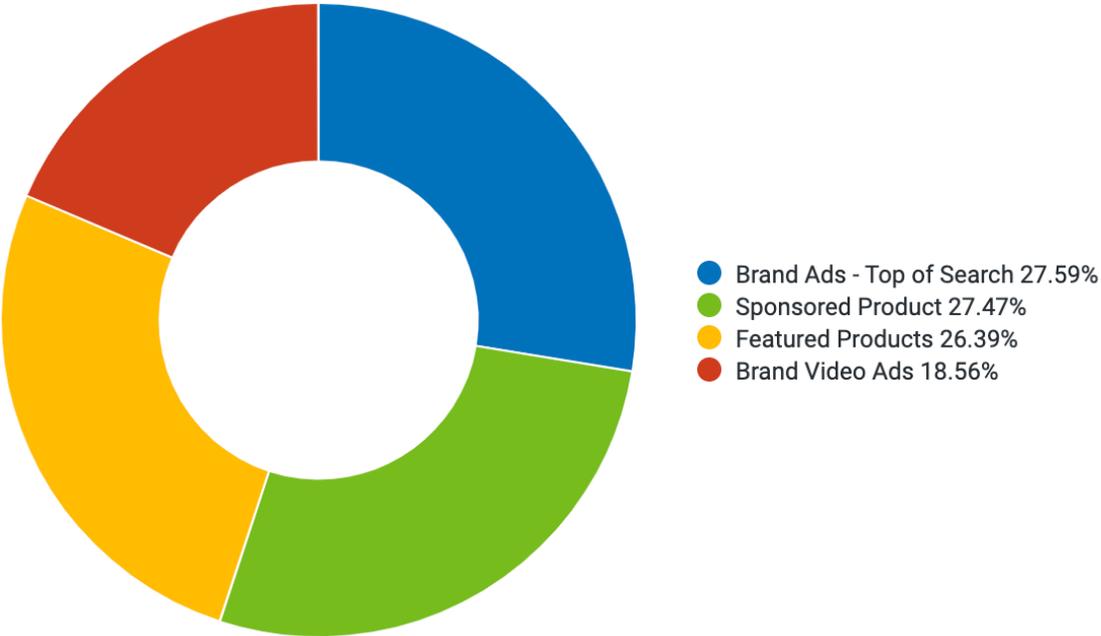
Top-Promoted Brands

	Badge Type >	Discount	Limited Time Deal	Prime Day
Brand	Item Count v	Items	Items	Items
PAWHUT ...	136	85	∅	59
NOBLEZA ...	118	7	∅	111
PETTOM ...	117	6	∅	116
YAHEETECH ...	83	∅	∅	83
PECUTE ...	78	1	∅	77
POPETPOP ...	75	11	∅	64
KUOSER ...	73	∅	∅	73
NYLABONE ...	63	1	∅	62
SLOWTON ...	62	∅	3	60
EYEIN ...	62	∅	∅	62
HYGGER ...	58	1	∅	57
JOYTALE ...	57	1	∅	56
HEELE ...	55	∅	∅	55
PETSAFE ...	54	9	1	44
ONETIGRIS ...	53	∅	∅	53
PAWABOO ...	52	8	2	42

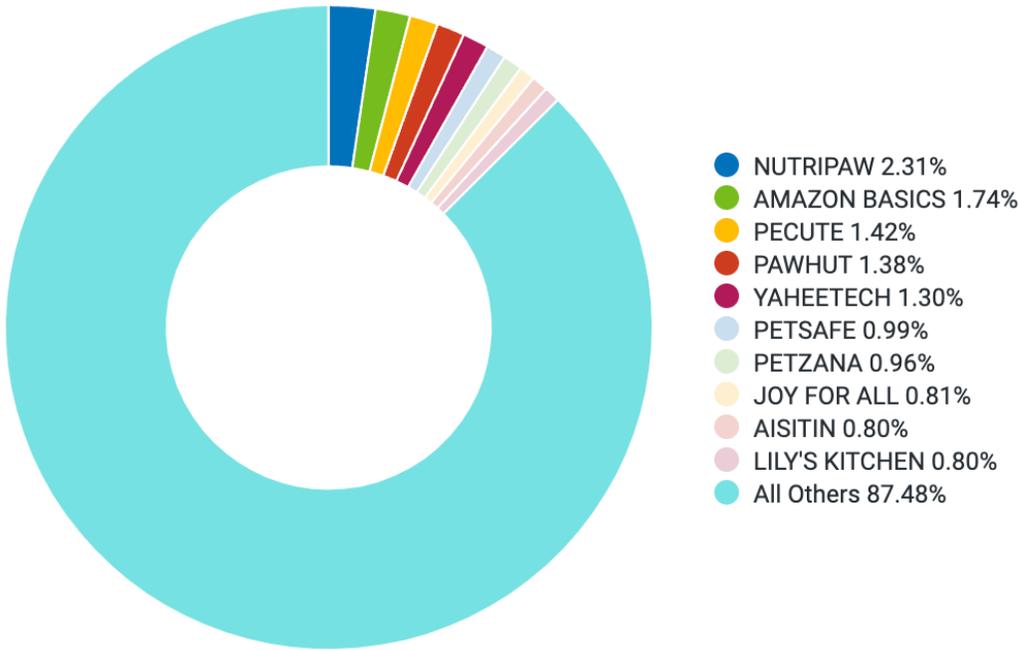
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B0BQ3Q43CD ...	Whiskas 1+ Adult Poultry Selection in Jelly 40 Pouches, Adult Wet Cat Food, Me	WHISKAS ...	1.0	£10.99	19.0%
B00BSYR7K8 ...	Earth Rated Dog Poo Bags, New Look, Guaranteed Leak Proof and Extra Thick W	EARTH RATED ...	2.5	£8.29	18.2%
B074F37222 ...	Sheba Fine Flakes Poultry Collection in Jelly 40 Pouches, Adult Wet Cat Food, M	SHEBA ...	4.0	£11.19	28.6%
B092WGWR7N ...	FRONTLINE Plus Flea & Tick Treatment for Cats and Ferrets - 6 Pipettes, 6 Count	FRONTLINE ...	5.0	£17.09	26.9%
B07X37DT9M ...	Blink Mini Indoor plug-in smart security camera, 1080p HD day and night video,	BLINK HOME SECURITY ...	6.0	£17.99	27.0%
B00VUMWTT2 ...	Purina ONE Adult Dry Cat Food Rich in Chicken 6kg,package may vary	RINUZ ...	7.5	£17.99	36.6%
B07MXSL687 ...	Winalot Dog Food Mixed in Gravy, 40 x 100g	WINALOT ...	10.0	£9.99	31.3%
B07Z2BSHF9 ...	YuMOVE Senior Dog High Strength Joint Supplement for Older, Stiff Dogs with	YUMOVE ...	10.5	£23.99	30.8%
B096GT6WQH ...	Sheba Cat Wet Food - Fresh and Fine - Cat Pouches Poultry in Gravy - 50 x 50 g F	SHEBA ...	13.0	£11.89	22.3%
B06Y5VSDKN ...	Felix Original Mixed Selection In Jelly Cat Food, 100 g (Pack of 40)	FELIX ...	15.0	£10.99	17.1%
B00MW8G3YU ...	Amazon Basics Dog and Puppy Training Pads, Leakproof, 5-Layer Design with Qu	AMAZON BASICS ...	19.0	£10.32	10.0%
B077MFGQ2D ...	Pedigree Mixed Selection in Gravy 40 Pouches, Adult Wet Dog Food, Megapack (PEDIGREE ...	19.0	£11.19	21.3%
B0781ZSRVX ...	Dreamies Cat Treats Chicken 350g (pack of 2)	DREAMIES ...	20.0	£8.19	29.6%
B07CTPZC6Z ...	Felix As Good As It Looks Doubly Delicious Adult Wet Cat Food Meat in Jelly 12C	FELIX ...	20.5	£35.59	28.6%
B07N1B5WX5 ...	Dreamies Variety Snack Box 12 x 60 g Pouches, Cat Treats Tasty Snacks with De	DREAMIES ...	21.0	£11.19	20.1%
B07QZYP7QH ...	Purina ONE Adult Cat Food Mini Fillets in Gravy, 40 x 85g	PURINA ONE ...	21.0	£10.99	24.8%
B00Y19A9BQ ...	Forthglade Complete Natural Wet Dog Food - Grain Free with vegetables Variety	FORTHGLADE ...	21.5	£13.99	26.3%
B06XDLN8JY ...	Gourmet Perle Adult Wet Cat Food Chef's Collection in Gravy with Duck, Lamb, C	GOURMET ...	22.0	£28.69	28.1%
B0047VWPNI ...	ProDen PlaqueOff Powder 60g For Small Dogs Bad Breath, Plaque, Tartar (Pac	PRODEN PLAQUEOFF ...	23.0	£9.29	22.5%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
	Total Sponsorship Activity	▼	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
cat furniture ...	62		18	30	5	9
cat tree tall ...	59		23	27	4	5
large scratching posts for cats ...	59		20	29	4	6
pet carriers for dogs ...	59		23	28	3	5
dog travel crate ...	58		24	24	4	6
dog shedding brush ...	57		22	26	3	6
small pet carrier ...	57		20	27	4	6
dog car crate ...	57		24	21	6	6
dog harness no pull ...	57		29	18	5	5
small dog car seat ...	56		22	19	6	9
cat house indoor ...	55		23	22	4	6
5m dog lead ...	55		21	21	4	9
cat accessories ...	53		12	33	4	4
dog 1st birthday boy ...	52		24	17	5	6
water bottle for dogs ...	52		24	18	4	6
professional dog clippers ...	51		24	16	5	6
cat brushes for grooming ...	51		23	18	4	6
indoor rabbit cages large ...	51		22	20	4	5

