

The 48-hour sales event kicked off Tuesday and ran through Wednesday. Amazon, which didn't disclose total sales from the event, said the first 24 hours of Prime Day marked the "single largest sales day in company history."

Home goods, fashion and beauty were among the top categories during the discount bonanza, while shoppers scooped up Fire TV sticks, Apple AirPods, and Laneige lip balm, the company said. Adobe also highlighted appliances, housekeeping products and office supplies as popular categories, while some of the deepest discounts were on electronics, apparel and toys.

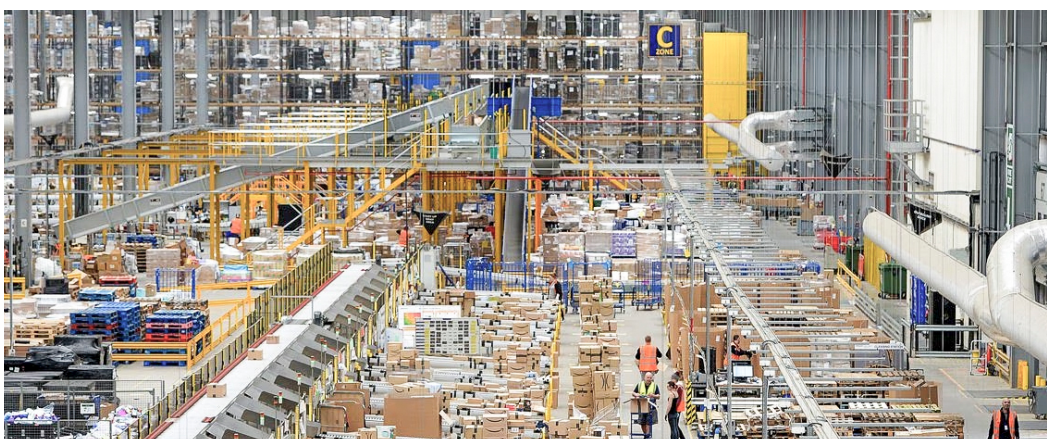


Photo: Amazon Warehouse

AMAZON TOUTS 'BIGGEST EVER' PRIME DAY AS U.S. ONLINE SALES SURGE TO \$12.7 BILLION

Online spending in the U.S. climbed 6.1% to \$12.7 billion during Amazon's Prime Day promotion, according to Adobe Analytics, as deal-hungry consumers snapped up home goods and household essentials. Amazon called the event its "biggest ever" Prime Day, with shoppers buying more than 375 million items worldwide over two days, up from 300 million items sold last year, the company said Thursday.



Photo: Amazon Warehouse Worker



Photo: Amazon Fulfillment Center

Roughly 52% of the more than one million households surveyed by Numerator (a data company) said they purchased items during Prime Day they'd been holding off on buying until they were on sale.

Credit: CNBC and Digital Commerce 360

74% of online shoppers surveyed had interest in 2023 Prime Days before they began.

27% of survey respondents bought at least one thing for themselves on Prime Days.

72% of survey participants expect to purchase the same over the holidays as 2022.

Despite the strong showing, which Adobe said set "a new record for Prime Day," the results still fell short of expectations.

Rival retailers including Walmart, Target, Best Buy and Kohl's hosted competing discount events alongside Prime Day.

AS AN AMAZON PARTNER, BEST INC. HAD A STRONG PERFORMANCE IN THE 3PL INDUSTRY DURING THE 1ST HALF OF 2023

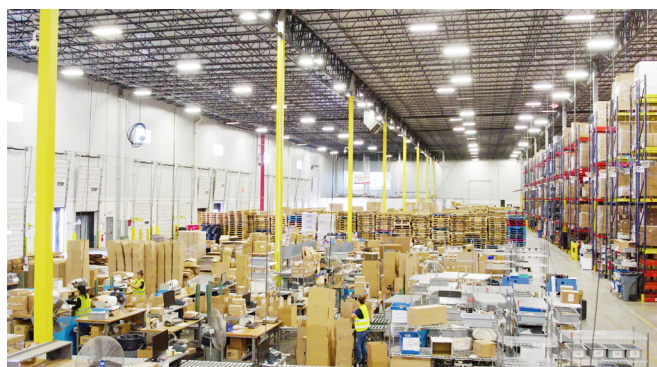


Photo: Best Inc. East Coast Warehouse

In the first half of the year, many new clients came to Best Inc., attracted by our reputation. They were quite satisfied with the high-quality services we provided. Best Inc. has over 16 years of experience in the 3PL, WMS, OMS and ERP industries. The self-developed industry-leading SaaS offers dedicated and responsive support for our users as well as detailed insight on system features and their function for the business. As a NYSE listed company, we provide top quality services in the U.S., Canada, Europe, Australia, and South Asia. We fulfill over 320 million orders through our warehouses and deliver over 7 billion parcels through our network each year. Our American warehouses cover over 500,000 sq. ft. giving our partners access to nationwide fulfillment while being able to utilize the same sophisticated and high quality operations we provide internationally. Best Inc. has 99.96% guarantee on the accuracy of clients' orders and inventories. These are far ahead in performance. You business matters, and we take it seriously.

Do you know?



UPS recently cracked down on 3PL using illegal accounts, and many warehouses had their accounts permanently suspended by UPS, significantly impacting their operations. At Best Inc., we have been using the official and legitimate accounts with UPS, FedEx, and USPS since day one to ensure that our clients are placed at the forefront. Safety and reliability are our commitment to all our clients.

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