



# The Ultimate Prime Day Recap 2023

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**NOCO**



**YETI**



**NESPRESSO**



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**CROCS**



# The Ultimate Prime Day Recap 2023

Amazon Dataset | July 11<sup>th</sup> – July 12<sup>th</sup> 2023

## Analysis Overview

This in-depth analysis covers all major Amazon 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](#)
- [Top-Promoted Brands](#)
- [Discounts on Best-Selling Items](#)
- [Sponsorship Activity by Ad Type](#)
- [Sponsorship Activity by Brand](#)
- [Top-Sponsored Keywords](#)
- [Top-Sponsored Items](#)
- [Most Visible Brands](#)
- [Most Visible Keywords](#)

❖ 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**



HUGE **TIME SAVINGS**



BETTER **CLICK THROUGH RATES & CONVERSION**



MORE **EFFECTIVE AD SPEND**



UNPRECEDENTED **COMPETITIVE INTELLIGENCE**



**CROSS-RETAILER VISIBILITY**



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## Top Brands by Share of Sales



THE  
**WOOBLES**

HTV  ONT



iBayam

 Luna Bean®

EASTHILL

**cricut**®

ARTDOT

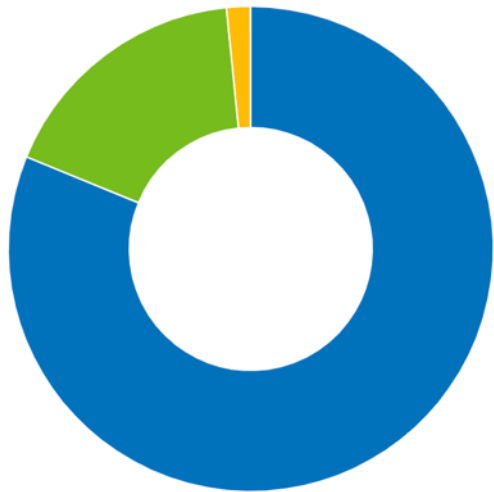
**Gionlion**

# Arts, Sewing & Crafts – Prime Day 2023

## Promotions



### Badge Breakdown by Type



- Prime Day 81.21%
- Discount 17.20%
- Limited Time Deal 1.59%

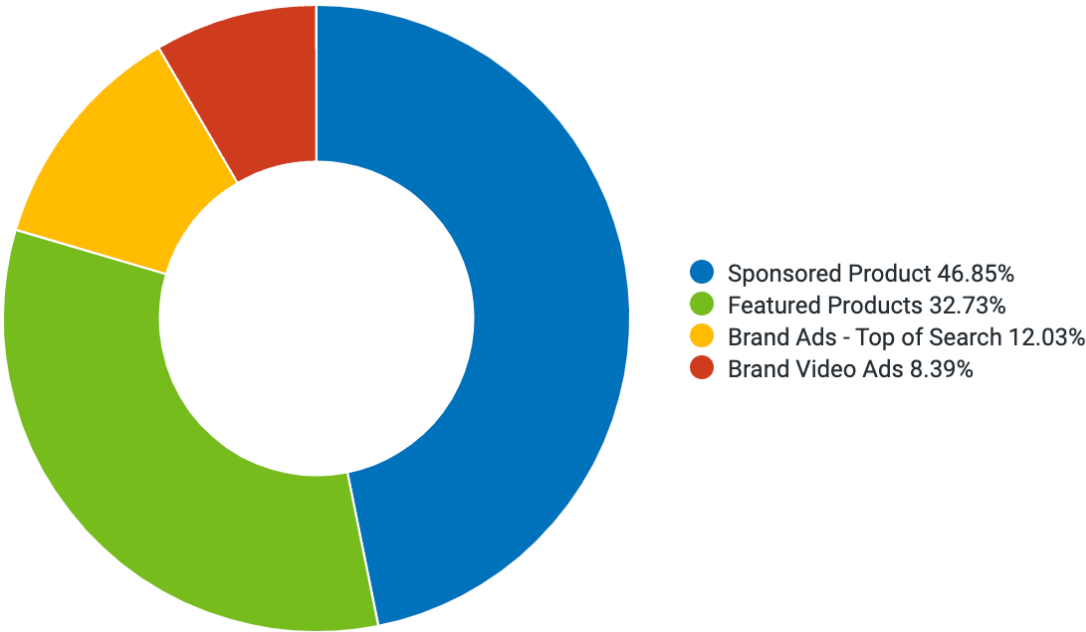
### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
HTVRONT	445	>	1	∅	445
ARTEZA	240	>	2	∅	238
CAYDO	128	>	1	∅	127
LET'S RESIN	127	>	∅	∅	127
SHUTTLE ART	118	>	∅	∅	118
NICPRO	87	>	∅	∅	87
QUEFE	86	>	∅	∅	86
NEW BROTHREAD	83	>	∅	1	82
PH PANDAHALL	81	>	15	∅	66
PYD LIFE	78	>	∅	∅	78
LYA VINYL	76	>	1	∅	75
TECKWRAP	76	>	1	1	74
OUTUS	74	>	65	∅	9
PP OPOINT	71	>	∅	∅	71
CRICUT	65	>	28	36	2
OHUHU	65	>	1	∅	64

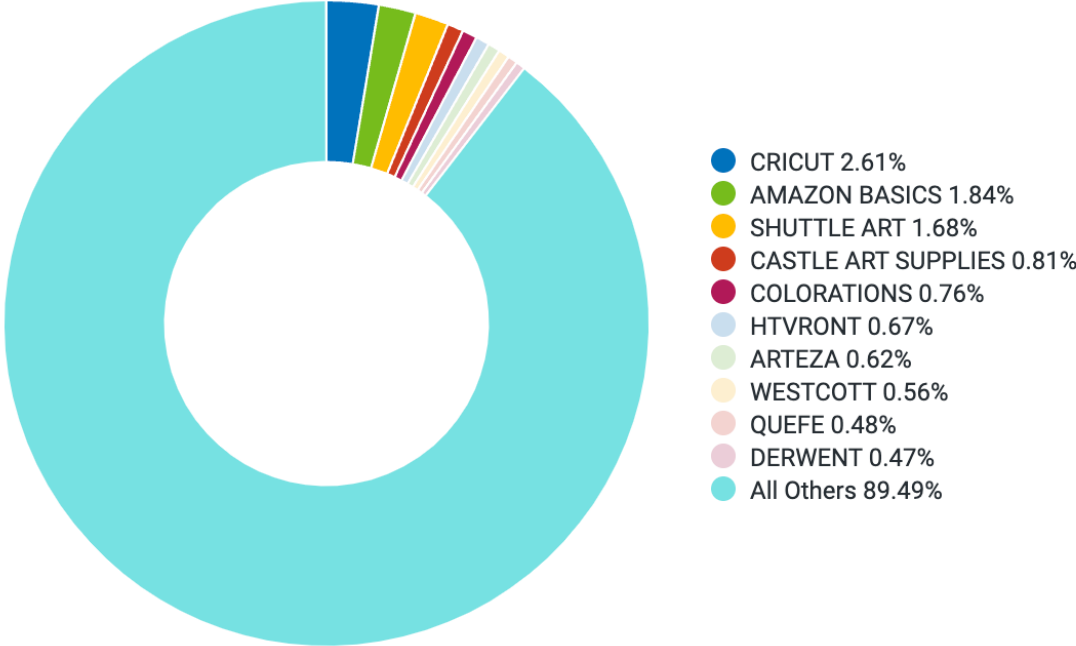
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B07H3QKN2Z ...	Scissors, iBayam 8" Multipurpose Scissors Bulk 3-Pack, Ultra Sharp Blade Shears,	IBAYAM ...	4.0	\$7.64	21.5%
B0BM6PV2NZ ...	The Woobles Crochet Kit for Beginners with Easy Peasy Yarn for Crocheting as Se	THE WOOBLES ...	7.0	\$27.99	20.0%
B09G2979JS ...	Gionlion 6000 Pcs Clay Beads for Bracelet Making, 24 Colors Flat Round Polymer C	GIONLION ...	9.0	\$12.27	16.9%
B001AH5EXK ...	Surebonder Cordless Hot Glue Gun, High Temperature, Full Size, 60W, 50% More P	SUREBONDER ...	12.0	\$15.00	9.3%
B089HYBR2P ...	Rit Dye Liquid – Wide Selection of Colors – 8 Oz. (Black)	CRAFT COUNTY ...	12.0	\$3.69	46.9%
B08YS42GPG ...	The Woobles Beginners Crochet Kit with Easy Peasy Yarn as seen on Shark Tank -	THE WOOBLES ...	13.0	\$27.99	20.0%
B089ZVY1L1 ...	HTVRONT HTV Vinyl Rolls Heat Transfer Vinyl - 12" x 8ft White HTV Vinyl for Shirts	HTVRONT ...	13.5	\$7.99	20.0%
B000XZVXNK ...	HeatnBond Hem Iron-On Adhesive, Super Weight, 3/4 Inch x 8 Yards, White	HEATNBOND ...	14.0	\$2.17	61.3%
B088K3FQ7W ...	ARTDOT Diamond Painting Storage Containers, 60 Slots Diamond Painting Access	ARTDOT ...	27.5	\$15.99	11.1%
B017T97A02 ...	(1 Skein) 24/7 Cotton® Yarn, White	LION BRAND YARN ...	38.0	\$4.99	22.5%
B09W1HR5VD ...	Red Heart Super Saver Yarn, 3 Pack, Black 3 Count	RED HEART ...	39.0	\$7.98	33.6%
B08PN58K6M ...	Horizon Group USA 10-Pack of Suncatcher Paint Pens, 10ML Each, 10 Colors, for K	MADE BY ME ...	40.0	\$3.99	33.4%
B0BD8PGNC2 ...	ARTDOT 1400 Pieces Letter Beads Kit, 28 Styles Alphabet Beads Colorful Smiley F	ARTDOT ...	44.0	\$7.19	18.7%
B08GP8NDV6 ...	beadslan Flat Back Crystal Rhinestones Round Gems, Black (4.6-4.8mm) SS20/1	BEADSLAND ...	44.5	\$7.19	20.0%
B07KPB38LK ...	YRYM HT Clear Vinyl Transfer Paper Tape Roll-12 x 50 FT w/Alignment Grid Applic	YRYM HT ...	45.0	\$12.79	20.0%
B01FV60TAS ...	Tulip One-Step Tie-Dye Party, 18 Pre-Filled Bottles, Creative Group Activity, All-in-1	P ONE-STEP TIE-DYE KIT	49.0	\$17.34	21.9%
B09VCYS41G ...	Betem 24 Colors Dual Tip Acrylic Paint Pens Markers, Premium Acrylic Paint Pens	BETEM ...	51.0	\$13.99	12.0%
B09KZN37JW ...	9Pcs Tshirt-Ruler Guide to Center Vinyl, Transparent V-Neck/Round PVC Ruler for /	TIETOC ...	51.5	\$5.94	23.2%
B08TLK1ZSV ...	9 x 12 inches Sketch Book, Top Spiral Bound Sketch Pad, 1 Pack 100-Sheets (68lb,	FUXI ...	53.0	\$9.99	19.8%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand





# Arts, Sewing & Crafts – 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
melt and pour soap base ...	56	15	31	4	6
fat quarters fabric bundles ...	49	15	24	4	6
westcott titanium scissors ...	49	18	23	2	6
airbrush kit with compressor ...	48	13	26	3	6
felting wool ...	48	17	21	4	6
ostrich feathers ...	48	13	26	3	6
paint pens paint markers ...	48	18	22	4	4
cricut mats 12x24 ...	47	13	24	4	6
crochet supplies ...	47	13	26	2	6
watercolor paint brushes ...	47	14	23	4	6
glue gun sticks ...	46	15	22	4	5
google eyes ...	46	18	18	4	6
peacock feathers ...	46	19	17	4	6
silicone painting mat ...	46	14	22	4	6
singer sewing machine needles ...	46	17	19	4	6
soap base for soap making melt and pour ...	46	14	28	4	0
westcott scissors ...	46	16	23	1	6
diamond art coasters kit ...	45	15	22	4	4
leather strips ...	45	16	20	3	6

### Top-Sponsored Items



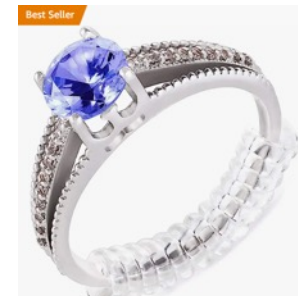
Castle Art Supplies 120 Colored Pencils Zipper-Case Set | Quality Soft Core Colored Leads for Adult Artists, Professionals and Colorists | In Neat, Strong Carry-Anywhere...  
★★★★★ ~ 11,185



Castle Art Supplies 72 Colored Pencils Set | Quality Soft Core Colored Leads for Adult Artists, Professionals and Colorists | Protected and Organized in Presentation Tin Box  
★★★★★ ~ 20,886



Cricut EasyPress 2 Heat Press Machine (9 in x 9 in), Ideal for T-Shirts, Tote Bags, Pillows, Aprons & More, Precise Temperature Control, Features Insulated Safety Base & Auto-Off,...  
★★★★★ ~ 22,532



Ring Sizer Adjuster for Loose Rings - 12 Pack, 2 Sizes for Different Band Widths - Silicone Ring Size Adjuster - Invisible Ring Guards for Women and Men by 5 STARS UNITED  
★★★★★ ~ 64,050



Modeling Clay Kit - 62 Colors Air Dry Magic Clay, Best Gift for Boys & Girls Age 3-12 Year Old, DIY Molding Clay for Kids, DIY Clay Kit with Sculpting Tools, Decoration Accessories...  
★★★★★ ~ 1,987



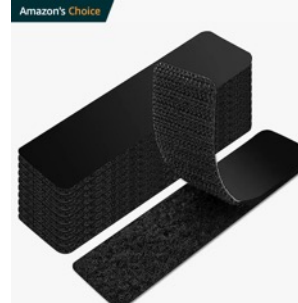
Amazon Basics 19-Removable Compartment Professional Organizer  
★★★★★ ~ 818



Personalized Name Stamp for Kids Clothing, Custom Name Tag Labels Stickers Stamps Baby Clothes Nursery Permanent Fabric Markers, 13 Styles&36 Icons  
★★★★★ ~ 757



Betem 24 Colors Dual Tip Acrylic Paint Pens Markers, Premium Acrylic Paint Pens for Wood, Canvas, Stone, Rock Painting, Glass, Ceramic Surfaces, DIY Crafts Making Art...  
★★★★★ ~ 2,251



Art3d 16 Sets Hook and Loop Tape Sticky Back, 1 in x 4 in. Double-Sided Command Adhesive Strip Heavy Duty  
★★★★★ ~ 2,239



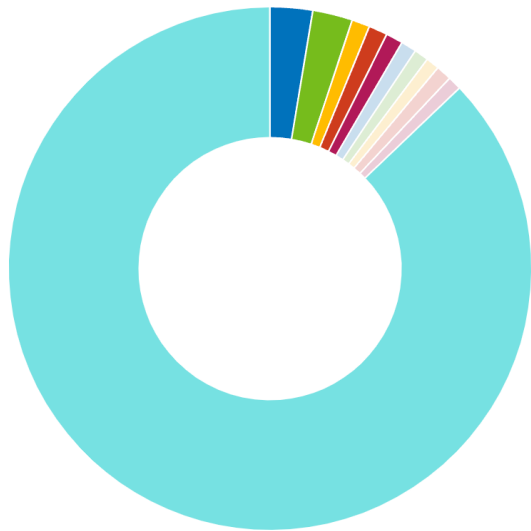
Artisto 9x12" Premium Sketch Book Set, Spiral Bound, Pack of 2, 200 Sheets (100g/m2), Acid-Free Drawing Paper, Ideal for Kids, Teens & Adults.  
★★★★★ ~ 4,329

# Arts, Sewing & Crafts – Prime Day 2023

## Organic Search Visibility



### Most-Visible Brands



- ELMER'S 2.63%
- CRICUT 2.47%
- QUEFE 1.10%
- HTVRONT 1.16%
- COMMAND 1.06%
- CRAYOLA 0.95%
- MR. PEN 0.89%
- EASTHILL 0.83%
- SCOTCH 0.95%
- FISKARS 0.84%
- All Others 87.12%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
glue sticks ...	2,097,212	781,676 ...
pencil case ...	1,737,924	1,466,801 ...
cricut ...	1,665,498	448,799 ...
diamond painting ...	1,613,545	1,374,468 ...
bracelet making kit ...	1,084,877	1,134,649 ...
pencil pouch ...	1,079,110	783,001 ...
clay beads ...	811,429	832,968 ...
school supplies ...	747,487	1,471,806 ...
pencil sharpeners ...	704,569	434,436 ...
command strips ...	647,255	957,147 ...
laminating sheets ...	599,539	503,240 ...
yarn ...	579,834	190,742 ...
beads ...	486,434	507,049 ...
teacher must haves ...	477,773	385,962 ...
heat press ...	459,840	162,725 ...
art supplies ...	361,979	152,333 ...
markers ...	350,122	460,535 ...

### Top Brands by Share of Sales



GOOLOO



NOCO



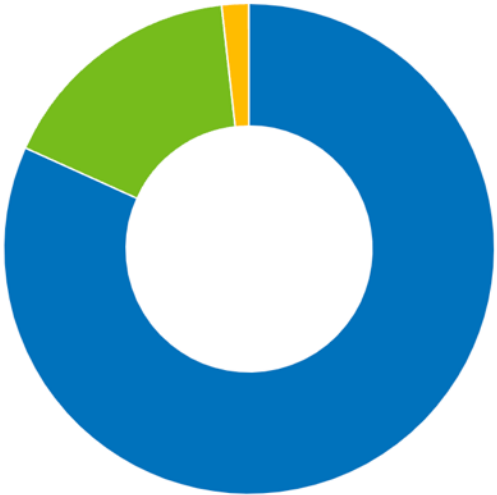
VACLIFE



# Automotive – Prime Day 2023

## Promotions

### Badge Breakdown by Type



- Prime Day 81.75%
- Discount 16.45%
- Limited Time Deal 1.79%

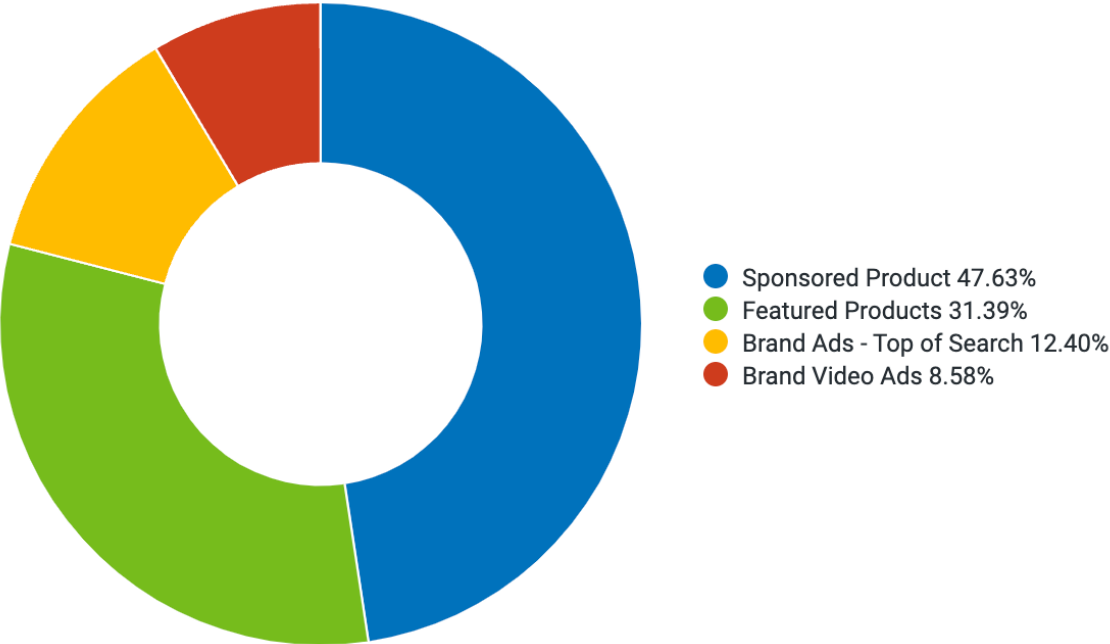
### Top-Promoted Brands

Brand	Item Count	Badge Type >	Discount	Limited Time Deal	Prime Day
Brand	Item Count	▼	Items	Items	Items
KEMIMOTO ...	255		8	∅	249
CHEMICAL GUYS ...	192		4	∅	188
NILIGHT ...	177		16	137	25
AUTEL ...	174		2	∅	172
AUXBEAM ...	170		∅	∅	170
CAR PASS ...	142		∅	∅	142
K&N ...	120		53	3	66
SEALIGHT ...	104		∅	∅	104
OEDRO ...	103		5	∅	99
ORION MOTOR TECH ...	98		∅	∅	98
FRIENDA ...	94		79	∅	16
AUTOSAVER88 ...	93		15	11	67
ADAM'S POLISHES ...	92		∅	∅	92
YITAMOTOR ...	84		6	6	72
RT-TCZ ...	83		1	∅	82
VEVOR ...	81		42	31	9

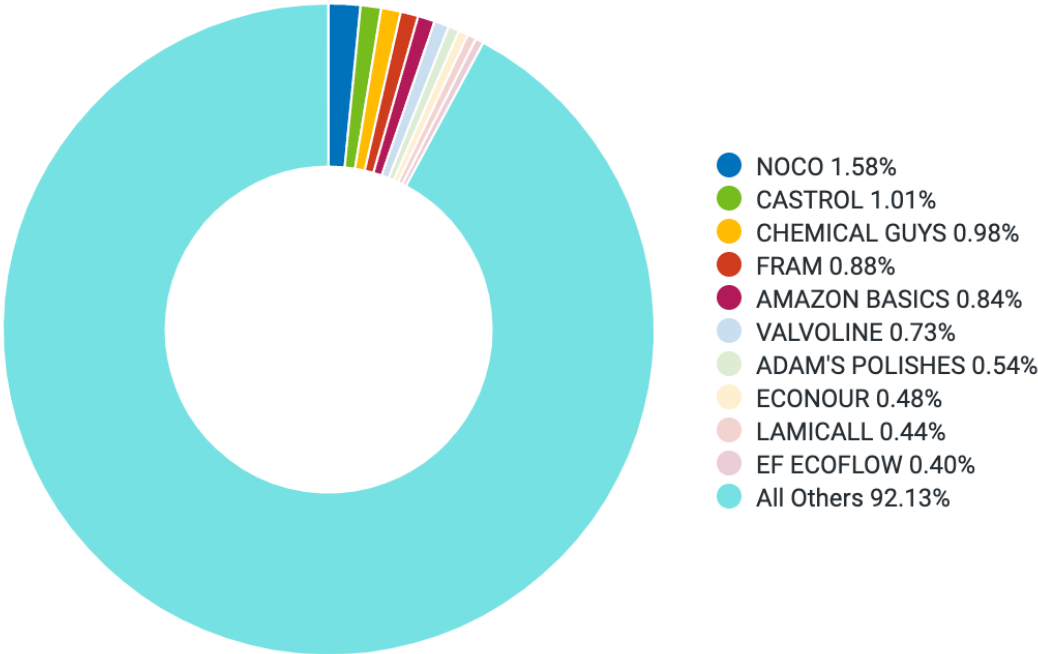
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B01KIFISX2 ...	EcoNour Car Windshield Sun Shade   Reflector Sunshade Offers Ultimate Protection for Car I	ECONOUR ...	1.5	\$13.84	8.4%
B081T7N948 ...	Cleaning Gel for Car, Car Cleaning Kit Universal Detailing Automotive Dust Car Crevice Clean	ANANCROG ...	1.5	\$5.94	15.0%
B06ZY896ZM ...	ThisWorx Car Vacuum Cleaner - Car Accessories - Small 12V High Power Handheld Portable	THISWORX FOR ...	4.5	\$27.20	16.5%
B0988X73FW ...	TICARVE Car Cleaning Gel Detailing Putty Car Putty Auto Detailing Tools Car Interior Cleaner	TICARVE ...	7.0	\$5.84	15.1%
B07VGRVKSJ ...	HOTOR Trash Can with Lid and Storage Pockets, 100% Leak-Proof Organizer, Waterproof Gar	HOTOR ...	8.5	\$8.48	14.2%
B07QR4Q42L ...	AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car Accessories, 12V D	ASTROAI ...	8.5	\$22.19	22.9%
B09NCVS7V4 ...	SINGARO Car Cup Coaster, 4PCS Universal Non-Slip Cup Holders Embedded in Ornaments C	SINGARO ...	16.0	\$4.79	20.0%
B07Z3HB7DR ...	MOTOPOWER MP69033 Car OBD2 Scanner Code Reader Engine Fault Code Reader Scanner	MOTOPOWER ...	22.5	\$20.00	5.9%
B015TKUPIC ...	NOCO Boost Plus GB40 1000 Amp 12-Volt UltraSafe Lithium Jump Starter Box, Car Battery B	NOCO ...	30.0	\$79.95	12.9%
B00ICSWGJ0 ...	Castrol 03084 Edge 5W-30 Advanced Full Synthetic Motor Oil, 5 Quarts	CASTROL ...	30.5	\$23.37	16.2%
B08HPQVJMW ...	ComfiLife Gel Enhanced Seat Cushion - Non-Slip Orthopedic Gel & Memory Foam Coccyx Cus	COMFILIFE ...	33.5	\$36.76	26.4%
B00IPS4APU ...	Rain-X 600001 Windshield Repair Kit - Quick And Easy Durable Resin Based Kit for Chips and	RAIN-X ...	40.5	\$10.59	10.6%
B004ME11FS ...	Camco TastePURE Drinking Water Hose for RV, 25 Feet, White (22783)	CAMCO ...	44.0	\$9.88	14.3%
B06X9L4WBQ ...	CKAuto Tire Valve Stem Caps, Black, 4 pcs/Pack, Anodized Aluminum Tire Valve Cap Set, Co	CKAUTO ...	53.0	\$4.79	20.0%
B07YZFM2FQ ...	Aujen Silicone License Plate Frames Black, 2 Pack Car License Plate Covers, Universal US Ca	AUJEN ...	55.5	\$9.59	19.2%
B08BLRGWGY ...	JASVIC Car Windshield Sun Shade Umbrella - Foldable Car Umbrella Sunshade Cover UV Blo	JASVIC ...	59.5	\$14.95	16.7%
B08ZVSRCTR ...	Iridescent Matte Black Front Windshield Sunshade-Accordion Folding Auto Shade for Car Tru	BDK ...	60.0	\$16.47	11.0%
B087G1551W ...	LivTee Car Seat Headrest Hook, Auto Seat Hook Hangers Storage Organizer Interior Accesso	LIVTEE ...	61.0	\$5.59	20.0%
B07LGL6LSF ...	Air Jungles New Car Scent Car Air Freshener Clip (Blue Sky), 6 Car Freshener Vent Clips, 4ml	AIR JUNGLES ...	61.5	\$11.19	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
car air fresheners cute ...	66		18	38	4	6
honda pilot accessories ...	66		24	32	4	6
automotive floor mats ...	65		24	31	4	6
chevy equinox accessories ...	65		24	31	4	6
cute air freshener for car ...	65		24	33	4	4
all weather car floor mats ...	62		23	29	4	6
car accessories interior ...	62		21	32	3	6
honda civic accessories ...	62		22	31	3	6
jeep cherokee accessories ...	62		23	30	3	6
truck floor mats ...	62		23	29	4	6
bling car accessories for women ...	61		24	30	3	4
buffing pads ...	61		23	29	3	6
car accessories pink ...	61		23	28	4	6
car floor mats all weather ...	61		23	30	3	5
all weather floor mats ...	60		22	31	2	5
automotive ...	60		21	29	4	6
car air freshener cute ...	60		19	33	4	4
car insurance holder ...	60		24	26	4	6



### Top-Sponsored Items

Purchased Nov 2021



**NOCO GENIUS1, 1A Smart Car Battery Charger, 6V and 12V Automotive Charger, Battery Maintainer, Trickle Charger, Float Charger and Desulfator for Motorcycle, ATV,...**

★★★★☆ ~ 42,908

Best Seller



**Castrol 03084 Edge 5W-30 Advanced Full Synthetic Motor Oil, 5 Quarts**

★★★★★ ~ 23,848



**NOCO Boost Pro GB150 3000 Amp 12-Volt UltraSafe Lithium Jump Starter Box, Car Battery Booster Pack, Portable Power Bank Charger, and Jumper Cables for up to 9-Lite...**

★★★★★ ~ 9,982

Best Seller



**NOCO Boost Plus GB40 1000 Amp 12-Volt UltraSafe Lithium Jump Starter Box, Car Battery Booster Pack, Portable Power Bank Charger, and Jumper Cables for up to 6-Lite...**


★★★★★ ~ 86,461

Best Seller




**AUGO Ratchet Tie Down Straps –4 PK– 15 FT – 2,200 LB Break Strength – Safety Lock 5 Hooks –for Moving Cargo, Appliances, Lawn Equipment, Motorcycle – Includes 2 Bungee...**

★★★★★ ~ 21,041



**FRAM Fresh Breeze Cabin Air Filter Replacement for Car Passenger Compartment w/ Arm and Hammer Baking Soda, Easy Install, CF10285 for Toyota Vehicles , white**


★★★★★ ~ 15,711



**FRAM Fresh Breeze Cabin Air Filter Replacement for Car Passenger Compartment w/ Arm and Hammer Baking Soda, Easy Install, CF10134 for Honda Vehicles**

★★★★★ ~ 13,460

Best Seller



**Bike Phone Holder, Motorcycle Phone Mount - Lamicall Motorcycle Handlebar Cell Phone Clamp, Scooter Phone Clip for iPhone 14 Plus/Pro Max, 13 Pro Max, S9, S10 and More...**

★★★★★ ~ 41,116



**Castrol 03124 Edge 0W-20 Advanced Full Synthetic Motor Oil, 5 Quarts**

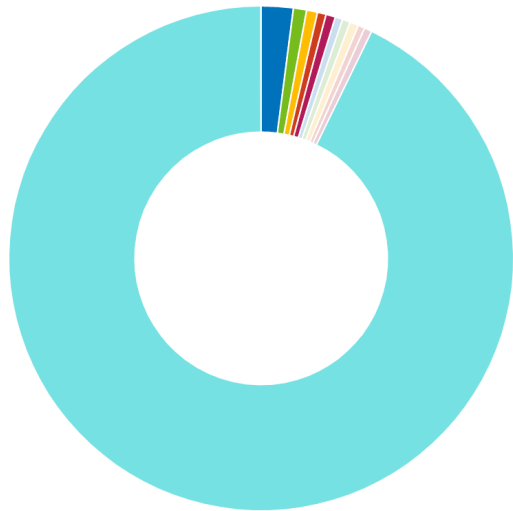
★★★★★ ~ 6,656



**NOCO GENIUS10, 10A Smart Car Battery Charger, 6V and 12V Automotive Charger, Battery Maintainer, Trickle Charger, Float Charger and Desulfator for Motorcycle, ATV,...**

★★★★★ ~ 14,935

### Most-Visible Brands



CHEMICAL GUYS	2.05%
DEWALT	0.84%
SPIDERCASE	0.70%
TAURI	0.56%
CAMCO	0.60%
HOTOR	0.47%
MEGUIAR'S	0.51%
ASTROAI	0.55%
TEMDAN	0.43%
JACKERY	0.50%
All Others	92.77%

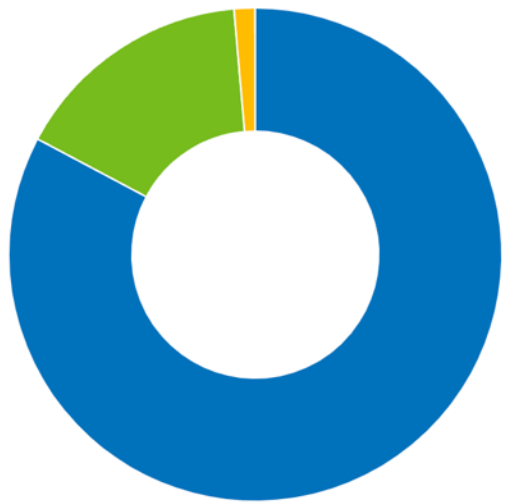
### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
car accessories ...	2,619,405	2,166,433 ...
windshield sun shade ...	919,538	999,443 ...
steering wheel cover ...	893,083	941,830 ...
iphone 14 pro max case ...	859,324	2,939,757 ...
chemical guys ...	825,376	263,406 ...
tools ...	768,342	326,930 ...
car vacuum ...	767,076	579,535 ...
iphone 14 case ...	612,504	2,081,429 ...
car trash can ...	608,108	517,073 ...
car air fresheners ...	587,582	604,383 ...
license plate frames ...	468,503	696,924 ...
apple watch charger ...	433,782	1,553,326 ...
phone holder car ...	412,867	1,516,465 ...
car seat cover ...	409,621	452,071 ...
air compressor ...	355,154	199,031 ...
iphone 13 pro max case ...	352,674	2,074,602 ...
jackery ...	352,302	200,199 ...

### Top Brands by Share of Sales



### Badge Breakdown by Type



- Prime Day 82.78%
- Discount 15.85%
- Limited Time Deal 1.37%

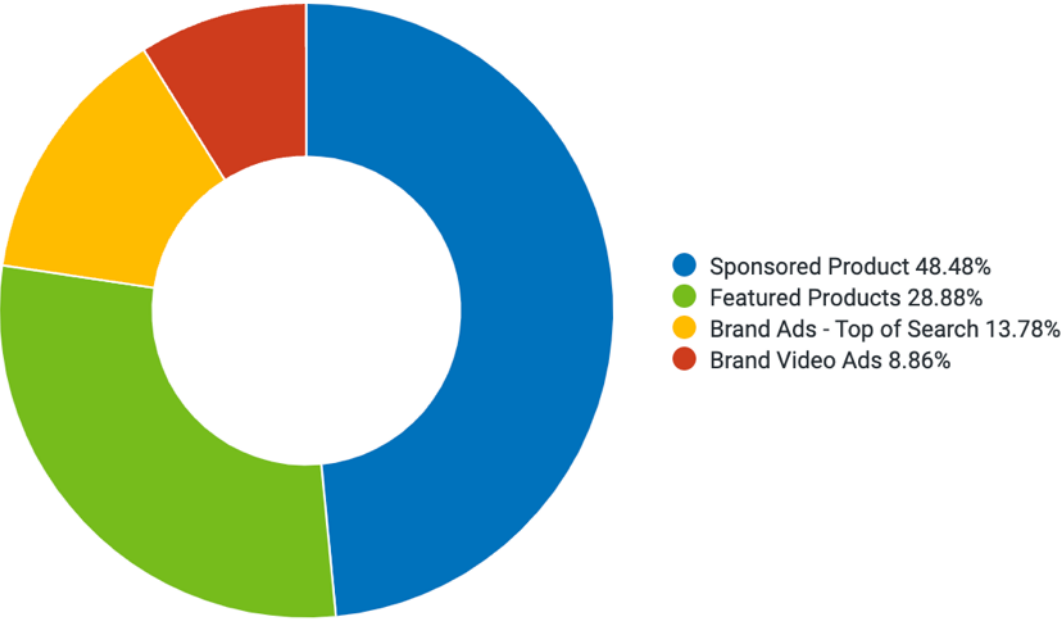
### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
HAAKAA ...	259	15	∅	245	
BILOBAN ...	198	3	1	194	
MOMCOZY ...	153	6	∅	147	
DREAM ON ME ...	130	19	4	113	
KEABABIES ...	123	∅	∅	123	
NUBY ...	113	15	2	96	
DELTA CHILDREN ...	105	48	2	56	
MOONSEA ...	99	2	∅	97	
RE PLAY ...	98	4	∅	94	
YOOF OSS ...	97	1	∅	96	
RYAN & ROSE ...	83	83	∅	∅	
BEABA ...	78	78	∅	∅	
JOYO ROY ...	75	∅	∅	75	
TANOFAR ...	73	∅	∅	73	
ZIGJOY ...	72	1	∅	71	
PHF ...	67	∅	2	65	

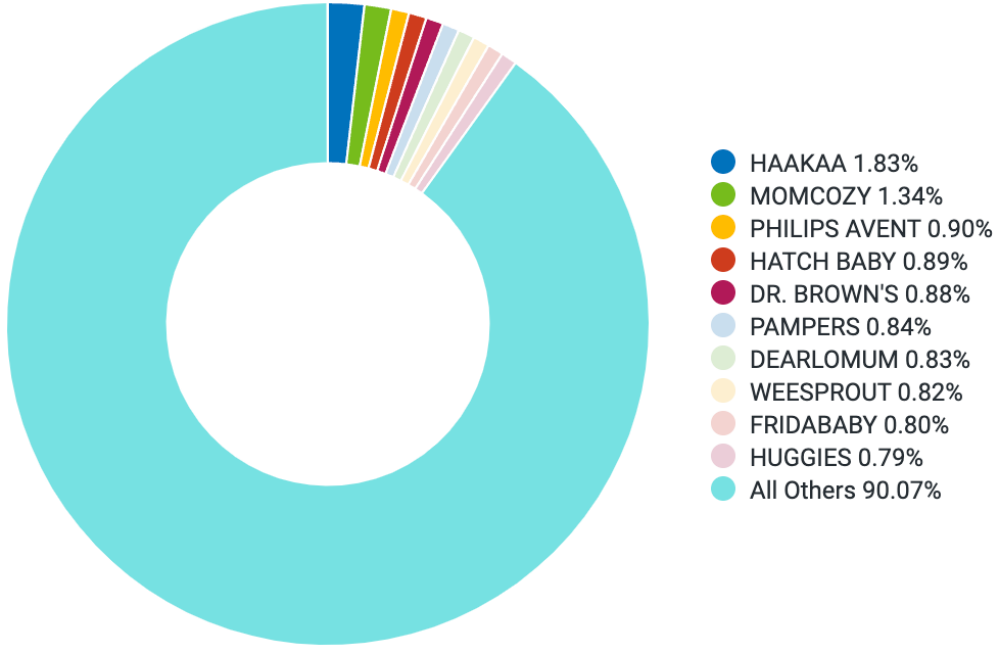
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B086LKQDJG ...	The Honest Company Clean Conscious Wipes   99% Water, Compostable, Plant-Based	THE HONEST COMPANY ...	5.0	\$38.24	12.8%
B085L71L9R ...	AMACOOOL Battery Operated Stroller Fan Flexible Tripod Clip On Fan with 3 Speeds and	AMACOOOL ...	15.0	\$23.99	20.0%
B00TY8ZQVW ...	Lansinoh Breastmilk Storage Bags, 200 Count Value Pack, Easy to Use Milk Storage Bags	LANSINOH ...	17.5	\$24.66	20.4%
B075QQ8VZW ...	iHealth No-Touch Forehead Thermometer, Digital Infrared Thermometer for Adults and	IHEALTH ...	18.5	\$15.99	30.4%
B08SW9LVZD ...	Huggies Overnites Nighttime Baby Diapers, Size 6 (35+ lbs), 84 Ct	HUGGIES ...	22.0	\$48.87	4.1%
B07CWK4S5W ...	haakaa Manual Breast Pump for Breastfeeding 4oz/100ml	HAAKAA ...	29.5	\$10.35	20.0%
B093BG1FRZ ...	GUSGU Stroller Fan with Flexible Tripod Clip on, Mini Portable Fan USB Rechargeable	GUSGU ...	33.0	\$17.59	20.0%
B07H1NLW4K ...	Amazon Brand - Mama Bear 99% Water Baby Wipes, Hypoallergenic, Fragrance Free, 6	MAMA BEAR ...	33.0	\$15.25	15.2%
B07SN457HS ...	WiHoo Mini Handheld Stroller Fan, Personal Portable Car Seat Baby Fan with Flexible	WIHOO ...	33.0	\$16.79	30.0%
B08NQ169XF ...	Smily Mia Penguin Buddy Never Drop Silicone Teething Toys for Babies 0-6month, Inf	SMILY MIA ...	35.0	\$6.99	30.0%
B005UEB96K ...	Aquaphor Baby Healing Ointment Advanced Therapy Skin Protectant, Dry Skin and Di	AQUAPHOR ...	37.0	\$17.06	33.3%
B08CBJ2SSQ ...	Comfy Cubs Muslin Burp Cloths Large 100% Cotton Hand Washcloths for Babies, Bal	COMFY CUBS ...	37.0	\$15.16	18.2%
B08177ZPKM ...	Tomme Tippee Ultra-Light Silicone Pacifier, Symmetrical One-Piece Design, BPA-Free	TOMMEE TIPPEE ...	40.0	\$12.10	27.0%
B07JG64N8W ...	Momcozy Hands Free Pumping Bra, Adjustable Breast-Pump Holding and Nursing Bra	MOMCOZY ...	40.0	\$16.99	15.0%
B09H5MKPP4 ...	BEBECAN Teething Sticks for Babies - Infant Teething Relief for Teething Baby in 6 Vi	BEBECAN ...	41.5	\$6.99	17.7%
B09JL9NGMB ...	Cetaphil Baby Wash & Shampoo with Organic Calendula ,Tear Free , Paraben, Colorar	CETAPHIL BABY ...	46.0	\$7.19	18.8%
B001PB8G04 ...	HALO 100% Cotton Sleepsack Swaddle, 3-Way Adjustable Wearable Blanket, TOG 1.5	HALO ...	48.0	\$22.67	18.4%
B00569GU18 ...	Boudreaux's Butt Paste Maximum Strength Diaper Rash Cream, Ointment for Baby, 4	BOUDREAUX'S BUTT PASTE ...	48.5	\$7.94	41.9%
B01LDZJHAE ...	The Honest Company Foaming Bubble Bath   Gentle for Baby   Naturally Derived, Tea	THE HONEST COMPANY ...	51.5	\$9.09	22.3%

