What to Expect on "Turkey 5"

November 2023

CommerceIQ

Executive Summary: Top 3 Takeaways for Turkey 5

1. In 2022, sales was concentrated on Black Friday and Cyber Monday. Even though Amazon is extending Turkey 5 ("T5") to effectively Turkey 11 ("T11") this year to compete with other early sales, expect sales spikes to remain on those 2 days

2. Brands historically spend more ad dollars in lead-in during T5 '22, compared to Fall Prime Day. We expect this pattern to hold, with T11 creating an extended opportunity to grow consideration for their products.

3. Brands saw slightly larger increase revenues during T5 '22 as compared to Fall Prime Day, but significantly lower unit margin % as compared to all Amazon tentpole events.
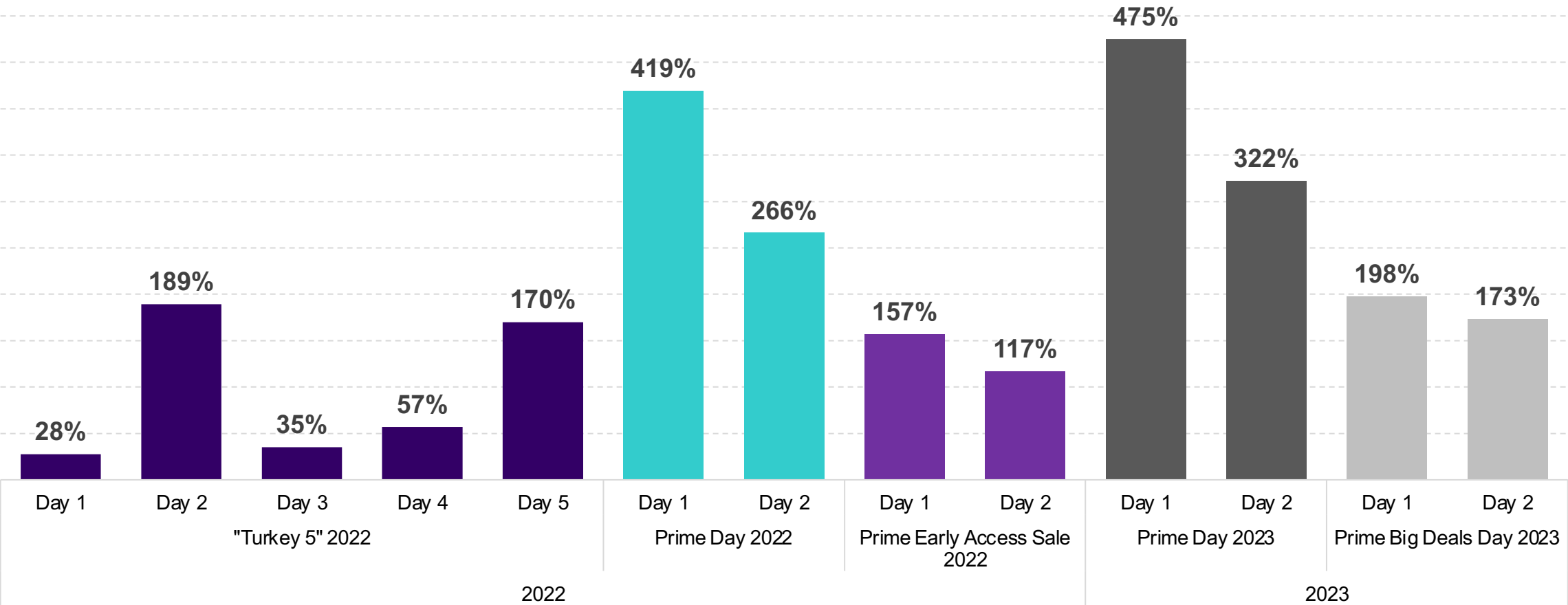
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What is the Turkey 5?

Turkey 5 is a term coined by Amazon that effectively refers to the 5 days starting with Thanksgiving Day leading into the following Monday, normally referred to as "Cyber Monday"

Day 1

Thanksgiving Day

Day 2

"Black Friday"

Day 3

Saturday

Day 4

Sunday

Day 5

"Cyber Monday"

Turkey 5 sees higher sales spikes than Fall Prime Days, but less than the main Summer Prime Days.

Change in Daily Average Ordered Revenue versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
28%	189%	35%	57%	170%	419%	266%	157%	117%	475%	322%	198%	173%

"Turkey 5" 2022 — Prime Day 2022 — Prime Early Access Sale 2022 — Prime Day 2023 — Prime Big Deals Day 2023

2022 | 2023

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Most traffic increases are concentrated on "Black Friday" and "Cyber Monday", but traffic spikes less than all Amazon tentpole sales events.
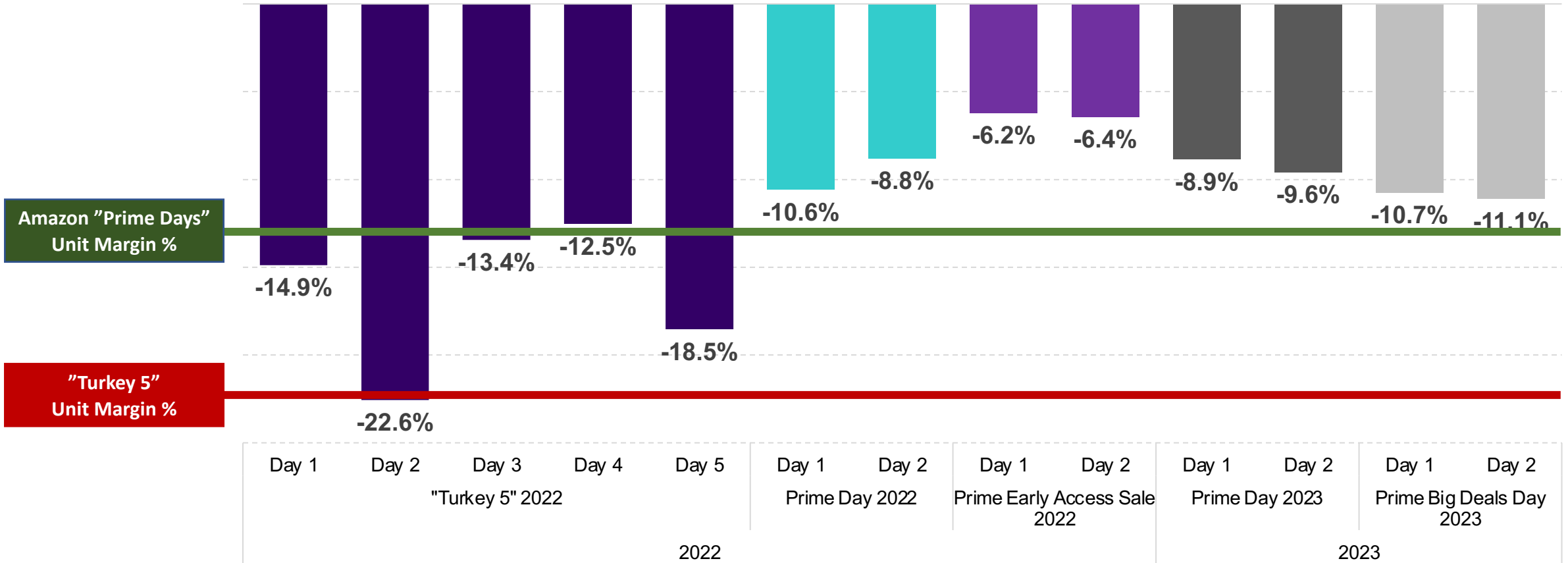
Change in Daily Average Glance Views versus L14 Day Average
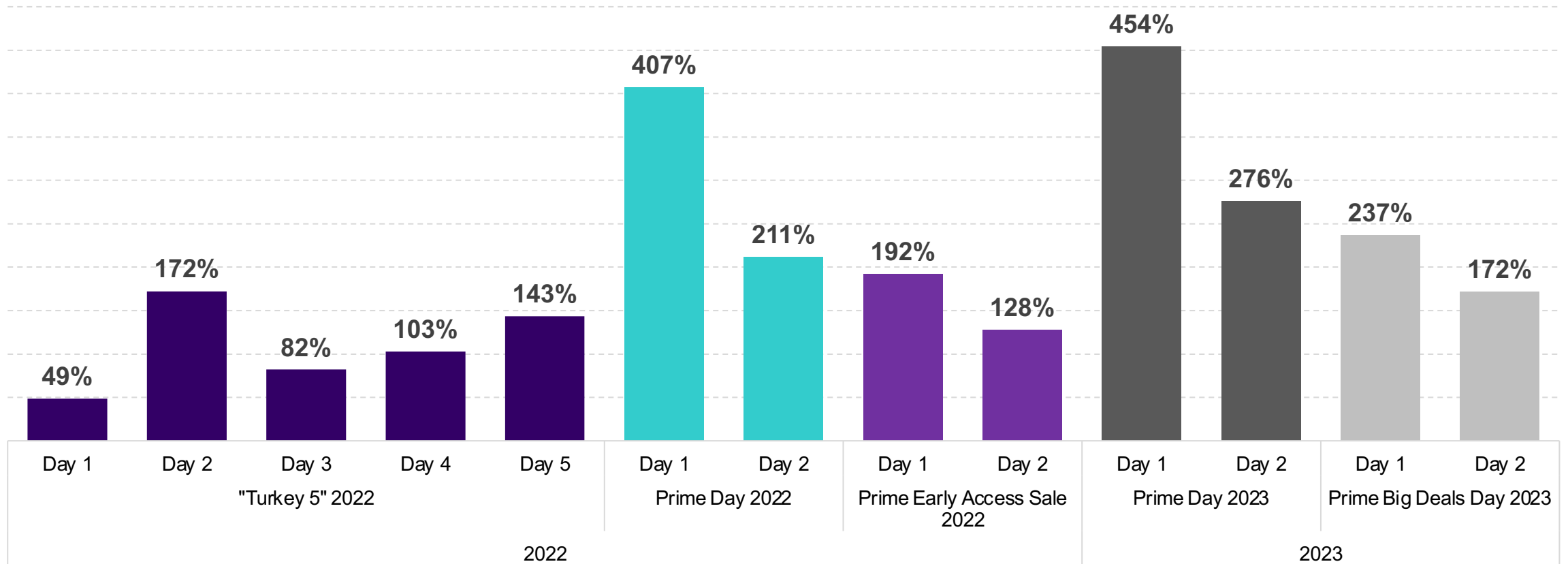
	"Turkey 5" 2022					Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
Day 1	Day 2	Day 3	Day 4	Day 5		Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
49%	172%	82%	103%	143%		407%	211%	192%	128%	454%	276%	237%	172%

2022   2023

CommerceIQ

Turkey 5 appears to be materially less profitable for brands compared to other tentpole events.

Change in Average Unit Margin % versus L14 Day Average

Amazon "Prime Days" Unit Margin %

"Turkey 5" Unit Margin %

-14.9%
-22.6%
-13.4%
-12.5%
-18.5%
-10.6%
-8.8%
-6.2%
-6.4%
-8.9%
-9.6%
-10.7%
-11.1%

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
		2022							2023			

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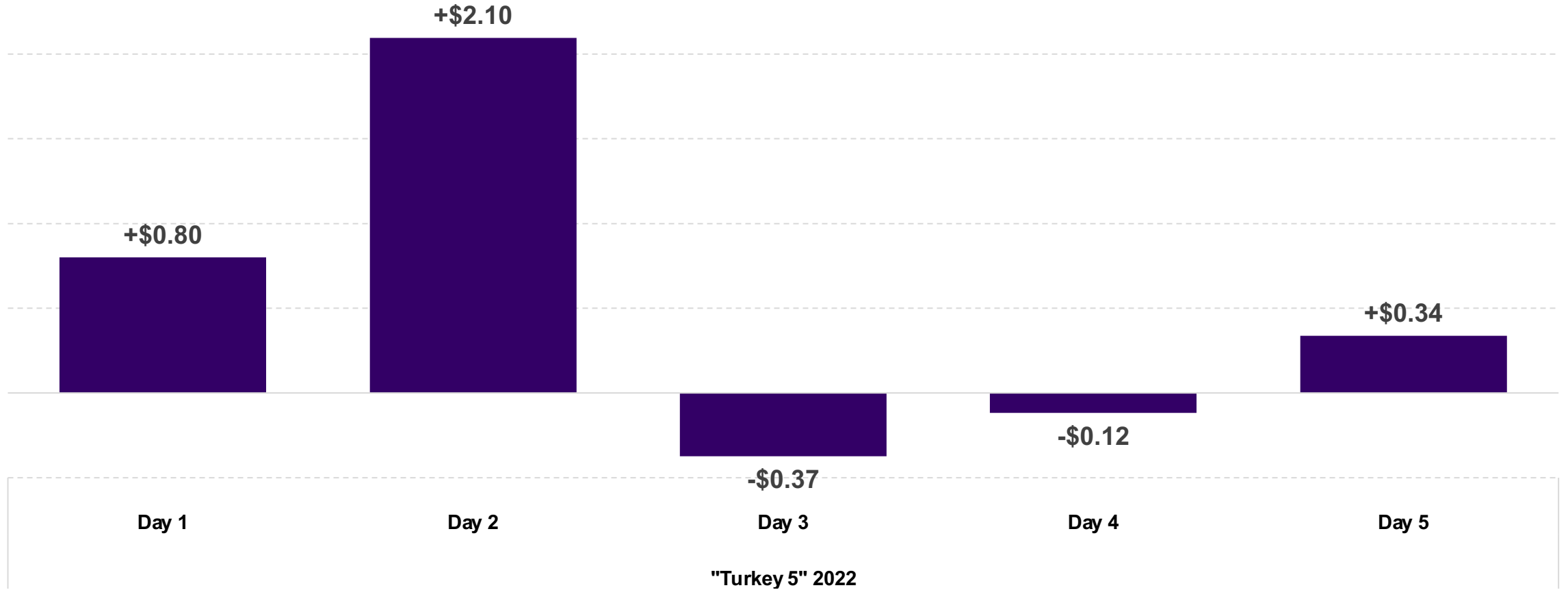# T5 saw a larger increase in ad spend relative to the Fall Prime Days, but less than the Summer Prime Days.

Change in Average Daily Ad Spend versus L14 Day Average
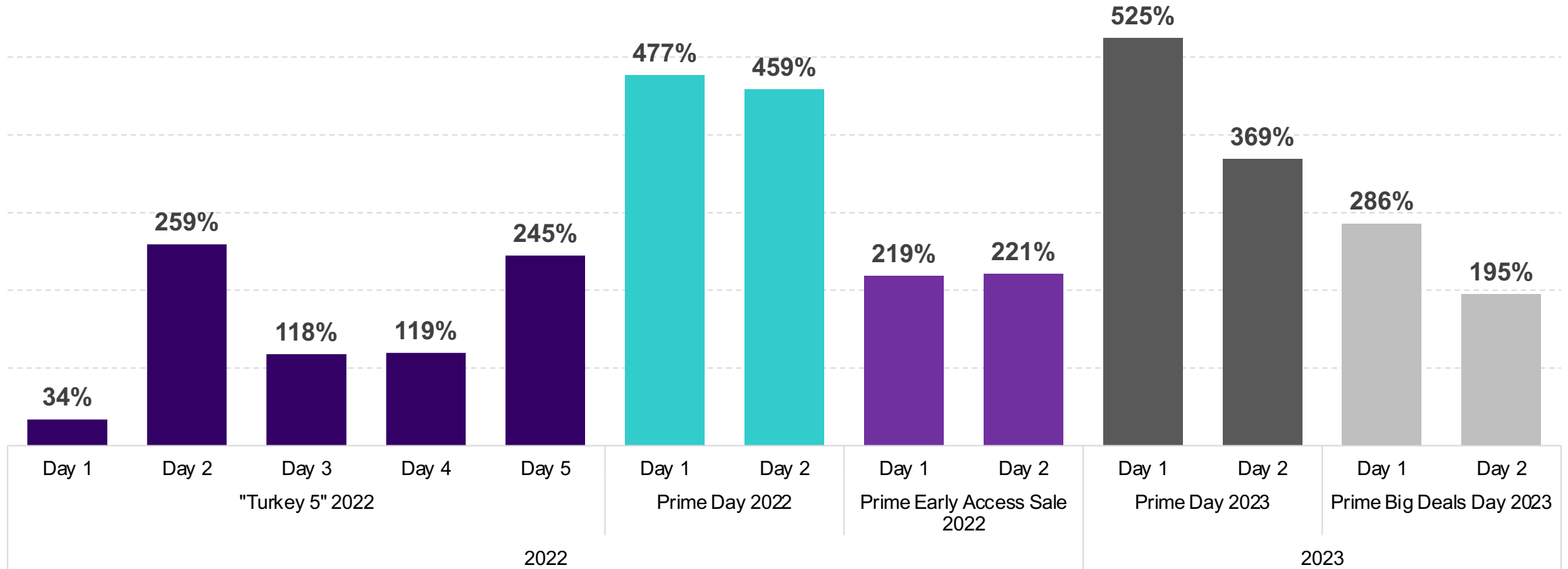
CommerceIQ

Based on 2022 performance, ad spend should be concentrated on non-weekends as that saw the best improvement in ROAS versus the baseline levels.
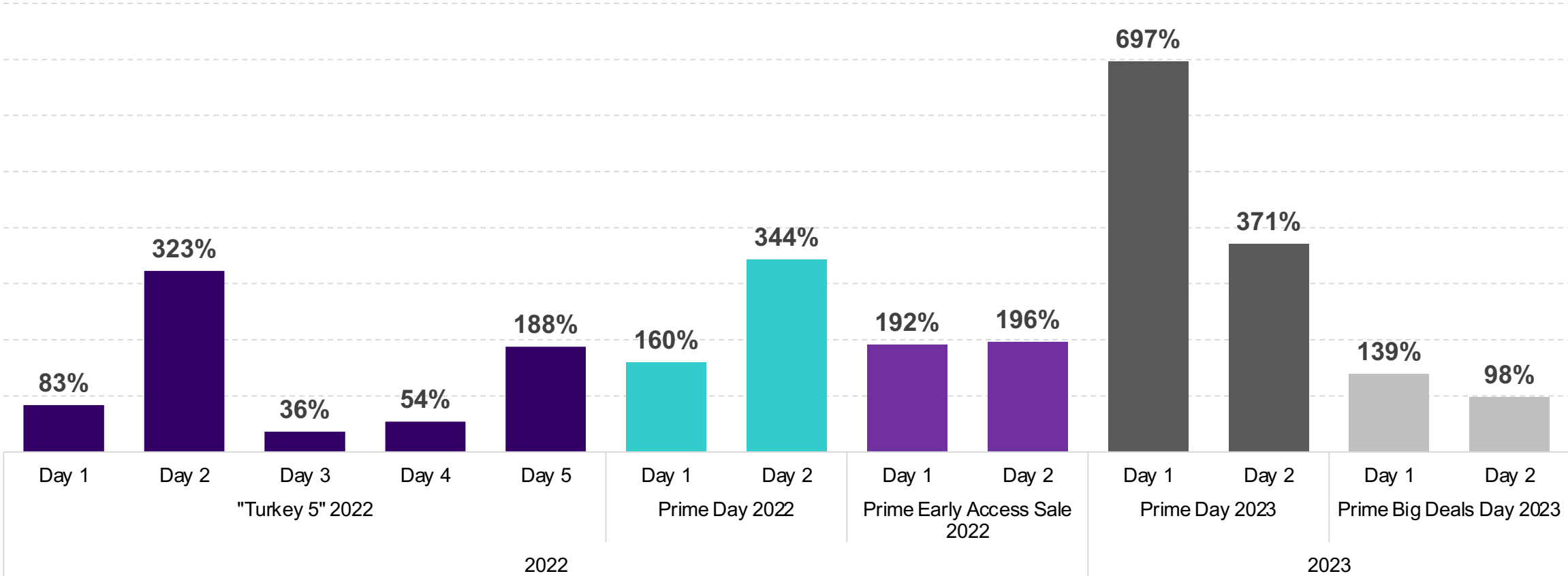
Change in ROAS versus L14 Day Average

+$0.80 — Day 1
+$2.10 — Day 2
-$0.37 — Day 3
-$0.12 — Day 4
+$0.34 — Day 5

"Turkey 5" 2022

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Turkey 5: Baby Category

November 2023

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In 2022, T5 has a larger impact on revenues versus the October sales event and on par with July events.

