



Discount Analysis: Cyber Week 2023

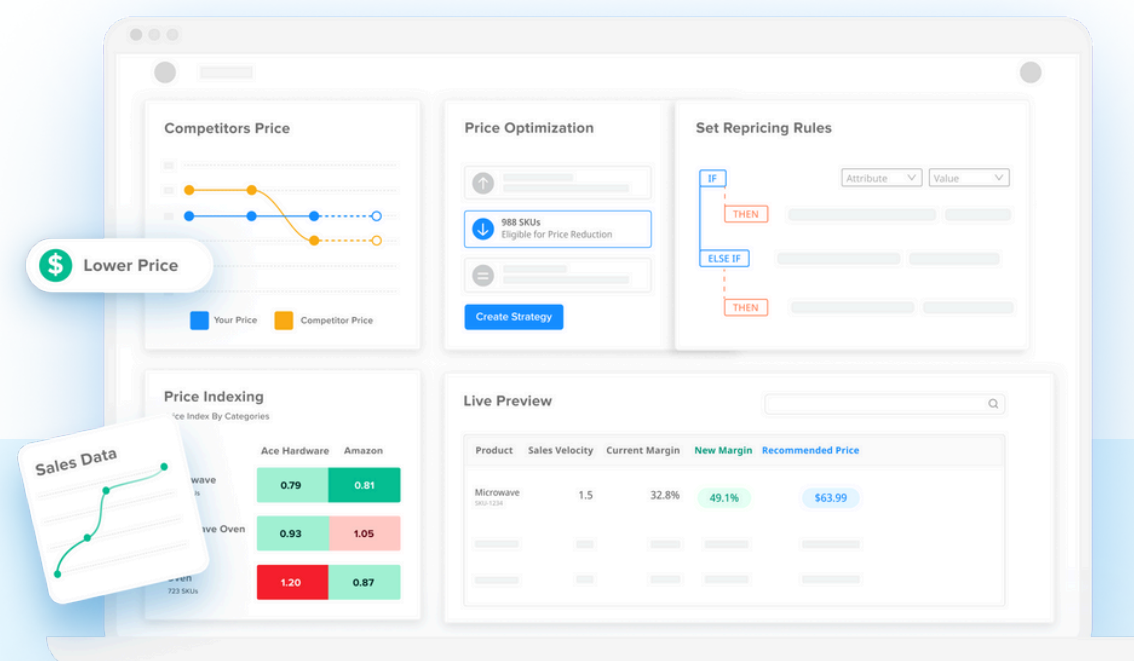
Electronics, Appliances, & Home Improvement Retailers



Introduction

As the competitive landscape of eCommerce continues to evolve, Cyber Week remains one of the most critical shopping periods for both brands and retailers. This report delves into key pricing and discounting trends observed during Cyber Week 2023 across the electronics, home appliances, and home improvement categories. By analyzing data from major retailers like Amazon, Best Buy, Home Depot, and more, we aim to shed light on the varying promotional strategies employed throughout Black Friday and Cyber Week.