### 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
bibs for baby boy ...	113	40	56	5	12
baby bib ...	107	33	59	6	9
cloth diapers ...	98	34	47	5	12
diaper bags for baby boy ...	98	45	37	8	8
cloth diapers for babies ...	96	37	42	8	9
diaper bag with changing station ...	95	42	37	4	12
swaddle me 0-3 month ...	95	35	46	5	9
baby diaper bag ...	94	44	38	6	6
bibs for baby girl ...	94	34	50	4	6
bibs pacifier ...	94	42	32	8	12
baby girl bibs ...	93	37	40	4	12
child gate ...	93	42	32	7	12
diaper bags ...	92	44	34	5	9
baby gates extra wide ...	91	41	31	7	12
crib sheets ...	91	37	35	7	12
muslin burp cloths ...	91	33	43	6	9
baby boy bibs ...	90	38	39	7	6
baby cribs ...	90	42	29	7	12

### Top-Sponsored Items



**Best Seller**  
Hatch Rest Baby Sound Machine, Night Light | 2nd Gen | Sleep Trainer, Time-to-Rise Alarm Clock, White Noise Soother, Music & Stories...  
★★★★☆ ~ 37,370



Hatch Restore Sound Machine, Sunrise Alarm Clock, Smart Light with Color Library, Customized Sleep Routine, Bedside Reading & Night Light, White Noise, Natural Sleep Ai...  
★★★★☆ ~ 8,174



Hatch Rest+ Baby & Kids Sound Machine | 2nd Gen | Child's Night Light, Alarm Clock, Toddler Sleep Trainer, Time-to-Rise, White...  
★★★★☆ ~ 8,041



Homedics SoundSleep White Noise Sound Machine, Silver, Small Travel Sound Machine with 6 Relaxing Nature Sounds, Portable...  
1 Count (Pack of 1)  
★★★★☆ ~ 59,762



**Amazon's Choice**  
Dearlomum Retractable Baby Gate Replacement Parts, Original Hardware Set (Including 2 x Latches + 2 x Brackets + 1 Set ...  
★★★★☆ ~ 43



Babelio Baby Gate for Doorways and Stairs, 26-40 inches Dog/Puppy Gate, Easy Install, Pressure Mounted, No Drilling, fits for Narro...  
★★★★☆ ~ 3,092



DREAMLAND BABY Sleep Sack | Baby: 6-12 Months | Gently Weighted Sleep Sacks | 100% Natural Cotton | 2-Way Zipper | Machine Washable | Newborn/Infant Swadd...  
White With Grey Stars  
★★★★☆ ~ 2,002



Haakaa Baby Fruit Food Feeder Pacifier | Milk Frozen Set | Silicone Feeder and Teether for Infant Safely Self Feeding, BPA Free Teethin...  
Baby 4m+  
★★★★☆ ~ 8,136



**Best Seller**  
haakaa Manual Breast Pump for Breastfeeding 4oz/100ml  
1 Count (Pack of 1)  
★★★★☆ ~ 92,104



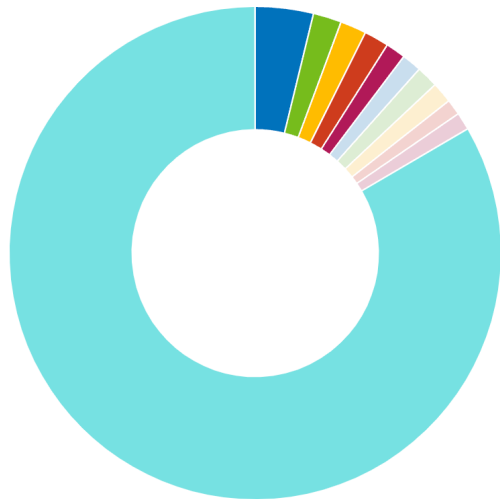
Olababy Silicone Training Cup with Straw Lid | Babies Water Drinking Cup | 6+ Mo Infant To 12-18 Months Toddler | Sippy Cup For Kids & Smoothie Cup | Baby Led Weaning (Mint, S...  
Silicone  
★★★★☆ ~ 3,079



# Baby – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



GRACO	3.81%
PAMPERS	1.86%
HUGGIES	1.72%
DELTA CHILDREN	1.63%
DR. BROWN'S	1.30%
MUNCHKIN	1.30%
SAFETY 1ST	1.43%
EVENFLO	1.36%
DREAM ON ME	1.04%
BABY TREND	1.13%
All Others	83.41%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
baby wipes ...	2,621,958	1,784,266 ...
car seat ...	2,566,222	604,617 ...
baby essentials ...	1,894,904	910,063 ...
baby ...	1,807,989	937,007 ...
baby gate ...	1,739,889	1,253,113 ...
diaper bag ...	1,606,112	1,139,389 ...
diapers ...	1,556,534	579,350 ...
toddler bed ...	1,425,172	1,031,428 ...
evenflo revolve 360 ...	1,421,557	208,695 ...
high chair ...	1,381,605	706,612 ...
pregnancy tests ...	1,237,815	1,393,480 ...
graco car seat ...	1,228,649	190,481 ...
baby swing ...	1,204,318	899,416 ...
lunch box ...	1,111,935	1,326,820 ...
pregnancy pillows ...	1,063,604	998,610 ...
baby monitor ...	963,518	1,086,133 ...
bassinet ...	961,487	683,716 ...

### Top Brands by Share of Sales



OLAPLEX.

COSRX

COLORWOW

*SOL DE JANEIRO*



**MIGHTY**  
PATCH®

LANEIGE

PAULA'S CHOICE  
SKINCARE

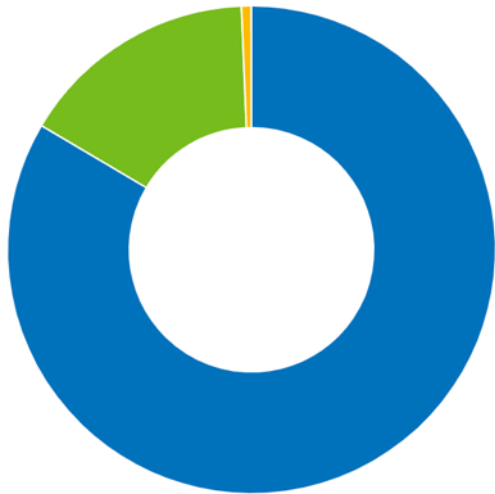


# Beauty & Personal Care – Prime Day 2023

## Sales Performance



### Badge Breakdown by Type



- Prime Day 83.50%
- Discount 15.83%
- Limited Time Deal 0.67%

### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
BEETLES GEL POLISH ...	367	2	∅		365
MODELONES ...	358	13	∅		346
SAVILAND ...	334	1	∅		333
MOROVAN ...	226	19	∅		208
MAKARTT ...	193	∅	2		191
KITSCH ...	171	1	∅		171
TEENITOR ...	163	∅	∅		163
GAOY ...	161	∅	∅		161
RARJSM ...	161	∅	∅		161
OHORA ...	153	∅	∅		153
LAURA GELLER NEW YORK...	135	4	∅		134
MARIO BADESCU ...	130	2	∅		129
OPI ...	128	∅	∅		128
JANE IREDALE ...	128	1	∅		128
BTARTBOX ...	123	∅	1		122
KISS ...	123	17	∅		107

# Beauty & Personal Care – Prime Day 2023

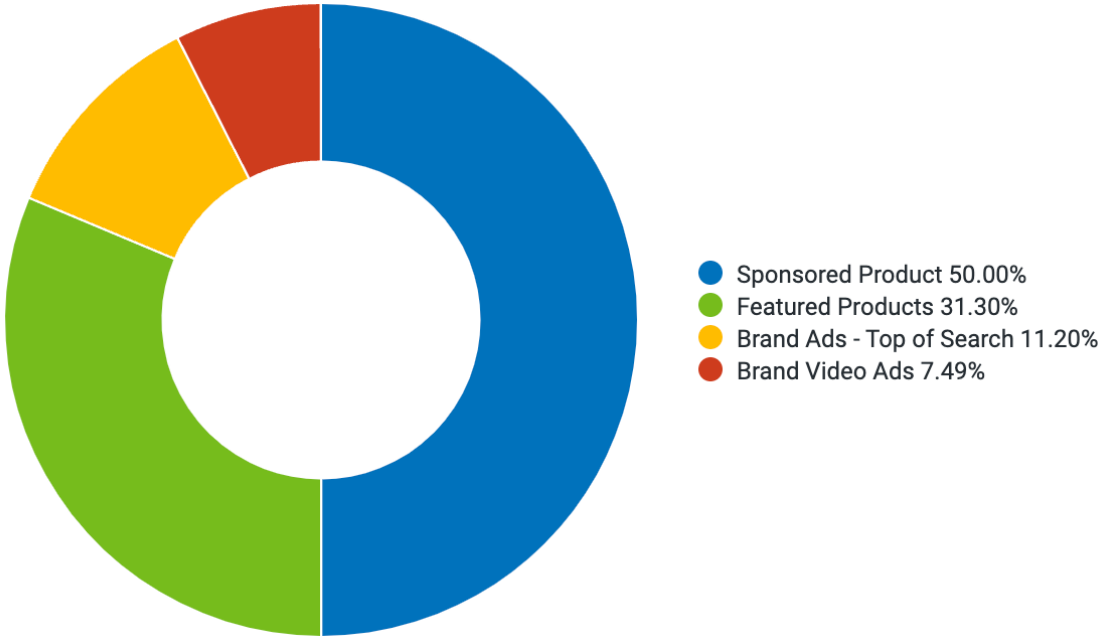
## Promotions



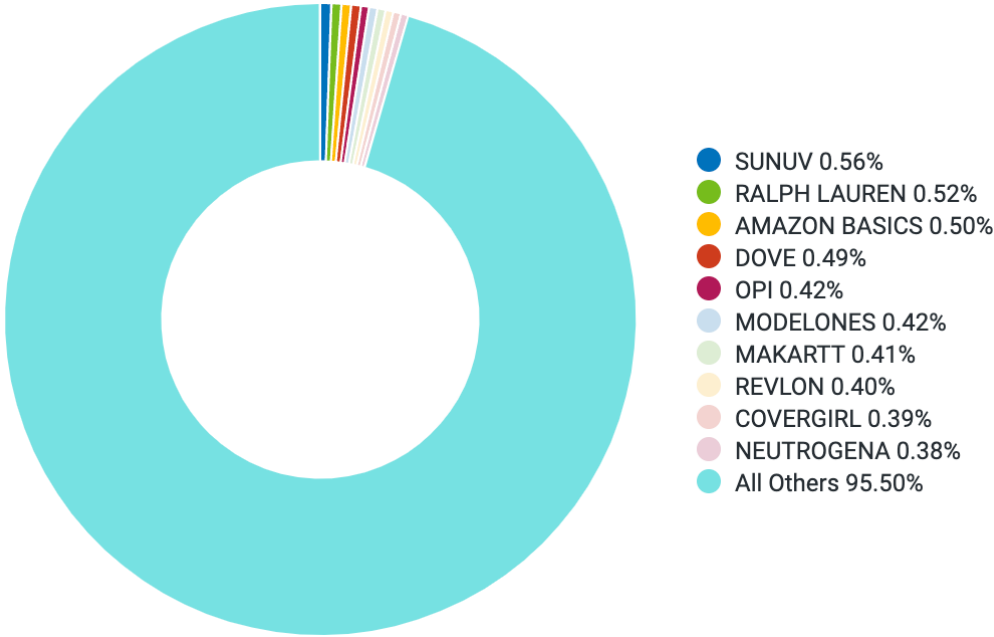
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B074PVTPBW ...	Mighty Patch Original from Hero Cosmetics - Hydrocolloid Acne Pimple Patch for Co	MIGHTY PATCH ...	4.5	\$10.39	13.2%
B01LEJ5MSK ...	COSRX Snail Mucin 92% Moisturizer 3.52 oz, Daily Repair Face Gel Cream for Dry Skin	COSRX ...	6.5	\$9.78	25.3%
B07N7PK9QK ...	Mielle Organics Rosemary Mint Scalp & Hair Strengthening Oil With Biotin & Essential	MIELLE ORGANICS ...	8.5	\$7.13	19.7%
B073CWSQ51 ...	Color Wow Dream Coat Supernatural Spray – Multi award winning anti frizz spray kee	COLOR WOW ...	9.5	\$19.60	30.0%
B00949CTQQ ...	Paulas Choice--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant--Facial Exfo	PAULA'S CHOICE ...	14.5	\$28.17	12.7%
B0787GLBMV ...	Touch-Up Exfoliating Dermaplaning Tool, Face & Eyebrow Razor with Precision Cover	SCHICK ...	15.0	\$4.74	20.1%
B01N1LL62W ...	CeraVe Foaming Facial Cleanser   Daily Face Wash for Oily Skin with Hyaluronic Acid,	CERAVE ...	19.0	\$14.89	6.9%
B004XGLDXY ...	Sun Bum Original SPF 50 Sunscreen Spray  Vegan and Hawaii 104 Reef Act Compliar	SUN BUM ...	21.0	\$12.47	18.7%
B082WZTJV5 ...	Grande Cosmetics GrandeLASH-MD Lash Enhancing Serum	GRANDE COSMETICS ...	23.0	\$25.20	30.0%
B07PBXXNCY ...	Clean Skin Club Clean Towels XL, 100% USDA Biobased Dermatologist Approved Fac	CLEAN SKIN CLUB ...	28.0	\$14.36	20.0%
B00MEDOY2G ...	Dove Body Wash with Pump Deep Moisture For Dry Skin Moisturizing Skin Cleanser v	DOVE ...	31.0	\$7.00	72.6%
B014SAB948 ...	COSRX Acne Pimple Patch (96 Count) Absorbing Hydrocolloid Spot Treatment Fast H	COSRX ...	31.0	\$9.99	23.5%
B074PTZCNX ...	L'Oréal Paris Makeup True Match Lumi Glotion, Natural Glow Enhancer, Illuminator Hi	L'ORÉAL PARIS ...	34.0	\$6.99	14.3%
B096SVJZSW ...	Revlon One Step Volumizer PLUS 2.0 Hair Dryer and Hot Air Brush   Dry and Style (Bl	REVLON ...	36.5	\$33.60	16.0%
B000YJ2SLG ...	CeraVe Daily Moisturizing Lotion for Dry Skin   Body Lotion & Facial Moisturizer with	CERAVE ...	38.0	\$8.15	19.9%
B07D37SBHF ...	Olaplex No. 5 Bond Maintenance Conditioner	OLAPLEX ...	41.0	\$24.00	12.1%
B002XZLAWM ...	Bioderma - Sensibio - H2O Micellar Water - Makeup Remover Cleanser - Face Cleanse	BIODERMA ...	48.0	\$13.29	30.0%
B00SNPCSUY ...	CeraVe Skin Renewing Night Cream   Niacinamide, Peptide Complex, and Hyaluronic	CERAVE ...	51.0	\$10.00	26.3%
B098NSHBQK ...	Ear and Nose Hair Trimmer Clipper - 2022 Professional Painless Eyebrow & Facial Ha	ZORAMI ...	52.0	\$9.99	23.1%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Beauty & Personal Care – 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
makeup ...	101	38	46	6	11
hair clips ...	98	41	39	6	12
sunscreen ...	96	36	44	7	9
lip stain ...	94	35	42	5	12
body wash ...	85	34	37	5	9
hand soap ...	81	38	27	7	9
gel nail polish ...	79	34	32	7	6
press on nails ...	77	33	29	4	11
exfoliating sponge ...	75	24	41	4	6
antiperspirant for women ...	72	24	38	4	6
banana clips hair for thick hair ...	72	24	38	4	6
butterfly claw clips ...	72	24	38	4	6
cat eye lashes ...	72	24	38	4	6
cosmetic travel bag ...	72	24	38	4	6
dead foot skin remover ...	72	24	38	4	6
electric foot callus remover ...	72	24	38	4	6
eyelash kit ...	72	24	38	4	6
gel nail polish top coat ...	72	24	38	4	6

### Top-Sponsored Items



**Best Seller**  
Mighty Patch Original from Hero Cosmetics - Hydrocolloid Acne Pimple Patch for Covering Zits and Blemishes, Spot Stickers for Face...  
36 Count (Pack of 1)  
★★★★☆ ~ 127,799



**Best Seller**  
SUNUV UV LED Nail Lamp, Gel UV Light Nail Dryer for Gel Nail Polish Curing Lamp with Sensor 2 Timers SUN9C Pink Gift for Wome...  
1 Count (Pack of 1)  
★★★★☆ ~ 28,689



Get UV Nail Lamp, SUNUV 48W UV LED Nail Dryer Light for Gel Nails Polish Manicure Professional Salon Curing Lamp with 4 Time...  
★★★★☆ ~ 22,635



Ralph Lauren - Romance - Eau de Parfum - Women's Perfume - Floral & Woody - With Rose, Jasmine, and Berries - Medium Intensity Floral, Woody - 3.4 Fl Oz (Pack of 1)  
★★★★☆ ~ 1,213



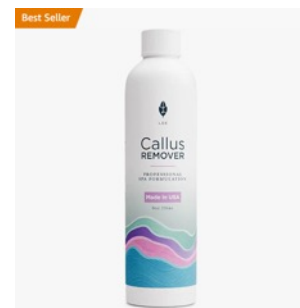
Electric Feet Callus Removers Rechargeable, Portable Electronic Foot File Pedicure Tools, Electric Callus Remover...  
1 Count (Pack of 1)  
★★★★☆ ~ 45,441



**Best Seller**  
UV LED Nail Lamp, SUNUV Gel Nail Light for Nail Polish 48W UV Dryer with 3 Timers SUNone  
1 Count (Pack of 1)  
★★★★☆ ~ 44,537



Beurer MP62 Professional Nail Drill Kit, Portable Electric File Machine with 10 Attachments & 10 Sanding Bands, Efile...  
★★★★☆ ~ 19,059



**Best Seller**  
Lee Beauty Professional Callus Remover for Feet - 8 Oz, Original, Powerful Formulation - Extra Strength Gel, Home Pedicure Foot Spa...  
8 Ounce (Pack of 1)  
★★★★☆ ~ 55,300



Professional Manicure Pedicure Kit, Electric Nail File Set, Cordless Electric Nail Drill Machine, 5 Speeds Hand Foot Care Tool for...  
9 Piece Set  
★★★★☆ ~ 6,867



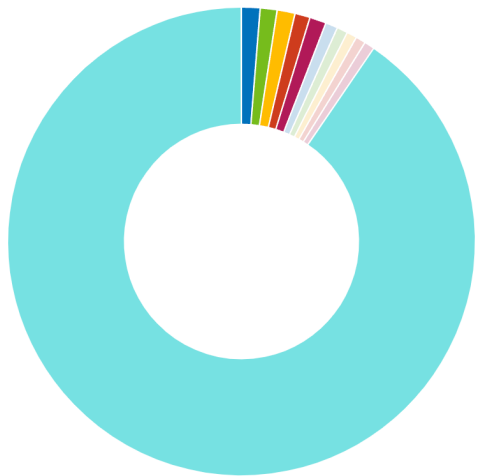
LINKEVAP Electric Callus Remover for Feet, Professional Pedicure Kit Foot Scrubber for Dry, Dead, Cracked, Hard Skin, at Home Feet...  
1 Count (Pack of 1)  
★★★★☆ ~ 535

# Beauty & Personal Care – Prime Day 2023

## Organic Search Visibility



### Most-Visible Brands



- CERAVE 1.29%
- NEUTROGENA 1.16%
- COSRX 1.24%
- E.L.F. 1.04%
- SOL DE JANEIRO 1.15%
- MAYBELLINE NEW YORK 0.85%
- REVLON 0.74%
- DOVE 0.70%
- NYX PROFESSIONAL MAKEUP 0.69%
- LA ROCHE-POSAY 0.71%
- All Others 90.42%

### Most Visible Keywords

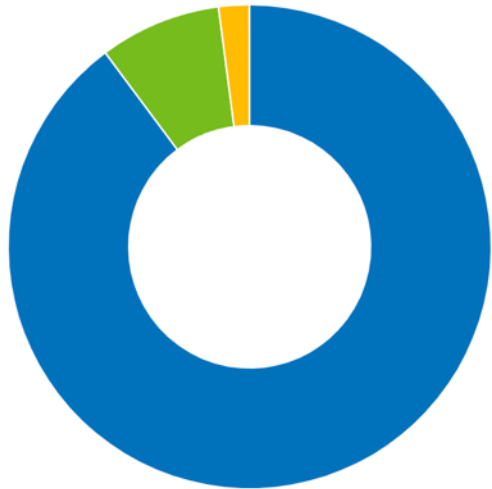
Keyword	Search Visibility Score	Avg Monthly Search Volume
sol de janeiro ...	3,935,231	1,897,551 ...
makeup ...	3,261,217	2,139,573 ...
olaplex ...	2,823,971	993,361 ...
gel nail polish ...	2,779,761	1,921,951 ...
sunscreen ...	2,711,096	1,750,895 ...
snail mucin serum ...	2,684,345	1,171,659 ...
makeup bag ...	2,619,925	1,930,162 ...
laneige ...	2,613,403	413,189 ...
laneige lip sleeping mask ...	2,592,866	374,190 ...
hair dryer ...	2,523,390	1,305,054 ...
cerave ...	2,427,297	1,438,775 ...
pimple patches ...	2,360,647	1,475,274 ...
cosrx ...	2,332,891	584,120 ...
drunk elephant ...	2,185,837	1,482,031 ...
makeup brushes ...	2,126,837	1,348,654 ...
hair clips ...	2,023,535	1,508,933 ...
skin care ...	2,005,033	1,276,946 ...



## Top Brands by Share of Sales



### Badge Breakdown by Type



- Prime Day 89.81%
- Discount 8.13%
- Limited Time Deal 2.06%

### Top-Promoted Brands

	Badge Type >	Discount	Limited Time Deal	Prime Day
Brand	Item Count v	Items	Items	Items
REOLINK ...	79	∅	∅	79
SMALLRIG ...	61	13	∅	49
NEEWER ...	43	∅	2	41
TELESIN ...	37	1	∅	36
K&F CONCEPT ...	32	∅	∅	32
CELESTRON ...	31	4	∅	27
AMAZON BASICS ...	26	1	∅	25
EUFY SECURITY ...	22	∅	∅	22
LAVIEW ...	20	∅	∅	20
HISEEU ...	19	∅	∅	19
PELLKING ...	19	∅	∅	19
PGYTECH ...	19	6	∅	13
EZVIZ ...	19	∅	∅	19
ZOSI ...	18	∅	∅	18
BAGSMART ...	18	∅	∅	18
ULANZI ...	17	∅	∅	17

# Camera & Photo – Prime Day 2023

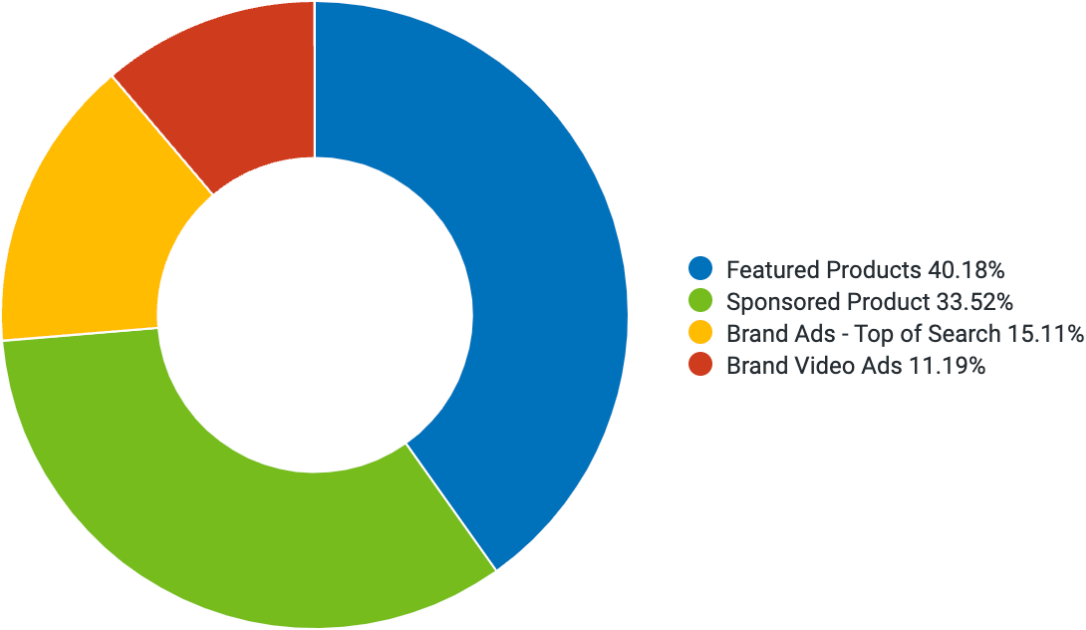
## Promotions



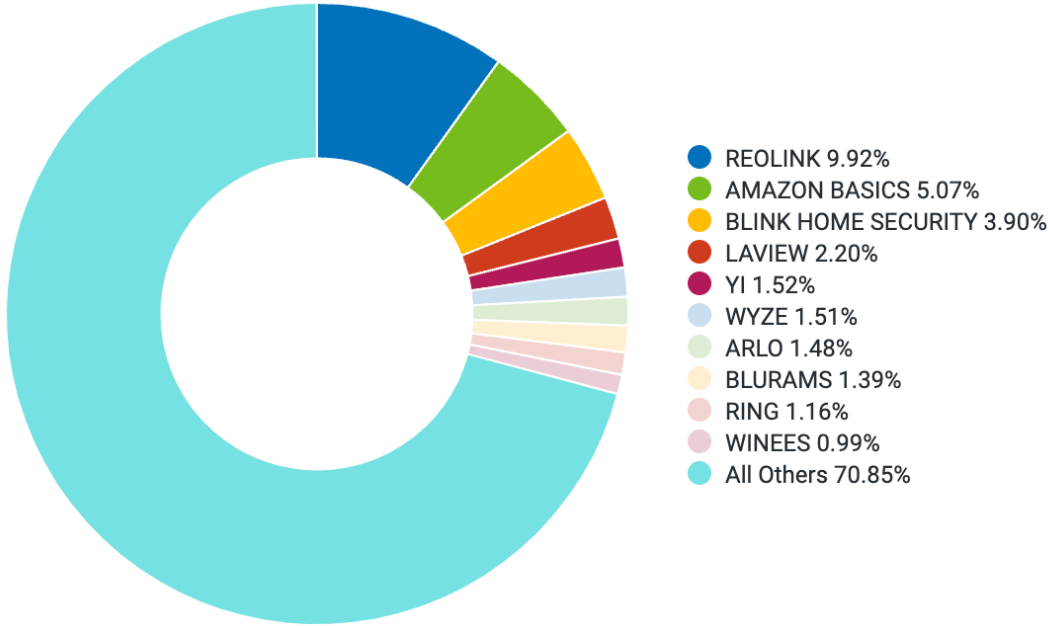
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B0756BXDTX ...	occer 12x25 Compact Binoculars with Clear Low Light Vision, Large Eyepiece Waterp	OCCER ...	2.0	\$30.39	17.6%
B07Q1GHB5X ...	Hontry Binoculars for Adults and Kids, 10x25 Compact Binoculars for Bird Watching,	HONTRY ...	5.0	\$22.70	25.3%
B07QB79SN6 ...	Elikliv EDM4 4.3" Coin Microscope, LCD Digital Microscope 1000x, Coin Magnifier wit	ELIKLIV ...	8.0	\$42.23	5.8%
B07GF4JCDY ...	Adorrgon 12x42 HD Binoculars for Adults High Powered with Phone Adapter, Tripod a	ADORRGON ...	9.0	\$57.47	4.0%
B081RJ8DW1 ...	Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refracting Telesc	GSKYER ...	11.0	\$78.99	19.5%
B06XT7M6P5 ...	Aurosports 10x25 Binoculars for Adults and Kids, Large View Compact Binoculars wi	AUROSPORTS ...	13.0	\$20.77	18.3%
B0BD5LWZ9S ...	ZIYOUHU 30x60 Binoculars Small Compact Light Binoculars, Suitable for Adults and	ZIYOUHU ...	13.0	\$14.94	10.9%
B07MYYLJHW ...	LET'S GO! Binocular for Kids, Compact High Resolution Shockproof Binoculars	LET'S GO! ...	13.0	\$16.99	15.0%
B095XQVTNM ...	ToyerBee Telescope, 70mm telescopes for Adults Astronomy & Kids & Beginners, 30	TOYERBEE ...	15.0	\$59.49	15.0%
B004P1IMFA ...	Celestron – Outland X 10x42 Binoculars – Waterproof & Fogproof Binoculars – Full-S	CELESTRON ...	15.5	\$48.93	29.3%
B08KHCR1YF ...	20x50 High Power Binoculars for Adults, Military Compact HD Professional/Daily Wa	RONHAN ...	16.5	\$36.80	20.0%
B07PVMRZQH ...	Wireless Digital Microscope Handheld USB HD Inspection Camera 50x-1000x Magnif	T TAKMLY ...	17.0	\$29.19	27.0%
B09P8JQWF4 ...	Telescope 80mm Aperture 600mm - Astronomical Portable Refracting Telescope Ful	HEXEUM ...	18.0	\$127.86	19.8%
B07V3LDFCR ...	Vortex Optics Diamondback HD Binoculars 10x42	VORTEX ...	19.0	\$221.83	8.5%
B09833MGRK ...	Telescope for Kids & Adults - 70mm Aperture 500mm AZ Mount Fully Multi-Coated O	HEXEUM ...	21.0	\$77.99	22.0%
B003AM87Q4 ...	Celestron – SkyMaster 25X70 Binocular – Outdoor and Astronomy Binoculars – Pow	CELESTRON ...	22.0	\$63.59	12.4%
B09YNFQLY3 ...	Binoculars for Adults 20x50 High Power Military Binoculars for Adults and Kids with	ZIYOUHU ...	24.0	\$19.79	45.0%
B09YNH5S73 ...	Binoculars 20x50,High Power Binoculars for Adults and Kids with Low Light Night Vis	ZIYOUHU ...	26.0	\$23.99	23.4%
B07DVFBVPF ...	Wireless Digital Microscope, Skybasic 50X-1000X Magnification WiFi Portable Handl	SKYBASIC ...	26.5	\$29.89	28.6%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Camera & Photo – 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
canon ef lens ...	47	11	26	4	6
camera backpack ...	45	11	24	4	6
microscope kit ...	44	18	16	4	6
dslr camera bag ...	44	12	22	4	6
binoculars compact ...	44	12	22	4	6
binoculars for adults high powered ...	43	12	21	4	6
camera case ...	43	12	22	3	6
compact binoculars ...	43	12	22	3	6
camera bag ...	43	12	26	4	1
microscope camera ...	43	12	21	4	6
usb microscope ...	43	12	21	4	6
bushnell binoculars ...	42	12	20	4	6
camera bags ...	42	12	20	4	6
wifi camera indoor wireless ...	42	11	21	4	6
coin microscope ...	42	12	21	3	6
camera hand strap ...	42	12	20	4	6
vintage telescope ...	42	18	14	4	6
binoculars for bird watching ...	42	11	21	4	6

### Top-Sponsored Items



**Best Seller**  
Blink Mini – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two-way audio, easy set up, Works with Alexa – 1 camera (White)  
★★★★☆ ~ 251,477



**Amazon's Choice**  
Amazon Basics Portable Foldable Photo Studio Box with LED Light, 1 Count (Pack of 1), Black, 25 x 30 x 25 Inches  
★★★★☆ ~ 3,913



REOLINK E1 Pro 4MP HD Plug-in Home Security Indoor Camera with 2.4/5 GHz Wi-Fi, Auto Tracking, Smart Person/Pet Detection, Multiple Storage Options, Ideal for Baby...  
★★★★☆ ~ 8,680



WYZE Cam OG 1080p HD Wi-Fi Security Camera - Indoor/Outdoor, Color Night Vision, Spotlight, 2-Way Audio, Cloud & Local storage- Ideal for Home Security, Baby, Pet...  
★★★★☆ ~ 1,915



Amazon Basics Gadget Messenger Bag, Medium, Black  
★★★★☆ ~ 29,412



REOLINK Indoor Security Camera, E1 Pro 4MP HD Plug-in WiFi Camera for Home Security, 2.4/5 GHz Wi-Fi, Auto Tracking, Smart Person/Pet Detection, Local Storage, Ideal f...  
★★★★☆ ~ 8,680



blurooms Security Camera, 2K Indoor Camera 360-degree Pet Camera for Home Security w/Motion Tracking, Phone App, 2-Way Audio, IR Night Vision, Siren, Works with Alexa &...  
★★★★☆ ~ 23,266



REOLINK Wireless Security Camera, E1 3MP HD Plug-in Indoor WiFi Camera for Home Security/Baby Monitor/Pets, Smart Detection, Local Storage, Pan Tilt, Night Vision, Works...  
★★★★☆ ~ 10,881



REOLINK Indoor Security Camera, 5MP Super HD Plug-in WiFi Camera with PTZ, Auto Tracking, Human/Pet AI, for Baby Monitor/Pet Camera/Home, Dual Band WiFi...  
★★★★☆ ~ 3,370

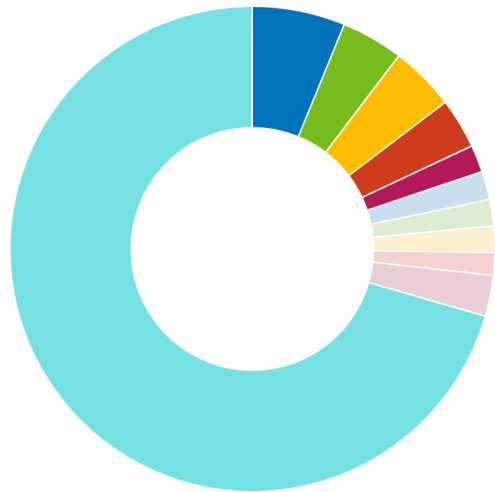


Ring Stick Up Cam Battery HD security camera with custom privacy controls, Simple setup, Works with Alexa - White  
★★★★☆ ~ 58,990

# Camera & Photo – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



WYZE	6.20%
BLINK HOME SECURITY	4.15%
RING	4.32%
SANDISK	3.36%
VISION WELL	1.82%
EKEN	1.90%
AMAZON BASICS	1.75%
KASA SMART	1.74%
EUKI	1.52%
EUFY	2.72%
All Others	70.52%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ring doorbell ...	1,118,403	2,711,091 ...
security cameras wireless outdoor ...	875,805	949,937 ...
ring doorbell camera wireless ...	749,352	686,908 ...
micro sd card ...	723,944	1,239,616 ...
ring camera outdoor wireless ...	671,278	1,540,942 ...
wyze ...	646,183	391,525 ...
eufy security camera ...	597,570	289,032 ...
wyze camera ...	551,582	257,534 ...
blink indoor camera ...	527,777	606,713 ...
ring camera ...	469,962	2,034,256 ...
hdmi cables ...	436,178	1,000,684 ...
security camera ...	395,531	367,323 ...
spy camera ...	389,974	480,218 ...
binoculars for adults ...	371,006	339,106 ...
blink camera ...	357,284	562,430 ...
sd card ...	354,933	525,162 ...
eufy ...	338,256	218,354 ...