Change in Daily Average Ordered Revenue versus L14 Day Average

83%	323%	36%	54%	188%	160%	344%	192%	196%	697%	371%	139%	98%
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022				Prime Day 2022	Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
				2022						2023		

November 2023

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Traffic spiked much less than other tentpole events, with a near even split on Sunday and Monday.

Change in Daily Average Glance Views versus L14 Day Average

November 2023

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Turkey 5 appeared to be materially less profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
"Turkey 5" 2022					Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
2022									2023			

Chart values: Day 1: 14.3%, Day 2: 15.9%, Day 3: -1.4%, Day 4: -5.8%, Day 5: 1.1%, Prime Day 2022 Day 1: 13.7%, Day 2: 44.6%, Prime Early Access Sale 2022 Day 1: 29.5%, Day 2: 33.4%, Prime Day 2023 Day 1: -9.8%, Day 2: -8.0%, Prime Big Deals Day 2023 Day 1: -2.8%, Day 2: -3.4%

November 2023

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In 2022, T5 saw a larger increase in ad spend during sales days relative to the all tentpole days in 2022.

Change in Average Daily Ad Spend versus L14 Day Average

3%	84%	41%	64%	105%	53%	34%	43%	40%	133%	123%	38%	32%
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	

2022   2023
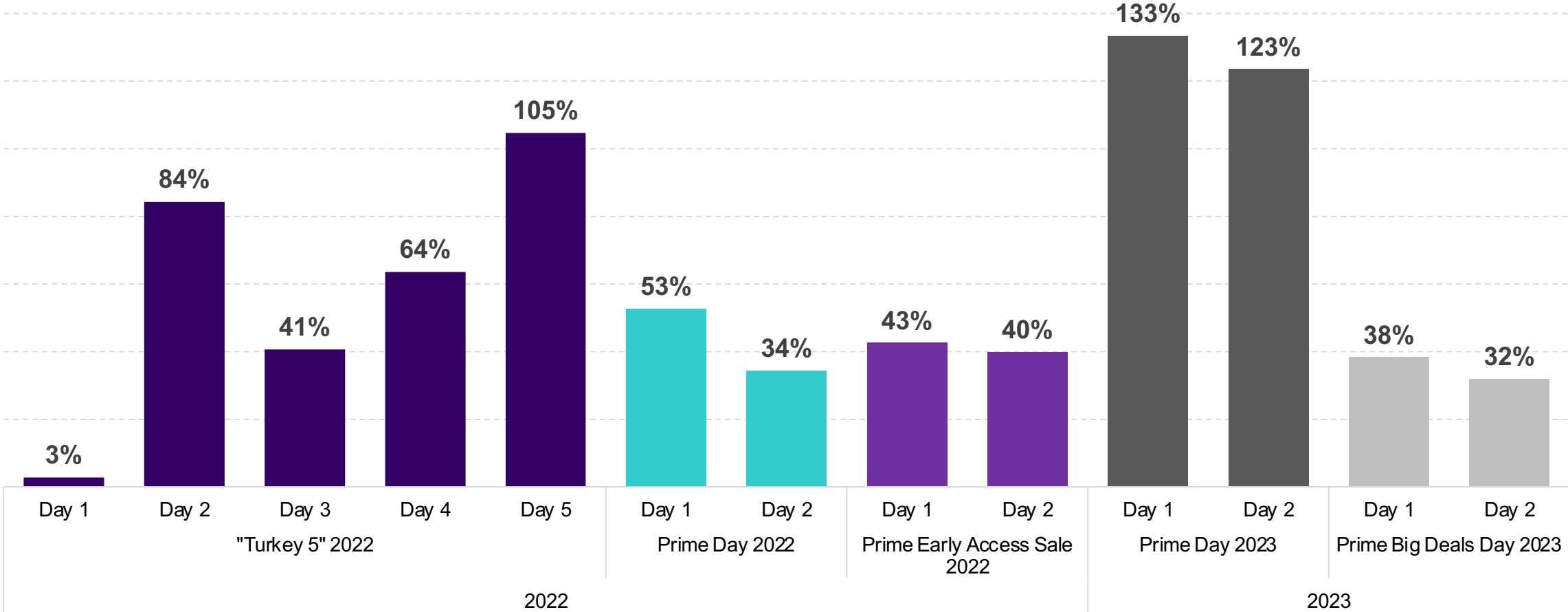
CommerceIQ

Based on 2022 performance, ad spend should be concentrated on weekends as that saw the least degredation in ROAS as compared to baseline within the category.

Change in ROAS versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5
-$0.54	-$0.49	-$0.43	-$0.44	-$0.69

"Turkey 5" 2022

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Turkey 5: Beauty Category

November 2023

CommerceIQ

In 2022, T5 has a larger impact on revenues versus the October sales event but lower than July events.
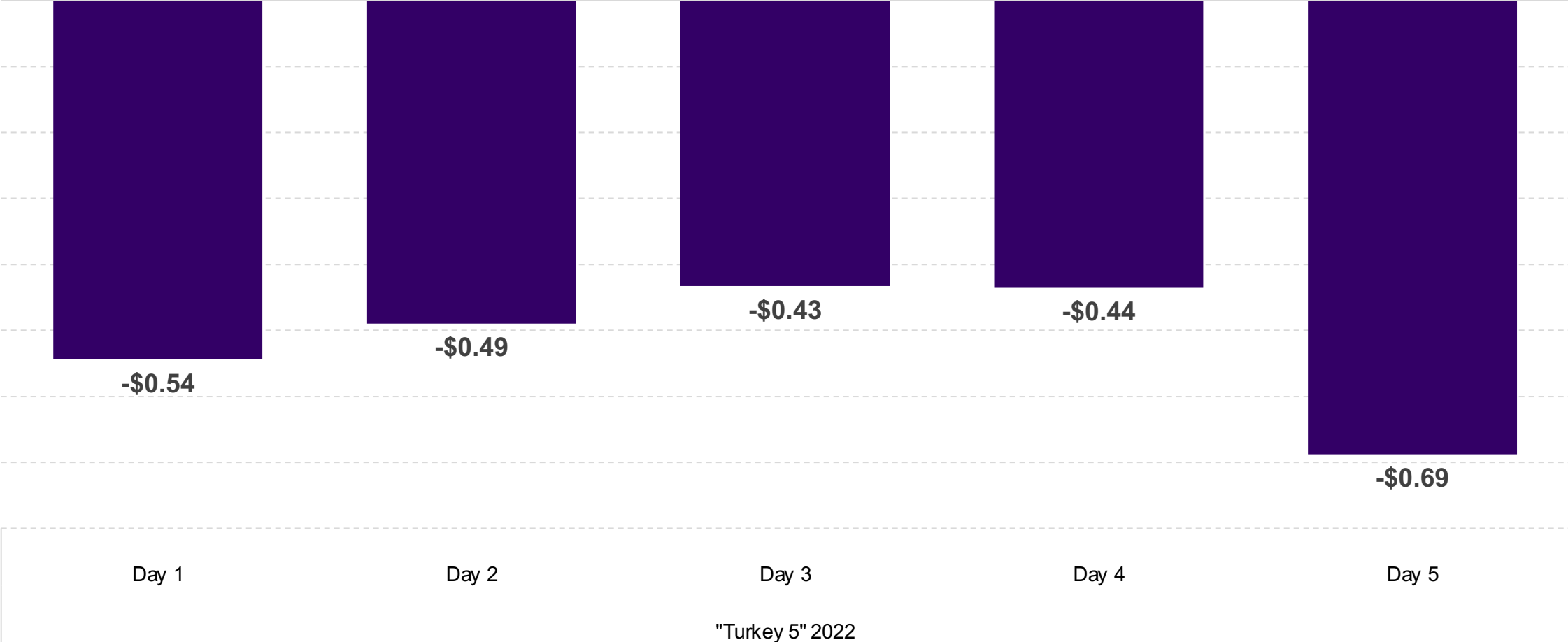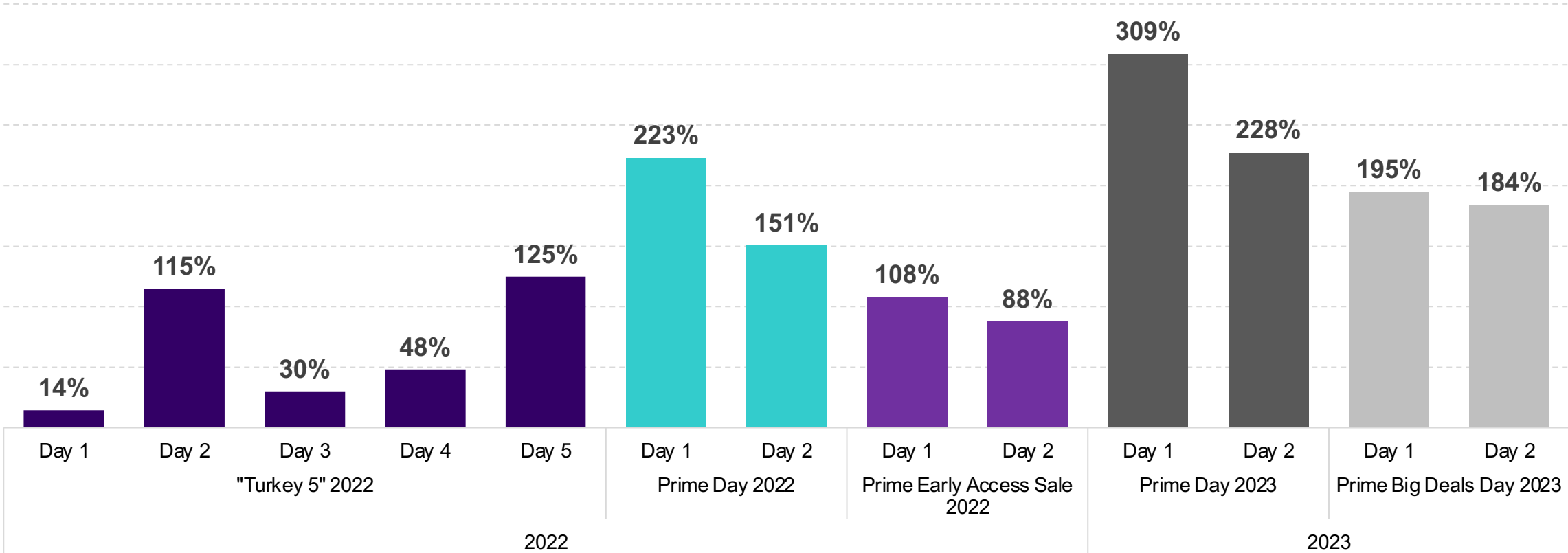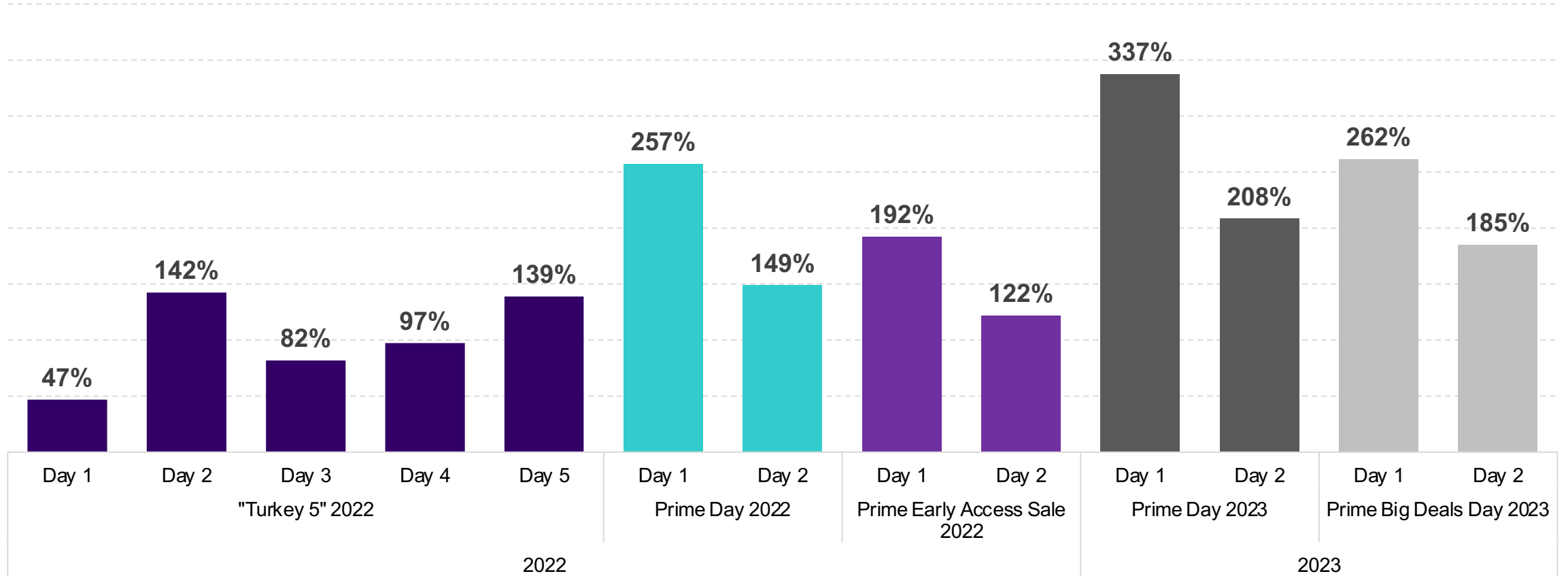
Change in Daily Average Ordered Revenue versus L14 Day Average

Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to October 2023

CommerceIQ

Traffic spiked much less than other tentpole events in 2022.

Change in Daily Average Glance Views versus L14 Day Average

47%	142%	82%	97%	139%	257%	149%	192%	122%	337%	208%	262%	185%
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
			2022							2023		

CommerceIQ

Turkey 5 appeared to be materially less profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
-10.3%	-19.9%	-9.7%	-8.3%	-18.8%	-7.0%	-10.1%	-2.2%	-5.2%	-13.1%	-12.0%	-2.9%	-3.1%

"Turkey 5" 2022					Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
2022									2023			
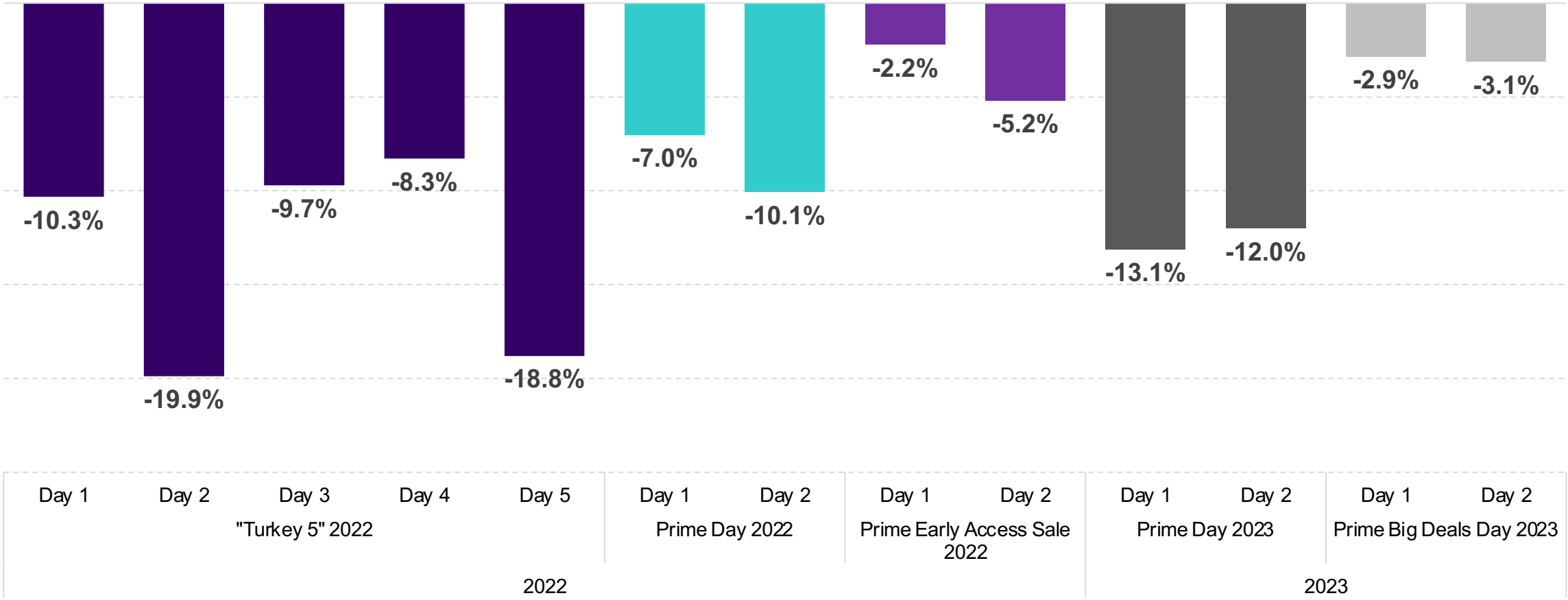
CommerceIQ

