



The Ultimate Cyber 5 Recap 2023

NOCO



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CROCS



The Ultimate Cyber 5 Recap 2023

Amazon Dataset | Nov 23rd – Nov 27th 2023

Analysis Overview

This in-depth analysis covers all major Amazon departments and provides in-depth information around sales performance, sponsored search, and promotional activity over the Cyber 5 weekend.

- [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



SINGER

WOÖBLES

iBayam

Grabie[®]



Soucolor



**NATIONAL
GEOGRAPHIC**

cricut[®]

Ohuhu

POSCA

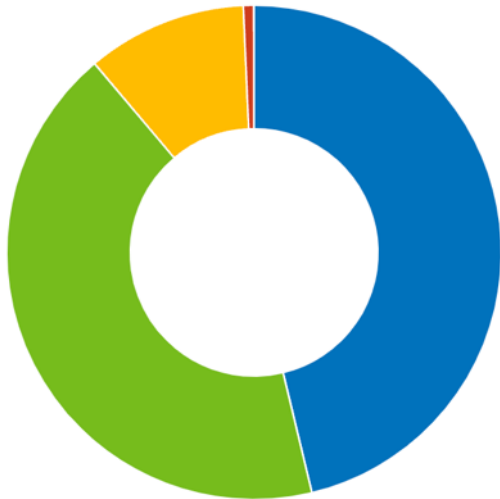
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Arts, Sewing & Crafts – Amazon Cyber 5 Recap

Promotions



Badge Breakdown by Type



- Cyber Monday 46.25%
- Black Friday 42.60%
- Discount 10.47%
- Limited Time Deal 0.68%
- Top Deal 0.01%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Time...	Top Deal
HTVRONT ...	521	436	500	2	13	∅
CRICUT ...	249	65	66	178	19	∅
CAYDO ...	171	145	148	1	∅	∅
ARTEZA ...	158	125	117	15	74	∅
SHUTTLE ART...	150	143	141	2	3	∅
LET'S RESIN ...	141	128	136	∅	∅	∅
PYD LIFE ...	137	108	127	∅	1	∅
NICPRO ...	124	113	112	∅	∅	∅
VEVOR ...	108	52	54	51	27	∅
TONIFUL ...	107	88	93	∅	∅	∅
VINYL FROG ...	98	64	88	∅	∅	∅
QUEFE ...	96	80	77	14	∅	∅
QIANSHAN ...	93	61	82	∅	∅	∅
NEW BROTHR...	93	80	86	∅	1	∅
GIRAFVINYL ...	89	61	61	4	∅	∅
OHUHU ...	88	84	72	∅	∅	∅

Arts, Sewing & Crafts – Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

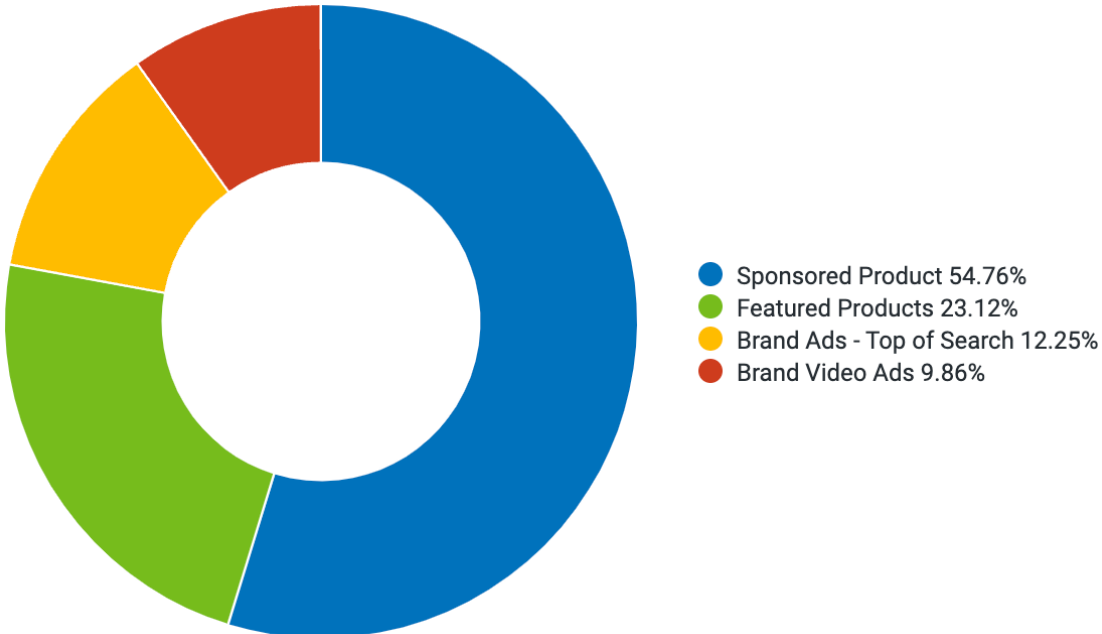
Item ID	Title	Brand	Avg Best Seller Rank	Best Promo Price	Discount %
B0B94G13CN ...	CERAKOTE® Rapid Ceramic Paint Sealant (12 oz.) – Now 50% More With	CERAKOTE ...	81.0	\$13.46	24.6%
B084RQKLV8 ...	CERAKOTE® Ceramic Headlight Restoration Kit – Guaranteed To Last As	CERAKOTE ...	14.6	\$12.66	23.5%
B0948WY5YX ...	AstroAI Cordless Tire Inflator Air Compressor 20V Rechargeable Battery P	ASTROAI ...	37.2	\$51.10	22.6%
B015TKUPIC ...	Boost Plus GB40 1000A UltraSafe Car Battery Jump Starter, 12V Battery P	NOCO ...	4.2	\$76.76	21.5%
B07CZMDFFW ...	TRUNKCRATEPRO Trunk Organizer for SUV, Truck, Car, XL Premium Expan	TRUNKCRATEPRO ...	77.0	\$47.44	20.9%
B085DMV7XD ...	Lamicall Bike Phone Holder, Motorcycle Phone Mount - Motorcycle Handle	LAMICALL ...	50.8	\$14.99	20.5%
B07W46BX31 ...	GENIUS1, 1A Smart Car Battery Charger, 6V and 12V Automotive Charger,	NOCO ...	11.4	\$23.27	20.5%
B07K6YKZBK ...	EcoNour Windshield Cover for Ice and Snow Enhanced 600D Oxford Fabr	ECONOUR ...	66.2	\$25.59	20.2%
B08B81KVJP ...	Elook Deer Warning Whistles Device for Car, Save Deer Whistle with Upgra	ELOOK ...	83.0	\$7.19	20.0%
B07LGL6LSF ...	Air Jungles New Car Scent Air Freshener Clip (Blue Sky), 6 Vent Clips, 4ml	AIR JUNGLES ...	80.2	\$11.19	20.0%
B01EBDV9BU ...	Everlasting Comfort Seat Cushion for Lower Back Pain Relief - Enhances F	EVERLASTING COMFORT ...	79.0	\$39.99	20.0%
B094DMH7ZM ...	Airmoto Tire Inflator Portable Air Compressor/Pump for Car Tires w/Digita	AIRMOTO ...	3.8	\$63.20	19.4%
B06X9L4WBQ ...	CKAuto Tire Valve Stem Caps, Black, 4 pcs/Pack, Anodized Aluminum Tire	CKAUTO ...	41.0	\$4.79	19.1%
B09NCVS7V4 ...	SINGARO Car Cup Coaster, 4PCS Universal Non-Slip Cup Holders Embedd	SINGARO ...	25.6	\$4.79	18.9%
B08B8B8V8N ...	Elook Deer Warning Whistles Device for Car, Save Deer Whistle with Upgra	ELOOK ...	78.0	\$8.79	18.8%
B07QR4Q42L ...	AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car	ASTROAI ...	4.4	\$24.77	18.6%
B00BYH6C1E ...	Drop Stop - The Original Patented Car Seat Gap Filler (AS SEEN ON Shark	DROP STOP ...	11.4	\$19.99	18.6%
B07X8GLGK3 ...	AstroAI Pencil Tire Pressure Gauge 2 Pack, Tire Gauges (10-75PSI), air Pre	ASTROAI ...	99.0	\$6.26	18.4%
B01LTHX500 ...	RX30226 WeatherBeater All-Season OEM Quality Conventional Windshielc	RAIN-X ...	8.6	\$8.97	18.4%
B01J8DLGU2 ...	AstroAI Digital Tire Pressure Gauge 150 PSI 4 Settings for Car Truck Bicyc	ASTROAI ...	9.5	\$9.19	18.3%

Arts, Sewing & Crafts – Amazon Cyber 5 Recap

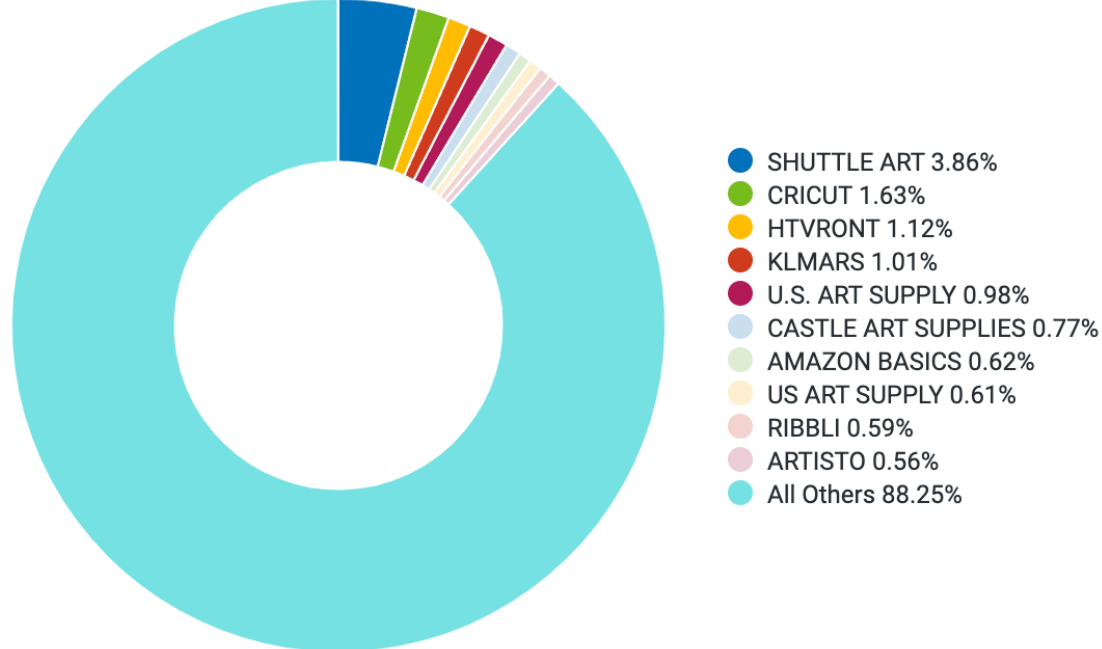
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Arts, Sewing & Crafts – Amazon Cyber 5 Recap

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
yarn ...	162	77	54	13	18
sewing machines ...	158	81	56	18	3
candle making ...	144	67	54	15	8
embroidery needles ...	133	60	49	9	15
fabric ...	133	90	17	10	16
wool yarn ...	132	60	47	10	15
canvas boards for painting ...	131	60	49	7	15
easels ...	131	68	31	17	15
soft yarn for crocheting ...	131	59	53	7	12
needle threader ...	129	58	48	8	15
adhesive vinyl ...	127	56	46	10	15
needle threaders ...	127	60	45	7	15
teckwrap permanent vinyl ...	127	56	50	6	15
red pipe cleaners ...	125	58	44	8	15
waxed thread ...	125	59	43	8	15
wax for candle making ...	124	57	46	6	15
bobbin winder ...	123	58	42	8	15
floral foam ...	123	60	38	10	15
raffia ribbon for gift wrapping ...	123	53	46	9	15

Top-Sponsored Items



Overall Pick
klmars Charm Bracelet Making Kit, Jewelry Making Supplies Beads, Unicorn/Mermaid Crafts Gifts Set for Girls Teens Age 5-12
★★★★☆ ~ 21,593



Overall Pick
Flat Clay Beads for Jewelry Bracelet Making Kit, 6mm Flat Polymer Heishi Beads DIY Arts and Crafts Kit with Smiley Face Letter Bead, Gifts Toys f...
★★★★☆ ~ 2,155



Overall Pick
klmars Bracelet Making Craft Kit for Girls, Jewelry Making Supplies Beads Charms Bracelets for DIY Craft Gifts Toys for Teen Girls Age 4 5 6 7 8 9 1...
★★★★☆ ~ 2,273



Best Seller
Betem 24 Colors Dual Tip Acrylic Paint Pens Markers, Premium Acrylic Paint Pens for Wood, Canvas, Stone, Rock Painting, Glass, Ceramic...
★★★★☆ ~ 3,993



Best Seller
Artisto 9x12 inch Premium Sketch Book Set, Spiral Bound, Pack of 2, 200 Sheets (100g/m2), Acid-Free Drawing Paper, Ideal for Kids, Teens & Adults.
★★★★☆ ~ 4,792



Overall Pick
Castle Art Supplies 72 Colored Pencils Set | Quality Soft Core Colored Leads for Adult Artists, Professionals and Colorists |...
★★★★☆ ~ 21,524



Overall Pick
U.S. Art Supply 162-Piece Deluxe Mega Wood Box Art Painting and Drawing Set - Artist Painting Pad, 2 Sketch Pads, 24 Watercolor Paint...
★★★★☆ ~ 6,096



Overall Pick
White Paint Pen Permanent Paint Markers - 2 Pack Oil Based Paint Markers, Medium Point, Quick Drying and Waterproof Paint Pens for Rock...
★★★★☆ ~ 45



Overall Pick
ZSCM Art Duo Tip Brush Markers Set, 60 Colors Fine & Brush Tip Artist Drawing Pens Set with Coloring Book, for Adult Sketching Journal...
★★★★☆ ~ 6,151



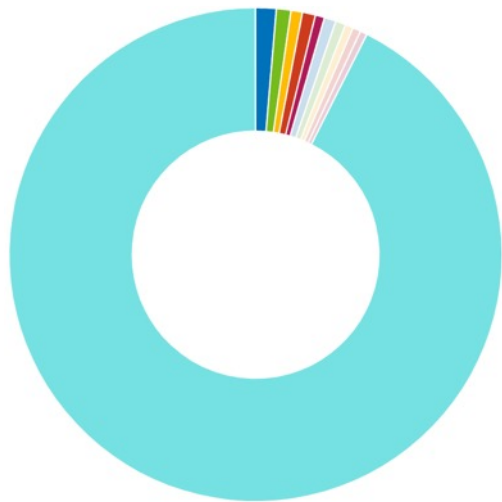
Overall Pick
Modeling Clay Kit - 62 Colors Air Dry Magic Clay, Best Gift for Boys & Girls Age 3-12 Year Old, DIY Molding Kids, with Sculpting Tools, Decoration...
★★★★☆ ~ 2,212

Arts, Sewing & Crafts – Amazon Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- CRICUT 1.35%
- SINGER 0.95%
- HTVFRONT 0.75%
- SOUCOLOR 0.86%
- COMMAND 0.61%
- IBAYAM 0.76%
- BROTHER 0.67%
- REDTWO 0.53%
- LION BRAND YARN 0.52%
- CRAYOLA 0.47%
- All Others 92.53%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
sewing machine ...	3,278,031	886,459 ...
art supplies ...	2,807,583	516,870 ...
yarn ...	2,035,554	411,310 ...
colored pencils ...	1,995,548	948,301 ...
posca markers set ...	1,698,721	672,917 ...
paint by numbers kit for adults ...	1,696,978	412,867 ...
crochet kit for beginners ...	1,590,637	399,109 ...
diamond painting kits ...	1,476,470	811,702 ...
cricut ...	1,249,347	247,307 ...
velvet ribbon ...	1,243,094	543,650 ...
markers ...	1,213,721	868,361 ...
photo album ...	998,772	493,330 ...
candle making kit ...	995,518	260,732 ...
scissors ...	985,595	438,074 ...
fooodle dazzles shimmer marker set ...	936,421	220,520 ...
command strips ...	917,010	902,490 ...
diamond art kits for adults ...	877,255	163,387 ...

Top Brands by Share of Sales

NOCO

airmoto

AstroAI



NEXPOW

ILTIDE

Avid Power

Milwaukee

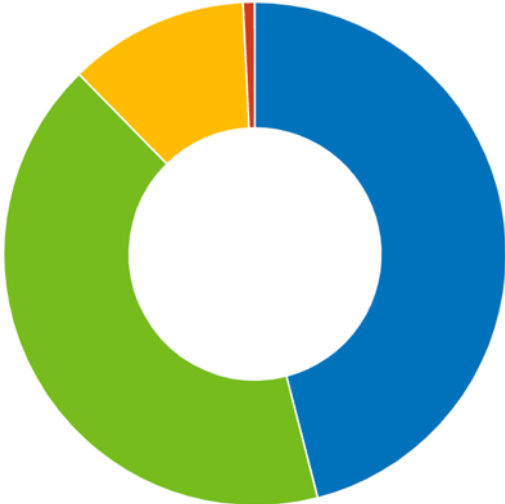
VACLIFE

Hafuloky

Automotive – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



- Cyber Monday 46.00%
- Black Friday 41.66%
- Discount 11.59%
- Limited Time Deal 0.74%
- Top Deal 0.01%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Ti...	Top Deal
KEMIMOTO ...	304	243	275	5	∅	∅
CAR PASS ...	216	168	183	4	5	∅
AUXBEAM ...	212	167	189	∅	1	∅
AUTEL ...	207	161	182	2	2	∅
DNA MOTORING...	207	106	126	53	21	∅
VVIVID ...	204	115	154	55	∅	∅
NILIGHT ...	184	128	128	35	55	∅
K&N ...	150	7	10	140	1	∅
OEDRO ...	147	102	111	6	3	∅
ADAM'S POLISH...	144	130	135	∅	∅	∅
YITAMOTOR ...	140	94	108	6	3	∅
AUTOSAVER88....	139	80	96	21	6	∅
LASFIT ...	123	101	114	3	∅	∅
CHEMICAL GUY...	121	96	102	10	36	∅
COVERADO ...	116	87	97	3	∅	∅
ILM ...	106	75	95	4	∅	∅

Automotive – Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

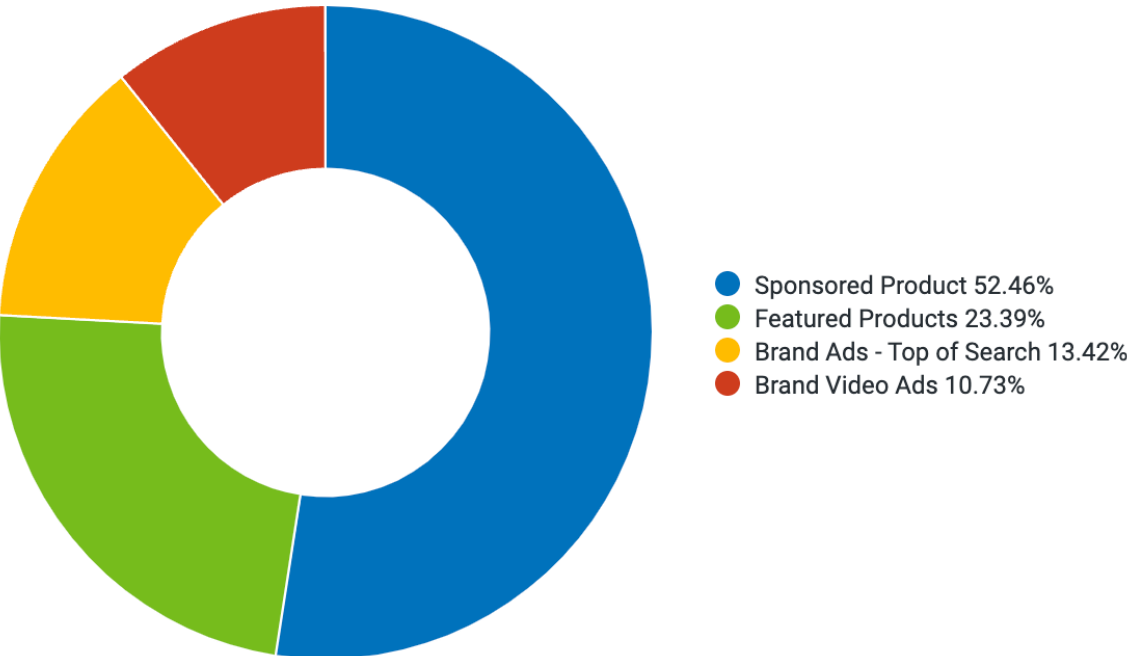
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B094DMH7ZM ...	Airmoto Tire Inflator Portable Air Compressor/Pump for Car Tires w/Digit	AIRMOTO ...	3.8	\$63.20	19.4%
B015TKUPIC ...	Boost Plus GB40 1000A UltraSafe Car Battery Jump Starter, 12V Battery P	NOCO ...	4.2	\$76.76	21.5%
B07QR4Q42L ...	AstroAI Tire Inflator Portable Air Compressor Air Pump for Car Tires - Car	ASTROAI ...	4.4	\$24.77	18.6%
B088KBCZ6H ...	VacLife Tire Inflator Portable Air Compressor - Pump for Car Tires (up to 5	VACLIFE ...	8.0	\$27.99	15.9%
B01LTHX500 ...	RX30226 WeatherBeater All-Season OEM Quality Conventional Windshield	RAIN-X ...	8.6	\$8.97	18.4%
B01J8DLGU2 ...	AstroAI Digital Tire Pressure Gauge 150 PSI 4 Settings for Car Truck Bicyc	ASTROAI ...	9.5	\$9.19	18.3%
B07VGRVKSJ ...	Car Trash Can with Lid and Storage Pockets - 100% Leak-Proof Organizer,	HOTOR ...	11.2	\$8.46	13.5%
B07W46BX31 ...	GENIUS1, 1A Smart Car Battery Charger, 6V and 12V Automotive Charger,	NOCO ...	11.4	\$23.27	20.5%
B00BYH6C1E ...	Drop Stop - The Original Patented Car Seat Gap Filler (AS SEEN ON Shark	DROP STOP ...	11.4	\$19.99	18.6%
B0988X73FW ...	TICARVE Car Cleaning Gel Detailing Putty Car Putty Auto Detailing Tools C	TICARVE ...	14.2	\$5.99	16.2%
B07V37GVY9 ...	AstroAI 27 Inch Snow Brush and Detachable Ice Scraper with Ergonomic F	ASTROAI ...	14.4	\$11.99	12.4%
B0875RKTQF ...	iOttie Easy One Touch 5 Dashboard & Windshield Universal Car Mount Pho	IOTTIE ...	14.6	\$16.97	16.4%
B084RQKLV8 ...	CERAKOTE® Ceramic Headlight Restoration Kit – Guaranteed To Last As	CERAKOTE ...	14.6	\$12.66	23.5%
B07VCBQ6KF ...	TICARVE Cleaning Gel for Car Detail Tools Car Cleaning Automotive Dust /	TICARVE ...	16.3	\$5.98	17.3%
B01DIMTWCS ...	FORTEM Car Storage Organizer, Collapsible Multi Compartment SUV Trunk	FORTEM ...	21.0	\$21.24	12.9%
B09NCVS7V4 ...	SINGARO Car Cup Coaster, 4PCS Universal Non-Slip Cup Holders Embedd	SINGARO ...	25.6	\$4.79	18.9%
B07L6FJGR4 ...	GOOACC - GRC-33 240PCS Bumper Retainer Clips Car Plastic Rivets Faste	GOOACC ...	25.8	\$11.14	13.8%
B01G5EA74I ...	ANCEL AD310 Classic Enhanced Universal OBD II Scanner Car Engine Fau	ANCEL ...	26.8	\$20.99	15.0%
B07CTGM2LD ...	AVID POWER Tire Inflator Air Compressor, 20V Cordless Car Tire Pump wi	AVID POWER ...	28.6	\$56.09	13.8%
B01A5TLGJ4 ...	Motor Trend FlexTough Floor Mats for Cars, Black Deep Dish All-Weather I	MOTOR TREND ...	33.0	\$28.02	12.5%

Automotive – Amazon Cyber 5 Recap

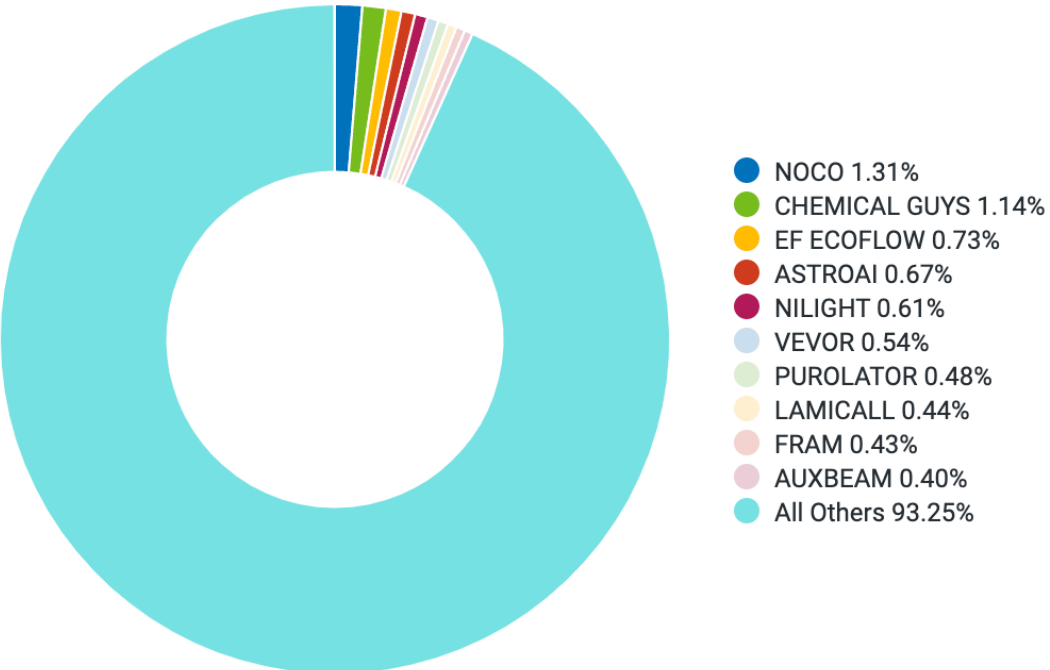
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Automotive – Amazon Cyber 5 Recap

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
accessories ...	152	88	40	12	12
motor oils ...	134	59	52	8	15
car polish ...	133	60	51	8	14
car air fresheners ...	132	71	30	14	17
5w-20 full synthetic oil ...	129	60	44	10	15
tonneau cover f150 ...	129	56	50	10	13
ram led headlights ...	128	56	48	10	14
5w30 motor oil ...	126	59	47	5	15
automotive ...	126	83	19	17	7
car leather cleaner ...	126	58	46	9	13
helmet motorcycle ...	126	59	42	10	15
nissan sentra accessories ...	126	52	49	10	15
tire gauges for tire pressure ...	126	60	46	5	15
tire pressure gauge ...	126	58	46	7	15
rubbing compound ...	125	60	40	10	15
tail light assembly ...	125	60	46	6	13
fog light assembly ...	124	60	44	6	14
rain guards for car windows ...	124	59	40	10	15
tire gauge ...	124	55	47	7	15

Top-Sponsored Items



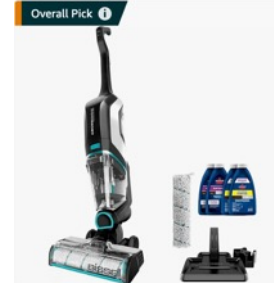
MGA's Miniverse Make It All You Can Eat Collectibles, DIY, Resin Play, Replica Food, NOT Edible, 8+
★★★★☆ ~ 25



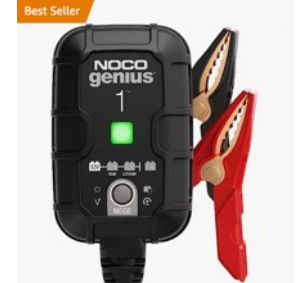
Airmoto Tire Inflator Portable Air Compressor/Pump for Car Tires w/Digital Tire Pressure Gauge - Air Compressor (120 PSI) - Motorcycle, ...
★★★★☆ ~ 5,507



NOCO Boost Plus GB40 1000A UltraSafe Car Battery Jump Starter, 12V Battery Pack, Battery Booster, Jump Box, Portable Charger and ...
★★★★☆ ~ 92,480



BISSELL CrossWave Cordless Max All in One Wet-Dry Vacuum Cleaner and Mop for Hard Floors and Area Rugs, Black, 2554A
★★★★☆ ~ 8,264



NOCO GENIUS1, 1A Smart Car Battery Charger, 6V and 12V Automotive Charger, Battery Maintainer, Trickle Charger, Float ...
★★★★☆ ~ 45,573



EF ECOFLOW Portable Power Station 3600Wh DELTA Pro, 120V AC Outlets x 5, 3600-4500W, 2.7H Fast Charge, Lifepo4 Power Station, Solar ...
★★★★☆ ~ 403



BlueDriver Bluetooth Pro OBDII Scan Tool for iPhone & Android
★★★★☆ ~ 52,578



NOCO Boost HD GB70 2000A UltraSafe Car Battery Jump Starter, 12V Battery Booster Pack, Jump Box, Portable Charger and Jumper Cable ...
★★★★☆ ~ 23,196



Saker Mini Portable Vacuum Cleaner, 3 in 1 Keyboard Wireless Handheld Vacuum with Brushless Motor 12000PA High Power and TypeC, fo ...
★★★★☆ ~ 1,375



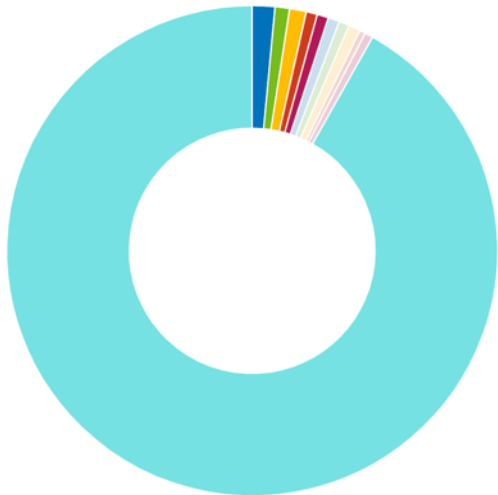
EF ECOFLOW Portable Power Station DELTA 2, 1024Wh LiFePO4 (LFP) Battery, Fast Charging, Solar Generator(Solar Panel Optional) for ...
★★★★☆ ~ 1,129

Automotive – Amazon Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- ASTROAI 1.50%
- CHEMICAL GUYS 0.95%
- DEWALT 1.10%
- TAURI 0.72%
- SPIDERCASE 0.75%
- HOTOR 0.74%
- NILIGHT 0.68%
- NOCO 0.78%
- FEBREZE 0.38%
- ARMOR ALL 0.54%
- All Others 91.84%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
car accessories	4,817,535	1,792,993
steering wheel cover	2,948,829	1,469,344
tire inflator portable air compressor	1,294,284	291,940
iphone 14 case	1,111,213	1,840,919
tools	994,142	567,615
car trash can	960,921	373,797
car air freshener	952,260	561,892
stocking stuffers for adults	932,188	1,884,991
airmoto	924,420	384,005
jump starter	891,272	149,849
car vacuum	781,819	245,631
diesel heater	780,042	583,121
iphone 14 pro max case	708,901	1,813,388
iphone 13 pro max case	674,568	1,806,496
milwaukee tools	653,176	815,305
portable power station	607,602	448,629
air compressor	601,193	252,250

Top Brands by Share of Sales



HUGGIES



 **HONEST**



HUGGIES
Pull-Ups

momcozy

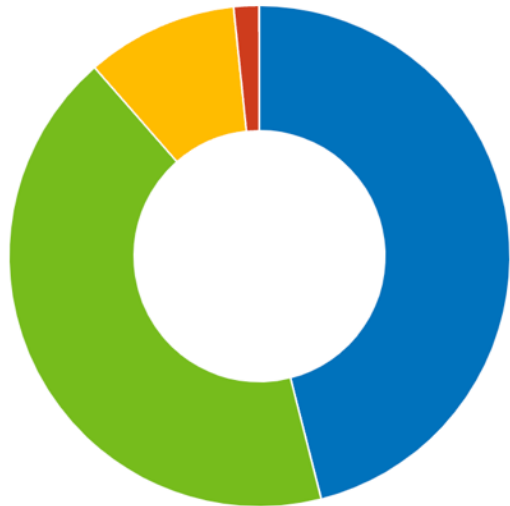
PHILIPS
AVENT



Baby – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Time ...	Top Deal
HAAKAA ...	213	174	180	26	3	∅
MOMCOZY ...	200	169	192	2	9	∅
COPPER PEARL...	193	∅	∅	193	∅	∅
NUBY ...	188	162	171	11	96	∅
BIBS ...	182	84	177	∅	∅	∅
DELTA CHILDRE...	159	55	62	92	9	∅
BILOBAN ...	149	109	138	3	∅	∅
KEABABIES ...	149	75	104	19	4	∅
YOOF OSS ...	113	82	100	2	∅	∅
DREAM ON ME...	107	70	60	33	21	∅
KONSSY ...	95	72	85	6	∅	∅
TILLYOU ...	94	63	84	∅	∅	∅
MOONSEA ...	89	71	80	∅	∅	∅
PHF ...	83	66	73	∅	∅	∅
DAYSU ...	83	54	79	∅	∅	∅
WEESPROUT ...	80	54	15	32	1	∅

Baby – Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

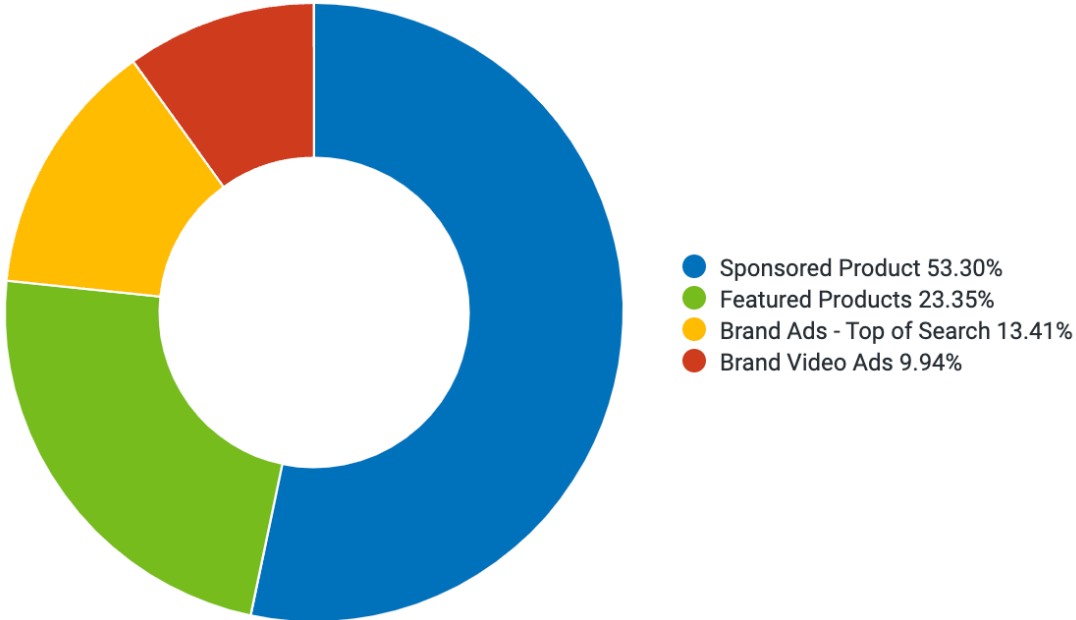
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B075QQ8VZW ...	iHealth No-Touch Forehead Thermometer, Infrared Digital Thermometer fo	IHEALTH ...	3.6	\$15.99	23.8%
B08NQ169XF ...	Smily Mia Teething Toys for Babies 0-6 Months, Never-Drop Penguin Teeth	SMILY MIA ...	14.2	\$7.99	18.9%
B08QRKY3NJ ...	Huggies Simply Clean Fragrance-Free Baby Wipes, 64 Count (Pack of 11)	HUGGIES ...	16.8	\$14.11	17.6%
B08PX2V2ND ...	Pampers Swaddlers Overnights Diapers - Size 5, 88 Count, Disposable Bak	PAMPERS ...	20.7	\$42.58	4.4%
B07CRSXMW8 ...	VTech Sit-To-Stand Learning Walker (Frustration Free Packaging), Blue	VTECH ...	23.2	\$30.39	18.1%
B08SW9LVZD ...	Huggies Overnites Size 6 Overnight Diapers (35+ lbs), 84 Ct	HUGGIES ...	24.6	\$46.44	7.5%
B08YVVRXLM ...	Momcozy Pregnancy Pillows for Sleeping, U Shaped Full Body Maternity P	MOMCOZY ...	25.2	\$34.99	22.2%
B01IZ5F6T6 ...	Pure Protection Diapers - Size 5, 132 Count, Hypoallergenic Premium Disp	PAMPERS ...	31.0	\$53.99	15.9%
B00RP0GHBO ...	Frida Baby Nasal Aspirator NoseFrida the Snotsucker with 24 Extra Hygier	FRIDABABY ...	32.4	\$15.25	10.7%
B09GM8JZM9 ...	HelloBaby Upgrade Monitor, 5"Sreen with 30-Hour Battery, Pan-Tilt-Zoom V	HELLOBABY ...	33.0	\$67.76	13.2%
B09SPF3R7W ...	Baby Books 0-6 Months, Infant Tummy Time Toys High Contrast Sensory E	HAHALAND ...	33.3	\$9.59	18.7%
B0C79XTWWM ...	Pharmedoc Pregnancy Pillows, U-Shape Full Body Pillow – Cooling Cover	PHARMEDOC ...	34.0	\$34.95	20.2%
B01845QH7M ...	Dr. Brown's Natural Flow® Anti-Colic Options+™ Narrow Baby Bottles 8 oz,	DR. BROWN'S ...	38.2	\$23.64	4.3%
B076HYFZ37 ...	Fisher-Price Baby Playmat Deluxe Kick & Play Piano Gym with Musical -To	FISHER-PRICE ...	41.6	\$28.95	14.1%
B0771FFWQ2 ...	OXO Tot Bottle Brush with Nipple Cleaner and Stand - Gray	OXO TOT ...	42.0	\$7.98	19.3%
B07CWK4S5W ...	haakaa Manual Breast Pump for Breastfeeding, Silicone, Clear 4oz/100ml	HAAKAA ...	42.6	\$11.65	10.0%
B001OC5UMQ ...	Regalo Easy Step 38.5-Inch Wide Walk Thru Baby Gate, Includes 6-Inch Ex	REGALO ...	50.8	\$29.59	15.4%
B07C3SWZ XK ...	RUVALINO Diaper Bag Backpack, Multifunction Travel Back Pack Maternit	RUVALINO ...	51.2	\$31.88	25.3%
B0964CHD65 ...	Philips AVENT Natural Baby Bottle with Natural Response Nipple, Clear, 9c	PHILIPS AVENT ...	51.3	\$28.31	3.5%
B08SNLW94K ...	Pampers Easy Ups Boys & Girls Potty Training Pants - Size 5T-6T, 84 Coun	PAMPERS ...	51.4	\$44.01	3.7%

