



Pattern Prime Day 2025 *Playbook*

UK.PATTERN.COM

Inside this report

Prime Day 2025 rewrote the script with its first-ever four-day event, driving an estimated £15.5 billion in global sales; including £2.08 billion in the UK alone.

This expansion encouraged brands to rethink the usual game plan. Maintaining shopper engagement and achieving strong results depended on steady focus and adaptability throughout the extended window. Success this year relied on thoughtful preparation, clear priorities, and the ability to adapt quickly.

This overview shares Pattern's experience. It highlights effective strategies and key takeaways for brands planning their next move.

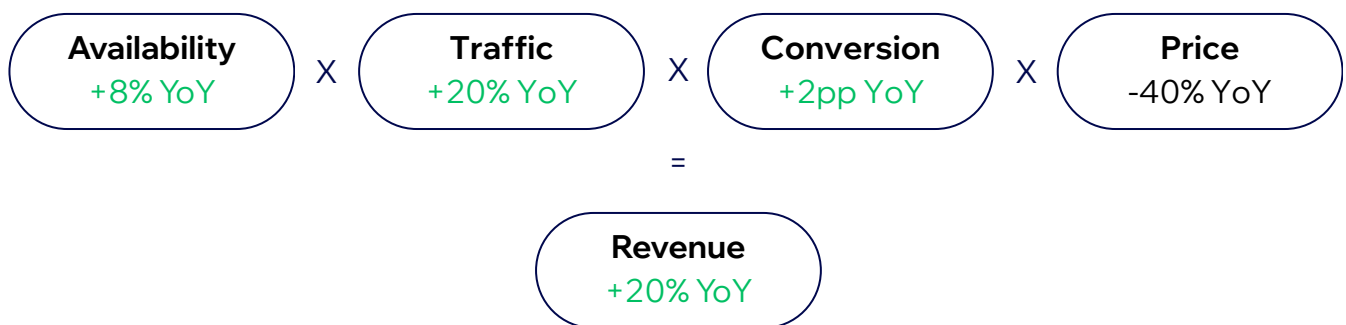
Ecommerce Equation in Action

When it comes to ecommerce growth, here's the equation behind a successful marketplace strategy:

Availability x Traffic x Conversion x Price = Revenue

By focusing on these four key areas, you create a clear, practical path to improve your brand's performance. With more visibility for your products, higher conversion rates, reliable pricing, and consistent stock, profitable growth becomes much more attainable. Keeping things focused on what really counts helps make the complexity of digital marketplaces feel manageable.

Here's how we performed during Prime Day this year:



By keeping our strategy centred on these core drivers, Prime Day delivered positive results. Boosted traffic, strong conversion rates, healthy pricing, and steady availability all worked together to drive impressive revenue growth.

Staying focused on the ecommerce equation helped us navigate marketplace complexity and achieve results that support ongoing growth.

How to deliver a successful Prime Day



Strategic Promotion Planning

Engage in annual planning sessions to map out event promo strategies that spark growth and bring in new customers



Deal Submissions

Tap into a partnership with the Amazon Deals Team to unlock prime deal visibility and get expert support for a smooth, standout launch



Inventory Management

Boost availability during Prime Day and beyond by building detailed product-level forecasts and working closely with partners on intake management ahead of the event



Dedicated Advertising Strategies

Drive efficient deal visibility and sell-through with custom brand campaigns that optimise in real time as the event unfolds



Content Optimisation

Set your brand up for success by making sure your listings are retail ready and crafting content that highlights and supports your Prime Day deals



Walking the Aisle

Employing a dedicated team working through the night can help to ensure every deal goes live seamlessly when Prime Day begins



Contingency Planning

Stay ahead of potential deal suppressions with smart contingency plans that help minimise lost revenue and keep your momentum going



Tech & Automation

Diving into tailored analysis before, during and after the event can give you clear insights into what worked well and where there is room to improve

Pre-Prime Day Strategy



Generic Keywords

By ramping up investment in key generic targets, you'll give your product the best shot at climbing organic ranks and being more visible on Prime Day



Display Awareness

Running DSP Display or STV/OLV on Awareness audiences will build exposure to your products among totally new, incremental audiences



