

WIAB



THE PRIME DAY PLAYBOOK



*THE COMMERCIAL OPERATOR'S GUIDE TO
PLANNING, EXECUTING AND REPORTING
PRIME DAY*

**PLAN SMARTER.
EXECUTE SHARPER.
REPORT WITH CONFIDENCE.**

www.wiabusiness.com



PRIME DAY ISN'T WON ON THE DAY ITSELF.

It's won in the weeks before.

For Amazon operators, Prime Day is one of the biggest opportunities of the year to demonstrate commercial ownership and strategic leadership.

This playbook gives you the frameworks to prepare with confidence, respond decisively, and communicate performance clearly.



INSIDE, YOU'LL FIND:



Prime readiness checklists



Budget planning frameworks



Live event monitoring guidance



Stakeholder communication templates



Post-event reporting structure



Let's make
your data
work for you.

YOUR PRIME DAY COUNTDOWN



A winning Prime Day starts long before the event. Use this timeline to plan with confidence and execute with impact.



6-8 WEEKS OUT

BUILD THE COMMERCIAL FOUNDATION

- Confirm participation strategy
- Review stock cover
- Align promotional mechanics
- Identify hero ASINs
- Forecast uplift scenarios



4 WEEKS OUT

PRESSURE TEST YOUR PLAN

- Finalise budgets
- Review campaign structure
- Audit PDP readiness
- Define reporting metrics



2 WEEKS OUT

OPERATIONAL LOCK-IN

- Confirm escalation routes
- Align stakeholders
- Prepare monitoring dashboards
- Validate inventory movement



LIVE EVENT

EXECUTE IN REAL TIME

- Monitor pacing
- Optimise quickly
- Escalate fast
- Communicate proactively



POST-EVENT

TURN PERFORMANCE INTO INSIGHT

- Analyse outcomes
- Report clearly
- Capture learnings
- Build future recommendations



RETAIL READINESS

Use this checklist to ensure your retail fundamentals are ready for **Prime Day**.



Inventory levels reviewed



Stock availability confirmed



Suppression risks checked



Pricing strategy aligned



Deal eligibility validated



RETAIL READINESS CHECKPOINT

The stronger your retail foundations,
the stronger your Prime performance.

Resolve risks before increasing spend.



CONTENT READINESS

Strong content helps shoppers choose you — and convert faster.



Hero images optimised



A+ content reviewed



Mobile PDP checked



Key conversion blockers resolved



CONTENT READINESS CHECKPOINT

**Great content builds trust.
Trusted content drives sales.**

Review, refine, and remove friction.



REPORTING READINESS

Strong reporting turns
Prime Day performance
into future growth.



BENCHMARKS SET



DASHBOARDS BUILT



STAKEHOLDER UPDATES PREPARED



REPORTING READINESS CHECKPOINT

**Clear reporting drives better decisions.
Better decisions drive bigger results.**

Measure. Share. Improve.





BUDGET FOR SCENARIOS, NOT ASSUMPTIONS

*Prime Day rarely follows a single forecast.
Plan across multiple outcomes.*



Conservative

EXPECTED UPLIFT: +20-25%

Best for:



Inventory
constraints



Limited
deal depth



Defensive
positioning





BUDGET FOR SCENARIOS, NOT ASSUMPTIONS

*Prime Day rarely follows a single forecast.
Plan across multiple outcomes.*



Expected

EXPECTED UPLIFT: +35–50%

Best for:



Established
Prime performers



Stable conversion
history





BUDGET FOR SCENARIOS, NOT ASSUMPTIONS

*Prime Day rarely follows a single forecast.
Plan across multiple outcomes.*



Aggressive

EXPECTED UPLIFT: +60%+

Best for:

- Hero deal participation
- High stock confidence
- Category growth opportunity





KEY COMMERCIAL QUESTIONS



The questions that separate reactive execution from strategic Prime Day leadership.



01 PROFIT GUARDRAILS

What TACOS range protects contribution margin?

NOTES:



02 INVESTMENT FOCUS

Which ASINs deserve aggressive spend?

NOTES:



03 EFFICIENCY TRADE-OFFS

Where can efficiency flex to unlock scale?

NOTES:



04 DECISION BOUNDARIES

What are the non-negotiables?

