DAY OF

Homepage

Homepage follows best practices from previous HVEs

Homepage consists of three sections:

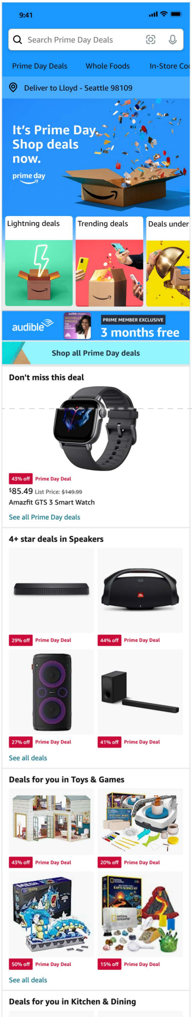
1. ATF: Fixed.
2. Top Container: Cards rank within 10 slots and least performant cards will drop to Bottom Container.
3. Bottom Container: Cards rank.

Country teams will adapt retail placements to their specific locale needs.

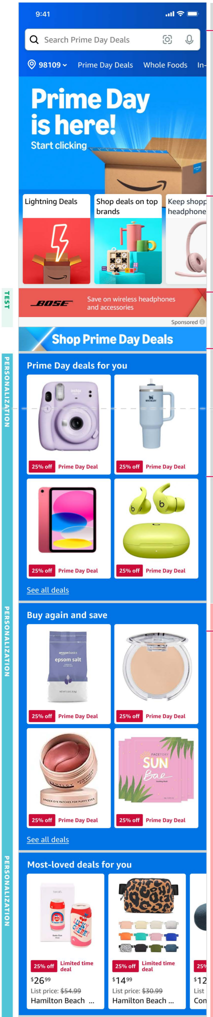
Annotations

- ⬜ 🔒 Fixed
- 🟥 ⇅ Top Container (Ranked)
- 🟨 ⇅ Ranked
- 🟦 Personalization
- 🟩 Test

2023


9:41
Search Prime Day Deals
Prime Day Deals
Whole Foods
In-Store Co
Deliver to Lloyd - Seattle 98109
It's Prime Day. Shop deals now.
prime day
Lightning deals
Trending deals
Deals under
audible
PRIME MEMBER EXCLUSIVE
3 months free
Shop all Prime Day deals
Don't miss this deal
43% off
Prime Day Deal
$85.49 List Price: $149.99
Amazfit GTS 3 Smart Watch
See all Prime Day deals
4+ star deals in Speakers
29% off
Prime Day Deal
44% off
Prime Day Deal
27% off
Prime Day Deal
41% off
Prime Day Deal
See all deals
Deals for you in Toys & Games
43% off
Prime Day Deal
20% off
Prime Day Deal
50% off
Prime Day Deal
15% off
Prime Day Deal
See all deals
Deals for you in Kitchen & Dining

2024


9:41
Search Prime Day Deals
98109
Prime Day Deals
Whole Foods
In-
Prime Day is here!
Start clicking
Lightning Deals
Shop deals on top brands
Keep shopp headphone
TEST
BOSE
Save on wireless headphones and accessories
Sponsored
Shop Prime Day Deals
PERSONALIZATION
Prime Day deals for you
25% off
Prime Day Deal
25% off
Prime Day Deal
25% off
Prime Day Deal
25% off
Prime Day Deal
See all deals
PERSONALIZATION
Buy again and save
25% off
Prime Day Deal
25% off
Prime Day Deal
25% off
Prime Day Deal
25% off
Prime Day Deal
See all deals
PERSONALIZATION
Most-loved deals for you
25% off
Limited time deal
$26.99
List price: $54.99
Hamilton Beach ...
25% off
Limited time deal
$14.99
List price: $30.99
Hamilton Beach ...
25%
$12
List
Con

① **Celebratory Nav**

[NEW] mShop nav will have Prime blue gradient (vs. flat Prime blue from PD23).

② **Ranked Dashboard Cards**

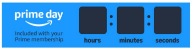
17 cards ranking for 15 slots.

③ **Ads experiment**

50/50 Weblab ATF.

④ **Mobile Stripe & Countdown Timer**

'Shop Prime Day Deals' mobile stripe shown first 36 hours.
'Countdown timer' in the last 12 hours.


prime day
Included with your Prime membership
hours
minutes
seconds

⑤ **Theming**

[New] We will anniversary our approach to background color from T11'23.

