



## in|market insights

# How Did Anti-Prime Day Competitors Do on Amazon Prime Day?

## Overview

Over [100MM](#) Amazon Prime membership holders look forward to awesome deals on Amazon Prime Day each year, and it has become one of Amazon's highest revenue earning days. This huge summer sales event has been so successful that Amazon has doubled down and extended Prime Day to two days this year. While Amazon continues to rake in the big bucks, competitors are also waging sales wars against this eCommerce behemoth by offering competitive rates for their own selection of items to draw in “anti-Prime Day” shoppers.

We took a look to see how successful three of Amazon's biggest competitors were in drawing in customers through the door during this battle of the sales.

# How We Did It

In this inMarket inSights Report, we've used first-party, SDK-verified location data of over 50 million Comscore-verified active users to analyze foot traffic patterns, historic device data, and real world trends at scale to show how consumer behaviors impacted competitors during Amazon Prime Day.

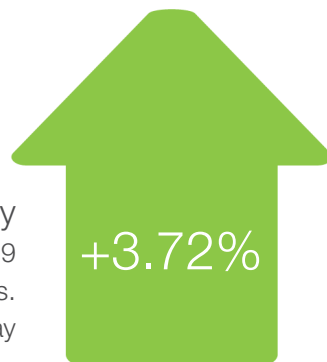
We looked at each retail chain's average foot traffic volume on Mondays and Tuesdays during the previous six weeks, and then compared the average to the foot traffic volume measured on each day during the Amazon Prime Day period. We then determined a percent difference between the average and the actual days of the sale.

## Results of Competitors During Amazon Prime Days

Foot Traffic Results based on inMarket Location Data from 50 Million Comscore-Verified Consumers



Prime Day - Monday  
July 15, 2019  
Monday Average vs.  
Prime Day Monday



Prime Day - Tuesday  
July 16, 2019  
Tuesday Average vs.  
Prime Day Tuesday

- Target has [boasted](#) their online sale, coined Target Deal Days, as its biggest promotion of the summer, and has been proven successful in driving foot traffic through their doors with great rates on electronics, appliances, furniture, apparel, and more. In addition, Target is offering an additional 5% off if shoppers use a Target REDcard.
- Their strategy is focusing on delivery and same day in store pick-up or drive up pick up, which may be why foot traffic has spiked -- consumers can get the items they want, when they want it.



Prime Day - Monday  
July 15, 2019  
Monday Average vs.  
Prime Day Monday

+0.23%

-0.99%

Prime Day - Tuesday  
July 16, 2019  
Tuesday Average vs.  
Prime Day Tuesday

- Walmart launched their sale a day ahead of the start of Amazon Prime Day to get an early lead in the price war. While the first day of their sale starting Sunday, July 14 saw +0.99% higher foot traffic than their Sunday average, their foot traffic has remained relatively flat throughout the Amazon Prime Day frenzy.
- While Best Buy and Target are focusing on slashing prices for heavily sought out items like laptops and tablets, Walmart's strategy is more focused on adding value by offering [bundled items](#) with freebies thrown in. Walmart's strategy of "giving extra" appears to be less appealing to consumers who are seeking high-priced items at a lower cost.
- In addition, Walmart's sale is online only, which means that a large portion of this big box chain's revenue is coming from their website. In addition, their items can be picked up at FedEx locations, which may be diluting foot traffic to Walmart locations.



Prime Day - Monday  
July 15, 2019  
Monday Average vs.  
Prime Day Monday

+6.15%

+9.18%

Prime Day - Tuesday  
July 16, 2019  
Tuesday Average vs.  
Prime Day Tuesday

- Best Buy's huge push for heavily discounted laptops, tablets, and other smart devices are driving a higher than average volume of foot traffic through the doors. In comparison to Walmart and Target, Best Buy has been the most successful brick and mortar retailer to drive physical visits.



## inmarket insights

At inMarket, we analyze location data from a comScore verified 50 million device integrations to understand real world trends, and to power one-to-one marketing with consumers at every point during the shopping cycle. We are the only location intelligence company with 3rd party verified reach, and our one-to-one relationship with customers at scale allows us to speak directly to the right audience in the moments that matter.

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