



Peak season preparedness report

How to win the moments that matter most on Amazon.

Foreword

Peak season on Amazon is no longer a single event. It's a series of critical moments throughout the year that can significantly influence a brand's annual Amazon revenue.

The brands that win rarely do so because of what happens on event day. Success is usually shaped months earlier through smarter inventory planning, deal strategy, advertising readiness, and listing quality.

This report helps brands prepare with greater clarity and confidence, using the same strategic lens Pattern applies with top-performing brands to prioritize earlier and capture demand in every peak moment.



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The Peak Season *landscape*

The Amazon promo calendar looks a lot different than it did fifteen years ago. Peak season now spans four major events, each creating a meaningful opportunity to drive traffic, conversion, and revenue.

Prime Day —

Prime Day is still Amazon's biggest promotional event. Held over four days in mid-July, it marks a major spike in shopper traffic and signals strong deal-seeking intent.

October Prime Day —

October Prime has quickly evolved into a second Prime Day in practice, giving brands another major moment to capture demand ahead of the holiday season.

Black Friday & Cyber Monday —

Black Friday and Cyber Monday remain the longest and most sustained peak period. Spanning nine days of elevated demand, BFCM requires brands to be fully prepared across inventory, advertising, and content.

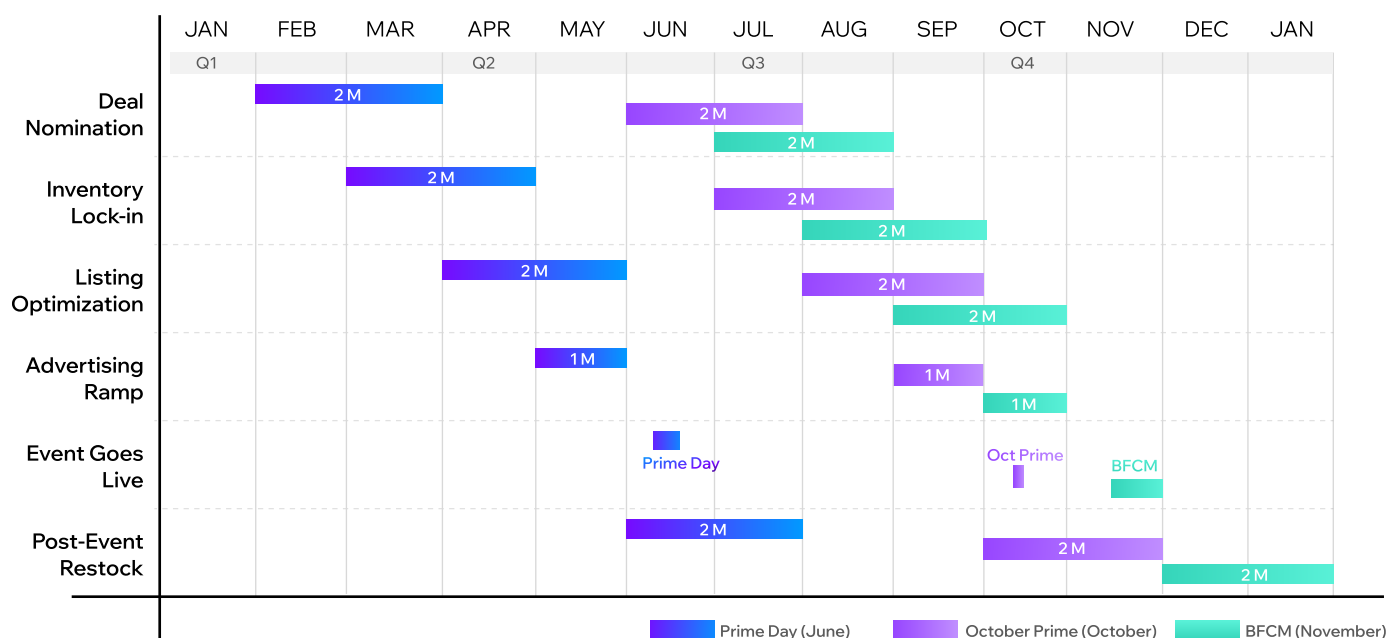


The Peak Season *calendar*

Effective peak season preparation doesn't start the week before an event. In most cases, it starts months earlier.

For brands that want to compete effectively, timing is one of the biggest advantages. The strongest peak season outcomes usually come from teams that align inventory, deals, advertising, and content well before demand spikes.