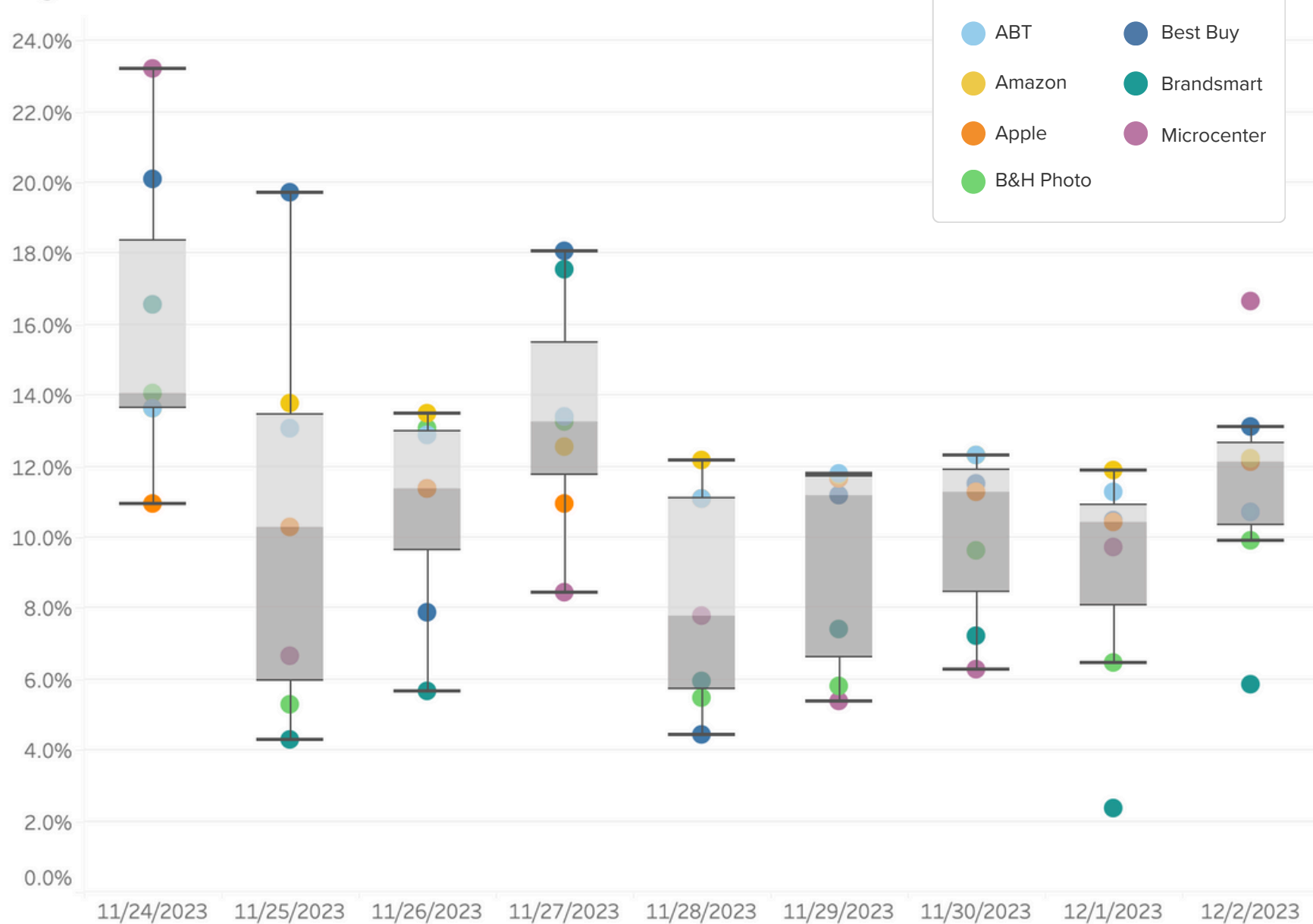
For brands and retailers selling online, understanding these trends is essential for refining pricing strategies, optimizing discount windows, and staying competitive in a crowded market. The insights provided in this report can help you benchmark against competitors, fine-tune your promotional timing, and make data-driven decisions to maximize sales during critical shopping periods. Whether you're looking to drive conversions, manage inventory, or enhance customer perception, this report provides actionable data to support your goals.



Discount Trends: Electronics Retailers

Patterns in the average discounts that electronics retailers offered during Black Friday (11/24) and Cyber Week (starting 11/27) reveal distinct promotional strategies: early aggressive discounts by **Microcenter** and **Best Buy**; low and steady fluctuations by **Amazon** and **ABT**; minimal discounts from **Apple**. The variation in discount amount consistently narrowed as the week progressed.