Color is applied to P13N Quad Cards, 5-ASIN Cards, Standard Showcase for BTS/OTC, CML, and Buzzworthy deals, to add visual freshness.

⑥ **Top Container**

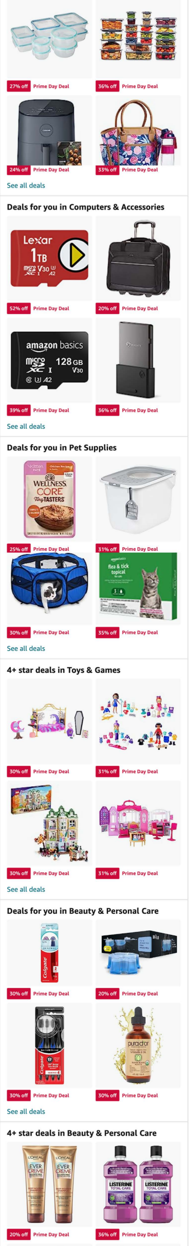
28 cards ranking across 10 slots.

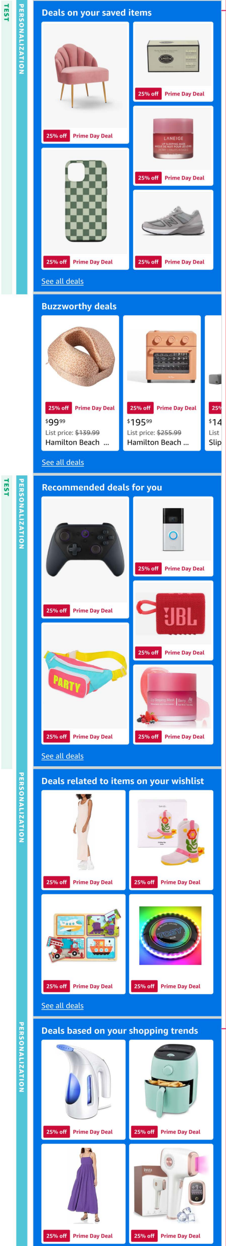
P13N Cards:

- Continue Shopping deals
- Deals inspired by your recent history
- Recommended deals for you
- 4+ star deals for you x 2
- Deals related to your views
- Top deals in [Concept node]
- Deals based on your shopping trends
- Deals on Amazon Devices
- Deals related to items you've saved
- Deals you might like in [Category] x 3
- Deals related to items on your wishlist
- Deals ideas for you in [Category] x 3
- Deals on your saved items
- Buy again and save

Other Deal Strategies:

- Buzzworthy deals
- SIC Match deals
- Deals on top brands
- BTS/OTC deals
- WOW deals/Spotlight deals
- Top deal categories
- Customers' Most-Loved

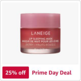

27% off Prime Day Deal
36% off Prime Day Deal
24% off Prime Day Deal
33% off Prime Day Deal
See all deals
Deals for you in Computers & Accessories
52% off Prime Day Deal
20% off Prime Day Deal
39% off Prime Day Deal
36% off Prime Day Deal
See all deals
Deals for you in Pet Supplies
25% off Prime Day Deal
31% off Prime Day Deal
30% off Prime Day Deal
35% off Prime Day Deal
See all deals
4+ star deals in Toys & Games
30% off Prime Day Deal
31% off Prime Day Deal
30% off Prime Day Deal
31% off Prime Day Deal
See all deals
Deals for you in Beauty & Personal Care
30% off Prime Day Deal
20% off Prime Day Deal
30% off Prime Day Deal
30% off Prime Day Deal
See all deals
4+ star deals in Beauty & Personal Care
20% off Prime Day Deal
36% off Prime Day Deal


TEST
PERSONALIZATION
Deals on your saved items
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
See all deals
Buzzworthy deals
25% off Prime Day Deal
$99 99
List price: $139.99
Hamilton Beach ...
25% off Prime Day Deal
$195 99
List price: $255.99
Hamilton Beach ...
25%
$14
List
Slip
See all deals
TEST
PERSONALIZATION
Recommended deals for you
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
See all deals
PERSONALIZATION
Deals related to items on your wishlist
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
See all deals
PERSONALIZATION
Deals based on your shopping trends
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal

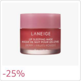
⑦ **5-ASIN Card test**

[New] We will test a 5-ASIN card versus Quad card.

