

**RECAP REPORT**

# **What happened?**

## **Turkey 11: The Event Formerly known as Turkey 5**

**December 2023**

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## Executive Summary: Top 4 Takeaways for Turkey 5

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1

**Overall:** T5 2023 was much more competitive than T5 2022, evidenced by Gross Margin declines between 6.5% to 12.9% and ROAS declines of upwards of \$2.70. This correlates with increases of ad spends of up to 13% to 57% and decreases in traffic of upwards of 4% to 5% during BFCM, making it harder and more expensive to capture demand.

2

**Top-Line:** T5 2023 was 10% bigger when measured by ordered revenue as compared to T5 2022, and when focused on BFCM specifically was similar in impact on sales as Prime Big Deals Days. Prime Day 2023 remained the dominant shopping event of the year, driving upwards of 4.8x increase in daily sales as compared to the L14 day average leading into the event. T5 only saw a maximum increase of 1.9x

3

**Promo & Inventory:** Discount levels and inventory on hand levels remained consistent in 2023 as compared to 2022, signaling a very similar promo strategy and inventory allocation plan year over year. With that said, Revenue losses due to out of stock spiked by upwards of 80% during BFCM 2023, indicating brands still did not prepare effectively, either by better forecasting tied to marketing strategy, or introducing back-up fulfillment methods, to avoid these losses.

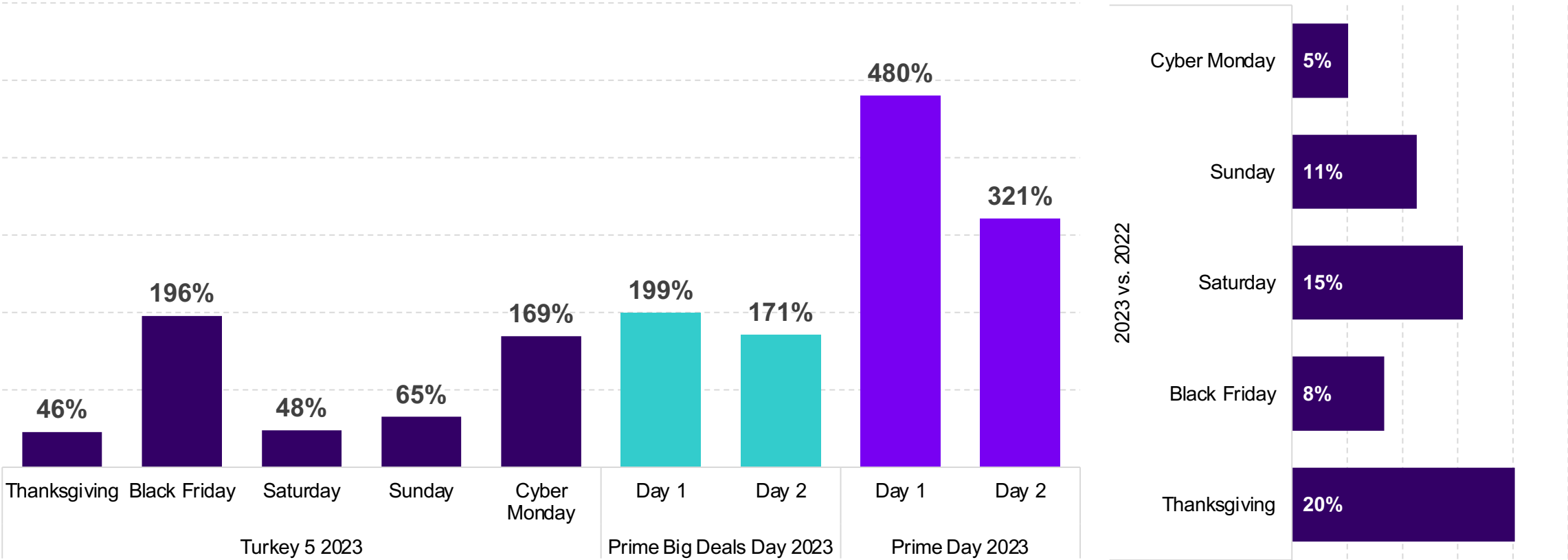
4

**Ad Spend Strategy:** With the introduction of T11, brands focused their spend efforts on Sponsored Display up until Thanksgiving, where they layered on Sponsored Brand and Product to drive conversion. Overall during T5 2023, brands relied more heavily on Sponsored Products versus other ad types as compared to 2022, emphasizing the likely internal focus on performance / bottom of funnel tactics to drive profitable sales.

**T5 2023 drove 10% more revenue versus T5 2022, with BFCM delivering similar impact on revenues as compared to Prime Big Deal Days. Both events are dwarfed by Prime Day 2023.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**

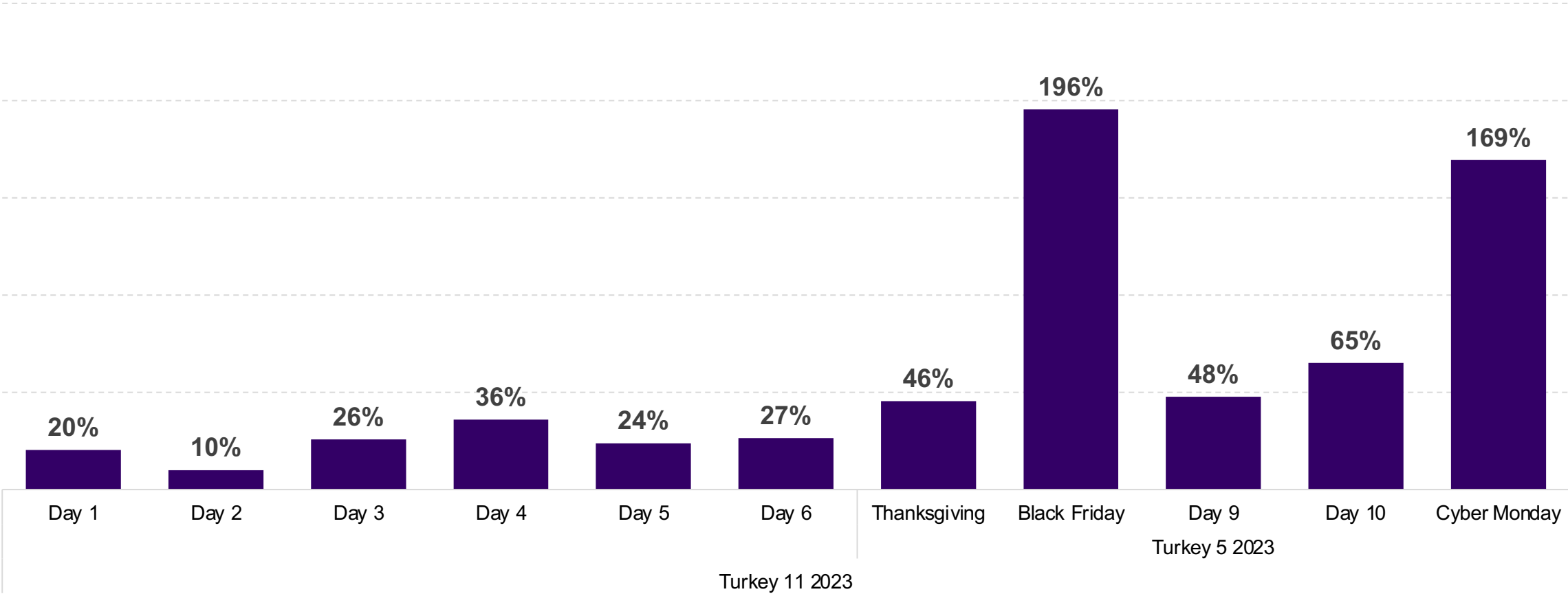
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

Turkey 11 drove a marginal increase in ordered revenue, with majority of sales happening on Black Friday and Cyber Monday, which is consistent with previous years.

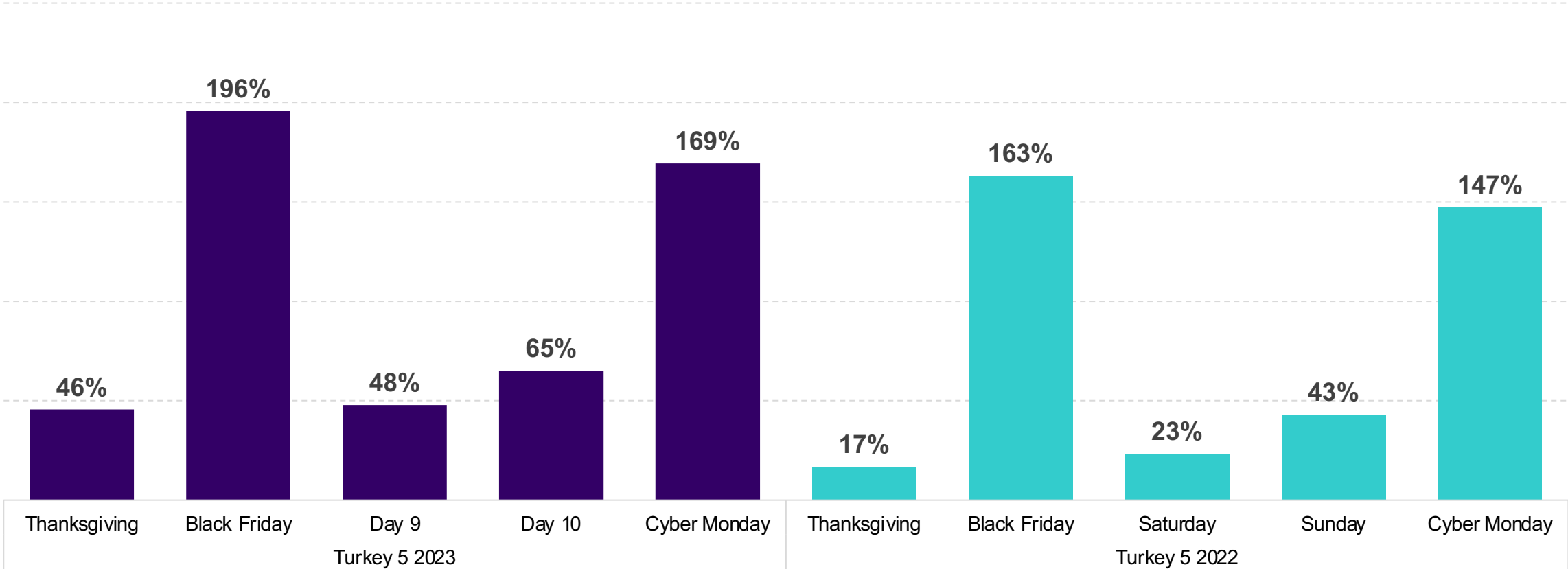
Change in Daily Average Ordered Revenue versus L14 Day Average



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

**T5 2023 saw increased shopping activity outside of BFCM as compared to T5 2022, potentially impacted by the stronger leadup through T11 which spread shopping behavior over a larger span of days.**

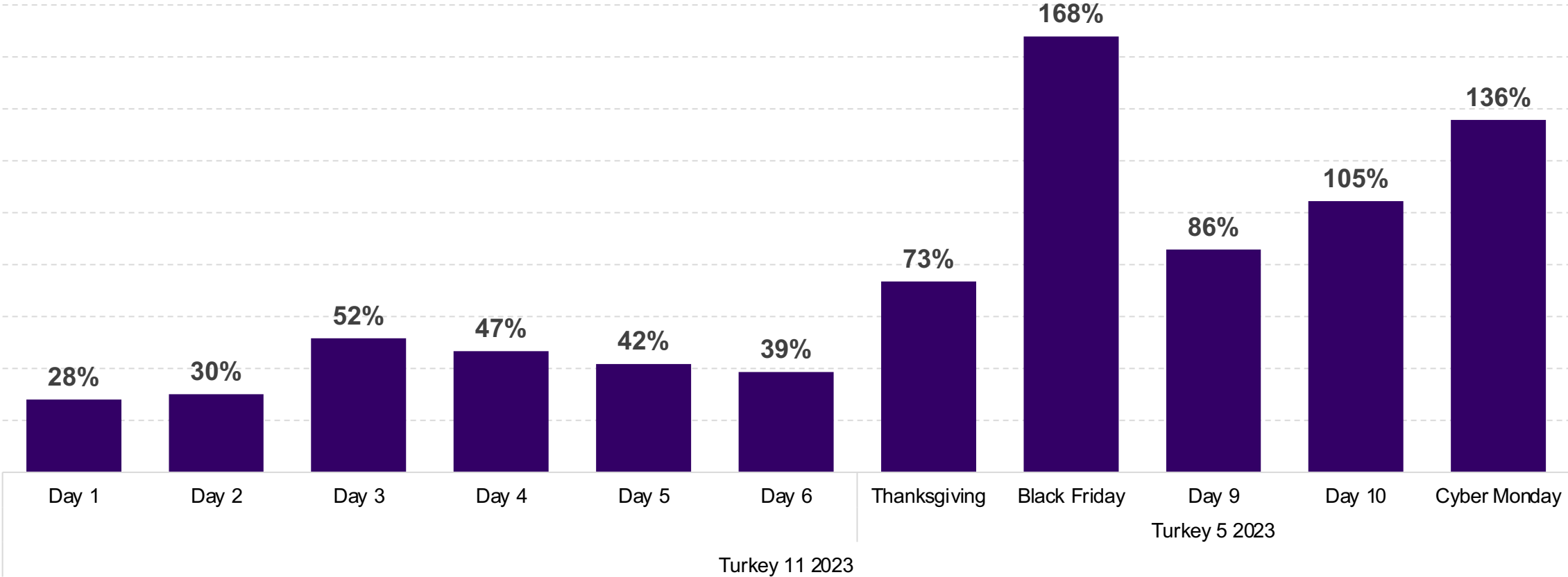
**Change in Daily Average Ordered Revenue versus L14 Day Average**



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

The shift from T5 to T11 in 2023 was effective in driving a meaningful increase in traffic leading into T5.

Change in Daily Average Glance Views versus L14 Day Average

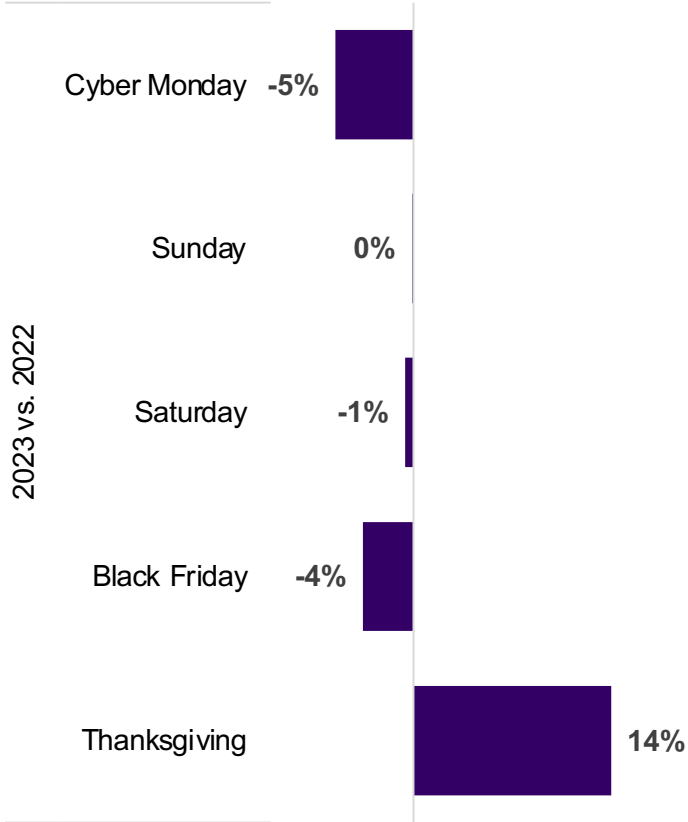
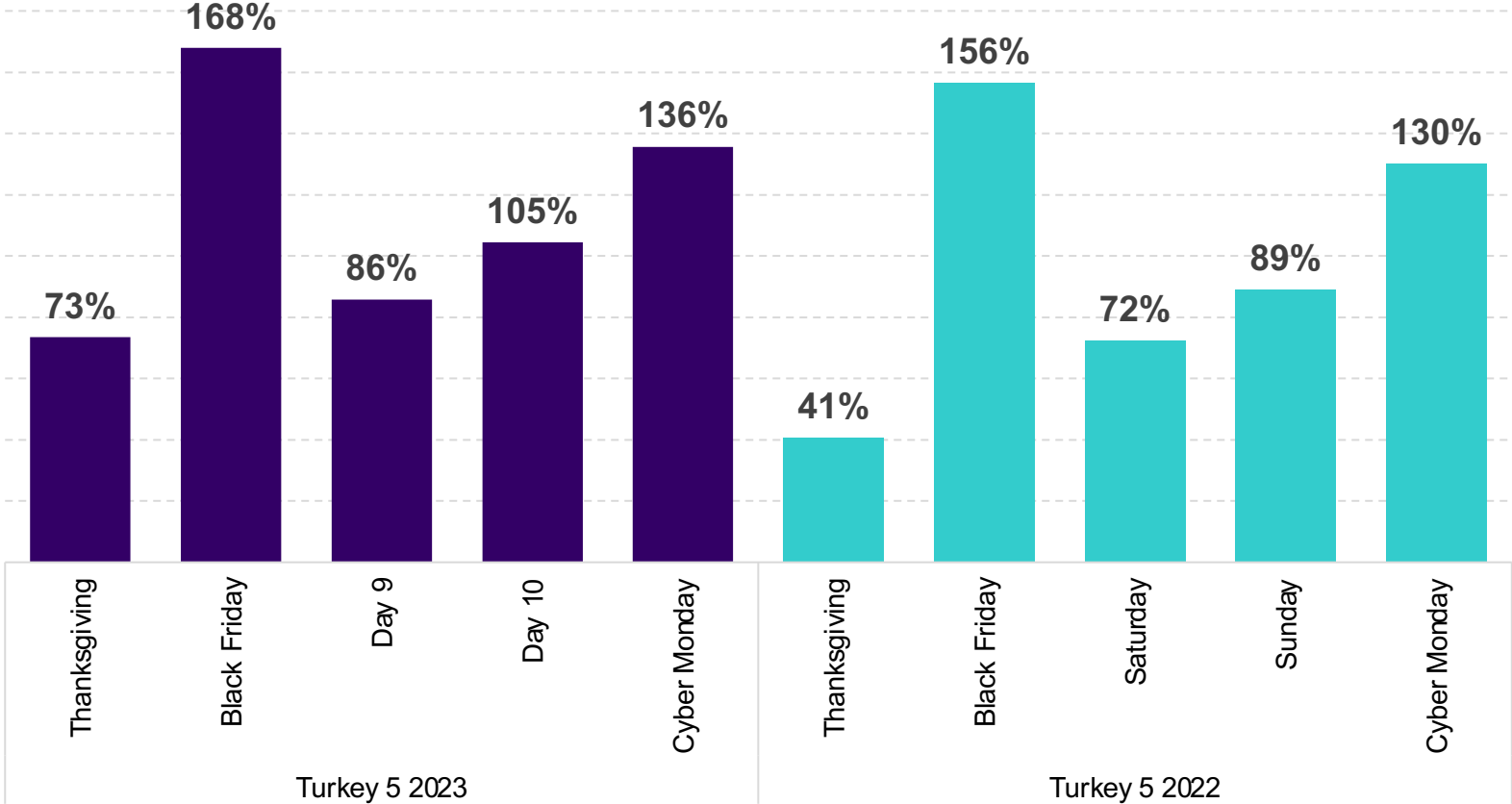


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

While the shift to T11 correlates with a larger increase in traffic on T5, overall BFCM traffic levels were much lower in 2023 versus 2022, which is reflective of overall reduced traffic going into Q4.

Change in Daily Average Glance Views versus L14 Day Average

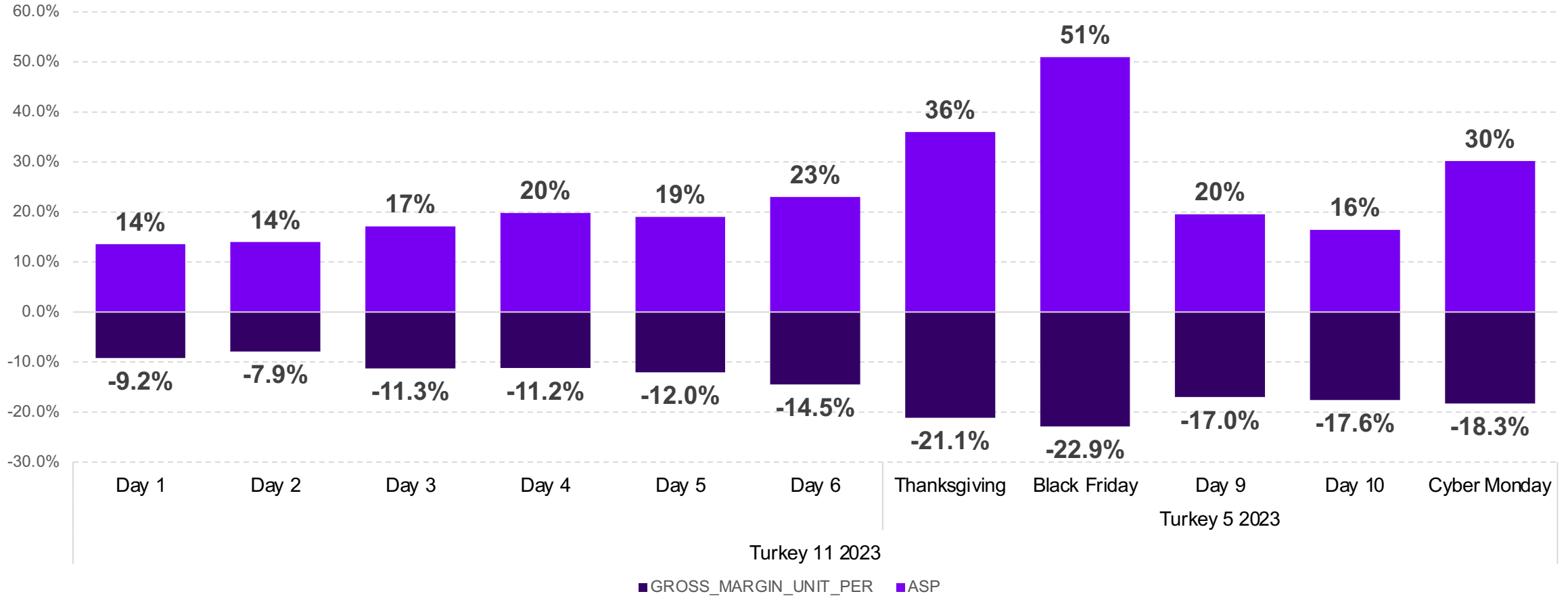
% Change in Glance Views of T5 2023 compared to T5 2022



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

Shoppers began to increase overall order sizes leading into BFCM, likely purchasing bundled offers or higher consideration purchases. This correlated with a degradation of gross margins, likely due to those items being highly discounted.

### Change in Gross Margin % and ASP versus L14 Day Average

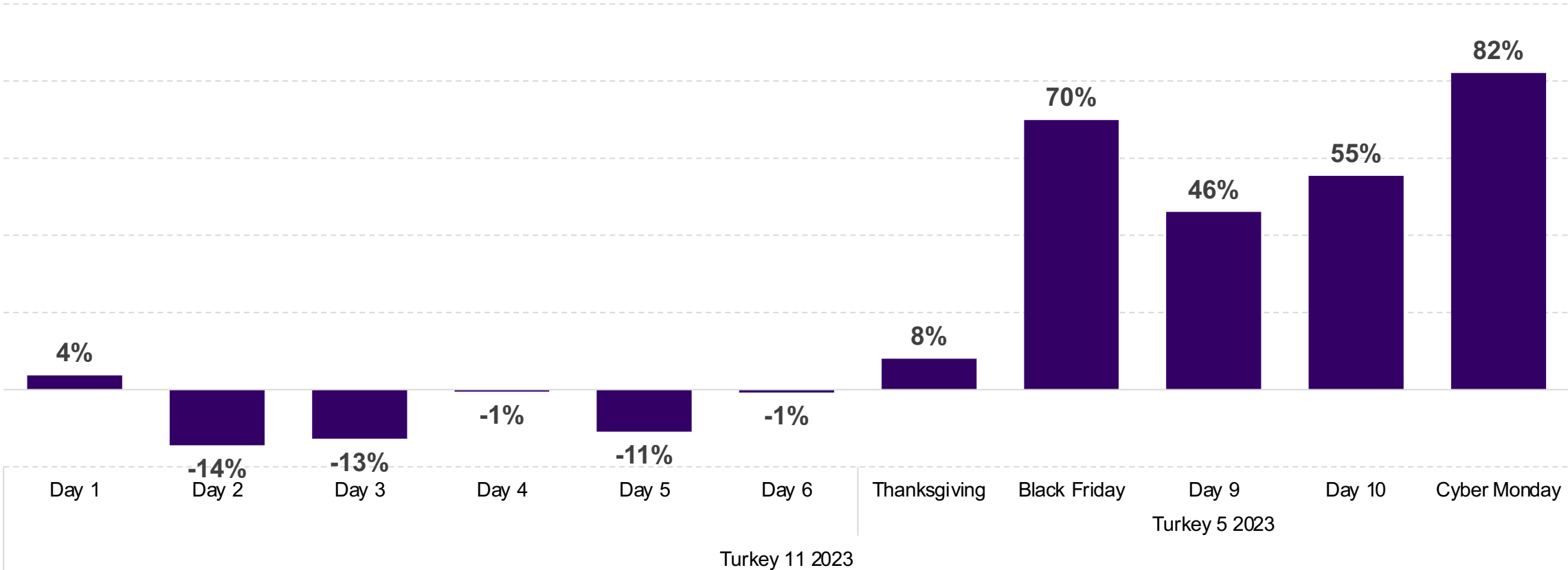


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



**Brands saw a massive spike in revenue losses due to out of stock going into BFCM, further indicating the importance of having backup fulfillment methods to capture these lost sales opportunities.**

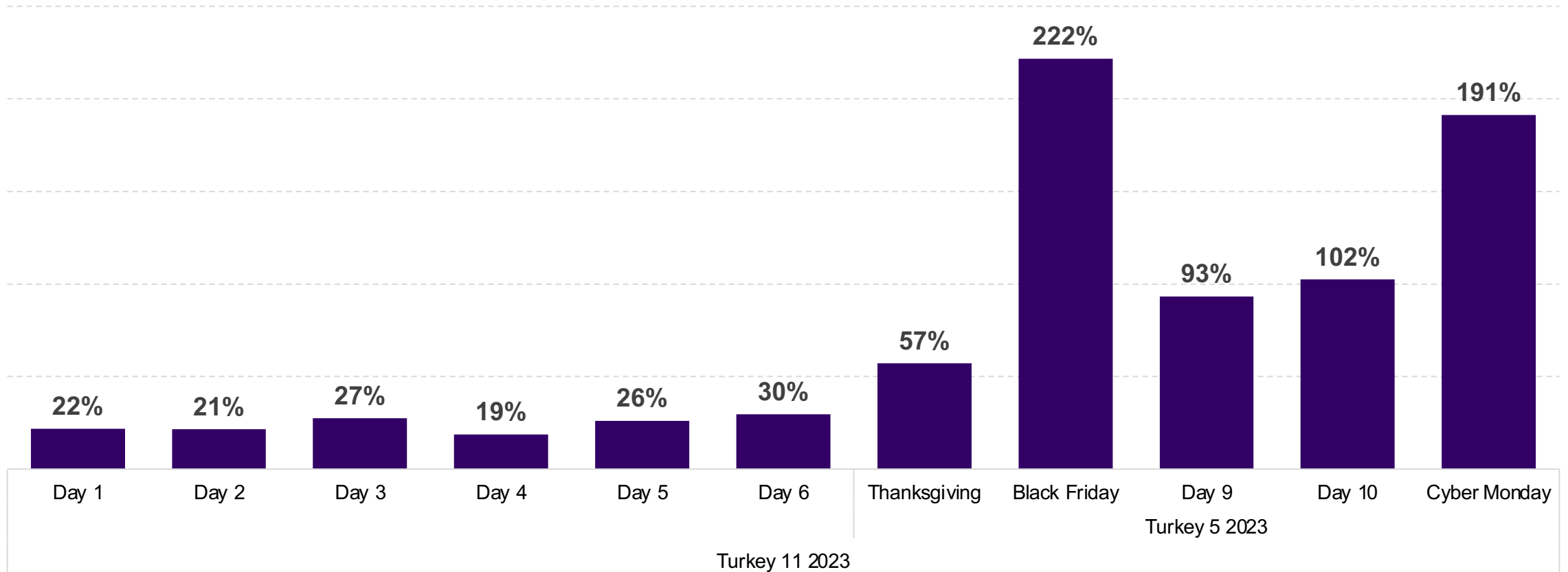
**Change in Revenue Losses due to OOS vs. L14 Day Average**



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

## Brands took advantage of T11, slowly ramping ad spend to drive consideration leading into BFCM.

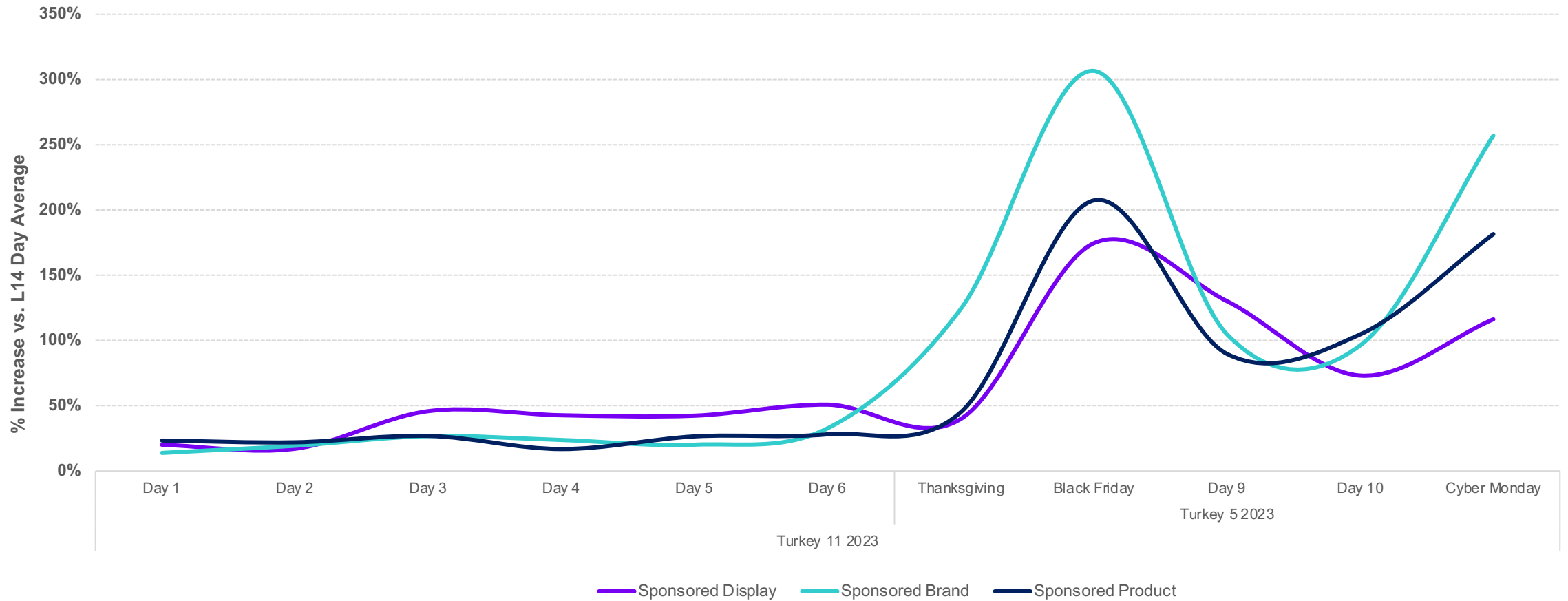
### Change in Ad Spend vs. L14 Day Average



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

During the lead-in phase, brands increased Sponsored Display to drive consideration, then added Sponsored Brand and Sponsored Product during T5 to drive conversion.

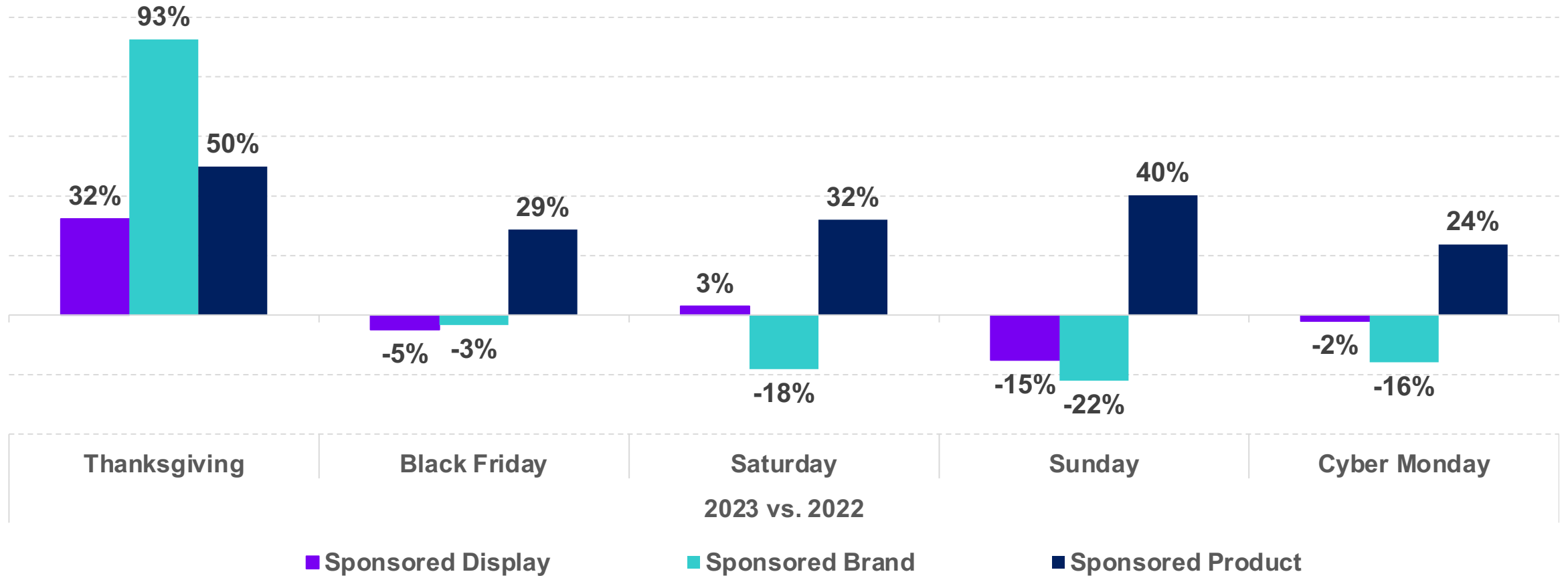
### Change in Ad Spend Types vs. L14 Day Average



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

## T5 2023 compared to 2022 saw brands rely more on Sponsored Product as compared to other ad types.

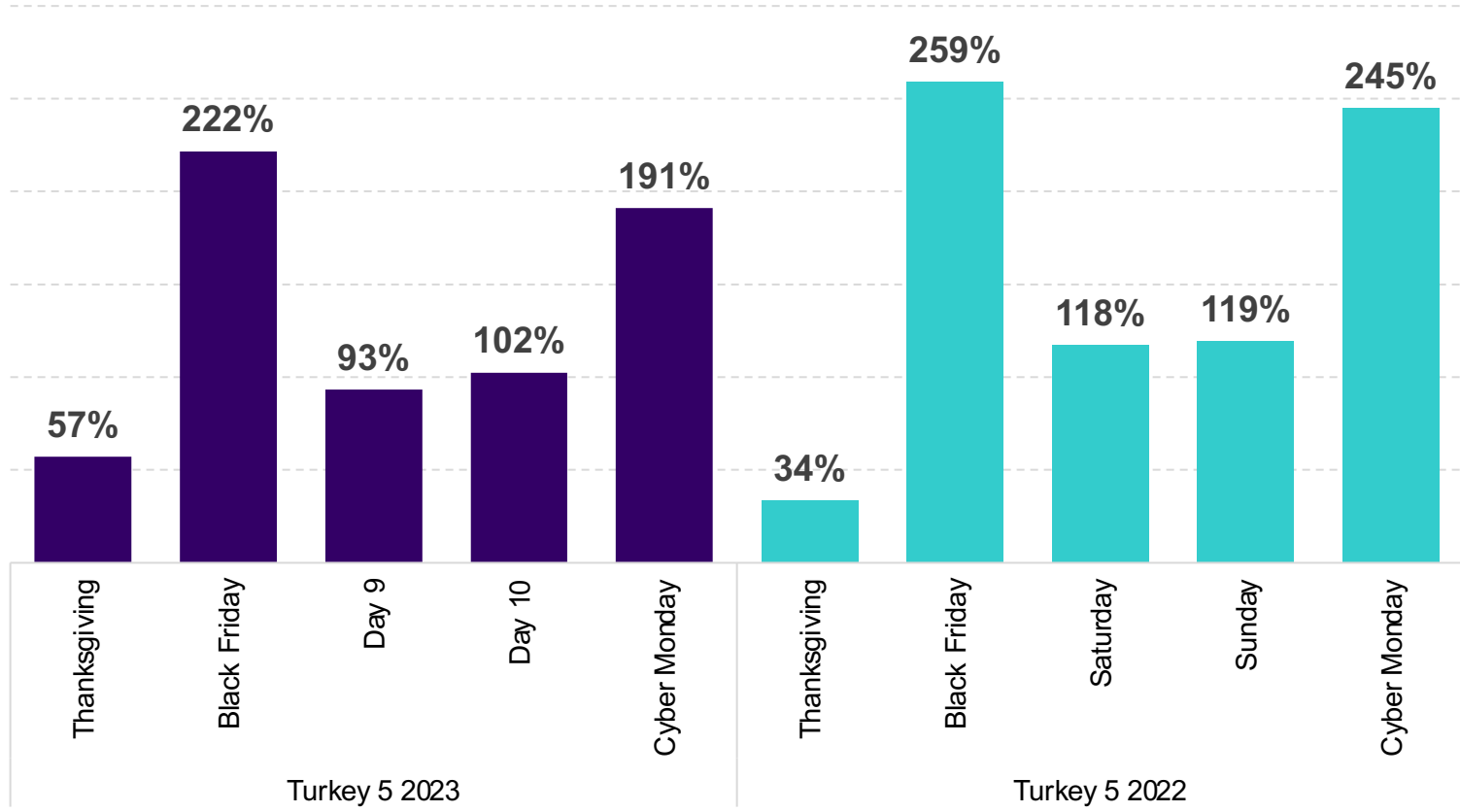
Change in Ad Spend Types on T5 2023 vs. T5 2022



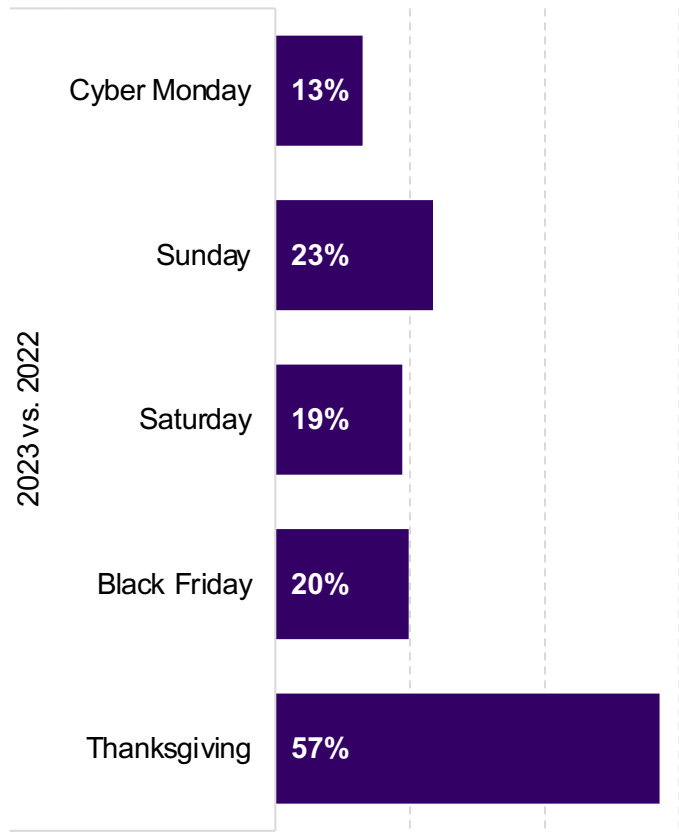
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**While brands in 2023 increased ad spend by a much lower percentage than in 2022, total ad spend levels were higher in T5 2023 vs. T5 2022, signaling an increased competitiveness in the overall market.**

**Change in Daily Ad Spend vs. L14 Day Average**



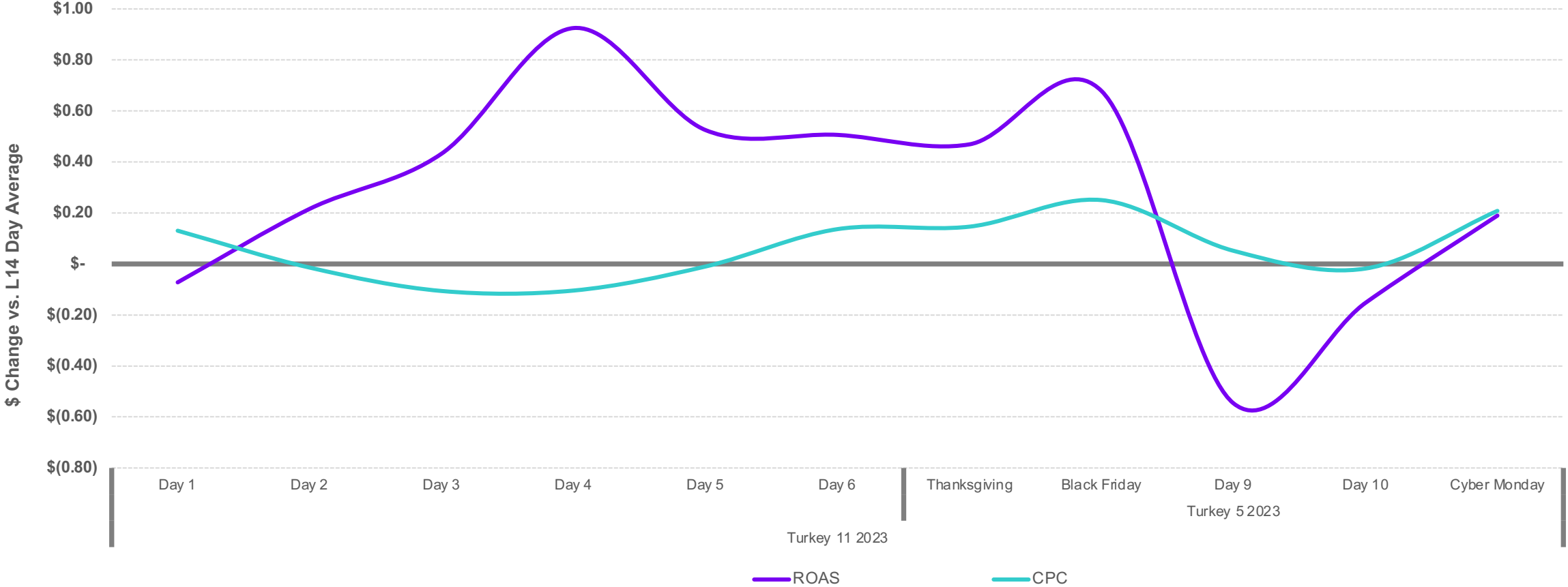
**% Change in Ad Spend of T5 2023 compared to T5 2022**



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

**This activity correlated with a higher-than-average ROAS leading into BFCM, with CPCs beginning to rise 2 days prior to BFCM. As spend shifted to SP and SB this correlated with a decline in ROAS.**

**Change in ROAS and CPC vs. L14 Day Average**

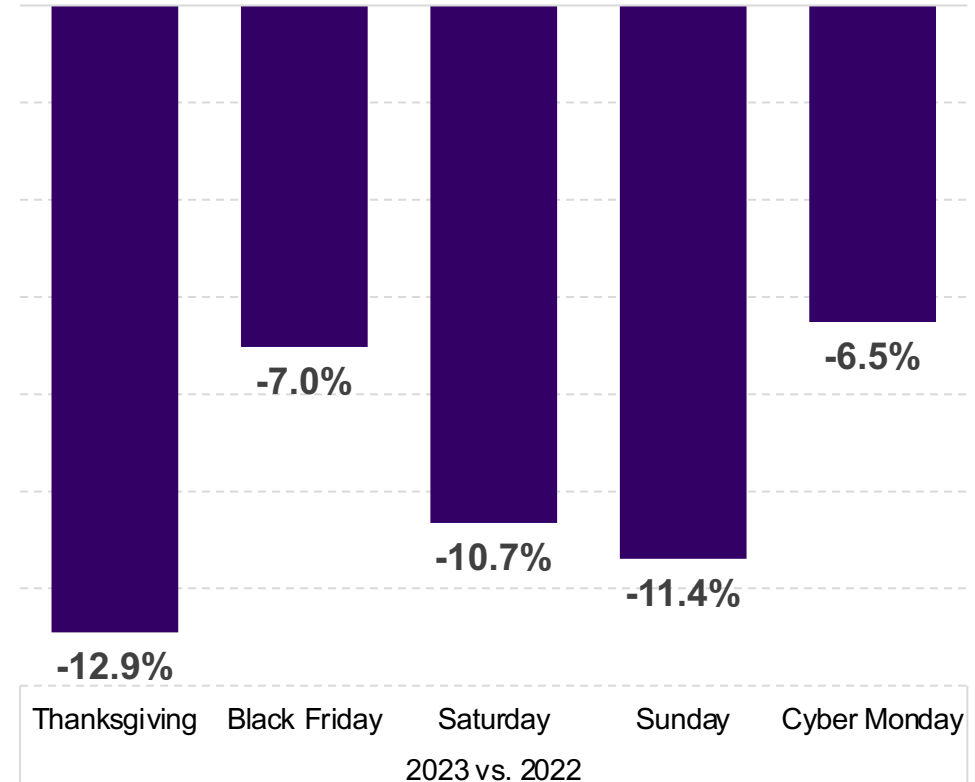
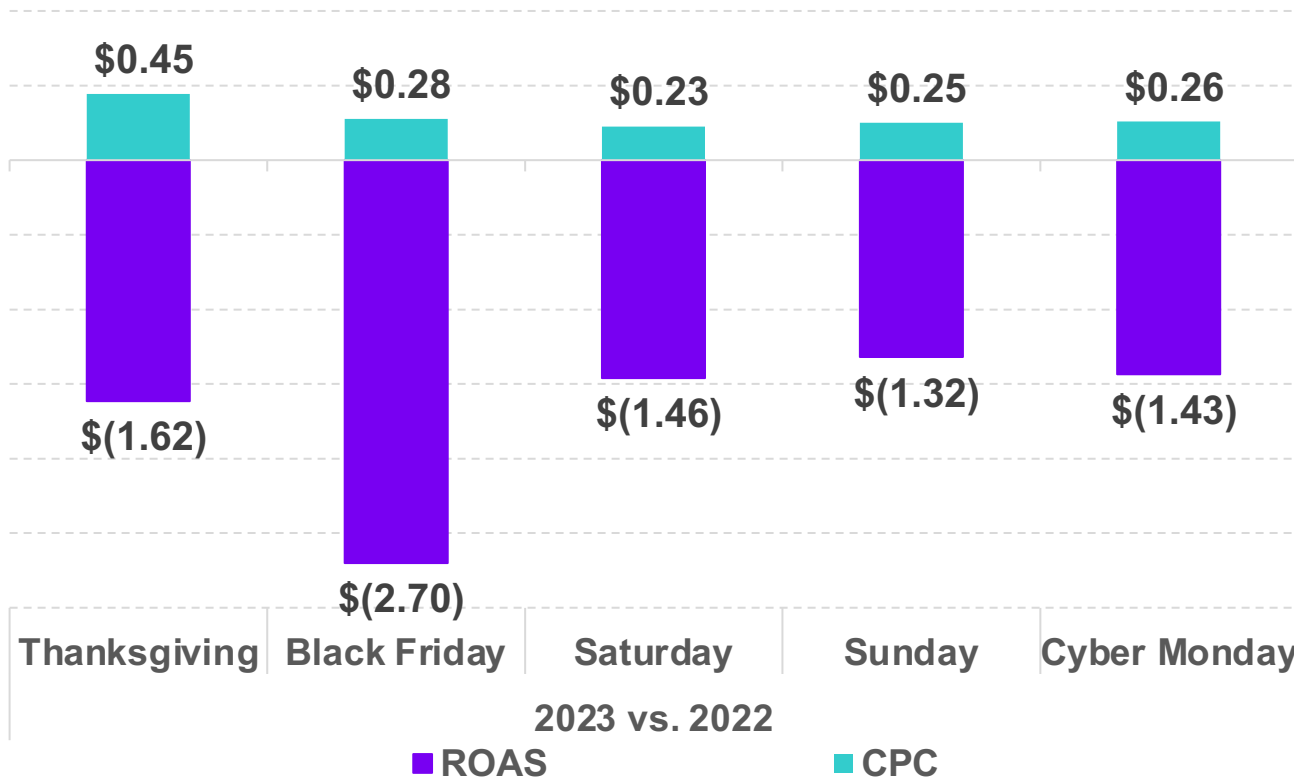


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Overall T5 2023 was more competitive and less profitable versus 2022, with decreased ROAS and lower Gross Margin percentages across all core shopping days.**

**Change in ROAS and CPC: T5 2023 vs. T5 2022**

**Change in Gross Margin %: T5 2023 vs. T5 2022**



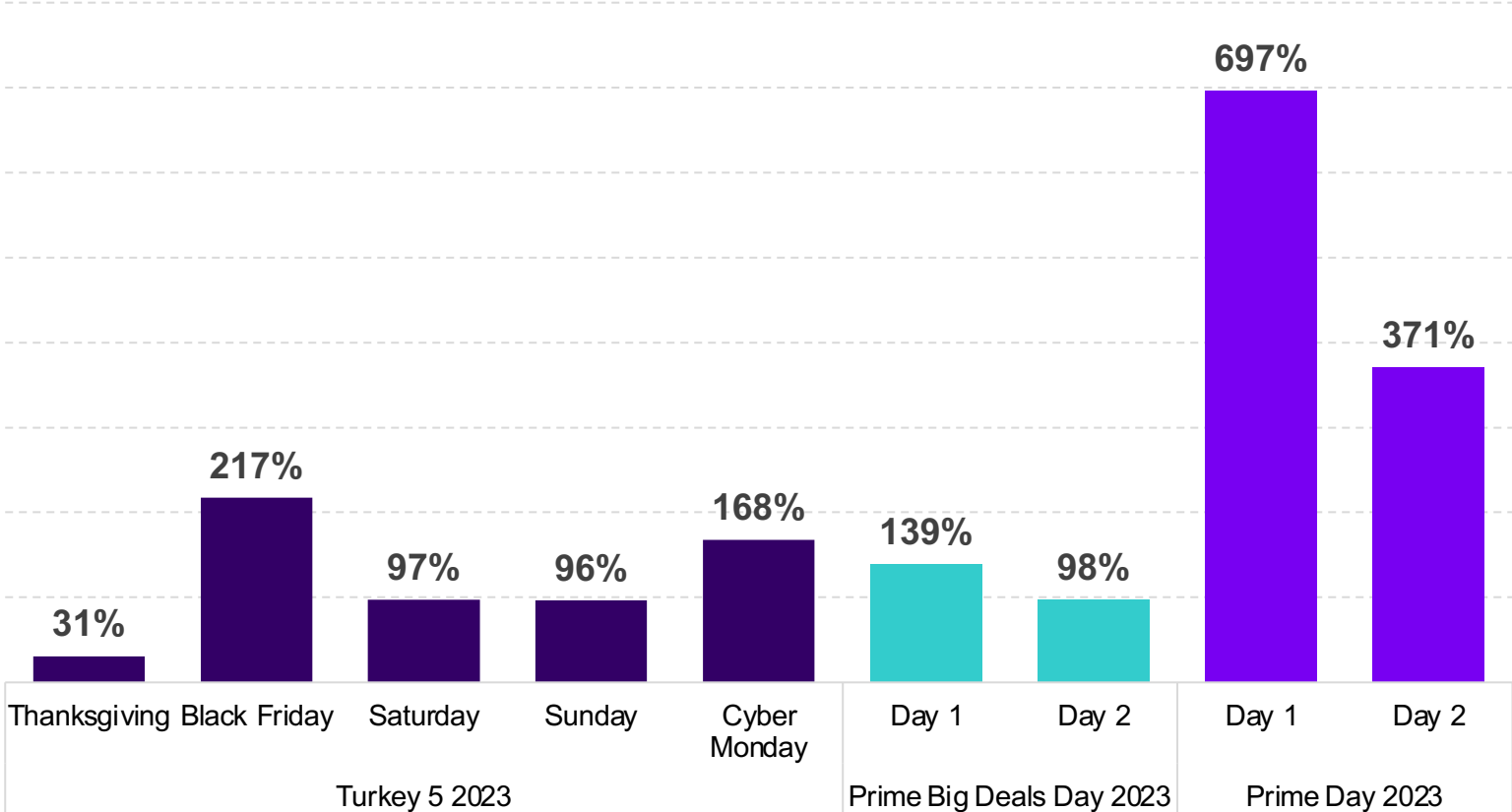
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

# Baby Products

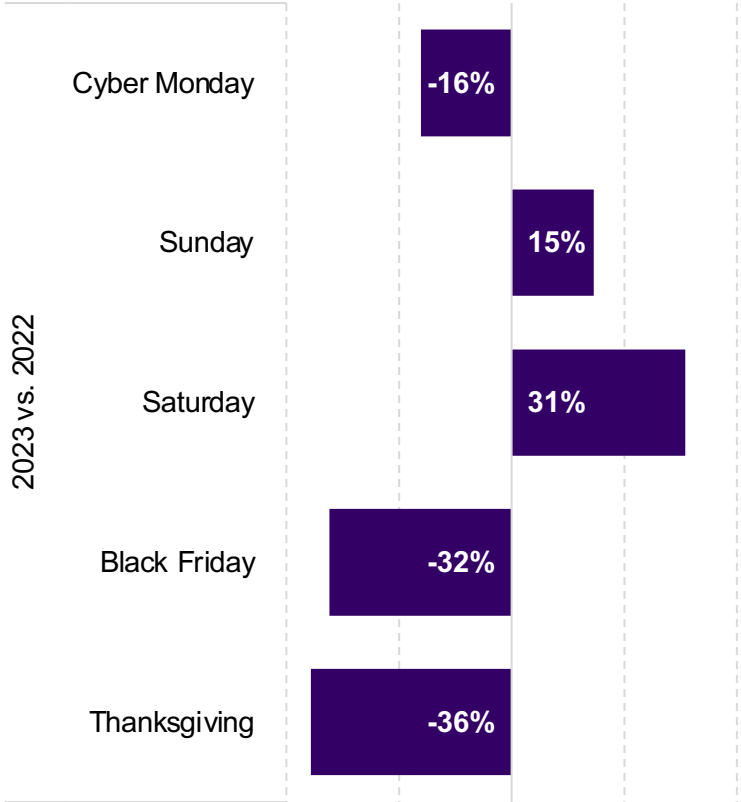


**T5 2023 less revenue versus T5 2022, despite BFCM delivering a larger impact on revenues as compared to Prime Big Deal Days. Prime Day 2023 was the peak tentpole event for this category in 2023.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**



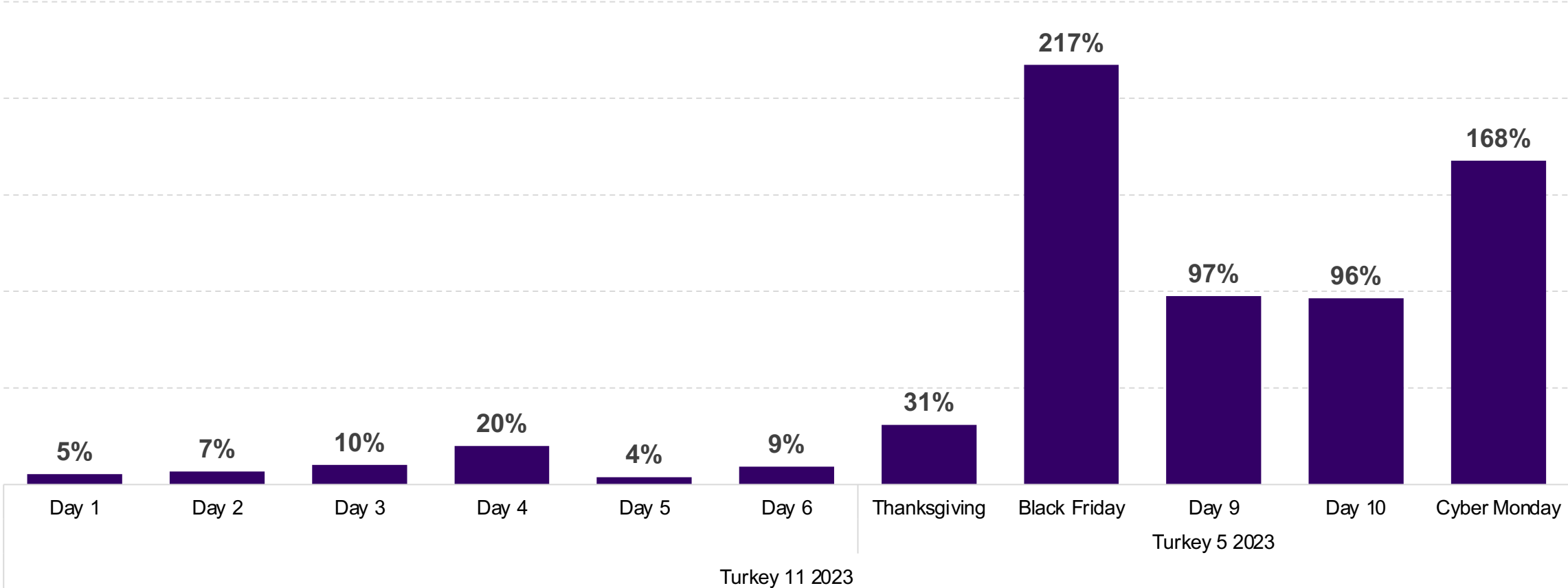
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

Turkey 11 was less effective at driving revenue for the Baby category leading into BFCM, with majority of sales happening on Black Friday and Cyber Monday, which is consistent with previous years.

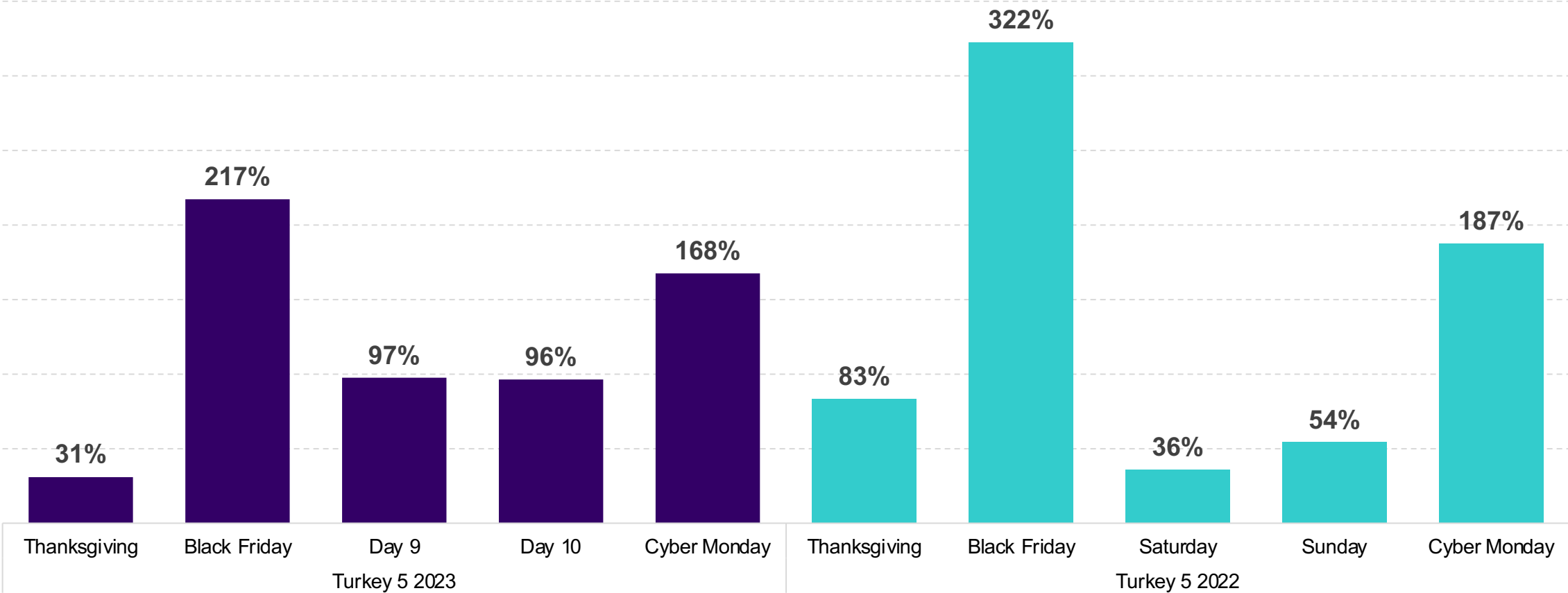
Change in Daily Average Ordered Revenue versus L14 Day Average



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

T5 2023 saw less shopping activity as compared to T5 2022. The lead up during T11 was also quite muted, indicating the baby category is facing headwinds on growth in 2023.

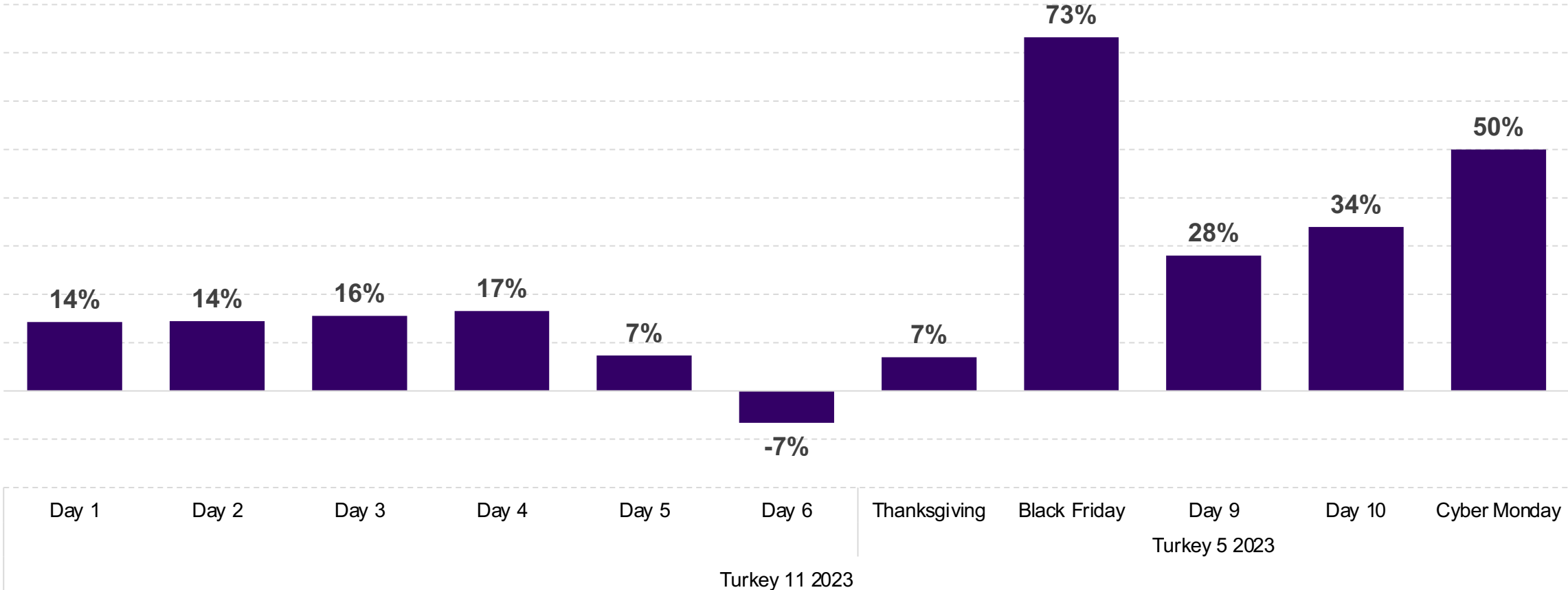
Change in Daily Average Ordered Revenue versus L14 Day Average



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

The shift from T5 to T11 in 2023 was effective in driving a marginal increase in traffic leading into T5.

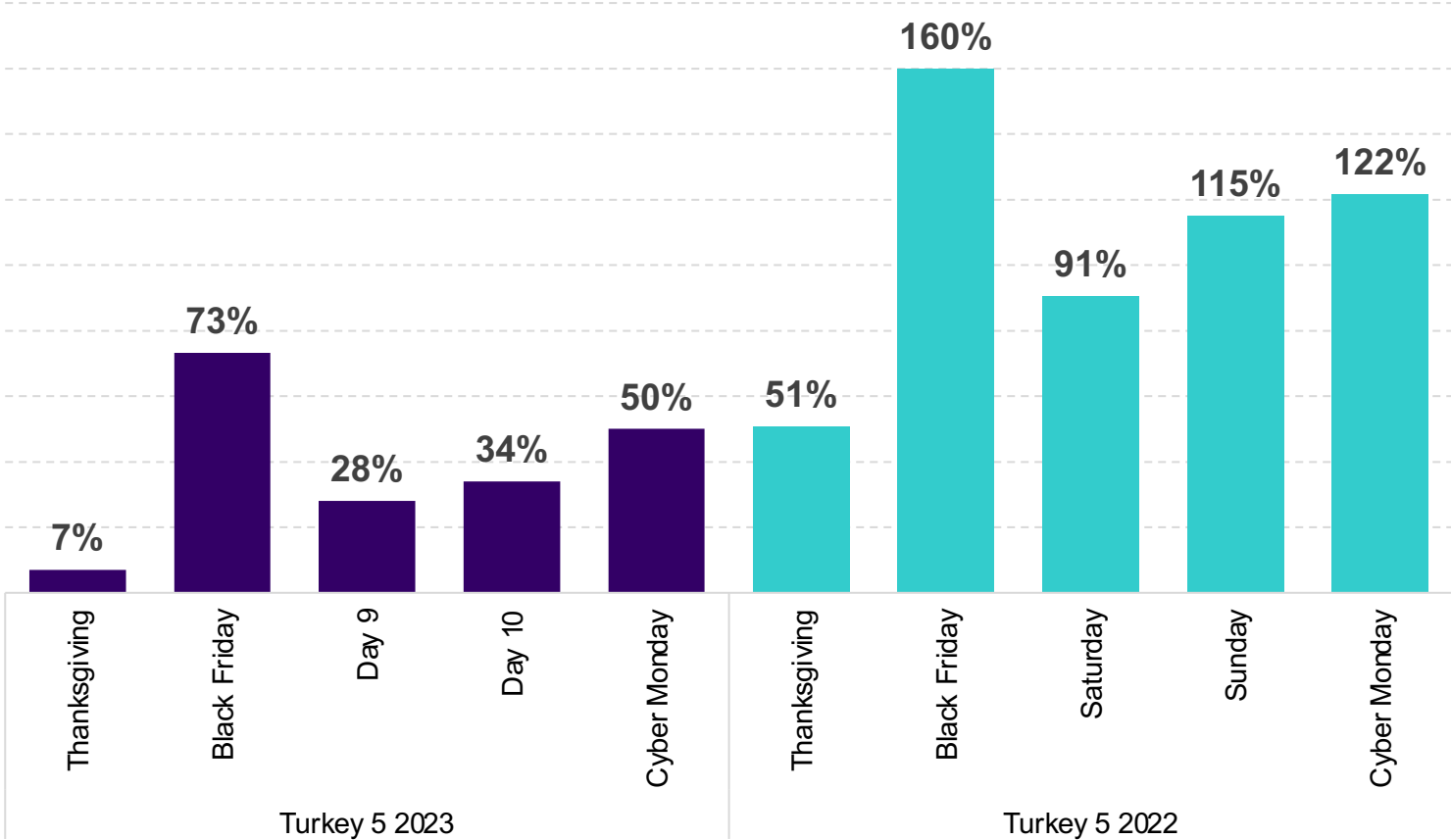
Change in Daily Average Glance Views versus L14 Day Average



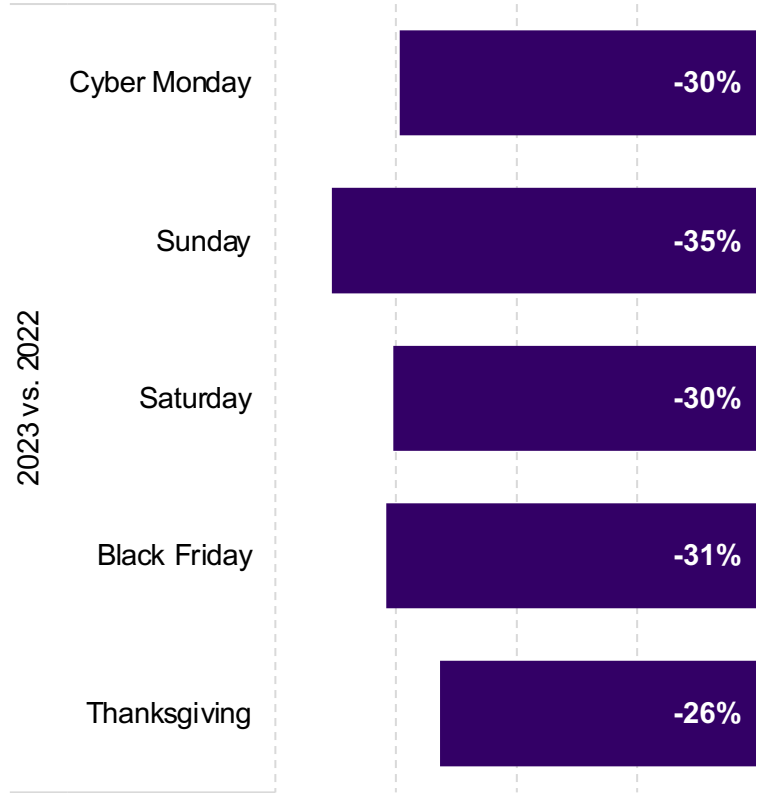
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Overall BFCM traffic levels were much lower in 2023 versus 2022, which is reflective of the headwinds the Baby category appears to be facing this year.**

**Change in Daily Average Glance Views versus L14 Day Average**



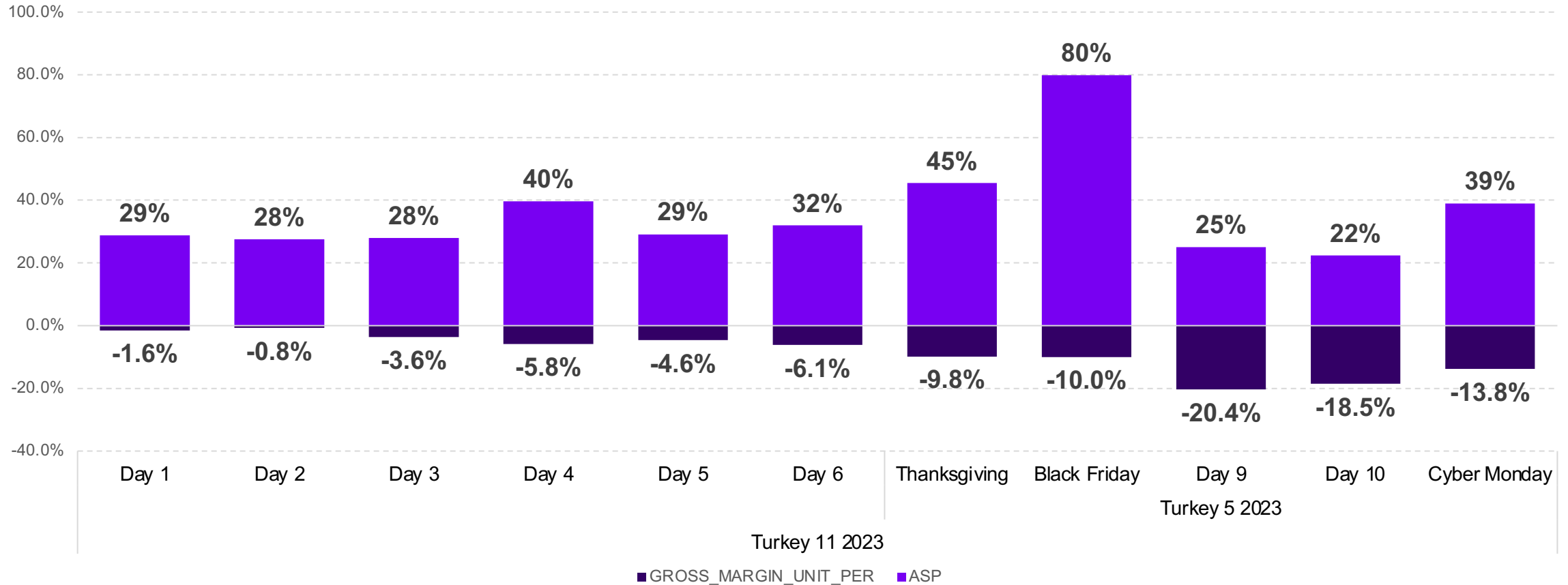
**% Change in Glance Views of T5 2023 compared to T5 2022**



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

Shoppers began to increase overall order sizes leading into Black Friday, likely purchasing bundled offers or higher consideration purchases, likely correlating with the lower gross margins for those ASINs.

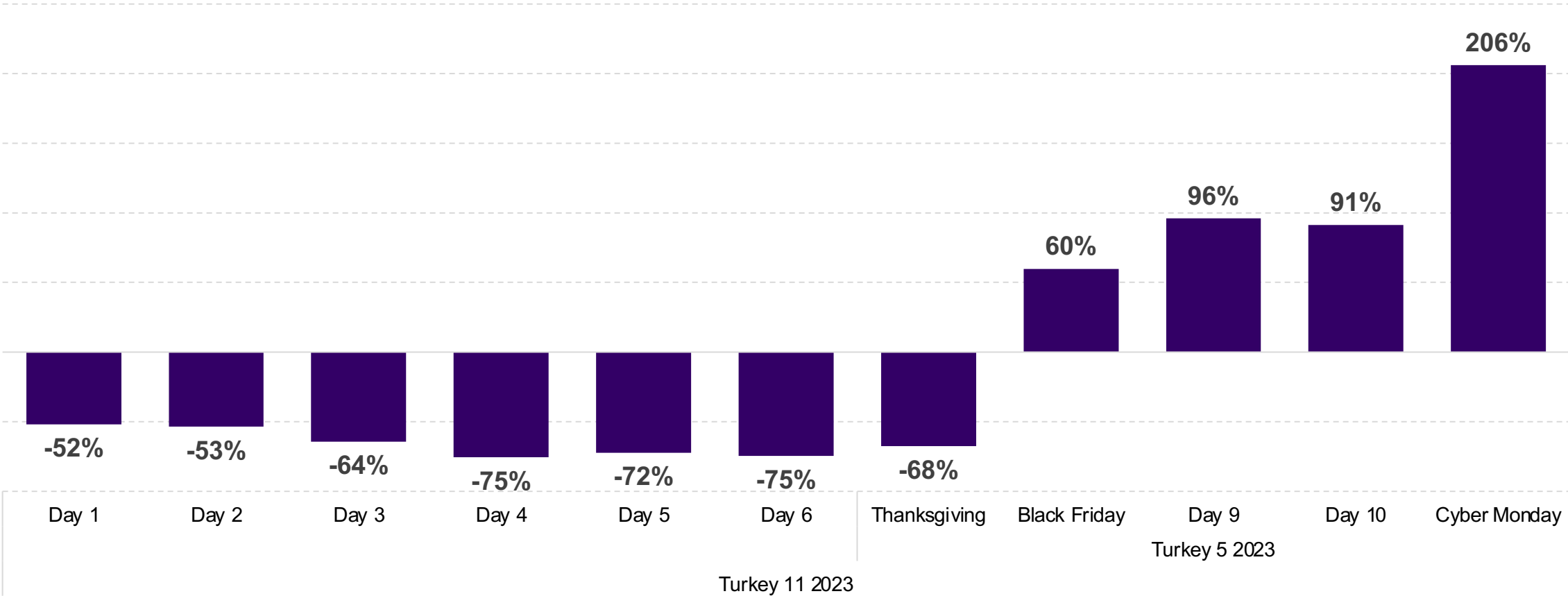
### Change in Gross Margin % and ASP versus L14 Day Average



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

The baby category saw a spike in revenue losses due to out of stock going into BFCM, further indicating the importance of having backup fulfillment methods to capture these lost sales opportunities.