Avg Discount %

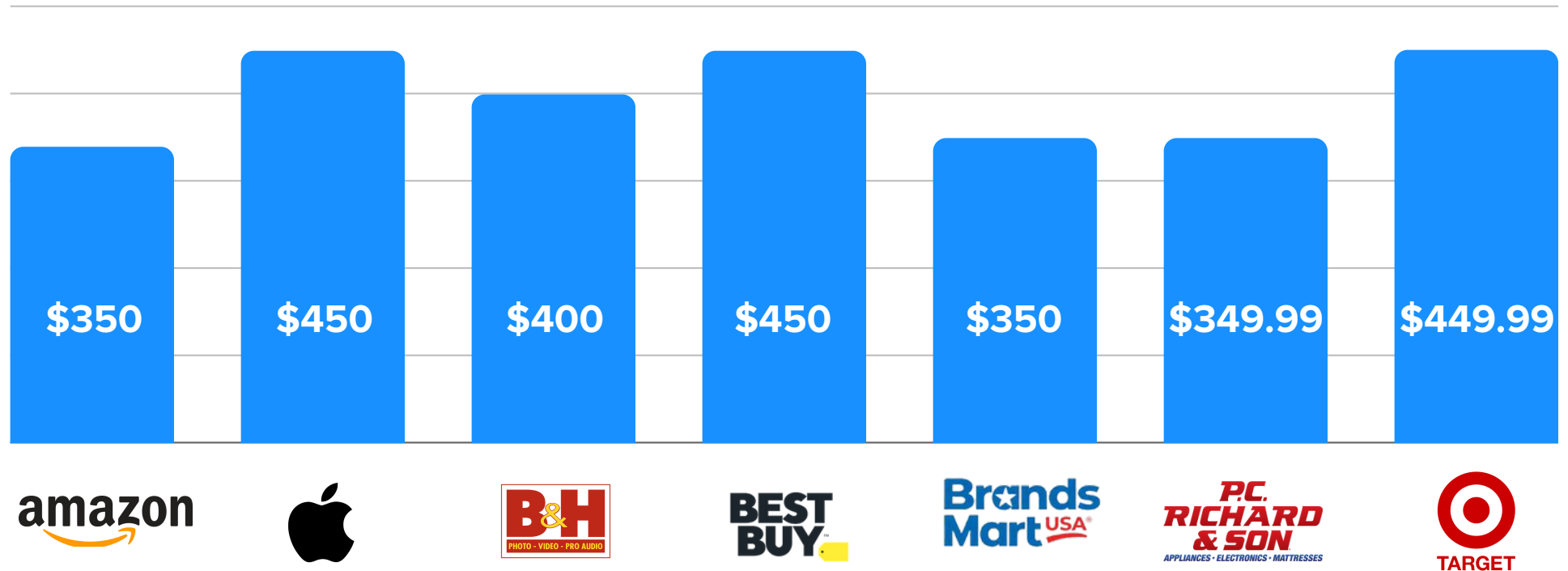


How low did they go?

Retailers like **Amazon** and **Brandsmart** adopted a more aggressive pricing approach offering a nearly 20% discount, likely aiming to attract price-sensitive customers and drive volume sales. PC Richard & Son used the "charm pricing" technique, setting prices just under \$350 to create the perception of greater savings. **Apple**, **Best Buy**, and **Target** maintain a higher price of \$450, possible banking on brand loyalty and customer trust to sustain higher margins.