2026 peak season calendar



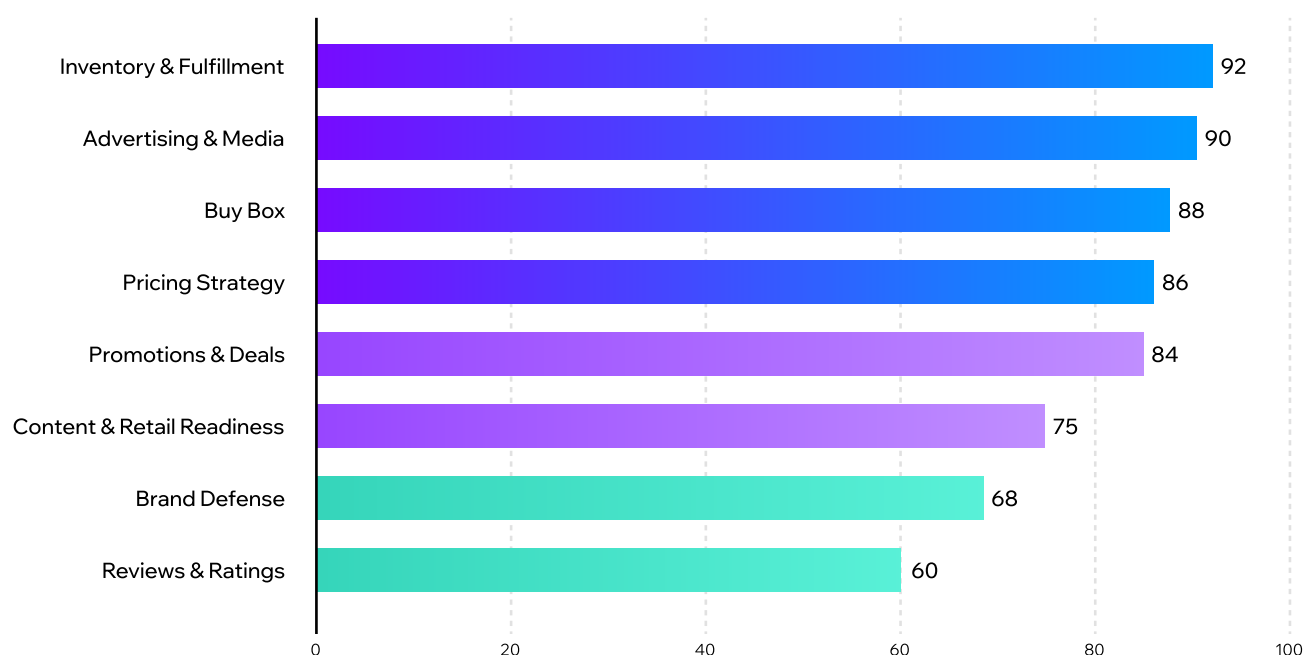
Key takeaways:

- Deal nomination deadlines are fixed. Amazon typically requires submissions 6–8 weeks before an event. Miss the deadline, and the opportunity is usually gone.
- Inventory planning cannot happen at the last minute. Lead times, freight scheduling, and FBA receiving windows mean Prime Day planning often needs to begin in March. For BFCM, August isn't too early.
- Advertising ramp-up takes time. Campaigns need 4–6 weeks to build learning, improve relevance, and position for efficient event-day performance.
- Post-event restocking matters just as much as pre-event readiness. Brands that sell through during an event but fail to recover inventory quickly often miss meaningful demand in the days and weeks that follow.