In 2022, T5 saw a larger increase in ad spend relative to the October 2022 event but less than July 2022.
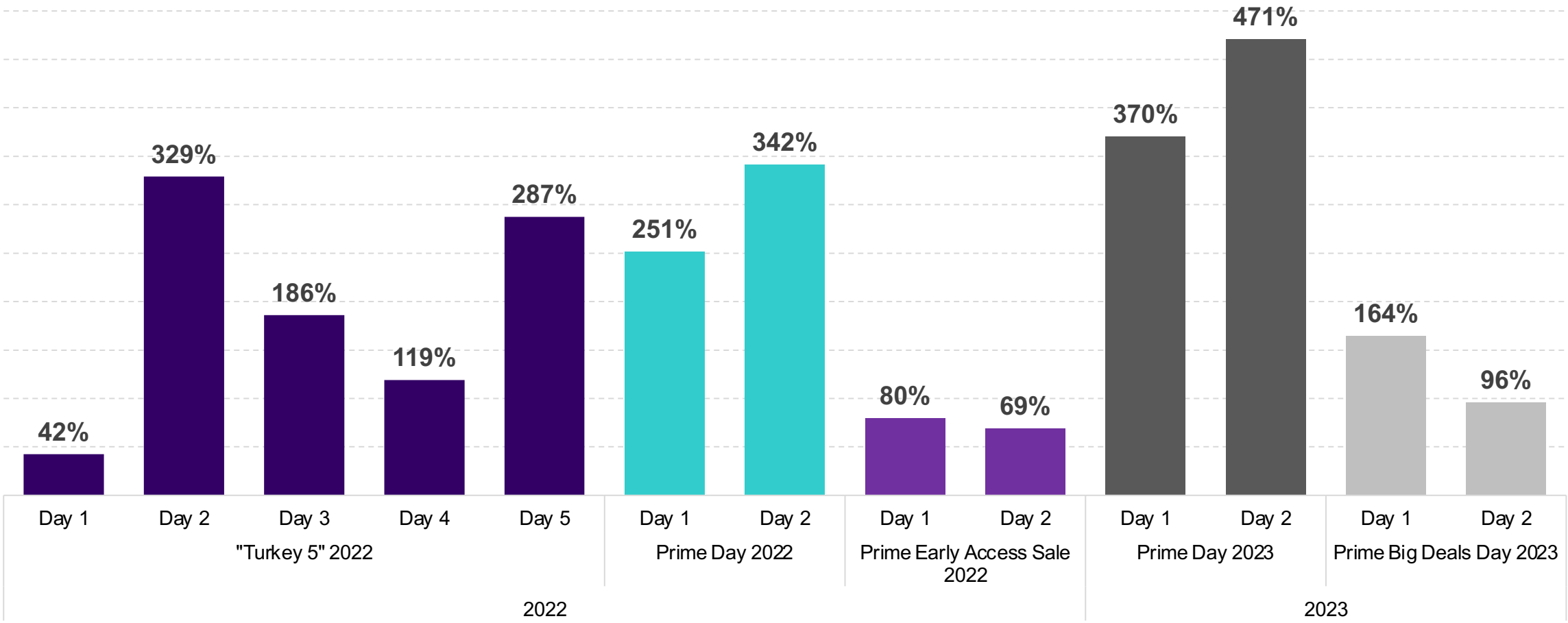
Change in Average Daily Ad Spend versus L14 Day Average

		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
42%	329%	186%	119%	287%	251%	342%	80%	69%	370%	471%	164%	96%

2022 — 2023

November 2023

CommerceIQ

Based on 2022 performance, ad spend should be concentrated Sunday and Monday as it saw the least degredation in ROAS as compared to baseline within the category.

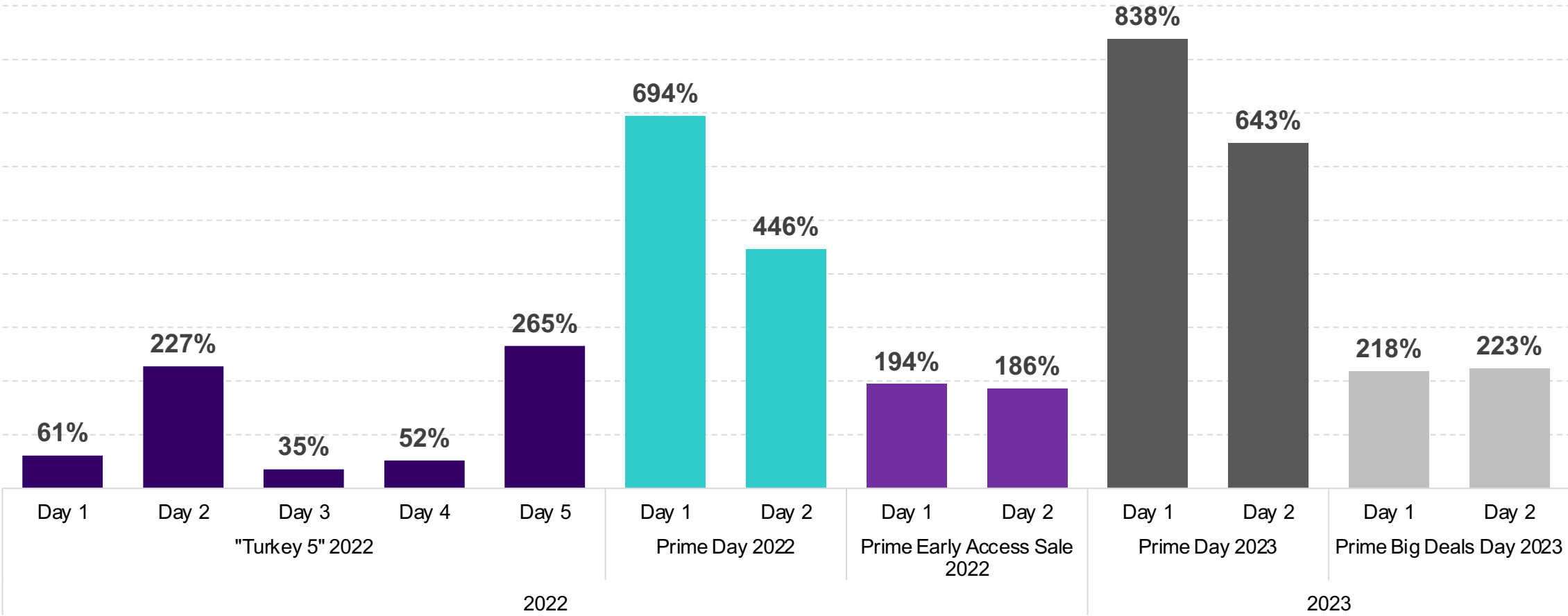**Change in ROAS versus L14 Day Average**

-$1.37	-$1.81	-$2.19	-$0.78	-$0.29
Day 1	Day 2	Day 3	Day 4	Day 5
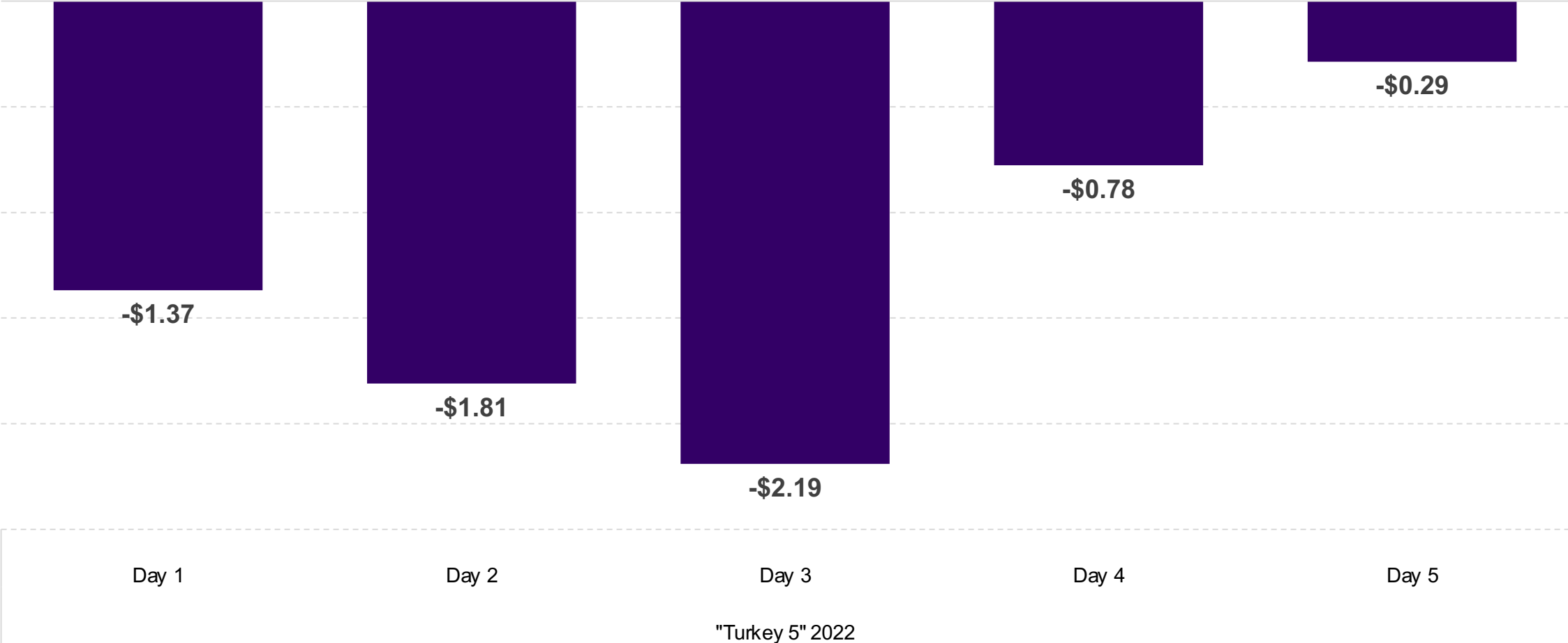
"Turkey 5" 2022

CommerceIQ

Turkey 5: Electronics Category

November 2023

CommerceIQ

In 2022, T5 has a larger impact on revenues versus the October sales event but below with July events.

Change in Daily Average Ordered Revenue versus L14 Day Average

61%	227%	35%	52%	265%	694%	446%	194%	186%	838%	643%	218%	223%
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	

2022   2023

CommerceIQ

Traffic spiked much less than other tentpole events, with a spike on Monday.

Change in Daily Average Glance Views versus L14 Day Average
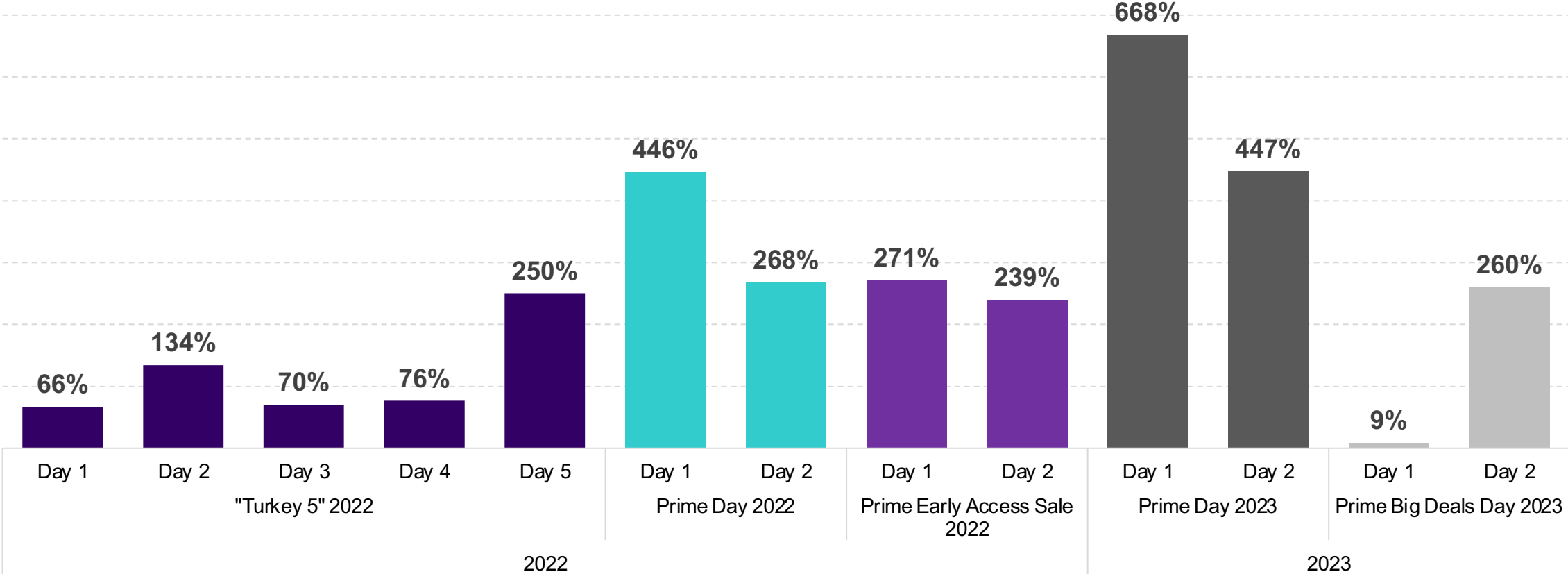
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
66%	134%	70%	76%	250%	446%	268%	271%	239%	668%	447%	9%	260%
		"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023
			2022								2023	

CommerceIQ

Turkey 5 appeared to be slightly more profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
-24.9%	-30.2%	-17.6%	-18.6%	-30.8%	-11.7%	-37.9%	-33.8%	-43.3%	-18.0%	-20.2%	-19.4%	-20.1%
	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
				2022						2023		
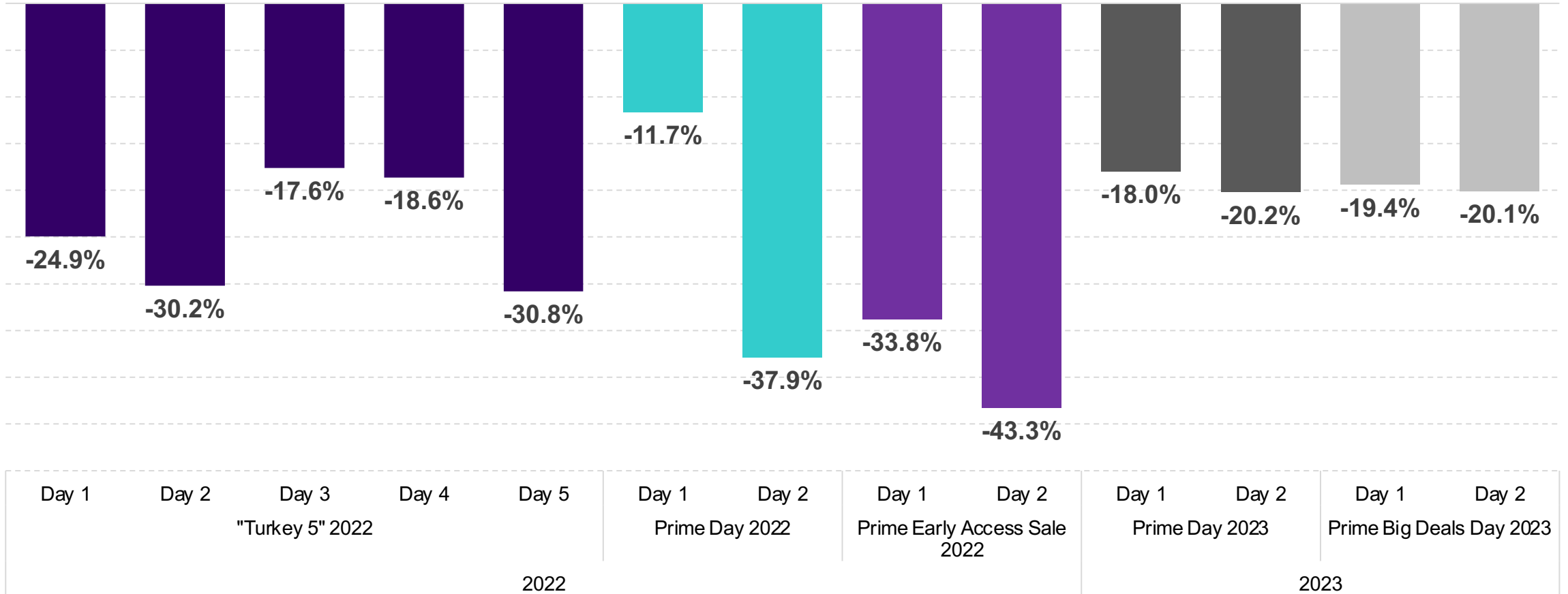
CommerceIQ