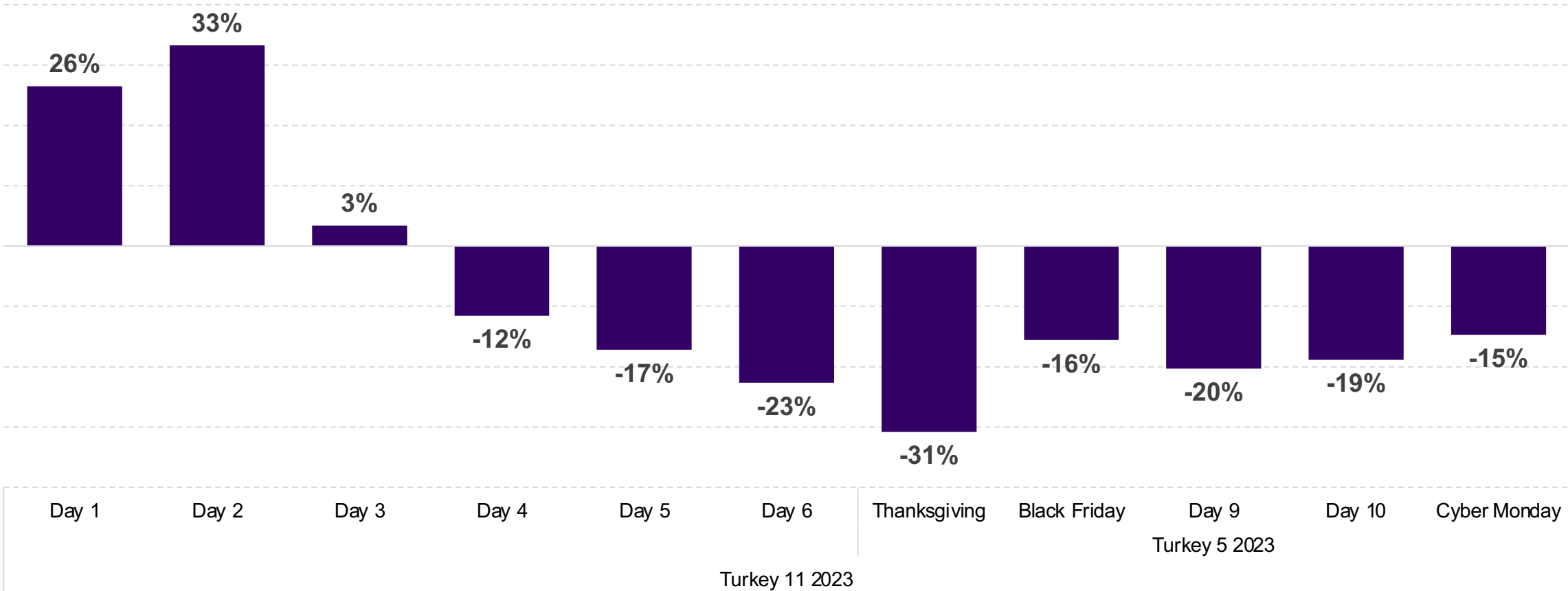
Change in Revenue Losses due to OOS vs. L14 Day Average



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

**Brands in the Baby Category did not take advantage of T11 to drive lead-in, generally pulling back on spend across nearly the entire shopping period.**

**Change in Ad Spend vs. L14 Day Average**

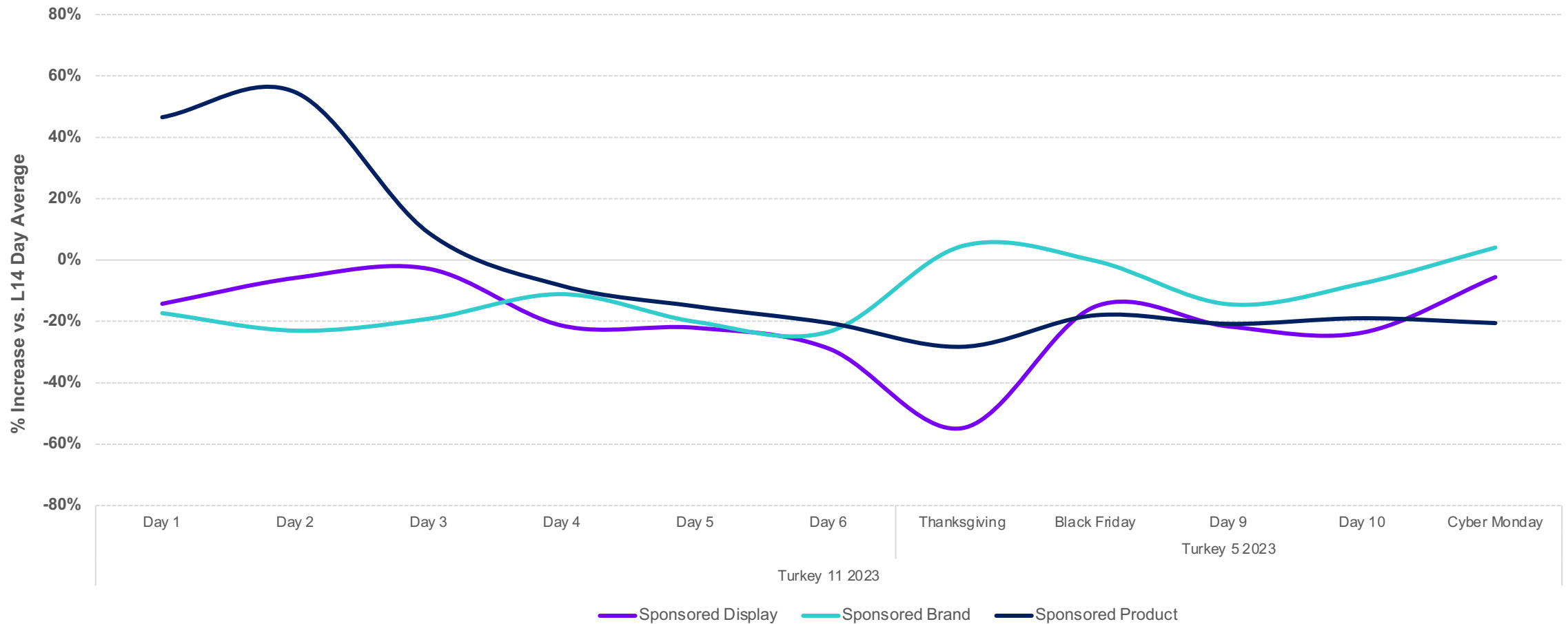


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



Brands in the Baby Category pulled back on Display and Brand, focusing all investments in Sponsored Product. This strategy went against the overall industry which focused more on Display to build consideration during the lead-in phase.

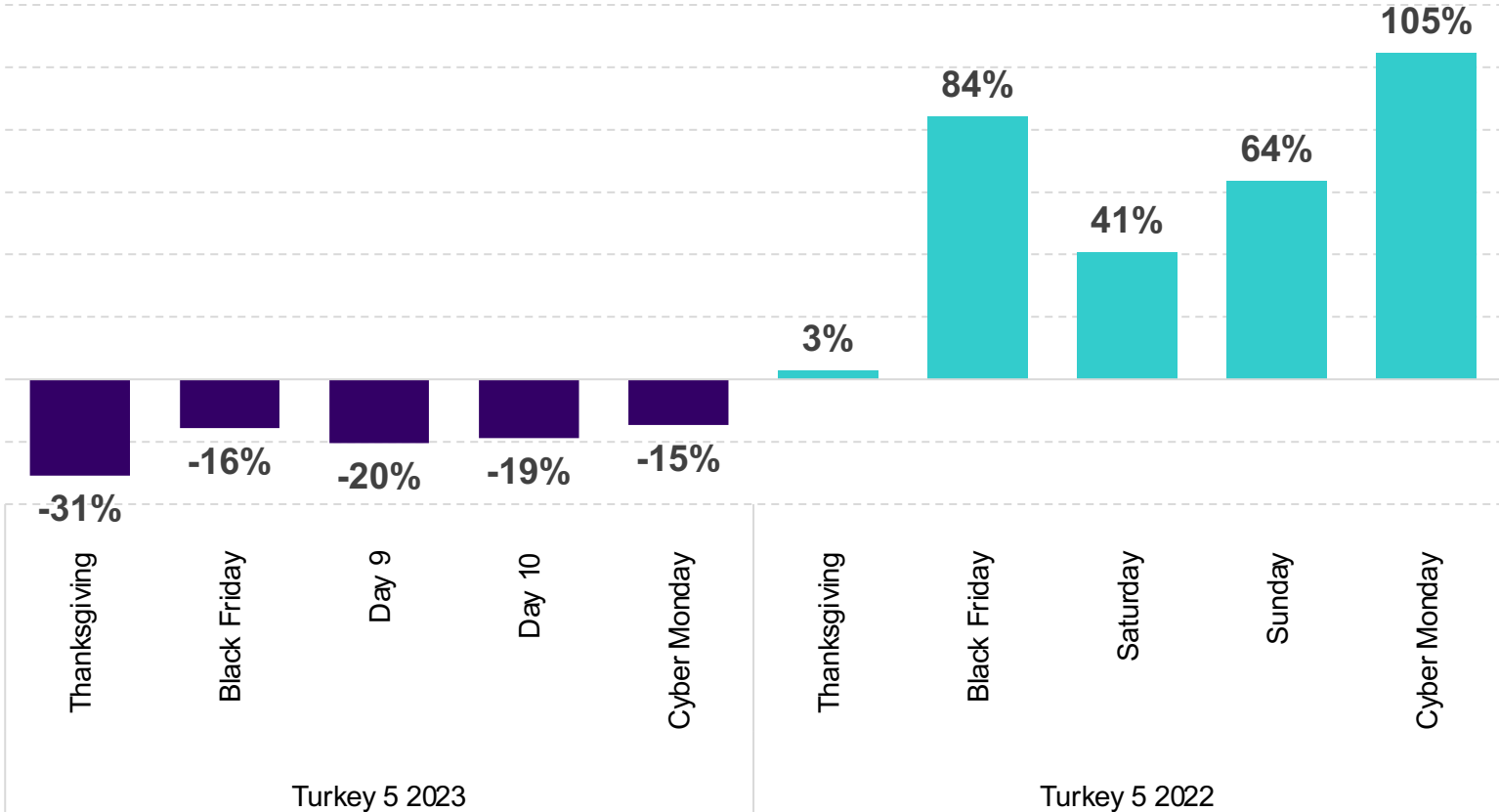
### Change in Ad Spend Types vs. L14 Day Average



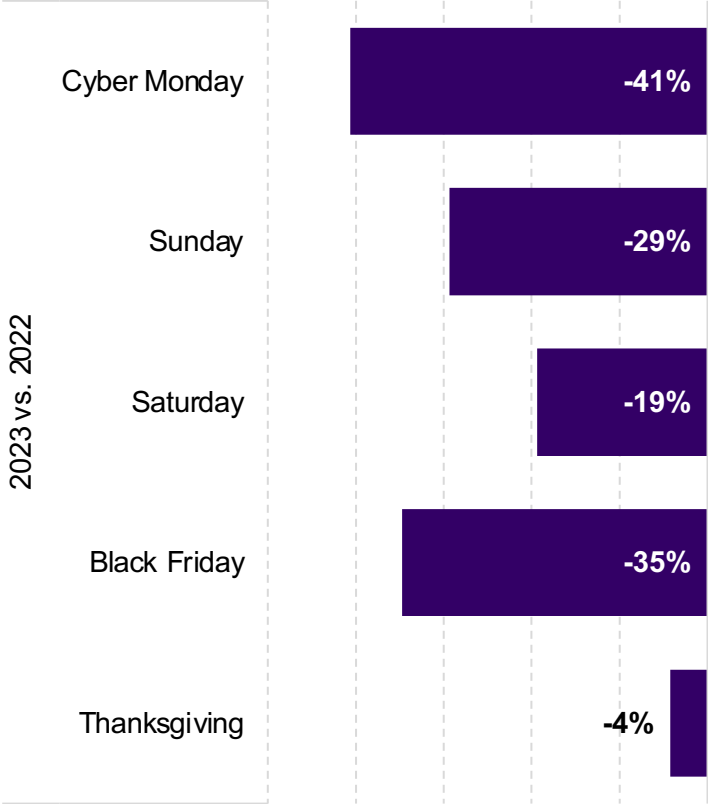
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Brands in the Baby Category pulled back on Ad Spend on all fronts, potentially as a response to maintaining profitability in a tougher economic climate for the category.**

**Change in Daily Ad Spend vs. L14 Day Average**



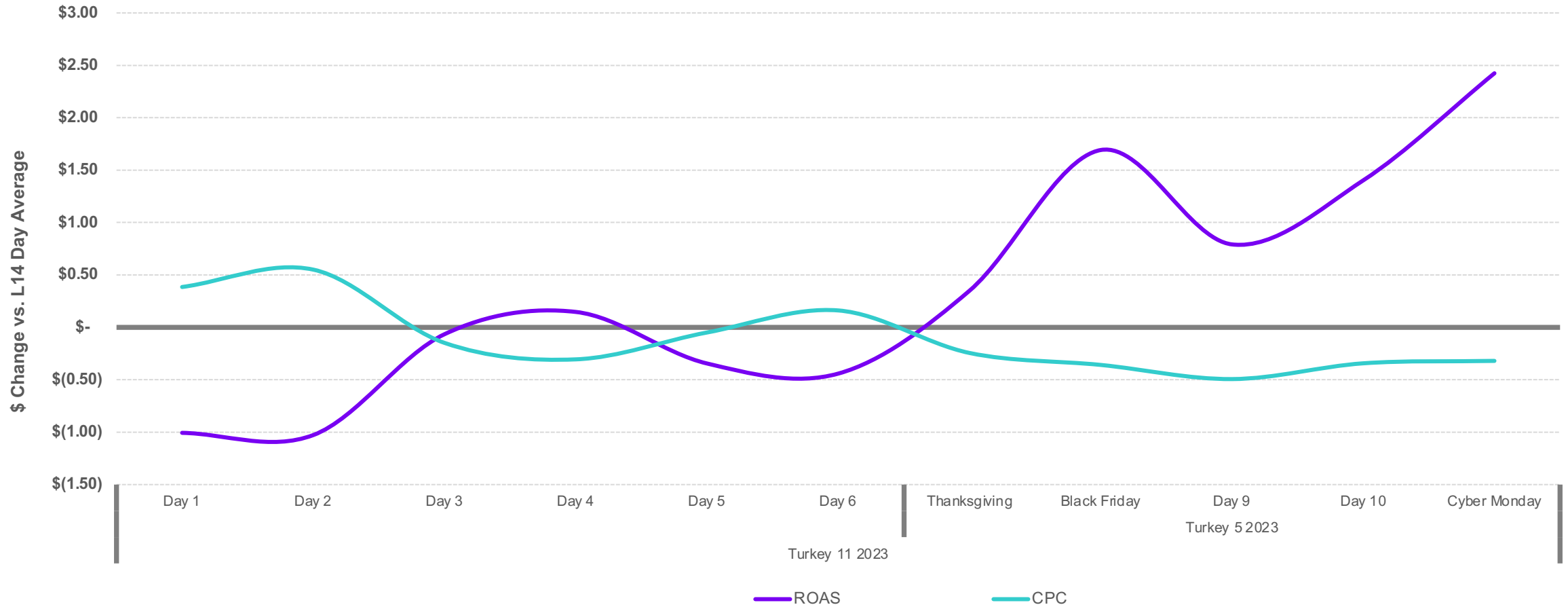
**% Change in Ad Spend of T5 2023 compared to T5 2022**



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

The pull back in spend did correlate with a lower CPC and higher ROAS, indicating potentially less competition in the category as brands pulled back from investing into topline growth.

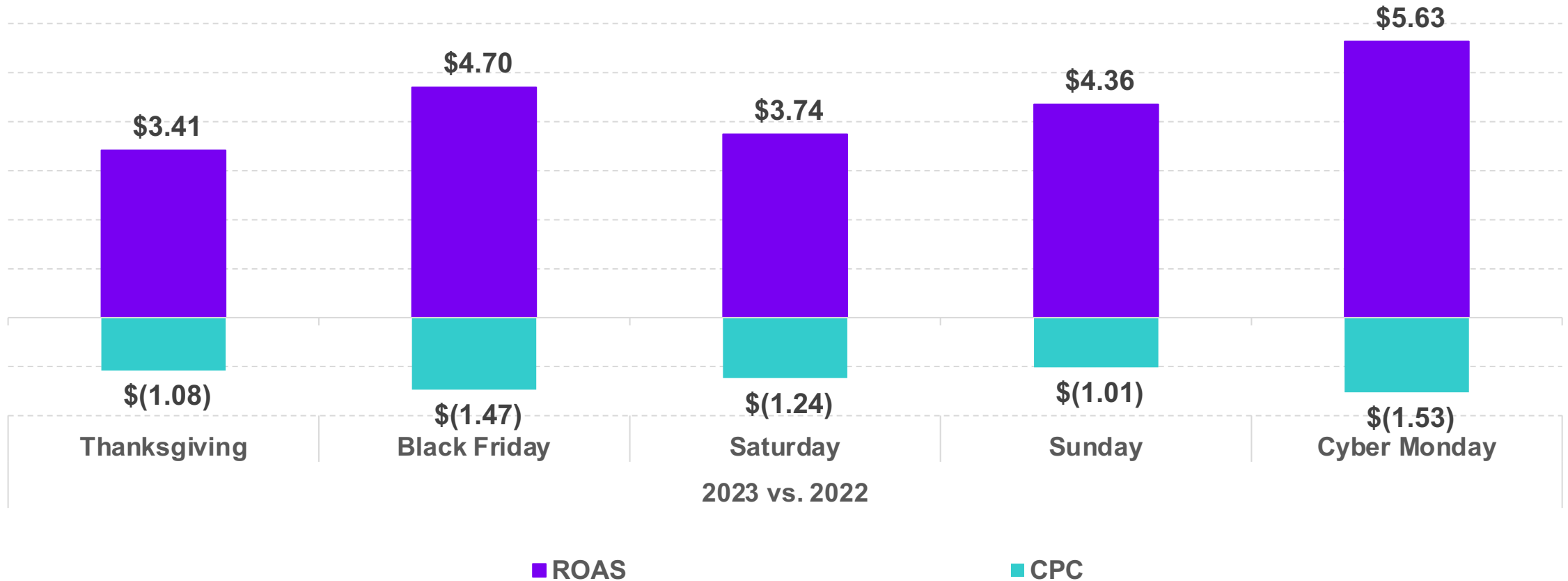
### Change in ROAS and CPC vs. L14 Day Average



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

Overall T5 2023 was less competitive, with increased ROAS and lower CPCs across all shopping days.

Change in ROAS and CPC: T5 2023 vs. T5 2022

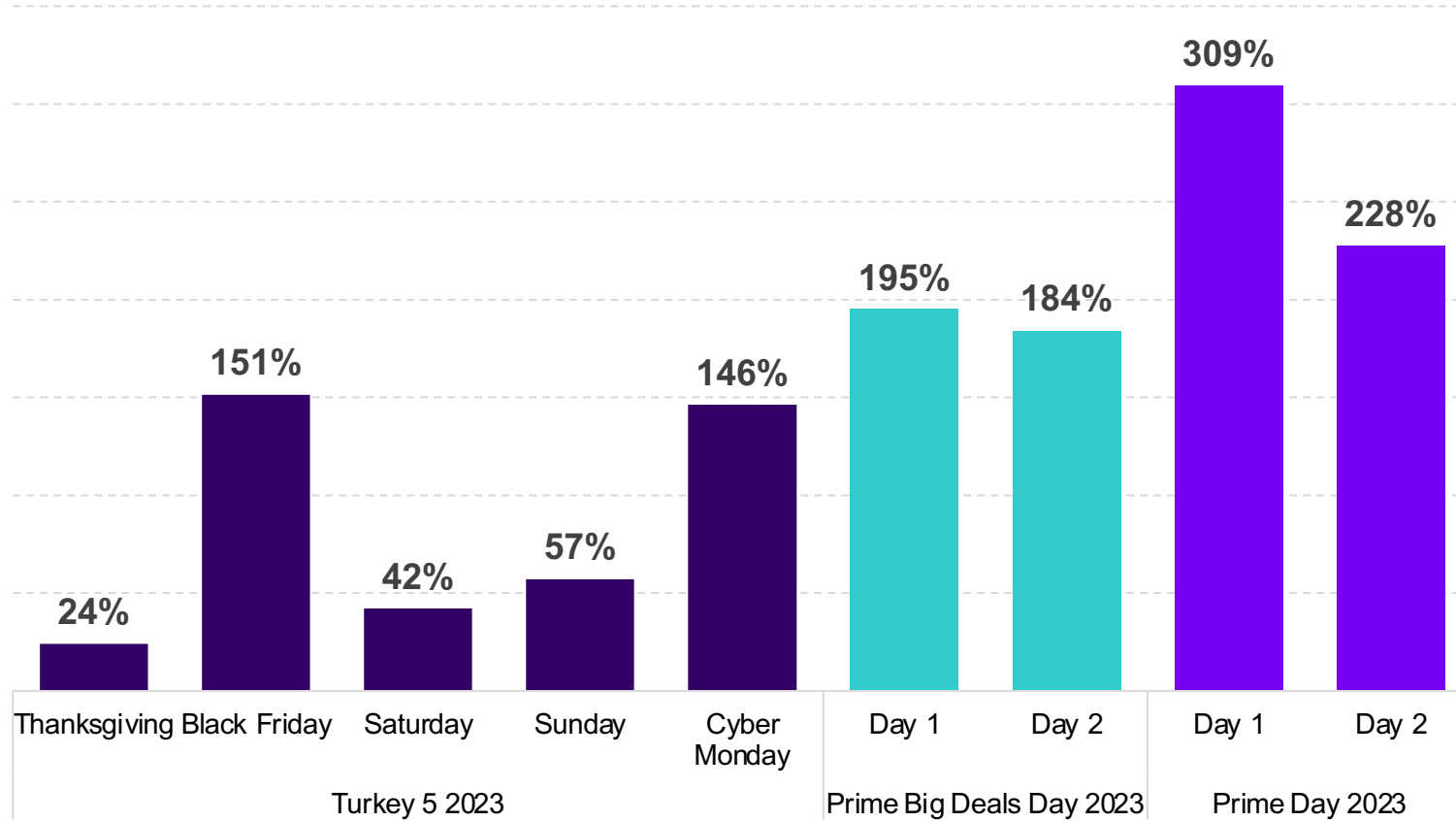


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

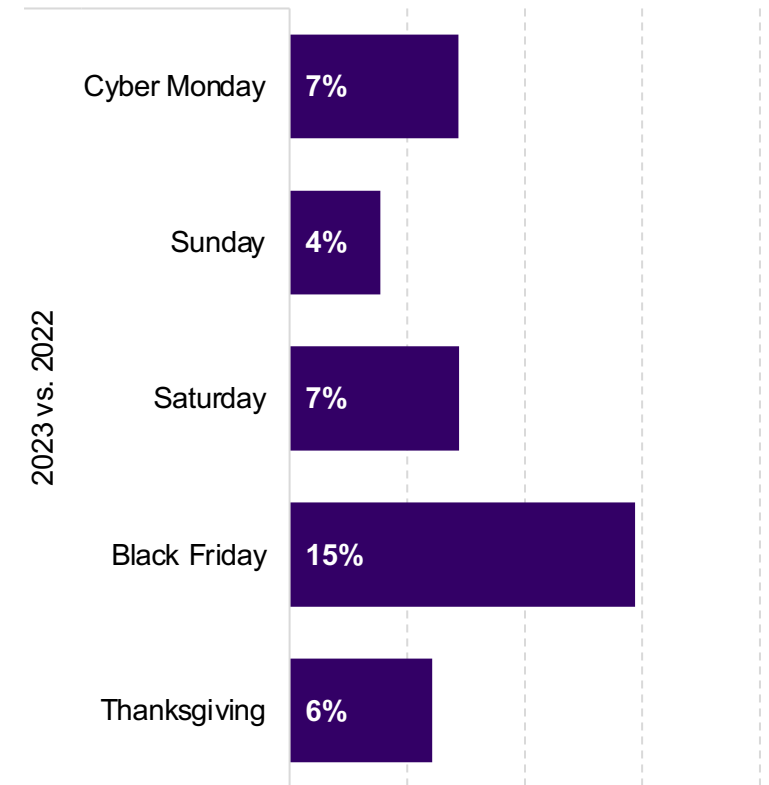
# Beauty Products

T5 2023 drove more revenue versus T5 2022, but was outperformed by Prime Big Deals Day and Prime Day. Shoppers likely “packed the pantry” during the early shopping events, or shifted spend on BFCM to other retailers in the Beauty category.

Change in Daily Average Ordered Revenue versus L14 Day Average



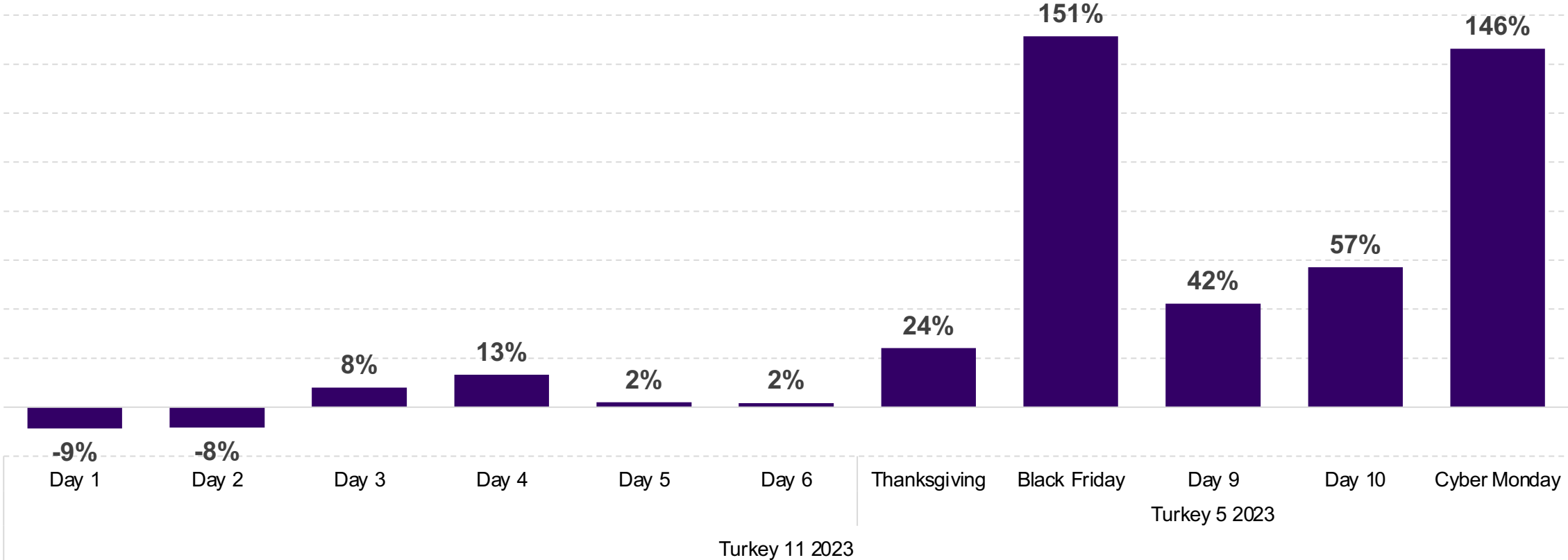
% Change in Ordered Revenues of T5 2023 compared to T5 2022



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

Turkey 11 drove was ineffective at driving an increase in ordered revenue leading into BFCM. The majority of sales happened on Black Friday and Cyber Monday, which is consistent with previous years.

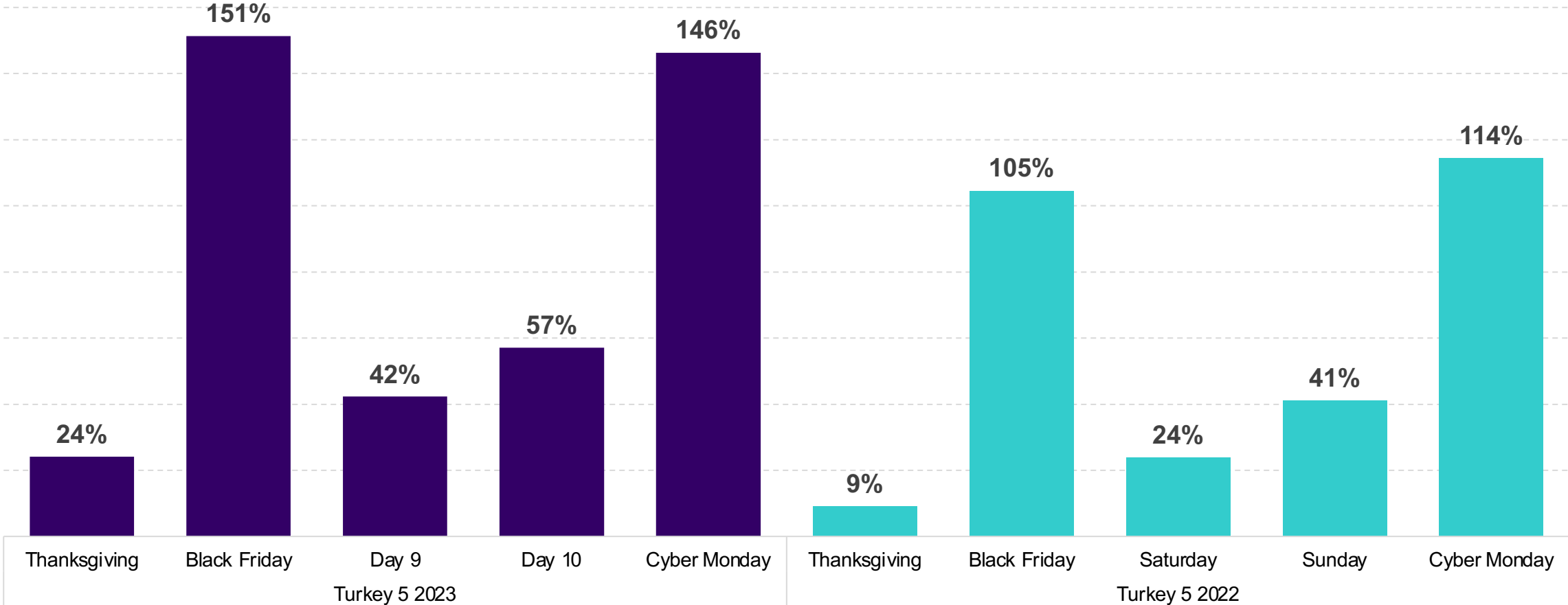
Change in Daily Average Ordered Revenue versus L14 Day Average



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

# T5 2023 saw increased shopping activity outside of BFCM as compared to T5 2022 for the Beauty category

## Change in Daily Average Ordered Revenue versus L14 Day Average

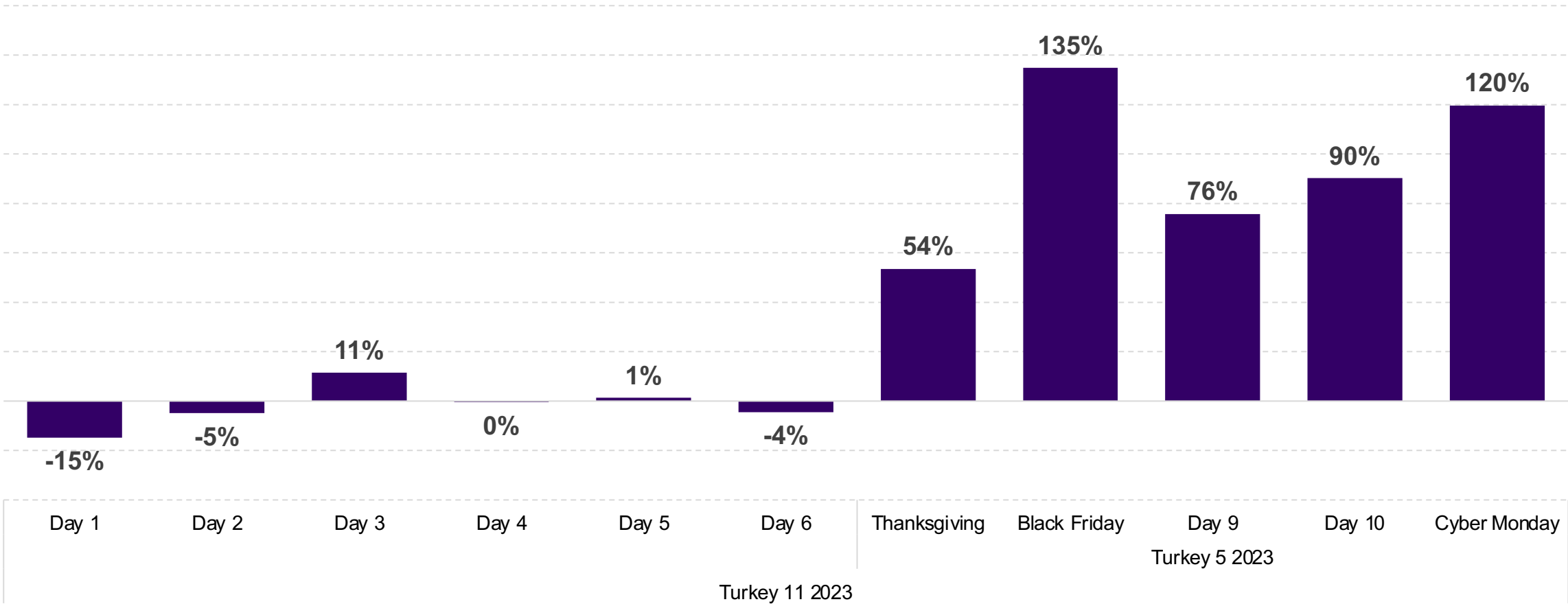


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



The shift from T5 to T11 in 2023 was also ineffective in driving an increase in traffic leading into T5.

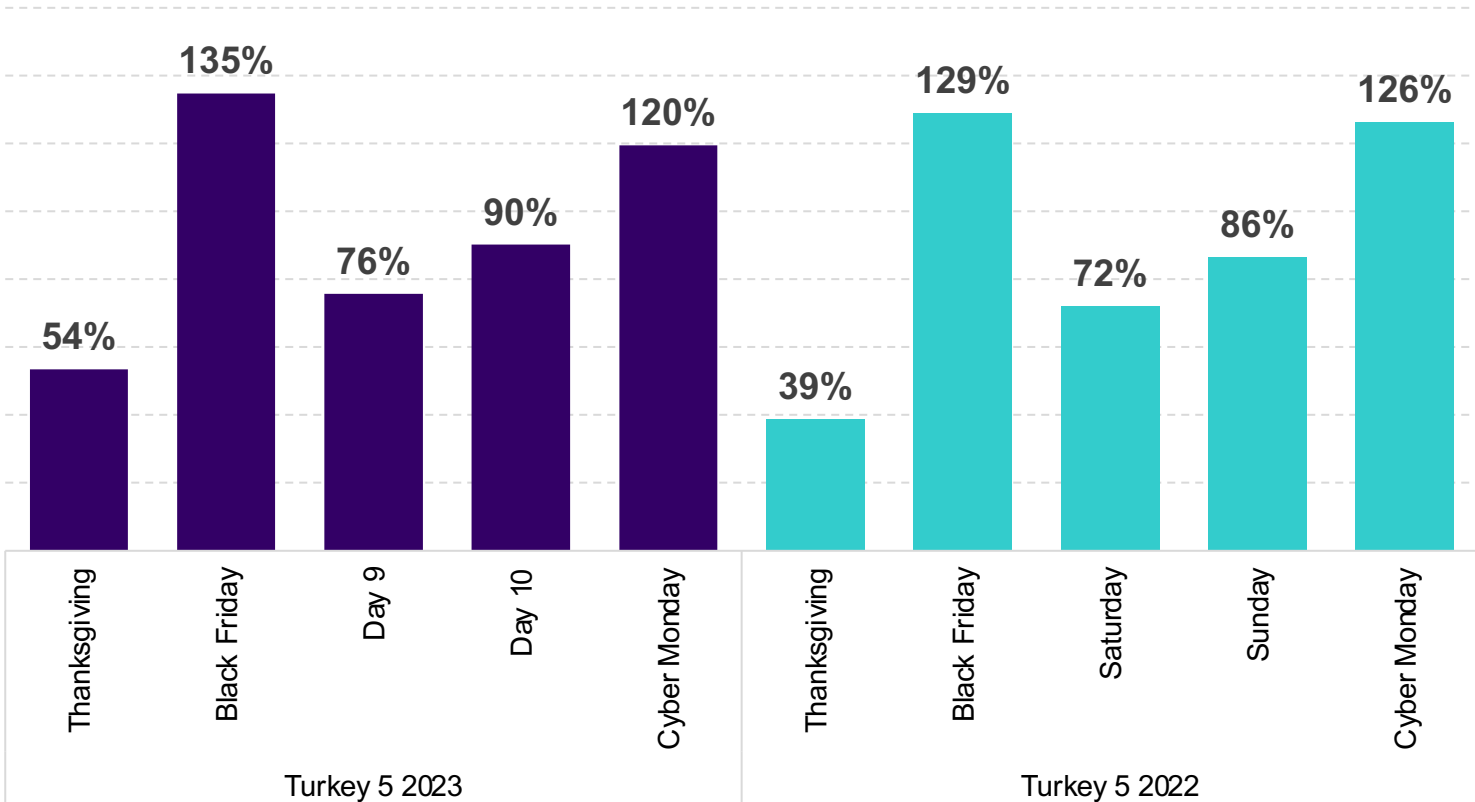
Change in Daily Average Glance Views versus L14 Day Average



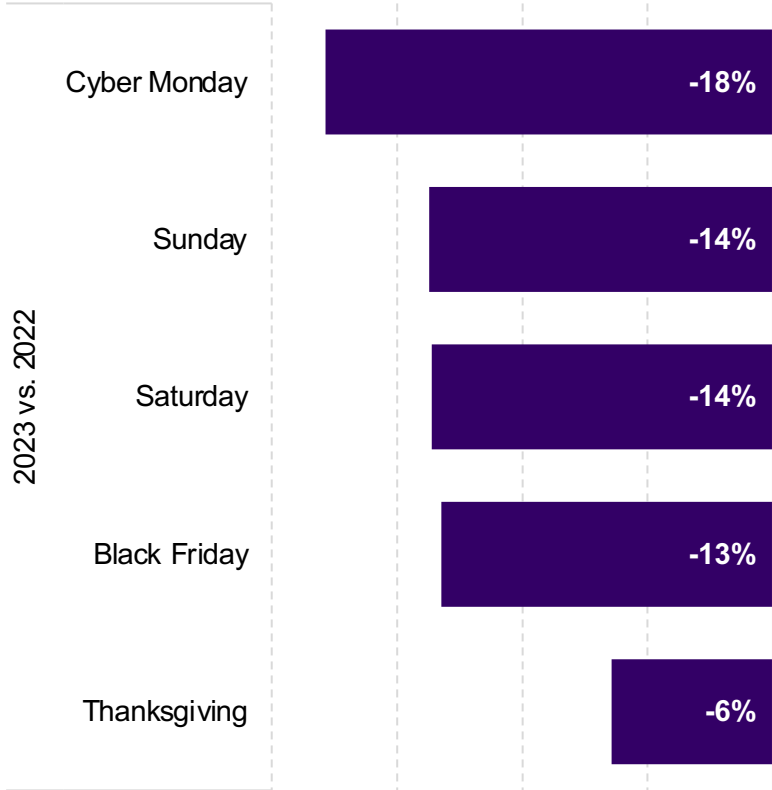
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**While the traffic spike during T5 was similar in '23 vs '22, the overall BFCM traffic levels were much lower in 2023 versus 2022, which is reflective of overall reduced traffic going into Q4 for Beauty.**

**Change in Daily Average Glance Views versus L14 Day Average**



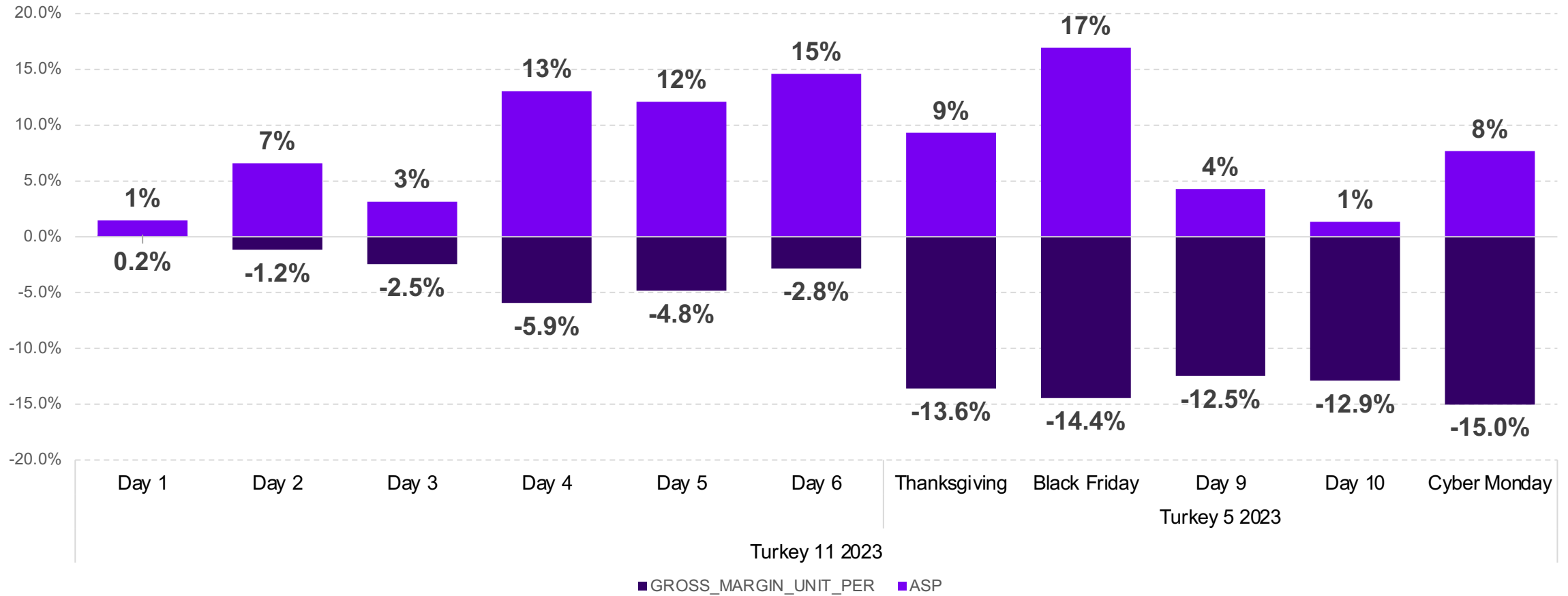
**% Change in Glance Views of T5 2023 compared to T5 2022**



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

The beauty category saw up to 15% declines in Gross Margins during T5, but maintained profitability during the lead-in phase

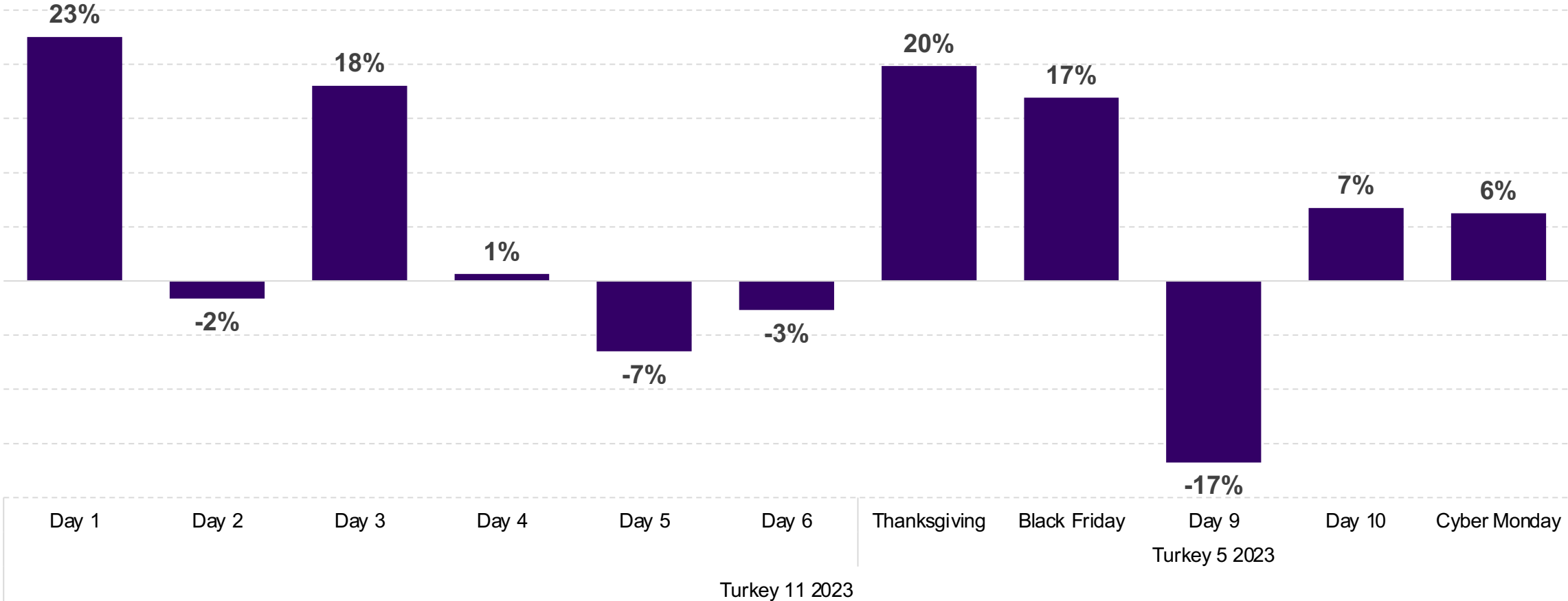
Change in Gross Margin % and ASP versus L14 Day Average



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

**Beauty Brands were able to avoid massive revenue losses due to out of stocks, indicating a more robust inventory planning approach for this year, likely due to better forecasting or back-up fulfillment methods.**

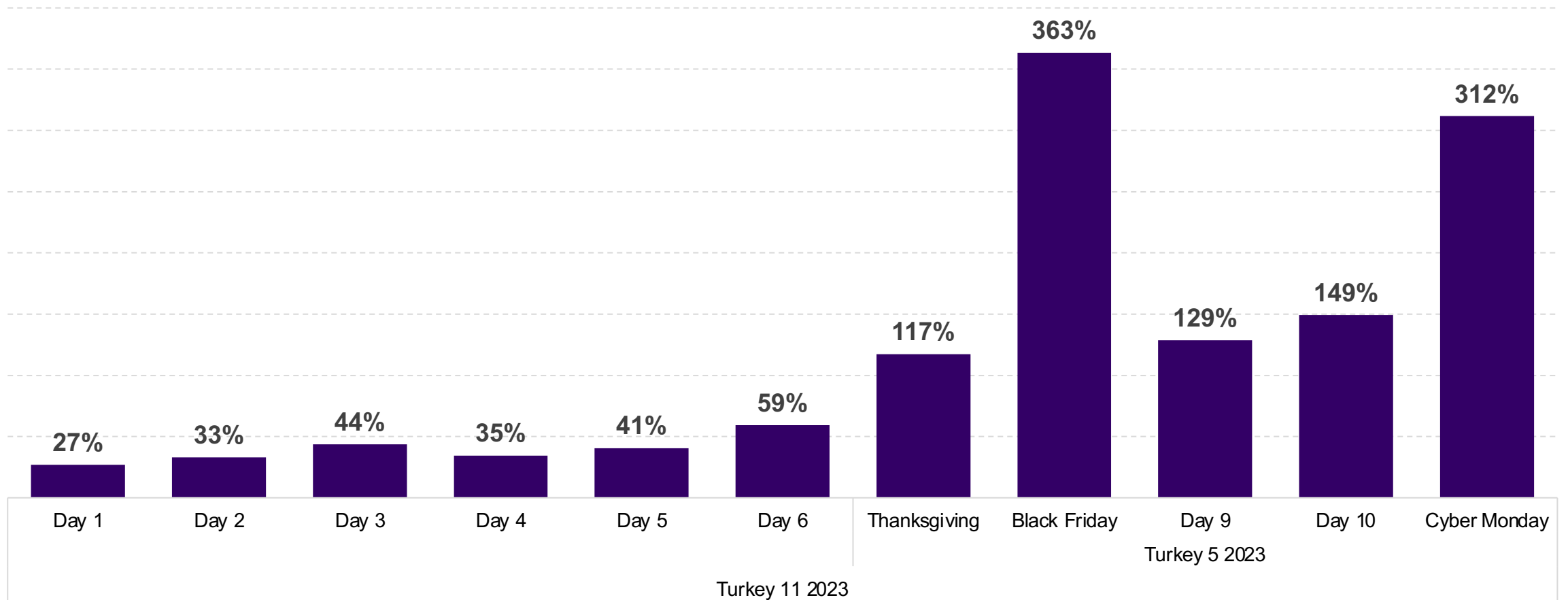
**Change in Revenue Losses due to OOS vs. L14 Day Average**



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

## Brands took advantage of T11, slowly ramping ad spend to drive consideration leading into BFCM.

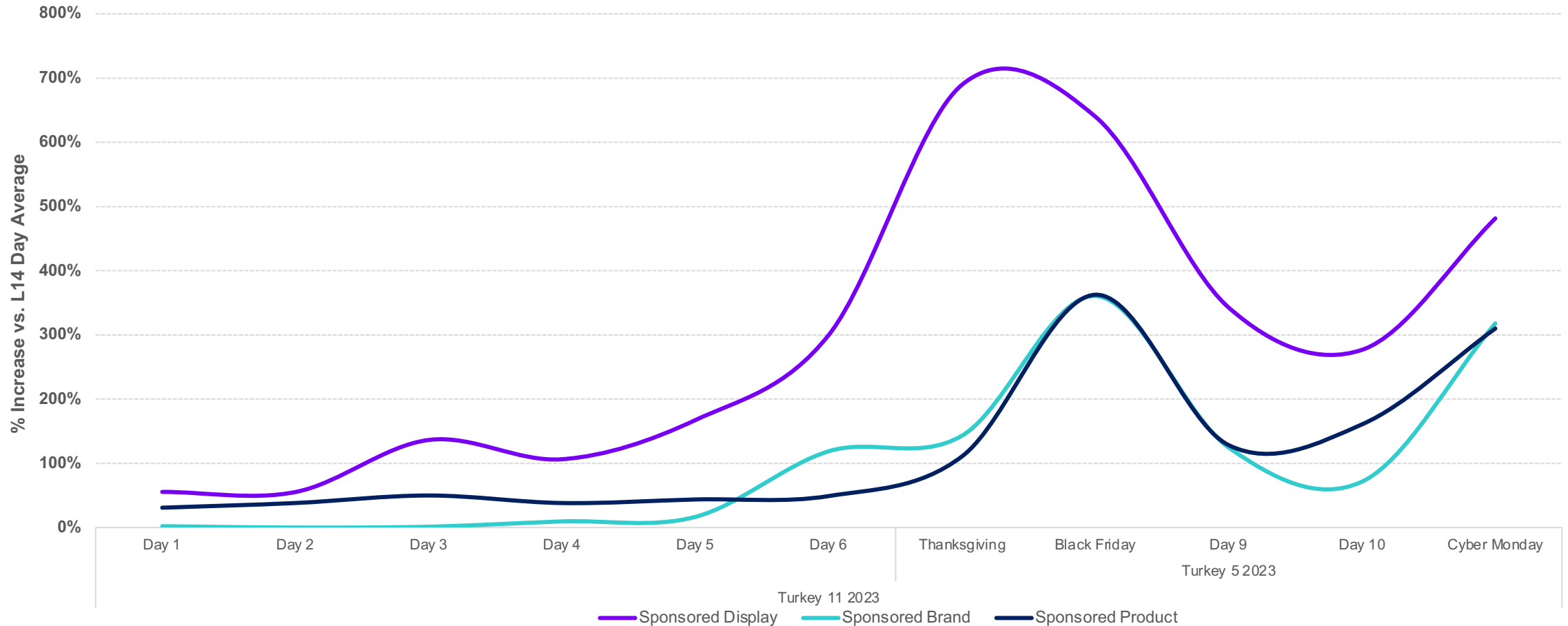
### Change in Ad Spend vs. L14 Day Average



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

During the lead-in phase, brands increased Sponsored Display to drive consideration, then increased all three ad types during T5 to maintain consideration and drive conversion.

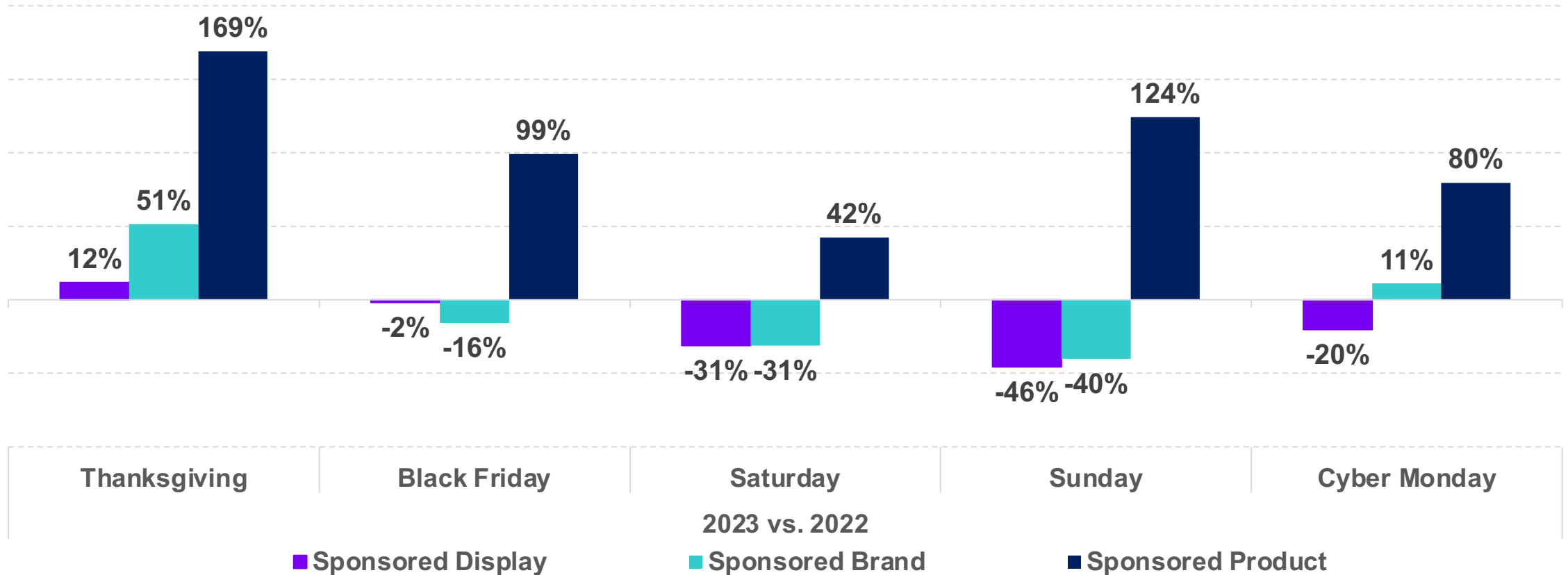
### Change in Ad Spend Types vs. L14 Day Average



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

## T5 2023 compared to 2022 saw beauty brands rely more on Sponsored Product vs, other ad types

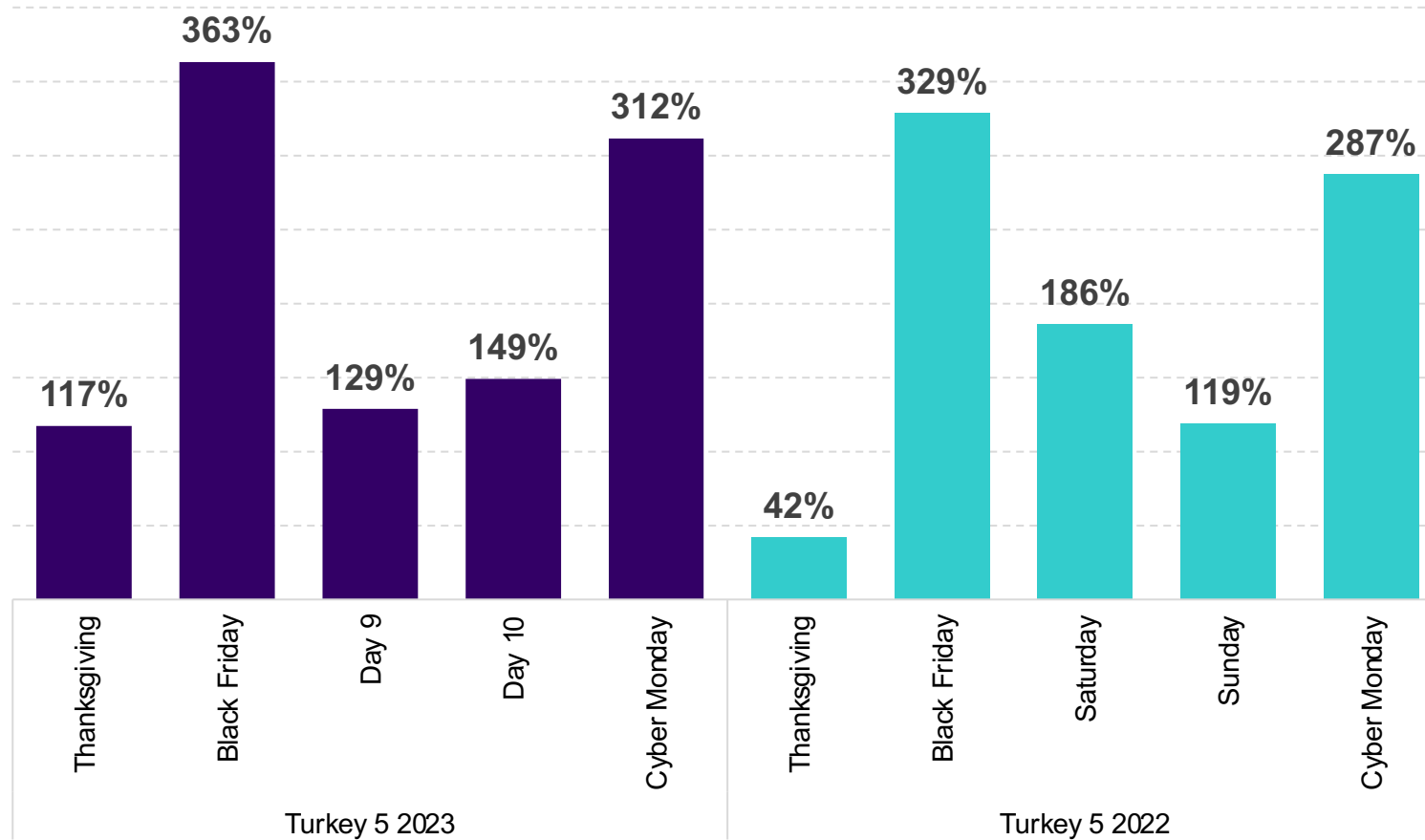
Change in Ad Spend Types on T5 2023 vs. T5 2022



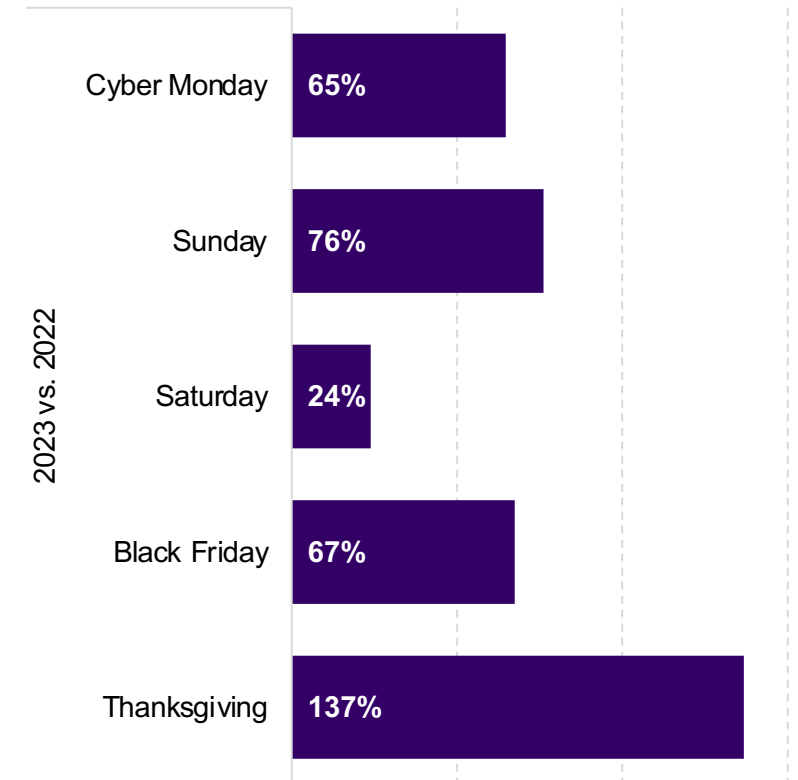
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

Beauty brands in 2023 increased ad spend by upwards of 137% compared to 2022. Total ad spend levels were higher in T5 2023 vs. T5 2022, signaling an increased competitiveness in the overall market.

Change in Daily Ad Spend vs. L14 Day Average



% Change in Ad Spend of T5 2023 compared to T5 2022

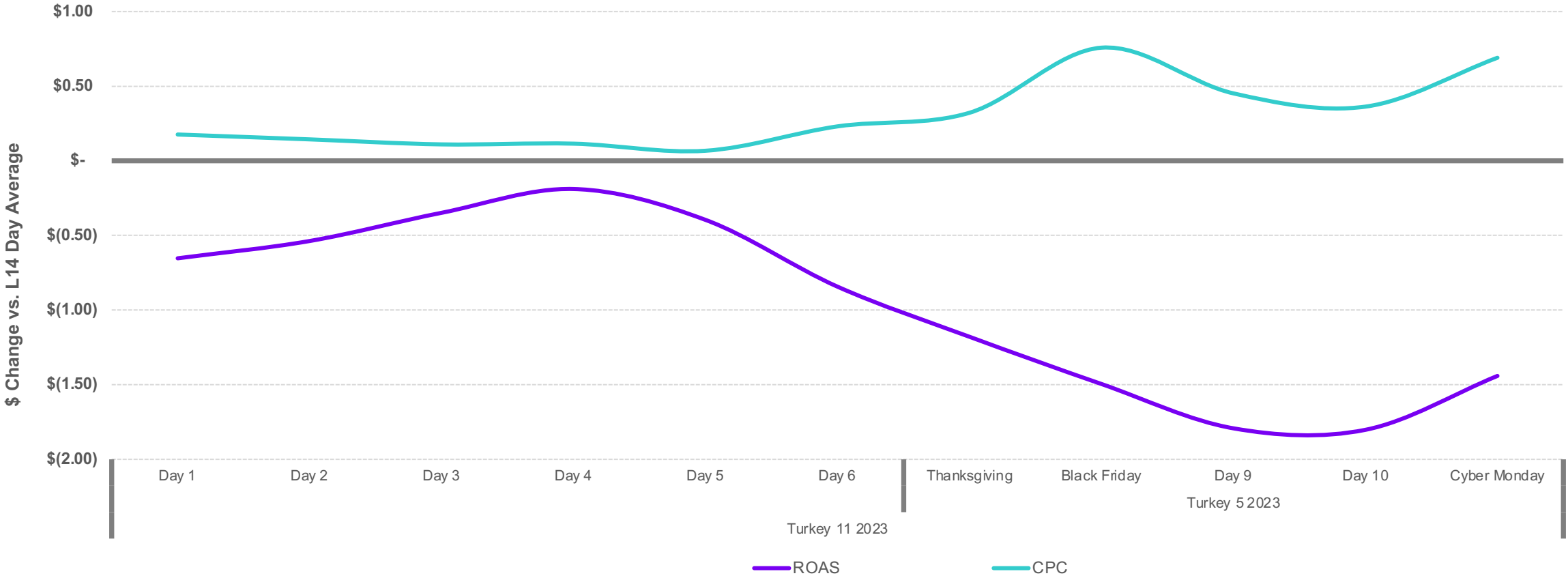


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



This activity correlated with a lower-than-average ROAS during T11, with CPCs beginning to rise during T5. As spend shifted to incorporate SP and SB this correlated with a decline in ROAS and CPC increases.

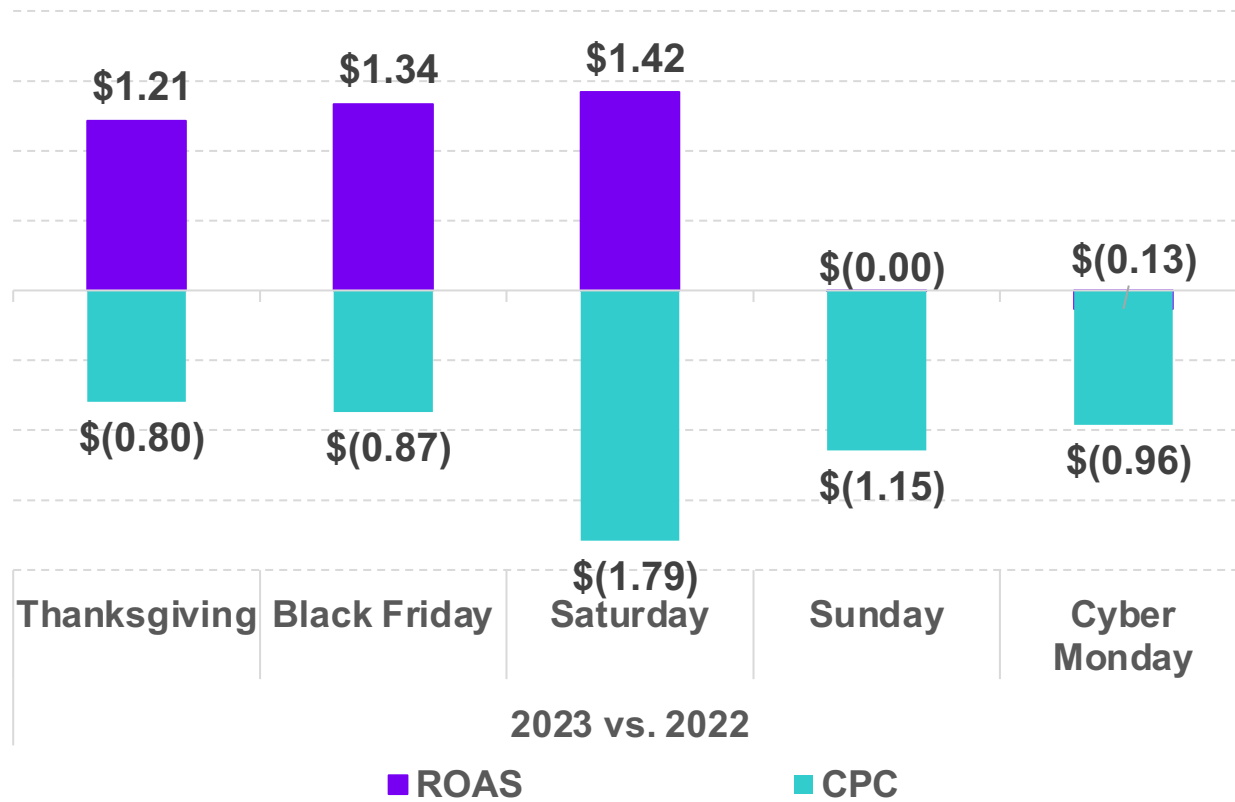
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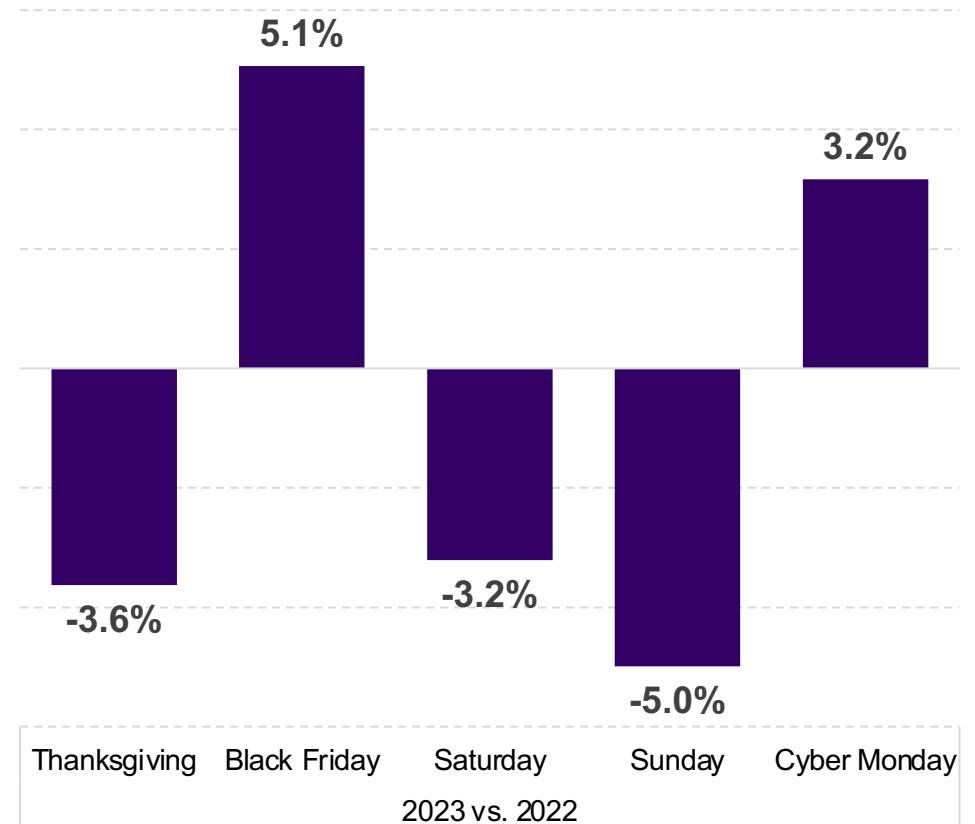
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

Despite the Ad Spend increases, beauty brands saw improved ROAS versus 2022 and maintained healthy margins during the shopping period.

Change in ROAS and CPC: T5 2023 vs. T5 2022



Change in Gross Margin %: T5 2023 vs. T5 2022

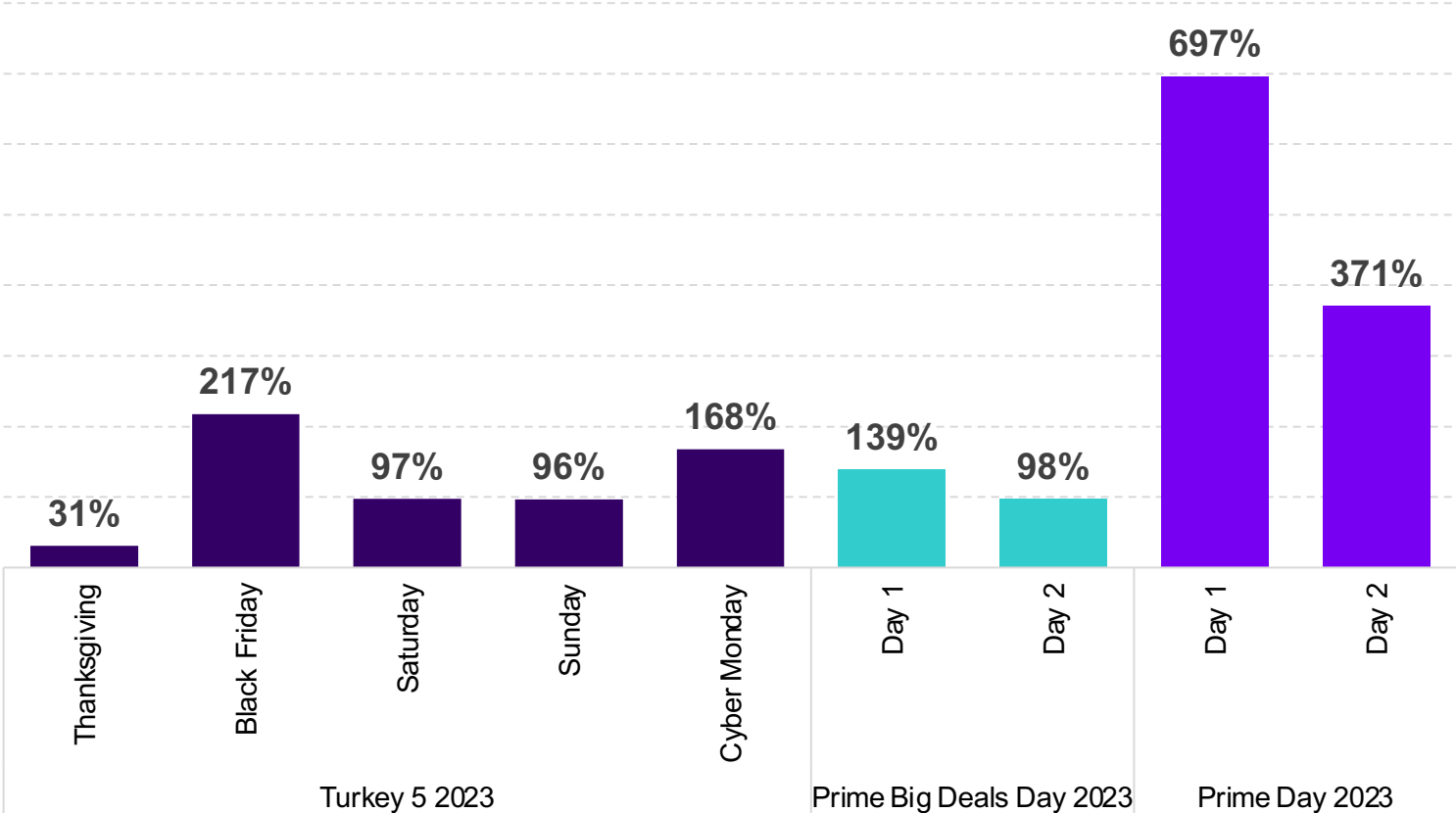


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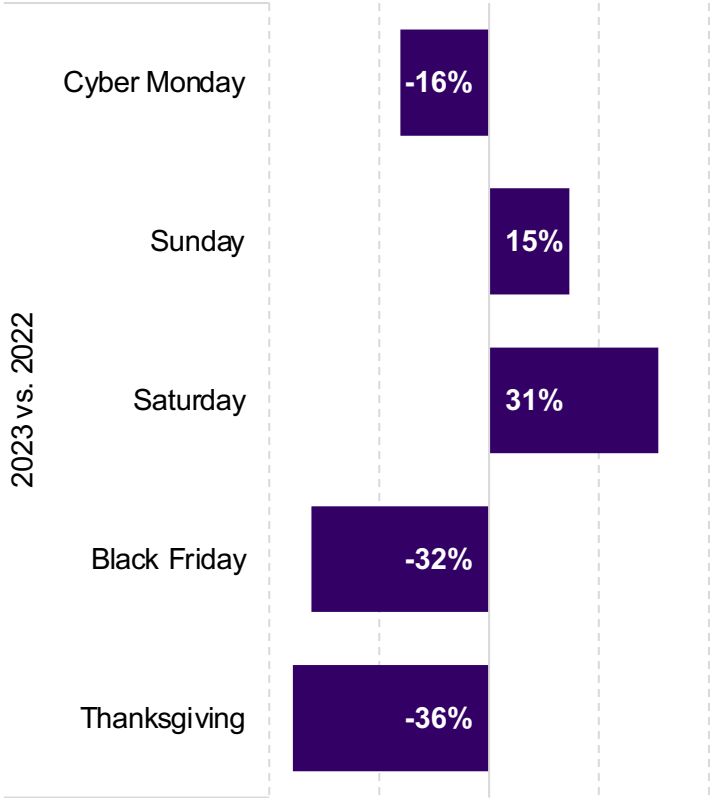
# Electronics Products

**T5 2023 drove less revenue versus T5 2022, with BFCM a slightly larger increase in revenues as compared to Prime Big Deal Days. Both events are dwarfed by Prime Day 2023.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**



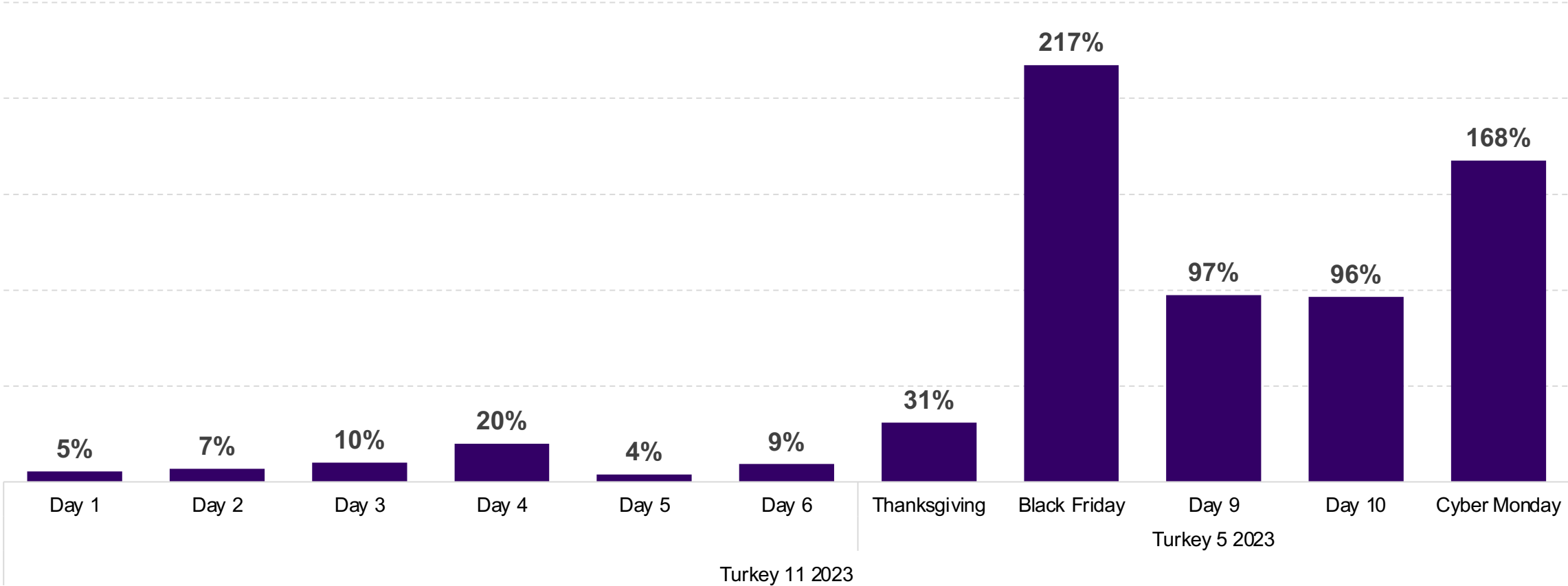
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

Turkey 11 drove a marginal increase in ordered revenue, with majority of sales happening on Black Friday and Cyber Monday, which is consistent with previous years.