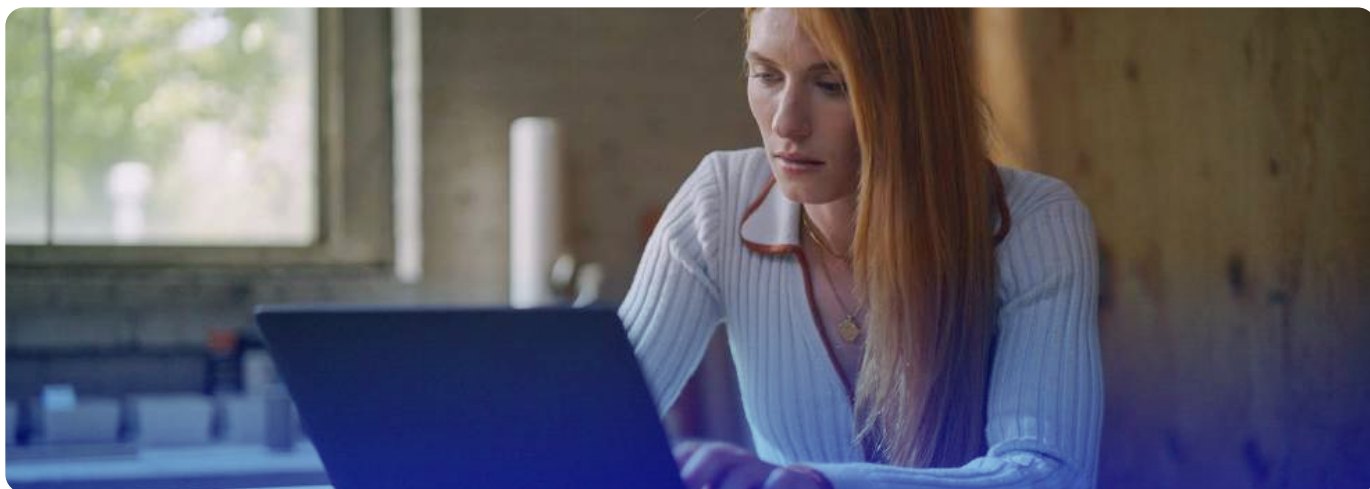
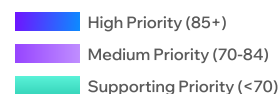
The *8 pillars* of peak season preparedness

Pattern's account teams use an eight-pillar framework to evaluate whether a brand is truly prepared for peak season and to identify the gaps most likely to limit performance during high-demand periods.

The 8 Pillars: Peak Season Strategic Priority



Priority weightings reflect Pattern's editorial assessment based on portfolio experience across peak events. They are not derived from modelled or statistical data.



While all eight pillars matter, the **top four drive the majority** of peak season outcomes:

Inventory & Supply Chain

The foundational pillar. If inventory isn't available, demand cannot be captured. Stockouts during peak events lead to immediate lost revenue, and they can create downstream effects as shoppers move on and Amazon's algorithm deprioritises out-of-stock products.

Advertising Strategy

Peak events are highly competitive auction environments. CPCs rise as brands compete for the same traffic. Strong performance depends on having the right campaign structure, budget strategy, bid approach, and event-day operating rhythm in place before competition intensifies.

Buy Box & Pricing Strategy

Winning and holding the Buy Box during peak season is the gateway to conversion. Brands that lose the Buy Box during a traffic spike, whether to competing sellers, pricing errors, or eligibility issues, see their advertising investment effectively wasted. Price must also be set strategically ahead of each event: competitive enough to win the algorithm, disciplined enough to protect margin and MAP compliance.

Deals & Promotions

Pattern's data shows that promoted ASINs generally materially outperform non-promoted ASINs during peak events. But promotion strategy isn't just about participation. It is about selecting the right ASINs, pairing them with the right deal types, and doing so in a way that protects both margin and inventory health.

Event by event: what to expect

Each peak event on Amazon creates a different demand pattern. Shopper intent shifts, category performance changes, and the brands that win are usually the ones that prepare for the specific dynamics of each event, not peak season in general.

Prime Day —



Prime Day is Amazon's most concentrated summer demand event, bringing a sharp surge in traffic, strong purchase intent, and peak advertising competition.

Buy Box health is essential during this period. Unauthorized seller activity tends to spike as third parties look to capitalise on increased traffic. Without Buy Box ownership, advertising spend drives clicks that convert for someone else.

What it means for brands

Buy Box audits and unauthorized seller enforcement should be completed four to six weeks before the event. From there, strong inventory positioning and aggressive visibility strategies on high-priority ASINs are what drive performance.

