

BENCHMARK REPORT

Prime Big Deal Days 2026: 2.5x the ad sales.

The first 12 hours paid best.

Against a normal day, Prime Big Deal Days 2026 drove about 2.5x the ad sales. Shoppers arrived ready to buy: conversion and order values outran an 18% CPC rise, so ROAS rose and the typical advertiser improved ACOS. **Our view: events are now won hour by hour, and most plans are still set by the day.** Here is when and where the efficiency was, and how to run your next event with your rules in charge.

2.5x

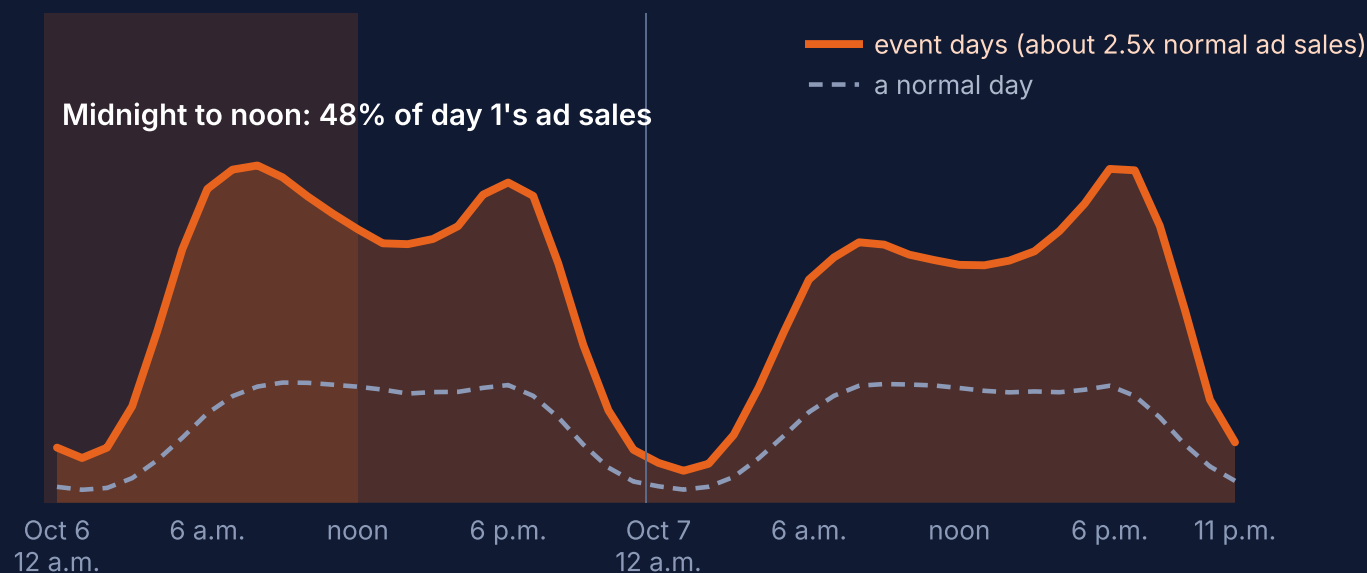
ad sales vs a normal day

+20–50%

ROAS midnight to noon on day 1, the strongest stretch of the event

–14%

CPC vs July's Prime Day, at the same ROAS



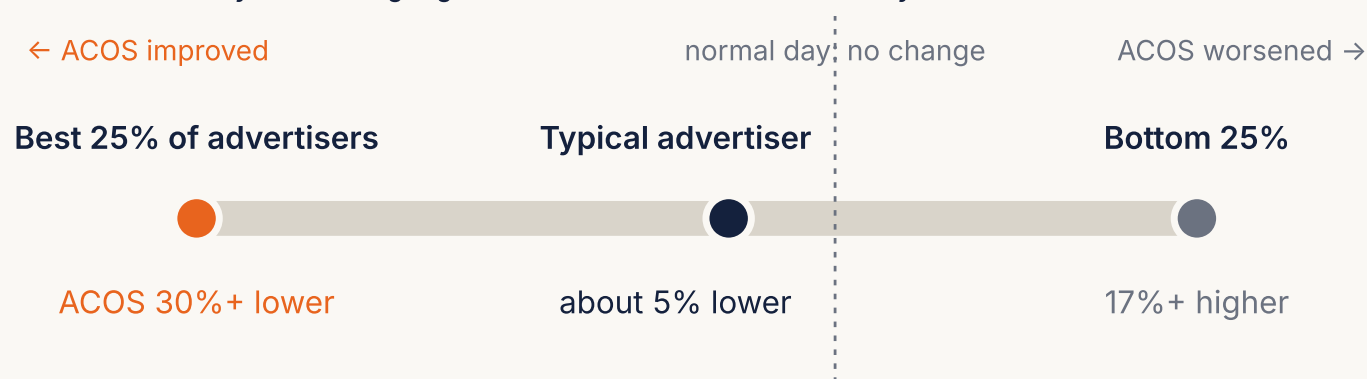
Hourly ad sales over the 48 hours against a normal day. North America and Europe, Sponsored Ads, in each ad account's time zone. Midnight to noon on day 1: 48% of the day's ad sales (vs 43% normally). Source: Xnurta Ads Index.

EXECUTIVE SUMMARY

Clicks cost 18% more, and most advertisers still improved. The gains sat in the first 12 hours, product pages and four markets.

Against their own normal day, most advertisers improved ACOS: the typical advertiser by about 5%, and 1 in 4 by 30% or more. For the bottom 25% it rose 17% or more.

Categories run at different ACOS, so compare the change, not the level.

EXHIBIT 1 Event-day ACOS change against each advertiser's own normal day


Note: 25th, 50th and 75th percentiles of each advertiser's ACOS change against its own normal day (Sept 6 to Oct 5); they mix category, season and execution. Source: Xnurta Ads Index, North America and Europe.

