

Amazon's Latest Big Win: Turkey 5 Recap

Amazon reported that Black Friday/Cyber Monday 2023 was its **biggest shopping event ever**; while the event is dubbed Turkey 5 to reflect the five days around Thanksgiving, this year's deals started even earlier. In the 11-day period over 1B items were purchased, and Amazon reported consumers saved 70% more during the 11 days of deals compared to the same period in 2022. The longer sales period strongly appealed to consumers: while many looked at the early deals, data shows users tended to wait until Black Friday or Cyber Monday before converting. The 2023 consumer is **still spending**—and in search of holiday **joy**—but is **choosy** about purchases.



UNDERSTANDING THE SPEND

- +8.5%** The increase in Black Friday ecommerce sales, **outpacing expectations**
- \$12.4B** Estimated Cyber Monday sales, representing a **9.4% YoY increase**, making it the **largest** U.S. online shopping day ever
- While Amazon doesn't report sales figures, it did say that **500M items were purchased** from small- and medium-sized businesses

NOTABLE ADD-TO-CART TRENDS

- Mobile devices accounted for 50.1% of November total ecommerce revenue, **but conversion rates were double for desktop**
- Buy Now Pay Later orders jumped **72% WoW** and **42.5% YoY**
- 51% of digital shoppers paid attention to **retail media ads** touting products for sale and 44% of those consumers purchased from those ads



WHAT DID PRIME (LITERALLY) DELIVER?

The top-selling items on Amazon:

- COSRX Snail Mucin 96% Power Repairing Essence
- Amazon TV Fire Stick
- Hero Cosmetics Mighty Patch Original
- Ring Video Doorbell
- BISSELL Little Green Multi-Purpose Portable Carpet and Upholstery Cleaner



The Stella TAKEAWAY:

Another 2023 Amazon event where consumers favored beauty and household items, **relying on the retailer to help them level up their lives in little ways.**

FOR ME? YOU SHOULDN'T HAVE

If users chose Amazon for smaller enhancements, the **overall** ecommerce top gift categories purchased over Turkey 5 show they were more generous with their gift-ees; those categories, in order:

- APPAREL**
- TOYS/GAMES**
- HOME GOODS**
- ELECTRONICS**
- BEAUTY**



STELLA CLIENTS SHINE ON-PLATFORM

Stella Rising clients' average Turkey 5 revenue was:

- + 134%** to an average day
- + 44%** to Turkey 5 YoY
- 20-30% off** (avg. discount offered)
- 426%** average Amazon Ads search ROAS
- 708%** average DSP ROAS



Our stellar client Laneige was among the most searched organic keywords in skin care, for their lip mask.

ONE FOR ME, ONE FOR YOU—INFLATION EDITION

- 51%** of shoppers searched for gifts for others
- 32%** shopped for themselves

35% of shoppers feel their holiday shopping is significantly impacted by rising prices