# Clothing, Shoes & Jewelry – Prime Day 2023

Sales Performance



## Top Brands by Share of Sales

**crocs™**



amazon essentials

**THE GYM PEOPLE®**



SHAPERX



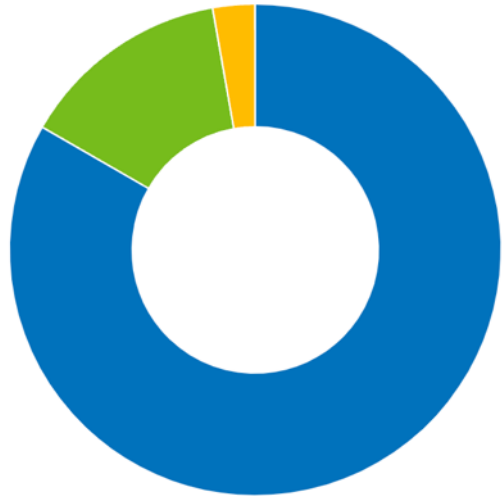


# Clothing, Shoes & Jewelry – Prime Day 2023

## Promotions



### Badge Breakdown by Type



- Prime Day 83.33%
- Discount 13.90%
- Limited Time Deal 2.77%

### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
DREAM PAIRS ...	4,415	38	16	4,366	
AMAZON ESSENTIALS ...	4,146	101	2,004	2,048	
EKOUAER ...	3,683	31	1	3,652	
GRACE KARIN ...	2,174	44	∅	2,139	
ADIDAS ...	1,913	846	303	786	
ANRABESS ...	1,739	∅	2	1,737	
COOFANDY ...	1,667	13	6	1,650	
AVIDLOVE ...	1,639	12	∅	1,627	
PRETTYGARDEN ...	1,523	43	∅	1,480	
ZAFUL ...	1,422	14	∅	1,409	
BALEAF ...	1,277	39	∅	1,256	
LEVI'S ...	1,224	154	25	1,059	
NAUTICA ...	1,218	133	26	1,067	
THE DROP ...	1,216	4	3	1,209	
TOMMY HILFIGER ...	1,183	213	82	894	
CALVIN KLEIN ...	1,115	208	84	830	

# Clothing, Shoes & Jewelry– Prime Day 2023

## Promotions



### Discounts on Best-Selling Items

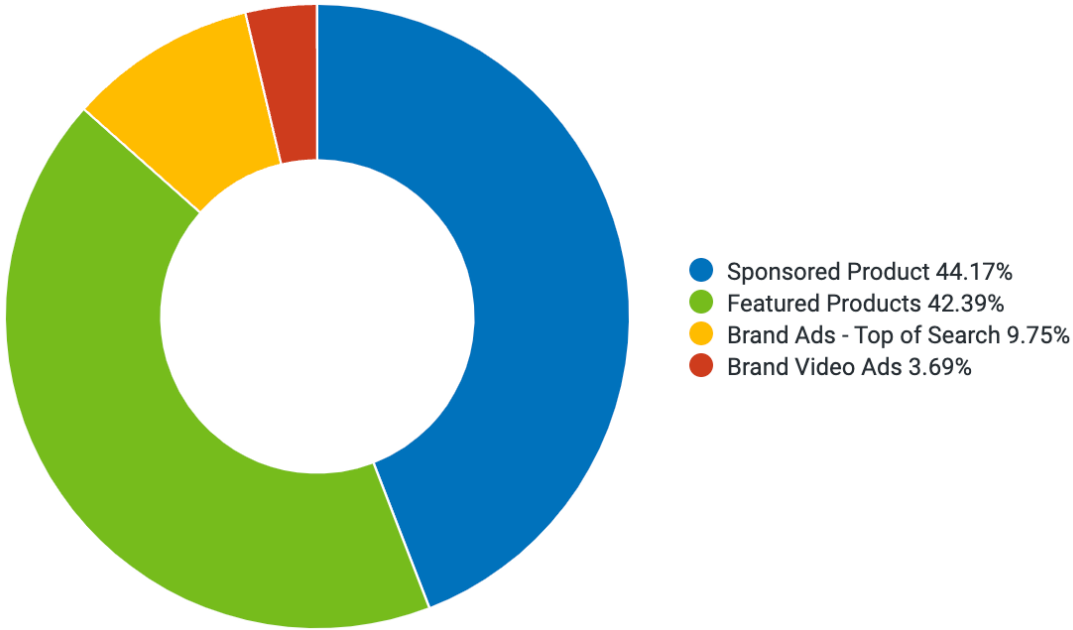
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B0014C5S7S ...	Crocs Unisex-Adult Classic Clogs	CROCS ...	1.5	\$26.22	5.6%
B086KSDTQ4 ...	Boxer Briefs, Cool Dri Moisture-Wicking Underwear, Cotton No-Ride-up for Men, Multi	HANES ...	6.0	\$21.98	7.7%
B096MYKHL8 ...	Women's 501 Original Shorts (Also Available in Plus)	LEVI'S ...	7.0	\$28.48	20.9%
B088M5Z6ZR ...	Womens' Sports Bra Longline Wirefree Padded with Medium Support	THE GYM PEOPLE ...	9.0	\$17.99	21.7%
B086L4BXZC ...	Boxer Briefs, Cool Dri Moisture-Wicking Underwear, Cotton No-Ride-up for Men, Multi	HANES ...	10.0	\$14.52	45.6%
B0B1HR89H4 ...	Bodysuit for Women Tummy Control Shapewear Seamless Sculpting Thong Body Sha	SHAPERX ...	12.5	\$30.39	20.0%
B0775Q1K93 ...	Women's Slim-Fit Tank, Pack of 2	AMAZON ESSENTIALS ...	13.0	\$10.40	26.8%
B07SN9RS13 ...	Women's Floral Print Puff Sleeve Kimono Cardigan Loose Cover Up Casual Blouse To	CHICGAL ...	15.5	\$14.39	20.0%
B08D11NP71 ...	Men's Coolzone Boxer Briefs, Moisture Wicking & Breathable, Assorted Color Multipa	FRUIT OF THE LOOM ...	15.5	\$18.61	15.4%
B07DRMT92L ...	5 Pack: Men's Dry-Fit Moisture Wicking Active Athletic Performance Crew T-Shirt	REAL ESSENTIALS ...	16.0	\$28.89	15.0%
B06XKSR4R1 ...	Women's Cotton Bikini Brief Underwear (Available in Plus Size), Multipacks	AMAZON ESSENTIALS ...	17.0	\$11.10	27.0%
B001PU9A9Q ...	Nipple Cover - Sticky Adhesive Silicone Nipple Pasties - Reusable Pasty Nipple Cover	NIPPIES ...	20.5	\$18.55	29.2%
B01N2UE8QQ ...	Men's Carrier Cargo Shorts (Also Available in Big & Tall)	LEVI'S ...	20.5	\$18.98	5.1%
B00551OP5A ...	Women's 18-Hour Ultimate Lift Wireless Full-Coverage Bra with Everyday Comfort, Sir	PLAYTEX ...	23.0	\$12.89	39.6%
B074SHQ18W ...	Women's 8"/ 7"/ 5" High Waist Biker Shorts Yoga Running Volleyball Workout Gym wi	BALEAF ...	24.0	\$14.69	30.0%
B081VSYKL5 ...	Seamless Women Underwear Thongs, No Show Ladies Thong, No Line Breathable Cor	VOENXE ...	24.5	\$12.79	16.8%
B095WCTRFP ...	Sandals for Women and Men - Pillow Slippers - Double Buckle Adjustable Slides - EVA	WEWEYA ...	25.0	\$19.54	13.6%
B00KBZOTKG ...	Essentials Men's T-Shirt Pack, Men's Short Sleeve Tees, Crewneck Cotton T-Shirts for	HANES ...	27.0	\$14.00	20.7%
B09223P6Q3 ...	Retro Square Polarized Aviator Trendy Sunglasses for Women and Men	SOJOS ...	31.0	\$12.74	15.0%

# Clothing, Shoes & Jewelry – Prime Day 2023

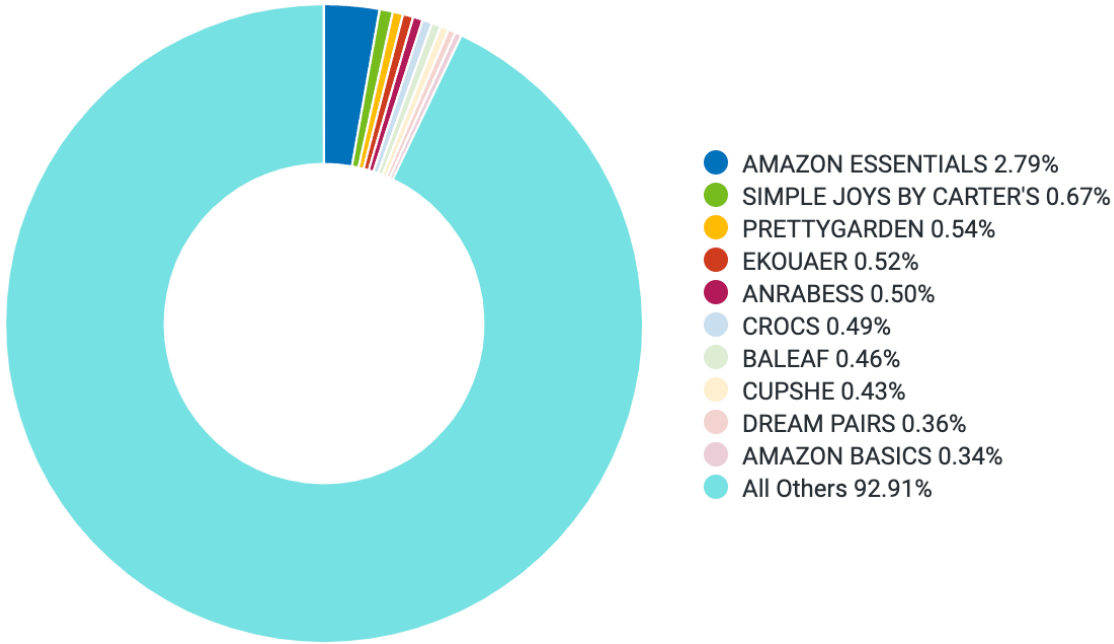
## Sponsorship Activity



### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Clothing, Shoes & Jewelry – 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
sunglasses ...	103		38	53	3	9
sunglasses men ...	97		35	54	2	6
aviator sunglasses for women ...	94		31	52	3	8
little sleepies ...	86		33	49	∅	4
sunglasses for men ...	83		31	45	3	4
girls bathing suit ...	81		24	52	∅	5
sleep sets for women ...	81		24	50	1	6
swimsuit cover ups ...	81		23	51	1	6
a line dresses for women ...	80		24	48	2	6
aviator sunglasses for men ...	80		31	39	4	6
earrings set ...	80		21	54	∅	5
girls rain boots ...	80		24	48	2	6
mens shorts cargo ...	80		21	53	1	5
womens bathing suits one piece ...	80		24	49	1	6
2 piece sets ...	79		23	48	2	6
beach cover up women ...	79		24	47	2	6
bikini coverups for women ...	79		24	47	2	6
gold plated earrings ...	79		24	48	1	6

### Top-Sponsored Items



DREAMLAND BABY Sleep Sack | Baby: 6-12 Months | Gently Weighted Sleep Sacks | 100% Natural Cotton | 2-Way Zipper | Machine Washable | Newborn/Infant Swadd...  
White With Grey Stars  
★★★★☆ ~ 2,002



+9 colors/patterns  
Badtz-Maru It's My Birthday T-Shirt  
★★★★☆ ~ 12



+9 colors/patterns  
Crocs Women's Swiftwater Sandal, Lightweight and Sporty Sandals for Women  
★★★★☆ ~ 34,790



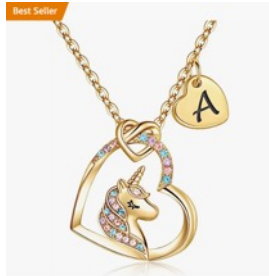
+6 colors/patterns  
Patriotic Shirts For Men Jet 4th Of July Shirts For Men USA T-Shirt  
★★★★☆ ~ 263



Best Seller  
Fearless Tape - Double Sided Tape for Fashion, Clothing and Body (50 Strip Pack) | All Day Strength Tape Adhesive and Gentle...  
50 Count (Pack of 1)  
★★★★☆ ~ 33,634



+35 colors/patterns  
YESNO Women Casual Loose Bohemian Floral Dresses with Pockets Short Sleeve Summer Beach Swing Dress  
★★★★☆ ~ 19,153



Best Seller  
+2 colors/patterns  
Hidepoo Unicorns Gifts for Girls - 14K Gold/White Gold/Rose Gold Plated Colorful CZ Heart Pendant Unicorn Necklaces for Girls Jewelry Initial Unicorn Necklace Birthday...  
★★★★☆ ~ 2,736



+2 colors/patterns  
Amazon Basics Large Nylon Duffel Bag  
★★★★☆ ~ 15,196



+4 colors/patterns  
Badtz - Maru Different Moods Tee  
★★★★☆ ~ 33



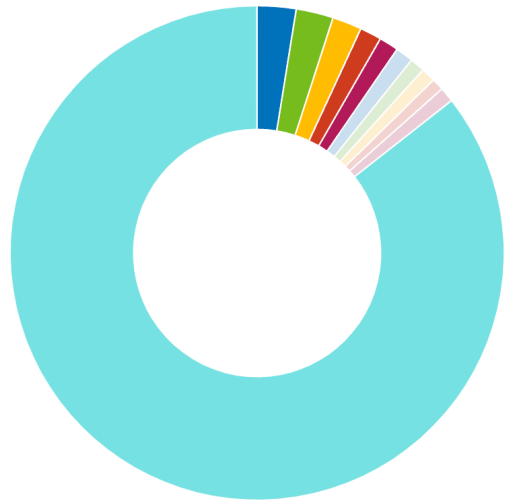
Best Seller  
+10 colors/patterns  
BRONAX Pillow Slippers for Women and Men | House Slides Shower Sandals | Extremely Comfy | Cushioned Thick Sole  
★★★★☆ ~ 37,085

# Clothing, Shoes & Jewelry – Prime Day 2023

## Organic Search Visibility



### Most-Visible Brands



- NIKE 2.55%
- CROCS 2.42%
- ADIDAS 1.94%
- AMAZON ESSENTIALS 1.40%
- HANES 1.29%
- NEW BALANCE 1.15%
- SKECHERS 0.98%
- HEY DUDE 0.93%
- CUPSHE 0.80%
- UNDER ARMOUR 0.96%
- All Others 85.57%

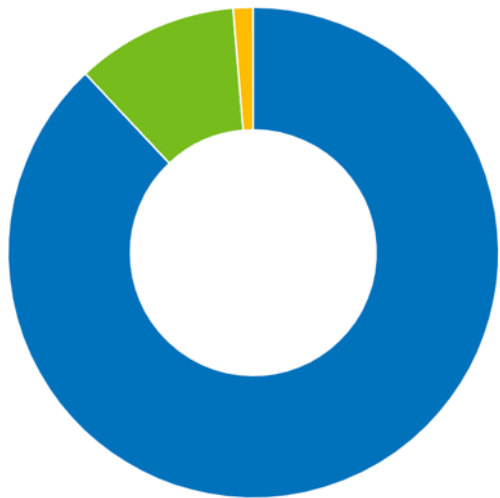
### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
crocs ...	4,766,351	3,126,502 ...
luggage ...	3,793,462	2,178,715 ...
crocs womens ...	3,578,305	2,446,361 ...
birkenstock sandals women ...	3,375,108	2,030,280 ...
prime deals of the day today only ...	3,324,916	584,157 ...
crocs mens ...	3,196,168	2,307,916 ...
new balance womens shoes ...	2,752,026	1,494,604 ...
hey dudes for men ...	2,712,366	2,017,890 ...
packing cubes ...	2,706,470	2,022,809 ...
dresses for women 2023 ...	2,596,767	2,003,764 ...
luggage sets ...	2,562,035	1,211,258 ...
crocs for kids ...	2,508,818	1,790,879 ...
carry on luggage ...	2,467,545	1,493,862 ...
water shoes ...	2,367,378	2,041,699 ...
sports bras for women ...	2,315,370	1,544,379 ...
womens fashion ...	2,216,653	1,655,169 ...
mens shorts ...	2,206,344	1,764,843 ...

## Top Brands by Share of Sales



### Badge Breakdown by Type



- Prime Day 88.01%
- Discount 10.68%
- Limited Time Deal 1.31%

### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
LOVEVOOK ...	249	>	5	1	243
ASUS ...	137	∨	59	1	79
MOSISO ...	132		∅	3	129
HP ...	113		81	5	27
UGREEN ...	110		∅	1	109
BEELINK ...	109		2	∅	107
ANKER ...	108		∅	5	103
TP-LINK ...	91		2	32	57
PROCASE ...	80		∅	∅	80
AMAZON BASICS ...	79		∅	∅	79
CORSAIR ...	76		53	1	22
WAVLINK ...	76		∅	∅	76
MOKO ...	74		1	∅	73
ORICO ...	73		∅	1	72
FINTIE ...	72		7	1	64
JSAUX ...	68		∅	∅	68



# Computers & Accessories – Prime Day 2023

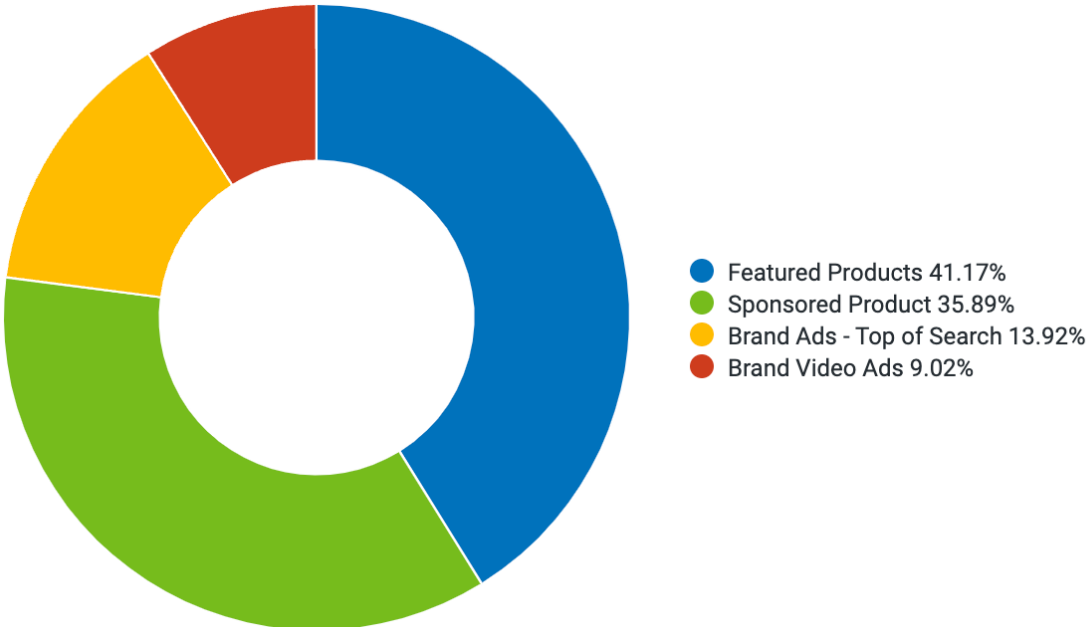
## Promotions



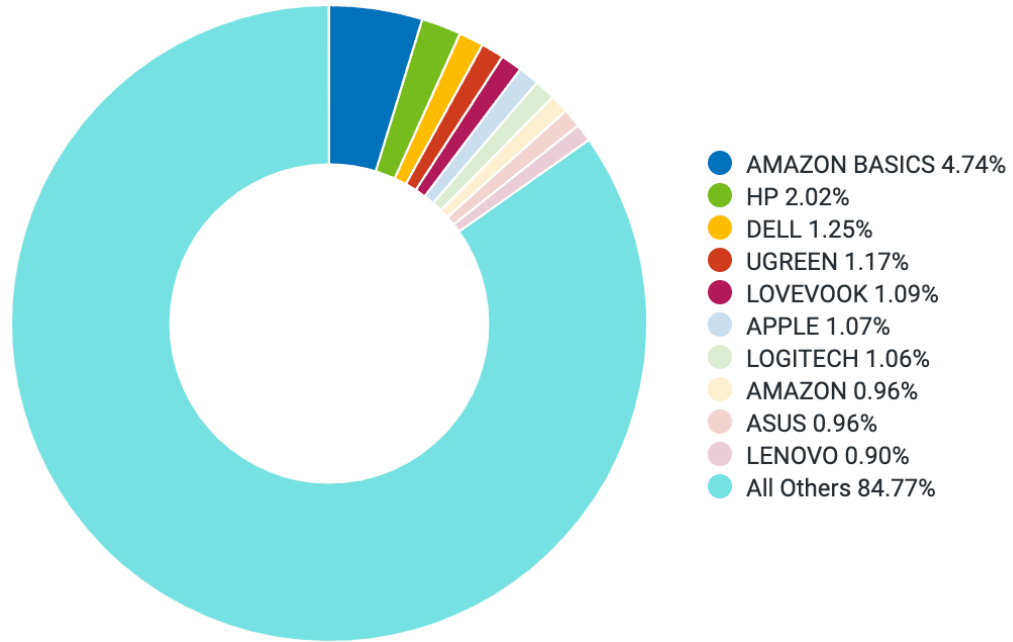
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B099Z8HLHT ...	Amazon Fire HD 8 tablet, 8" HD Display, 32 GB, 30% faster processor, designed for portabl	AMAZON ...	1.5	\$54.99	26.7%
B0BL8WSCH3 ...	Amazon Fire 7 Kids tablet, ages 3-7. Top-selling 7" kids tablet on Amazon - 2022. Set time	AMAZON ...	1.5	\$54.99	50.0%
B09BG6DSBY ...	Amazon Fire HD 8 Kids Pro tablet, 8" HD display, ages 6-12, 30% faster processor, 13 hour	AMAZON ...	4.0	\$74.99	50.0%
B0BLGFNV25 ...	Amazon Fire HD 8 Kids tablet, 8" HD display, ages 3-7, includes 2-year worry-free guarante	AMAZON ...	4.0	\$74.99	50.0%
B096WKKK2K ...	Amazon Fire 7 tablet, 7" display, 16 GB, 10 hours battery life, light and portable for enterta	AMAZON ...	4.5	\$39.99	33.3%
B0B1VQ1ZQY ...	Introducing Amazon Fire Max 11 tablet, our most powerful tablet yet, vivid 11" display, oct	AMAZON ...	7.5	\$149.99	34.8%
B0BL8VHN81 ...	Amazon Fire HD 10 Kids Pro tablet, 10.1", 1080p Full HD, ages 6–12, 32 GB, (2021 release	AMAZON ...	9.0	\$119.99	40.0%
B0C6D7G299 ...	Amazon eero Pro mesh WiFi router, Basic Box Packaging, 3 pack	EERO ...	11.0	\$149.99	5.9%
B091G64GVK ...	Amazon eero Pro 6E mesh Wi-Fi System   Fast and reliable gigabit + speeds   supports bla	EERO ...	12.0	\$399.99	27.3%
B08ZK2BHP2 ...	Amazon eero 6+ mesh Wi-Fi system   Fast and reliable gigabit speeds   connect 75+ devic	EERO ...	14.0	\$194.99	35.0%
B08H8ZLKKK ...	TP-Link AX1800 WiFi 6 Router (Archer AX21) – Dual Band Wireless Internet Router, Gigabi	TP-LINK ...	17.0	\$64.99	14.1%
B09PRB1MZM ...	TP-Link Deco AX3000 WiFi 6 Mesh System(Deco X55) - Covers up to 6500 Sq.Ft. , Replace	TP-LINK ...	20.0	\$179.99	15.6%
B09GFR7NSK ...	Mac Book Pro Charger - 118W USB C Charger Fast Charger for MacBook Pro, MacBook Ai	FURGOR ...	20.0	\$29.95	21.2%
B0B1HJ666G ...	Mac Book Pro Charger - 118W USB C Charger Fast Charger for USB C Port MacBook pro 8	SUNVEZA ...	23.0	\$29.99	21.1%
B07DY16W2Z ...	ARRIS SURFboard SB8200 DOCSIS 3.1 Cable Modem   Approved for Comcast Xfinity, Cox,	ARRIS ...	24.5	\$122.99	9.2%
B077CDGS9S ...	Amazon eero Beacon mesh WiFi range extender (add-on to eero WiFi systems)	EERO ...	28.5	\$49.99	57.4%
B084GTH5LL ...	TP-Link Deco Mesh WiFi System (Deco S4) – Up to 5,500 Sq.ft. Coverage, Replaces WiFi F	TP-LINK ...	29.5	\$99.99	21.6%
B0B1PT5FVM ...	Baseus Laptop Docking Station Dual Monitor, 9 in 1 USB C Hub with 1000Mbps LAN, 2 HD	BASEUS ...	32.0	\$39.00	15.2%
B08D34T584 ...	Bekayshad Stickers for Water Bottles, 100 Pack/PCS Cute Vsco Vinyl Aesthetic Waterproc	BERKSHILED ...	37.0	\$6.98	22.4%

### 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
galaxy a7 lite tablet case ...	57	18	29	4	6
iphone 12 charger cord ...	57	18	31	2	6
ethernet adapter for laptop ...	56	12	34	4	6
ipad pro screen protector ...	56	10	36	4	6
usb wireless adapter ...	56	12	36	3	5
computer cases for laptops ...	55	12	33	4	6
mesh router ...	55	17	29	4	5
3ft iphone charger cable ...	54	12	32	4	6
galaxy tab a7 lite case ...	54	12	32	4	6
iphone charging cable 10ft ...	54	10	36	2	6
lightning charger cables for iphone ...	54	12	33	3	6
usb c charger cable 3ft ...	54	12	35	4	3
usb hub 3.0 ...	54	12	32	4	6
usb mouse ...	54	12	34	4	4
usb to ethernet adapter ...	54	12	34	4	4
apple keyboard ...	53	10	34	3	6
charging cord ...	53	12	31	4	6
ethernet cable 25 ft ...	53	12	31	4	6

### Top-Sponsored Items



ORSEN Colorful 8.5 Inch LCD Writing Tablet for Kids, Electronic Sketch Drawing Pad Doodle Board, Toddler Travel Learning Educational Toys Activity Games Birthday...  
★★★★☆ ~ 10,615



Alienware X16 R1 Gaming Laptop - 16-inch QHD+ 240Hz Display, Intel Core i9-13900HK, 32GB LPDDR5 RAM, 1TB SSD, NVIDIA GeForce RTX 4080 12GB GDDR6, Windows 11 Home ...  
★★★★☆ ~ 83



Koonie 8-Inch Clip & Desk Fan, 10000mAh Battery Operated Rechargeable Portable Fan, USB Fan with 4 Speeds, Strong Airflow, Sturdy Clamp for Golf Car Office Desk...  
★★★★☆ ~ 8,308



Alienware Aurora R15 Gaming Desktop - AMD Ryzen 9 7900X, 32GB DDR5 RAM, 1TB SSD + 2TB HDD, NVIDIA GeForce RTX 4080 16GB GDDR6X, Dell Service Included, Windows 11...  
★★★★☆ ~ 565



ORSEN LCD Writing Tablet 10 Inch, Colorful Doodle Board Drawing Pad for Kids, Drawing Board Writing Board Drawing Tablet, Educational Christmas Boys Toys Gifts for 3 ...  
★★★★☆ ~ 10,953



UGREEN USB C Charger 65W Nexode 3 Ports GaN Fast Charger Block, Compact Foldable Wall Charger Compatible with MacBook Pro/Air, Dell XPS, iPhone 14, iPad Pro, Galax...  
★★★★☆ ~ 2,297



Alienware Aurora R15 Gaming Desktop - Intel Core i9-13900F, 32GB DDR5 RAM, 1TB SSD, NVIDIA RTX 4070 Ti GDDR6X, Liquid Cooling, Windows 11 Home - Dark Side of The Moon  
★★★★☆ ~ 119



Durdord iPhone Charger, [MFi Certified] 3Pack 10FT USB A Cable for Long Lightning Charger Cable, Fast iPhone Charging Cord for iPhone Xs...  
★★★★☆ ~ 33,766



Amazon Basics Computer Cooling Fan with Cooler Master Technology, CPU Air Cooler, 4 Heat Pipes, RGB LED PWM, Aluminum Fins  
★★★★☆ ~ 47



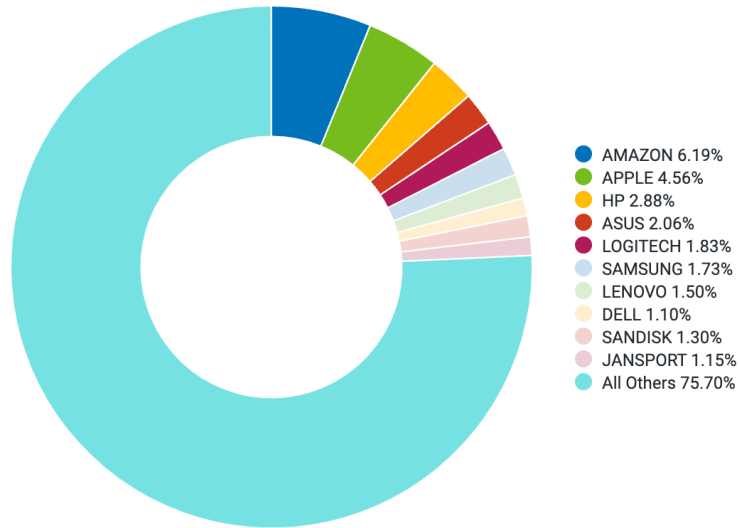
UGREEN 100W USB C Charger, Nexode 4-Port GaN Foldable Compact Wall Charger Power Adapter Compatible with MacBook Pro/Air, iPad, iPhone 14 Pro, Galaxy S23 Ultra, Stea...  
★★★★☆ ~ 2,601

# Computers & Accessories – Prime Day 2023

## Organic Search Visibility



### Most-Visible Brands



### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
laptop ...	1,948,247	2,548,958 ...
mouse pad ...	1,908,267	1,806,299 ...
laptop computer ...	1,785,170	1,945,406 ...
macbook ...	1,694,962	1,642,449 ...
gaming pc ...	1,361,952	1,838,453 ...
fire tablet ...	1,333,259	824,594 ...
iphone charger ...	1,325,016	2,497,084 ...
gaming laptop ...	1,169,608	1,525,052 ...
wireless mouse ...	1,050,962	1,443,722 ...
macbook pro ...	1,002,171	1,011,326 ...
mini pc ...	979,622	1,963,533 ...
micro sd card ...	978,416	1,239,616 ...
travel backpack ...	976,673	1,506,586 ...
keyboard ...	969,143	1,324,902 ...
ipad 9th generation case ...	933,392	1,379,125 ...
apple pencil ...	931,771	1,370,752 ...
ssd ...	925,640	867,667 ...

## Top Brands by Share of Sales



amazon

INSIGNIA™



**TOSHIBA**

*Pioneer*

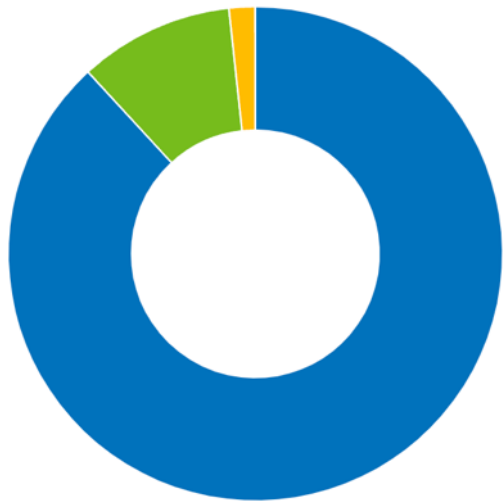
***BOSE***

**ROKU**



**Hisense**

### Badge Breakdown by Type



- Prime Day 88.17%
- Discount 10.12%
- Limited Time Deal 1.71%

### Top-Promoted Brands

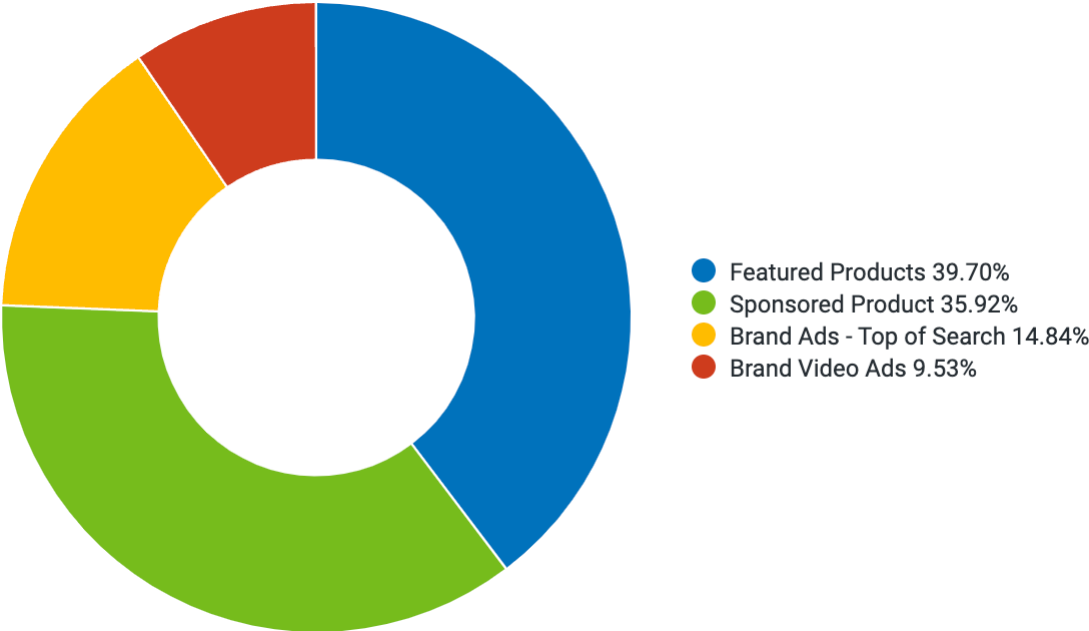
Brand	Item Count	Badge Type >	Discount	Limited Time Deal	Prime Day
Brand	Item Count	▼	Items	Items	Items
SAMSUNG ...	288		69	91	135
AMAZON ...	277		∅	42	235
LOVEVOOK ...	249		5	1	243
ANKER ...	232		∅	13	219
SONY ...	194		94	50	51
ASUS ...	163		74	2	90
UGREEN ...	162		∅	1	161
NEEWER ...	141		1	12	129
HP ...	139		91	11	37
MOSISO ...	134		∅	3	131
AMAZON BASICS ...	126		3	∅	123
BEELINK ...	110		2	∅	108
TP-LINK ...	106		2	40	64
APPLE ...	105		55	∅	67
JSAUX ...	102		∅	∅	102
REOLINK ...	98		∅	∅	98

### Discounts on Best-Selling Items

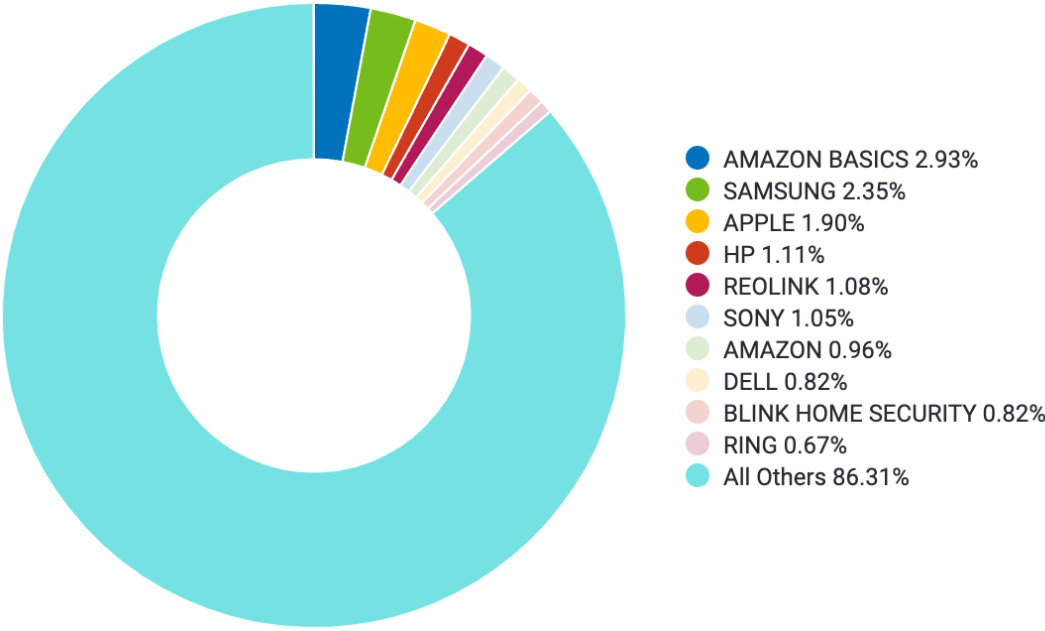
Item ID	Title	Brand	Avg Best Seller Ran ^	Best Promo Price	% Discount
B08MQZXN1X ...	Fire TV Stick 4K Max streaming device, Wi-Fi 6, Alexa Voice Remote (includes TV controls)	AMAZON ...	1.5	\$24.99	54.6%
B08C1W5N87 ...	Fire TV Stick with Alexa Voice Remote (includes TV controls), free & live TV without cable	AMAZON ...	2.5	\$16.99	54.6%
B08XVYZ1Y5 ...	Fire TV Stick 4K, brilliant 4K streaming quality, TV and smart home controls, free and live T	AMAZON ...	4.0	\$22.99	35.8%
B09B8V1LZ3 ...	Echo Dot (5th Gen, 2022 release)   With bigger vibrant sound, helpful routines and Alexa   C	AMAZON ...	4.5	\$22.99	34.5%
B09B8W5FW7 ...	Echo Dot (5th Gen, 2022 release) with clock   Smart speaker with clock and Alexa   Cloud	AMAZON ...	6.5	\$29.99	47.7%
B09WNK39JN ...	Introducing Echo Pop   Full sound compact smart speaker with Alexa   Charcoal	AMAZON ...	7.0	\$17.99	55.0%
B0BDHWDR12 ...	Apple AirPods Pro (2nd Generation) Wireless Earbuds, Up to 2X More Active Noise Cancel	APPLE ...	10.0	\$154.94	10.0%
B08SG2MS3V ...	Blink Video Doorbell   Two-way audio, HD video, motion and chime app alerts and Alexa er	BLINK HOME SECURITY ...	11.5	\$29.99	18.6%
B084DCJKSL ...	Echo Show 8 (2nd Gen, 2021 release)   HD smart display with Alexa and 13 MP camera   C	AMAZON ...	14.5	\$59.99	34.2%
B09G9FPHY6 ...	Apple iPad (9th Generation): with A13 Bionic chip, 10.2-inch Retina Display, 64GB, Wi-Fi, 12	APPLE ...	15.0	\$229.99	13.3%
B09B2SBHQB ...	All-new Echo Show 5 (3rd Gen, 2023 release)   Smart display with 2x the bass and clearer	AMAZON ...	18.0	\$44.99	50.0%
B0BL8WSCH3 ...	Amazon Fire 7 Kids tablet, ages 3-7. Top-selling 7" kids tablet on Amazon - 2022. Set time	AMAZON ...	18.0	\$54.99	50.0%
B0BDHB9Y8H ...	Apple AirPods (3rd Generation) Wireless Earbuds with Lightning Charging Case. Spatial A	APPLE ...	18.5	\$115.78	3.8%
B08KTZ8249 ...	Kindle Paperwhite (8 GB) – Now with a 6.8" display and adjustable warm light – Black	AMAZON ...	22.5	\$89.99	35.7%
B091G4YP57 ...	Fire TV Stick Lite, free and live TV, Alexa Voice Remote Lite, smart home controls, HD stre	AMAZON ...	23.0	\$14.99	50.0%
B0BCH5H2R3 ...	Roku Express (New) HD Streaming Device with High-Speed HDMI Cable and Simple Remo	ROKU ...	23.0	\$19.00	30.1%
B0916TKFF2 ...	Roku Express 4K+   Streaming Player HD/4K/HDR with Roku Voice Remote with TV Contro	ROKU ...	26.0	\$27.00	26.6%
B0BJLXMVMV ...	Apple iPad (10th Generation): with A14 Bionic chip, 10.9-inch Liquid Retina Display, 64GB,	APPLE ...	29.0	\$395.01	10.0%
B0BDJ9FCYP ...	Apple Watch Series 8 [GPS 41mm] Smart Watch w/Starlight Aluminum Case with Starligh	APPLE ...	30.5	\$315.84	0.6%



### 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
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
portable bluetooth speaker ...	59	18	35	3	3
brother label maker tape ...	58	12	38	4	4
ethernet adapter for laptop ...	58	12	36	4	6
ipad pro screen protector ...	58	12	36	4	6
drones with camera for adults ...	57	24	23	4	6
full motion tv wall mount ...	57	12	35	4	6
galaxy a7 lite tablet case ...	57	18	29	4	6
iphone 12 charger cord ...	57	18	31	2	6
usb wireless adapter ...	57	12	36	4	5
blue light glasses ...	56	27	22	3	4
usb c charger cable 3ft ...	56	12	36	4	4
usb to ethernet adapter ...	56	12	36	4	4
charging cord ...	55	12	33	4	6
computer cases for laptops ...	55	12	33	4	6
ethernet cable 50 ft ...	55	12	33	4	6
label maker tape ...	55	10	37	2	6
3ft iphone charger cable ...	54	12	32	4	6
displayport cable ...	54	12	32	4	6

### Top-Sponsored Items



**Best Seller**  
Blink Mini – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two-way audio, easy set up, Works with Alexa – 1 camera (White)  
★★★★☆ ~ 251,480



**Amazon's Choice**  
ORSEN Colorful 8.5 Inch LCD Writing Tablet for Kids, Electronic Sketch Drawing Pad Doodle Board, Toddler Travel Learning Educational Toys Activity Games Birthday...  
★★★★☆ ~ 10,615



Amazon Basics Portable Foldable Photo Studio Box with LED Light, 1 Count (Pack of 1), Black, 25 x 30 x 25 Inches  
★★★★☆ ~ 3,913



Toys,UFO Magic Flying Orb Ball with Lights,Cool Stuff Gadgets Christmas Birthday Gift Ideas for Boy Girl Teen 6 7 8 9 10+ Year,Indoor Outside Hover Boomerang Mini...  
★★★★☆ ~ 1,458



Furbo 360° Dog Camera: [New 2022] Rotating 360° View Wide-Angle Pet Camera with Treat Tossing, Color Night Vision, 1080p HD Pan, 2-Way Audio, Barking Alerts, WiFi,...  
★★★★☆ ~ 3,216



REOLINK E1 Pro 4MP HD Plug-in Home Security Indoor Camera with 2.4/5 GHz Wi-Fi, Auto Tracking, Smart Person/Pet Detection, Multiple Storage Options, Ideal for Baby...  
★★★★☆ ~ 8,680



Alienware X16 R1 Gaming Laptop - 16-inch QHD+ 240Hz Display, Intel Core i9-13900HK, 32GB LPDDR5 RAM, 1TB SSD, NVIDIA GeForce RTX 4080 12GB GDDR6, Windows 11 Home ...  
★★★★☆ ~ 83



Koonie 8-Inch Clip & Desk Fan, 10000mAh Battery Operated Rechargeable Portable Fan, USB Fan with 4 Speeds, Strong Airflow, Sturdy Clamp for Golf Car Office Desk...  
★★★★☆ ~ 8,308



Sony LinkBuds S Truly Wireless Noise Canceling Earbud Headphones with Alexa Built-in, Bluetooth Ear Buds Compatible with iPhone and Android, Earth Blue  
★★★★☆ ~ 2,655

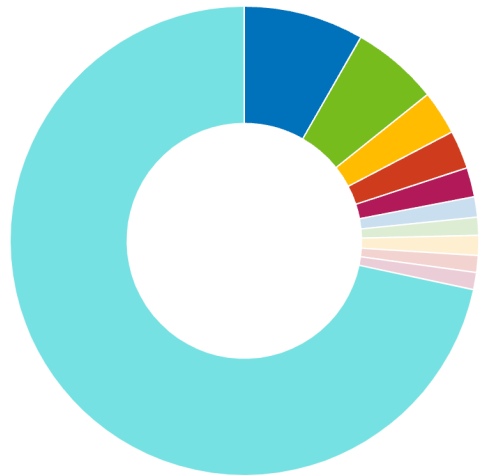


Alienware Aurora R15 Gaming Desktop - AMD Ryzen 9 7900X, 32GB DDR5 RAM, 1TB SSD + 2TB HDD, NVIDIA GeForce RTX 4080 16GB GDDR6X, Dell Service Included, Windows 11...  
★★★★☆ ~ 565

# Electronics – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



APPLE	8.28%
AMAZON	6.01%
SAMSUNG	3.03%
RING	2.65%
JBL	2.02%
BEATS	1.39%
HP	1.25%
SONY	1.36%
BLINK HOME SECURITY	1.17%
ANKER	1.18%
All Others	71.66%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ring doorbell ...	4,462,331	2,711,091 ...
kindle ...	3,375,820	3,102,419 ...
apple watch ...	3,166,269	3,025,563 ...
airpods ...	2,686,840	2,845,698 ...
fire stick ...	2,658,125	2,512,981 ...
ipad ...	2,614,506	2,759,608 ...
kindle paperwhite 2023 ...	2,469,162	2,256,002 ...
tv ...	2,404,008	2,118,100 ...
blink outdoor camera ...	2,264,015	1,885,451 ...
ring camera ...	2,246,292	2,034,256 ...
apple watch series 8 ...	2,148,695	1,784,449 ...
ring doorbell camera wireless ...	1,981,109	686,908 ...
laptop ...	1,948,247	2,548,958 ...
nintendo switch ...	1,938,779	2,669,927 ...
ring camera outdoor wireless ...	1,883,592	1,540,942 ...
apple watch band ...	1,861,597	2,634,539 ...
iphone charger ...	1,810,174	2,497,084 ...