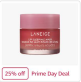
[New] We will test alternate PD badge treatments vs APEX within the 5-ASIN card widget. See badge treatments below.


25% off Prime Day Deal

T2: 5-ASIN Card with APEX style % off.

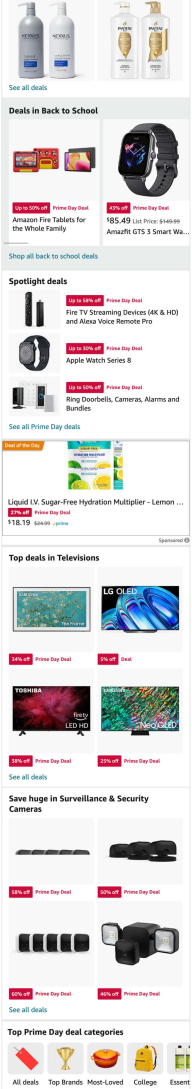


T3: 5-ASIN Card with new badging style.


25% off Prime Day Deal

⑧ **Expanding P13N**

We are expanding P13N recommendation methods to balance suggestions based on recent behavior (e.g. Items you've saved), and new deal discovery with prediction-based widgets.


NEXXUS
NEXXUS
PANTENE
PANTENE

See all deals

Deals in Back to School

Up to 50% off Prime Day Deal
Amazon Fire Tablets for the Whole Family

43% off Prime Day Deal
$85.49 List Price: ~~$149.99~~
Amazfit GTS 3 Smart Wa…

Shop all back to school deals

Spotlight deals

Up to 58% off Prime Day Deal
Fire TV Streaming Devices (4K & HD) and Alexa Voice Remote Pro

Up to 30% off Prime Day Deal
Apple Watch Series 8

Up to 50% off Prime Day Deal
Ring Doorbells, Cameras, Alarms and Bundles

See all Prime Day deals

Deal of the Day
Liquid I.V. Sugar-Free Hydration Multiplier - Lemon …
27% off Prime Day Deal
$18.19 ~~$24.99~~ ✓prime

Sponsored

Top deals in Televisions

SAMSUNG
The Frame
LG OLED

34% off Prime Day Deal
5% off Deal

TOSHIBA
fire tv
LED HD
SAMSUNG
Neo QLED

38% off Prime Day Deal
25% off Prime Day Deal

See all deals

Save huge in Surveillance & Security Cameras

58% off Prime Day Deal
50% off Prime Day Deal
60% off Prime Day Deal
46% off Prime Day Deal

See all deals

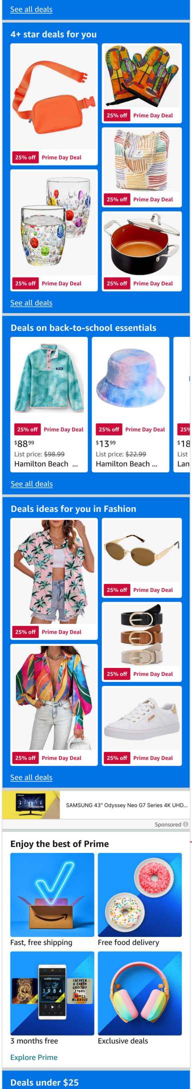
Top Prime Day deal categories

All deals
Top Brands
Most-Loved
College
Essent

TEST
PERSONALIZATION

TEST
PERSONALIZATION

TEST
PERSONALIZATION


See all deals

4+ star deals for you

25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal

See all deals

Deals on back-to-school essentials

25% off Prime Day Deal
$88.99
List price: ~~$98.99~~
Hamilton Beach …

25% off Prime Day Deal
$13.99
List price: ~~$22.99~~
Hamilton Beach …

25%
$18
List
Lan

See all deals

Deals ideas for you in Fashion

25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal

See all deals

SAMSUNG 43" Odyssey Neo G7 Series 4K UHD…

Sponsored

Enjoy the best of Prime

Fast, free shipping
Free food delivery
3 months free
Exclusive deals

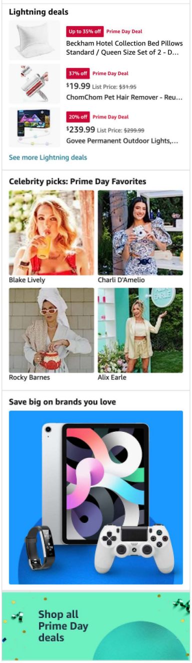
Explore Prime

Deals under $25

⑨ **Prime Benefit Ranker experiment**

[New, Mobile Only] Customers (New to Prime, Prime Retention, Prime Access, Prime Student/YA, NPA) will see personalized benefits they are most likely to engage with based on ML model.