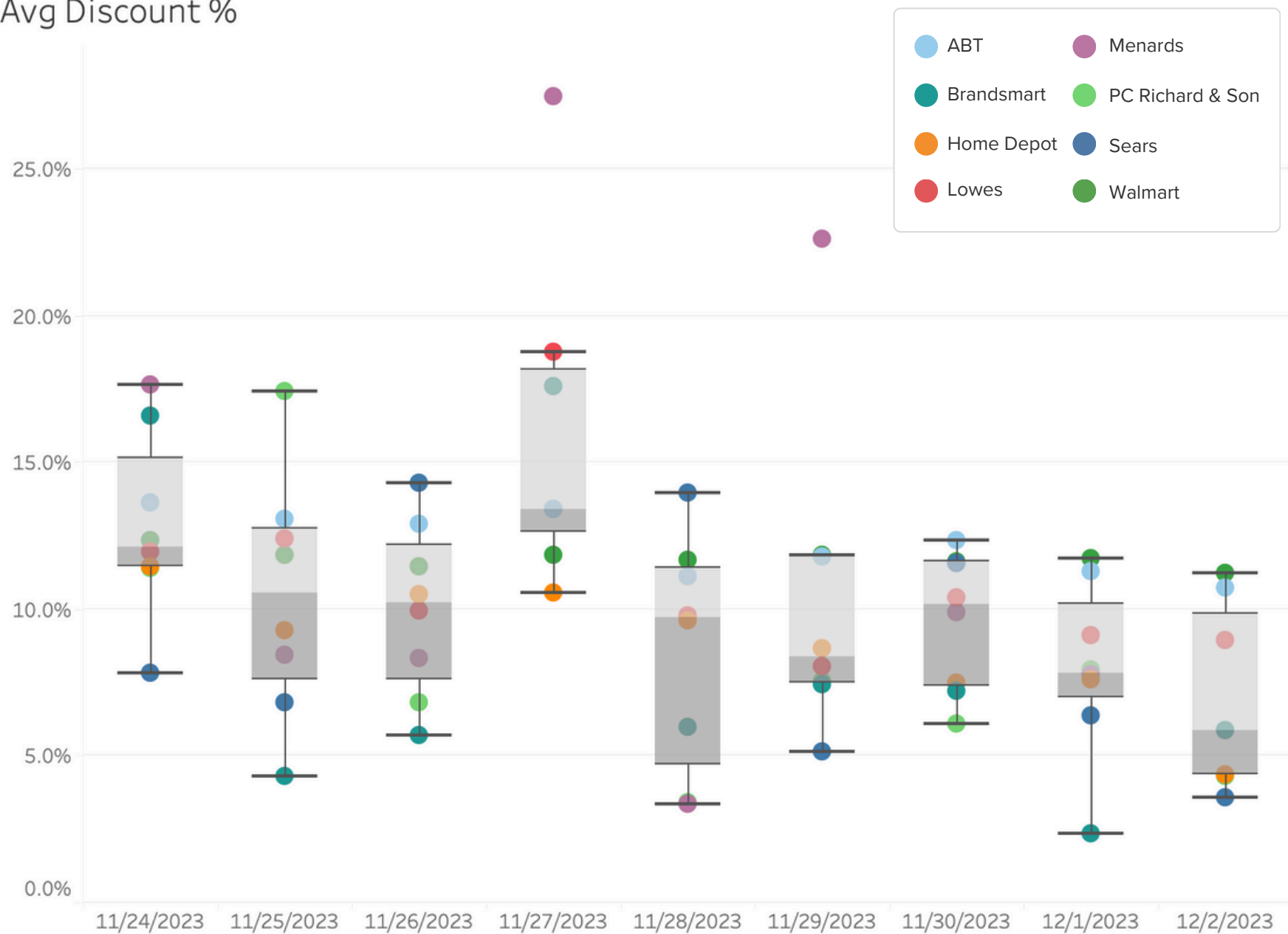
Minimum Price Listed APPLE IPAD (10TH GEN)



Discount Trends: Appliance Retailers

Patterns in average discounts offered during Black Friday (11/24) and Cyber Week (starting 11/27) reveal a range of strategies: **Menards** used significant staggered spikes in discounts throughout the week; **Sears** and **Lowe's** exhibited similar though less drastic jumps on alternating days; **PC Richard & Son** offered high discounts over the weekend; and **Walmart** maintained consistent discounting throughout the period.

Avg Discount %



How low did they go?

Retailers like **ABT** and **PC Richard & Son** have adopted more aggressive pricing strategies, both using the "charm pricing" technique by ending prices just below a round number to create the perception of greater savings, though the actual difference is minimal. **Home Depot** and **Lowe's** are positioned at the higher end of the pricing spectrum with notably rounder figures, potentially aiming to emphasize reliability and premium service.