Baby – Amazon Cyber 5 Recap

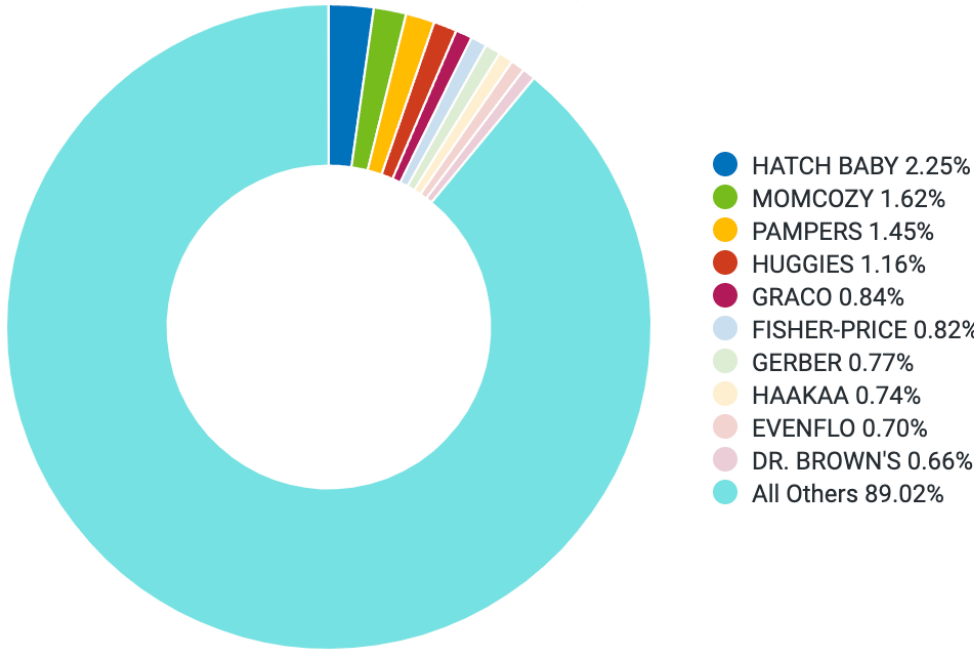
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Baby – Amazon Cyber 5 Recap

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
crib sheets ...	177	107	50	11	9
beechnut pouches ...	172	86	57	8	21
burp cloths ...	172	80	52	14	26
stage 1 baby food ...	172	81	53	14	24
pouches toddler ...	170	74	59	10	27
diaper bags ...	165	96	44	7	18
baby body wash ...	158	83	60	7	8
baby pouches ...	155	80	46	11	18
sippy cups ...	154	82	44	10	18
baby food ...	152	84	44	12	12
cloth diapers ...	152	71	44	13	24
baby ...	151	89	34	10	18
baby blankets ...	151	74	47	9	21
high chairs ...	151	70	51	15	15
toddler meals ...	151	79	55	11	6
baby food jars ...	145	77	31	16	21
baby proofing ...	143	78	39	11	15
cerebelly ...	139	62	47	14	16
baby oatmeal ...	137	77	29	13	18

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



Rossetta Star Projector, Galaxy Projector for Bedroom, Remote Control & White Noise Bluetooth Speaker, 14 Colors LED Night Lights...
 ★★★★★ ~ 8,573



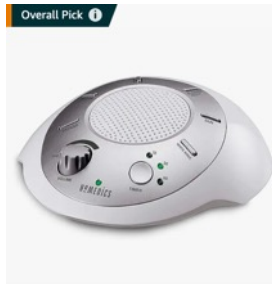
Hatch Rest+ Baby & Kids Sound Machine | 2nd Gen | Child's Night Light, Alarm Clock, Toddler Sleep Trainer, Time-to-Rise, White...
 ★★★★★ ~ 8,041



Overall Pick
 Fish Baby Books Toys, Touch and Feel Cloth Soft Crinkle Books for Babies, Toddlers Infant Kids Activity Early Education Toys, Shark Tails...
 ★★★★★ ~ 2,790



Overall Pick
 Baby Wrist Rattle Socks and Foot Finder Set, Perfect Baby Toys for 0-12 Months Newborn Boys and Girls...
 ★★★★★ ~ 311



Overall Pick
 Homedics SoundSleep White Noise Sound Machine, Silver, Small Travel Sound Machine with 6 Relaxing...
 1 Count (Pack of 1)
 ★★★★★ ~ 61,078



Best Seller
 VTech Sit-to-Stand Learning Walker (Frustration Free Packaging), Orange
 ★★★★★ ~ 90,047



Overall Pick
 WaterWipes Plastic-Free Original Baby Wipes, 99.9% Water Based Wipes, Unscented & Hypoallergenic...
 60 Count (Pack of 12)
 ★★★★★ ~ 28,417

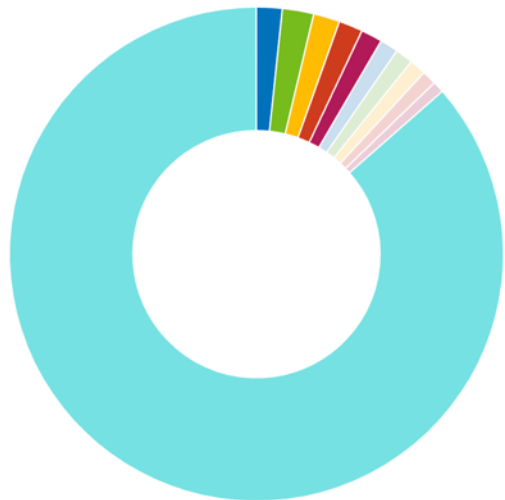


Sweet Dreamers, Ewan Deluxe with Shush, Gray | Baby & Toddler White Noise Sound Machine | Cry Activate...
 1 Count (Pack of 1)
 ★★★★★ ~ 11,125

Baby – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



● PAMPERS 1.68%
● GRACO 2.05%
● DELTA CHILDREN 1.72%
● HUGGIES 1.57%
● DR. BROWN'S 1.40%
● MUNCHKIN 1.20%
● DREAM ON ME 1.17%
● MOMCOZY 1.07%
● SAFETY 1ST 0.95%
● FISHER-PRICE 0.74%
● All Others 86.44%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
baby wipes ...	4,131,713	1,537,863 ...
pregnancy test ...	2,656,897	994,826 ...
pregnancy pillow ...	2,270,591	1,107,198 ...
baby gate ...	2,127,444	1,005,557 ...
toddler bed ...	2,054,164	931,253 ...
baby ...	1,969,719	635,310 ...
car seat ...	1,920,219	357,680 ...
diaper bag ...	1,870,767	867,148 ...
high chair ...	1,522,389	483,223 ...
diapers ...	1,279,768	447,587 ...
baby swing ...	1,110,965	811,789 ...
aquaphor ...	1,068,749	1,394,705 ...
baby walker ...	1,055,472	599,337 ...
bassinet ...	1,033,942	614,710 ...
baby essentials ...	758,302	383,329 ...
thermometer ...	740,745	886,740 ...
body pillow ...	712,523	854,278 ...

Beauty & Personal Care – Amazon Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales

SOL DE JANEIRO

OLAPLEX.

COSRX

REVLON®

dyson

MIGHTY
PATCH®

COLORWOW

PAULA'S CHOICE
SKINCARE

TYMO

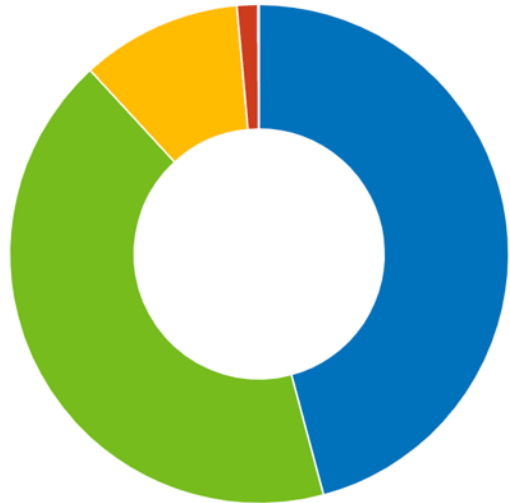
BURT'S BEES®

Beauty & Personal Care – Amazon Cyber 5 Recap

Sales Performance



Badge Breakdown by Type



- Cyber Monday 45.85%
- Black Friday 42.33%
- Discount 10.40%
- Limited Time Deal 1.36%
- Top Deal 0.06%

Top-Promoted Brands

	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time ...	Top Deal
Brand	Item Count v	Items	Items	Items	Items	Items
BEETLES GEL P...	463	375	415	8	3	10
MODELONES ...	365	307	323	28	3	∅
SAVILAND ...	349	295	306	∅	∅	∅
MAKARTT ...	228	186	213	∅	4	∅
KIARA SKY ...	225	163	193	6	∅	∅
LAURA GELLER ...	214	178	198	10	2	2
COVERGIRL ...	199	123	121	75	48	∅
MOROVAN ...	190	159	175	6	∅	∅
GAOY ...	187	162	164	6	2	∅
TEENITOR ...	182	159	177	4	∅	∅
RARJSM ...	181	149	163	∅	∅	∅
OPI ...	173	103	117	74	2	∅
KITSCH ...	172	153	161	2	3	5
JANE IREDALE......	168	115	149	4	∅	∅
MARIO BADESC...	168	138	153	3	59	∅
REVLON ...	163	36	38	126	25	∅

Beauty & Personal Care – Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

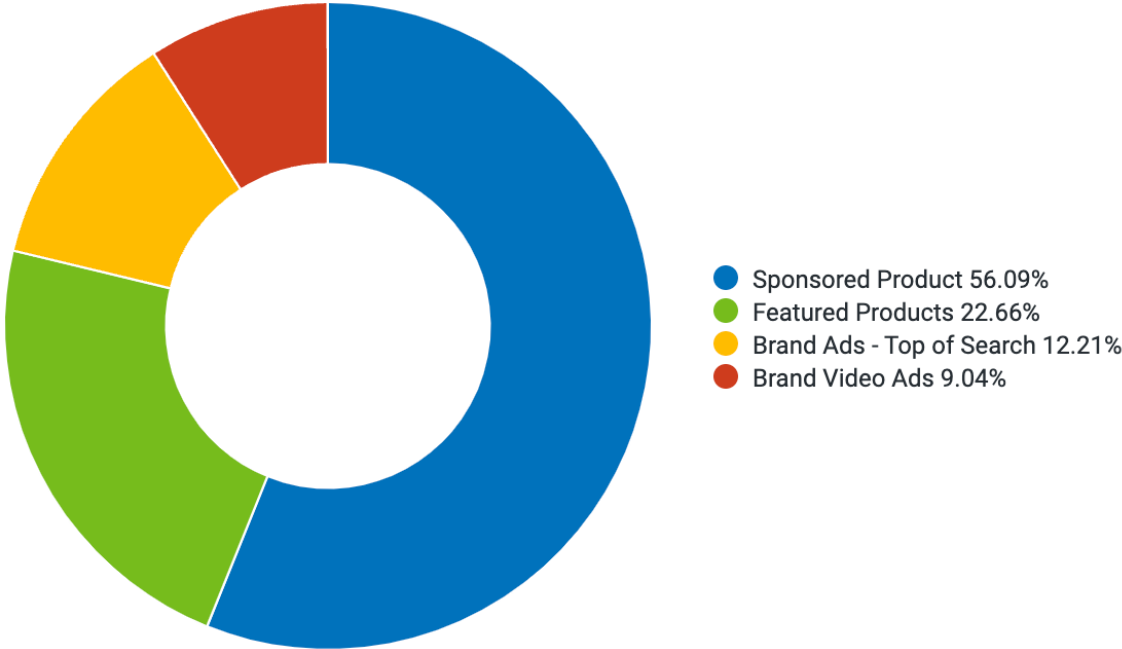
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B074PVTPBW ...	Original from Hero Cosmetics - Hydrocolloid Acne Pimple Patch for Zits a	MIGHTY PATCH ...	2.2	\$9.58	19.2%
B01LEJ5MSK ...	Snail Mucin 92% Moisturizer 3.52oz/ 100g, Daily Repair Face Gel Cream fo	COSRX ...	5.6	\$10.06	22.2%
B073CWSQ51 ...	COLOR WOW Dream Coat Supernatural Spray - Keep Your Hair Frizz-Free a	COLOR WOW ...	8.0	\$19.60	30.0%
B07D37SBHF ...	Olaplex No. 5 Bond Maintenance Conditioner	OLAPLEX ...	12.0	\$21.00	20.0%
B09S4PVZ81 ...	Kitsch Satin Heatless Curling Set - Hair Rollers for Heatless Curls Heatles	KITSCH ...	12.8	\$12.78	16.1%
B07D37PQGL ...	Olaplex No. 4 Bond Maintenance Shampoo	OLAPLEX ...	16.5	\$21.00	5.6%
B07PBXXNCY ...	Clean Skin Club Clean Towels XL, 100% USDA Biobased Dermatologist Ap	CLEAN SKIN CLUB ...	16.6	\$13.82	20.4%
B082WZTJV5 ...	Grande Cosmetics GrandelASH-MD Lash Enhancing Serum	GRANDE COSMETICS ...	17.8	\$25.20	30.0%
B08H3JPH74 ...	Lash Sensational Sky High Washable Mascara Makeup, Volumizing, Lengt	MAYBELLINE NEW YORK ...	20.0	\$7.49	23.9%
B08BC88KG1 ...	Shower Steamers Aromatherapy 15 Pack - Christmas Gifts Stocking Stuff	BODY RESTORE ...	20.2	\$19.99	33.3%
B00949CTQQ ...	Paulas Choice--SKIN PERFECTING 2% BHA Liquid Salicylic Acid Exfoliant-	PAULA'S CHOICE ...	21.4	\$28.00	19.2%
B004EDWMBO ...	Burt's Bees Christmas Gifts, 5 Stocking Stuffers Products, Everyday Essen	BURT'S BEES ...	23.0	\$8.48	14.8%
B01MYM3KV7 ...	Julep Eyeshadow 101 Crème to Powder Waterproof Eyeshadow Stick, Pea	JULEP ...	28.0	\$11.20	30.0%
B0BN2PX8V3 ...	Anua Heartleaf Pore Control Cleansing Oil Korean Facial Cleanser, Daily M	ANUA ...	31.4	\$14.15	18.5%
B09SP2XHKT ...	NYX PROFESSIONAL MAKEUP Butter Gloss, Non-Sticky Lip Gloss - Sugar	NYX PROFESSIONAL MAKEUP ...	32.8	\$1.62	65.6%
B07MMQ4BZH ...	Hair Straightener Brush, TYMO Ring Hair Straightener Comb Straightening	TYMO ...	32.8	\$37.48	5.8%
B01687MKEM ...	Victoria's Secret Love Spell Mist, Body Spray for Women, Notes of Cherry t	VICTORIA'S SECRET ...	34.0	\$9.98	9.8%
B07XXPHQZK ...	LANEIGE Lip Sleeping Mask: Nourish & Hydrate with Vitamin C, Antioxidar	LANEIGE AMOREPACIFIC ...	35.6	\$18.00	25.0%
B00U2VQZDS ...	Neutrogena Cleansing Fragrance Free Makeup Remover Face Wipes, Clea	NEUTROGENA ...	36.6	\$8.37	11.1%
B07DY2QRF6 ...	LANEIGE Lip Glowly Balm	LANEIGE ...	37.6	\$13.50	25.0%

Beauty & Personal Care – Amazon Cyber 5 Recap

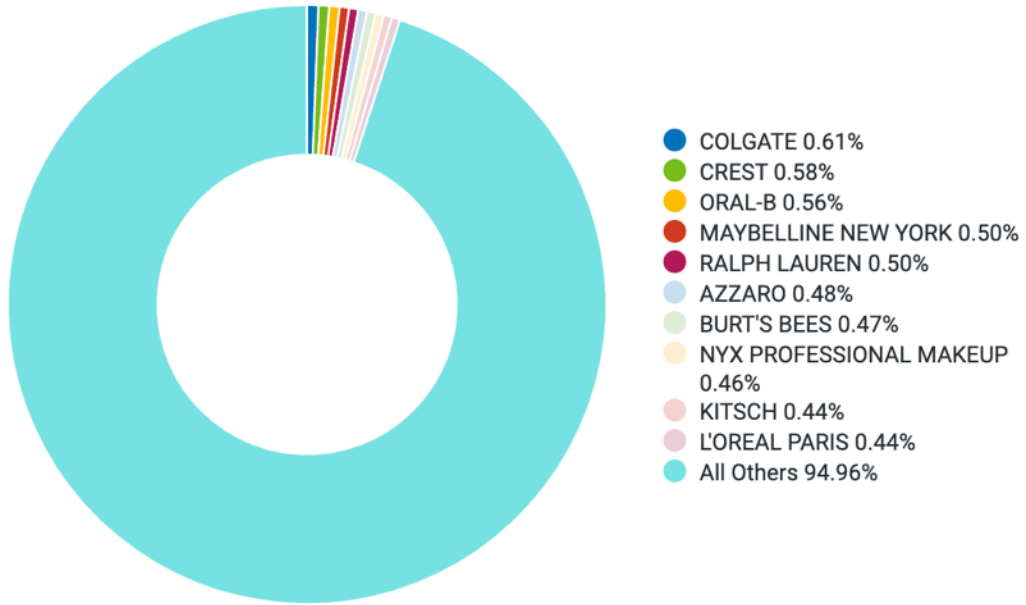
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Beauty & Personal Care – Amazon Cyber 5 Recap

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
nails ...	192	94	68	12	18
hair color ...	183	86	54	12	31
sunscreen ...	177	89	60	13	15
hair spray ...	175	76	70	13	16
body butter ...	174	83	66	10	15
hand soap ...	174	78	68	13	15
beauty & personal care ...	170	83	65	12	10
hair care ...	169	87	52	9	21
bath bombs ...	167	87	71	9	∅
body moisturizers ...	166	90	44	14	18
face ...	166	100	31	14	21
bar soap ...	165	75	56	10	24
body wash ...	163	92	40	13	18
chap stick ...	163	77	69	14	3
face care ...	161	92	45	16	8
beard care ...	159	88	37	8	26
dry shampoo ...	159	67	53	16	23
lips ...	158	94	35	13	16
makeup ...	158	85	42	16	15

Beauty & Personal Care – Amazon Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Items



Crest 3D Whitestrips, Professional Effects, Teeth Whitening Strip Kit, 44 Strips (22 Count Pack)

Strip 44 Count (Pack of 1)

★★★★☆ ~ 82,139



Oral-B Pro 5000 Smartseries Power Rechargeable Electric Toothbrush with Bluetooth Connectivity, Black...

Adult 5 Piece Set

★★★★☆ ~ 12,234



Waterpik Aquarius Water Flosser Professional For Teeth, Gums, Braces, Dental Care, Electric Power With 10...

★★★★☆ ~ 129,340



Colgate Optic White Overnight Teeth Whitening Pen, Teeth Stain Remover to Whiten Teeth, 35 Nightly...

Gel

★★★★☆ ~ 54,474



Oral-B Genius X Limited, Electric Toothbrush with Artificial Intelligence, 1 Replacement Brush...

Adult 1 Count (Pack of 1)

★★★★☆ ~ 7,655



Crest 3D Whitestrips with Light, Teeth Whitening Strip Kit, 20 Strips (10 Count Pack)

Strip 10 Count (Pack of 1)

★★★★☆ ~ 15,167



SimplyVital Face Moisturizer Collagen Cream - Anti Aging Neck and Décolleté - Made in USA Day & Nigh...

1.7 Fl Oz (Pack of 1)

★★★★☆ ~ 8,710



7AM2M Sonic Electric Toothbrush with 6 Brush Heads for Adults and Kids, One Charge for 90 Days...

Adult, Kid 1 Count (Pack of 1)

★★★★☆ ~ 19,999



Azzaro The Most Wanted Eau de Parfum Intense - Woody & Seductive Mens Cologne - Fougère, Ambery &...

Fougère, Ambery & Spicy 3.3 Fl. Oz

★★★★☆ ~ 5,634



Mighty Patch Original from Hero Cosmetics - Hydrocolloid Acne Pimple Patch for Zits and Blemishes...

36 Piece Assortment

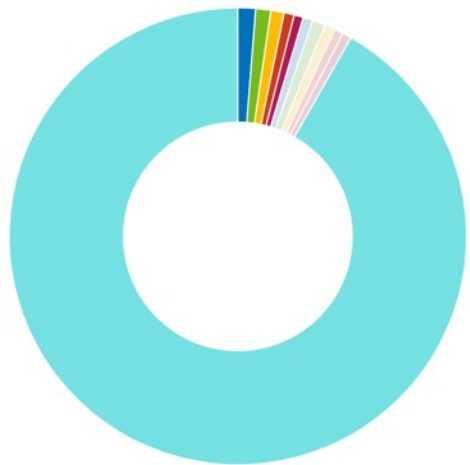
★★★★☆ ~ 136,009

Beauty & Personal Care – Amazon Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- E.L.F. 1.25%
- CERAVE 1.06%
- SOL DE JANEIRO 0.94%
- MAYBELLINE NEW YORK 0.73%
- NEUTROGENA 0.65%
- REVLON 0.69%
- COSRX 0.91%
- BEETLES GEL POLISH 0.74%
- LA ROCHE-POSAY 0.63%
- CONAIR 0.64%
- All Others 91.75%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
makeup ...	8,792,126	2,225,356 ...
sol de janeiro ...	8,491,443	2,281,807 ...
dyson airwrap ...	7,026,210	1,403,613 ...
makeup bag ...	6,625,230	1,931,906 ...
bubble skincare ...	5,991,671	1,696,167 ...
skin care ...	5,920,813	1,624,148 ...
makeup brushes ...	5,475,932	1,756,174 ...
hair dryer ...	5,143,868	1,536,171 ...
pimple patches ...	4,868,249	1,800,662 ...
gel nail polish ...	4,859,347	1,242,139 ...
mascara ...	4,773,659	1,713,667 ...
lip gloss ...	4,762,419	1,530,576 ...
olaplex ...	4,667,693	947,583 ...
laneige lip mask ...	4,632,116	960,196 ...
perfumes for women ...	4,543,431	988,164 ...
dyson hair dryer ...	4,531,794	1,207,509 ...
press on nails ...	4,364,768	1,810,909 ...

Camera & Photo – Amazon Cyber 5 Recap

Sales Performance



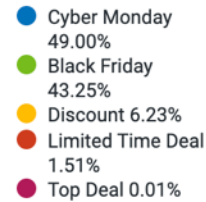
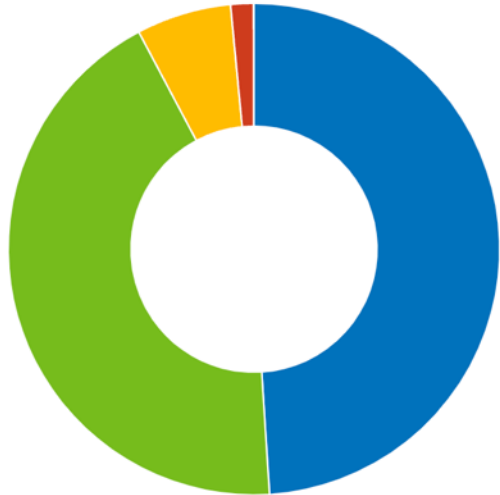
Top Brands by Share of Sales



Camera & Photo – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



Top-Promoted Brands

	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time ...	Top Deal
Brand	Item Count v	Items	Items	Items	Items	Items
NEEWER ...	98	72	84	1	∅	∅
SMALLRIG ...	80	42	59	15	∅	∅
REOLINK ...	70	69	66	∅	2	1
CELESTRON ...	46	36	36	6	13	∅
K&F CONCEPT....	41	24	32	∅	∅	∅
LAVIEW ...	34	30	32	∅	∅	∅
HISEEU ...	34	20	28	2	∅	∅
PEAK DESIGN ...	33	∅	∅	33	∅	∅
PGYTECH ...	32	20	19	7	∅	∅
EUFY SECURITY....	31	31	29	∅	∅	∅
EZVIZ ...	28	26	24	∅	∅	∅
JJC ...	28	11	23	4	∅	∅
PELLKING ...	26	22	19	∅	∅	∅
CANBOC ...	26	16	22	1	∅	∅
ZOSI ...	26	22	18	∅	∅	∅
BAGSMART ...	25	22	23	∅	∅	∅

Camera & Photo – Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

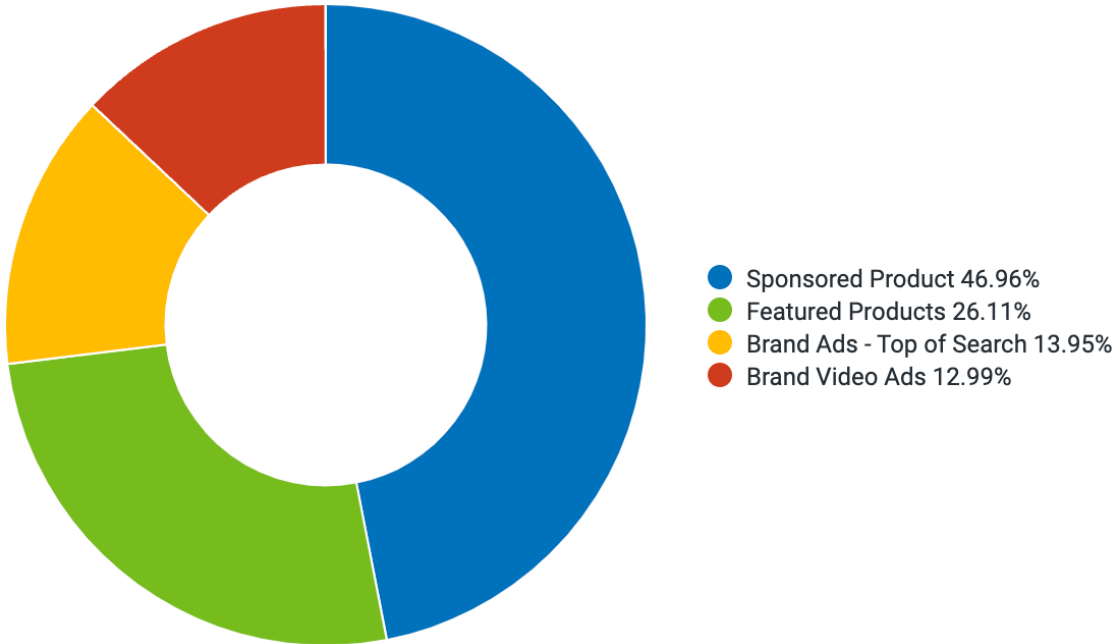
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B081RJ8DW1 ...	Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refrac	GSKYER ...	3.0	\$77.94	15.6%
B0756BXDTX ...	Occer 12x25 Compact Binoculars for Adults and Kids - Large Eyepiece Wa	OCCER ...	3.4	\$28.79	18.3%
B09P8JQWF4 ...	Telescope 80mm Aperture 600mm - Astronomical Portable Refracting, Fu	HEXEUM ...	5.2	\$102.45	22.2%
B095S4G6GC ...	Telescope for Adults & Kids, 70mm Aperture Refractor (15X-150X) Portab	TOYERBEE ...	7.2	\$56.89	15.5%
B095XQVTNM ...	ToyerBee Telescope for Adults & Kids, 70mm Aperture (15X-150X) Portab	TOYERBEE ...	7.6	\$62.07	2.2%
B07Q1GHB5X ...	Hontry Binoculars for Adults and Kids, 10x25 Compact Binoculars for Bird	HONTRY ...	8.2	\$19.85	18.8%
B09836V1BD ...	Telescope for Kids & Adults - 70mm Aperture 500mm AZ Mount Fully Mul	HEXEUM ...	10.0	\$75.99	14.3%
B07MYVKPV6 ...	LET'S GO! Binocular for Kids, Compact High Resolution Shockproof Binoc	LET'S GO! ...	11.0	\$17.74	9.6%
B07GF4JCDY ...	Adorrgon 12x42 HD Binoculars for Adults High Powered with Phone Adap	ADORRGON ...	12.6	\$40.69	27.0%
B07VLXKZ33 ...	12x42 HD Binoculars for Adults with Universal Phone Adapter - High Powe	ADASION ...	14.2	\$55.06	19.9%
B07GQ8J4QX ...	POLDR 12X25 Small Pocket Binoculars Compact Adults,Mini Kids Binocul	POLDR ...	15.8	\$15.99	18.9%
B06XT7M6P5 ...	Aurosports 10x25 Binoculars for Adults and Kids, Large View Compact Bi	AUROSPORTS ...	16.2	\$20.77	10.1%
B0C61GDSSR ...	IBQ Binoculars for Adults,12x30 Binoculars with Upgraded Phone Adapter	IBQ ...	19.8	\$31.39	27.2%
B004P1IMFA ...	Celestron – Outland X 10x42 Binoculars – Waterproof & Fogproof Full-Siz	CELESTRON ...	20.5	\$46.12	9.1%
B0C4N99FGY ...	Telescope 90mm Aperture 900mm - High Precision Adjustment Vertisteel	KOOLPTE ...	21.0	\$199.99	20.0%
B08FMM86JN ...	16X52 Monocular Telescope High Powered for Adults, 2023 Power Prism	PANKOO ...	22.2	\$19.99	47.2%
B08KHCR1YF ...	20x50 High Power Binoculars for Adults, Military Compact HD Profession	RONHAN ...	22.8	\$36.36	8.4%
B083JRF1MH ...	CELESTRON StarSense Explorer DX 130AZ Smartphone App-Enabled Tele	CELESTRON ...	22.8	\$273.87	13.4%
B0BTKWCGVZ ...	20X25 Compact Binoculars for Adults and Kids, Large Eyepiece Waterproo	RODCIRANT ...	23.8	\$28.92	12.6%
B00B73JONS ...	Celestron – Nature DX 8x42 Binoculars – Outdoor and Birding Binocular –	CELESTRON ...	24.3	\$86.00	22.8%

Camera & Photo – Amazon Cyber 5 Recap

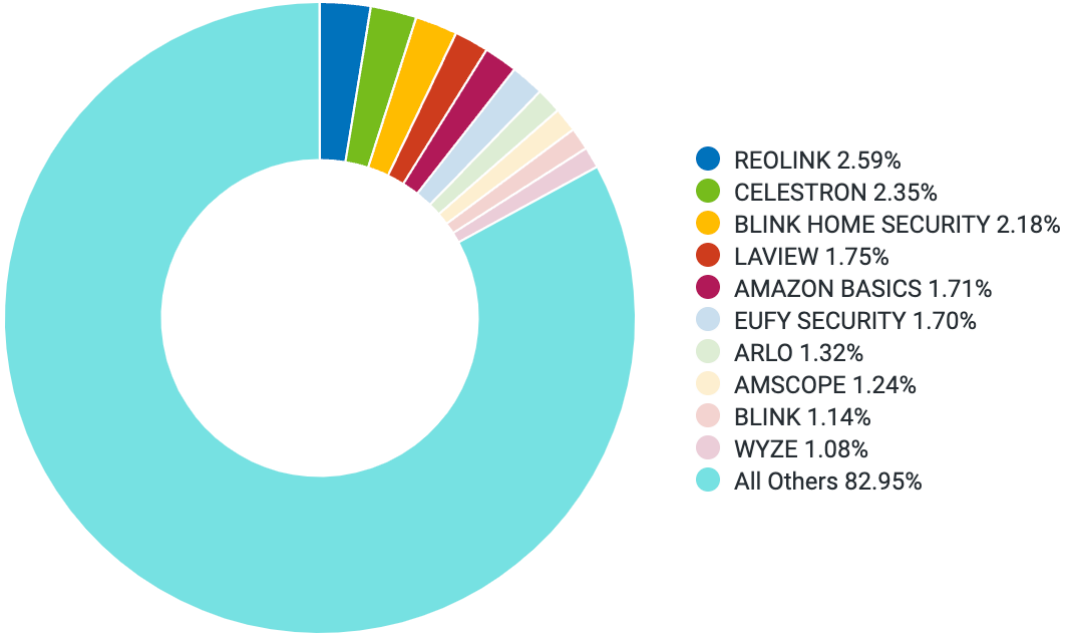
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Camera & Photo – Amazon Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
telescopes for adults astronomy ...	101		32	47	7	15
small binoculars ...	87		28	37	9	13
light socket security camera ...	86		23	38	10	15
telescope for adults ...	85		27	34	9	15
bushnell binoculars ...	85		29	37	9	10
canon battery charger ...	85		25	50	4	6
telescopes ...	83		25	35	8	15
binoculares de largo alcance ...	82		29	31	9	13
hunting binoculars ...	81		27	34	10	10
telescopes for adults ...	81		28	29	9	15
telescope for adults high powered ...	80		30	26	9	15
e mount lens ...	80		24	37	10	9
cosmic scope ...	80		27	28	10	15
monocular telescope ...	78		26	30	7	15
camera lens cleaning kit ...	77		26	33	9	9
digital microscope ...	77		24	30	8	15
canon camera bag ...	77		29	33	9	6
sony lens ...	77		30	22	10	15
telescope for kids ...	77		45	22	2	8

Top-Sponsored Items



Best Seller
Gskyer Telescope, 70mm Aperture 400mm AZ Mount Astronomical Refracting Telescope for Kids Beginners - Travel Telescope with...
★★★★☆ ~ 23,902



LET'S GO! Binocular for Kids, Compact High Resolution Shockproof Binoculars
★★★★☆ ~ 8,258



LaView 4MP Bulb Security Camera 2.4GHz, 360° 2K Security Cameras Wireless Outdoor Indoor Full Color Day and Night, Motion Detection, ...
★★★★☆ ~ 4,016



Overall Pick
Blink Mini – Compact indoor plug-in smart security camera, 1080p HD video, night vision, motion detection, two-way audio, easy set up, Works...
★★★★☆ ~ 267,136



Ring Stick Up Cam Plug-In | Weather-Resistant Outdoor Camera, Live View, Color Night Vision, Two-way Talk, Motion alerts, Works with Alexa [...]
★★★★☆ ~ 10,656



Overall Pick
Google Nest Cam Outdoor or Indoor, Battery - 2nd Generation - 1 Pack
★★★★☆ ~ 4,215



Overall Pick
Rebluum Security Camera Wireless Outdoor, 2K Solar Security Camera, Battery Powered 360°PTZ



Noorio B200 Security Camera Wireless Outdoor, 1080p Home Security Camera, Wire-Free Battery Powered WiFi Camera, Color Night...



A3 Light Pad, Elice Tracing Light Box 3 Colors Mode Stepless Dimmable and 6 Levels of Brightness Light Copy Pad, Wireless Rechargeable Led Lig...
★★★★☆ ~ 1,628



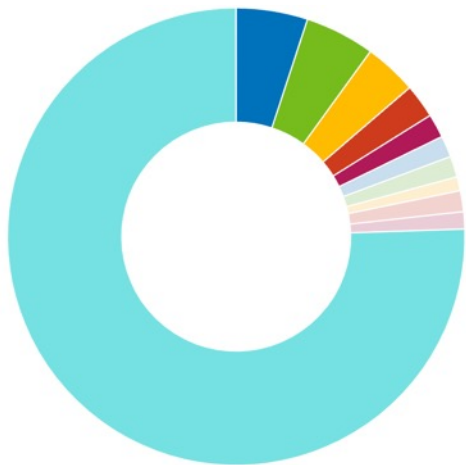
Blink Outdoor (3rd Gen) - wireless, weather-resistant HD security camera, two-year battery life, motion detection, set up in minutes – 2...
★★★★☆ ~ 78,865

Camera & Photo – Amazon Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- WYZE 5.05%
- BLINK HOME SECURITY 4.95%
- BLINK 3.71%
- EUFY SECURITY 2.41%
- AMAZON BASICS 1.68%
- DJI 1.51%
- TOYERBEE 1.48%
- TP-LINK 0.99%
- RING 1.47%
- KASA SMART 1.21%
- All Others 75.53%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
telescope ...	1,885,796	1,003,901 ...
blink outdoor camera ...	1,039,441	1,544,192 ...
security cameras wireless outdoor ...	959,618	281,727 ...
spy camera ...	847,742	1,041,181 ...
eufy security camera ...	844,930	380,408 ...
cameras for home security ...	796,028	592,410 ...
wyze camera ...	766,877	650,610 ...
ring doorbell ...	761,815	2,287,096 ...
binoculars ...	716,863	247,444 ...
blink ...	710,432	785,562 ...
hidden camera ...	678,286	1,090,986 ...
ear wax removal tool camera ...	456,220	407,603 ...
ring camera outdoor wireless ...	433,601	1,340,736 ...
binoculars for adults ...	393,225	192,022 ...
security camera ...	327,481	333,921 ...
ring light ...	322,714	851,844 ...
blink camera ...	297,605	283,358 ...