Top-Sponsored Items



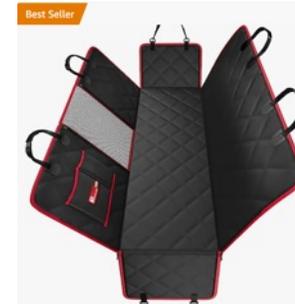
NutriPaw All-Itch Immunity Treats For Dogs - Soothe Itchy Paws, Eyes, Ears, Skin - Stop Itching, Licking, Scratching - Perfect for Small, Medium & Large Dogs - Supports...
★★★★☆ ~ 1,346



Ageless Innovation Joy For All Interactive Pet Cat - Lifelike & Realistic Companion with Soft Fur and Soothing Purr, No Assembly Required - Orange Tabby
★★★★☆ ~ 13,613



JOY FOR ALL A7594 Companion Pet, Silver Cat with White Mitts
★★★★☆ ~ 13,613



Dog Hammock for Car Back seat with Mesh Visual Window, Side Flaps with Zipper, Padded 4 Layers Waterproof Heavy Duty Hammock with Storage Bag, Scratch Proof...
★★★★☆ ~ 7,240



SMALL PET SELECT Aspen Bedding, 41 Litre
★★★★☆ ~ 5,211



Pedigree Dentastix - Fresh Daily Dental Chews Medium Dog, 112 Sticks - 2.88 kg MegaPack (4 x 28 Sticks)
★★★★☆ ~ 4,702



AISITIN 6.5W Solar Fountain Pump with 1500mAh Battery Solar Water Pump Floating Fountain, 6 Nozzles, for Bird Bath, Fish Tank, Pond or Garden Decoration
★★★★☆ ~ 5,810



Aumuca Cat Brush, Self-Cleaning Cat Grooming Brush with Stable Thicker Bristles, Slicker Dog Brush to Remove Loose Fur,...
★★★★☆ ~ 14,871



Blagdon Inpond 5-in-1 3000 Easy Care Clean Pond Solution, 10w Pond Pump & Filter with UV Clarifier for Algae Control and Clear Water, LED Light, 3 Fountain Heads, for...
★★★★☆ ~ 1,271

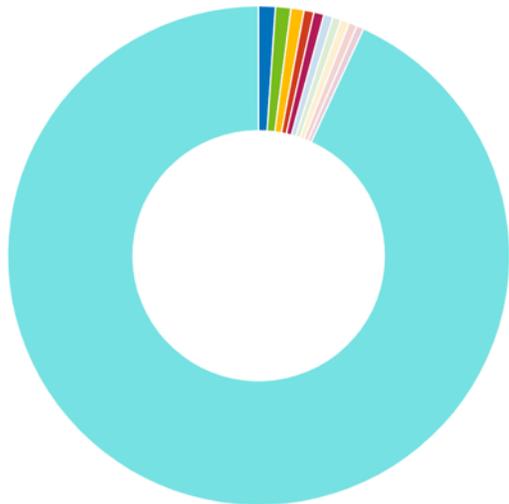


Tractive GPS Dog Tracker | Live Location | Unlimited Range | Escape Alerts | Waterproof (White)
★★★★☆ ~ 13,661

Pet Supplies – Prime Day 2023

Organic Search Visibility

Most-Visible Brands



BEAPHAR	1.08%
PAWHUT	0.98%
FELIX	0.85%
KONG	0.63%
WHISKAS	0.66%
YAHEETECH	0.59%
BUGALUGS	0.54%
TRIXIE	0.57%
PEDIGREE	0.51%
BOB MARTIN	0.48%
All Others	93.12%

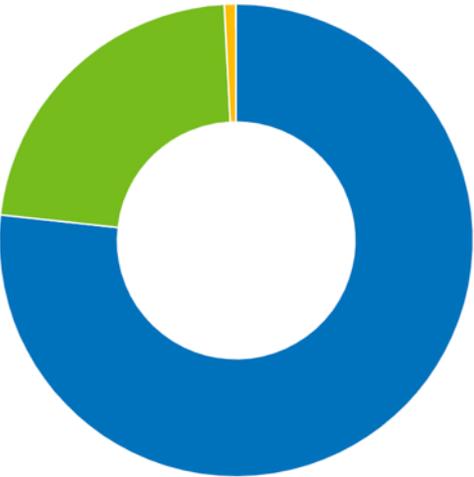
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
cat food ...	118,406	57,650 ...
cat litter ...	94,307	75,789 ...
dog bed ...	88,791	44,556 ...
dog poo bags ...	68,019	49,864 ...
cat tree ...	58,540	30,748 ...
dog food ...	58,096	31,277 ...
cat scratching post ...	50,958	32,251 ...
puppy pads ...	47,504	36,085 ...
cat toys ...	47,005	34,306 ...
dog treats ...	45,696	30,406 ...
poo bags dogs ...	44,368	29,532 ...
cat litter tray ...	43,421	28,556 ...
dog toys ...	41,438	36,194 ...
dog harness ...	39,457	26,945 ...
cat bed ...	37,388	25,460 ...
baby gate ...	35,918	19,426 ...
dog car seat ...	35,883	21,879 ...