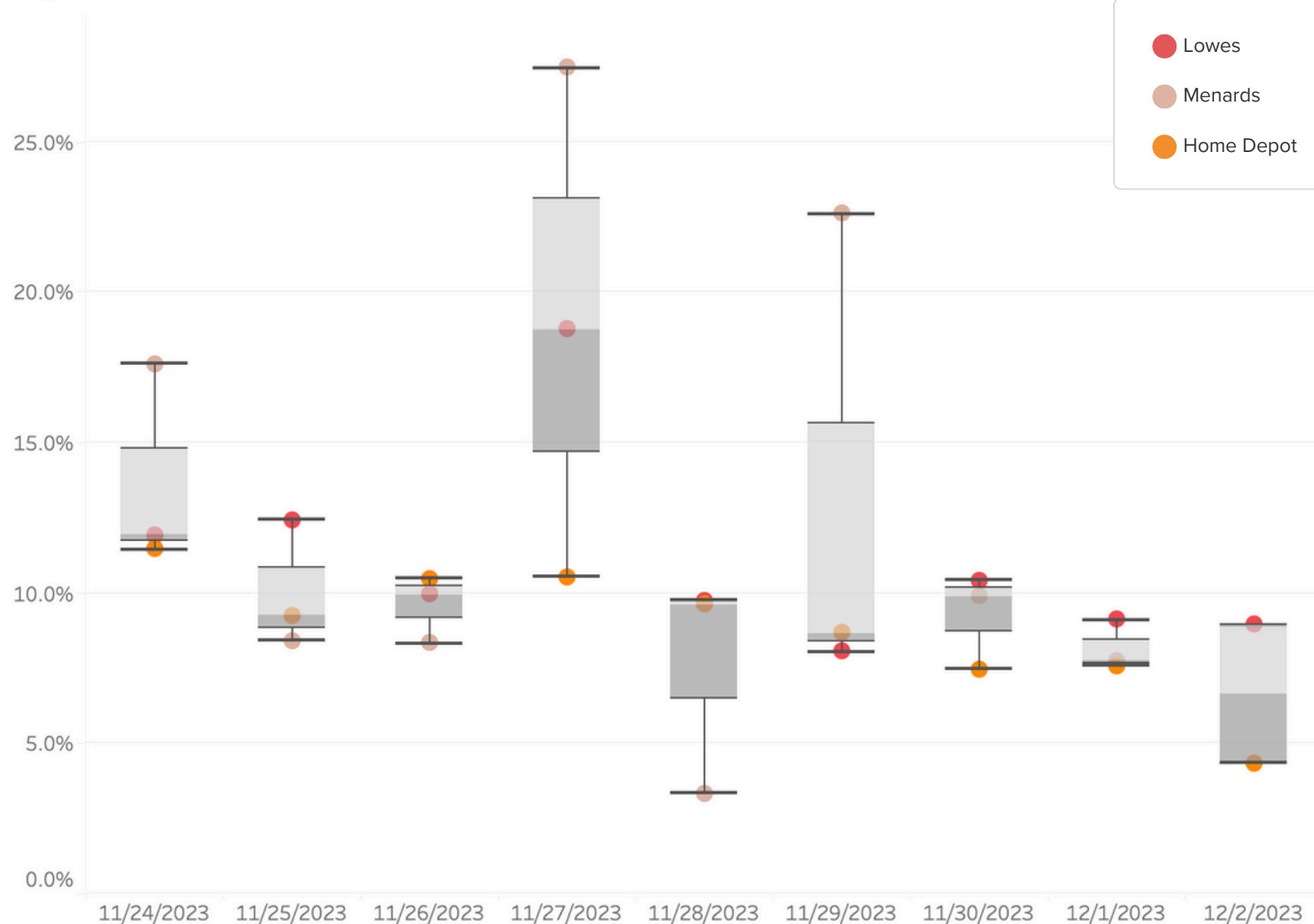
Minimum Price Listed GE ULTRAFAST COMBO WASHER DRYER



Discount Trends: Home Improvement Retailers

Patterns in the average discounts offered during Black Friday (11/24) and Cyber Week (starting 11/27) highlight diverse strategies: **Lowe's** offered mid-range discounts on Cyber Monday but surpassed other retailers later in the week; **Menards** exhibited staggered discount spikes early in the week; and **Home Depot** showed a steady decline in discounting.

Avg Discount %



How low did they go?

Retailers like **ABT** and **PC Richard & Son** have adopted more aggressive pricing strategies, with PC Richard & Son using the "charm pricing" technique, setting the price just below a round number for perception of greater savings, though the actual difference is minimal. **Best Buy**, **Lowe's**, and **Conn's** are positioned at the higher end of the pricing spectrum, with notably rounder figures, likely aiming to highlight reliability and premium service.