For NPA, the hyperlink will read “Try Prime for free.”



Lightning deals

Up to 35% off Prime Day Deal
Beckham Hotel Collection Bed Pillows Standard / Queen Size Set of 2 - D...

37% off Prime Day Deal
$19.99 List Price: ~~$31.95~~
ChomChom Pet Hair Remover - Reu...

20% off Prime Day Deal
$239.99 List Price: ~~$299.99~~
Govee Permanent Outdoor Lights,...

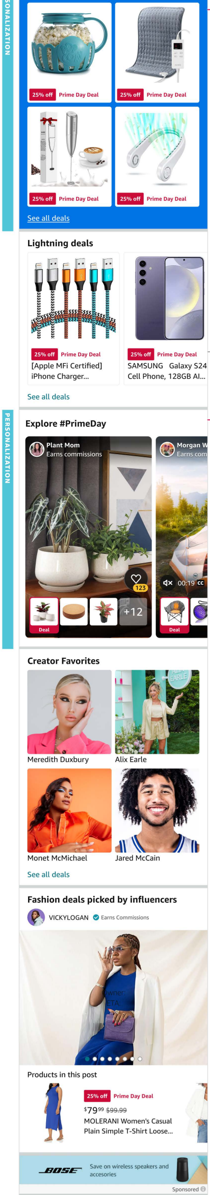
See more Lightning deals

Celebrity picks: Prime Day Favorites

Blake Lively
Charli D'Amelio
Rocky Barnes
Alix Earle

Save big on brands you love

Shop all Prime Day deals



SONALIZATION
PERSONALIZATION

25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal

See all deals

Lightning deals

25% off Prime Day Deal
[Apple MFi Certified] iPhone Charger...

25% off Prime Day Deal
SAMSUNG Galaxy S24 Cell Phone, 128GB AI...

See all deals

Explore #PrimeDay

Plant Mom
Earns commissions

Morgan W
Earns com

123
+12
Deal
00:19 CC
Deal

Creator Favorites

Meredith Duxbury
Alix Earle
Monet McMichael
Jared McCain

See all deals

Fashion deals picked by influencers

VICKYLOGAN Earns Commissions

Products in this post

25% off Prime Day Deal
$79.99 ~~$99.99~~
MOLERANI Women's Casual Plain Simple T-Shirt Loose...

BOSE Save on wireless speakers and accessories
Sponsored

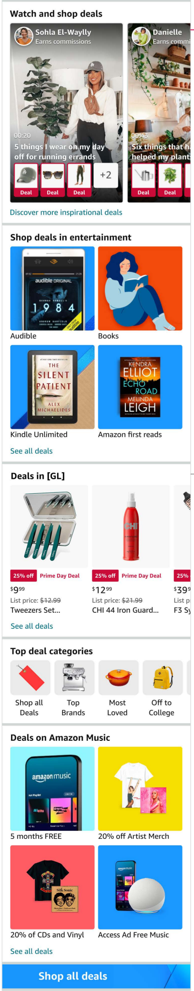
⑩ **P13N cards in bottom container**

- Deals for you in [category] x 3
- Just dropped deals
- Popular deals in last hour
- Deals under $25
- Top deals to discover in [Concept Node] x 3
- Big savings for you
- Deals bought with your past purchases
- Most-loved deals for you x 2
- Deals for you ending soon
- Deals related to items in cart
- Popular deals for you
- Save on Amazon Devices
- Deals for you in top brands
- New deals for you
- Deals picked by influencers (SBI)
- Shop deals from [brand]
- Deals from brands you follow
- Top deals to discover in [Concept Node]
- More deals to consider
- Deals related to your past purchases
- Deals for you on top brands
- Deals on highly rated items
- Deals in Interest (SBI)

Title updated to “Deals ending soon” for final 12 hours.