Clothing, Shoes & Jewelry – Amazon Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales

crocsTM



THE GYM PEOPLE[®]



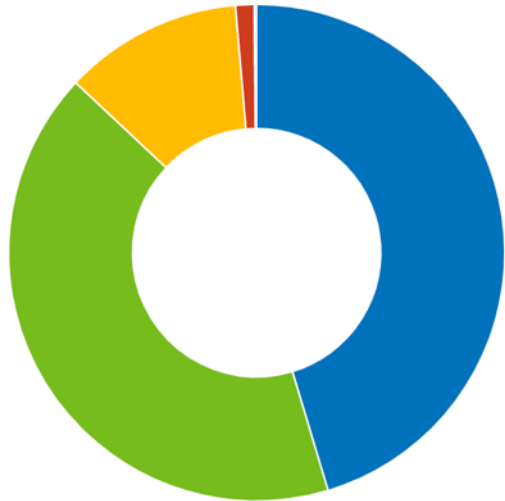
GILDAN[®]

Clothing, Shoes & Jewelry – Amazon Cyber 5 Recap

Promotions



Badge Breakdown by Type



- Cyber Monday 45.36%
- Black Friday 41.65%
- Discount 11.63%
- Limited Time Deal 1.21%
- Top Deal 0.15%
- Teacher's Pick 0.00%

Top-Promoted Brands

	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
DREAM PAIRS	6,040	4,527	5,028	135	56
AMAZON ESSE...	5,599	4,031	4,488	253	1,170
EKOUAER	5,024	3,687	4,114	53	1
COOFANDY	3,462	2,558	2,427	89	13
ANRABESS	3,047	2,276	2,499	50	22
GRACE KARIN	2,645	1,988	1,868	101	1
AVIDLOVE	2,599	2,069	2,226	34	2
LEVI'S	2,561	1,844	1,708	386	39
THE DROP	2,333	1,568	1,753	30	543
ADIDAS	2,288	821	817	1,252	14
THE CHILDREN'...	2,196	1,449	324	713	101
DICKIES	2,140	1,453	1,745	110	310
MEROKEETY	2,104	1,612	1,741	15	23
TOMMY HILFIG...	2,063	1,175	1,137	527	119
UNDER ARMOU...	2,005	763	924	989	211
GAP	1,983	1,375	1,570	146	444

Clothing, Shoes & Jewelry– Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

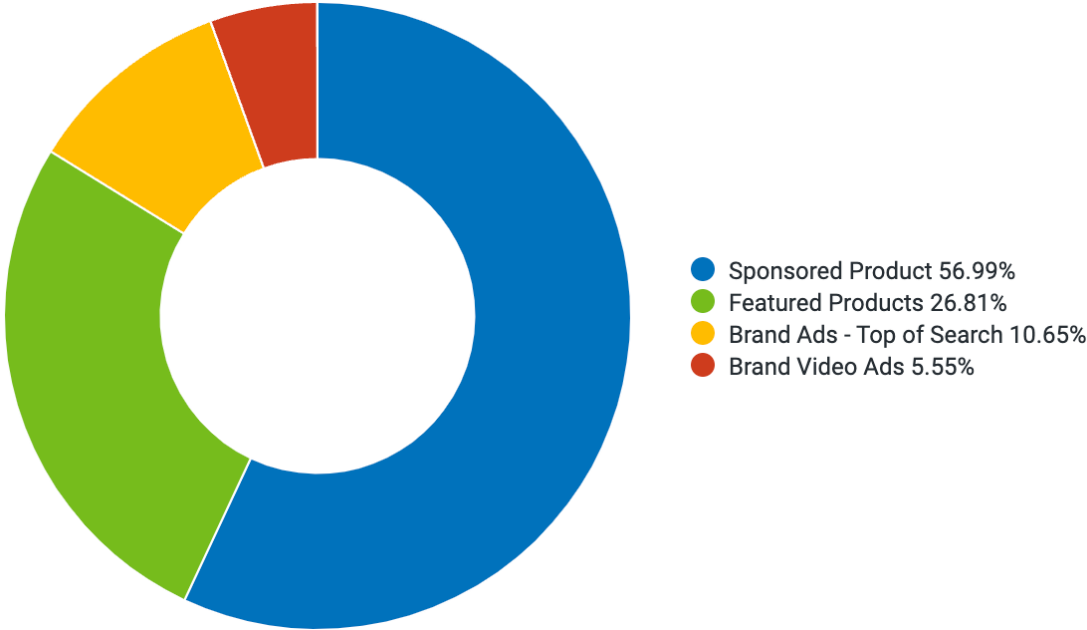
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0014C0LSY	Crocs Unisex-Adult Classic Clogs	CROCS	1.0	\$29.00	10.7%
B0014C2NBC	Crocs Unisex-Adult Classic Clogs	CROCS	1.5	\$31.17	9.1%
B0014C5S7S	Crocs Unisex-Adult Classic Clogs	CROCS	2.0	\$31.89	13.7%
B07HQ6NH8	Thick High Waist Yoga Pants with Pockets, Tummy Control Workout Runn	THE GYM PEOPLE	4.0	\$19.99	18.8%
B07HQPKDZB	Thick High Waist Yoga Pants with Pockets, Tummy Control Workout Runn	THE GYM PEOPLE	4.0	\$19.99	20.0%
B0BB7SP83Z	Flare Leggings, Crossover Yoga Pants with Tummy Control, High-Waisted	SUNZEL	6.8	\$19.59	26.5%
B00JUM4CT4	Men's Full-Zip EcoSmart Hoodie, Fleece Hooded Sweatshirt with Zipper	HANES	10.0	\$11.00	30.5%
B004QF0TFQ	Men's Dri-tech Moisture Control Crew Socks Multipack	DICKIES	11.0	\$9.17	27.8%
B01K0ETB6E	Men's Buck Camp Flannel, Long Sleeve Plaid Button Down Casual Shirt, Co	LEGENDARY WHITETAILED	11.6	\$26.65	9.7%
B00RYURH8M	Kendra Scott Elisa Pendant Necklace for Women, Fashion Jewelry, 14k Gc	KENDRA SCOTT	11.8	\$33.00	22.8%
B08YHBW4J5	Eversoft Fleece Hoodies, Pullover & Full Zip, Moisture Wicking & Breathab	FRUIT OF THE LOOM	12.3	\$10.39	30.2%
B08YHLVJN3	Eversoft Fleece Elastic Bottom Sweatpants with Pockets, Relaxed Fit, Moi	FRUIT OF THE LOOM	13.6	\$8.79	35.7%
B08YGTLS7P	Eversoft Fleece Hoodies, Pullover & Full Zip, Moisture Wicking & Breathab	FRUIT OF THE LOOM	14.0	\$10.39	23.0%
B01GH5JOJY	Under Armour Men's Tech Golf Polo	UNDER ARMOUR	14.4	\$19.63	6.4%
B076846XZR	Adult Ultra Cotton Long Sleeve T-Shirt, Style G2400, Multipack	GILDAN	15.0	\$11.15	9.3%
B07WYCL3D8	Women's Fleece Lined Leggings Thermal Warm Winter Tights High Waiste	BALEAF	16.4	\$20.99	29.4%
B09P1GB319	Butterluxe High Waisted Lounge Legging 25" - Workout Leggings for Wom	CRZ YOGA	16.6	\$25.60	20.0%
B086L4BXZC	Men's Boxer Briefs, Soft and Breathable Cotton Underwear with ComfortFI	HANES	16.8	\$14.48	33.4%
B01M10M58J	Gildan Adult Fleece Crewneck Sweatshirt, Style G18000, Multipack	GILDAN	17.8	\$8.90	24.8%
B002G9UD8C	Men's Loose Fit Midweight Logo Sleeve Graphic Sweatshirt	CARHARTT	18.6	\$41.24	10.3%

Clothing, Shoes & Jewelry – Amazon Cyber 5 Recap

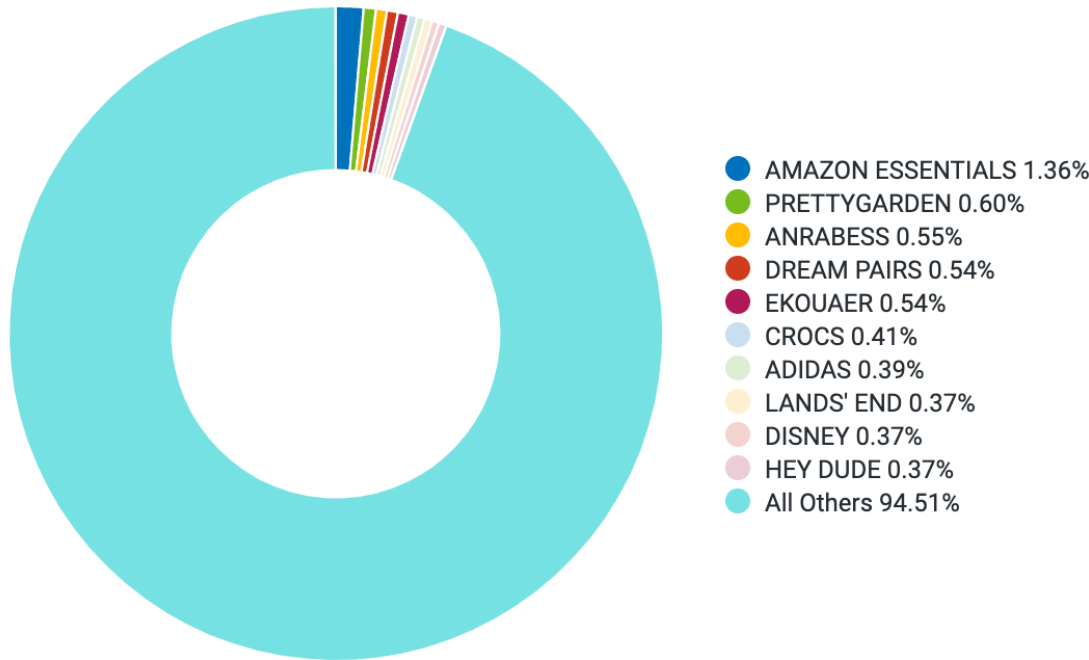
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Clothing, Shoes & Jewelry – Amazon Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

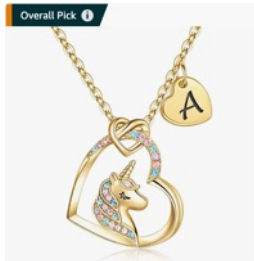
Keyword	Ad Type	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
underwear ...	190	100	61	8	21
shoes ...	163	89	51	5	18
aviator sunglasses for women ...	156	81	53	7	15
duffel bags ...	153	79	50	6	18
body stockings for women sexy ...	145	58	66	6	15
sunglasses ...	144	85	43	1	15
uggs on sale ...	144	60	68	5	11
socks ...	143	83	29	4	27
sonic shoes ...	143	58	79	0	6
lace slip skirt ...	142	60	62	5	15
red pajama pants ...	142	57	68	5	12
sunglasses men ...	141	93	26	7	15
grinch slippers ...	140	58	61	6	15
legendary whitetails womens ...	140	58	62	5	15
rainboots for toddlers girls ...	140	60	61	4	15
yeezy slippers ...	139	55	66	3	15
girls thermal underwear set ...	138	56	62	5	15
toddler scarf ...	138	56	62	5	15
bikini tops for women ...	137	58	61	5	13

Clothing, Shoes & Jewelry – Amazon Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Items



Overall Pick **1**

[+2 colors/patterns](#)

Hidepoo Christmas Gifts Unicorn Gifts for Girls - 14K Gold/White Gold/Rose Gold Plated Colorful CZ Heart Unicorn Necklaces for Girls...

★★★★★ ~ 3,703



Coach Polished Pebbled Leather Cassie Crossbody 19

★★★★★ ~ 12



[+16](#)

MEROKEETY Women's 2023 Long Sleeve Waffle Knit Cardigan Open Front Cozy Sweater Coat with Pockets

★★★★★ ~ 1,202



[+16](#)

MEROKEETY Women's Open Front Long Lantern Sleeve Cardigan Oversized Chunky Outwear with Pocket

★★★★★ ~ 1,603



Coach Coated Canvas Signature Day Tote, Tan Rust, One Size

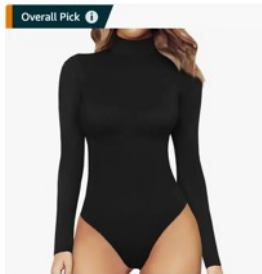
★★★★★ ~ 4



[+27](#)

MEROKEETY Women's 2023 Fall Long Sleeve Cable Knit Sweater Open Front Cardigan Button Loose Outerwear

★★★★★ ~ 24,096

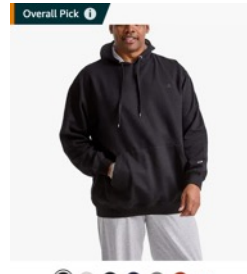


Overall Pick **1**

[+26](#)

MANGOPOP Women's Mock Turtle Neck Long Sleeve Tops Bodysuit Jumpsuit

★★★★★ ~ 48,370

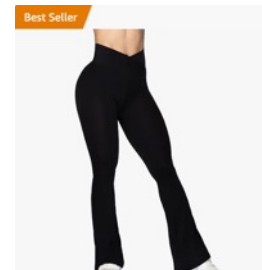


Overall Pick **1**

[+17](#)

Champion Men's Hoodie, Powerblend, Fleece Comfortable Hoodie, Sweatshirt for Men (Reg. Or Big & Tall)

★★★★★ ~ 55,744



Best Seller

[+16](#)

Sunzel Flare Leggings, Crossover Yoga Pants with Tummy Control, High-Waisted and Wide Leg

★★★★★ ~ 10,486



Best Seller

[+8](#)

TRAVANDO Mens Slim Wallet with Money Clip AUSTIN RFID Blocking Bifold Credit Card Holder for Men with Gift Box

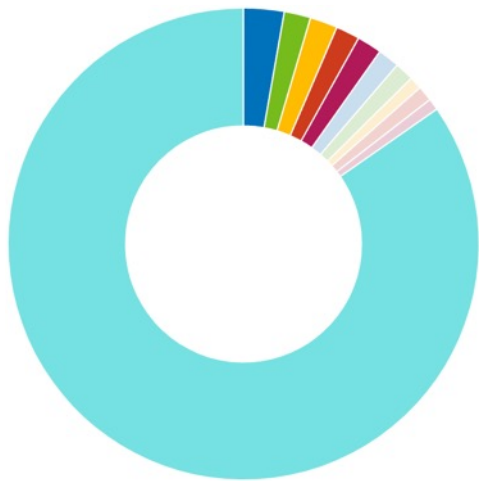
★★★★★ ~ 116,263

Clothing, Shoes & Jewelry – Amazon Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- NIKE 2.78%
- UGG 1.82%
- CARHARTT 1.89%
- AMAZON ESSENTIALS 1.65%
- CROCS 1.70%
- ADIDAS 1.49%
- HANES 1.30%
- DREAM PAIRS 0.86%
- UNDER ARMOUR 1.05%
- SKECHERS 0.80%
- All Others 84.67%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ugg slippers women	10,438,528	2,585,975
crocs	8,792,369	2,577,984
uggs	8,458,016	2,397,134
ugg tasman slippers	7,834,946	1,796,823
hey dudes for men	7,799,891	1,587,452
crocs womens	7,244,336	1,830,966
hey dudes women	6,904,314	1,629,622
nike socks	6,866,707	2,070,122
carhartt hoodies	6,592,961	1,592,700
christmas pajamas	6,583,212	2,084,135
ugly christmas sweaters for women 2023	6,528,447	1,290,193
ugg boots for women	6,512,218	1,428,401
crocs mens	6,284,937	1,488,270
ugg	6,284,803	1,587,605
carhartt beanie	6,147,591	1,351,423
kendra scott necklace	5,992,535	1,234,287
new balance womens sneakers	5,905,994	1,298,128

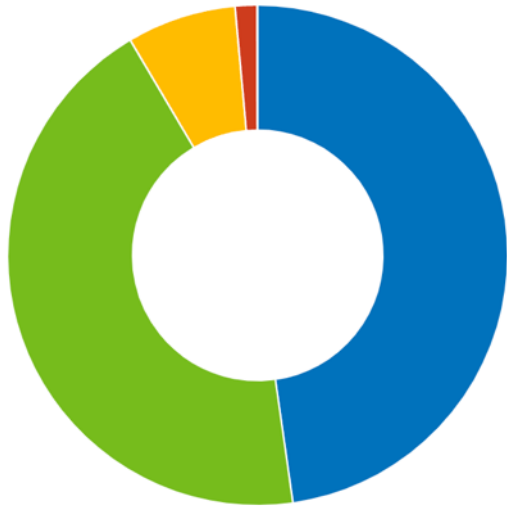
Top Brands by Share of Sales



Computers & Accessories – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



- Cyber Monday 47.76%
- Black Friday 43.73%
- Discount 7.07%
- Limited Time Deal 1.41%
- Top Deal 0.03%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Ti...	Top Deal
LOVEBOOK ...	309	212	265	16	2	∅
ASUS ...	203	104	86	96	37	∅
HP ...	185	25	29	152	∅	∅
ANKER ...	170	140	159	1	6	2
MOKO ...	147	114	130	4	∅	∅
UGREEN ...	145	124	130	∅	∅	4
BEELINK ...	134	105	112	1	∅	∅
MOSISO ...	132	94	113	∅	∅	∅
PROCASE ...	101	80	89	2	∅	∅
FINTIE ...	96	68	85	3	∅	∅
LENOVO ...	95	12	8	80	3	∅
TP-LINK ...	90	80	74	5	27	∅
WAVLINK ...	89	68	74	∅	∅	∅
CORSAIR ...	89	47	52	36	27	∅
TOMTOC ...	86	64	76	∅	∅	∅
DELL ...	83	13	13	71	1	∅

Computers & Accessories – Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

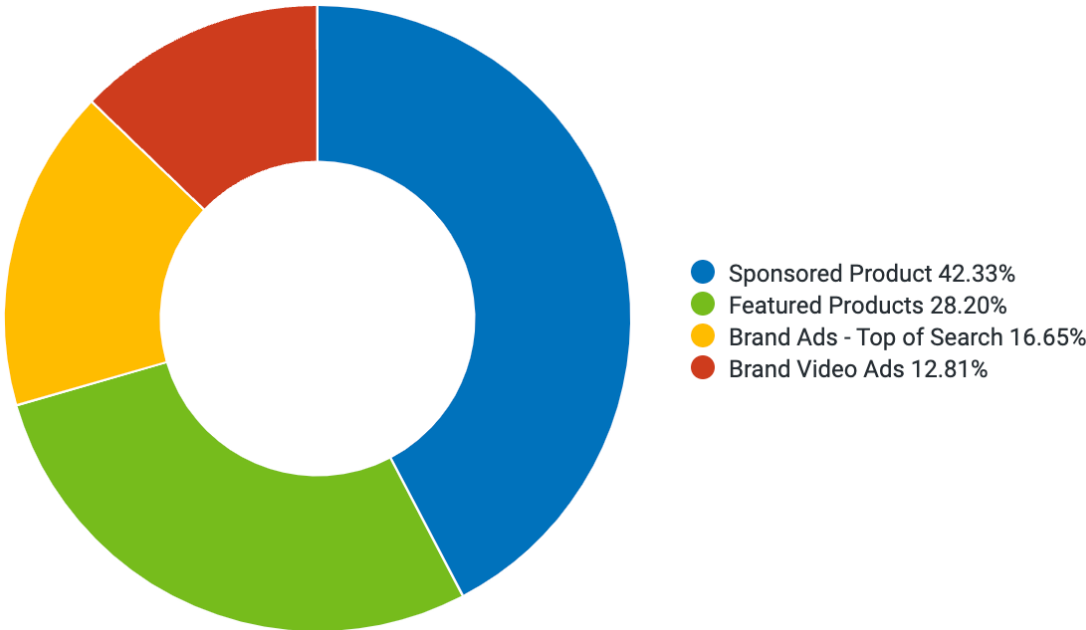
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0BLBLRLJB ...	Amazon Fire 7 Kids tablet, ages 3-7. Top-selling 7" kids tablet on Amazon	AMAZON ...	1.0	\$54.99	41.7%
B0BLGS645W ...	Amazon Fire HD 8 Kids tablet, ages 3-7. Top-selling 8" kids tablet on Amazon	AMAZON ...	2.6	\$74.99	38.9%
B09BG63ZMM ...	Amazon Fire HD 8 Kids Pro tablet- 2022, ages 6-12 8" HD screen, slim case	AMAZON ...	2.8	\$74.99	40.9%
B099Z8HLHT ...	Amazon Fire HD 8 tablet, 8" HD Display, 32 GB, 30% faster processor, designed for kids	AMAZON ...	4.2	\$59.99	32.3%
B096WKKK2K ...	Amazon Fire 7 tablet, 7" display, read and watch, under \$60 with 10-hour battery life	AMAZON ...	4.4	\$39.99	26.3%
B0BHZT5S12 ...	All-new Amazon Fire HD 10 tablet, built for relaxation, 10.1" vibrant Full HD display	AMAZON ...	6.0	\$79.99	34.2%
B0B1VQ1ZQY ...	Amazon Fire Max 11 tablet, vivid 11" display, all-in-one for streaming, reading, and more	AMAZON ...	7.0	\$149.99	27.6%
B0BL6DCNGR ...	All-new Amazon Fire HD 10 Kids Pro tablet- 2023, ages 6-12 Bright 10.1" display	AMAZON ...	8.6	\$124.99	27.1%
B0BL5C43SL ...	All-new Amazon Fire HD 10 Kids Pro tablet- 2023, ages 6-12 Bright 10.1" display	AMAZON ...	10.4	\$124.99	24.9%
B08N5LNQCX ...	Apple 2020 MacBook Air Laptop M1 Chip, 13" Retina Display, 8GB RAM, 256GB SSD	APPLE ...	12.8	\$725.99	5.3%
B0BS4BP8FB ...	Aspire 3 A315-24P-R7VH Slim Laptop 15.6" Full HD IPS Display AMD Ryzen 7 5700G	ACER ...	14.8	\$246.66	12.9%
B08F6FYN6B ...	Amazon Fire HD 10 Plus tablet, 10.1", 1080p Full HD, 32 GB, (2021 release)	AMAZON ...	24.8	\$94.99	12.8%
B0000M46KO ...	Dell USB 3.0 Ultra HD/4K Triple Display Docking Station (D3100), Black	DELL ...	25.0	\$61.66	24.0%
B0B1HJ666G ...	Mac Book Pro Charger - 118W USB C Charger Fast Charger for USB C Port	SUNVEZA ...	26.6	\$31.99	4.0%
B084GTH5LL ...	TP-Link Deco Mesh WiFi System (Deco S4) – Up to 5,500 Sq.ft. Coverage, 4K Streaming	TP-LINK ...	27.6	\$99.66	9.9%
B08H8ZLKKK ...	TP-Link AX1800 WiFi 6 Router (Archer AX21) – Dual Band Wireless Internet	TP-LINK ...	28.2	\$68.32	4.9%
B0BSP51S36 ...	ASUS C424MA-AS48F Chromebook C424, 14.0" 180 Degree FHD NanoEdge Display	ASUS ...	32.4	\$161.09	14.4%
B09PRB1MZM ...	Deco AX3000 WiFi 6 Mesh System(Deco X55) - Covers up to 6500 Sq.Ft. , 4K Streaming	TP-LINK ...	33.4	\$167.39	7.1%
B0C75NSLJY ...	Apple 2023 MacBook Air Laptop with M2 chip: 15.3-inch Liquid Retina Display	APPLE ...	33.4	\$1.03	99.1%
B0BT3CD75G ...	MSI Thin GF63 15.6" 144Hz Gaming Laptop: 12th Gen Intel Core i7, NVIDIA GeForce RTX 3050	MSI ...	34.4	\$708.99	8.6%

Computers & Accessories – Amazon Cyber 5 Recap

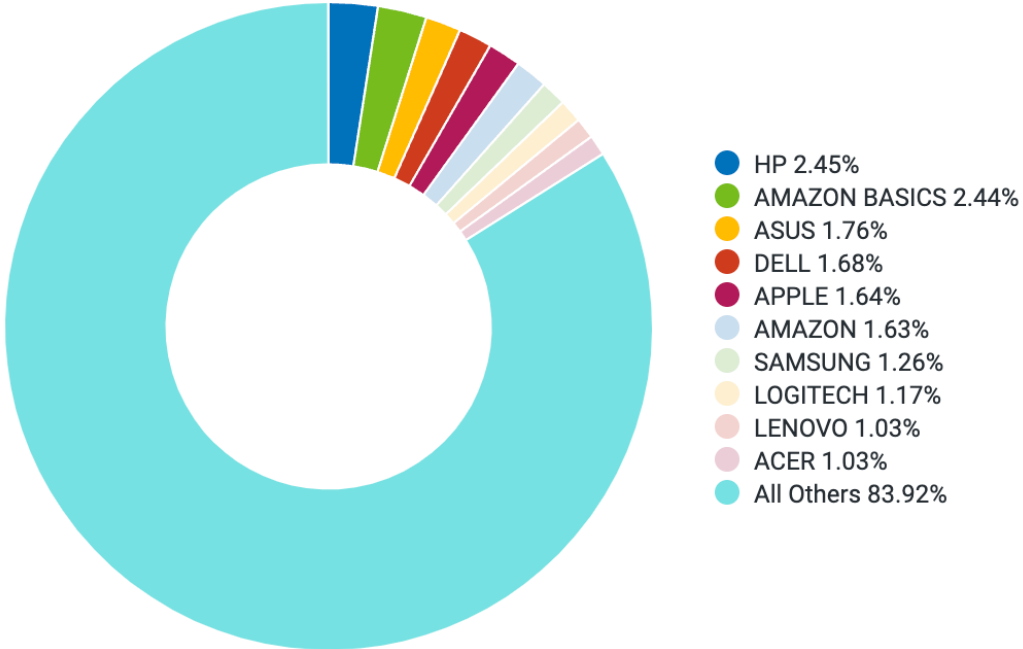
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Computers & Accessories – Amazon Cyber 5 Recap

Sponsorship Activity



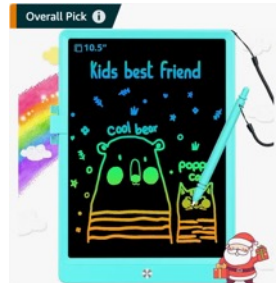
Top-Sponsored Keywords

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
flash drives ...	125	41	56	10	18
memory cards ...	112	41	45	12	14
m2 ssd ...	107	30	52	8	17
wifi extender ...	106	51	31	12	12
1tb flash drive ...	103	27	54	7	15
cpu air cooler ...	102	26	55	6	15
ipad pro 11 inch screen protector ...	101	32	48	8	13
64 gb flash drive ...	99	29	47	8	15
ram 16gb ...	99	30	49	6	14
1 tb flash drive ...	98	29	46	8	15
laptop deals black friday ...	98	26	49	9	14
m.2 heatsink ...	98	26	45	10	17
laptop computer touchscreen ...	97	27	45	10	15
macbook pro keyboard cover ...	97	30	44	8	15
512gb flash drive ...	96	28	45	8	15
ipad pro 10.5 case ...	96	25	49	7	15
m.2 ssd 1tb ...	96	27	48	4	17
128 gb micro sd card ...	95	28	43	9	15
disipador cpu ...	94	26	43	10	15

Top-Sponsored Items



Alienware Aurora R15 Gaming Desktop - AMD Ryzen 9 7900X, 32GB DDR5 RAM, 1TB SSD + 2TB HDD, NVIDIA GeForce RTX 4080 16GB...
★★★★☆ ~ 653



Electronic LCD Drawing Tablet Doodle Board, 10.5 inch Colorful Drawing And Writing Pad, Travel Gifts for Kids Ages 3 4 5 6 7 8 Year Old...
★★★★★ ~ 1,094



PYTTUR LCD Writing Tablet for Kids 10 Inch Colorful Toddler Doodle Board Drawing Tablet Reusable Electronic Drawing Pads Educational...
★★★★★ ~ 795



Durdock iPhone Charger, [MFi Certified] 3Pack 10FT USB A Cable for Long Lightning Charger Cable, Fast iPhone Charging Cord for iPho...
★★★★★ ~ 35,707



Dell Inspiron 16 5635 Laptop - AMD Ryzen 7-7730U, QHD 16 inch, 16GB LPDDR4x RAM, 1TB SSD, AMD Radeon Graphics, Windows 11 Hom...
★★★★☆ ~ 48



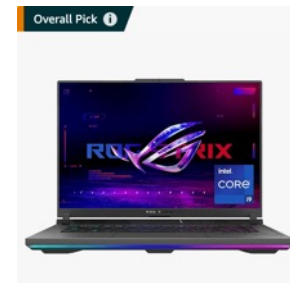
TEKFUN Teen Girl Gifts Ideas, 15inch LCD Writing Tablet for Kids Age 8-10 and Up, Doodle Board 4 5 6 7 Year Old Girl Toys, Mothdays Day Gifts...
★★★★★ ~ 5,467



TEKFUN LCD Writing Tablet Doodle Board, 10inch Colorful Drawing Tablet Writing Pad, Girls Gifts Toys for 3 4 5 6 7 Year Old Girls Boys...
★★★★★ ~ 21,952



Orsen Colorful 8.5 Inch LCD Writing Tablet for Kids, Electronic Sketch Drawing Pad Doodle Board, Toddler Learning Educational Toys Gifts for...
★★★★★ ~ 11,065



ASUS ROG Strix G16 (2023) Gaming Laptop, 16" 16:10 FHD 165Hz, GeForce RTX 4070, Intel Core i9-13980HX, 16GB DDR5, 1TB PCIe SS...
★★★★★ ~ 837



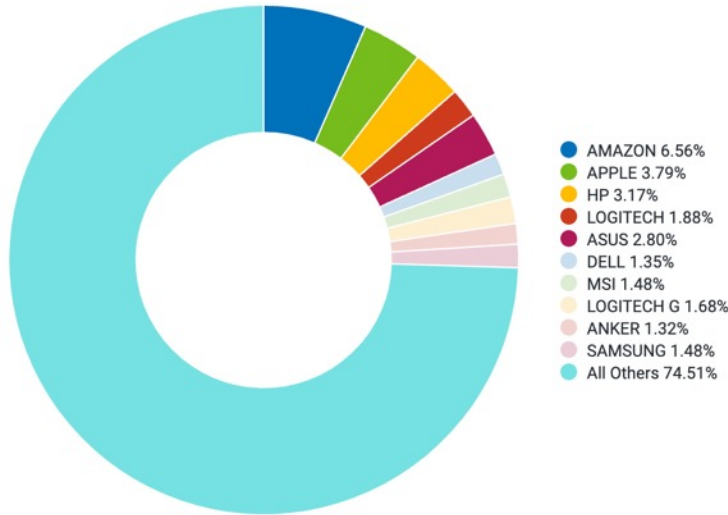
SAMSUNG 980 PRO SSD with Heatsink 2TB PCIe Gen 4 NVMe M.2 Internal Solid State Drive + 2mo Adobe CC Photography, Heat Contr...
★★★★★ ~ 35,633

Computers & Accessories – Amazon Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
laptop computer	3,968,552	1,692,754
laptop	3,917,992	2,637,002
gaming pc	3,500,510	1,777,025
gaming laptop	2,989,193	1,528,891
macbook	2,690,212	1,590,003
mouse pad	2,675,220	1,833,229
gaming headset	2,491,514	1,236,734
iphone charger	2,371,673	2,135,412
pc	2,371,612	1,248,230
ipad 10th generation case	2,326,769	1,090,513
gaming mouse	2,270,952	1,261,184
mouse	2,101,202	1,252,131
fire tablet	2,045,857	531,906
chromebook	2,017,914	787,262
wireless mouse	2,000,092	1,348,265
macbook pro	1,958,710	1,057,990
xbox controller	1,848,028	1,864,382

Top Brands by Share of Sales



amazon



INSIGNIA™

BOSE®



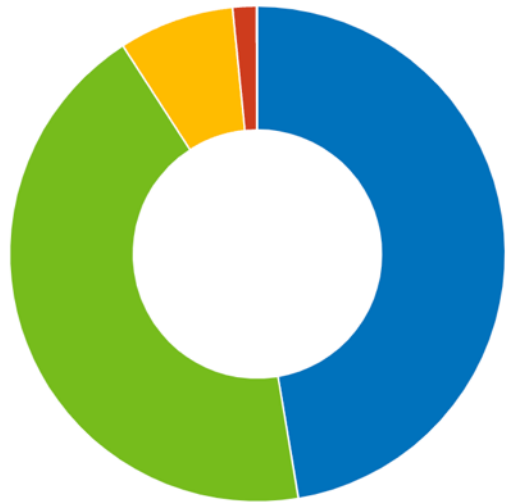
ROKU



TOSHIBA

GOOPOW

Badge Breakdown by Type



- Cyber Monday 47.36%
- Black Friday 43.51%
- Discount 7.54%
- Limited Time Deal 1.55%
- Top Deal 0.05%

Top-Promoted Brands

	Badge Typ >	Black Friday	Cyber Monday	Discount	Limited Tim...	Top Deal
Brand	Item Count v	Items	Items	Items	Items	Items
SAMSUNG...	355	233	227	117	80	∅
AMAZON ...	318	261	285	∅	72	∅
KATE ...	310	192	248	10	∅	∅
LOVEHOOK...	309	212	265	16	2	∅
ANKER ...	307	267	287	2	6	2
NEEWER ...	255	203	217	2	∅	2
ASUS ...	243	125	108	117	53	∅
SONY ...	238	101	88	137	4	∅
HP ...	215	36	49	163	1	∅
UGREEN ...	204	178	186	∅	∅	4
MOKO ...	171	129	151	6	∅	∅
GARMIN ...	165	93	71	92	44	∅
JBL ...	156	80	71	98	14	∅
APPLE ...	147	34	19	110	8	∅
MOSISO ...	141	96	123	∅	∅	∅
LG ...	134	72	70	69	20	∅

Electronics – Amazon Cyber 5 Recap

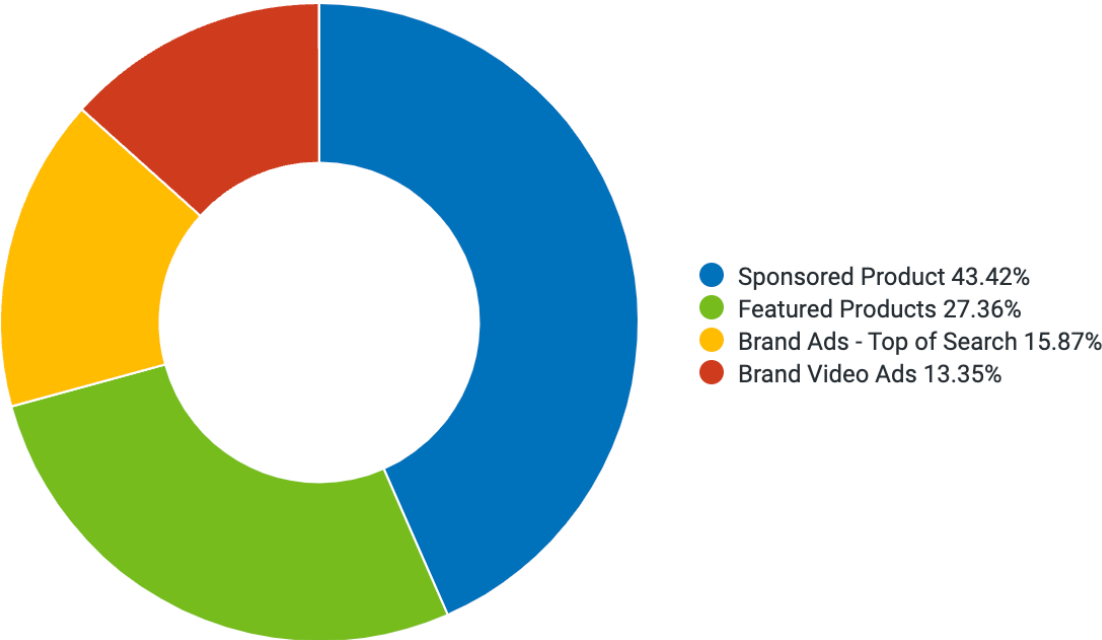
Promotions



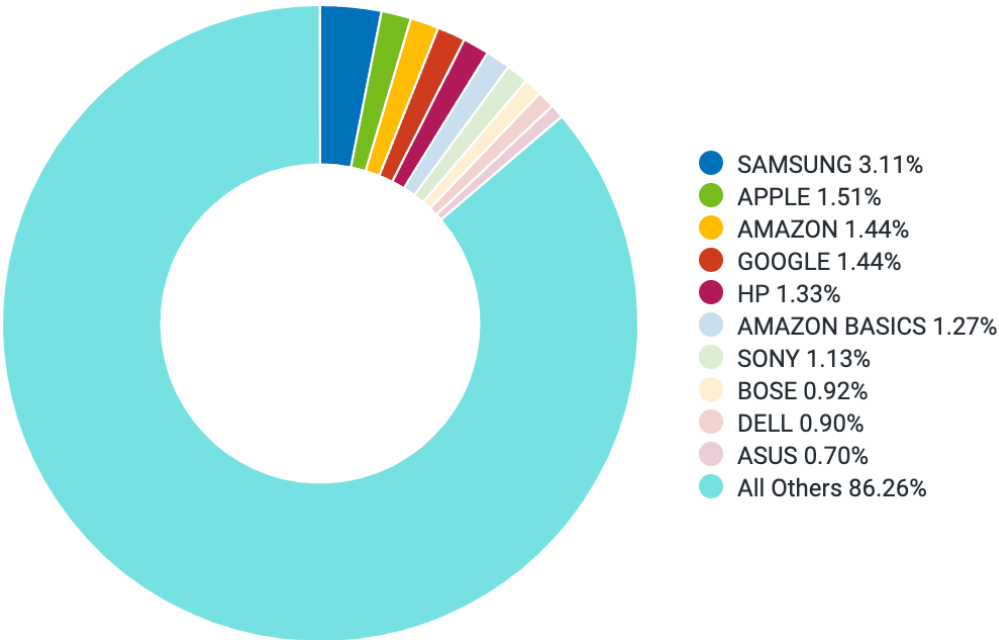
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B07PXGQC1Q ...	Apple AirPods (2nd Generation) Wireless Ear Buds, Bluetooth Headphones	APPLE ...	1.0	\$79.88	14.6%
B0BP9MDCQZ ...	All-new Amazon Fire TV Stick 4K streaming device, includes support for W	AMAZON ...	3.0	\$24.99	17.7%
B09B8V1LZ3 ...	Echo Dot (5th Gen, 2022 release) With bigger vibrant sound, helpful routi	AMAZON ...	3.4	\$22.99	45.6%
B0932QJ2JZ ...	Apple AirTag 4 Pack	APPLE ...	3.8	\$79.72	6.0%
B08C1W5N87 ...	Amazon Fire TV Stick, HD, sharp picture quality, fast streaming, free & live	AMAZON ...	4.4	\$19.99	20.4%
B0CHWRXH8B ...	Apple AirPods Pro (2nd Generation) Wireless Ear Buds with USB-C Chargin	APPLE ...	5.4	\$185.65	9.1%
B0933BVK6T ...	Apple AirTag	APPLE ...	7.0	\$23.35	11.6%
B09B2SBHQK ...	All-new Echo Show 5 (3rd Gen, 2023 release) Smart display with 2x the b	AMAZON ...	8.6	\$39.99	44.6%
B08SG2MS3V ...	Blink Video Doorbell Two-way audio, HD video, motion and chime app ale	BLINK HOME SECURITY ...	8.8	\$28.75	28.6%
B0BLBLRLJB ...	Amazon Fire 7 Kids tablet, ages 3-7. Top-selling 7" kids tablet on Amazon	AMAZON ...	10.4	\$54.99	41.7%
B09B8W5FW7 ...	Echo Dot (5th Gen) with clock Compact smart speaker with Alexa and en	AMAZON ...	11.2	\$34.99	33.2%
B0BP9SNVH9 ...	All-new Amazon Fire TV Stick 4K Max streaming device, supports Wi-Fi 6E	AMAZON ...	13.0	\$39.99	19.4%
B0BDHB9Y8H ...	AirPods (3rd Generation) Wireless Ear Buds, Bluetooth Headphones, Perso	APPLE ...	14.8	\$130.06	7.1%
B09WNK39JN ...	Introducing Echo Pop Full sound compact smart speaker with Alexa Ch	AMAZON ...	15.8	\$17.99	45.9%
B0916TKFF2 ...	Roku Express 4K+ Roku Streaming Device 4K/HDR, Roku Voice Remote, l	ROKU ...	15.8	\$23.98	16.9%
B0BJLXMVMV ...	iPad (10th Generation): with A14 Bionic chip, 10.9-inch Liquid Retina Displ	APPLE ...	16.8	\$349.00	8.3%
B0BQPNMXQV ...	JBL Vibe Beam True Wireless Headphones - Black, Small	JBL ...	17.0	\$29.95	16.7%
B09ZLTMWWH ...	INSIGNIA 32-inch Class F20 Series Smart HD 720p Fire TV with Alexa Voic	INSIGNIA ...	17.2	\$79.99	8.8%
B08WM3LMJF ...	JBL Tune 510BT: Wireless On-Ear Headphones with Purebass Sound - Bla	JBL ...	19.0	\$24.15	8.4%
B0CHX7R6WJ ...	Watch SE (2nd Gen) [GPS 40mm] Smartwatch with Starlight Aluminum Ca	APPLE ...	21.5	\$179.00	5.0%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Electronics – Amazon Cyber 5 Recap

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
flash drives ...	126	42	56	10	18
home theater systems ...	121	38	49	15	19
memory cards ...	116	43	47	12	14
gaming glasses ...	113	63	27	13	10
drone with camera for adults ...	109	52	34	8	15
phones ...	109	36	43	9	21
m2 ssd ...	108	30	53	8	17
monitors ...	108	30	46	11	21
wifi extender ...	108	51	31	12	14
blue light glasses ...	107	72	14	12	9
drone camera ...	107	51	30	11	15
airpod 3rd generation ...	105	30	60	∅	15
cameras ...	104	43	32	12	17
1tb flash drive ...	103	27	54	7	15
cb radio antenna ...	103	33	47	8	15
ipad pro 11 inch screen protector ...	103	33	49	8	13
cpu air cooler ...	102	26	55	6	15
dvd case holder organizer ...	102	50	32	8	12
64 gb flash drive ...	101	29	49	8	15

Top-Sponsored Items



Tikduck Flying Orb Ball 2023 Toys Soaring Hover Boomerang Spinner Hand Controlled Mini Drone Cosmic Globe Spinning Kids Outdoor Fly To...

