DAY OF

Mobile Homepage

Homepage structure follows best practices from T5

Homepage consists of 3 sections:

1. ATF: fixed.
2. Top Container: Top 10 slots below ATF. Card candidates will rank within the slots and the least performant cards will be displayed below Top Container.
3. Below Top Container: Card candidates will rank within the slots.

Country teams will adapt retail placements to specific locale needs.

Annotations

- 🔒 Fixed
- ⇅ Ranked
- ⇅ Top Container (Ranked)
- 🟦 Personalization

2022

2023

① **Celebratory Nav (mShop only)**
Update nav color to Prime blue, same as PD22.

② **Ranked Dashboard Cards**
22 cards ranking for 15 slots.

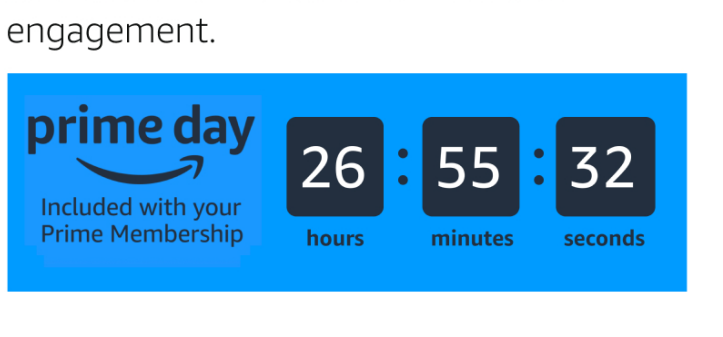
- Deal category cards (x5, Deals under $25, Lightning deals, Trending deals, Deals on Top Brands, and Customer most loved)
- Devices (x2)
- Retail Content (x13)
- P13N Deals (x3)

[US Only PD23 Test] Test deal category cards only (10%) vs. all cards (90%) to confirm customers use mobile dashboard as a visual navigation and additional cards don't bring incremental value.

Above the fold

③ **WOW Widget**
2nd OPS DS-100MIN generator in mobile deals campaigns ($44.2MM, 17.1% of total deals campaign) during T5'22 in US.

④ **Countdown Timer**
[PD23 Test] We will measure the value of the additional messaging and CTA, in countdown timer to drive increased engagement.



prime day
Included with your Prime Membership
26 hours : 55 minutes : 32 seconds

⑤ **Top Container**
A multi-slot-optimization (MSO) group made up of the first 10 ATF mobile slots. 16 cards ranking for the 10 slots.