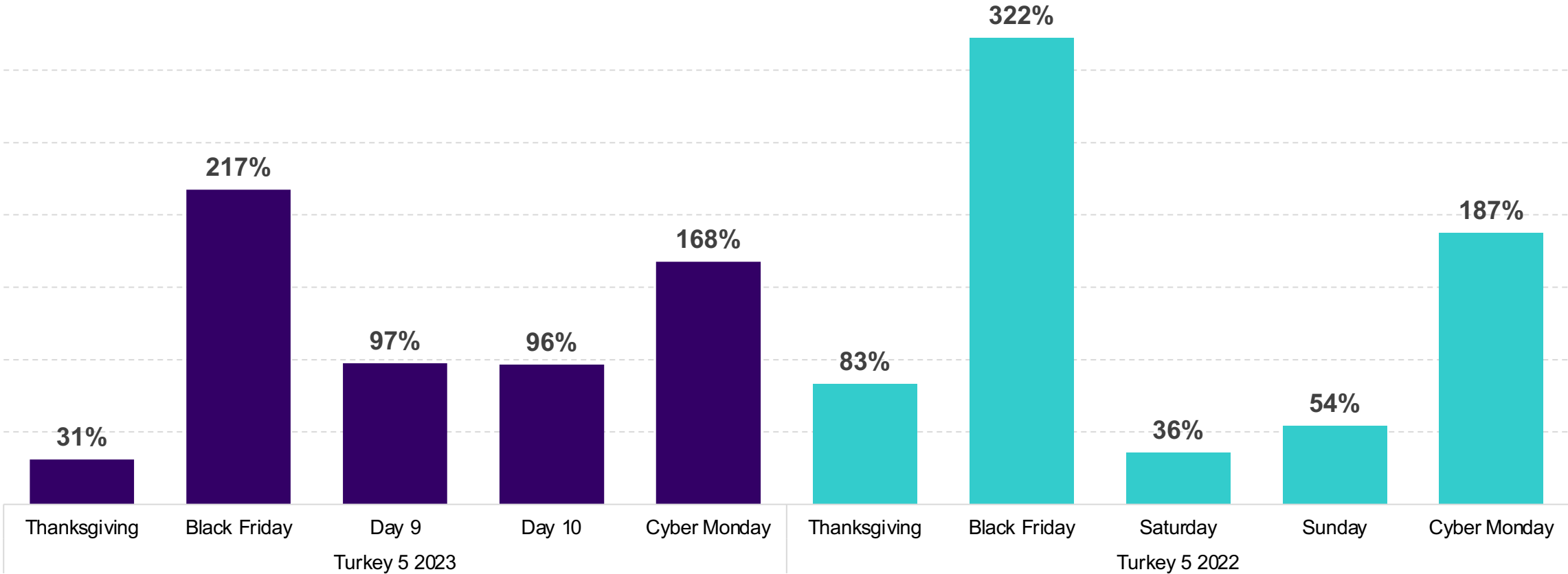
Change in Daily Average Ordered Revenue versus L14 Day Average



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

The electronics category saw decreased shopping activity during T5 2023 as compared to T5 2022, showing continued headwinds in the category after Prime Day 2023.

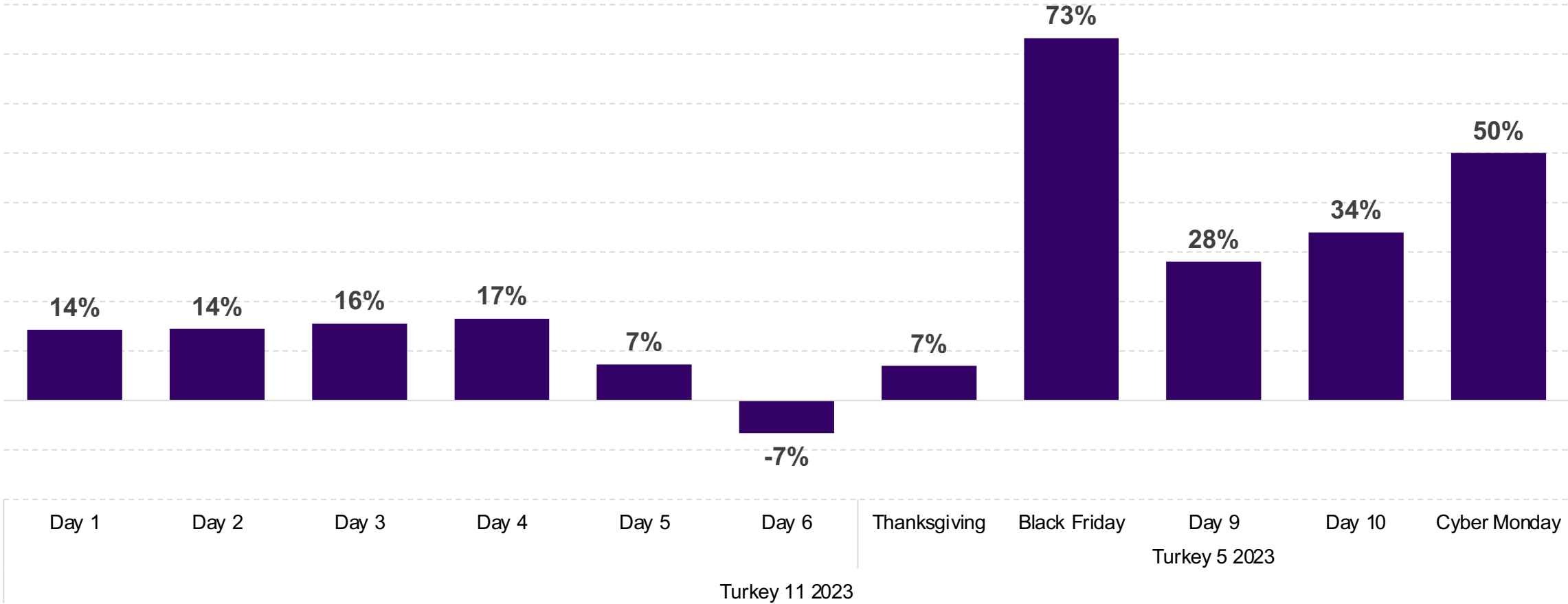
Change in Daily Average Ordered Revenue versus L14 Day Average



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

The shift from T5 to T11 in 2023 was somewhat effective in driving an increase in traffic leading into T5.

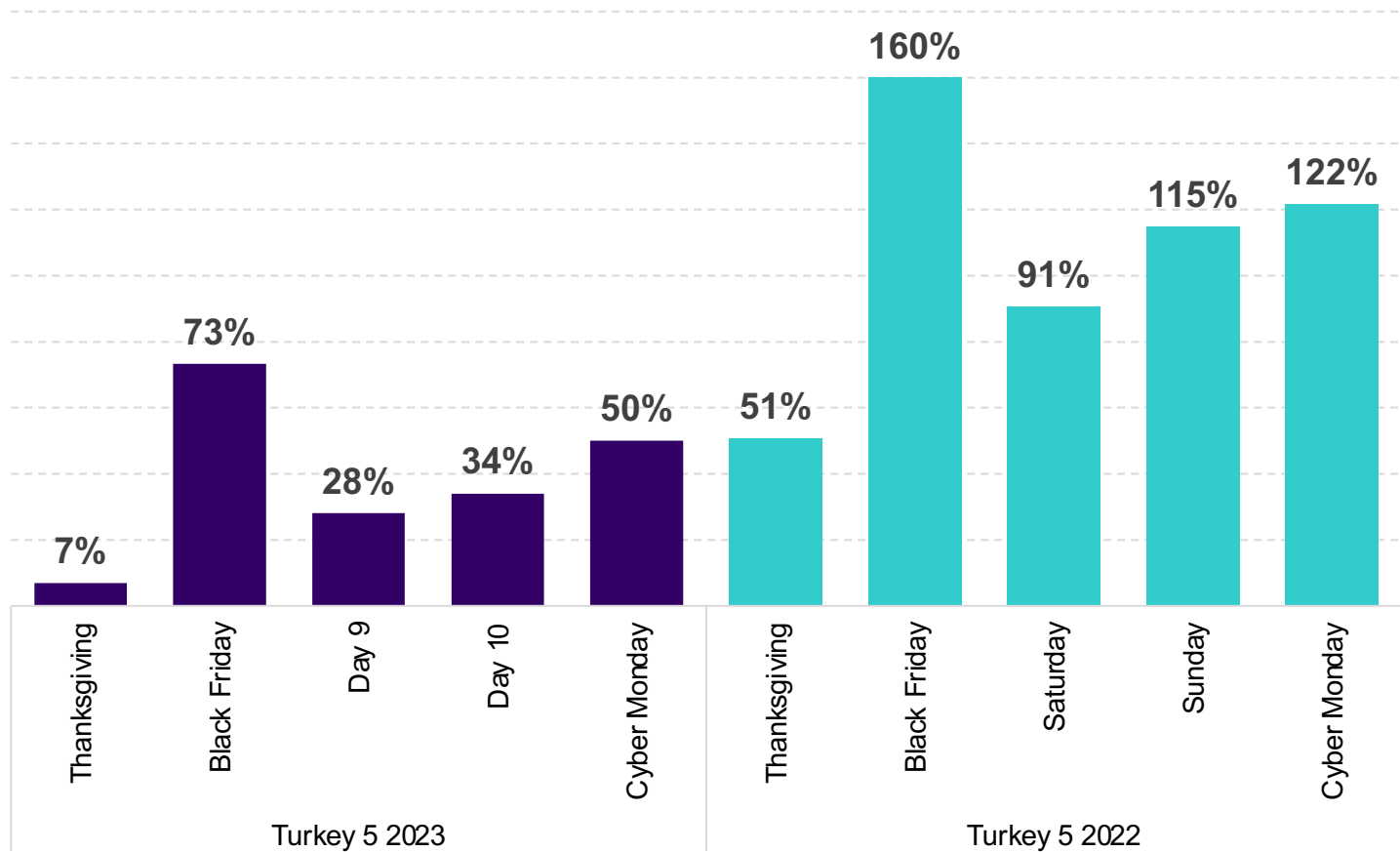
Change in Daily Average Glance Views versus L14 Day Average



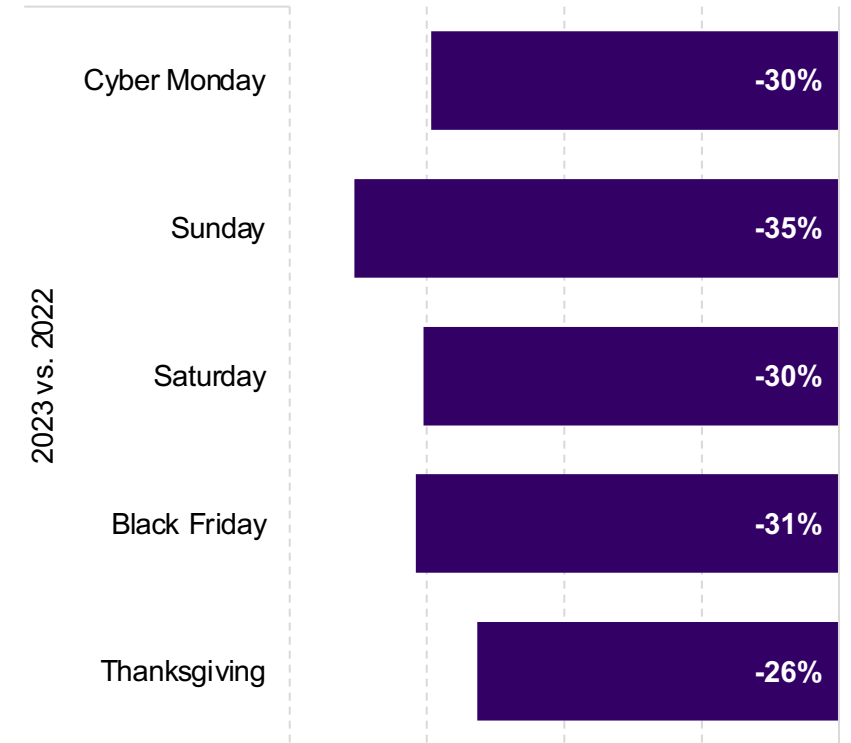
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Overall, Traffic within the Electronics Category was down versus T5 2022 on all core shopping days.**

**Change in Daily Average Glance Views versus L14 Day Average**



**% Change in Glance Views of T5 2023 compared to T5 2022**

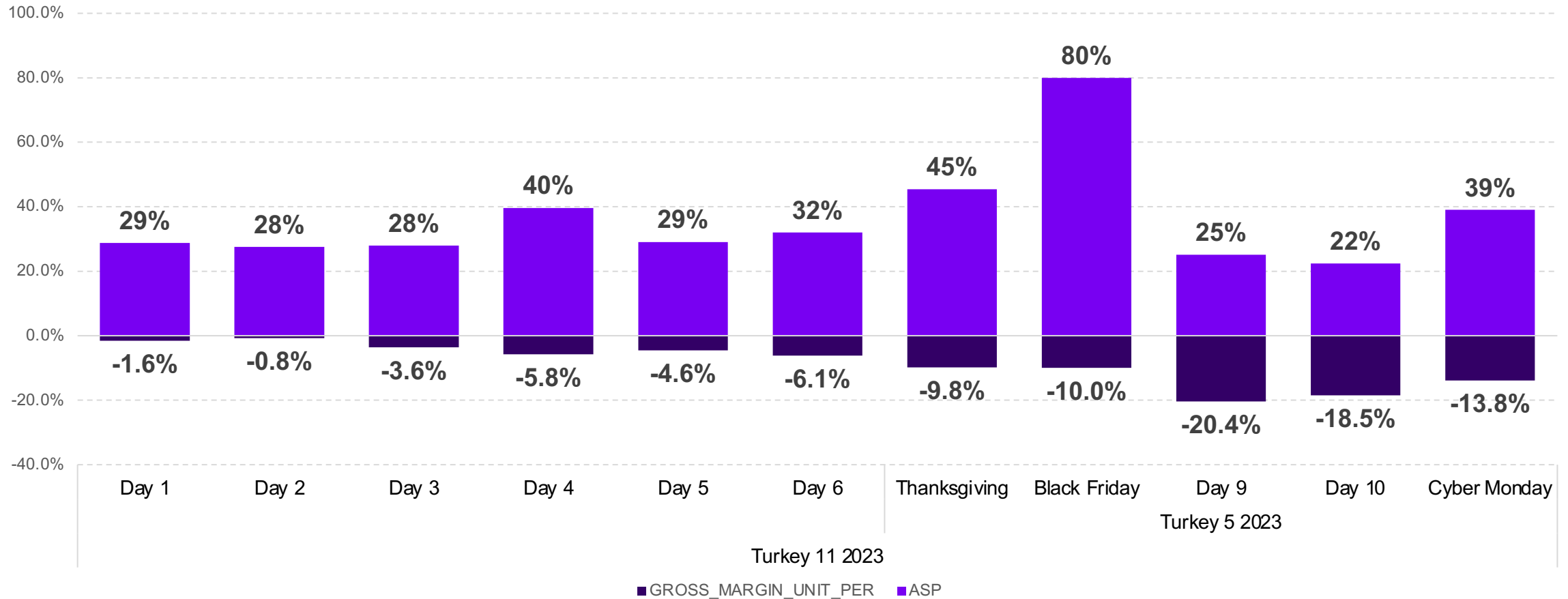


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



Shoppers began to increase overall order sizes leading into BFCM, likely purchasing bundled offers or higher consideration purchases. The Electronics category was able to maintain relatively gross margins, with minimal declines.

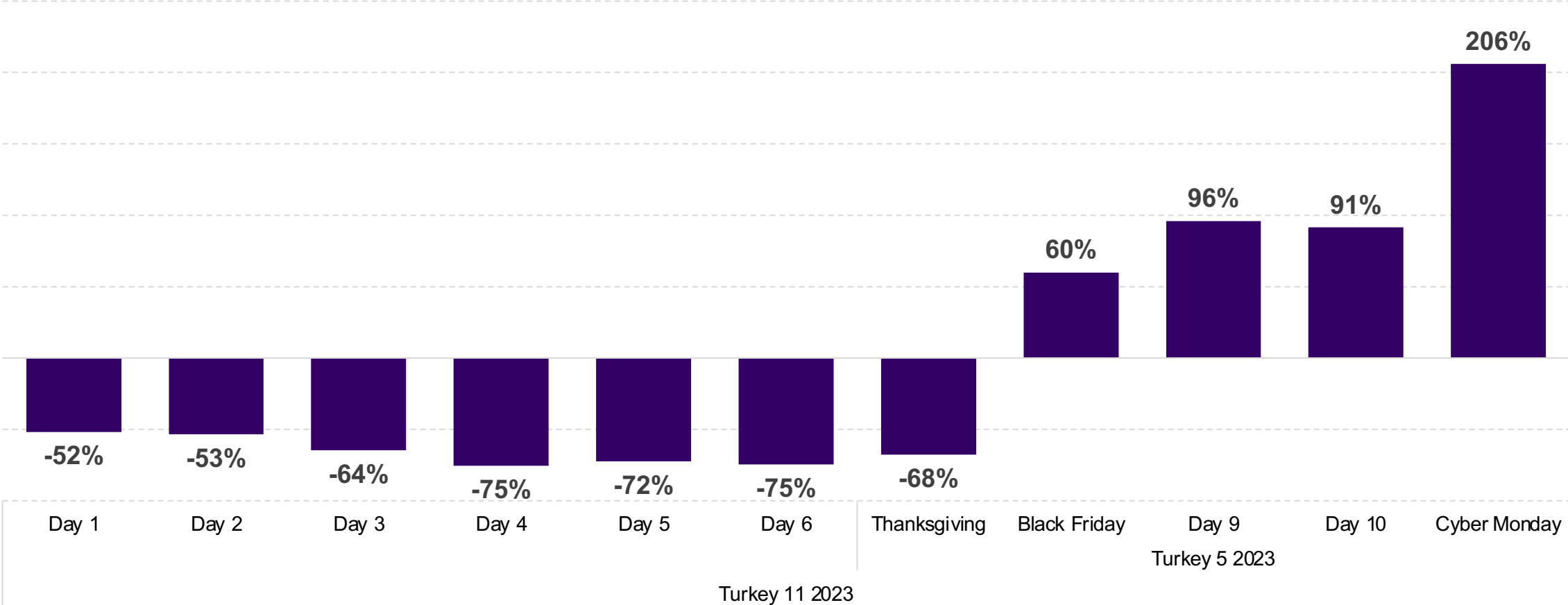
### Change in Gross Margin % and ASP versus L14 Day Average



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

**Brands saw a massive spike in revenue losses due to out of stock going into BFCM, further indicating the importance of having backup fulfillment methods to capture these lost sales opportunities.**

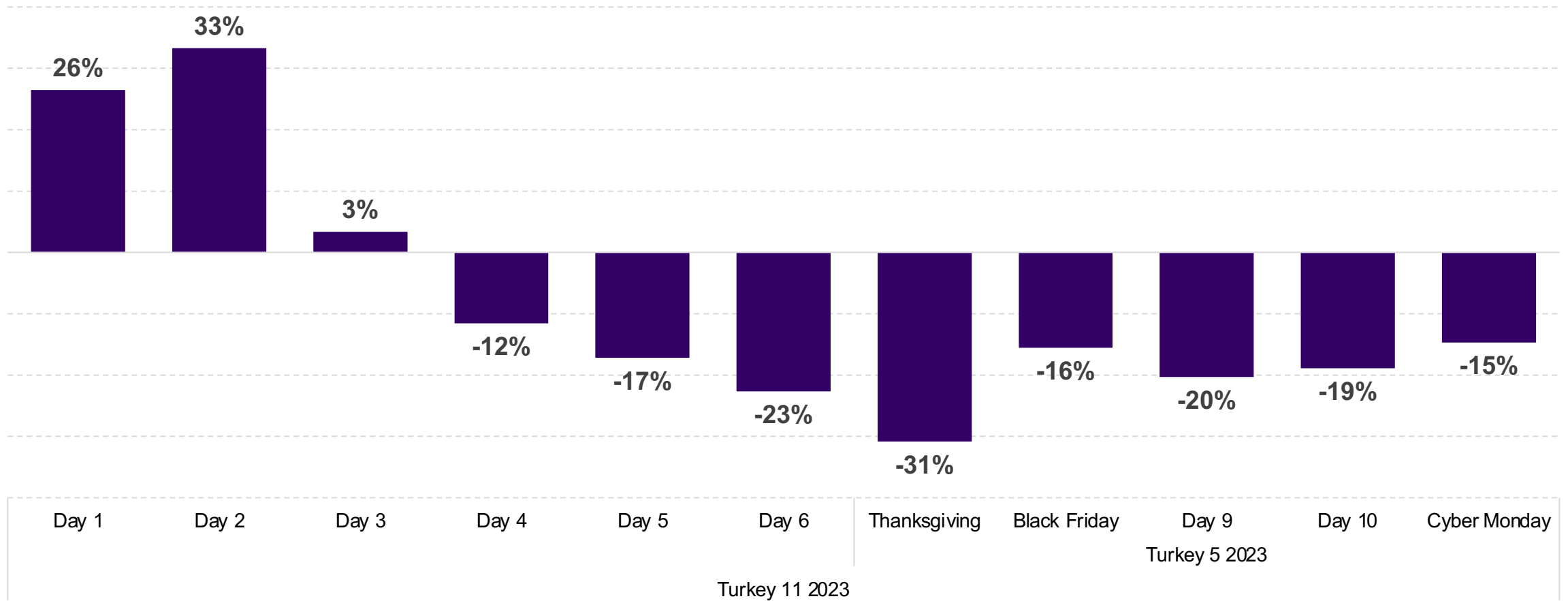
**Change in Revenue Losses due to OOS vs. L14 Day Average**



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

Brands in the electronics category pulled back on ad spend, likely signaling a focus on profitability vs. growth.

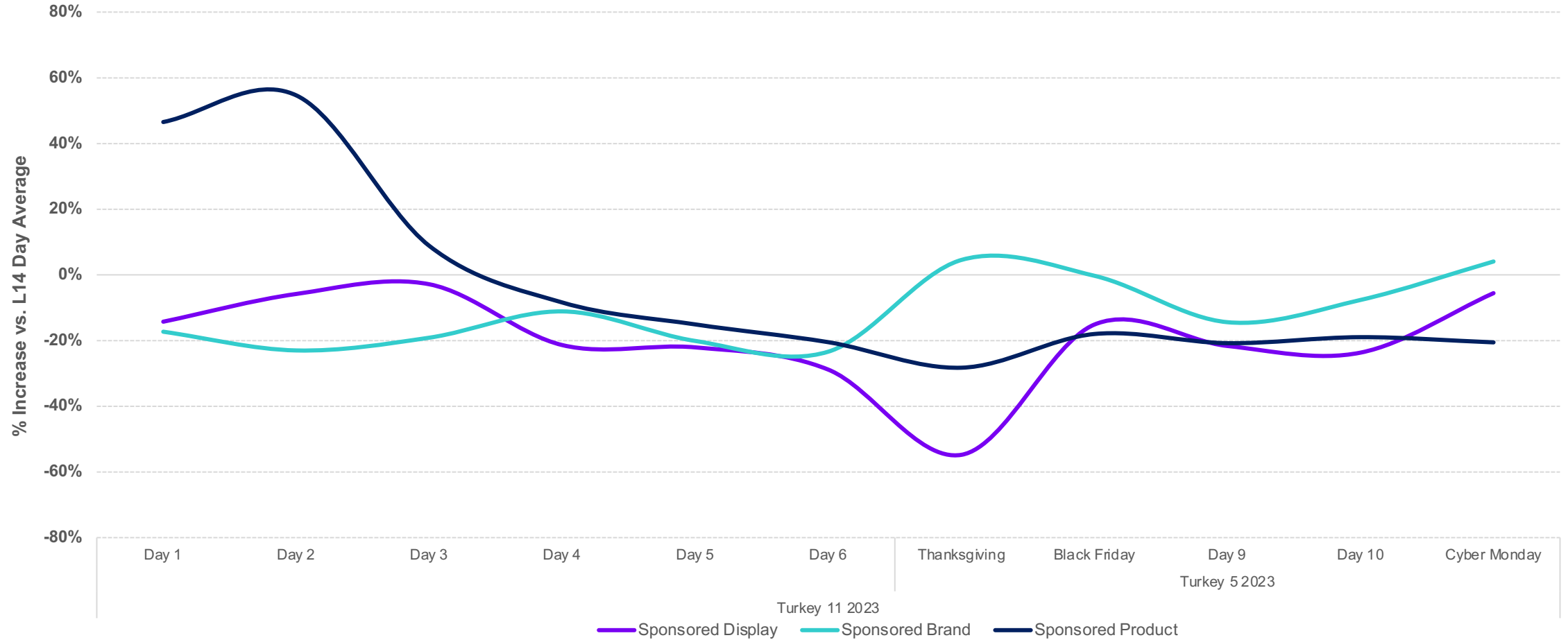
### Change in Ad Spend vs. L14 Day Average



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

During the lead-in phase, brands increased Sponsored Product, but quickly pulled back on all ad types leading into BFCM. This further supports the hypothesis of a shift into profitability for electronics.

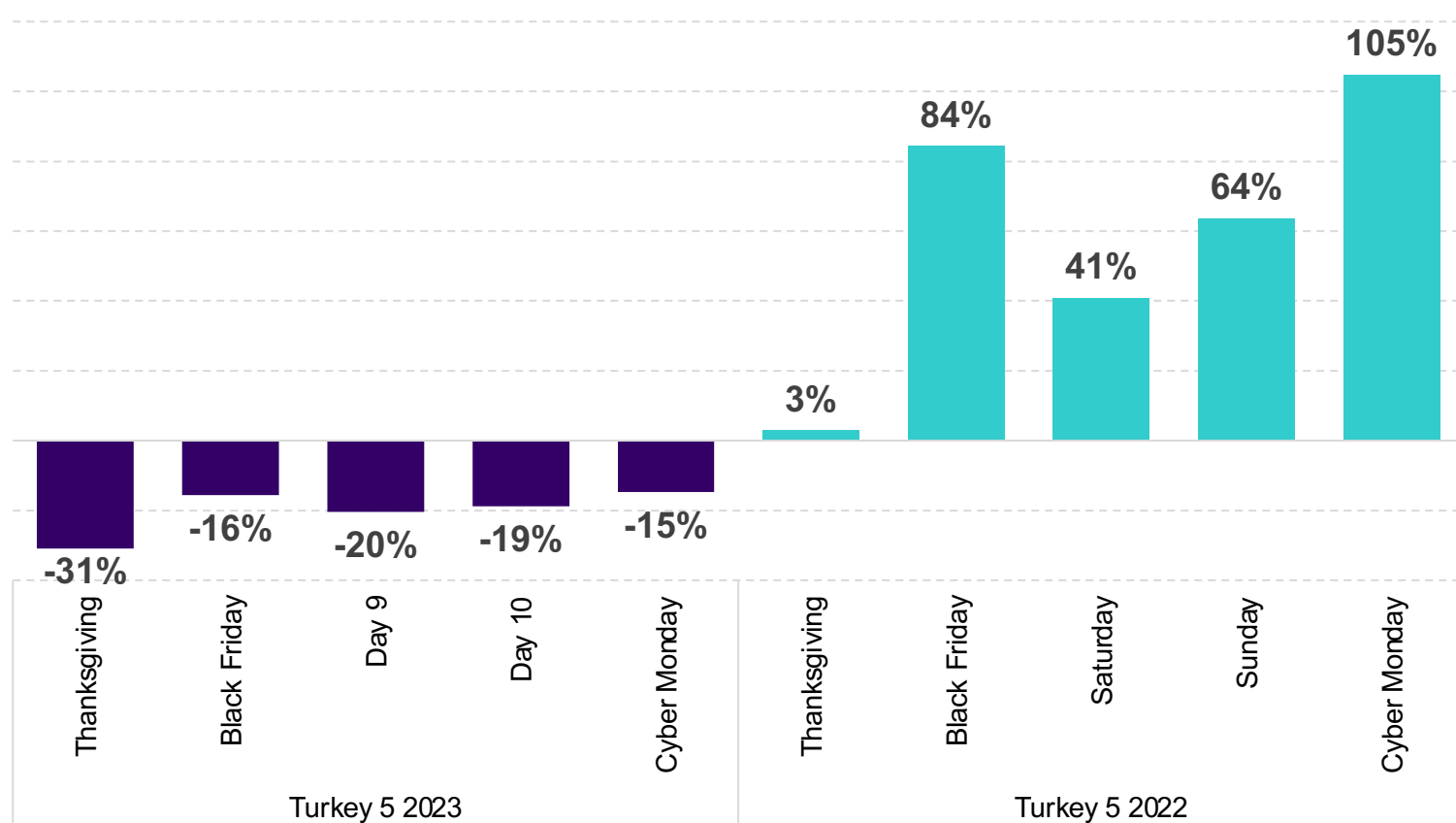
### Change in Ad Spend Types vs. L14 Day Average



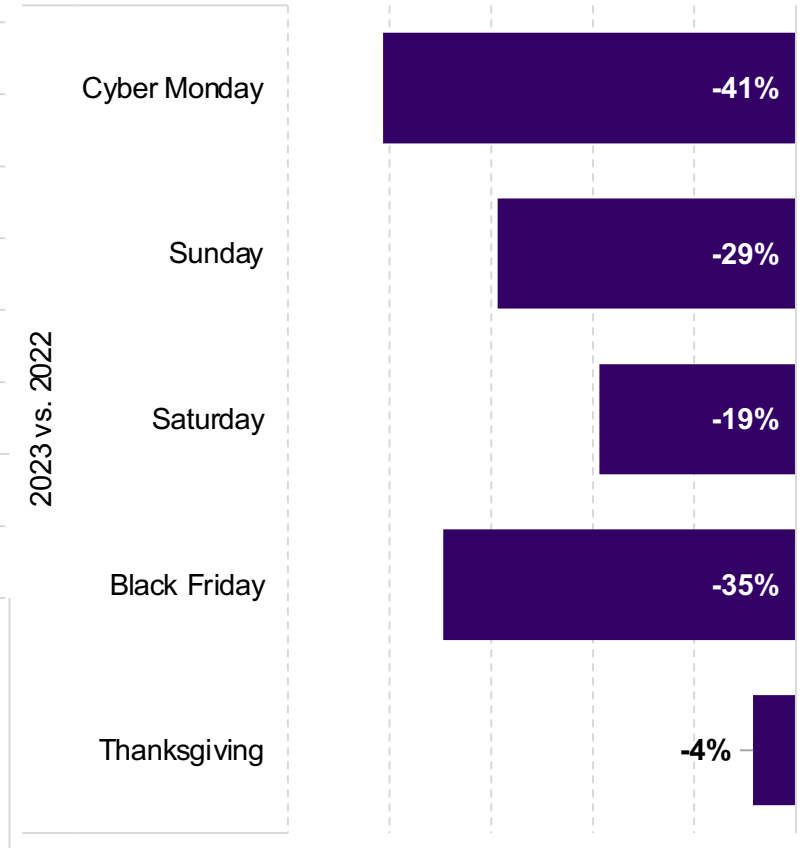
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Brands in the Electronic Category decreased spend leading into T5, as well as compared to the previous year, further supporting the hypothesis of a shift to profitability vs. topline growth in 2023.**

**Change in Daily Ad Spend vs. L14 Day Average**



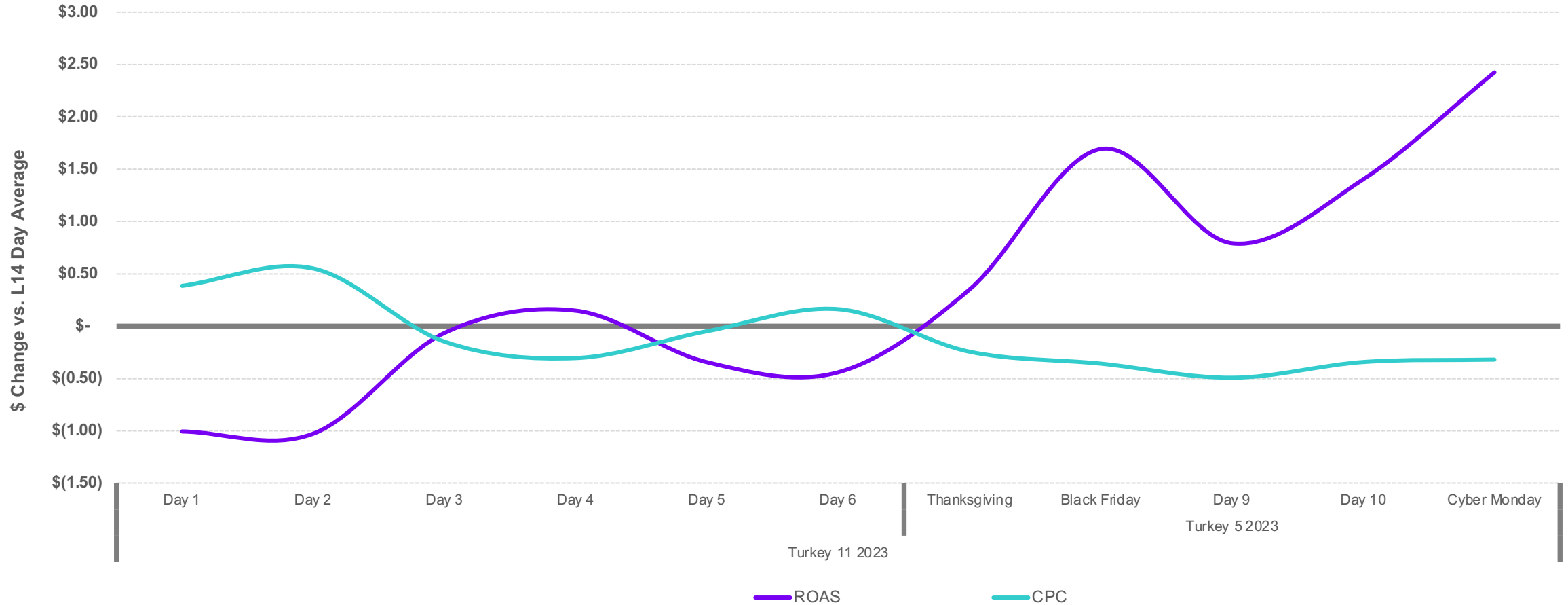
**% Change in Ad Spend of T5 2023 compared to T5 2022**



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

The pull back in spend correlated with an increase in ROAS and decrease in CPCs, presenting an opportunity for new entrants to capitalize on reduced competitiveness by incumbents.

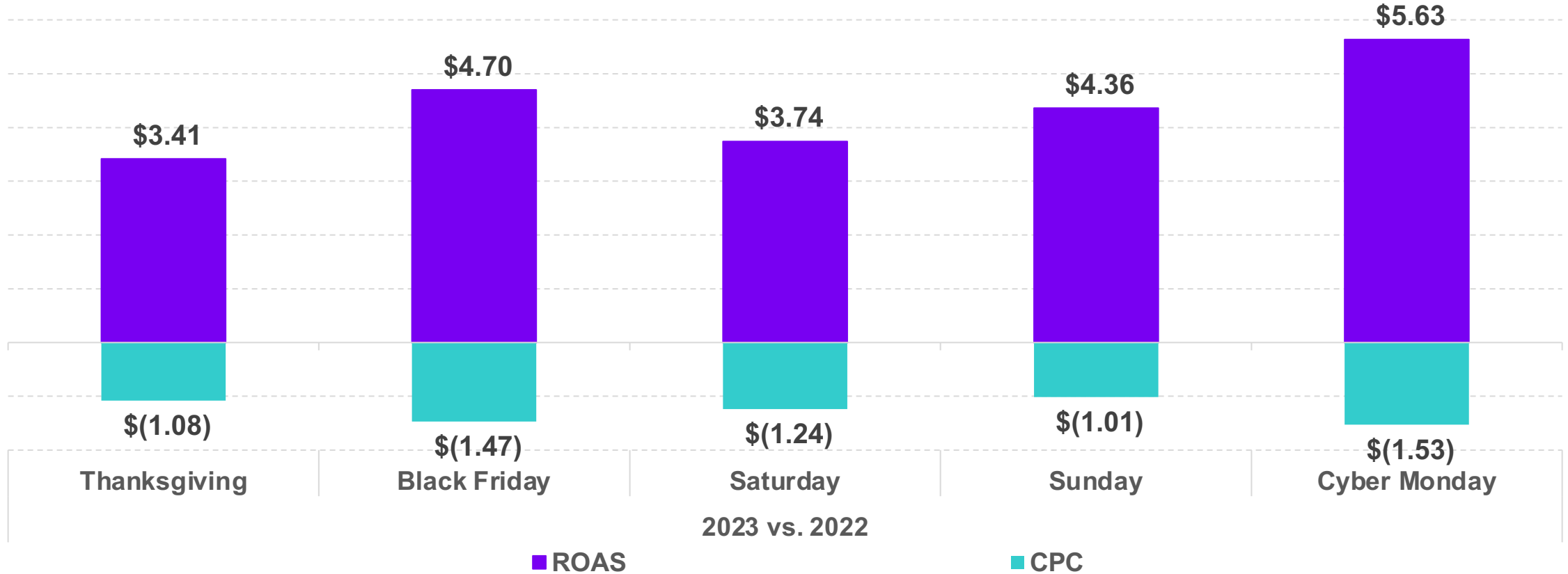
### Change in ROAS and CPC vs. L14 Day Average



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

Overall T5 2023 was less competitive versus 2022, with increased ROAS and lower CPCs across T5.

Change in ROAS and CPC: T5 2023 vs. T5 2022



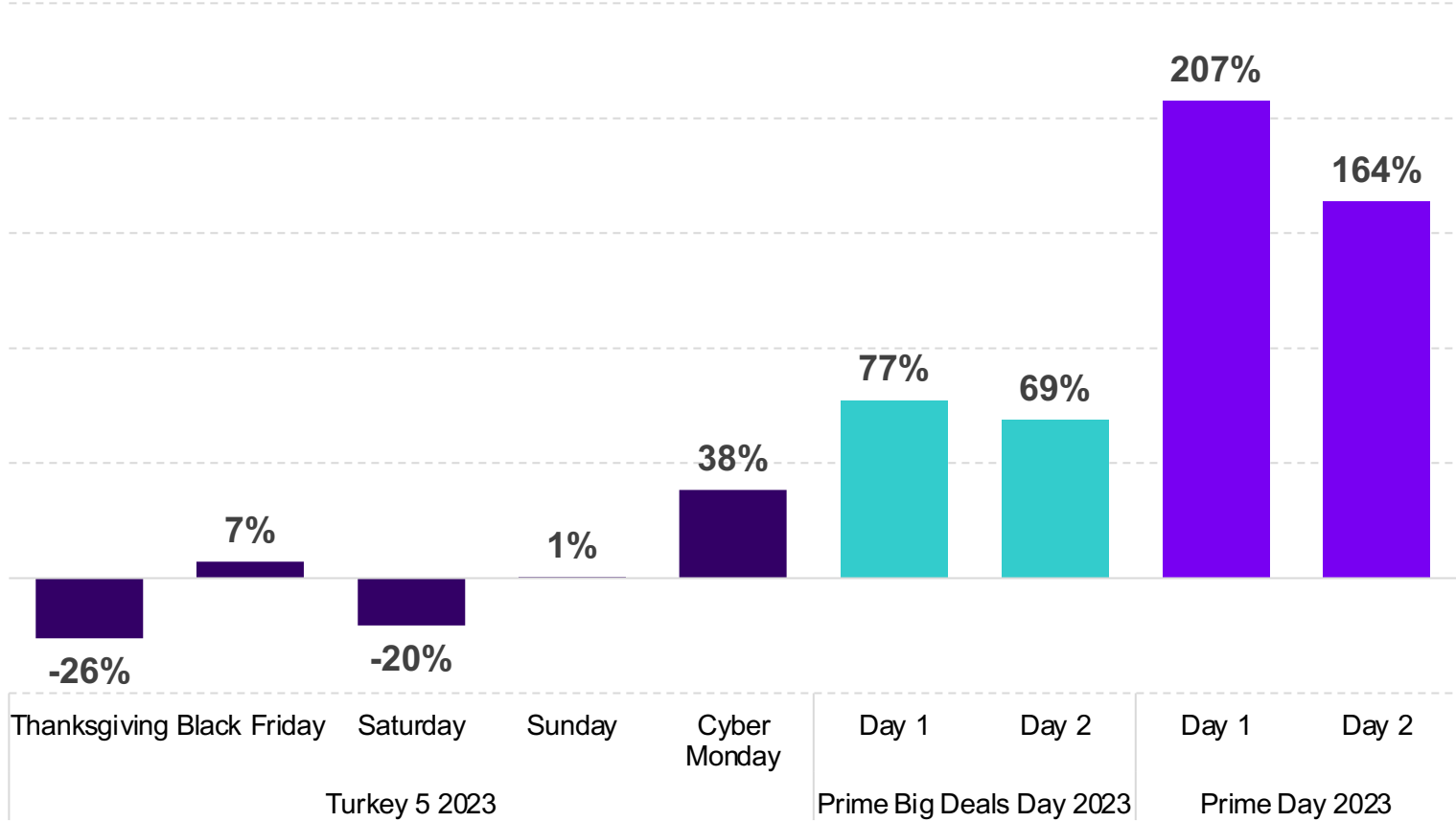
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

# Grocery Products

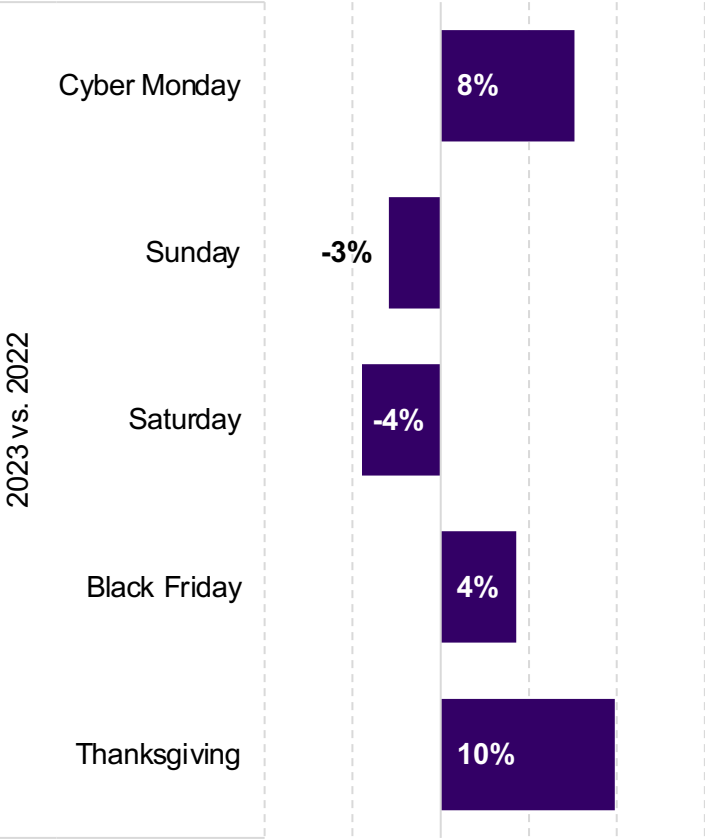


T5 2023 slightly more revenue versus T5 2022, but was unable to match the effect Big Deal Days and Prime Day had on the grocery category. This may be explained by a shift in spend other retailers during T5.

Change in Daily Average Ordered Revenue versus L14 Day Average



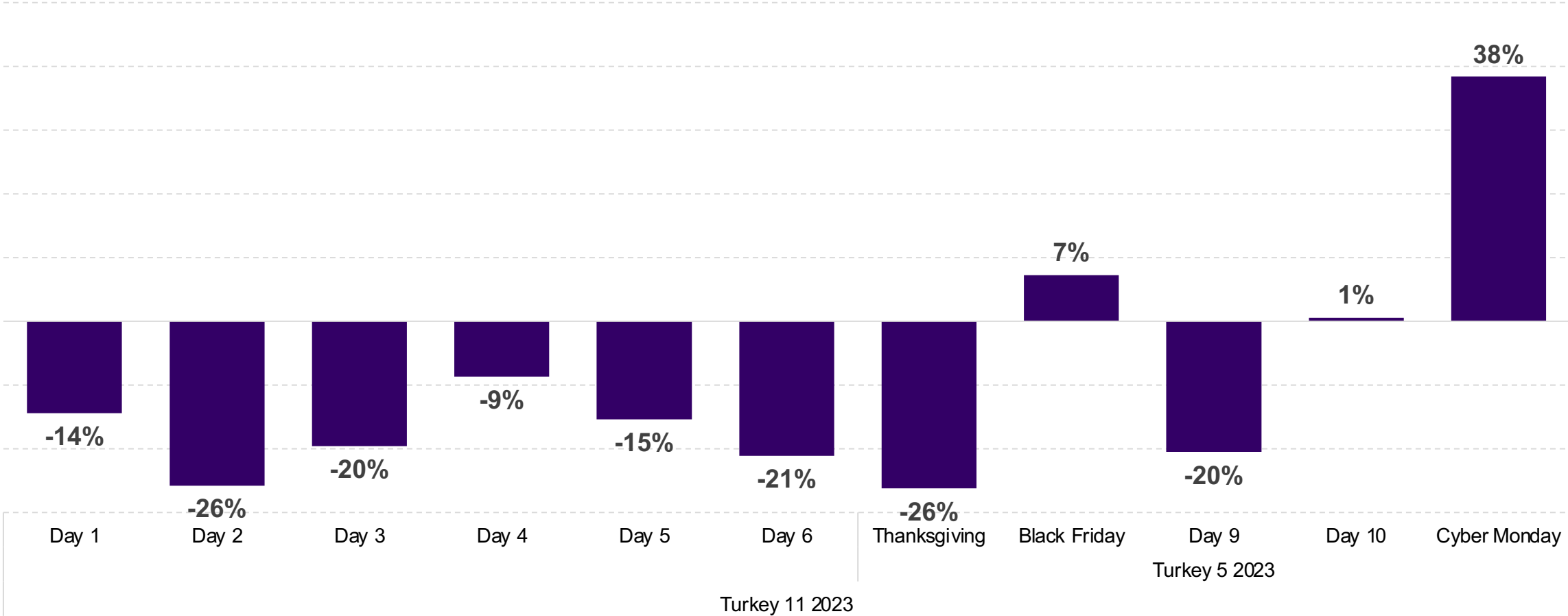
% Change in Ordered Revenues of T5 2023 compared to T5 2022



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

Turkey 11 drove a decrease in ordered revenue versus the L14 baseline, with consumers likely spending dollars elsewhere in preparing for Thanksgiving weekend.

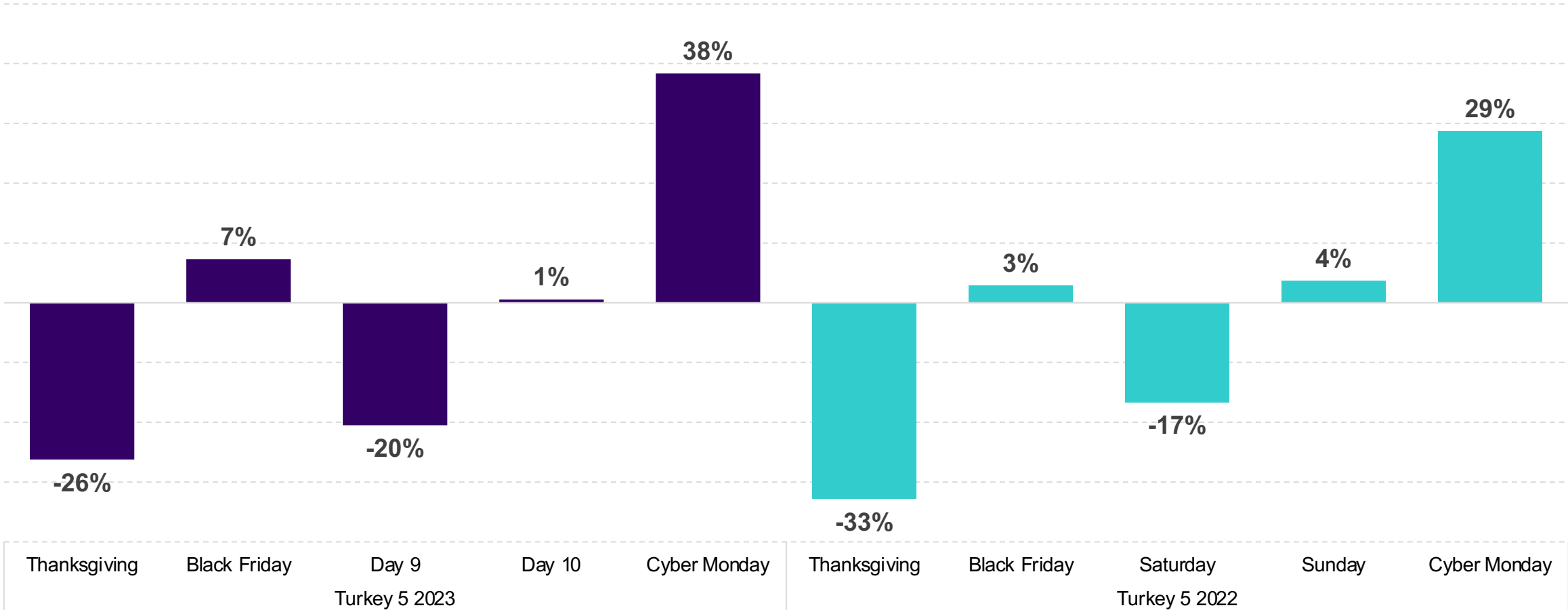
Change in Daily Average Ordered Revenue versus L14 Day Average



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

T5 2023 followed a similar pattern to T5 2022, with majority of revenue being earned on Cyber Monday.

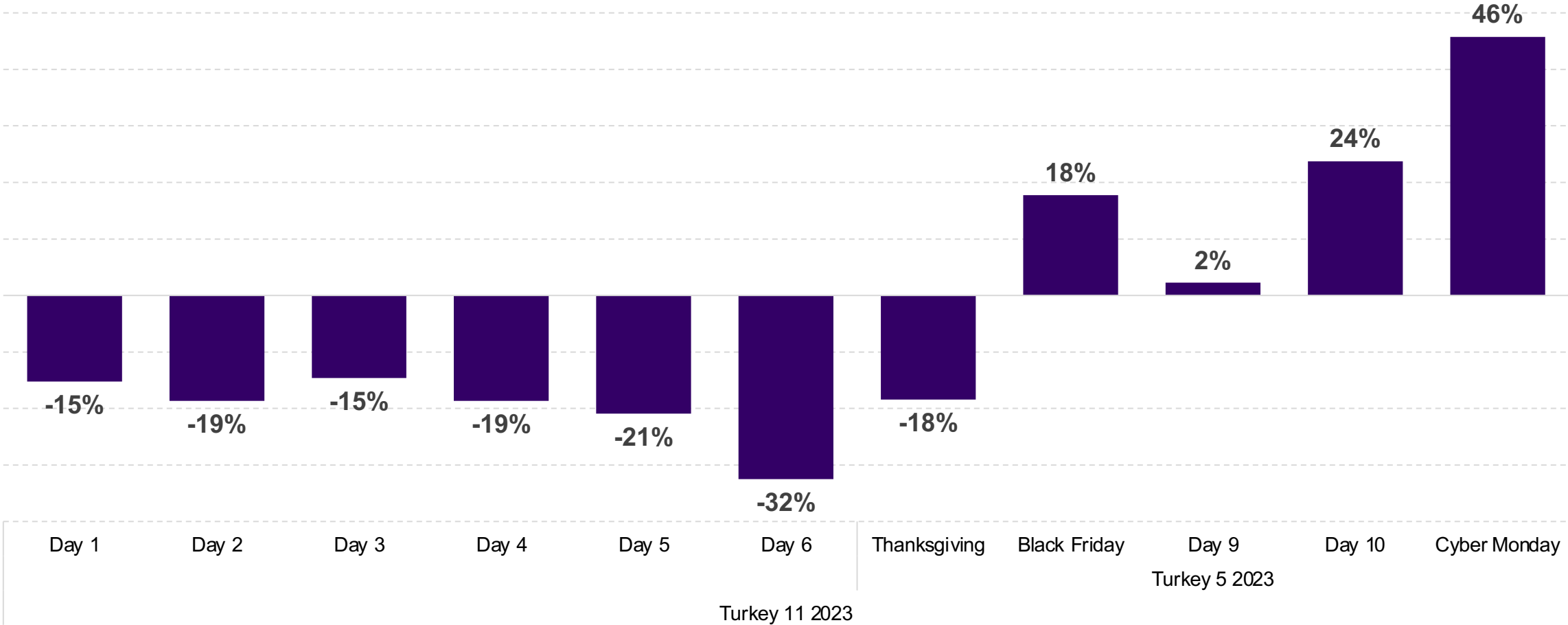
Change in Daily Average Ordered Revenue versus L14 Day Average



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

The shift from T5 to T11 in 2023 correlated with reduced traffic leading into Thanksgiving.

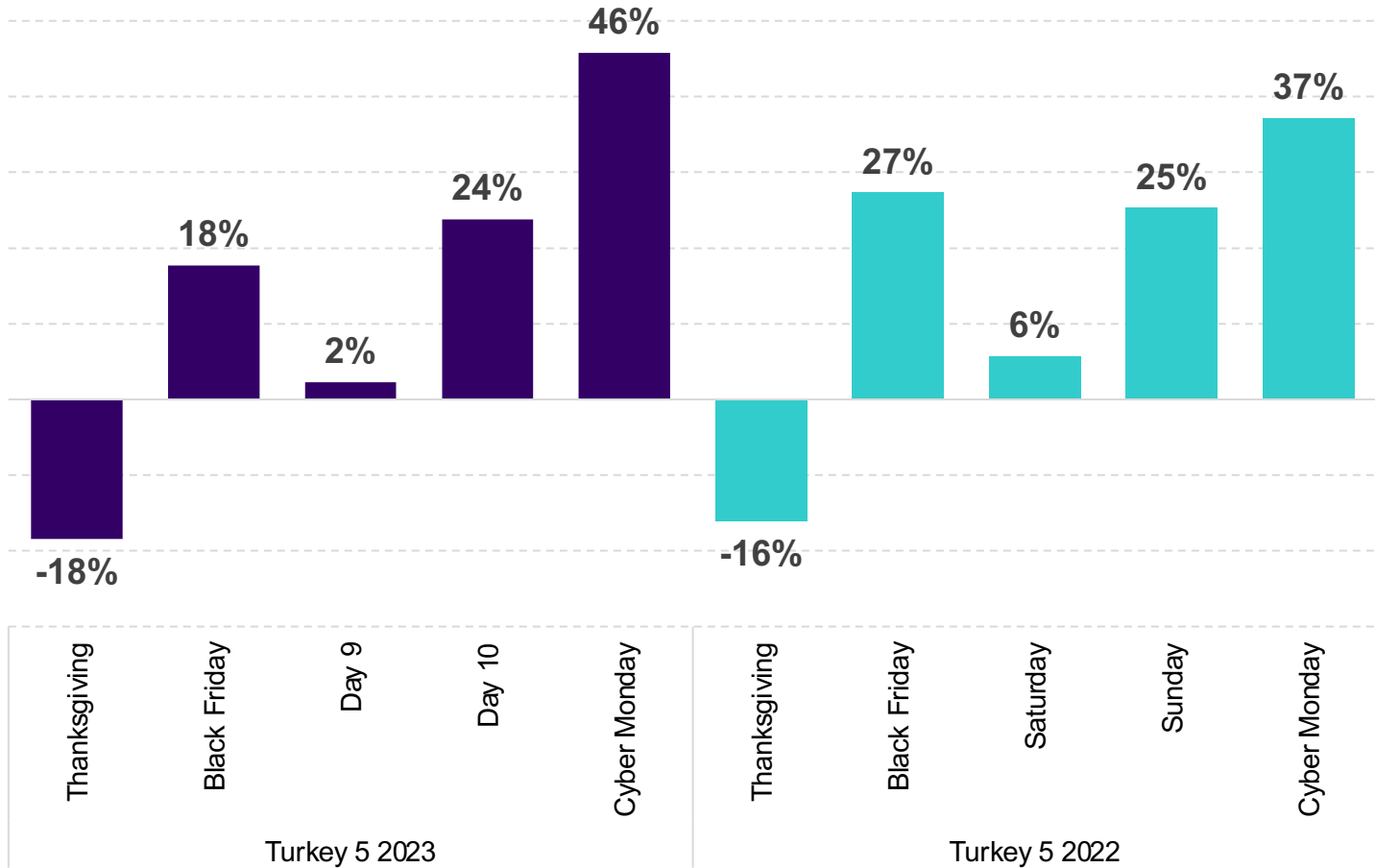
Change in Daily Average Glance Views versus L14 Day Average



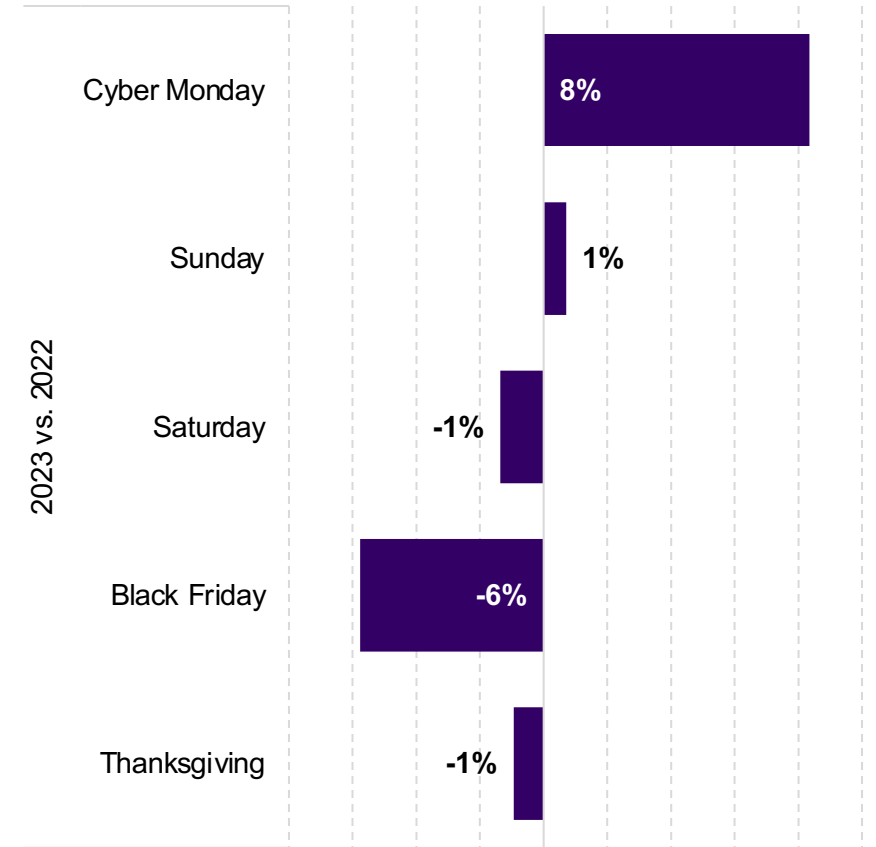
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

# Traffic followed a similar pattern in grocery in '23 vs '22, with Cyber Monday slightly outperforming in '23

## Change in Daily Average Glance Views versus L14 Day Average



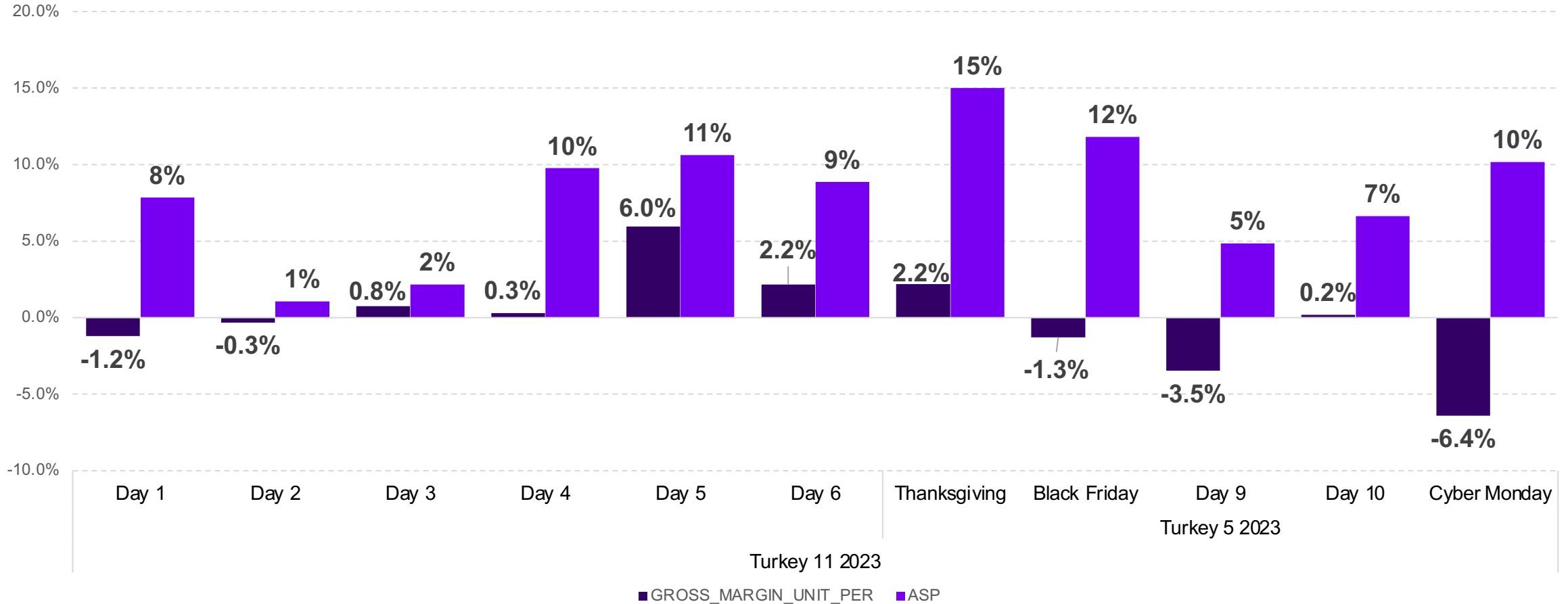
## % Change in Glance Views of T5 2023 compared to T5 2022



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

Shoppers began to increase overall order sizes leading into T5, which correlated with a Gross Margin increase.

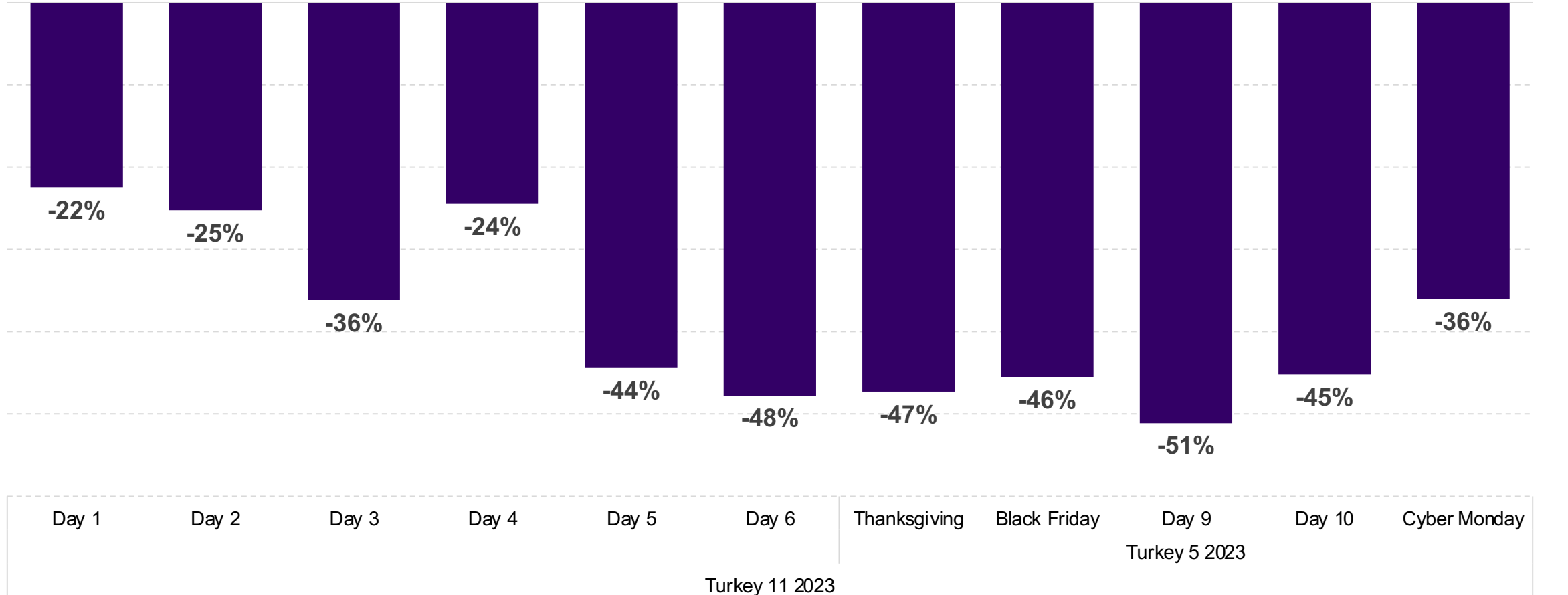
### Change in Gross Margin % and ASP versus L14 Day Average



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

Brands saw a massive spike in revenue losses due to out of stock throughout T11, further indicating brands in the Grocery need to improve forecasting accuracy for tentpole events.

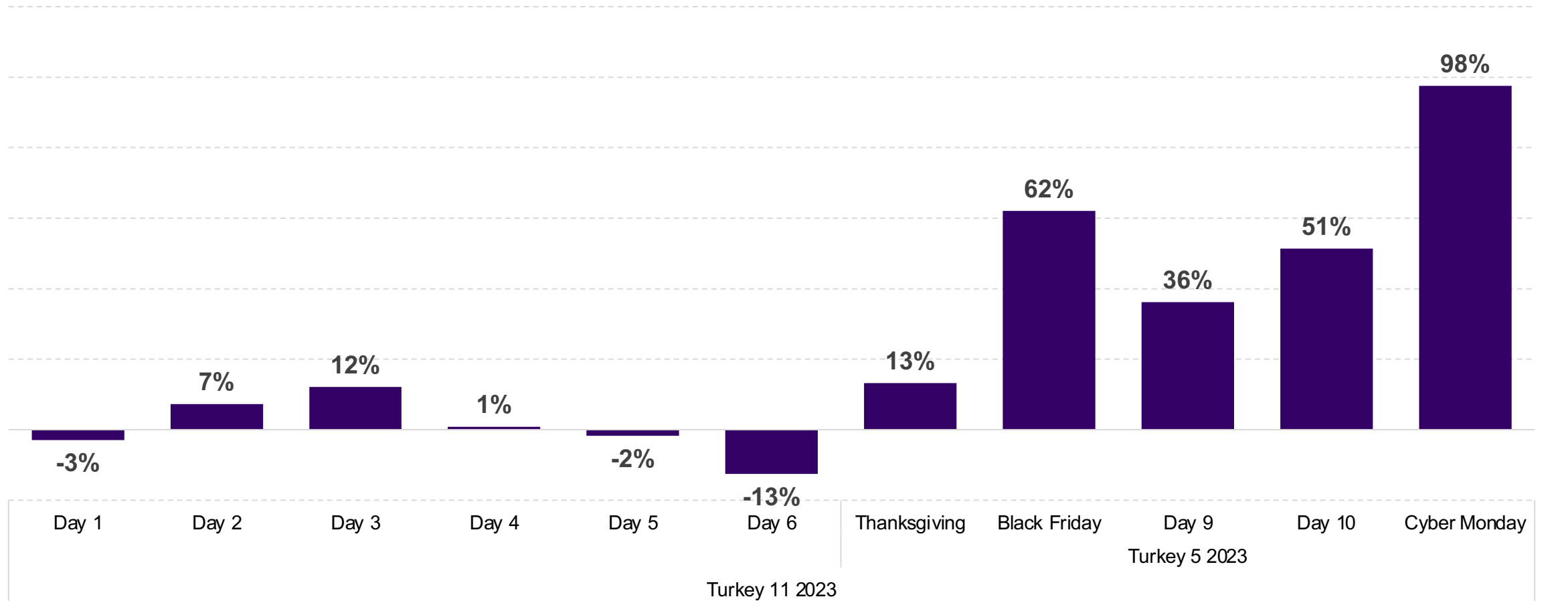
Change in Revenue Losses due to OOS vs. L14 Day Average



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

## Brands did not take advantage of T11, only ramping ad spend during T5 itself.

### Change in Ad Spend vs. L14 Day Average

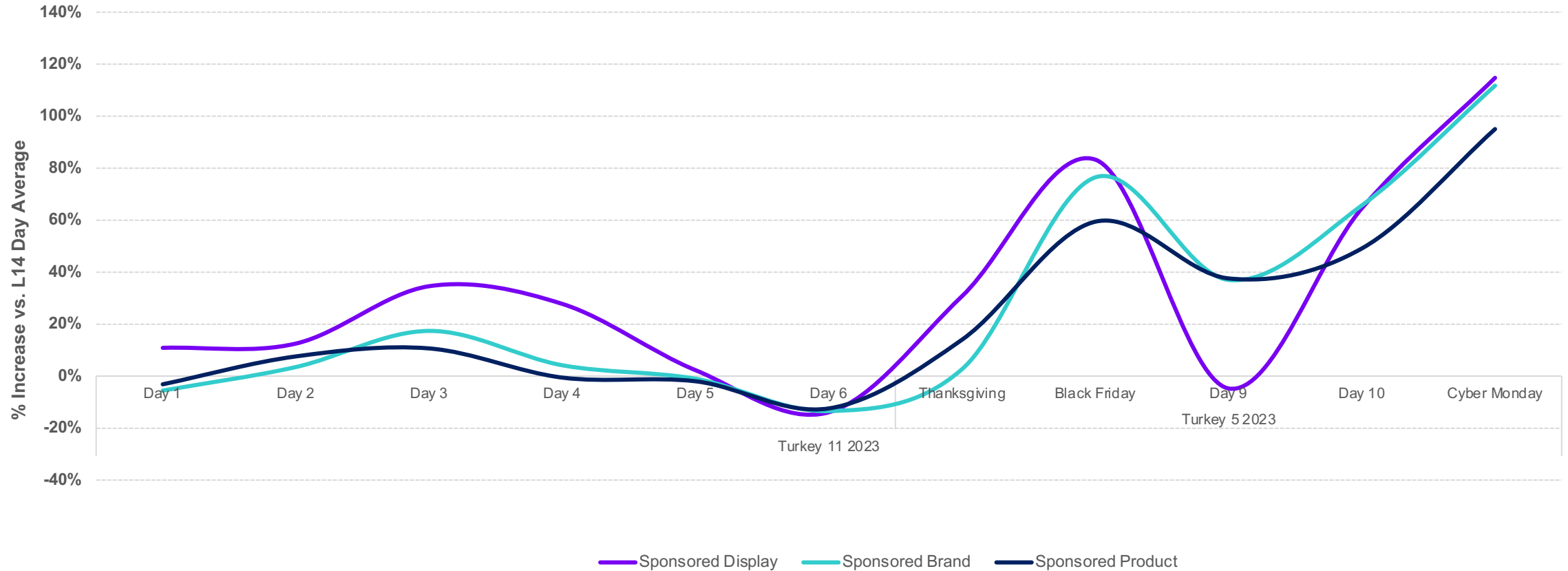


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



During the lead-in phase, brands increased Sponsored Display to drive consideration, and used a combined mixture of Sponsored Brand and Sponsored Product during T5 to drive conversion.

