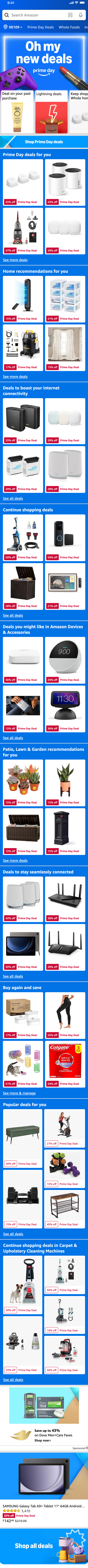


Day-of Homepage

Homepage will prioritize discount claims messaging, brand-burnishing deals, personalized recommendations and discovery. We will tailor the experience across LEO segments.

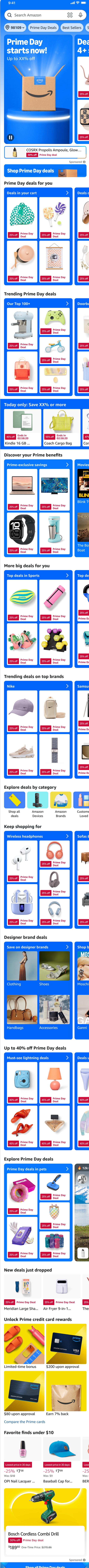
2024

1.1 PD24 Screenshot



2025

1.2 PD25



A Transparent nav

B Window Display

All Prime Day messaging in WD1 will be animated. Messaging will be tailored across segments: Prime, NPA, NPA Cider, Prime Young Adult, and Prime Access.

- Fixed:
- Up to 40% off Prime Day (WD1)
 - Today's Big Deals (WD1)
 - Final day urgency (WD1)
 - Devices (WD4)

- Ranked:
- P13N deals
 - Cross-Category Selection (e.g., Top 100)
 - Category-specific, discount led offers (e.g., Up to 50% off Summer Fashion)
 - Strategic Programs (Haul, Luxury, Premium)
 - Prime Benefits

C Ads strategy

Ads will use the automated style guide and will expand Premium guaranteed ads.

D Animated mobile stripe

Mobile stripe will refresh daily. It will show either overall Prime Day messaging (e.g. Shop Prime Day deals, Last chance for 40% off) or Today's Big Deals.

E Expanding mosaics

Mosaics will group personalization strategies, cross-category collections and seasonally-relevant deals.

F Homepage BTF ranked cards

- 10 mosaics and 40 standalone widgets including:
- Mosaic - Prime day deals for you
 - Mosaic - Deal discovery strategies
 - Mosaic - Collections
 - Shoveler - Today's Big Deals
 - Shoveler - Deals in [Category] x5
 - Shoveler - New Deals just dropped
 - Shoveler - New to Amazon/New Arrivals
 - Category Card - Grocery
 - Multi-ASIN Thumbnail - Everyday Essentials