Top Brands by Share of Sales



Badge Breakdown by Type



- Prime Day 76.74%
- Discount 22.47%
- Limited Time Deal 0.79%

Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
UNDER ARMOUR ...	371	>	59	2	322
TACVASEN ...	222		∅	∅	222
ADIDAS ...	204	∨	127	1	80
PUMA ...	189		71	1	117
CRESSI ...	154		14	1	139
ICYZONE ...	141		∅	∅	141
RXRXCOCO ...	131		1	∅	130
MAGCOMSEN ...	120		∅	∅	120
33,000FT ...	116		1	∅	115
NIKE ...	115		109	3	3
SPEEDO ...	113		49	∅	64
NATUREHIKE ...	112		1	∅	111
CHARMLEAKS ...	111		∅	∅	111
BERGHAUS ...	108		27	1	83
PROIRON ...	106		∅	1	105
TRESPASS ...	105		15	∅	90

Sports & Outdoors – Prime Day 2023

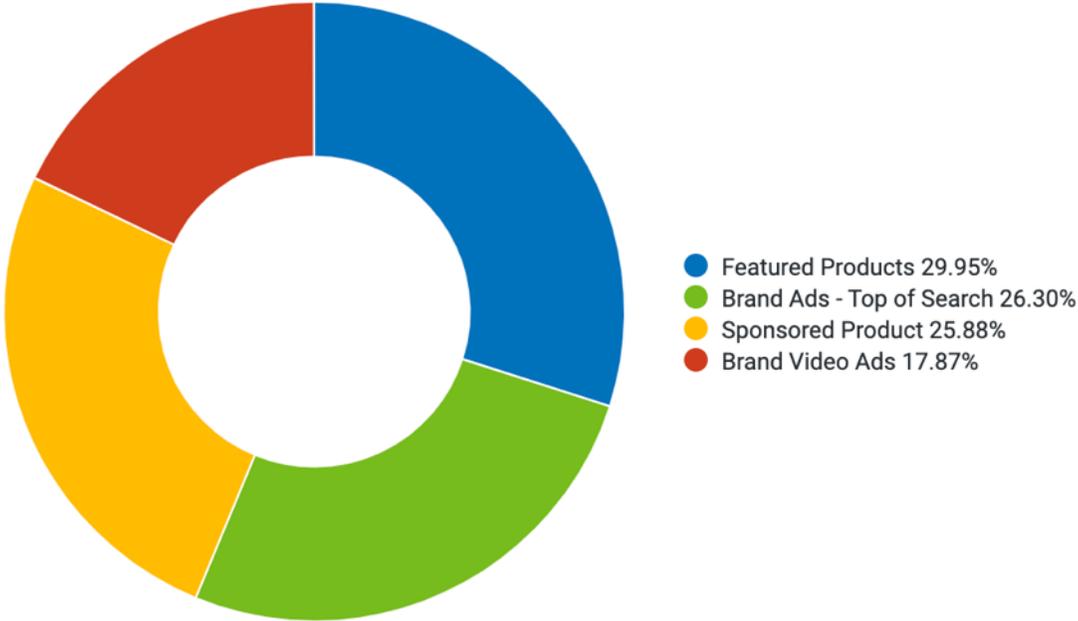
Promotions



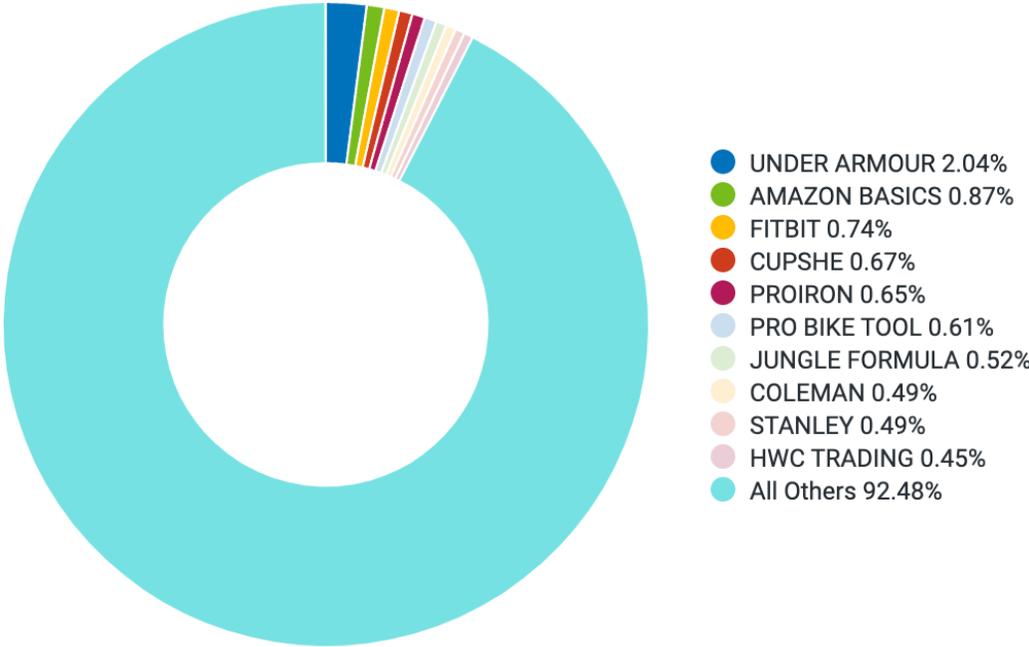
Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B0B6WRFY5S ...	Fitbit Inspire 3 Activity Tracker with 6-months Premium Membership Included, up to 100m water resistance	FITBIT ...	2.0	£56.05	18.8%
B0BK1Y38RD ...	Speedo Unisex Biofuse Swimming Goggles	SPEEDO ...	4.0	£12.99	30.0%
B07LF664PL ...	TaylorMade RBZ Soft Golf Balls 2022	TAYLORMADE ...	5.0	£13.89	17.3%
B093TB97QZ ...	Mitre Impel L30P Football, Highly Durable, Shape Retention	MITRE ...	6.0	£7.99	20.0%
B08DFPV5Y2 ...	Fitbit Versa 3 Health & Fitness Smartwatch with 6-months Premium Membership Included, up to 100m water resistance	FITBIT ...	7.0	£113.71	4.9%
B07GJMDQFW ...	Amazon Brand - Eono Microfibre Towel, Perfect Sports Towel, Travel Towel, Swimming Towel	EONO ...	8.0	£15.99	27.3%
B0B945VBJJ ...	Fit-Flip Microfibre towel - compact, ultra lightweight & fast drying travel towel - the perfect travel companion	FIT-FLIP ...	8.5	£13.58	14.0%
B08TF1TTB8 ...	Callaway Golf Supersoft Golf Balls 2021 (Pack of 12-balls)	CALLAWAY ...	9.0	£17.99	21.7%
B07DYM7MSH ...	Super Sparrow Stainless Steel Water Bottle - 350ml / 500ml / 620ml / 750ml / 1000ml	SUPER SPARROW ...	11.5	£17.81	18.9%
B09134JJ4D ...	MEITAGIE 1 litre Motivational Fitness Sport Water Bottle with Straw & Time Maker	MEITAGIE ...	13.5	£7.99	20.7%
B08DFGPTSK ...	Fitbit Inspire 2 Health & Fitness Tracker with a Free 1-Year Fitbit Premium Trial, 20m water resistance	FITBIT ...	15.0	£39.41	9.4%
B09BXQ4HMB ...	Fitbit Charge 5 Activity Tracker with 6-months Premium Membership Included, up to 100m water resistance	FITBIT ...	16.0	£94.05	16.0%
B00UALXY6Q ...	Campingaz Chef Folding Double Burner Stove and Grill, compact gas cooker for camping	DRANISLY ...	17.0	£37.99	18.2%
B08ZF5WCC2 ...	Fitbit Luxe Activity Tracker with up to 6 days battery life, stress management tools, 100m water resistance	FITBIT ...	18.0	£75.05	16.4%
B00QQ0VMBY ...	Callaway Chrome Soft Golf Balls, Prior Generation, (One Dozen)	CALLAWAY ...	20.0	£24.99	37.5%
B003YJPC2A ...	Lifetime 4 x 2 ft (122 x 61 cm) Rectangular Light Commercial Fold-in-Half Folding Table	LIFETIME ...	23.0	£27.99	40.5%
B0B6WVCJ2H ...	Fitbit Sense 2 Health and Fitness Smartwatch with built-in GPS, advanced health monitoring, 100m water resistance	FITBIT ...	24.0	£179.55	18.5%
B08T4T8ZPY ...	Callaway Golf Warbird Golf Balls 2021	CALLAWAY ...	25.0	£13.99	14.7%
B08DFPZG71 ...	Fitbit Versa 3 Health & Fitness Smartwatch with 6-months Premium Membership Included, up to 100m water resistance	FITBIT ...	25.0	£115.86	3.2%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Sports & Outdoors – Prime Day 2023

