

Amazon Prime Day July 2024

Levanta Affiliate Marketing Report

Amazon Prime Day 2024 set new records, with **total sales reaching \$7.2 billion** on day one, an 11.2% increase from the previous year. Shopper engagement was exceptionally high, with 88% of Prime members participating, leading to over **200 million items being sold across 35 categories.**¹

Amazon sellers using Levanta experienced record conversion rates during this event. Our data underscores the crucial impact that direct partnerships can have on Prime Day success, with an overall conversion rate of **11.29%-a 74% increase** compared to average performance days. This impressive performance highlights the effectiveness of affiliate marketing as a powerful channel for driving sales and conversions.



Key Highlights

These high-level statistics from our Prime Day 2024 analysis clearly illustrate the power affiliate marketing can have for Amazon sellers during Prime Day.

1 10x sales volume on Prime Day compared to an average day

3 11.29% average conversion rate across Levanta's entire Amazon product catalog

2 4x conversion rate compared to an average week

4 20% average conversion rate for top brands on Levanta

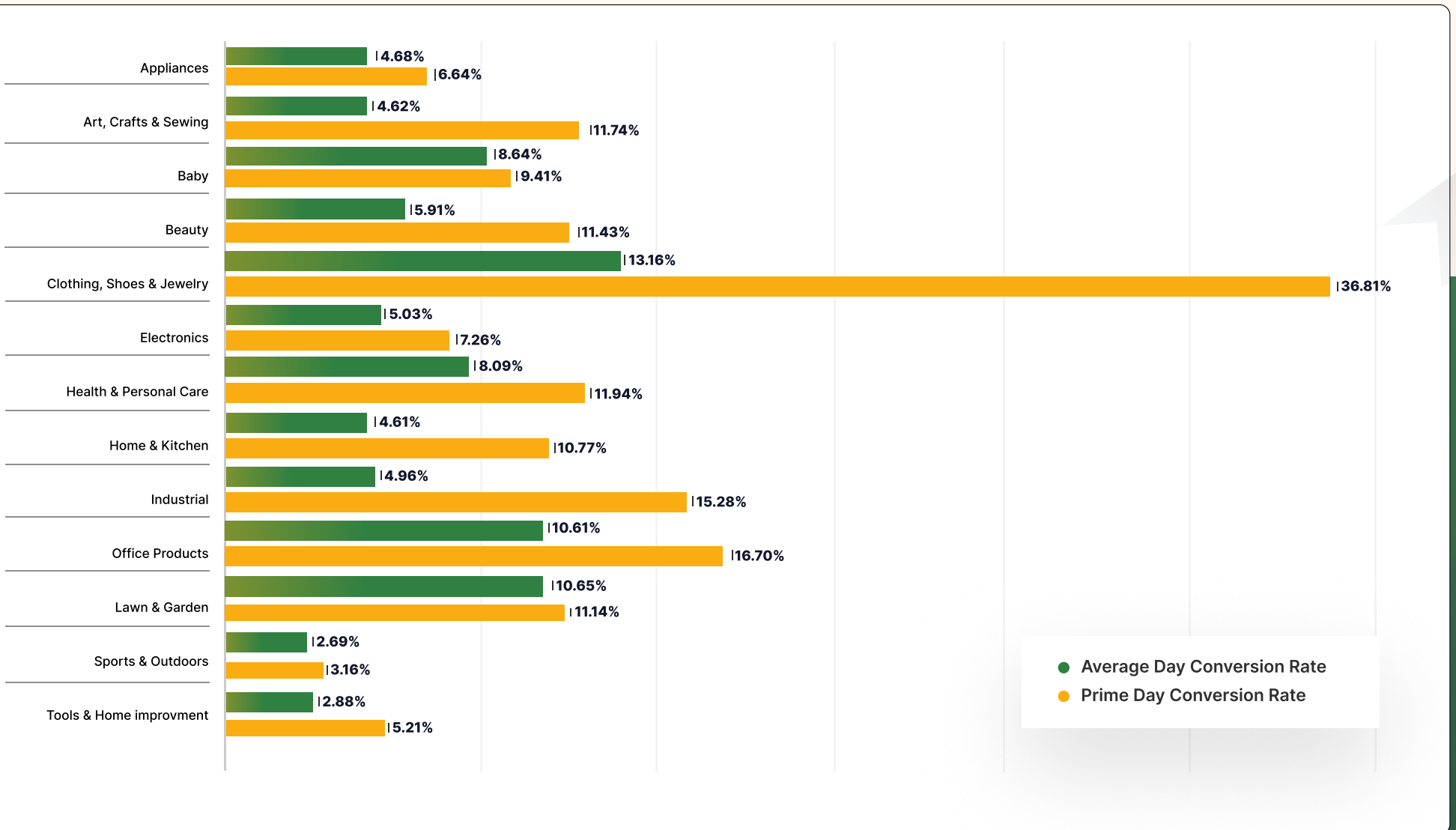


¹Source: Amazon announces record-breaking sales for 2024 Prime Day event



Conversion Rates by Product Category

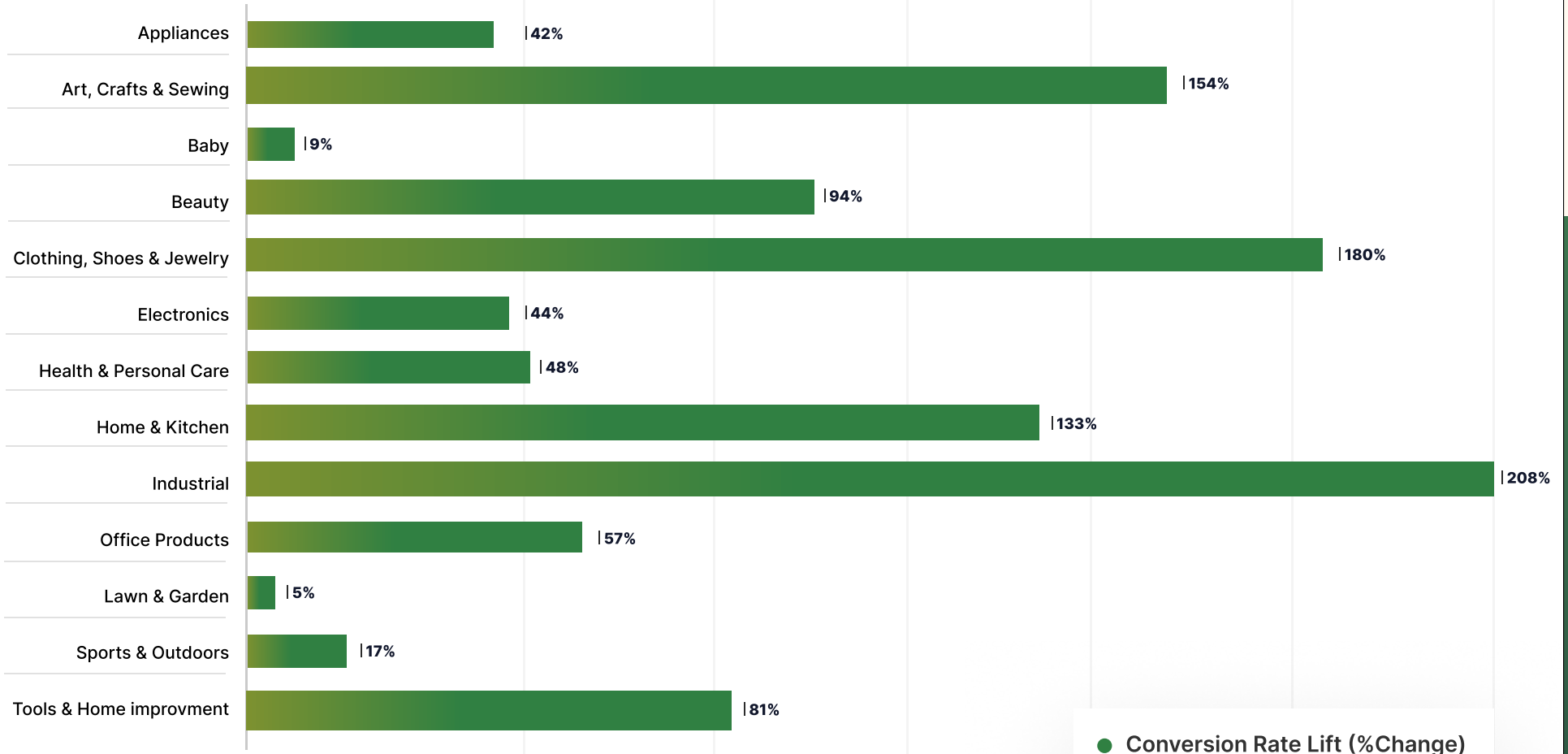
Average Day Conversion Rate vs. Amazon Prime Day Conversion Rate