### Top Brands by Share of Sales

NESPRESSO



SOLMO

Orgain

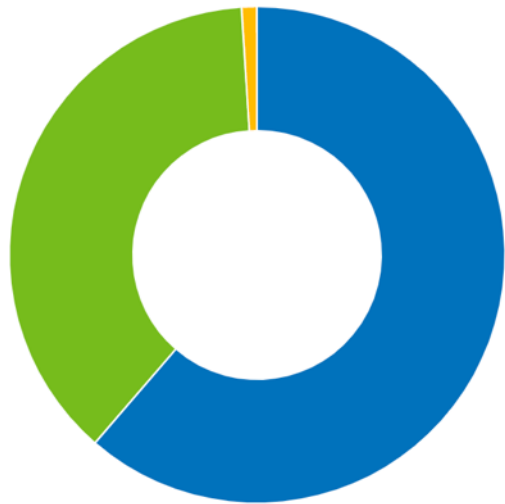
McCafé



poppi



### Badge Breakdown by Type



- Prime Day 61.36%
- Discount 37.65%
- Limited Time Deal 0.99%

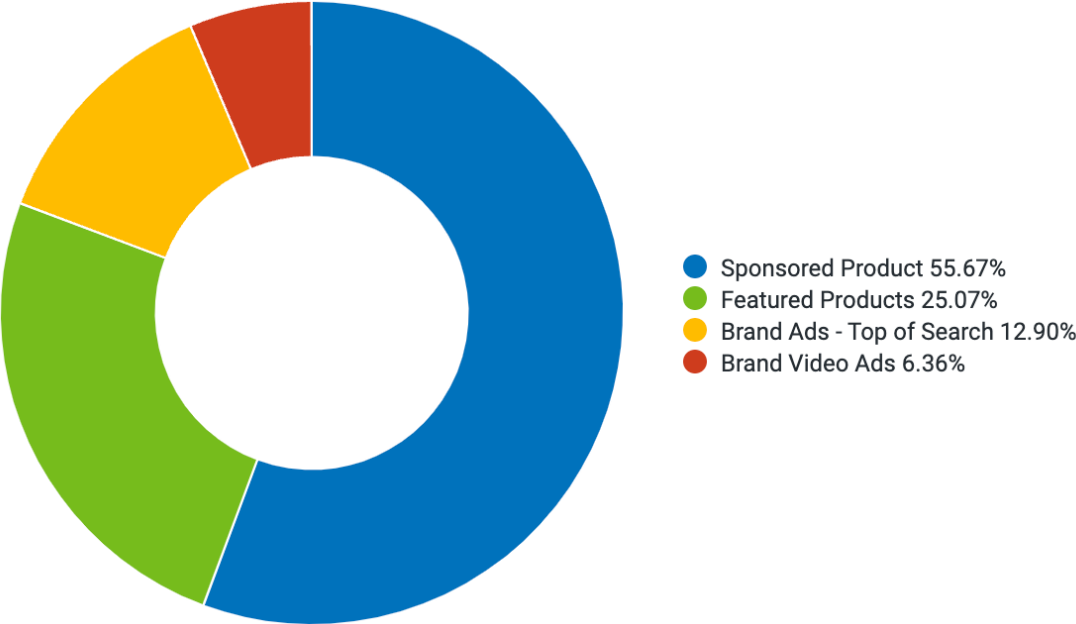
### Top-Promoted Brands

Brand	Item Count	Badge Type >	Discount	Limited Time Deal	Prime Day
Brand	Item Count	▼	Items	Items	Items
HAPPY BELLY ...	124		4	∅	120
SPICEOLOGY ...	121		1	∅	120
UNPRETENTIOUS ...	109		1	∅	108
YUPIK ...	91		∅	∅	91
BIRCH & MEADOW ...	86		6	∅	80
BONES COFFEE COMPANY...	82		∅	∅	82
PURE ORGANIC INGREDIE...	79		1	∅	78
WONDERSLIM ...	79		∅	∅	79
VAHDAM ...	78		7	∅	75
MAUD'S ...	77		∅	∅	77
NATUREVIBE BOTANICALS...	70		∅	∅	70
FGO ...	67		∅	∅	67
EARTHBORN ELEMENTS ...	66		3	∅	63
MCCORMICK ...	52		22	7	24
LINGBOOM ...	49		∅	∅	49
HOBBYLAND ...	46		46	∅	∅

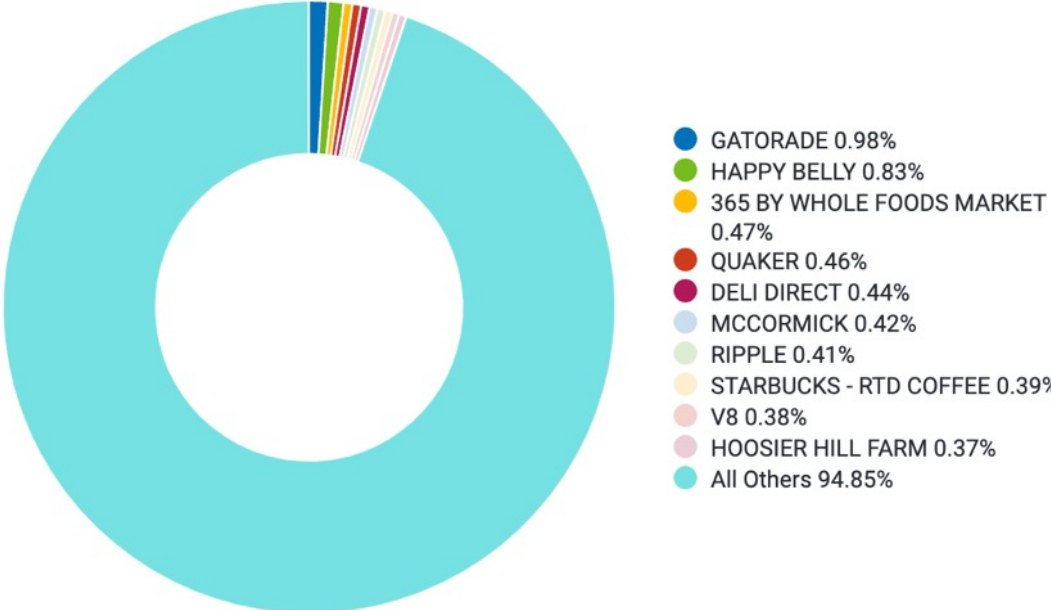
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B076H2J9TZ ...	Frito-Lay Variety Pack, Party Mix, 40 Count	FRITO LAY ...	5.0	\$16.30	23.7%
B000SDKDM4 ...	Lavazza Super Crema Whole Bean Coffee Blend, light-Medium Espresso Roast, 2.2 Pound	LAVAZZA ...	7.5	\$18.86	9.9%
B004CQWWKY ...	FIJI Natural Artesian Water, 16.9 Fl Oz (Pack of 24)	FIJI WATER ...	8.0	\$17.99	19.6%
B094LFK6DF ...	POPPI Sparkling Prebiotic Soda w/ Gut Health & Immunity Benefits, Beverages w/ Apple C	POPPI ...	9.0	\$20.99	24.1%
B00J074W94 ...	Orgain Organic Vegan Protein Powder, Creamy Chocolate Fudge - 21g Plant Based Protein	ORGAIN ...	14.5	\$17.89	35.8%
B07XB745PC ...	CELSIUS Dragonfruit Lime On-the-Go Powder Stick Packs, Zero Sugar 14 Count(Pack of 1)	CELSIUS ...	17.5	\$7.68	53.2%
B06X8Z2W7W ...	PUR Gum   Aspartame Free Chewing Gum   100% Xylitol   Sugar Free, Vegan, Gluten Free &	PUR ...	20.0	\$8.79	13.4%
B01LNKHDAK ...	Quaker Chewy Granola Bars, Chewy & Dipps Variety Pack, 58 Count	QUAKER ...	21.0	\$11.54	19.5%
B09RGKQW2L ...	Cellucor C4 Energy Drink, Skittles, Carbonated Sugar Free Pre Workout Performance Drink	CELLUCOR ...	21.0	\$17.05	32.3%
B07179XBP9 ...	Lay's Potato Chip Variety Pack, 1 Ounce (Pack of 40)	LAY'S ...	22.0	\$14.51	33.6%
B0BQRWY33Y ...	Prime Hydration+ Stick Pack   Electrolyte Drink Mix   10% Coconut Water   250mg BCAAs	PRIME HYDRATION ...	28.5	\$11.99	40.0%
B00TY15G06 ...	McCafe Premium Medium Roast K-Cup Coffee Pods, Premium Roast, 84 Count	MCCAFE ...	32.0	\$41.92	26.2%
B00MWXJPA4 ...	evian Natural Spring Water, Naturally Filtered Spring Water in Large Bottles, 33.81 Fl Oz (P	EVIAN ...	36.0	\$15.93	22.6%
B00FFJ2GRG ...	PLANTERS Deluxe Lightly Salted Whole Cashews, Party Snacks, Plant-Based Protein 18.2	PLANTERS ...	38.5	\$9.98	55.9%
B00ZK6KUUY ...	Zevia Zero Calorie Soda, Rainbow Variety Pack, 12 Ounce Cans (Pack of 24)	ZEVIA ...	40.0	\$15.58	25.8%
B0789FRV55 ...	Propel Powder Packets 4 Flavor Variety Pack With Electrolytes, Vitamins and No Sugar 10	PROPEL ...	47.5	\$13.13	27.0%
B0099HD3YA ...	Nespresso Capsules OriginalLine, Ispirazione Variety Pack, Medium & Dark Roast Espresso	NESPRESSO ...	50.0	\$34.00	15.0%
B00PFDH0IC ...	Jade Leaf Matcha Organic Green Tea Powder - Culinary Grade Premium Second Harvest -	JADE LEAF MATCHA ...	50.5	\$7.96	20.0%
B08DQQVL1H ...	Maud's Super Flavored Coffee Variety Pack, 80ct. Solar Energy Produced Recyclable Singl	MAUD'S ...	52.5	\$31.60	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
coffee whole beans ...	108	40	53	6	9
decaf coffee ...	105	38	48	7	12
pasta noodles ...	105	36	53	8	8
black tea ...	103	44	41	6	12
cheese and crackers snack packs ...	101	29	59	4	9
sugar free gum ...	101	38	45	6	12
bulk snacks ...	100	29	57	5	9
pretzel ...	98	33	55	2	8
coffee pods for keurig coffee maker ...	97	33	48	7	9
green tea ...	97	31	53	4	9
club soda ...	96	36	46	5	9
whole bean coffee ...	96	35	47	6	8
coffee k cup pods ...	95	30	52	7	6
snack ...	95	37	45	6	7
ground coffee ...	94	36	46	6	6
sauce ...	94	35	44	6	9
low calorie ...	93	30	47	7	9
noodles ...	93	33	40	8	12

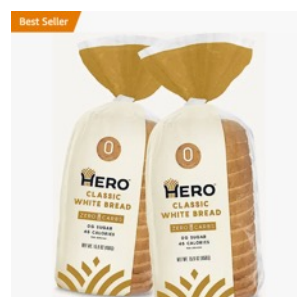
### Top-Sponsored Items



Frito-Lay Snack Time Favorites with Baked, Smartfood, Sunchips and Quaker Chewy Granola Bars Variety Pack, 1 Count (Pack of...  
 Snack Time Favs - 1 Count (Pack of 40)  
 ★★★★★ ~ 96,740



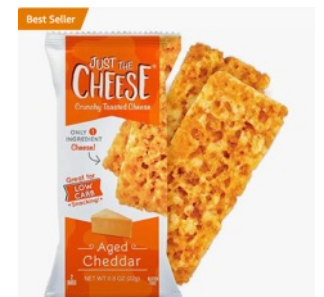
Tostitos Variety Bite Sized Rounds Salsa Cups Nacho Cheese Cups, Chip and Dip Pack, 16 Count  
 Chip and Dip Pack - 16 Piece Set  
 ★★★★★ ~ 29,695



Hero Classic White Bread — Delicious Bread with 0g Net Carb, 0g Sugar, 45 Calories, 11g Fiber per Slice | Tastes Like Regular Bread [...]  
 White - 15 Count (Pack of 2)  
 ★★★★★ ~ 494



Manchego Cheese Whole Wheel - Approx 2 Lbs  
 2.2 Pound (Pack of 1)  
 ★★★★★ ~ 648



Just the Cheese Bars Cheese Crisps | High Protein Baked Keto Snack | Made with 100% Real Cheese | Gluten Free | Low Carb Lifestyle...  
 0.8 Ounce (Pack of 10)  
 ★★★★★ ~ 10,905



Lay's Potato Chip Variety Pack, 1 Ounce (Pack of 40)  
 40ct Variety Pack - 1 Ounce (Pack of 40)  
 ★★★★★ ~ 63,896



FLYBYJING Sichuan Chili Crisp, Gourmet Spicy Tingly Crunchy Hot Savory All-Natural Chili Oil Sauce w/Sichuan Pepper, Versatile Hot...  
 Sichuan Chili Crisp - 6oz - 6 Ounce (Pack of 1)  
 ★★★★★ ~ 6,587



Atkins Endulge Treat Nutty Fudge Brownie Bar. Decadent Brownie Treat with Chocolate Coating and Walnuts. Keto-Friendly. (5 Bars)  
 Nutty Fudge Brownie Bar - 5 Count (Pack of 1)  
 ★★★★★ ~ 29,415



Mr. Tortilla 1 Net Carb Tortilla Wraps (24 Tortillas) | Keto, Low Carb, Reduced Calorie, Vegan, Kosher | Only 15 Calories, Delicious ...  
 Multigrain - 24 Count (Pack of 1)  
 ★★★★★ ~ 19,999

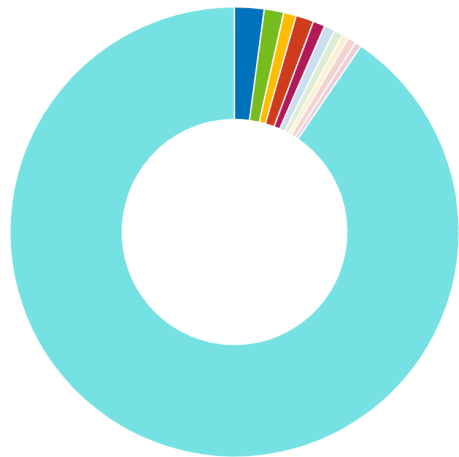


Simple Mills Almond Flour Crackers, Sundried Tomato & Basil - Gluten Free, Vegan, Healthy Snacks, Plant Based, 4.25 Ounce (Pack of 1)  
 Sundried Tomato & Basil - 4.25 Ounce (Pack of 1)  
 ★★★★★ ~ 24,168

# Grocery – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



365 BY WHOLE FOODS MARKET	2.13%
NESPRESSO	1.39%
HAPPY BELLY	0.91%
CELSIUS	1.29%
CELTIC SEA SALT	0.87%
ORGAIN	0.78%
GATORADE	0.63%
GENERIC	0.48%
LIQUID I.V.	0.61%
MCCORMICK	0.44%
All Others	90.47%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
coffee ...	2,706,588	1,225,101 ...
snacks ...	2,532,730	1,668,686 ...
celsius energy drink ...	2,525,813	1,099,967 ...
candy ...	2,419,675	1,496,994 ...
nespresso pods ...	2,305,820	1,468,439 ...
eggs ...	2,160,728	1,895,830 ...
celtic sea salt organic ...	2,039,633	1,551,552 ...
bread ...	2,036,442	1,377,198 ...
celtic salt ...	1,813,367	1,346,027 ...
coffee pods ...	1,810,199	853,704 ...
nespresso pods vertuo ...	1,790,855	1,096,804 ...
freeze dried candy ...	1,741,576	1,324,621 ...
chips ...	1,637,330	1,137,924 ...
liquid iv ...	1,560,239	2,248,668 ...
water ...	1,550,561	1,422,067 ...
protein bars ...	1,423,586	969,248 ...
milk ...	1,374,882	1,280,941 ...

## Top Brands by Share of Sales



VITAL PROTEINS®



ON® OPTIMUM  
NUTRITION



waterpik®



LIQUID IV.®



amazonbasics



Crest



PHILIPS  
sonicare



Bounty®

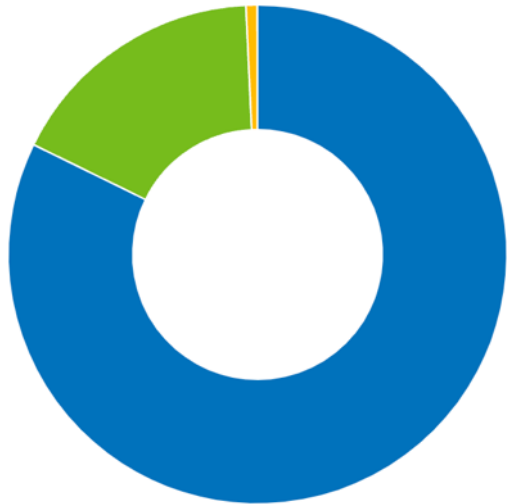


Presto!



Bloom

### Badge Breakdown by Type



- Prime Day 82.27%
- Discount 16.99%
- Limited Time Deal 0.74%

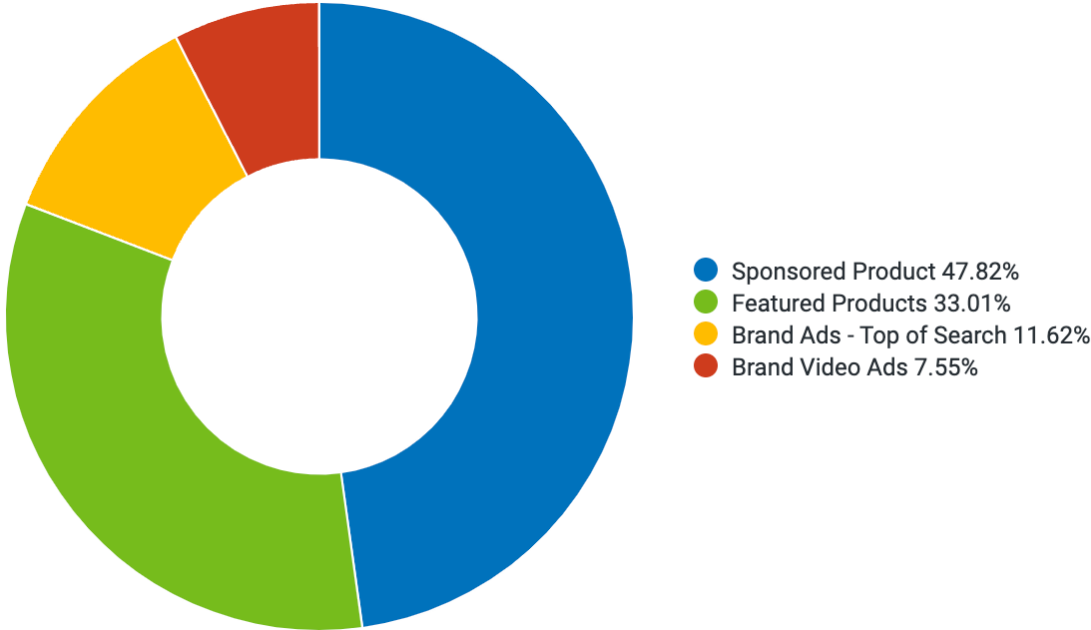
### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
NUTRICOST ...	524	>	1	∅	523
ORTHOCOMFOOT ...	203	>	∅	∅	203
BEST NATURALS ...	191	>	∅	1	190
GNC ...	190	>	31	∅	161
AMAZING NUTRITION ...	186	>	2	∅	184
AMAZON BASICS ...	160	>	4	∅	156
PURE ORGANIC INGREDIENTS ...	159	>	2	∅	157
AMAZON BASIC CARE ...	153	>	1	∅	152
MARYRUTH ORGANICS ...	128	>	∅	∅	128
EDENS GARDEN ...	108	>	∅	∅	108
VITAMATIC ...	107	>	∅	∅	107
AROMATECH ...	102	>	6	∅	96
EBL ...	102	>	∅	∅	102
JACKED FACTORY ...	97	>	3	∅	94
ALINK ...	94	>	∅	∅	94
HIMALAYA ...	93	>	3	∅	90

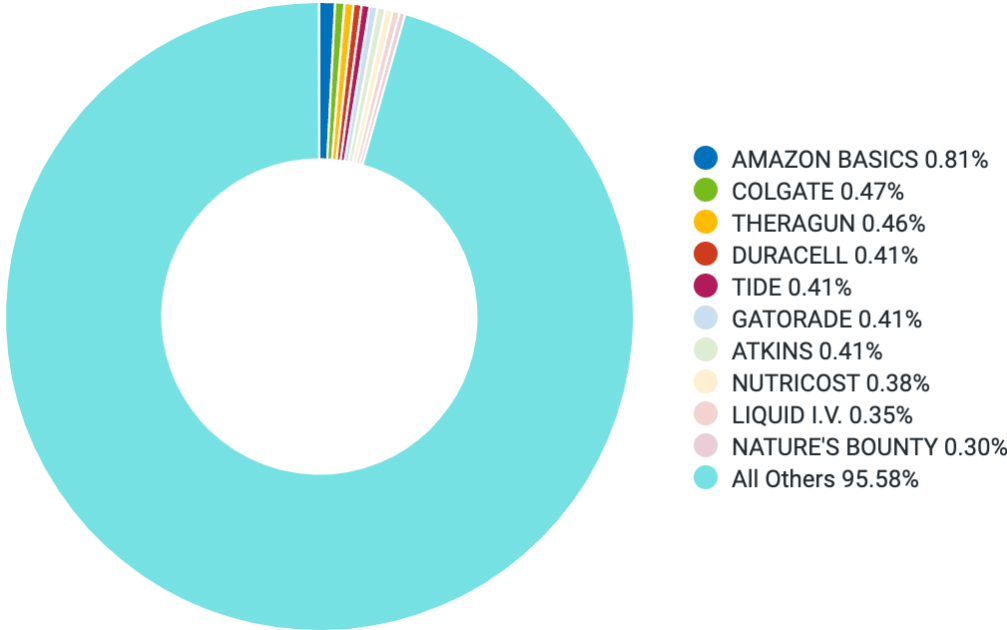
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B09QV3XG8B ...	Vital Proteins Collagen Peptides Powder, Promotes Hair, Nail, Skin, Bone and Joint H	VITAL PROTEINS ...	6.0	\$29.99	30.2%
B074CR89QG ...	Amazon Brand - Presto! Flex-a-Size Paper Towels, 158 Sheet Huge Roll, 12 Rolls (2 P	PRESTO! ...	9.0	\$24.15	14.6%
B093X8QQ12 ...	Amazon Basics Tall Kitchen Drawstring Trash Bags, 13 Gallon, Unscented, 120 Coun	AMAZON BASICS ...	9.0	\$11.86	36.3%
B002DYIZH6 ...	Optimum Nutrition Gold Standard 100% Whey Protein Powder, Double Rich Chocolat	OPTIMUM NUTRITION ...	9.0	\$28.99	19.4%
B01IT9NLHW ...	Liquid I.V. Hydration Multiplier - Lemon Lime - Powder Packets   Electrolyte Drink Mix	LIQUID I.V. ...	12.5	\$17.49	20.3%
B0B3D6TMKS ...	Bloom Nutrition Super Greens Powder Smoothie & Juice Mix - Probiotics for Digestiv	BLOOM NUTRITION ...	14.5	\$27.98	30.0%
B00K6JUG4K ...	Vital Proteins Collagen Peptides Powder with Hyaluronic Acid and Vitamin C, Unflav	VITAL PROTEINS ...	15.0	\$32.49	35.0%
B095CN96JS ...	Amazon Basics 2-Ply Toilet Paper, Unscented, 30 Rolls (5 Packs of 6), White (Previou	AMAZON BASICS ...	15.0	\$21.42	15.0%
B07QTD8JCF ...	Miss Mouth's HATE STAINS CO Stain Remover for Clothes - 4oz 2 Pack of Newborn &	EMERGENCY STAIN RESCUE ...	17.5	\$11.19	20.0%
B09MV5B75Y ...	Dishwasher Cleaner And Deodorizer Tablets - 24 Pack Deep Cleaning Descaler Pods	ACTIVE ...	18.0	\$11.97	14.3%
B074CRK54X ...	Amazon Brand - Presto! 2-Ply Toilet Paper, Ultra-Soft, Unscented, 24 Rolls (4 Packs o	PRESTO! ...	18.5	\$24.08	13.3%
B00FQT4LX2 ...	Glad Protection Series Force Flex Drawstring Fresh Clean Odor Shield 13 Gallon 1/11	GLAD ...	27.5	\$14.99	31.8%
B00Y8MP4G6 ...	Garden of Life Once Daily Dr. Formulated Probiotics for Women 50 Billion CFU 16 Pro	GARDEN OF LIFE ...	28.0	\$23.00	26.6%
B00GL2HMES ...	Nutricost Creatine Monohydrate Micronized Powder 500G, 5000mg Per Serv (5g) - M	NUTRICOST ...	32.0	\$17.15	30.0%
B00DNYXJP8 ...	Charmin Ultra Gentle Toilet Paper, 18 Mega Rolls = 72 Regular Rolls, 6 Count (Pack o	CHARMIN ...	38.0	\$19.17	15.3%
B09BWF1L6 ...	Amazon Basics 2-Ply Paper Towels, Flex-Sheets, 150 Sheets per Roll, 12 Rolls (2 Pac	AMAZON BASICS ...	40.0	\$18.87	17.5%
B07P5K7DQP ...	Pure Encapsulations Magnesium (Glycinate) - Supplement to Support Stress Relief, S	PURE ENCAPSULATIONS ...	47.0	\$24.00	4.4%
B099J2SWXV ...	Dymatize ISO100 Hydrolyzed Protein Powder, 100% Whey Isolate , 25g of Protein, 5.5	DYMATIZE ...	49.0	\$29.99	6.6%
B01NGTV4J5 ...	Cascade Platinum Dishwasher Pods, Dishwasher Detergent, Dishwasher Pod, Dishw	CASCADE ...	52.0	\$16.78	15.8%

### 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
pill organizer ...	113	39	55	7	12
aa batteries ...	99	38	47	5	9
magnesium ...	92	39	44	7	2
protein powder ...	91	34	43	5	9
paper plates ...	87	32	38	6	11
magnesium glycinate ...	86	35	40	6	5
organic protein powder ...	82	31	36	6	9
teeth whitening ...	81	28	40	5	8
kitchen compost bags ...	80	31	36	4	9
baby tooth brush ...	79	31	37	6	5
infant toothbrush ...	79	33	34	5	7
party plates ...	79	33	33	7	6
ashwagandha ...	78	34	31	6	7
baby toothbrush ...	78	30	39	4	5
blue light glasses ...	78	38	23	5	12
creatine monohydrate ...	76	29	34	7	6
aaa battery ...	75	24	42	3	6
adult bibs ...	75	37	25	5	8



### Top-Sponsored Items



Hatch Restore Sound Machine, Sunrise Alarm Clock, Smart Light with Color Library, Customized Sleep Routine, Bedside Reading & Night Light, White Noise, Natural Sleep Al...  
★★★★☆ ~ 8,174



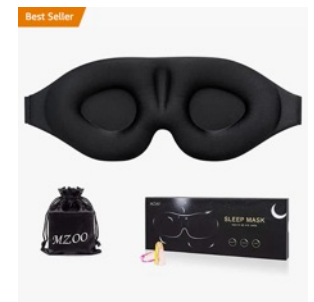
Rocco & Roxie Stain & Odor Eliminator for Strong Odor - Enzyme Pet Odor Eliminator for Home - Carpet Stain Remover for Cats and Dog Pee - Enzymatic Cat Urine Destroye...  
★★★★☆ ~ 105,848



Homedics SoundSleep White Noise Sound Machine, Silver, Small Travel Sound Machine with 6 Relaxing Nature Sounds, Portable...  
1 Count (Pack of 1)  
★★★★☆ ~ 59,758



Atkins Endulge Treat Nutty Fudge Brownie Bar. Decadent Brownie Treat with Chocolatey Coating and Walnuts. Keto-Friendly. (5 Bars)  
Nutty Fudge Brownie Bar - 5 Count (Pack of 1)  
★★★★☆ ~ 29,415



MZOO Sleep Eye Mask for Men Women, 3D Contoured Cup Sleeping Mask & Blindfold, Concave Molded Night Sleep Mask, Block O...  
1 Count (Pack of 1)  
★★★★☆ ~ 84,752



Gatorade Zero With Protein, 10g Whey Protein Isolate, Zero Sugar, Electrolytes, Glacier Cherry, 16.9 Fl Oz, 12 Pack  
Glacier Cherry  
★★★★☆ ~ 14,025



Atkins Endulge Treat Tart Dessert Bar, 1.2 Oz (Pack of 5), Lemon, 1 Count  
Lemon - 5 Count (Pack of 1)  
★★★★☆ ~ 7,720



ChomChom Pet Hair Remover - Reusable Cat and Dog Hair Remover for Furniture, Couch, Carpet, Car Seats or Bedding - Portable, Multi-Surface Lint Roller and Fur Removal...  
★★★★☆ ~ 143,313

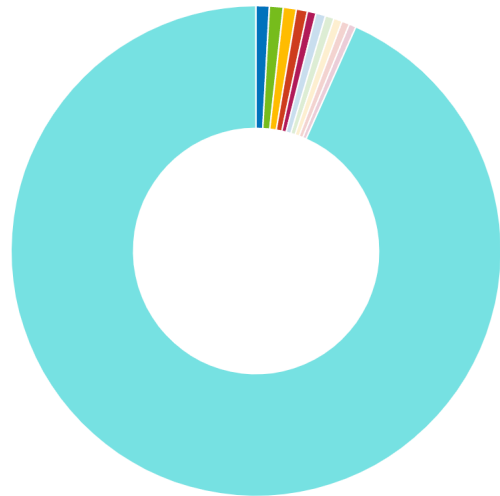


Tide Power Pods Laundry Detergent Pacs with Febreze Sport, 45 Count, Febreze Freshness with Sport Odor Defense  
Other - 45 Count (Pack of 1)  
★★★★☆ ~ 174



Lee Beauty Professional Callus Remover for Feet - 8 Oz, Original, Powerful Formulation - Extra Strength Gel, Home Pedicure Foot Spa...  
8 Ounce (Pack of 1)  
★★★★☆ ~ 55,297

### Most-Visible Brands



AMAZON BASICS	0.87%
CREST	0.92%
ORAL-B	0.85%
LIQUID I.V.	0.74%
ENERGIZER	0.57%
SWIFFER	0.64%
TIDE	0.57%
COLGATE	0.56%
NATURE MADE	0.51%
NATURE'S BOUNTY	0.47%
All Others	93.32%

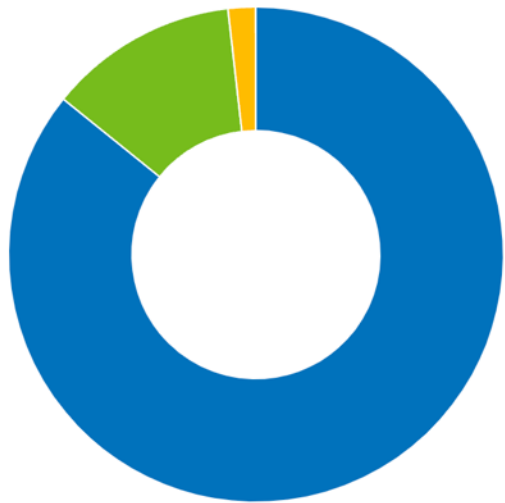
### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
protein powder ...	4,789,188	2,284,877 ...
toilet paper ...	4,068,457	2,827,992 ...
paper towels ...	3,874,137	2,647,294 ...
liquid iv ...	3,779,319	2,248,668 ...
electric toothbrush ...	3,230,510	1,217,446 ...
hismile ...	3,012,676	2,159,599 ...
sex toys ...	2,972,891	2,087,381 ...
vibrator ...	2,945,468	1,926,983 ...
magnesium glycinate ...	2,756,886	2,024,957 ...
creatine monohydrate ...	2,716,355	1,862,942 ...
dildo ...	2,576,357	1,960,077 ...
toothbrush ...	2,574,382	1,518,668 ...
aa batteries ...	2,384,686	1,662,851 ...
magnesium ...	2,288,960	1,579,295 ...
teeth whitening ...	2,179,231	1,392,629 ...
anti snoring devices ...	2,172,646	1,905,873 ...
baby wipes ...	2,144,874	1,784,266 ...

