

# Why PRIME DAY Still Matters

Prime Day drives more revenue than Black Friday and Cyber Monday combined for many brands, Amazon reported over \$14 billion in sales across the 2024 event. The real opportunity is what it does to the funnel: it compresses customer acquisition into 96 hours, and the brands that prepare win disproportionately.

The mindset shift that matters most: stop asking "what discount should we offer?" and start asking "what is this new customer worth over the next 12 months?"

## The 3-Phase Paid Media Framework

1

### Pre-Event

3-6 WEEKS OUT

Drive awareness with Sponsored Brand Video, top-of-search placements, and DSP audience building.

2

### Live Event

PRIME DAY 48 HOURS

Increase bids and budgets on hero SKUs, defend branded terms, and retarget warm audiences to maximize conversions.

3

### Post-Event

2-4 WEEKS AFTER

Retarget shoppers, capture new-to-brand demand, and use audience insights to fuel Q4 planning.

## The 4 Pillars of Readiness

1

### Listing Optimization

Prime Day-ready listings that convert.

2

### Portfolio Prioritization

Prioritize your top 3–5 products.

3

### DSP Audience Building

Build and warm retargeting audiences early.

4

### Amazon Marketing Cloud (AMC)

Track attribution and fuel Q4 growth.

## Amazon SEO Checklist

- **Keyword Architecture**  
Top commercial-intent terms in the title and first two bullets
- **Images**  
Minimum 6, including lifestyle and infographic
- **A+ Content**  
Live at least 2 weeks before Prime Day; drives a 3-10% conversion lift
- **Reviews**  
50+ at 4.0 stars minimum on hero ASINs
- **Inventory**  
Confirm sufficient stock; going out of stock during Prime Day hurts organic rankings for weeks
- **Brand Story**  
Active Brand Story section supports the engagement signals Amazon now factors into rankings