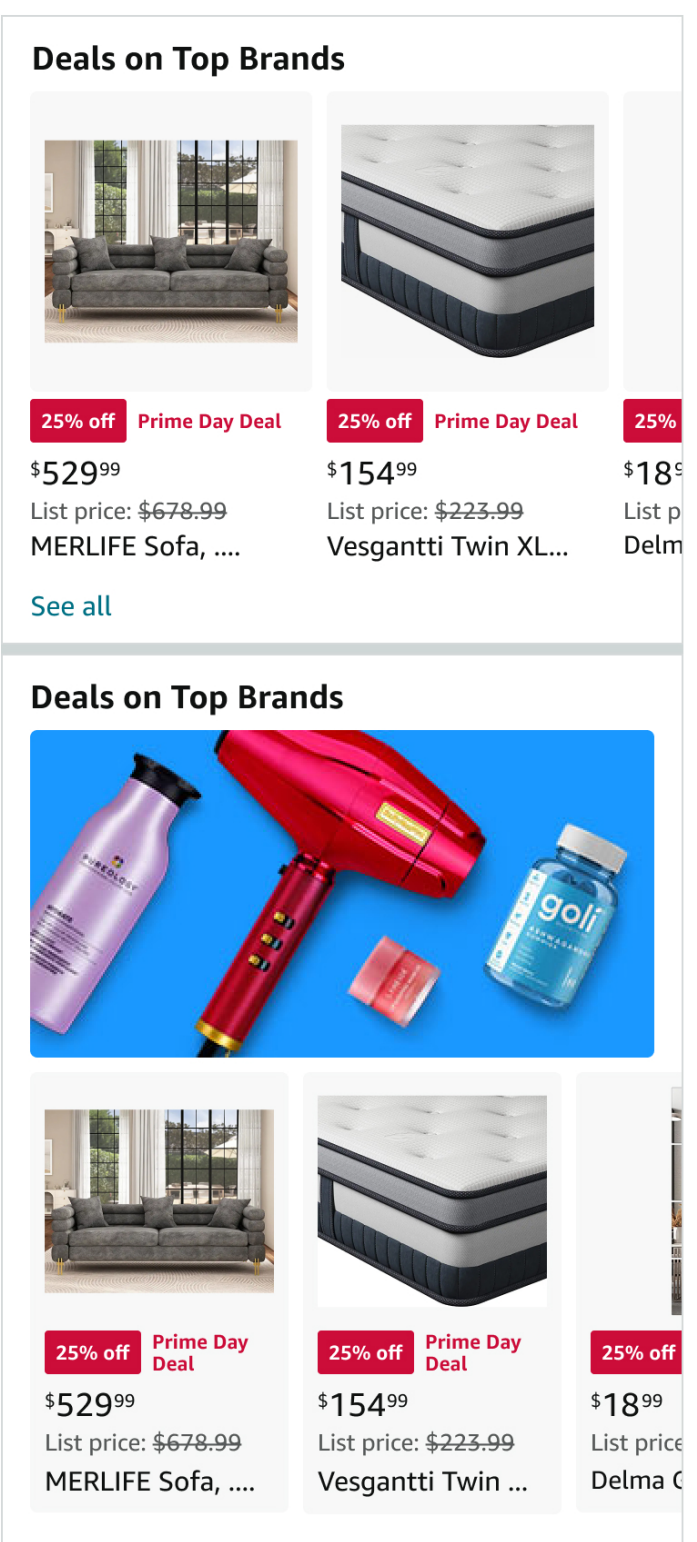
P13N Cards

- Deals for you in [category] (x3)
- Deals based on your views
- Deals inspired by your recent history
- 4+ star deals for you
- Deals recommended for you
- (US only) Deals under $25 for you
- (US only, targeted to BTS/OTC shopper) School supplies deals under $X/Dorm room essentials under $X (NAS strategic focus)

Other ranked Candidates

- Spotlight deals
- Top deal categories
- Deals on Top Brands
- Deals on Amazon Devices
- Deals on our brands
- Based on your Deal Alerts
- Buzzworthy deals (NAS strategic focus)

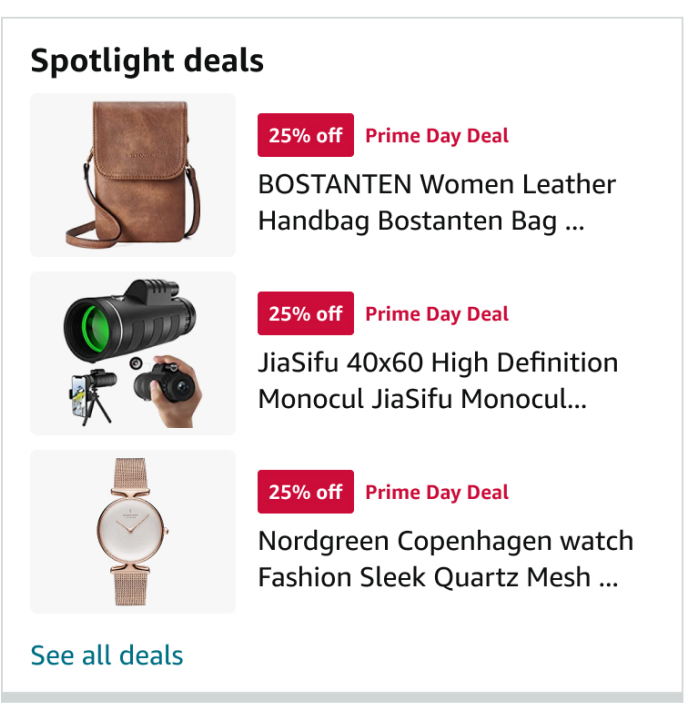
⑥ **Scrolling Deals vs. Showcase cards**
[US Only PD23 Test] We will test the Scrolling Deals widget against the Showcase with Deals card and Showcase with Hero card to identify the optimal Showcase card for deals content.