Find where you landed (p.10); category explains part of the spread (p.8). Five findings tell you what to change:

WHAT WE FOUND	WHY IT MATTERS	WHAT TO DO
The first 12 hours paid best. p.4	Midnight to noon: 48% of day 1's sales. Overnight ROAS +50% on 13%; first morning +20% on 35%.	Be live from midnight; keep budget through noon.
Prime Day ROAS, cheaper clicks. p.3	CPC 14% below July Prime Day; ROAS held (North America +1%, Europe -2%).	Treat October as a full event, not a warm-up.
Shoppers came early; the days after read low. p.5	Day before: +15% (Europe +30%). Two days after: ROAS 20% to 30% below.	Start Germany, the UK and the Netherlands a day early.
Placement and market mattered. p.6 to 8	Product pages +20% ROAS; top of search held at +21% CPC. Germany, the UK, the Netherlands and Canada scaled; Italy, Spain and France: ROAS about 10% lower.	Give each placement and market its own job.
Growth went beyond the ad report. p.6	New-to-brand sales (brand-registered) kept pace with ad sales, about 1 in 10. In North America, total sales grew faster: ads carried about half, vs about 60% normally.	Judge events on new customers and total sales, not ROAS alone.

**YOUR NEXT
EVENT IN ONE
LINE**

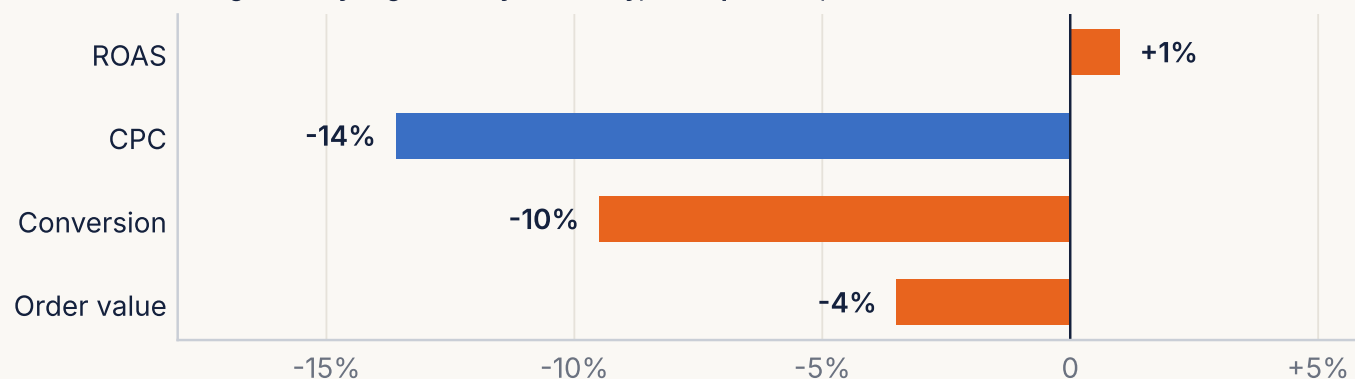
Be live from midnight and keep budget through noon: overnight rose to 13% of day 1's ad sales (from 9% normally) at ROAS +50%, and 6 a.m. to noon carried 35%. Approve the return to normal before the event starts.