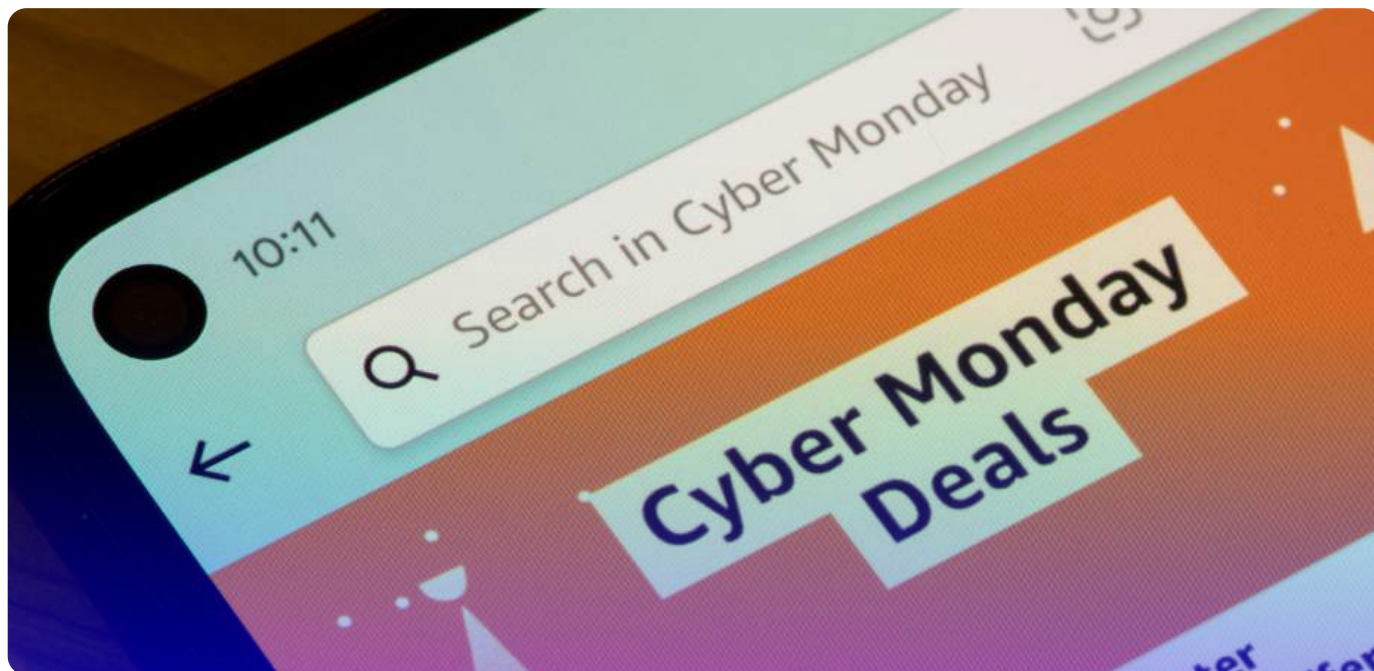
October Prime Day —

October Prime has become a meaningful holiday kickoff event. Consumer awareness is still developing, but gift-buying intent is already rising, which creates strong upside for brands that treat it as a core Q4 moment.

What it means for brands

October Prime is a major revenue opportunity, especially for brands with gifting potential or strong fourth-quarter seasonality.

Black Friday & Cyber Monday —



BFCM is the longest peak-season event on the calendar. Rather than one short spike, it brings a sustained stretch of elevated demand that tests inventory depth, pricing competitiveness, and operational discipline.

What it means for brands

BFCM favors brands that can sustain performance across the full event window and remain in stock after earlier peak events have already pressured supply.

Which products should you *promote during peak season?*

One of the most important decisions before any peak event is choosing which products to actively support with deals and advertising. On Amazon, each product listing is assigned an ASIN (Amazon Standard Identification Number). ASIN selection refers to deciding which products should receive promotional support during each event.

The starting point should always be your brand's marketing strategy, not your inventory position. The right approach is to decide which products to promote first, then build your inventory plan around those decisions. Key product types to consider:

Gateway products

Hero items that introduce new customers to your brand and drive trial

New to brand (NTB) products

Items with a high rate of first-time purchases that peak events can accelerate

Gateway Seasonal or event-relevant items

Products naturally aligned to the occasion or gifting moment

Brand marketing alignment

Products tied to active campaigns, launches, or category pushes

It's also worth noting that deals and badged promotions on Amazon (Lightning Deals, Best Deals, Prime Exclusive Discounts) are largely controlled by Amazon's eligibility criteria. Not every ASIN will qualify, and availability isn't guaranteed. Factor this into your selection process early.



A simple framework for prioritization

Peak season is a prioritization problem. You have limited inventory, limited ad budget, and a short window to capture demand. This matrix gives you a simple way to sort your catalog into four buckets, so you know exactly where to push, where to pull back, and where to keep a close eye. Use it to make faster decisions with more confidence during your highest-stakes selling days.

