

Click, Cart, Conquer

# Mastering the Art of a Winning Amazon Campaign for Prime Days



## Introduction

As one of the biggest online shopping events of the year, Amazon Prime Day presents an unparalleled opportunity for brands to increase their visibility and drive sales. Amazon Prime Day, launched in 2015, is an annual two-day sale typically held in mid-July.

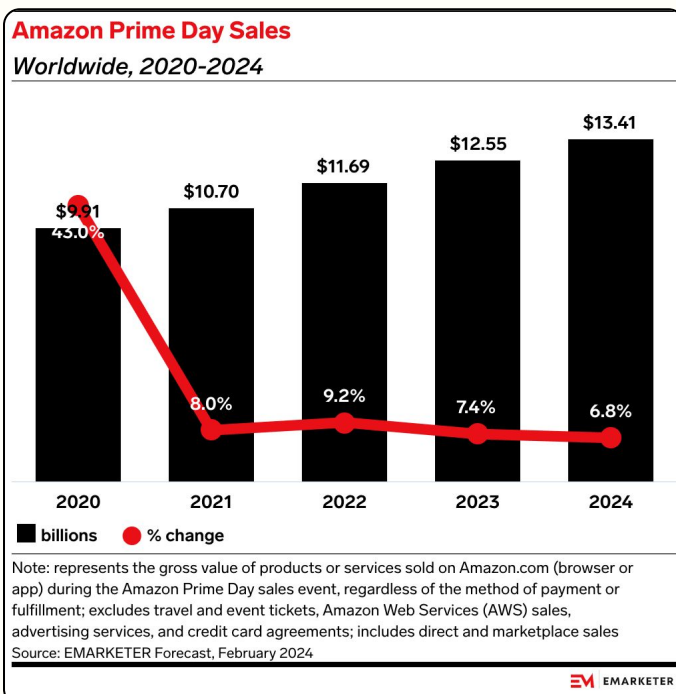
The 2024 annual event takes place in July and will attract millions of shoppers worldwide and is a critical time for advertisers to capitalize on heightened consumer shopping mindset.

## When is Amazon Prime Day 2024?

Amazon Prime Day officially takes place from July 16 to July 17. Early Prime deals will also be available across the site a few days prior. There is likely to be another event in October to start the holiday shopping season.

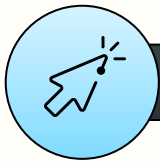
## What other sales take place during Prime Day 2024?

Amazon's global sales to be \$13.41 billion (Source:eMarketer), up 6.8% from 2023. Other retailers launch sales around Prime Day in order to ride the wave of Amazon's halo effect. Notable sales across retailers this year will include Best Buy (July 3-7), Home Depot (from July 1-11), and Target Circle Week (July 7-13).





## Three Winning Strategies for Campaign Success



### 01 | Click

#### Reach Eager Shoppers

Prime Day attracts a vast audience of eager shoppers, many of whom are Amazon Prime members actively seeking exclusive deals and discounts.



#### Pro Tips

Use cost and conversion learnings from the previous campaigns that have run over a 30-day period prior to Prime Day to inform daily budgets during Prime Day.

Leveraging Amazon's Owned & Operated inventory to reach users in a purchase mindset is extremely effective despite scale limitations. Amazon O&O retargeting sees substantially more efficient performance than comparative tactics on the open exchange (CPA on Open Exchange via other DSPs was 6x higher than Amazon O&O).  
*(Source: Brainlabs)*

#### Key Insight

# 15M+

Searches for  
"Amazon Prime"

#### Top Categories of 2023 Amazon Prime Day:

- Electronics
- Home & Kitchen
- Clothing & Accessories
- Shoes & Handbags
- Health & Personal Care



### 02 | Cart

#### Invest in Amazon Audiences

Brands can ensure their products are prominently displayed to shoppers who are most likely to make a purchase, maximizing the return on their advertising investment. Additionally, advertisers can target those that have an affinity for Prime Day Shopping  
*(Sample audiences include: [Lifestyle - Prime Day Shopper Lookalikes](#), [Amazon Subscribe and Save Lookalikes](#), [Lifestyle - Top 5% Spenders on Amazon](#))*

#### Key Insight

# 82%

 of Prime members intend to take advantage of Prime Days deals

The most popular reasons for shopping Prime Days include:

**68%** "finding really good deals"

**59%** "purchasing everyday items"

**53%** "finally buying items they have been waiting for"

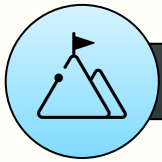


#### Pro Tips

In the weeks leading up to Prime Day, monitor campaigns for high-performing keywords. Make use of different targeting tactics such as keyword, product, and negative targeting.

In Amazon DSP, leverage audience overlap reports to find high-indexing audiences that perform strongly. Did you know? Activating against high-indexing overlap audiences saw platform CTAs improve by over 25%.  
*(Source: Brainlabs)*





## 03 | Conquer

### Enhanced Visibility During a High-Traffic Event

Amazon Prime Day not only will bring millions of shoppers together, but will also feature special ad placements and promotional slots for Prime Day deals, giving you prime real estate on the website. This increased visibility leads to higher engagement rates.

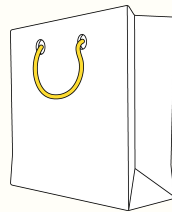


#### Pro Tips

Stand out from the crowd, advertisers should swap creative with Prime Day specific creative and include discounts, special offers, and exclusive deals.

During the days leading up to Prime Day, Amazon platform will allow dynamic bids to increase or decrease by 100% (vs. the standard 50% post Prime Day) in order to increase the chance of driving sales. Allocate or optimize budget towards the most effective campaigns/audiences.

In Amazon DSP, Performance+ is an effective strategy to scale against predictive audiences. Leveraging predictive audiences built from your conversion goal can help scale efficiently and performance in both O&O and OEX environments. On average, we have seen at least a **50% reduction in cost per acquisition**.



## Ready to unlock high performance with Brainlabs on Amazon?

Tap into our team of 60 dedicated Amazon experts globally and unlock the value across a suite of tools, including advanced targeting, data-driven insights, creative specifically crafted for Amazon audiences, custom algorithms, and measurement. Brainlabs' comprehensive Amazon knowledge seamlessly integrates with our broader offerings, creating the ideal partnership to maximize reach, drive growth, and boost profitability.



Insights provided by

**Anjee Majmudar**  
VP, Programmatic, NAMER



**brainlabs**