★★★★☆ ~ 6,300



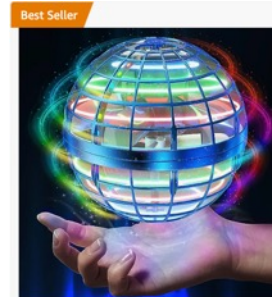
Goopow Kids Camera Toys for 3-8 Year Old Boys, Children Digital Video Camcorder Camera with Cartoon Soft Silicone Cover, Best Christmas...

★★★★☆ ~ 3,851



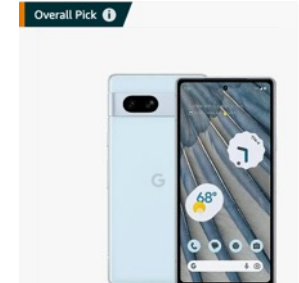
ATHLERIA Mini Drone Toys for Age 8-13, 2023 UFO Magic Flying Orb Ball with Lights, Hover Boomerang, Fidget Flying Spinner, Cool Stuff Gadgets...

★★★★☆ ~ 1,864



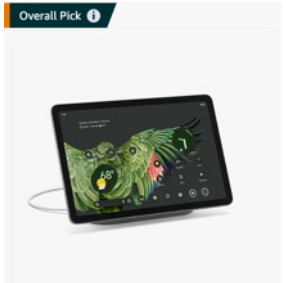
AMERFIST 2023 Flying Orb Ball Toy, Cosmic Globe Boomerang Hover Ball Galactic Fidget Spinner, Hand Drone Orbit, Cool Toys Gift for 6 7 ...

★★★★☆ ~ 11,401



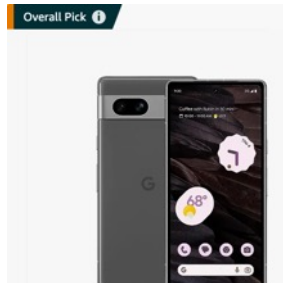
Google Pixel 7a - Unlocked Android Cell Phone - Smartphone with Wide Angle Lens and 24-Hour Battery - 128 GB - Sea

★★★★☆ ~ 892



Google Pixel Tablet with Charging Speaker Dock - Android Tablet with 11-Inch Screen, Smart Home Controls, and Long-Lasting Battery ...

★★★★☆ ~ 239



Google Pixel 7a - Unlocked Android Cell Phone - Smartphone with Wide Angle Lens and 24-Hour Battery - 128 GB - Charcoal

★★★★☆ ~ 892



Furbo 360° Dog Camera: [New 2022] Rotating 360° View Wide-Angle Pet Camera with Treat Tossing, Color Night Vision, 1080p HD Pan, 2-Way...

★★★★☆ ~ 4,289



Goopow Kids Camera Toys for 3-8 Year Old Boys, Children Digital Video Camcorder Camera with Cartoon Soft Silicone Cover, Best Christmas...

★★★★☆ ~ 3,851



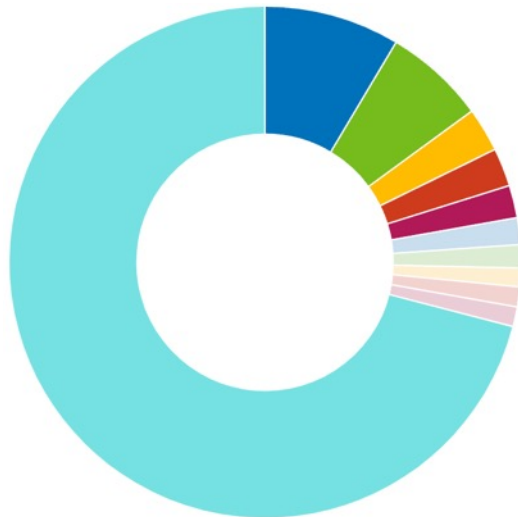
NEW Bose QuietComfort Ultra Wireless Noise Cancelling Headphones with Spatial Audio, Over-the-Ear Headphones with Mic, ...

★★★★☆ ~ 262

Electronics – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



APPLE	8.56%
AMAZON	6.40%
SAMSUNG	2.78%
JBL	2.42%
BEATS	2.05%
RING	1.68%
SONY	1.46%
HP	1.19%
NINTENDO	1.25%
ANKER	1.24%
All Others	70.96%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
airpods ...	8,118,288	3,809,656 ...
ring doorbell ...	6,708,153	2,287,096 ...
kindle ...	6,390,270	2,736,002 ...
apple watch ...	6,217,109	3,103,759 ...
ipad ...	5,947,275	3,174,994 ...
drone ...	5,041,136	1,253,233 ...
fire tv stick ...	4,896,029	1,192,760 ...
tv ...	4,875,030	2,420,842 ...
alexa ...	4,614,809	2,375,977 ...
kindle paperwhite 2023 ...	4,536,334	1,845,592 ...
headphones ...	4,412,490	2,232,729 ...
airpods pro 2nd generation ...	4,165,344	2,182,971 ...
laptop computer ...	3,968,552	1,692,754 ...
laptop ...	3,917,992	2,637,002 ...
tablet ...	3,908,252	1,976,279 ...
beats ...	3,801,253	1,694,567 ...
bluetooth speaker ...	3,776,629	1,827,674 ...

Grocery – Amazon Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales

NESPRESSO



McCafé

SOLIMO



poppi™

SPARKLING
ICE®



Grocery – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



- Cyber Monday 35.05%
- Black Friday 32.98%
- Discount 31.73%
- Limited Time Deal 0.23%
- Top Deal 0.01%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Ti...	Top Deal
SPICEOLOGY ...	159	131	140	15	1	∅
VAHDAM ...	114	104	109	2	∅	2
MAUD'S ...	85	82	78	∅	∅	∅
GENERIC ...	83	13	15	66	∅	∅
NUT CRAVINGS...	79	53	50	25	∅	∅
BLUE TEA ...	77	63	58	∅	∅	∅
CONFECT ...	76	59	64	2	∅	∅
KJ POULTRY ...	76	74	73	∅	∅	∅
TORANI ...	73	48	44	21	∅	∅
BIRCH & MEAD...	72	67	67	3	∅	∅
SWEETSOME ...	68	38	43	19	∅	∅
NEEDZO ...	67	10	39	23	∅	∅
FOOD TO LIVE ...	67	∅	∅	67	∅	∅
UNPRETENTIOU...	65	61	60	2	∅	∅
TIESTA TEA ...	63	35	35	17	∅	∅
MCCORMICK ...	60	18	20	40	6	∅

Grocery – Amazon Cyber 5 Recap

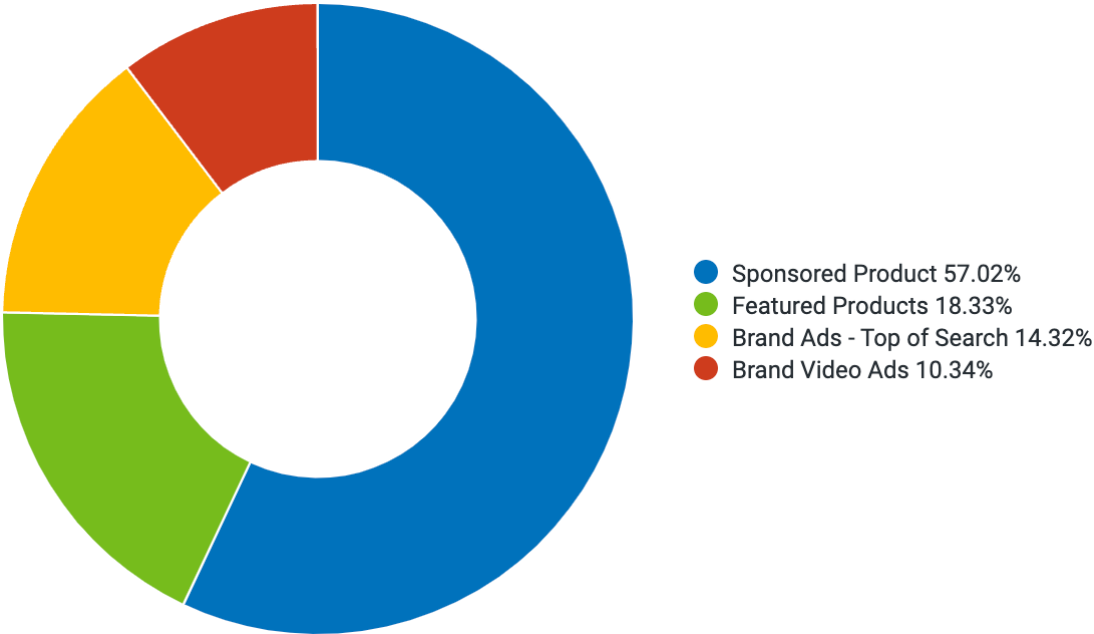
Promotions



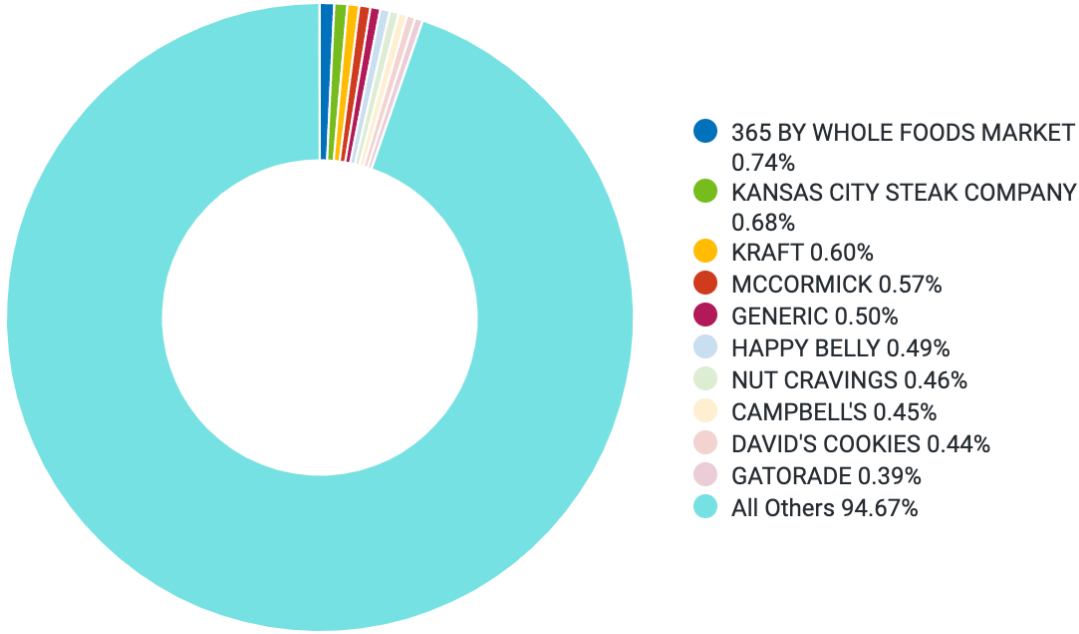
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B094LFK6DF ...	POPPI Sparkling Prebiotic Soda w/ Gut Health & Immunity Benefits, Bever	POPPI ...	11.2	\$20.99	30.0%
B001GM60LE ...	Twinings English Breakfast Black Tea, 100 Individually Wrapped Tea Bags,	TWININGS ...	13.4	\$9.13	20.1%
B08DQQVL1H ...	Mauds Super Flavored Coffee Variety Pack - 80ct Single Serve Pods with 1	MAUD'S ...	15.8	\$31.60	20.0%
B000SDKDM4 ...	Super Crema Whole Bean Coffee Blend, light-Medium Espresso Roast, 2.2	LAVAZZA ...	18.3	\$18.31	21.4%
B09LCRNMWM ...	Alani Nu CHERRY SLUSH Sugar Free, Low Calorie Energy Drinks 200mg C	ALANI NU ...	25.0	\$21.99	6.3%
B01LDNBAC4 ...	Lakanto Monkfruit Sweetener, 1:1 Sugar Substitute, Keto, Non-GMO (Class	LAKANTO ...	27.8	\$19.49	30.4%
B002HQCWYM ...	Twinings English Breakfast Tea K-Cup Pods for Keurig, Caffeinated, Smoo	TWININGS ...	28.2	\$11.96	21.0%
B01E6WOVX4 ...	Hint Water Best Sellers Pack (Pack of 12), 16 Ounce Bottles, 3 Bottles Eac	HINT ...	28.4	\$11.99	8.2%
B0178ENI4K ...	ALOHA Organic Plant Based Protein Bars, Peanut Butter Chocolate Chip, 1	ALOHA ...	29.8	\$19.16	21.1%
B09JTLST9P ...	Kinder Joy 2023 Advent Countdown Calendar, Individually Wrapped Chocc	KINDER JOY ...	30.2	\$11.18	20.0%
B0025W9A5C ...	Nature Valley Crunchy Oats 'n Honey Granola Bars 30 Count	NATURE VALLEY ...	31.8	\$9.44	24.4%
B01DDIRE2W ...	Fairlife Elite 42g High Protein Milk Shake Bottle, Ready To Drink for Worko	CORE POWER ...	35.0	\$43.57	18.9%
B07ND51YPC ...	FGO Organic Hibiscus Tea, Eco-Conscious Tea Bags, 100 Count, Packagin	FGO ...	39.7	\$13.99	30.0%
B093HKWX23 ...	HERSHEY'S KISSES Milk Chocolate, Christmas Candy Bag, 34.1 oz	HERSHEY'S ...	39.8	\$10.18	15.0%
B0756D1D39 ...	Organic Mushroom Ground Coffee by Four Sigmatic Dark Roast, Fair Trac	FOUR SIGMATIC ...	42.2	\$11.06	24.0%
B087T1DQGG ...	Milk Chocolate Hot Cocoa Keurig Single-Serve K Cup Pods, 28 Count	SWISS MISS ...	43.0	\$16.77	10.8%
B00I5FWWPI ...	Dark Magic Keurig Single-Serve K-Cup Pods, Dark Roast Coffee, 72 Count	MOUNTAIN COFFEE ROASTE	45.0	\$33.41	6.9%
B00MWXJPA4 ...	Natural Spring Water, Naturally Filtered Spring Water in Large Bottles, 33.8	EVIAN ...	46.4	\$15.93	6.5%
B07Q2HQTH5 ...	Starbucks by Nespresso Blonde Roast Espresso (50-count single serve cap	TARBUCKS BY NESPRESSO ...	55.5	\$26.65	10.9%
B0BJ381F1B ...	Liquid Death Flavored Sparkling Water with Agave, Severed Lime, 19.2 oz	LIQUID DEATH ...	59.0	\$12.42	8.8%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Grocery – Amazon Cyber 5 Recap

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
mixed candy ...	224		93	87	14	30
chips bulk ...	218		88	87	16	27
chips individual bags ...	214		93	84	10	27
assorted chips ...	212		92	84	12	24
bag of candy ...	211		88	83	10	30
soups fresh ready to eat ...	200		96	67	12	25
cajun seasoning ...	199		71	80	13	35
mexican candy ...	199		87	78	11	23
hostess snacks ...	196		89	69	14	24
ice drinks variety pack ...	196		98	67	16	15
organic soup ...	196		81	77	17	21
variety chips ...	196		93	67	15	21
hot chocolate packets ...	195		88	74	12	21
trail mix individual packs ...	195		88	80	12	15
chocolate candy variety pack ...	194		82	75	10	27
biscuits ...	193		90	74	14	15
candy pack ...	193		95	54	17	27
chips variety pack 50 count ...	190		70	84	12	24
individual snacks ...	190		77	73	10	30

Top-Sponsored Items



Kibo Chickpea Chips - High Protein/Fiber, Plant-Based, Cert. Gluten Free, Non-GMO, Vegan,...

Variety Pack 1 Ounce (Pack of 12)

★★★★☆ ~ 4,600



Ferrero Rocher Collection Premium Gourmet Assorted Hazelnut Milk Chocolate, Dark Chocolate and...

Ferrero Rocher 48 Count (Pack of 1)

★★★★★ ~ 27,102



MaeMai Crispy Onions & Garlic Flakes - Keto, Healthy Spicy Seasoning, Salad Toppings, Fried Onions -...

Onion, Garlic

★★★★★ ~ 605



FLYBYJING Sichuan Chili Crisp, Gourmet Spicy Tingly Crunchy Hot Savory All-Natural Chili Oil Sauce...

Sichuan Chili Crisp 6 Ounce (Pack of 1)

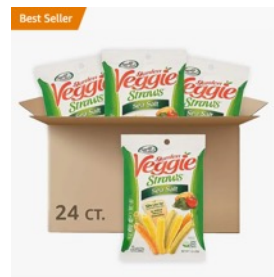
★★★★☆ ~ 7,543



Omaha Steaks Deluxe Gift Package (4x Bacon-Wrapped Filet Mignons, 4x Omaha Steaks Burgers, 4x Gourmet...

Deluxe 4 ounce

★★★★★ ~ 631



Sensible Portions Garden Veggie Straws, Sea Salt, Snack Size, 1 Oz (Pack of 24)

Salted 1 Ounce (Pack of 24)

★★★★☆ ~ 10,026



Snack Sticks by Vermont Smoke & Cure - Uncured Pepperoni - Turkey - Healthy Meat Protein - 1oz Jerky...

1 Ounce (Pack of 24)

★★★★★ ~ 1,629



LAKRIDS BY BÜLOW - Gourmet Licorice Advent Calendar 2023-12.17 OZ - Danish Advent Calendar with Chocolate Coated Liqueur Balls -...

24 Count (Pack of 1)

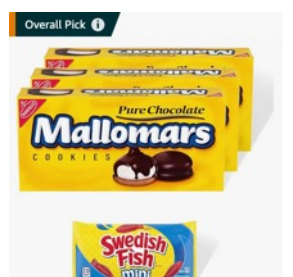
★★★★★ ~ 584



Zipfizz Energy Drink Mix, Electrolyte Hydration Powder with B12 and Multi Vitamin, Combo Pack (24 Pack)

Powder 24 Count (Pack of 1)

★★★★★ ~ 46,502



Mallomars Pure Chocolate Cookies, 3 - 8.2 oz Boxes + Bonus SWEDISH FISH Mini Soft and Chewy Candy Snack Pack

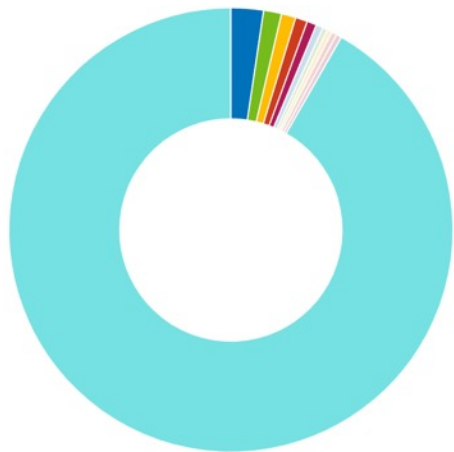
Marshmallow 8 Ounce (Pack of 3)

★★★★★ ~ 784

Grocery – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



- 365 BY WHOLE FOODS MARKET 2.37%
- HAPPY BELLY 1.31%
- NESPRESSO 1.05%
- GENERIC 0.88%
- MCCORMICK 0.69%
- SIMPLE MILLS 0.52%
- PRODUCE (BRANDS MAY VARY) 0.34%
- WHOLE FOODS MARKET 0.37%
- PRODUCE AISLE 0.38%
- STARBUCKS 0.38%
- All Others 91.71%

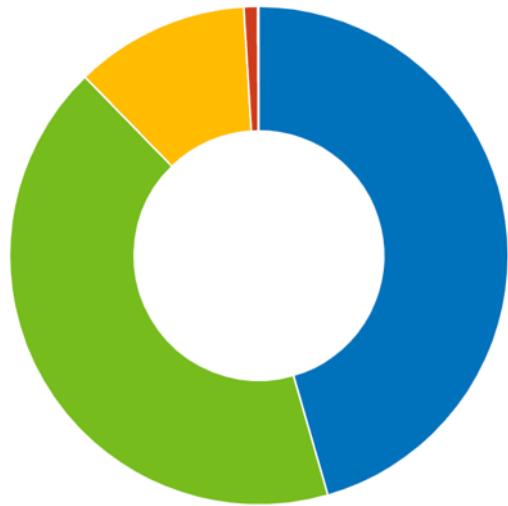
Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
eggs ...	6,585,561	1,772,264 ...
nespresso pods ...	6,081,473	1,294,991 ...
candy ...	5,556,622	1,681,644 ...
nespresso pods vertuo ...	5,389,017	1,487,316 ...
coffee ...	4,588,285	1,199,602 ...
milk ...	4,346,096	1,197,070 ...
christmas candy ...	4,027,310	623,599 ...
butter ...	3,946,495	1,101,959 ...
snacks ...	3,588,455	1,366,835 ...
freeze dried candy ...	3,373,738	1,144,928 ...
bread ...	3,353,480	1,263,439 ...
coffee pods ...	3,298,734	1,073,936 ...
gingerbread house kit ...	3,258,845	588,607 ...
cream cheese ...	3,182,113	849,134 ...
water ...	2,937,880	1,246,647 ...
onion ...	2,778,905	1,050,060 ...
candy canes ...	2,609,133	337,084 ...

Top Brands by Share of Sales



Badge Breakdown by Type



- Cyber Monday 45.55%
- Black Friday 42.18%
- Discount 11.32%
- Limited Time Deal 0.89%
- Top Deal 0.06%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Ti...	Top Deal
NUTRICOST ...	355	287	345	∅	∅	∅
ORTHOCOMFOO...	292	232	218	∅	∅	∅
BEST NATURAL...	177	171	87	∅	∅	∅
RUSPEPA ...	167	141	133	3	∅	∅
MARYRUTH OR...	152	142	133	2	∅	21
XYMOGEN ...	145	112	119	∅	∅	∅
JOYIN ...	139	101	128	4	∅	∅
WRAPAHOLIC ...	135	93	113	19	1	∅
GENERIC ...	131	63	65	53	∅	∅
VITAMATIC ...	130	126	125	∅	∅	∅
AMAZING GEM...	126	81	103	1	∅	∅
FOSTER GRANT...	125	81	99	19	20	∅
THORNE RESEA...	124	∅	122	4	∅	∅
GNC ...	122	75	84	32	∅	∅
LEZAKAA ...	122	96	104	8	∅	∅
ZIPPO ...	119	74	69	39	∅	∅

Health & Household – Amazon Cyber 5 Recap

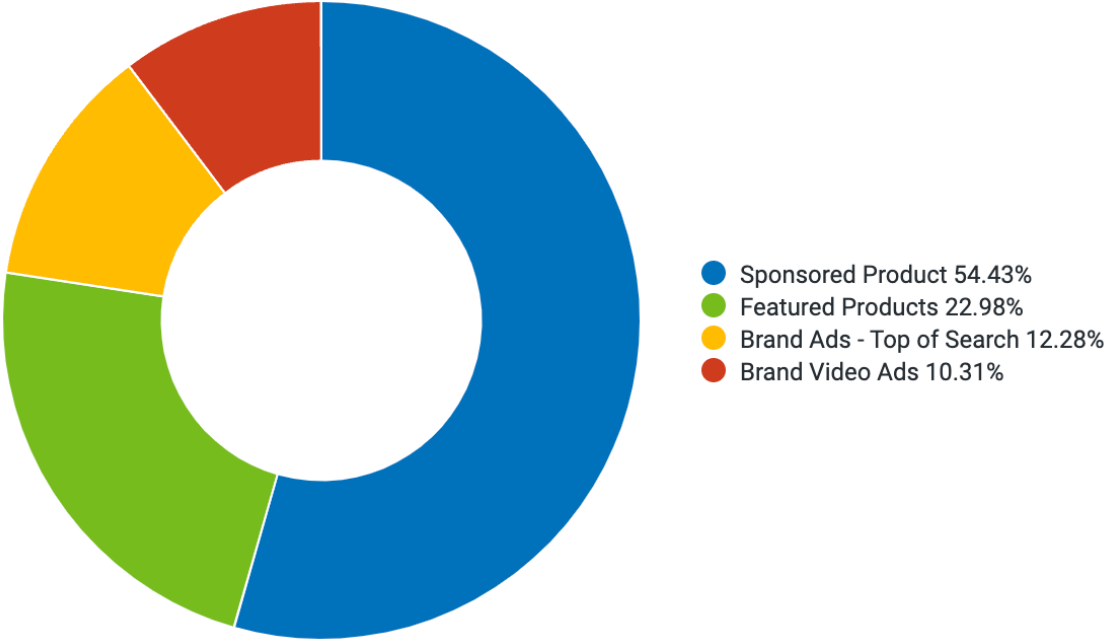
Promotions



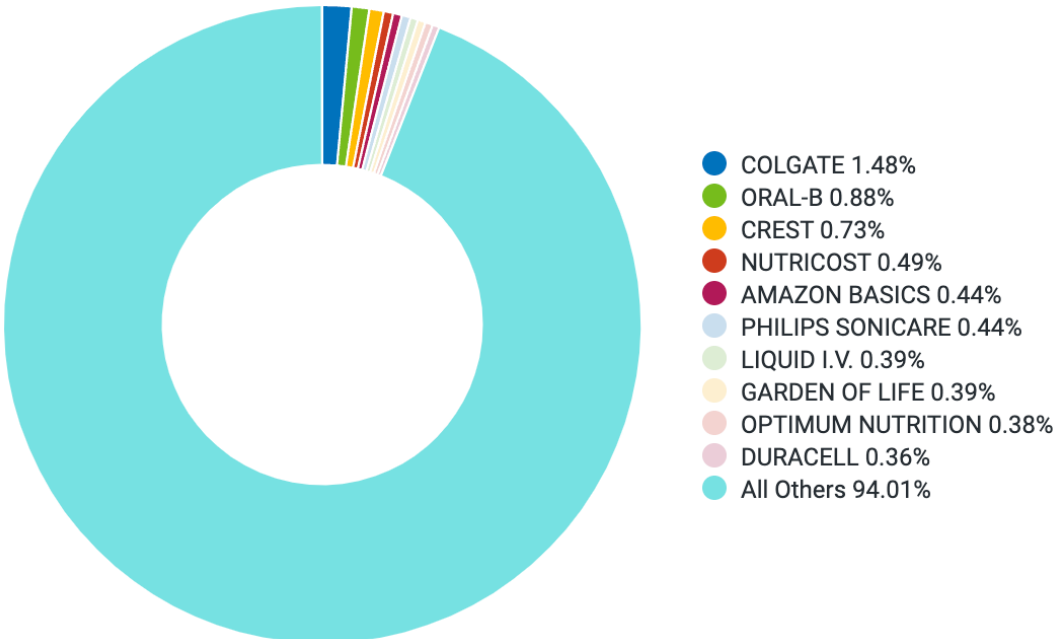
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank	Best Promo Price	Discount %
B00AHAWW00	Crest 3D Whitestrips, Professional Effects, Teeth Whitening Strip Kit, 44 Strips	CREST	7.3	\$29.99	34.3%
B07QTD8JCF	Miss Mouth's Messy Eater Stain Treater Spray - 4oz 2 Pack Stain Remover	EMERGENCY STAIN RESCUE	9.8	\$10.74	19.0%
B01AKGRTUM	Oral-B Pro 1000 Rechargeable Electric Toothbrush, Black	ORAL-B	10.7	\$29.95	15.0%
B09RTVN5GN	Alkaline Power AAA Batteries (32 Pack), Long-Lasting Triple A Batteries	ENERGIZER	10.8	\$13.99	14.2%
B09LD7WRVS	4100 Power Toothbrush, Rechargeable Electric Toothbrush with Pressure	PHILIPS SONICARE	16.2	\$29.92	21.4%
B09RTVD1GF	Energizer AA Batteries, Alkaline Power Double A Battery Alkaline, 32 Count	ENERGIZER	17.4	\$14.69	28.8%
B08DVFZTTG	Washing Machine Cleaner Descaler 24 Pack - Deep Cleaning Tablets For Front Load	ACTIVE	17.4	\$11.86	29.5%
B00C91Q86I	Affresh Washing Machine Cleaner, 6 Month Supply, Cleans Front Load and	AFFRESH	20.0	\$10.10	14.3%
B079H53D2B	Physician's CHOICE Probiotics 60 Billion CFU - 10 Strains + Organic Prebiotics	PHYSICIAN'S CHOICE	20.6	\$17.58	19.4%
B00MH4QI26	12-Pack C Cell Alkaline All-Purpose Batteries, 1.5 Volt, 5-Year Shelf Life	AMAZON BASICS	21.4	\$10.64	13.6%
B09QV3XG8B	Vital Proteins Collagen Peptides Powder, Promotes Hair, Nail, Skin, Bone and	VITAL PROTEINS	21.8	\$32.90	17.0%
B00DLDH1N2	Quest Nutrition Chocolate Chip Cookie Dough Protein Bars, High Protein, Low	QUEST NUTRITION	22.0	\$18.54	24.2%
B002DYIZH6	Optimum Nutrition Gold Standard 100% Whey Protein Powder, Double Rich	OPTIMUM NUTRITION	29.6	\$35.47	8.5%
B00CWNMV4G	Amazon Basics 8-Pack Rechargeable AA NiMH Batteries, 2000 mAh, Rechargeable	AMAZON BASICS	31.5	\$7.02	29.0%
B07P5K7DQP	Pure Encapsulations Magnesium (Glycinate) - Supplement to Support Strength	PURE ENCAPSULATIONS	33.0	\$18.20	29.9%
B0BVFXMLW	Coconut Oil Pulling with 7 Natural Essential Oils and Vitamin D, E, K2, Alcohol	GURUNANDA	35.8	\$13.19	9.9%
B00FQT4LX2	Glad ForceFlex Tall Kitchen Drawstring Trash Bags, 13 Gal, Fresh Clean Scent	GLAD	36.0	\$18.58	13.6%
B00K6JUG4K	Vital Proteins Collagen Peptides Powder with Hyaluronic Acid and Vitamin C	VITAL PROTEINS	36.8	\$32.49	31.6%
B008KJEYLO	WaterWipes Plastic-Free Original Baby Wipes, 99.9% Water Based Wipes, 100	WATERWIPES	40.3	\$38.10	11.4%
B083L8RNJR	TOLOCO Massage Gun Deep Tissue, Back Massage Gun for Athletes for Fitness	TOLOCO	40.4	\$39.99	16.7%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Health & Household – Amazon Cyber 5 Recap

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
probiotics ...	184		78	68	14	24
sinus medicine ...	180		77	66	13	24
protein powder ...	178		98	53	10	17
dryer sheets ...	170		69	67	12	22
medium trash bags ...	167		82	58	12	15
straws ...	167		73	68	7	19
sponges ...	165		74	50	14	27
antacids ...	162		76	57	11	18
cleaning supplies ...	162		89	38	11	24
large trash bags ...	162		71	62	9	20
powder laundry detergent ...	162		81	62	11	8
panty liners ...	161		76	53	11	21
insect repellent ...	160		83	50	9	18
Imnt electrolytes ...	160		67	68	10	15
paper napkins ...	159		65	62	12	20
tall trash bags ...	159		71	57	10	21
cups ...	158		86	32	10	30
ear wax removal ...	158		80	37	16	25
tampons ...	158		69	65	12	12

Top-Sponsored Items



Colgate Optic White ComfortFit Teeth Whitening Kit with LED Light and Whitening Pen, Enamel Safe,...

Gel

★★★★☆ ~ 54,465



Crest 3D Whitestrips, Professional Effects, Teeth Whitening Strip Kit, 44 Strips (22 Count Pack)

Strip 44 Count (Pack of 1)

★★★★☆ ~ 82,139



Colgate Total Plaque Pro Release Whitening Toothpaste, 2 Pack, 3.0 Oz Tubes

Whitening 3 Ounce (Pack of 2)

★★★★☆ ~ 3,015



Oral-B Pro 5000 Smartseries Power Rechargeable Electric Toothbrush with Bluetooth Connectivity, Black...

Adult 5 Piece Set

★★★★☆ ~ 12,234



Waterpik Aquarius Water Flosser Professional For Teeth, Gums, Braces, Dental Care, Electric Power With 10...

★★★★☆ ~ 129,340



Colgate Optic White Overnight Teeth Whitening Pen, Teeth Stain Remover to Whiten Teeth, 35 Nightly...

Gel

★★★★☆ ~ 54,465



Hatch Restore 2 Sunrise Alarm Clock, Sound Machine, Smart Light (Putty) — Your Bedside Sleep Guide, White...

★★★★☆ ~ 360



Oral-B Genius X Limited, Electric Toothbrush with Artificial Intelligence, 1 Replacement Brush...

Adult 1 Count (Pack of 1)

★★★★☆ ~ 7,655



Crest 3D Whitestrips with Light, Teeth Whitening Strip Kit, 20 Strips (10 Count Pack)

Strip 10 Count (Pack of 1)

★★★★☆ ~ 15,167



Oral-B Pro Smart Limited Power Rechargeable Electric Toothbrush with (2) Brush Heads and Travel Cas...

Adult 1 Count (Pack of 1)

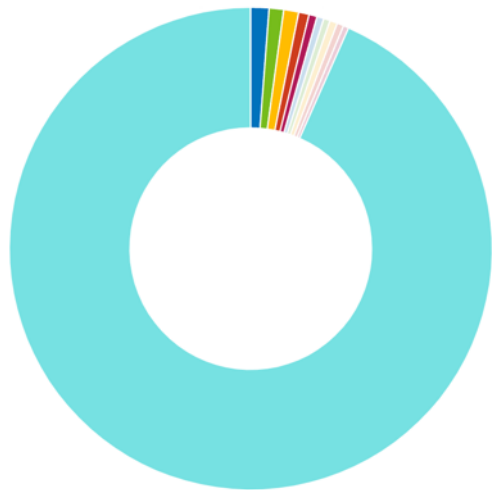
★★★★☆ ~ 3,790

Health & Household – Amazon Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- ENERGIZER 1.22%
- AMAZON BASICS 0.98%
- DURACELL 1.00%
- ORAL-B 0.71%
- NATURE MADE 0.54%
- CREST 0.46%
- NOW FOODS 0.44%
- TIDE 0.50%
- COLGATE 0.45%
- NATURE'S BOUNTY 0.37%
- All Others 93.34%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
aa batteries ...	11,771,464	2,746,363 ...
toilet paper ...	8,768,151	2,963,958 ...
aaa batteries ...	8,021,531	2,239,402 ...
protein powder ...	7,908,907	2,063,311 ...
magnesium glycinate ...	6,491,646	2,235,686 ...
batteries ...	6,090,813	1,223,754 ...
vibrator ...	5,747,132	1,815,132 ...
heating pad ...	5,709,764	1,986,521 ...
foot massager ...	5,371,140	1,378,976 ...
toothpaste ...	5,334,232	1,962,121 ...
massage gun ...	4,884,115	996,827 ...
paper towels rolls ...	4,863,629	1,254,408 ...
christmas wrapping paper ...	4,756,693	1,100,056 ...
wrapping paper ...	4,741,789	860,355 ...
paper towels ...	4,363,625	2,036,281 ...
creatine ...	4,361,587	1,641,390 ...
ear wax removal tool camera ...	4,349,586	407,603 ...

