



Amazon Prime Day Success Prompts Be Visible Sports To Run An Encore

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Amazon's annual Prime Day continues to be a red letter day for retailers and buyers alike and this has caused retailer BeVisible Sports to run an encore. The second annual prime day was held on July 12th this year and by all accounts, has been a resounding success. Amazon announced that it was the biggest selling day in its history. According to a press statement released by the company, they sold 60% more worldwide and 50% more in the US on Prime Day in 2016 compared to Prime Day in 2015.

Some statistics from this year's sales in the US included purchases of more than 250,000 Instant Pot 7-in-1 Multi-Functional Pressure Cookers, sales of more than 200,000 headphones by various manufacturers, purchase of more than 24,000 Double Hammocks by Vivere, sales of 23,000 iRobot Roomba 614 vacuum cleaning robots, and sales of 14,000 Lenovo laptops.

While big sales from well-known brands were expected, even up and coming brands such as BeVisible Sports greatly benefitted from Prime Day. The company manufactures and retails a line of performance compression wear such as calf compression sleeves, plantar fasciitis foot compression socks, arm compression sleeves, compression stockings, and elbow and knee support sleeves.

Sandy B., spokesperson for the San Francisco company says, "We had a wonderful Prime Day in 2015, but 2016 exceeded that by a long way. We enjoyed a 1700% increase in sales compared to previous our best-selling day, which is phenomenal. "

Analysis based on the customer orders for the day revealed that the majority of the customers were new to the BeVisible Sports brand. Due to the overwhelming success, BeVisible Sports is considering running an encore of its Prime Day sales discount of its calf compression sleeves to customers. Sandy B. says, "A number of our existing customers mentioned that they would be interested in taking advantage of a similar discount, so we are running a promotion again on our calf sleeves for 3 days from Wednesday, September 14 to Friday, September 16th 2016 Pacific Time."

As part of this promotion the company is offering a further 27% off the sale price of its calf compression sleeves. Buyers can use the discount code CFY6TMQY at Amazon check out to benefit from the discount.

BeVisible Sports provides performance sportswear for activity and everyday life. It enables professional and weekend athletes to train harder, recover faster using high quality, well-designed, durable sportswear that inspires, protects and enhances performance. They can be followed on social media across Facebook, Twitter and Instagram.

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BeVisible Sports

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