THE EVENT IN CONTEXT

Against July Prime Day: 14% cheaper clicks, same ROAS

Against July Prime Day, conversion and order values ran a little lower, but CPC fell further, so ROAS held. Each region paid 12% to 13% less per click; the blend fell 14% because Europe, whose clicks cost less than North America's, rose from 21% to 25% of spend.

EXHIBIT 2 Prime Big Deal Days against July Prime Day, same platform, 2026



Note: event-period rates, North America and Europe, Oct 6 to 7 against Prime Day in July 2026. Blue is cost, orange is outcome. ROAS +1% overall (North America +1%, Europe -2%); CPC -14% overall (North America -13%, Europe -12%). The overall figures are spend-weighted, so the shift toward Europe pushes overall CPC below either region's and lifts overall ROAS. No comparison with October 2025: the advertisers in the Index changed enough over the year that it would mostly measure that change. Source: Xnurta Ads Index.

Against a normal day: clicks cost more, and returns still rose

+18%

Event CPC across all spend (all ad types, North America and Europe).

+10%

Event ROAS across all spend. Conversion and order values rose faster than CPC.

-5%

Typical account's ACOS. Most advertisers improved it, in both North America and Europe.

What it means

In Sponsored Products, CPC rose 13% to 21% in every placement (p.6), but the +18% divides all spend by all clicks, so it leans toward the accounts that spend most and toward top of search. Account by account, the middle half ranged from about -6% to +8%; one in ten paid 19% or more. So the market's CPC isn't yours to match. Put raises where ROAS rose: 3 a.m. to noon on day 1 (the biggest from 6 a.m., where the volume was), product pages, and Germany, the UK, the Netherlands and Canada (p.4, p.6, p.7).