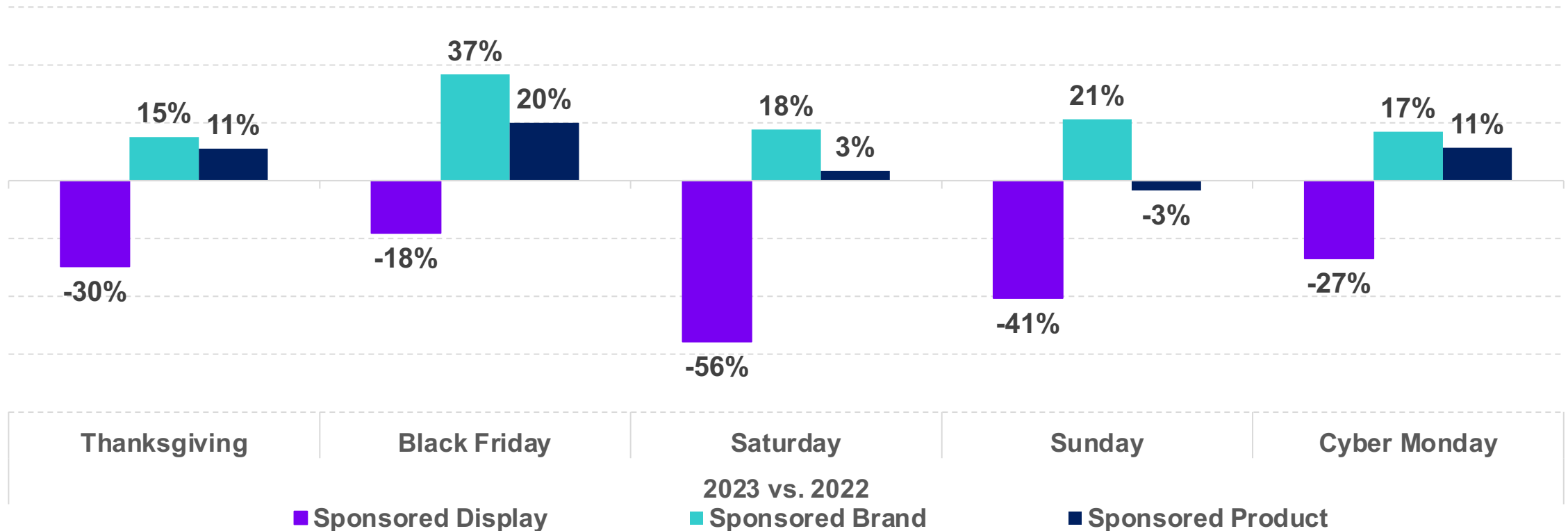
### Change in Ad Spend Types vs. L14 Day Average



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

## T5 2023 compared to 2022 saw brands rely more on Sponsored Product and Brand, with less reliance on Display.

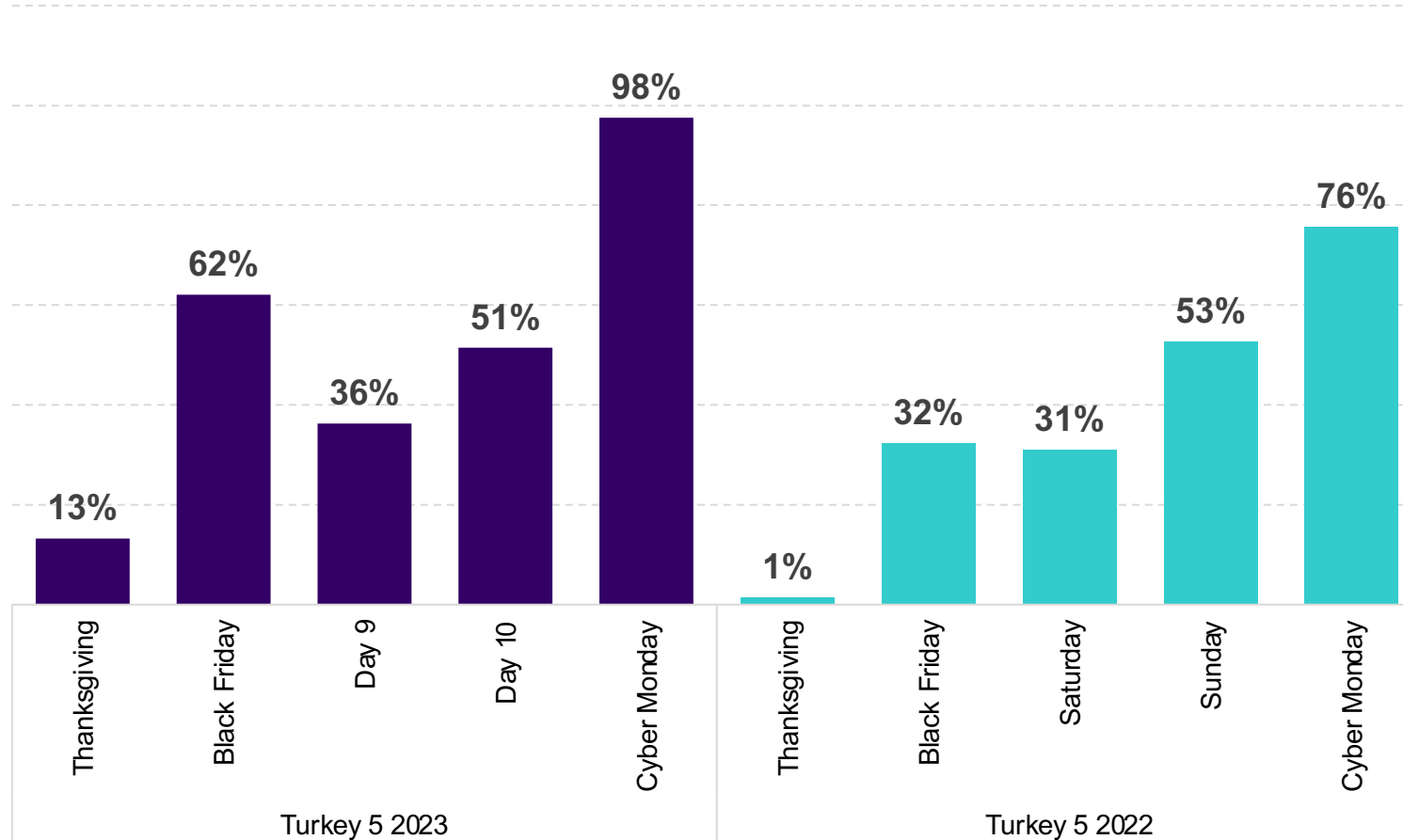
Change in Ad Spend Types on T5 2023 vs. T5 2022



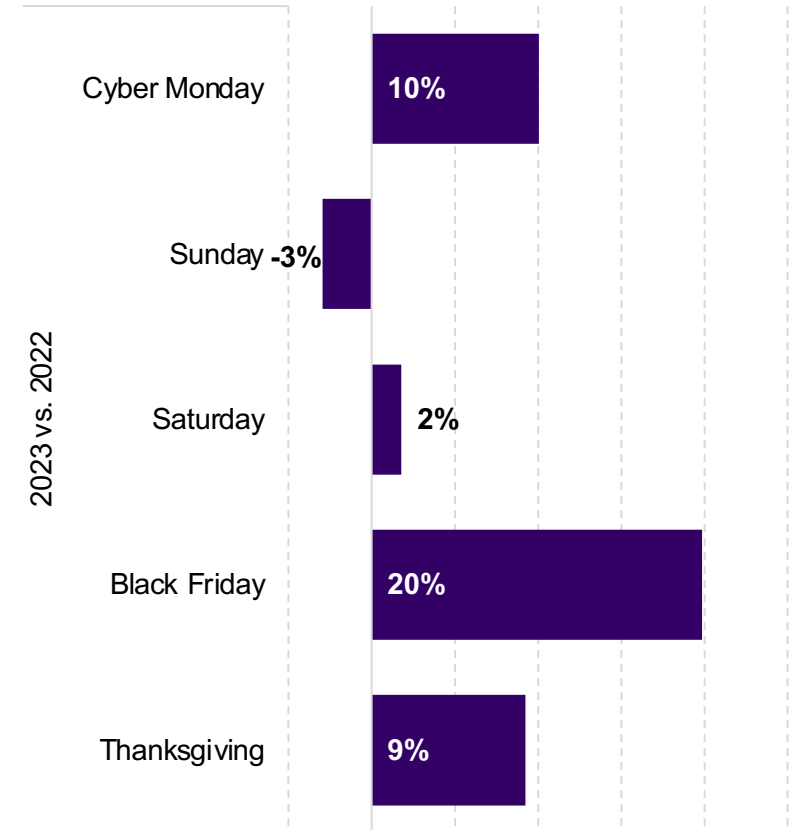
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Total ad spend levels in grocery were higher in T5 2023 vs. T5 2022, signaling an increased competitiveness in the overall grocery industry.**

**Change in Daily Ad Spend vs. L14 Day Average**



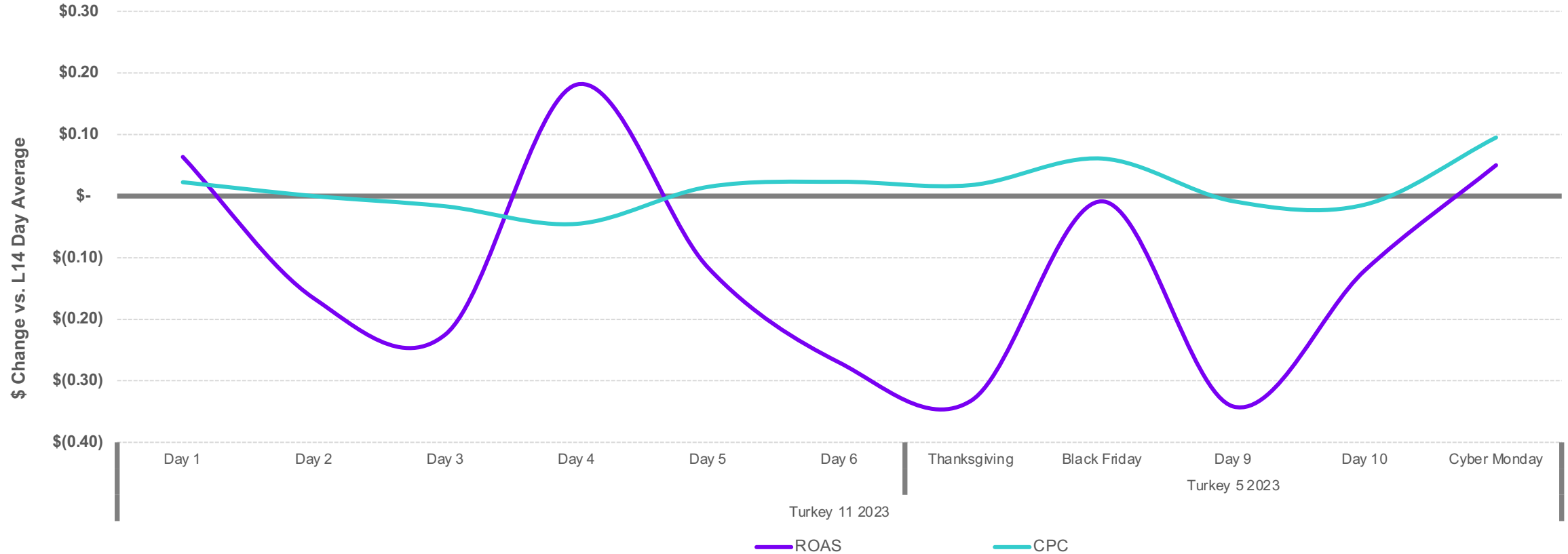
**% Change in Ad Spend of T5 2023 compared to T5 2022**



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

This activity correlated with a lower-than-average ROAS leading into BFCM, indicating advertisers in the category have likely been able to unlock incremental advertising opportunities to improve profitability.

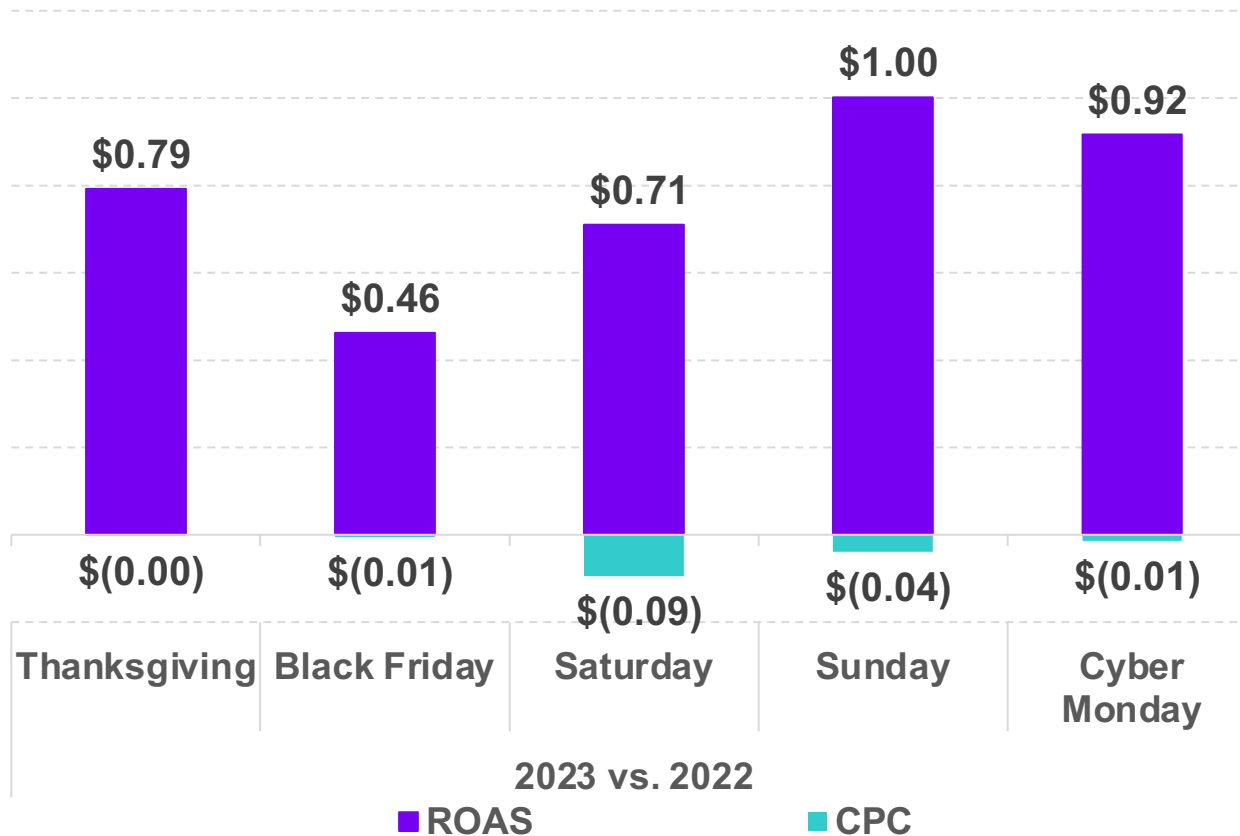
### Change in ROAS and CPC vs. L14 Day Average



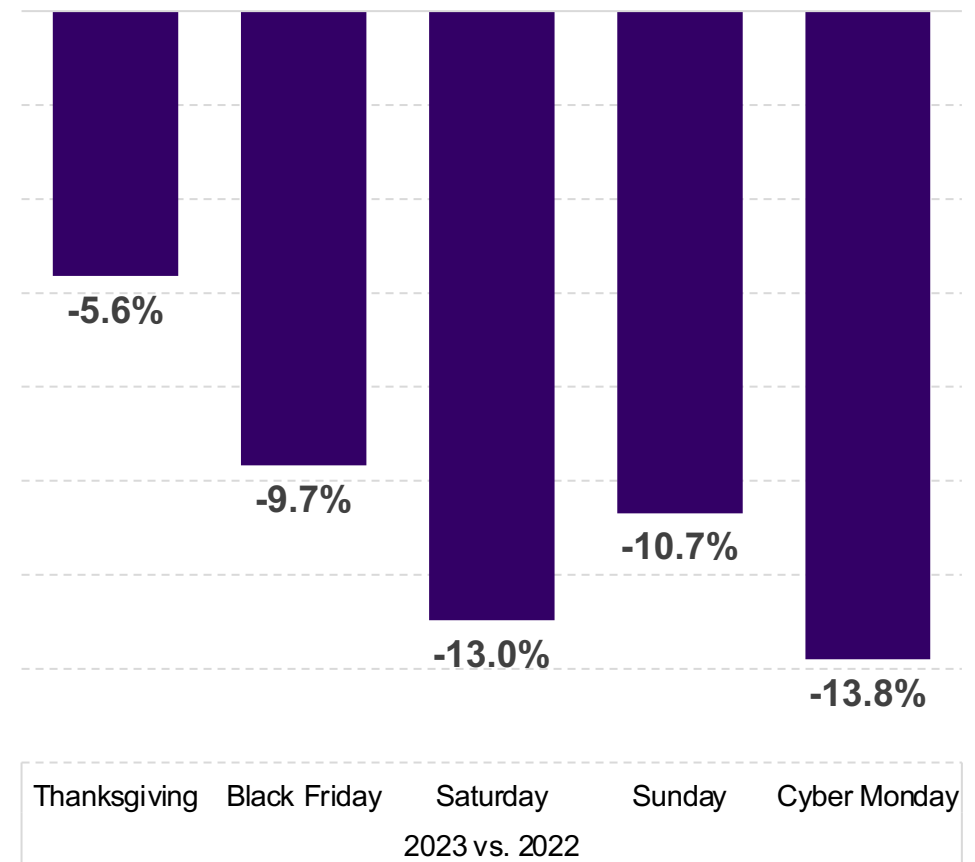
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Overall T5 2023 was less profitable versus 2022 with lower Gross Margin percentages across all core shopping days for Grocery. This was offset by a strong improvement in ROAS.**

**Change in ROAS and CPC: T5 2023 vs. T5 2022**



**Change in Gross Margin %: T5 2023 vs. T5 2022**

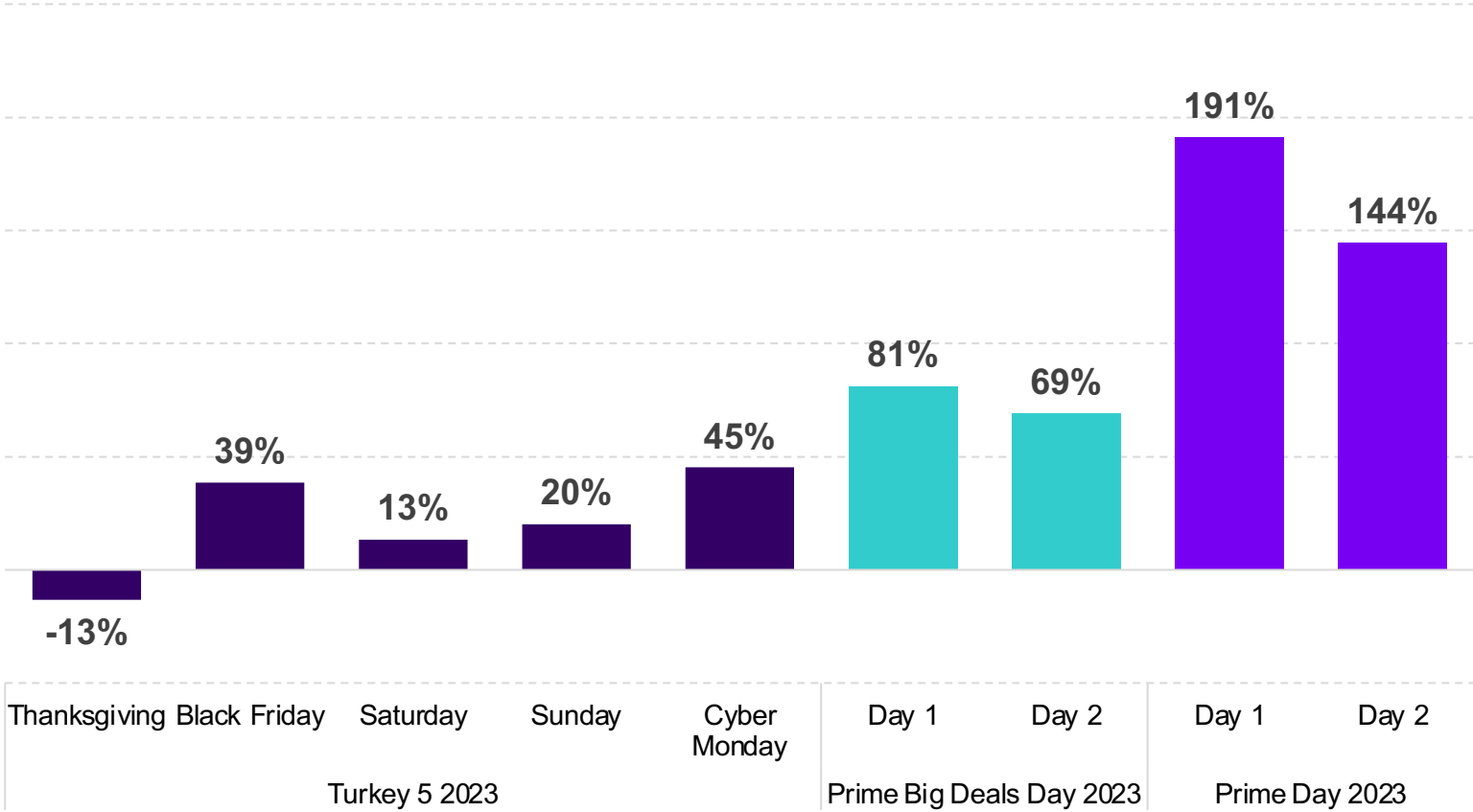


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

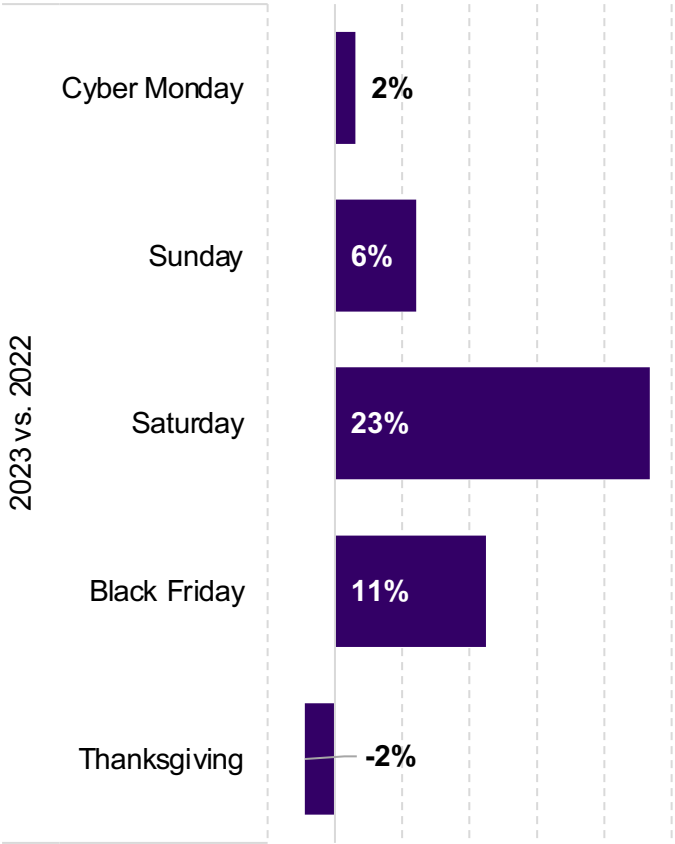
# Health and Personal Care Products

**T5 2023 drove more revenue versus T5 2022. BFCM drove a smaller impact on revenues as compared to Prime Big Deal Days and Prime Day 2023 within the Health & Personal Care category.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**



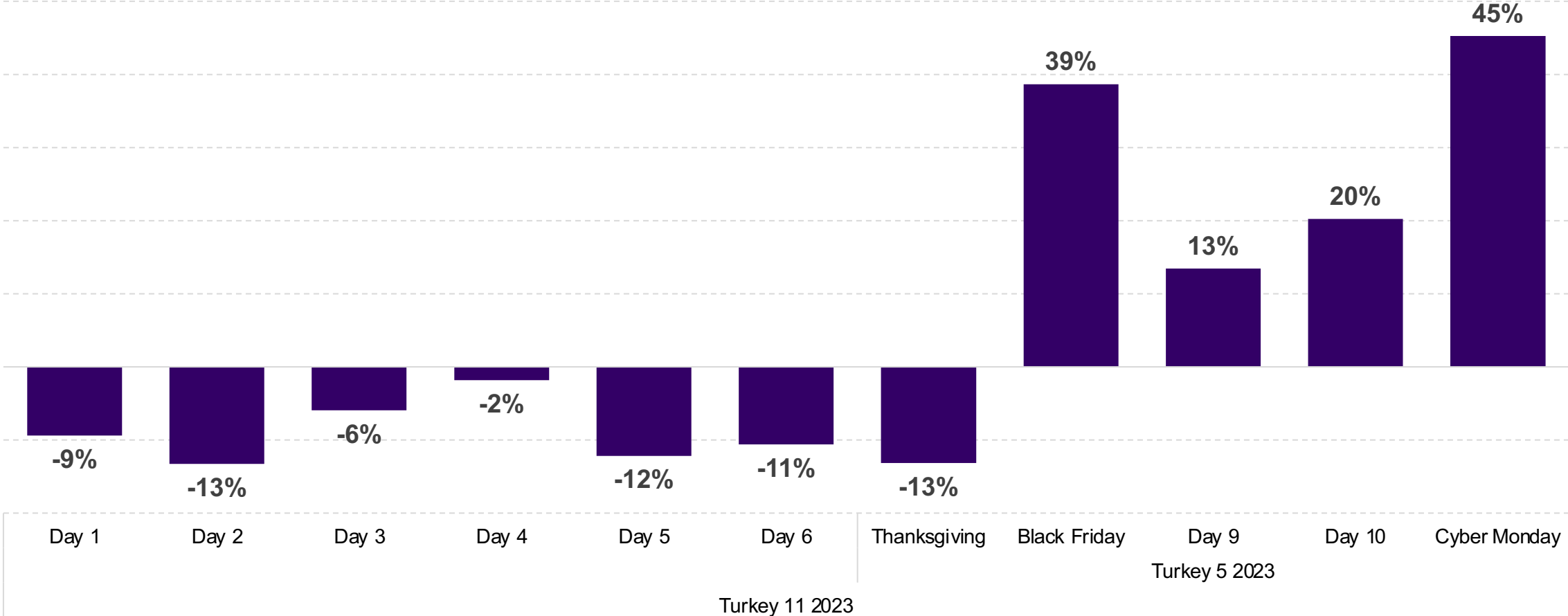
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

The shift to T11 correlated with a decrease in ordered revenue during the lead-in phase, with majority of sales happening on Black Friday and Cyber Monday, which is consistent with previous years.

Change in Daily Average Ordered Revenue versus L14 Day Average

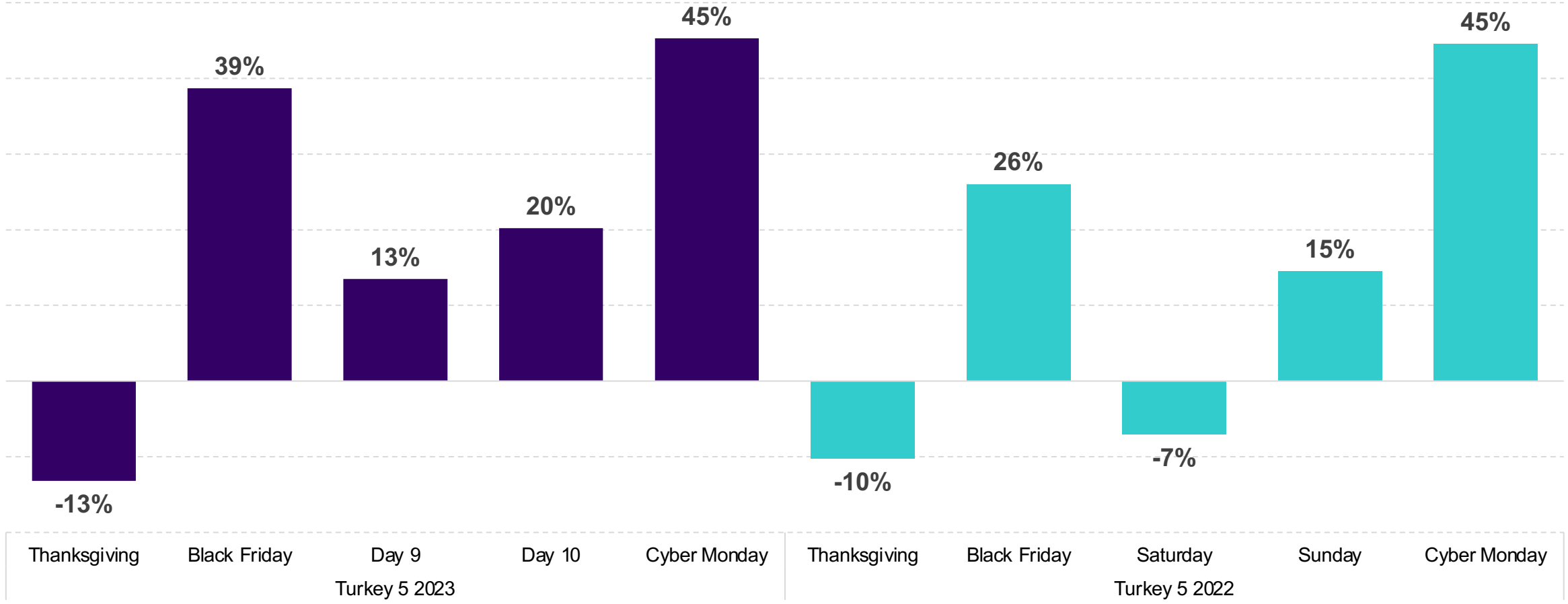


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



T5 2023 saw increased shopping activity during BFCM as compared to T5 2022, potentially due to a better mixture of deals or offers this year within the Health & Personal Care category.

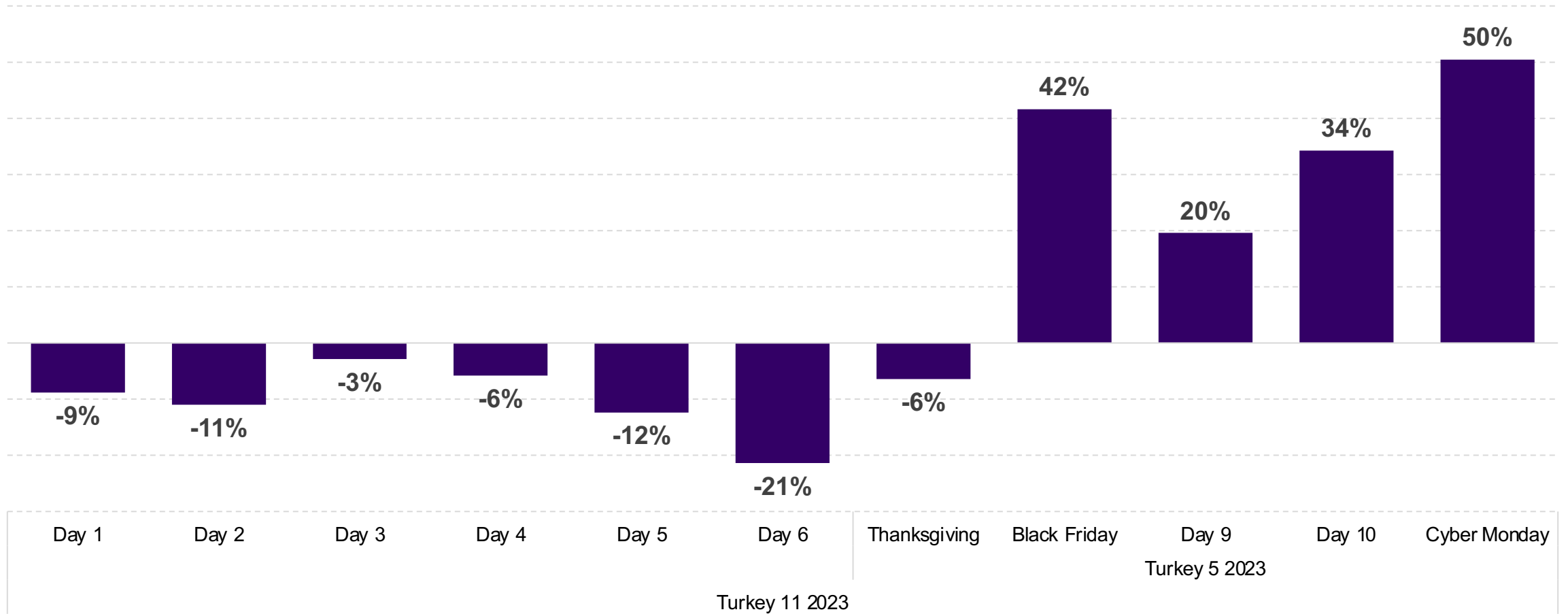
Change in Daily Average Ordered Revenue versus L14 Day Average



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

The shift from T5 to T11 in 2023 also correlated with a decrease in traffic leading into T5.

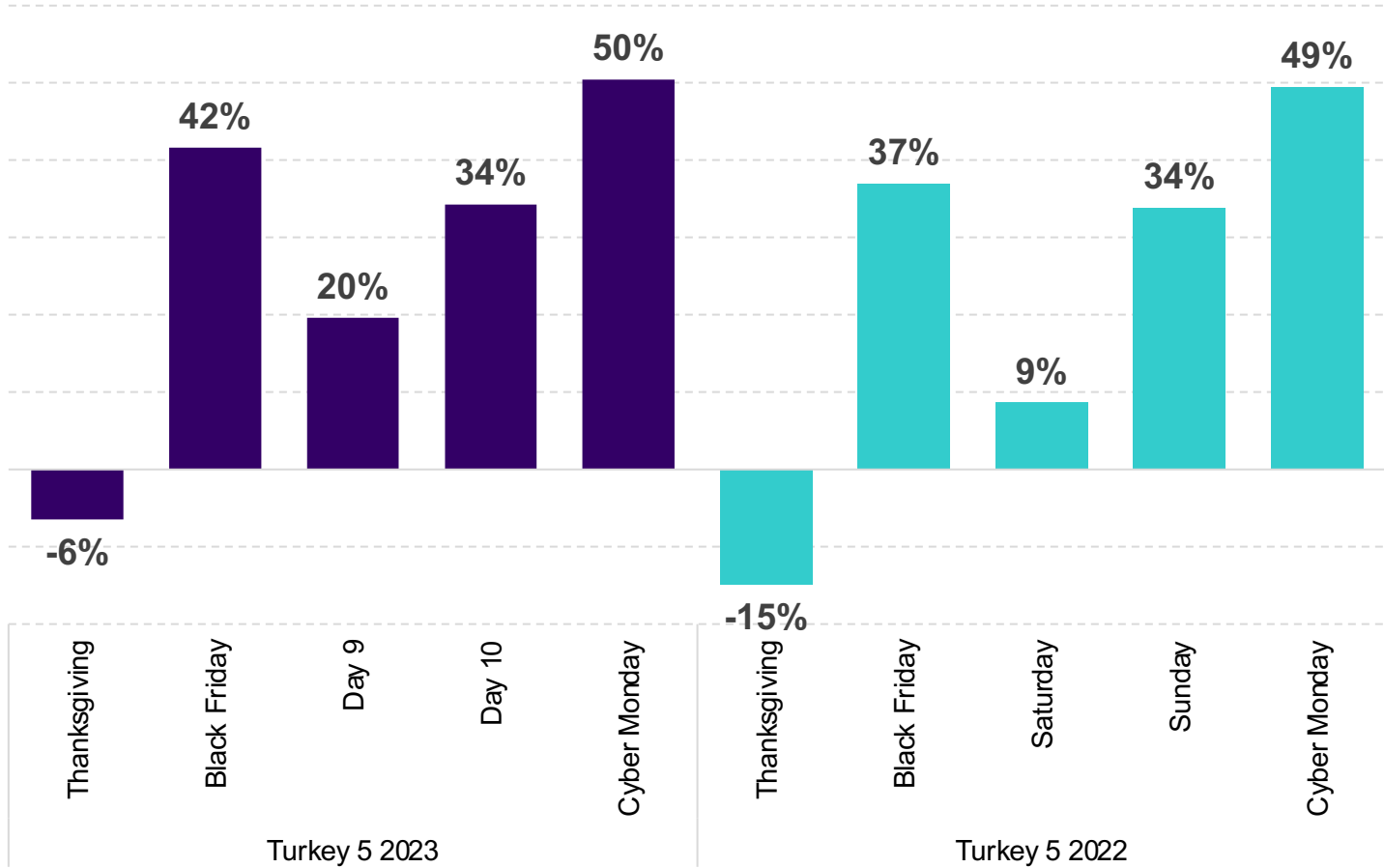
### Change in Daily Average Glance Views versus L14 Day Average



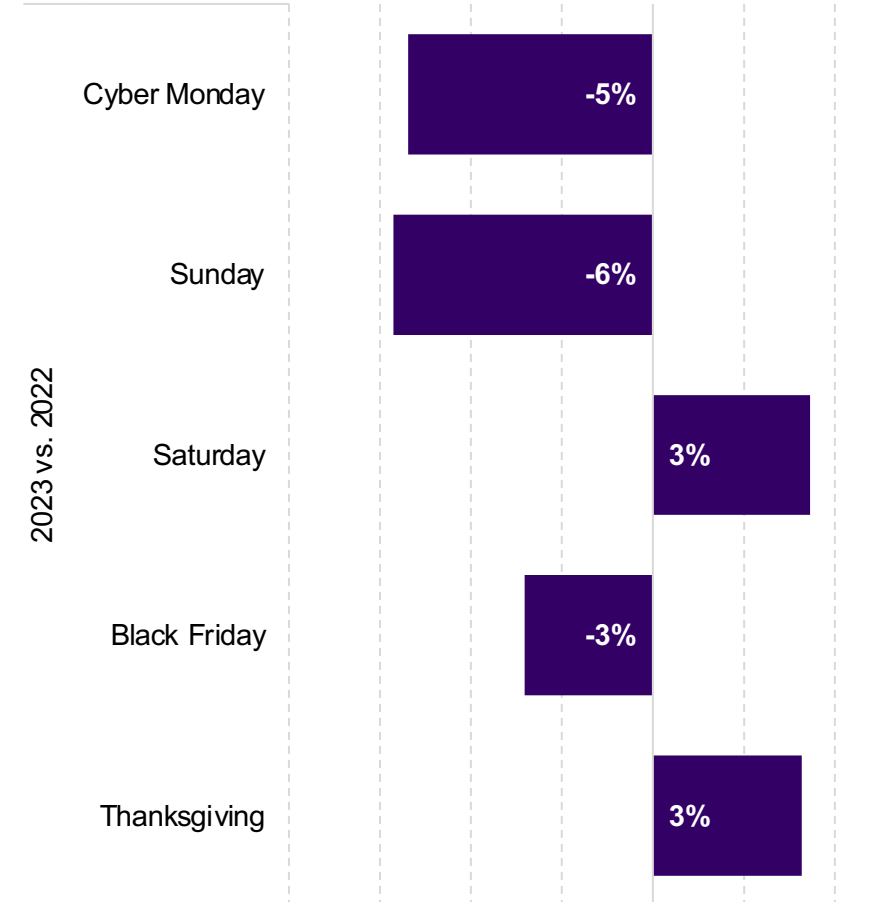
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

While revenues were up in 2023, traffic fell on most days within the Health & Personal Care category.

Change in Daily Average Glance Views versus L14 Day Average



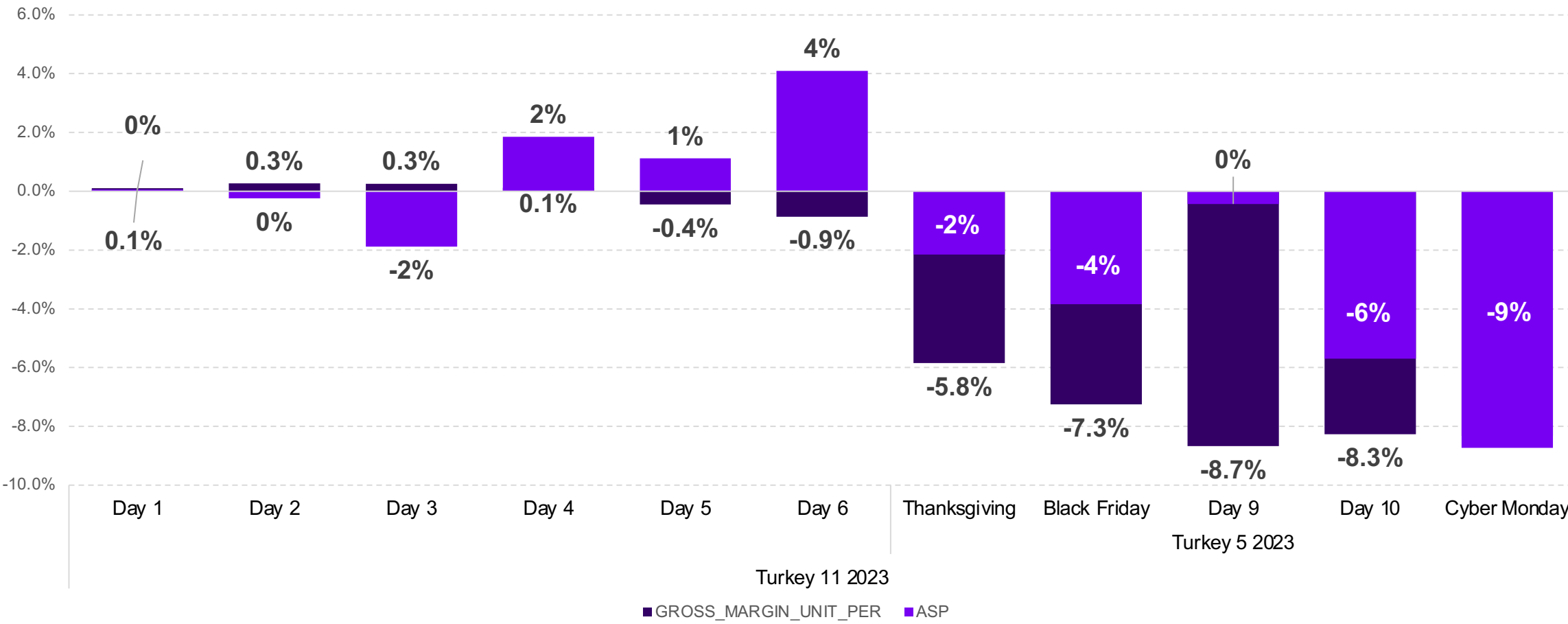
% Change in Glance Views of T5 2023 compared to T5 2022



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

Overall purchases prices fell leading into BFCM, correlating with a decrease in gross margins. This likely is explained by lack of attractive bundles or higher price point ASINs available, guiding consumers to purchase smaller discounted items in the Personal Care category.

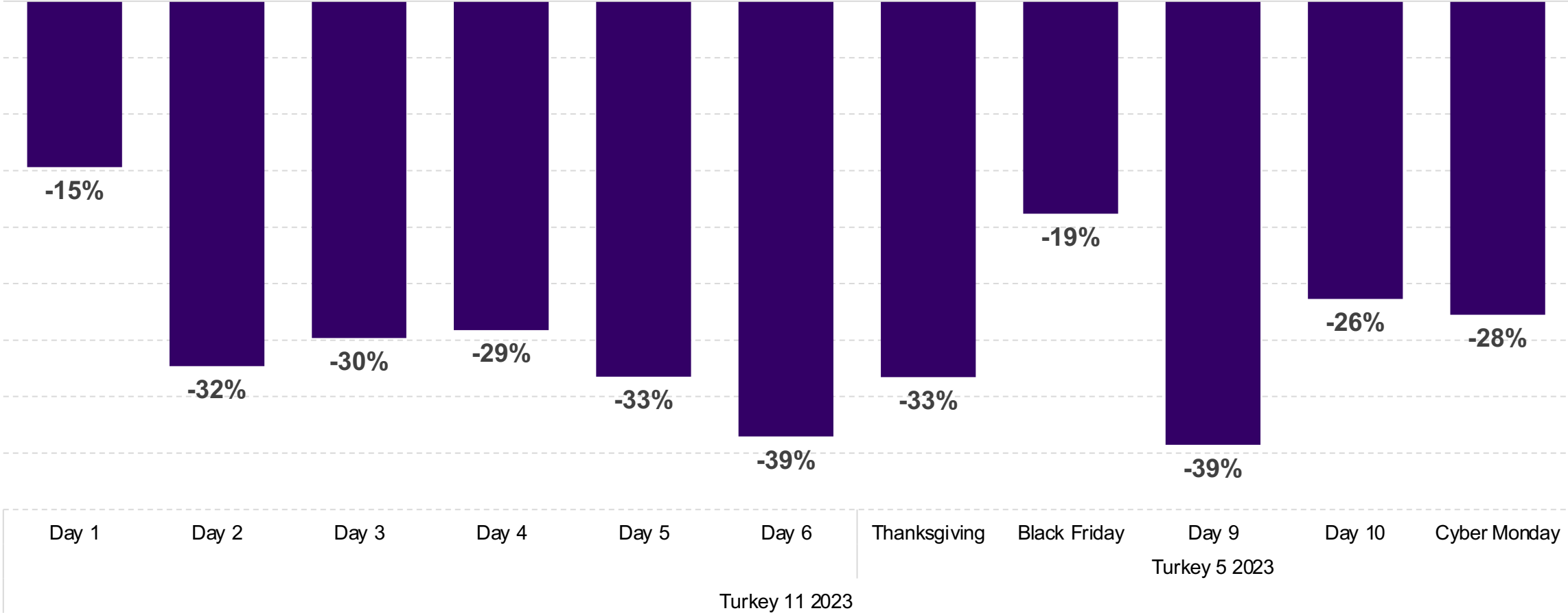
**Change in Gross Margin % and ASP versus L14 Day Average**



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

**Brands saw a massive spike in revenue losses due to out of stock across T11, further indicating the importance of improved forecasting and planning going into tentpole events going into 2024.**

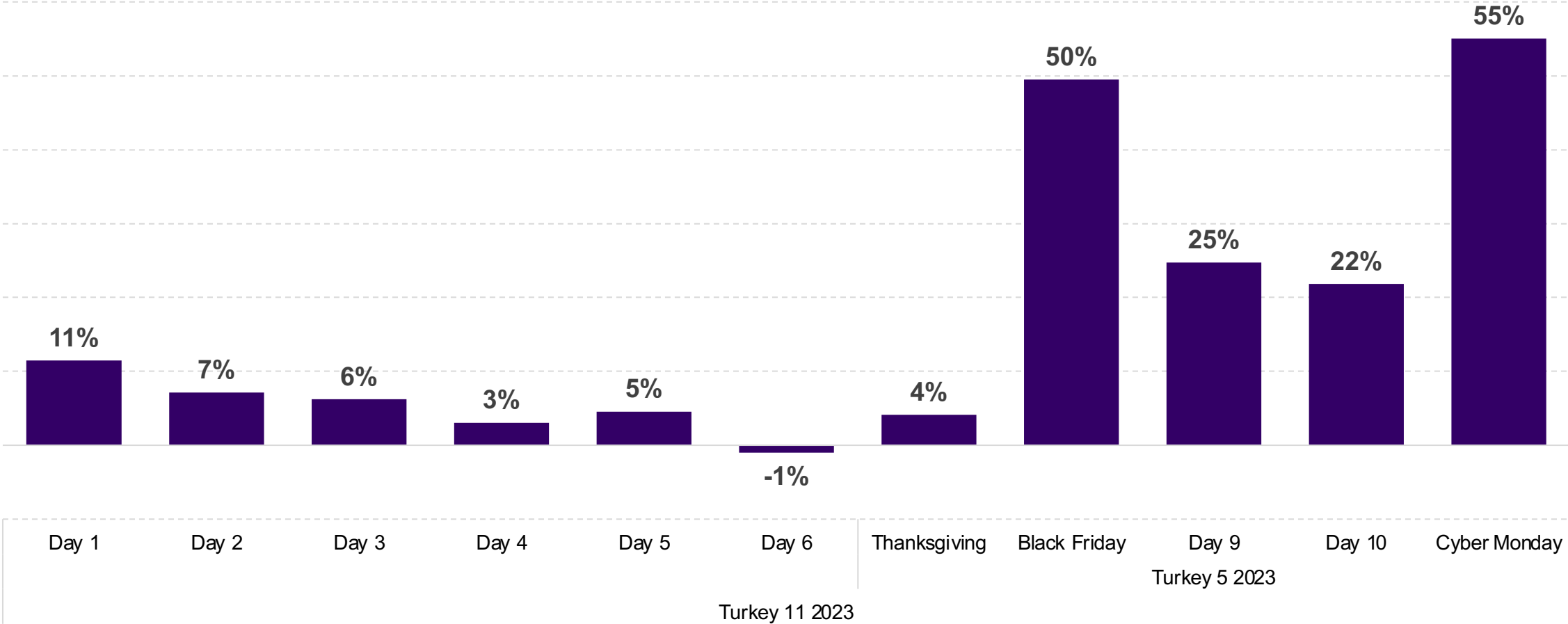
**Change in Revenue Losses due to OOS vs. L14 Day Average**



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

# Health & Personal Care Brands didn't advantage of T11, ramping ad spend primarily during BFCM only.

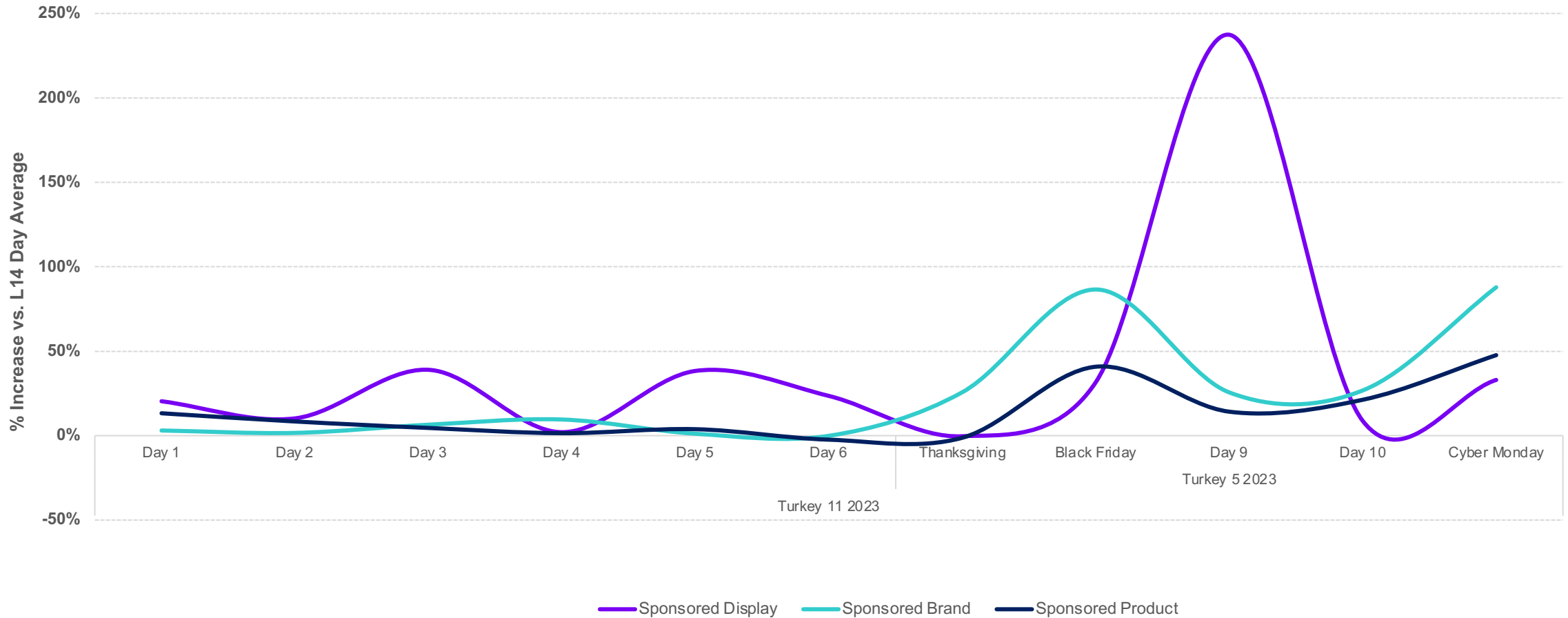
Change in Ad Spend vs. L14 Day Average



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

# Brands in Health & Personal Care only began to spike their spend during BFCM, with majority of focus placed on Sponsored Display campaigns.

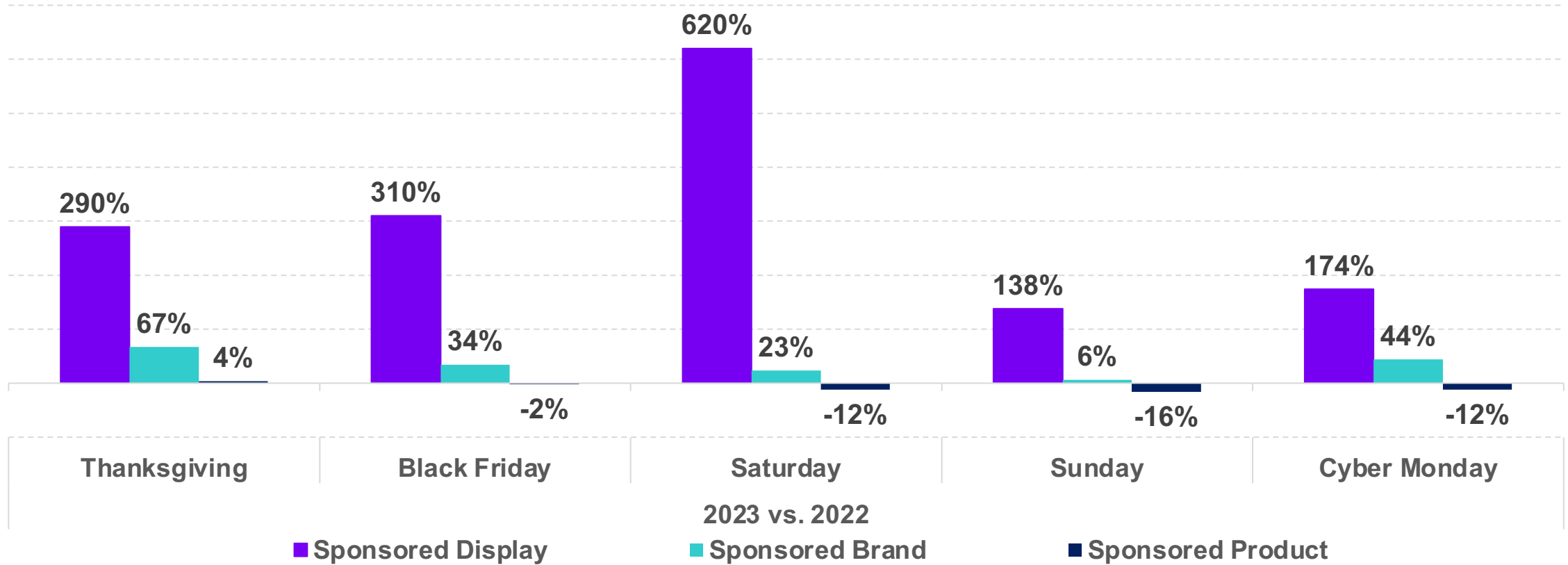
## Change in Ad Spend Types vs. L14 Day Average



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

Unlike other categories, Health & Personal Care invested heavily in Sponsored Display as compared to other ad types.

Change in Ad Spend Types on T5 2023 vs. T5 2022

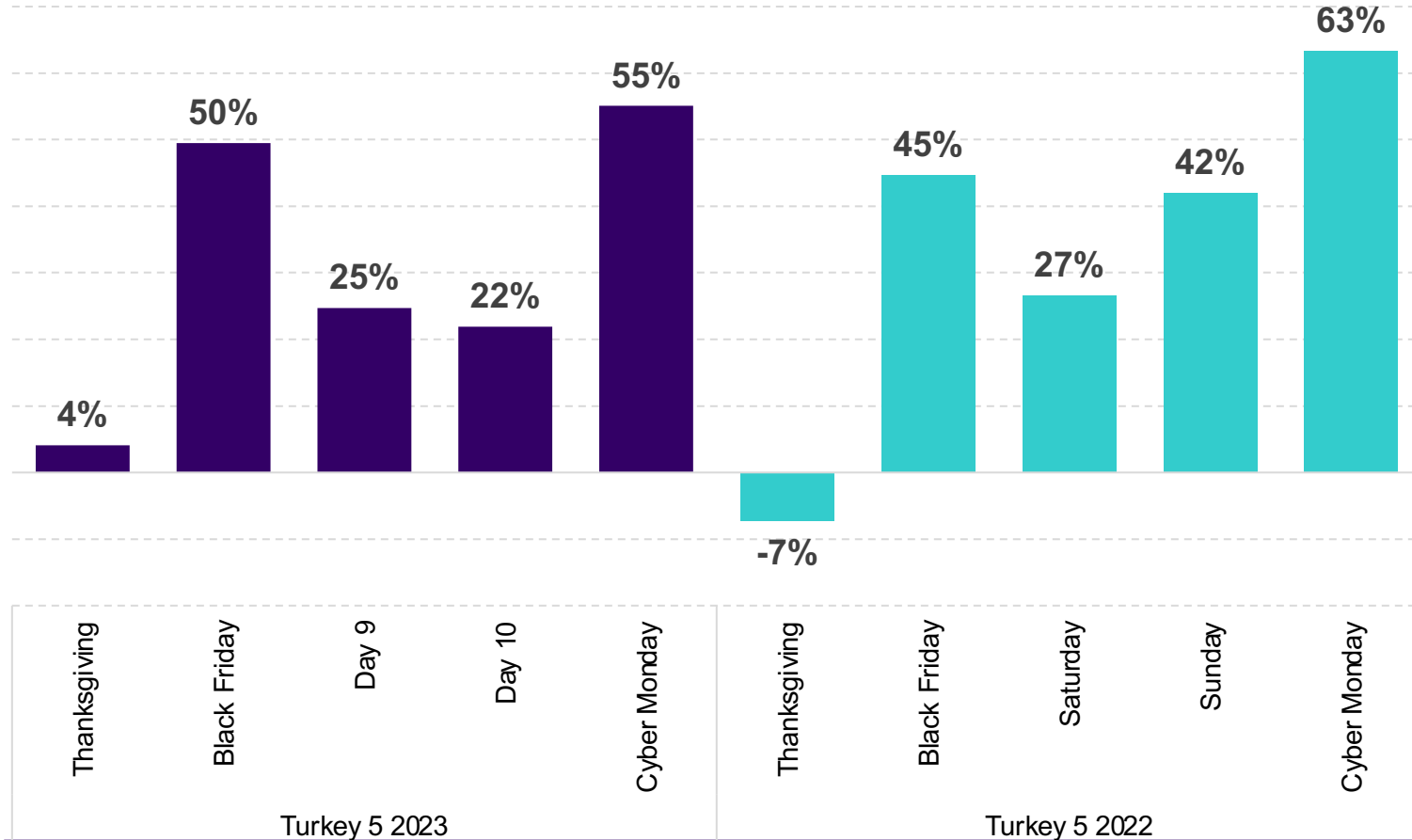


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

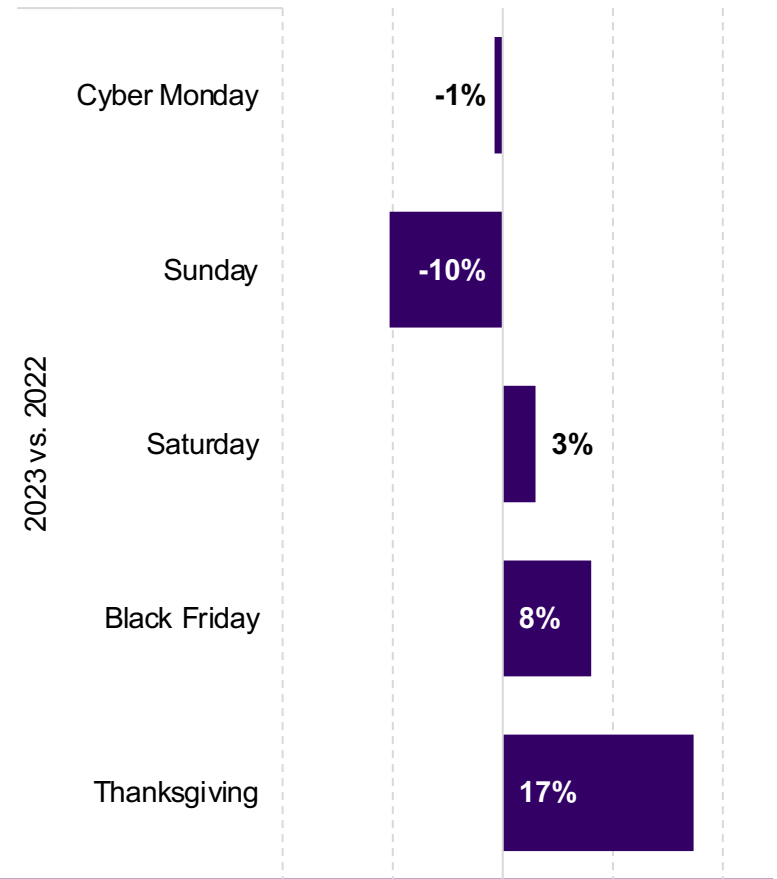


# Health & Personal Care brands increased spend by a much lower percentage in 2023 vs. 2022.

Change in Daily Ad Spend vs. L14 Day Average



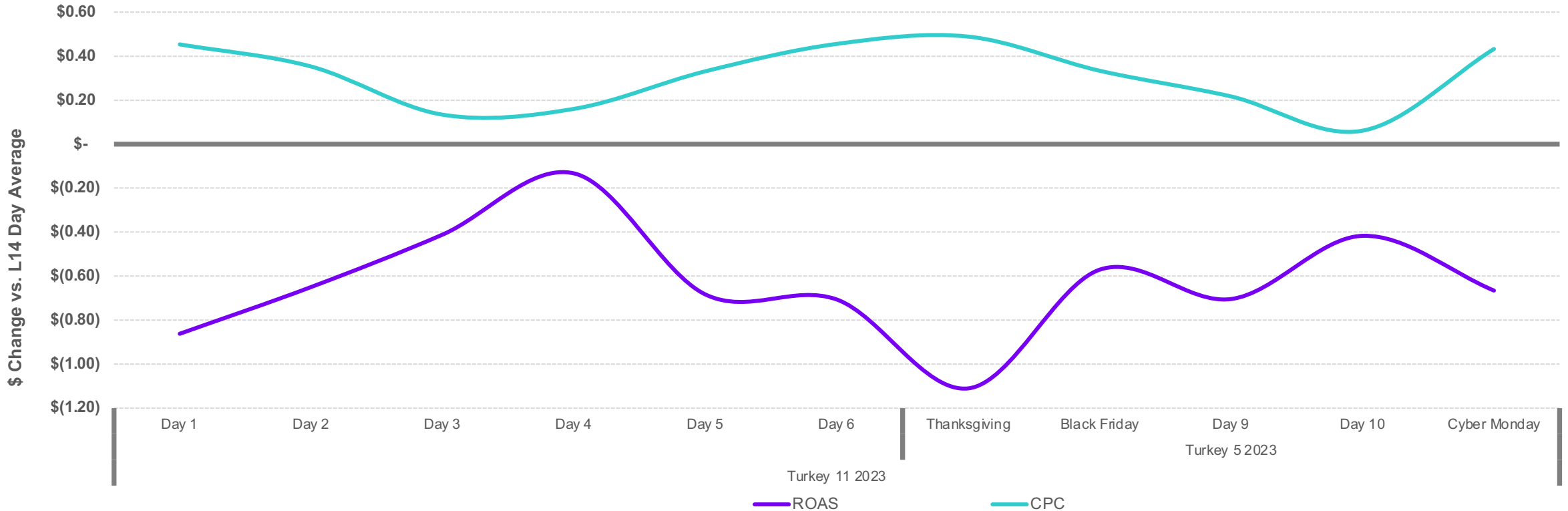
% Change in Ad Spend of T5 2023 compared to T5 2022



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

**This activity correlated with a lower-than-average ROAS, likely driving the pull back in spend as brands in health & personal care cut back on unprofitable marketing investments.**

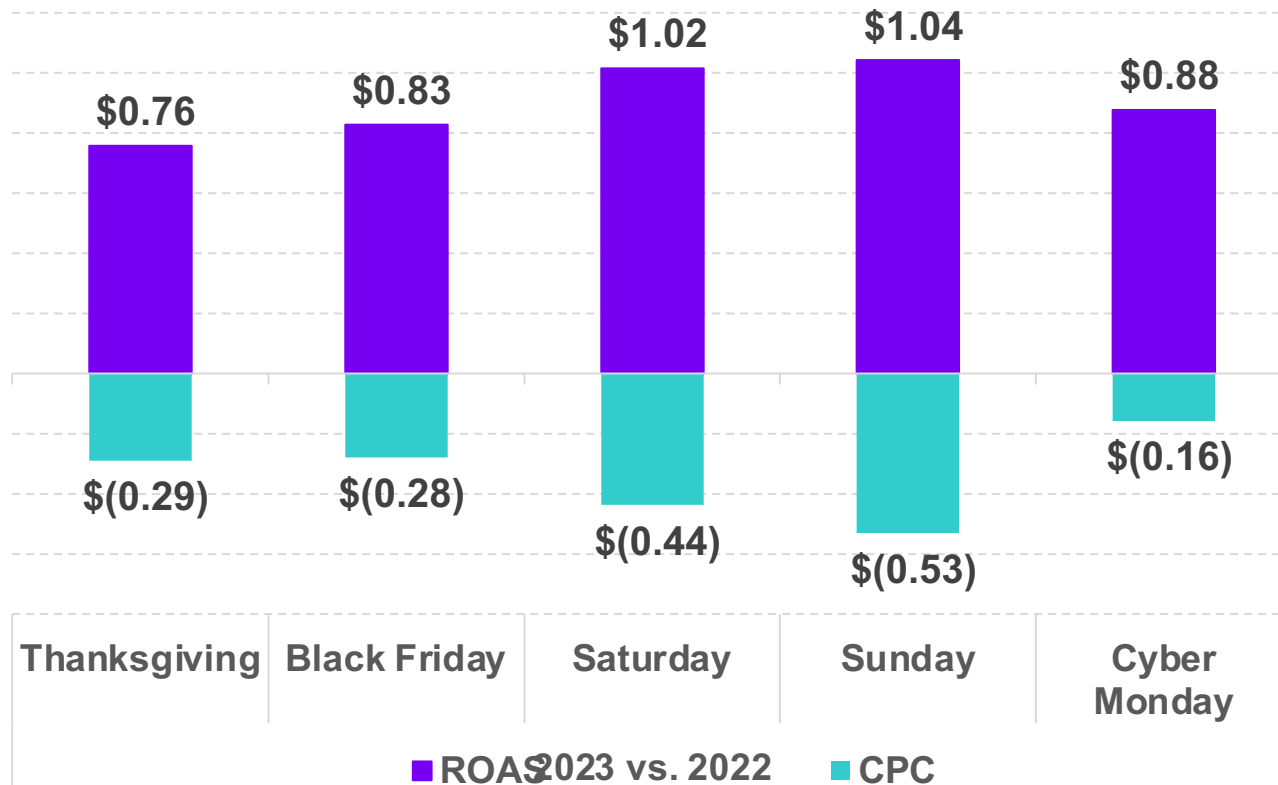
### Change in ROAS and CPC vs. L14 Day Average



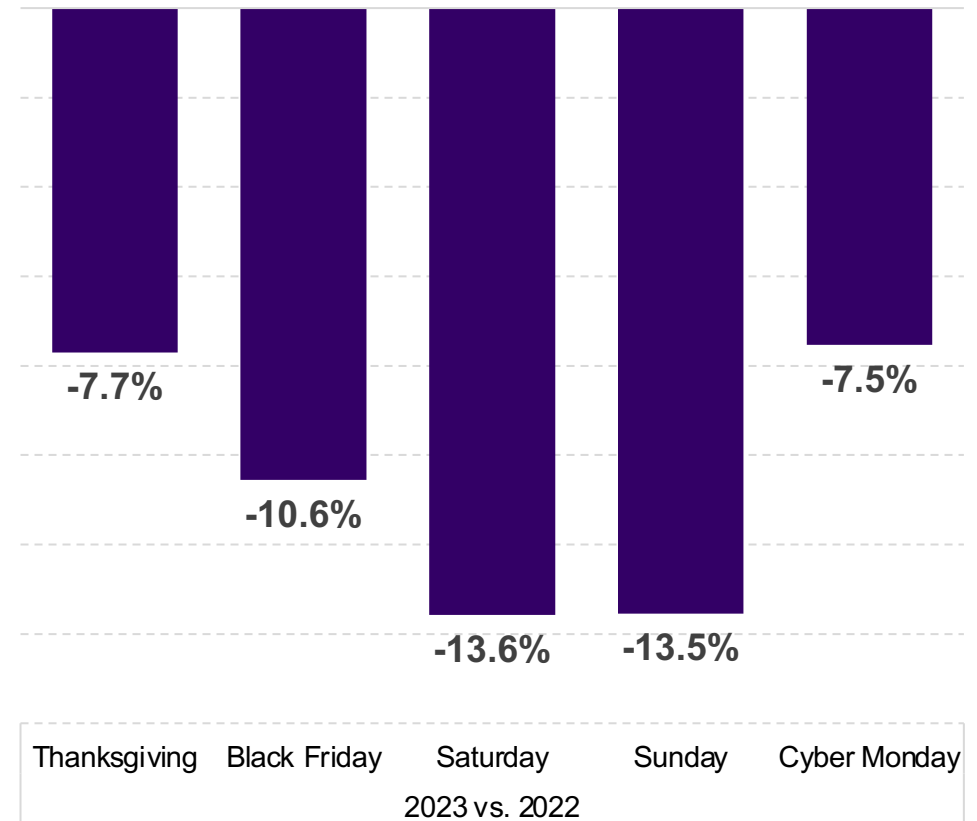
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

T5 2023 was less profitable than T5 2022, but saw a higher ROAS which offset the gross margin impact.

Change in ROAS and CPC: T5 2023 vs. T5 2022



Change in Gross Margin %: T5 2023 vs. T5 2022

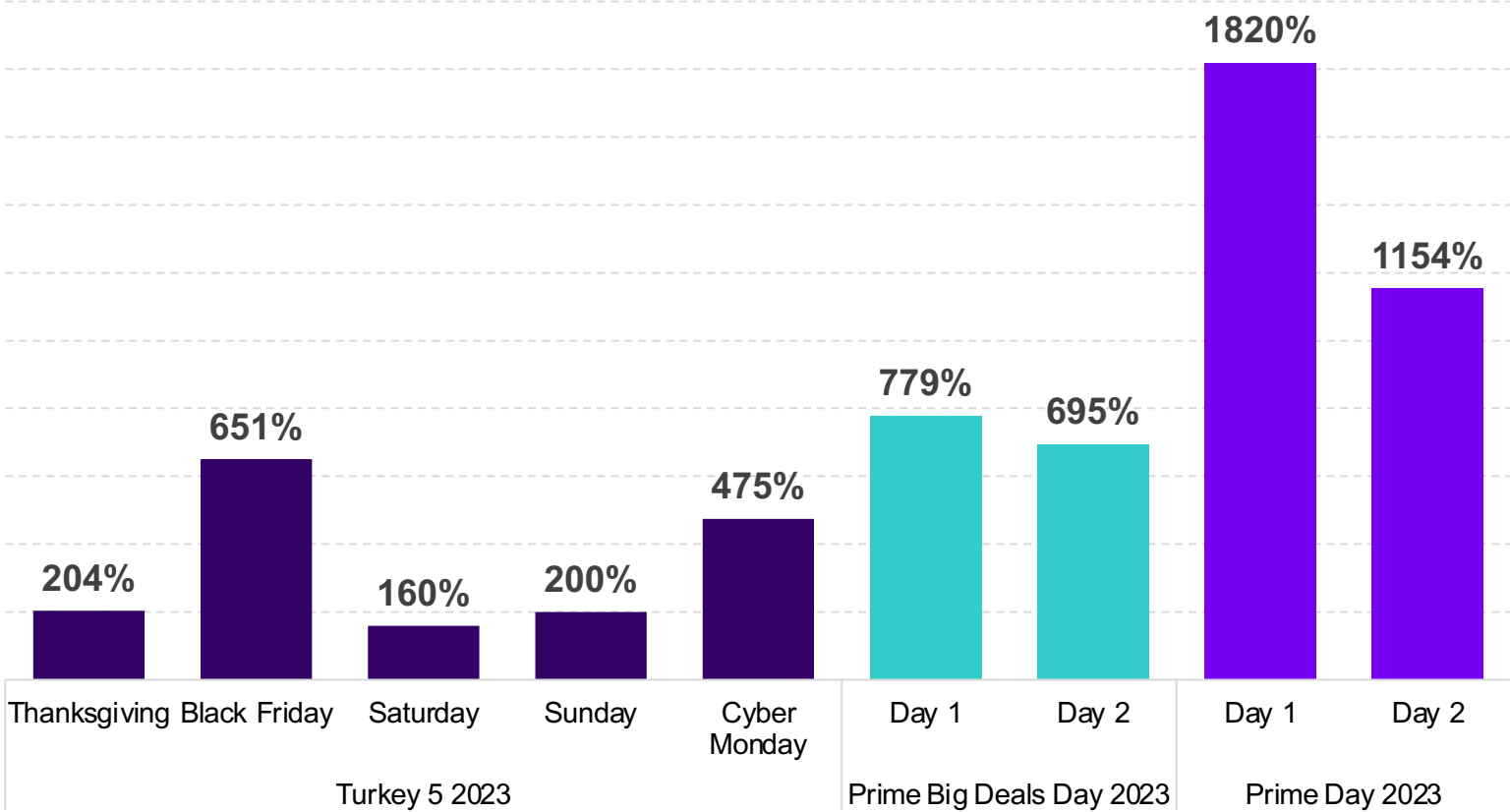


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

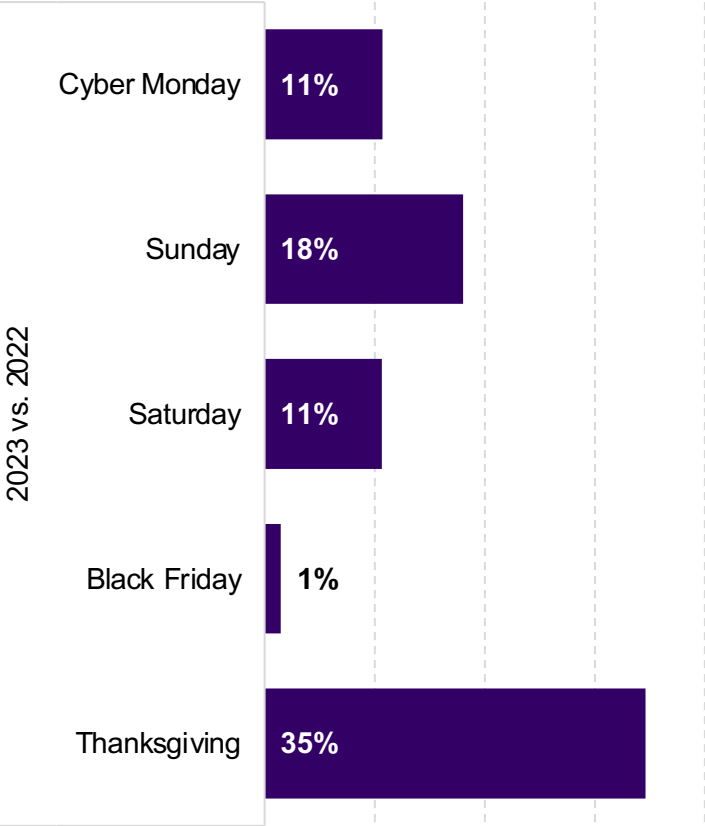
# Home and Kitchen Products

**T5 2023 drove more revenue versus T5 2022, but underperformed Prime Big Deal Days and Prime Day 2023 on total revenue impact on core shopping days for the Home & Kitchen Category.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**



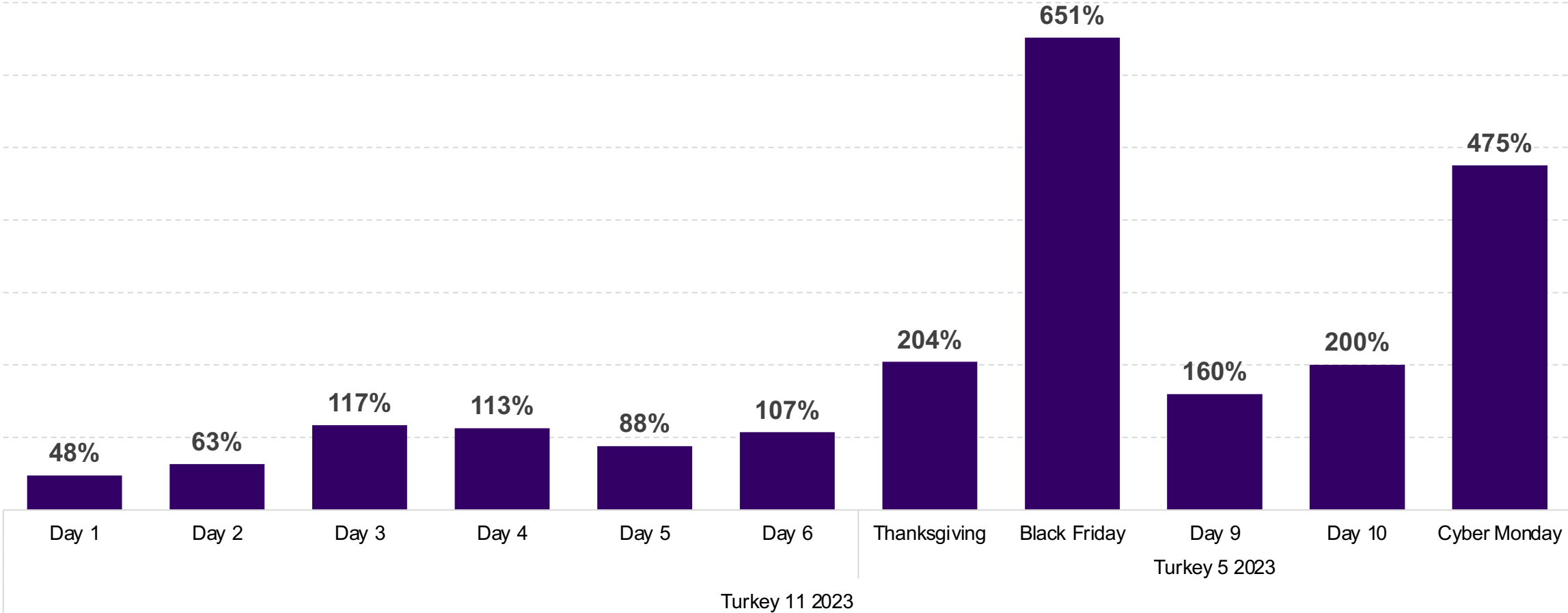
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

Turkey 11 drove a material increase in ordered revenue, with majority of sales happening on Black Friday and Cyber Monday, which is consistent with previous years.