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
jumping rope ...	63	22	31	4	6
at home workout equipment ...	58	24	25	3	6
exercise mats ...	56	31	19	4	2
boxing bags ...	54	24	17	4	9
double sleeping mat ...	54	24	19	5	6
golf tees bamboo ...	54	24	20	4	6
yoga mats for women thick ...	53	17	24	5	7
bicycle brake pads ...	52	23	16	4	9
bike handlebar extender ...	52	24	18	4	6
head tennis racket ...	52	21	22	1	8
inflatable kayak pump ...	52	24	16	5	7
leg weights for women ...	52	24	18	4	6
swimming caps ...	52	24	18	4	6
girls swimming cap ...	51	24	17	4	6
mountain bike brake pads ...	51	24	17	4	6
1 person tent ...	50	22	16	5	7
boxing pads and gloves ...	50	23	17	4	6
fitness trampoline ...	50	24	19	4	3

Top-Sponsored Items

Best Seller



Jungle Formula Maximum Repellent Aerosol
125ml - Maximum Strength Repellent Aerosol against Mosquitoes, Biting Insects and Ticks ...

★★★★☆ ~ 10,363

Amazon Exclusive



Fitbit Versa 4 Fitness Smartwatch with built-in GPS and up to 6 days battery life - compatible with Android and iOS.

★★★★☆ ~ 2,067



Fitbit Sense 2 Health and Fitness Smartwatch with built-in GPS, advanced health features, up to 6 days battery life - compatible with Android and iOS.

★★★★☆ ~ 1,369



Fitbit Charge 5 Activity Tracker with 6-months Premium Membership Included, up to 7 days battery life and Daily Readiness Score

★★★★☆ ~ 43,708



Stanley Quick Flip Stainless Steel Water Bottle .71L / 24OZ Saffron – Leakproof Insulated Water Bottle - Push Button Locking Lid - BPA-Free Thermos Flask - Cup Holder...

★★★★☆ ~ 199



CUPSHE Women's Twist Front High Waisted Bikini Set V Neck Padded Two Pieces Bathing Suits Swimsuits

★★★★☆ ~ 6,079



CUPSHE Women Swimsuit One Piece V Neck Tummy Control Ruched Front Low Back Bathing Suit Swimwear

★★★★☆ ~ 24,455



CUPSHE Women Summer Wrap Maxi Dress Casual Split Flared Sleeve V-Neck Ditsy Dress Tie Waist Ruffle Beach Dress

★★★★☆ ~ 196

Best Seller



LEWIS-PLAST Premium First Aid Kit For Home Car Holiday And Workplace - Includes Bandages, Eye Pods, Ice Packs And Essential...

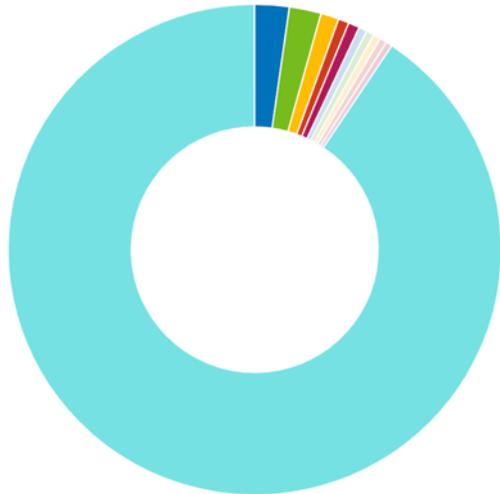
★★★★☆ ~ 8,825



PROIRON 20kg/30kg Adjustable Dumbbells Weights set for Men Women, Cast Iron Dumbbell Barbells set, Strength Training Equipment Home Gym Fitness, Hand Weigh...

★★★★☆ ~ 12,343

Most-Visible Brands



- NIKE 2.25%
- UNDER ARMOUR 2.09%
- ADIDAS 1.20%
- PUMA 0.69%
- GARMIN 0.73%
- GENERIC 0.54%
- SPEEDO 0.51%
- COLEMAN 0.50%
- REGATTA 0.47%
- CALLAWAY 0.41%
- All Others 90.61%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
water bottle ...	128,568	210,910 ...
air up water bottle ...	116,384	118,079 ...
golf balls ...	99,610	61,004 ...
fitbit ...	92,868	90,203 ...
golf ...	82,733	24,785 ...
tent ...	81,165	42,518 ...
football ...	74,775	68,378 ...
camping chair ...	74,380	46,332 ...
dumbbells set ...	71,173	46,028 ...
electric scooter ...	60,416	45,484 ...
camping accessories ...	59,433	43,546 ...
weights ...	57,416	36,776 ...
resistance bands ...	56,355	45,144 ...
tennis balls ...	56,072	38,750 ...
yoga mat ...	55,840	39,284 ...
camping stove ...	53,017	29,586 ...
camping ...	52,708	30,862 ...

