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Future plc Sees Record-Breaking Amazon Prime Day Results

Over 4m global visitors increased traffic to Future's retail partners by 186%

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Future plc

[Future plc \(LSE: FUTR\)](#), the global platform for specialist media, today announces record-breaking Amazon Prime Day results. Through its expertise in SEO and producing quality content for intent-driven consumers, Future's advertising and eCommerce partners benefited from record traffic and transactions.

Throughout the 48-hour Amazon Prime Day event, Future's performance surged to a record-high, engaging and connecting over 4.3M global users (an increase of over 100% YoY) which resulted in an estimated 100K transactions worth over £5M/\$6.2M for our retail partners.

Zillah Byng-Thorne, Future's Chief Executive, said:

"We are incredibly proud of the results we've driven for our retail partners throughout Amazon Prime Day. Our trusted editorial content attracts consumers who are already in-market for a specific product and who use our reviews to inform their purchase decision. The relationship we've built with our customers consistently leads to higher sales for our retail partners."

Jason Kemp, Future's eCommerce Managing Director, said:

"Our audience come to us for a trusted view on the best products and also the best deals over promotional events like Prime Day. Our retail partners rely on us to send them highly-qualified, well-informed prospects who convert into customers at exceptionally high rates. We deliver this through the expertise of our editorial teams and our proprietary technology platform which enables the prices of all the deals we find to be updated in close to real-time across all our brands."

Future's Prime Day performance follows its announcement confirming it holds the number one position in the comScore Technology News category in the UK and the United States*. Future retained this position throughout March, April and May 2019.

For more information about Future plc and its growing properties, visit <https://www.futureplc.com>

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About Future plc

Future plc is a global platform business for specialist media with diversified revenue streams. With a global digital network has a reach of over 203m** monthly users and 52.5m social fans across the portfolio.

The Media division is in high-growth with three complementary revenue streams: eCommerce, events and digital advertising. It operates in a number of sectors including technology, games, music, home interest, hobbies and B2B and its brands including TechRadar, PC Gamer, Tom's Guide, Homebuilding & Renovating Show, GamesRadar+, The Photography Show, Top Ten Reviews, Live Science, Guitar World, MusicRadar, Space.com and Tom's Hardware.

The Magazine division focuses on publishing specialist content, with over 80 publications and over 530 bookazines published per year, totalling global circulation of 1.2 million. The Magazine portfolio spans technology, games and entertainment, music, creative and photography, hobbies, home interest and B2B. Its titles include Classic Rock, Guitar Player, FourFourTwo, Homebuilding & Renovating, Digital Camera, Guitarist, How It Works, Total Film, What Hi-Fi? And Music Week.

* ComScore May 2019 **Sources - Google Analytics June 2019