## Top Brands by Share of Sales



### Badge Breakdown by Type



- Prime Day 85.81%
- Discount 12.39%
- Limited Time Deal 1.80%

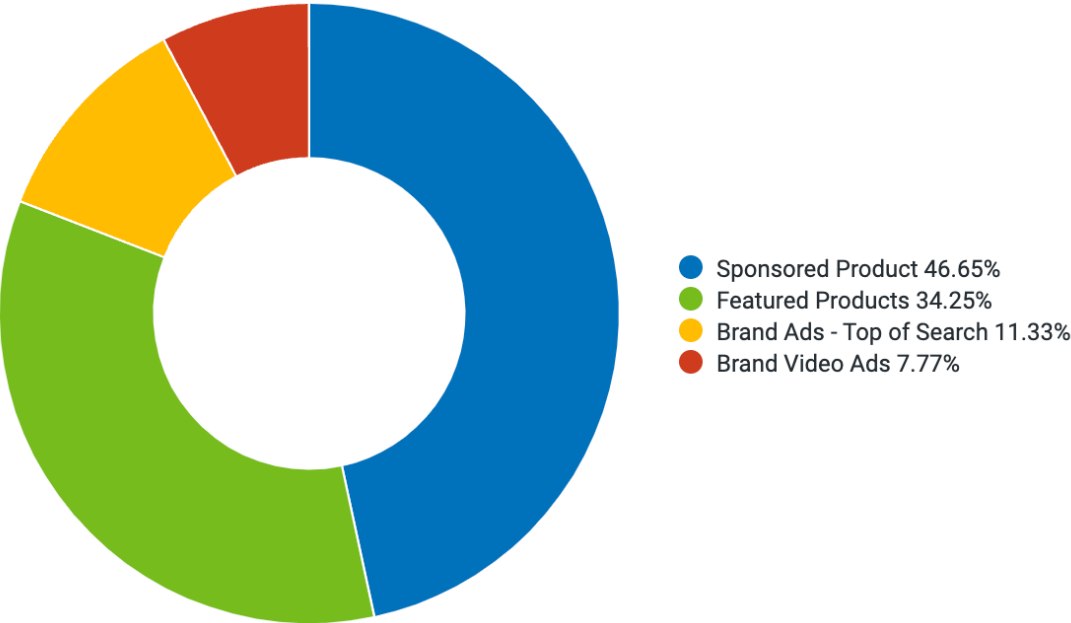
### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
BEDSURE ...	886	∅	∅	886	886
AMAZON BASICS ...	720	24	15	690	690
MIULEE ...	627	2	∅	625	625
H.VERSAILTEX ...	558	5	∅	553	553
NICETOWN ...	444	∅	∅	444	444
CGK UNLIMITED ...	380	1	∅	379	379
LAHOME ...	375	1	∅	374	374
BARE HOME ...	362	11	∅	351	351
LANE LINEN ...	322	1	∅	321	321
PHF ...	306	∅	8	301	301
ZINUS ...	301	28	14	262	262
TRIBESIGNS ...	290	34	2	255	255
LUSH DECOR ...	285	17	14	254	254
JINCHAN ...	284	9	∅	276	276
NULOOM ...	273	44	4	228	228
ELEGANT COMFORT ...	267	18	∅	249	249

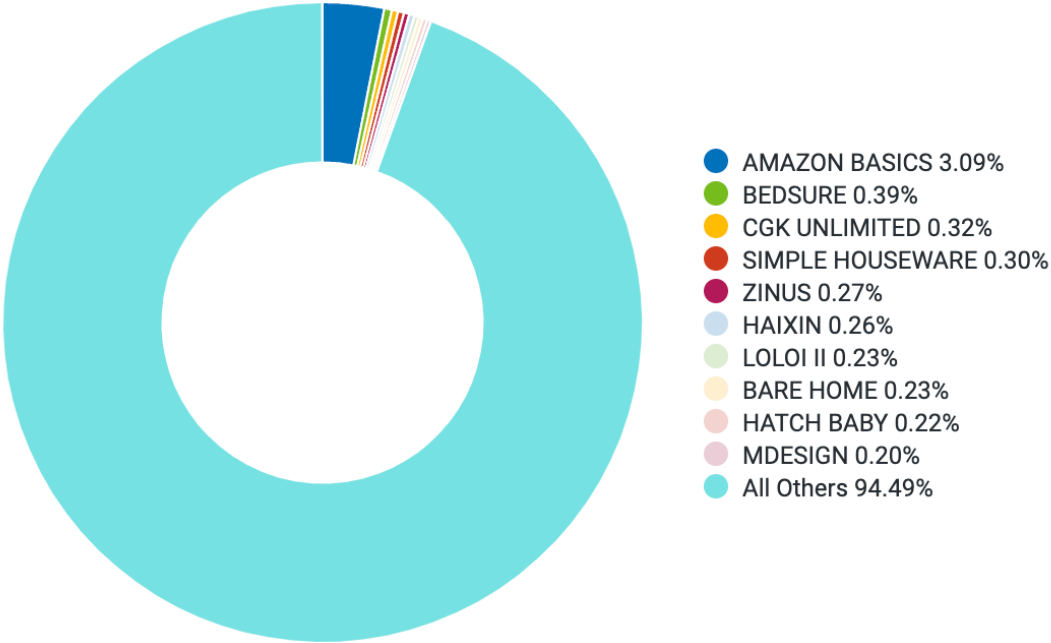
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B01M16WBW1 ...	Queen Size Sheet Set - Breathable & Cooling - Hotel Luxury Bed Sheets - Extra Soft - I	CGK UNLIMITED ...	3.0	\$23.98	20.0%
B09B8W5FW7 ...	Echo Dot (5th Gen, 2022 release) with clock   Smart speaker with clock and Alexa   C	AMAZON ...	3.5	\$29.99	45.7%
B0016HF5GK ...	BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner, Green, 1	BISSELL ...	3.5	\$86.00	30.4%
B0725WFLMB ...	Bedsure Satin Pillowcase for Hair and Skin Queen - Silver Grey Silk Pillowcase 2 Pac	BEDSURE ...	5.5	\$6.29	30.0%
B09T3T1FYN ...	Safer Home SH502 Indoor Plug-In Fly Trap for Flies, Fruit Flies, Moths, Gnats, and Otl	SAFER BRAND ...	7.0	\$17.95	5.5%
B00NX0WXQI ...	Utopia Bedding Queen Bed Sheets Set - 4 Piece Bedding - Brushed Microfiber - Shrin	UTOPIA BEDDING ...	7.0	\$15.95	22.8%
B00NLLUMOE ...	Mellanni Queen Sheet Set - 4 Piece Iconic Collection Bedding Sheets & Pillowcases -	MELLANNI ...	10.5	\$29.72	14.5%
B07QK9C9KT ...	JISULIFE Handheld Mini Fan, 3 IN 1 Hand Fan, Portable USB Rechargeable Small Poc	JISULIFE ...	12.0	\$14.39	20.0%
B01LYNW421 ...	Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 - Down Alterna	BECKHAM LUXURY LINENS ...	13.5	\$56.59	4.5%
B071RVW4ZY ...	LuxClub 6 PC Queen Sheet Set, Bamboo Sheets Queen Size, Deep Pockets 18" Eco F	LUXCLUB ...	15.0	\$27.96	20.0%
B01NBND1T ...	Utopia Bedding Throw Pillows Insert (Pack of 2, White) - 18 x 18 Inches Bed and Cou	UTOPIA BEDDING ...	19.0	\$13.59	12.6%
B003PWNH4Q ...	SafeRest Mattress Protector - Queen Size Cotton Terry Waterproof Mattress Protecto	SAFEREST ...	21.5	\$35.82	5.7%
B08XZ2KQZR ...	Luxury Rug, Extra Soft and Absorbent Microfiber Rugs, Non-Slip Plush Shaggy Bath C	OLANLY ...	24.0	\$9.59	11.9%
B0725GYNG6 ...	Amazon Basics Silicone, Non-Stick, Food Safe Baking Mat, Pack of 2, New Beige/Gra	AMAZON BASICS ...	25.5	\$10.77	13.3%
B09MKPDJRT ...	Dreo Nomad One Tower Fans for Home, 24ft/s Velocity Quiet Cooling Fan, 90° Oscill	DREO ...	28.0	\$56.51	6.8%
B00NESCOY0 ...	Utopia Bedding Quilted Fitted Mattress Pad (Queen) - Elastic Fitted Mattress Protect	UTOPIA BEDDING ...	28.5	\$14.29	22.9%
B08911JGGW ...	JISULIFE Portable Neck Fan, Hands Free Bladeless Fan, 4000 mAh Battery Operated	JISULIFE ...	29.0	\$23.99	25.0%
B092ZDHJMN ...	Fab totes 6 Pack Clothes Storage, Foldable Blanket Storage Bags, Storage Container	FAB TOTES ...	30.5	\$21.66	7.9%
B00U6HREPB ...	Utopia Bedding Zippered Mattress Encasement Queen - 100% Waterproof and Bed B	UTOPIA BEDDING ...	31.0	\$15.75	31.2%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Home & Kitchen – Prime Day 2023

## Sponsorship Activity



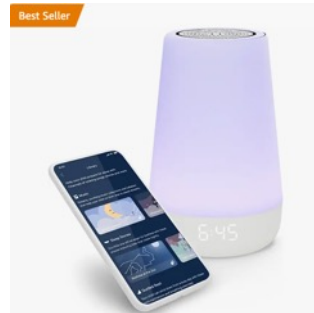
### Top-Sponsored Keywords

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
coffee maker ...	87		29	40	6	12
toddler desk ...	87		35	42	3	7
neck fan ...	78		29	35	7	7
stanley 40 oz tumbler with handle ...	78		40	22	7	9
nursery glider ...	75		34	26	8	7
air purifiers ...	72		23	34	6	9
bed frames queen size ...	72		24	38	4	6
bed full size ...	72		24	38	4	6
closet dresser ...	72		24	38	4	6
closet shelf organizer ...	72		24	38	4	6
full size bed frames ...	72		24	38	4	6
basement window curtains ...	71		23	38	4	6
glider chair for nursery ...	71		32	23	8	8
melamine plates ...	71		24	40	1	6
microfiber sheets ...	71		24	38	3	6
organization and storage closet ...	71		24	37	4	6
princess bed ...	71		30	27	5	9
queen size platform bed frame ...	71		24	38	4	5

### Top-Sponsored Items



Closet Organizers and Storage - Trunk Organizer, Dorm Room Essentials, 8.4 Gal Collapsible Storage Bins, Stackable Closet Organizer, Plastic Car Organizer, 3 Pack Dor...  
★★★★☆ ~ 1,955



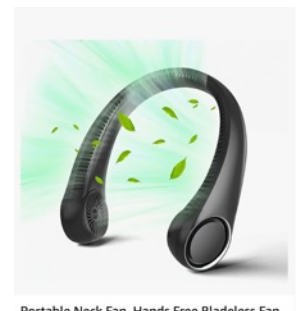
**Best Seller**  
Hatch Rest Baby Sound Machine, Night Light | 2nd Gen | Sleep Trainer, Time-to-Rise Alarm Clock, White Noise Soother, Music & Stories...  
★★★★☆ ~ 37,370



Hatch Rest+ Baby & Kids Sound Machine | 2nd Gen | Child's Night Light, Alarm Clock, Toddler Sleep Trainer, Time-to-Rise, White...  
★★★★☆ ~ 8,041



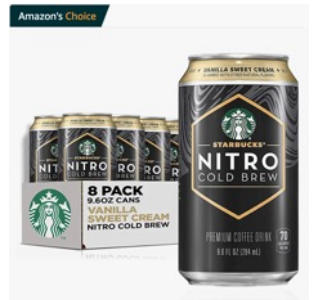
Homedics SoundSleep White Noise Sound Machine, Silver, Small Travel Sound Machine with 6 Relaxing Nature Sounds, Portable...  
1 Count (Pack of 1)  
★★★★☆ ~ 59,756



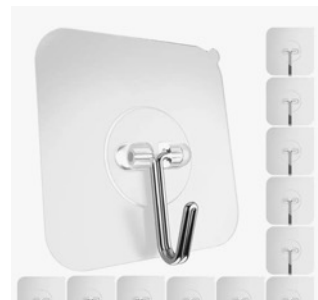
Portable Neck Fan, Hands Free Bladeless Fan, 360° Cooling Personal Fan, Wearable Quiet Fan for Outdoor Indoor, Birthday Gifts for Men Women Mom Dad, 4000mAh Battery...  
Battery Powered  
★★★★☆ ~ 1,848



LEGO Icons Flower Bouquet 10280 Building Decoration Set - Artificial Flowers with Roses, Decorative Home Accessories, Gift for Him and Her, Botanical Collection and Table Art...  
★★★★☆ ~ 16,279



**Amazon's Choice**  
Starbucks Nitro Cold Brew, Vanilla Sweet Cream 9.6 fl oz Can (8 Pack) (Packaging May Vary)  
Liquid - 9.6 Fl Oz (Pack of 8)  
★★★★☆ ~ 8,695



GLUIT All Purpose Hooks Heavy Duty 22 lbs Waterproof Adhesive Wall Hooks for Home Office and Outdoor 12 Pack  
★★★★☆ ~ 14,751



Victor Allen's Coffee Caramel Macchiato Flavored, Medium Roast, 42 Count, Single Serve Coffee Pods for Keurig K-Cup Brewers K-Cups/Pods - 42 Count (Pack of 1)  
★★★★☆ ~ 90,499



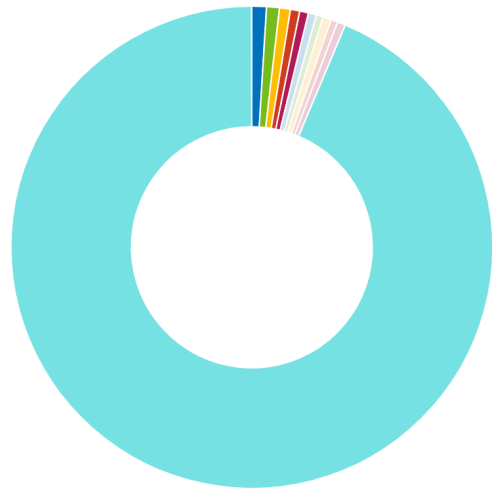
Starbucks Nitro Cold Brew, Black Unsweetened, 9.6 fl oz Can (8 Pack) (Packaging May Vary) Cream - 9.6 Fl Oz (Pack of 8)  
★★★★☆ ~ 8,695



# Home & Kitchen – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



● AMAZON BASICS 0.99%
● STANLEY 0.85%
● NINJA 0.73%
● YETI 0.62%
● BISSELL 0.59%
● BEDSURE 0.55%
● BLACK+DECKER 0.45%
● ZINUS 0.57%
● FURINNO 0.46%
● SHARK 0.53%
● All Others 93.66%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
queen sheet set ...	1,500,890	954,411 ...
coffee pods ...	1,496,973	853,704 ...
shark vacuum ...	1,483,356	1,116,217 ...
milk frother ...	1,479,046	791,327 ...
vacuum cleaners for home ...	1,470,092	1,177,523 ...
closet organizers and storage ...	1,455,322	988,778 ...
organization and storage ...	1,453,282	719,210 ...
floating shelves ...	1,427,487	1,030,861 ...
sofa ...	1,426,154	1,014,315 ...
steamer ...	1,423,780	565,865 ...
sheets ...	1,419,051	279,900 ...
blender ...	1,416,264	1,389,009 ...
comforter for queen size bed ...	1,415,928	636,152 ...
drawer organizer ...	1,406,701	1,076,521 ...
bed sheets ...	1,397,158	275,023 ...
steam cleaner ...	1,386,783	483,131 ...
kitchen ...	1,382,049	703,699 ...

## Top Brands by Share of Sales



**YETI**<sup>®</sup>



Instant Pot<sup>®</sup>



**NINJA**<sup>®</sup>



**CAROTE**



amazonbasics



Rubbermaid



**STANLEY**<sup>®</sup>



bentgo<sup>®</sup>  
stay fresh



**COSORI**



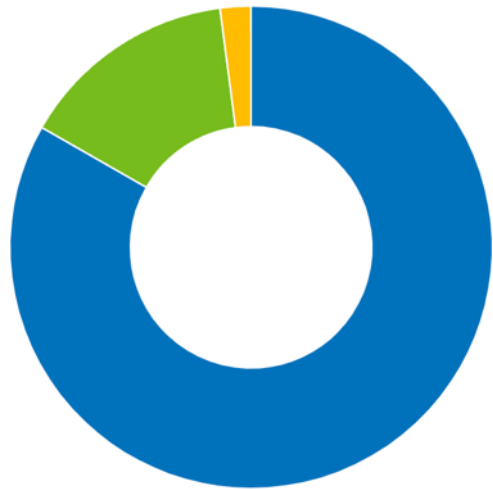
**Fullstar**  
kitchen innovation

# Kitchen & Dining – Prime Day 2023

## Promotions



### Badge Breakdown by Type



- Prime Day 83.27%
- Discount 14.66%
- Limited Time Deal 2.06%

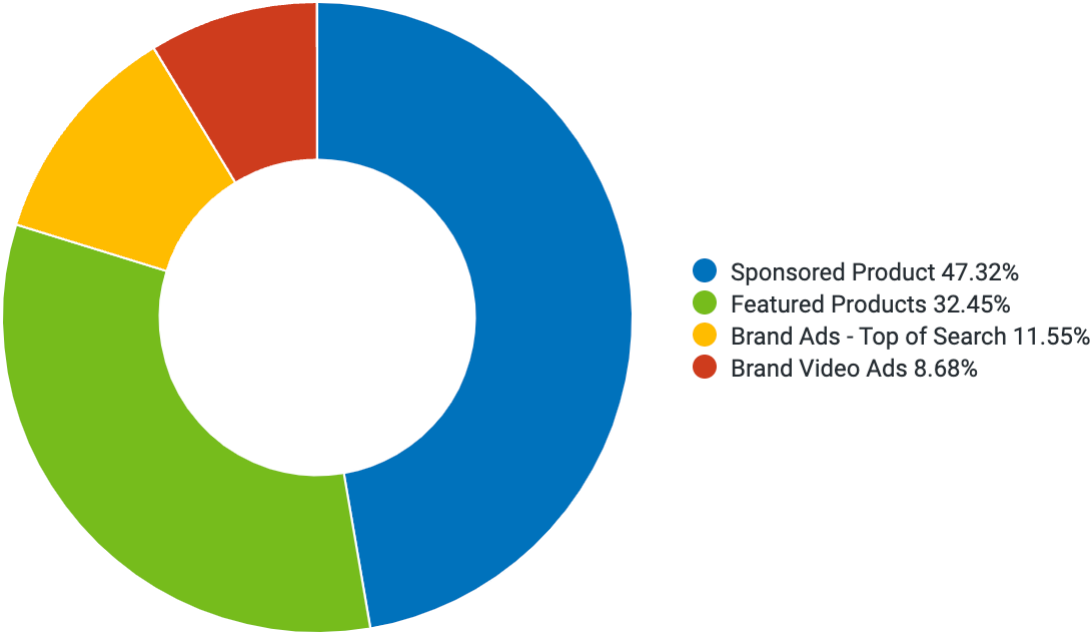
### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
			Items	Items	Items
KITCHENAID ...	212		15	81	116
DII ...	191		17	177	∅
IRON °FLASK ...	180		2	∅	178
ARTOID MODE ...	136		2	2	132
PATELAI ...	128		107	∅	21
DOWAN ...	126		∅	∅	126
DALSTRONG ...	120		31	∅	114
MAISON D' HERMINE ...	110		∅	∅	110
ELITE GOURMET ...	107		13	2	92
SWEEJAR ...	107		∅	1	106
MARTHA STEWART ...	95		11	∅	84
WALFOS ...	94		∅	∅	94
SWEESE ...	93		2	∅	91
SWIG LIFE ...	91		6	∅	85
ZULAY KITCHEN ...	90		1	3	86
MORETOES ...	89		1	∅	89

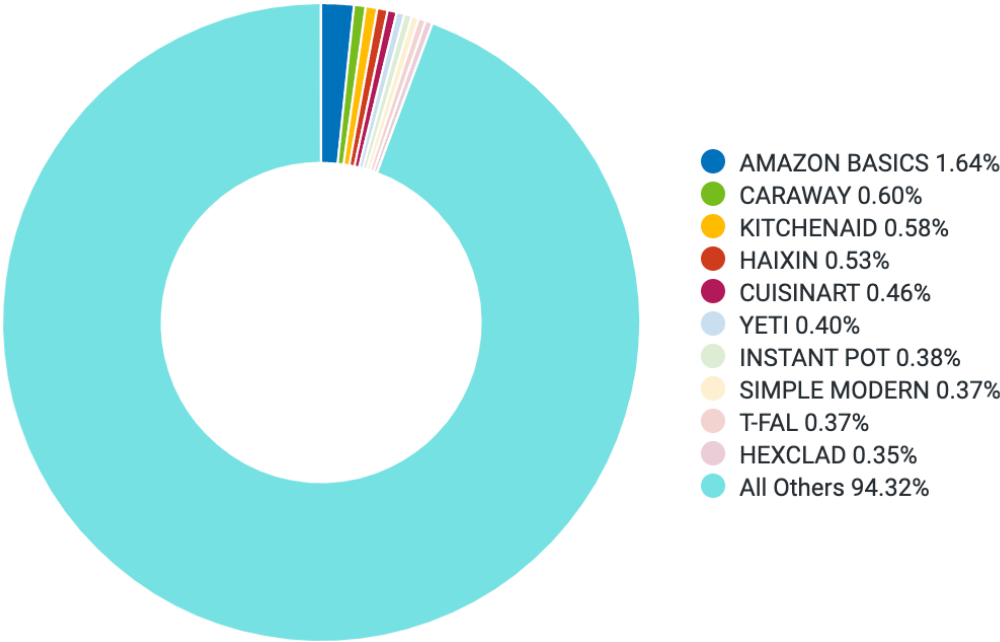
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B0B2K47S1T ...	CAROTE 11pcs Pots and Pans Set, Nonstick Cookware Set Detachable Handle, Induc	CAROTE ...	3.0	\$59.89	21.2%
B0842RPRKR ...	YETI Rambler 12 oz. Colster Slim Can Insulator for the Slim Hard Seltzer Cans, Black	YETI ...	3.5	\$12.50	45.7%
B0725GYNG6 ...	Amazon Basics Silicone, Non-Stick, Food Safe Baking Mat, Pack of 2, New Beige/Gra	AMAZON BASICS ...	7.0	\$10.77	12.0%
B00S93EQUK ...	Alpha Grillers Instant Read Meat Thermometer for Grill and Cooking. Best Waterproo	ALPHA GRILLERS ...	11.0	\$12.79	20.0%
B09YH5CPQP ...	Vegetable Chopper, Pro Onion Chopper, Multifunctional 13 in 1 Food Chopper, Kitche	MAIPOR ...	14.0	\$17.99	5.8%
B0764HS4SL ...	Fullstar Vegetable Chopper - Spiralizer Vegetable Slicer - Onion Chopper with Contair	FULLSTAR ...	14.5	\$23.99	20.0%
B08B115T54 ...	Bentgo® Kids Prints Leak-Proof, 5-Compartment Bento-Style Kids Lunch Box - Ideal	BENTGO ...	17.0	\$23.99	20.0%
B0BNX6K3T8 ...	Stanley Quencher H2.0 FlowState Stainless Steel Vacuum Insulated Tumbler with Lic	STANLEY ...	18.0	\$35.00	19.7%
B07YP2VH4B ...	KitchenAid Classic Multifunction Can Opener / Bottle Opener, 8.34-Inch, Black	KITCHENAID ...	18.5	\$8.54	24.5%
B01M9I779L ...	DASH Mini Maker for Individual Waffles, Hash Browns, Keto Chaffles with Easy to Cle	DASH ...	19.0	\$9.20	14.8%
B08N9Q24M9 ...	Mueller Pro-Series 10-in-1, 8 Blade Vegetable Chopper, Onion Mincer, Cutter, Dicer, Eg	MUELLER AUSTRIA ...	21.0	\$25.19	16.0%
B07PZF3QS3 ...	KitchenAid All Purpose Shears with Protective Sheath, One Size, Black	KITCHENAID ...	28.5	\$6.62	26.4%
B07GX6TRQX ...	Swedish Wholesale Swedish DishCloths for Kitchen- 10 Pack Reusable Paper Towels	SWEDISH WHOLESALE ...	43.0	\$13.97	26.5%
B08NCG2YPF ...	THERMOS FUNTAINER 10 Ounce Stainless Steel Vacuum Insulated Kids Food Jar wi	THERMOS ...	43.0	\$14.03	19.9%
B09CYDRFWQ ...	KitchenClouds Kitchen Mat Cushioned Anti Fatigue Rug 17.3"x28" Waterproof, Non S	KITCHENCLOUDS ...	48.5	\$15.99	20.0%
B08FLKHG8J ...	Kitchen Shears, iBayam Kitchen Scissors Heavy Duty Meat Scissors Poultry Shears, I	IBAYAM ...	53.5	\$7.19	19.0%
B07RKRK7FD ...	Wevac Vacuum Sealer Bags 8x50 Rolls 2 pack for Food Saver, Seal a Meal, Weston. C	WEVAC ...	54.0	\$14.39	9.4%
B09QKTQ9TB ...	Drinking Glasses with Bamboo Lids and Glass Straw 4pcs Set - 16oz Can Shaped Gla	NETANY ...	56.0	\$19.97	13.1%
B07FVQLBL3 ...	Kitchen Mama Auto Electric Can Opener: Open Your Cans with A Simple Push of But	KITCHEN MAMA ...	57.0	\$20.99	30.0%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Kitchen & Dining – Prime Day 2023

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword			Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
stanley 40 oz tumbler with handle ...		78	40	22	7	9
melamine plates ...		71	24	40	1	6
dish set for 6 ...		68	24	34	4	6
disposable air fryer paper liners ...		68	24	34	4	6
petit pot ...		68	28	29	2	9
sauce bottles ...		68	22	38	2	6
dishes set for 12 ...		67	24	33	4	6
parchment paper for baking ...		67	23	34	4	6
unbleached parchment paper ...		67	24	34	4	5
bakeware sets ...		66	23	33	4	6
cotton napkins ...		66	23	34	3	6
non stick frying pans ...		66	24	34	4	4
air fryer ...		65	20	32	3	10
parchment paper sheets ...		65	24	32	4	5
place mats ...		65	23	32	4	6
silicone straw ...		65	22	33	4	6
stasher silicone reusable storage bag ...		65	21	36	2	6
white dinnerware set ...		65	23	33	3	6

### Top-Sponsored Items



Closet Organizers and Storage - Trunk Organizer, Dorm Room Essentials, 8.4 Gal Collapsible Storage Bins, Stackable Closet Organizer, Plastic Car Organizer, 3 Pack Dor...  
★★★★★ ~ 1,955



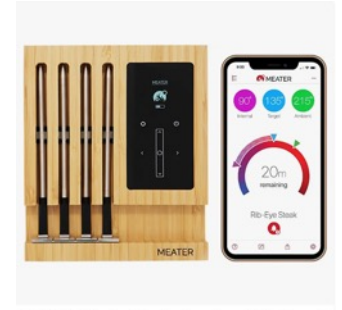
**Best Seller**  
KitchenAid Full Size Dish Rack, Light Grey  
★★★★★ ~ 21,354



Purple Back Cushion | Pressure Reducing Grid Designed for Ultimate Comfort | Designed for Chairs, Gaming, and Travel | Made in The USA  
★★★★★ ~ 1,360



Purple Double Seat Cushion | Pressure Reducing Grid Designed for Ultimate Comfort | Designed for Office Chairs | Made in The...  
★★★★★ ~ 1,655



MEATER Block: 4-Probe Premium WiFi Smart Meat Thermometer | for BBQ, Oven, Grill, Kitchen, Smoker, Rotisserie | iOS & Android App | Apple Watch, Alexa Compatible |...  
★★★★★ ~ 4,910



SAMIGO Silicone Baby Spoons Self Feeding 6+ Months - Infant Toddler Utensils - First Stage Baby Led Weaning Feeding Supplies -...  
★★★★★ ~ 439



Amazon Basics Tritan Locking Food Storage Container, 10 Pieces, 5 Count (5 Containers With 5 Lids), Clear  
★★★★★ ~ 8,407



Upward Baby Spoons 3 pack - Baby Spoons Self Feeding 6 Months - Chewable Toddler Utensils with Anti Choke Barrier - Silicone baby spoons - Baby Utensils & Baby Feeding...  
★★★★★ ~ 4,855



WeeSprout Toddler Utensils, 3 Forks & 3 Spoons, 18/8 Stainless Steel & Food Grade Silicone, Thick Easy-Grip Handles, Perfect Length for New Self Feeders, Gentle On...  
★★★★★ ~ 353

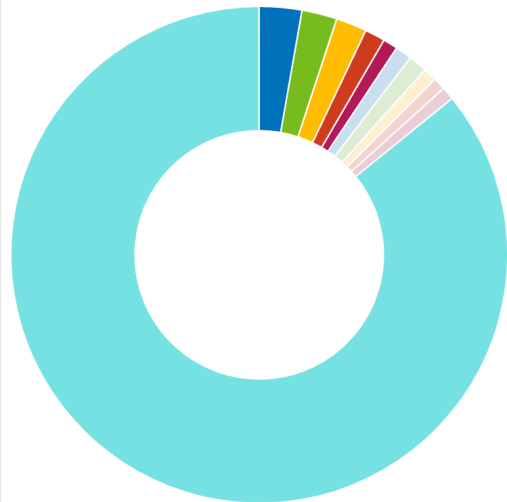


**Best Seller**  
Keurig K-Express Coffee Maker, Single Serve K-Cup Pod Coffee Brewer, Black  
★★★★★ ~ 13,022

# Kitchen & Dining – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



STANLEY	2.76%
NINJA	2.31%
YETI	2.00%
CUISINART	1.33%
OXO	0.96%
HAMILTON BEACH	1.08%
BENTGO	1.20%
KEURIG	0.88%
SIMPLE MODERN	0.81%
ELITE GOURMET	0.84%
All Others	85.84%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
stanley 40 oz tumbler with handle ...	4,261,334	2,627,457 ...
yeti ...	3,363,268	1,365,770 ...
air fryer ...	3,072,121	2,730,694 ...
stanley ...	2,881,308	1,689,770 ...
coffee maker ...	2,832,596	2,065,502 ...
stanley cup ...	2,824,470	1,770,620 ...
pots and pans set ...	2,764,670	1,759,527 ...
stanley 30 oz tumbler with handle ...	2,495,020	1,564,249 ...
ninja creami ...	2,465,652	2,475,005 ...
lunch box ...	2,389,478	1,326,820 ...
knife set ...	2,363,442	1,168,838 ...
yeti tumbler ...	2,084,605	909,024 ...
vegetable chopper ...	1,959,435	818,938 ...
silverware set ...	1,914,482	1,012,578 ...
mini fridge ...	1,850,196	2,356,909 ...
bento lunch box ...	1,804,678	543,269 ...
dish drying rack ...	1,768,778	1,338,114 ...



## Top Brands by Share of Sales

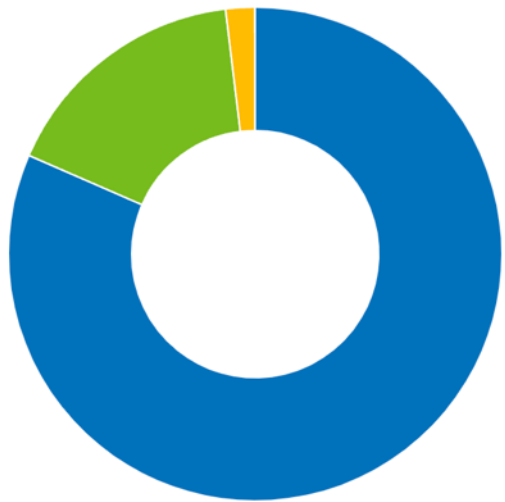


# Office Products – Prime Day 2023

## Promotions



### Badge Breakdown by Type



- Prime Day 81.54%
- Discount 16.54%
- Limited Time Deal 1.92%

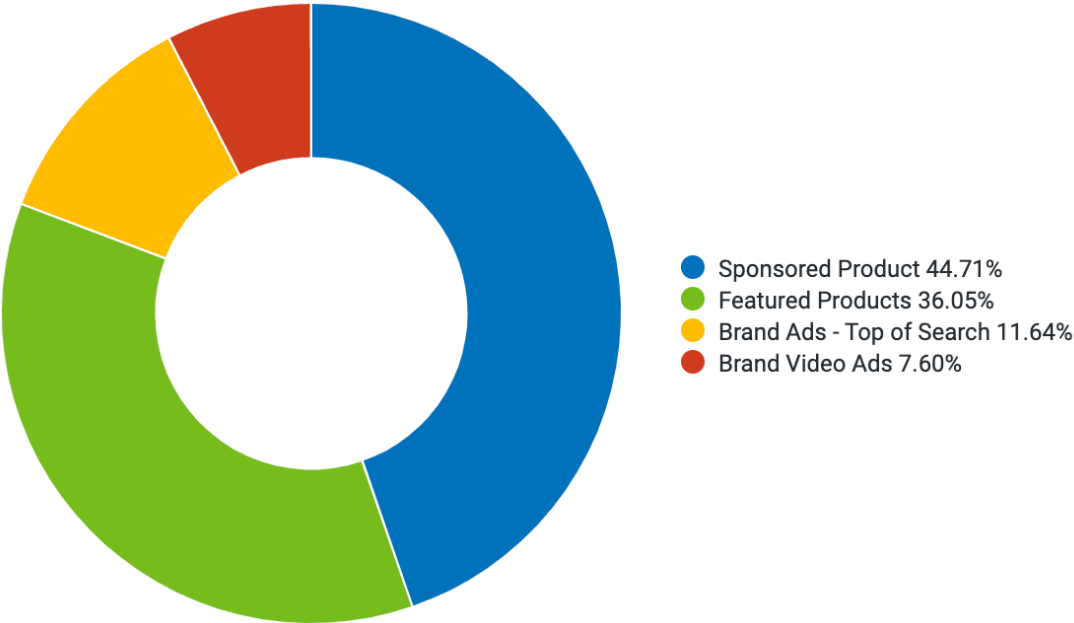
### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
EOOUT ...	296	1	∅	295	
OUTUS ...	264	220	∅	46	
PLIFAL ...	219	∅	∅	219	
AMAZON BASICS ...	156	5	2	149	
ZONON ...	153	126	∅	28	
ERIN CONDREN ...	152	79	∅	73	
ARTFAN ...	145	1	3	144	
SUNEE ...	142	12	2	134	
MAAIBOK ...	123	∅	2	122	
ARTEZA ...	114	1	∅	113	
SHUTTLE ART ...	111	∅	∅	111	
NICPRO ...	110	2	∅	108	
PILOT ...	104	48	18	38	
PHOMEMO ...	103	1	∅	102	
MAXGEAR ...	97	1	∅	96	
TELING ...	87	69	∅	18	

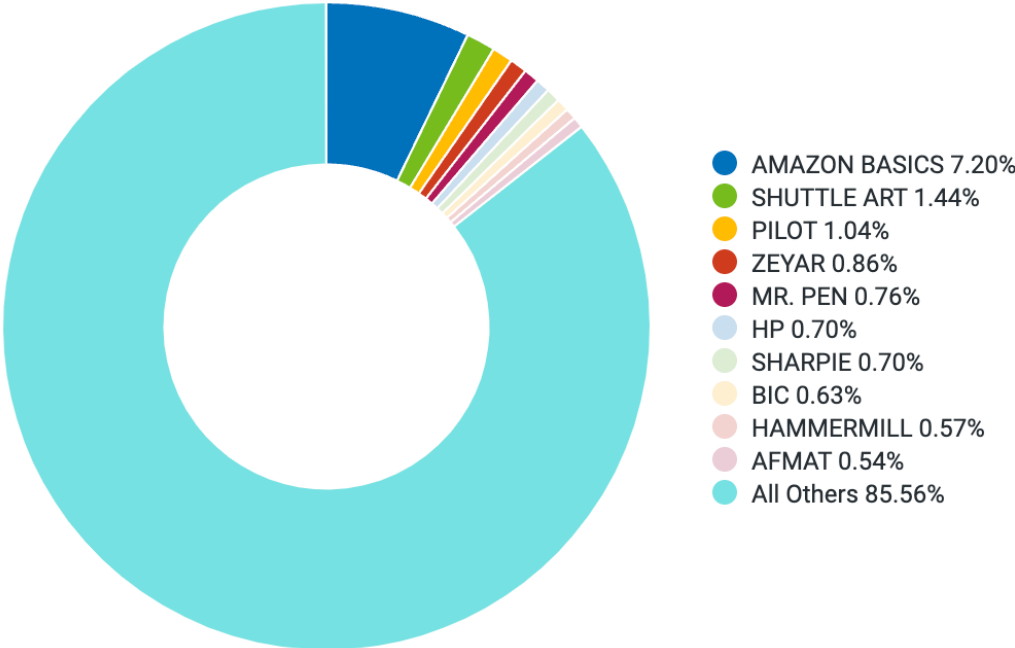
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B000QQ01DK ...	EXPO Low Odor Dry Erase Markers, Fine Tip, Black, 36 Count	EXPO ...	3.0	\$15.72	18.8%
B00UHUKKHQ ...	SHARPIE Electro Pop Permanent Markers, Fine Point, Assorted Colors, 24 Count	SHARPIE ...	3.0	\$12.28	69.2%
B01HAREUK6 ...	Paper Mate Felt Tip Pens Flair Marker Pens, Medium Point, Assorted, 24 Count	PAPER MATE ...	6.5	\$14.54	18.5%
B002762NPU ...	SHARPIE Flip Chart Markers, Bullet Tip, Assorted Colors, 8 Pack	SHARPIE ...	16.5	\$7.99	49.7%
B000J07BRQ ...	Scotch Heavy Duty Packaging Tape, 1.88" x 22.2 yd, Designed for Packing, Shipping &	SCOTCH ...	27.5	\$11.85	22.1%
B00302RXS8 ...	Five Star Spiral Notebook + Study App, 3-Subject, College Ruled Paper, Fights Ink Ble	FIVE STAR ...	28.5	\$4.06	49.2%
B082F5ZLS5 ...	Leather Desk Pad Protector, Mouse Pad, Office Desk Mat, Non-Slip PU Leather Desk B	AOTHIA ...	31.0	\$11.89	15.0%
B0819FJLH7 ...	BIC Brite Liner Grip Pastel Highlighter Set, Chisel Tip, 12-Count Pack of Pastel Highli	BIC ...	34.0	\$4.89	24.1%
B072J37ZZD ...	Elmer's Liquid School Glue, Washable, 4 Ounces Each, 12 Count - Great for Making S	ELMER'S ...	37.0	\$5.28	69.1%
B00303EUZQ ...	Five Star 2-Pocket Folder, Plastic Folder with Stay-Put Tabs and Prong Fasteners, Fits	FIVE STAR ...	38.5	\$1.69	66.1%
B07WQ1VZKW ...	(8 Pack) Sticky Notes 3x3 Inches, Bright Colors Self-Stick Pads, Easy to Post for Hom	VANPAD ...	45.0	\$7.99	20.0%
B0B5SW6381 ...	TushGuard Seat Cushion, Office Chair Cushions, Car Seat Cushion, Non-Slip Sciatica	TUSHGUARD ...	45.0	\$14.99	24.2%
B0834J2SVR ...	Bonsaii Paper Shredder for Home Use, 6-Sheet Crosscut Paper and Credit Card Shrec	BONSAILI ...	47.0	\$29.99	11.8%
B00006IFIM ...	EXPO Low Odor Dry Erase Marker Starter Set, Fine Tip, Assorted Colors, 7-Piece Kit	EXPO ...	48.0	\$7.49	57.7%
B09BDFZ9WC ...	Sharpie S-Gel, Gel Pens, Sleek Metal Barrel, Matte Black, Medium Point (0.7mm), Bla	SHARPIE ...	52.0	\$5.59	56.9%
B001FM66CI ...	Swingline Staples, Standard Staplers for Desktop Staplers, 1/4" Length, 210/Strip, 50	SWINGLINE ...	55.0	\$1.00	75.0%
B0010JEJPC ...	Scotch Thermal Laminator, 2 Roller System for a Professional Finish, Use for Home,	SCOTCH ...	56.0	\$31.81	3.9%
B001CD9RRG ...	BIC Xtra-Strong Thick Lead Mechanical Pencil, With Colorful Barrel Thick Point (0.9m	BIC ...	70.5	\$4.67	64.0%
B07DPLLXS9 ...	Five Star Spiral Notebook + Study App, 5-Subject, College Ruled Paper, Fights Ink Ble	FIVE STAR ...	81.0	\$5.51	55.8%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Office 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
pens for office ...	72	24	38	4	6
colored pens for note taking ...	71	24	37	4	6
cute pen ...	71	23	38	4	6
document folder ...	71	23	38	4	6
file cabinet organizer ...	71	24	38	3	6
mailing labels ...	71	24	37	4	6
10 envelopes self seal ...	70	24	36	4	6
file organizer ...	70	24	37	3	6
filing organizer ...	70	24	36	4	6
folder organizer for desk ...	70	24	37	3	6
folder with pockets ...	70	24	36	4	6
highlighter pack ...	70	24	36	4	6
home office organization ...	70	22	38	4	6
office pens ...	70	23	37	4	6
pens bulk ...	70	24	36	4	6
business stickers ...	69	24	37	4	4
clipboards for classroom ...	69	24	35	4	6
colored file folders ...	69	24	34	4	7

### Top-Sponsored Items



**Best Seller**  
EZlifeGO Double Sided Tape Heavy Duty, Extra Large Nano Double Sided Adhesive Tape, Clear Mounting Tape Picture Hanging Adhesive Strips, Removable Wall Tape Sticky...  
★★★★☆ ~ 93,523



**Best Seller**  
Hammermill Printer Paper, 20 Lb Copy Paper, 8.5 x 11 - 8 Ream (4,000 Sheets) - 92 Bright, Made in the USA  
★★★★☆ ~ 39,907



Nano Tape Clear Double Sided Adhesive Mounting Tape Heavy Duty Removable, Strong Picture Hanging Strips No Damage Wall Hangers, Sticky Tack Gel Putty...  
★★★★☆ ~ 1,889



Double Sided Tape, Heavy Duty Mounting Tape, 16.5FT x 0.94IN Adhesive Foam Tape 3M Quality for Car Decor, Outdoor Home Office Decor  
★★★★☆ ~ 5,059



Tackie Markers - Smudge Free, Wet Erase Pens for Dry Erase, Acrylic and Glass Boards | Fine Point 6-Pack | Erasable with Water | Low Odor Bright Colors: Red, Blue, Purple, ...  
★★★★☆ ~ 4,891



Amazon Basics Felt Tip Marker Pens, 12-Pack, Assorted Colors  
★★★★☆ ~ 33,219



Cushion Lab Patented Pressure Relief Seat Cushion for Long Sitting Hours on Office/Home Chair, Car, Wheelchair - Extra-Dense Memory Foam for Hip, Tailbone, ...  
★★★★☆ ~ 7,809



Amazon Basics Woodcased #2 Pencils, Pre-sharpened, HB Lead Bulk Box, 150 Count, Yellow  
★★★★☆ ~ 83,488



Amazon Basics Multipurpose Copy Printer Paper, 20 Pound, White, 96 Brightness, 8.5 x 11 Inch, 1 Ream, 500 Sheets Total  
★★★★☆ ~ 19,721

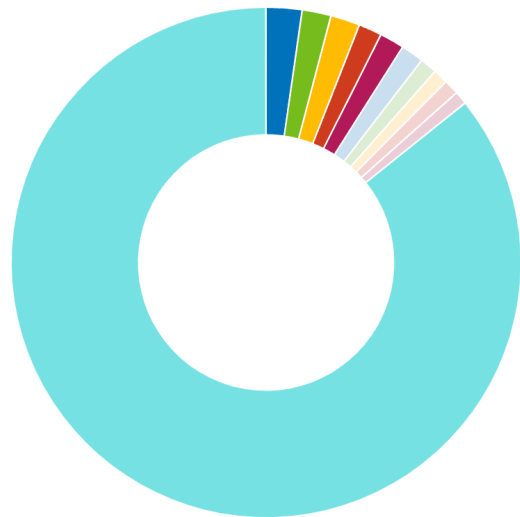


LivDeal Magnetic Dry Erase Markers - Fine Tip, Assorted Colors, 8 Pack, Low Odor Whiteboard markers for kids, Work On Whiteboard & Calendar, Refrigerator  
★★★★☆ ~ 18,425

# Office Products – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



SHARPIE	2.27%
BIC	1.84%
AMAZON BASICS	1.85%
MR. PEN	1.49%
PAPER MATE	1.56%
EXPO	1.45%
ELMER'S	1.09%
SCOTCH	0.93%
PILOT	0.95%
FURINNO	0.84%
All Others	85.74%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
school supplies ...	3,610,262	1,471,806 ...
pens ...	2,577,872	1,754,255 ...
highlighters ...	2,550,618	1,579,189 ...
office chair ...	2,294,953	2,144,594 ...
mouse pad ...	2,277,258	1,806,299 ...
pencil case ...	2,272,390	1,466,801 ...
dry erase markers ...	2,244,253	1,330,086 ...
pencils ...	1,991,664	959,599 ...
teacher must haves ...	1,871,428	385,962 ...
standing desk ...	1,860,994	1,262,453 ...
pencil pouch ...	1,829,276	783,001 ...
desk ...	1,696,497	2,412,867 ...
mechanical pencil ...	1,683,922	809,795 ...
glue sticks ...	1,659,300	781,676 ...
desk organizer ...	1,656,949	1,180,457 ...
floor lamp ...	1,588,438	1,244,926 ...
post it notes ...	1,522,403	766,915 ...