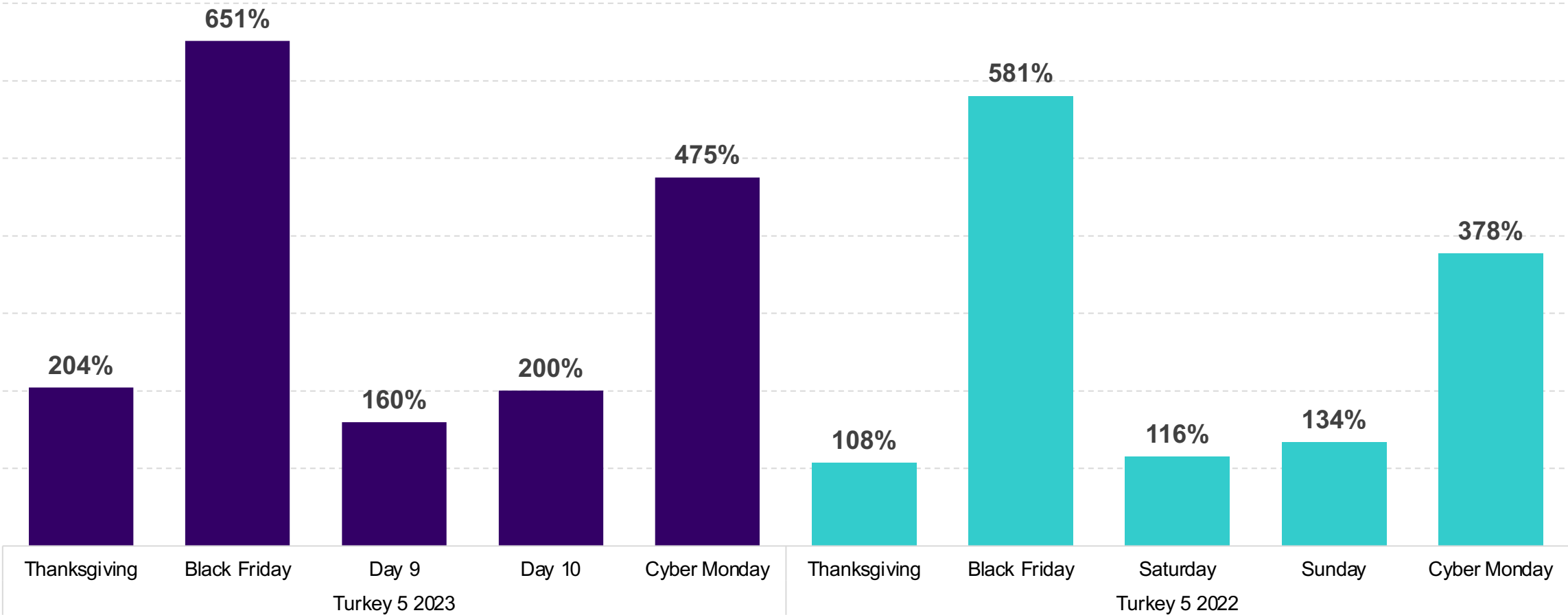
Change in Daily Average Ordered Revenue versus L14 Day Average



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

T5 2023 saw increased shopping activity outside of BFCM as compared to T5 2022, potentially impacted by the stronger leadup through T11 for the Home & Kitchen category.

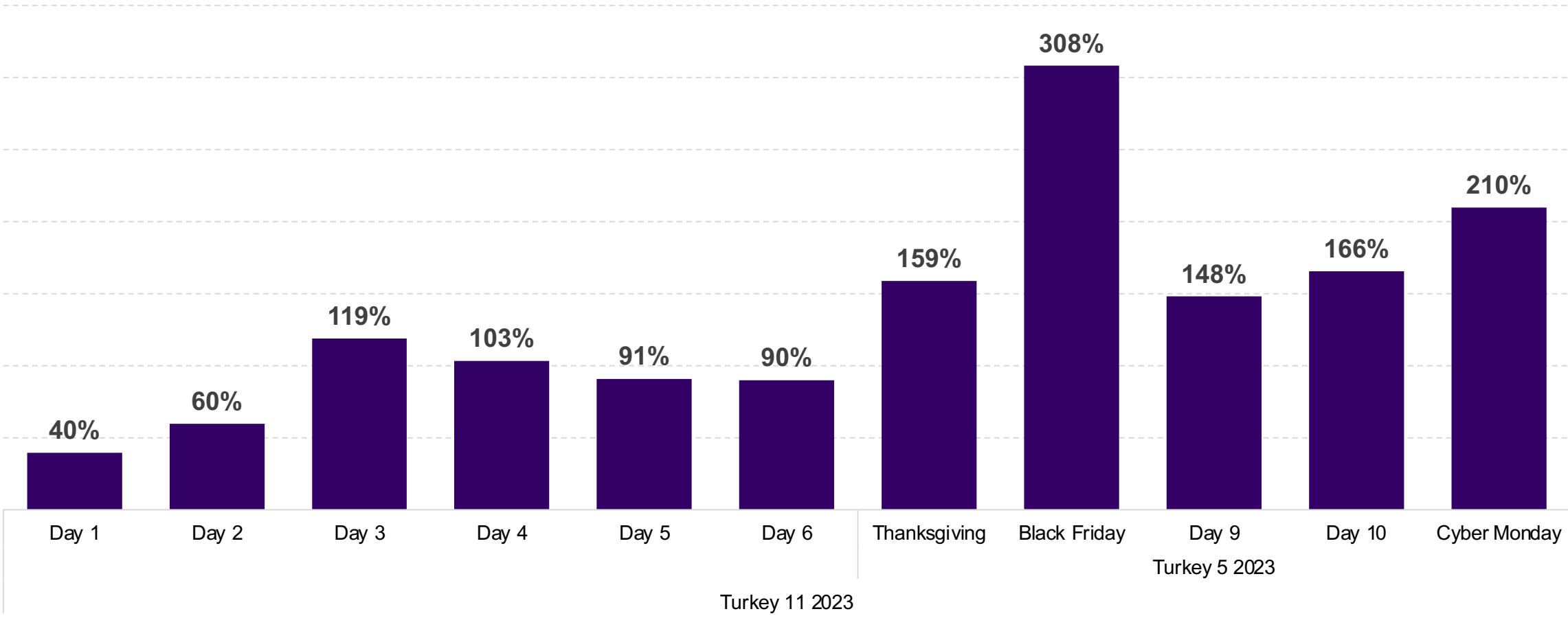
Change in Daily Average Ordered Revenue versus L14 Day Average



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

The shift from to T11 was effective in driving a meaningful increase in traffic for the Home & Kitchen category.

Change in Daily Average Glance Views versus L14 Day Average

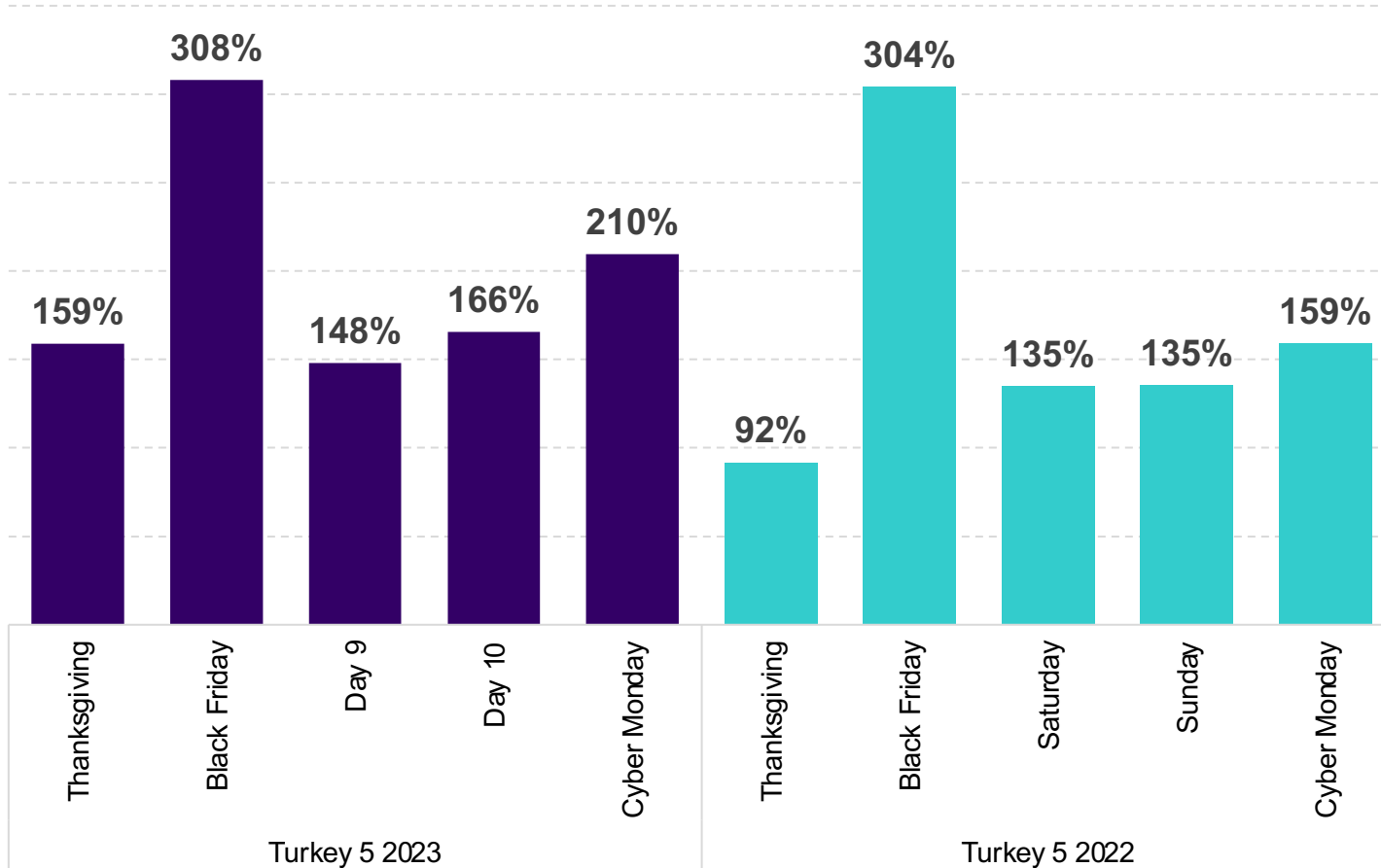


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

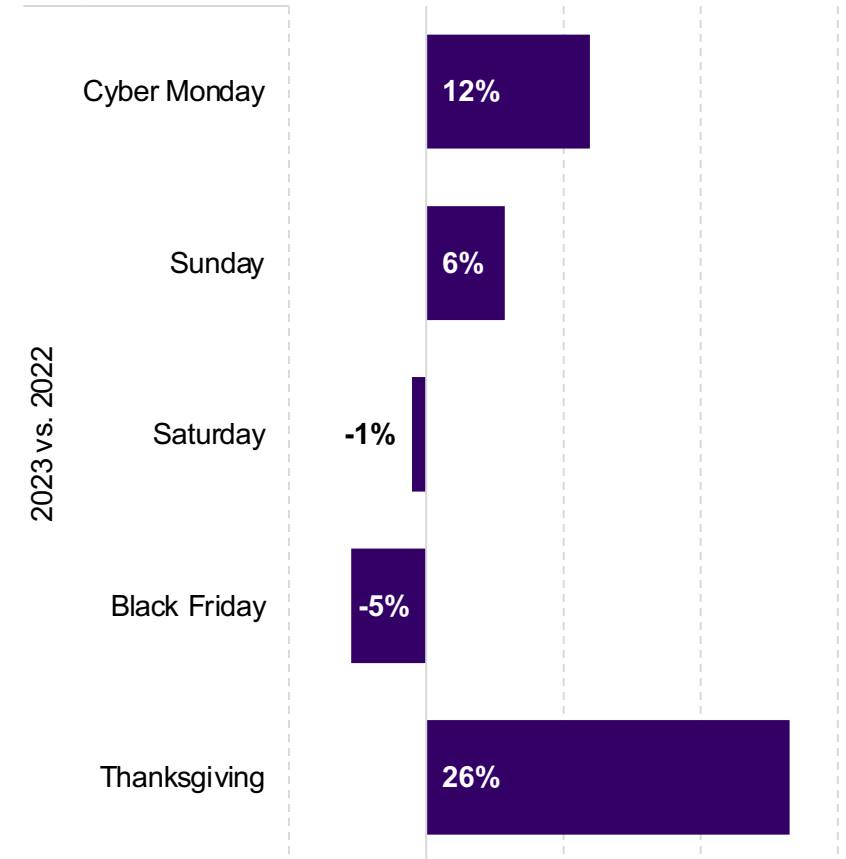


**Overall BFCM traffic levels were much higher in 2023 versus 2022, showing increased interest in the Home & Kitchen category this year.**

**Change in Daily Average Glance Views versus L14 Day Average**



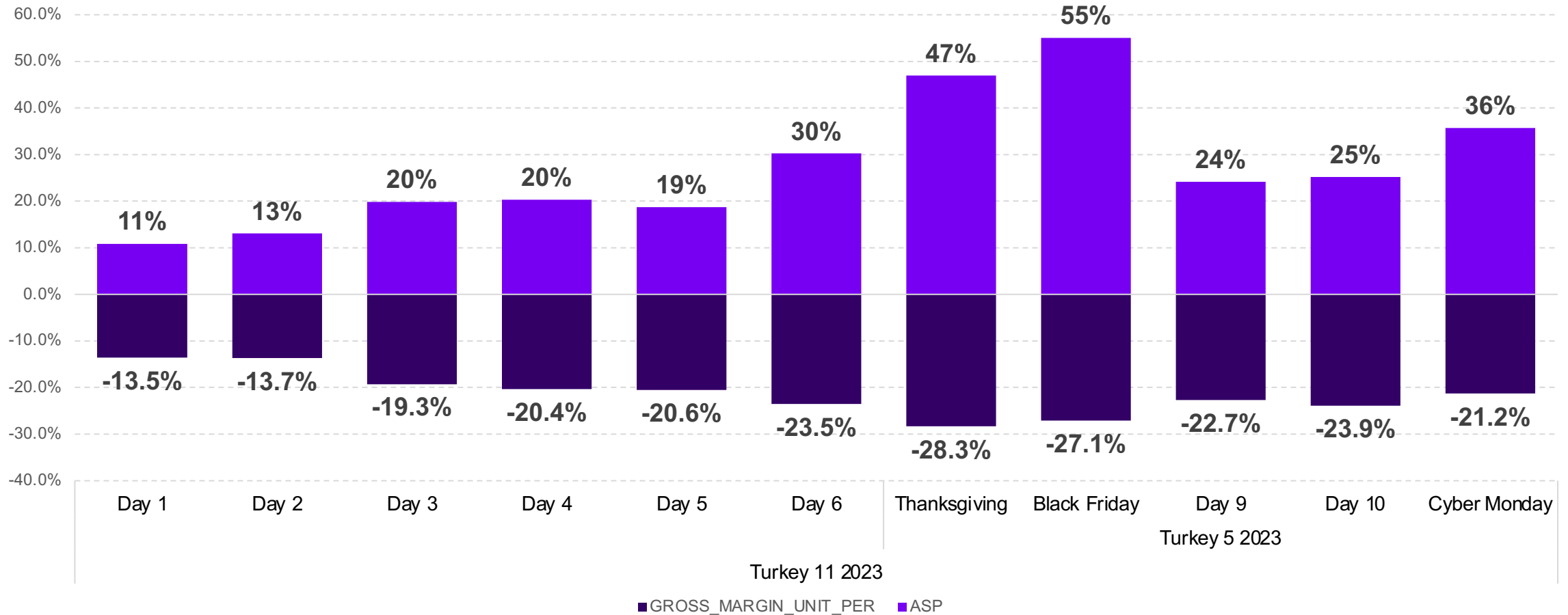
**% Change in Glance Views of T5 2023 compared to T5 2022**



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

Shoppers began to increase overall order sizes leading into BFCM, likely purchasing higher consideration purchases within the Home & Kitchen category. This correlated with a degradation of gross margins, likely due to those items being highly discounted.

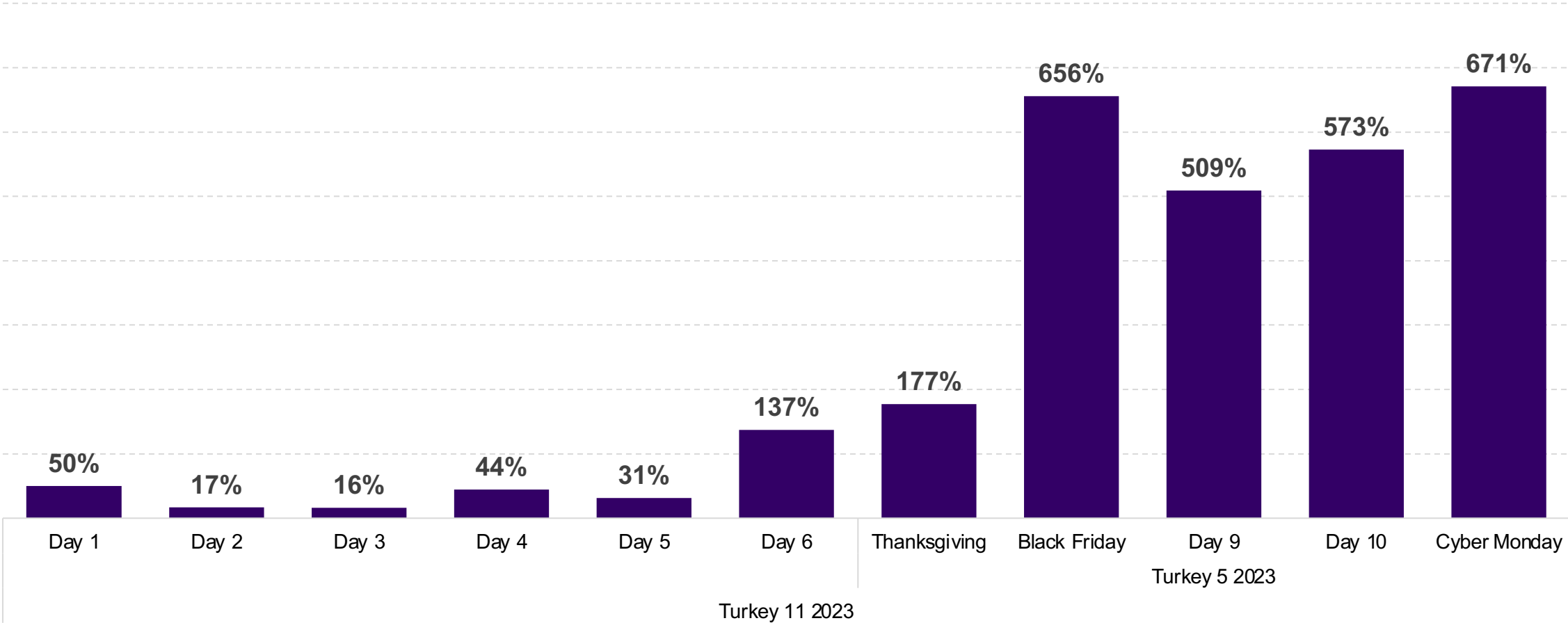
### Change in Gross Margin % and ASP versus L14 Day Average



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

Brands saw a massive spike in revenue losses due to out of stock going into BFCM, further indicating the importance of having backup fulfillment methods to capture these lost sales opportunities for the Home & Kitchen category.

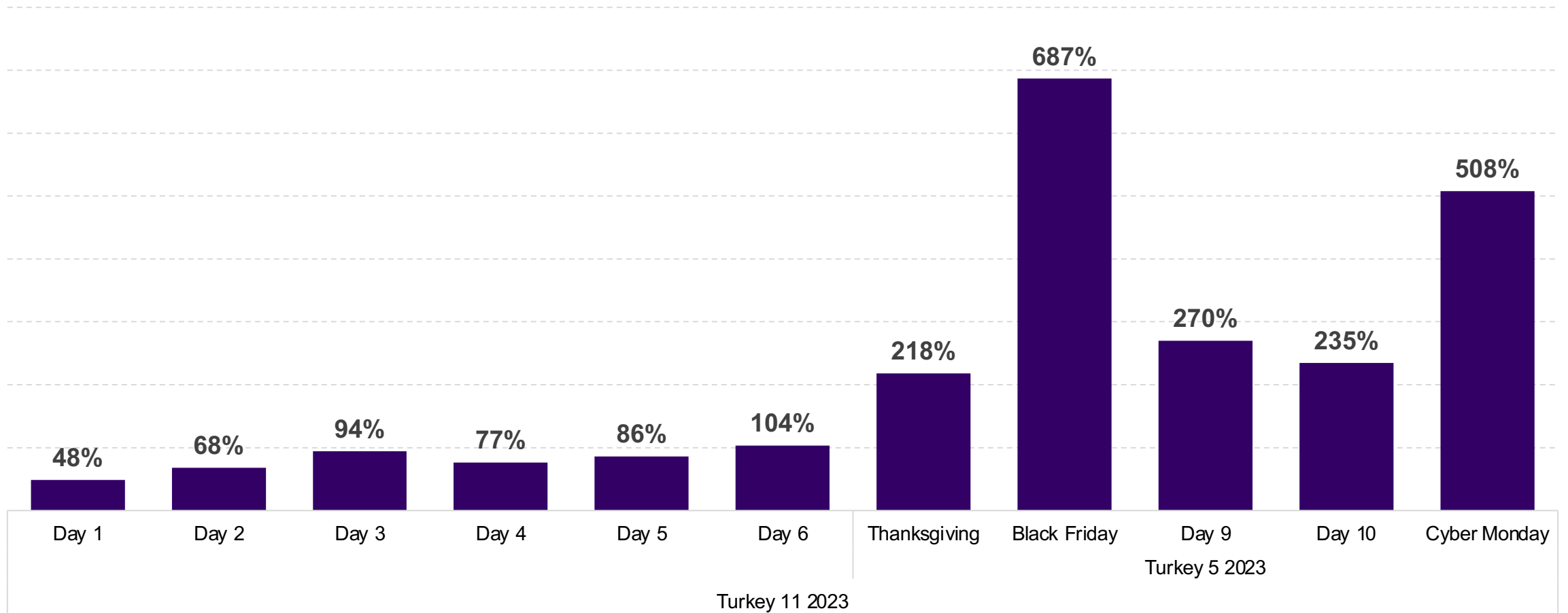
Change in Revenue Losses due to OOS vs. L14 Day Average



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

# Home & Kitchen brands took advantage of T11, slowly ramping ad spend to drive consideration leading into BFCM.

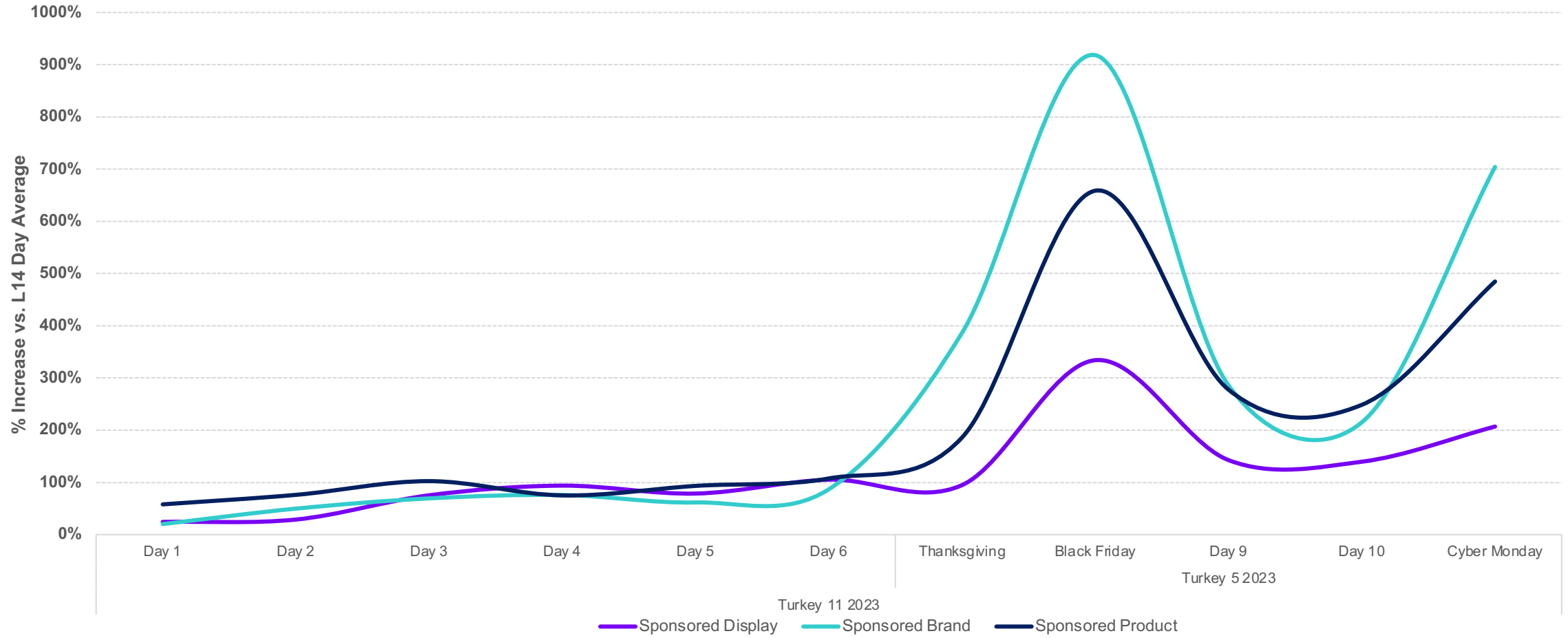
## Change in Ad Spend vs. L14 Day Average



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

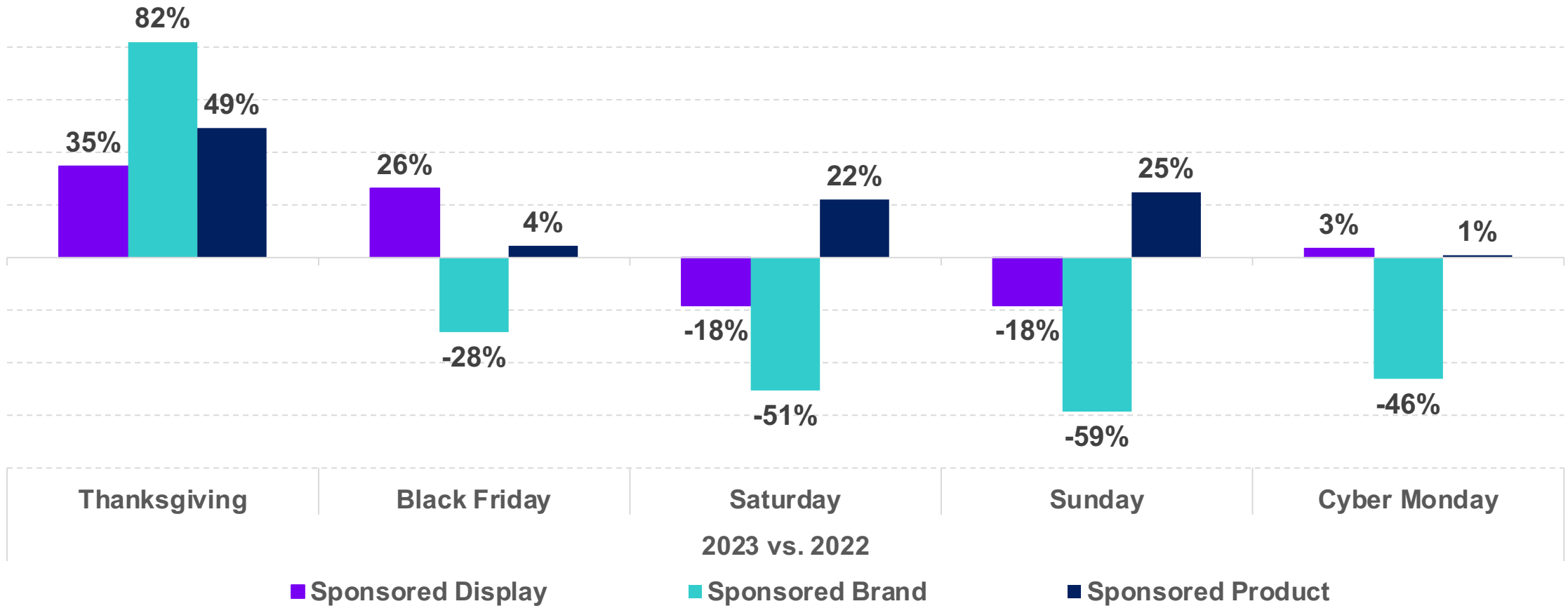
During the lead-in phase, brands increased ad spend across all ad types. During BFCM, the focus shifted to driving Sponsored Brand and Sponsored Product during T5 to drive conversion.

### Change in Ad Spend Types vs. L14 Day Average



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

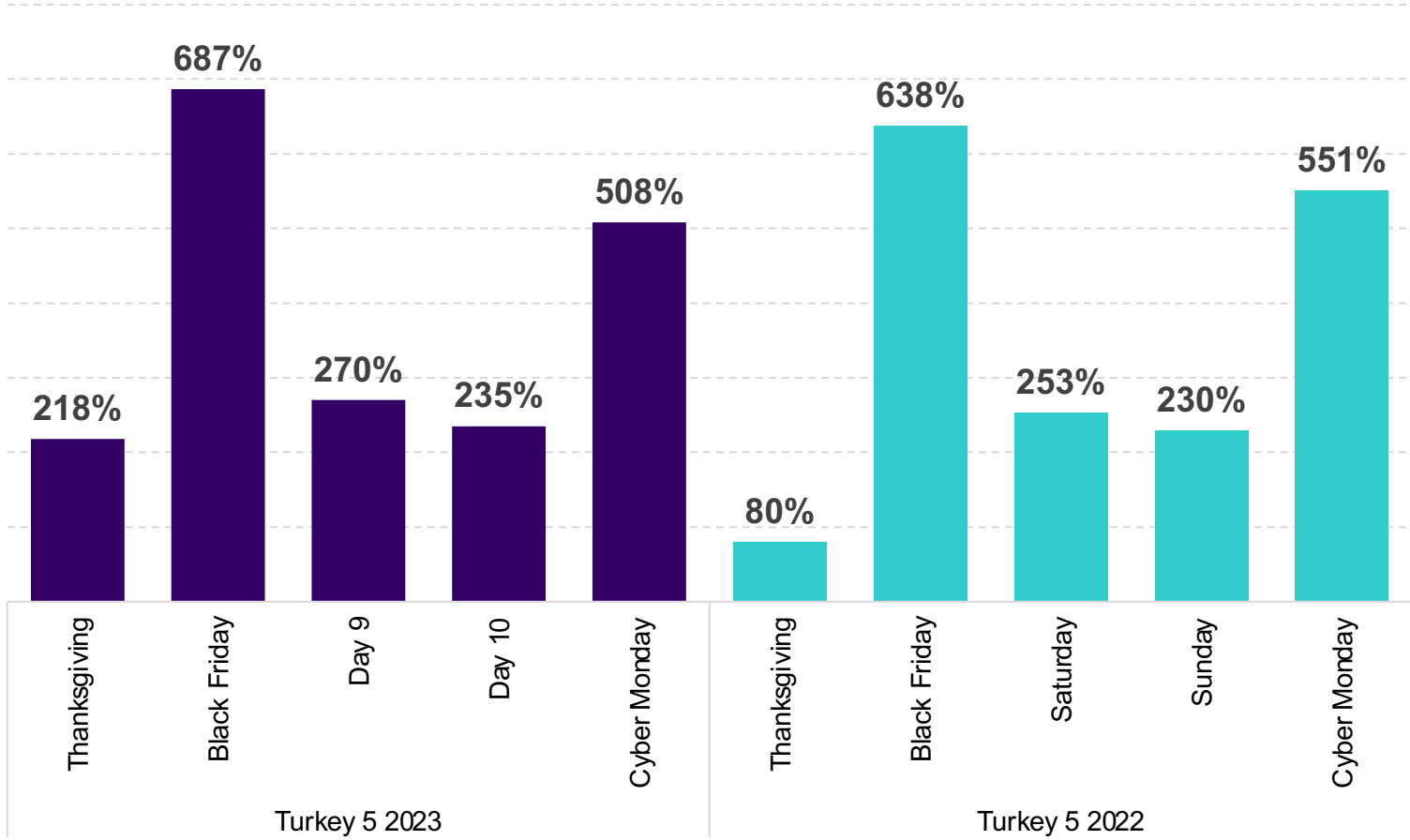
T5 2023 compared to 2022 saw Home & Kitchen brands rely more on Sponsored Product as compared to other ad types.



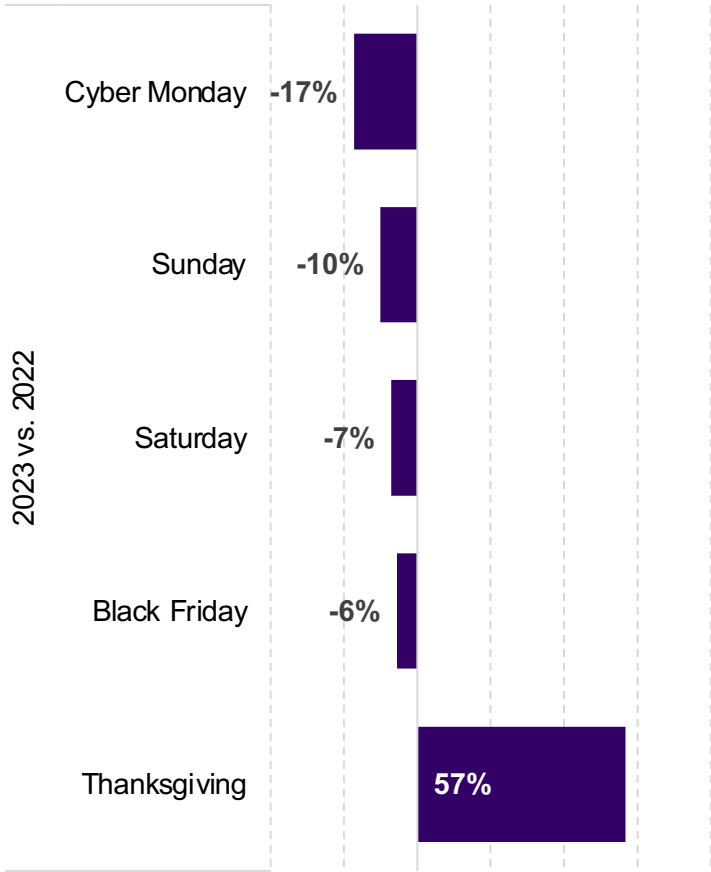
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

While brands in the Home & Kitchen category spiked spends by a slightly higher amount versus the baseline average, spend levels overall were lower in 2022 than 2023.

Change in Daily Ad Spend vs. L14 Day Average



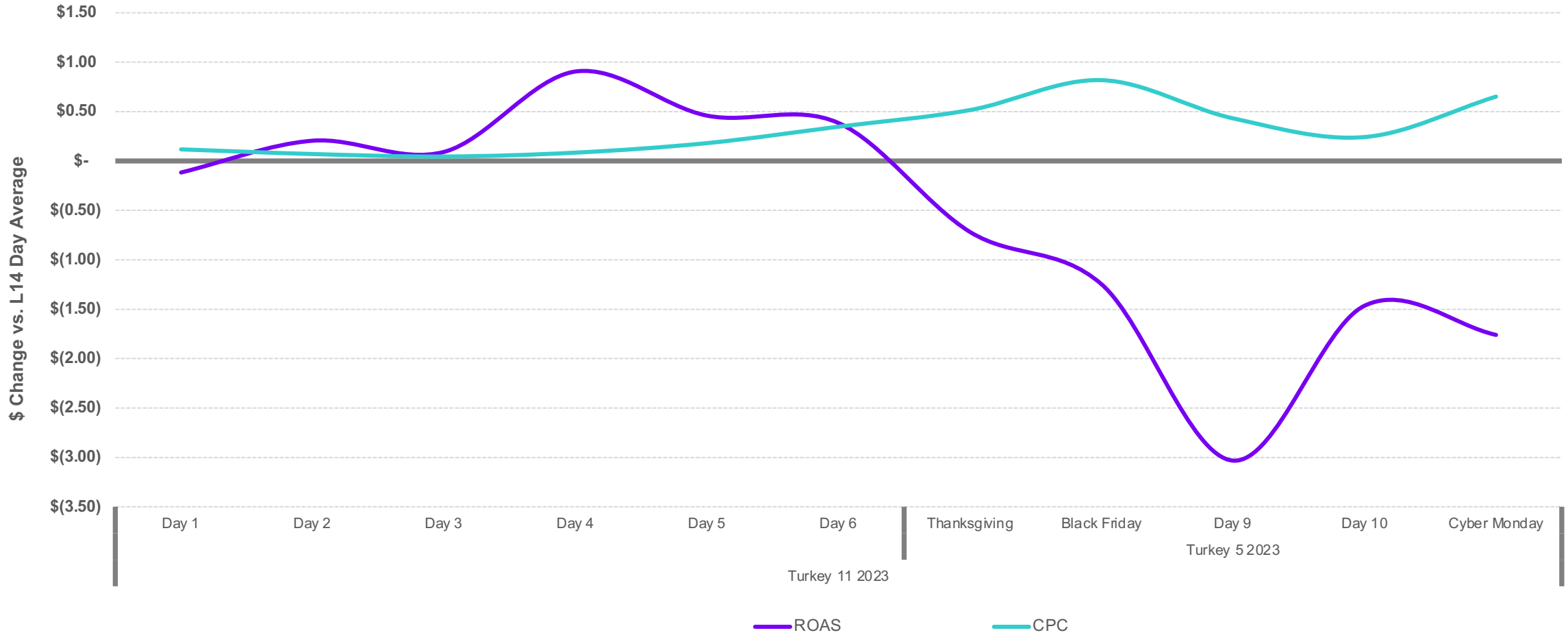
% Change in Ad Spend of T5 2023 compared to T5 2022



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

This activity correlated with a lower-than-average ROAS during T5, with CPCs beginning to rise 2 days prior. This correlated with a shift into SP and SB.

### Change in ROAS and CPC vs. L14 Day Average

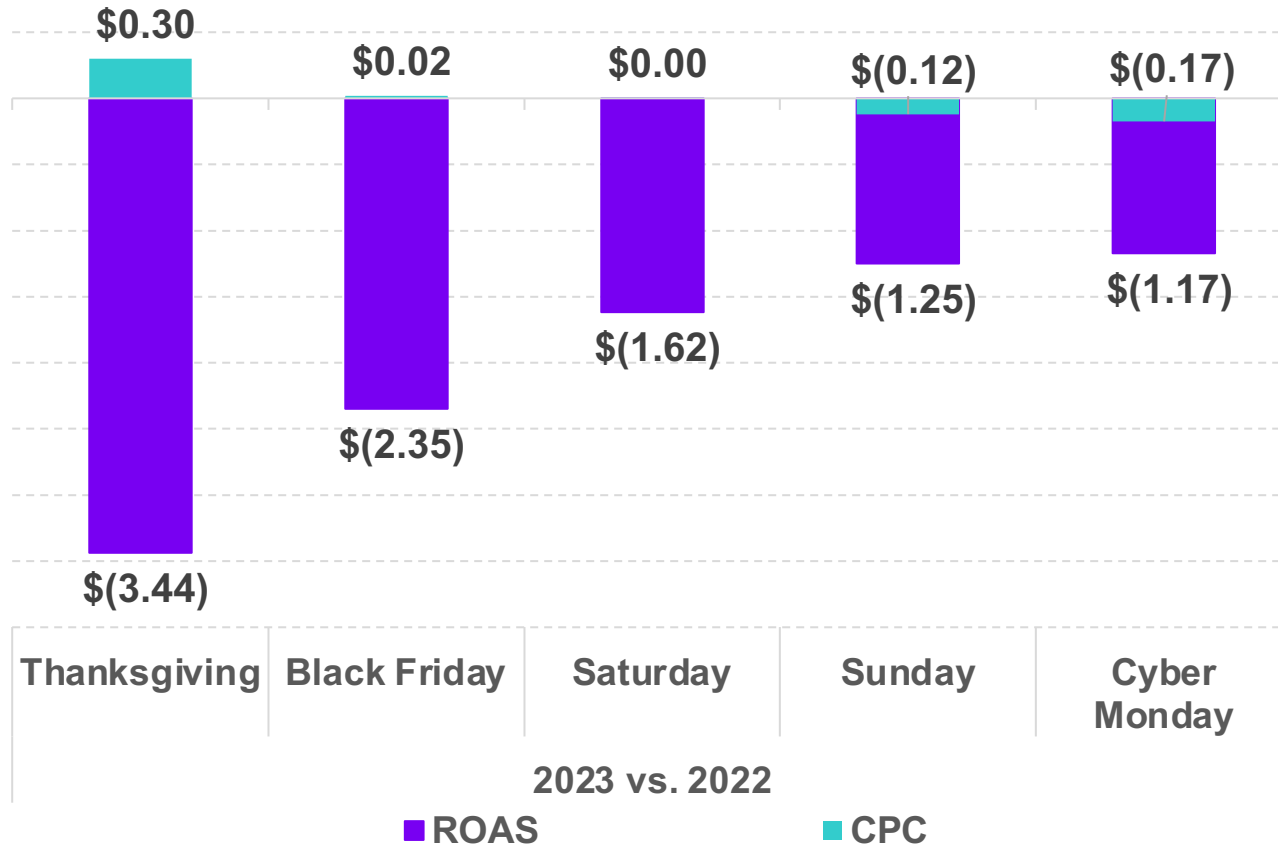


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

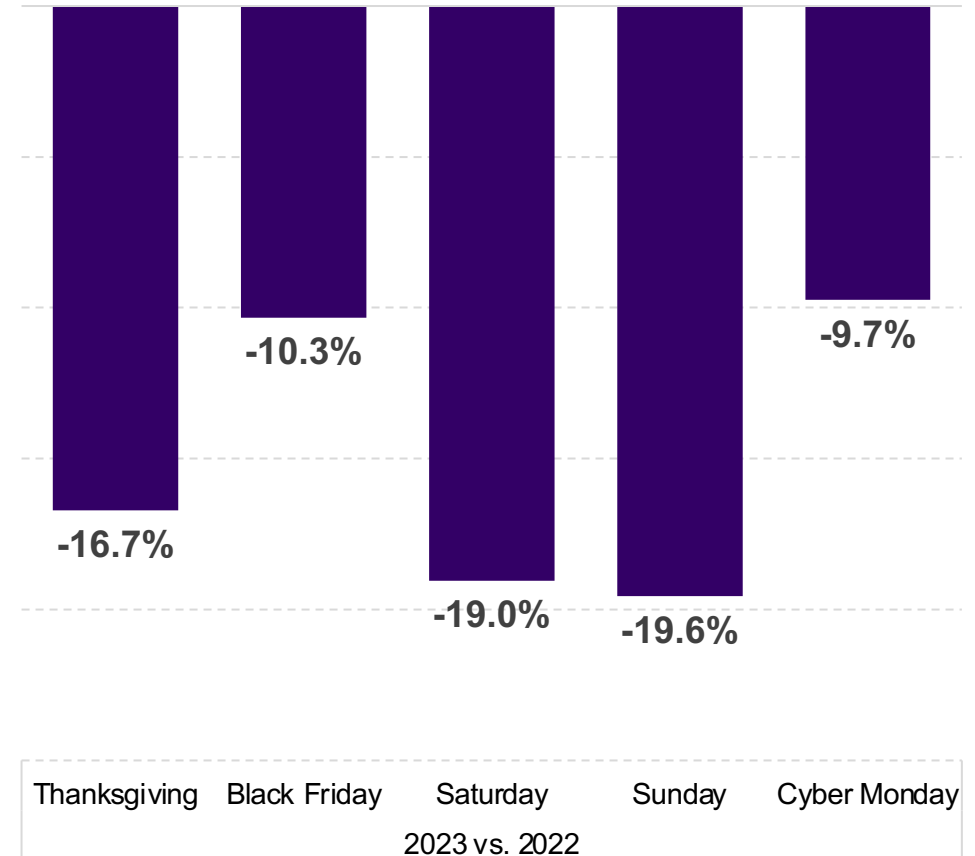


**Overall T5 2023 was more competitive and less profitable versus 2022, with decreased ROAS and lower Gross Margin percentages across all core shopping days.**

**Change in ROAS and CPC: T5 2023 vs. T5 2022**



**Change in Gross Margin %: T5 2023 vs. T5 2022**

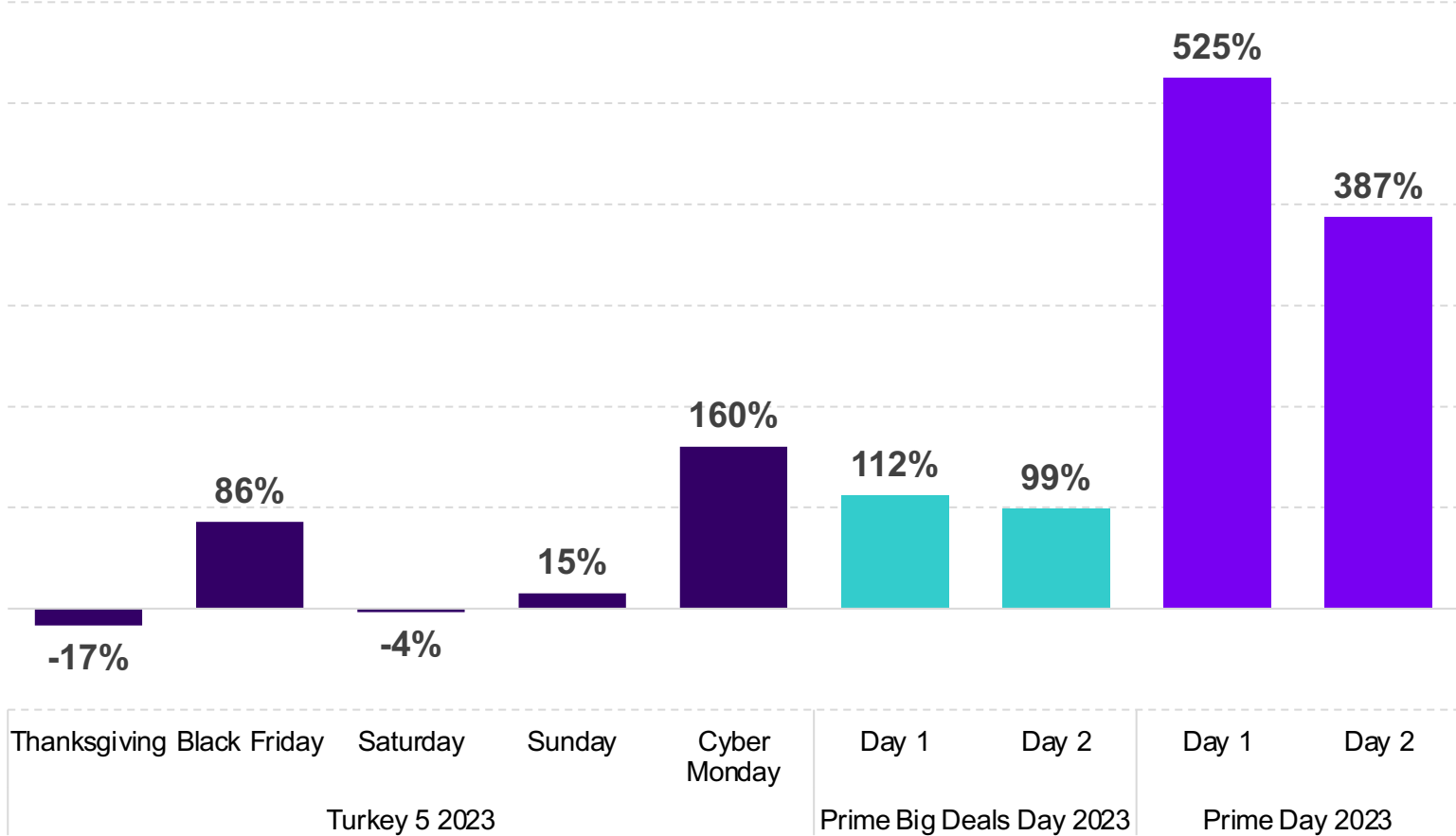


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

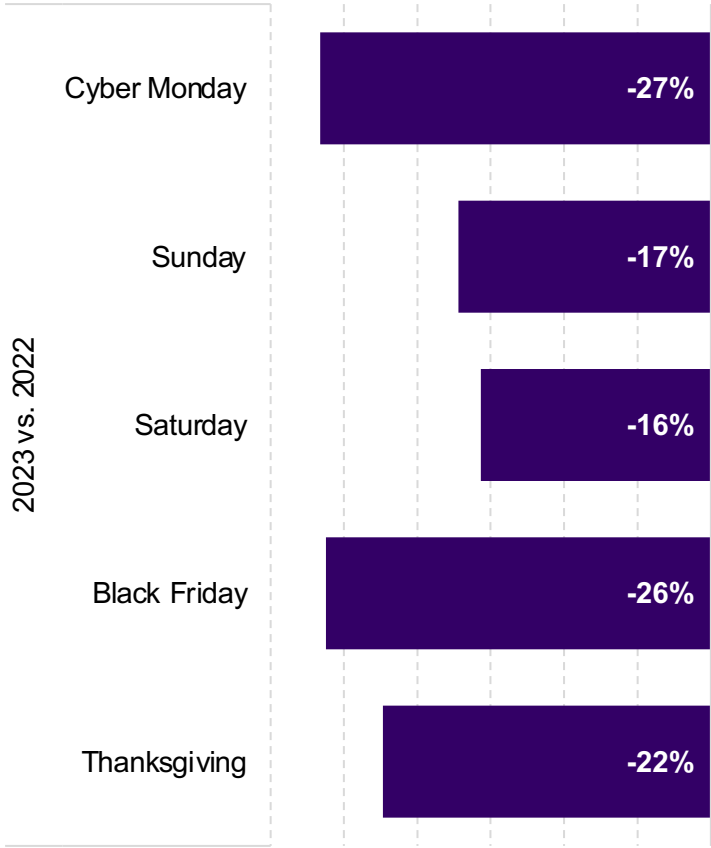
# Office Products

**Within Office Products, T5 2023 drove less revenue versus T5 2022. BFCM slightly outperformed Prime Big Deal Days, but was dwarfed by Prime Day 2023.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**



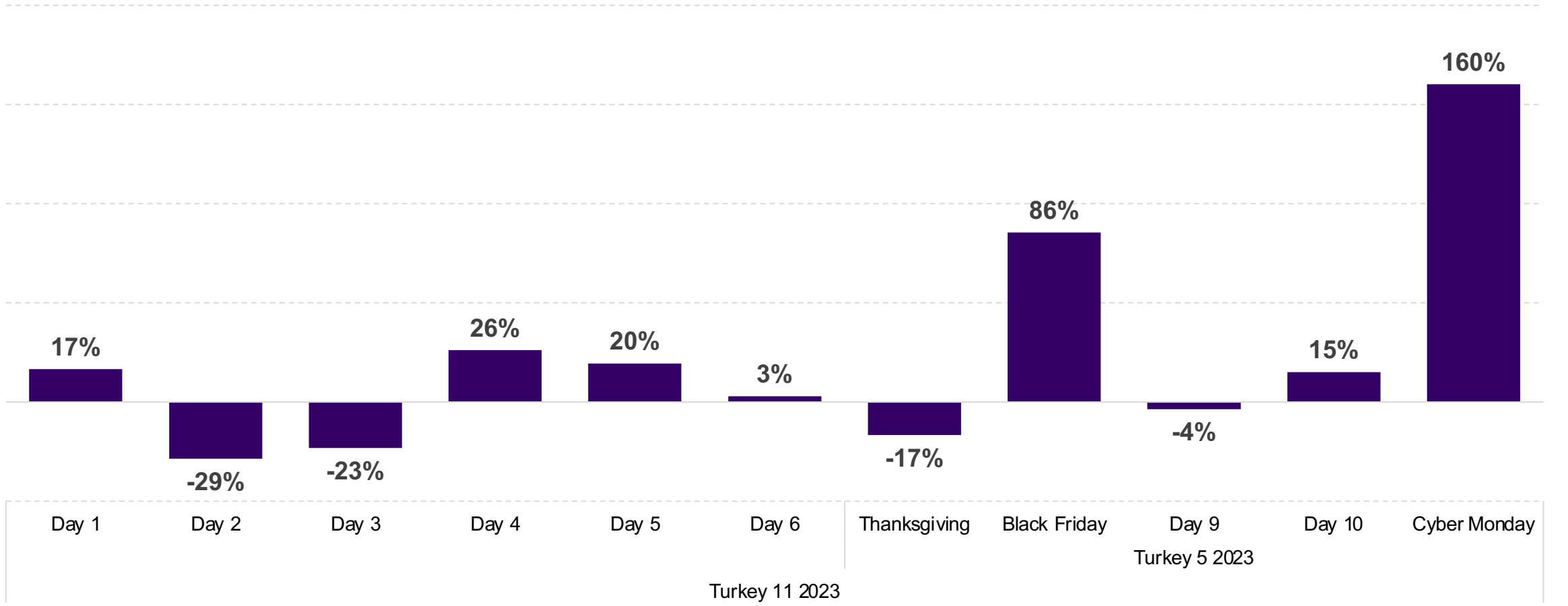
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

The shift to T11 had a mixed impact on revenues leading into BFCM, with sales still being concentrated on those two shopping days within the Office Category.

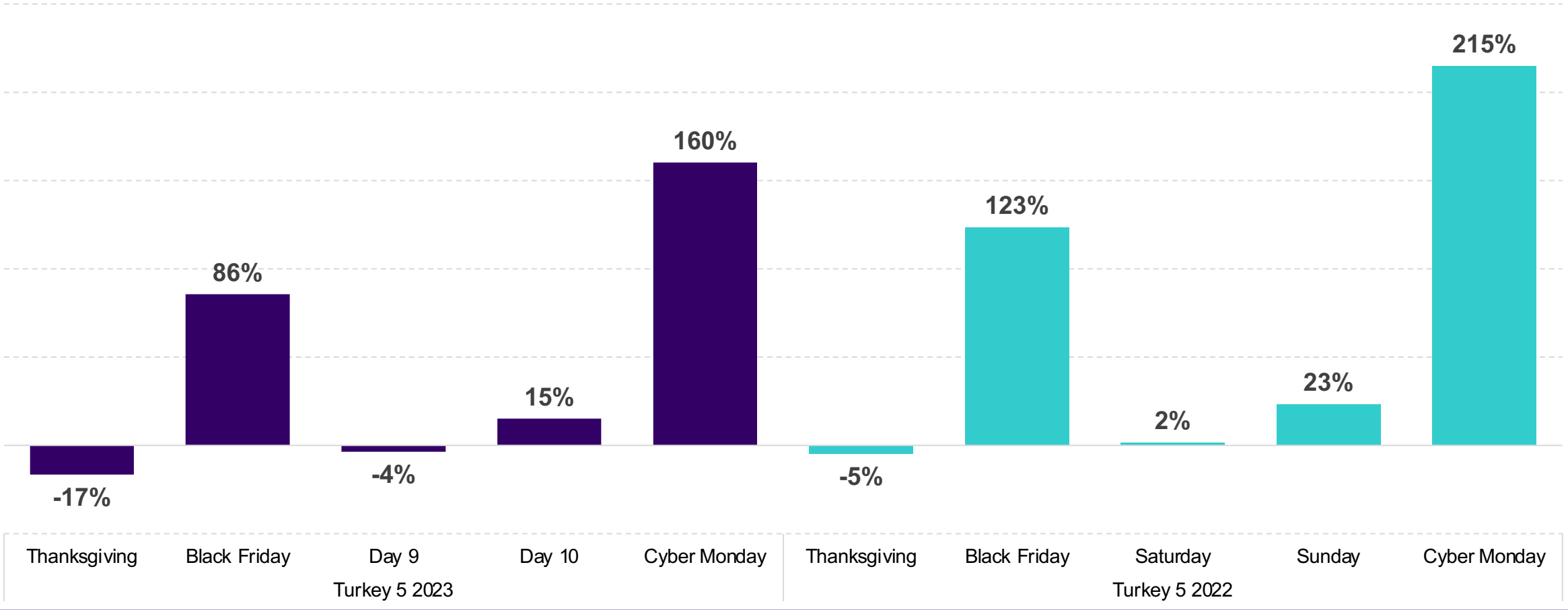
Change in Daily Average Ordered Revenue versus L14 Day Average



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

**T5 2023 saw decreased shopping during BFCM within the Office Category as compared to T5 2022.**

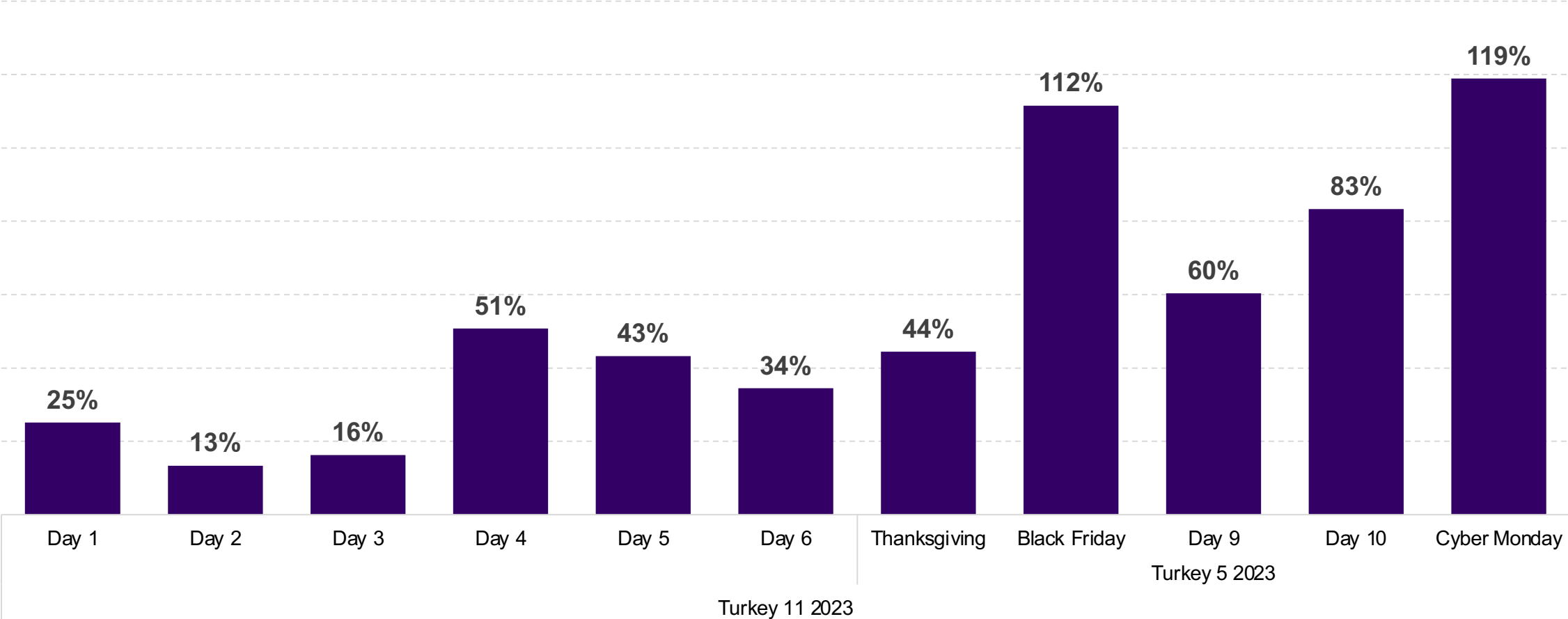
**Change in Daily Average Ordered Revenue versus L14 Day Average**



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

The shift from T5 to T11 in 2023 was effective in driving a meaningful increase in traffic leading into T5 for the Office Category, showing increased consideration but weaker conversion.

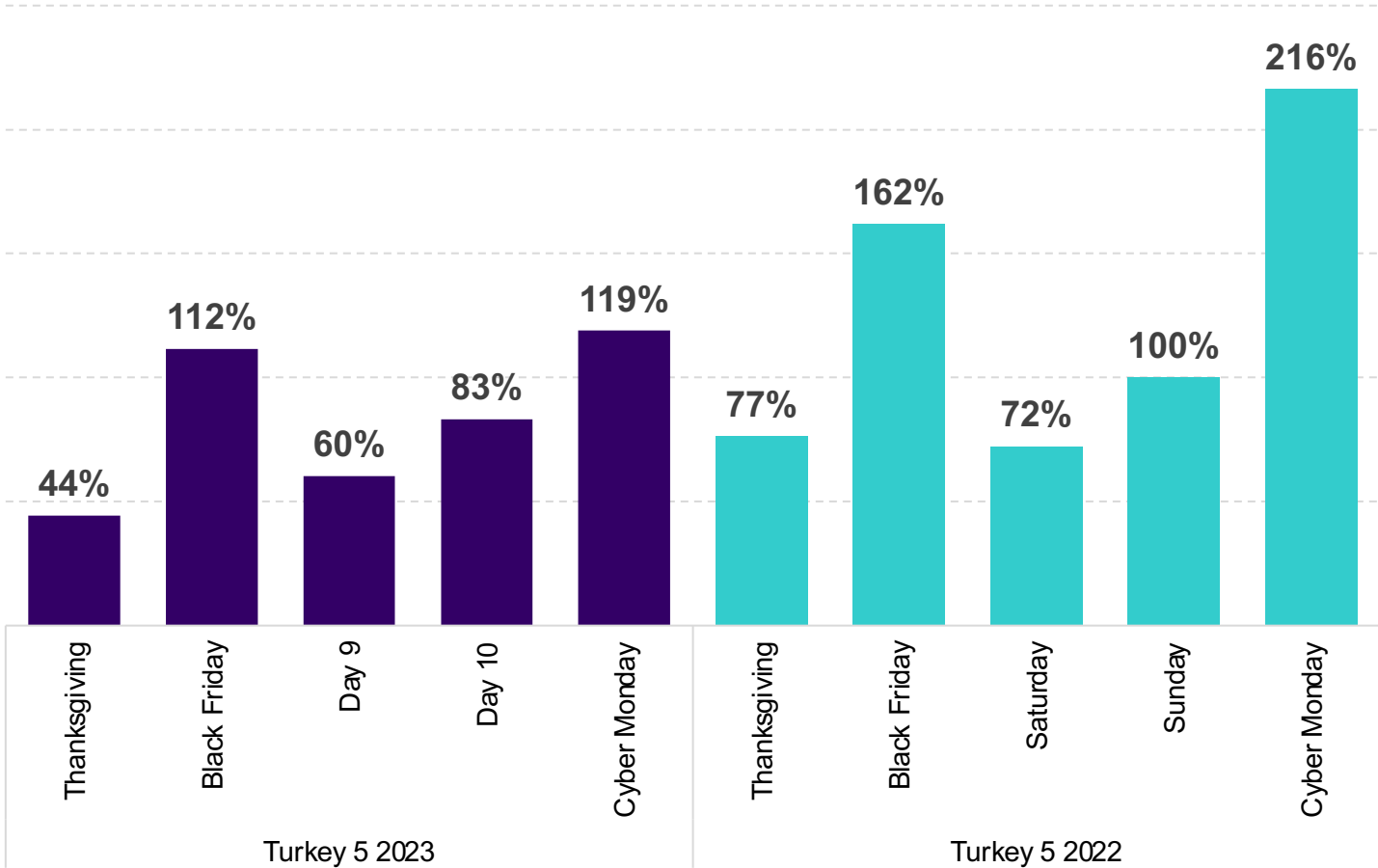
Change in Daily Average Glance Views versus L14 Day Average



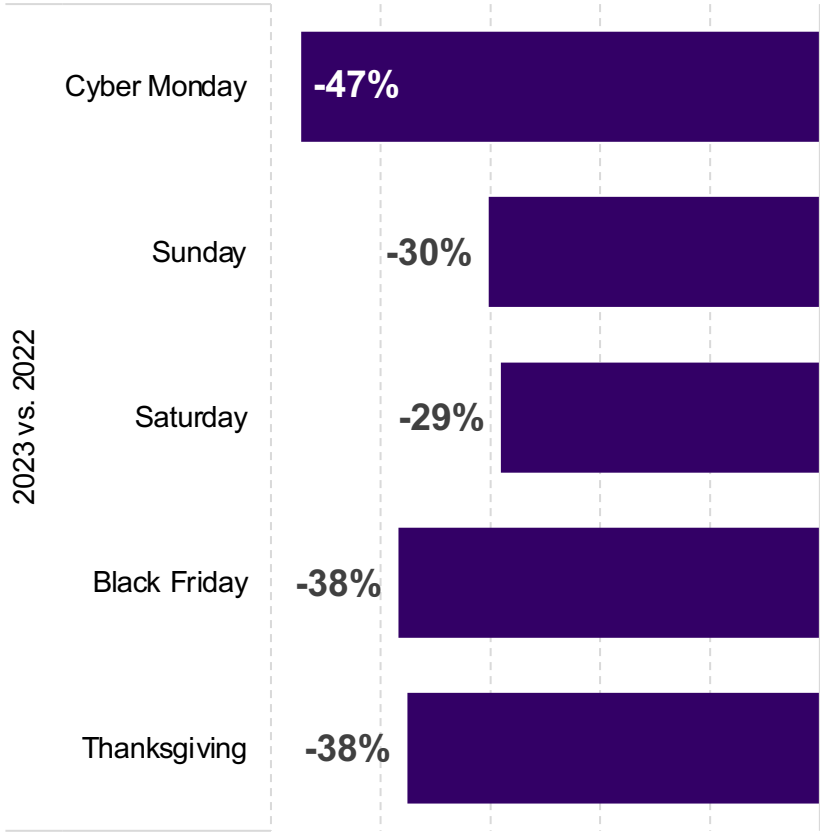
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Overall BFCM traffic levels were much lower in 2023 versus 2022, which is reflective of overall reduced traffic going into Q4.**

**Change in Daily Average Glance Views versus L14 Day Average**



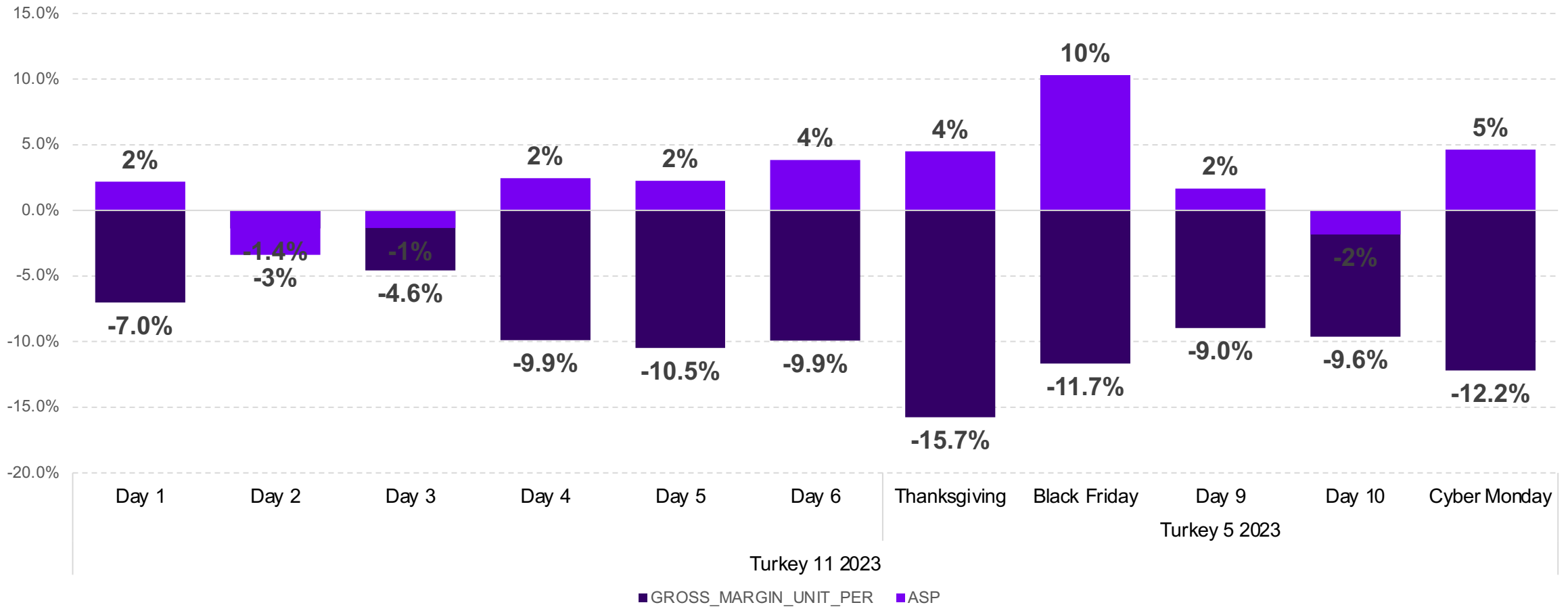
**% Change in Glance Views of T5 2023 compared to T5 2022**



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

Gross Margins degraded going into T5 2023. With a minimal increase in ASP, consumers likely focusing on purchasing smaller discounted items within the Office Products category.

### Change in Gross Margin % and ASP versus L14 Day Average

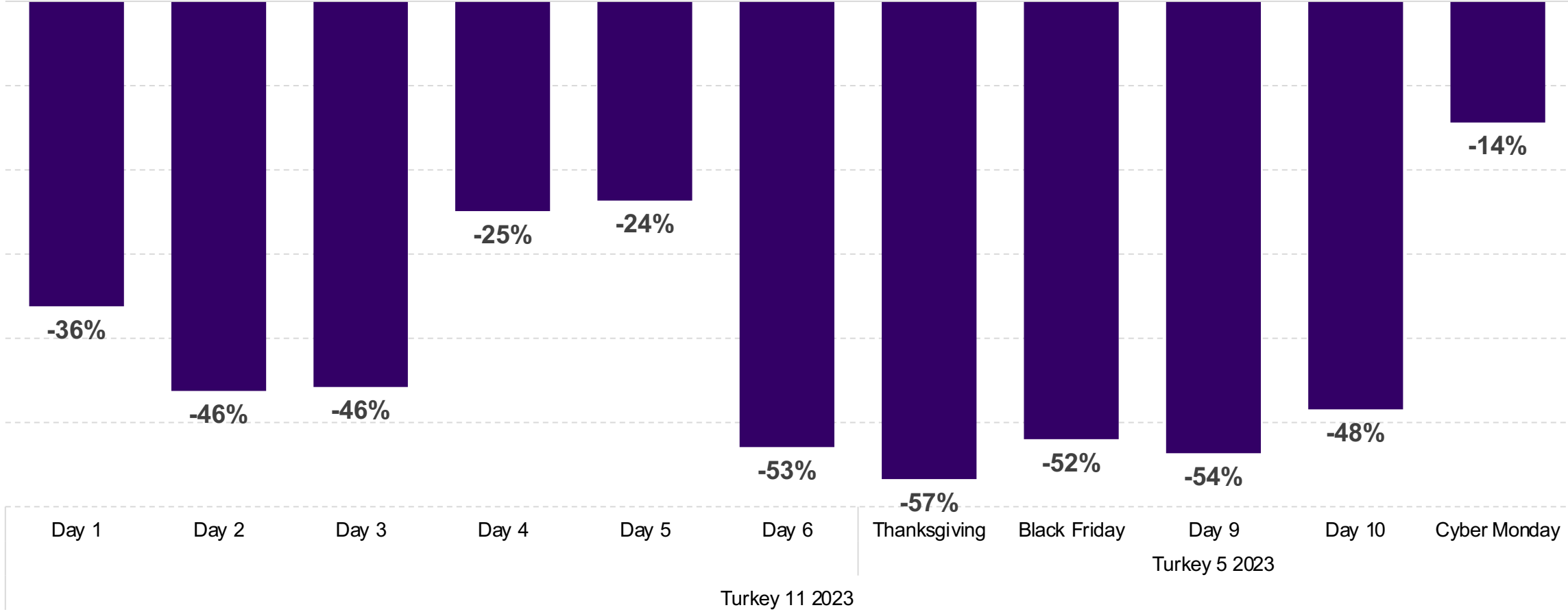


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



Office Product brands saw a massive spike in revenue losses due to out of stock going into BFCM, further indicating the importance of having backup fulfillment methods to capture these lost sales opportunities.

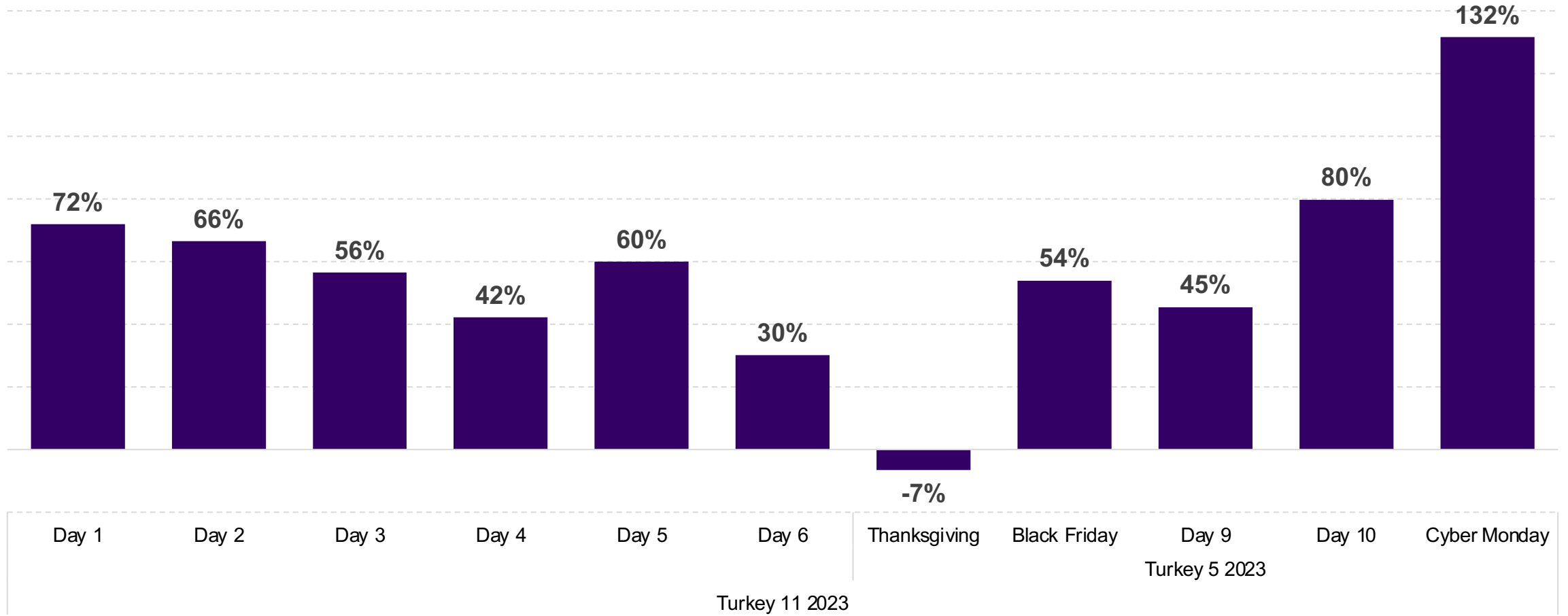
Change in Revenue Losses due to OOS vs. L14 Day Average



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

# Office Brands took advantage of T11, slowly ramping ad spend to drive consideration leading into BFCM.

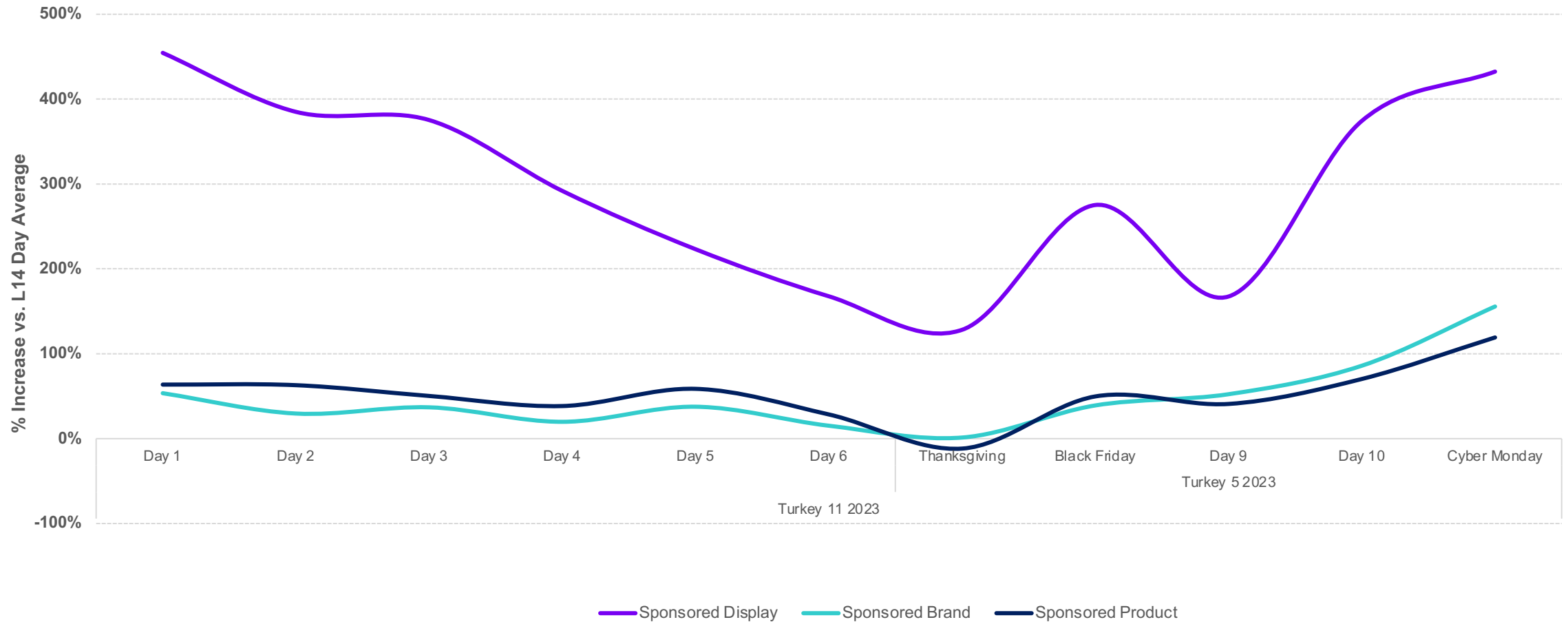
Change in Ad Spend vs. L14 Day Average



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

During the lead-in phase, brands increased Sponsored Display to drive consideration, and continued to invest behind Display throughout BFCM, while marginally increasing Brand and Product.

