

## Key Takeaways:

- Amazon's Prime Day average sales price was up 6% compared to last year.
- Sam's Club's Member Access Platform now gives advertisers the ability to see what revenue is being driven by certain advertisements.
- Private label unit share hits a new high at 20.5%.
- Academy Sports + Outdoors creates a new community outreach partnership with the Indianapolis Colts.
- Back-to-school shopping expected to be 15.7% higher than last year.

## Amazon Reaps Gains from Prime Day Spending

- Prime Day Demographics:
  - 79% of shoppers were women.
  - 86% of shoppers were Prime users for over a year.
  - 81% had shopped on Prime Day in the past.
- Other retailers attempting their own promotions didn't fare as well as their online sales fell 7% compared to the same time last year.
- The average sales price was up 6% compared to last year's Prime Day, which Salesforce attributes to inflation.





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## Sam's Club Makes Retail Media Network Ads Transparent - and Shoppable

- Sam's Club's Member Access Platform now gives advertisers the ability to see what revenue is being driven by certain advertisements.
- Ads from the Member Access Platform now allow customers to add products to their cart directly.
- "We're committed to exceeding performance goals of our advertisers and improving the member shopping experience" – Lex Josephs, VP and GM of Sam's Club Membership Access Platform.



## Sales of Private Label Goods Hits New Record

- Store brands retail sales grew 8.2% during the first half of this year, while national brands grew only 5.1%.
  - In unit sales, store brands are down 0.5% for the first half of the year, while national brands are down 3.4%.
- The market share for store brands is now 18.8% in terms of dollar sales and 20.5% for unit sales.
  - 20.5% of unit sales is a new high for store brand products.
- Mary Ellen Lynch, principal at Circana, thinks these numbers might continue to grow for store brand products as student loan repayments resume.



## Academy Sports + Outdoors to Open 13 - 15 Stores in 2023; New Locations Include...

- Academy Sports + Outdoors plans to open two new stores in the Indianapolis metropolitan area with locations in Westfield-Carmel and Avon.
  - Earlier this year they opened a new location in Lafayette, Indiana, and after the new stores open, they will have a total of 6 stores in the state.
- The retailer has become a partner of the Indianapolis Colts. This will result in collaborations for community events and digital content to enhance their customer/fan experience.
  - This partnership is part of a widespread plan that Academy Sports + Outdoors has for local programs. Their goal is to connect with communities and schools through sports programming, field and stream activities, and military/first responder organizations.



## JLL: Back-to-school Spending to Rise 15.7%; Parents Looking for Deals

- JLL's back to school survey revealed that parents plan to spend 15.7% more on back-to-school items this year.
- 60% percent of parents have started their shopping, but August will be the most popular month.
- The top items parents plan to pick up for back-to-school shopping are clothing and stationery.



## Four Key Elements of Successful Omnichannel Success

- Customer-centric focus
  - Determine what parts of the customer's journey can be improved.
  - Find ways to save the customer time and make the shopping experience more efficient.
  - Make sure promotions are relevant to your customers.
- Embracing customer feedback
  - Incorporating customer feedback is crucial to make sure their preferences are understood, and their expectations met.
- Measurable Impact
  - Measure the impact of changes made:
    - Was customer engagement different from a new promotion?
- Data-driven Optimization
  - Provide value when reaching out to customers as they have been bombarded with irrelevant messages, emails, and ads that don't provide any value to the customer.



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