Deals on Top Brands
25% off Prime Day Deal $529.99 List price: $678.99 MERLIFE Sofa, ...
25% off Prime Day Deal $154.99 List price: $223.99 Vesgantti Twin XL...
See all

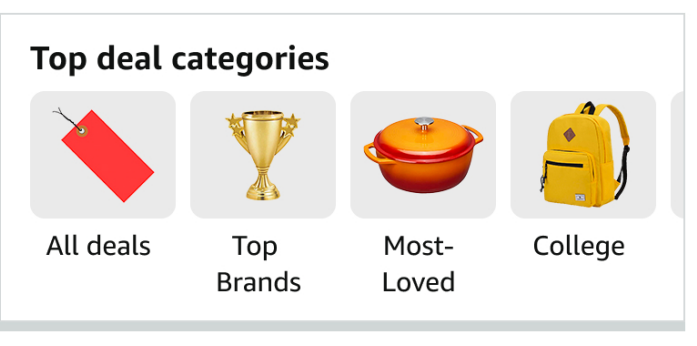
Deals on Top Brands
25% off Prime Day Deal $529.99 List price: $678.99 MERLIFE Sofa, ...
25% off Prime Day Deal $154.99 List price: $223.99 Vesgantti Twin ...
See all

⑦ **Scrolling Deals vs. Multi-ASIN Deals**
[PD23 Test] We will test the hypothesis that widgets with larger images will catch customer attention more and drive increased engagement and OPS.



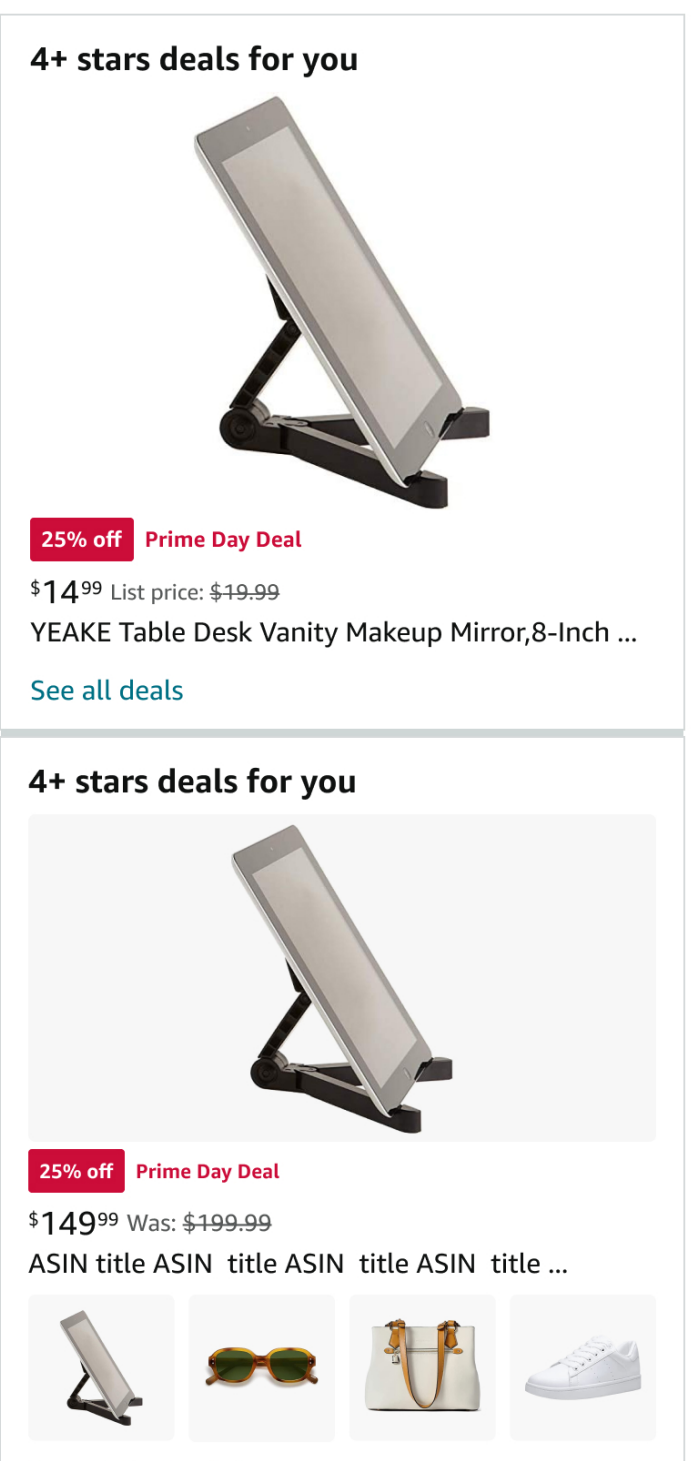
Spotlight deals
25% off Prime Day Deal BOSTANTEN Women Leather Handbag Bostanten Bag ...
25% off Prime Day Deal JiaSifu 40x60 High Definition Monocul JiaSifu Monocul...
25% off Prime Day Deal Nordgreen Copenhagen watch Fashion Sleek Quartz Mesh ...
See all deals