⑪ **Shop by interest**

[New] An inline, interest-focused browse experience. These placements will utilize horizontal scrolling to unveil new content, enabling customers to actively browse and shop according to their interests.


Watch and shop deals
Sohla El-Waylly
Earns commissions
00:20
5 things I wear on my day off for running errands
Deal
Deal
Deal
+2
Danielle
Earns commi
00:43
Six things that h
helped my plant
Deal
Deal
Discover more inspirational deals
Shop deals in entertainment
Audible
Books
Kindle Unlimited
Amazon first reads
See all deals
Deals in [GL]
25% off
Prime Day Deal
$9.99
List price: $12.99
Tweezers Set...
25% off
Prime Day Deal
$12.99
List price: $21.99
CHI 44 Iron Guard...
25%
$39
List p
F3 Sy
See all deals
Top deal categories
Shop all Deals
Top Brands
Most Loved
Off to College
Deals on Amazon Music
5 months FREE
20% off Artist Merch
20% of CDs and Vinyl
Access Ad Free Music
See all deals
Shop all deals

⑫ Inspire

Inspirational video content from influencers featuring ASINs on deal, personalized to each customer. Customers can shop the card directly, or tap on the content to open the Inspire feed for continued deal discovery.

7 ‘Deals in [GL]’ cards in total in bottom container.

1. Home
2. Computer & video games
3. Beauty & luxury beauty
4. Kitchen
5. Fashion
6. Private Brands
7. Toys

DAY OF

Event Page

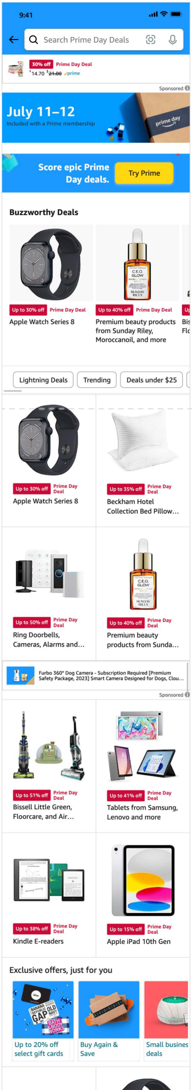
Event page follows best practices from previous HVEs

Event page will show Featured Deals shoveler (ATF) and ASIN-Based Deals grid.

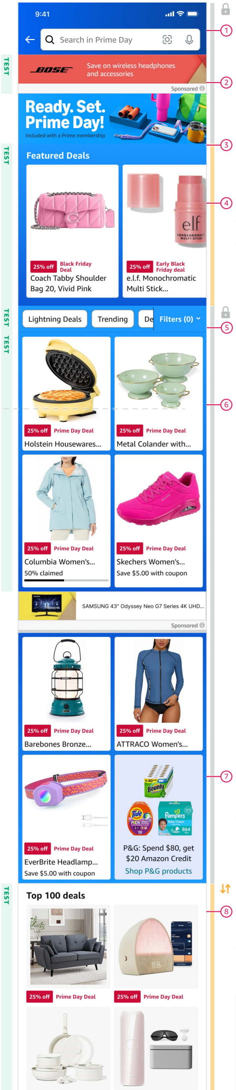
Annotations

- 🔒 Fixed
- ⇅ Ranked
- 🟦 Personalization
- 🟩 Test

2023


9:41
Search Prime Day Deals
30% off Prime Day Deal
$14.70 $21.00 prime
Sponsored
July 11–12
Included with a Prime membership
prime day
Score epic Prime Day deals.
Try Prime
Buzzworthy Deals
Up to 30% off Prime Day Deal
Apple Watch Series 8
Up to 40% off Prime Day Deal
Premium beauty products from Sunday Riley, Moroccanoil, and more
Lightning Deals
Trending
Deals under $25
Up to 30% off Prime Day Deal
Apple Watch Series 8
Up to 35% off Prime Day Deal
Beckham Hotel Collection Bed Pillow…
Up to 50% off Prime Day Deal
Ring Doorbells, Cameras, Alarms and…
Up to 40% off Prime Day Deal
Premium beauty products from Sunda…
Furbo 360° Dog Camera - Subscription Required [Premium Safety Package, 2023] Smart Camera Designed for Dogs, Clou…
Sponsored
Up to 51% off Prime Day Deal
Bissell Little Green, Floorcare, and Air…
Up to 41% off Prime Day Deal
Tablets from Samsung, Lenovo and more
Up to 38% off Prime Day Deal
Kindle E-readers
Up to 15% off Prime Day Deal
Apple iPad 10th Gen
Exclusive offers, just for you
Up to 20% off select gift cards
Buy Again & Save
Small business deals