## Top Brands by Share of Sales



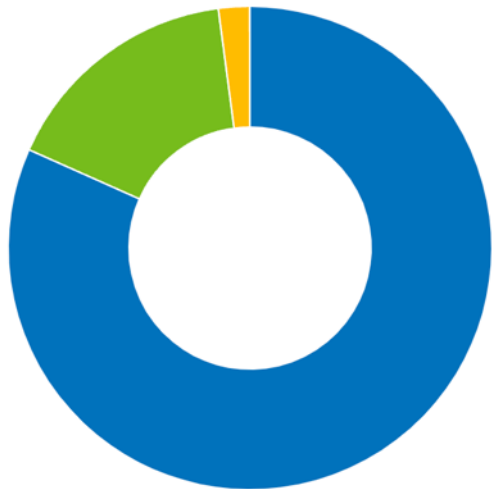


# Patio, Lawn & Garden – Prime Day 2023

## Promotions



### Badge Breakdown by Type



- Prime Day 81.67%
- Discount 16.23%
- Limited Time Deal 2.10%

### Top-Promoted Brands

Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
VIVOSUN ...	179	>	∅	∅	179
BEST CHOICE PRODUCTS ...	155	>	15	∅	140
ABCCANOPY ...	104	>	9	6	90
PILLOW PERFECT ...	103	>	5	7	91
MASTERCANOPY ...	103	>	1	1	102
MUMTOP ...	99	>	∅	∅	99
YITAHOME ...	93	>	11	3	79
MKONO ...	91	>	1	∅	90
GROWNEER ...	88	>	4	1	84
JEAREY ...	86	>	∅	∅	86
GRAND PATIO ...	85	>	14	∅	71
JAHY2TECH ...	76	>	14	∅	63
PHI VILLA ...	75	>	26	∅	50
CLASSIC ACCESSORIES ...	75	>	12	18	45
GREENWORKS ...	71	>	3	8	61
GARDZEN ...	71	>	∅	∅	71

# Patio, Lawn & Garden – Prime Day 2023

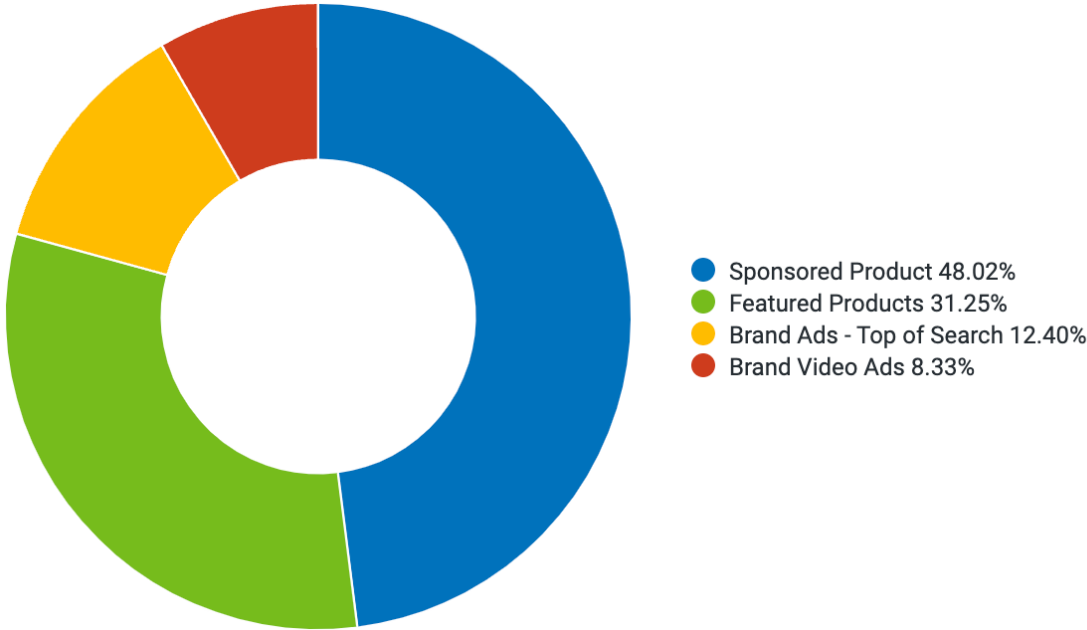
## Promotions



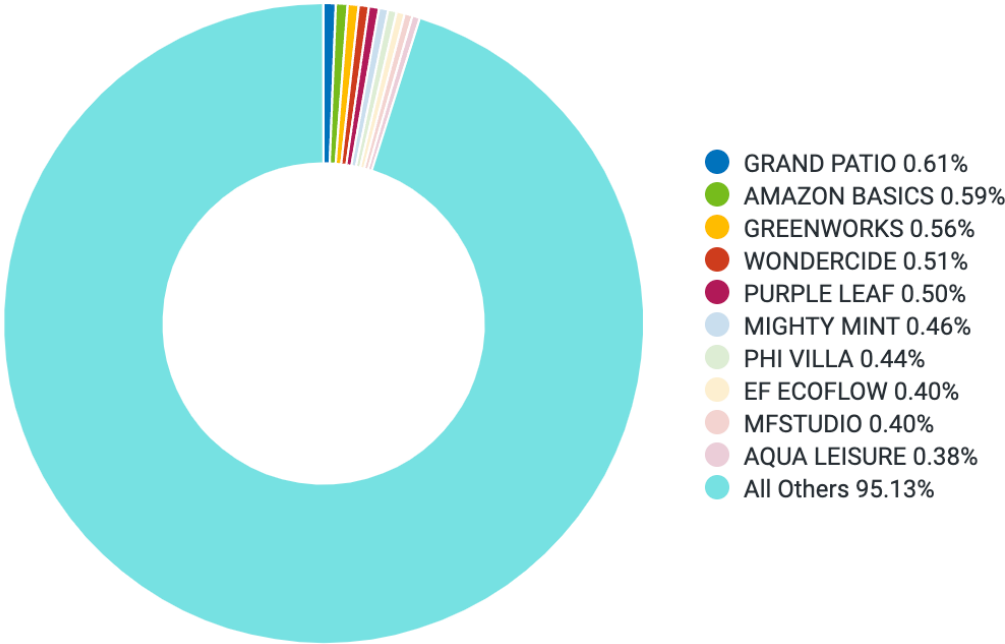
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B00E4GACB8 ...	TERRO T300B Liquid Ant Killer, 12 Bait Stations	TERRO ...	2.0	\$10.32	63.1%
B09T3T1FYN ...	Safer Home SH502 Indoor Plug-In Fly Trap for Flies, Fruit Flies, Moths, Gnats, and Ot	SAFER BRAND ...	3.5	\$17.95	5.5%
B00S93EQUK ...	Alpha Grillers Instant Read Meat Thermometer for Grill and Cooking. Best Waterproo	ALPHA GRILLERS ...	6.5	\$12.79	20.0%
B075SBMTQL ...	Thermacell Patio Shield Mosquito Repeller; Highly Effective Mosquito Repellent for I	THERMACELL ...	7.0	\$14.96	16.8%
B08S5GWH9V ...	Thermacell Rechargeable Mosquito Repeller Refills; Advanced Repellent Formula Pr	THERMACELL ...	10.0	\$41.27	16.5%
B07B6RZP4H ...	Katchy Indoor Insect Trap - Catcher & Killer for Mosquitos, Gnats, Moths, Fruit Flies -	KATCHY ...	14.5	\$31.99	20.0%
B000PGE032 ...	Cutter Backyard Bug Control Spray Concentrate, Mosquito Repellent, Kills Mosquito	SPECTRUM ...	15.5	\$7.11	18.4%
B09R82X1S5 ...	HTH 52037 Swimming Pool Care Shock Advanced, Swimming Pool Chemical, Cal H	HTH ...	18.5	\$48.97	16.7%
B09R824NVT ...	HTH 42049 Swimming Pool Care 1" Chlorine Tabs, Swimming Pool Chlorinating San	HTH ...	23.0	\$16.35	13.1%
B01N7KSXHX ...	Ortho Home Defense Insect Killer for Indoor & Perimeter2: With Comfort Wand, Kills	ORTHO ...	24.5	\$16.99	48.0%
B0BCW4MDRX ...	(2023 Upgrade) AIPER Seagull SE Cordless Robotic Pool Cleaner, Pool Vacuum Last	AIPER ...	27.5	\$199.99	30.4%
B09PQF39PG ...	GOOTOP Bug Zapper Outdoor Electric, Mosquito Zapper, Fly Traps, Fly Zapper, Mosc	GOOTOP ...	31.0	\$31.98	19.4%
B0BWGM5HN5 ...	ZEVO Indoor Flying Insect Trap for Fruit Flies, Gnats, and House Flies (1 Plug-in Bas	∅	33.0	\$37.70	14.0%
B00CPGMUXW ...	Sun Joe SPX3000 14.5-Amp Electric High Pressure Washer, Cleans Cars/Fences/Pa	SUN JOE ...	39.0	\$118.30	20.6%
B00178IMPO ...	Intex Deluxe Wall Mount Surface Skimmer	INTEX ...	42.0	\$20.86	8.1%
B01H1R0K68 ...	ThermoPro TP50 Digital Hygrometer Indoor Thermometer Room Thermometer and	THERMOPRO ...	47.0	\$9.34	15.0%
B074NHPRY7 ...	Artpuch 10' x 13' Shade Sails 185GSM Rectangle Shade Sail UV Block for Patio Garc	ARTPUCH ...	47.0	\$21.89	27.0%
B0BY2HNXHV ...	Flying Insect Trap Plug-In, 2023 Upgrade Mosquito Trap Gnat Killer Indoor, Safe Non	HIANIFRI ...	56.0	\$11.99	8.6%
B085C5LQN3 ...	Mademax Solar Bird Bath Fountain Pump, Upgrade Solar Fountain with 6 Nozzle, Fre	MADEMAX ...	57.0	\$12.99	18.5%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Patio, Lawn & Garden – Prime Day 2023

## Sponsorship Activity



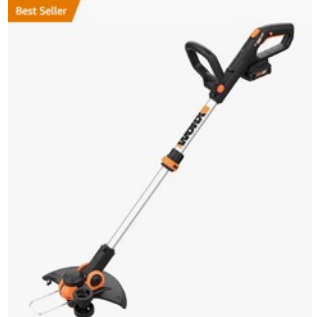
### Top-Sponsored Keywords

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
chicken coop ...	82		37	32	4	9
costa farms ...	68		24	37	3	4
heirloom seeds ...	68		24	34	4	6
indoor plants live ...	67		23	34	4	6
live succulents ...	67		23	35	4	5
outdoor furniture covers waterproof ...	67		24	33	4	6
kids gardening gloves ...	66		21	35	4	6
live plant ...	66		21	36	4	5
live plants indoor ...	66		20	38	2	6
patio covers for outdoor furniture ...	65		24	31	4	6
vegetable seeds packets ...	65		20	35	4	6
abccanopy ...	64		24	30	4	6
carrot seeds ...	64		24	30	4	6
garden gloves men ...	64		17	39	2	6
outdoor chaise lounge ...	64		24	30	4	6
outdoor furniture cover ...	64		24	32	2	6
outdoor furniture cover waterproof ...	64		24	32	2	6
outdoor patio furniture covers ...	64		24	32	2	6

### Top-Sponsored Items



AQUA Zero Gravity Pool Chair Lounge, Inflatable Pool Chair, Adult Pool Float, Heavy Duty, Blue Fern  
Blue  
★★★★☆ ~ 2,846



Best Seller  
Worx WG163 GT 3.0 20V PowerShare 12\"/>  
Cordless String Trimmer & Edger (2 Batteries & Charger Included)  
★★★★☆ ~ 21,598



Alpine Corporation WIN316 Water Floor Standing Fountains, 23\"/>  
23\"L x 18\"W x 40\"H, Lt. Gray  
★★★★☆ ~ 3,405



Murphy's Naturals Lemon Eucalyptus Oil Insect Repellent Spray | Plant Based, All Natural Ingredients | Mosquito and Tick...  
★★★★☆ ~ 10,270



Wondercide - Indoor Pest Control Spray for Home and Kitchen - Ant, Roach, Spider, Fly, Flea, Bug Killer and Insect Repellent - with...  
32 Fl Oz (Pack of 1)  
★★★★☆ ~ 4,749



POOL BLASTER Max Cordless Pool Vacuum for Deep Cleaning & Strong Suction, Handheld Rechargeable Swimming Pool Cleaner for Inground and Above Ground...  
★★★★☆ ~ 9,499



Veradek V-Resin Indoor/Outdoor Taper Planter, Set of 2 (30 inch, Black)  
★★★★☆ ~ 7,904



Best Seller  
Mighty Mint - 16oz Insect and Pest Control Peppermint Oil - Natural Spray for Spiders, Ants, and More  
16 Fl Oz (Pack of 1)  
★★★★☆ ~ 30,172



Wondercide - EcoTreat Ready-to-Use Outdoor Pest Control Spray with Natural Essential Oils - Mosquito, Ant, Insect Repellent, Treatment...  
1 Count (Pack of 1)  
★★★★☆ ~ 6,338



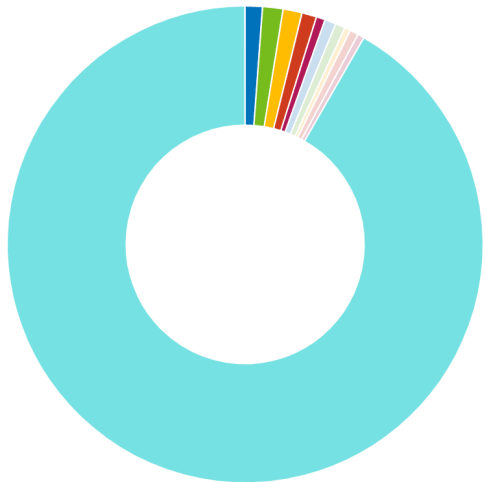
Mighty Mint Gallon (128 oz) Insect and Pest Control Peppermint Oil - Natural Spray for Spiders, Ants, and More  
128 Fl Oz (Pack of 1)  
★★★★☆ ~ 7,732

# Patio, Lawn & Garden – Prime Day 2023

## Organic Search Visibility



### Most-Visible Brands



- INTEX 1.18%
- BEST CHOICE PRODUCTS 1.39%
- RING 1.28%
- BLACKSTONE 1.02%
- THERMACELL 0.59%
- COLEMAN 0.76%
- BESTWAY 0.67%
- TERRO 0.41%
- IGLOO 0.58%
- FDW 0.45%
- All Others 91.68%

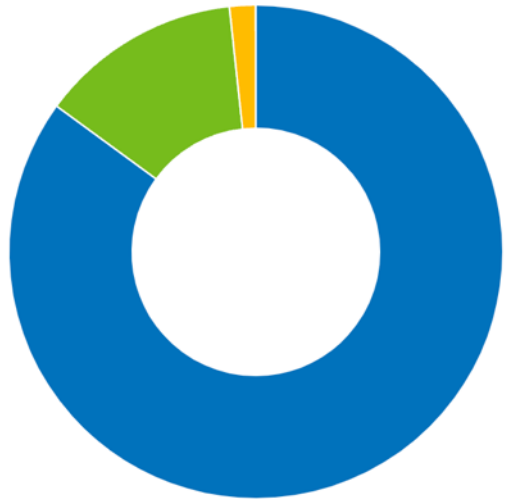
### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
patio furniture ...	2,804,764	1,848,613 ...
outdoor furniture ...	2,268,254	1,433,284 ...
cooler ...	2,122,561	1,448,431 ...
outdoor rug ...	2,098,910	1,865,661 ...
garden hose ...	1,983,074	1,538,503 ...
yeti cooler ...	1,797,575	1,182,642 ...
solar lights for outside ...	1,698,378	1,691,606 ...
patio umbrella ...	1,572,692	1,183,049 ...
beach umbrella ...	1,319,737	1,584,496 ...
hose ...	1,293,878	1,008,655 ...
blackstone griddle ...	1,253,670	1,246,788 ...
pool ...	1,156,281	2,145,419 ...
fly traps indoor for home ...	1,145,431	1,176,936 ...
plant stand ...	1,141,054	743,316 ...
zevo flying insect trap ...	1,125,410	1,393,124 ...
pressure washer ...	1,088,742	1,076,742 ...
patio furniture set clearance sale ...	1,054,498	869,785 ...

## Top Brands by Share of Sales



### Badge Breakdown by Type



- Prime Day 85.07%
- Discount 13.22%
- Limited Time Deal 1.72%

### Top-Promoted Brands

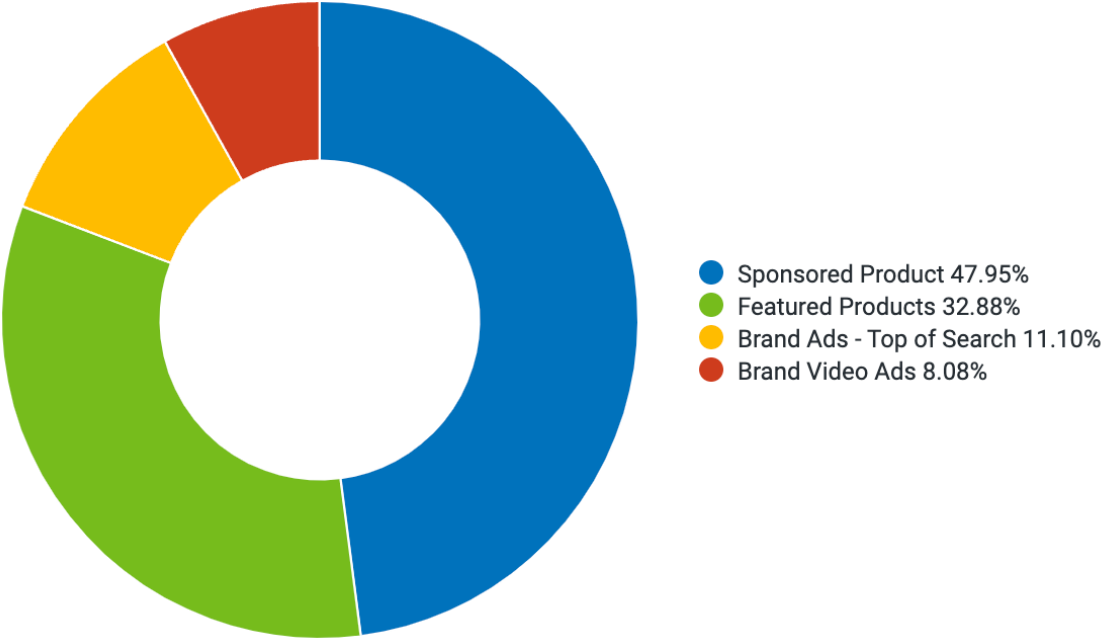
Brand	Item Count	Badge Type	Discount	Limited Time Deal	Prime Day
Brand	Item Count	Items	Items	Items	Items
STELLA & CHEWY'S ...	196	1	∅	195	
HAMILEDYI ...	162	2	∅	160	
KATHSON ...	130	2	1	127	
MERRICK ...	129	17	∅	114	
HYGGER ...	123	∅	∅	123	
AMAZON BASICS ...	112	14	2	98	
EMUST ...	101	∅	∅	101	
PINVNBY ...	83	∅	∅	83	
SLOWTON ...	83	∅	3	80	
PUPTECK ...	83	∅	∅	83	
EXPAWLORER ...	82	∅	∅	82	
BEAUTYZOO ...	78	∅	∅	78	
PETSFIT ...	77	1	∅	76	
KUOSER ...	77	∅	∅	77	
FEEYAR ...	76	∅	∅	76	
TFWADMX ...	75	∅	∅	75	



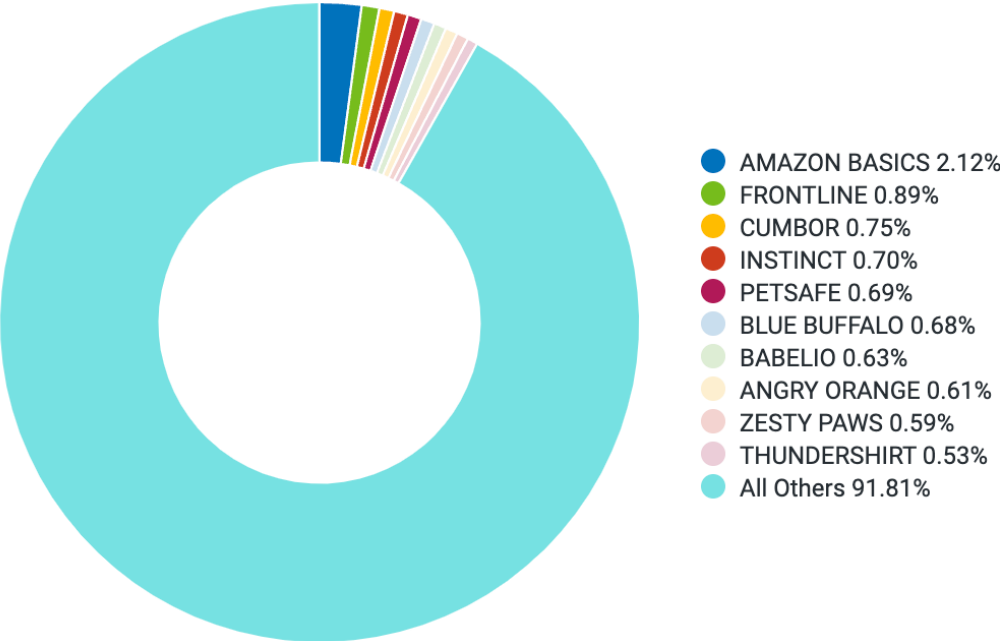
### Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B07X6C9RMF ...	Blink Mini – Compact indoor plug-in smart security camera, 1080p HD video, night v	BLINK HOME SECURITY ...	1.5	\$17.50	49.4%
B09N6YCT3Y ...	Blink Mini Pan-Tilt Camera   Rotating indoor plug-in smart security camera, two-way	BLINK HOME SECURITY ...	4.5	\$29.99	44.6%
B09P45P69G ...	Ring Stick Up Cam Battery HD security camera with custom privacy controls, Simple	RING ...	5.0	\$131.98	26.7%
B00BSYR7K8 ...	Earth Rated Dog Poop Bags, New Look, Guaranteed Leak Proof and Extra Thick Was	EARTH RATED ...	8.0	\$10.78	18.8%
B01LNB6T50 ...	TEMPTATIONS Classic Crunchy and Soft Cat Treats Blissful Catnip Flavor, 16 oz. Tu	TEMPTATIONS ...	9.0	\$5.09	39.9%
B0009X29WK ...	Dr. Elsey's Premium Clumping Cat Litter - Ultra - 99.9% Dust-Free, Low Tracking, Harc	DR. ELSEY'S ...	10.0	\$12.99	34.7%
B00BAGTNAQ ...	ChomChom Pet Hair Remover - Reusable Cat and Dog Hair Remover for Furniture, C	CHOMCHOM ROLLER ...	10.5	\$19.99	16.3%
B001STX13U ...	Purina Fancy Feast Grilled Wet Cat Food Seafood Collection in Wet Cat Food Variety	PURINA FANCY FEAST ...	13.5	\$18.43	66.4%
B001650NNW ...	Purina Pro Plan Veterinary Supplements FortiFlora Dog Probiotic Supplement, Canin	PURINA FORTIFLORA ...	15.0	\$20.23	22.0%
B00OLSARS2 ...	TEMPTATIONS MIXUPS Crunchy and Soft Cat Treats Catnip Fever Flavor, 16 oz. Tub	TEMPTATIONS ...	18.0	\$5.09	40.0%
B008NHLZ2Y ...	CESAR Wet Dog Food Classic Loaf in Sauce Beef Recipe, Filet Mignon, Grilled Chick	CESAR ...	22.0	\$18.59	32.4%
B075QK5SP2 ...	SHEBA PERFECT PORTIONS Paté Adult Wet Cat Food Trays (24 Count, 48 Servings)	SHEBA ...	27.5	\$17.27	62.2%
B00M0FK8UU ...	TEMPTATIONS MIXUPS Crunchy and Soft Cat Treats Surfer's Delight Flavor, 16 oz. T	TEMPTATIONS ...	28.0	\$9.66	49.7%
B003ULL1NQ ...	Nutramax Cosequin Maximum Strength Joint Health Supplement for Dogs - With Gl	NUTRAMAX LABORATORIES ...	30.0	\$30.94	13.2%
B07121B839 ...	Multifunctional Supplements for Dogs - Glucosamine Chondroitin for Joint Support	ZESTY PAWS ...	34.5	\$20.97	17.9%
B072DTFZHL ...	SHEBA PERFECT PORTIONS Cuts in Gravy Adult Wet Cat Food Trays (24 Count, 48 S	SHEBA ...	36.0	\$18.18	30.0%
B08CK5Z5Q1 ...	Joytale Reflective Dog Collar, Soft Neoprene Padded Breathable Nylon Pet Collar Adj	JOYTALE ...	37.0	\$7.64	15.0%
B00B8CG602 ...	Seresto Large Dog Vet-Recommended Flea & Tick Treatment & Prevention Collar for	SERESTO ...	38.0	\$45.21	33.3%
B004QBDO0M ...	Advantage II Large Cat Vet-Recommended Flea Treatment & Prevention   Cats Over	ADVANTAGE ...	41.0	\$44.79	30.0%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Pet 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
cat food ...	95		41	38	6	10
cat scratching post ...	95		36	46	7	6
cat carrier ...	94		41	38	6	9
dog food ...	93		37	43	4	9
cat tower ...	89		39	36	5	9
cat litter box ...	88		30	43	6	9
dog toys ...	87		38	31	7	11
litter box ...	87		35	36	7	9
cat toys ...	86		32	42	6	6
cat litter ...	84		29	37	6	12
puppy toys ...	83		33	36	5	9
dog harness ...	81		38	29	6	8
pet gates ...	81		37	28	6	10
cat treats ...	80		34	32	5	9
pet gate for stairs ...	79		35	31	6	7
dog gate with door ...	78		39	26	7	6
pet gates for dogs ...	77		38	25	6	8
dog gates for the house ...	75		36	25	6	8

### Top-Sponsored Items



**Best Seller**  
Rocco & Roxie Stain & Odor Eliminator for Strong Odor - Enzyme Pet Odor Eliminator for Home - Carpet Stain Remover for Cats and Dog Pee - Enzymatic Cat Urine Destroyer...  
★★★★☆ ~ 105,846



**Best Seller**  
ANGRY ORANGE Pet Odor Eliminator for Strong Odor - Citrus Deodorizer for Strong Dog or Cat Pee Smells on Carpet, Furniture ... Orange - 1 Count (Pack of 1)  
★★★★☆ ~ 105,483



**Best Seller**  
Blink Mini - Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two-way audio, easy set up, Works with Alexa - 1 camera (White)  
★★★★☆ ~ 251,488



**Amazon's Choice**  
Dearlolum Retractable Baby Gate Replacement Parts, Original Hardware Set (Including 2 x Latches + 2 x Brackets + 1 Set ...)  
★★★★☆ ~ 43



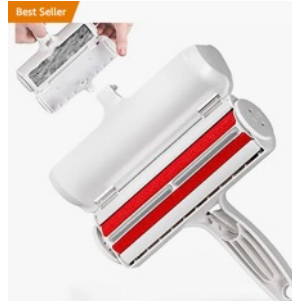
**Best Seller**  
FRONTLINE Plus Flea and Tick Treatment for Large Dogs Up to 45 to 88 lbs., 3 Treatments  
★★★★☆ ~ 24,628



**Best Seller**  
Babelio Baby Gate for Doorways and Stairs, 26-40 inches Dog/Puppy Gate, Easy Install, Pressure Mounted, No Drilling, fits for Narrow...  
★★★★☆ ~ 3,093



**Best Seller**  
Zero Odor - Pet Odor Eliminator - Permanently Eliminate Air & Surface Odors - Patented Molecular Technology Best For Carpet, Furniture, Pet Beds - Smell Great...  
★★★★☆ ~ 8,247



**Best Seller**  
Chom Chom Roller Pet Hair Remover - ChomChom Reusable Cat and Dog Hair Remover for Furniture, Couch, Carpet, Clothing or Bedding - Portable, Multi-Surface...  
★★★★☆ ~ 143,314



**Best Seller**  
iPaw Turkey Dog Treats for Puppy Training, All Natural Human Grade Dog Treat, Ingredient Sourced from USA, Hypoallergenic, Easy to Digest (Tots)  
★★★★☆ ~ 261

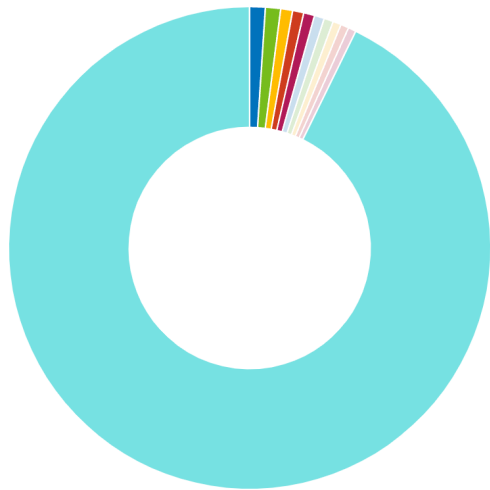


**Best Seller**  
FRONTLINE Plus for Dogs Flea and Tick Treatment (Small Dog, 5-22 lbs.) 3 Doses (Orange Box)  
★★★★☆ ~ 41,697

# Pet Supplies – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



- BLUE BUFFALO 1.04%
- AMAZON BASICS 1.03%
- PETMATE 0.80%
- MIDWEST HOMES FOR PETS 0.74%
- VAN NESS 0.73%
- PETS SAFE 0.68%
- BLINK HOME SECURITY 0.62%
- ARM & HAMMER 0.55%
- HARTZ 0.55%
- PURINA ONE 0.51%
- All Others 92.75%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
dog bed ...	3,413,030	1,819,891 ...
cat tree ...	3,374,708	1,843,341 ...
dog treats ...	3,363,108	1,517,880 ...
dog toys ...	3,031,578	1,725,192 ...
cat litter ...	2,443,395	1,654,295 ...
dog food ...	2,251,042	1,313,945 ...
cat toys ...	2,101,068	1,589,120 ...
litter box ...	1,978,031	1,272,422 ...
cat water fountain ...	1,815,611	1,240,082 ...
dog harness ...	1,729,114	1,257,982 ...
baby gate ...	1,649,157	1,253,113 ...
cat litter box ...	1,313,035	942,793 ...
dog crate ...	1,225,343	939,617 ...
cat tower ...	1,201,727	784,836 ...
cat treats ...	1,196,491	473,055 ...
cat food ...	1,170,921	729,890 ...
cat scratching post ...	864,270	675,035 ...

