

## Amazon Prime Day 2017 broke sales record

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Amazon Prime Day 2017 runs from the evening of 10 July to midnight on 11 July 2017. In the third year of it has been running the promotion, Amazon is predicted to see another record-breaking sales surge during the event for their 85m Prime members.

Source: <https://www.ipc.be/en/knowledge-centre/e-commerce/Articles/amazon-prime-day-2017>