2024


9:41
Search in Prime Day
BOSE
Save on wireless headphones and accessories
Sponsored
Ready. Set. Prime Day!
Included with a Prime membership
Featured Deals
25% off Black Friday Deal
Coach Tabby Shoulder Bag 20, Vivid Pink
25% off Early Black Friday deal
e.l.f. Monochromatic Multi Stick...
Lightning Deals
Trending
De
Filters (0)
25% off Prime Day Deal
Holstein Housewares...
25% off Prime Day Deal
Metal Colander with...
25% off Prime Day Deal
Columbia Women's...
50% claimed
25% off Prime Day Deal
Skechers Women's...
Save $5.00 with coupon
SAMSUNG 43" Odyssey Neo G7 Series 4K UHD...
Sponsored
25% off Prime Day Deal
Barebones Bronze...
25% off Prime Day Deal
ATTRACO Women's...
25% off Prime Day Deal
EverBrite Headlamp...
Save $5.00 with coupon
P&G: Spend $80, get $20 Amazon Credit
Shop P&G products
Top 100 deals
25% off Prime Day Deal
25% off Prime Day Deal
TEST
TEST
TEST
TEST
TEST

① **Celebratory Nav**

② **Ads experiment**
50/50 Weblab split ATF.

③ **Theming**
[New] We will test color backgrounds in Discount Shovelers above Deals Grid, Filter Bar, and Deals Grid.

④ **WOW deal drops every 12 hours**
A discount shoveler featured new deals drops will replace the Featured deals shoveler following below schedule:

1. Day 1 12-3pm PT
2. Day 2 12-2pm PT

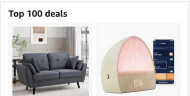
Featured deals shoveler will be moved to rank in the hidden slots within Deals Grid.

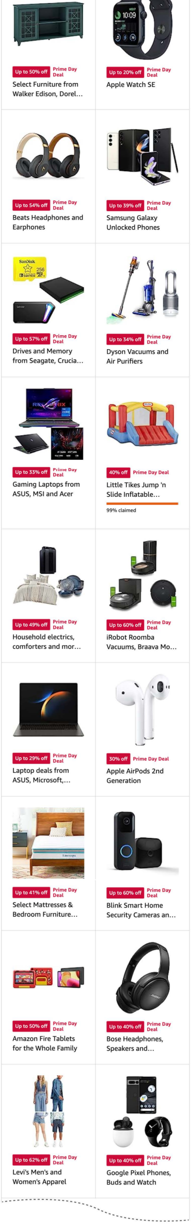
⑤ **Deals Filter**
We added new refinements, such as Trending Deals, Lightning deals, sub-department and brand.

⑥ **ASIN-based Deals Grid**
[New] ASIN-based CX across Mobile and Desktop.

⑦ **Single Cell Takeover**
Single cell takeover will replace Content Only Best Deals to surface deals not supported by the new ASIN-based CX.

⑧ **Top 100 deals experiment**
[New, EU Only] We will experiment with new functionality to get explicit signals from customers that test the propensity to drive their own freshness within a recommendation strategy (Top 100 Prime Day Deals) by tapping "refresh deals."