G Highlighting 3P selection

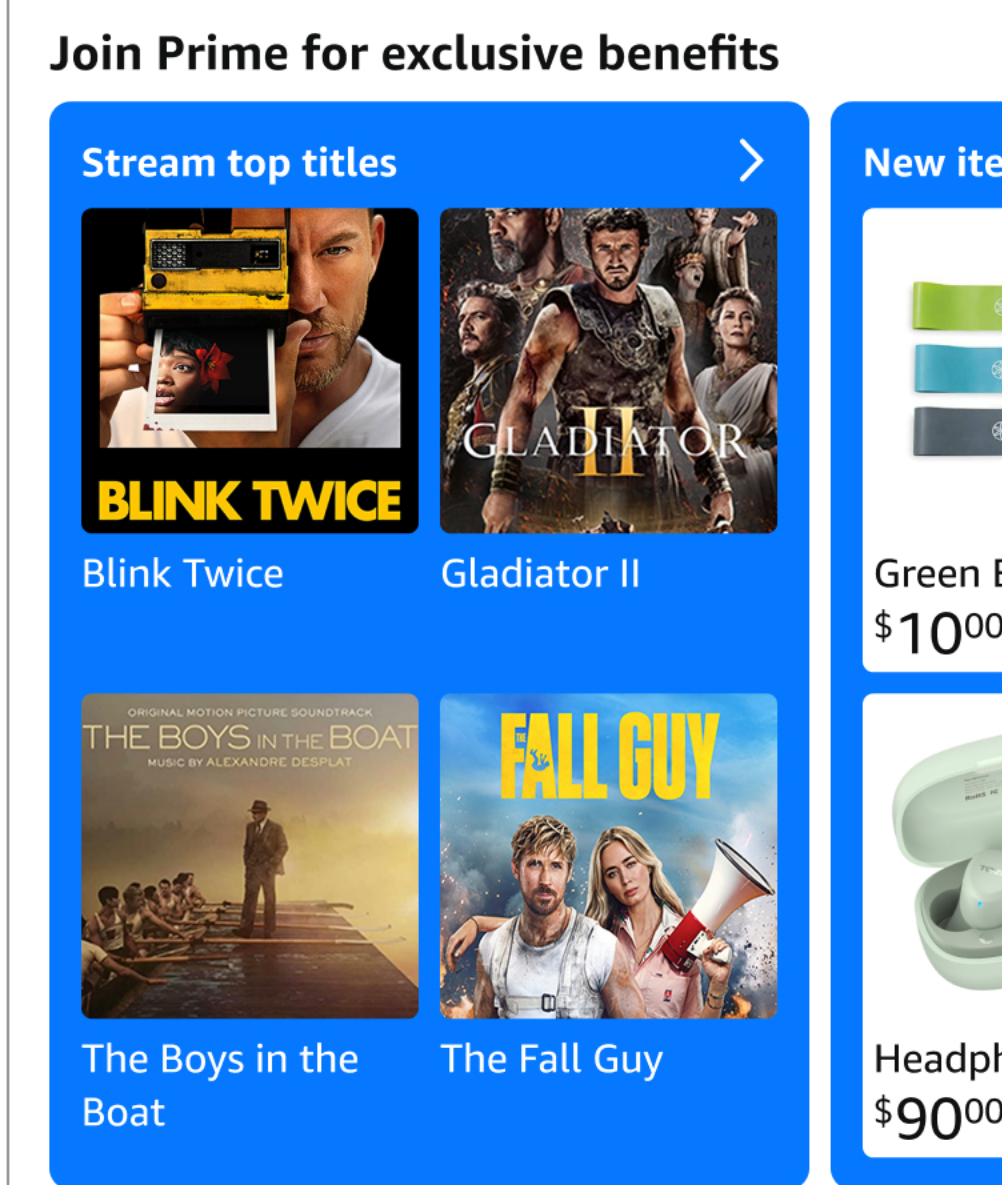
We will highlight 3P selection in Top 100, Buzzworthy, and Featured Deals placements.

H Today's Big Deals

I [Test] Prime benefits

We will test Prime Mosaic Cards showcasing automated Prime benefits and exclusive deals to drive acquisition. Cards will rank.

NPA CX:



J Deal discovery Mosaic

The Deals Discovery Mosaic will group inspirational deal recommenders. This will give customers a zone to discover category-adjacent deals (based on their current shopping objectives) and predict deals a customer is likely to buy next.

K Trending brands Mosaic

L Luxury Mosaic Card

Mosaic with collections widget that will surface luxury categories and brands driving to Luxury Stores.

M SBI Mosaic

N New deals just dropped

We will leverage the deals filtering feature to automatically surface fresh deals (launched >24 hours ago) throughout the event.

O Delight pricing

We will highlight non-deal ASINs with low price points. Badging will be non-Prime exclusive, and will say "Lowest price in 30 days".

P Ads Template Update

Template updated with new face-outs featuring curved edges and a meta-data section that aligns with homepage CX updates.

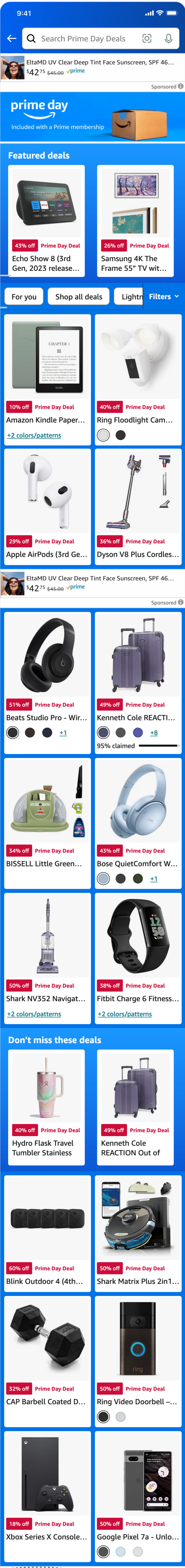
Q Shop all deals end card

Day-of Event Page

The Event Page is a hub for deal exploration and discovery during HVEs.