Display Consideration

Investing in Amazon DSP display ads that target consideration audiences will generate impressions and page views before Prime Day. This will also expand your retargeting pools



Build Campaign Momentum

Launching new sponsored ads and DSP campaigns early will give them time to gain relevancy, that way, you'll be set up for the best possible results on Prime Day

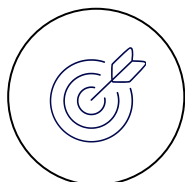
Key Takeaways



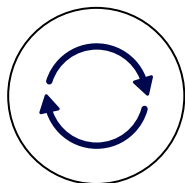
Amazon sales grew 20% year-over-year to £5.5 million, putting us ahead of European averages



Non-Amazon marketplace revenue nearly quadrupled, with a 406% increase on platforms such as Otto



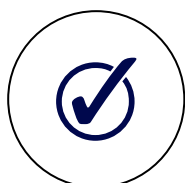
Deal targeting delivered over 60% of sales from just 20% of eligible products, while “Top Deals” drove 55% of total revenue



Advertising drove 32% of sales, as ad impressions rose 238% and conversion rates reached 3.5%



Automated price checks covered over 8,000 products, allowing teams to focus on strategic priorities



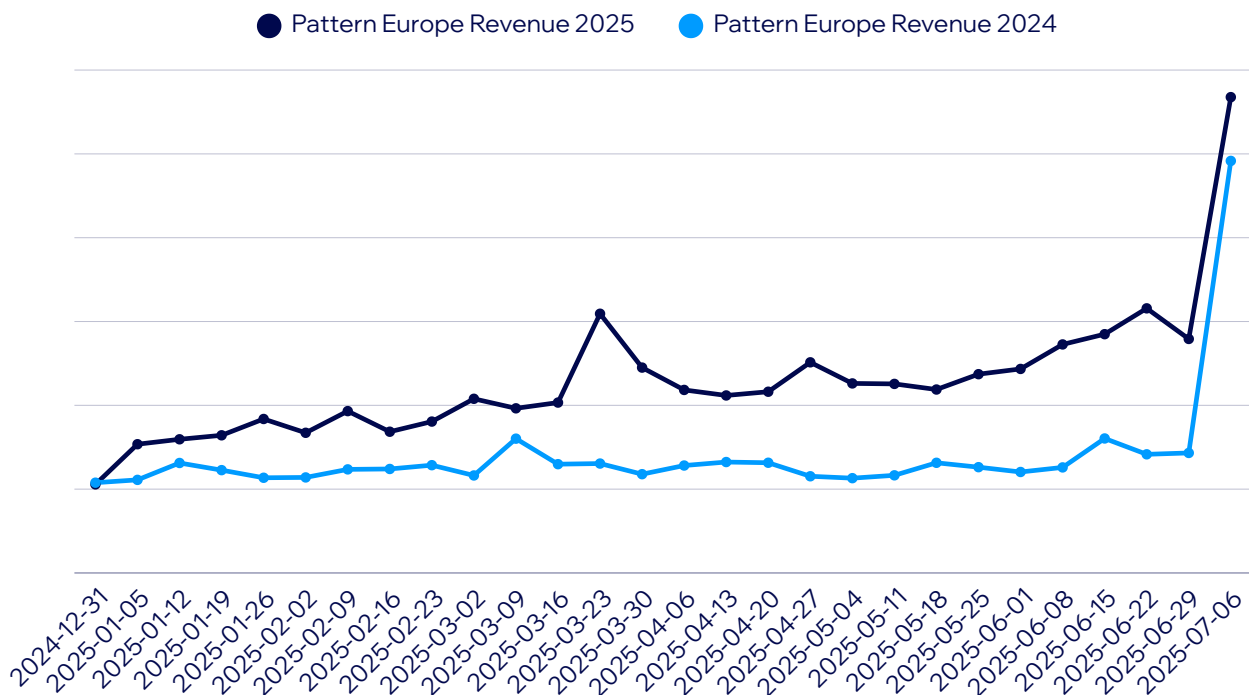
Instock rates stayed above 90% throughout the event, minimising lost sales and outperforming competitors



Pattern’s approach drove steadier, deeper shopper engagement and larger average basket sizes

Digging Deeper: Unpacking the Results

Performance That Outpaced the Market



During a year when global Prime Day sales rebounded by over 100%, European growth lagged at just 5 to 15%, while many European sellers faced flat or negative performance. Pattern achieved 20% Amazon sales growth, which places us in the region's top tier. Our success was anchored in stability, as well as smart and resilient execution throughout the economic headwinds.