Top Brands by Share of Sales

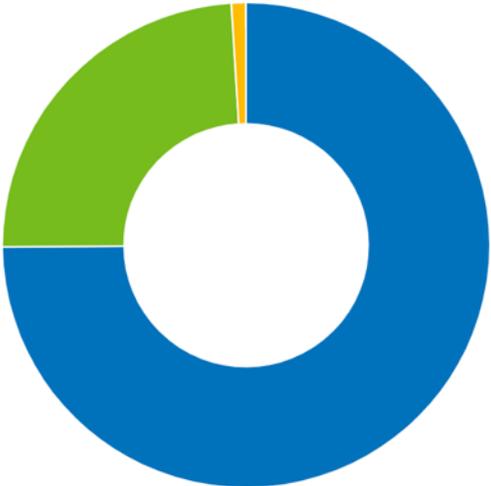


Stationary & Office Supplies – Prime Day 2023

Promotions



Badge Breakdown by Type



- Prime Day 74.90%
- Discount 24.14%
- Limited Time Deal 0.96%

Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
HUXTERS	195	>	∅	∅	195
VICLOON	107	>	3	∅	104
PHOMEMO	93	>	6	∅	87
STAEDTLER	84	>	4	1	79
EASYPAG	71	>	∅	∅	71
RAPESCO	70	>	5	1	64
GRUPO ERIK	55	>	8	2	45
SHUTTLE ART	55	>	∅	∅	55
AVERY	54	>	3	∅	51
SZXMDKH	48	>	2	∅	46
JAGOWA	48	>	1	∅	47
JOLI COON	47	>	∅	∅	47
EXACOMPTA	47	>	19	1	27
CRICUT	45	>	1	∅	44
STABILO	43	>	10	1	34
FELLOWES	41	>	3	1	37

Stationary & Office Supplies – Prime Day 2023

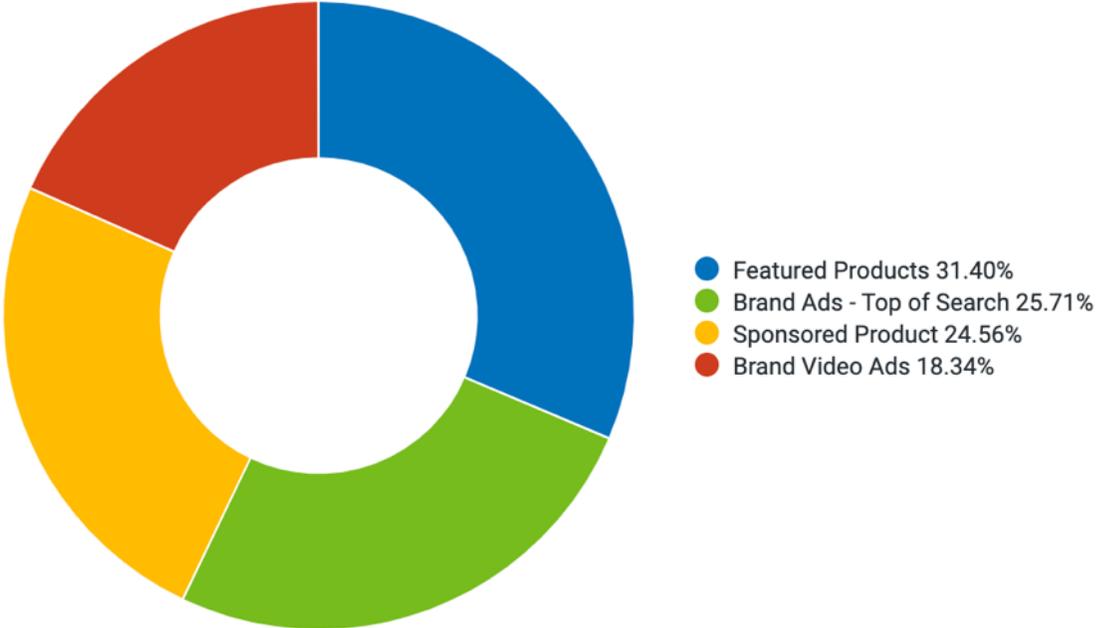
Promotions



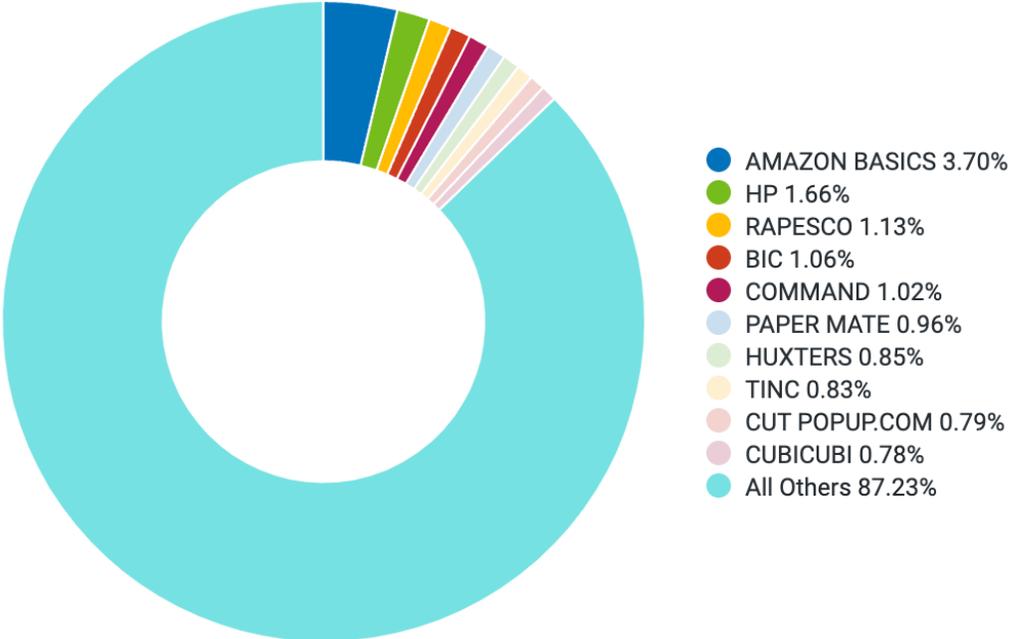
Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B000NJUWME ...	Fellowes A4 Laminating Pouches - Gloss Finish - 100 Sheets - 160 Micron (2 x 80)	FELLOWES ...	8.0	£6.99	29.4%
B09MS53YVN ...	Amazon Basics Dual-Tip Permanent Markers, Bullet Tip and Ultra-Fine Tip, 8-Pack	AMAZON BASICS ...	21.0	£2.24	70.5%
B0834J2SVR ...	Bonsaii Paper Shredder for Home Use, 6 Sheet Cross Cut Shredder, Shred Credit	BONSAII ...	24.0	£26.34	14.1%
B000J6908E ...	STAEDTLER 351 WP6 Lumocolor Whiteboard Marker Bullet Tip - Assorted Colours	STAEDTLER ...	24.5	£6.69	26.3%
B09CM7Q3F7 ...	NIIMBOT Label Maker Machine D110 Sticker Printer Maker with 1 Roll White Sticker	NIIMBOT ...	25.0	£19.99	33.3%
B000NMAOYM ...	Q-Connect Address Label Roll Repositionable Self Adhesive 89 mm x 36 mm White	Q-CONNECT ...	26.5	£2.09	44.9%
B09R4JHMY4 ...	Fellowes Paper Shredder for Home Use - 6 Sheet Cross Cut Paper Shredder for Home	FELLOWES ...	28.0	£27.35	14.5%
B00H5IPO6U ...	Cambridge Jotter, A5 Notebook, Wirebound, Lined, 200 Page, Pack of 3, green	CAMBRIDGE ...	28.5	£7.22	12.4%
B07J34NSK3 ...	Moleskine Classic Ruled Paper Notebook, Hard Cover and Elastic Closure Journal	MOLESKINE ...	33.0	£9.99	33.4%
B01AXFZCJK ...	CDC DIGI Lock Key Safe, Wall Mounted Key Box - Combination Key Lock Box - Beige	CDC DIGI ...	47.0	£9.35	28.0%
B0BPS24SL3 ...	Moleskine Weekly Planner 2023-2024, 18-Month Agenda, Academic Diary, Weekly	MOLESKINE ...	47.0	£16.99	17.5%
B075ZC8C5H ...	Moleskine Classic Ruled Paper Notebook - Soft Cover and Elastic Closure Journal	MOLESKINE ...	48.0	£10.99	41.9%
B01B25NN64 ...	Amazon Basics Expanding File, A4 Size - Black	AMAZON BASICS ...	54.0	£6.39	28.9%
B01DN8TB5U ...	Amazon Basics Classic Black Casebound Notebook with Elastic Closure, Blank /	AMAZON BASICS ...	56.0	£4.39	45.5%
B071JM699P ...	Amazon Basics Presharpened Wood Cased #2 HB Pencils, 150 Pack, Grey	AMAZON BASICS ...	57.0	£9.87	30.1%
B0B1ZVB1H8 ...	RETTACY A4 Lined Notebook College Ruled/Thick Journal - Extra Large Softcover	RETTACY ...	62.0	£14.33	9.8%
B00LSRBEJA ...	Amazon Basics 5-6 Sheet Cross-Cut Paper and Credit Card Shredder with 14.3L	AMAZON BASICS ...	63.0	£31.43	3.9%
B00QNBLILK ...	Post-it Super Sticky Notes, Carnival Colour Collection, 76 mm x 76 mm, 90 Sheet	POST-IT ...	65.0	£8.39	22.8%
B07VH23T8N ...	TPZ The Packaging Zone Large Roll of Premium Polythene Bubble Wrap Small	TPZ THE PACKAGING ZONE ...	67.5	£8.39	30.0%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Stationary & Office Supplies – Prime Day 2023