2024

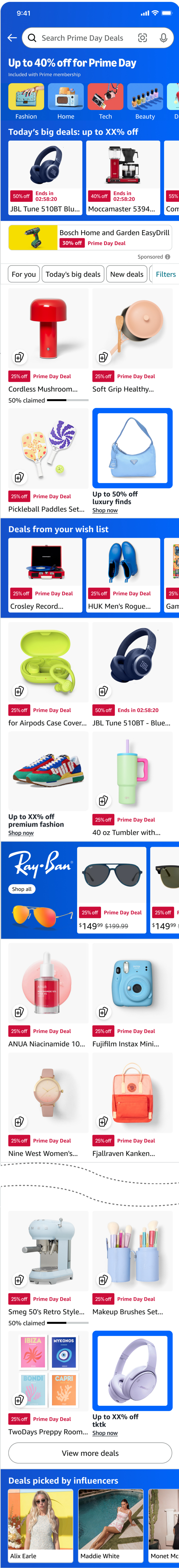
2.1 PD24 Screenshot



ATF
BTF

2025

2.2 PD25



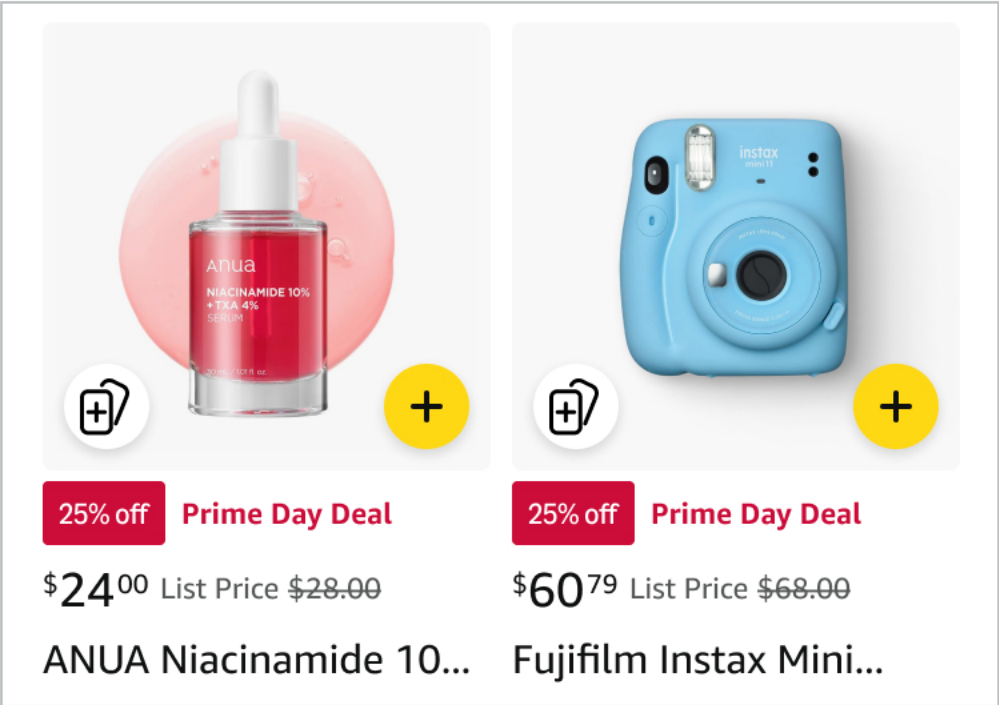
- A Event Page Hero**
NPA Version:
Up to 40% off for Prime Day
Join Prime
Included with a Prime membership
- B [Test] PCPO Navigation** Asset FPO
Links to Category Sub-Pages, top COOP offers, and strategic priorities (Luxury, BTS/OTC). Tiles rank.
- C Today's Big Deals: Up to XX% off**
We will feature time-bound daily deals with deep discounts (>40% off) on buzzworthy brands.
- D [Test] Ad experiment**
90/10 Weblab split ATF, testing ads in slot-5 vs slot-1 for LU and DO.
- E Compact Results Info Bar (RIB) - Ranking**
Category bubbleurs in the RIB will now rank.

- F Density optimized faceouts**
Density optimized faceouts, with 8px rounded corners. Inclusion of MLT icon. See appendix.
- G [Test] Motion SCT**
We will test motion graphics vs. static images in Single Cell Takeovers.

- H Ranked Single-Cell Takeover slots**
Single Cell Takeover slots within deals grid will rank among 20 allocated slots.

- I Brand-centric Dossier Showcase (COOP)** Asset FPO
A brand-specific Dossier Showcase creates an opportunity for ad monetization and a compelling visual display for brand deals.

- J [TEST] Pricing within deals grid**
We will test showing prices to 10% of customers across deal face-outs.



- K [Test] Creator widget experiment**
50/50 weblab testing Creator image carousel versus ASIN dossier widget.