In 2022, T5 saw a larger increase in ad spend relative to the October 2022 sales event but less than July 2022.
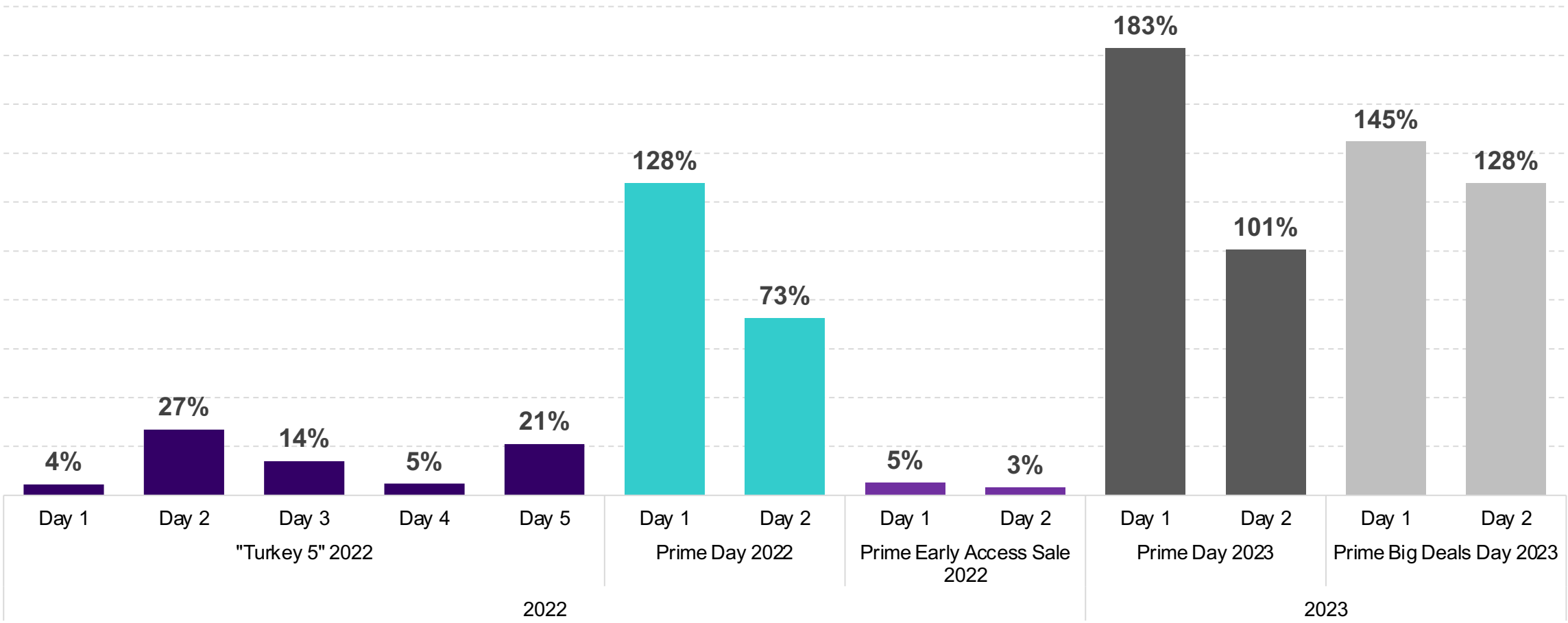
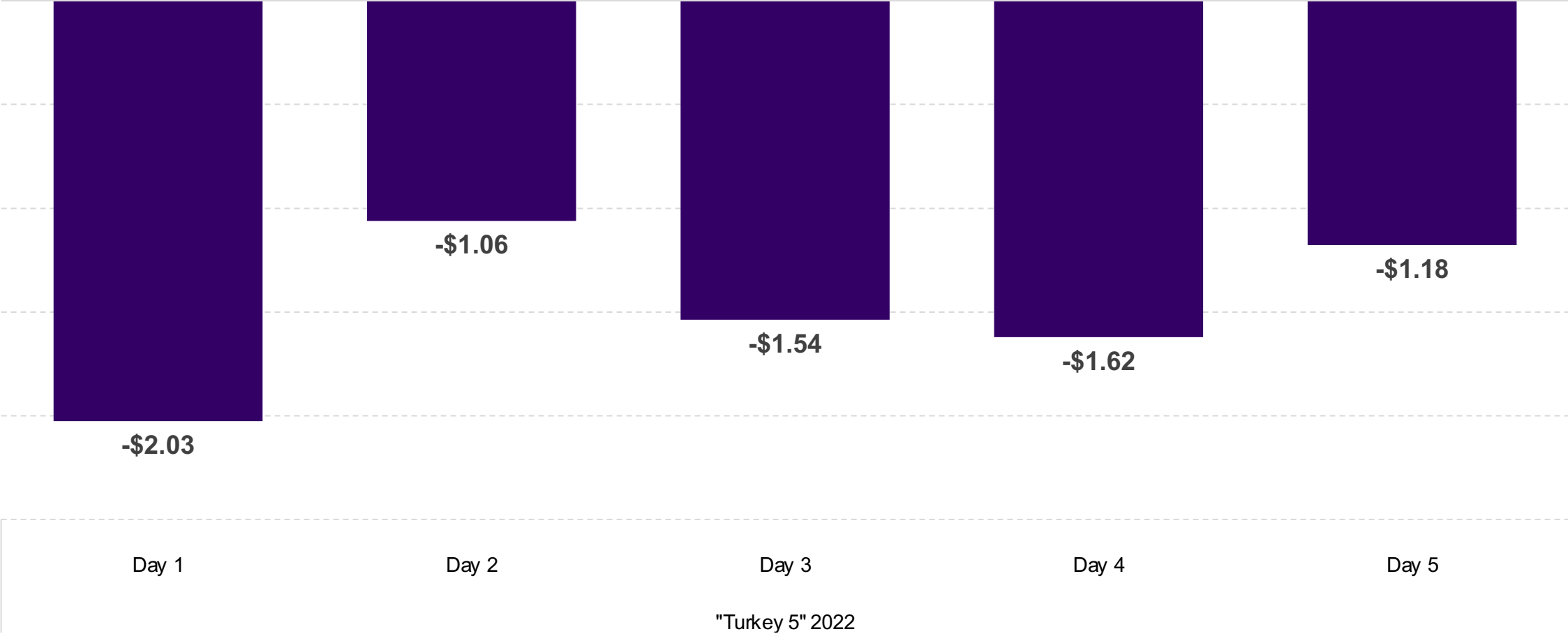**Change in Average Daily Ad Spend versus L14 Day Average**

4%	27%	14%	5%	21%	128%	73%	5%	3%	183%	101%	145%	128%
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	

2022   2023

CommerceIQ

Based on 2022 performance, ad spend should be concentrated on Friday and Monday as that saw the least degredation in ROAS as compared to baseline within the category.

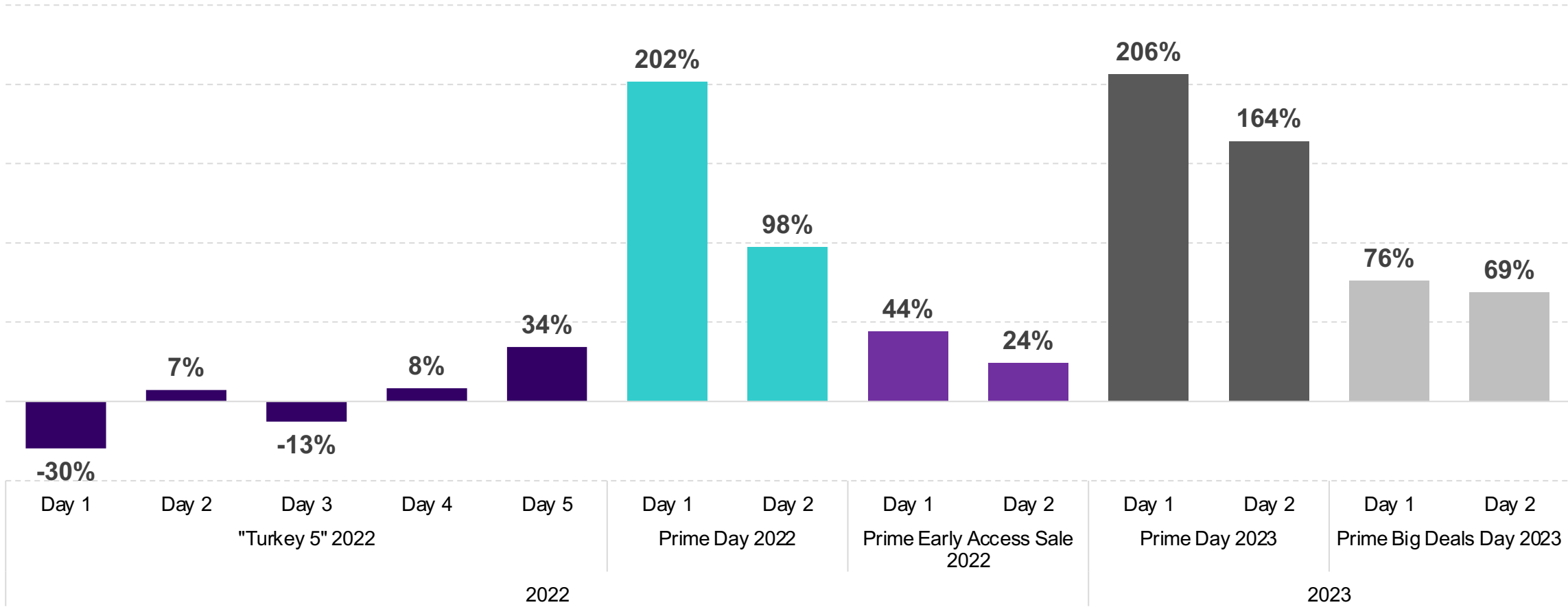**Change in ROAS versus L14 Day Average**

Day 1	Day 2	Day 3	Day 4	Day 5
-$2.03	-$1.06	-$1.54	-$1.62	-$1.18

"Turkey 5" 2022

CommerceIQ

Turkey 5: Grocery Category

November 2023

CommerceIQ

In 2022, T5 has a much lower impact on revenues versus all other tentpole events.

Change in Daily Average Ordered Revenue versus L14 Day Average

	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
Day 1: -30%	Day 2: 7%	Day 3: -13%	Day 4: 8%	Day 5: 34%	Day 1: 202%	Day 2: 98%	Day 1: 44%	Day 2: 24%	Day 1: 206%	Day 2: 164%	Day 1: 76%	Day 2: 69%
		2022								2023		

CommerceIQ

Traffic spiked much less than other tentpole events, with a slow ramp on Sunday and Monday.

Change in Daily Average Glance Views versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
-13%	31%	9%	29%	41%	452%	189%	125%	79%	463%	355%	167%	135%
"Turkey 5" 2022					Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
2022									2023			

CommerceIQ

Turkey 5 appeared to be materially more profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
				2022						2023		

Bar values: -1.6%, -1.0%, -0.4%, 0.9%, -2.3%, -8.1%, -8.3%, 2.8%, 0.2%, -10.4%, -16.0%, -14.2%, -15.0%

November 2023

CommerceIQ

In 2022, T5 saw a smaller increase in ad spend relative to the all tentpole days in 2022.

Change in Average Daily Ad Spend versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
1%	32%	31%	53%	76%	184%	164%	174%	146%	104%	99%	33%	29%
	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
		2022								2023		

CommerceIQ

Based on 2022 performance, ad spend should be concentrated on Friday as that saw the only improvement in ROAS versus the L14 day average.

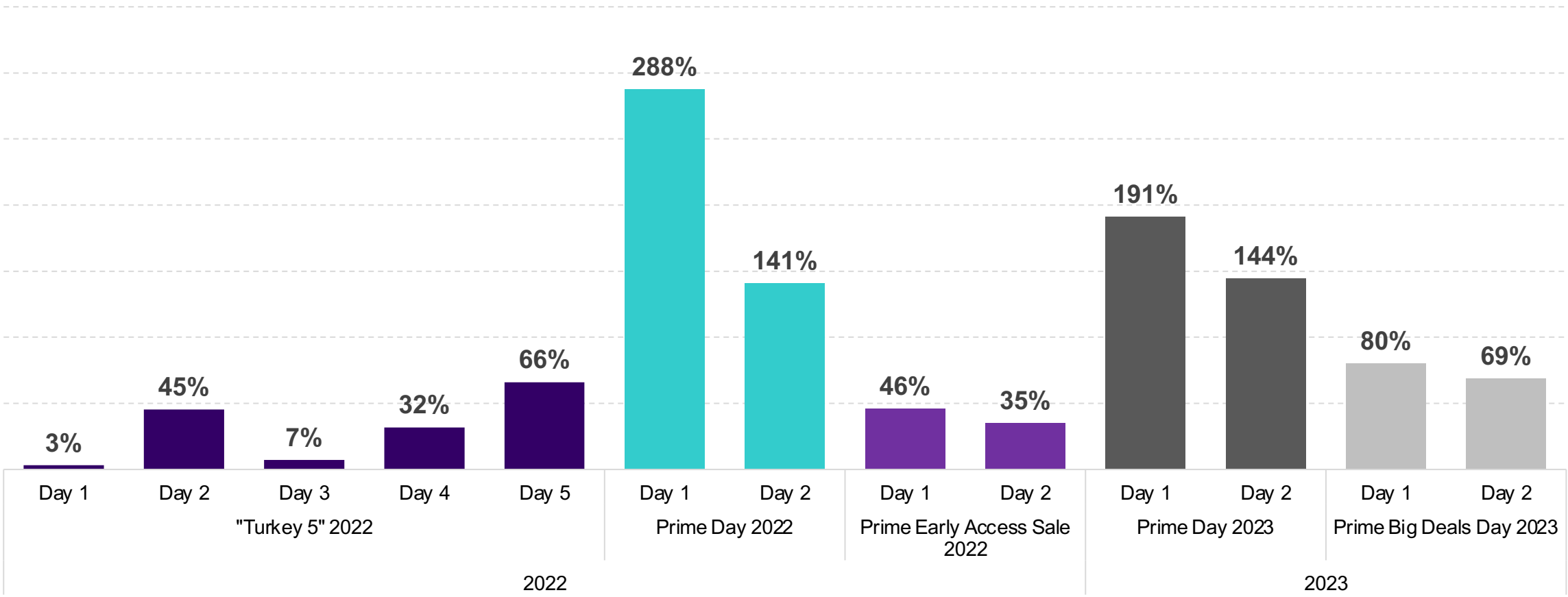**Change in ROAS versus L14 Day Average**
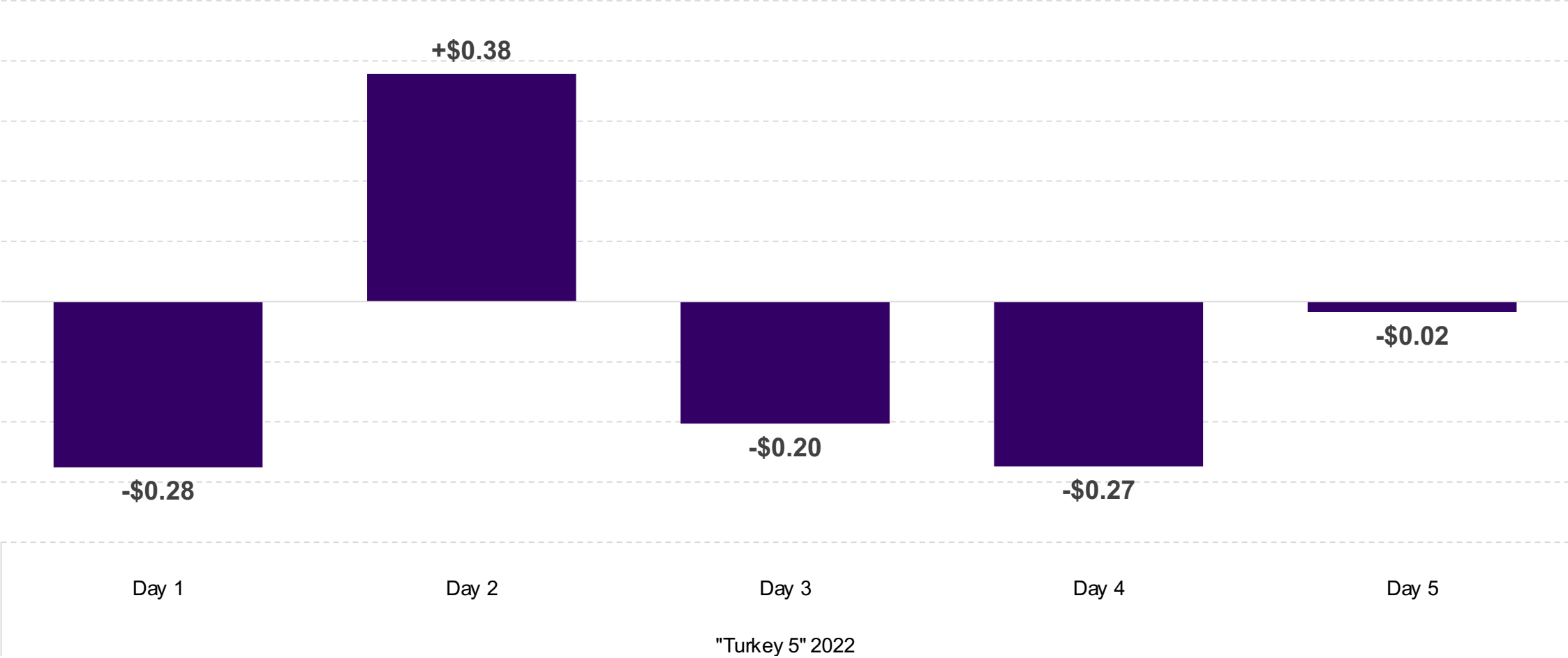
+$0.38

-$0.02

-$0.20

-$0.28

-$0.27

| Day 1 | Day 2 | Day 3 | Day 4 | Day 5 |

"Turkey 5" 2022

CommerceIQ

Turkey 5: Health & Personal Care

November 2023

CommerceIQ

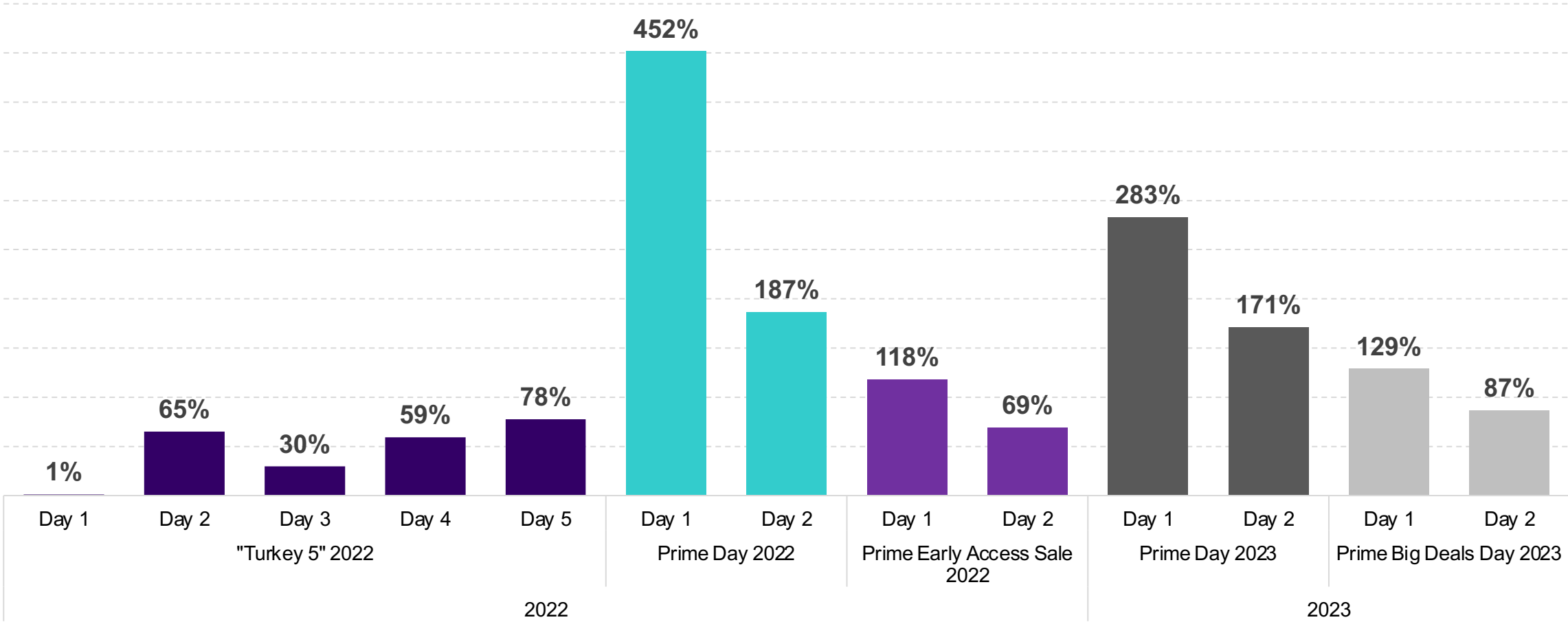# In 2022, T5 has a smaller impact on revenues versus the July sales event and on par with October events.