ASIN prioritization matrix for peak events



Promote hard

High inventory + high uplift potential

Your peak-season priority products. Allocate your strongest deal support, highest ad investment, and best creative here.

Promote selectively

Lower inventory + high uplift potential

Products that can perform well but require closer inventory monitoring and tighter budget control.

Let it ride

High inventory + lower uplift potential

Products that may benefit from increased peak traffic without requiring dedicated deal investment.

Avoid promoting

Low inventory + low uplift potential

Reserve these for post-event demand rather than pushing during peak windows.



Which deal types drive *the most impact*

Not all promotions perform the same during peak events, and not all deal types are available to every product. Eligibility varies significantly depending on the deal type, and understanding what each product actually qualifies for should come before building a promotional plan.

Amazon peak event deal types: eligibility and access

From most exclusive to most accessible

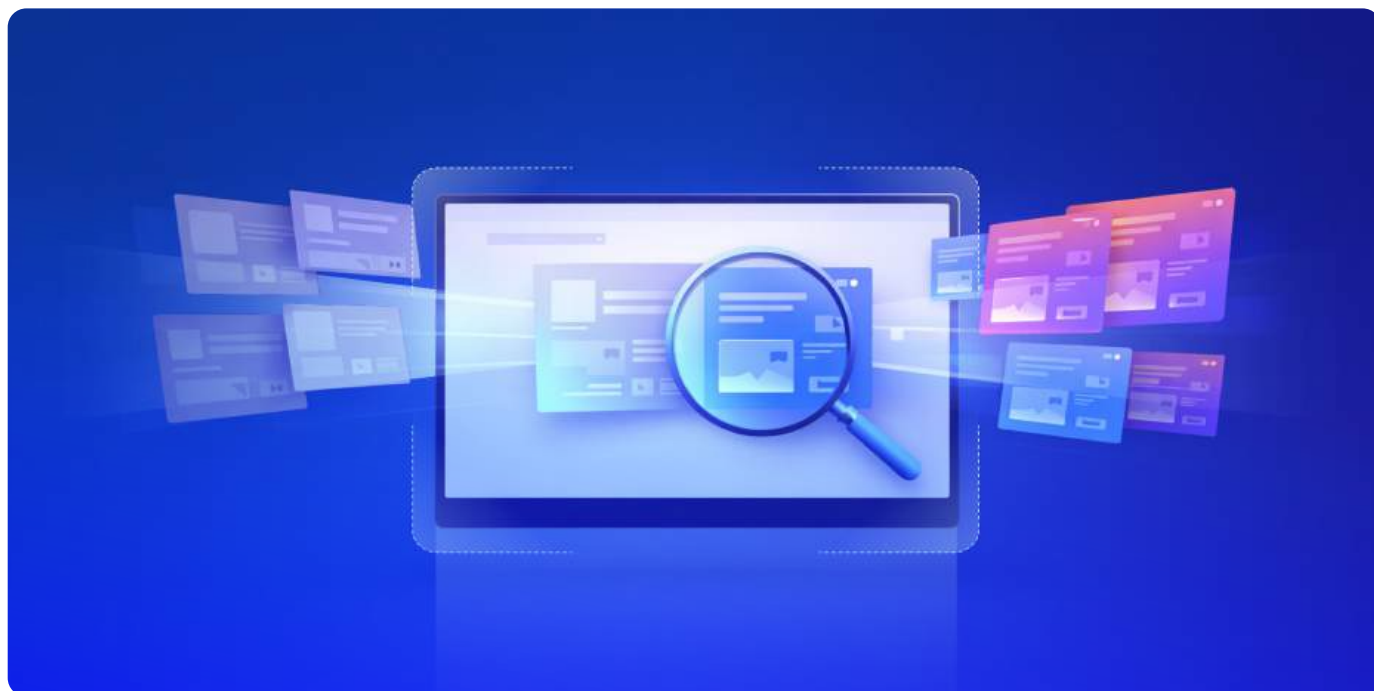
Deal Type	Amazon Nomination	Min Star Rating	Min Discount	Visibility Badge	Event Placement	Accessibility	Fee
Top Deals	 Required (Acct. Manager)	4.0+	30%+	Premium	Dedicated event page	Restricted	None
Best Deals	 Required (Seller Central)	4.0+	20%+	High	Deal event pages	Restricted	None
Lightning Deals	 Required (Seller Central)	3.5+	20%+	High + Timer	Deal event pages	Selective	\$300-500
Prime Exclusive Discounts	 Not required	3.0+	10%+	Prime badge	Search & PDP	Broad	None
Coupons	 Not required	3.0+	Any	Green clip badge	Search & PDP	Broad	\$0.60/redemption
Strikethrough/ Price Discount	 Not required	None	Any	Strike-through price	PDP only	Universal	None

Top Deals: \$750K+ sales forecast required for Prime Day.