NOTES:



Prime Day leaders don't just react to performance.

They pre-define decision logic.



WHAT TO MONITOR IN REAL TIME

Stay close to the metrics that move your business.



COMMERCIAL PERFORMANCE

- Revenue vs forecast
- Sessions
- Conversion rate
- Buy Box %
- Deal contribution



ADVERTISING PERFORMANCE

- Revenue vs forecast
- Sessions
- Conversion rate
- Buy Box %
- Deal contribution



OPERATIONAL RISKS

- Stock depletion
- Suppressions
- Pricing changes
- Competitor movement



*Real-time visibility.
Faster decisions. Stronger results.*





RED FLAG TRIGGERS

Early signals. Faster action. Stronger outcomes.



CONVERSION RATE DROPS >15%

01

- Review:
- Pricing
- PDP quality
- Competition



SPEND PACING TOO SLOWLY

02

- Review:
- Budget caps
- Bid strategy
- Placement coverage



STOCK RISK APPEARS

03

- Review:
- Spend allocation
- ASIN prioritisation



*The earlier you spot it,
the more options you have.*



WHEN PERFORMANCE SHIFTS, ACT FAST



Respond quickly to protect performance and unlock opportunity.



IF CPC SPIKES

ASK: Is this category-wide?

ACTION:

- ✓ Protect hero ASINs
- ✓ Reduce exploratory spend
- ✓ Review placement efficiency



IF SPEND UNDERPACES

ACTION:

- ✓ Increase bid flexibility
- ✓ Expand placements
- ✓ Prioritise strongest converters



Fast action today drives stronger results tomorrow.



MORNING PERFORMANCE UPDATE

PRIME DAY CHECK-IN



01 REVENUE VS FORECAST

What's the variance and what's driving it?



02 AD SPEND PACING

Are we pacing to plan?



03 TOP-PERFORMING ASINS

Which ASINs are driving the results?



04 KEY RISKS

What could impact performance today?



05 ACTIONS UNDERWAY

What are we doing about it?



*Start the day with clarity.
Lead the day with confidence.*





ESCALATION TEMPLATE



IMMEDIATE COMMERCIAL ACTION REQUIRED



01 ISSUE
What's the issue we're seeing?



02 COMMERCIAL IMPACT
What's the potential impact if we don't act?



03 RECOMMENDED ACTION
What action do we recommend?



04 REQUIRED DECISION BY
Who needs to decide and by when?



*Fast decisions protect performance.
Escalate early. Act with clarity.*



END-OF-DAY SUMMARY

IMMEDIATE COMMERCIAL ACTION REQUIRED



01 TODAY'S PERFORMANCE

How did we perform today?



02 WINS

What went well?



03 CHALLENGES

What challenges did we face?



04 TOMORROW'S FOCUS

What's our focus for tomorrow?



*Celebrate progress. Learn fast.
Stay focused. Win together.*





STRUCTURE YOUR REPORTING FOR IMPACT



A CLEAR STRUCTURE. STRONGER STORY. BETTER DECISIONS.



01 PERFORMANCE SNAPSHOT

- Revenue
- Spend
- ROAS
- TACOS
- CVR



02 COMMERCIAL INSIGHTS

- What drove performance?
- What changed?
- What outperformed expectations?



03 KEY LEARNINGS

- What should be repeated?
- What should change?



04 RECOMMENDATIONS

- Immediate next actions
- Future Prime optimisation opportunities



*Structure brings clarity.
Clarity drives action. Action drives growth.*





PRIME DAY IS MORE THAN A TRADING EVENT.

IT'S AN OPPORTUNITY TO DEMONSTRATE:



COMMERCIAL
OWNERSHIP



STRATEGIC
THINKING



DECISIVE
LEADERSHIP



CONFIDENT
STAKEHOLDER
COMMUNICATION

“

*THE OPERATORS WHO STAND OUT DURING PRIME DAY
AREN'T ALWAYS THE ONES CLOSEST TO THE CAMPAIGNS.*

THEY'RE THE ONES WHO BRING CLARITY, CALM AND

COMMERCIAL DIRECTION WHEN IT MATTERS MOST.

THAT'S THE KIND OF LEADERSHIP THAT GETS NOTICED.



Lead with purpose.