Change in Daily Average Ordered Revenue versus L14 Day Average

	"Turkey 5" 2022	Prime Day 2022	Prime Early Access Sale 2022	Prime Day 2023	Prime Big Deals Day 2023
Day 1: 3%					
Day 2: 45%					
Day 3: 7%					
Day 4: 32%					
Day 5: 66%					
Prime Day 2022: Day 1 288%, Day 2 141%					
Prime Early Access Sale 2022: Day 1 46%, Day 2 35%					
Prime Day 2023: Day 1 191%, Day 2 144%					
Prime Big Deals Day 2023: Day 1 80%, Day 2 69%					

2022   2023

CommerceIQ

Traffic spiked much less than other tentpole events, with a slight ramp up on Sunday and Monday.

Change in Daily Average Glance Views versus L14 Day Average

	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
1%	65%	30%	59%	78%	452%	187%	118%	69%	283%	171%	129%	87%

2022   2023

CommerceIQ

Turkey 5 appeared to be materially more profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
			2022							2023		

Chart values: -3.5%, -2.2%, -0.6%, 0.5%, -5.2%, -8.2%, -6.5%, 2.1%, -0.8%, -2.4%, -2.9%, 0.3%, -1.1%

CommerceIQ

In 2022, T5 saw a smaller increase in ad spend relative to the all tentpole days in 2022.

Change in Average Daily Ad Spend versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
-7%	45%	27%	42%	63%	150%	164%	70%	49%	356%	345%	106%	80%

"Turkey 5" 2022 — Prime Day 2022 — Prime Early Access Sale 2022 — Prime Day 2023 — Prime Big Deals Day 2023

2022 | 2023

CommerceIQ

Based on 2022 performance, ad spend should be concentrated on Friday as that saw the least degredation in ROAS as compared to baseline within the category.
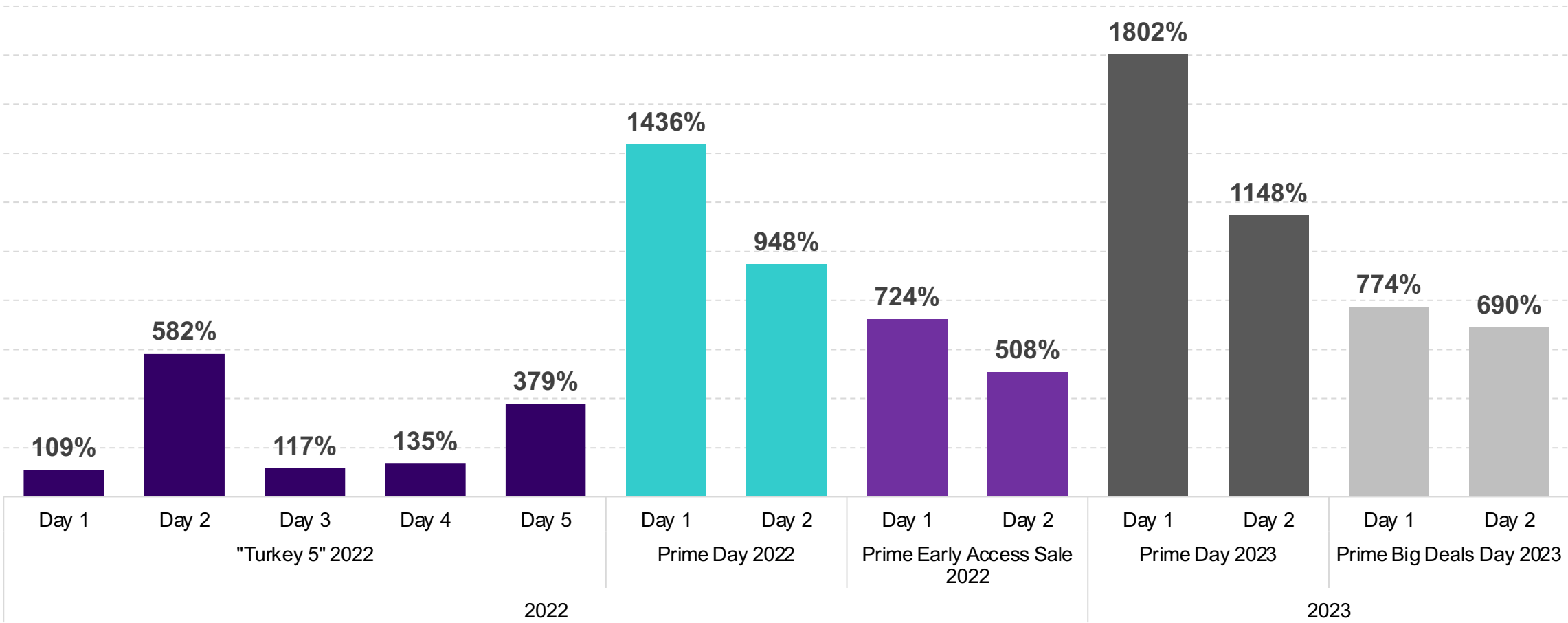
Change in ROAS versus L14 Day Average

	Day 1	Day 2	Day 3	Day 4	Day 5
Change	-$1.02	-$0.55	-$0.87	-$0.61	-$0.69

"Turkey 5" 2022

CommerceIQ

Turkey 5: Home & Kitchen

November 2023

Commerce**IQ**

In 2022, T5 had a smaller impact on revenues versus the October and July sales events.

Change in Daily Average Ordered Revenue versus L14 Day Average

	"Turkey 5" 2022					Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
	109%	582%	117%	135%	379%	1436%	948%	724%	508%	1802%	1148%	774%	690%

2022   2023

CommerceIQ

Traffic spiked much less than other tentpole events, with a peak on Friday.

Change in Daily Average Glance Views versus L14 Day Average
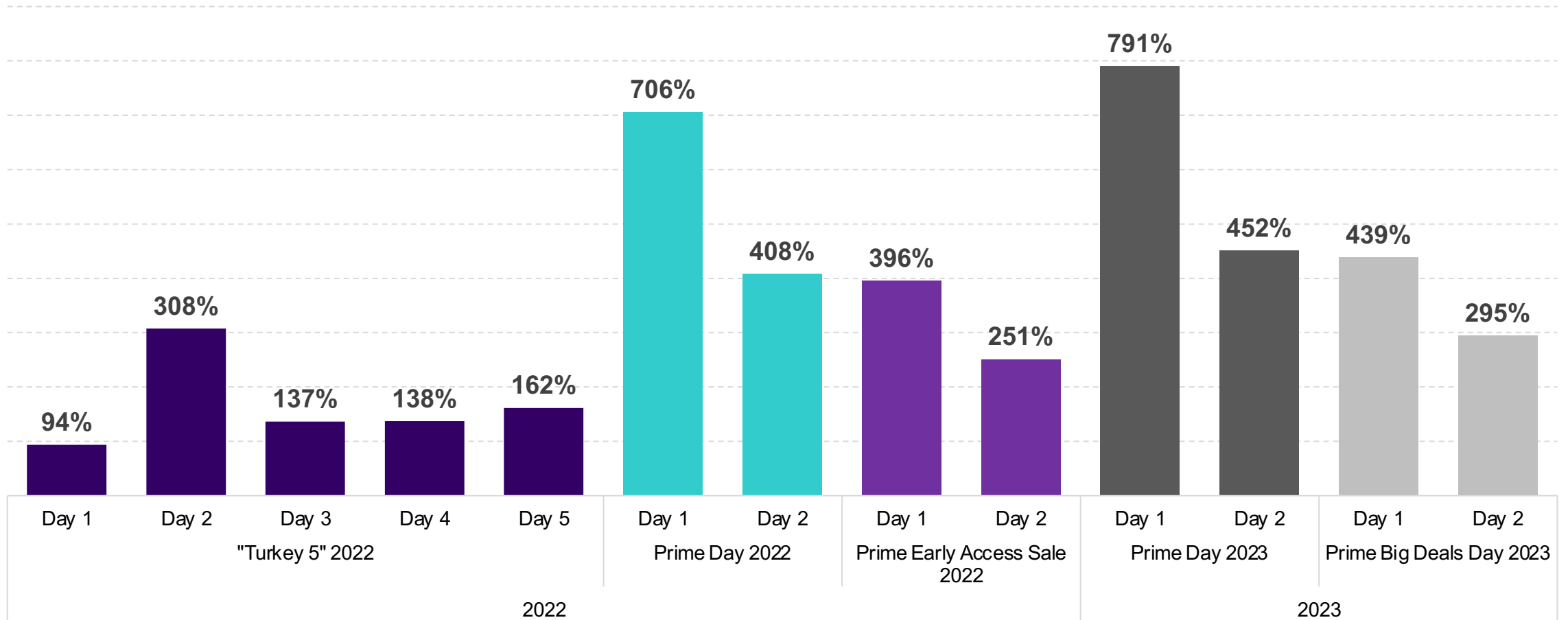
"Turkey 5" 2022
- Day 1: 94%
- Day 2: 308%
- Day 3: 137%
- Day 4: 138%
- Day 5: 162%

Prime Day 2022
- Day 1: 706%
- Day 2: 408%

Prime Early Access Sale 2022
- Day 1: 396%
- Day 2: 251%

Prime Day 2023
- Day 1: 791%
- Day 2: 452%

Prime Big Deals Day 2023
- Day 1: 439%
- Day 2: 295%

2022 | 2023

CommerceIQ

Turkey 5 appeared to be materially less profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
-32.3%	-37.7%	-24.7%	-25.1%	-32.1%	-15.8%	-11.7%	-25.4%	-22.7%	0.4%	0.3%	-12.5%	-12.6%

2022   2023
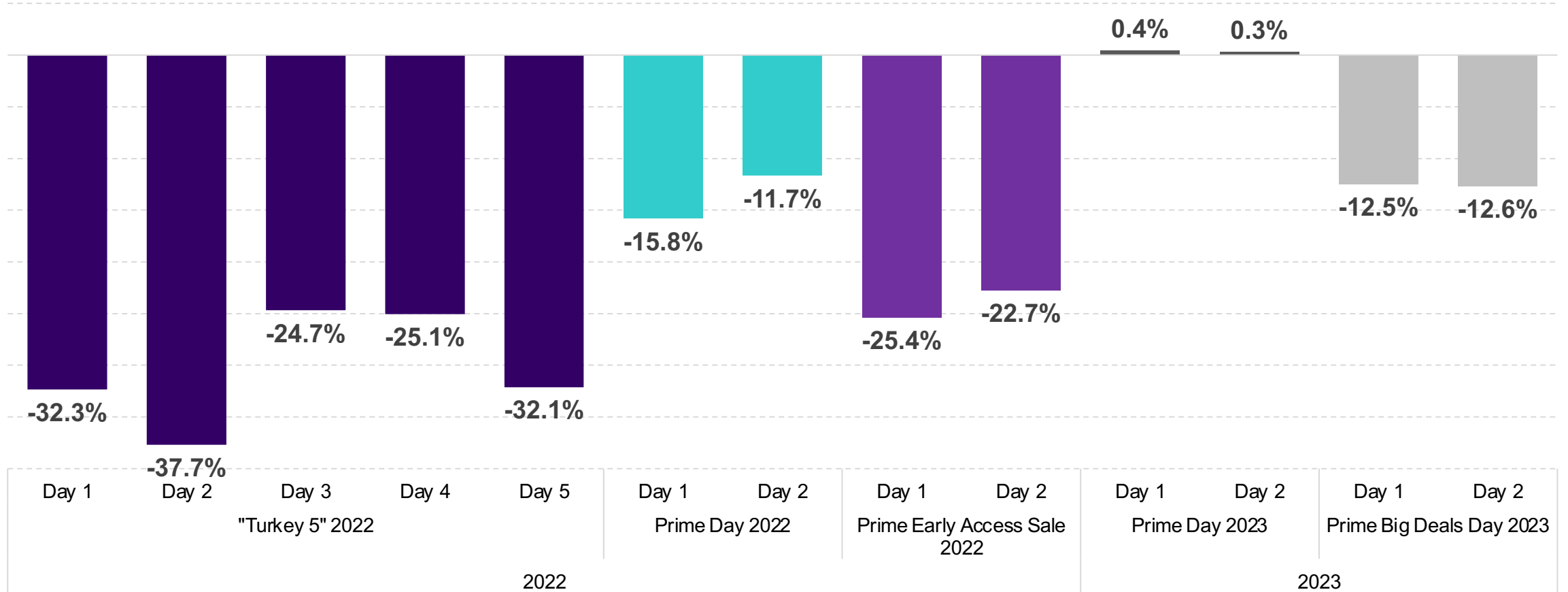
CommerceIQ

In 2022, T5 saw a larger increase in ad spend relative to the all July 2022 Prime Day but a similar increase to October's Amazon sales day.

Change in Average Daily Ad Spend versus L14 Day Average
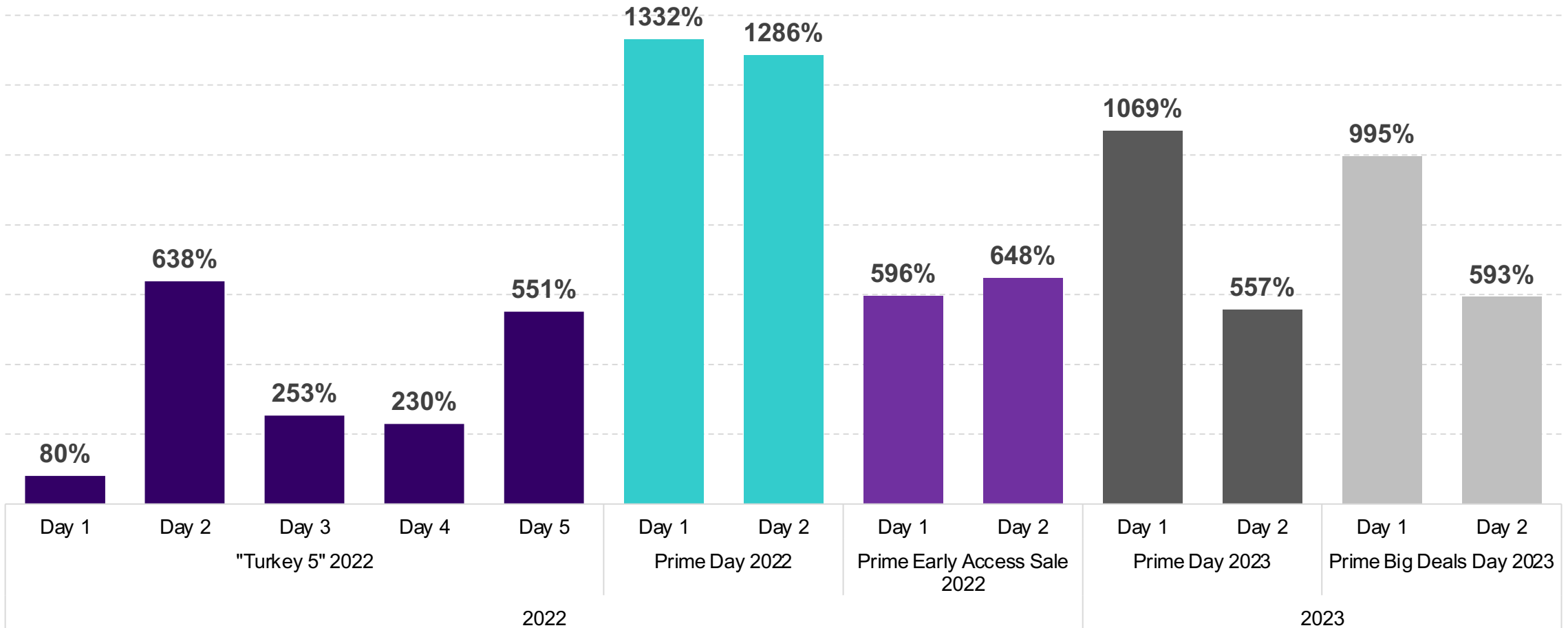
Day 1	Day 2	Day 3	Day 4	Day 5
80%	638%	253%	230%	551%