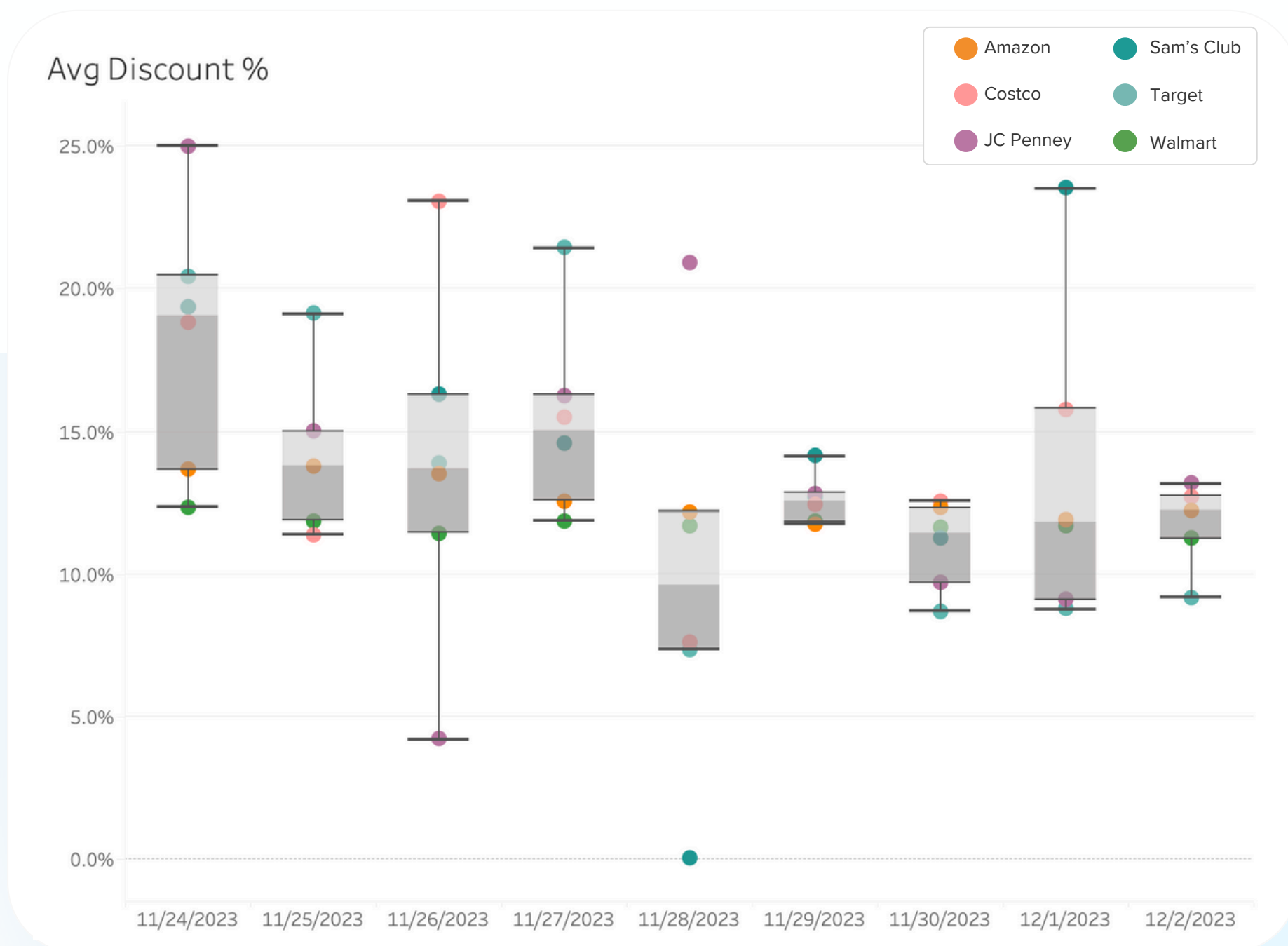


Minimum Price Listed SIMPLIHOME 39IN STORAGE CABINET



Discount Trends: Big Box Retailers

Patterns in the average discounts offered during Black Friday (11/24) and Cyber Week (starting 11/27) reveal varied strategies: **Target** led with higher discounts from Black Friday through Cyber Monday; **Walmart** and **Amazon** maintained similar, steady fluctuations through the week; **JC Penney**, **Costco**, and **Sam's Club** exhibited significant but sporadically timed discount spikes on unusual days.



How low did they go?

Amazon likely offers the lowest prices to drive volume sales. **Best Buy** and **Target** maintain mid-range prices, indicating a strategy focused on consistency and price-matching to remain competitive without deeply cutting margins. **Walmart** relies on its low-price reputation and strong brand loyalty to justify slightly higher prices. Across all retailers, the consistent use of .99 pricing is designed to make prices more appealing, particularly to budget-conscious toy shoppers.



Minimum Price Listed STARWARS LEGO SET



Price Change Frequency

Retailers show varied patterns in price changes: **Amazon** and **Walmart** make consistent adjustments throughout the week (and day) - Amazon from 9 AM to 1 PM (CDT) and Walmart from 4 PM to 8 PM. **Best Buy** shows minimal price changes over the weekend but makes notable daily adjustments during the week, also between 4 PM to 8 PM. **Home Depot** and **Lowe's** show sporadic changes, with Lowe's seeing a significant price increase on Cyber Monday. Target experiences the most frequent price changes on alternating days starting Sunday, particularly between 4 PM and 8 PM.