Top 100 deals



Up to 50% off Prime Day Deal
Select Furniture from Walker Edison, Dorel…

Up to 20% off Prime Day Deal
Apple Watch SE

Up to 54% off Prime Day Deal
Beats Headphones and Earphones

Up to 39% off Prime Day Deal
Samsung Galaxy Unlocked Phones

Up to 57% off Prime Day Deal
Drives and Memory from Seagate, Crucia…

Up to 34% off Prime Day Deal
Dyson Vacuums and Air Purifiers

Up to 33% off Prime Day Deal
Gaming Laptops from ASUS, MSI and Acer

40% off Prime Day Deal
Little Tikes Jump 'n Slide Inflatable…
99% claimed

Up to 49% off Prime Day Deal
Household electrics, comforters and mor…

Up to 60% off Prime Day Deal
iRobot Roomba Vacuums, Braava Mo…

Up to 29% off Prime Day Deal
Laptop deals from ASUS, Microsoft,…

30% off Prime Day Deal
Apple AirPods 2nd Generation

Up to 41% off Prime Day Deal
Select Mattresses & Bedroom Furniture…

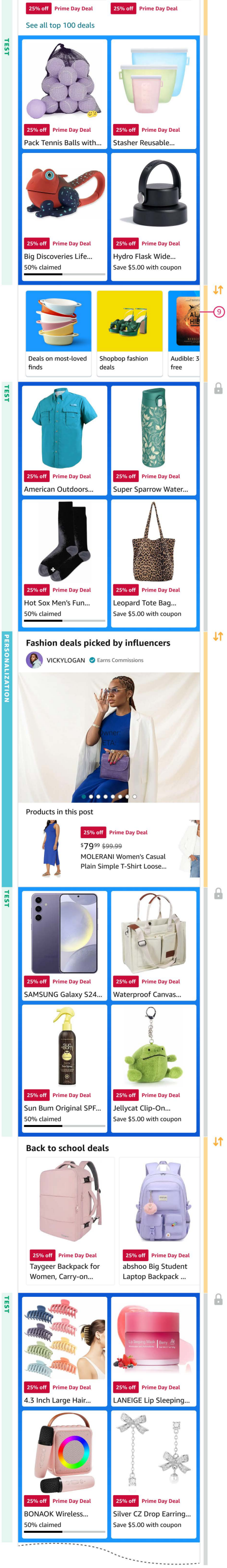
Up to 60% off Prime Day Deal
Blink Smart Home Security Cameras an…

Up to 50% off Prime Day Deal
Amazon Fire Tablets for the Whole Family

Up to 40% off Prime Day Deal
Bose Headphones, Speakers and…

Up to 62% off Prime Day Deal
Levi's Men's and Women's Apparel

Up to 40% off Prime Day Deal
Google Pixel Phones, Buds and Watch



25% off Prime Day Deal
25% off Prime Day Deal
See all top 100 deals

TEST

25% off Prime Day Deal
Pack Tennis Balls with…

25% off Prime Day Deal
Stasher Reusable…

25% off Prime Day Deal
Big Discoveries Life…
50% claimed

25% off Prime Day Deal
Hydro Flask Wide…
Save $5.00 with coupon

Deals on most-loved finds
Shopbop fashion deals
Audible: 3 free

⑨ **Personalized Content Program Offers (PCPO)**

TEST

25% off Prime Day Deal
American Outdoors…

25% off Prime Day Deal
Super Sparrow Water…

25% off Prime Day Deal
Hot Sox Men's Fun…
50% claimed

25% off Prime Day Deal
Leopard Tote Bag…
Save $5.00 with coupon

PERSONALIZATION

Fashion deals picked by influencers
VICKYLOGAN Earns Commissions

Products in this post
25% off Prime Day Deal
$79.99 ~~$99.99~~
MOLERANI Women's Casual Plain Simple T-Shirt Loose…

TEST

25% off Prime Day Deal
SAMSUNG Galaxy S24…

25% off Prime Day Deal
Waterproof Canvas…

25% off Prime Day Deal
Sun Bum Original SPF…
50% claimed

25% off Prime Day Deal
Jellycat Clip-On…
Save $5.00 with coupon

Back to school deals

25% off Prime Day Deal
Taygeer Backpack for Women, Carry-on…

25% off Prime Day Deal
abshoo Big Student Laptop Backpack …

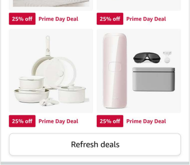
TEST

25% off Prime Day Deal
4.3 Inch Large Hair…

25% off Prime Day Deal
LANEIGE Lip Sleeping…

25% off Prime Day Deal
BONAOK Wireless…
50% claimed

25% off Prime Day Deal
Silver CZ Drop Earring…
Save $5.00 with coupon



25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal
25% off Prime Day Deal

Refresh deals