Conversion Rate Lift by Product Category

Average Day Conversion Rate vs. Amazon Prime Day Conversion Rate



Product Categories Ranked by Prime Day Conversion Rate: Highest to Lowest

Rank	Product Category	Prime Day Conversion Rate	Average Day Conversion Rate	Conversion Rate Lift
1	Clothing, Shoes & Jewelry	36.81%	13.16%	180%
2	Office Products	16.70%	10.61%	57%
3	Industrial & Scientific	15.28%	4.96%	208%
4	Health & Personal Care	11.94%	8.09%	48%
5	Arts, Crafts & Sewing	11.74%	4.62%	154%
6	Beauty	11.43%	5.91%	94%
7	Patio, Lawn & Garden	11.14%	10.65%	5%
8	Home & Kitchen	10.77%	4.61%	133%
9	Baby	9.41%	8.64%	9%
10	Electronics	7.26%	5.03%	44%
11	Appliances	6.64%	4.68%	42%
12	Tools & Home Improvement	5.21%	2.88%	81%
13	Sports & Outdoors	3.16%	2.69%	17%

*Only product categories with sufficient data are shown to ensure the accuracy of the conversion rate lift analysis.



Product Categories Ranked by Prime Day Conversion Rate Lift: Highest to Lowest

Rank	Product Category	Prime Day Conversion Rate	Average Day Conversion Rate	Conversion Rate Lift
1	Industrial & Scientific	15.28%	4.96%	208%
2	Clothing, Shoes & Jewelry	36.81%	13.16%	180%
3	Arts, Crafts & Sewing	11.74%	4.62%	154%
4	Home & Kitchen	10.77%	4.61%	133%
5	Beauty	11.43%	5.91%	94%
6	Tools & Home Improvement	5.21%	2.88%	81%
7	Office Products	16.70%	10.61%	57%
8	Health & Personal Care	11.94%	8.09%	48%
9	Electronics	7.26%	5.03%	44%
10	Appliances	6.64%	4.68%	42%
11	Sports & Outdoors	3.16%	2.69%	17%
12	Baby	9.41%	8.64%	9%
13	Patio, Lawn & Garden	11.14%	10.65%	5%

*Only product categories with sufficient data are shown to ensure the accuracy of the conversion rate lift analysis.



The significant lift in conversion rates across product categories demonstrate the effectiveness of this channel, showcasing it as a powerful and often untapped opportunity for Amazon sellers. These insights can help sellers optimize their marketing efforts and maximize results for future sales events.

Levanta's affiliate marketing experts recommend brands ramp up their programs 2-3 months before Prime Day to maximize their affiliate program's effectiveness. As October's Prime Day approaches, now is the best time for Amazon sellers to activate affiliate marketing as a channel on Levanta.

Reap the benefits of affiliate marketing using Levanta:

Drive High-Quality External Traffic to Your Amazon Store

Discover and Partner Directly with 5,000+ Publishers, Affiliates, and Influencers

Pay for Sales, Not Clicks

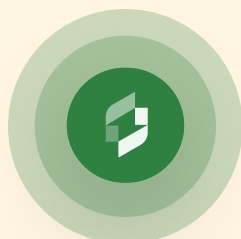
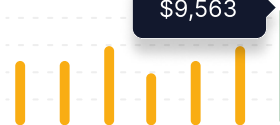
Improve Your Organic Search Rank and Best Sellers Rank

Earn an average 10% Kickback with Amazon's Brand Referral Bonus

Create a Free Account Today →

Commission Rate

\$9,563



Request a Prime Day Affiliate Marketing Revenue Lift Forecast →