"Turkey 5" 2022

Day 1	Day 2
1332%	1286%

Prime Day 2022

Day 1	Day 2
596%	648%

Prime Early Access Sale 2022

Day 1	Day 2
1069%	557%

Prime Day 2023

Day 1	Day 2
995%	593%

Prime Big Deals Day 2023

2022   2023

Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to October 2023

CommerceIQ

Based on 2022 performance, ad spend should be concentrated on Thursday and Friday as that saw the only improvement in ROAS versus the average.
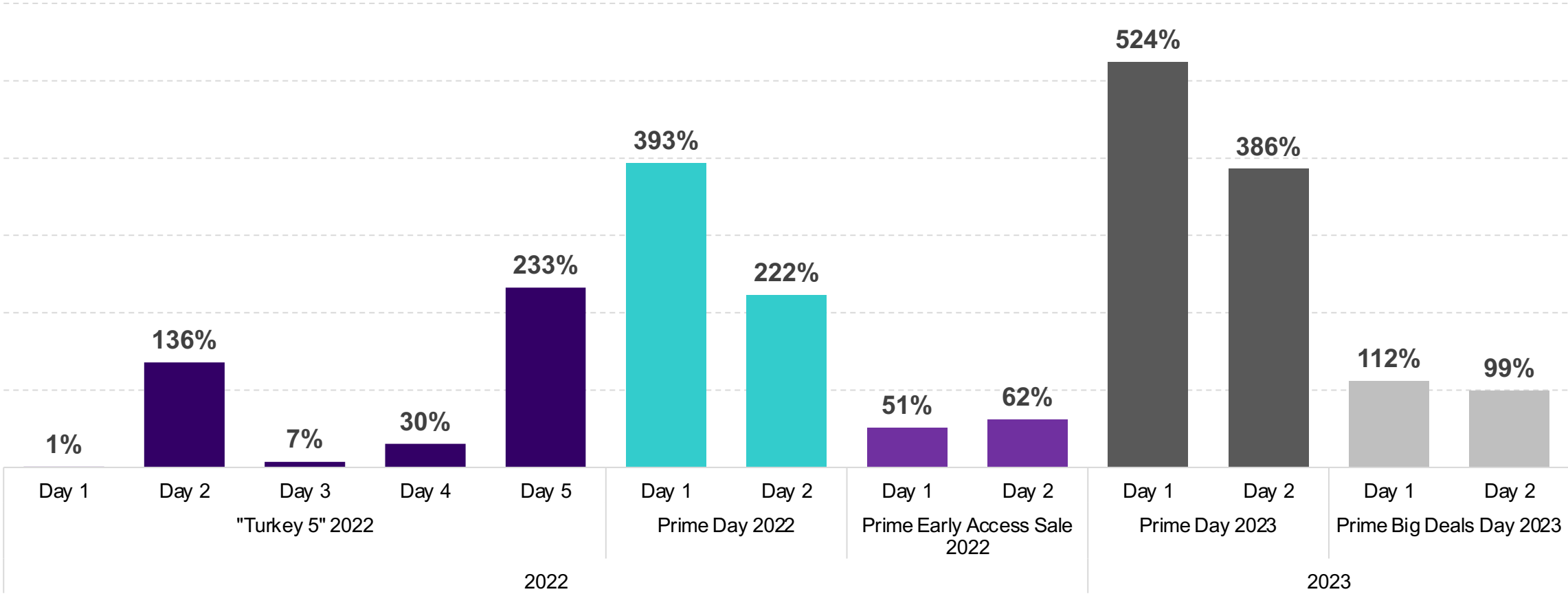
Change in ROAS versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5
+$2.28	+$0.67	-$1.85	-$0.65	-$1.02
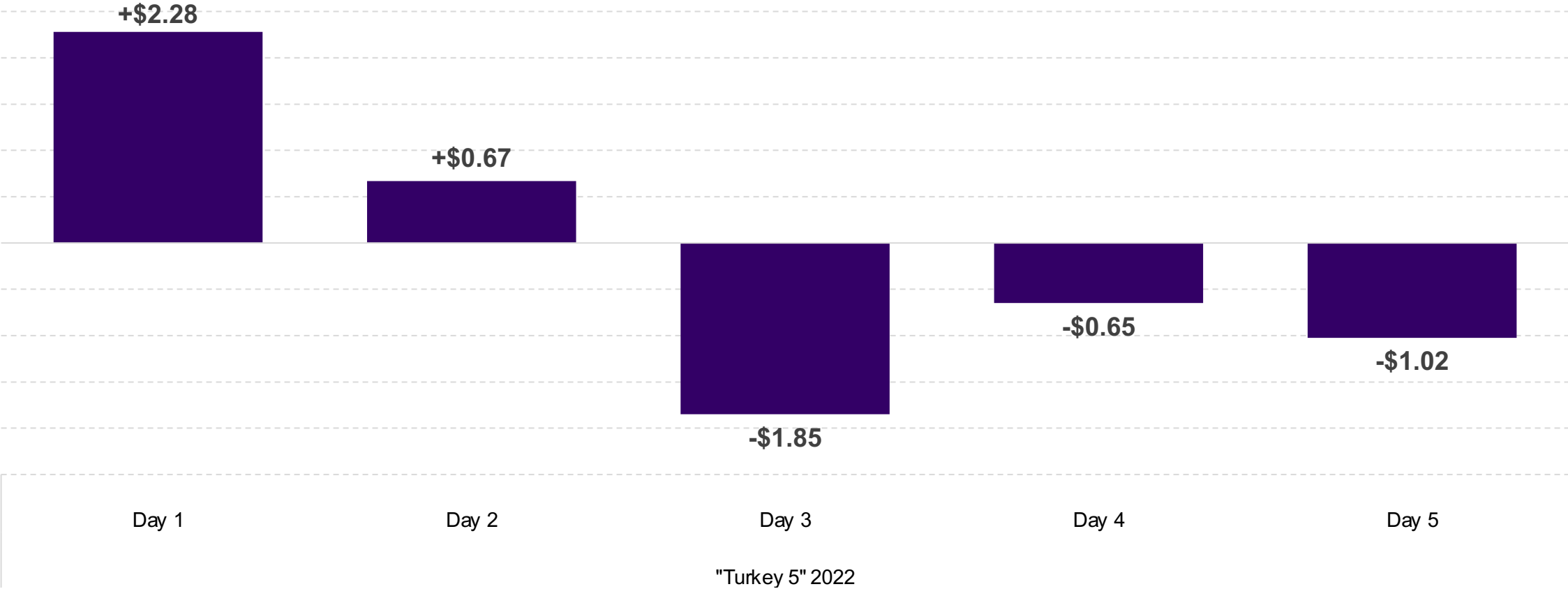
"Turkey 5" 2022

CommerceIQ

Turkey 5: Office Products

November 2023

CommerceIQ

In 2022, T5 has a larger impact on revenues versus the October sales event and below July events.
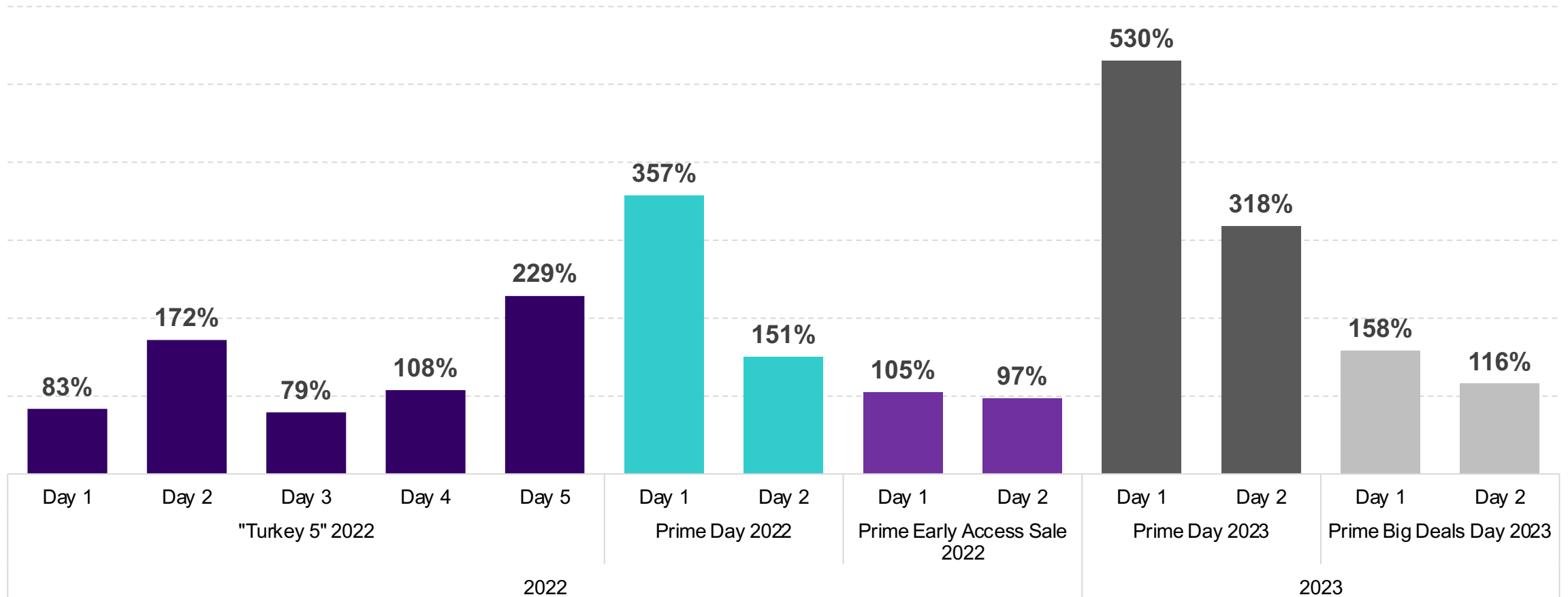
Change in Daily Average Ordered Revenue versus L14 Day Average

	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
1%	136%	7%	30%	233%	393%	222%	51%	62%	524%	386%	112%	99%

2022 | 2023

CommerceIQ

Traffic spiked much less than the July tentpole event but improved versus the '22 October event.

Change in Daily Average Glance Views versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
83%	172%	79%	108%	229%	357%	151%	105%	97%	530%	318%	158%	116%

"Turkey 5" 2022 · Prime Day 2022 · Prime Early Access Sale 2022 · Prime Day 2023 · Prime Big Deals Day 2023

2022 · 2023

November 2023

CommerceIQ

Turkey 5 appeared to be materially less profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
				2022							2023	

Bar values: -23.9%, -29.1%, -21.2%, -17.0%, -21.2%, -6.1%, -7.4%, -7.0%, -4.2%, -18.1%, -15.6%, -14.7%, -13.3%
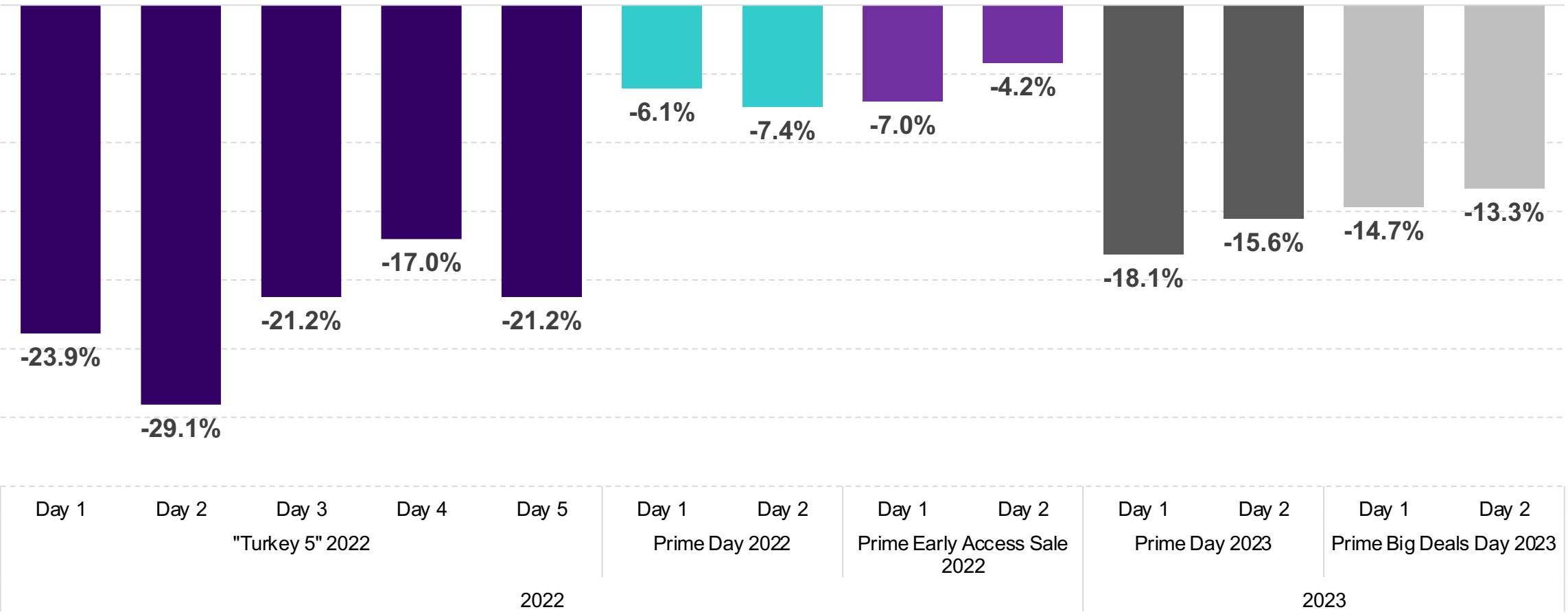
CommerceIQ

In 2022, T5 saw a smaller increase in ad spend relative to Prime Day '22 but an increase versus Early Access '22

**Change in Average Daily Ad Spend versus L14 Day Average**
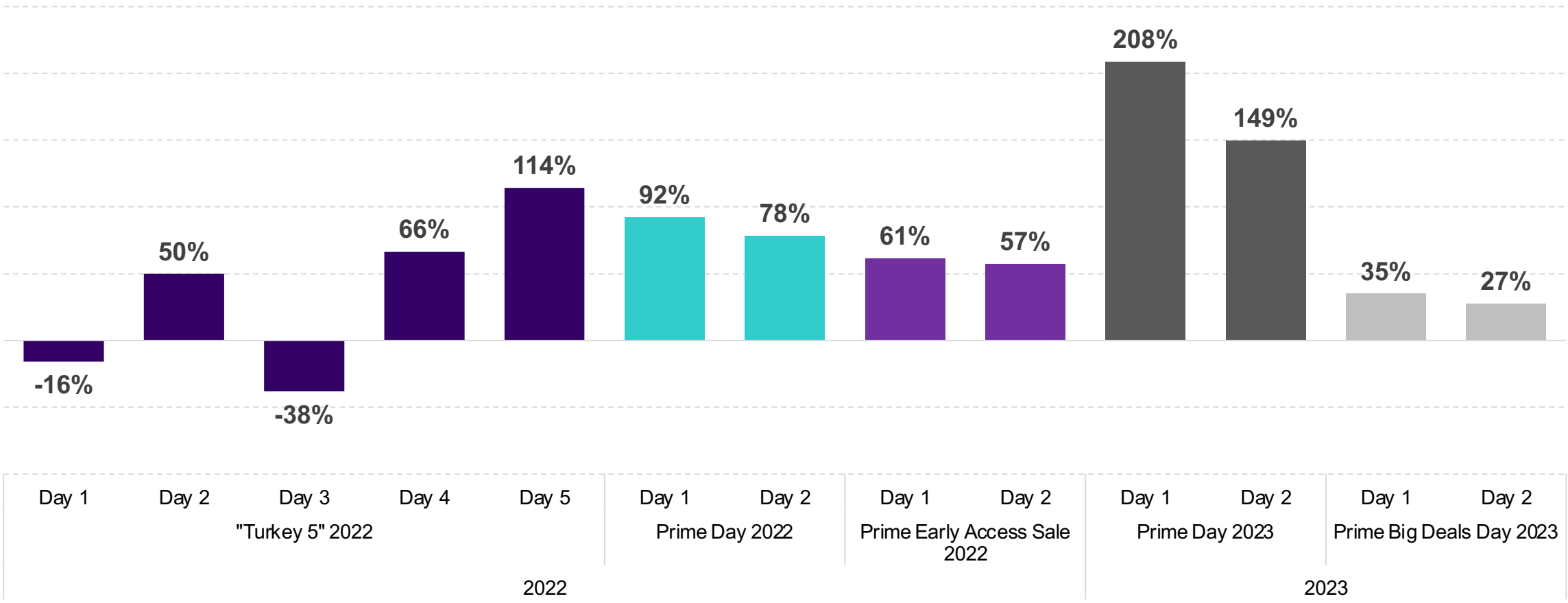
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
-16%	50%	-38%	66%	114%	92%	78%	61%	57%	208%	149%	35%	27%
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
				2022						2023		

CommerceIQ

Based on 2022 performance, ad spend should be concentrated on Saturday as that saw the only improvement in ROAS versus the average.

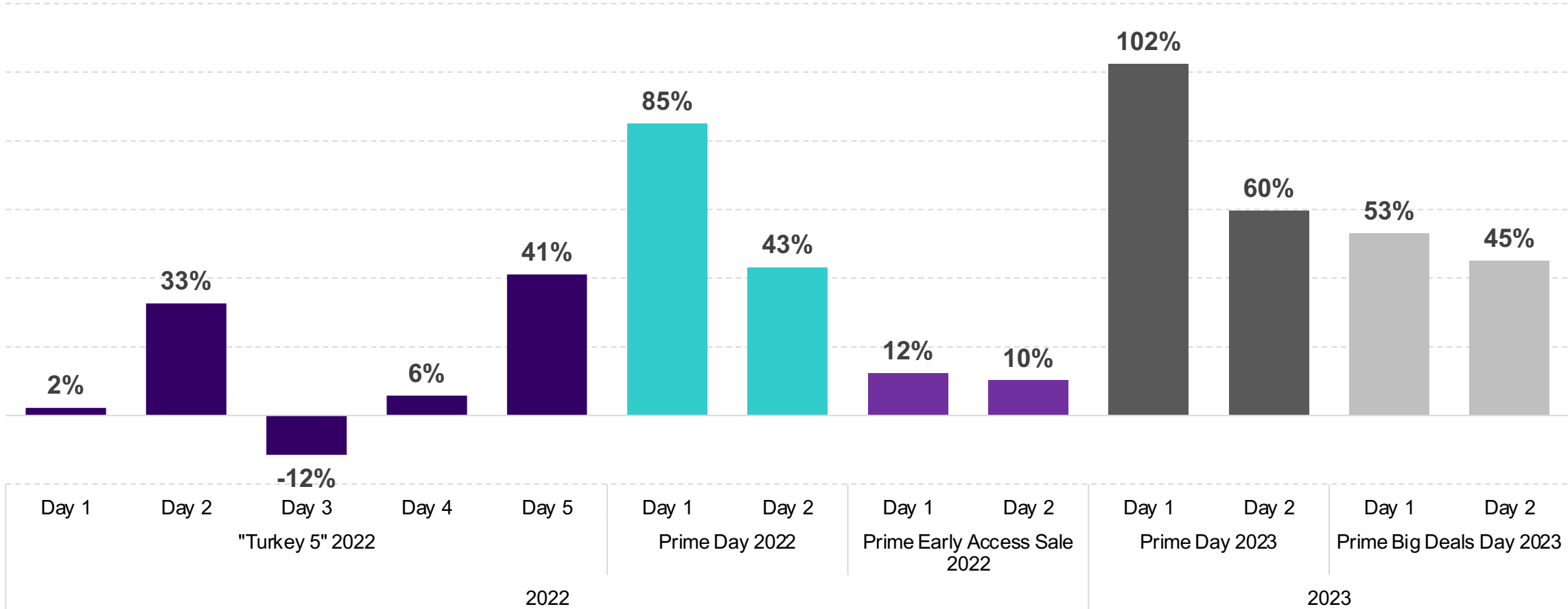**Change in ROAS versus L14 Day Average**