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
desk organisation ...	63	24	26	4	9
a4 notebooks ...	60	10	41	5	4
work diary ...	59	23	28	4	4
pens & refills ...	55	20	29	3	3
suspension file box ...	55	21	26	4	4
a4 lever arch folder ...	53	23	20	4	6
note book a4 lined paper ...	53	22	25	4	2
note pads a4 ...	53	12	31	4	6
a5 lined notebook ...	52	21	22	3	6
desk organiser white ...	52	19	18	6	9
a4 wallets ...	51	20	21	4	6
a5 notebooks ...	51	23	20	4	4
white boards for walls ...	51	18	24	3	6
a4 folders ...	50	12	28	4	6
notebooks a4 ...	50	11	31	4	4
a4 note pads ...	49	12	30	5	2
fine liner colourful pens ...	49	24	15	4	6
magnetic fridge whiteboard ...	49	24	18	3	4

Top-Sponsored Items



Scriveiner Black Lacquer Rollerball Pen - Stunning Luxury Pen with 24K Gold Finish, Schmidt Ink Refill, Best Roller Ball Pen Gift Set for Men & Women, Professional,...

★★★★★ ~ 8,491



OAKJAR Birthday Card, Musical Happy Birthday Cards with Blowable Candle and Light, Large 3D Pop Up Birthday card, Greeting Card Birthday Gifts for Women Girl...

★★★★★ ~ 173



Paper Mate Flexgrip Ultra Retractable Ballpoint Pens | Medium Point (1.0mm) | Black | 12 Count

★★★★★ ~ 4,565



Loctite Super Glue Power Gel, Flexible Super Glue Gel, Superglue with Non-Drip Formula for Vertical Applications, Clear Glue with Precise Nozzle, 1x4g

★★★★★ ~ 24,315



FITMITE Birthday Cards, LIGHTS & SOUND Pop up Happy Birthday Card Birthday Gifts for Women Men Husband Wife Kids Greeting Cards With Envelopes

★★★★★ ~ 60



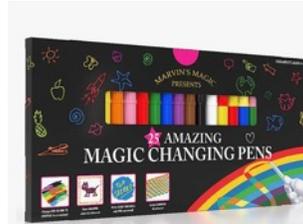
Command Picture Hanging Strips, Value Pack - 8 x 2 Medium and 8 x 2 Large Adhesive Strips - For Pictures, Frames, Mirrors, Wall décor - Damage Free Hanging

★★★★★ ~ 30,023



CUTPOPOP Sunflowers Basket Pop Up Card, Handmade Flower Greeting Cards, 3D Mum Mother's Day Birthday Card, Anniversary, Thinking of You, Thank You Card, Mother's...

★★★★★ ~ 3,411



Marvin's Magic - Amazing Magic Pens - Colour Changing Magic Colouring Pens Set - Create 3D Lettering or Write Secret Messages - Magical Art Supplies - 25 Magical Coloured...

★★★★★ ~ 2,663



CUTPOPOP Tulip Flowers Basket Pop Up Card for Women, Pop Up Flower Cards, Handmade Greeting Cards, 3D Birthday Card, Mother's day Card Pop Up, Anniversary, Mother, Mum...

★★★★★ ~ 1,133



Toirxarn Metal Feather Bookmark with 3D Butterfly Pendant - Personalized Teacher Appreciation Gift and Unique Birthday Gift for Women - Ideal for Librarians and Book...

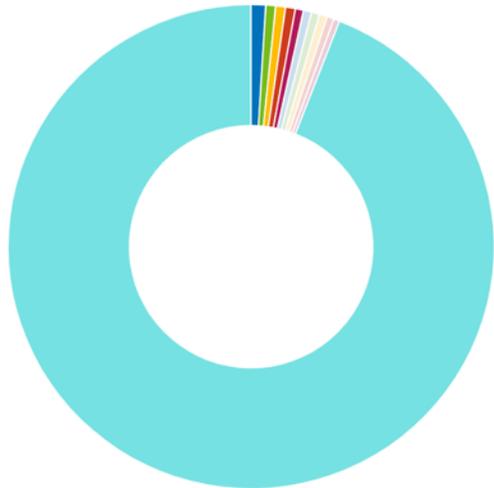
★★★★★ ~ 18,150

Stationary & Office Supplies – Prime Day 2023

Organic Search Visibility



Most-Visible Brands



- BIC 0.97%
- COMMAND 0.65%
- HP 0.65%
- STAEDTLER 0.65%
- UK GREETINGS 0.54%
- STUFF4 0.55%
- AMAZON BASICS 0.54%
- Q-CONNECT 0.52%
- SHARPIE 0.46%
- HALLMARK 0.40%
- All Others 94.06%

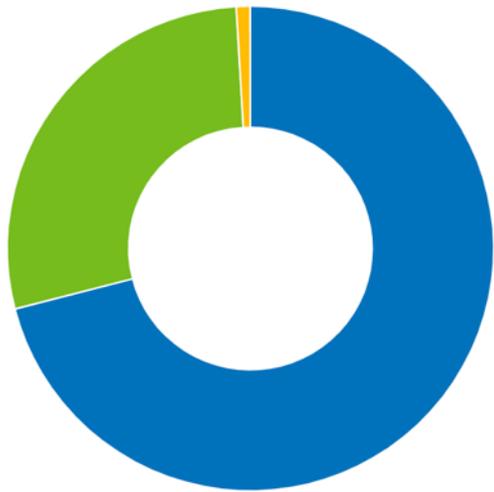
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
pencil case ...	93,079	68,022 ...
teacher gifts ...	84,394	68,415 ...
desk ...	78,763	57,033 ...
bubble wrap ...	65,008	65,969 ...
thank you cards ...	62,308	33,151 ...
notebook ...	62,108	45,104 ...
laptop stand ...	55,813	43,077 ...
office chair ...	55,666	48,902 ...
safe ...	53,855	26,076 ...
pens ...	53,534	41,889 ...
gaming chair ...	49,650	55,510 ...
highlighters ...	48,360	32,765 ...
party bags ...	42,586	34,298 ...
post it notes ...	38,785	27,544 ...
colouring pencils ...	37,823	29,514 ...
thank you teacher gifts ...	37,757	22,126 ...
whiteboard pens ...	37,538	26,116 ...

