

Amazon Prime Day: Not Just Server Glitches

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eMarketer Editors

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In the latest episode of "Behind the Numbers," eMarketer's Andrew Lipsman and Krista Garcia take a look at some of the key data points and storylines that emerged from this year's Prime Day event.

Related Chart

Reasons that US Amazon Prime Members Shop on Amazon, July 2017

% of respondents

Free shipping	70%
Price	65%
Two-day or next-day shipping	60%
It was so easy to buy it this way	52%
'One-stop shop,' I can buy different things there that I need	52%
I bought on Amazon before and I know their products	42%
Selection—more products available than in-store	42%
Amazon's return policy	33%
I prefer to buy online rather than go to a store	31%
Product reviews on the Amazon website	30%
Unique products not sold elsewhere	20%
I had a gift card	18%
Amazon Rewards Visa Card (credit card)	14%
Amazon's recommendations—'you may also like' or 'people also bought'	13%
Amazon.com Store Card (credit card)	13%
I had a special offer in an email	6%
Online chat support	5%

Note: ages 18+; in the past 6 months

Source: Epsilon, "Amazon Doesn't Mean the Decline of Your Brand: Research Shows How to Survive and Thrive in an Amazon World," Feb 26, 2018

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