Bar chart showing "Change in ROAS versus L14 Day Average":
- Day 1: -$0.59
- Day 2: -$0.18
- Day 3: +$0.11
- Day 4: -$0.48
- Day 5: +$0.01
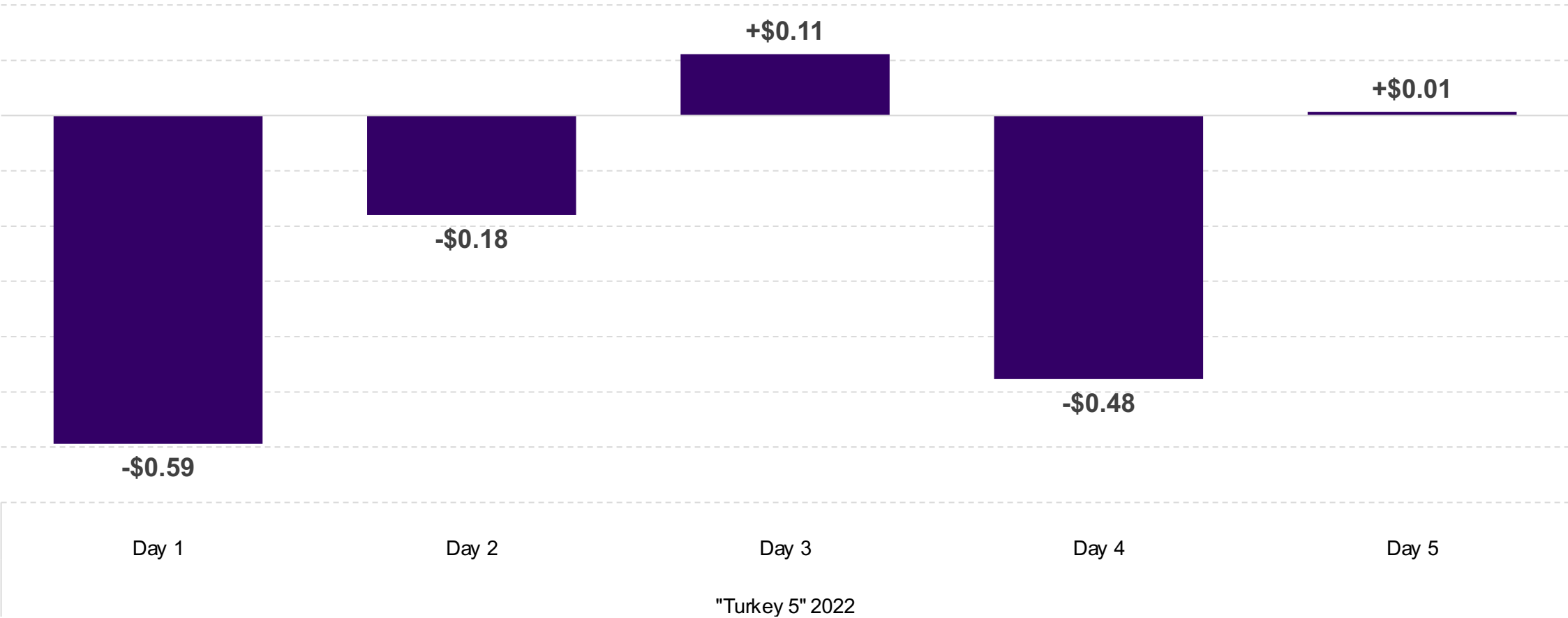
"Turkey 5" 2022

CommerceIQ

Turkey 5: Pet Products

November 2023

CommerceIQ

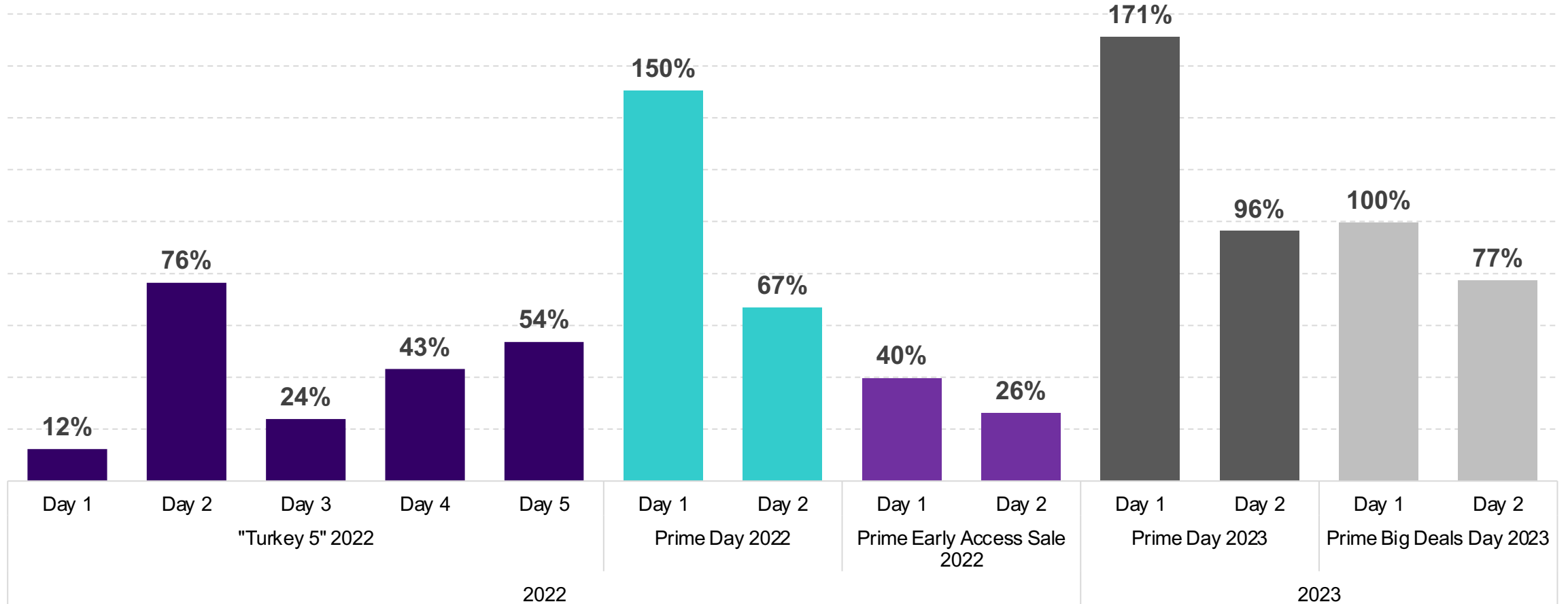# In 2022, T5 has a larger impact on revenues versus the October sales event and smaller vs. July events.

Change in Daily Average Ordered Revenue versus L14 Day Average

2%	33%	-12%	6%	41%	85%	43%	12%	10%	102%	60%	53%	45%
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
			2022							2023		

Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to October 2023

CommerceIQ

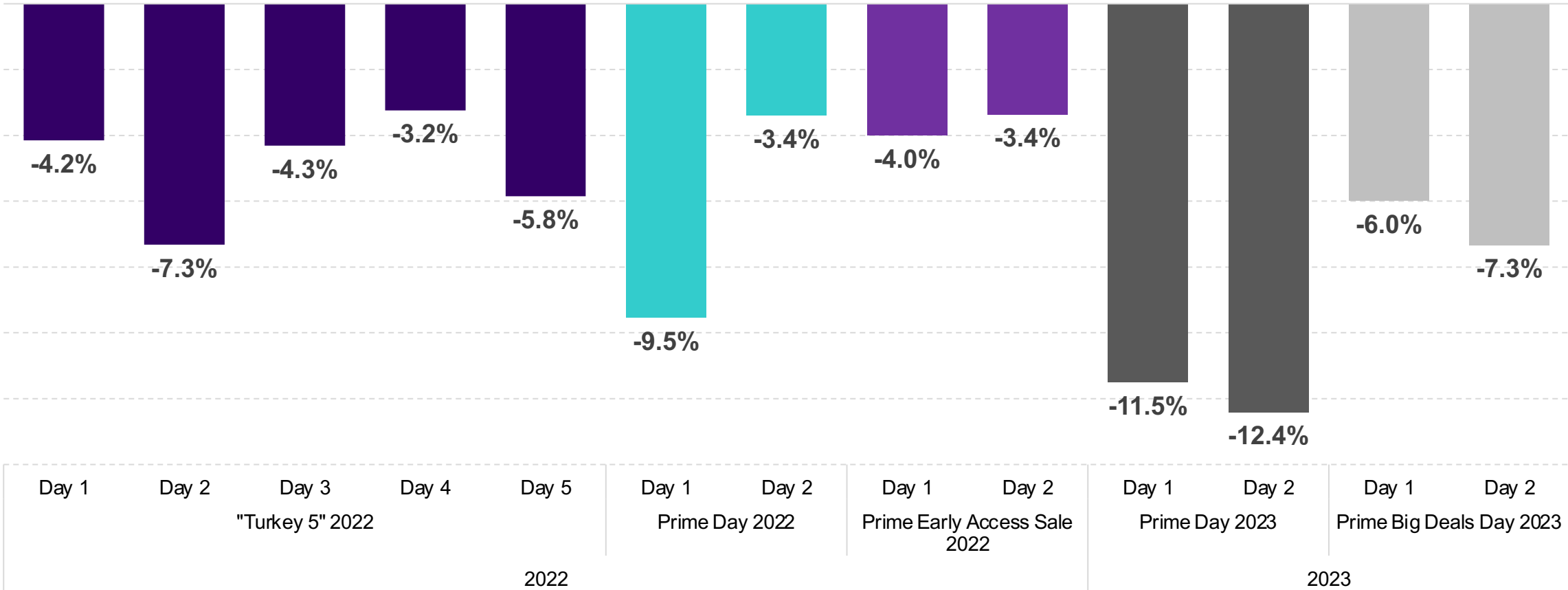# Traffic spiked followed a similar pattern in the category.

Change in Daily Average Glance Views versus L14 Day Average

12%	Day 1	
76%	Day 2	
24%	Day 3	"Turkey 5" 2022
43%	Day 4	
54%	Day 5	
150%	Day 1	Prime Day 2022
67%	Day 2	
40%	Day 1	Prime Early Access Sale 2022
26%	Day 2	
171%	Day 1	Prime Day 2023
96%	Day 2	
100%	Day 1	Prime Big Deals Day 2023
77%	Day 2	

2022   2023

CommerceIQ

Turkey 5 appeared to be slightly more profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
				2022						2023		

Chart values: -4.2%, -7.3%, -4.3%, -3.2%, -5.8%, -9.5%, -3.4%, -4.0%, -3.4%, -11.5%, -12.4%, -6.0%, -7.3%

CommerceIQ

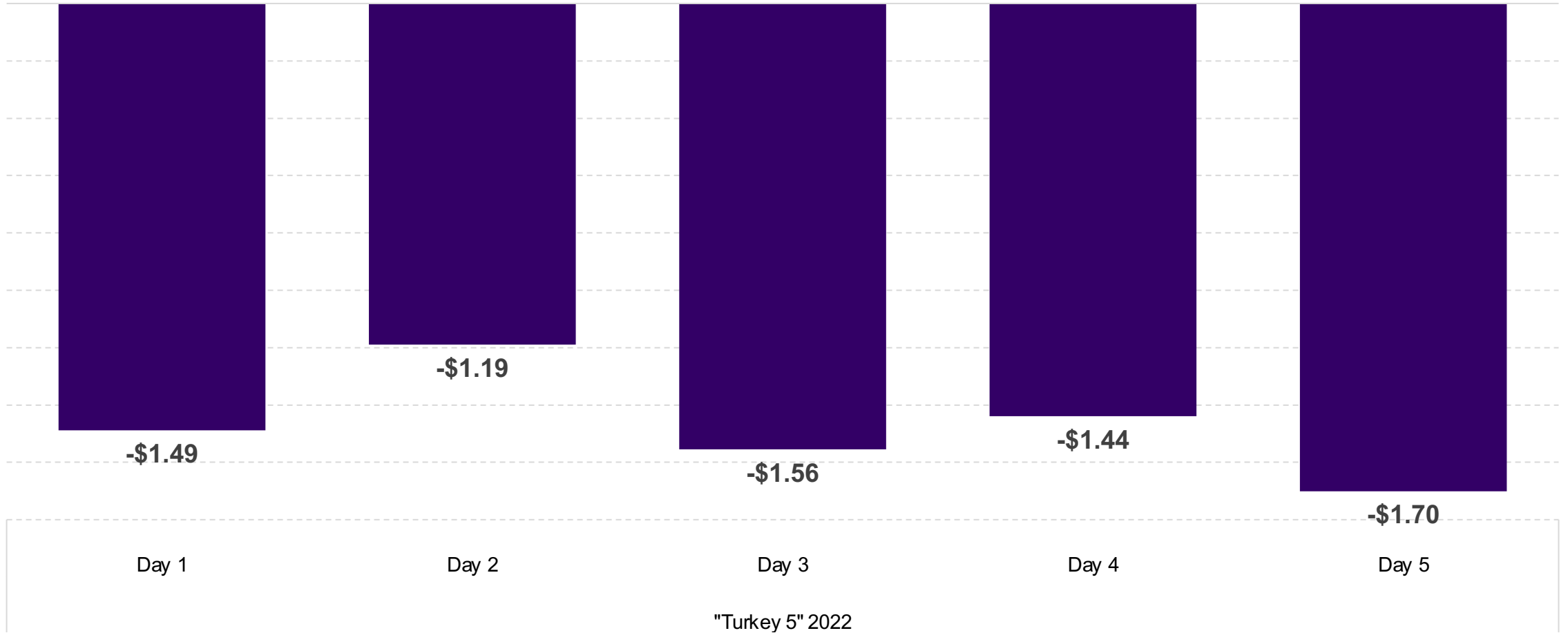# In 2022, T5 saw a larger increase in ad spend relative to all tentpole events in 2022.
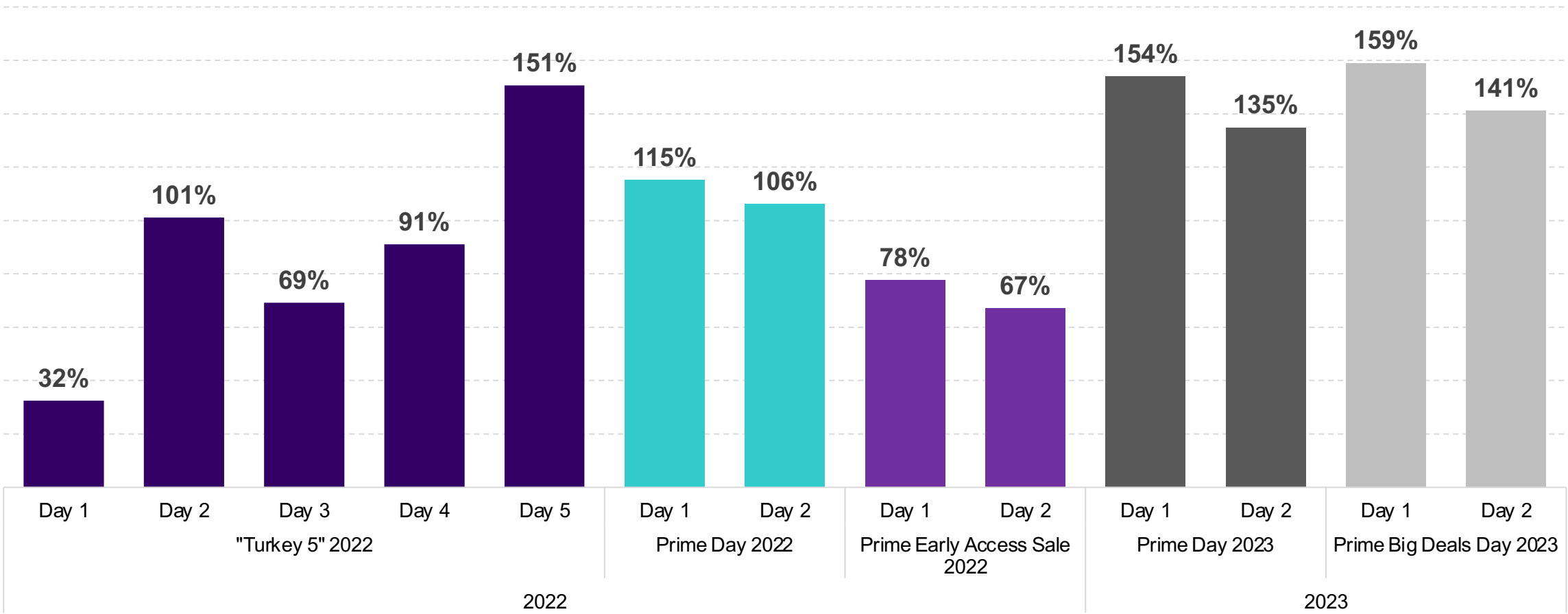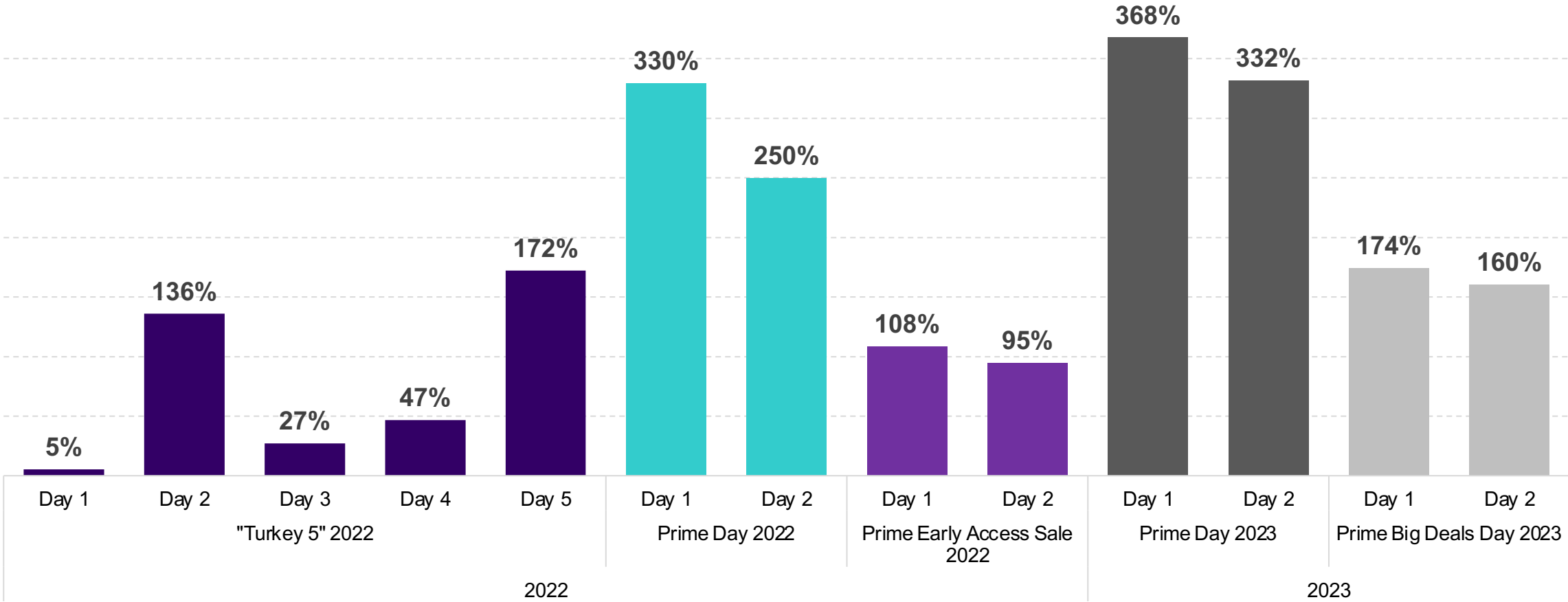
Change in Average Daily Ad Spend versus L14 Day Average

Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to October 2023

CommerceIQ

Based on 2022 performance, ROAS saw a degredation on all sales days.