Home & Kitchen – Amazon Cyber 5 Recap

Sales Performance



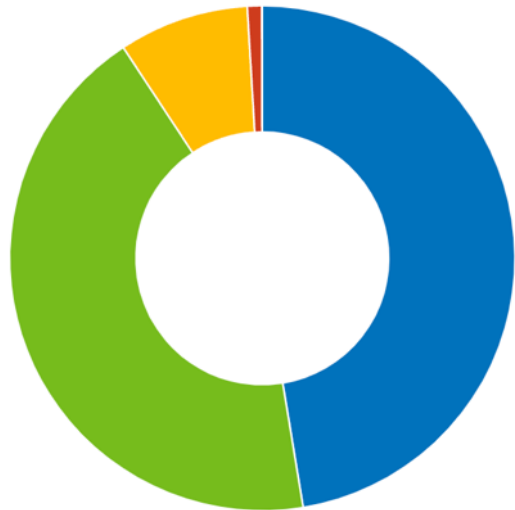
Top Brands by Share of Sales



Home & Kitchen – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



- Cyber Monday 47.42%
- Black Friday 43.31%
- Discount 8.32%
- Limited Time Deal 0.92%
- Top Deal 0.03%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Ti...	Top Deal
BEDSURE ...	1,479	1,164	1,311	4	16	∅
MIULEE ...	822	634	719	13	∅	∅
LAHOME ...	602	478	512	12	3	∅
JINCHAN ...	586	387	495	18	∅	∅
AMAZON BASIC...	570	395	394	54	128	∅
TRIBESIGNS ...	563	452	481	18	∅	∅
NICETOWN ...	549	399	474	3	∅	∅
H.VERSAILTEX...	512	429	367	3	∅	∅
PHF ...	472	352	421	1	2	∅
SONGMICS ...	472	396	418	15	25	∅
MAISON D' HER...	413	295	330	∅	∅	∅
SAFAVIEH ...	407	232	250	131	∅	∅
UTOPIA BEDDIN...	406	317	323	16	4	∅
ELEGANT COMF...	402	298	303	59	82	∅
LANE LINEN ...	363	256	307	14	∅	14
LUSH DECOR ...	346	212	206	104	109	∅

Home & Kitchen – Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

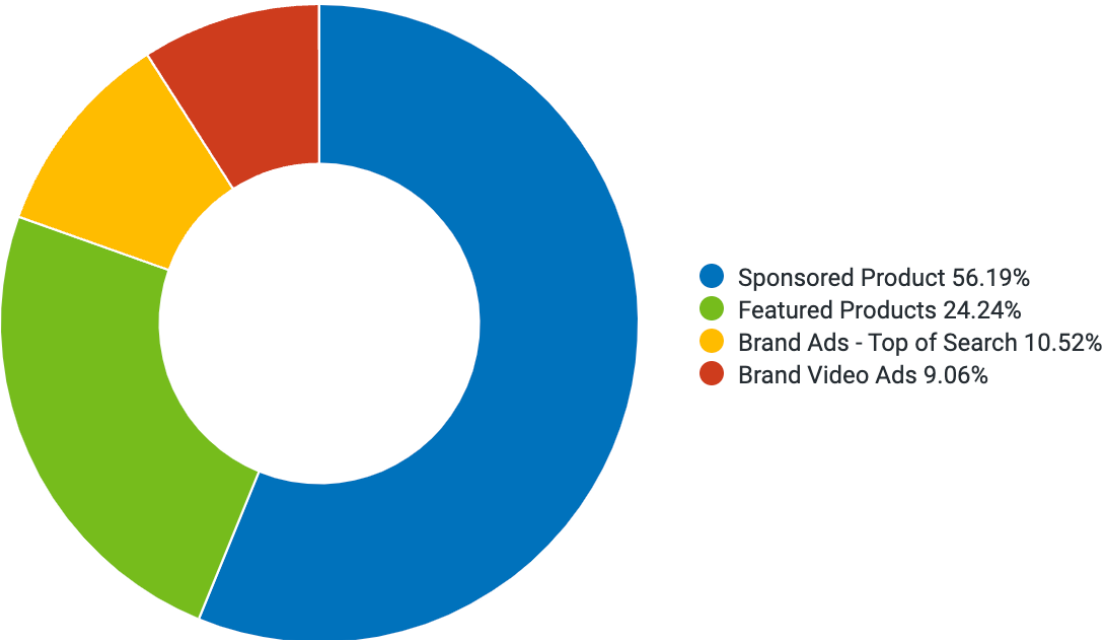
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0725WFLMB ...	Bedsure Satin Pillowcase for Hair and Skin Queen - Silver Grey Silky Pillow	BEDSURE ...	3.6	\$5.57	19.9%
B0C59BYVTQ ...	Owala FreeSip Insulated Stainless Steel Water Bottle with Straw for Sports	OWALA ...	3.7	\$20.71	16.4%
B01M16WBW1 ...	Queen Size 4 Piece Sheet Set - Comfy Breathable & Cooling Sheets - Hotel	CGK UNLIMITED ...	3.8	\$25.49	14.1%
B00NX0WXQI ...	Utopia Bedding Queen Bed Sheets Set - 4 Piece Bedding - Brushed Microfi	UTOPIA BEDDING ...	6.4	\$15.95	25.0%
B0016HF5GK ...	BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Clean	BISSELL ...	7.0	\$76.53	12.6%
B0B31BZWCY ...	Stanley IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Wa	STANLEY ...	8.6	\$20.69	37.7%
B06X9PS779 ...	Amazon Basics Lightweight Super Soft Easy Care Microfiber 4-Piece Bed	AMAZON BASICS ...	12.3	\$13.60	25.0%
B09BFQG17F ...	Mulberry Silk Pillowcase for Hair and Skin Standard Size 20"X 26" with Hic	SUATIEN ...	14.4	\$8.15	37.3%
B09D8T11YS ...	Zulay Powerful Milk Frother Handheld Foam Maker for Lattes - Whisk Drin	ZULAY KITCHEN ...	16.2	\$9.99	10.0%
B0764HS4SL ...	Fullstar Vegetable Chopper - Spiralizer Vegetable Slicer - Onion Chopper w	FULLSTAR ...	18.4	\$22.88	22.0%
B00S93EQUK ...	Alpha Grillers Instant Read Meat Thermometer for Grill and Cooking. Best	ALPHA GRILLERS ...	18.4	\$13.07	16.8%
B07X3BX7WM ...	Bedsure Soft Fuzzy Faux Fur Throw Blanket Grey – Cozy, Fluffy, Plush She	BEDSURE ...	20.2	\$15.99	16.3%
B0157T2ENY ...	Bedsure Fleece Bed Blankets Queen Size Grey - Soft Lightweight Plush Fu	BEDSURE ...	21.6	\$20.89	5.4%
B0158EQJSY ...	Bedsure Sherpa Fleece Throw Blanket for Couch - Thick and Warm Blanke	BEDSURE ...	22.6	\$15.99	18.1%
B01NBND1T ...	Utopia Bedding Throw Pillows Insert (Pack of 2, White) - 18 x 18 Inches Be	UTOPIA BEDDING ...	25.6	\$13.59	15.9%
B00JH98GR4 ...	NV360 Navigator Lift-Away Deluxe Upright Vacuum with Large Dust Cup C	SHARK ...	26.0	\$78.99	10.0%
B00NLLUMOE ...	Mellanni Queen Sheet Set - 4 PC Iconic Collection Bedding Sheets & Pillow	MELLANNI ...	28.2	\$29.72	16.2%
B07H8WTFHW ...	MEATER Plus: Long Range Wireless Smart Meat Thermometer with Blueto	MEATER ...	30.8	\$81.95	17.9%
B085NDYY1P ...	Gravity Electric Pepper and Salt Grinder Set, Adjustable Coarseness, Batte	SWEET ALICE ...	32.8	\$23.96	9.5%
B089TQWJJK ...	Ninja DZ201 Foodi 8 Quart 6-in-1 DualZone 2-Basket Air Fryer with 2 Indep	NINJA ...	34.0	\$97.60	18.7%

Home & Kitchen – Amazon Cyber 5 Recap

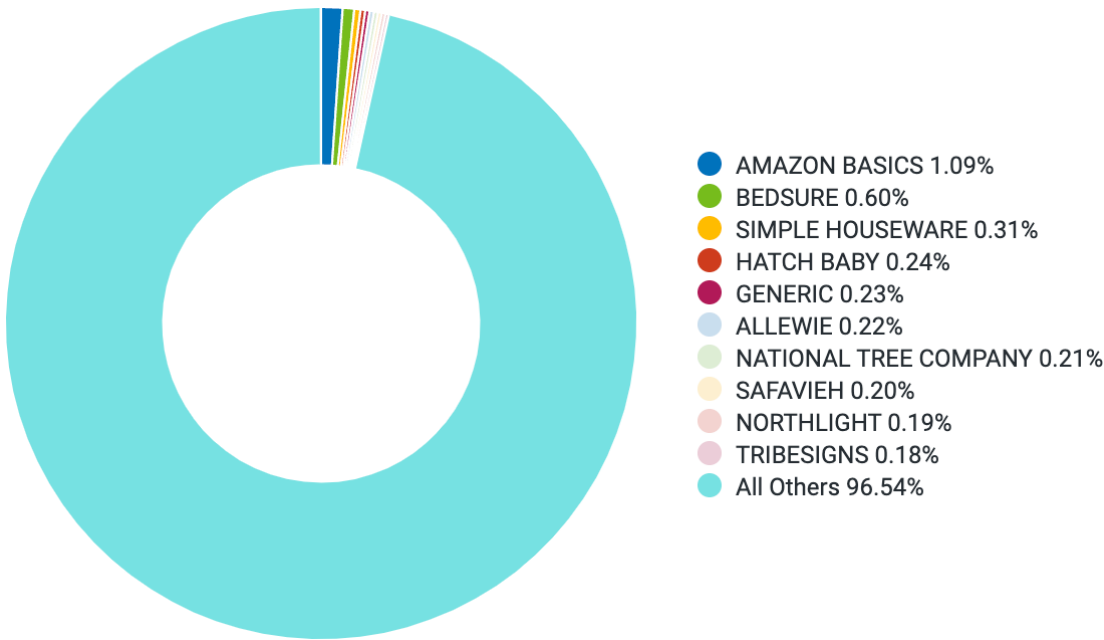
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Home & Kitchen – Amazon Cyber 5 Recap

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
cake pans ...	200		92	67	15	26
bathroom storage ...	192		84	70	14	24
figurines ...	189		95	67	14	13
wreaths ...	189		111	49	13	16
bath towel sets ...	188		98	61	11	18
bathroom furniture ...	187		85	66	12	24
kids bedding ...	187		100	60	12	15
kids comforter sets ...	187		91	57	13	26
placemats ...	185		98	50	15	22
measuring cups ...	184		93	50	15	26
pot holders and oven mitts ...	184		98	58	11	17
dinnerware sets ...	183		92	55	12	24
napkin rings ...	183		90	68	12	13
pressure cookers ...	183		91	59	12	21
table runners ...	183		110	47	15	11
window treatments ...	183		91	54	14	24
accent chairs ...	182		91	63	13	15
bakeware sets ...	182		90	47	16	29
sheer curtains ...	181		100	37	17	27

Top-Sponsored Items



Hatch Rest Baby Sound Machine, Night Light | 2nd Gen | Sleep Trainer, Time-to-Rise Alarm Clock, White Noise Soother, Music & Stories for...

★★★★☆ ~ 38,846



NATIONAL GEOGRAPHIC Magic Advent Calendar 2023 – Jumbo Kids Advent Calendar with 24 Magic Tricks & Science Experiments, Christmas...

★★★★☆ ~ 47



NATIONAL GEOGRAPHIC Gemstone Advent Calendar - 2023 Advent Calendar for Kids with 24 Gemstones to Open Each Day, a Complete Rock...

★★★★☆ ~ 1,429



Hatch Restore 2 Sunrise Alarm Clock, Sound Machine, Smart Light (Putty) – Your Bedside Sleep Guide, White...

★★★★☆ ~ 360



L'OR Barista System Coffee and Espresso Machine Combo by Philips, Black

★★★★☆ ~ 1,511



Rossetta Star Projector, Galaxy Projector for Bedroom, Remote Control & White Noise Bluetooth Speaker, 14 Colors LED Night Lights...

★★★★☆ ~ 8,573



Closet Organizers and Storage - Trunk Car Organizer with Lids and Doors, Dorm Room Essentials, 8.4 Gal Collapsible Stackable Storage Bins...

★★★★☆ ~ 3,107



Hatch Rest+ Baby & Kids Sound Machine | 2nd Gen | Child's Night Light, Alarm Clock, Toddler Sleep...

★★★★☆ ~ 8,725



Freshcut Paper Pop Up Cards, Woodland Wonderland Advent Calendar 2023, 15 inch 3D Popup 24 Days Countdown to Christmas...

★★★★☆ ~ 403



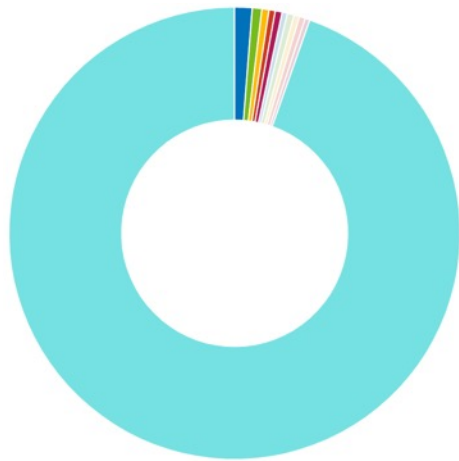
T-fal Ultimate Hard Anodized Nonstick Cookware Set 17 Piece Oven Safe 400F, Lid Safe 350F Pots and Pans, Dishwasher Safe Black

★★★★☆ ~ 26,529

Home & Kitchen – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



● STANLEY 1.25%
● NINJA 0.69%
● AMAZON BASICS 0.52%
● BEST CHOICE PRODUCTS 0.43%
● BEDSURE 0.50%
● NATIONAL TREE COMPANY 0.38%
● YETI 0.48%
● KEURIG 0.39%
● CUISINART 0.44%
● YAHEETECH 0.33%
● All Others 94.60%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
stanley cup ...	14,339,093	2,893,693 ...
stanley 40 oz tumbler with handle ...	14,328,187	2,995,572 ...
christmas tree ...	13,415,878	4,189,069 ...
gaming chair ...	9,231,483	2,587,001 ...
coffee maker ...	9,187,748	2,326,746 ...
stanley ...	8,911,864	2,412,020 ...
heated blanket ...	8,479,693	2,370,106 ...
christmas decorations ...	7,152,358	3,448,545 ...
christmas decorations indoor ...	6,959,247	2,405,009 ...
christmas ornaments ...	6,953,108	1,835,825 ...
desk ...	6,933,152	2,327,434 ...
stanley 30 oz tumbler with handle ...	6,757,134	1,612,560 ...
keurig coffee machine ...	6,705,140	1,713,295 ...
christmas tree topper ...	6,624,095	1,361,781 ...
christmas tree skirt ...	6,521,456	1,548,916 ...
espresso machine ...	6,437,797	1,800,560 ...
advent calendar 2023 ...	6,433,534	2,783,049 ...

Kitchen & Dining – Amazon Cyber 5 Recap

Sales Performance



Top Brands by Share of Sales

NINJA

Instant Pot

KitchenAid



 **MEATER**

CAROTE

T-fal

YETI

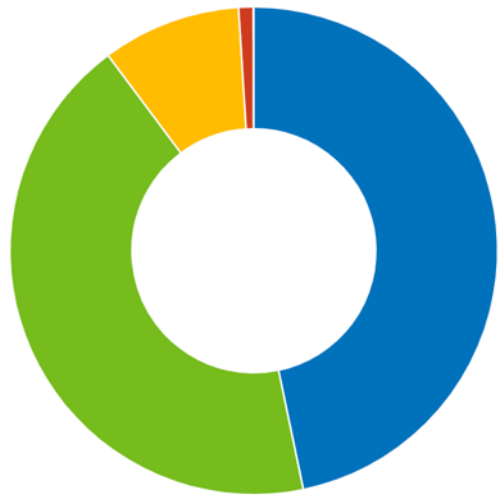
CROCK-POT
• THE ORIGINAL SLOW COOKER •


Hydro Flask

Kitchen & Dining – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



- Cyber Monday 46.75%
- Black Friday 43.05%
- Discount 9.21%
- Limited Time Deal 0.97%
- Top Deal 0.02%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Ti...	Top Deal
MAISON D' HER...	360	258	286	∅	∅	∅
NEWBRIDGE ...	331	234	287	4	∅	∅
ARTOID MODE ...	274	169	227	4	∅	∅
YOOLIFE ...	242	179	206	∅	1	∅
KITCHENAID ...	230	171	188	29	21	∅
IRON °FLASK ...	216	163	178	3	2	∅
FOLKULTURE ...	202	133	169	∅	∅	∅
SPODE ...	198	139	175	10	1	∅
SWIG LIFE ...	197	143	160	2	2	∅
DII ...	182	104	110	39	34	∅
SWEEJAR ...	170	133	148	∅	∅	∅
HYDRO FLASK......	157	135	112	15	37	∅
BRUNTMOR ...	154	129	70	1	∅	∅
SASTYBALE ...	152	106	120	∅	∅	∅
WALFOS ...	148	127	134	∅	∅	∅
D'MOKSHA HO...	145	93	117	2	∅	1

Kitchen & Dining – Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

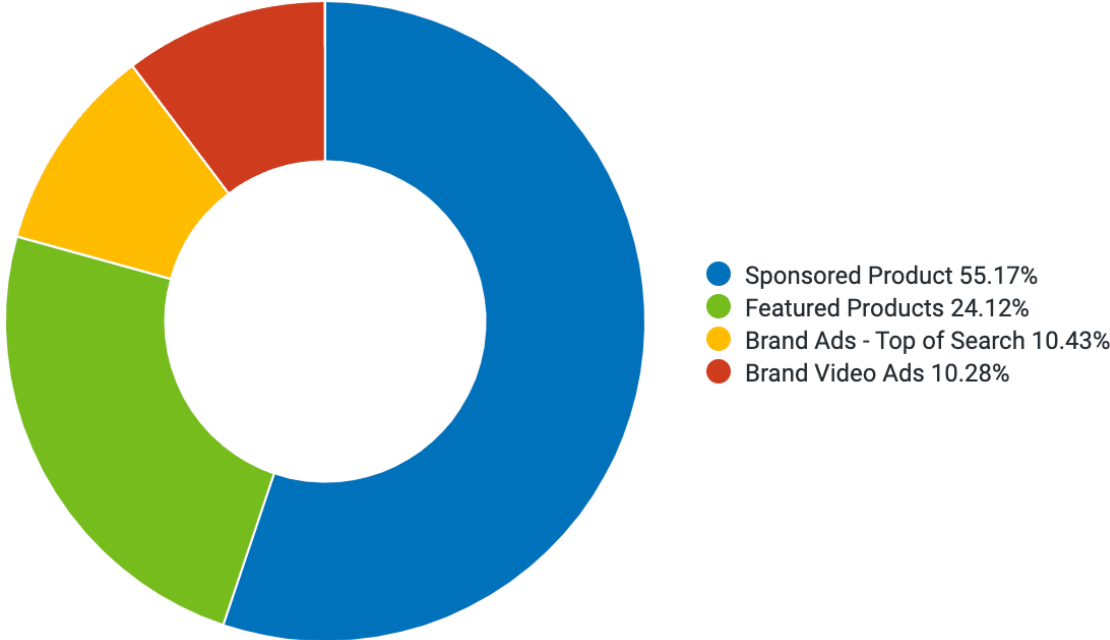
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0C59BYVTQ ...	Owala FreeSip Insulated Stainless Steel Water Bottle with Straw for Sports	OWALA ...	2.7	\$20.71	16.9%
B0B31BZWY ...	Stanley IceFlow Stainless Steel Tumbler with Straw, Vacuum Insulated Wa	STANLEY ...	4.6	\$20.69	37.7%
B07FVQLBL3 ...	Kitchen Mama Auto Electric Can Opener Christmas Gift Ideas: Open Your	KITCHEN MAMA ...	6.2	\$20.99	22.6%
B00S93EQUK ...	Alpha Grillers Instant Read Meat Thermometer for Grill and Cooking. Best	ALPHA GRILLERS ...	7.0	\$13.07	16.8%
B0764HS4SL ...	Fullstar Vegetable Chopper - Spiralizer Vegetable Slicer - Onion Chopper w	FULLSTAR ...	7.6	\$22.88	21.4%
B09YH5CPQP ...	Vegetable Chopper, Pro Onion Chopper, Multifunctional 13 in 1 Food Chop	MAIPOR ...	9.6	\$17.05	6.2%
B07H8WTFHW ...	MEATER Plus: Long Range Wireless Smart Meat Thermometer with Blueto	MEATER ...	12.8	\$81.95	17.9%
B07PSKSG1M ...	Rubbermaid 42-Piece Food Storage Containers with Lids, Salad Dressing a	RUBBERMAID ...	13.0	\$23.73	21.6%
B09PCLPPC7 ...	GO The Quick Flip GO Bottle	STANLEY ...	13.5	\$14.81	40.5%
B085NDYY1P ...	Gravity Electric Pepper and Salt Grinder Set, Adjustable Coarseness, Batte	SWEET ALICE ...	13.6	\$23.96	16.2%
B09BDGQYW5 ...	Crockpot Electric Lunch Box, Portable Food Warmer for Travel, Car, On-the	CROCK-POT ...	16.0	\$26.99	13.5%
B08N9Q24M9 ...	Mueller Pro-Series 10-in-1, 8 Blade Vegetable Chopper, Onion Mincer, Cutt	MUELLER AUSTRIA ...	16.0	\$20.98	24.9%
B07XXSYLL8 ...	ThermoPro TP19H Digital Meat Thermometer for Cooking with Ambidextr	THERMOPRO ...	18.8	\$14.74	9.4%
B012T634SM ...	Magic Bullet Blender, Small, Silver, 11 Piece Set	MAGIC BULLET ...	20.8	\$28.90	6.7%
B0030AJGJO ...	Crock-Pot 7 Quart Oval Manual Slow Cooker, Stainless Steel (SCV700-S-BI	CROCK-POT ...	21.2	\$24.49	31.6%
B0B2K47S1T ...	CAROTE 11pcs Pots and Pans Set, Nonstick Cookware Detachable/Remo	CAROTE ...	24.0	\$59.89	9.5%
B07X1TMQ34 ...	Rubbermaid Brilliance BPA Free Food Storage Containers with Lids, Airtigh	RUBBERMAID ...	30.2	\$28.78	5.6%
B01GQMPJOC ...	Original MEATER: Wireless Digital Smart Meat Thermometer for Oven, BE	MEATER ...	30.8	\$54.77	20.3%
B09KHBCKW ...	CAROTE Pots and Pans Set Nonstick, White Granite 10 Pcs Induction Kitch	CAROTE ...	32.2	\$77.33	18.6%
B00NGV4506 ...	Ninja BL610 Professional 72 Oz Countertop Blender with 1000-Watt Base	SHARKNINJA ...	35.5	\$57.59	14.6%

Kitchen & Dining – Amazon Cyber 5 Recap

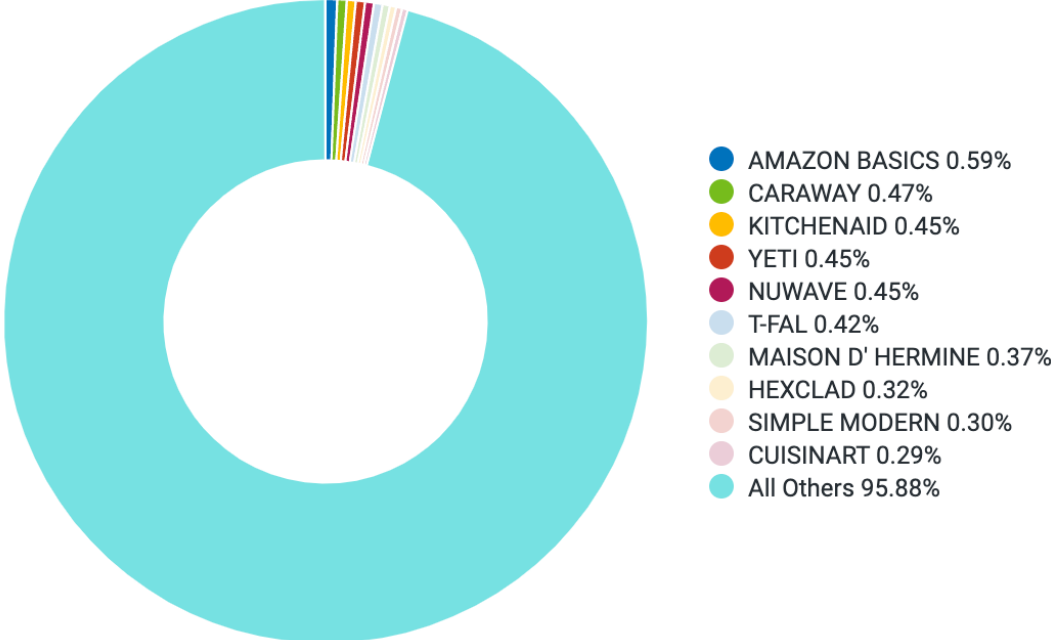
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Kitchen & Dining – Amazon Cyber 5 Recap

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
cake pans ...	200		92	67	15	26
measuring cups ...	184		93	50	15	26
placemats ...	184		98	49	15	22
pot holders and oven mitts ...	184		98	58	11	17
dinnerware sets ...	183		92	55	12	24
pressure cookers ...	183		91	59	12	21
napkin rings ...	182		89	68	12	13
bakeware sets ...	179		89	47	16	27
table runners ...	179		108	45	15	11
can openers ...	178		86	56	12	24
bakeware ...	177		89	65	10	13
cookie cutters ...	175		75	64	9	27
mugs ...	173		90	61	12	10
lunch boxes ...	169		98	51	12	8
tablecloths ...	169		93	41	14	21
cookware ...	167		82	60	10	15
dishes ...	164		78	50	13	23
drinking glasses ...	163		93	37	9	24
serving trays ...	161		90	36	14	21

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



T-fal Ultimate Hard Anodized Nonstick Cookware Set 17 Piece Oven Safe 400F, Lid Safe 350F Pots and Pans, Dishwasher Safe Black
★★★★☆ ~ 26,529



Tovla Jr. Kids Real Cooking and Baking Gift Set with Cookbook and Storage Case- Complete Cooking Supplies for the Junior Chef - Kids...
★★★★☆ ~ 2,239



Under Sink Organizer, Pull Out Cabinet Organizer 2 Tier Slide Out Sink Shelf Cabinet Storage Shelves, Under Sink Storage for Kitchen...
★★★★☆ ~ 2,086



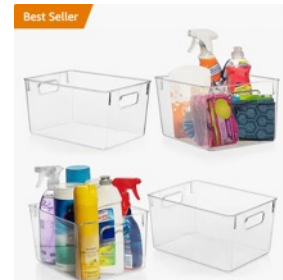
Talisman Designs Baking Pie Crust Shield Protector Cover for Edges of Pie - 8-inch to 11.5-inch Adjustable Silicone Baking Accessory for Makin...
Silicone
★★★★☆ ~ 4,834



MEATER Plus: Long Range Wireless Smart Meat Thermometer with Bluetooth Booster | for BBQ, Oven, Grill, Kitchen, Smoker, Rotisserie | i...
★★★★☆ ~ 38,164



Newcos 2 Huge Turkey Brining Bags Double Zippers Seal Brine Bags 26x22 Extra Large Brine BagHeavily Duty Materials BPA Free
★★★★☆ ~ 266



ClearSpace Plastic Storage Bins – Perfect Kitchen Organization or Pantry Storage – Fridge Organizer, Pantry Organization and Storage...
★★★★☆ ~ 10,138



SMIRLY Charcuterie Boards Gift Set: Large Charcuterie Board Set, Bamboo Cheese Board Set - Unique Christmas Gifts for Women - House Warming...
★★★★☆ ~ 17,110

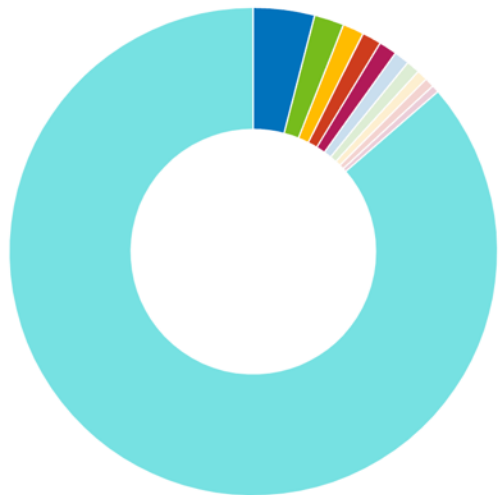


13 Pieces Montessori Kitchen Tools for Toddlers-Kids Cooking Sets Real-Toddler Safe Knives Set for Real Cooking with Plastic Toddler Safe...
★★★★☆ ~ 696

Kitchen & Dining – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



STANLEY	4.06%
NINJA	1.97%
YETI	1.41%
CUISINART	1.27%
KITCHENAID	1.19%
HAMILTON BEACH	1.02%
OXO	0.89%
SIMPLE MODERN	0.72%
KEURIG	0.63%
BLACK+DECKER	0.50%
All Others	86.36%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
stanley 40 oz tumbler with handle ...	14,258,570	2,995,572 ...
stanley cup ...	13,629,365	2,893,693 ...
stanley ...	8,443,945	2,412,020 ...
stanley 30 oz tumbler with handle ...	6,757,134	1,612,560 ...
knife set ...	5,444,489	1,335,321 ...
yeti ...	5,243,200	1,333,404 ...
air fryer ...	4,680,481	2,521,205 ...
meat thermometer ...	4,255,186	1,195,924 ...
can opener ...	4,036,115	1,357,892 ...
yeti tumbler ...	4,007,341	750,503 ...
coffee maker ...	3,984,273	2,326,746 ...
kitchen gadgets ...	3,918,798	611,484 ...
electric kettle ...	3,886,150	1,280,826 ...
pots and pans set ...	3,766,175	685,470 ...
charcuterie boards ...	3,697,628	940,588 ...
cheese grater ...	3,664,915	1,063,255 ...
christmas table runner ...	3,401,612	709,930 ...

Top Brands by Share of Sales



Phomemo

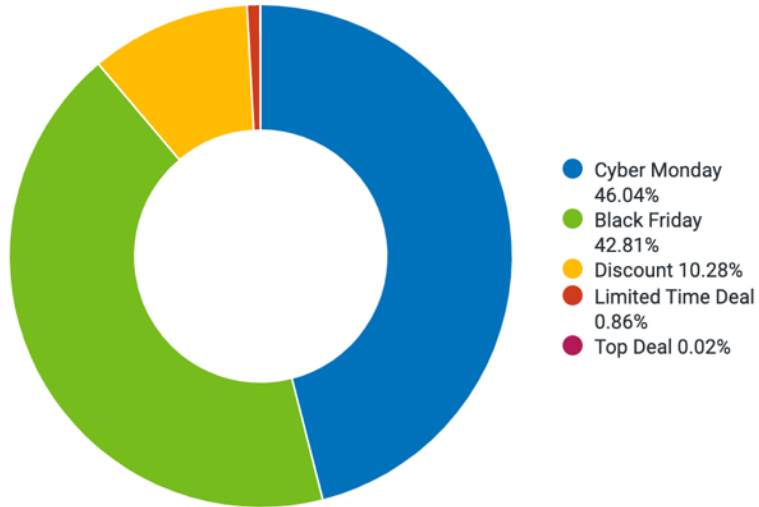


Office Products – Amazon Cyber 5 Recap

Promotions



Badge Breakdown by Type



Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Ti...	Top Deal
EOOUT ...	206	169	169	24	∅	1
PLIFAL ...	201	170	175	∅	∅	∅
GLOBAL PRINTE...	170	152	152	2	∅	∅
ARTFAN ...	164	127	158	3	∅	∅
SUNEE ...	163	127	140	5	∅	∅
ERIN CONDREN...	150	52	59	77	∅	∅
OUTUS ...	142	32	34	105	∅	∅
NICPRO ...	134	117	127	∅	∅	∅
MAAIBOK ...	131	110	128	∅	∅	∅
SHUTTLE ART ...	128	125	122	1	4	∅
PHOMEMO ...	124	97	104	5	1	∅
HALLMARK ...	122	13	12	108	2	∅
AMAZON BASIC...	115	73	97	3	25	∅
MAXGEAR ...	105	92	89	3	∅	∅
TRIBESIGNS ...	100	82	85	1	∅	∅
BRIGHT DAY CA...	99	68	77	18	∅	∅

Office Products – Amazon Cyber 5 Recap

Promotions



Discounts on Best-Selling Items

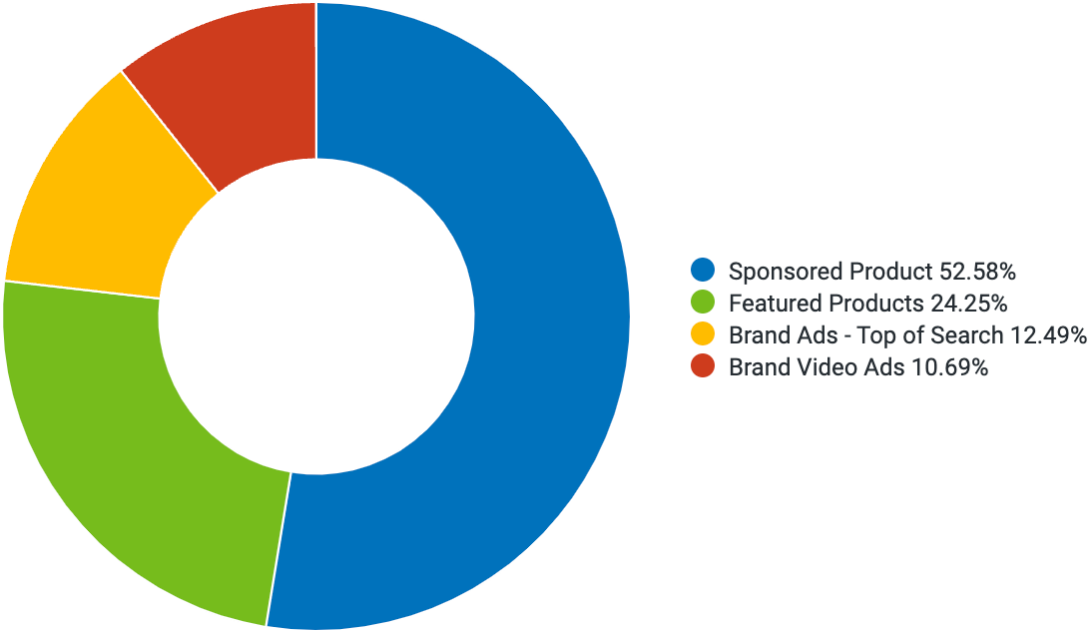
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B07VNSXY31 ...	EZlifego Double Sided Tape Heavy Duty, Extra Large Nano Double Sided A	EZLIFEGO ...	4.0	\$7.99	18.9%
B000087KUA ...	Scotch Heavy Duty Packaging Tape, 1.88" x 54.6 yd, Designed for Packing	SCOTCH ...	5.2	\$14.33	28.3%
B08HV3MPFD ...	Phomemo D30 Label Maker Machine with Tape, Portable Bluetooth Printe	PHOMEMO ...	5.4	\$22.76	18.1%
B07DGVNNT9 ...	Scotch Gift Wrap Tape, Invisible, Holiday Gift Wrapping Supplies for Christ	SCOTCH ...	5.6	\$11.99	14.5%
B00CBAWIY ...	Scotch Thermal Laminating Pouches, 200 Count, 3 mil., Laminate Homem	SCOTCH ...	11.2	\$18.90	17.3%
B0B45RTFQH ...	UIXJODO Gel Pens, 5 Pcs 0.5mm Japanese Black Ink Pens Fine Point Smc	UIXJODO ...	11.8	\$7.03	18.9%
B079KL4C91 ...	Amazon Basics Clear Thermal Laminating Plastic Paper Laminator Sheets	AMAZON BASICS ...	12.0	\$16.76	15.8%
B000J09C06 ...	Paper Mate Flair Felt Tip Pens, Medium Point (0.7mm), Assorted Colors, 1	PAPER MATE ...	14.8	\$8.87	15.6%
B09R1TMP83 ...	Sywhitta 3-Tier Plastic Rolling Utility Cart with Handle, Multi-Functional Sto	SYWHITTA ...	18.2	\$19.97	15.8%
B0010JEJPC ...	Scotch TL901X Thermal Laminator, 1 Laminating Machine, Gray, Laminat	SCOTCH ...	20.4	\$25.43	12.6%
B082F5ZLS5 ...	Leather Desk Pad Protector,Mouse Pad,Office Desk Mat, Non-Slip PU Leat	AOTHIA ...	21.0	\$11.19	9.8%
B082PN4X5J ...	SHARPIE S-Gel, Gel Pens, Medium Point (0.7mm), Black Ink Gel Pen, 12 Co	SHARPIE ...	29.4	\$8.99	19.9%
B08XYP6BJV ...	HP DeskJet 2755e Wireless Color inkjet-printer, Print, scan, copy, Easy set	HP ...	30.0	\$44.27	31.1%
B09XHYNHB2 ...	4x6" Photo Printer, Phone Printer 100 Sheets, Full-Color Photo, Portable In	LIENE ...	34.0	\$155.08	1.8%
B0B5SW6381 ...	TushGuard Seat Cushion, Office Chair Cushions, Car Seat Cushion, Non-Sl	TUSHGUARD ...	36.8	\$15.98	19.9%
B083LGC771 ...	Duck Brand Small Bubble Cushioning Wrap for Moving, Shipping & Mailing	DUCK ...	38.0	\$21.83	12.4%
B08X44GGBQ ...	Phomemo Label Maker -M02 Pocket Printer Thermal Bluetooth Sticker Ma	PHOMEMO ...	41.2	\$43.88	29.2%
B07D6559YM ...	K KNODEL Mouse Pad, Waterproof Desk Mat for Desktop, Leather Desk Pa	K KNODEL ...	53.0	\$11.19	20.0%
B01N99XMM2 ...	OFM Office Chair Mat for Carpet – Computer Desk Chair Mat for Carpeted	OFM ...	53.6	\$27.31	3.6%
B0BZQ89VXJ ...	AT-A-GLANCE 2024 Desk Calendar, Desk Pad, 21-3/4" x 17", Large, Ruled E	AT-A-GLANCE ...	53.8	\$6.48	42.5%

Office Products – Amazon Cyber 5 Recap

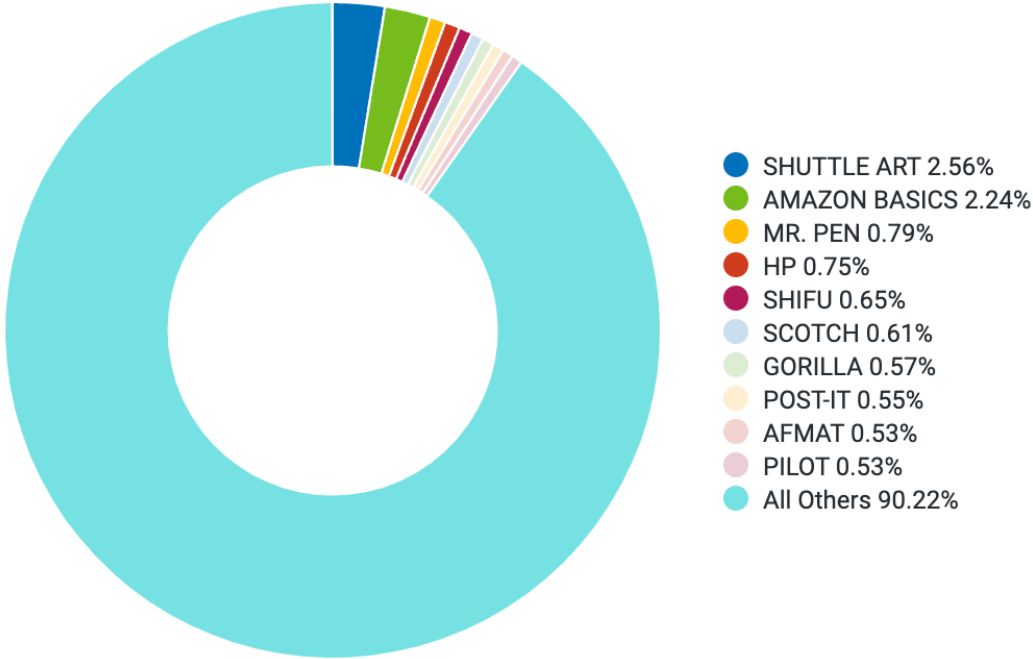
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Office Products – Amazon Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

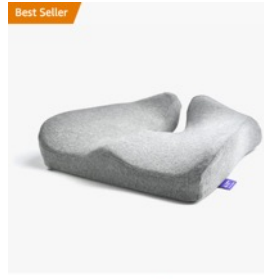
Keyword	Ad Type	<	Sponsored Product	Featured Products	Brand Video Ads	Brand Ads - Top of Search
Keyword	Total Sponsorship Activity	∨	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity	Sponsorship Activity
notepads ...	189		81	71	13	24
copier paper ...	184		76	70	14	24
envelopes ...	174		79	65	15	15
pocket folders ...	173		89	65	11	8
spiral notebooks ...	170		85	49	15	21
calendars ...	169		88	46	11	24
printer paper ...	166		74	65	12	15
file folders ...	164		83	45	12	24
paper ...	162		77	57	1	27
packing tape ...	161		77	48	15	21
pencils ...	159		84	46	11	18
chair mats ...	155		78	49	13	15
composition notebooks ...	153		81	55	11	6
shipping labels ...	149		74	61	11	3
presentation folders ...	148		84	56	8	∅
binders ...	141		81	44	13	3
printer ink ...	139		50	56	15	18
boxes ...	138		65	55	6	12
avery labels ...	137		60	54	8	15

Top-Sponsored Items



Crayola Ultra Clean Fine Line Washable Markers (40 Count), Colored Markers for Kids, Art Markers, Craft Supplies, Holiday Gift...