⑧ **Shortcut card background color (WIP)**
[New, US Only PD23 Test] We will test the shortcut card background color. (C: 50% grey color background, T1: 50% melon color background)



Top deal categories
All deals · Top Brands · Most-Loved · College

⑨ **New P13N templates**
[New, PD23 Test] For "Deals inspired by your recent history" and "4+ star deals for you", we'll test 2 new templates (single-ASIN card, multi-ASIN thumbnail card) against QMAC template hypothesizing that it will drive higher CTR and engagement leading to positive incremental GCCP and OPS.



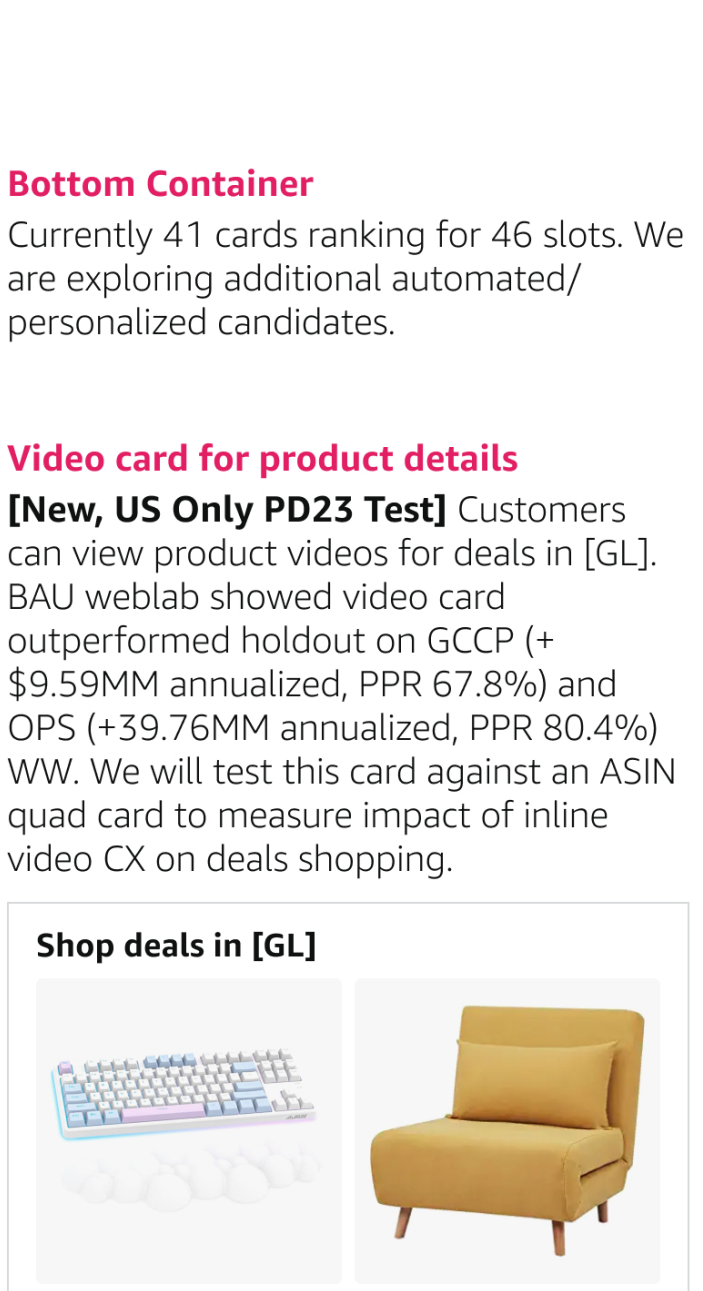
4+ stars deals for you
25% off Prime Day Deal $14.99 List price: $19.99 YEAKE Table Desk Vanity Makeup Mirror,8-Inch ...
See all deals