By diversifying our strategy across different marketplaces, we saw significant gains. For example, our sales on platforms like Otto grew by over 400%, far outpacing the wider market's growth of 30% to 150%. This approach helped our partner brands generate nearly £1.4 million in new revenue, showcasing the need to be agile and opportunistic in a changing retail landscape.

In-Prime Day Strategy



Suggested Bids

Applying Prime Day suggested keyword bids can ensure that you stay competitive on those terms compared to other advertisers



Lurker Campaigns

Creating campaigns that target high-volume, expensive keywords at extremely low bids, give you a chance to win high-visibility placements at low costs when other advertisers run out of budget



Leverage Budget Rules

Setting up budget rules before Prime Day will minimise time spent making manual budget updates, which will free you up to monitor other priorities during Prime Day itself



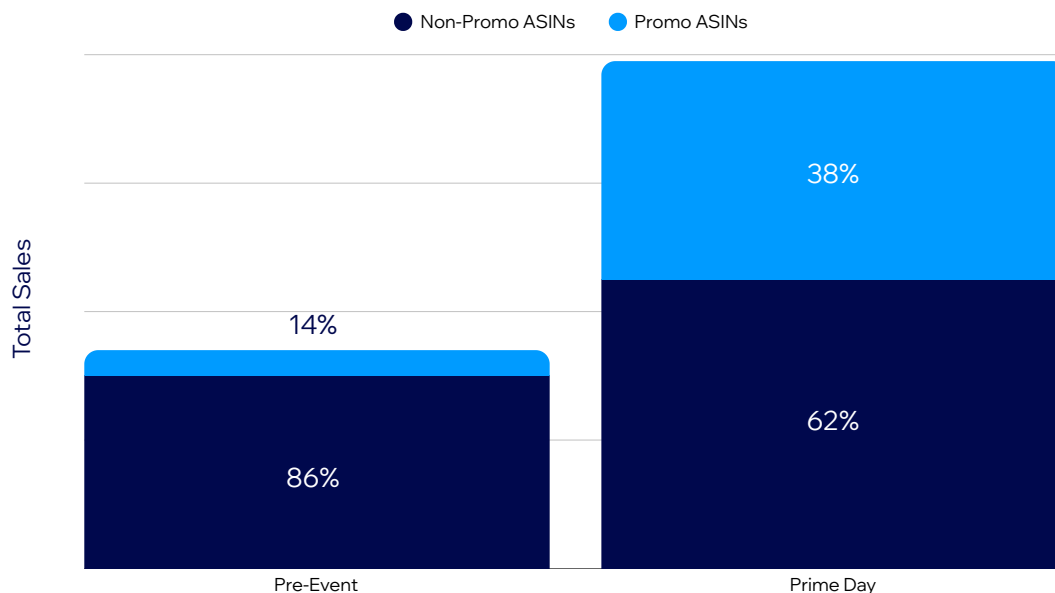
Dayparting

Engaging in ad scheduling so your ads serve only at the highest converting times of day will help you save money and ensure you're visible at peak times when conversions are most likely

Digging Deeper: Unpacking the Results

Sales Execution & Advertising

This growth didn't happen by chance. More than 60% of sales came from just 20% of deal-running ASINs, and "Top Deals" drove more than half of the event revenue. Our team identified and fuelled the products that mattered most, using precision to maximise impact with minimal waste.



Prime Day promotions made a big impact: promo ASINs saw revenue soar by 548%, accounting for 38% of total sales compared to just 14% before the event. Even non-promo products benefited from higher traffic, but the best results came from strong, well-advertised participation. The takeaway: brands that go all-in on promotions across key ASINs win big in high-traffic moments.