Change in ROAS versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5
-$1.49	-$1.19	-$1.56	-$1.44	-$1.70

"Turkey 5" 2022

CommerceIQ

Turkey 5: Tools & Home Improvement

November 2023

CommerceIQ

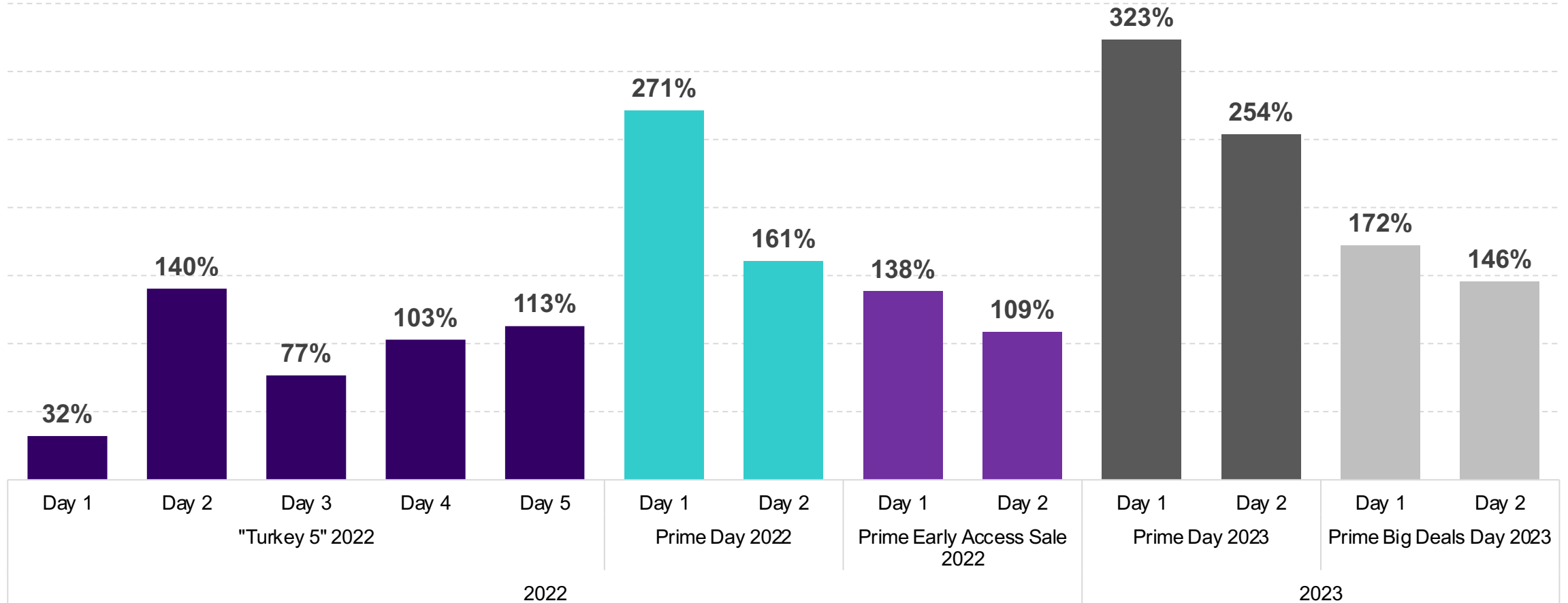# In 2022, T5 has a larger impact on revenues versus the October sales event and below the July event.

Change in Daily Average Ordered Revenue versus L14 Day Average

5%	136%	27%	47%	172%	330%	250%	108%	95%	368%	332%	174%	160%
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
			2022							2023		

CommerceIQ

Traffic spiked much less than other tentpole events, with a near even split on Sunday and Monday.

Change in Daily Average Glance Views versus L14 Day Average

32%	140%	77%	103%	113%	271%	161%	138%	109%	323%	254%	172%	146%
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
		2022							2023			

November 2023

CommerceIQ

Turkey 5 appeared to be similarly profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
-18.0%	-24.7%	-24.1%	-15.7%	-26.2%	-16.5%	-16.2%	-19.7%	-20.4%	-24.2%	-25.3%	-20.0%	-24.0%
		2022								2023		

CommerceIQ

In 2022, T5 saw a smaller increase in ad spend relative to the all tentpole days in 2022.

Change in Average Daily Ad Spend versus L14 Day Average

	"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
	Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
	36%	157%	105%	88%	142%	285%	282%	305%	274%	524%	662%	237%	242%

2022   2023

CommerceIQ

Based on 2022 performance, ad spend should be concentrated on Friday and Monday as that saw the largest improvement in ROAS as compared to baseline within the category.
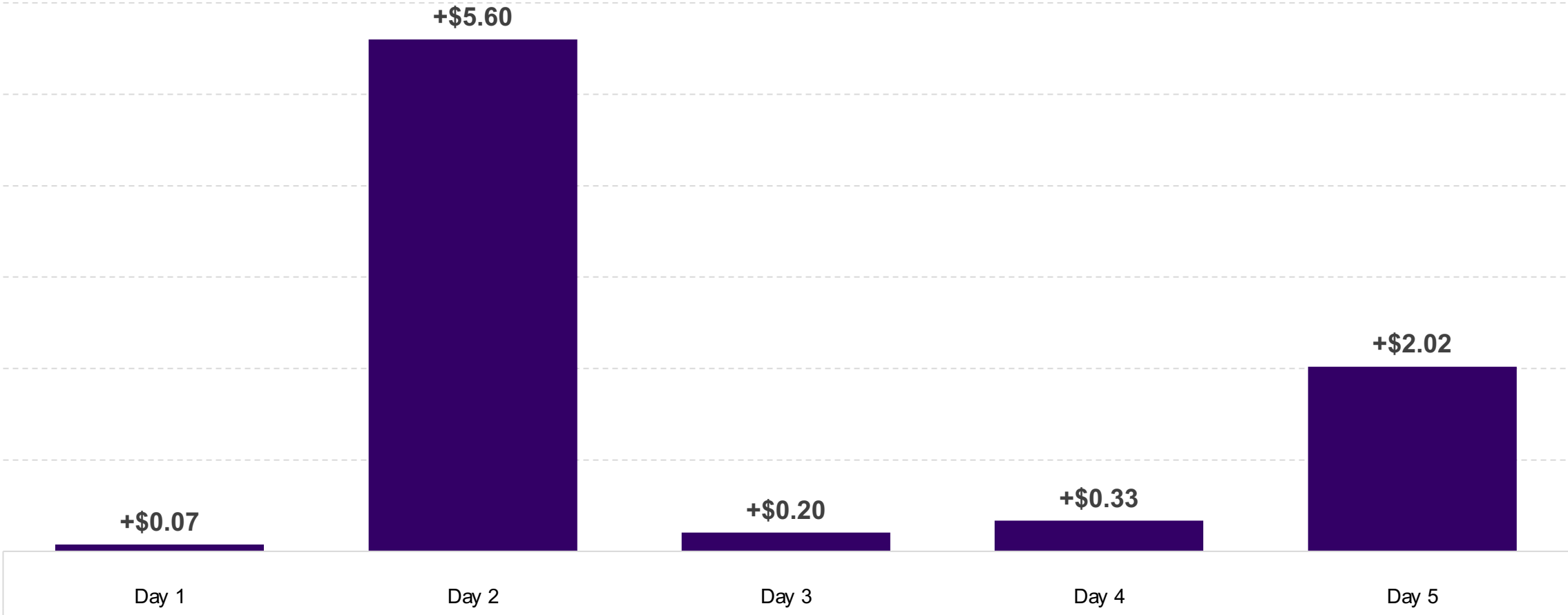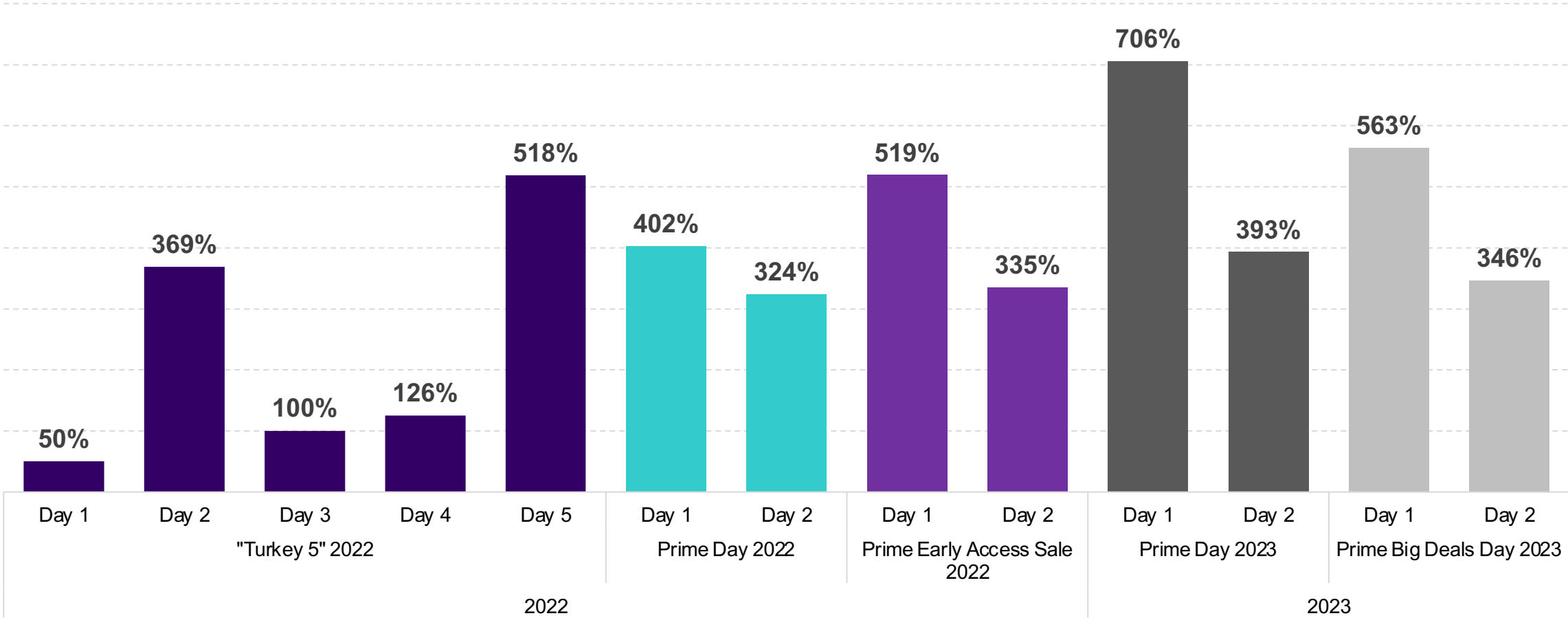
Change in ROAS versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5
+$0.07	+$5.60	+$0.20	+$0.33	+$2.02

CommerceIQ

Turkey 5: Toys Category

November 2023

CommerceIQ

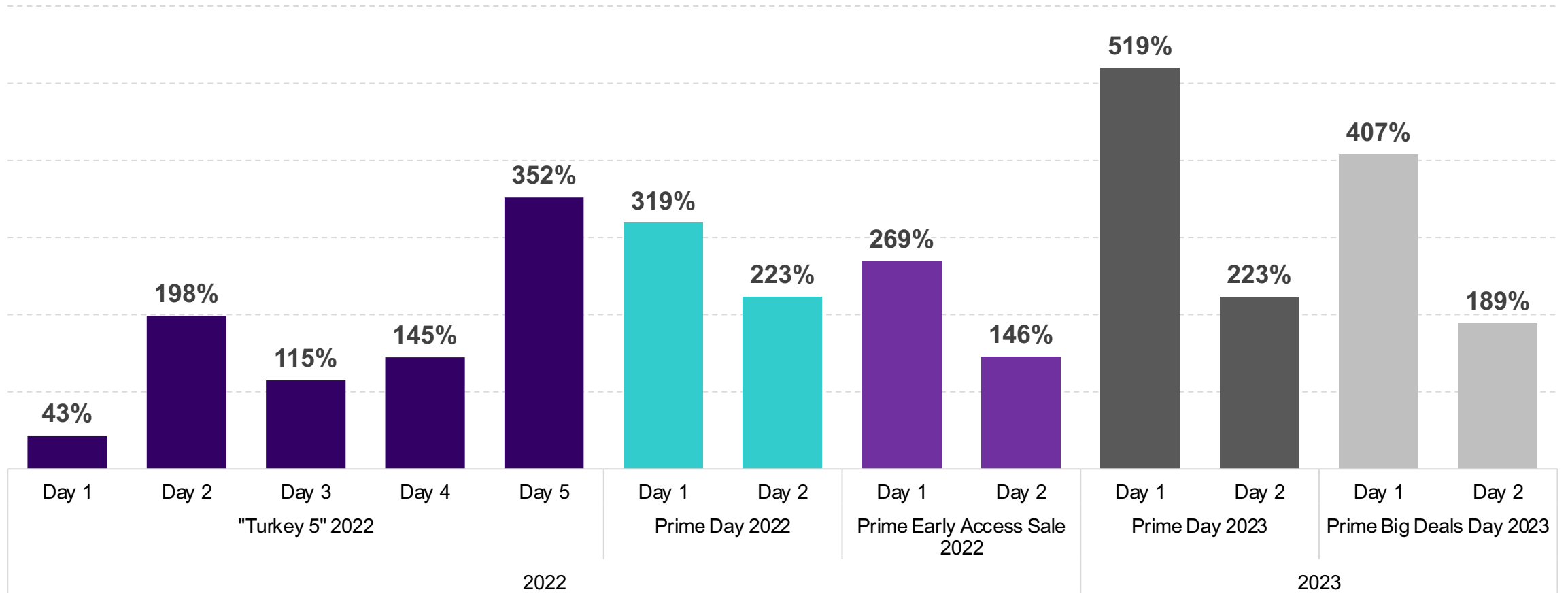# In 2022, T5 had a similar impact to revenues as compared to the existing Amazon 2022 tentpole events.

Change in Daily Average Ordered Revenue versus L14 Day Average

		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
50%	369%	100%	126%	518%	402%	324%	519%	335%	706%	393%	563%	346%

2022   2023

CommerceIQ

Traffic spiked by a similar level compared to tentpole events, with a spike on Cyber Monday.

Change in Daily Average Glance Views versus L14 Day Average

43%	198%	115%	145%	352%	319%	223%	269%	146%	519%	223%	407%	189%
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
		"Turkey 5" 2022				Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023
				2022							2023	

CommerceIQ

Turkey 5 appeared to be materially less profitable for brands compared to other 2022 tentpole events.

Change in Average Unit Margin % versus L14 Day Average

		"Turkey 5" 2022			Prime Day 2022		Prime Early Access Sale 2022		Prime Day 2023		Prime Big Deals Day 2023	
Day 1	Day 2	Day 3	Day 4	Day 5	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2	Day 1	Day 2
-12.0%	-17.5%	-20.0%	-25.0%	-19.0%	12.5%	15.1%	8.0%	10.6%	9.9%	8.9%	-18.9%	-22.0%

2022   2023

CommerceIQ

In 2022, T5 saw a larger increase in ad spend relative to the all tentpole days in 2022.
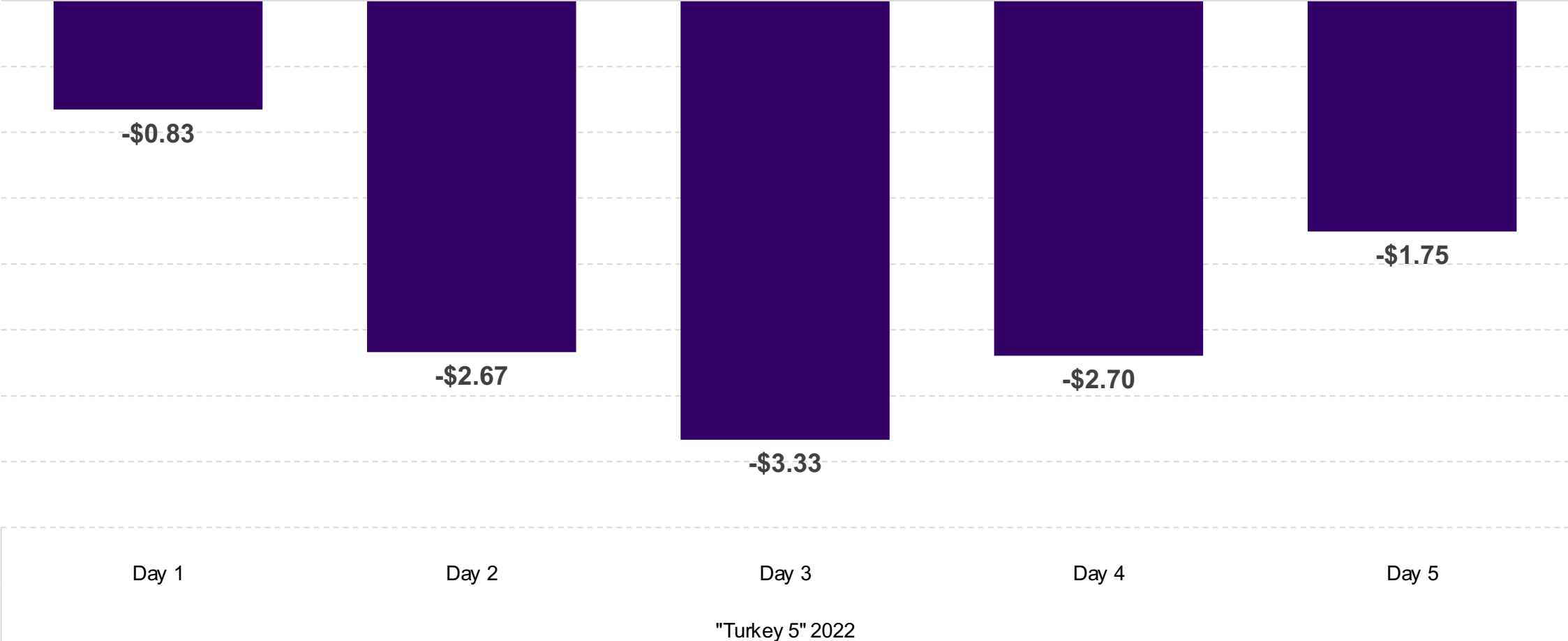
Change in Average Daily Ad Spend versus L14 Day Average

Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to October 2023

CommerceIQ

Based on 2022 performance, ad spend should be concentrated on Thursday and Monday as that saw the least degredation in ROAS as compared to baseline within the category.

Change in ROAS versus L14 Day Average

Day 1	Day 2	Day 3	Day 4	Day 5
-$0.83	-$2.67	-$3.33	-$2.70	-$1.75

"Turkey 5" 2022

November 2023

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Contact Us

Contact CommerceIQ at https://www.commerceiq.ai/demo/

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