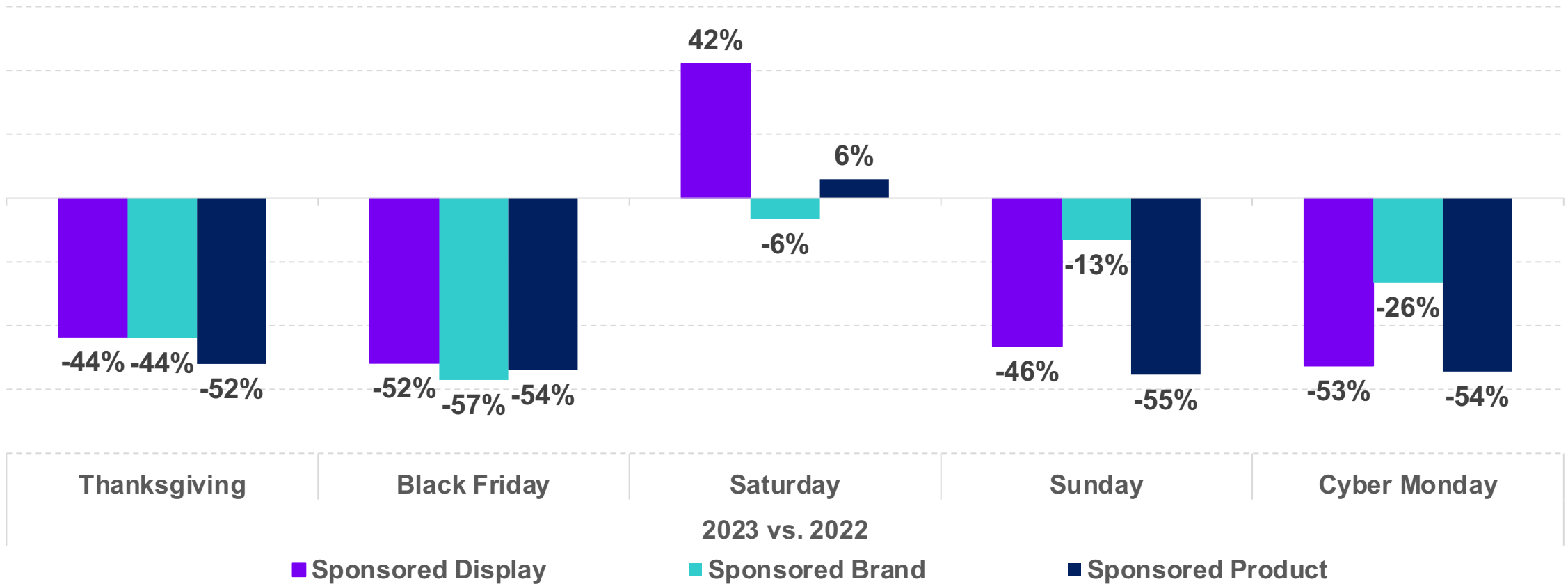
### Change in Ad Spend Types vs. L14 Day Average



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

## T5 2023 compared to 2022 saw office product brands pull back on spend across all ad types.

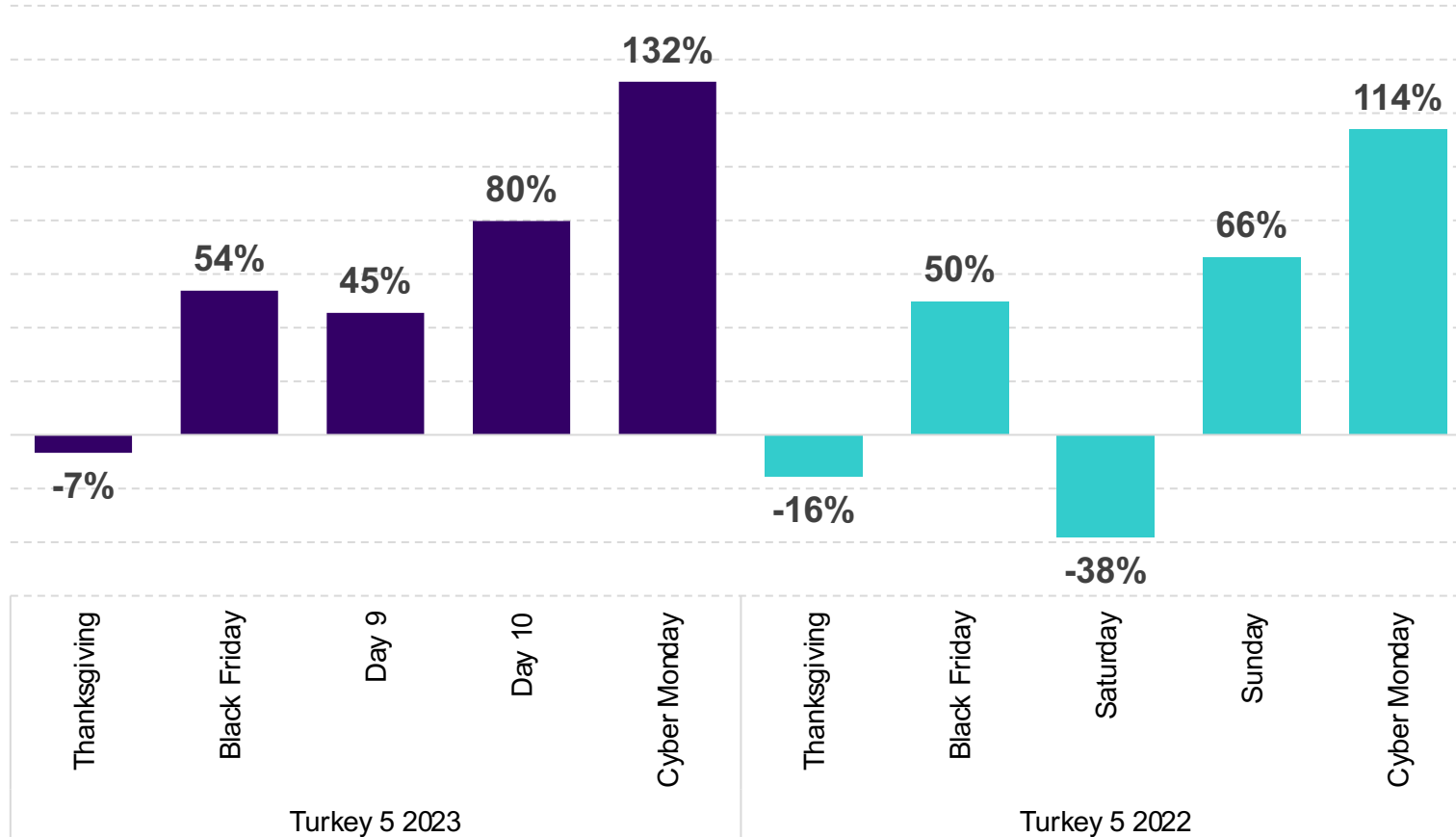
Change in Ad Spend Types on T5 2023 vs. T5 2022



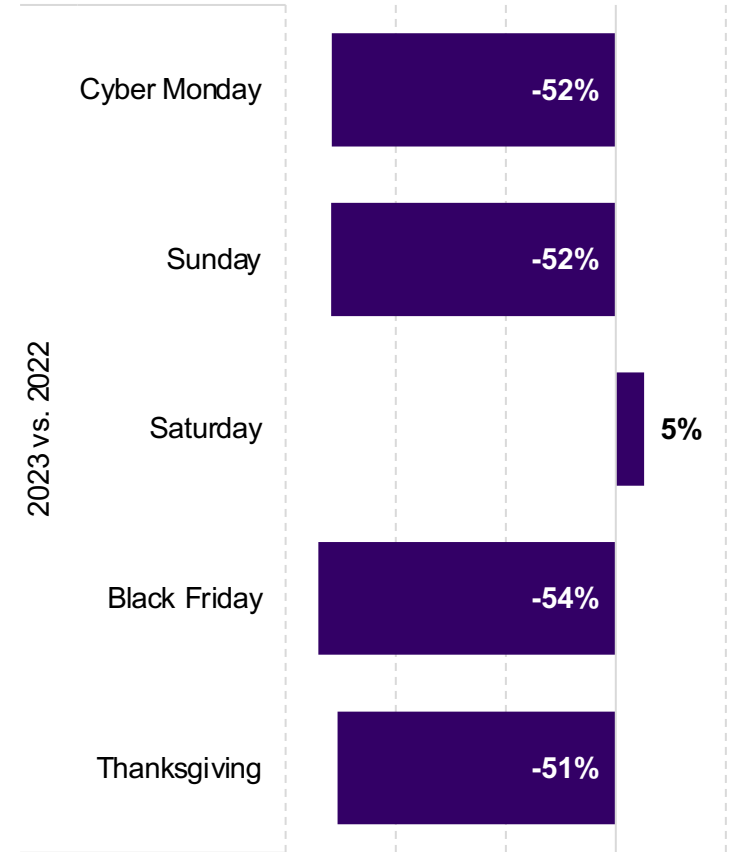
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Brands within Office Products increased their spend by a much higher percentage as compared to their baseline average, but overall pulled back spend as compared to 2022.**

**Change in Daily Ad Spend vs. L14 Day Average**



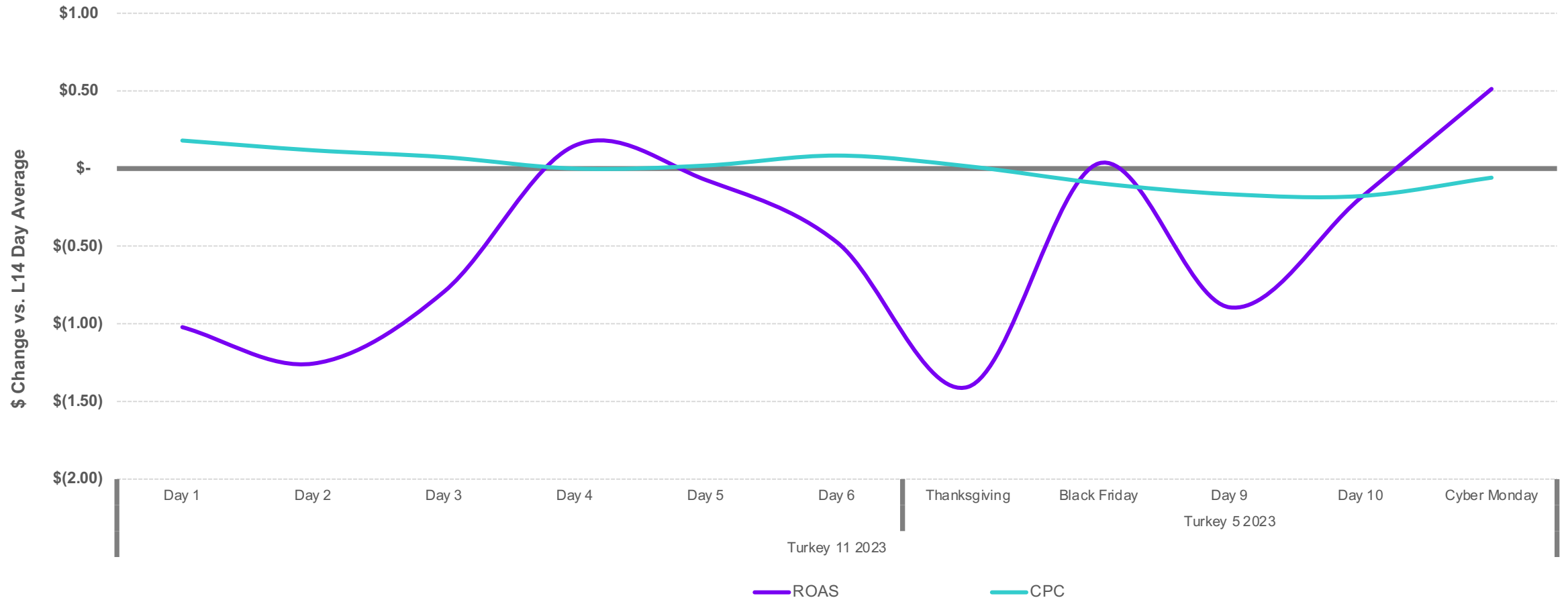
**% Change in Ad Spend of T5 2023 compared to T5 2022**



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

This activity correlated with a lower-than-average ROAS leading into BFCM within Office Products.

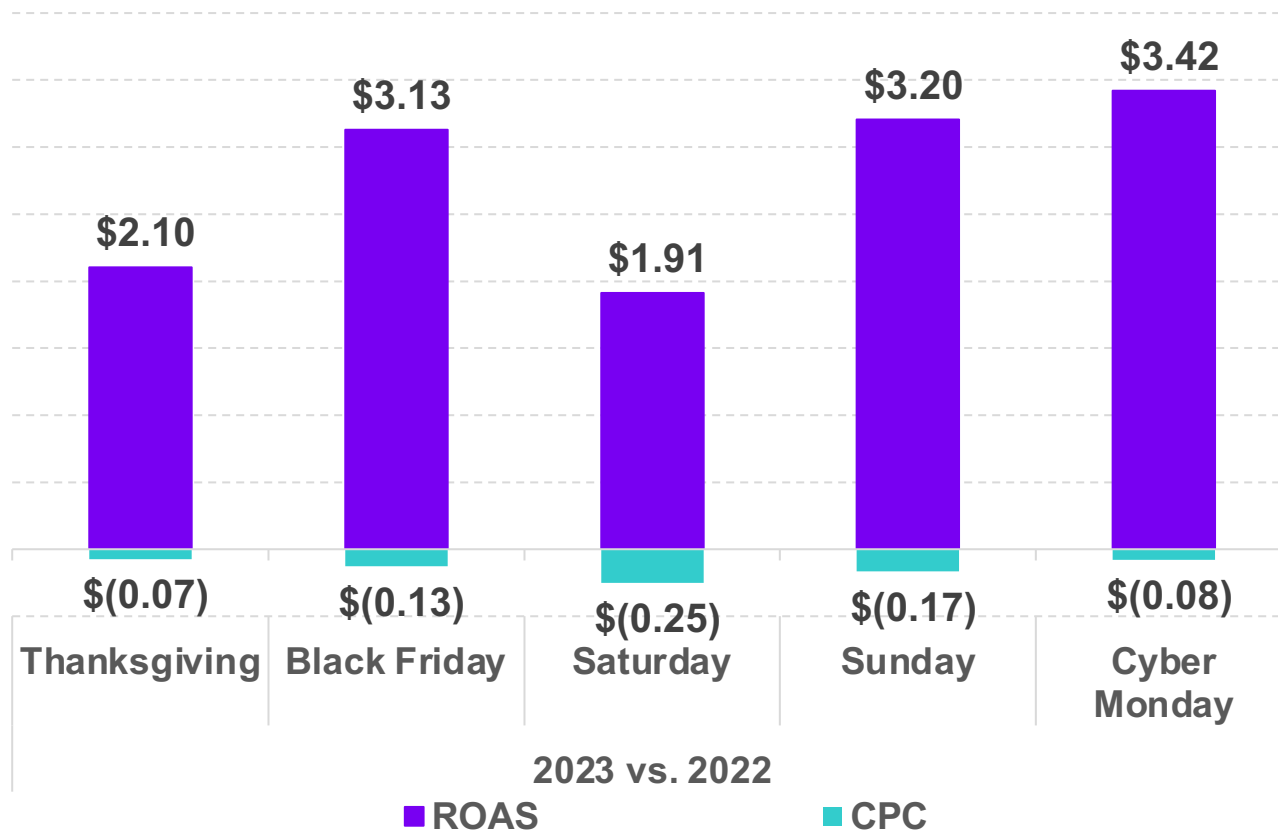
### Change in ROAS and CPC vs. L14 Day Average



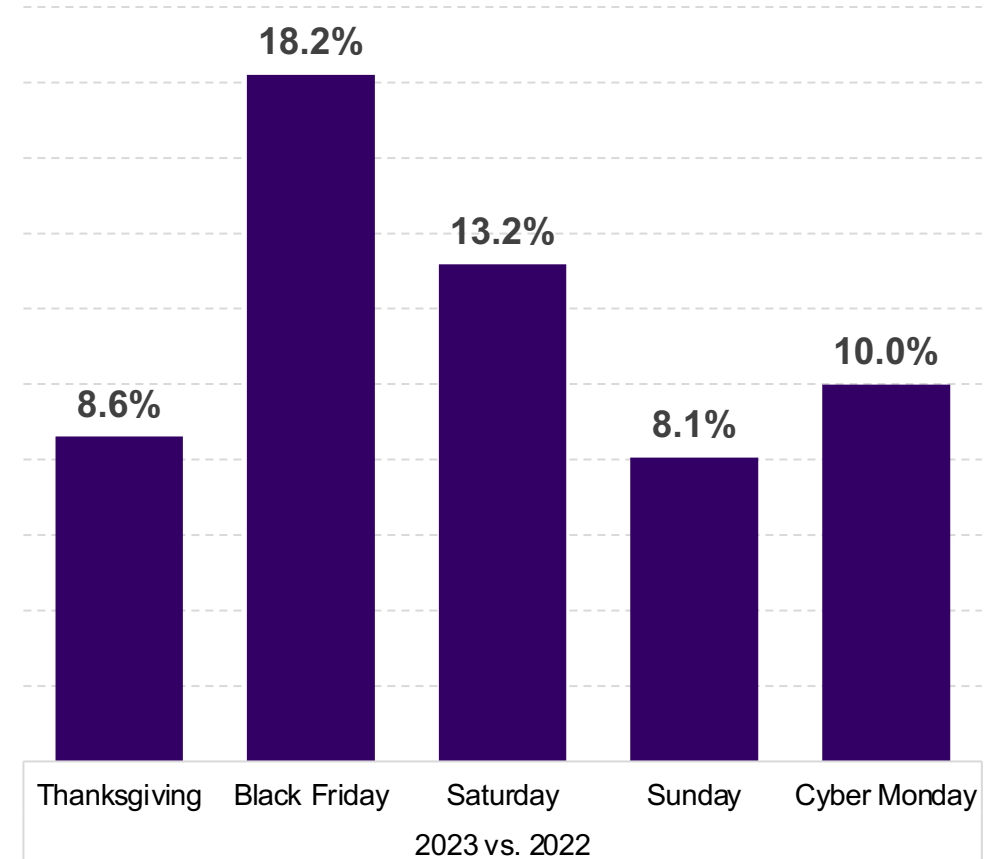
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

Despite the lower-than-average ROAS, it did improve versus 2022 along with Gross Margins, likely indicating brands within office products are successfully executing on a profitability strategy in Q4.

Change in ROAS and CPC: T5 2023 vs. T5 2022



Change in Gross Margin %: T5 2023 vs. T5 2022



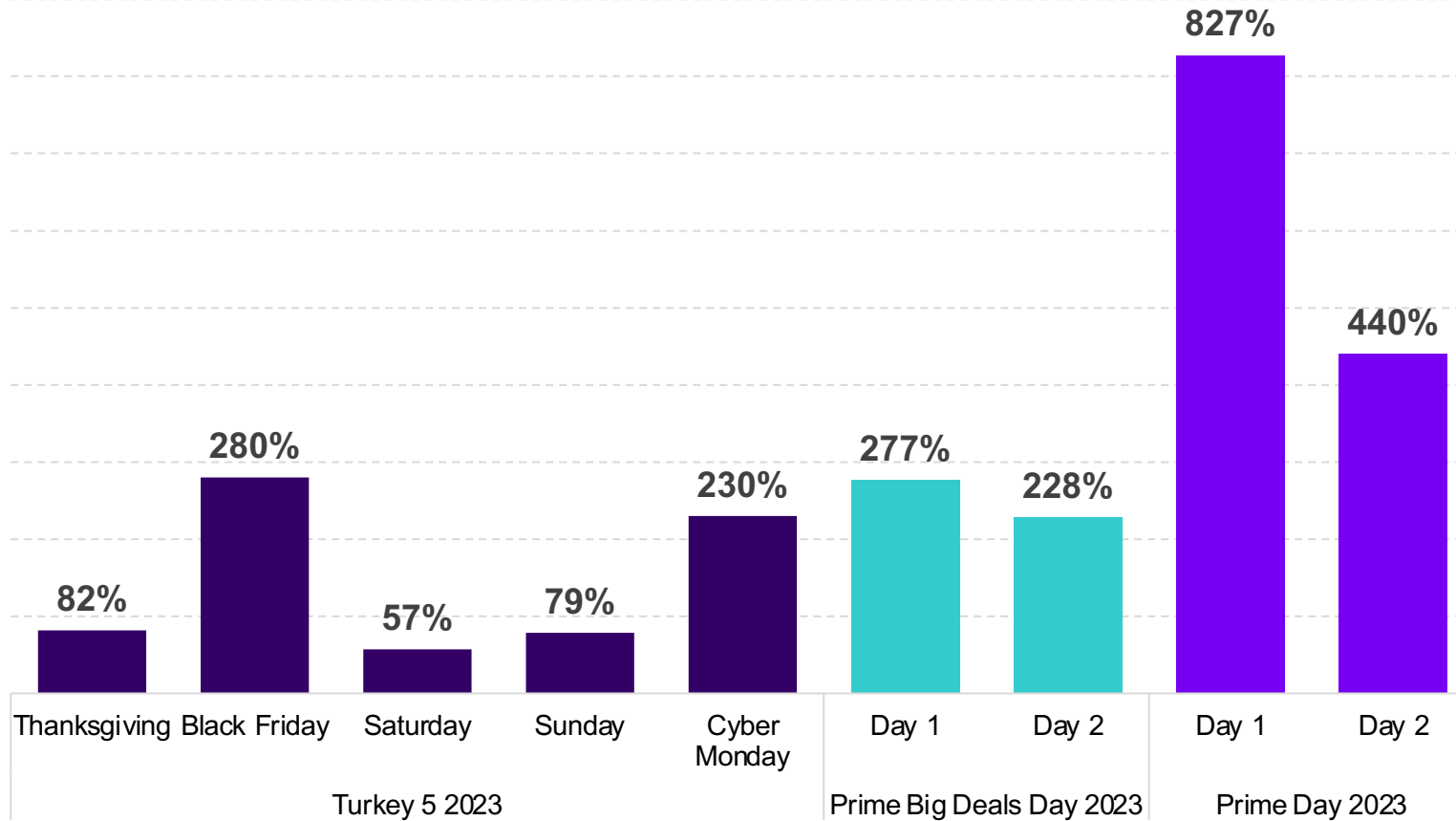
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

# Patio, Lawn & Garden Products

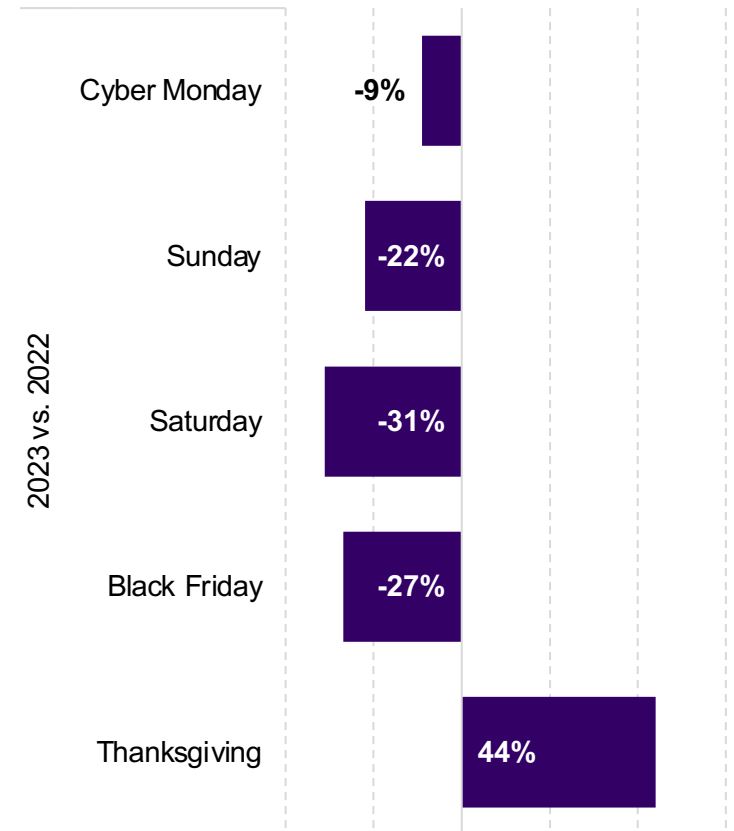


**T5 2023 drove less revenue versus T5 2022 within Patio, Lawn & Garden category. BFCM slightly beat Big Deals Days but underperformed versus Prime Day 2023.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**



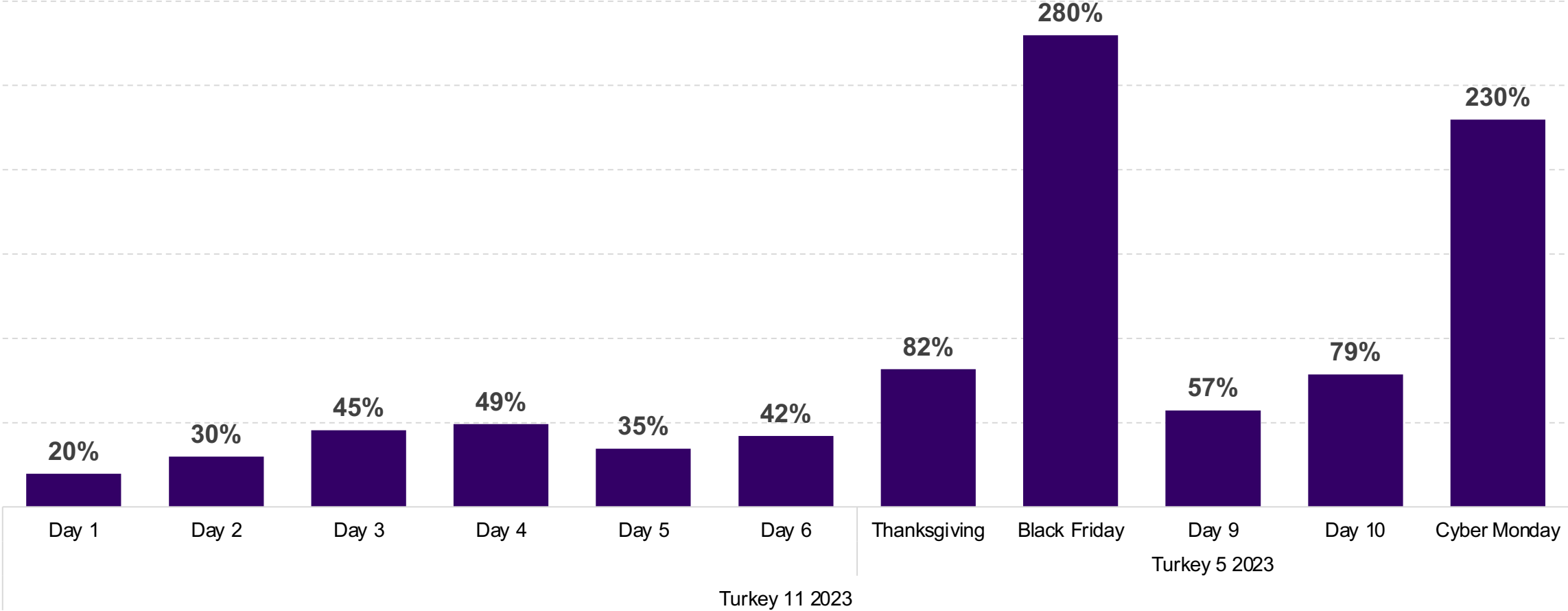
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

**Turkey 11 drove a marginal increase in ordered revenue, with majority of sales happening on Black Friday and Cyber Monday, which is consistent with previous years for the Patio, Lawn & Garden Category.**

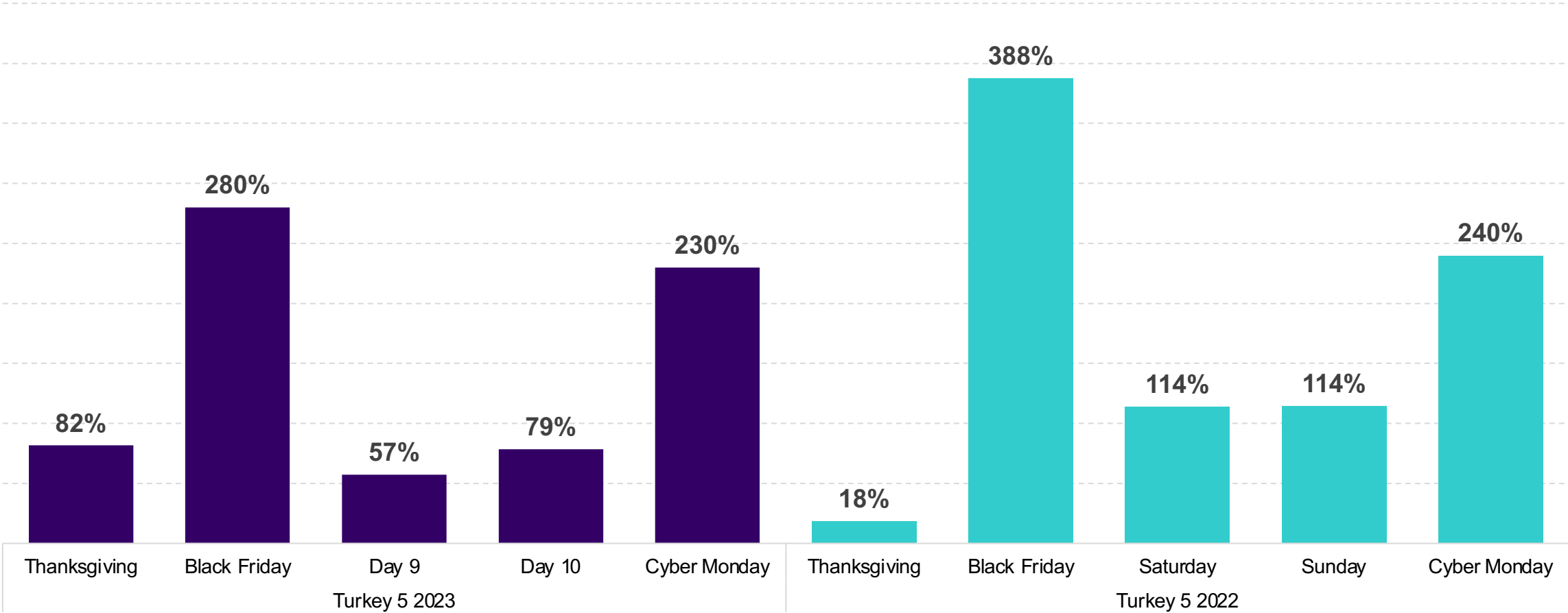
**Change in Daily Average Ordered Revenue versus L14 Day Average**



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

T5 2023 saw decreased shopping activity during BFCM as compared to T5 2022 within the category.

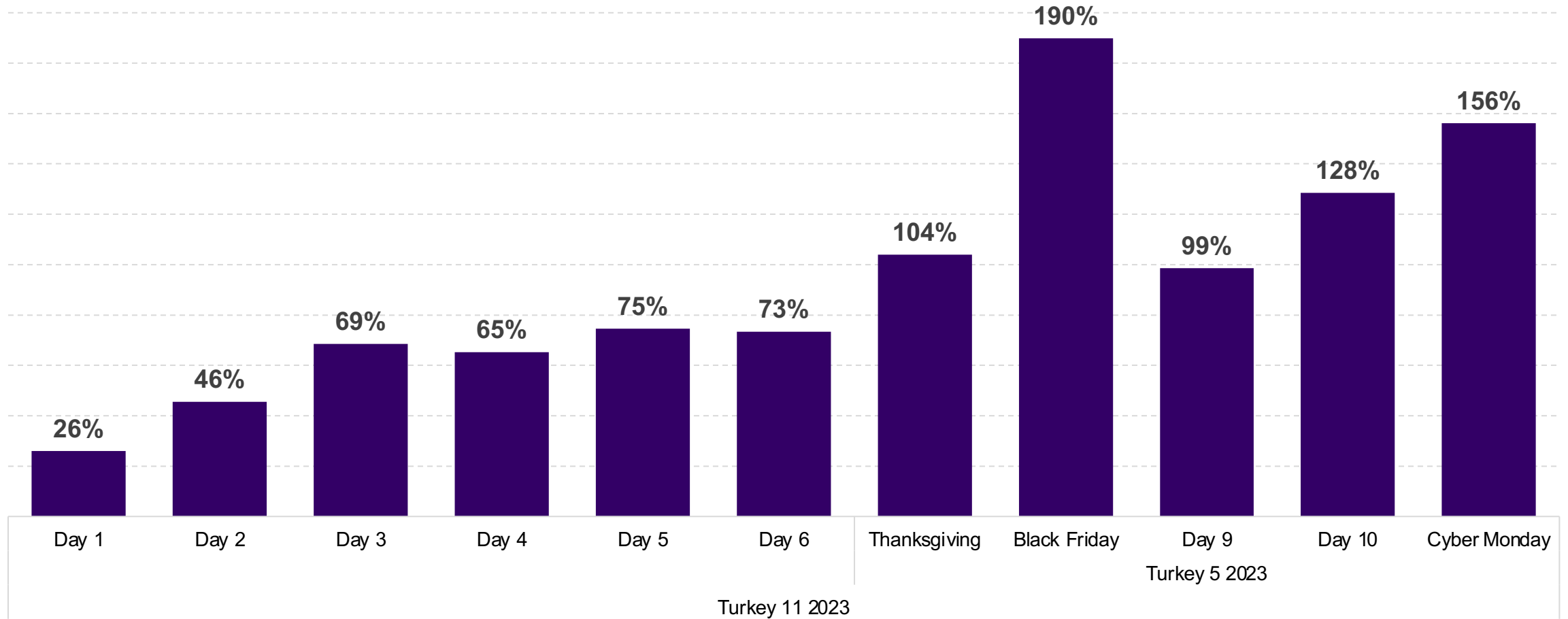
Change in Daily Average Ordered Revenue versus L14 Day Average



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

## The shift to T11 in 2023 was effective in driving a meaningful increase in traffic leading for Patio, Lawn and Garden

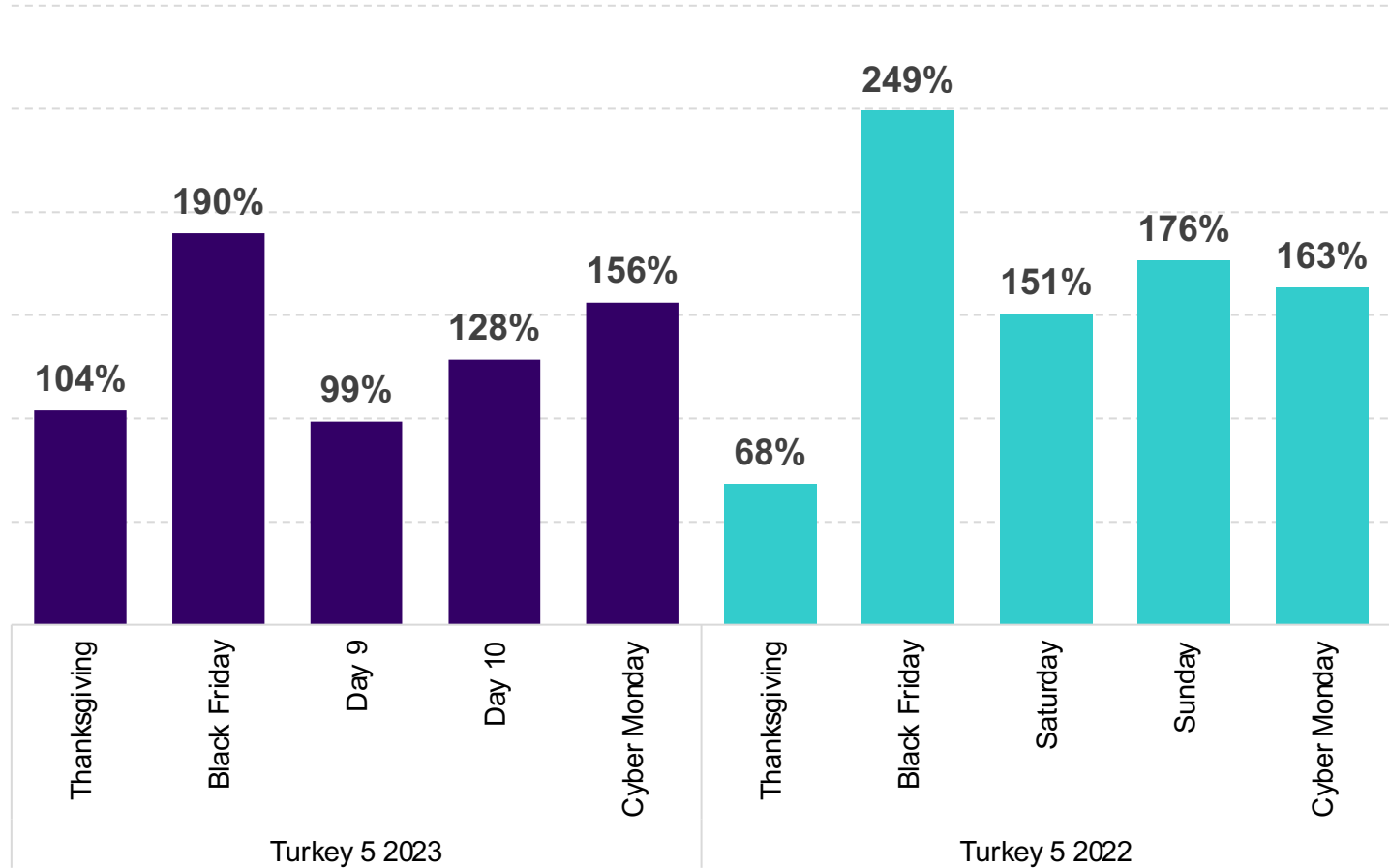
### Change in Daily Average Glance Views versus L14 Day Average



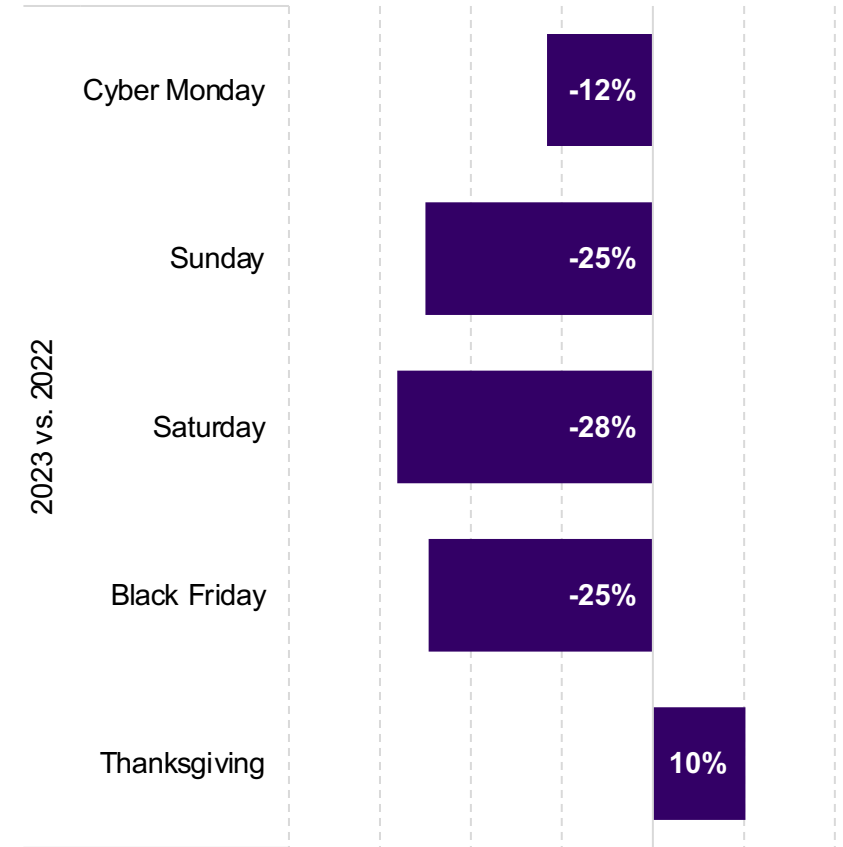
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

The impact however was not sufficient to improve BFCM traffic, with Patio, Lawn & Garden traffic glance views lower in 2023 versus 2022.

Change in Daily Average Glance Views versus L14 Day Average



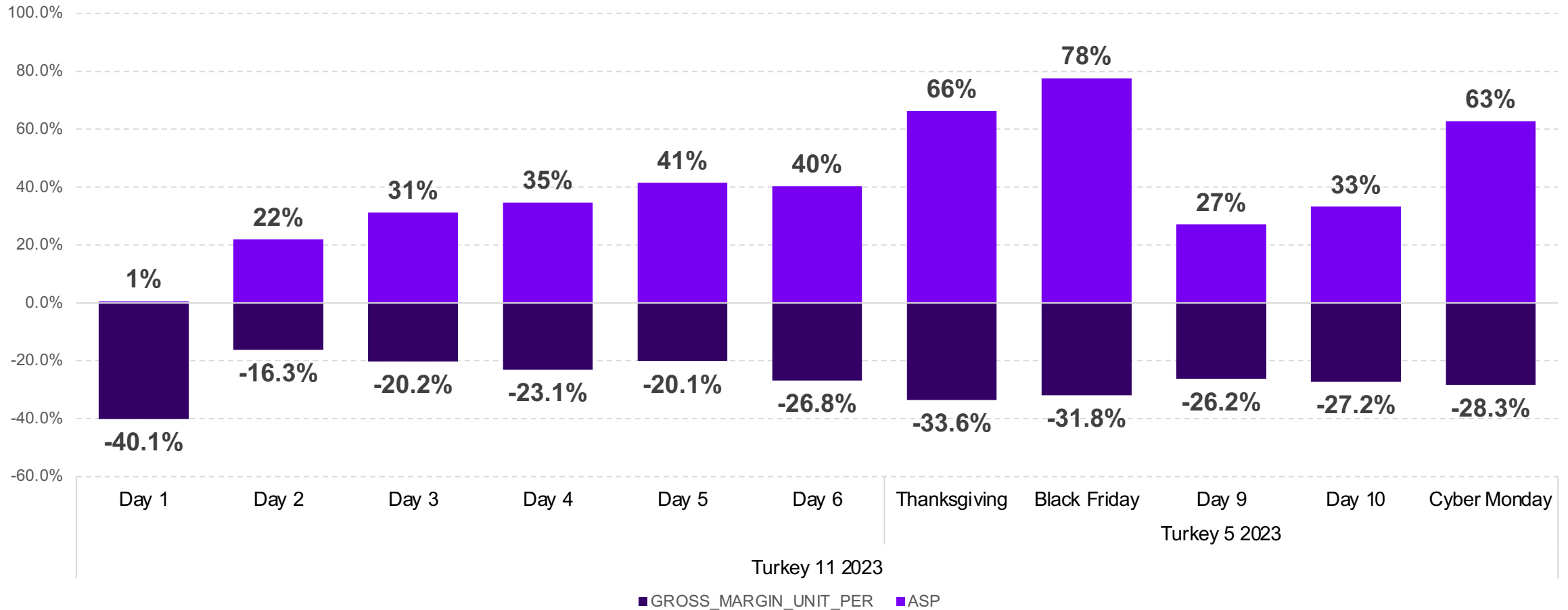
% Change in Glance Views of T5 2023 compared to T5 2022



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

Shoppers began to increase overall order size leading into BFCM within the Patio, Lawn and Garden category, likely purchasing bundled offers or higher consideration purchases. This correlated with a degradation of gross margins.

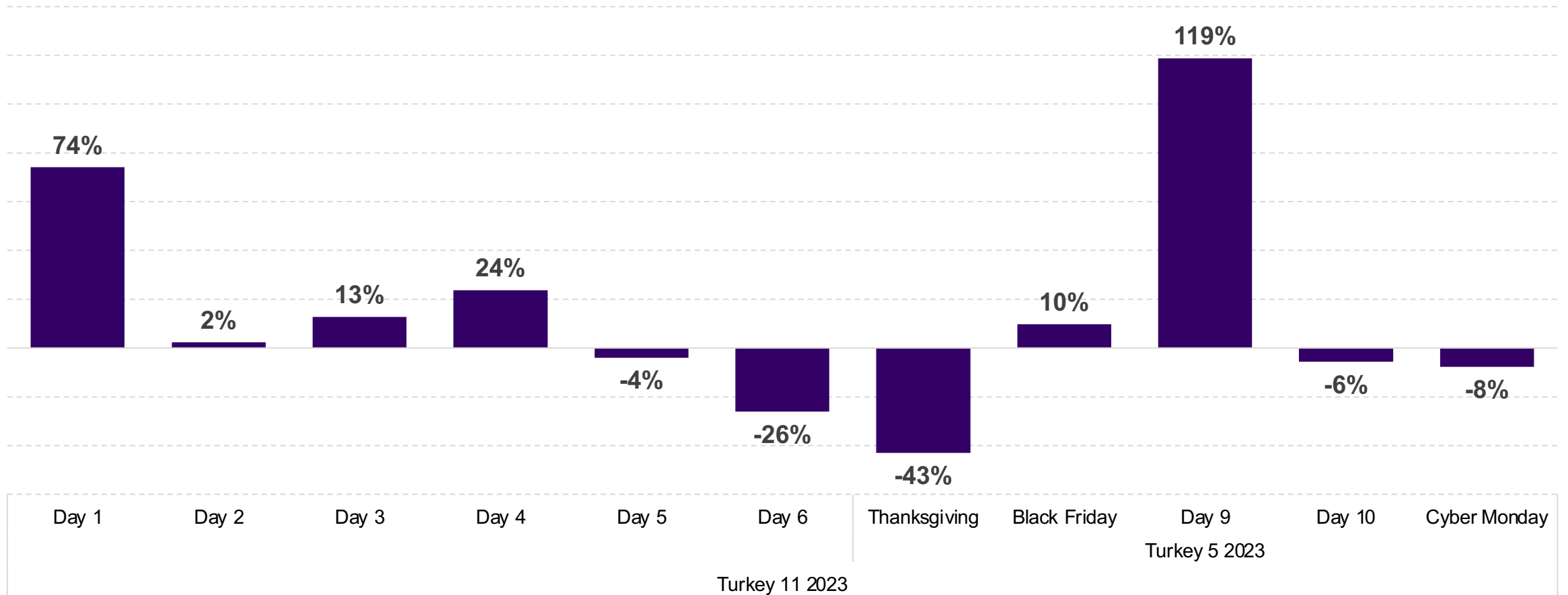
### Change in Gross Margin % and ASP versus L14 Day Average



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

**Patio, Lawn & Garden brands were able to successfully manage stock levels, showing lower than average Revenue Losses due to out of stock on most days during T11.**

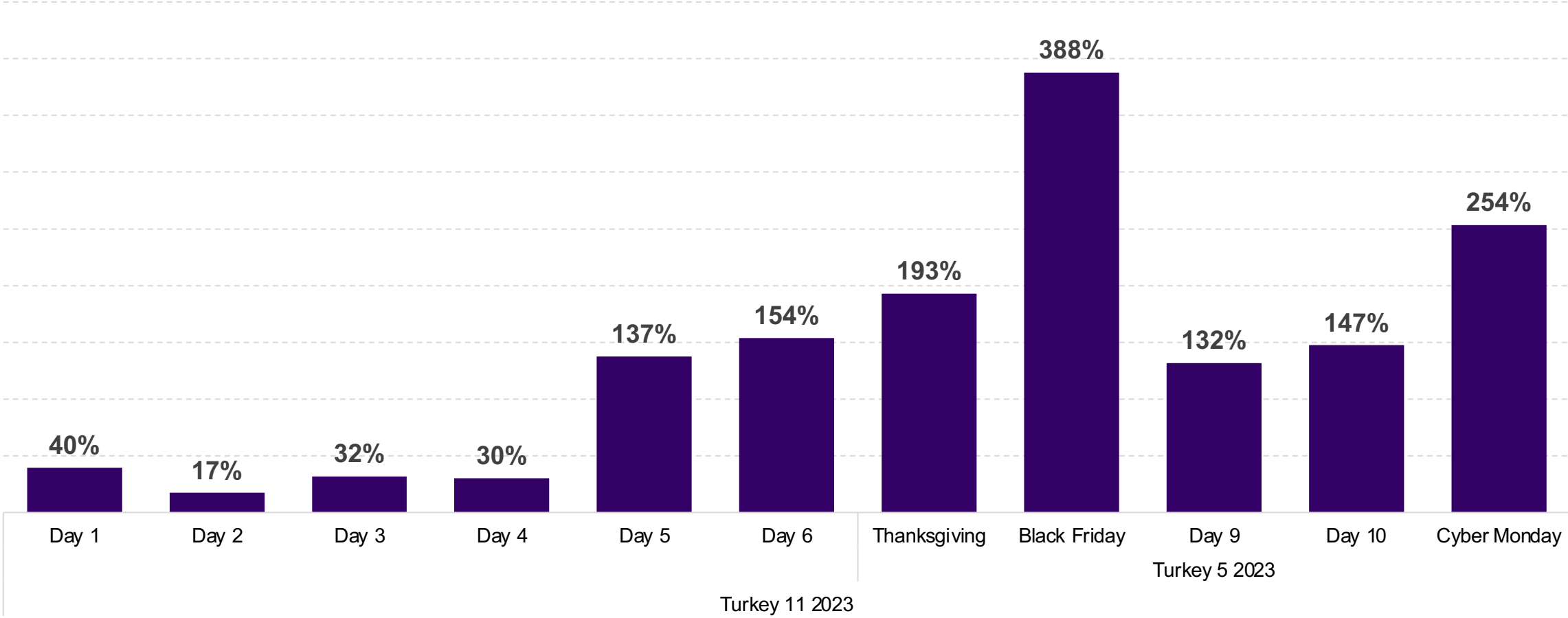
**Change in Revenue Losses due to OOS vs. L14 Day Average**



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

**Patio, Lawn & Garden Brands took advantage of T11, slowly ramping ad spend to drive consideration leading into BFCM, with huge spikes in spend during the core sale days.**

**Change in Ad Spend vs. L14 Day Average**

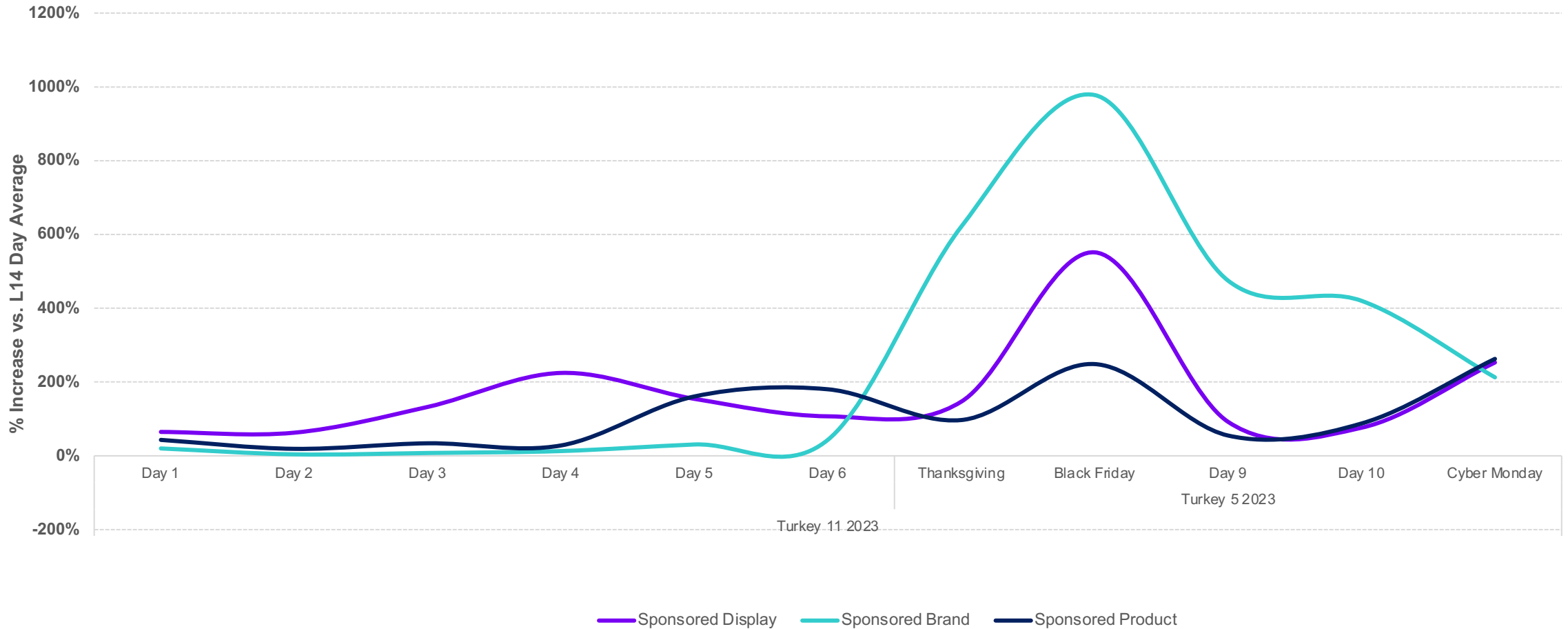


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



During the lead-in phase, Patio, Lawn & Garden brands increased Sponsored Display to drive consideration, then added Sponsored Brand during T5 to drive conversion.

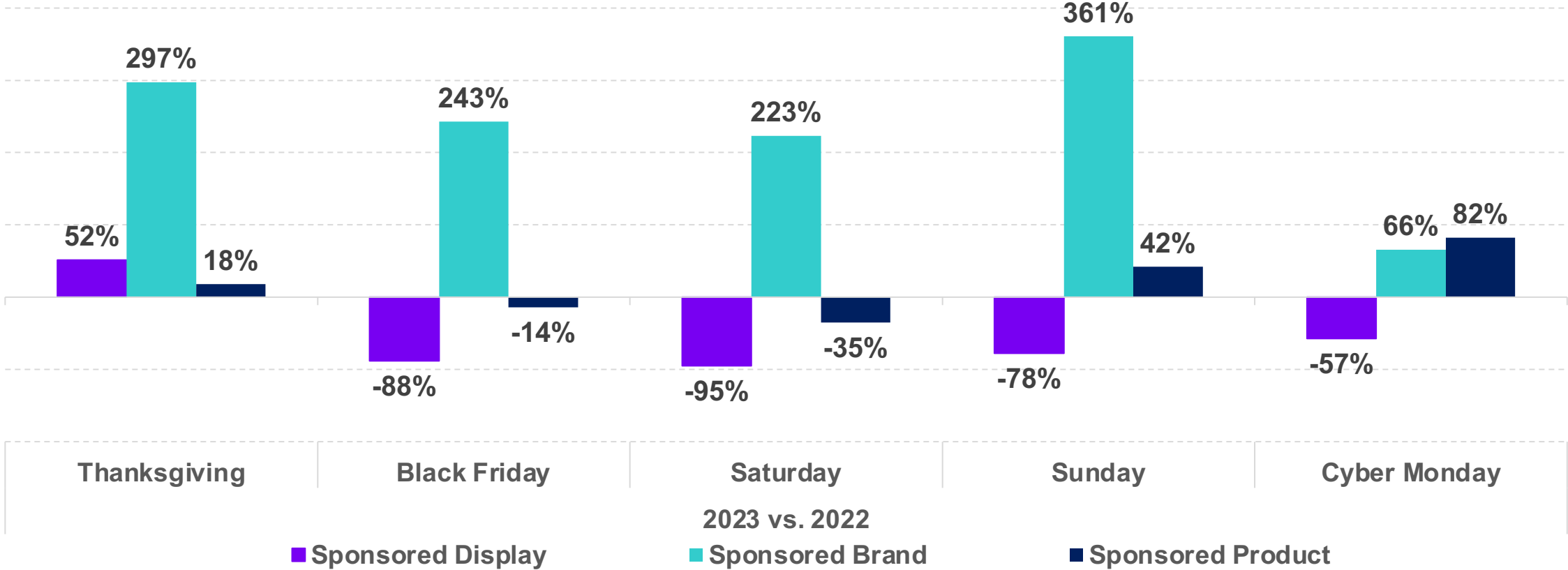
### Change in Ad Spend Types vs. L14 Day Average



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

**Patio, Lawn & Garden brands relied heavily on Sponsored Brand as compared to other ad types during T5.**

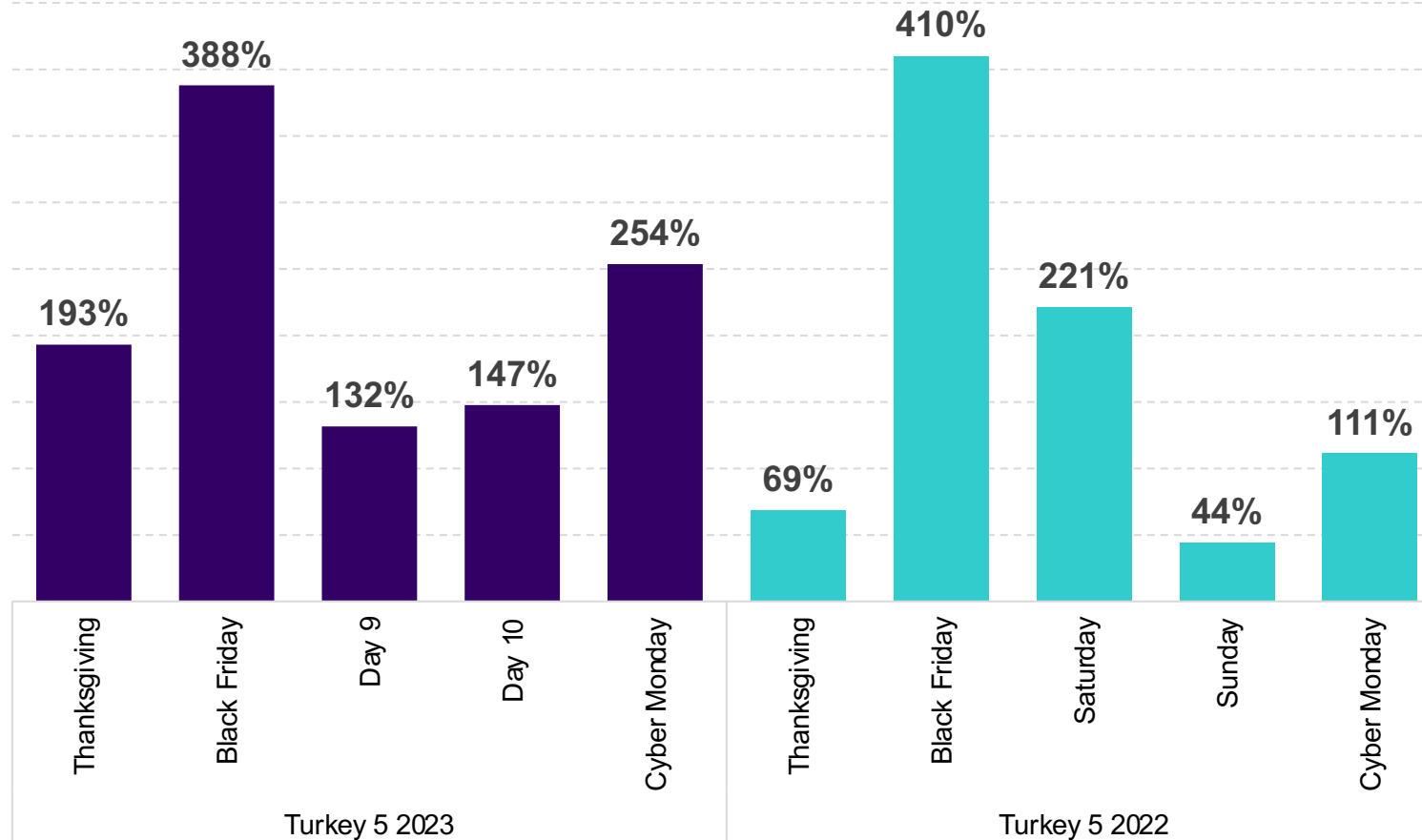
**Change in Ad Spend Types on T5 2023 vs. T5 2022**



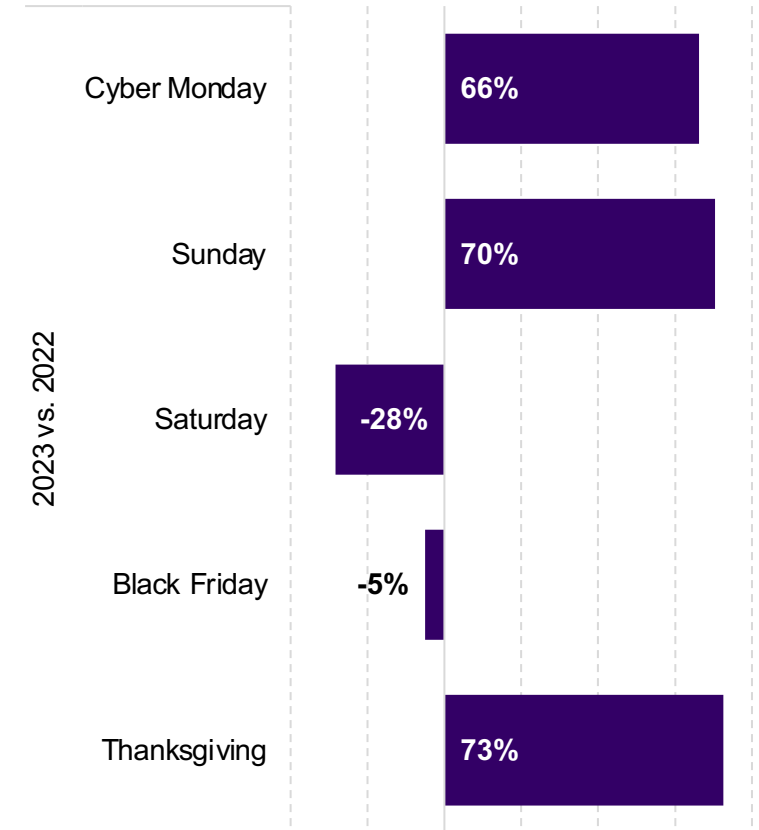
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

## Overall Patio, Lawn & Garden Brands increased Ad Spend substantially versus T5 2022.

Change in Daily Ad Spend vs. L14 Day Average



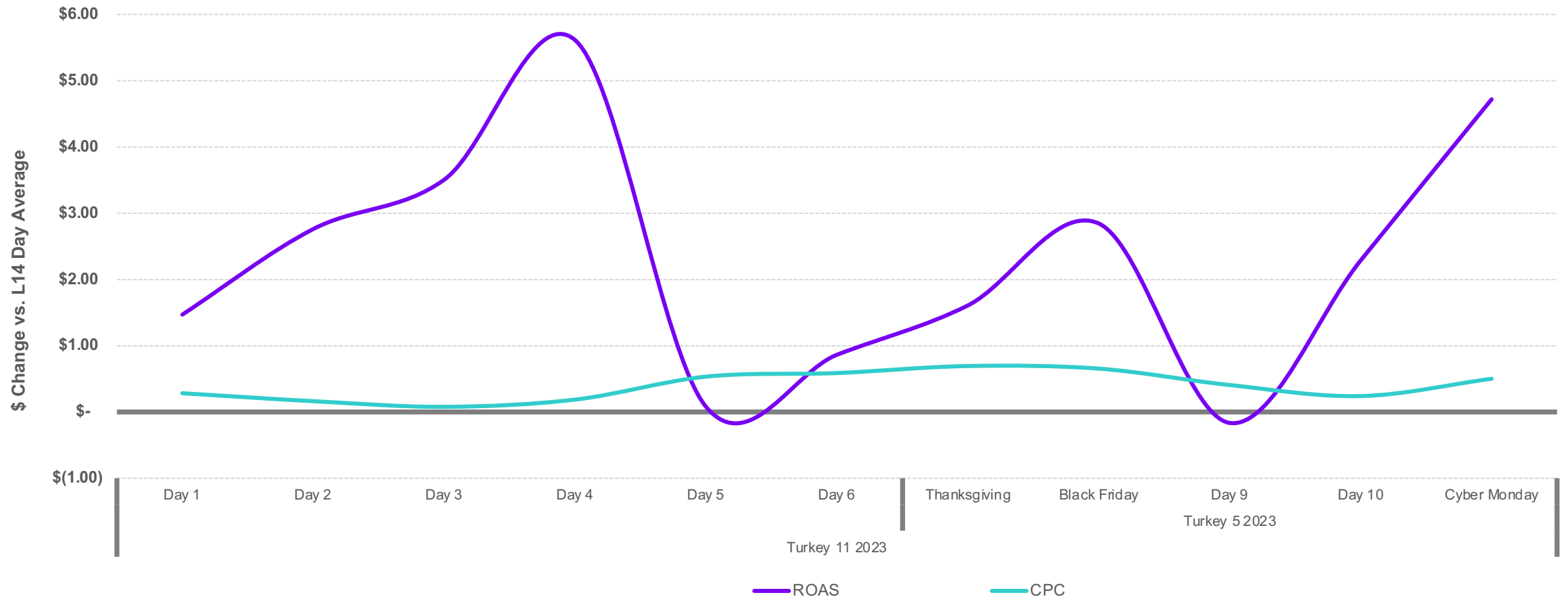
% Change in Ad Spend of T5 2023 compared to T5 2022



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

This activity correlated with a higher-than-average ROAS over the entire sales period, likely indicating brands within the Patio, Lawn and Garden category have developed a robust incremental advertising strategy evidenced by increased spends and increased ROAS happening in lockstep with one another.

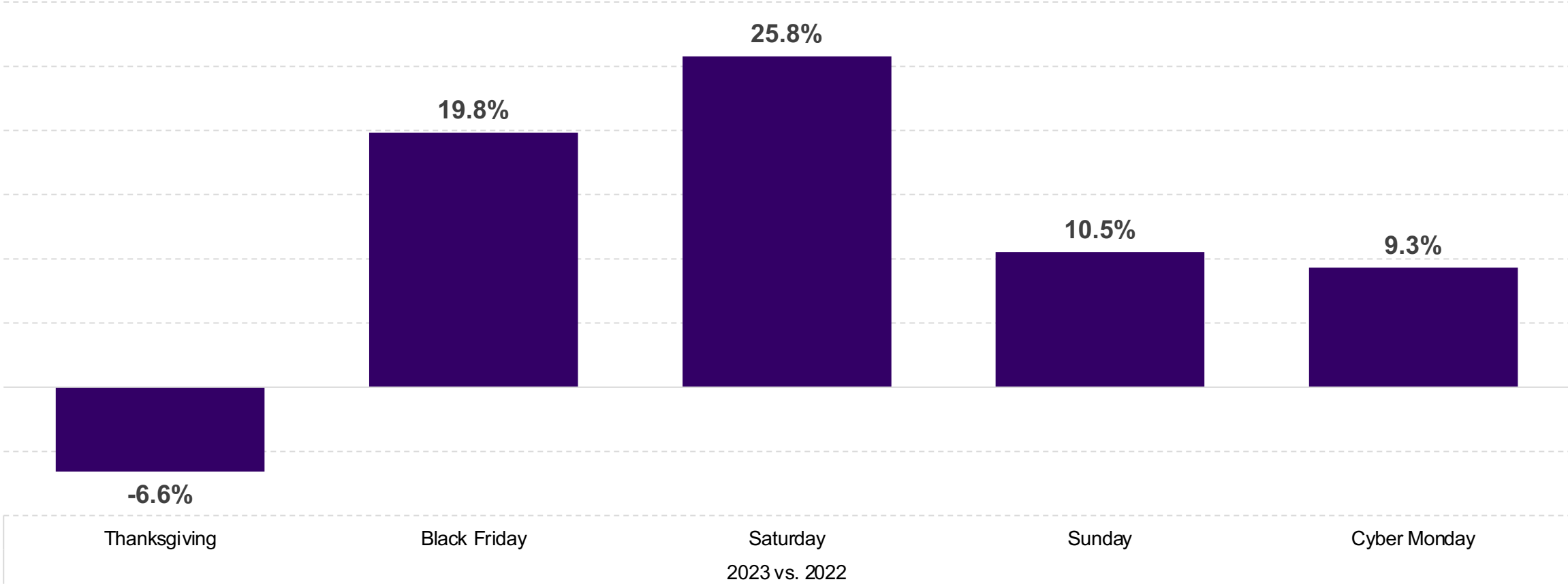
### Change in ROAS and CPC vs. L14 Day Average



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

**Overall T5 2023 was more profitable versus 2022, showing incredible health of the Patio, Lawn & Garden category going into 2024.**

**Change in Gross Margin %: T5 2023 vs. T5 2022**

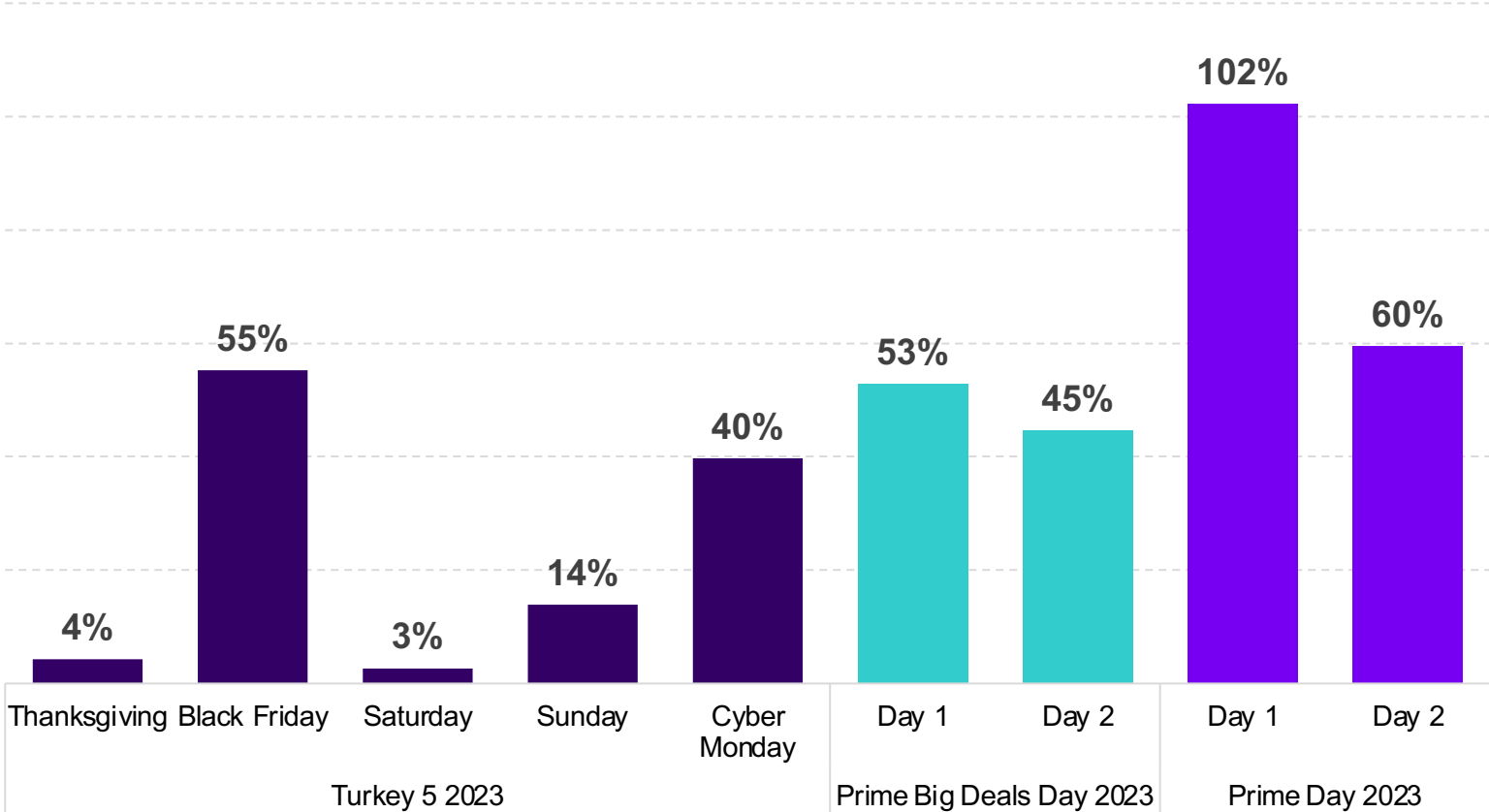


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

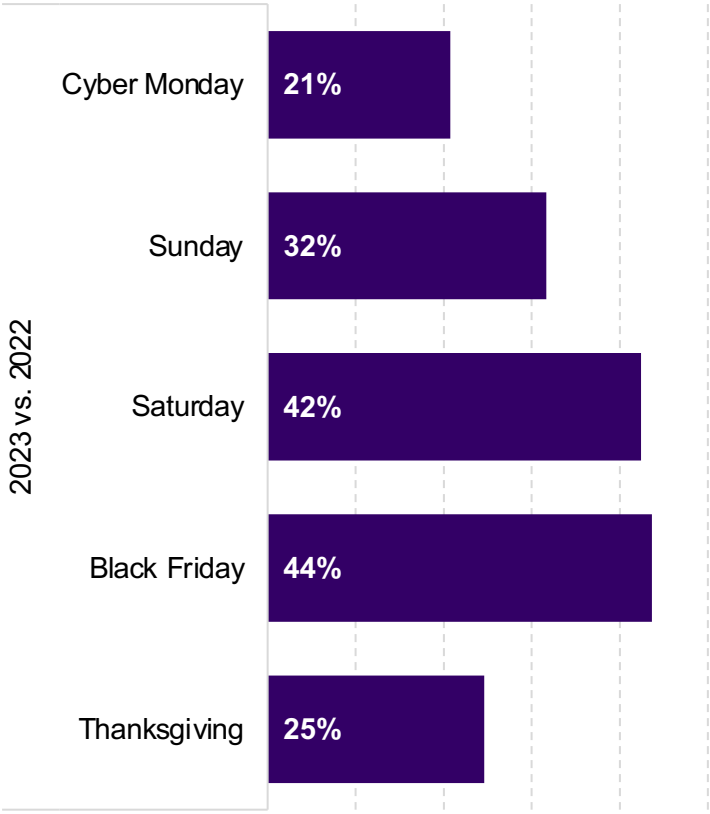
# Pet Products

**Within Pets, T5 2023 drove more revenue versus T5 2022, with BFCM delivering similar impact on revenues as compared to Prime Big Deal Days. Both events are dwarfed by Prime Day 2023.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**



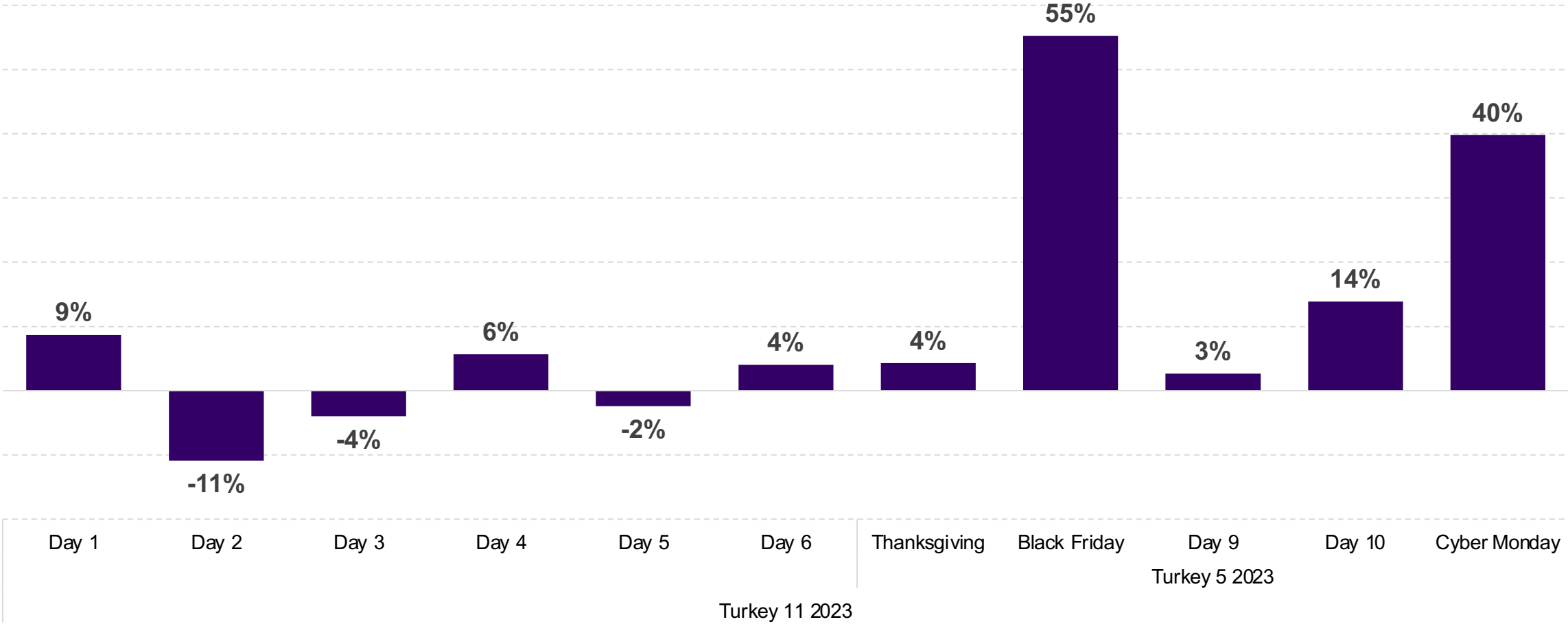
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

Turkey 11 was ineffective at driving an increase in sales during the Lead-In phase, with majority of sales happening on Black Friday and Cyber Monday, which is consistent with previous years for the Pet category.