Digging Deeper: Unpacking the Results

Sales Execution & Advertising

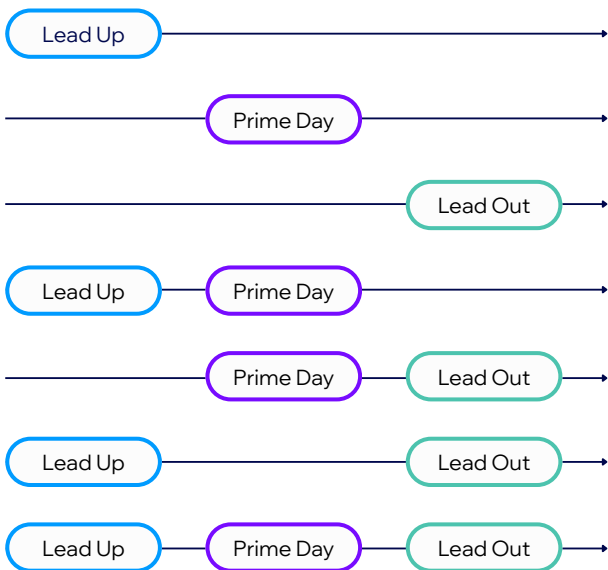
Advertising was a powerful engine for growth. 32% of Prime Day revenue was ad-driven, ahead of the typical 20 to 25% average across Europe. Impressions rose 238% and clicks more than doubled compared with last year. This led to a conversion rate that reached 3.5%.

Pattern's advertising results did not happen by accident. Our team put in the work ahead of Prime Day, building campaigns early, bidding smartly on top deal ASINs, and making sure our brands appeared in all the right places. Our campaign structure is designed for one thing: real, incremental growth. We connect the right products with the right shoppers, so wins count towards your top line.

When Prime Day began, we monitored the numbers closely, tracking ad performance hour by hour and fine-tuning our approach in real time to deliver the strongest results possible.

Prime Day Tentpole Analysis

Unique User Ad Touchpoints



Awareness	Consideration	Conversion	Efficiency	Growth
Avg. Daily Impressions	DPV Rate	Purchase Rate	ROAS	NTB Rate
0.59	0.11%	0.24%	5.66	0.14%
1.00	0.11%	0.16%	4.22	0.10%
0.59	0.11%	0.18%	4.37	0.11%
1.09	0.22%	0.43%	3.77	0.24%
1.23	0.18%	0.34%	2.68	0.17%
0.96	0.20%	0.43%	3.23	0.22%
1.9	0.41%	0.68%	2.12	0.31%

Digging Deeper: Unpacking the Results

Operational Excellence: Making the Complex Simple

By using automation, we were able to review over 8,000 prices and deals, significantly reducing risk. This freed up our team to concentrate on high-level strategy instead of getting bogged down in administrative tasks. Our efficiency is clear: out of more than 7,000 deals, only 48 required any manual intervention.

Early preparation was the key contributor to success. Each morning, our teams ensured deal ASINs were ready for action by 7am, providing maximum event visibility and sales momentum from the start. By maintaining instock rates consistently above 90%, we helped our brand partners capture every selling opportunity and meet Prime Day demand, even as the marketplace tested supply chains and inventory management across the board.

Post-Prime Day Strategy



Display Retargeting

Using DSP display retargeting will give undecided shoppers another chance to purchase after viewing or searching for your products



Sponsored Display

If DSP retargeting isn't available, you'll be able to use sponsored display to reach similar audiences, though you won't be able to exclude past purchasers



AMC Conversion Audiences

With the right expertise, you'll build audiences in Amazon AMC, like shoppers who added to cart but didn't buy, who are likely to convert at high rates