Lightning Deals: 6-12 hour window with quantity limits.

Prime Exclusive Discounts and Coupons are the most broadly available levers for most brands.

-  Requires Amazon nomination - not guaranteed
-  Requires nomination - limited availability
-  Broadly accessible - no nomination needed



Deal types fall into two broad categories:

1. The first are Amazon-nominated placements

Best Deals and Lightning Deals. These tend to generate the strongest visibility through dedicated placement on Amazon's event pages and prominent badging, but eligibility is determined by Amazon based on factors such as star rating, sales history, and discount depth. If an ASIN is not surfaced in Seller Central or confirmed by an Amazon account manager, it cannot participate regardless of planning or inventory position.

2. The second are broadly accessible promotions

Prime Exclusive Discounts, Coupons, and Strikethrough pricing. These don't require Amazon nomination and are the primary levers for most products during peak events. Prime Exclusive Discounts in particular carry a visible badge in search results and have driven strong conversion performance across Pattern's portfolio.

What it means for brands

Confirming deal eligibility by ASIN should happen well in advance of submission deadlines. For the majority of the catalog, Prime Exclusive Discounts and Coupons are the most reliable options. Where Amazon nomination is confirmed for a Lightning Deal or Best Deal, those placements should be prioritized and supported with incremental advertising investment.

Peak season *readiness checklist*

Peak season performance is usually determined well before the event begins. The checklist below outlines the core actions brands should take across five areas (Deals, Inventory, Advertising, Content & Creative, and Customer Experience), organized by timing so teams know exactly what to prioritize and when.

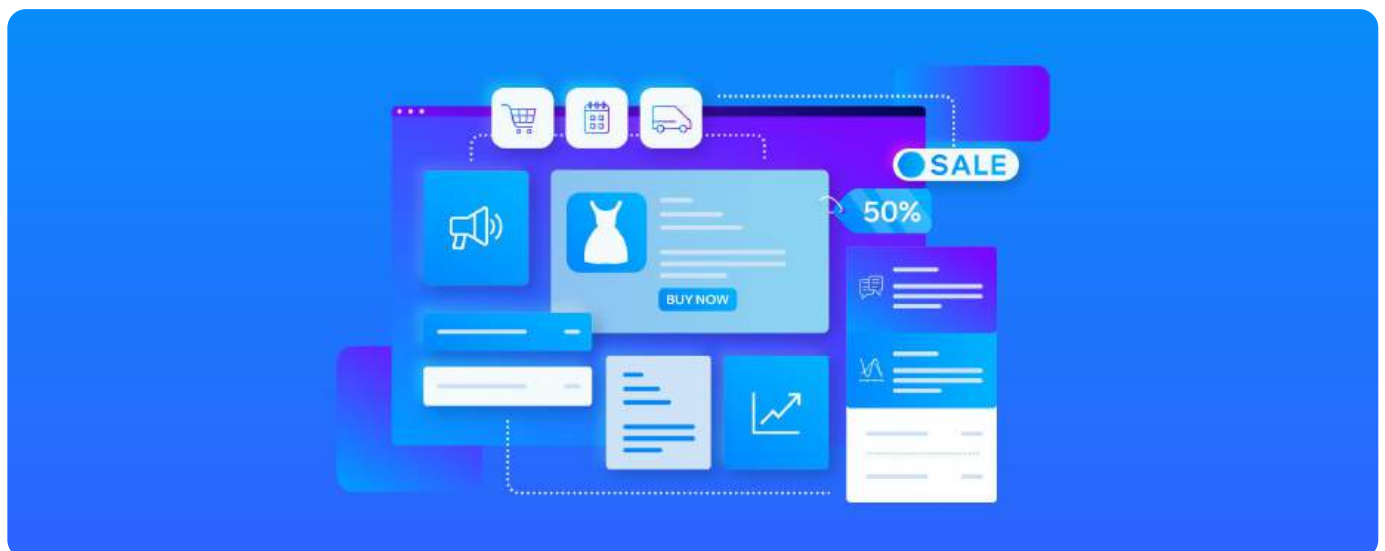
For most brands, preparation should begin at least 3 months before the first target event. For inventory and supply chain, start even earlier.