Top Brands by Share of Sales



Badge Breakdown by Type



- Prime Day 70.99%
- Discount 28.08%
- Limited Time Deal 0.93%

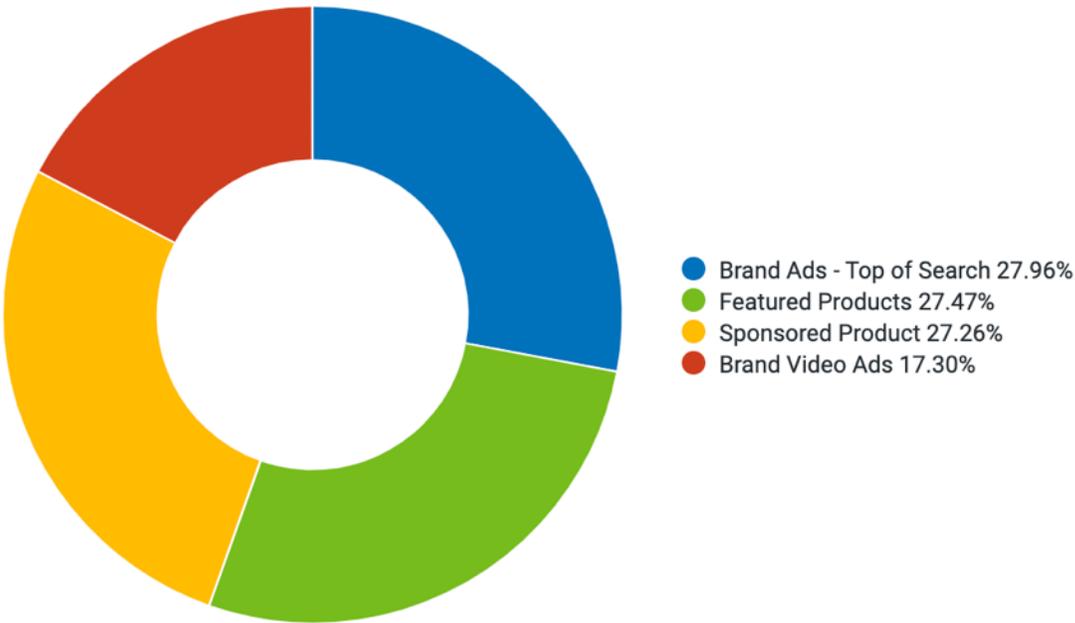
Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
MELISSA & DOUG	185	15	∅	172	
JOYIN	135	7	∅	128	
FUNKO	131	99	2	30	
SMIFFYS	123	22	2	99	
LEGO	119	55	5	63	
TISHIRON	92	∅	∅	92	
RUBIE'S	92	14	∅	81	
HUADADA	86	1	∅	85	
HOMCOM	76	40	∅	39	
PLAYMOBIL	75	19	2	55	
GALT	75	12	∅	64	
RAVENSBURGER	69	18	2	49	
VTECH	68	22	1	47	
ROLIFE	67	∅	∅	67	
BARBIE	66	12	∅	54	
BRIO	57	4	∅	53	

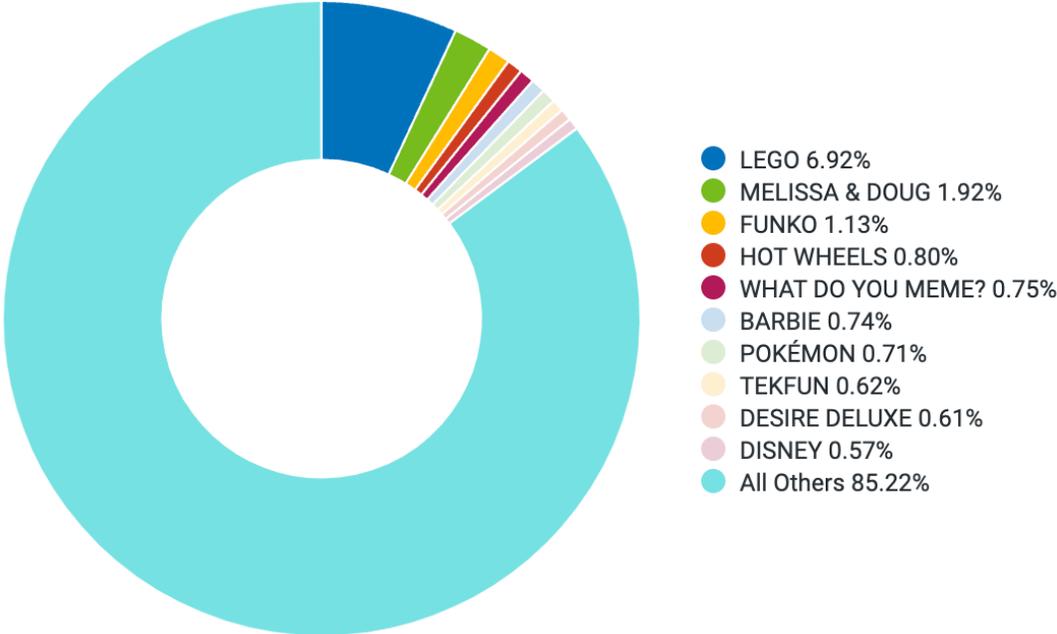
Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B09BG5DF7Q ...	Amazon Fire HD 8 Kids tablet 8-inch HD display, ages 3–7, includes 2-year worr	AMAZON ...	1.0	£69.99	53.3%
B09B97BPSW ...	Echo Dot Kids (5th generation, 2022 release) Wi-Fi and Bluetooth smart speake	AMAZON ...	2.5	£26.99	44.6%
B09BG69PNM ...	Amazon Fire HD 8 Kids Pro tablet 8-inch HD display, ages 6–12, 30% faster pro	AMAZON ...	2.5	£69.99	53.3%
B08F6CSTK1 ...	Amazon Fire HD 10 Kids Pro tablet for ages 6-12 10.1", 1080p Full HD, 32 GB	AMAZON ...	4.5	£119.99	42.9%
B06XHQ3G3C ...	Melissa & Doug Wooden Ice Cream Set, Ice Cream Toy for Girls and Boys Age 3+	MELISSA & DOUG ...	6.0	£26.19	16.1%
B08J2PP3GF ...	Barbie Dreamtopia Rainbow Magic Mermaid Doll with Rainbow Hair and Water-A	BARBIE ...	7.0	£10.39	38.8%
B005I5M2F8 ...	Mattel Games UNO, classic card games of matching colours and numbers, with	MATTEL GAMES ...	7.5	£4.69	23.9%
B0BBSBDCP7 ...	LEGO 43217 Disney and Pixar 'Up' House Buildable Toy with Balloons, Carl, Russ	LEGO ...	8.0	£35.59	7.7%
B0031QBHMA ...	Asmodee Dobble Card Game Ages 6+ 2-8 Players 15 Minutes Playing Time	ASMODEE ...	9.0	£8.06	19.5%
B01BMW6450 ...	Hot Wheels , Set of 20 1:64 Scale Toy Trucks and Cars for Kids and Collectors, S	HOT WHEELS ...	9.0	£14.39	48.8%
B073SMSKZH ...	Hasbro Gaming Boggle	HASBRO GAMING ...	11.0	£4.99	51.2%
B0B6ZYBLBL ...	Busy Board for Toddlers, Montessori Sensory Toys Activity Board for Fine Motor	TUDOU ...	13.0	£13.59	20.0%
B09D5NPRHY ...	Play-Doh Zoom Zoom Vacuum and Clean-up Toy with 5 Colours	PLAY-DOH ...	17.5	£7.51	37.4%
B08P53LCW7 ...	Kindle Paperwhite Kids Includes over a thousand books, a child-friendly cover a	AMAZON ...	19.0	£89.99	21.7%
B07GLMHSS8 ...	Barbie Travel Doll, Blonde, with Puppy, Opening Suitcase, Stickers and 10+ Acces	BARBIE ...	19.0	£12.89	24.1%
B08TZQ5S3 ...	Polly Pocket Elephant Adventure Compact, Animal Theme with Micro Polly & Bel	POLLY POCKET ...	20.0	£8.79	40.0%
B08WQ2G3Y3 ...	Top Trumps Independent and Unofficial Guide To Minecraft Specials Card Game	TOP TRUMPS ...	22.0	£4.00	43.3%
B089P3LLX1 ...	Polly Pocket Unicorn Party Large Compact Playset with Micro Polly & Lila Dolls 2	POLLY POCKET ...	24.0	£16.89	11.8%
B08WKF5HZR ...	UNO Card Game for Kids and Families in Collectible Tin with 112 Cards and Instr	UNO ...	25.0	£5.89	41.1%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
hot wheels track set ...	69	33	25	5	6
lego offers ...	61	32	23	1	5
summer toys ...	57	22	24	2	9
baby toys 12 months ...	56	21	26	4	5
mini toys for party bags ...	55	20	22	4	9
trike for 2 year old ...	54	23	18	5	8
legos ...	53	28	19	3	3
paint by numbers kids ...	52	26	17	5	4
spinning toys for babies ...	52	22	21	3	6
cars toys ...	51	23	20	2	6
wooden food ...	51	23	16	6	6
dolls accessories ...	50	21	20	3	6
kids drawing pad ...	50	20	20	4	6
magnetic drawing board ...	50	24	16	4	6
play tunnels for toddlers ...	50	20	19	5	6
adult board games ...	49	22	18	5	4
figets ...	49	22	17	4	6
hotwheel cars ...	49	24	15	4	6