4+ stars deals for you
25% off Prime Day Deal $149.99 Was: $199.99 ASIN title ASIN title ASIN title ASIN title ...
See all dealsल देखें

⑩ **Fixed vs. ranked devices placement**
[New, PD23 Test] We will test to measure if ranked Devices content will be more relevant to Customers instead of fixing the content to a slot.

⑪ **Bottom Container**
Currently 41 cards ranking for 46 slots. We are exploring additional automated/personalized candidates.

⑫ **Video card for product details**
[New, US Only PD23 Test] Customers can view product videos for deals in [GL]. BAU weblab showed video card outperformed holdout on GCCP (+$9.59MM annualized, PPR 67.8%) and OPS (+$39.76MM annualized, PPR 80.4%) WW. We will test this card against an ASIN quad card to measure impact of inline video CX on deals shopping.



Shop deals in [GL]
25% off Prime Day Deal · 25% off Prime Day Deal
25% off Prime Day Deal · 25% off Prime Day Deal
See all deals

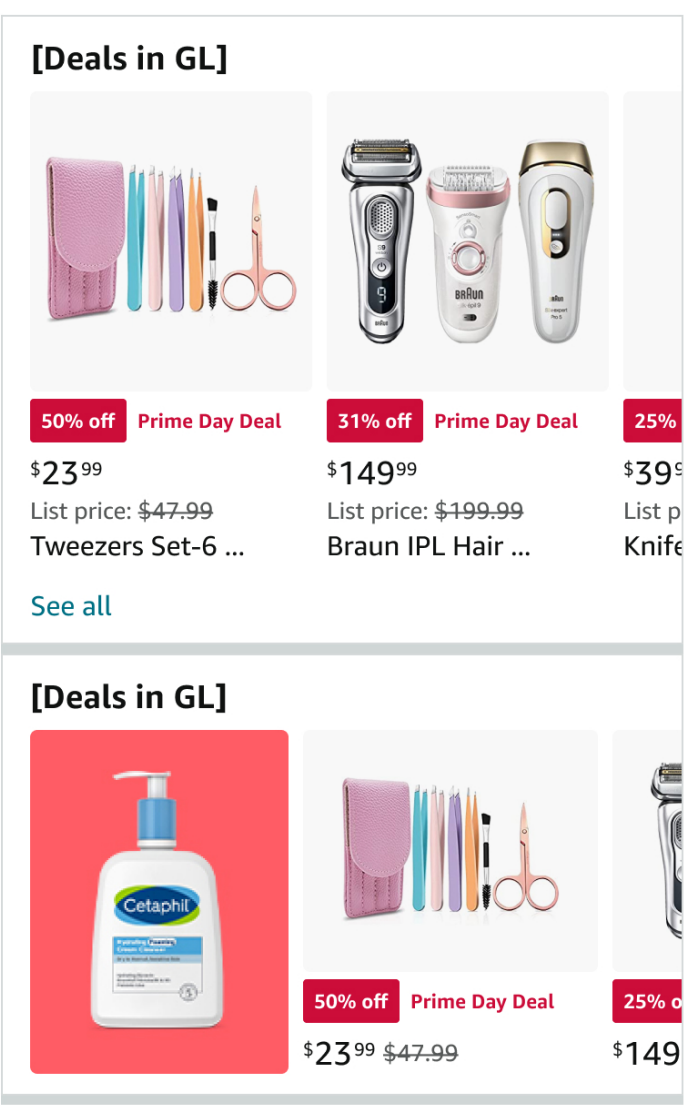
⑬ **Multi Stream widget (US only)**
[New, Targeted] Placement will be targeted to customers with propensity to shop video and ranked.