Team key:



3 months out

- **Deals:** Identify focus listings to promote. Prioritize top revenue drivers, high NTB rate items, and ASINs with strong LTV. Flag top priorities for Best Deals or Lightning Deals.
- **Inventory:** Adjust forecast to account for anticipated lift. Coordinate with ads and deals teams to align estimates.
- **Advertising:** Pull search term reports and harvest high-performing keywords. Prune underperforming campaigns and clean up negatives.



2 months out

- **Deals:** Submit Lightning Deals and Best Deals through Seller Central. Set up Prime Exclusive Discounts and Coupons for secondary ASINs. Evaluate promo eligibility weekly. Review Buy Box performance and audit reference prices for deal badge eligibility. Define event KPIs.
- **Inventory:** Submit POs for core/evergreen ASINs with sufficient buffer. Confirm freight bookings and inbound shipment timing for Amazon FBA.
- **Advertising:** Audit campaign structure across Sponsored Products, Sponsored Brands, Sponsored Display, and upper-funnel video tactics. Identify coverage gaps for priority ASINs, ensure priority product groups have been added to Destiny Product Groups, Pattern's ad automation framework that organizes products into strategic groupings for campaign planning, and begin planning custom flight budgets. Then build or expand campaigns, including lead-in strategies with Sponsored Brands Video (SBV) and STV to drive awareness and support conversion.
- **Content & Creative:** Audit peak-eligible listings for retail readiness. Plan event-specific A+ content or Brand Story updates for priority ASINs.
- **Customer Experience:** Review return rate data and identify recurring product issues.

1 month out

- **Deals:** Confirm approval status for all deals and resolve any rejections. Validate promotional pricing against reference prices.
- **Inventory:** Monitor IPI score and resolve any storage limit concerns. Confirm inventory is checked in and free of stranded units. Submit supplemental POs for confirmed promo ASINs if lead times allow.
- **Advertising:** Align bid strategies to event goals. Set up Sponsored Display remarketing, enable automated hourly bidding, begin budget ramp-up, and submit Sponsored Brand creative for review.
- **Content & Creative:** Update titles and bullet points with peak-season keywords. Confirm priority ASINs have 6+ images, A+ content, and video. Refresh Sponsored Brand creative with event-relevant messaging.
- **Customer Experience:** Prepare customer service teams for expected volume increases.



2 weeks out

- **Deals:** Monitor deal suppression daily until the event begins.
- **Advertising:** Finalize bid adjustments and placement multipliers for manual campaigns. Finalize Destiny product group budgets and custom flights. Confirm all campaigns are active and spending as expected.
- **Content & Creative:** Freeze listing content and avoid unnecessary edits. Confirm all creative assets are live and rendering correctly.

Event week

- **Deals:** Monitor Buy Box health and react quickly to competitor pricing changes or suppressions.
- **Advertising:** Monitor bids, budgets, and targeting daily. Adjust based on conversion data. Flag any campaigns that are throttling or underdelivering.
- **Customer Experience:** Monitor seller feedback and product reviews daily.
- Establish a daily reporting cadence and share performance snapshots with stakeholders.

Post-event

- **Deals:** Review deal performance by ASIN and deal type. Document learnings for the next event.
- **Inventory:** At or after the 2-week mark, review ACOS, ROAS, new-to-brand metrics, and search term data once attribution has settled. Document campaign and audience insights, then reduce total spend post-event while shifting a greater share toward retargeting.
- **Content & Creative:** Capture search term and performance insights. Flag low-review ASINs for Vine enrollment.
- **Customer Experience:** Review return trends and customer feedback.
- Complete a full event debrief within 2 weeks.

Ongoing

- **Inventory:** Set low-stock alerts and reorder triggers at 3 weeks of cover.



About Pattern

Pattern is a global ecommerce accelerator that helps brands grow across marketplaces, ecommerce channels, and international markets. Operating in **70+ markets**, reaching **100+ countries**, and supported by **22 global locations**, Pattern combines proprietary technology, deep marketplace expertise, and end-to-end execution to help brands scale with confidence.

Powered by **66T+ ecommerce data points**, Pattern equips brands to make sharper decisions across marketplaces, advertising, content, supply chain, and expansion strategy.



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