★★★★★ ~ 6,980



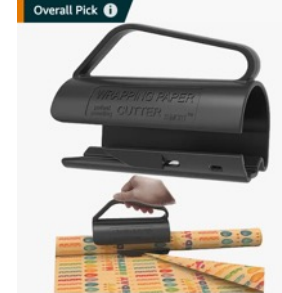
Cushion Lab Patented Pressure Relief Seat Cushion for Long Sitting Hours on Office/Home Chair, Car, Wheelchair - Extra-Dense Memory...

★★★★★ ~ 9,875



ZSCM Art Duo Tip Brush Markers Set, 60 Colors Fine & Brush Tip Artist Drawing Pens Set with Coloring Book, for Adult Sketching Journal...

★★★★★ ~ 6,151



THMORT Wrapping Paper Roll Cutter with Handle (2-Pack) Push Cut Gift Birthday for Kids Boys and Girls Adults Man Woman Easy Sliding...

★★★★★ ~ 336



Atripark Metal Storage Cabinet with Lock, 72" Lockable Garage Tool Cabinet with Doors and Shelves, Tall Steel Cabinet for Garage, Heavy-Du...

★★★★★ ~ 924



Gorilla Hot Glue Sticks, Mini Size, 4" Long x .27" Diameter, 75 Count, Clear, (Pack of 1)

★★★★★ ~ 21,240



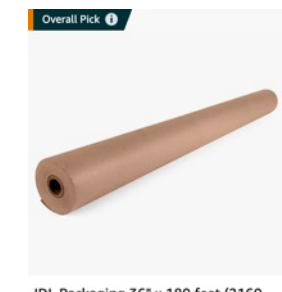
Gorilla Dual Temp Mini Hot Glue Gun Kit with 30 Hot Glue Sticks

★★★★★ ~ 36,781



Gorilla Hot Glue Sticks, Full Size, 8" Long x .43" Diameter, 20 Count, Clear, (Pack of 1)

★★★★★ ~ 22,938



IDL Packaging 36" x 180 feet (2160 inches) Brown Kraft Paper Roll, 30 lbs (Pack of 1) - Quality Paper for Packing, Moving, Shipping, Crafts -...

Roll

★★★★★ ~ 274



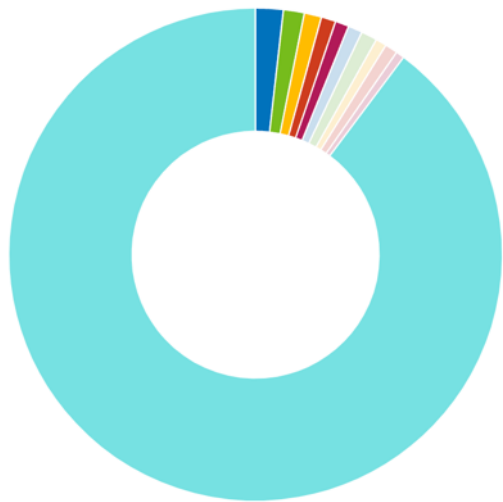
Electronic LCD Drawing Tablet Doodle Board, 10.5 inch Colorful Drawing And Writing Pad, Travel Gifts for Kids Ages 3 4 5 6 7 8 Year Old...

★★★★★ ~ 1,094

Office Products – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



SCOTCH	1.81%
AMAZON BASICS	1.38%
SHARPIE	1.12%
BIC	0.95%
MR. PEN	0.90%
PILOT	0.93%
HALLMARK	1.06%
PAPER MATE	0.71%
HP	0.83%
FURINNO	0.56%
All Others	89.75%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
pens	4,117,096	1,422,760
mouse pad	3,988,220	1,833,229
floor lamp	3,536,122	1,429,217
christmas cards	3,322,547	663,011
office chair	3,061,171	2,080,185
standing desk	2,835,216	1,141,518
printer	2,508,644	1,376,659
projector	2,507,711	1,820,290
scotch tape	2,248,078	548,609
christmas cards with envelopes	2,227,835	290,419
packing tape	2,126,328	946,737
bookshelf	2,031,089	1,670,437
dry erase markers	1,958,027	982,388
label maker	1,888,298	1,171,042
tape	1,828,976	522,960
2024 planner	1,823,039	548,358
desk	1,752,839	2,327,434

Top Brands by Share of Sales

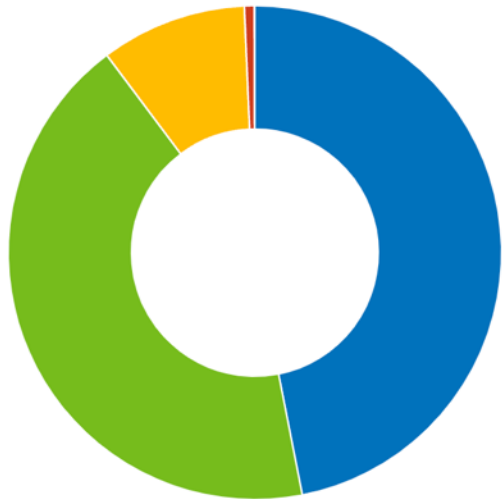


Patio, Lawn & Garden – Amazon Cyber 5 Recap

Promotions



Badge Breakdown by Type



- Cyber Monday 46.93%
- Black Friday 42.82%
- Discount 9.57%
- Limited Time Deal 0.65%
- Top Deal 0.02%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Ti...	Top Deal
BEST CHOICE P...	202	138	180	7	∅	∅
VIVOSUN ...	197	163	166	1	2	1
AVOIN COLORLI...	105	65	91	2	∅	∅
CLASSIC ACCES...	104	77	93	3	24	∅
ROFIELTY ...	94	73	77	5	1	∅
YITAHOME ...	92	65	66	9	2	∅
STANBROIL ...	89	57	62	8	∅	∅
KINGSYARD ...	87	66	74	∅	∅	∅
PILLOW PERFEC...	86	44	43	34	21	∅
PHI VILLA ...	85	56	75	2	∅	∅
MKONO ...	82	54	79	∅	∅	∅
VEVOR ...	80	21	23	55	8	∅
JOIEDOMI ...	78	51	68	1	∅	∅
TWINKLE STAR....	74	67	63	∅	∅	∅
GREENWORKS....	70	50	28	18	6	∅
MFSTUDIO ...	70	52	65	∅	∅	∅

Patio, Lawn & Garden – Amazon Cyber 5 Recap

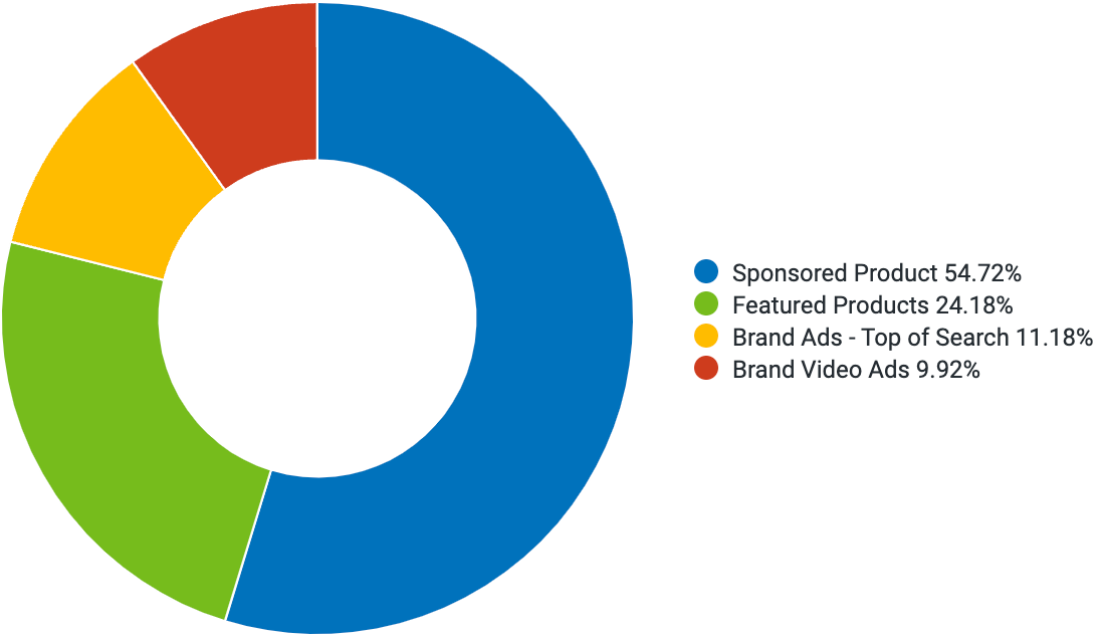
Promotions



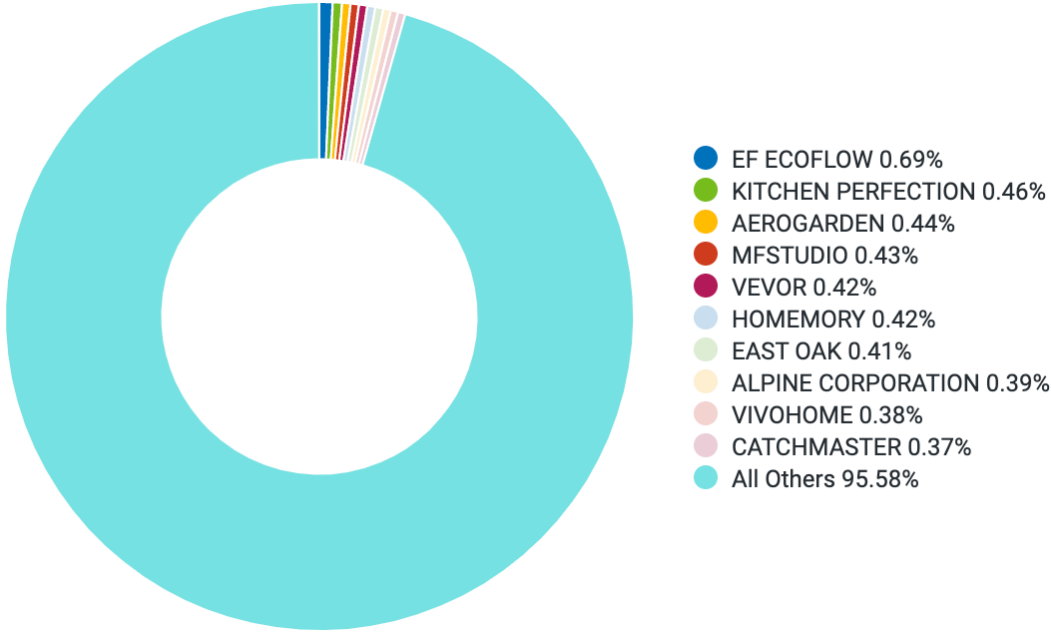
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B00S93EQUK ...	Alpha Grillers Instant Read Meat Thermometer for Grill and Cooking. Best	ALPHA GRILLERS ...	1.0	\$13.07	16.8%
B07B6RZP4H ...	Katchy Indoor Insect Trap - Catcher & Killer for Mosquitos, Gnats, Moths, F	KATCHY ...	6.6	\$27.54	28.4%
B079DHNK3H ...	Grills Signature Blend 100% All-Natural Wood Pellets for Smokers and Pell	TRAEGER ...	7.8	\$17.59	6.7%
B0C6TJBKJM ...	EAST OAK 48,000 BTU Patio Heater for Outdoor Use With Round Table De	EAST OAK ...	8.4	\$97.68	23.4%
B01H1R0K68 ...	ThermoPro TP50 Digital Hygrometer Indoor Thermometer Room Thermom	THERMOPRO ...	9.2	\$8.29	21.6%
B019HVTUGM ...	Magical Flames Fire Color Changing Packets for Campfires, Fire Pit, Outdo	MAGICAL FLAMES ...	9.8	\$19.99	23.1%
B09T3T1FYN ...	Safer Home SH502 Indoor Plug-In Fly Trap for Flies, Fruit Flies, Moths, Gna	SAFER BRAND ...	11.2	\$13.08	24.1%
B07Y36FWTT ...	Govee Hygrometer Thermometer H5075, Bluetooth Indoor Room Tempera	GOVEE ...	13.2	\$9.59	26.2%
B083LDKS6Z ...	Feeke Mouse Traps, Mice Traps for House, Small Mice Trap Indoor Quick I	FEEKE ...	15.6	\$8.99	14.1%
B019HVIAGI ...	Magical Flames Fire Color Changing Packets for Campfires, Fire Pit, Outdo	MAGICAL FLAMES ...	19.0	\$14.41	8.9%
B07W6SP4W1 ...	BBQ Grill Cover, Waterproof, Weather Resistant, Rip-Proof, Anti-UV, Fade R	VIBOOS ...	20.4	\$15.94	14.5%
B07Z77FK4C ...	Antonki Room Thermometer for Home, 2 Pack Digital Temperature and Hu	ANTONKI ...	22.6	\$9.32	16.4%
B0C3FTCYZL ...	Zevo Flying Insect Trap, Fly Trap Refill Cartridges (4 Total Refill Cartridges)	ZEVO ...	22.8	\$17.78	6.4%
B01MRHXM0I ...	TERRO T2503SR Ready-to-Use Indoor Fruit Fly Killer and Trap with Built in	TERRO ...	27.0	\$11.39	14.1%
B00CEEDFS4 ...	Catchmaster Rat & Mouse Glue Traps 6Pk, Large Bulk Traps, Indoor for Ho	CATCHMASTER ...	27.4	\$12.32	15.2%
B085CDPSMR ...	GooingTop LED Grow Light,6000K Full Spectrum Clip Plant Growing Lamp	GOOINGTOP ...	28.0	\$22.49	6.4%
B01LYALUB3 ...	KITCHEN PERFECTION Silicone Smoker Oven Gloves -Extreme Heat Resis	KITCHEN PERFECTION ...	31.4	\$22.27	19.4%
B0947XLFWF ...	Saker Mini Chainsaw,Portable Electric Chainsaw Cordless,Handheld Chair	SAKER ...	35.6	\$39.99	41.3%
B089CDCCR1 ...	BUG-A-SALT Yellow 3.0	BUG-A-SALT ...	36.8	\$46.98	5.5%
B09JNRZHRT ...	HOTEC Basting Brushes Silicone Heat Resistant Pastry Brushes Spread O	HOTEC ...	39.7	\$6.39	18.4%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Patio, Lawn & Garden – Amazon Cyber 5 Recap

Sponsorship Activity



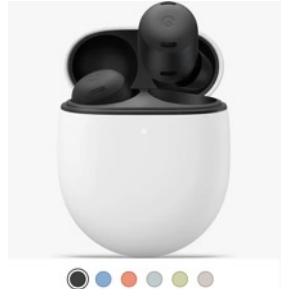
Top-Sponsored Keywords

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
wild bird seed ...	178	76	74	15	13
patio furniture ...	147	87	45	12	3
fire pit ...	144	89	30	13	12
microgreens ...	136	72	39	12	13
wild bird feeders ...	136	87	36	13	∅
compost ...	135	60	40	14	21
firepit cover ...	134	58	55	6	15
outdoor fountains ...	132	59	49	9	15
bird spikes ...	129	56	52	6	15
polywood adirondack chair ...	129	57	49	8	15
spinach seeds ...	129	59	49	6	15
canopy tent 10x10 ...	128	56	50	7	15
lettuce seeds ...	128	54	54	7	13
outdoor shed with floor included ...	128	59	49	6	14
wheelbarrow tires ...	128	58	49	6	15
black santa inflatable ...	127	57	46	9	15
pyramid patio heater ...	127	58	52	8	9
rain chains for gutters ...	127	59	47	9	12
indoor watering can ...	126	58	48	7	13

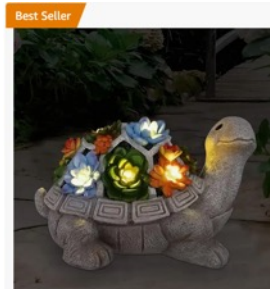
Top-Sponsored Items



KITCHEN PERFECTION Silicone Smoker Oven Gloves -Extreme Heat Resistant BBQ Gloves -Handle Hot Food Right on Your Grill Fryer...
★★★★☆ ~ 8,619



Google Pixel Buds Pro - Noise Canceling Earbuds - Up to 31 Hour Battery Life with Charging Case - Bluetooth Headphones - Compatibl...
★★★★☆ ~ 5,069



Nacome Solar Garden Outdoor Statues Turtle with Succulent and 7 LED Lights - Lawn Decor Tortoise Statue for Patio, Balcony, Yard...
★★★★☆ ~ 8,254



Alpine Corporation WIN316 Water Floor Standing Fountains, 23"L x 18"W x 40"H, Lt. Gray
★★★★☆ ~ 3,649



Made By Me Create Your Own Window Art, Paint Your Own DIY Suncatchers, Fun Staycation Activity or Birthday Party Idea, Arts and Cra...
★★★★☆ ~ 27,508



Simply Seed™ - Russet Burbanks - Naturally Grown Seed Potatoes - 5 LBS - Ready for Planting !
★★★★☆ ~ 833



Simply Seed - 5 LB - Hand Selected Red Pontiac Seed - Non GMO - Naturally Grown - Order Now for Planting in The Fall
★★★★☆ ~ 71



EF ECOFLOW Portable Power Station 3600Wh DELTA Pro, 120V AC Outlets x 5, 3600-4500W, 2.7H Fast Charge, Lifepo4 Power Station, Solar...
★★★★☆ ~ 403



Back to the Roots Organic Oyster Mushroom Grow Kit, Harvest Gourmet Mushrooms In 10 Days
★★★★☆ ~ 17,795



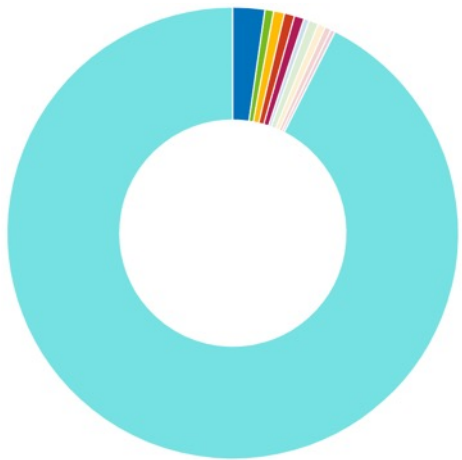
2 Pack Solar Christmas Lights Outdoor Waterproof, 144FT 400LED Solar Fairy LED String Lights with Copper Wire 8 Modes, Solar Twinkle...
★★★★☆ ~ 13,993

Patio, Lawn & Garden – Amazon Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- RING 2.29%
- BEST CHOICE PRODUCTS 0.62%
- DAZZLE BRIGHT 0.78%
- DEWALT 0.73%
- THERMOPRO 0.70%
- TOODOUR 0.38%
- JMEXSUSS 0.69%
- GOVEE 0.54%
- HOMEMORY 0.45%
- GOOSH 0.32%
- All Others 92.51%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
outdoor christmas decorations ...	5,267,295	2,042,772 ...
christmas decorations ...	3,190,684	3,448,545 ...
christmas decorations outside ...	2,813,397	1,363,483 ...
solo stove ...	2,786,787	339,277 ...
christmas inflatable outdoor decoration ...	2,655,664	609,018 ...
ring camera ...	2,563,780	1,420,706 ...
christmas lights ...	2,478,591	2,417,611 ...
solar lights outdoor ...	2,358,911	1,212,746 ...
inflatable christmas decorations outdoor ...	2,344,082	290,645 ...
christmas outdoor decorations ...	2,279,424	731,968 ...
outdoor christmas lights ...	1,942,809	729,818 ...
christmas lights outdoor ...	1,845,216	1,086,236 ...
patio furniture ...	1,796,740	539,385 ...
solar christmas lights ...	1,742,641	957,526 ...
mouse traps ...	1,676,384	894,015 ...
christmas inflatables ...	1,662,764	379,782 ...
christmas tree lights ...	1,454,765	970,093 ...

Pet Supplies – Amazon Cyber 5 Recap

Sales Performance



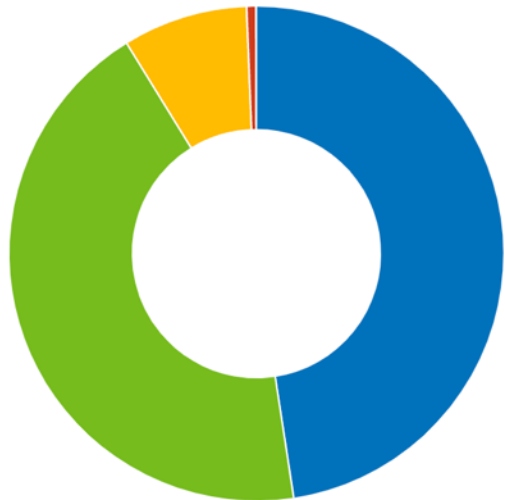
Top Brands by Share of Sales



Pet Supplies – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



- Cyber Monday 47.60%
- Black Friday 43.61%
- Discount 8.16%
- Limited Time Deal 0.61%
- Top Deal 0.02%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Ti...	Top Deal
MERRICK ...	199	173	178	6	∅	∅
KUOSER ...	175	138	132	∅	∅	∅
HYGGER ...	158	123	136	1	∅	∅
BEAUTYZOO ...	156	118	124	2	∅	∅
KYEESE ...	154	121	132	∅	∅	∅
KATHSON ...	146	105	133	∅	∅	∅
EXPAWLOORER ...	142	110	118	8	∅	∅
PUPTECK ...	137	104	117	∅	∅	∅
HAMILEDYI ...	118	98	104	∅	∅	∅
JOYTALE ...	109	79	85	5	∅	∅
EMUST ...	108	77	91	3	1	∅
VEEHOO ...	107	78	86	1	∅	∅
SLOWTON ...	98	78	83	∅	∅	∅
ASENKU ...	91	55	67	10	∅	∅
BEDSURE ...	90	76	79	1	∅	∅
LE SURE ...	89	62	80	∅	2	∅

Pet Supplies – Amazon Cyber 5 Recap

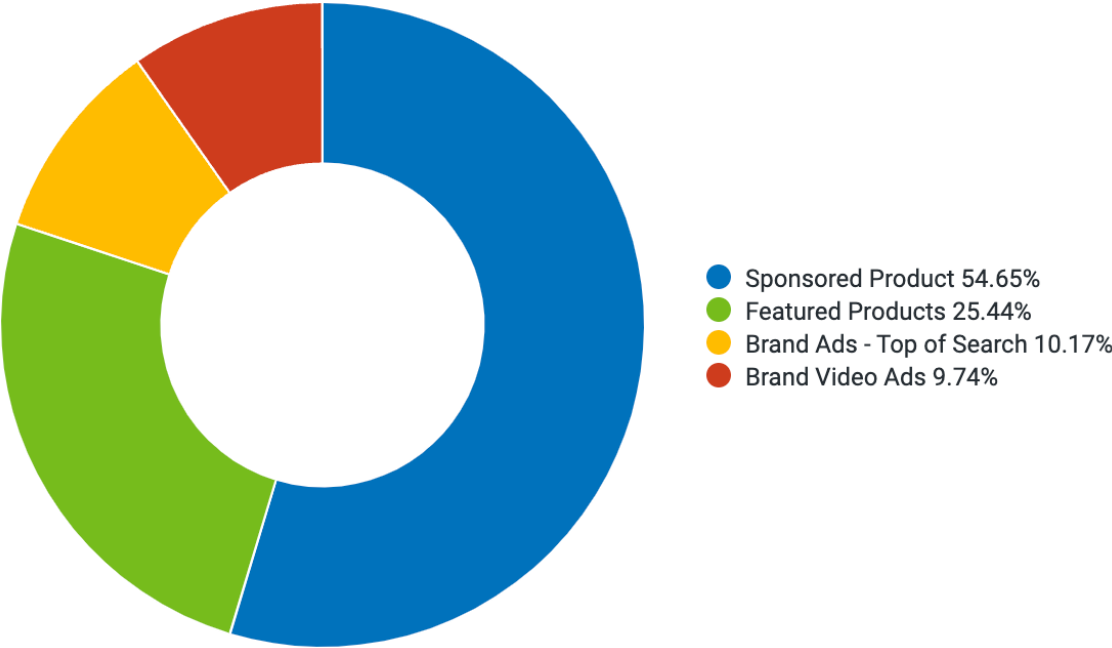
Promotions



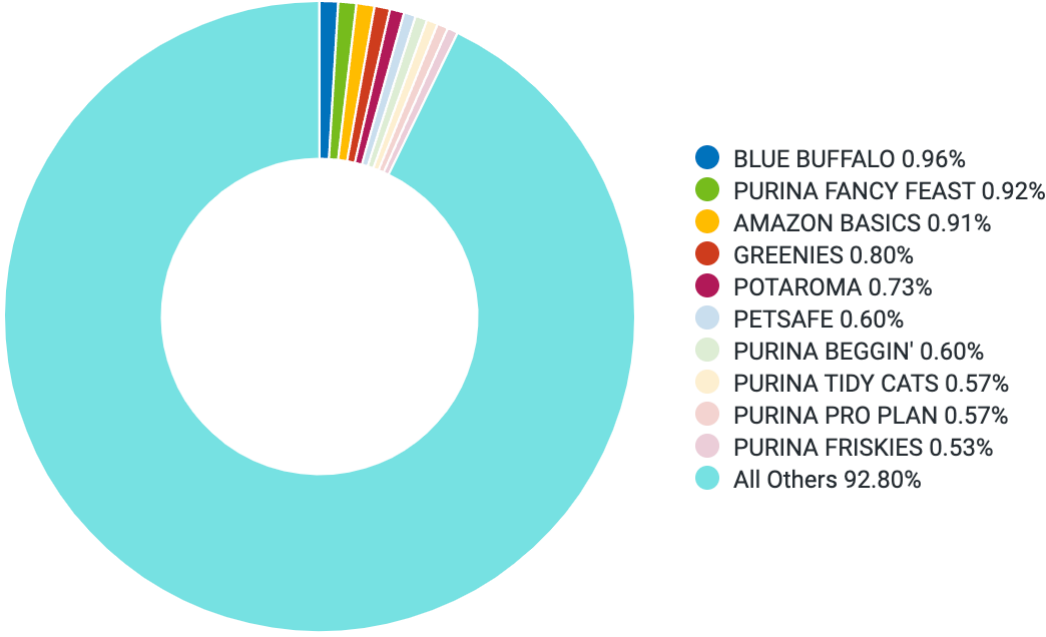
Discounts on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B07X6C9RMF ...	Blink Mini – Compact indoor plug-in smart security camera, 1080p HD vid	BLINK HOME SECURITY ...	4.6	\$19.99	20.3%
B00MW8G62E ...	Amazon Basics Dog and Puppy Pee Pads with Leak-Proof Quick-Dry Desig	AMAZON BASICS ...	4.8	\$24.04	11.7%
B00BAGTNAQ ...	Chom Chom Roller Pet Hair Remover and Reusable Lint Roller - ChomCho	CHOMCHOM ROLLER ...	5.4	\$19.99	10.6%
B00BSYR7K8 ...	Dog Poop Bags, New Look, Guaranteed Leak Proof and Extra Thick Waste	EARTH RATED ...	9.0	\$11.19	19.9%
B09PF4KVHJ ...	Pooph Pet Odor Eliminator, 32oz Spray - Dismantles Odors on a Molecular	POOPH ...	10.8	\$19.18	19.1%
B007EMTAYE ...	Multipet's Officially Licensed Lamb Chop Jumbo White Plush Dog Toy, 24-	MULTIPET ...	16.3	\$8.00	19.8%
B01LNB6SA0 ...	TEMPTATIONS Classic Crunchy and Soft Cat Treats Tasty Chicken Flavor,	TEMPTATIONS ...	16.5	\$10.84	31.4%
B089RGDQBB ...	Bedsure Orthopedic Dog Bed for Large Dogs - Big Washable Dog Sofa Bec	BEDSURE ...	16.7	\$36.79	18.4%
B07ZLDTY2Q ...	Purina Friskies Natural Cat Treats Party Mix Natural Yums With Real Salm	PURINA FRISKIES ...	18.0	\$4.19	34.4%
B07CTBXRXD ...	Fancy Feast Poultry and Beef Feast Classic Pate Collection Grain Free We	PURINA FANCY FEAST ...	19.2	\$22.46	6.1%
B075QK5SP2 ...	SHEBA PERFECT PORTIONS Paté Adult Wet Cat Food Trays (24 Count, 48	SHEBA ...	20.2	\$18.19	28.9%
B006W6YHV4 ...	GREENIES Original Large Natural Dog Dental Care Chews Oral Health Dog	GREENIES ...	22.3	\$27.99	30.0%
B006W6YHHI ...	GREENIES Original Regular Natural Dog Dental Care Chews Oral Health Dc	GREENIES ...	24.0	\$27.99	29.7%
B07S2TDDCK ...	PILL POCKETS for Dogs Capsule Size Natural Soft Dog Treats with Real P	GREENIES ...	24.4	\$12.59	30.0%
B00CU2CMOI ...	PEDIGREE DENTASTIX Large Dog Dental Care Treats Original, Beef & Fres	PEDIGREE ...	24.8	\$12.59	45.9%
B001650NNW ...	Purina Fortiflora Probiotics for Dogs, Pro Plan Veterinary Supplements Po	PURINA FORTIFLORA ...	25.4	\$18.59	38.7%
B003ULL1NQ ...	Nutramax Cosequin Maximum Strength Joint Health Supplement for Dogs	NUTRAMAX LABORATORIES ...	28.0	\$29.22	6.0%
B0BJZMBBQM ...	Potaroma Cat Toys Flapping Bird (No Flying), Lifelike Sandpiper Chirp Twe	POTAROMA ...	30.4	\$13.58	20.0%
B00HN089EO ...	Purina Friskies Dry Cat Food, Seafood Sensations - 22 lb. Bag	PURINA FRISKIES ...	30.6	\$19.48	7.3%
B08ZJWH7Q6 ...	Purina Friskies Made in USA Facilities Cat Treats, Party Mix Beachside Cru	PURINA FRISKIES ...	31.0	\$10.21	30.0%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Pet Supplies – Amazon Cyber 5 Recap

Sponsorship Activity



Top-Sponsored Keywords

Keyword	Ad Type	Total Sponsorship Activity	Sponsored Product Sponsorship Activity	Featured Products Sponsorship Activity	Brand Video Ads Sponsorship Activity	Brand Ads - Top of Search Sponsorship Activity
cat food wet ...		170	78	63	13	16
cat wet food ...		169	85	58	11	15
dog treat ...		168	84	58	9	17
pet toys ...		167	97	33	16	21
soft dog treats ...		167	76	68	10	13
cat dry food ...		166	72	70	9	15
cat treat ...		166	90	45	10	21
dog bones ...		166	80	61	10	15
dog bones for large dogs ...		166	82	49	11	24
dog treats soft ...		165	74	64	11	16
kitten treats ...		165	75	61	14	15
milk bone ...		165	75	74	13	3
dog treats ...		164	83	53	13	15
cat food dry ...		163	82	63	12	6
kitten ...		162	82	56	18	6
cat scratching posts ...		158	81	54	14	9
dog treats for large dogs ...		156	84	43	12	17
chew toys ...		155	84	41	12	18
dog bone ...		154	78	48	13	15

Top-Sponsored Items



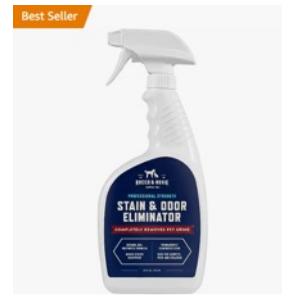
Dog Bark Collar, Automatic Anti Barking Collar with Beep Vibration Optional Shock, No Bark Collars for Large Medium Small Dogs with 8...

★★★★★ ~ 7



Furbo 360° Dog Camera: [New 2022] Rotating 360° View Wide-Angle Pet Camera with Treat Tossing, Color Night Vision, 1080p HD Pan, 2-Way...

★★★★★ ~ 4,289



Rocco & Roxie Stain & Odor Eliminator for Strong Odor - Enzyme Pet Odor Eliminator for Home - Carpet Stain Remover for Cats and...

★★★★★ ~ 108,582



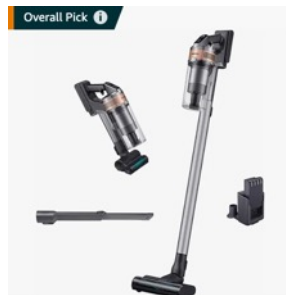
Native Pet Organic Pumpkin for Dogs (8 oz) - All-Natural, Organic Fiber for Dogs - Mix with Water to Create Delicious Pumpkin Puree - Prevent...

★★★★★ ~ 7,627



Purina Beggin' Strips Dog Treats, Original With Bacon Flavor - (2) 26 oz. Pouches

★★★★★ ~ 2,728



SAMSUNG Jet 75 Pet Cordless Stick Vacuum Cleaner, Lightweight w/ Turbo Brush, Mini Motorized Tool, Removable Battery, Powerful...

★★★★★ ~ 996



Sweet Potato Slices For Dogs - Single Ingredient Grain Free Dog Treats, Best High Anti-Oxidant Healthy 100% Natural Thick Cut Dried Sweet...

★★★★★ ~ 7,948



Purina Beggin' Strips With Real Meat Dog Training Treats With Bacon and Cheese Flavors - (2) 26 oz. Pouches

★★★★★ ~ 1,657



2023release Dog Bark Deterrent Device, Stops Bad Behavior | No Need Yell or swat, Just Point to The Dog (Your or Neighbors), Hit The Button ...

★★★★★ ~ 27,569



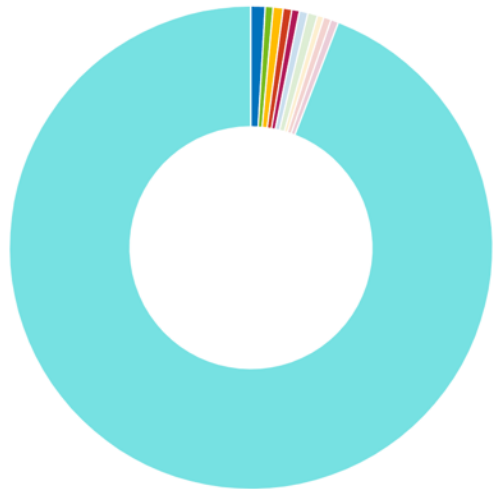
Hoki Found -Waterproof Pet Feeding Mats with High Lips - Multiple Size and Colors for Dogs, Cats & Others-G...

★★★★★ ~ 25,637

Pet Supplies – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



- BLUE BUFFALO 0.96%
- PETMATE 0.52%
- MIDWEST HOMES FOR PETS 0.67%
- PURINA FANCY FEAST 0.57%
- MILK-BONE 0.50%
- PETS SAFE 0.58%
- BEST PET SUPPLIES 0.64%
- HILL'S SCIENCE DIET 0.43%
- AMAZON BASICS 0.52%
- HARTZ 0.51%
- All Others 94.10%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
dog toys ...	7,847,039	1,832,430 ...
dog treats ...	7,254,121	1,464,134 ...
cat toys ...	6,894,638	1,784,279 ...
cat tree ...	5,483,045	1,828,421 ...
dog bed ...	4,228,936	1,722,493 ...
dog beds large sized dog ...	3,700,517	724,791 ...
cat litter ...	3,582,020	1,481,164 ...
dog sweater ...	3,112,784	982,824 ...
cat water fountain ...	2,822,574	966,216 ...
litter box ...	2,519,400	1,101,274 ...
dog food ...	2,504,340	1,164,909 ...
cat food ...	2,461,932	1,119,792 ...
dog toys for aggressive chewers ...	2,452,116	395,060 ...
dog collar ...	2,268,089	1,051,055 ...
cat treats ...	2,207,745	539,577 ...
baby gate ...	2,034,911	1,005,557 ...
cat carrier ...	1,863,651	458,234 ...