⑭ **P13N cards in Bottom Container**

- Deals on brands you may like
- Deals based on your purchases
- Customers' most-loved deals for you
- Deals based on your cart
- Top Brand Deals for you
- [New] Deals related to items you've saved
- [New] Deals in #[interest]
- [New] Big savings for you
- [New] Save big on deals in [GL]
- [New] Trending deals for you
- [New] Deals for you ending soon
- [New] Deals related to your cart

Shown in the last 12 hours. Otherwise hidden.

⑮ **Scrolling Deals vs. Showcase cards**
[US Only PD23 Test] We will test the Scrolling Deals widget against the Showcase with Deals card and Compact Showcase card (WIP) to identify the optimal Showcase card for deals content.

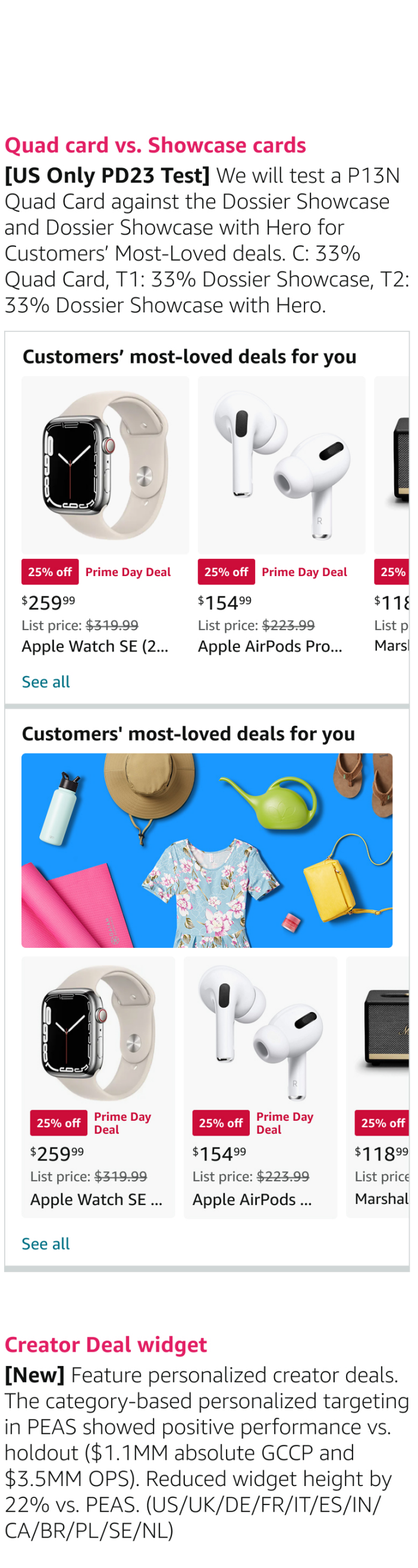


[Deals in GL]
50% off Prime Day Deal $23.99 List price: $47.99 Tweezers Set-6 ...
31% off Prime Day Deal $149.99 List price: $199.99 Braun IPL Hair ...
See all