### Top Brands by Share of Sales



NortonLifeLock™

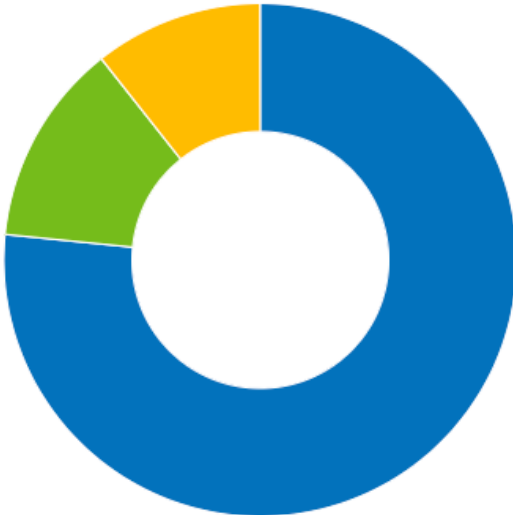


Bitdefender®



Corel DRAW  
Graphics Suite

### Badge Breakdown by Type



- Prime Day 76.60%
- Discount 12.77%
- Limited Time Deal 10.64%

### Top-Promoted Brands

Brand	Item Count	Discount	Limited Time Deal	Prime Day
ADOBE	11	2	0	11
COREL	10	1	0	10
WEBROOT	7	0	4	4
MCAFEE	6	0	1	5
NORTON LIFELOCK	5	0	2	5
NORTON	4	0	2	2
MAGIX	3	2	0	1
NORTONLIFELOCK	3	0	0	3
ROXIO	3	0	0	3
RALIX	2	2	0	0
MICROSOFT	2	0	0	2
VEGAS	2	2	0	0
INTUIT	1	1	0	0
PINNACLE	1	0	0	1
VIXLW	1	0	0	1
BITDEFENDER	1	0	0	1
GENERIC	1	0	0	1

# Software – Prime Day 2023

## Promotions

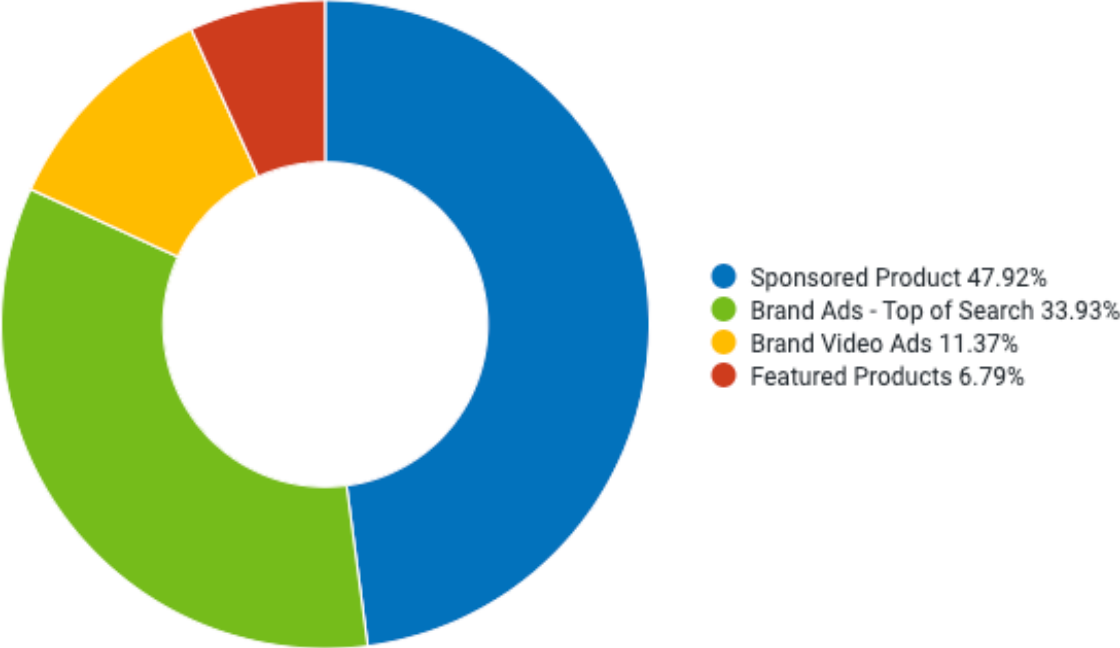


### Discount on Best-Selling Items

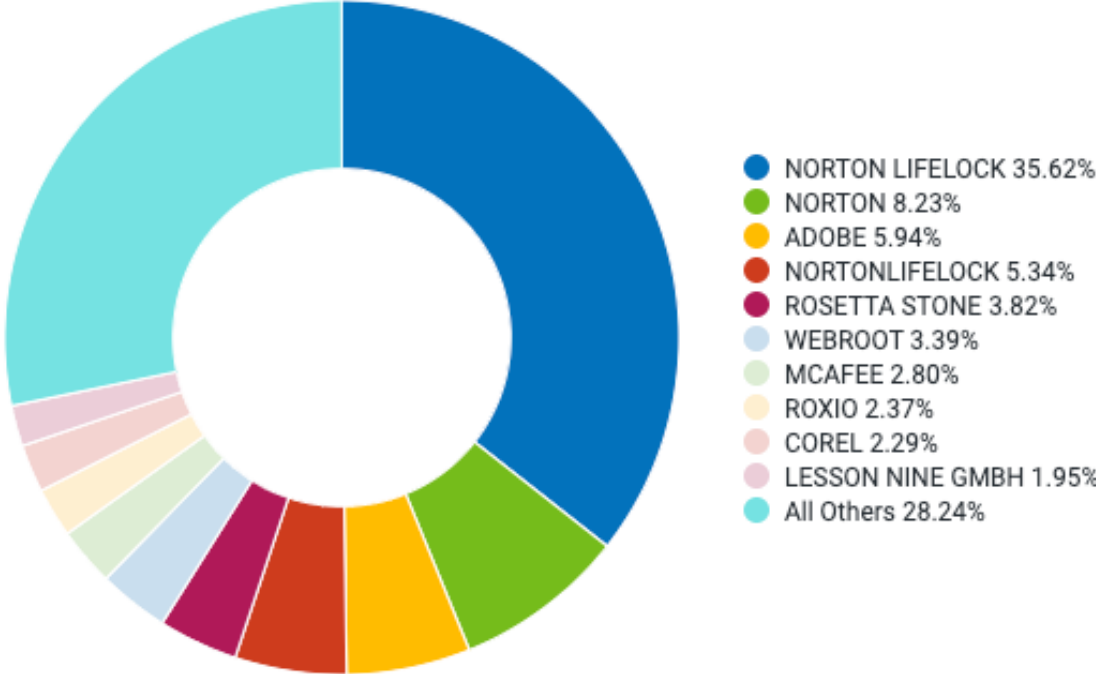
Item ID	Title	Brand	Avg Best Seller Ran	Best Promo Price	% Discount
B07Q33SJDW	Norton 360 Deluxe 2023, Antivirus software for 5 Devices with Auto Renewal - Includes VP	NORTON LIFELOCK	3.5	\$19.99	20.0%
B07QLYWQRQ	Norton 360 Deluxe 2023, Antivirus software for 5 Devices with Auto Renewal - Includes VP	NORTON LIFELOCK	9.0	\$19.99	20.0%
B07C69HHFF	McAfee Total Protection 2023   Unlimited Devices   Cybersecurity Software Includes Antivi		14.0	\$19.99	33.3%
B0BB2N69J8	McAfee Total Protection 2023   3 Device   Cybersecurity Software Includes Antivirus, Secu	MCAFEE	20.5	\$14.99	21.1%
B07TWN55VV	Roxio Easy VHS to DVD 3 Plus   VHS, Hi8, V8 Video to DVD or Digital Converter   Amazon E	ROXIO	25.0	\$39.99	23.1%
B0BB2GF9WW	McAfee Total Protection 2023   5 Device   Cybersecurity Software Includes Antivirus, Secu	MCAFEE	29.0	\$19.99	13.0%
B07BFRVMMN	McAfee Total Protection 2023   Unlimited Devices   Cybersecurity Software Includes Antivi	MCAFEE	32.0	\$22.99	23.3%
B0BB2N2YQ9	McAfee AntiVirus Protection 2023   1 PC (Windows)  Antivirus Protection, Internet Security	MCAFEE	32.5	\$9.99	27.8%
B07PNFRCZS	Malwarebytes 4.5 Latest Version 2022 Antivirus Software   Amazon Exclusive   18 Months		36.0	\$24.99	37.5%
B07RS7XV5D	Corel Easy CD & DVD Burning 2   Disc Burner & Video Capture [PC Disc]	ROXIO	48.0	\$14.99	25.0%
B00ZSHDJ40	Microsoft OEM System Builder  AMD, Windows 10 Pro   64 BIT   Intended use for new syst	MICROSOFT	51.5	\$199.99	4.8%
B07DDJRKWV	Webroot Internet Security Plus   Antivirus Software 2023  3 Device   1 Year Download for P	WEBROOT	52.0	\$19.99	27.3%
B07JNKN44F	NordVPN Standard – 1-Year VPN & Cybersecurity Software Subscription For 6 Devices - Bl		58.0	\$39.19	20.0%
B0B92CKVMC	Adobe Photoshop Elements 2023   PC/Mac Box   Photo Editing Software	ADOBE	59.0	\$64.99	35.0%
B0B8FTGBDH	McAfee Total Protection   Unlimited Devices   1 Year Subscription   Key Card + \$10 Amazo	MCAFEE	60.0	\$26.99	22.9%
B0B9VY13PM	McAfee Total Protection 2023   3 Device   Cybersecurity Software Includes Antivirus, Secu	MCAFEE	62.0	\$14.99	21.1%
B07QC91B66	Laplink PCmover Professional   Instant Download   2 Use   Moves Applications, Files, and S	LAPLINK SOFTWARE, INC	68.0	\$44.95	14.4%
B0BN4MLFWW	TurboTax Deluxe Fed 2022	INTUIT	79.0	\$34.99	13.1%
B0B92P631B	Adobe Photoshop Elements 2023 & Premiere Elements 2023   PC/Mac Box	ADOBE	94.0	\$97.49	35.0%
B07CY6BT6W	Bitdefender Family Pack - 15 Devices   1 year Subscription   PC/Mac   Activation Code by e	BITDEFENDER		\$39.99	52.6%
B0BKFXV2C	OfficeSuite Home & Business 2023 - Lifetime License - Documents, Sheets, Slides, PDF, Ma	MOBISYSTEMS		\$79.99	20.0%



### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Software – Prime Day 2023

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
Keyword			Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
antivirus software 2023		34	12	12	4	6
antivirus		34	12	12	4	6
vpn		33	12	12	4	5
norton 360 premium 10 devices		32	12	10	4	6
mcafee total protection 2023 1 device		27	12	5	4	6
bitdefender total security 2023		27	12	5	4	6
norton 360		27	12	5	4	6
norton		26	12	5	3	6
computer clean up software		22	12	0	4	6
norton 360 deluxe 2023 5 devices		22	12	0	4	6
mcafee total protection 2023		22	12	0	4	6
photo software for windows 7		21	12	0	4	5
software		21	12	5	4	0
adobe photoshop elements for mac		20	11	0	3	6
video editor		20	16	0	4	0
video and photo editing software		19	9	0	4	6
adobe acrobat pro		16	6	0	4	6
microsoft office home and student 2023		16	10	0	0	6
microsoft office 2021		15	8	0	1	6
video converter software for pc		15	8	0	1	6

### Top-Sponsored Items



**Best Seller**

Norton 360 Deluxe 2023, Antivirus software for 5 Devices with Auto Renewal - Includes VPN, PC Cloud Backup & Dark Web Monitoring...  
Apr 1, 2019  
★★★★☆ ~ 13,697



**Best Seller**

Rosetta Stone Learn UNLIMITED Languages | Lifetime Access - Learn 24 Languages | PC/Mac/iOS/Android Online Code  
Jan 1, 2019  
★★★★☆ ~ 1,220



Norton AntiVirus Plus 2023, Antivirus software for 1 Device with Auto-Renewal - Includes Password Manager, Smart Firewall and PC...  
by Symantec  
★★★★☆ ~ 2,691



**+Babbel**  
Language lessons for real conversation  
+ 10 MORE  
**3 MONTHS**  
ACTIVATION CODE BY EMAIL  
Babbel Language Learning Software - Learn to Speak Spanish, French, English, & More - 14 Languages to Choose from - Compatible with iOS,...  
by Babbel  
★★★★☆ ~ 153



Roxio Easy VHS to DVD 3 Plus | VHS, Hi8, V8 Video to DVD or Digital Converter | Amazon Exclusive 2 Bonus DVDs [Windows]  
Jul 12, 2019  
★★★★☆ ~ 3,141



Rosetta Stone Learn ONE of 24+ Languages | 12 Months | PC/Mac/iOS/Android Online Code  
Aug 4, 2021  
★★★★☆ ~ 8



**Amazon's Choice**

Webroot Antivirus Software 2023 | 3 Device | 1 Year Download for PC/Mac  
by Webroot  
★★★★☆ ~ 2,657



Adobe Acrobat Professional DC | Create, edit and sign PDF documents | 1-month Subscription with auto-renewal, PC/Mac  
by Adobe  
★★★★☆ ~ 1,435

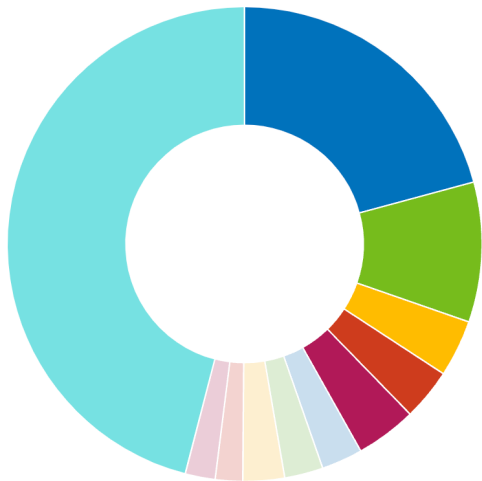


Adobe Creative Cloud | Entire Collection of Adobe Creative Tools Plus 100G Storage | 12-Month subscription with Auto-Renewal,...  
by Adobe  
★★★★☆ ~ 51



McAfee Total Protection 2023 | 5 Device | Cybersecurity Software Includes Antivirus, Secure VPN, Password Manager, Dark Web...  
Oct 1, 2022  
★★★★☆ ~ 835

### Most-Visible Brands



- MICROSOFT 20.80%
- NINTENDO 9.52%
- INTUIT 3.89%
- NORTON LIFELOCK 3.52%
- MCAFEE 4.13%
- ADOBE 2.80%
- NORTON 2.63%
- NORTONLIFELOCK 2.84%
- MICROSOFT OFFICE 1.85%
- MICROSOFT 365 SUITE 2.04%
- All Others 45.97%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
microsoft office ...	53,823	58,046 ...
software ...	37,600	65,289 ...
windows 11 ...	28,704	61,234 ...
microsoft office 2023 ...	27,928	31,049 ...
norton 360 ...	24,086	23,075 ...
norton ...	22,950	16,106 ...
turbo tax online ...	19,900	52,928 ...
windows 11 pro ...	18,543	33,560 ...
microsoft 365 ...	17,659	11,004 ...
windows 10 ...	15,185	41,258 ...
nario kart 8 deluxe nintendo switch ...	14,759	105,454 ...
windows 11 home ...	12,600	14,854 ...
norton 360 deluxe 2023 5 devices ...	11,696	10,447 ...
windows 11 usb ...	11,046	13,704 ...
video converter software for pc ...	10,854	16,910 ...
vpn ...	10,572	24,972 ...
mcafee total protection 2023 ...	10,428	6,727 ...

### Top Brands by Share of Sales

**YETI**

 **fitbit**

 **BOWFLEX**



**INTEX**

  
**Hydro Flask®**

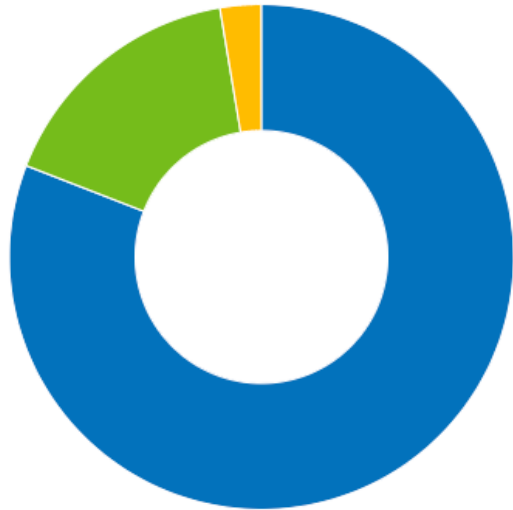
*SereneLife™*

**CAP**

*Callaway*  
✓

  
**GCI  
OUTDOOR**

### Badge Breakdown by Type



- Prime Day 80.89%
- Discount 16.48%
- Limited Time Deal 2.63%

### Top-Promoted Brands

Brand	Item Count	Discount Items	Limited Time Deal Items	Prime Day Items
ADIDAS ...	765	257	116	406
BALEAF ...	651	6	0	646
UNDER ARMOUR ...	474	258	24	196
KASTKING ...	371	1	0	370
WILLIT ...	313	0	5	308
TACVASEN ...	296	0	0	296
COLUMBIA ...	290	102	15	175
ROCKBROS ...	284	0	0	284
LITTLE DONKEY ANDY ...	283	0	8	275
SPEEDO ...	279	16	0	269
AMAZON ESSENTIALS ...	266	2	72	192
MAGCOMSEN ...	262	0	0	262
FRANKLIN SPORTS ...	225	55	17	156
OAKLEY ...	223	45	188	3
NIKE ...	221	220	0	1
COOFANDY ...	215	0	0	215
REAL ESSENTIALS ...	210	0	0	210

# Sports & Outdoors – Prime Day 2023

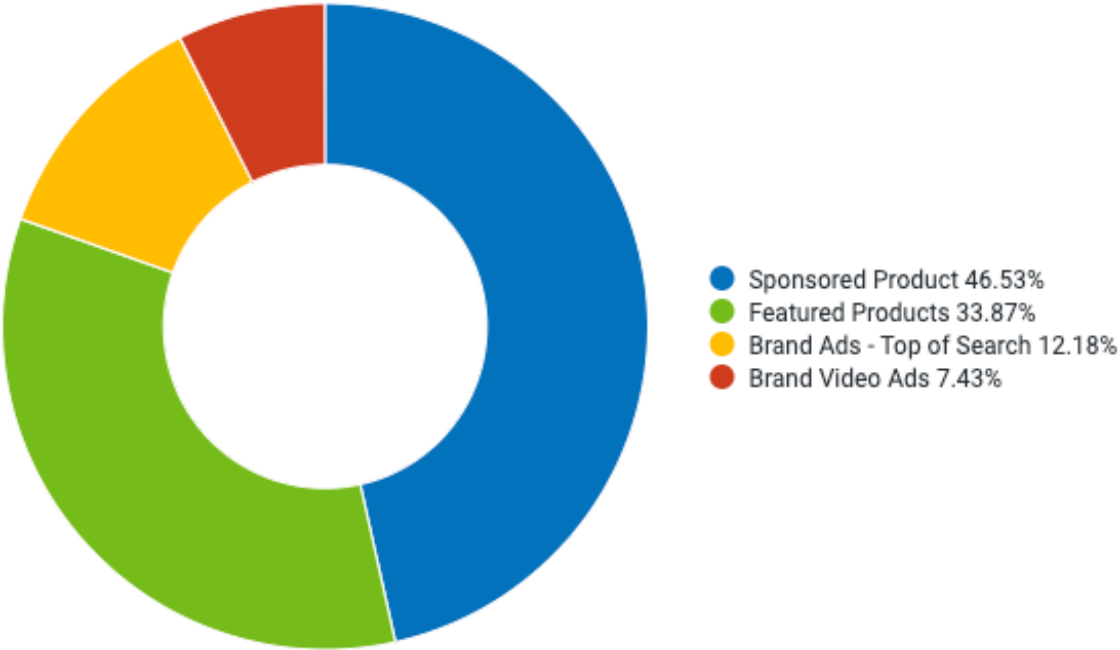
## Promotions



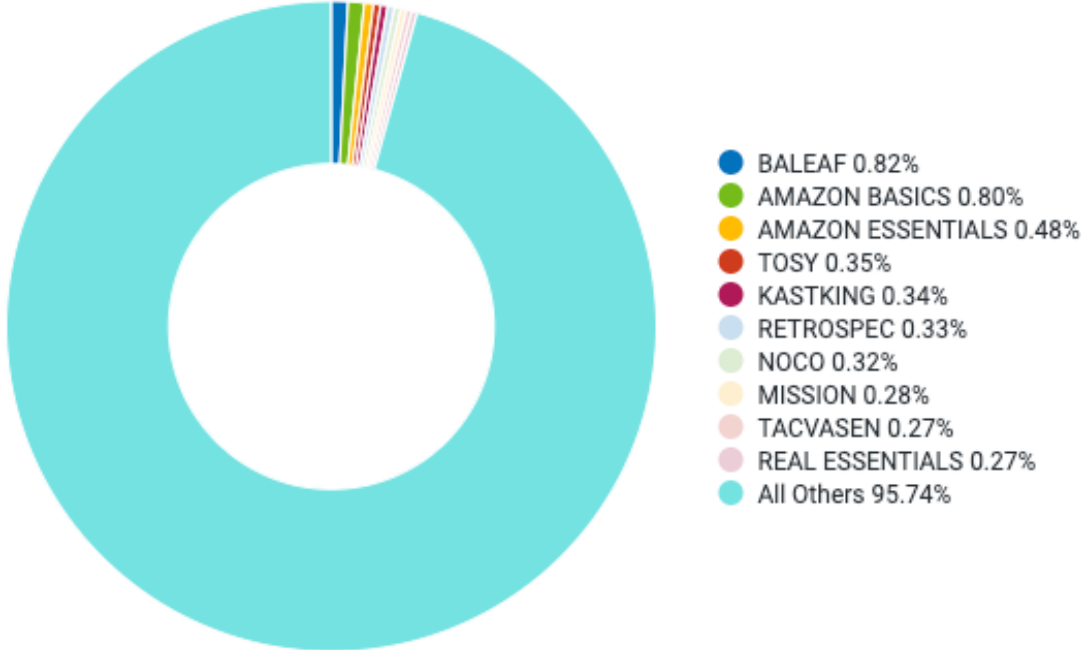
### Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Ran ^	Best Promo Price	% Discount
B09BXQ4HMB ...	Fitbit Charge 5 Advanced Health & Fitness Tracker with Built-in GPS, Stress Management Tools, S	FITBIT ...	2.0	\$99.95	33.3%
B07N2F3JXP ...	IRON *FLASK Sports Water Bottle - 40oz, 3 Lids (Straw Lid), Leak Proof - Stainless Steel Gym & Sp	IRON FLASK ...	3.5	\$22.91	4.3%
B01K1TX77W ...	Rainleaf Microfiber Towel Perfect Travel & Sports &Beach Towel. Fast Drying - Super Absorbent -	RAINLEAF ...	8.0	\$10.39	15.2%
B01LP0U5X0 ...	Amazon Basics 1/2-Inch Extra Thick Exercise Yoga Mat	AMAZON BASICS ...	11.0	\$14.42	10.0%
B0B5F9SZW7 ...	Fitbit Inspire 3 Health & Fitness Tracker with Stress Management, Workout Intensity, Sleep Tracki	FITBIT ...	14.0	\$79.95	10.4%
B074P8MZW9 ...	Franklin Sports Outdoor Pickleballs - X-40 Pickleball Balls - USA Pickleball (USAPA) Approved - Of	FRANKLIN SPORTS ...	14.0	\$20.99	10.2%
B07PKN4989 ...	Aegend Swim Goggles, 2 Pack Swimming Goggles No Leaking Adult Men Women Youth	AEGEND ...	19.0	\$12.99	31.6%
B017AGGBTU ...	Sweet Sweat Waist Trimmer for Women and Men - Sweat Band Waist Trainer for High-Intensity Ti	SPORTS RESEARCH ...	22.0	\$19.57	25.0%
B07T5D98RW ...	WATERFLY Crossbody Sling Backpack Sling Bag Travel Hiking Chest Bag Daypack	WATERFLY ...	23.0	\$19.59	6.5%
B08JGP1WYM ...	Modvel Knee Braces for Knee Pain Women & Men - 2 Pack Knee Brace for Knee Pain Set, Knee Br	MODVEL ...	25.0	\$20.74	13.3%
B01LNAU866 ...	Aegend Swim Goggles, Swimming Goggles No Leaking Full Protection Adult Men Women Youth	AEGEND ...	26.0	\$8.99	35.7%
B073F1TBMR ...	Sukeen [4 Pack Cooling Towel (40"x12"), Ice Towel, Soft Breathable Chilly Towel, Microfiber Towe	SUKEEN ...	27.0	\$12.79	38.7%
B074DZ6NGS ...	Amazon Basics Rubber Encased Exercise & Fitness Hex Dumbbell, Hand Weight For Strength Tra	AMAZON BASICS ...	29.0	\$26.61	14.5%
B09BZ4DXC3 ...	Hydro Flask Wide Mouth Straw Lid	HYDRO FLASK ...	30.0	\$32.18	12.0%
B073NYKNL4 ...	WEKAPO Beach Blanket Sandproof, Extra Large Beach Mat, Big & Compact Sand Free Mat Quick	WEKAPO ...	33.0	\$31.18	16.7%
B093R5F5PF ...	CAP Barbell Coated Dumbbell Weight   Multiple Handle Options	CAP ...	35.0	\$18.73	6.2%
B081ZW9KY8 ...	Speedo Unisex-Child Swim Goggles Sunny G Ages 3-8	SPEEDO ...	35.0	\$13.50	11.6%
B0773FVRZY ...	Cooler Shock Reusable Ice Packs for Cooler, Ice Packs for Lunch Bags, Long-Lasting Cold Freeze	COOLER SHOCK ...	36.0	\$22.39	19.2%
B07C2P8TVB ...	EverSport Kids Swim Goggles, Pack of 2 Swimming Goggles for Children Teens, Anti-Fog Anti-UV	EVERSPORT ...	42.0	\$12.79	20.0%
B09N7YWM5Z ...	Contigo Ashland 2.0 Leak-Proof Water Bottle with Lid Lock and Angled Straw, Dishwasher Safe W	CONTIGO ...	42.0	\$34.97	11.4%
B07CZWYY4H ...	Megababe Thigh Rescue Anti-Chafe Stick   Prevents Skin Chafe & Irritation   Thighs, Arms, Bra-Lir	MEGABABE ...	44.0	\$11.16	20.0%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand





# Sports & Outdoors – Prime Day 2023

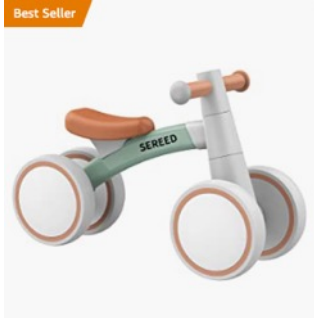
## Sponsorship Activity



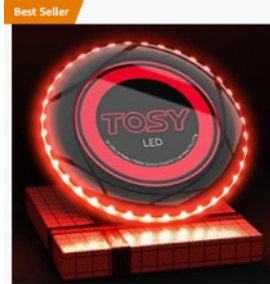
### Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
mens bucket hats for sun protection ...		69	22	40	1	6
cooling hats for men ...		67	23	36	2	6
exercise ...		65	24	32	4	5
fitness equipment ...		64	24	37	3	0
hats for men sun protection ...		64	23	33	2	6
at home workout equipment women ...		62	24	31	4	3
fishing kit ...		62	24	29	3	6
home gym ...		62	24	30	4	4
golf club bags ...		61	24	28	3	6
gymnastics equipment ...		61	22	29	4	6
home workout equipment for women ...		61	24	30	4	3
yoga accessories ...		61	21	31	3	6
adjustable dumbbell set ...		60	24	26	4	6
boating tube ...		60	21	29	4	6
fishing hats for men ...		60	20	33	1	6
gym equipment for home ...		60	24	26	4	6
hand dumbbell set ...		60	24	29	4	3
hiking hats for men ...		60	22	31	1	6
jump rope ...		60	24	26	4	6
scuba mask ...		60	24	26	4	6

### Top-Sponsored Items



**Best Seller**  
SEREED Baby Balance Bike for 1 Year Old Boys Girls 12-24 Month Toddler, 4 Wheels Toddler First Birthday Gifts  
★★★★★ ~ 4,213



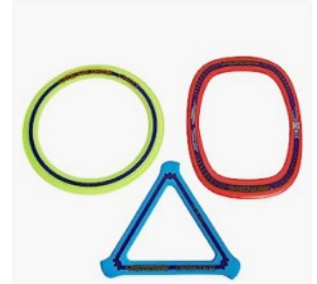
**Best Seller**  
TOSY 36 and 360 LEDs Flying Disc - Extremely Bright, Smart Modes, Auto Light Up, Rechargeable, Patent-Pending, Perfect Birthday & Campi...  
+11 colors/patterns  
★★★★★ ~ 2,171



+7 colors/patterns  
Retrospec Cricket Baby Walker Balance Bike with 4 Wheels for Ages 12-24 Months - Toddler Bicycle Toy for 1 Year Old's - Ride On Toys for...  
★★★★★ ~ 3,486



GoPro HERO11 Black - Waterproof Action Camera with 5.3K60 Ultra HD Video, 27MP Photos, 1/1.9" Image Sensor, Live Streaming, Webcam,...  
★★★★★ ~ 1,430



Aerobie 3-Piece Flying Ring Combo Pack with Pro Ring, Orbiter Boomerang, and Pro Blade, Lightweight Kids Toys for Disc Golf ...  
★★★★★ ~ 3,020



King Koil Luxury Air Mattress Queen with Built-in Pump for Home, Camping & Guests - 20" Queen Size Inflatable Airbed Luxury Double Hig...  
★★★★★ ~ 39,011



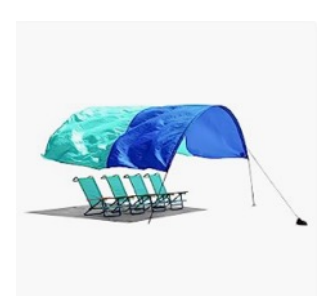
**Amazon's Choice**  
GoPro HERO9 Black - Waterproof Action Camera with Front LCD and Touch Rear Screens, 5K Ultra HD Video, 20MP Photos, 1080p Live...  
★★★★★ ~ 703



BuzzPatch Mosquito Patch Stickers for Kids (60 Pack) - The Original All Natural, Plant Based Ingredients,...  
60 Count (Pack of 1)  
★★★★★ ~ 4,532



**Best Seller**  
GoPro HERO10 Black Accessory Bundle - Includes HERO10 Camera, Shorty (Mini Extension Pole + Grip), Magnetic Swivel Clip, Rechargeable...  
★★★★★ ~ 1,226



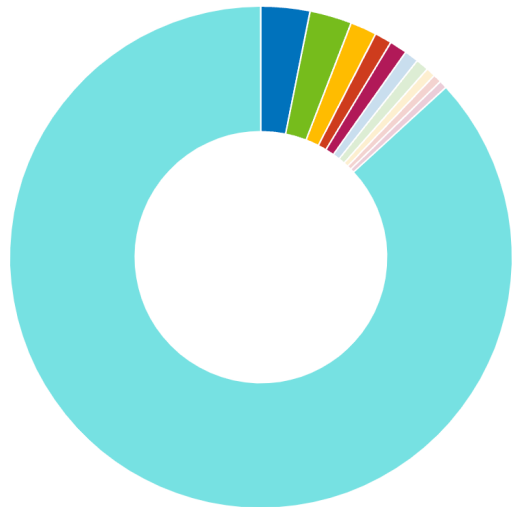
Shibumi Shade®, World's Best Beach Shade, The Original Wind-Powered® Beach Canopy, Provides 150 Sq. Ft. of Shade, Compact & Easy to Carry, Se...  
★★★★★ ~ 589

# Sports & Outdoors – Prime Day 2023

## Organic Search Visibility



### Most-Visible Brands



- NIKE 3.15%
- ADIDAS 2.71%
- UNDER ARMOUR 1.71%
- NEW BALANCE 1.09%
- YETI 1.13%
- COLEMAN 0.92%
- HYDRO FLASK 0.81%
- HANES 0.62%
- CALLAWAY 0.53%
- BALEAF 0.51%
- All Others 86.83%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
water bottles ...	3,686,060	1,907,256 ...
golf ...	3,206,138	903,772 ...
golf balls ...	2,631,555	1,548,578 ...
yeti cooler ...	2,552,346	1,182,642 ...
yeti ...	2,469,560	1,365,770 ...
cooler ...	2,264,065	1,448,431 ...
hydro flask water bottles ...	2,168,721	1,429,836 ...
water shoes ...	2,088,028	2,041,699 ...
electric scooter ...	2,072,100	1,416,370 ...
pickleball paddles ...	2,006,970	1,395,200 ...
beach chair ...	1,950,947	1,669,772 ...
yoga mat ...	1,685,231	1,123,767 ...
water bottle ...	1,671,996	1,263,217 ...
paddle board ...	1,608,508	700,641 ...
weights ...	1,575,276	620,147 ...
dumbbell weights ...	1,568,343	887,252 ...
electric bike ...	1,564,286	2,590,839 ...

### Top Brands by Share of Sales

ring

blink

tineco

everydrop®

**DEWALT**

FRIGIDAIRE

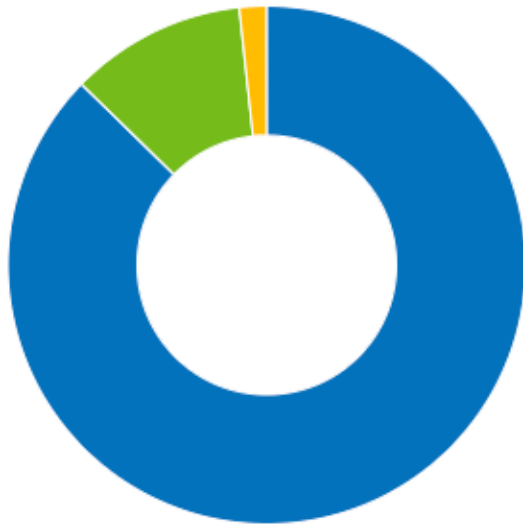
amazon

Google

BRITA



### Badge Breakdown by Type



- Prime Day 87.31%
- Discount 11.01%
- Limited Time Deal 1.69%

### Top-Promoted Brands

Brand	Item Count	Discount Items	Limited Time Deal Items	Prime Day Items
RAVINTE ...	208	1	0	207
DEWENWILS ...	197	2	0	195
DURATECH ...	180	1	1	179
KNOBWELL ...	161	52	0	109
MOEN ...	155	41	3	112
WATERDROP ...	144	5	0	140
NEARMOON ...	144	0	0	144
ART3D ...	135	4	15	116
GOLDENWARM ...	129	0	0	129
DEWALT ...	127	70	8	54
GOVEE ...	120	0	0	120
TESSAN ...	111	0	0	111
HAOKHOME ...	105	0	0	105
VEELIKE ...	103	1	0	102
AMERDECO ...	101	0	0	101
CRAFTSMAN ...	96	34	26	37
KWIKSET ...	95	39	2	56

# Tools & Home Improvement – Prime Day 2023

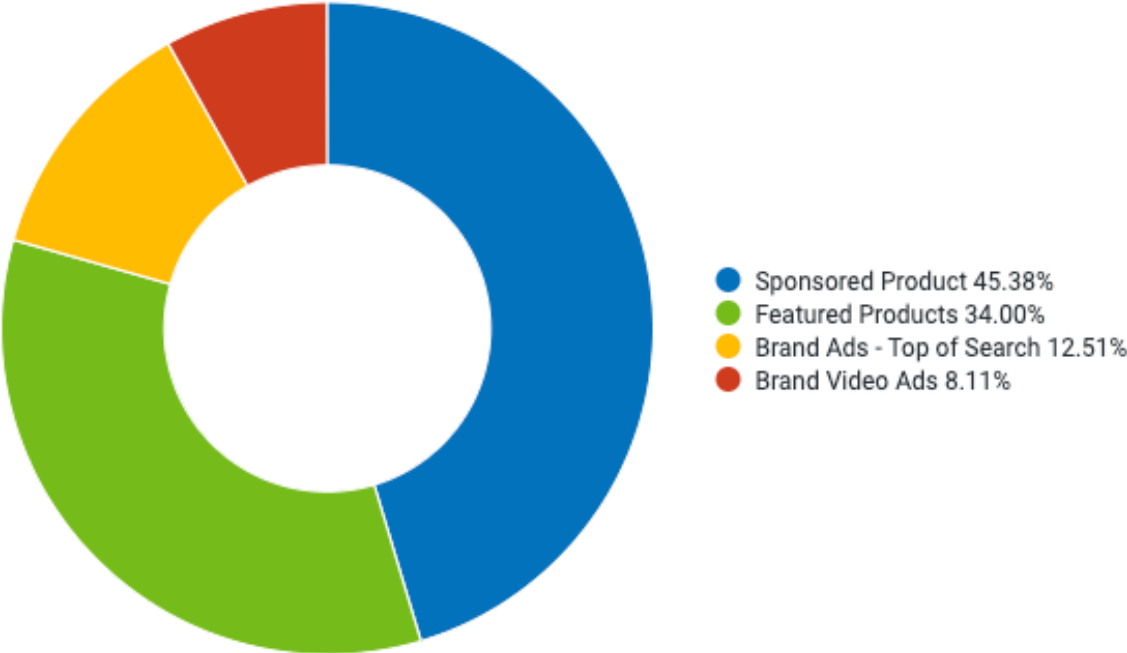
## Promotions



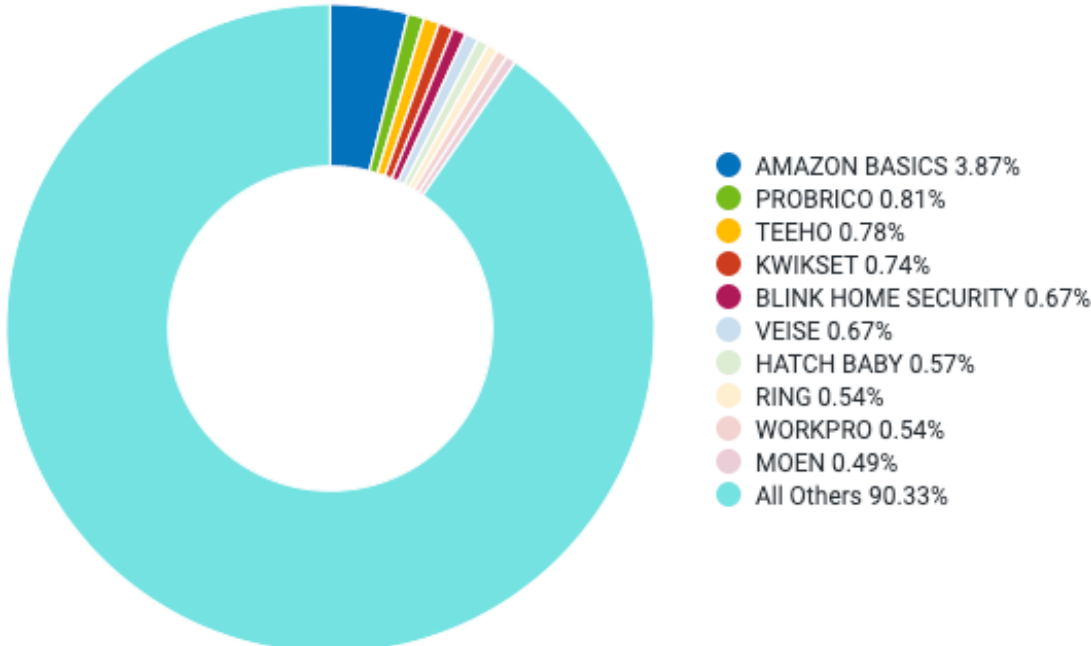
### Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank	Best Promo Price	% Discount
B0B6GLQJMV ...	All-new Ring Indoor Cam (2nd Gen)   1080p HD Video & Color Night Visi	RING ...	2.0	\$29.99	50.0%
B089DR29T6 ...	Amazon Smart Plug   Works with Alexa   control lights with voice   easy t	AMAZON ...	3.0	\$12.99	41.8%
B00UXG4WR8 ...	everydrop by Whirlpool Ice and Water Refrigerator Filter 1, EDR1RXD1, Si	YDROP BY WHIRLPOC	7.5	\$47.48	6.9%
B0B5VLCL1N ...	Blink Wired Floodlight Camera – Smart security camera, 2600 lumens, HINK HOME SECURITY	HINK HOME SECURITY	9.0	\$49.99	43.2%
B086Q54K53 ...	Ring Video Doorbell Pro 2 – Best-in-class with cutting-edge features (exi	RING ...	12.0	\$149.99	18.3%
B07RCNB2L3 ...	Kasa Smart Plug HS103P4, Smart Home Wi-Fi Outlet Works with Alexa, I	KASA SMART ...	16.0	\$20.99	23.5%
B09WZBPX7K ...	All-new Ring Battery Doorbell Plus   Head-to-Toe HD+ Video, motion dete	RING ...	17.5	\$129.99	27.8%
B0932M1666 ...	Tenmiro Led Lights for Bedroom 100ft (2 Rolls of 50ft) Music Sync Color	TENMIRO ...	19.0	\$16.99	15.0%
B00UB38V2A ...	everydrop by Whirlpool Ice and Water Refrigerator Filter 4, EDR4RXD1, Si	YDROP BY WHIRLPOC	21.0	\$48.42	5.0%
B003N1ZSYG ...	SAMSUNG Genuine Filter for Refrigerator Water and Ice, Carbon Block F	SUNG ELECTRONICS	21.0	\$25.00	24.7%
B094YXVVRF ...	Blink Floodlight camera - Wireless smart security Outdoor camera (3rd G	INK HOME SECURITY	26.5	\$74.99	46.4%
B0882ZJ48W ...	GE XWFE Refrigerator Water Filter   Certified to Reduce Lead, Sulfur, and	GE ...	27.0	\$41.09	2.8%
B08YMBQJ49 ...	Ring Alarm 14-Piece Kit - home security system with 30-day free Ring Pr	RING ...	27.5	\$197.99	40.0%
B08GD3D9YJ ...	myQ Chamberlain Smart Garage Control - Wireless Garage Hub and Sen	CHAMBERLAIN ...	32.5	\$18.99	28.6%
B07PBV7D48 ...	Hair Catcher Shower Drain Durable Silicone Hair Stopper Shower Drain C	GOTEGA ...	36.0	\$5.99	22.9%
B0868HY623 ...	LED Desk Lamp Dimmable Table Lamp Reading Lamp with USB Charging	WHITE CROWN ...	36.0	\$16.78	16.0%
B00M48BH30 ...	Kidde Carbon Monoxide Detector, Plug In Wall with AA Battery Backup, T	KIDDE ...	37.0	\$19.92	12.9%
B002JAKRAM ...	Frigidaire ULTRAWF PureSource Ultra Water and Ice Refrigerator Filter, O	FRIGIDAIRE ...	39.0	\$41.64	15.0%
B09F3DJNGF ...	Tuffenough Solar Outdoor Lights 2500LM 210 LED Security Lights with F	TUFFENOUGH ...	45.0	\$29.99	22.9%
B09YD4221P ...	TONULAX Solar Garden Lights - New Upgraded Solar Swaying Light, Swa	TONULAX ...	45.0	\$17.98	10.0%
B00UB441HS ...	everydrop by Whirlpool Ice and Water Refrigerator Filter 3, EDR3RXD1, Si	YDROP BY WHIRLPOC	45.5	\$45.50	2.3%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Tools & Home Improvement – Prime Day 2023

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
child cabinet locks ...	75	31	30	5	9
black door knobs interior with lock ...	72	24	38	4	6
keypad lock ...	72	24	38	4	6
plug covers for electrical outlets ...	72	30	25	7	10
interior black door knobs ...	71	24	38	4	5
kitchen cabinet hinges ...	71	24	37	4	6
matte black door knobs interior ...	71	23	38	4	6
modern table lamp ...	71	24	37	4	6
room lamp ...	71	24	37	4	6
black interior door knob with lock ...	70	23	38	3	6
black knobs for doors ...	69	24	36	4	5
matte black door knob with lock ...	69	21	38	4	6
toilet paper holder ...	69	23	36	4	6
adjustable wrench sets ...	68	24	34	4	6
black doorknobs ...	68	24	34	4	6
door bolt ...	68	24	34	4	6
door hinge ...	68	24	34	4	6
door knob ...	68	24	34	4	6
door knobs with lock ...	68	20	38	4	6
front door knob with lock ...	68	24	36	2	6



### Top-Sponsored Items

Best Seller



**Blink Mini** – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two-way audio, easy set up, Works...

★★★★☆ ~ 251,480



**Sifely Keyless Entry Door Lock**, Keypad Door Lock, Keyless Door Lock, Fingerprint Door Lock, Biometric Door Lock, Keypad Entry...