Top Brands by Share of Sales



Software – Amazon Cyber 5 Recap

Promotions



Badge Breakdown by Type



- Cyber Monday 43.26%
- Black Friday 39.89%
- Discount 12.36%
- Limited Time Deal 4.49%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Time Deal
COREL ...	17	9	14	3	0
ADOBE ...	12	11	12	0	0
INTUIT ...	9	8	9	0	1
MCAFEE ...	7	5	7	0	1
H&R BLOCK ...	7	7	0	0	0
MAGIX ...	5	3	2	1	0
NORTON LIFELO...	5	5	5	2	1
WEBROOT ...	4	1	3	0	0
MICROSOFT ...	3	1	2	1	1
BITDEFENDER ...	2	2	2	0	0
NORTONLIFELO...	2	2	2	0	0
MALWAREBYTE...	2	0	0	2	0
NERO ...	2	1	2	0	0
CYBERLINK ...	2	0	0	2	0
MOBISYSTEMS....	1	1	0	0	0
NORDVPN ...	1	1	1	0	0

Software – Amazon Cyber 5 Recap

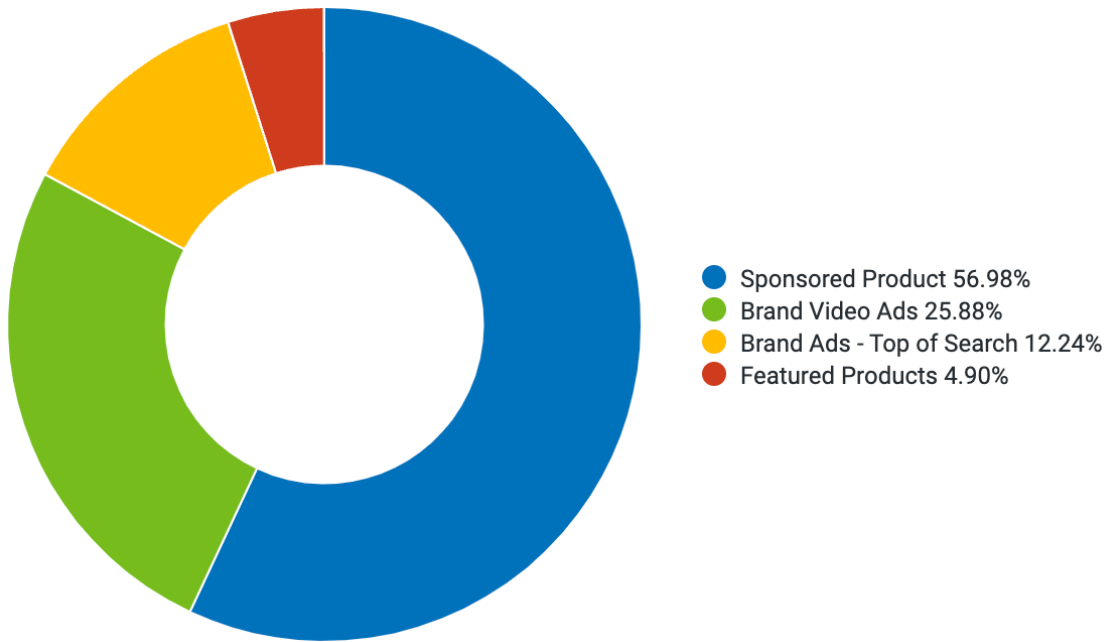
Promotions



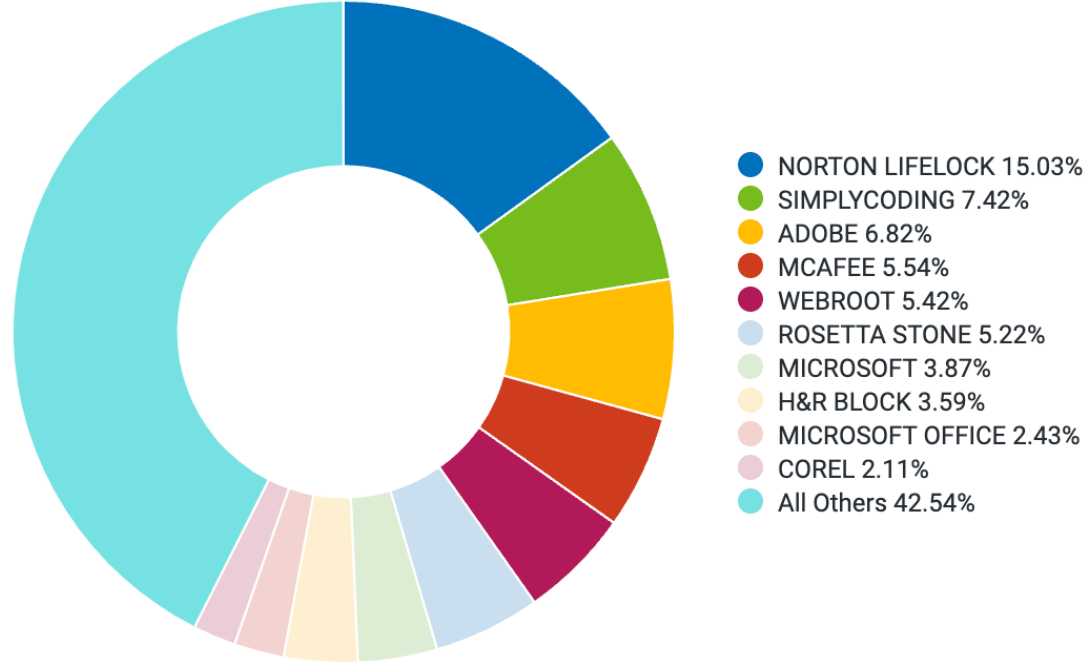
Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0CLBV27N2 ...	TurboTax Deluxe 2023 Tax Software, Federal & State Tax Return [Amazon	INTUIT ...	3.4	\$45.99	17.9%
B0CJYL7JYV ...	TurboTax Deluxe 2023 Tax Software, Federal & State Tax Return [Amazon	INTUIT ...	4.8	\$45.99	17.9%
B0CLBVVRF3 ...	TurboTax Premier 2023 Tax Software, Federal & State Tax Return [Amazon	INTUIT ...	6.2	\$72.99	12.0%
B0CJYJH2YS ...	TurboTax Premier 2023 Tax Software, Federal & State Tax Return [Amazon	INTUIT ...	6.5	\$72.99	12.0%
B07K98DX8 ...	McAfee Total Protection 2024 Ready 3 Device Cybersecurity Software In	∅	7.0	\$14.99	22.2%
B09H7GPR1G ...	Microsoft Office Home & Student 2021 Classic Apps: Word, Excel, Power	MICROSOFT ...	7.2	\$109.00	27.3%
B07Q33SJDW ...	Norton 360 Deluxe, 2024 Ready, Antivirus software for 5 Devices with Auto	NORTON LIFELOCK ...	7.8	\$19.99	15.2%
B07Q6B5YL5 ...	Norton 360 Premium, 2024 Ready, Antivirus software for 10 Devices with	∅	8.8	\$24.99	12.5%
B0CLC5MKTP ...	TurboTax Home & Business 2023 Tax Software, Federal & State Tax Return	INTUIT ...	10.2	\$85.99	10.4%
B0BB2N69J8 ...	McAfee Total Protection 2024 Ready 3 Device Cybersecurity Software In	MCAFEE ...	12.4	\$14.99	22.2%
B0CJDFTC7T ...	H&R Block Tax Software Premium 2023 with Refund Bonus Offer (Amazon	H&R BLOCK ...	13.7	\$37.50	50.0%
B0CJDF53FT ...	H&R Block Tax Software Deluxe 2023 with Refund Bonus Offer (Amazon E	H&R BLOCK ...	14.7	\$19.99	50.0%
B0CJYJNV55 ...	TurboTax Home & Business 2023 Tax Software, Federal & State Tax Return	INTUIT ...	15.0	\$85.99	10.4%
B07QCVZW81 ...	Norton 360 Premium, 2024 Ready, Antivirus software for 10 Devices with	NORTON LIFELOCK ...	16.8	\$23.99	16.0%
B0CGVN6Y23 ...	H&R Block Tax Software Deluxe + State 2023 with Refund Bonus Offer (Ar	H&R BLOCK ...	17.0	\$24.99	50.0%
B07TWN55VV ...	Roxio Easy VHS to DVD 3 Plus VHS, Hi8, V8 Video to DVD or Digital Conv	ROXIO ...	17.8	\$33.99	34.2%
B0CJCWHXH2 ...	H&R Block Tax Software Deluxe + State 2023 with Refund Bonus Offer (Ar	H&R BLOCK ...	19.0	\$24.99	50.0%
B07QLYWQRQ ...	Norton 360 Deluxe, 2024 Ready, Antivirus software for 5 Devices with Auto	NORTON LIFELOCK ...	19.6	\$19.99	15.2%
B0CLCC3GSN ...	TurboTax Deluxe 2023 Tax Software, Federal Tax Return [Amazon Exclusiv	INTUIT ...	19.8	\$37.99	20.8%
B07CYFFH4H ...	Bitdefender Total Security - 5 Devices 1 year Subscription PC/Mac Acti	BITDEFENDER ...	22.8	\$15.99	12.8%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Software – Amazon Cyber 5 Recap

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
video editor ...	55	47	∅	8	∅
antivirus ...	55	30	16	9	∅
norton ...	53	29	14	7	3
norton 360 deluxe 2023 5 devices ...	50	24	15	8	3
microsoft office ...	50	26	∅	10	14
adobe acrobat pro ...	49	30	∅	10	9
antivirus software 2024 ...	49	30	10	9	∅
bitdefender total security 2024 ...	47	27	10	10	∅
mcafee ...	44	29	5	10	∅
microsoft office 2021 ...	44	20	∅	9	15
mcafee total protection 2024 ...	43	29	5	9	∅
photoshop ...	42	29	7	6	∅
norton antivirus ...	42	30	5	7	∅
software ...	42	29	5	8	∅
vpn ...	41	19	∅	10	12
microsoft 365 personal ...	39	14	∅	10	15
norton 360 premium 10 devices ...	39	28	4	7	∅
windows 10 home ...	39	20	∅	10	9
norton 360 ...	39	27	4	8	∅

Software – Amazon Cyber 5 Recap

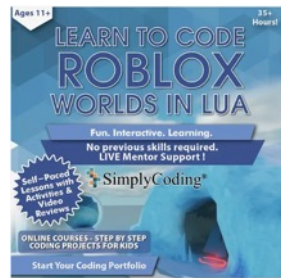
Sponsorship Activity



Top-Sponsored Items



Overall Pick 1
Norton 360 Deluxe, 2024 Ready, Antivirus software for 5 Devices with Auto Renewal - Includes VPN, PC Cloud Backup & Dark Web...
Apr 1, 2019
★★★★☆ ~ 14,094



Ages 11+
35+ Hours!
Roblox Coding for Kids: Learn to Code in Lua - Computer Programming for Beginners Roblox Gift Card with Digital Pin Code, Age...
by SimplyCoding
★★★★☆ ~ 44



Overall Pick 1
Norton 360 Deluxe, 2024 Ready, Antivirus software for 3 Devices with Auto Renewal - Includes VPN, PC Cloud Backup & Dark Web...
Apr 1, 2019
★★★★☆ ~ 4,274



Overall Pick 1
Norton 360 Premium, 2024 Ready, Antivirus software for 10 Devices with Auto Renewal - Includes VPN, PC Cloud Backup & Dark Web...
Apr 1, 2019
★★★★☆ ~ 4,171



Best Seller
Rosetta Stone Learn UNLIMITED Languages | Lifetime Access - Learn 24 Languages | PC/Mac/iOS/Android Online Code
Jan 1, 2019
★★★★☆ ~ 1,293



Overall Pick 1
Microsoft 365 Personal | 12-Month Subscription, 1 person | Word, Excel, PowerPoint | 1TB OneDrive cloud storage | PC/Mac Instant Download ...
by Microsoft
★★★★☆ ~ 10,143



Overall Pick 1
McAfee Total Protection 2024 Ready | 3 Device | Cybersecurity Software Includes Antivirus, Secure VPN, Password Manager, Dark Web...
Oct 1, 2022
★★★★☆ ~ 1,336



Overall Pick 1
Microsoft Office Home & Student 2021 | Classic Apps: Word, Excel, PowerPoint | One-Time purchase for 1 PC/MAC | Instant Download
by Microsoft
★★★★☆ ~ 4,876



Overall Pick 1
Webroot Antivirus Software 2023 | 3 Device | 1 Year Download for PC/Mac
by Webroot
★★★★☆ ~ 2,722

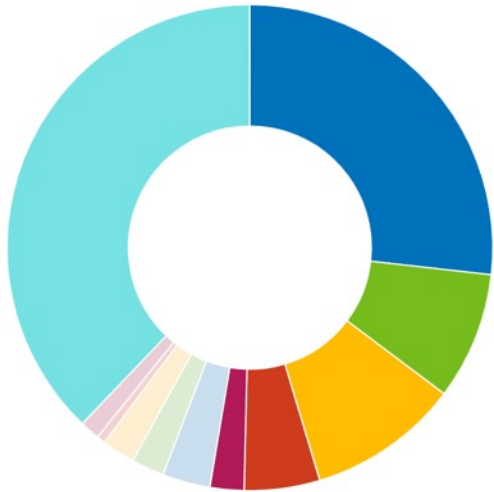


Overall Pick 1
McAfee Total Protection 2024 Ready | 5 Device | Cybersecurity Software Includes Antivirus, Secure VPN, Password Manager, Dark Web...
Oct 1, 2022
★★★★☆ ~ 1,336

Software – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



- INTUIT 26.78%
- MICROSOFT 8.48%
- H&R BLOCK 10.09%
- MCAFEE 5.03%
- NINTENDO 2.26%
- NORTON LIFELOCK 3.19%
- UBISOFT 2.17%
- ADOBE 2.22%
- CREATIVEBUG.COM 0.56%
- GENERIC 1.32%
- All Others 37.89%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
turbotax 2023	174,949	59,935
turbotax 2023 deluxe	152,099	46,833
turbotax 2023 premier	117,152	35,273
microsoft office	103,339	60,975
turbotax	90,679	22,208
mcafee total protection 2024	74,507	28,166
turbo tax online	73,194	32,924
h&r block tax software 2023	72,807	22,058
norton 360	71,357	26,016
turbotax 2023 home and business	67,421	18,898
turbo tax 2023	63,483	25,576
turbo tax	59,609	12,642
windows 11	55,805	52,604
hr block 2023 tax software	53,050	13,125
microsoft office 2023	52,642	20,285
norton	50,096	15,484
software	48,076	38,750

Top Brands by Share of Sales

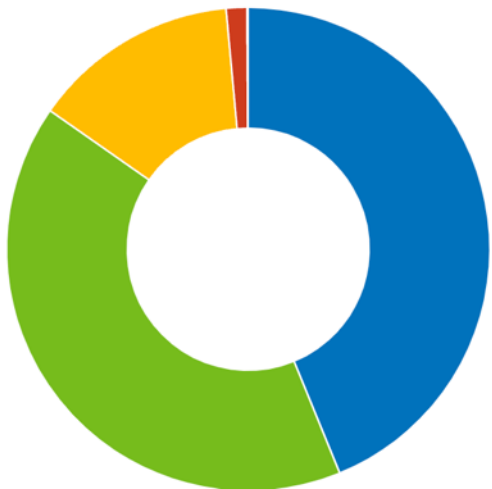


Sports & Outdoors – Amazon Cyber 5 Recap

Promotions



Badge Breakdown by Type



- Cyber Monday 43.83%
- Black Friday 40.88%
- Discount 13.83%
- Limited Time Deal 1.39%
- Top Deal 0.07%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Tim...	Top Deal
UNDER ARMOU...	968	343	420	542	121	∅
AMAZON ESSE...	756	595	670	11	204	∅
ULTRA GAME ...	676	454	540	60	21	13
ADIDAS ...	638	235	229	367	7	∅
COLUMBIA ...	535	236	175	273	47	∅
BALEAF ...	447	342	334	6	∅	13
FOCO ...	429	198	219	118	9	∅
MAGCOMSEN ...	411	273	340	∅	∅	5
NEW BALANCE....	359	222	68	148	∅	∅
KASTKING ...	329	259	290	1	7	∅
OAKLEY ...	316	131	140	148	27	∅
ASICS ...	313	24	18	285	∅	∅
CHAMPION ...	313	157	163	134	42	∅
REAL ESSENTIA...	294	46	201	76	∅	6
NIKE ...	266	∅	1	265	∅	∅
HYDRO FLASK....	262	224	202	27	67	∅

Sports & Outdoors – Amazon Cyber 5 Recap

Promotions



Discount on Best-Selling Items

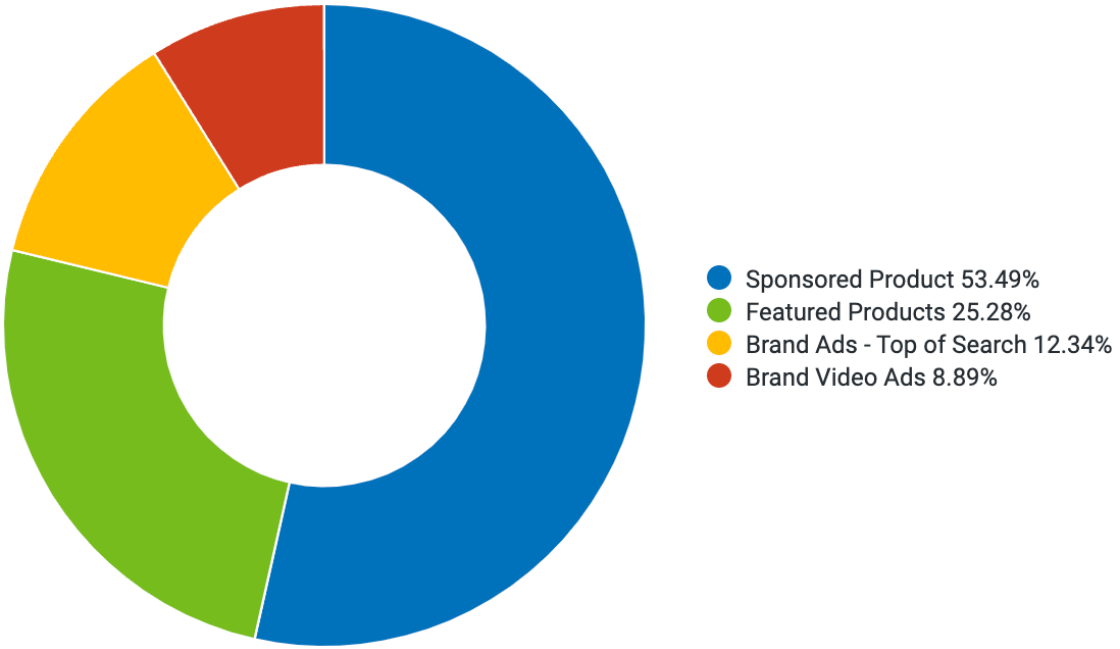
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B0B64FXNLV ...	YETI Rambler 14 oz Mug, Vacuum Insulated, Stainless Steel with MagSlider	YETI ...	3.2	\$21.00	9.2%
B006QF3TW4 ...	LifeStraw Personal Water Filter for Hiking, Camping, Travel, and Emergency	LIFESTRAW ...	3.6	\$9.99	35.7%
B01AAH8CMA ...	Walker's Razor Slim Earmuffs	WALKER'S ...	5.0	\$31.15	4.8%
B009JC2RJ2 ...	GlowCity Glow in The Dark Football - Light Up LED Ball - Perfect for Evening	GLOWCITY ...	9.0	\$18.90	15.9%
B093R5F5PF ...	Coated Dumbbell Weight Multiple Handle Options	CAP ...	10.2	\$15.55	22.9%
B0BG6L85SR ...	Hydro Flask Stainless Steel Standard Mouth Water Bottle with Flex Cap and	HYDRO FLASK ...	10.7	\$17.68	48.1%
B07H3LZGSP ...	OCOOPA Hand Warmers Rechargeable, 1 Pack 5200mAh Electric Portable	OCOOPA ...	10.8	\$19.58	28.4%
B0B1YLQD9C ...	Flying Disc - 16 Million Color RGB or 36 or 360 LEDs, Extremely Bright, Sm	TOSY ...	14.4	\$29.39	11.0%
B07QGRWZNB ...	GearLight 2Pack LED Headlamp - Outdoor Camping Headlamps with Adjust	GEARLIGHT ...	14.8	\$13.70	11.6%
B074P8MZW9 ...	Franklin Sports Outdoor Pickleballs - X-40 Pickleball Balls - USA Pickleball	FRANKLIN SPORTS ...	16.0	\$20.99	26.2%
B083KGQSWC ...	Orastone Rechargeable Hand Warmer Electronic Portable Hand Warmer (Fast	ORASTONE ...	17.0	\$15.98	30.6%
B0BG9TB26K ...	Hand Warmers Rechargeable 2 Pack, AI Temperature Control Pocket Size	GUTIMO ...	18.2	\$18.04	13.8%
B0012SNLJG ...	NFL Super Grip Composite Football	WILSON SPORTING GOODS ...	18.8	\$15.85	13.7%
B01N786LSA ...	GlowCity Glow in The Dark Soccer Ball- Light Up, Indoor or Outdoor Socce	GLOWCITY ...	20.4	\$22.93	6.1%
B083GB5ZQT ...	Hydro Flask Wide Mouth Straw Lid	HYDRO FLASK ...	20.8	\$34.81	6.2%
B083KGS251 ...	Rechargeable Hand Warmer Electronic Portable Hand Warmer (Fast Warm	ORASTONE ...	21.7	\$17.99	24.2%
B08PG2SYT1 ...	CamelBak Eddy+ 14oz Kids Water Bottle with Tritan Renew – Straw Top, L	CAMELBAK ...	24.0	\$10.28	17.8%
B07NSQTQK9 ...	Wide Mouth Lids- Accessory for Wide Mouth Water Bottle	HYDRO FLASK ...	24.0	\$10.25	29.3%
B08PG4K5H2 ...	CamelBak Eddy+ 14oz Kids Water Bottle with Tritan Renew – Straw Top, L	CAMELBAK ...	24.3	\$10.23	19.5%
B07N2F3JXP ...	IRON FLASK Sports Water Bottle - 40 Oz 3 Lids (Straw Lid), Leak Proof - S	IRON FLASK ...	25.2	\$21.81	5.5%

Sports & Outdoors – Amazon Cyber 5 Recap

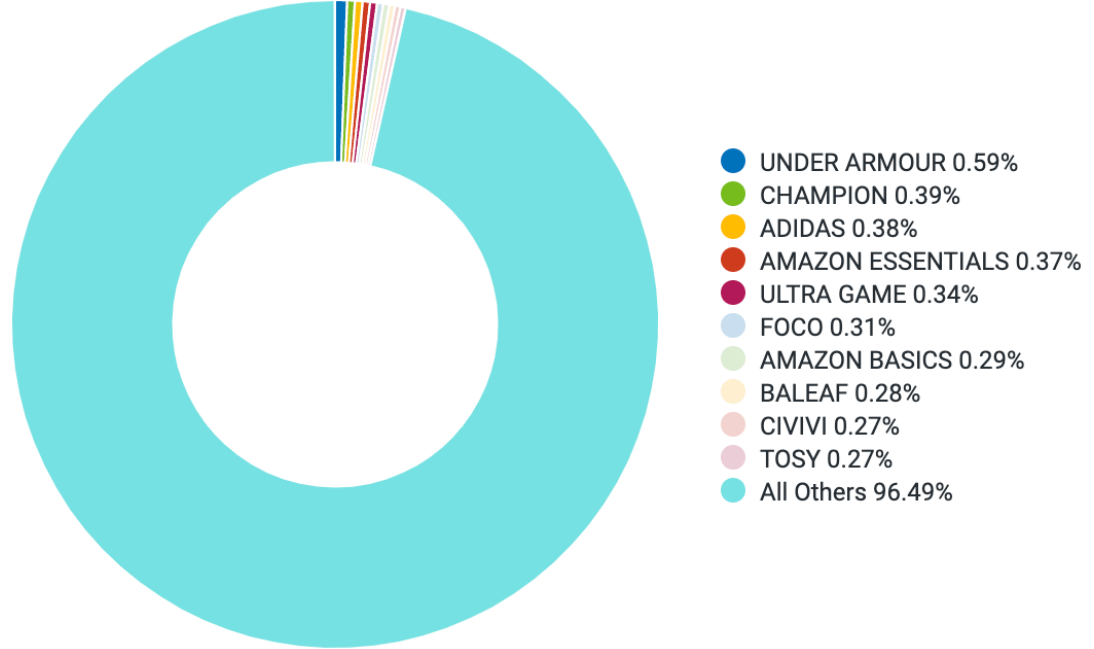
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Sports & Outdoors – Amazon Cyber 5 Recap

Sponsorship Activity



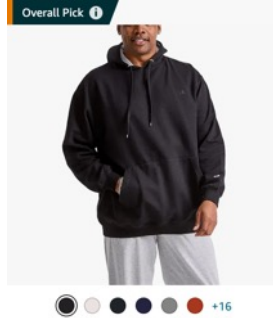
Top-Sponsored Keywords

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
exercise equipment ...	168	94	55	14	5
sleds ...	161	88	41	13	19
volleyball ...	152	69	54	11	18
hand wraps for boxing gloves ...	142	58	65	6	13
olympic bar ...	142	58	65	7	12
soccer goalie gloves ...	140	60	59	6	15
boxing hand wraps for men ...	137	57	58	7	15
youth goalie gloves ...	136	60	54	7	15
shotgun shell holder ...	135	59	52	9	15
boxing dummy ...	134	60	51	8	15
disc golf bag ...	133	57	53	8	15
bikes for girls age 10-12 ...	132	58	53	6	15
kids goalie gloves soccer ...	132	60	52	5	15
dumber set with rack ...	131	60	54	7	10
muay thai pads ...	131	47	64	7	13
shooting sticks ...	131	60	51	7	13
kids roller skates girls ages 6-12 ...	130	60	49	6	15
mens golf glove ...	130	60	49	6	15
noodle golf balls ...	130	60	48	7	15

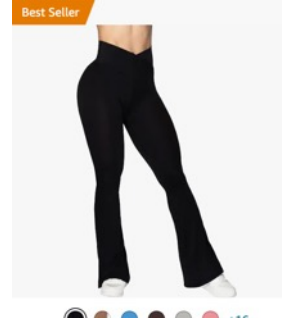
Top-Sponsored Items



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



Overall Pick
 Champion Men's Hoodie, Powerblend, Fleece Comfortable Hoodie, Sweatshirt for Men (Reg. Or Big & Tall)
 ★★★★★ ~ 55,744



Best Seller
 Sunzel Flare Leggings, Crossover Yoga Pants with Tummy Control, High-Waisted and Wide Leg
 ★★★★★ ~ 10,486



Best Seller
 Little Tikes 7' Trampoline
 ★★★★★ ~ 571



Best Seller
 Ultra Rare Starter Bundle | 100+ Authentic Cards | 1x Ultra Rare Guaranteed | Legendary, VSTAR, VMAX, V, GX, or EX | Plus Bonus 10x...
 ★★★★★ ~ 2,677



Overall Pick
 +10 colors/patterns
 TOSY Flying Disc - 16 Million Color RGB or 36 or 360 LEDs, Extremely Bright, Smart Modes, Auto Light Up, Rechargeable, Cool Fun Christmas...
 ★★★★★ ~ 3,234



Overall Pick
 Gamefiiny Colorful Lighting Baby Balance Bike Toys for 1 Year Old Boy Balance Gifts, 10-36 Month Toddler Balance Bike, No Pedal 4 Silence Wheels&So...
 ★★★★★ ~ 567



Best Seller
 GlowCity Glow in The Dark Football - Light Up LED Ball - Perfect for Evening Play, Camping, and Beach Fun!
 ★★★★★ ~ 6,910



Best Seller
 GlowCity Glow in The Dark Basketball for Teen Boy - Glowing Red Basket Ball, Light Up LED Toy for Night Ball Games - Sports Stuff & Gadgets for...
 ★★★★★ ~ 17,073



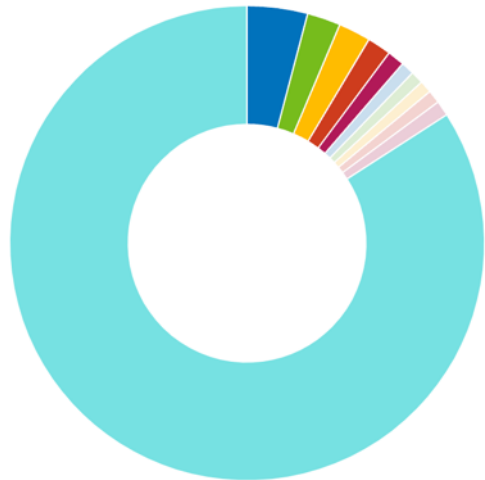
Best Seller
 +32
 Sunzel Womens Workout Leggings with High Waist Tummy Control
 ★★★★★ ~ 42,066

Sports & Outdoors – Amazon Cyber 5 Recap

Organic Search Visibility



Most-Visible Brands



- NIKE 4.13%
- ADIDAS 2.28%
- UNDER ARMOUR 2.19%
- CARHARTT 1.62%
- HANES 1.16%
- NEW BALANCE 0.92%
- STANLEY 0.85%
- AMAZON ESSENTIALS 0.85%
- COLUMBIA 0.89%
- HYDRO FLASK 1.04%
- All Others 84.08%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
nike socks ...	6,527,120	2,070,122 ...
hand warmers ...	5,788,426	1,857,793 ...
electric scooter ...	5,575,145	1,924,933 ...
football ...	4,937,153	1,652,514 ...
water bottle ...	4,902,776	2,047,615 ...
hoverboard ...	4,025,186	692,984 ...
yoga mat ...	4,013,923	1,384,864 ...
stanley cup ...	4,006,143	2,893,693 ...
basketball ...	3,983,002	996,410 ...
leggings for women ...	3,465,558	1,384,539 ...
socks ...	3,461,828	1,050,626 ...
golf balls ...	3,404,024	650,261 ...
compression socks ...	3,362,063	799,784 ...
mens sweatpants ...	3,219,305	981,043 ...
nike shoes men ...	3,207,501	761,924 ...
hydroflask ...	3,153,487	489,370 ...
boxbollen ...	3,128,924	294,403 ...

Top Brands by Share of Sales

ring

blink

DEWALT

tineco

Govee

everydrop

kasa
smart



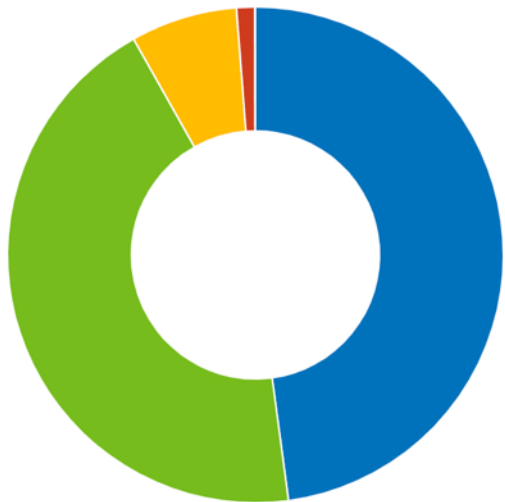
Google

Tools & Home Improvement – Amazon Cyber 5 Recap

Promotions



Badge Breakdown by Type



- Cyber Monday 47.86%
- Black Friday 43.97%
- Discount 6.94%
- Limited Time Deal 1.18%
- Top Deal 0.04%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Tim...	Top Deal
WORKPRO ...	397	331	363	13	∅	∅
PROBRICO ...	324	187	192	100	∅	1
RAVINTE ...	264	200	239	∅	∅	∅
DURATECH ...	251	201	239	1	∅	∅
DEWALT ...	216	94	85	121	41	∅
DEWENWILS ...	213	188	189	1	∅	∅
AMAZON BASIC...	182	140	154	8	56	∅
ASIDRAMA ...	169	112	141	∅	∅	∅
KOHLER ...	168	95	86	55	26	∅
CRAFTSMAN ...	166	71	60	101	13	∅
VEVOR ...	166	50	55	102	4	∅
WATERDROP ...	165	144	157	1	1	∅
AMERDECO ...	159	128	130	∅	∅	∅
MOEN ...	146	88	90	39	34	∅
BRIGHTOWN ...	145	107	138	2	∅	∅
NEARMOON ...	145	117	124	∅	∅	∅

Tools & Home Improvement – Amazon Cyber 5 Recap

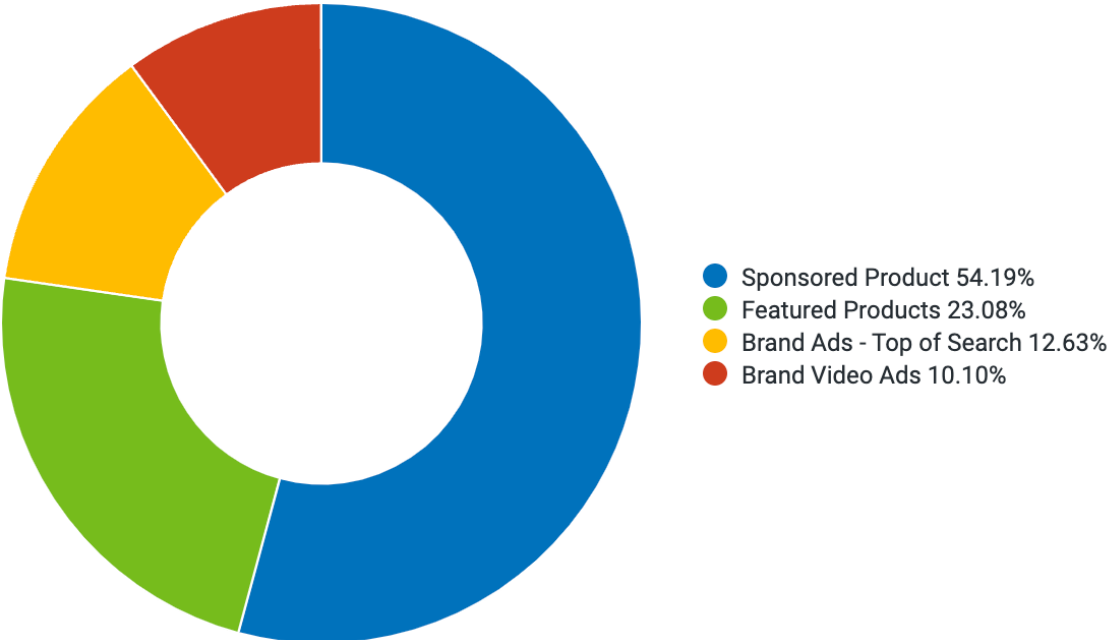
Promotions



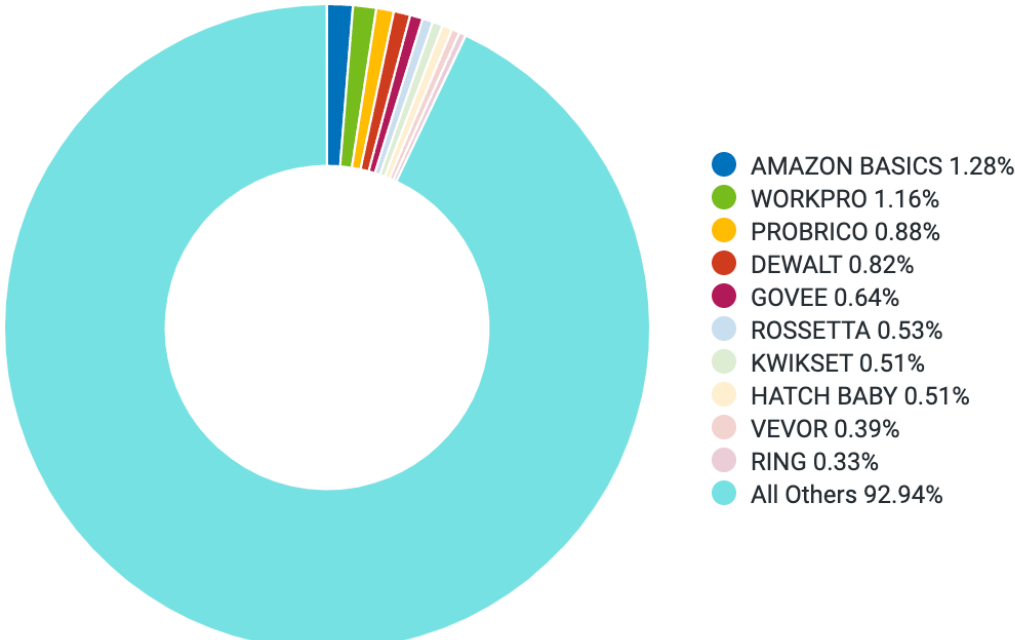
Discount on Best-Selling Items

Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B08N5NQ869 ...	Ring Video Doorbell - 1080p HD video, live notifications when away from h	RING ...	1.0	\$52.70	23.9%
B08SG2MS3V ...	Blink Video Doorbell Two-way audio, HD video, motion and chime app ale	BLINK HOME SECURITY ...	2.0	\$28.75	28.6%
B0B6GLQJMV ...	Ring Indoor Cam (2nd Gen) latest generation, 2023 release 1080p HD V	RING ...	3.6	\$29.99	29.9%
B089DR29T6 ...	Amazon Smart Plug Works with Alexa control lights with voice easy to	AMAZON ...	4.0	\$14.99	38.1%
B09PR1BTM7 ...	Glocusent USB Rechargeable Book Light for Reading in Bed, Portable Clip	GLOCUSENT ...	6.0	\$12.09	16.8%
B0932M1666 ...	Tenmiro Led Lights for Bedroom 100ft (2 Rolls of 50ft) Music Sync Color C	TENMIRO ...	6.2	\$12.98	8.5%
B07WNRN9WQ ...	LED Neck Reading Light, Book Light for Reading in Bed, 3 Colors, 6 Brightn	GLOCUSENT ...	9.0	\$18.99	12.4%
B00UXG4WR8 ...	everydrop by Whirlpool Ice and Water Refrigerator Filter 1, EDR1RXD1, Sing	EVERYDROP BY WHIRLPOOL ...	9.4	\$49.85	5.4%
B089F9YDFC ...	Ontel Battery Daddy - Battery Organizer Storage Case with Tester, Stores 8	ONTEL ...	12.0	\$9.99	45.4%
B099ZRCGWV ...	Rossetta Star Projector, Galaxy Projector for Bedroom, Bluetooth Speaker	ROSSETTA ...	14.4	\$35.90	7.5%
B09FL6YR9L ...	SunTime Star Projector Galaxy Night Light - Astronaut Starry Nebula Ceilir	SUNTIME ...	17.8	\$27.99	18.1%
B0C2MHG632 ...	Leeleberd Led Lights for Bedroom 100 ft (2 Rolls of 50ft) Music Sync Colc	LEELEBERD ...	21.4	\$9.97	23.1%
B087G6TGJL ...	Super Universal Socket Tools Gifts for Men - Christmas Stocking Stuffers	HANPURE ...	21.5	\$9.98	23.2%
B099WTN2TR ...	Govee RGBIC Floor Lamp, LED Corner Lamp Works with Alexa, Smart Mod	GOVEE ...	25.4	\$58.99	26.3%
B09WZBPX7K ...	Ring Battery Doorbell Plus Head-to-Toe HD+ Video, motion detection & al	RING ...	26.2	\$112.49	1.9%
B08GG42WXY ...	Gritin 9 LED Rechargeable Book Light for Reading in Bed - Eye Caring 3 Co	GRITIN ...	30.4	\$8.79	35.8%
B01LPSGBZS ...	BN-LINK BND-60/U47 Indoor Mini 24-Hour Mechanical Outlet Timer, 3-Pro	BN-LINK ...	32.2	\$11.04	14.1%
B07YHPRWSF ...	GenSwin Flameless Ivory Taper Candles Flickering with 10-Key Remote, Ba	GENSWIN ...	32.4	\$20.77	17.6%
B08Y8MXQ9P ...	Govee 100ft LED Strip Lights, Bluetooth RGB Christmas LED Lights with A	GOVEE ...	34.2	\$14.99	34.2%
B071NFVVNG ...	SAMSUNG Genuine Filter for Refrigerator Water and Ice, Carbon Block Filtr	SAMSUNG ELECTRONICS ...	34.2	\$29.00	27.6%

Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Tools & Home Improvement – Amazon Cyber 5 Recap

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
shower heads ...	178		101	48	11	18
bathroom hardware ...	176		90	61	10	15
shower ...	174		94	44	14	22
ceiling fans ...	173		95	36	18	24
table lamps ...	173		103	52	13	5
tarps ...	165		82	52	15	16
bathroom vanities ...	161		81	54	13	13
desk lamps ...	161		81	56	11	13
floor lamps ...	161		83	40	14	24
interior paint ...	159		96	37	12	14
tool belts ...	159		79	51	10	19
tool sets ...	154		75	35	17	27
hand tools ...	150		76	40	16	18
plumbing tools ...	150		85	28	16	21
flameless candles ...	146		85	36	10	15
outdoor lighting ...	145		98	20	12	15
power tools ...	142		89	27	12	14
toilet paper holders ...	139		80	36	8	15
tool boxes ...	135		63	44	11	17

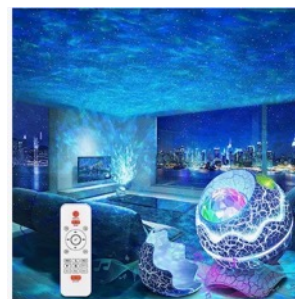
Top-Sponsored Items



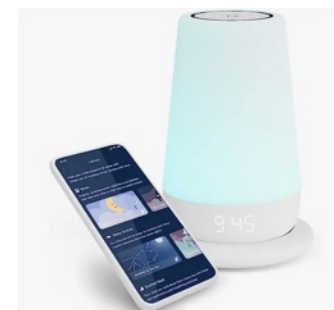
Hatch Rest Baby Sound Machine, Night Light | 2nd Gen | Sleep Trainer, Time-to-Rise Alarm Clock, White Noise Soother, Music & Stories for...
★★★★☆ ~ 38,846



Rossetta Star Projector, Galaxy Projector for Bedroom, Bluetooth Speaker and White Noise Aurora Projector, Night Light Projector for...
★★★★☆ ~ 18,019



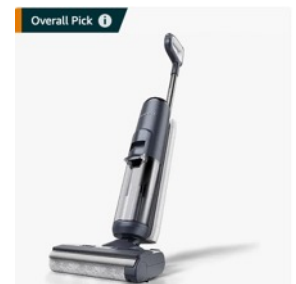
Rossetta Star Projector, Galaxy Projector for Bedroom, Remote Control & White Noise Bluetooth Speaker, 14 Colors LED Night Lights...
★★★★☆ ~ 8,573



Hatch Rest+ Baby & Kids Sound Machine | 2nd Gen | Child's Night Light, Alarm Clock, Toddler Sleep...
★★★★☆ ~ 8,725



Bluevua RO100ROPOT Reverse Osmosis System Countertop Water Filter, 4 Stage Purification, Counter RO Filtration, 2:1 Pure to Drain...
★★★★☆ ~ 2,695



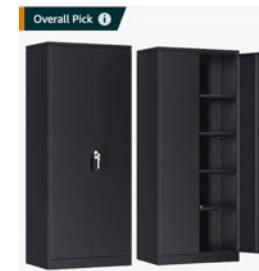
Tineco Floor ONE S5 Smart Cordless Wet Dry Vacuum Cleaner and Mop for Hard Floors, Digital Display, Long Run Time, Great for Sticky Messes...
★★★★☆ ~ 4,089



Smart Deadbolt, SMONET Fingerprint Electronic Deadbolt Door Lock with Keypad-Bluetooth Keyless Entry Keypad Smart Deadbolt App Control...
★★★★☆ ~ 4,691



Airmoto Tire Inflator Portable Air Compressor/Pump for Car Tires w/Digital Tire Pressure Gauge - Air Compressor (120 PSI) - Motorcycle...
★★★★☆ ~ 5,507



Atripark Metal Storage Cabinet with Lock, 72" Lockable Garage Tool Cabinet with Doors and Shelves, Tall Steel Cabinet for Garage, Heavy-Du...
★★★★☆ ~ 924

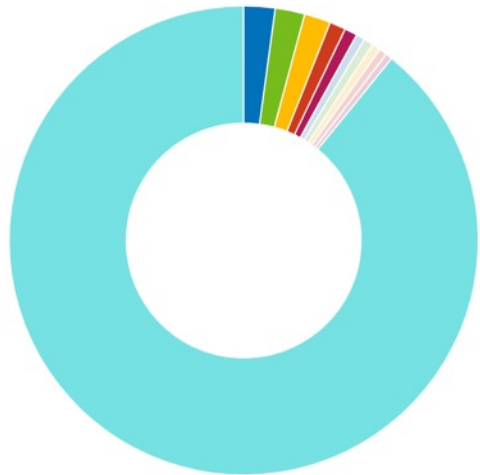


Gorilla Hot Glue Sticks, Mini Size, 4" Long x .27" Diameter, 75 Count, Clear, (Pack of 1)
★★★★☆ ~ 21,240

Tools & Home Improvement – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



DEWALT	2.15%
RING	2.05%
GOVEE	1.81%
MILWAUKEE	1.11%
COMMAND	0.88%
DAZZLE BRIGHT	0.60%
BLINK HOME SECURITY	0.68%
AMAZON	0.59%
BRIGHTOWN	0.54%
AMAZON BASICS	0.46%
All Others	89.13%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ring doorbell ...	8,680,171	2,287,096 ...
christmas lights ...	7,233,508	2,417,611 ...
led lights ...	7,145,665	2,372,375 ...
christmas lights outdoor ...	6,611,566	1,086,236 ...
shower head ...	5,645,206	1,797,201 ...
led lights for room ...	4,935,266	1,388,766 ...
extension cord ...	4,872,505	1,291,517 ...
outdoor christmas lights ...	4,598,029	729,818 ...
milwaukee tools ...	4,533,952	815,305 ...
smart plug ...	4,432,642	704,755 ...
towel warmer ...	4,212,688	1,219,119 ...
led lights for bedroom ...	4,173,694	600,908 ...
dewalt ...	4,133,558	742,458 ...
solar christmas lights ...	4,110,778	957,526 ...
govee outdoor lights ...	4,102,247	1,221,684 ...
floor lamp ...	3,870,701	1,429,217 ...
battery operated christmas lights ...	3,853,223	926,829 ...

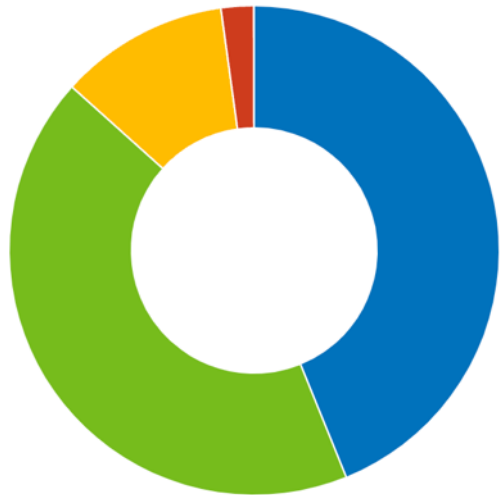
Top Brands by Share of Sales



Toys & Games – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



- Cyber Monday 43.88%
- Black Friday 42.78%
- Discount 11.17%
- Limited Time Deal 2.15%
- Top Deal 0.03%

Top-Promoted Brands

Brand	Item Count	Black Friday	Cyber Monday	Discount	Limited Tim...	Top Deal
JOYIN ...	350	274	290	31	13	∅
FUNKO ...	287	149	135	141	64	∅
MELISSA & DOU...	246	95	75	156	56	∅
POKEMON ...	224	48	47	176	8	∅
LEGO ...	211	32	21	184	∅	∅
TEMI ...	208	192	197	2	11	∅
LITTLE ADVENT...	195	∅	∅	195	∅	∅
DEAO ...	190	165	159	9	∅	∅
BRIKSMAX ...	186	168	167	3	∅	∅
RUBFAC ...	171	104	109	52	∅	∅
LIGHTAILING ...	163	130	143	2	∅	∅
PICASSOTILES...	163	148	147	3	∅	2
SQUISHMALLO...	161	102	97	78	16	∅
BARBIE ...	156	69	52	103	47	∅
MEWAI ...	156	130	132	∅	4	∅
GENERIC ...	153	88	106	32	∅	∅

Toys & Games – Amazon Cyber 5 Recap

Promotions



Discount on Best-Selling Items

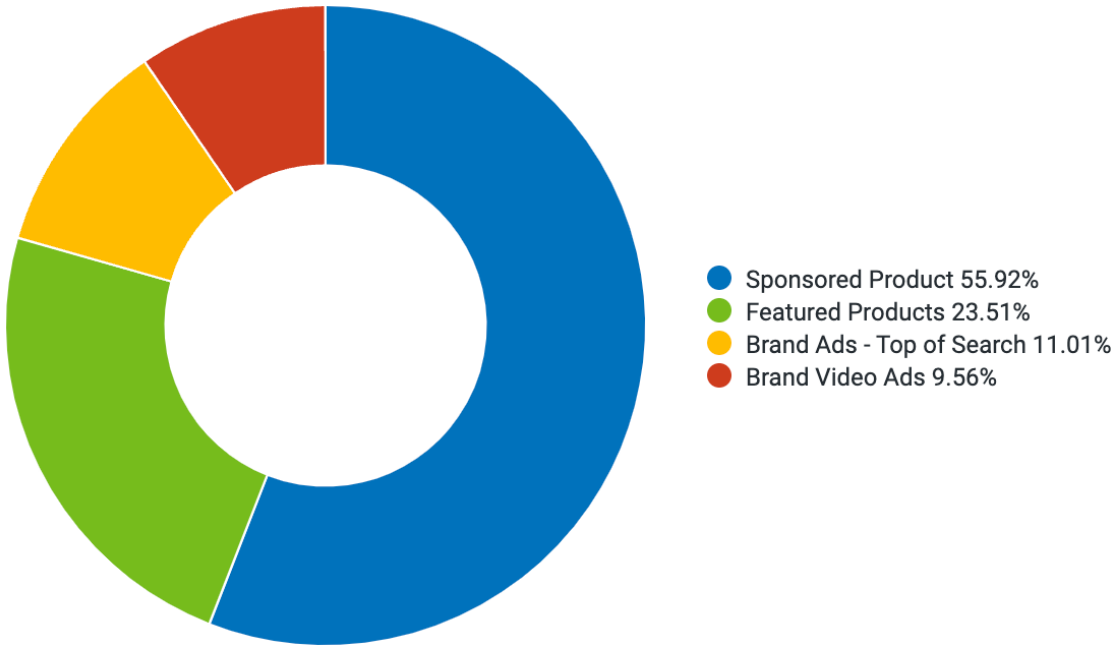
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B077Z1R28P ...	Taco Cat Goat Cheese Pizza	TACO CAT GOAT CHEESE PIZZA ...	2.2	\$7.95	11.8%
B07W5QM4DP ...	SHASHIBO Shape Shifting Box - Award-Winning, Patented Fidget Cube w/	SHASHIBO ...	3.4	\$17.50	30.0%
B09PVKBP61 ...	TEMI Dinosaur Truck Toys for Kids 3-5 Years, Tyrannosaurus Transport Ca	TEMI ...	6.8	\$23.71	25.9%
B0BLR5RGPY ...	Furby Purple, 15 Fashion Accessories, Interactive Plush Toys for 6 Year Ol	HASBRO ...	7.0	\$46.23	3.9%
B09FZ42BTP ...	ORSEN LCD Writing Tablet Toys, 8.5 Inch Doodle Board Drawing Pad Gifts	ORSEN ...	8.8	\$12.94	25.5%
B09KW3Q456 ...	Ultra Rare Starter Bundle 100+ Authentic Cards 1x Ultra Rare Guarantee	GOLDEN GROUNDHOG ...	13.2	\$19.94	18.4%
B07H48YNJ2 ...	TeeTurtle - The Original Reversible Octopus Plushie - Pink + Aqua - Cute S	TEETURTLE ...	13.6	\$8.49	11.3%
B0BLJ4FDT4 ...	LEGO Creator 3 in 1 Space Shuttle Stocking Stuffer for Kids, Creative Gift I	LEGO ...	14.0	\$5.96	30.1%
B0000BX8MA ...	Melissa & Doug Food Groups - 21 Wooden Pieces and 4 Crates, Multi - Pla	MELISSA & DOUG ...	15.0	\$9.97	20.2%
B08199W8C1 ...	Refasy Piggy Bank Cash Coin Can ATM Bank Electronic Coin Money Bank	REFASY ...	17.6	\$23.00	13.2%
B0B68W6ZMT ...	Goopow Kids Camera Toys for 3-8 Year Old Boys,Children Digital Video Ca	GOPOW ...	18.8	\$29.14	20.9%
B08QTP3MLT ...	AMERFIST 2023 Flying Orb Ball Toy,Cosmic Globe Boomerang Hover Ball	AMERFIST ...	21.8	\$26.37	16.9%
B0876F6STP ...	Science Magic Kit – Science Kit for Kids with 50 Unique Experiments and	NATIONAL GEOGRAPHIC ...	22.8	\$23.67	4.8%
B0BLJTJ38M ...	Barbie Dreamhouse 2023, Pool Party Doll House with 75+ Pieces and 3-St	BARBIE ...	23.2	\$136.62	0.8%
B09JP494QG ...	PERRYHOME Kids Makeup Kit for Girl 35 Pcs Washable Real Cosmetic, Se	PERRYHOME ...	23.8	\$19.96	24.3%
B00APVXSM6 ...	60 Piece Set 60pcs Magnet Building Tiles Clear Magnetic 3D Blocks Cons	PICASSOTILES ...	33.3	\$19.65	24.1%
B07PZCQLJY ...	Selieve Toys for 3-12 Year Old Boys Girls, Walkie Talkies for Kids 22 Chanr	SELIEVE ...	33.4	\$19.99	22.1%
B07RDLMTWP ...	Toys For 3-16 Years Old Girls Gifts,Karaoke Microphone For Kids Age 4-12	NISKITE ...	34.0	\$16.43	17.8%
B0BQSM2BQ1 ...	Magic Mixies Pixlings. Unia The Unicorn Pixling. Create and Mix A Magic F	MAGIC MIXIES ...	37.0	\$12.59	29.4%
B0747ZGTTG ...	Tara Toys Disney Princess Necklace Activity Set, Create your own jewelry,	TARA TOYS ...	39.5	\$8.99	13.5%

Toys & Games – Amazon Cyber 5 Recap

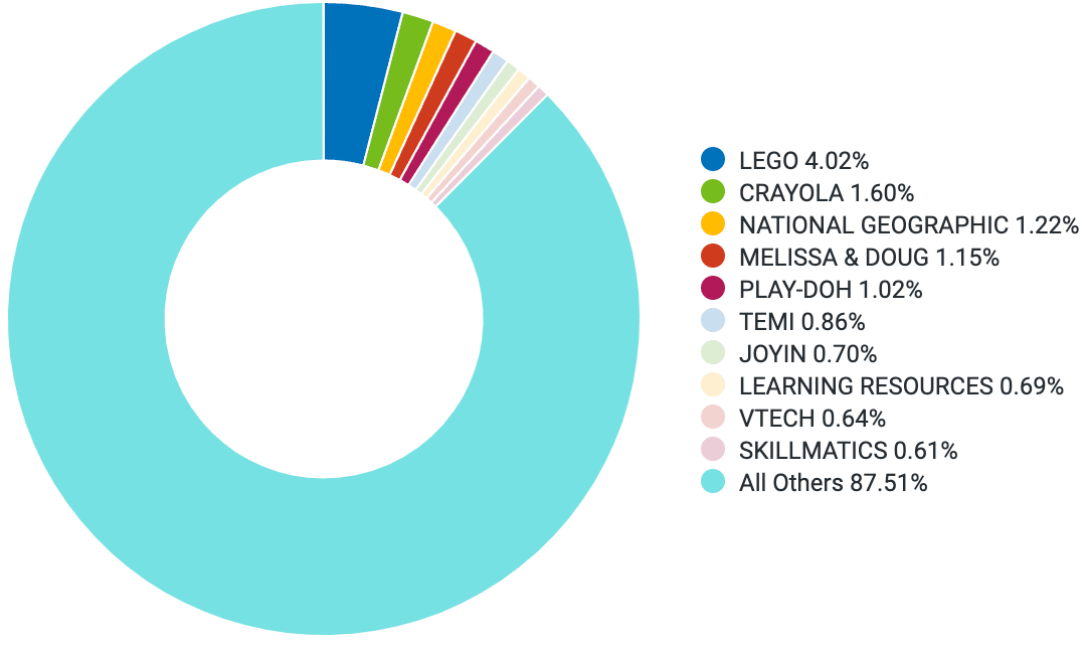
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Toys & Games – Amazon Cyber 5 Recap

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
plush ...	201		99	66	15	21
dolls ...	159		83	53	14	9
stuffed animals ...	145		87	14	18	26
action figures ...	144		74	55	12	3
drone camera ...	141		79	34	13	15
blasters ...	137		64	49	9	15
lego technic mclaren ...	136		56	61	7	12
travel games ...	136		73	27	12	24
same day delivery toys ...	135		60	50	10	15
playset outdoor backyard ...	134		52	69	5	8
poker set ...	134		56	56	7	15
cloud slime ...	132		59	54	4	15
cup stacking set ...	131		58	49	9	15
kids against maturity game ...	131		57	53	6	15
paw patrol fire truck ...	131		51	70	2	8
spy ninja toys ...	131		56	54	6	15
4 wheeler for kids 3-6 ...	130		56	54	8	12
arts & crafts ...	130		80	22	12	16
bingo game ...	130		57	53	7	13

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



KOKODI LCD Writing Tablet, 10 Inch Colorful Toddler Doodle Board Drawing Tablet, Erasable Reusable Electronic Drawing Pads, Education...

★★★★★ ~ 28,187



Best Seller

Crayola Inspiration Art Case Coloring Set - Rainbow (140ct), Art Kit For Kids, Toys for Girls & Boys, Holiday Gift For Kids [Amazon Exclusive]

★★★★★ ~ 27,269



Overall Pick

PlayShifu Educational Globe for Kids - Orboot Earth (Globe + App) Interactive AR World Globe | 400 Wonders, 1000+ Facts | STEM Toy...

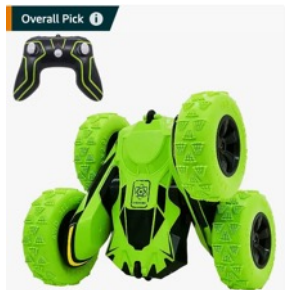
★★★★★ ~ 15,498



Best Seller

Play-Doh Modeling Compound 36 Pack Case of Colors, Party Favors, Non-Toxic, Assorted Colors, 3 Oz Cans (Amazon Exclusive)

★★★★★ ~ 51,059



Overall Pick

Threeking RC Stunt Cars Remote Control Car Double-Sided Driving 360-degree Flips Rotating Car Toy, Green

★★★★★ ~ 12,982



Tikduck Flying Orb Ball 2023 Toys Soaring Hover Boomerang Spinner Hand Controlled Mini Drone Cosmic Globe Spinning Kids Outdoor Fly To...

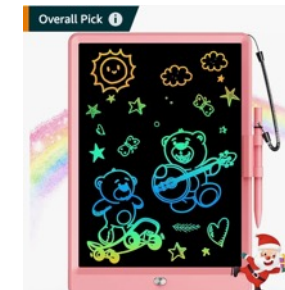
★★★★☆ ~ 6,301



Best Seller

Crayola Light Up Tracing Pad - Pink, Drawing Pads for Kids, Kids Toys, Holiday & Birthday Gifts for Girls and Boys, Ages 6+ [Amazon Exclusive]

★★★★★ ~ 28,975



Overall Pick

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

★★★★★ ~ 26,094



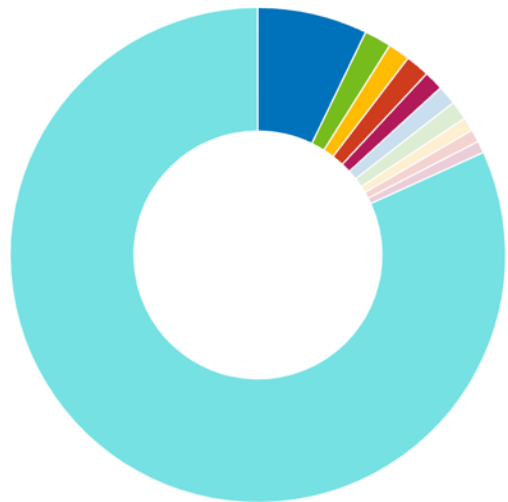
NATIONAL GEOGRAPHIC Magic Advent Calendar 2023 - Jumbo Kids Advent Calendar with 24 Magic Tricks & Science Experiments, Christmas...

★★★★★ ~ 47

Toys & Games – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



- LEGO 7.18%
- BARBIE 1.77%
- MELISSA & DOUG 1.42%
- SQUISHMALLOWS 1.56%
- FUNKO 1.27%
- HASBRO GAMING 1.25%
- HOT WHEELS 1.25%
- FISHER-PRICE 0.89%
- POKEMON 0.82%
- CRAYOLA 0.78%
- All Others 81.80%

Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
lego ...	10,467,241	2,595,244 ...
lego sets ...	8,194,766	2,048,923 ...
squishmallow ...	8,021,617	1,997,442 ...
toys ...	7,762,333	2,059,342 ...
legos ...	6,871,426	1,670,692 ...
elf on the shelf ...	6,078,634	2,098,374 ...
toys for ages 2-4 ...	5,862,066	747,610 ...
board games ...	5,292,813	1,168,030 ...
drone ...	5,172,285	1,253,233 ...
nerf guns ...	5,171,048	1,183,683 ...
tonies ...	5,148,134	846,584 ...
pokemon cards ...	5,119,275	2,403,183 ...
toys for ages 8-13 ...	5,028,676	942,783 ...
slime ...	4,986,342	1,563,385 ...
magnatiles ...	4,818,228	967,735 ...
games ...	4,811,390	1,327,474 ...
funko pop ...	4,626,515	1,079,273 ...

Top Brands by Share of Sales



oculus



Meta Quest



logitech

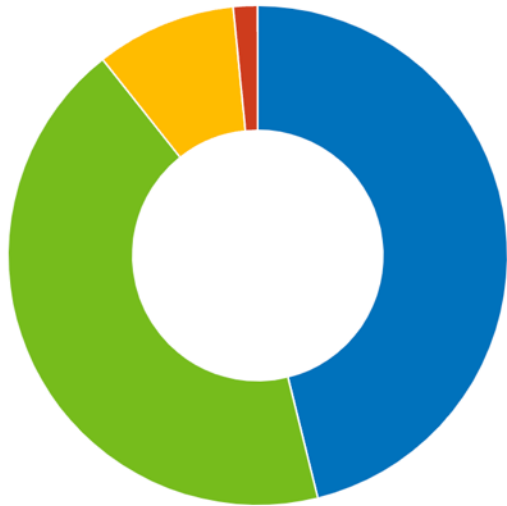
SEGA[®]



Video Games – Amazon Cyber 5 Recap

Promotions

Badge Breakdown by Type



- Cyber Monday 46.14%
- Black Friday 43.20%
- Discount 9.08%
- Limited Time Deal 1.57%

Top-Promoted Brands

	Badge Type >	Black Friday	Cyber Monday	Discount	Limited Time Deal
Brand	Item Count v	Items	Items	Items	Items
KEYCHRON ...	127	107	112	∅	∅
GEEKSHARE ...	105	78	94	∅	∅
EXTREMERATE ...	93	55	77	∅	∅
RK ROYAL KLUDGE ...	88	80	73	1	2
REDRAGON ...	82	66	70	5	1
XAHPOWER ...	73	66	66	∅	∅
LOGITECH G ...	59	46	46	11	1
NEXIGO ...	58	48	54	∅	∅
RAZER ...	56	40	38	18	21
YUNZII ...	54	37	43	3	∅
SIKEMAY ...	52	41	48	∅	∅
EPOMAKER ...	51	44	45	∅	∅
MAGEGEE ...	50	44	44	1	3
POWERA ...	44	23	25	16	7
GLORIOUS PC GAMING...	42	28	29	8	∅
PXN ...	42	23	23	18	1

Video Games – Amazon Cyber 5 Recap

Promotions



Discount on Best-Selling Items

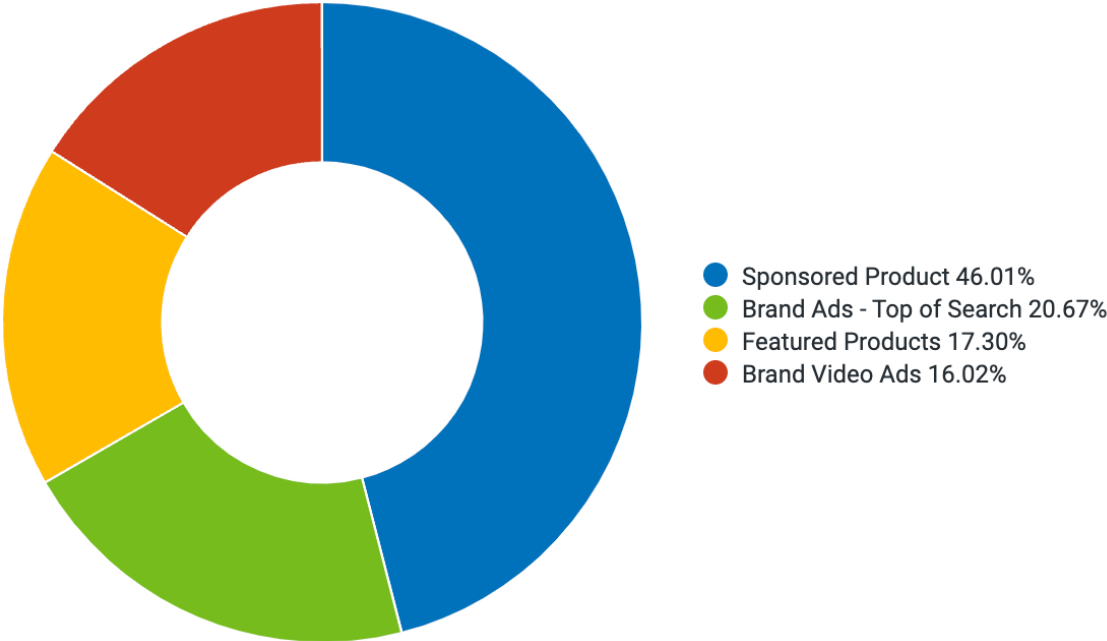
Item ID	Title	Brand	Avg Best Seller Rank ^	Best Promo Price	Discount %
B099VMT8VZ ...	Meta Quest 2 - 128GB Holiday Bundle - Advanced All-In-One Virtual Reality	OCULUS ...	3.0	\$249.00	4.2%
B0C91MLPNG ...	Sonic Superstars - Nintendo Switch	SEGA ...	4.6	\$34.52	36.3%
B0CHBN8QD9 ...	Nintendo Switch™ Mario Kart™ 8 Deluxe Bundle (Full Game Download + 3	NINTENDO ...	5.6	\$259.99	4.7%
B0C7RNTFLY ...	Just Dance 2024 Edition - Amazon Exclusive Bundle Nintendo Switch (Co	UBISOFT ...	8.4	\$28.99	19.1%
B0CKZGY5B6 ...	PlayStation 5 Console - Marvel's Spider-Man 2 Bundle (slim)	PLAYSTATION ...	8.6	\$497.34	0.4%
B01LYOCVZF ...	\$20 Nintendo eShop Gift Card [Digital Code]	NINTENDO ...	10.3	\$18.00	8.6%
B0C8VKNJ1B ...	Super Mario RPG - Nintendo Switch (US Version)	NINTENDO ...	14.2	\$56.77	4.2%
B07RX6FBFR ...	Roblox Digital Gift Code for 2,200 Robux [Redeem Worldwide - Includes Ex	ROBLOX ...	14.6	\$20.00	20.0%
B094WL86N5 ...	Playstation DualSense Wireless Controller – Midnight Black	PLAYSTATION ...	15.4	\$46.21	5.3%
B0BPMTJJ6D ...	Final Fantasy XVI - PlayStation 5	SQUARE ENIX ...	16.2	\$34.88	12.3%
B07CMS5Q6P ...	Logitech G305 LIGHTSPEED Wireless Gaming Mouse, Hero 12K Sensor, 1	LOGITECH G ...	19.0	\$34.97	6.9%
B0CBL3RPCC ...	NBA 2K24 Kobe Bryant Edition - PlayStation 5	2K ...	20.8	\$29.81	45.9%
B09B8DQ26F ...	Meta Quest 2 - 256GB Holiday Bundle - Advanced All-In-One Virtual Reality	OCULUS ...	21.0	\$284.00	2.5%
B09BY1FTF7 ...	Xbox Core Wireless Gaming Controller – Shock Blue – Xbox Series X S, Xb	XBOX ...	21.2	\$42.85	14.8%
B08FC6C75Y ...	PlayStation DualSense Wireless Controller	PLAYSTATION ...	24.6	\$46.75	3.0%
B0CBL4DMNZ ...	NBA 2K24 Kobe Bryant Edition - PlayStation 4	2K ...	28.0	\$26.46	10.6%
B09742H73B ...	Mario + Rabbids Sparks of Hope – Standard Edition	UBISOFT ...	28.0	\$16.78	10.8%
B0CFTKVHQ2 ...	Call of Duty Modern Warfare III - PS5	CALL OF DUTY ...	28.4	\$48.66	27.9%
B0CKY1F29D ...	PlayStation®5 Console – Call of Duty® Modern Warfare® III Bundle	PLAYSTATION ...	32.4	\$492.66	1.2%
B0CCSTWB9R ...	Xbox Core Wireless Gaming Controller – Astral Purple – Xbox Series X S, X	XBOX ...	33.8	\$44.99	11.3%

Video Games – Amazon Cyber 5 Recap

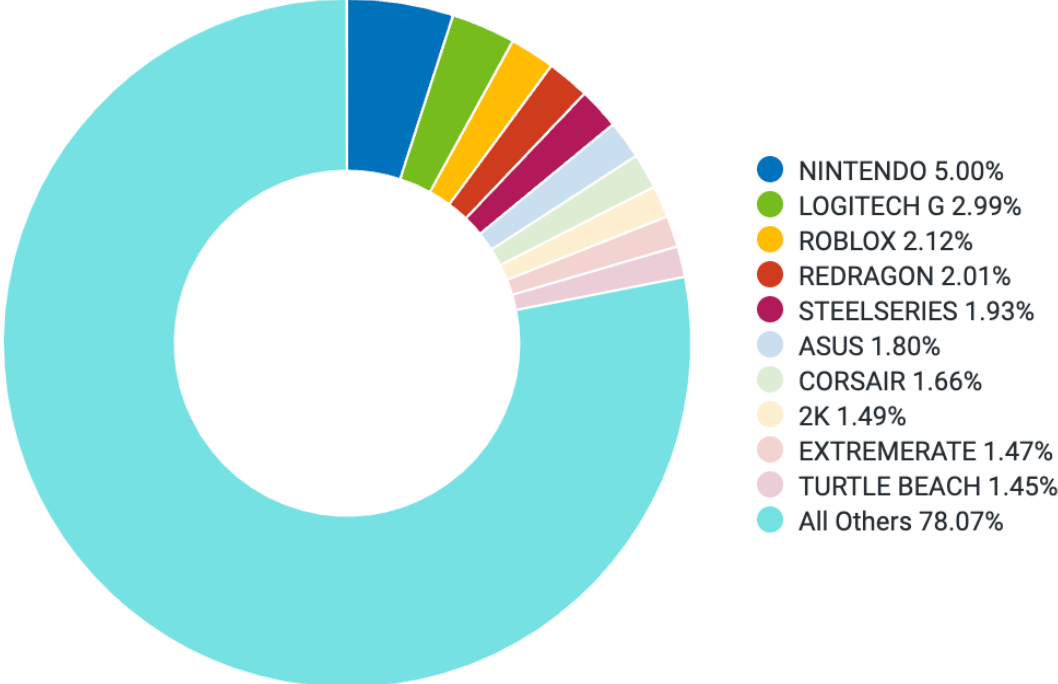
Sponsorship Activity



Sponsorship Activity by Ad Type



Sponsorship Activity by Brand



Video Games – Amazon Cyber 5 Recap

Sponsorship Activity



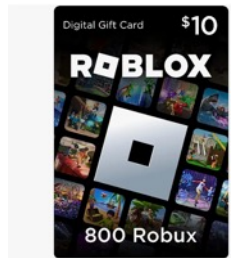
Top-Sponsored Keywords

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
xbox one headset ...	91		24	45	9	13
razer mouse gaming ...	87		21	48	6	12
controller grips ...	86		29	41	7	9
ps5 controller grip ...	85		27	35	10	13
xbox mic headset ...	85		22	47	9	7
ps5 faceplate ...	85		29	34	10	12
ps5 controller skin ...	85		28	34	8	15
playstation 4 controller ...	85		27	33	10	15
playstation 4 headset ...	83		22	39	10	12
controller ...	83		25	33	10	15
ps5 controllers ...	82		29	29	9	15
thumb grips nintendo switch ...	81		27	34	8	12
xbox controller thumb grips ...	80		24	39	9	8
xbox headset with mic ...	78		21	40	7	10
3ds case ...	78		27	33	3	15
gaming mouse with side buttons ...	78		28	31	7	12
xbox headsets ...	78		21	36	9	12
joycon grip ...	78		25	38	3	12
x box1s wireless controller ...	77		28	30	10	9

Video Games – Amazon Cyber 5 Recap

Sponsorship Activity

Top-Sponsored Items



Roblox Digital Gift Code for 800 Robux [Redeem Worldwide - Includes Exclusive Virtual Item] [Online Game Code]
May 15, 2019
★★★★☆ ~ 149,678



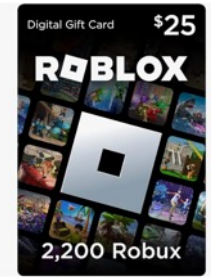
Best Seller
Nintendo Switch™ Mario Kart™ 8 Deluxe Bundle (Full Game Download + 3 Mo. Nintendo Switch Online Membership Included)
Oct 6, 2023
★★★★★ ~ 5,297



Overall Pick
LEGO Super Mario Nintendo Entertainment System 71374 Gameplay Building Set, Model Kits for Adults to Build, DIY Creative...
★★★★★ ~ 2,699



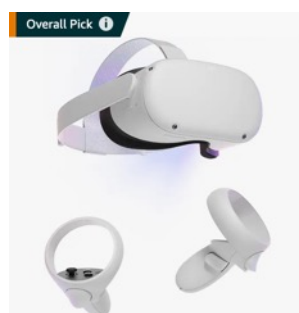
Sonic Superstars - Nintendo Switch
Oct 17, 2023
ESRB Rating: Everyone
★★★★☆ ~ 137



Roblox Digital Gift Code for 2,200 Robux [Redeem Worldwide - Includes Exclusive Virtual Item] [Online Game Code]
May 15, 2019
★★★★☆ ~ 149,678



Overall Pick
PSS Stand and Cooling Station with Dual Controller Charging Station for Playstation 5 Console, PS5 Accessories Incl. Cooling fan, Heads...
★★★★☆ ~ 4,312



Overall Pick
Meta Quest 2 — Advanced All-In-One Virtual Reality Headset — 128 GB by Meta Quest
★★★★☆ ~ 83,898



Pikmin 4 : Standard - Nintendo Switch [Digital Code]
Jul 21, 2023
ESRB Rating: Rating Pending
★★★★★ ~ 75



ASUS ROG Strix Scope II 96 Wireless Gaming Keyboard, Tri-Mode Connection, Dampening Foam & Switch-Dampening Pads, Hot-...
★★★★☆ ~ 508

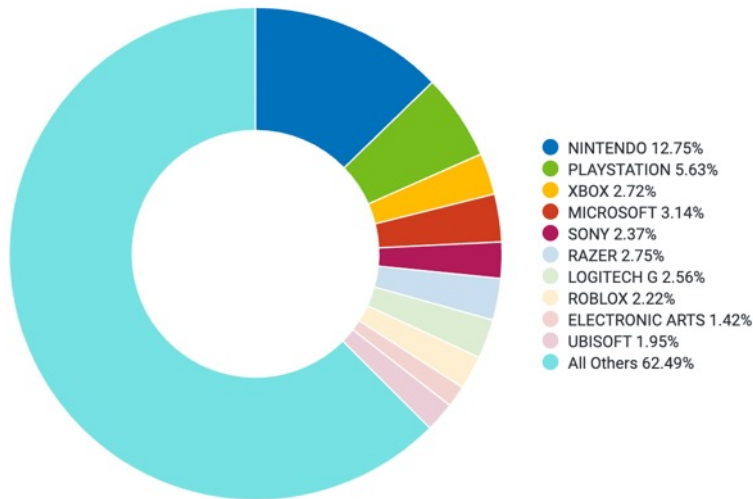


Corsair HS80 MAX Wireless Multiplatform Gaming Headset with Bluetooth - Dolby Atmos - Broadcast Quality Microphone - iCUE...
★★★★☆ ~ 2,789

Video Games – Amazon Cyber 5 Recap

Organic Search Visibility

Most-Visible Brands



Most Visible Keywords

Keyword	Search Visibility Score	Avg Monthly Search Volume
ps5 ...	5,364,487	3,056,044 ...
nintendo switch console ...	5,115,604	2,110,358 ...
playstation 5 ...	4,917,031	2,323,211 ...
ps5 console ...	4,797,103	2,166,055 ...
nintendo switch ...	4,669,888	2,429,550 ...
nintendo switch games ...	4,038,122	2,119,468 ...
xbox series x ...	3,875,425	2,116,551 ...
xbox controller ...	3,854,967	1,864,382 ...
ps5 controller ...	3,526,699	2,033,505 ...
ps5 games ...	3,360,462	1,439,095 ...
switch games ...	3,340,273	1,192,341 ...
xbox series s ...	3,309,650	1,569,514 ...
nintendo switch controller ...	3,121,783	1,077,347 ...
meta quest 3 ...	2,936,862	1,572,675 ...
gaming headset ...	2,850,348	1,236,734 ...
xbox ...	2,828,856	1,270,907 ...
ps4 controller ...	2,608,546	1,150,568 ...

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