Pull Back Spend

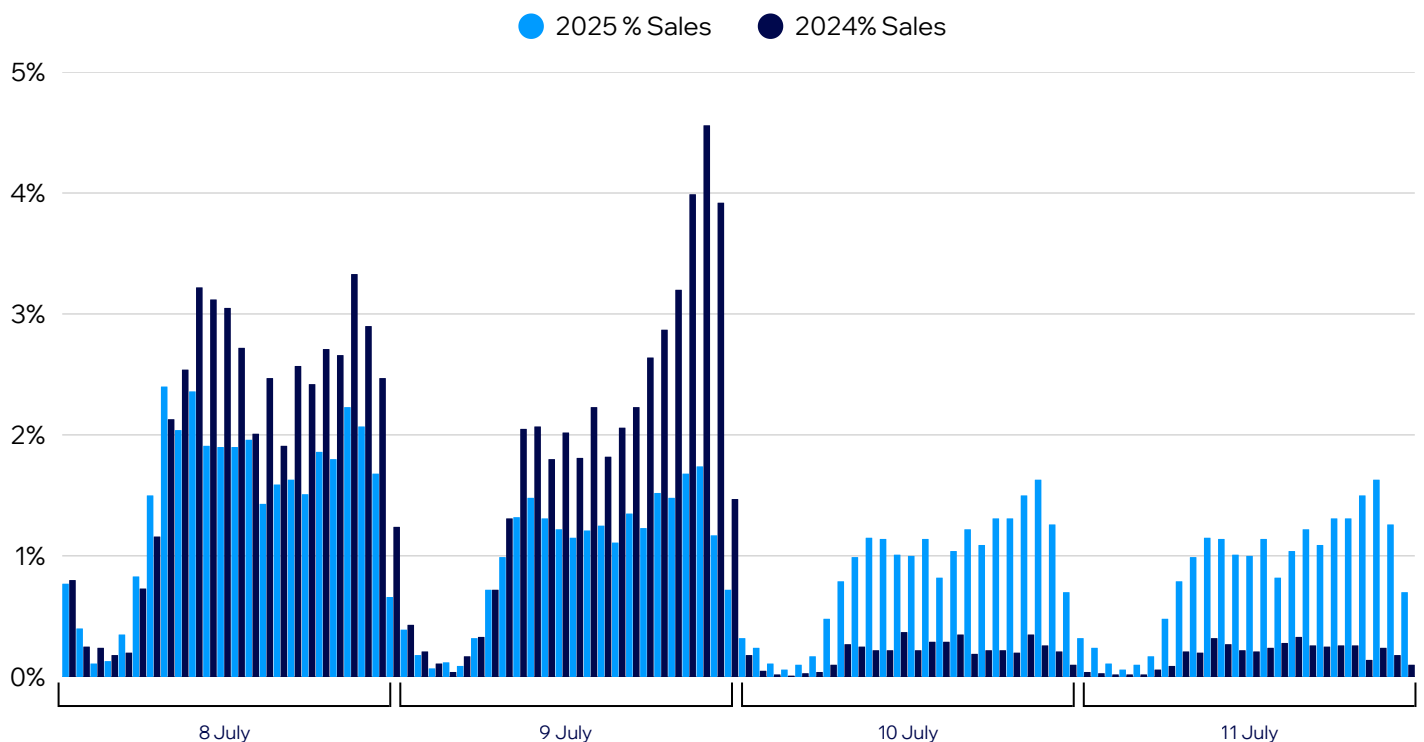
You'll likely see lower conversion rates just after Prime Day, so pulling back on spend will be critical to protect returns

Digging Deeper: Unpacking the Results

Understanding the Shopper: Trends and Behaviour

Prime Day unfolded with less of a frantic scramble than in previous years, resulting in a steadier pace and more considered shopping. Pattern's approach gave shoppers space to discover and purchase higher-value items. Traffic increased by 20%, and conversion rates rose by 1.5 percentage points.

Our data-led approach focused on delivering sustained value and meeting customers with the right offer at the right moment, rather than short-term sales spikes.



Early birds are ready to shop the moment Prime Day kicks off, so set your brand up for a win by building buzz beforehand and connecting those eager day 1 morning consumers

When the workday ends, shoppers head online looking for deals, so make sure your brand stands out in the evening rush so you capture those post-5:00pm converters eager to score Prime Day wins

With more days to shop, that last-minute sales rush isn't as intense, therefore focus on steady momentum and keeping your brand top of mind throughout the entire event



UK.PATTERN.COM