Change in Daily Average Ordered Revenue versus L14 Day Average

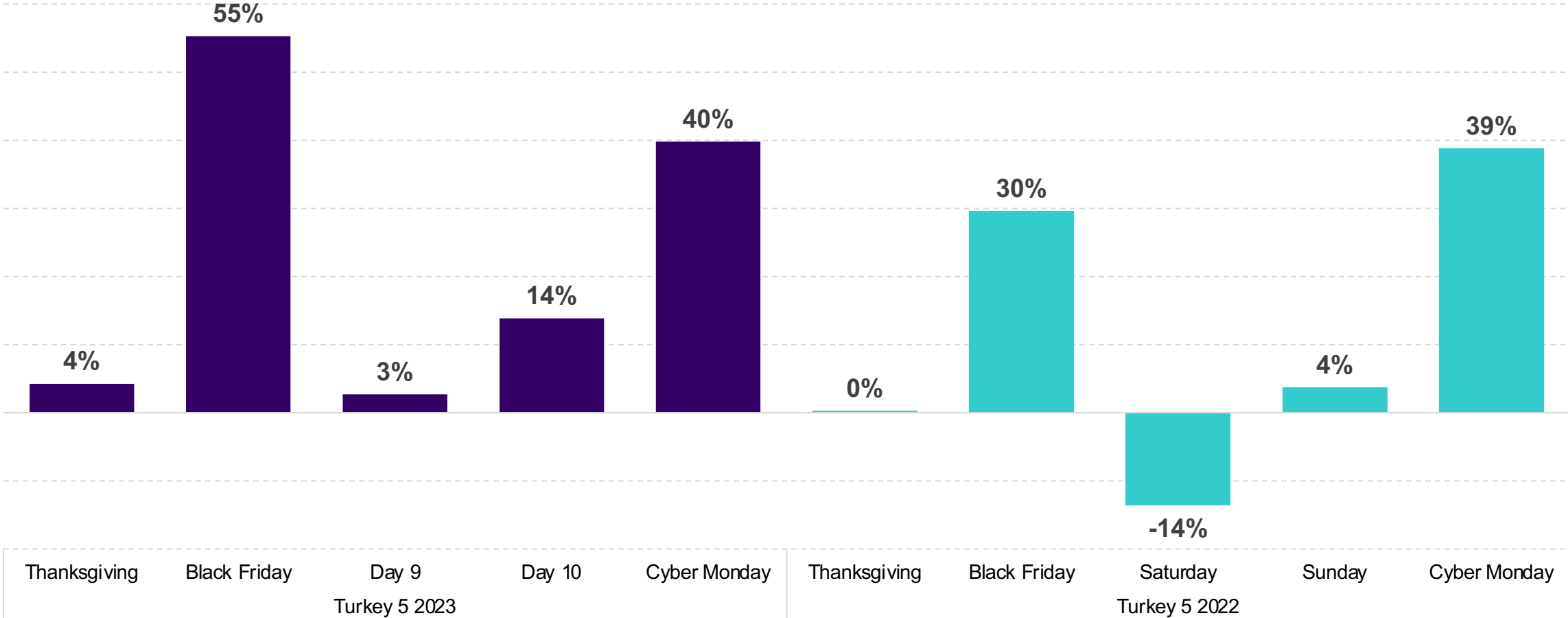


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



**Overall T5 2023 saw increased shopping activity outside of BFCM as compared to T5 2022 within Pets.**

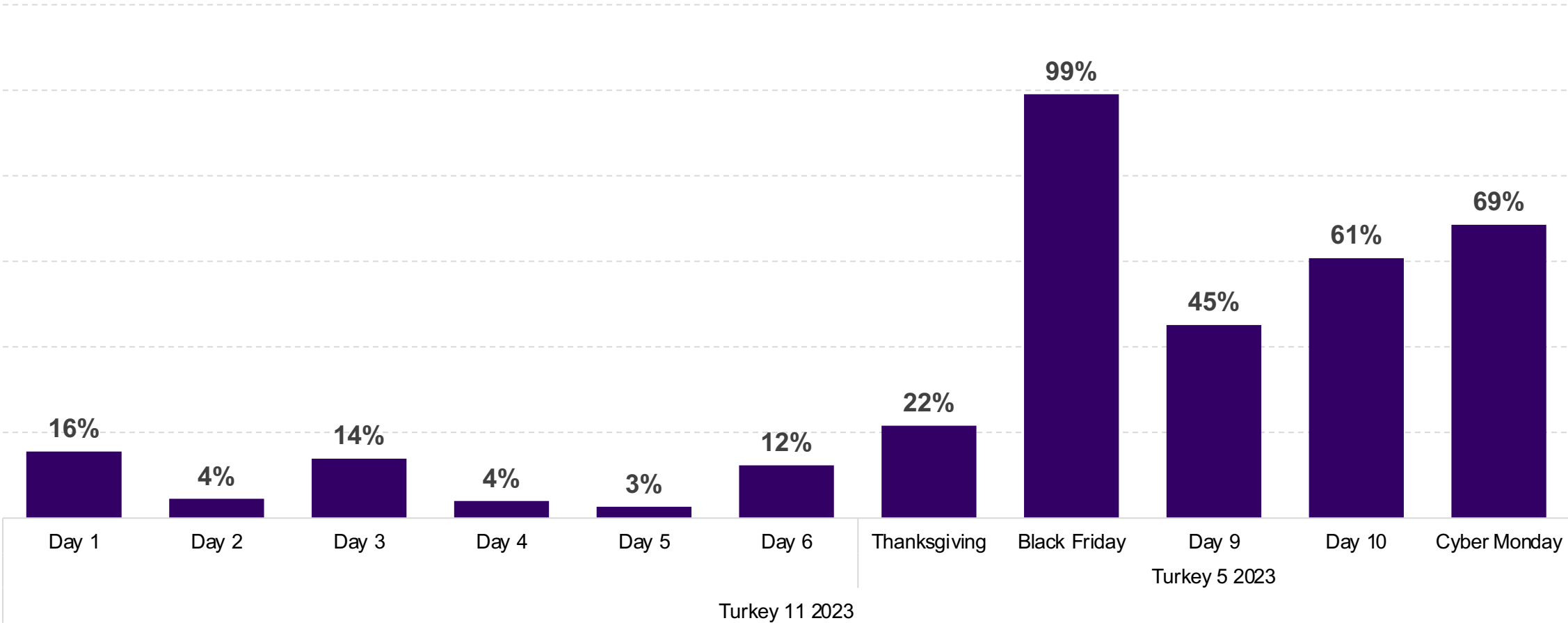
**Change in Daily Average Ordered Revenue versus L14 Day Average**



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

The shift from T5 to T11 in 2023 was effective in driving a meaningful increase in traffic leading into T5 for the Pet Category.

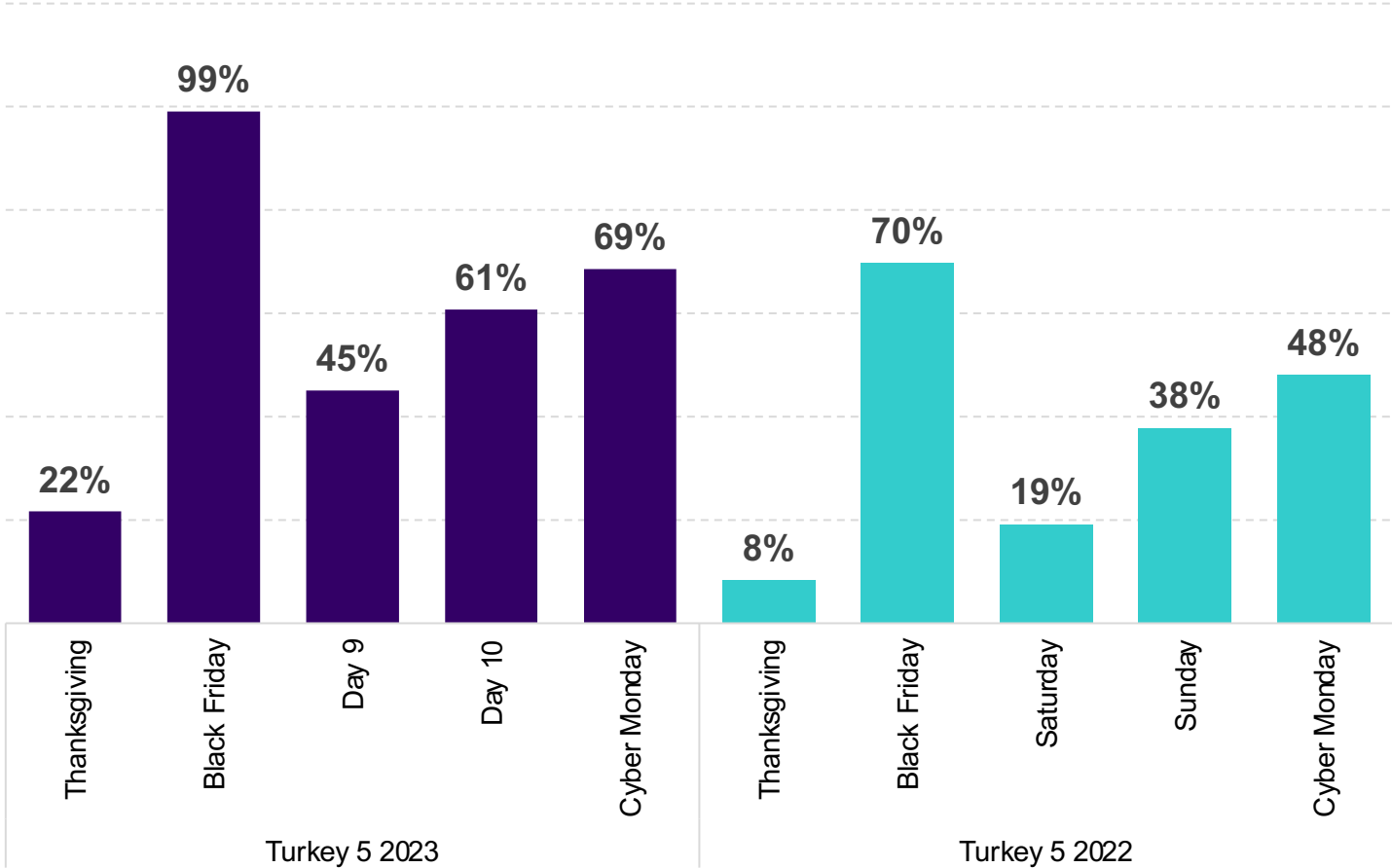
### Change in Daily Average Glance Views versus L14 Day Average



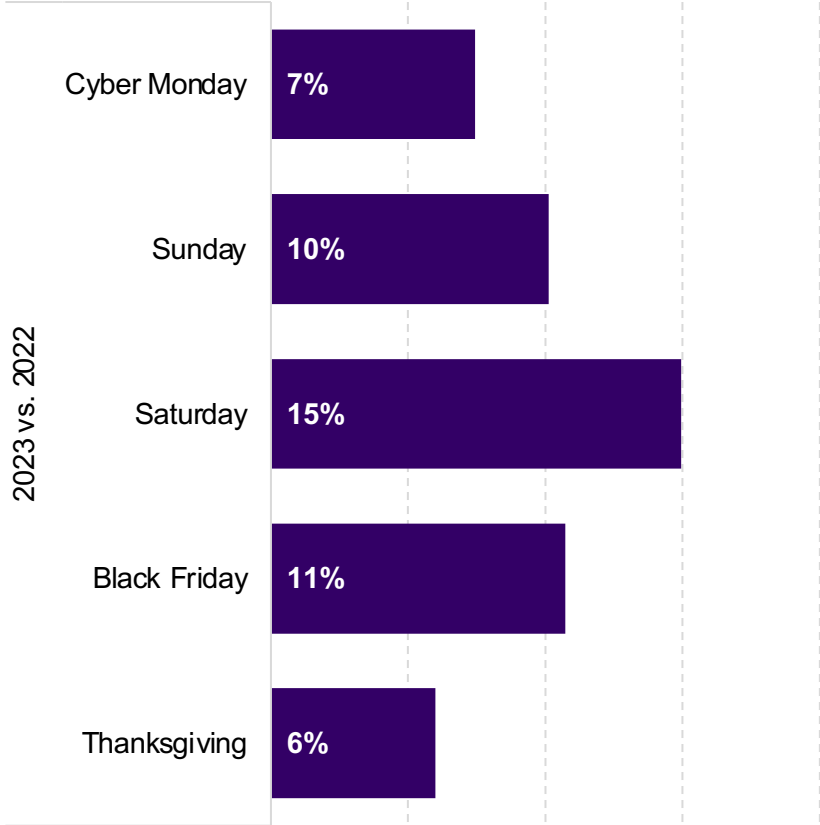
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

Overall T5 traffic levels were much higher within the Pet Category in 2023 versus 2022, which is reflective of the overall health of the Pet Category in 2023.

Change in Daily Average Glance Views versus L14 Day Average



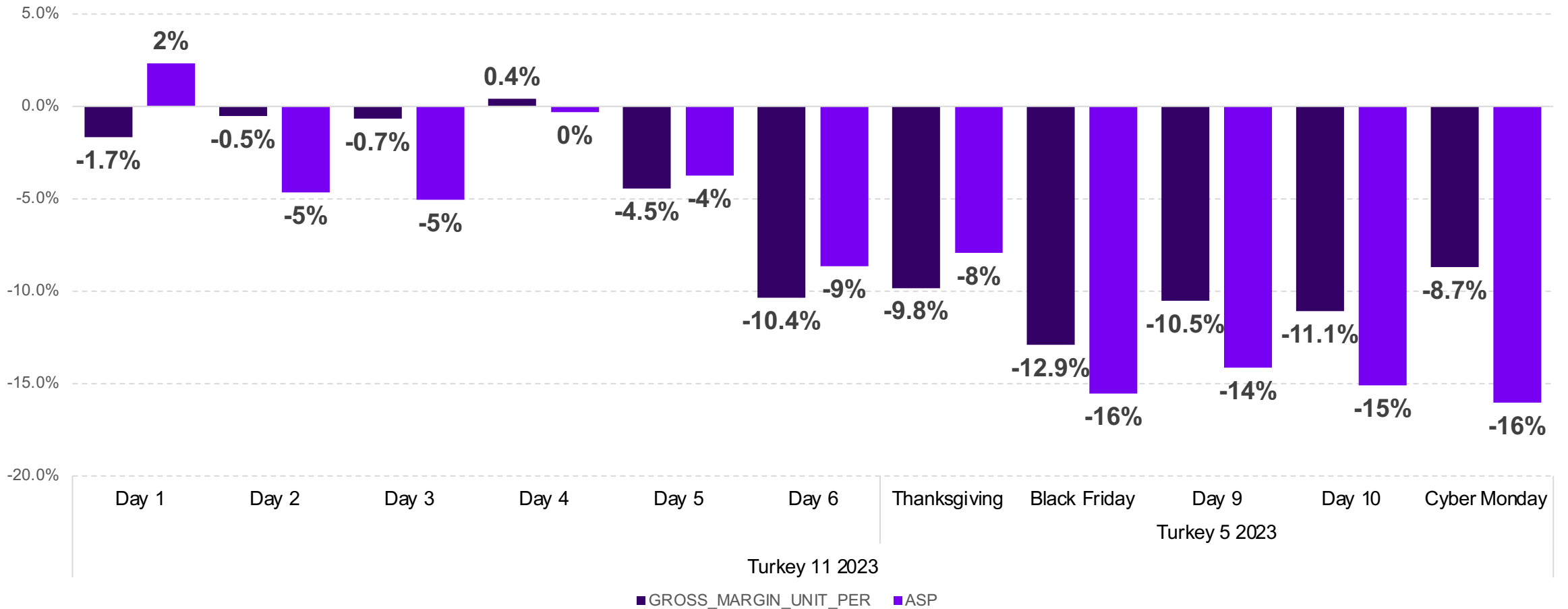
% Change in Glance Views of T5 2023 compared to T5 2022



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

**Gross Margins and ASPs declined leading into BFCM, indicating a potentially aggressive discounting strategy within the Pet Category to capture market share to close out Q4.**

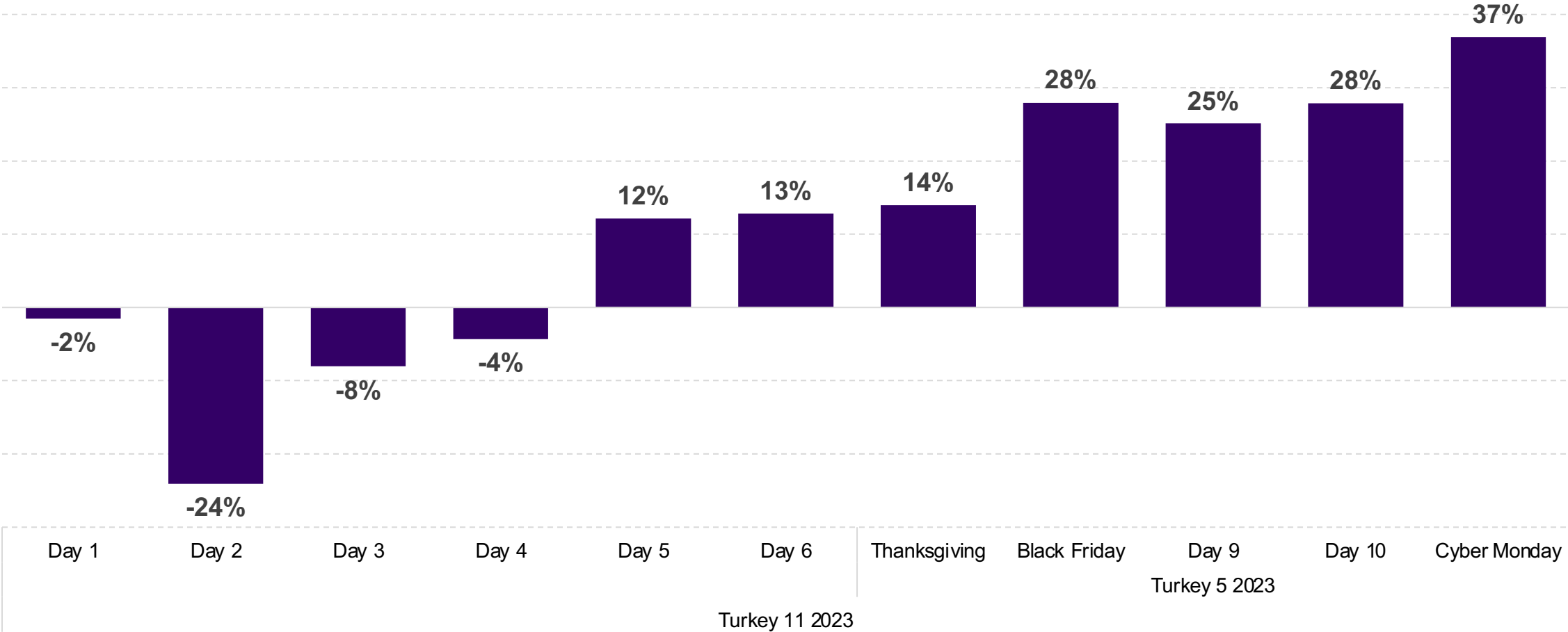
**Change in Gross Margin % and ASP versus L14 Day Average**



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

**Pet Brands saw a marginal spikes in revenue losses due to out of stock going into BFCM. The spikes were lower than the overall average, indicating Pet brands likely have a better handle on inventory planning.**

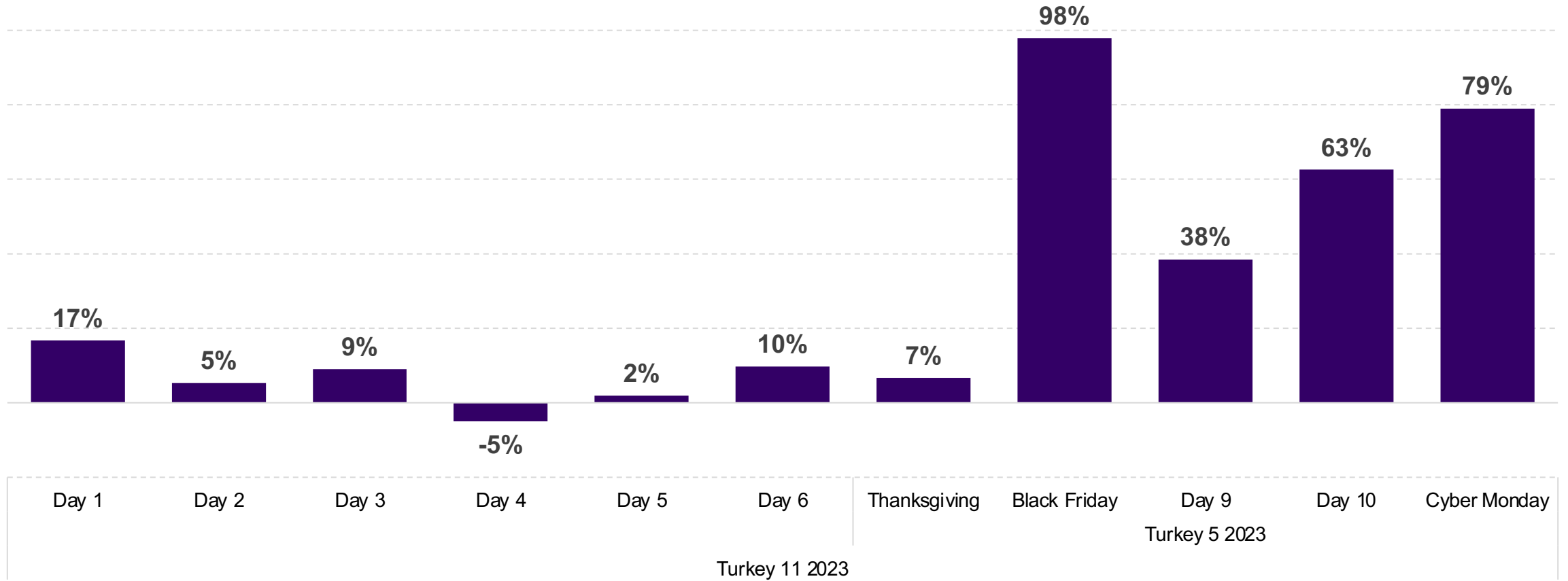
**Change in Revenue Losses due to OOS vs. L14 Day Average**



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

## Pet Brands didn't take huge advantage of T11, only ramping ad spend during BFCM itself in 2023.

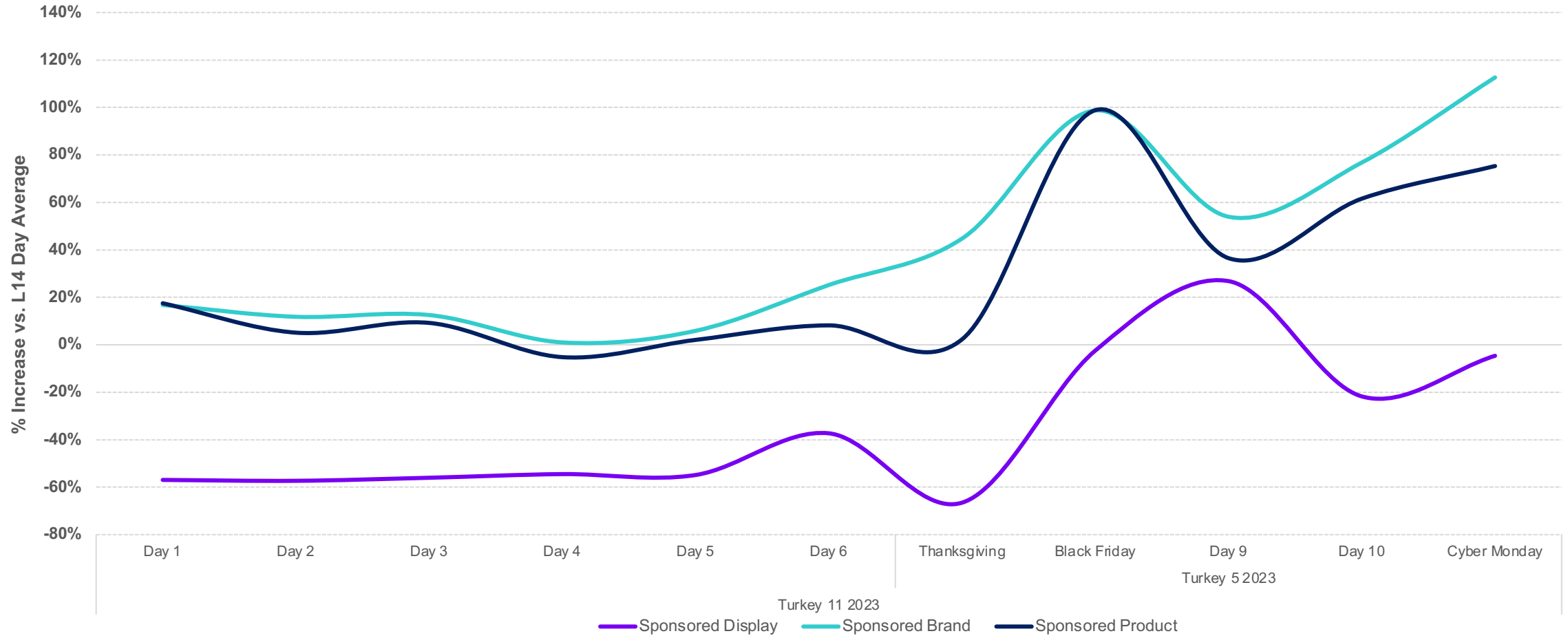
Change in Ad Spend vs. L14 Day Average



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

During the lead-in phase, brands pulled back on Sponsored Display to drive consideration, and focused majority of marketing tactics on Sponsored Brand and Product.

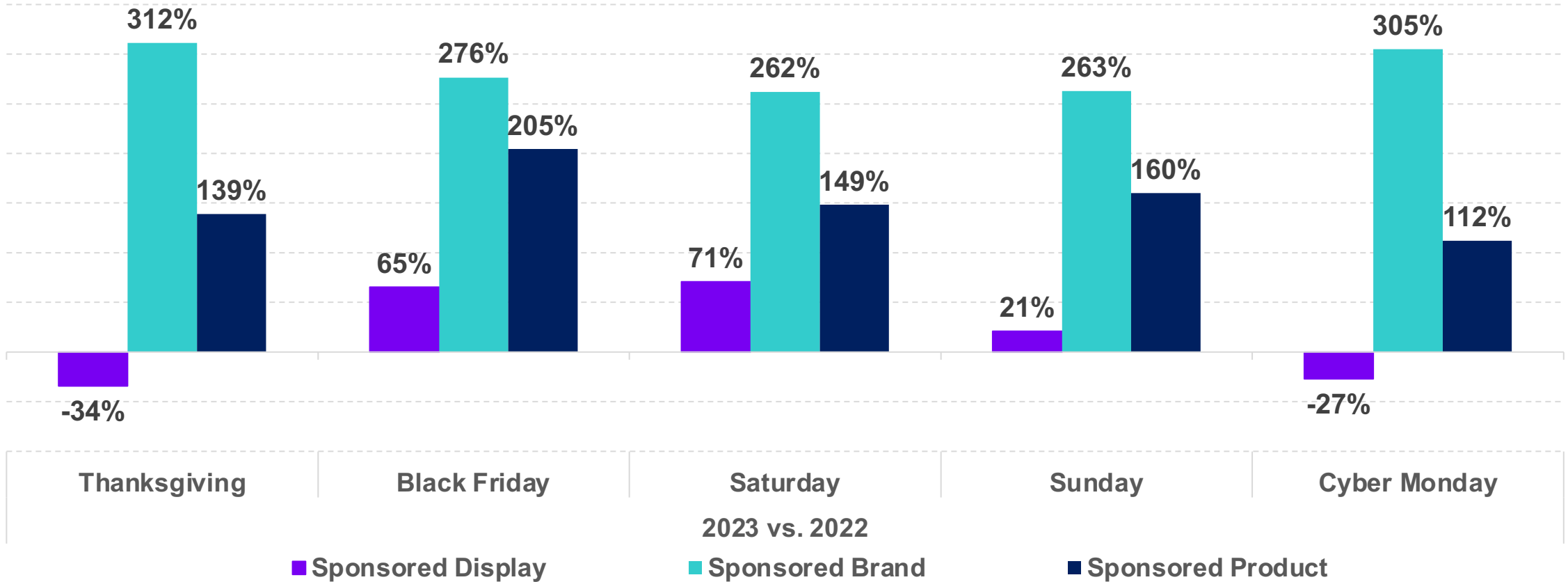
### Change in Ad Spend Types vs. L14 Day Average



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

## T5 2023 compared to 2022 saw pet brands rely more on Sponsored Product and Brand.

### Change in Ad Spend Types on T5 2023 vs. T5 2022

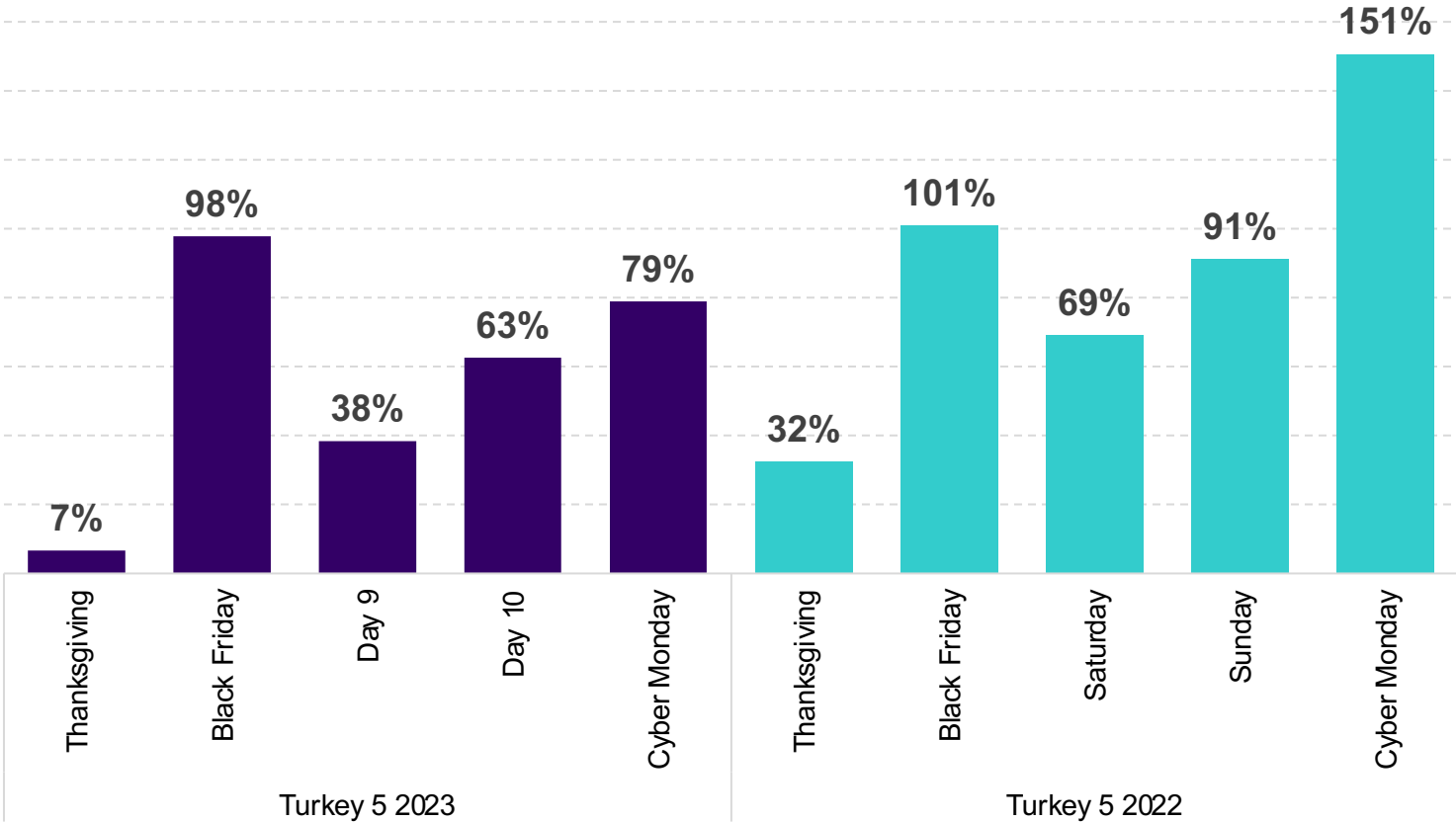


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

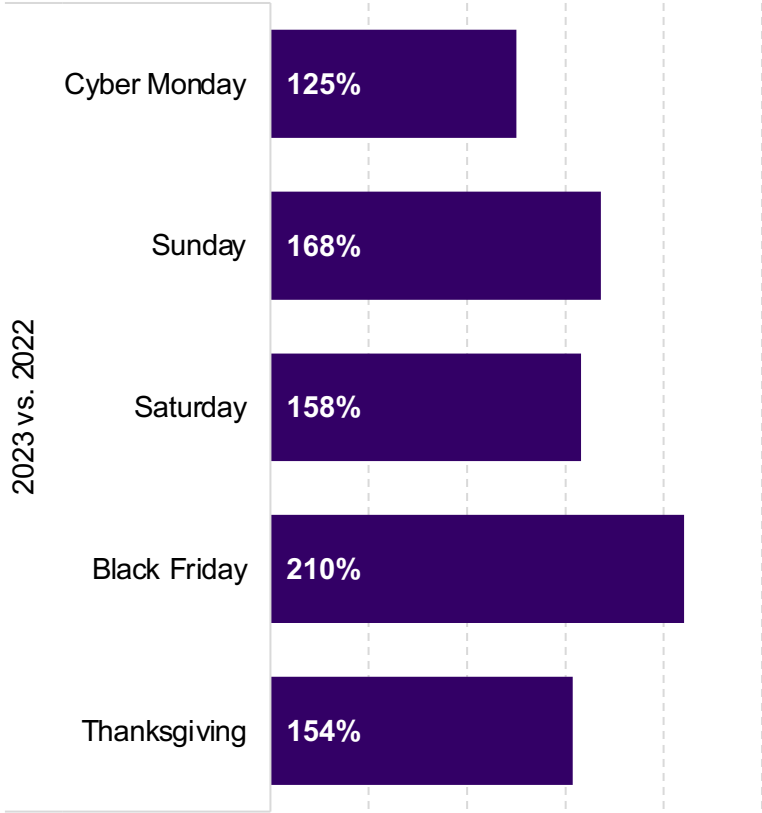


**Pet brands during T5 2023 increased ad spend by a massive percentage compared T5 2022. This is reflective of an overall increase in ad spend within the Pet category in 2023.**

**Change in Daily Ad Spend vs. L14 Day Average**



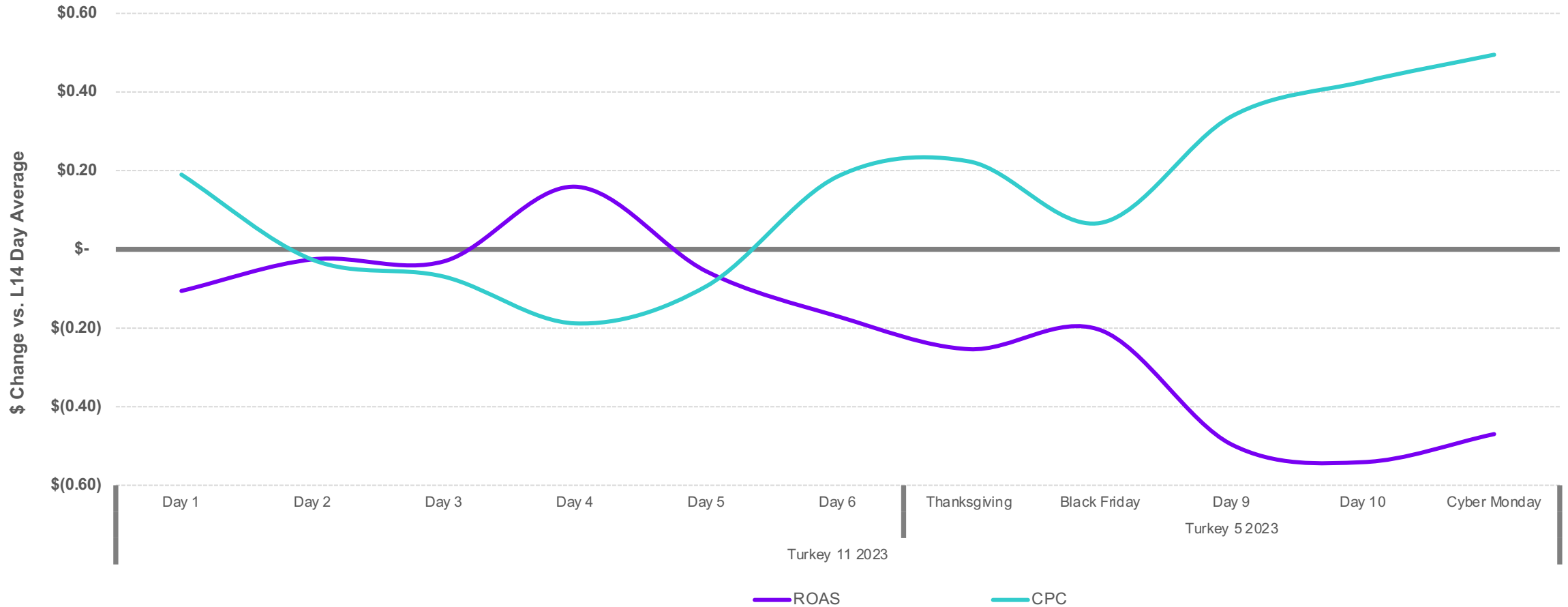
**% Change in Ad Spend of T5 2023 compared to T5 2022**



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

**This activity correlated with a lower-than-average ROAS during BFCM, showing a continued focus on market share and topline growth versus profitability within the Pet Category.**

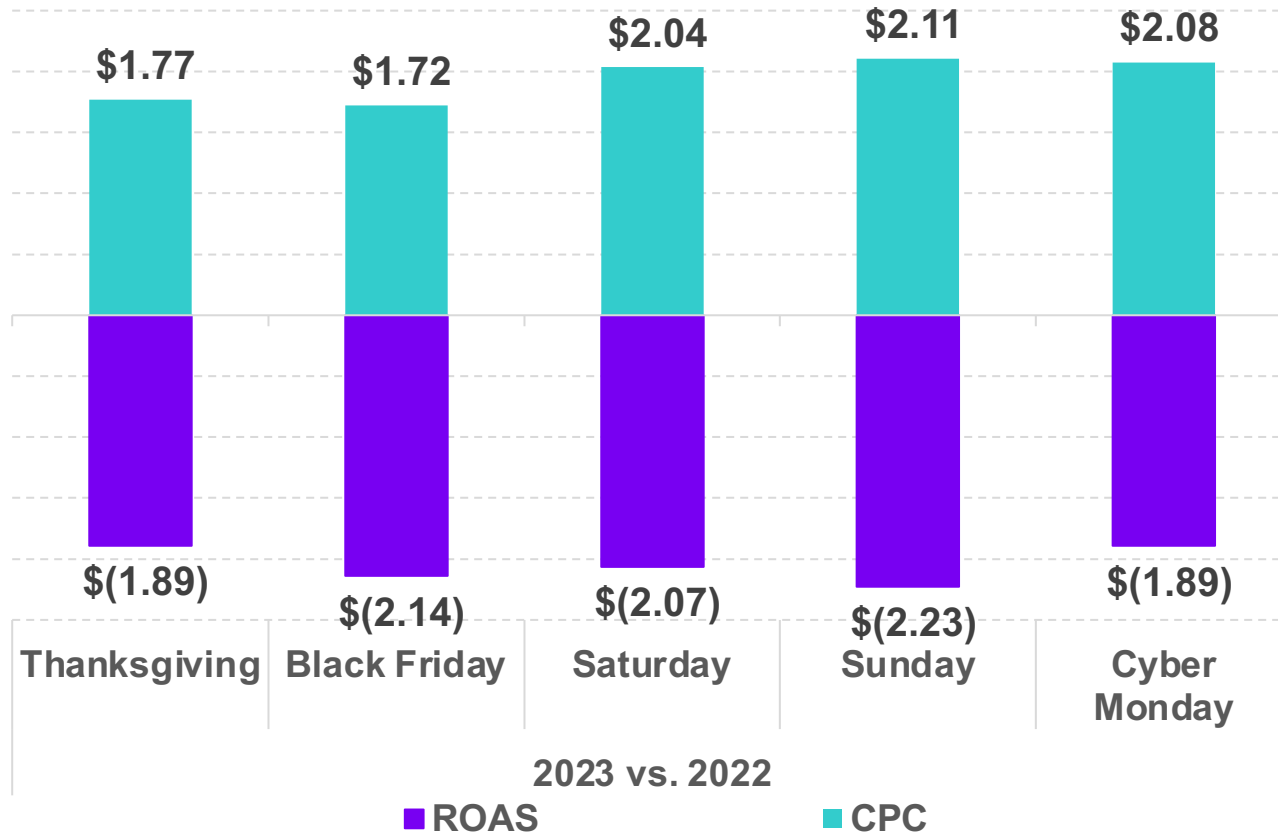
### Change in ROAS and CPC vs. L14 Day Average



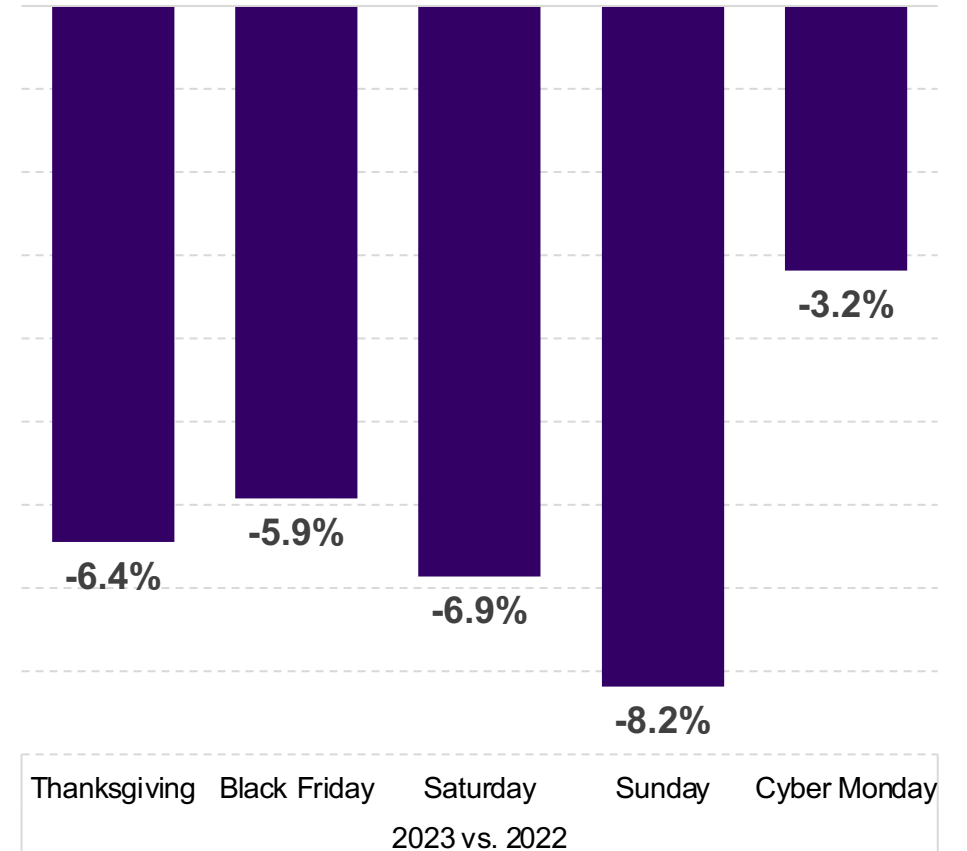
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Overall T5 2023 was more competitive and less profitable versus 2022 for the Pet Category, with decreased ROAS and lower Gross Margin percentages across all core shopping days.**

**Change in ROAS and CPC: T5 2023 vs. T5 2022**



**Change in Gross Margin %: T5 2023 vs. T5 2022**

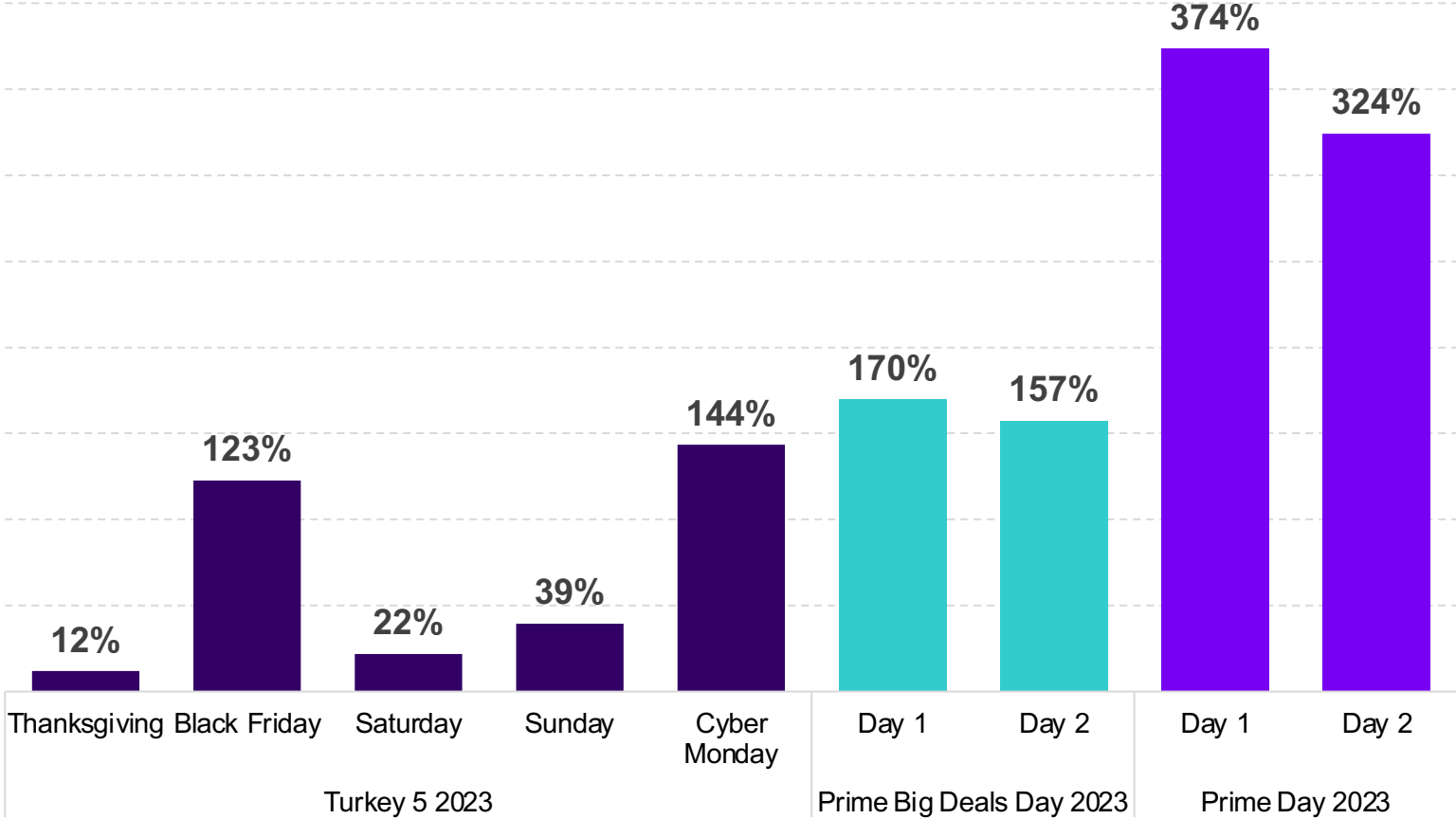


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

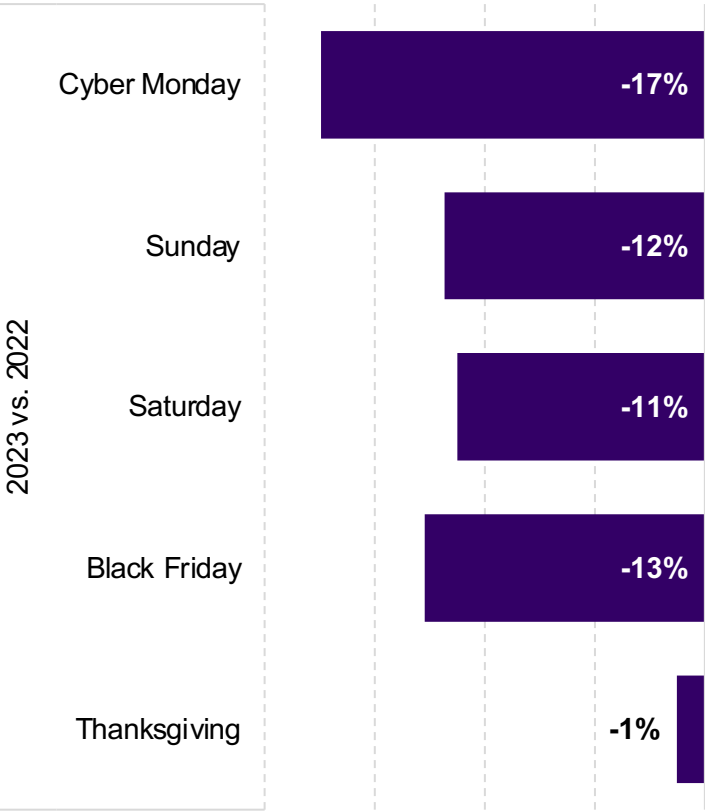
# Tools & Home Improvement Products

**Within Tools & Home Improvement, T5 2023 drove less revenue than T5 2022. It was also outperformed by Prime Big Deals Days and Prime Day 2023.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**



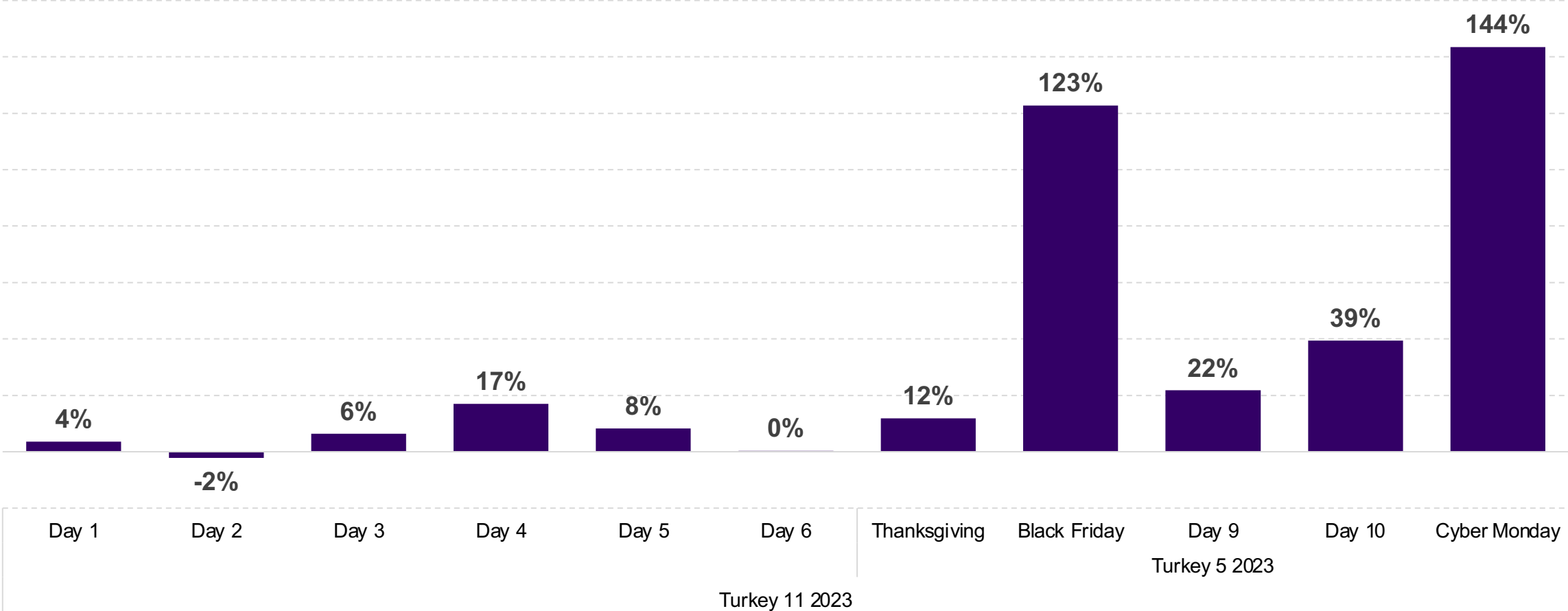
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

The shift to T11 was not that effective at driving an increase in traffic for the Tools & Home Improvement category, with majority of sales concentrated during BFCM.

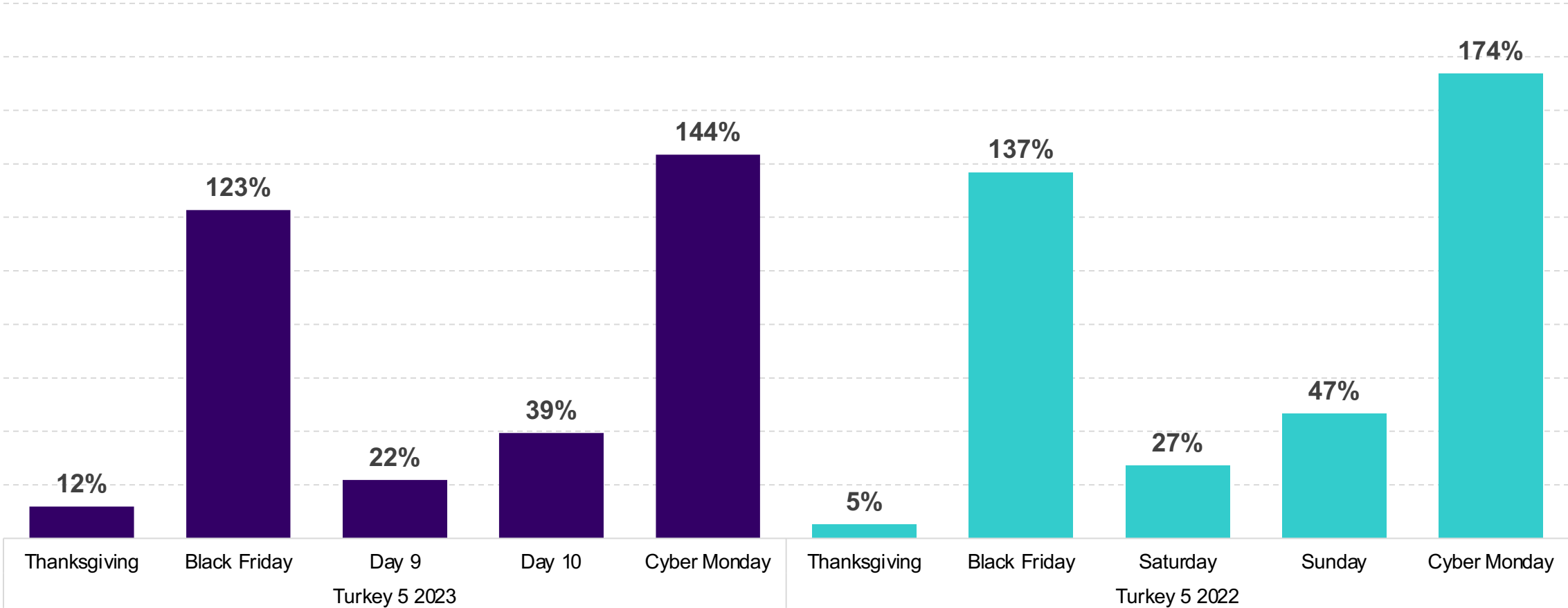
Change in Daily Average Ordered Revenue versus L14 Day Average



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

T5 2023 was similar in impact to T5 2022 within the Tools & Home Improvement category.

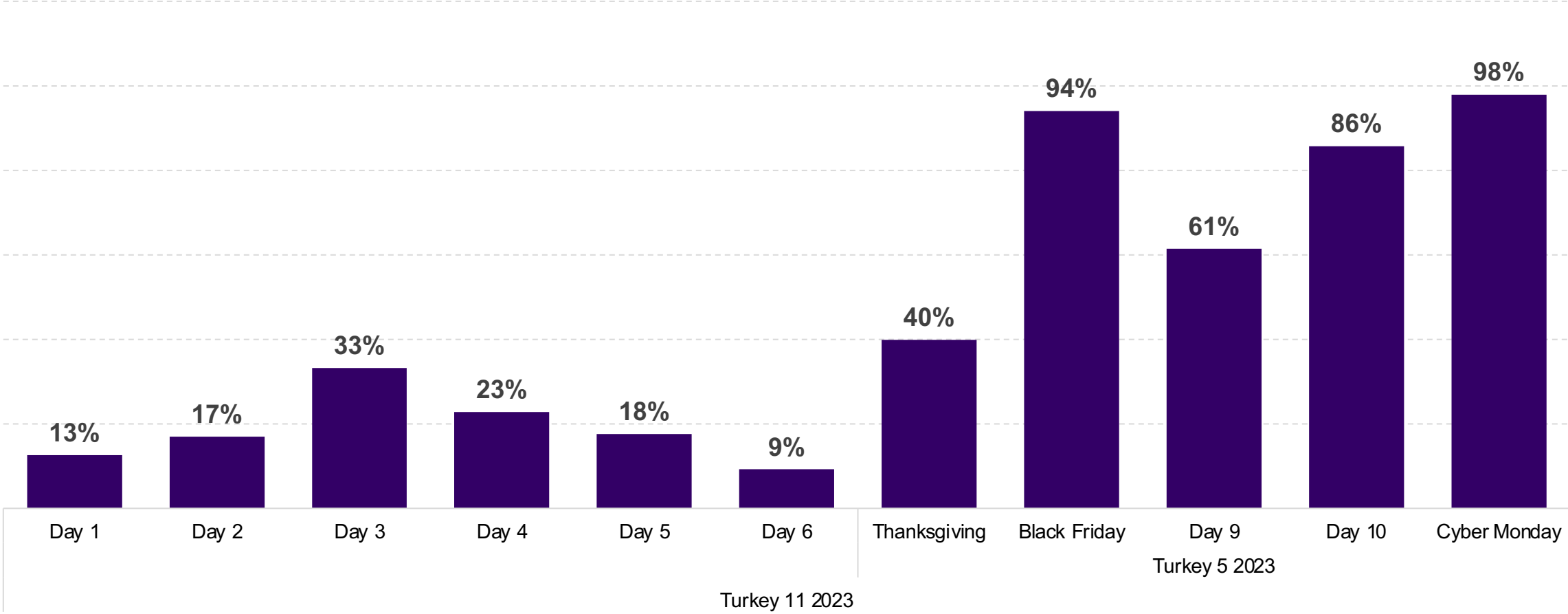
Change in Daily Average Ordered Revenue versus L14 Day Average



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

The shift to T11 in 2023 was effective in driving a meaningful increase in traffic for the Tools & Home Improvement Category, showing strong growth during the core BFCM shopping days.

Change in Daily Average Glance Views versus L14 Day Average

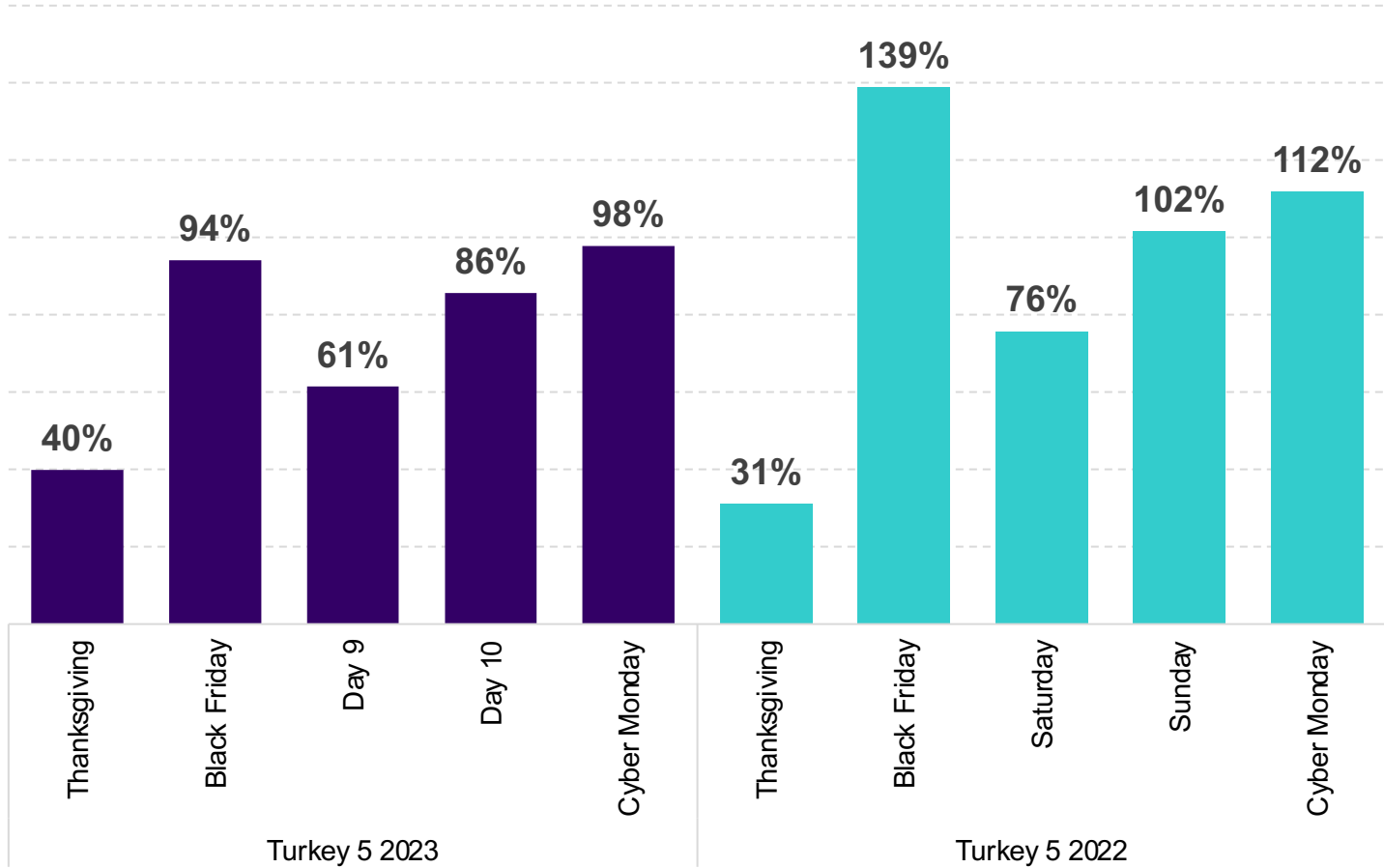


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

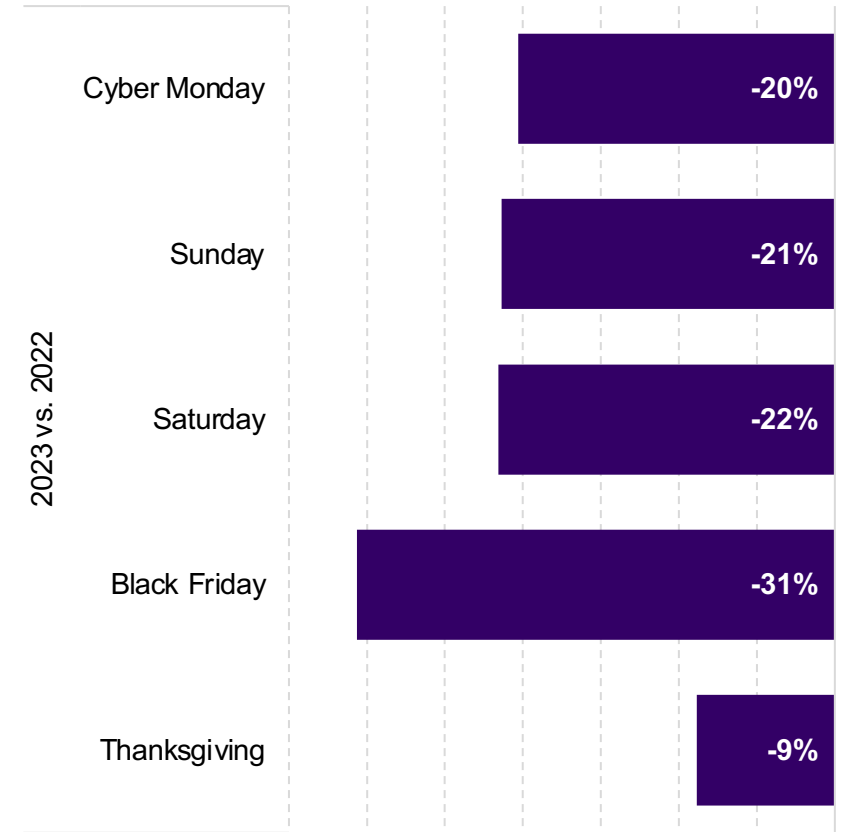


However, overall BFCM traffic levels were much lower in 2023 versus 2022 for the Tools & Home Improvement Categor, showing increased headwinds for the category going into 2024.

Change in Daily Average Glance Views versus L14 Day Average



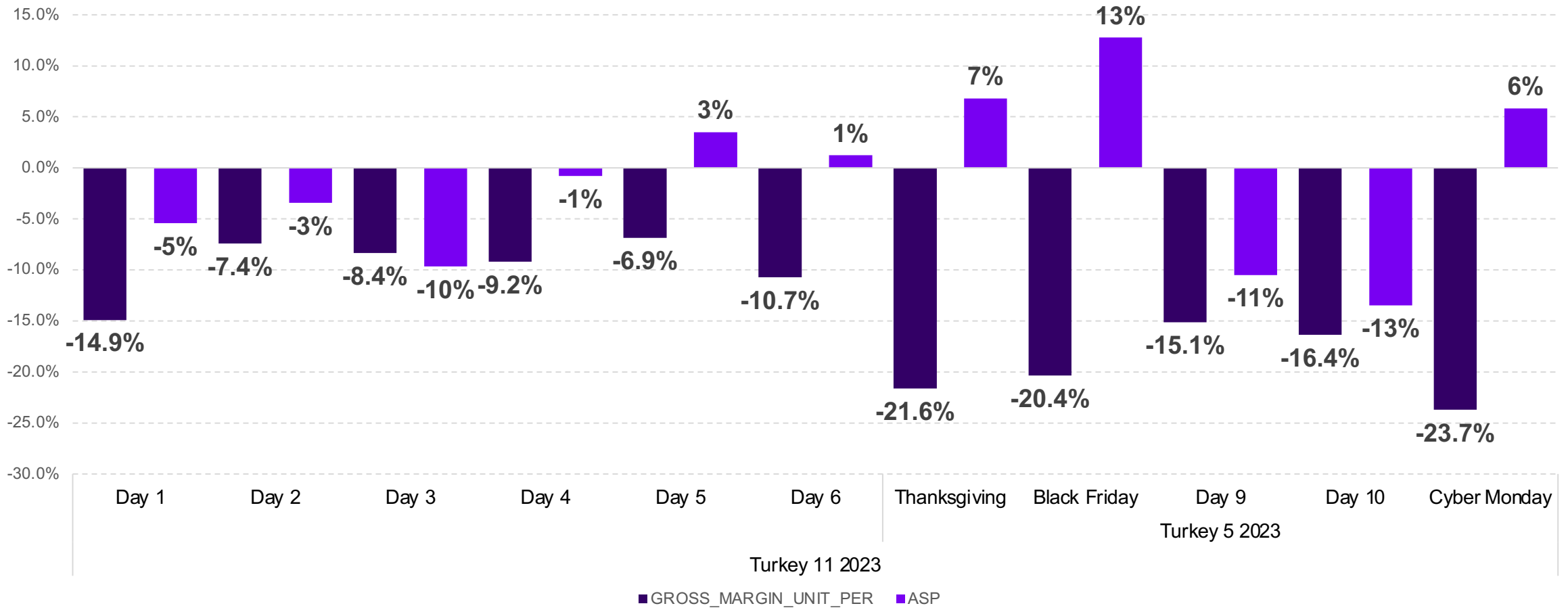
% Change in Glance Views of T5 2023 compared to T5 2022



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

**Shoppers within Tools & Home Improvement took advantages of discounted items, with a steep decline in Gross Margins during BFCM without a meaningful increase in ASP.**

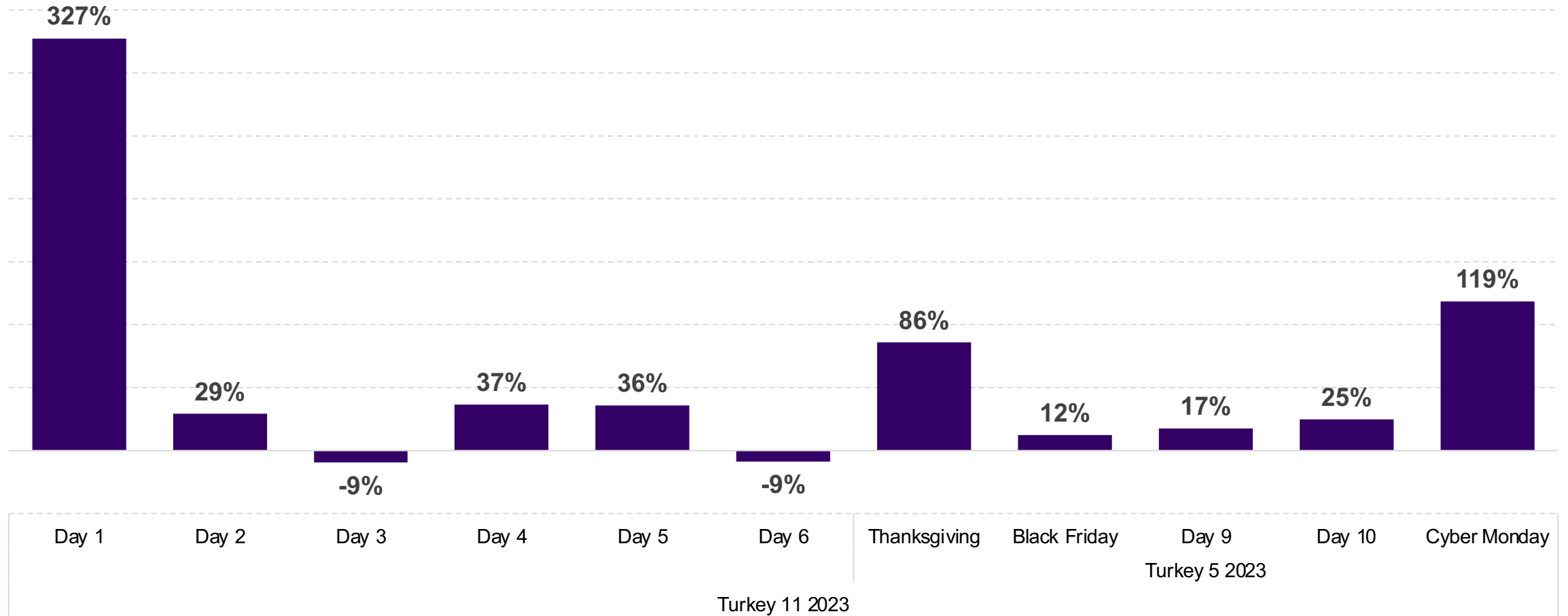
**Change in Gross Margin % and ASP versus L14 Day Average**



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

Brands saw a general increase in revenue losses due to out of stock during T11, indicating brands within the Tools & Home Improvement category have an opportunity to improve forecasting accuracy going into 2024 to capture these lost revenues.