Top-Sponsored Items



WHAT DO YOU MEME? New Phone, Who Dis? - Adult Party Game
★★★★☆ ~ 15,878



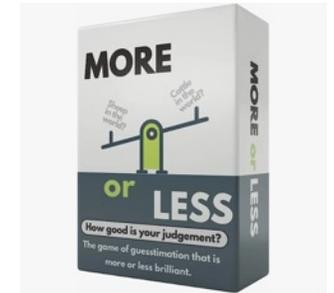
WHAT DO YOU MEME? Core Game - The Hilarious Adult Party Game for Meme Lovers (UK Edition)
★★★★☆ ~ 4,604



ORSEN Toddler Toys for 2 3 4 5 6 Year Old Boys Girls Gifts, LCD Writing Tablet 8.5inch Kids Toys Doodle Board, Dinosaur Toys Drawing Pad, Birthday Gifts (Green)
★★★★☆ ~ 1,222



LEGO 10784 Marvel Spider-Man Webquarters Hangout, Spidey And His Amazing Friends Series, Toys for Kids, Boys and Girls Age 4 plus Years Old with Miles Morales & Green...
★★★★☆ ~ 1,648



More or Less Original Edition Card Game - How Good is Your Judgement? 2 Players + | Fun Family Party Games for Adults & Kids Birthday, Travel, Gift for Boys and Girls
★★★★☆ ~ 3,742



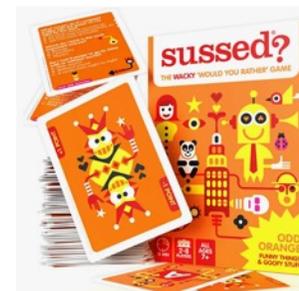
TEKFUN Kids Toys for 2 3 4 5 6 Years Old Boys Girls Gifts, 8.5 Inch LCD Writing Tablet Drawing Tablet for Kids, Educational Travel Toys Boy Girl Birthday Christmas Gifts Age 3...
★★★★☆ ~ 2,004



LEGO 75301 Star Wars Luke Skywalker's X-Wing Fighter Buildable Toy Starship, Gifts for Kids, Boys & Girls with Princess Leia Minifigure and R2-D2 Droid Figure
★★★★☆ ~ 8,946



LEGO 75352 Star Wars Emperor's Throne Room Diorama, Return of the Jedi 40th Anniversary Lightsaber Dual Set, Collectible Gift for Adults with Luke Skywalker and...
★★★★☆ ~ 246



SUSSED The Wacky 'Would You Rather' Card Game - Fun Family Travel Gift - Oddball Orange Deck: 200 Funny Questions For Kids & Adults. All Ages 7+
★★★★☆ ~ 4,286

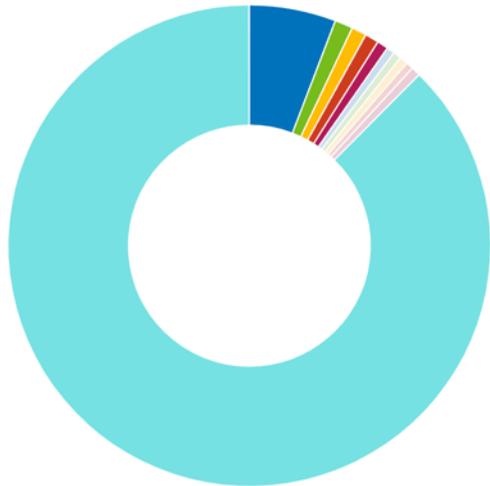


Mewaii 20in Long Cat Plush Pillows Stuffed Animals Squishy Pillows - Plushie Cute Kitty Sleeping Hugging Plush Pillow Soft Toys for Kids(Gray)
★★★★☆ ~ 871

Toys & Games – Prime Day 2023

Organic Search Visibility

Most-Visible Brands



- LEGO 5.81%
- BARBIE 1.21%
- FUNKO 1.00%
- POKÉMON 0.93%
- AMAZON 0.74%
- HENBRANDT 0.54%
- CRAYOLA 0.54%
- HOT WHEELS 0.55%
- AMSCAN 0.50%
- MELISSA & DOUG 0.62%
- All Others 87.57%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
lego ...	385,607	163,679 ...
barbie ...	138,909	52,862 ...
pokemon cards ...	88,648	80,147 ...
lego star wars ...	85,806	42,907 ...
board games ...	67,863	25,577 ...
slime ...	67,319	46,236 ...
lego technic ...	64,013	28,562 ...
party bag fillers for kids ...	61,904	47,722 ...
drone ...	57,814	33,555 ...
melissa and doug ...	57,737	14,326 ...
toys ...	55,909	23,964 ...
hot wheels ...	55,329	23,975 ...
dji mini 3 pro ...	50,364	21,609 ...
baby toys ...	49,778	25,207 ...
gel blaster ...	48,018	60,609 ...
playdoh ...	46,049	20,690 ...
pokemon ...	45,053	52,967 ...

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