★★★★☆ ~ 5,976

Amazon's Choice



**Dearlolum Retractable Baby Gate Replacement Parts**, Original Hardware Set (Including 2 x Latches ...

★★★★☆ ~ 43



**Babelio Baby Gate for Doorways and Stairs**, 26-40 inches Dog/Puppy Gate, Easy Install, Pressure Mounted, No...

★★★★☆ ~ 3,092



**GLUIT Ultra Grip Hooks Heavy Duty** 22 lbs Waterproof Adhesive Wall Hooks for Home Office and Outdoor 12 Pack

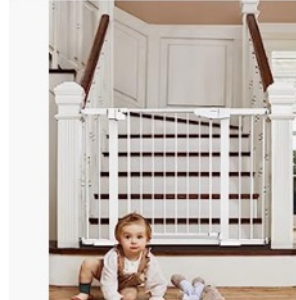
★★★★☆ ~ 14,752

Best Seller



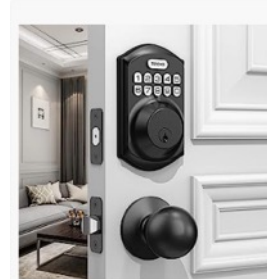
**20 Pack Magnetic Cabinet Locks** Baby Proofing - Vmais Children Proof Cupboard Drawers Latches - Adhesive Easy Installation

★★★★☆ ~ 14,353



**Mom's Choice Awards Winner-Cumbor 29.7-46" Auto Close Baby Gate for Stairs**, Easy Install...

★★★★☆ ~ 13,453



+2 colors/patterns

**TEEHO Keyless Entry Door Lock with Handle** - Electronic Keypad Deadbolt with Door Knob - Deadbolt Smart Lock for Front Door Lock Set - Auto...

★★★★☆ ~ 270



**Smart Lock, ULTRALOQ U-Bolt Pro + Bridge WiFi Adaptor**, 6-in-1 Keyless Entry Door Lock with App, WiFi, Bluetooth, Fingerprint ID and...

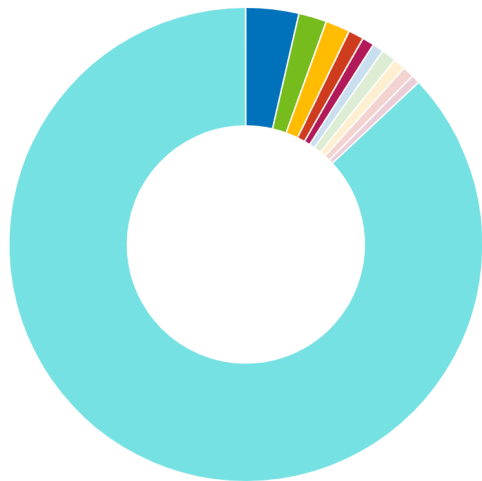
★★★★☆ ~ 10,352



**REOLINK E1 Pro 4MP HD Plug-in Home Security Indoor Camera** with 2.4/5 GHz Wi-Fi, Auto Tracking, Smart Person/Pet Detection, Multiple Storage Options, Ideal for Baby Monitor/Pet Camera/Elderly

Visit the REOLINK Store  
4.3 ★★★★★ ~ 8,680 ratings | 739 answered questions

### Most-Visible Brands



- RING 3.61%
- DEWALT 1.92%
- BLINK HOME SECURITY 1.67%
- BRITA 1.05%
- AMAZON BASICS 0.81%
- COMMAND 0.77%
- GOVEE 1.00%
- MILWAUKEE 0.82%
- AMAZON 0.78%
- WYZE 0.60%
- All Others 86.98%

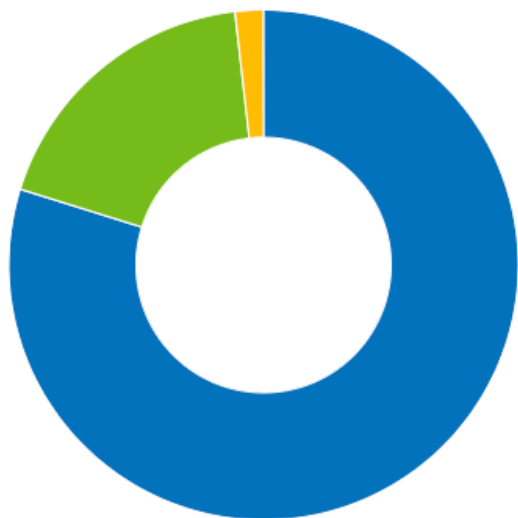
### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ring doorbell ...	5,052,000	2,711,091 ...
shower head ...	2,886,970	2,096,005 ...
led lights ...	2,764,700	2,235,672 ...
led lights for bedroom ...	2,514,760	1,793,101 ...
ring camera ...	2,197,064	2,034,256 ...
ring doorbell camera wireless ...	2,140,314	686,908 ...
solar lights for outside ...	2,111,642	1,691,606 ...
bidet ...	2,001,612	1,106,796 ...
dewalt ...	1,990,104	522,613 ...
floor lamp ...	1,882,980	1,244,926 ...
brita water filter ...	1,857,479	1,116,271 ...
ceiling fans with lights ...	1,767,572	1,208,132 ...
extension cord ...	1,734,301	1,330,311 ...
ring camera outdoor wireless ...	1,695,937	1,540,942 ...
desk lamp ...	1,558,624	955,607 ...
tools ...	1,557,801	326,930 ...
ring ...	1,546,255	1,414,949 ...

### Top Brands by Share of Sales



### Badge Breakdown by Type



- Prime Day 79.82%
- Discount 18.39%
- Limited Time Deal 1.80%

### Top-Promoted Brands

Brand	Item Count	Discount Items	Limited Time Deal Items	Prime Day Items
KATCHON ...	318	7	0	315
FUNKO ...	266	60	189	27
JOYIN ...	254	26	0	230
BARBIE ...	251	85	60	136
RUBFAC ...	208	6	0	203
MELISSA & DOUG ...	166	59	10	97
VTECH ...	145	17	4	128
TEMI ...	145	2	0	144
ARTCREATIVITY ...	135	12	0	123
JUST PLAY ...	129	29	34	70
BRIKSMAX ...	128	0	0	128
PICASSOTILES ...	120	0	0	120
LEGO ...	118	89	0	31
DOUGLAS ...	113	113	0	0
SKYLETY ...	112	98	1	13
WERNNSAI ...	111	4	0	107
SUMIND ...	109	86	0	23

# Toys & Games – Prime Day 2023

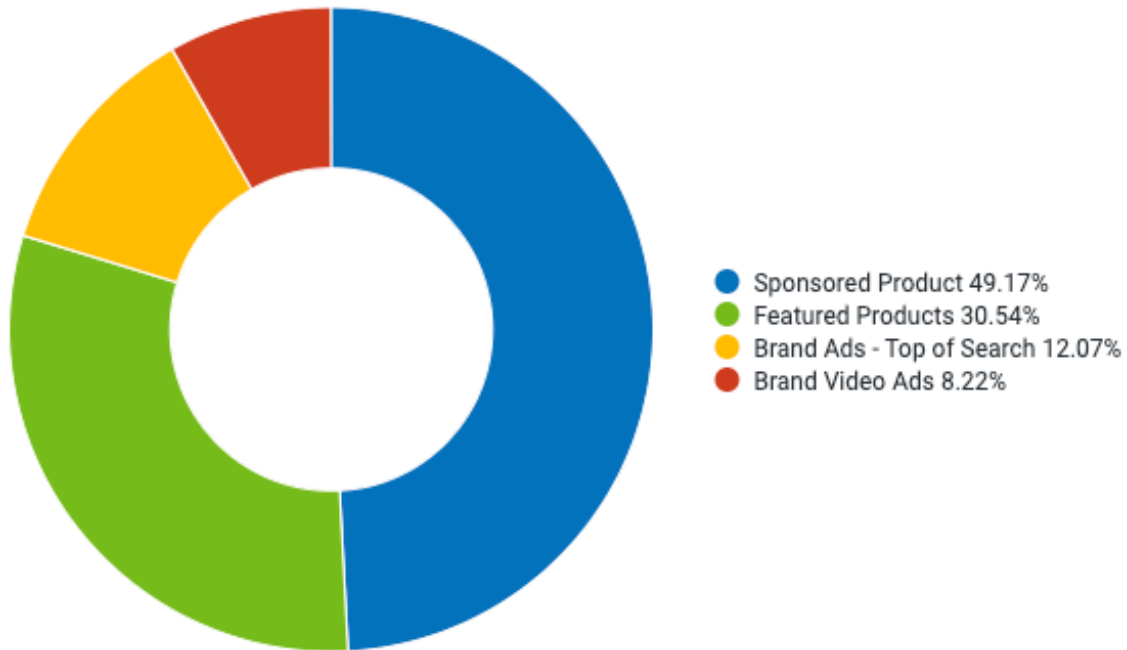
## Promotions



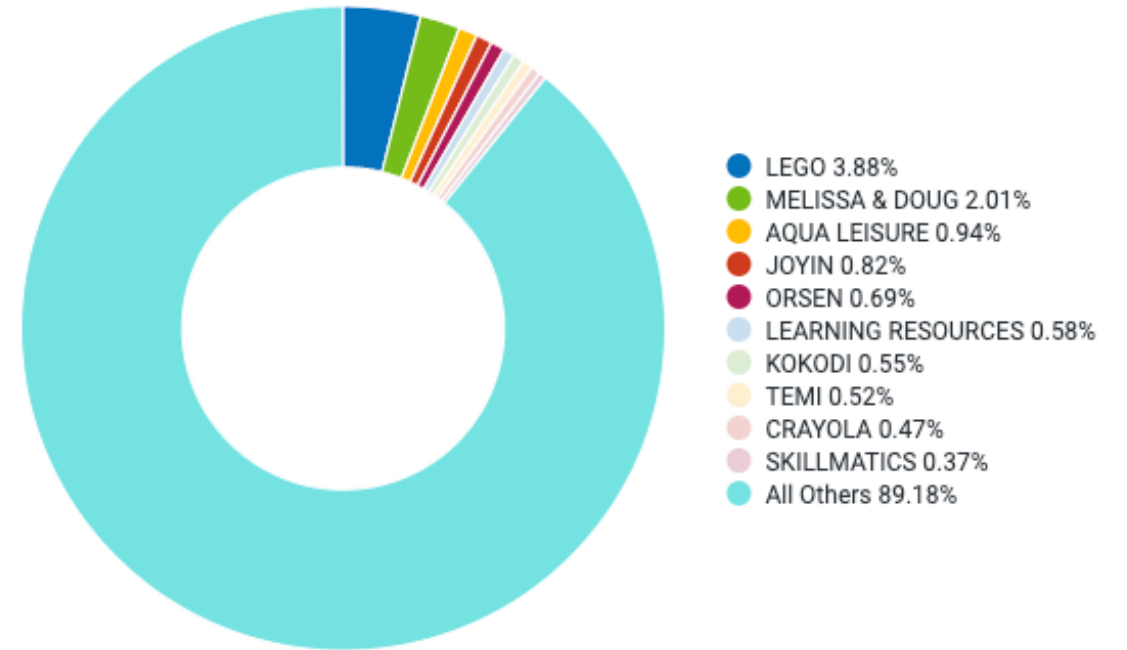
### Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B0B4G8GYXG ...	SOPPYCID Reusable Water Bomb Balloons, Latex-Free Silicone Water Ball	TLITLIMOM ...	3.0	\$27.99	20.0%
B09ZDQW1PV ...	SOPPYCID Reusable Water Bomb balloons, Summer Toy Water Toy for Bo	TLITLIMOM ...	4.0	\$18.39	20.0%
B07GW2QQWN ...	Bunch O Balloons Multi-Colored (10 Bunches) by ZURU, 350+ Rapid-Filling	BUNCH O BALLOONS ...	4.0	\$14.99	40.0%
B09NL83K5Z ...	Gabby's Dollhouse, Baby Box Cat Craft-A-Riffic Room with Exclusive Figure	GABBY'S DOLLHOUSE ...	10.0	\$5.00	47.4%
B077Z1R28P ...	Taco Cat Goat Cheese Pizza	TACO CAT GOAT CHEESE PIZZA ...	12.0	\$6.64	32.5%
B07W5QM4DP ...	SHASHIBO Shape Shifting Box - Award-Winning, Patented Fidget Cube w/	SHASHIBO ...	12.5	\$19.31	22.6%
B08GFP7PSK ...	BESTAMTOY 36 PCS Wooden Sorting Stacking Rocks Stones, Safe for Age	BESTAMTOY ...	13.0	\$17.99	37.9%
B07BC44JFC ...	Play-Doh Bulk Winter Colors 12-Pack of Non-Toxic Modeling Compound, 4	PLAY-DOH ...	21.5	\$9.49	18.7%
B09FZ42BTP ...	ORSEN LCD Writing Tablet Toddler Toys, 8.5 Inch Doodle Board Drawing P	ORSEN ...	27.0	\$13.58	7.5%
B08SGH7NKX ...	SEREED Baby Balance Bike for 1 Year Old Boys Girls 12-24 Month Toddler,	SEREED ...	30.0	\$39.99	20.0%
B082YVTXZP ...	Elmer's GUE Premade Slime, Strawberry Cloud Slime, Scented, 2 Count	ELMER'S ...	31.0	\$3.53	48.4%
B0899WTH85 ...	VISTOP Non-Slip Splash Pad for Kids and Dog, Thicken Sprinkler Pool Sun	VISTOP ...	40.0	\$24.95	11.8%
B082KFTF41 ...	KOKODI LCD Writing Tablet, 10 Inch Colorful Toddler Doodle Board Drawin	KOKODI ...	41.0	\$14.99	25.0%
B08GWPY8XP ...	nutty toys 8pk Pop Tubes Sensory Toys (Large) Fine Motor Skills Learning	NUTTY TOYS ...	45.0	\$6.97	22.3%
B00N1QPNMA ...	Glow Sticks Bulk Party Favors 100pk - 8" Glow in the Dark Party Supplies,	PARTYSTICKS ...	55.0	\$7.95	46.6%
B00000IZJB ...	Rummikub - The Original Rummy Tile Game by Pressman	PRESSMAN ...	56.0	\$10.99	31.2%
B07JZTBV9C ...	Taco vs Burrito - Created by a 7 Year Old - The Wildly Popular Surprisingly	TACO VS BURRITO ...	58.0	\$15.98	20.1%
B07RMJ8SG6 ...	Skillmatics Card Game - Guess in 10 Animal Planet, Gifts for 6, 7, 8, 9 Year	SKILLMATICS ...	60.0	\$11.98	10.7%
B08X1YQ2N9 ...	3PCS Suction Cup Spinner Toys for 1 2 Year Old Boys Spinning top Baby T	ALASOU ...	64.0	\$7.99	20.0%
B0BYDN6M8M ...	SOPPYCID Reusable Water Bomb balloons, Magnetic Refillable Water ball	SOPPYCID ...	80.0	\$35.99	4.7%
B0BZTL5393 ...	Pokemon TCG: Scarlet & Violet - Paldea Evolved Elite Trainer Box	POKEMON ...	86.0	\$34.99	3.3%

### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



### Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of ...
			Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
3 month baby toys ...		72	35	31	4	2
baby toys 0-3 months ...		72	30	35	5	2
reusable water balls ...		72	24	38	4	6
reusable waterballons ...		72	24	38	4	6
reusable waterballoons ...		72	24	38	4	6
water balloons quick fill ...		72	24	38	4	6
puzzle toddler ...		71	24	37	4	6
resusable water balloons ...		71	24	38	3	6
reusable water baloons ...		71	24	37	4	6
reuseable water balloon ...		71	24	38	3	6
reuseable water balloons ...		71	24	37	4	6
stroller toys ...		71	31	26	6	8
water ballon reusable ...		71	24	38	3	6
silicone water balloons ...		70	24	36	4	6
silicone water balloons for kids ...		70	23	37	4	6
boy toys ...		69	24	38	4	3
galison puzzles ...		69	23	36	4	6
reusable water balloons ...		69	24	35	4	6
toys for 3+ year old boys ...		69	24	36	3	6
water bomb balloons ...		69	24	35	4	6

### Top-Sponsored Items



**Best Seller**  
**ORSEN LCD Writing Tablet Toddler Toys, 8.5 Inch Doodle Board Drawing Pad Gifts for Kids, Dinosaur Boy Toy Drawing Board Christmas Birthday...**  
 ★★★★★ ~ 6,496



**Melissa & Doug Wooden Scoop and Serve Ice Cream Counter (28 pcs) - Play Food and Accessories - Pretend Food Toys, Ice Cream Shop Toys For...**  
 ★★★★★ ~ 15,820



**Best Seller**  
**SHASHIBO Shape Shifting Box - Award-Winning, Patented Fidget Cube w/ 36 Rare Earth Magnets - Transforms Into Over 70 Shapes,...**  
 ★★★★★ ~ 47,532



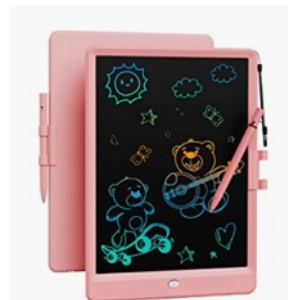
**KOKODI LCD Writing Tablet, 10 Inch Colorful Toddler Doodle Board Drawing Tablet, Erasable Reusable Electronic Drawing Pads, Education...**  
 ★★★★★ ~ 28,187



**Melissa & Doug Wooden Slice & Stack Sandwich Counter with Deli Slicer - 56-Piece Pretend Play Wooden Food Toys, Kitchen Food S...**  
 ★★★★★ ~ 4,780



**Melissa & Doug Get Well Doctor's Kit Play Set - 25 Toy Pieces - Doctor Role Play Set, Doctor Kit For Toddlers And Kids Ages 3+**  
 ★★★★★ ~ 6,236



**Bravokids Toys for 3-6 Years Old Girls Boys, LCD Writing Tablet 10 Inch Doodle Board, Electronic Drawing Tablet Drawing Pads, Educational...**  
 ★★★★★ ~ 26,727



**Best Seller**  
**Aqua Original 4-in-1 Monterey Hammock Pool Float & Water Hammock - Multi-Purpose, Inflatable Pool Floats for Adults - Patented... Blue Navy - Hammock**  
 ★★★★★ ~ 57,709



**LEGO Icons Orchid 10311 Artificial Plant Building Set with Flowers, Home Décor Gift for Adults, Botanical Collection, Great Gift for Birthday...**  
 ★★★★★ ~ 10,300



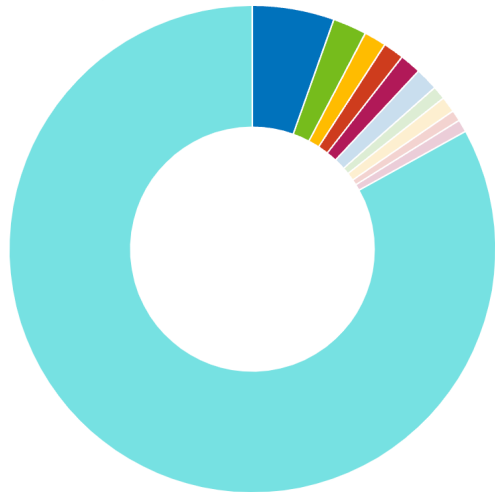
**Best Seller**  
**SEREED Baby Balance Bike for 1 Year Old Boys Girls 12-24 Month Toddler, 4 Wheels Toddler First Birthday Gifts**  
 ★★★★★ ~ 4,213



# Toys & Games – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



LEGO	5.45%
BARBIE	2.24%
FUNKO	1.47%
POKEMON	1.39%
CRAYOLA	1.42%
MELISSA & DOUG	1.51%
INTEX	0.88%
HASBRO GAMING	1.05%
SQUISHMALLOWS	0.73%
FISHER-PRICE	0.83%
All Others	83.02%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
lego ...	3,888,027	2,198,753 ...
squishmallow ...	2,653,216	1,775,912 ...
pokemon cards ...	2,542,719	1,800,003 ...
toys ...	2,515,516	1,640,578 ...
reusable water balloons ...	2,181,119	2,042,735 ...
legos ...	2,004,296	888,802 ...
board games ...	1,978,262	606,538 ...
barbie ...	1,947,720	1,420,376 ...
drone ...	1,858,297	1,166,159 ...
lego star wars ...	1,835,000	906,453 ...
pool floats ...	1,825,315	1,803,370 ...
slime ...	1,696,105	1,603,838 ...
funko pop ...	1,673,007	1,084,534 ...
games ...	1,663,064	1,343,334 ...
barbie dolls ...	1,488,160	799,707 ...
melissa and doug ...	1,427,716	263,324 ...
pool floats adult ...	1,400,932	1,227,109 ...

### Top Brands by Share of Sales



logitech



oculus



Meta Quest

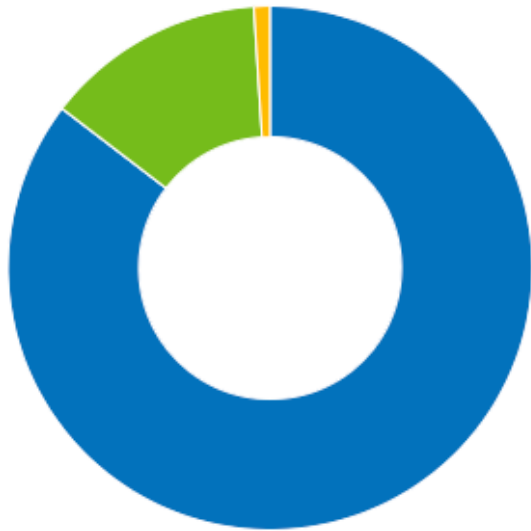


ROBLOX



Microsoft

### Badge Breakdown by Type



- Prime Day  
85.41%
- Discount  
13.60%
- Limited Time Deal  
0.99%

### Top-Promoted Brands

Top-Promoted Brands ⓘ				
Brand	Badge Type	Discount	Limited Tim...	Prime Day
Brand	Item Count	Items	Items	Items
KEYCHRON ...	92	∅	∅	92
REDRAGON ...	88	∅	∅	88
GEEKSHARE ...	87	∅	∅	87
RK ROYAL KLUDGE ...	75	∅	∅	75
XAHPOWER ...	73	∅	∅	73
LOGITECH G ...	45	11	3	32
EXTREMERATE ...	44	2	∅	42
MAGEGEE ...	44	∅	∅	44
RAZER ...	42	19	1	23
NEXIGO ...	41	∅	∅	41
EPOMAKER ...	38	∅	∅	38
KINHANK ...	35	1	∅	34
STEELSERIES ...	34	5	∅	29
8BITDO ...	33	21	∅	12
SQUARE ENIX ...	32	7	∅	27
GAMESIR ...	32	∅	∅	32
YUNZII ...	30	∅	∅	30

# Video Games – Prime Day 2023

## Promotions



### Discount on Best-Selling Items

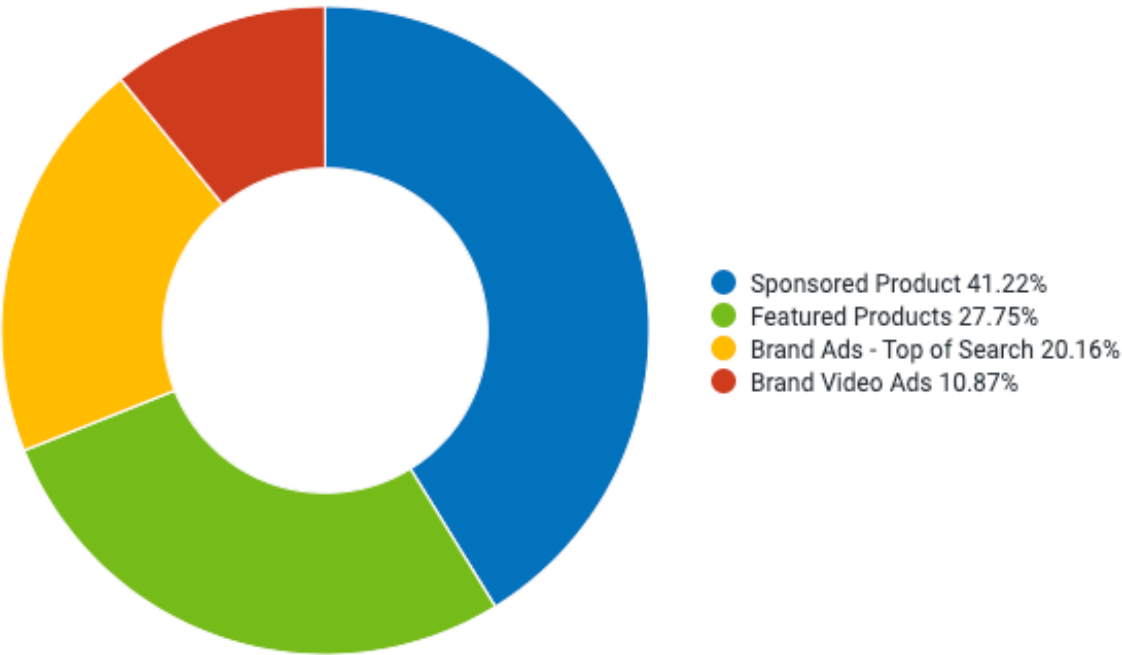
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	% Discount
B094VK65VP ...	Wireless Switch Controller for Switch/Lite/OLED Controller, Switch Contro	ESYWEN ...	3.0	\$22.08	18.2%
B097B2YWFX ...	The Legend of Zelda: Tears of the Kingdom - Nintendo Switch (US Version	NINTENDO ...	4.0	\$51.99	7.4%
B01N1037CV ...	Mario Kart 8 Deluxe - Nintendo Switch	NINTENDO ...	9.5	\$36.66	25.1%
B07RX6FBFR ...	Roblox Digital Gift Code for 2,200 Robux [Redeem Worldwide - Includes Ex	ROBLOX ...	12.0	\$21.25	15.0%
B088GD5WD4 ...	VALORANT \$25 Gift Card - PC [Online Game Code]	RIOT GAMES ...	15.0	\$20.00	20.0%
B01MY7GHKJ ...	Super Mario Odyssey - Nintendo Switch	NINTENDO ...	15.5	\$43.62	12.9%
B07GBZ4Q68 ...	Logitech G502 HERO High Performance Wired Gaming Mouse, HERO 25K	LOGITECH G ...	17.5	\$34.99	13.9%
B087LXCTFJ ...	Logitech G PRO X SUPERLIGHT Wireless Gaming Mouse, Ultra-Lightweigh	LOGITECH G ...	20.0	\$109.00	20.3%
B088GD6JH7 ...	VALORANT \$50 Gift Card - PC [Online Game Code]	RIOT GAMES ...	22.0	\$40.00	20.0%
B0153X7HKY ...	League of Legends \$100 Gift Card - NA Server Only [Online Game Code]	RIOT GAMES ...	22.0	\$80.00	20.0%
B002VBWIP6 ...	Xbox Live Gold: 12 Month Membership [Digital Code]	MICROSOFT ...	24.0	\$54.99	8.3%
B088GJR4B9 ...	Xbox Wireless Core Controller - Carbon Black	XBOX ...	26.5	\$46.52	11.3%
B088GH4X9W ...	VALORANT \$10 Gift Card - PC [Online Game Code]	RIOT GAMES ...	27.5	\$8.00	20.0%
B07RZ75JW3 ...	Roblox Digital Gift Code for 4,500 Robux [Redeem Worldwide - Includes Ex	ROBLOX ...	30.5	\$42.50	15.0%
B01LWVX2RG ...	DualShock 4 Wireless Controller for PlayStation 4 - Jet Black	PLAYSTATION ...	38.0	\$49.99	13.1%
B07TGNFVWV ...	Xbox Game Pass Ultimate: 3 Month Membership [Digital Code]	MICROSOFT ...	38.5	\$39.99	4.0%
B0795GHTBC ...	ivoler [3 Pack Screen Protector Tempered Glass for Nintendo Switch, Tran	IVOLER ...	38.5	\$7.56	19.5%
B099VMT8VZ ...	Meta Quest 2 – Advanced All-In-One Virtual Reality Headset – 128 GB	OCULUS ...	39.0	\$274.99	1.0%
B0BCDJGJ9N ...	Roblox Digital Gift Code for 2,700 Robux [Redeem Worldwide - Includes Ex	ROBLOX ...	39.5	\$25.50	15.0%
B0B3JWGYF2 ...	Soul Hackers 2: Launch Edition - PlayStation 5	SEGA ...	41.0	\$14.98	44.5%
B098RKWHHZ ...	Nintendo Switch – OLED Model w/ White Joy-Con	NINTENDO ...	47.0	\$328.00	1.4%

# Video Games – Prime Day 2023

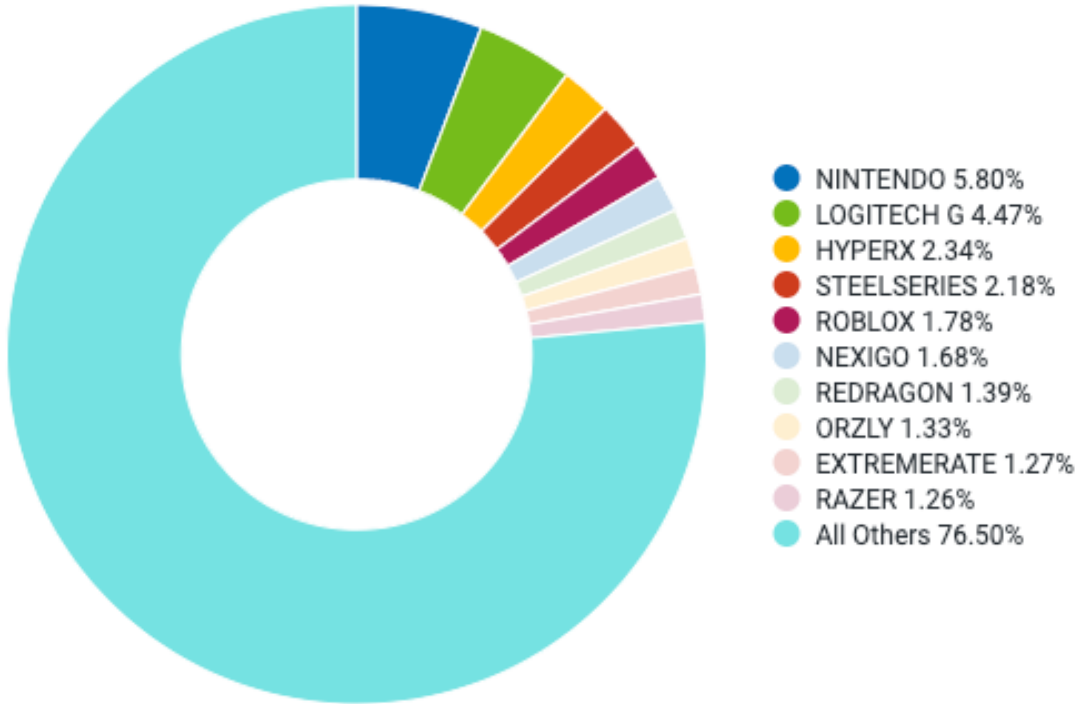
## Sponsorship Activity



### Sponsorship Activity by Ad Type



### Sponsorship Activity by Brand



# Video Games – Prime Day 2023

## Sponsorship Activity



### Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of S...
Keyword			Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
gaming mouse wired ...		138	14	110	5	9
xbox headphones ...		134	24	88	7	15
nintendo switch controllers ...		133	23	94	1	15
gaming mouses ...		131	20	105	2	4
switch controller ...		131	27	85	4	15
turtle beach headset ...		130	27	93	1	9
gaming headsets ...		129	27	88	4	10
headset ps4 ...		129	30	78	9	12
ps5 headset ...		129	21	91	4	13
razor keyboard ...		129	24	93	3	9
mintendo switch ...		127	18	92	5	12
xbox series x headset ...		127	23	88	6	10
hyperx keyboard ...		126	24	77	10	15
xbox headset ...		126	21	89	4	12
gaming headset with microphone ...		125	25	82	5	13
nintendo switch headset ...		125	21	84	6	14
nintendo switch ...		125	22	82	7	14
ps4 headset ...		125	28	77	5	15

### Top-Sponsored Items



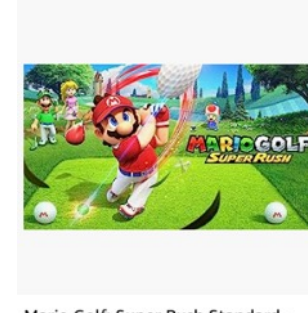
Pikmin 4 - Nintendo Switch  
Jul 21, 2023  
Nintendo Switch  
8K+ bought in past month  
\$59.99  
Pre-order Price Guarantee.  
prime



Nintendo Switch – OLED Model w/  
White Joy-Con  
Oct 8, 2021  
★★★★★ ~ 33,408



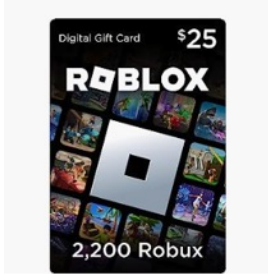
Pikmin 4 : Standard - Nintendo  
Switch [Digital Code]  
Jul 21, 2023  
ESRB Rating: Rating Pending



Mario Golf: Super Rush Standard -  
Switch [Digital Code]  
Jun 10, 2021  
ESRB Rating: Rating Pending  
★★★★★ ~ 536



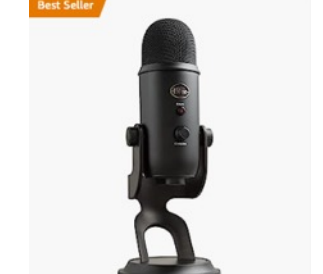
Roblox Digital Gift Code for 800  
Robux [Redeem Worldwide - Includes  
Exclusive Virtual Item] [Online Game  
Code]  
May 15, 2019  
★★★★★ ~ 142,290



Roblox Digital Gift Code for 2,200  
Robux [Redeem Worldwide - Includes  
Exclusive Virtual Item] [Online Game  
Code]  
May 15, 2019  
★★★★★ ~ 142,290



Best Seller  
Fire TV Stick with Alexa Voice Remote  
(includes TV controls), free & live TV  
without cable or satellite, HD streaming  
device  
Brand: Amazon  
4.7 ★★★★★ | 389,994 ratings | 1000+ answered questions



Best Seller  
Blue Yeti USB Microphone for PC,  
Mac, Gaming, Recording, Streaming,  
Podcasting, Studio and Computer  
Condenser Mic with Blue VOICE...  
USB  
★★★★★ ~ 30,653



Meta Quest 2 — Advanced All-In-One  
Virtual Reality Headset — 128 GB  
Aug 23, 2021  
★★★★★ ~ 79,775

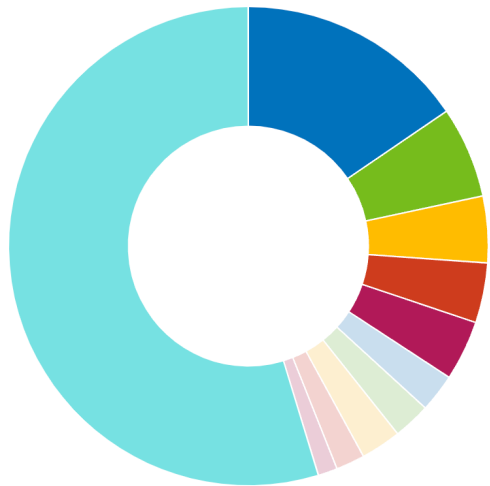


Roblox Digital Gift Code for 4,500  
Robux [Redeem Worldwide - Includes  
Exclusive Virtual Item] [Online Game  
Code]  
May 15, 2019  
★★★★★ ~ 142,290

# Video Games – Prime Day 2023

## Organic Search Visibility

### Most-Visible Brands



NINTENDO	15.48%
PLAYSTATION	6.17%
AMAZON	4.48%
MICROSOFT	4.04%
XBOX	4.06%
ROBLOX	2.57%
LOGITECH G	2.52%
RAZER	2.72%
SONY	1.95%
ELECTRONIC ARTS	1.30%
All Others	54.71%

### Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ps5 ...	2,384,523	2,875,887 ...
nintendo switch ...	2,373,732	2,669,927 ...
playstation 5 ...	1,644,353	1,900,203 ...
nintendo switch games ...	1,637,647	1,761,171 ...
xbox series s ...	1,533,901	1,510,364 ...
xbox ...	1,377,109	1,132,296 ...
xbox series x ...	1,374,857	1,879,088 ...
ps5 controller ...	1,261,429	1,667,657 ...
xbox controller ...	1,103,954	1,307,606 ...
switch games ...	917,042	499,965 ...
ps5 console ...	893,979	1,159,514 ...
valorant gift card ...	767,440	254,439 ...
ps5 games ...	755,219	731,627 ...
gaming mouse ...	750,654	1,077,488 ...
nintendo switch controller ...	743,055	1,115,832 ...
fire stick ...	722,677	2,512,981 ...
ps4 controller ...	710,628	1,269,528 ...



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