[Deals in GL]
50% off Prime Day Deal $23.99 $47.99

10 Deals in [GL] cards in total

⑯ **Quad card vs. Showcase cards**
[US Only PD23 Test] We will test a P13N Quad Card against the Dossier Showcase and Dossier Showcase with Hero for Customers' Most-Loved deals. C: 33% Quad Card, T1: 33% Dossier Showcase, T2: 33% Dossier Showcase with Hero.



Customers' most-loved deals for you
25% off Prime Day Deal $259.99 List price: $319.99 Apple Watch SE (2...
25% off Prime Day Deal $154.99 List price: $223.99 Apple AirPods Pro...
See all

Customers' most-loved deals for you
25% off Prime Day Deal $259.99 List price: $319.99 Apple Watch SE ...
25% off Prime Day Deal $154.99 List price: $223.99 Apple AirPods ...
25% off $118.99 List price Marshal
See all

⑰ **Creator Deal widget**
[New] Feature personalized creator deals. The category-based personalized targeting in PEAS showed positive performance vs. holdout ($1.1MM absolute GCCP and $3.5MM OPS). Reduced widget height by 22% vs. PEAS. (US/UK/DE/FR/IT/ES/IN/CA/BR/PL/SE/NL)

⑱ **Ingress to all deals vs. scoped deals**
[PD23 Test] We will test the impact of linking to all deals vs. deals from a specific brand.

⑲ **GME Celebrity's/Influencer's list**
[New] Deals recommended by GME celebrities or macro influencers (with 4-5M followers), prioritizing based on top deals sourced and deal OPS potential.

⑳ **Lightning deals**
Stay in Bottom Container. Generated $23.2MM OPS DS-100MIN vs. avg $5.4MM mobile deal campaign.

"Lightning deals" shows from the start of the event until noon on Day 2.

"Deals ending soon" for last 12 hours of day 2.

㉑ **Creator Quad Card**
Curator widget showcases inspiring photos with associated PD deals to them. Tap on each of the photos will land on the single-post-view of the content in the PD feed. Tap on influencer name will land on the influencer's storefront. Tap on the 'see more' text will land on the Shop By Interest PD Feed.

DAY OF

Mobile Prime Day Page

Focus on deal exploration and discovery

Deals grid will be the center of the page based on T5 experiment results where holdout outperformed all ATF content on the event page. The ATF RDFY and Amazon Live combined treatment saw negative OPS (-$14.5MM, PPR 0%) and negative GCCP (-$224k, PPR 41%). The ATF Image Carousel saw negative OPS (-$4.6MM, PPR 0%) and GCCP (-$1.1MM, PPR 0.6%) impact.

Annotations

- 🔒 Fixed
- ⇅ Ranked
- 🟦 Personalization

2022

9:41
Search Amazon
Save up to 50% on Crest and Oral-B Shop now ›
Sponsored
prime day
Included with your Prime membership
Ends in 07 : 39 : 21
hours min sec
Previously Live
Watch now
Featured now
Shark HE601 Air Purifier 6 True HEPA Covers u...
$325.00
Recommended deals for you
Up to 42% off Prime Day Deal Save big on top shoe brands
Up to 29% off Prime Day Deal Batteries, Office Supplies and Electronics from Amazon Basics
Yes, Amazon has coupons
Save over $40 at checkout
Collect sta earn $10
Discover snacks, drinks & more Shop now ›
Shop by category
Departments
Availability
Ninja Ice Cream Makers, Blenders, an...
Samsung Soundbars
Hisense Fire TV
Prime Day Deal: Fire TV Stick 4K at $24.9...
Top deals on Amazon Live
Laura Lee's Favorites
xomerilee
See more livestreams
iRobot Roomba Robot Vacuums & Mops
Samsung Unlocked Cell Phones
Lulu Prime
Rachel Meaders
Charli D'A
Apple Watch Series 7
Ring Video Doorbells and Bundles
Samsung Monitors, Drives, Tablets,...
Handpicked Laptops, Monitors, and...
Premium Beauty deals from Laneige, NuFA...
Shark Robot and Cordless Vacuums a...