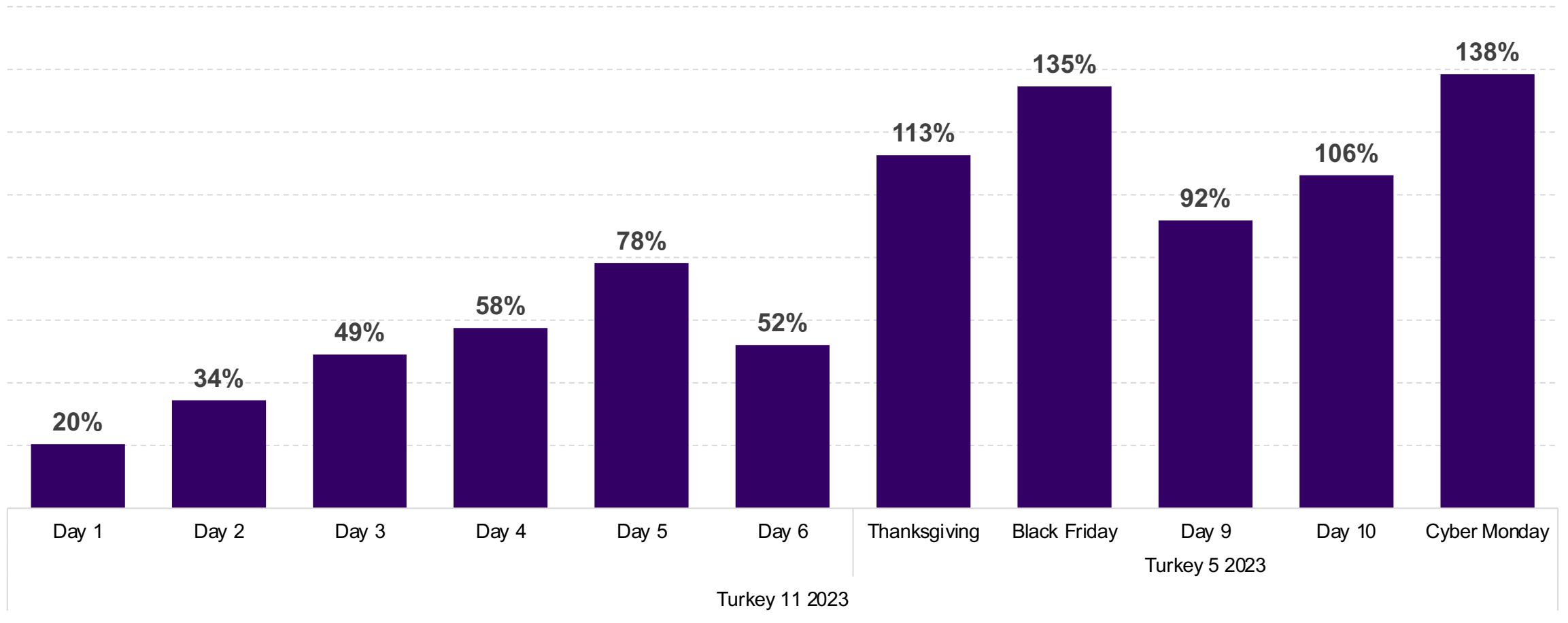
### Change in Revenue Losses due to OOS vs. L14 Day Average



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

# Tool Brands took advantage of T11, slowly ramping ad spend to drive consideration leading into BFCM.

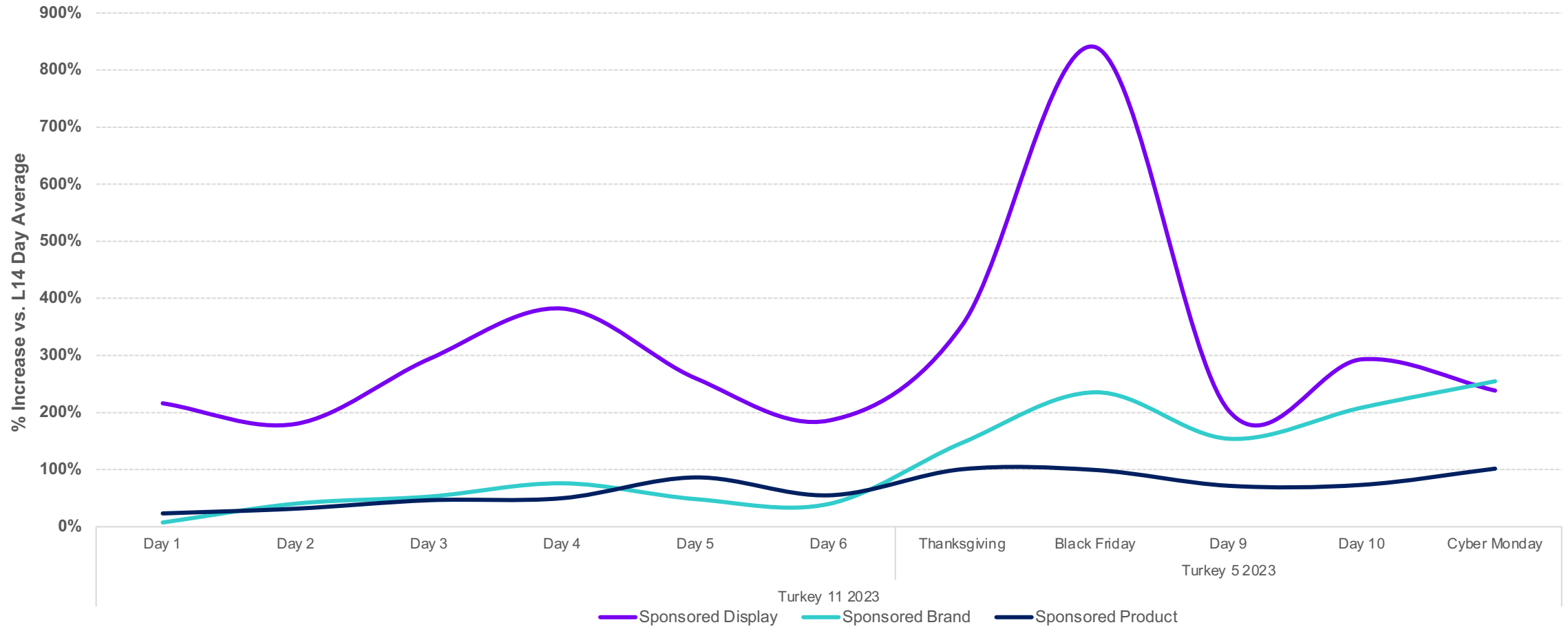
Change in Ad Spend vs. L14 Day Average



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

**During the lead-in phase, Tool brands increased Sponsored Display to drive consideration, then added Sponsored Brand and Sponsored Product during T5 to drive conversion.**

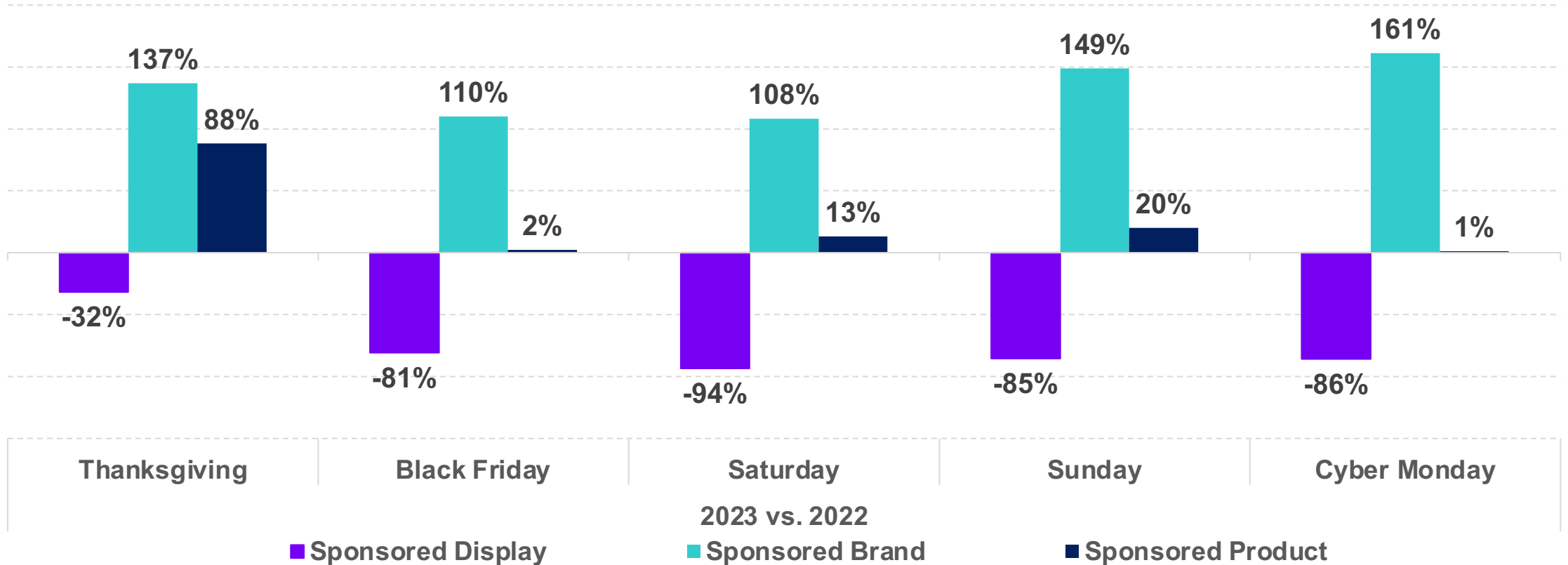
### Change in Ad Spend Types vs. L14 Day Average



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

# T5 2023 compared to 2022 saw tool brands rely more on Sponsored Brand as compared to other ad types.

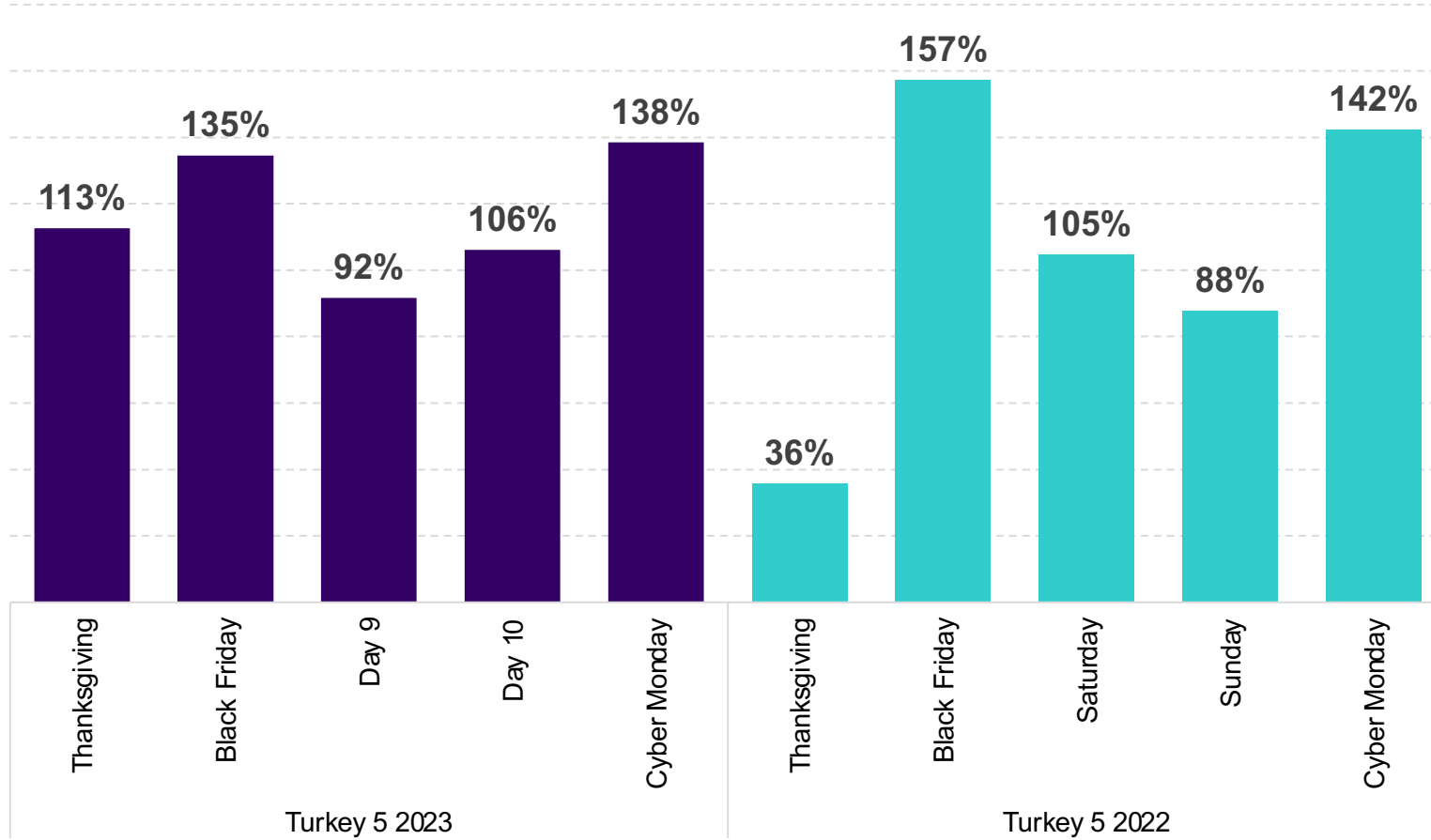
## Change in Ad Spend Types on T5 2023 vs. T5 2022



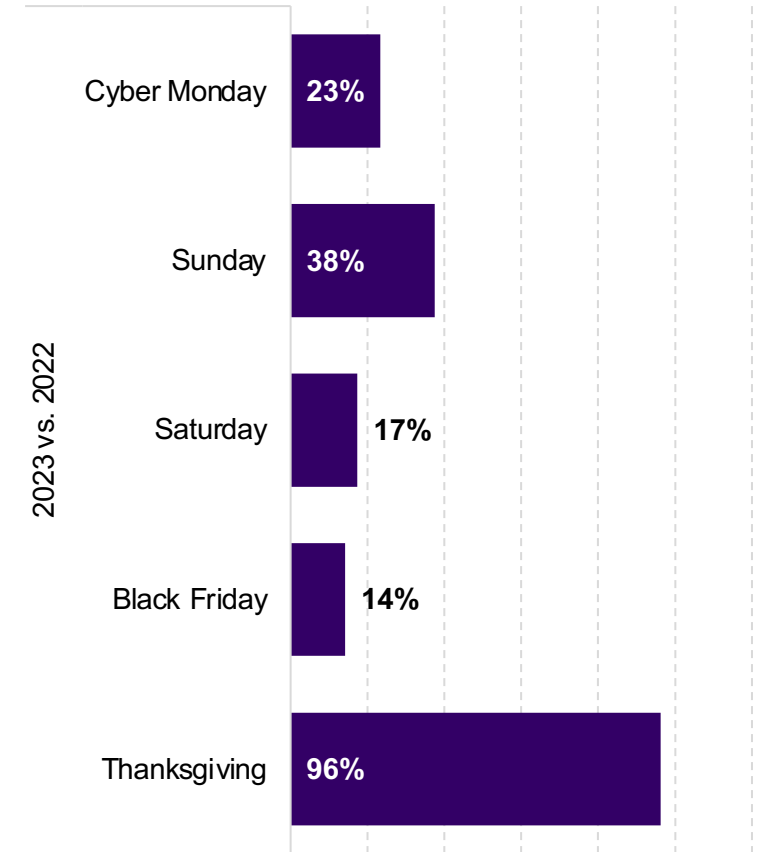
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

**Tool Brands increased Ad Spend substantially versus 2022, indicating the category is facing increased competitiveness as it correlates with a lower traffic environment.**

**Change in Daily Ad Spend vs. L14 Day Average**



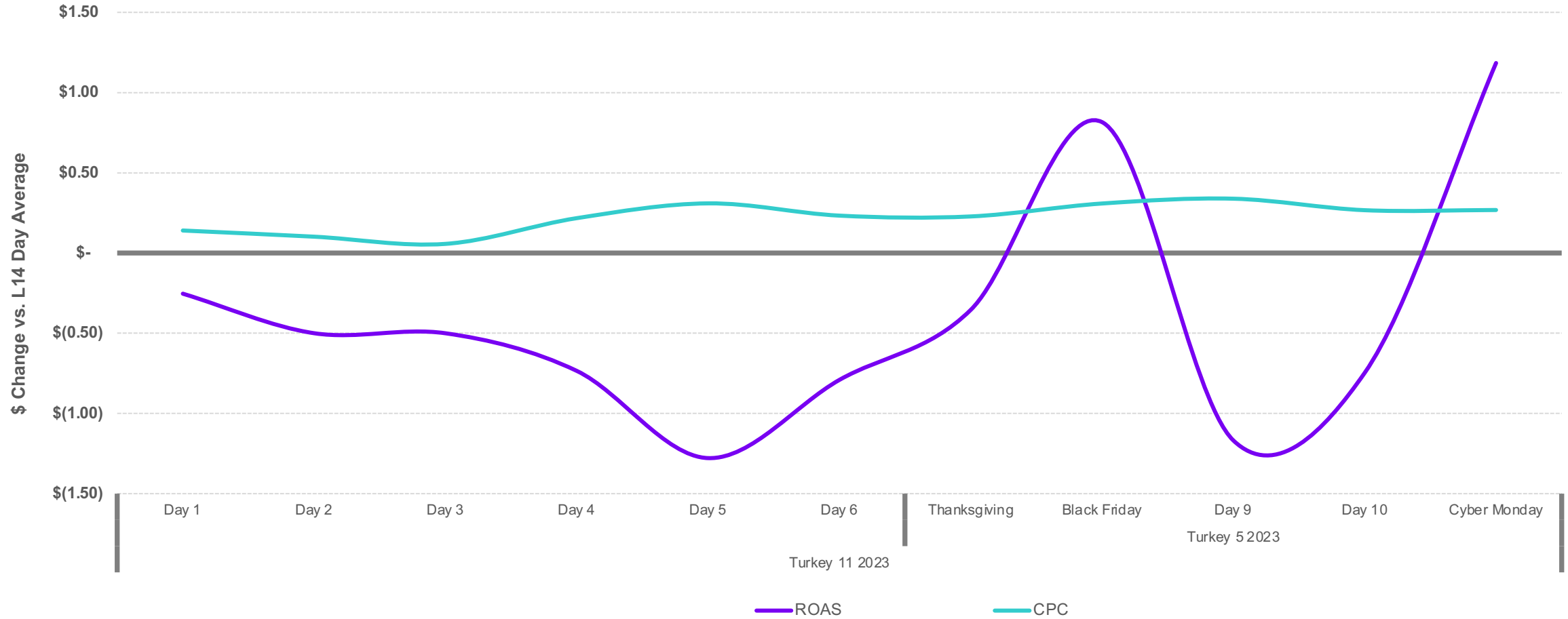
**% Change in Ad Spend of T5 2023 compared to T5 2022**



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

This activity correlated with a generally lower-than-average ROAS during T11 for the Tools category.

### Change in ROAS and CPC vs. L14 Day Average

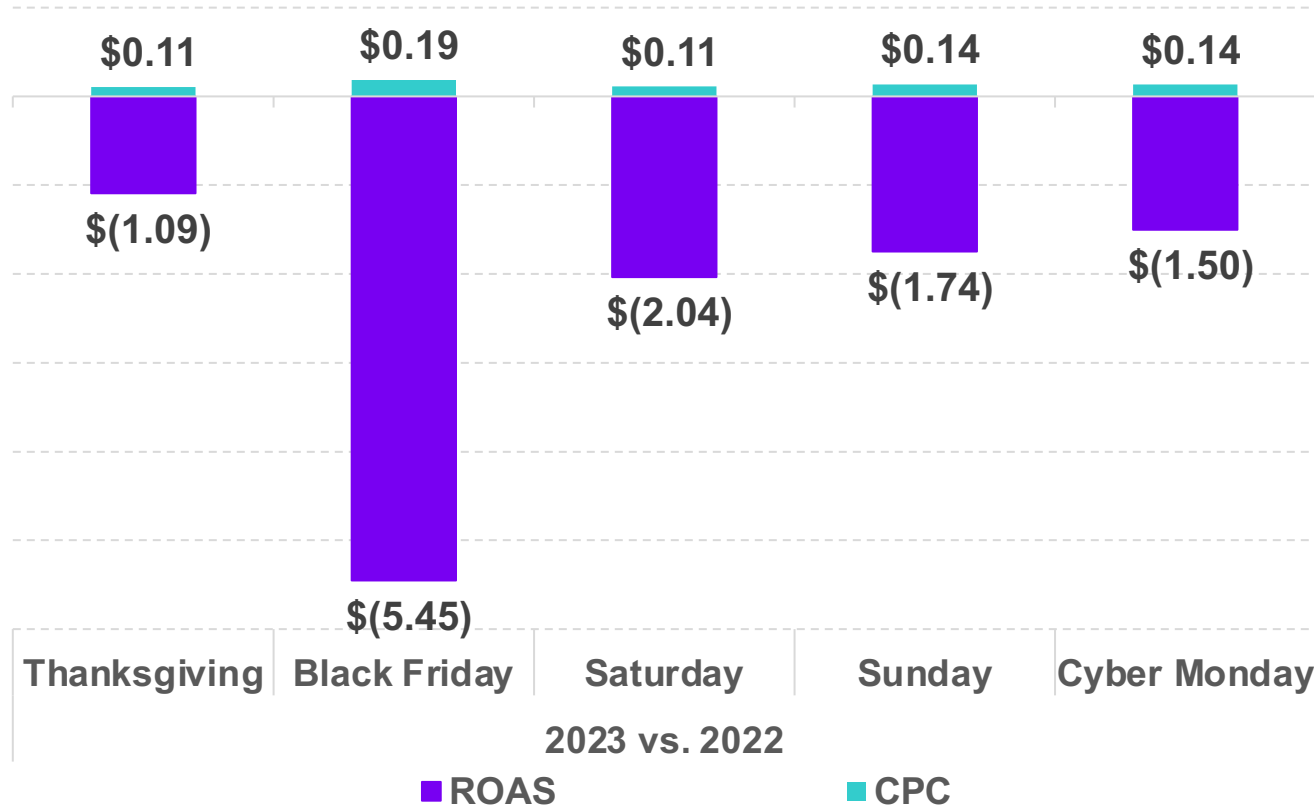


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

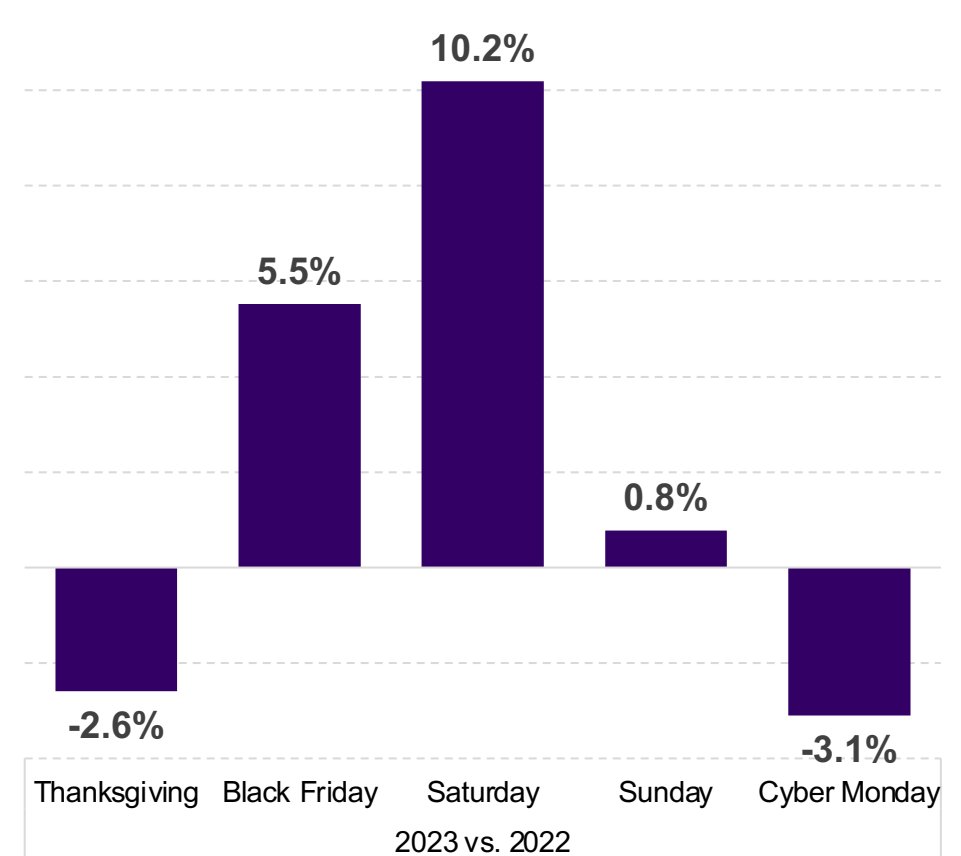


**Overall T5 2023 was more competitive for Tool Brands as compared to 2022, evidenced by the decline in ROAS. However, brands in the category were able to increase margins to offset the ROAS impact.**

**Change in ROAS and CPC: T5 2023 vs. T5 2022**



**Change in Gross Margin %: T5 2023 vs. T5 2022**

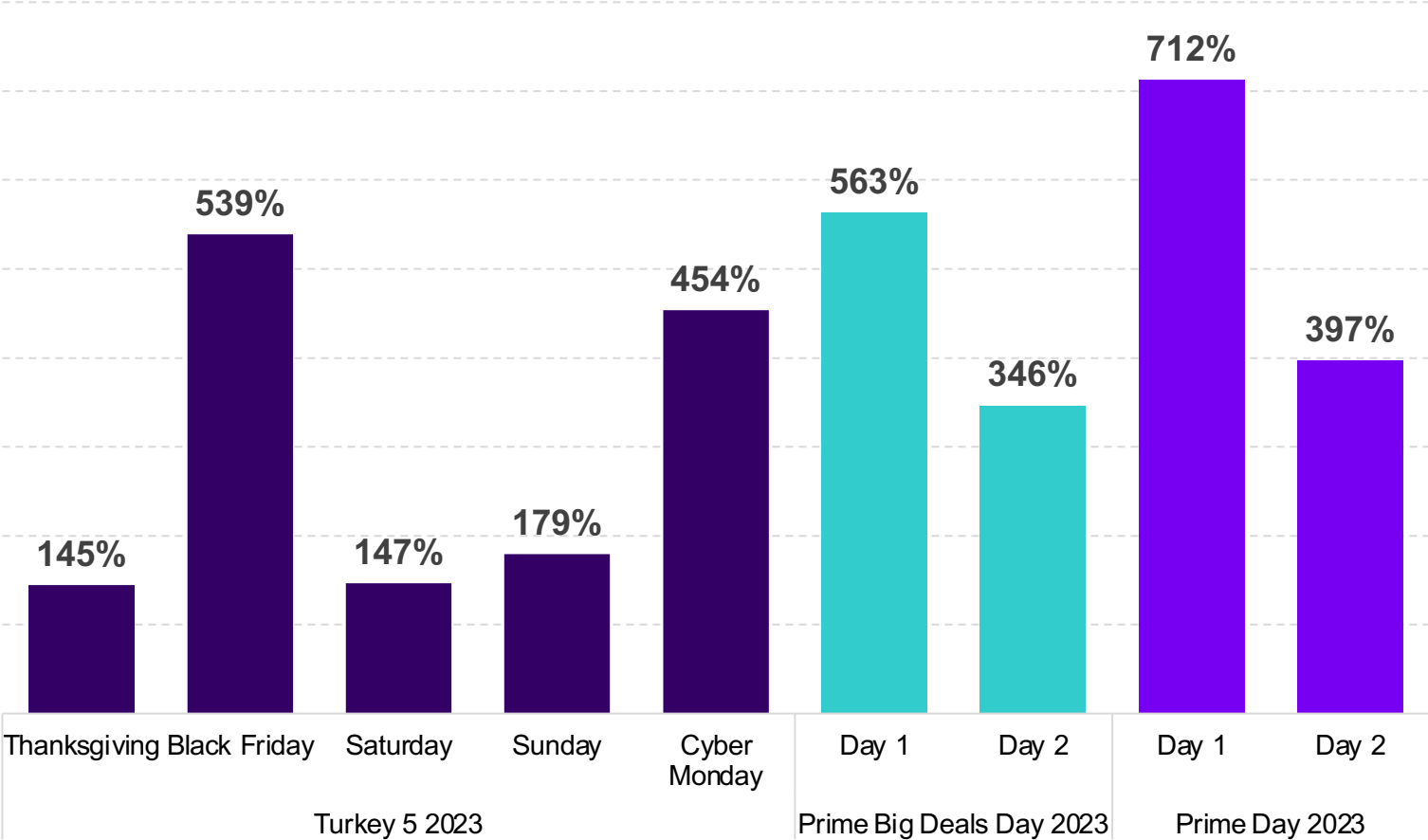


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

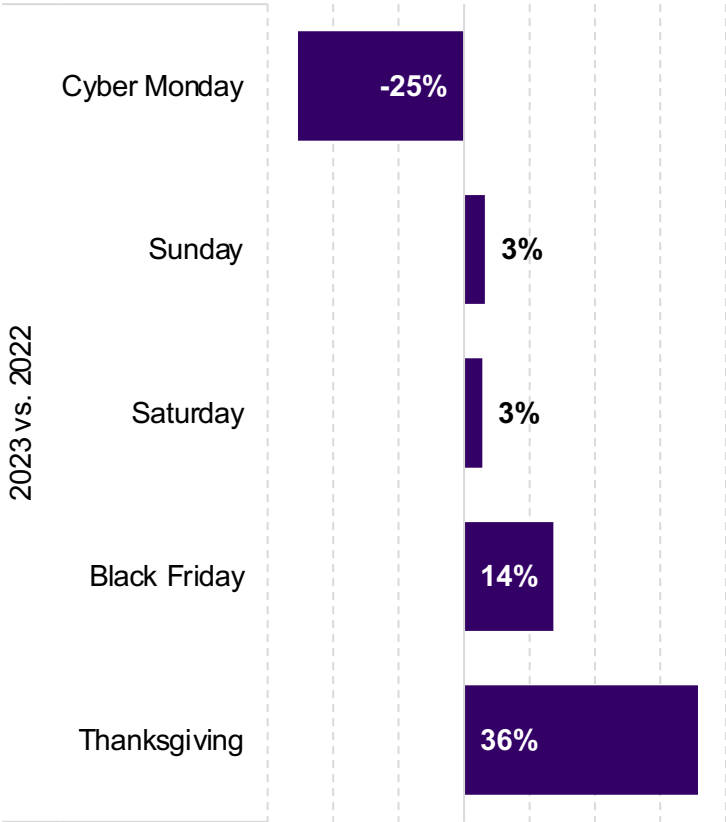
# Toy Products

**Within Toys, T5 2023 drove similar revenue to T5 2022, with BFCM delivering slightly lower revenues than Prime Big Deal Days. Both events are dwarfed by Prime Day 2023.**

**Change in Daily Average Ordered Revenue versus L14 Day Average**



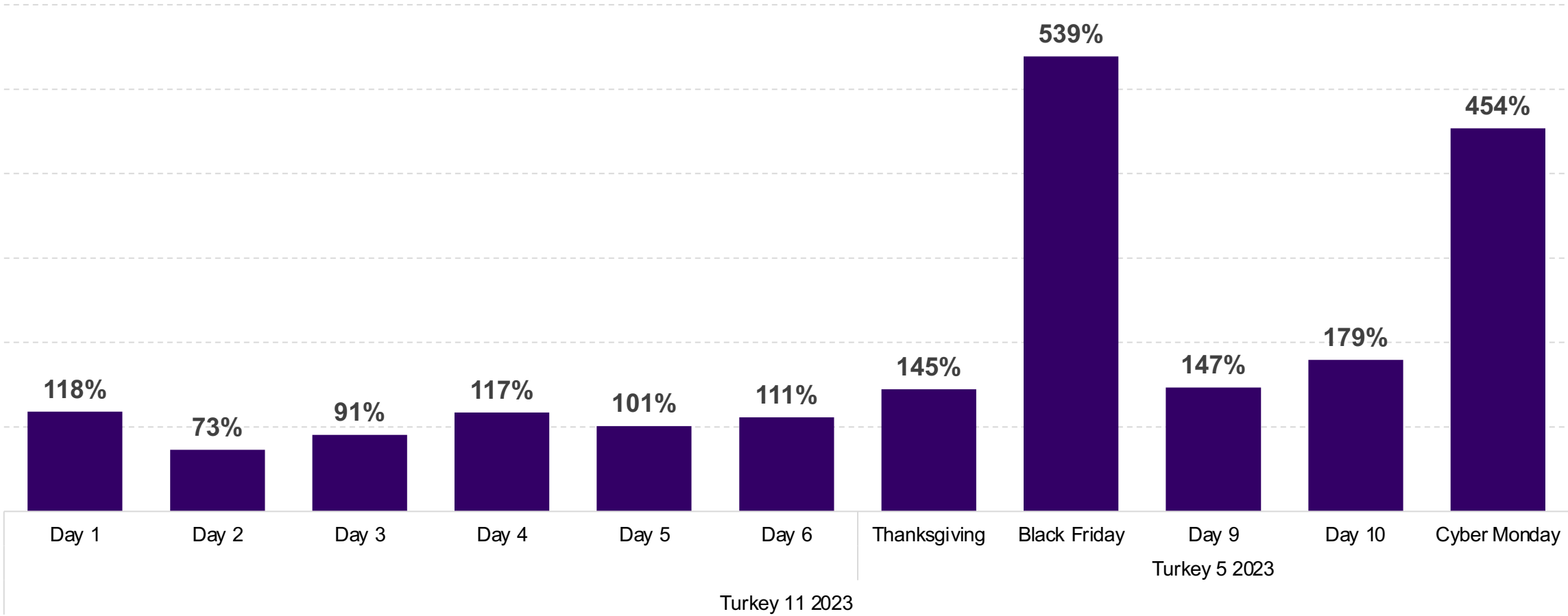
**% Change in Ordered Revenues of T5 2023 compared to T5 2022**



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

Turkey 11 drove a marginal increase in ordered revenue for Toys, with majority of sales happening on Black Friday and Cyber Monday, which is consistent with previous years.

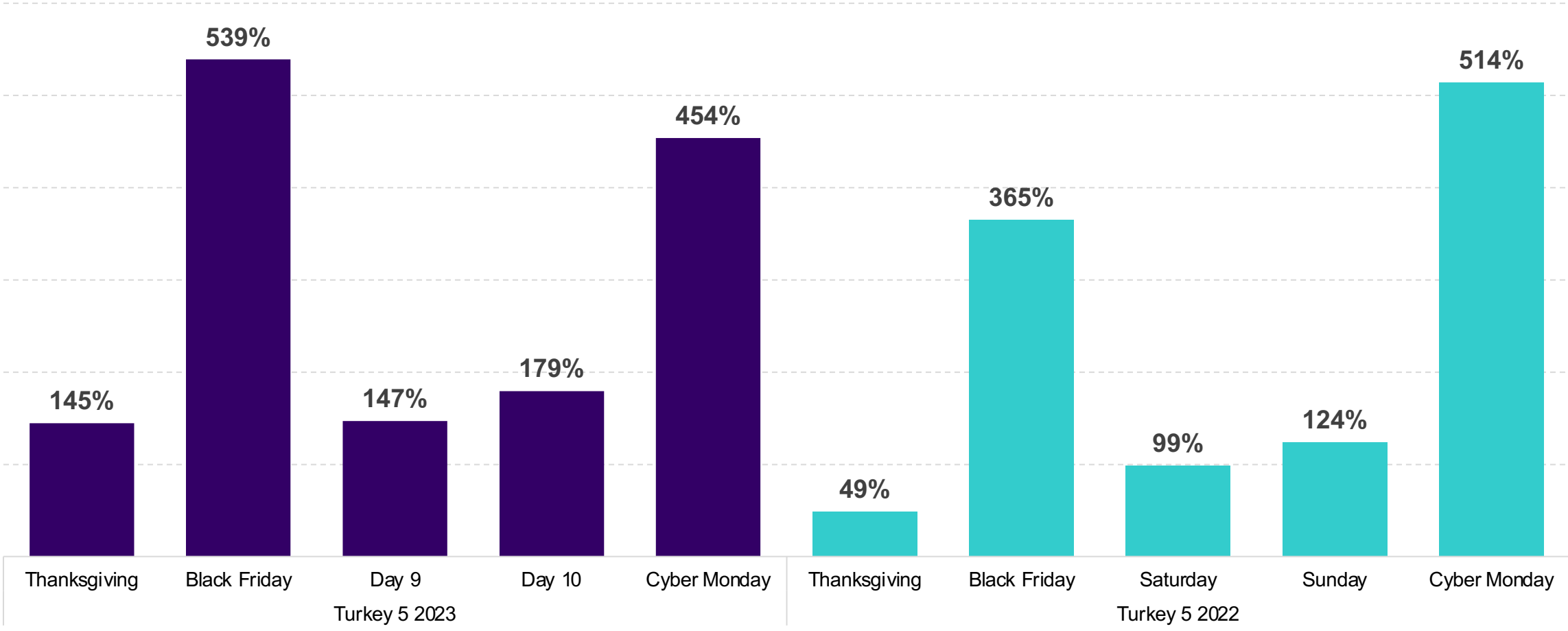
Change in Daily Average Ordered Revenue versus L14 Day Average



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

**T5 2023 saw increased shopping activity during BFCM for Toys as compared to T5 2022, potentially impacted by the stronger leadup through T11 which stoked interest leading into the core shopping days.**

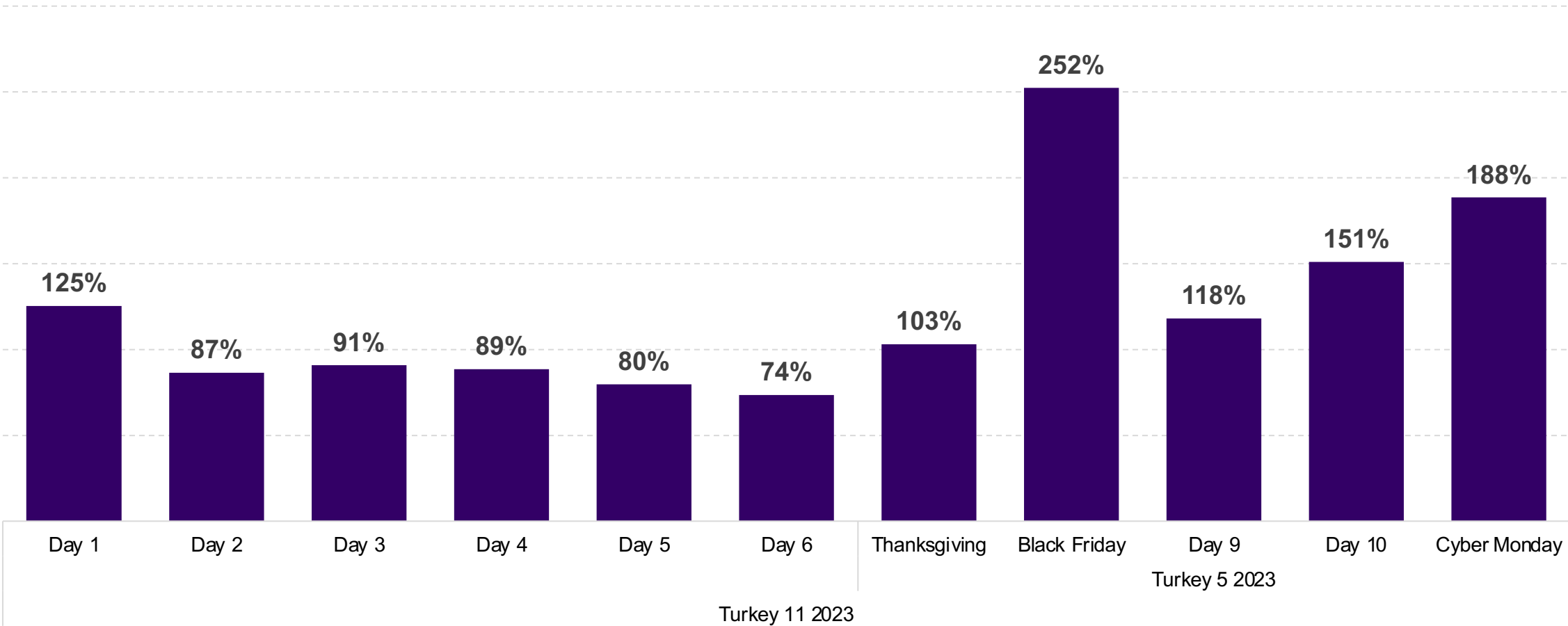
**Change in Daily Average Ordered Revenue versus L14 Day Average**



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

The shift to T11 in 2023 in Toys was effective in driving a meaningful increase in traffic leading into T5.

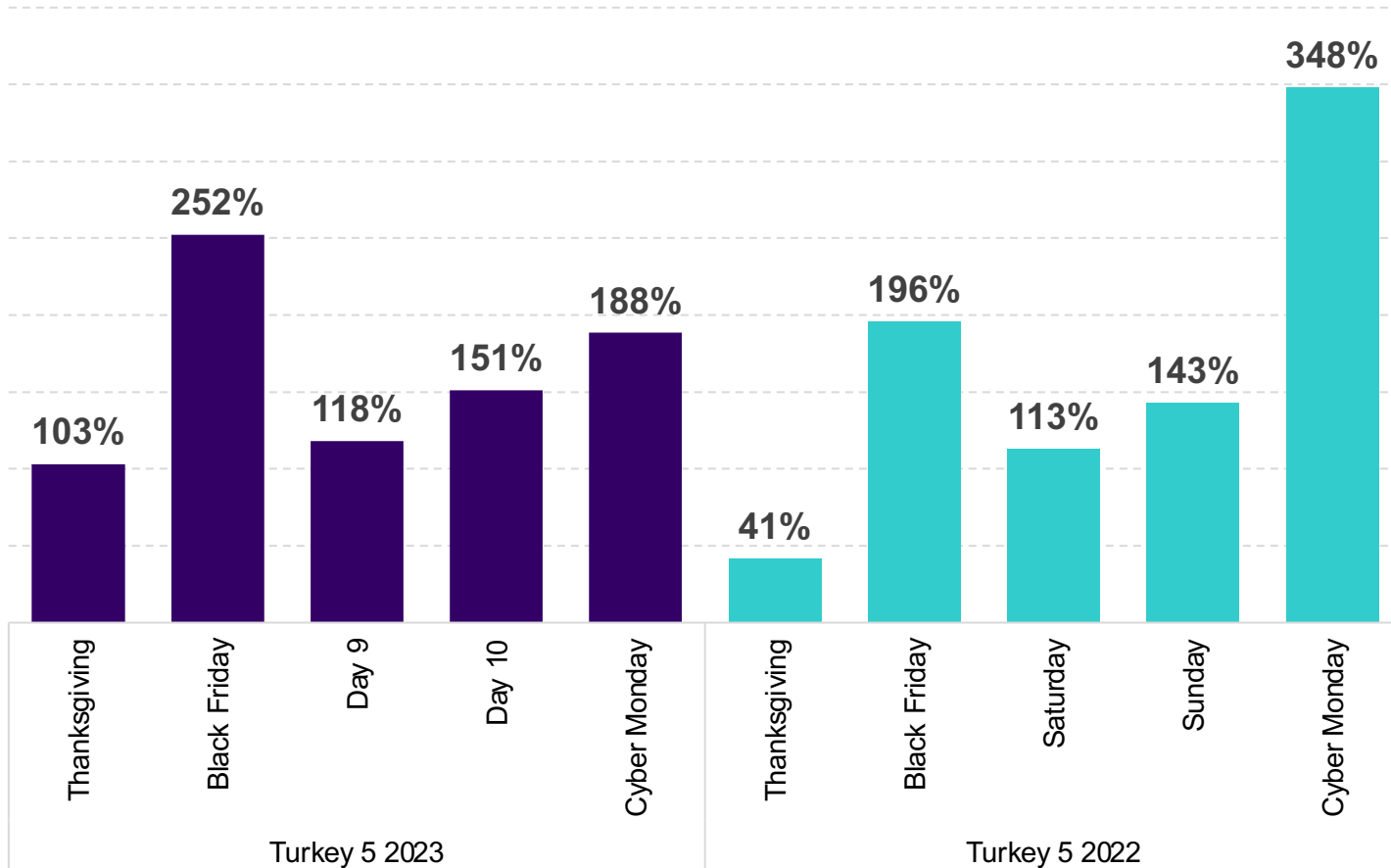
Change in Daily Average Glance Views versus L14 Day Average



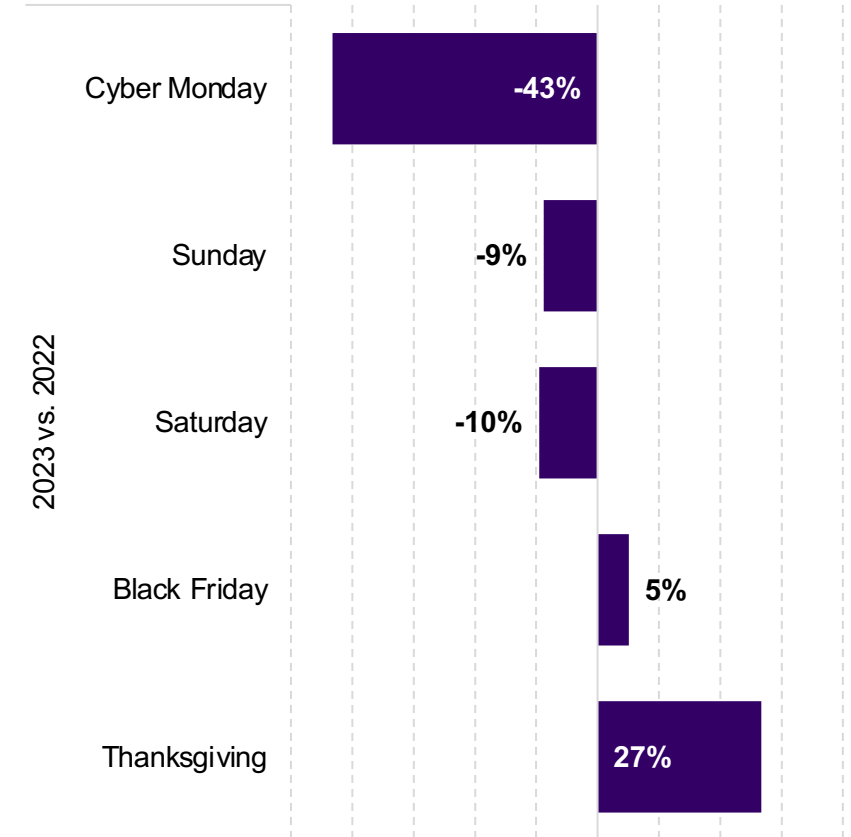
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

# Overall BFCM traffic levels were lower in Toys in 2023 versus 2022.

## Change in Daily Average Glance Views versus L14 Day Average



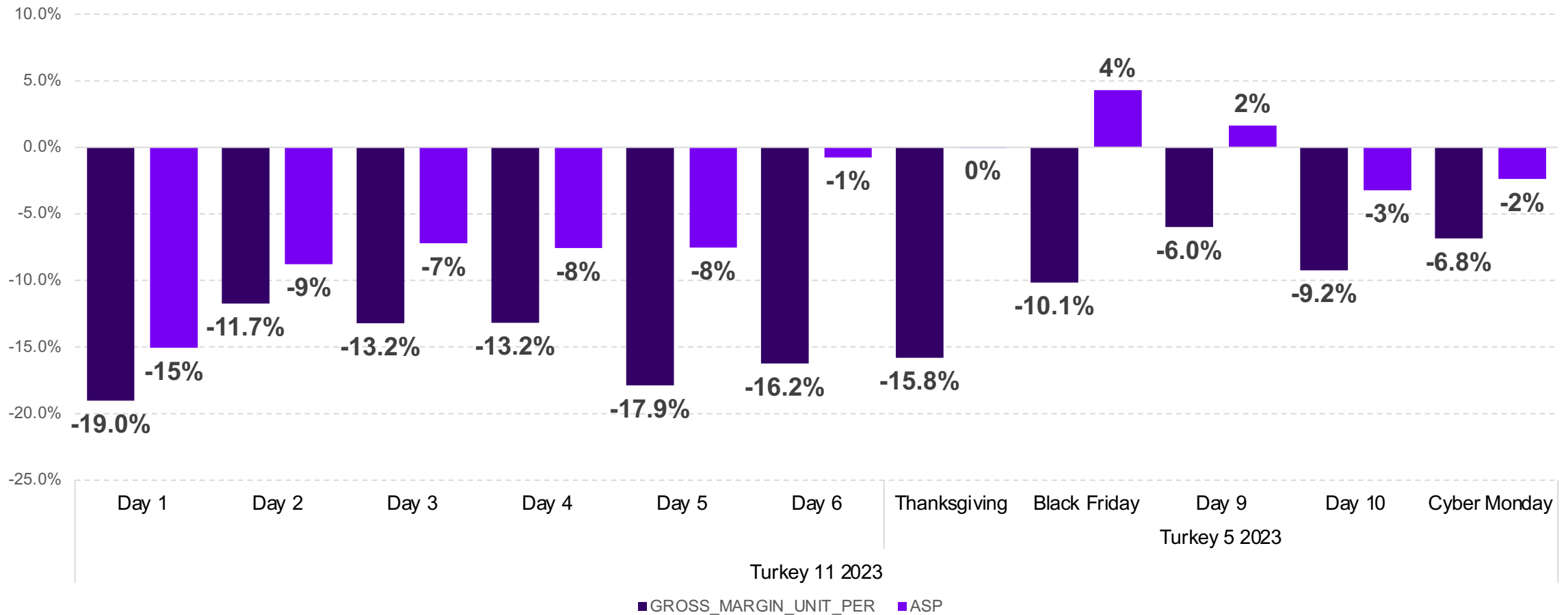
## % Change in Glance Views of T5 2023 compared to T5 2022



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

Shoppers within Toys took advantage of discounted items, with a steep decline in Gross Margins during BFCM without a meaningful increase in ASP.

### Change in Gross Margin % and ASP versus L14 Day Average

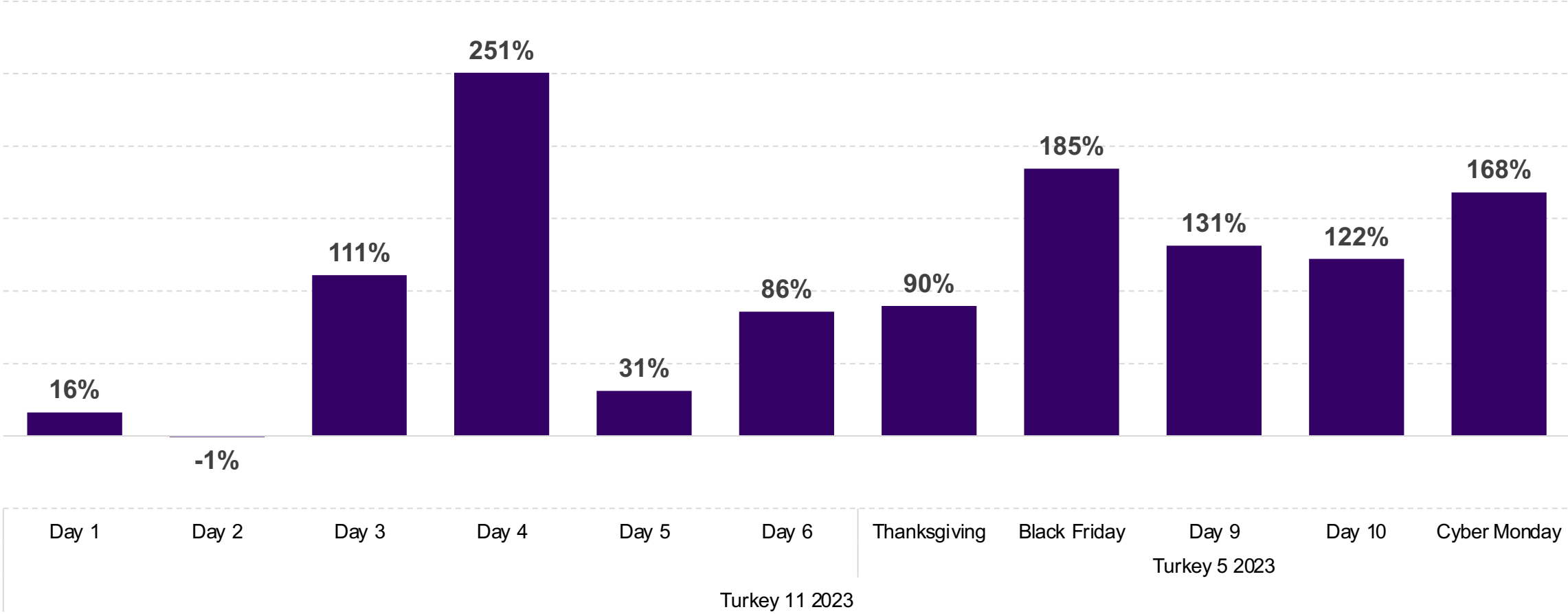


Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023



Toy brands saw a massive spike in revenue losses due to out of stock going into BFCM, further indicating the importance of having backup fulfillment methods to capture these lost sales opportunities.

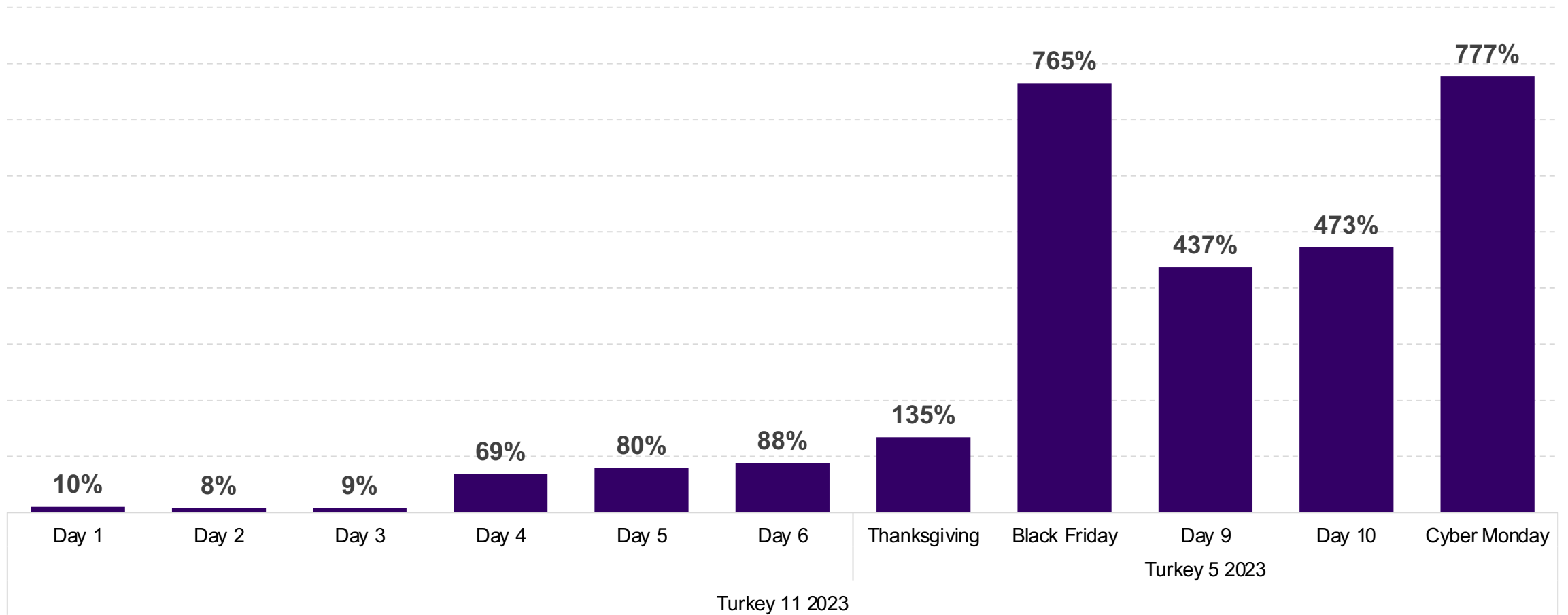
Change in Revenue Losses due to OOS vs. L14 Day Average



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

# Toy Brands begun ramping ad spend in the 3 days prior to T5 to drive consideration leading into BFCM.

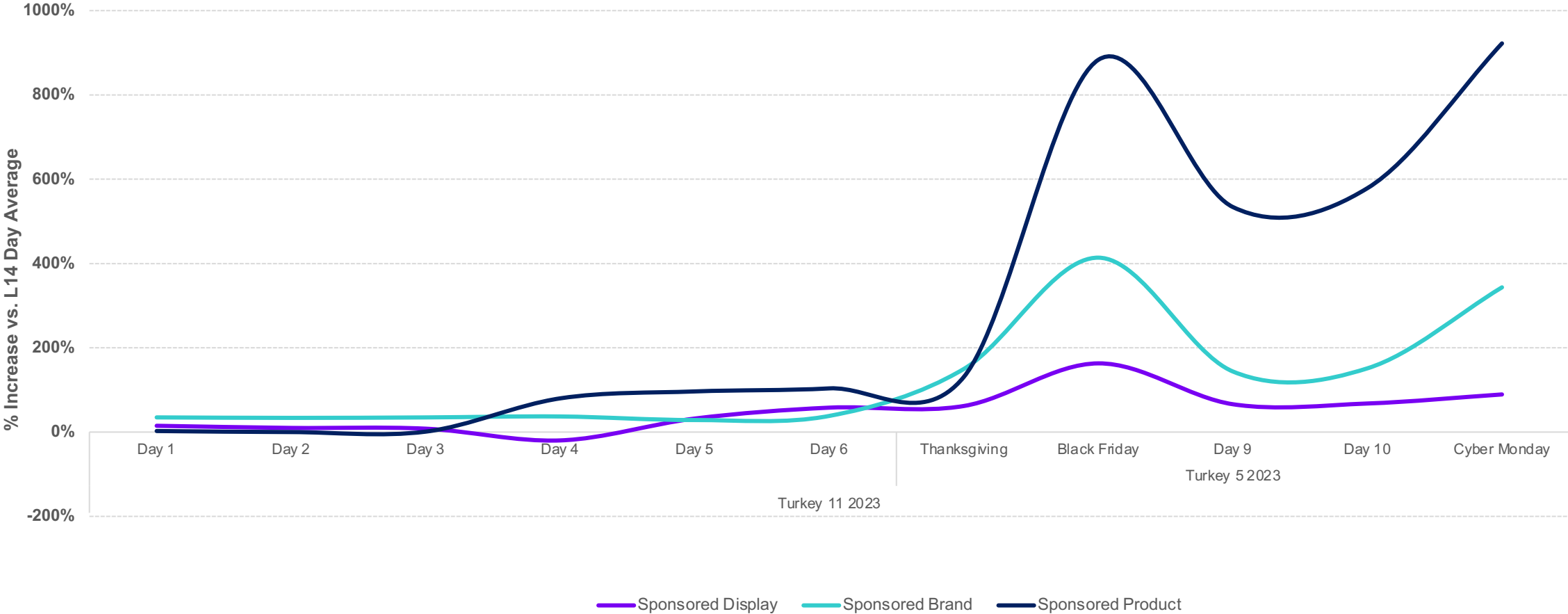
## Change in Ad Spend vs. L14 Day Average



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

**During T5, brands relied heavily on Sponsored Product and Brand to drive conversion, with a lower than average reliance on Sponsored Display.**

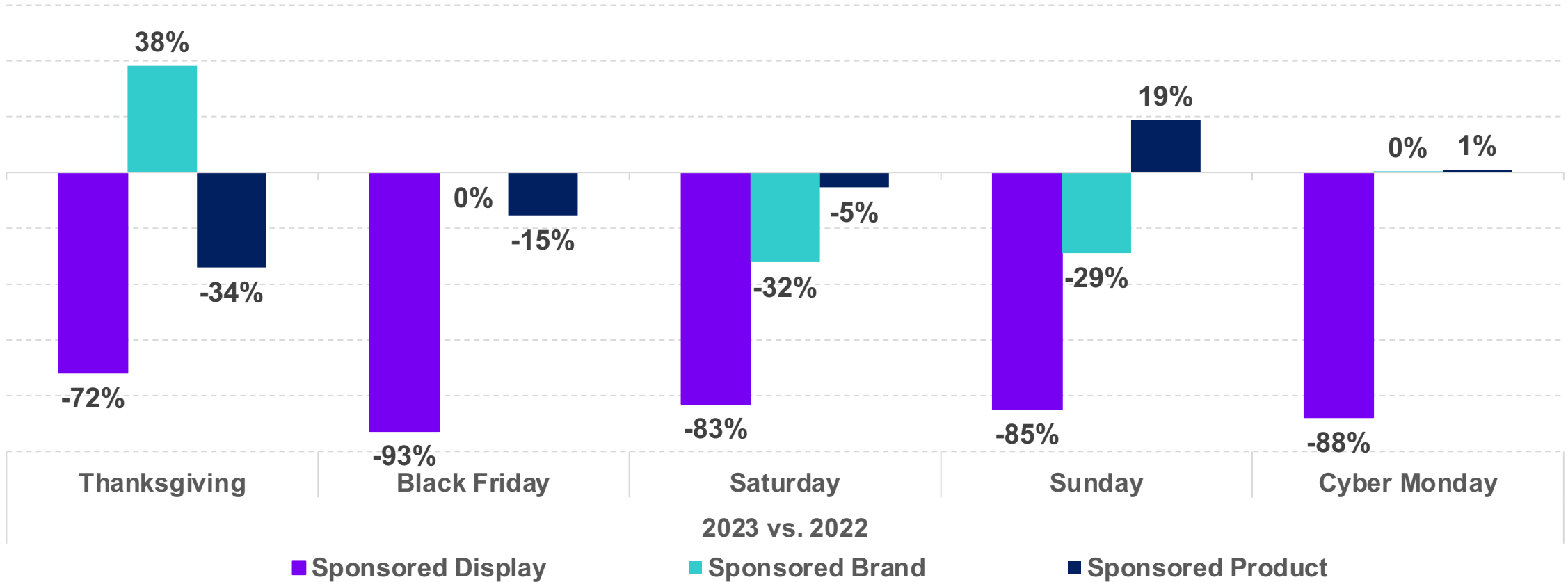
**Change in Ad Spend Types vs. L14 Day Average**



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

## T5 2023 compared to 2022 saw Toy brands rely more on Sponsored Product versus other ad types.

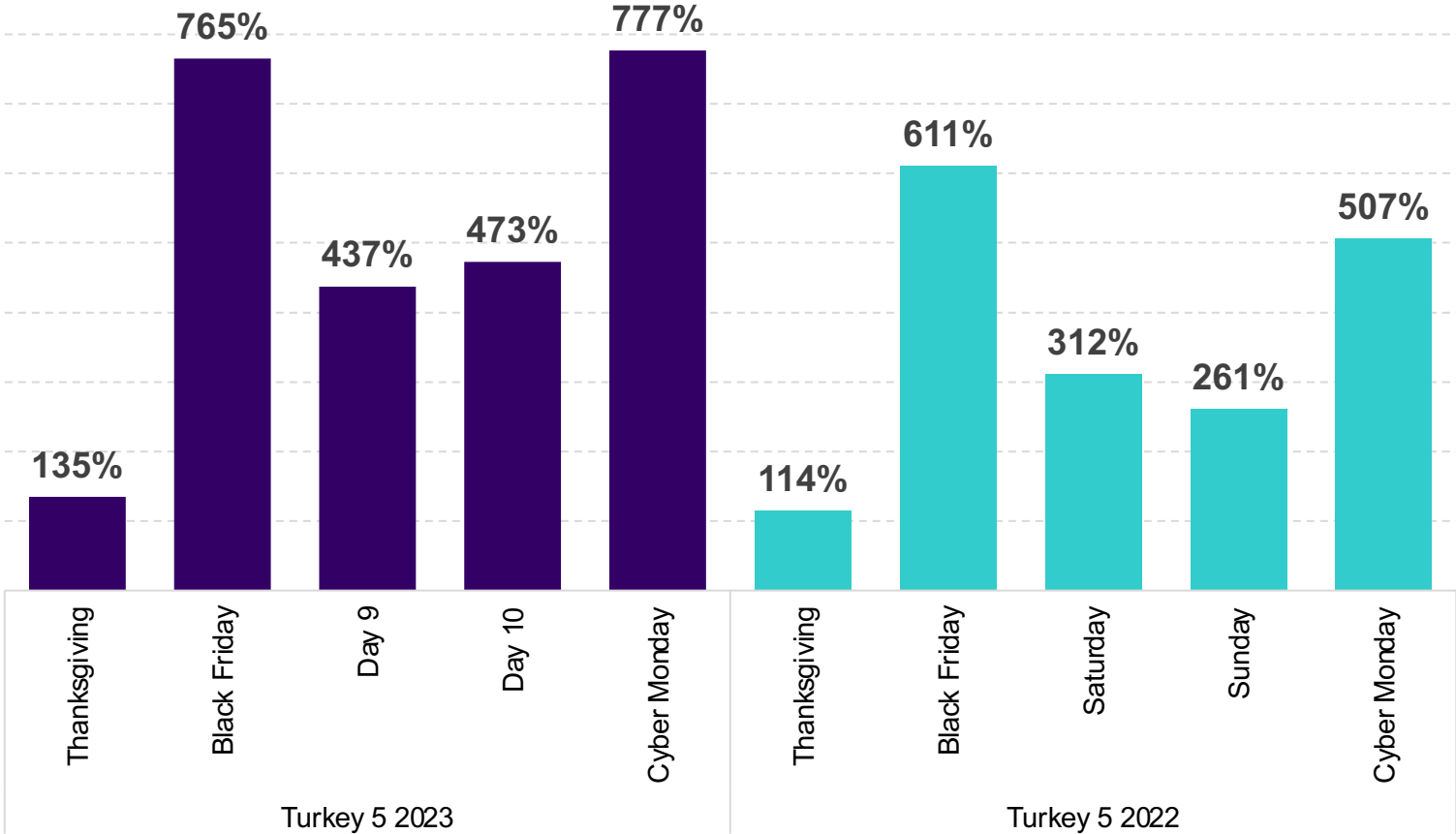
Change in Ad Spend Types on T5 2023 vs. T5 2022



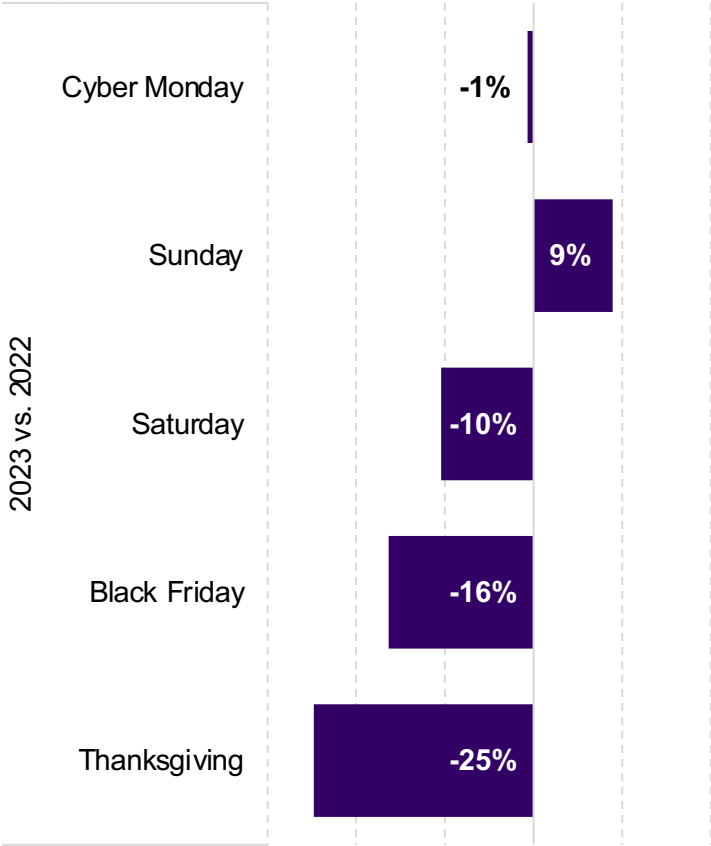
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

As compared to 2022, Toy Brands overall pulled back ad spend during T5, likely indicating a shift to profitability versus growth within the category.

Change in Daily Ad Spend vs. L14 Day Average



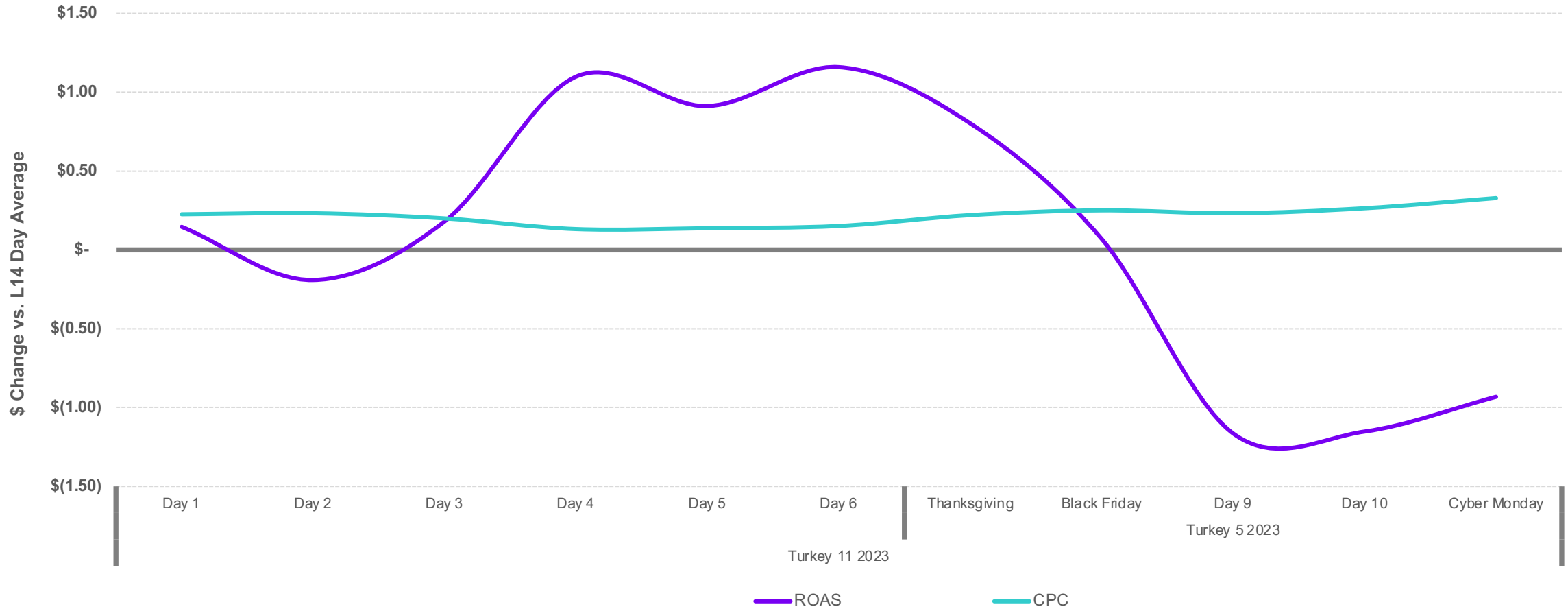
% Change in Ad Spend of T5 2023 compared to T5 2022



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

**This activity correlated with a higher-than-average ROAS leading into BFCM, likely due to the pull back in ad spend within the Toy category.**

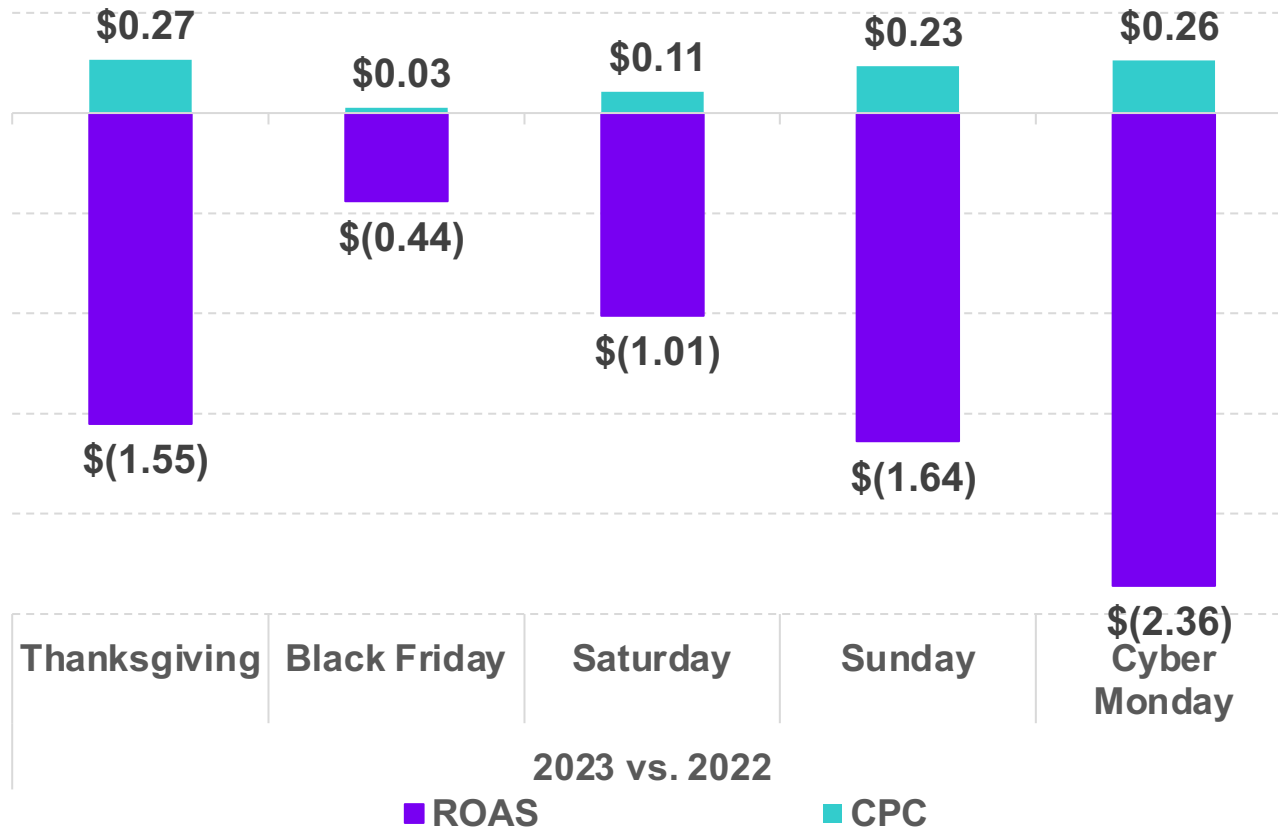
### Change in ROAS and CPC vs. L14 Day Average



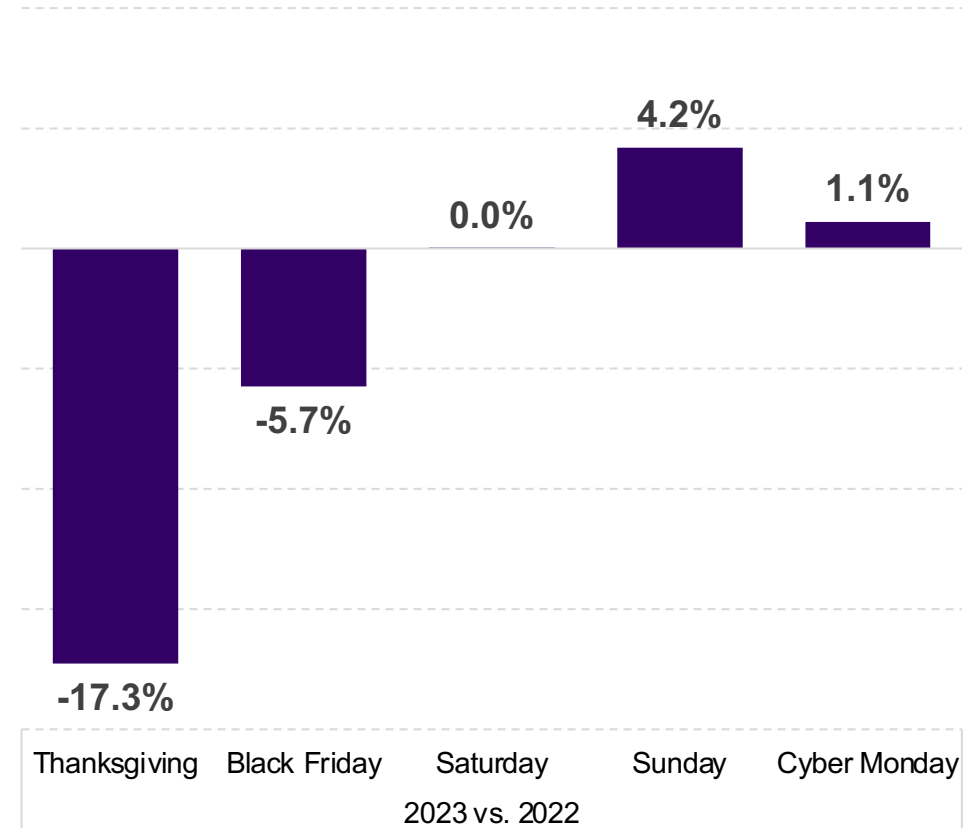
Source: Internal data in aggregate from CommerceIQ's REM Platform for its active users on Amazon from June 2022 to November 2023

Overall the Toy category in T5 2023 was more competitive and less profitable versus 2022, with decreased ROAS and lower Gross Margin percentages across all core shopping days.

Change in ROAS and CPC: T5 2023 vs. T5 2022



Change in Gross Margin %: T5 2023 vs. T5 2022



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

## Contact Us

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