2023

9:41
Search Amazon
Save on Crest & Oral-B Shop now ›
Sponsored
Month XX-XX
Included with a Prime membership
prime day
Buzzworthy deals
25% off Prime Day Deal R10 On-Ear Headphones with Solo3 Wireless ...
25% off Prime Day Deal Beats Solo3 Wireless On-Ear Headphones...
Under $25
$25 to $50
$50 to
Filters (0)
GPEESTRAC True Wireless Earbuds...
WMW YMX Bluetooth Headset One Ear...
Portable Monitor, Arzopa 15.6" FHD...
for Airpods Case Cover Silicone, Fully water...
PERSONALIZATION
Fashion deals picked by influencers
VICKYLOGAN
Earns Commissions
Products in this post
MOLERANI Women's Casual Plain Simple T-Shirt Loose...
SOJOS Rectangle Sunglasses for Wom...
Vepose Women's Fashion Sneakers...
[Livestreams for you]
LIVE
1.5K
At Home Cooking with Skyler Oppenheim A
Featured now
Cutting board with Perimeter Trench Rever...
40% off Top deal
$10.99 $15.99
See shoppable videos from Amazon Live
BOSTANTEN Women Handbag Genuine...
Amazon Basics Adjustable Tablet...
Recommended deals for you
Indoor Garden Hydroponic Growing...
Apollo walker Picnic Backpack Bag for 2...
Amazon Basics Disinfecting Wipes...
Amazon Basics Dishwasher Detergent
Shop epic deals from Amazon brands
Pay over time on top deals with Affirm
Get a $XX Prime Day
Coloslim - Gentle Colon Cleanse For...
365 by Whole Foods Market, Coffee Insta...

🔒

First 36 hours: Hero Image
Last 12 hours: Hero Countdown Timer

① **Buzzworthy Deals**
[New, US Only PD23 Test] We will test displaying buzzworthy deals ATF on the event page which will help customers discover deals of interest (10% holdout).

Above the fold

② **Removing forced ranking of top deals**
[New, US Only PD23 Test] DealsX will test removing forced ranking of Top Deals so all deals (e.g., Best Deals) will compete in the treatment (10%). The control will still have top deals prioritized in ranking, same as PD22.

⇅

③ **Creator Deal Widget**
[New, PD23 Test] Performed positively vs. holdout during PEAS (+$3.2MM in absolute OPS). Customers will see personalized creator content and deals. We'll test the value of widget (C: 10% holdout, T1: 90% display widget). Reduced widget height by 22% vs. PEAS. (US/UK/DE/FR/IT/ES/IN/CA/BR/PL/SE/NL)

🔒

After another two rows of deals grid

⇅

④ **Multi Stream widget (US Only)**
[New] Adapting to the personalized event page, Live widget will be targeted to customers with propensity to shop video and ranked. This placement has shown positive impact when ad revenue is factored in (PD22: +15.4M GCCP including ad revenue; PEAS: +946K GCCP including ad revenue; T5: +3.8M GCCP including ad revenue).

🔒

After another two rows of deals grid

⇅

⑤ **Moved "Recommended deals for you" BTF**
[New, PD23 Test] Performed negatively vs holdout ATF (US results in absolute OPS -$26.9MM in PD22, -$15.2MM in T5'22).

⑥ **Removed Sponsored Products Widget**
Performed negatively vs. holdout (in absolute OPS: -$4.5MM in PD22 and -$2MM in PEAS).

🔒

After another 20 rows of deals grid

⑦ **Personalized Content Program Offers (PCPO)**
These deals and offers will be ranked. (US Only)