DO THIS AT YOUR NEXT EVENT

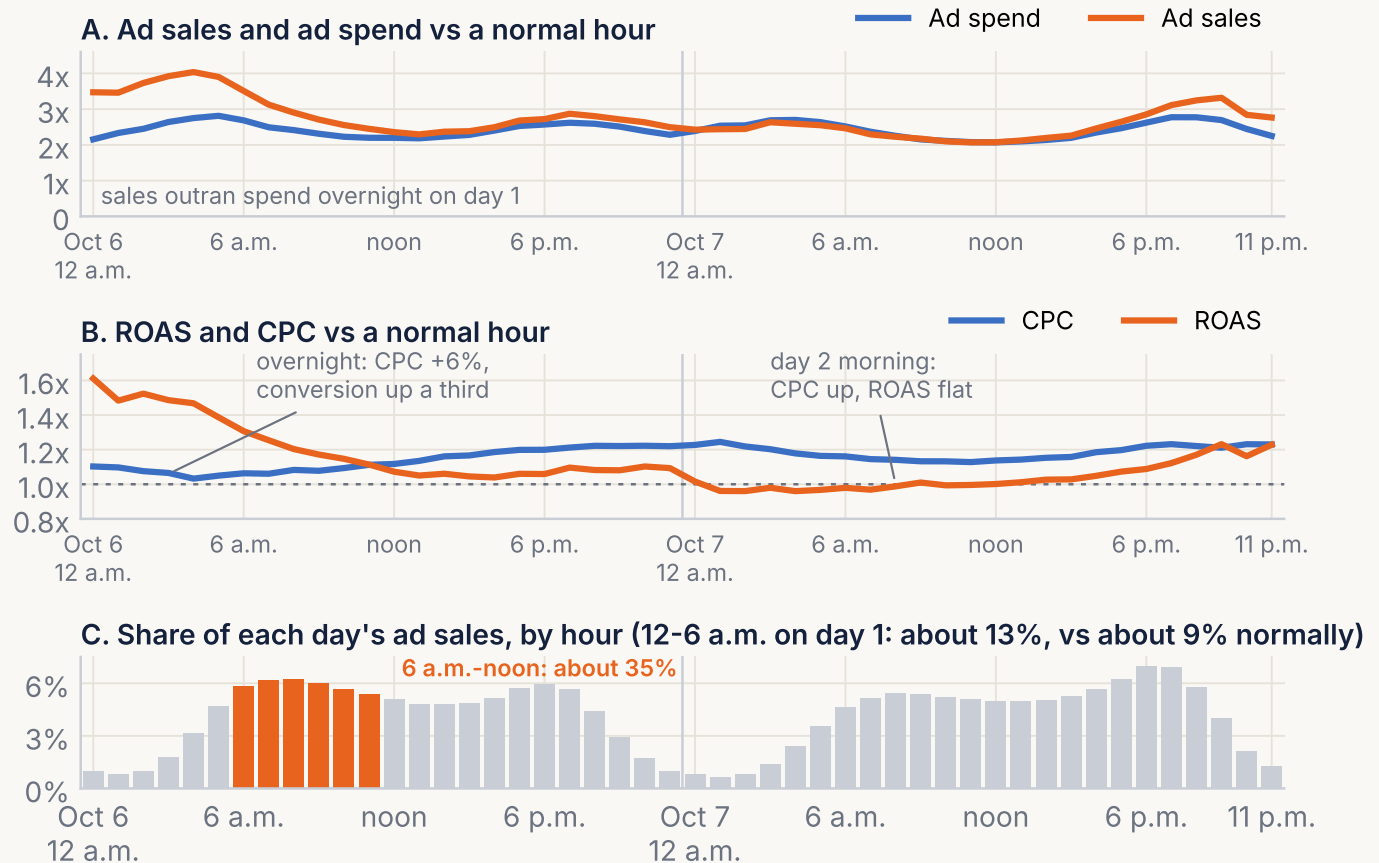
- **Budget October like a full event**, not a warm-up.
- **Check your own CPC change**, not the market's: yours likely moved less than the headlines.

PART 1 · WHEN YOU SPEND

Overnight converted best on small volume; the first morning is where budget pays

Midnight to 6 a.m.: 13% of day 1 sales (vs 9% normally) at ROAS +50%. 6 a.m. to noon: 35% at +20%.

EXHIBIT 3 Overnight shoppers arrived ready to buy; the first morning carried the volume at good efficiency



Note: index against the same weekday and hour (each ad account's time zone), Sept 6 to Oct 5. Source: Xnurta Ads Index, North America and Europe.

How to read it

Overnight: conversion up a third and order values a fifth, on CPC up 6%. Most came 3 to 6 a.m. account time. Not just a time-zone effect: Europe, where accounts and shoppers share a clock, rose from 6% to 11% of the day at ROAS about +65%. Midnight to 3 a.m. was about 3% of the day: stay live, but hold raises until 3 a.m.

First morning: more volume, so it gets the most budget and the bigger raise; 3 to 6 a.m. earned more per click, so its raise carries the least risk. **Day 2:** CPC up, ROAS back to normal in the morning, climbing again by evening. These are average returns: each raise buys extra clicks at a lower one, so run the margin test (p.9).

DO THIS AT YOUR NEXT EVENT

- **Be live from midnight;** start any raise at 3 a.m.
- **Biggest raise 6 a.m. to noon;** budget must last.
- **Day two:** 0 to +5% from noon; +10% to 15% from 6 p.m. (p.9).

**EASIER WITH
XNURTA**

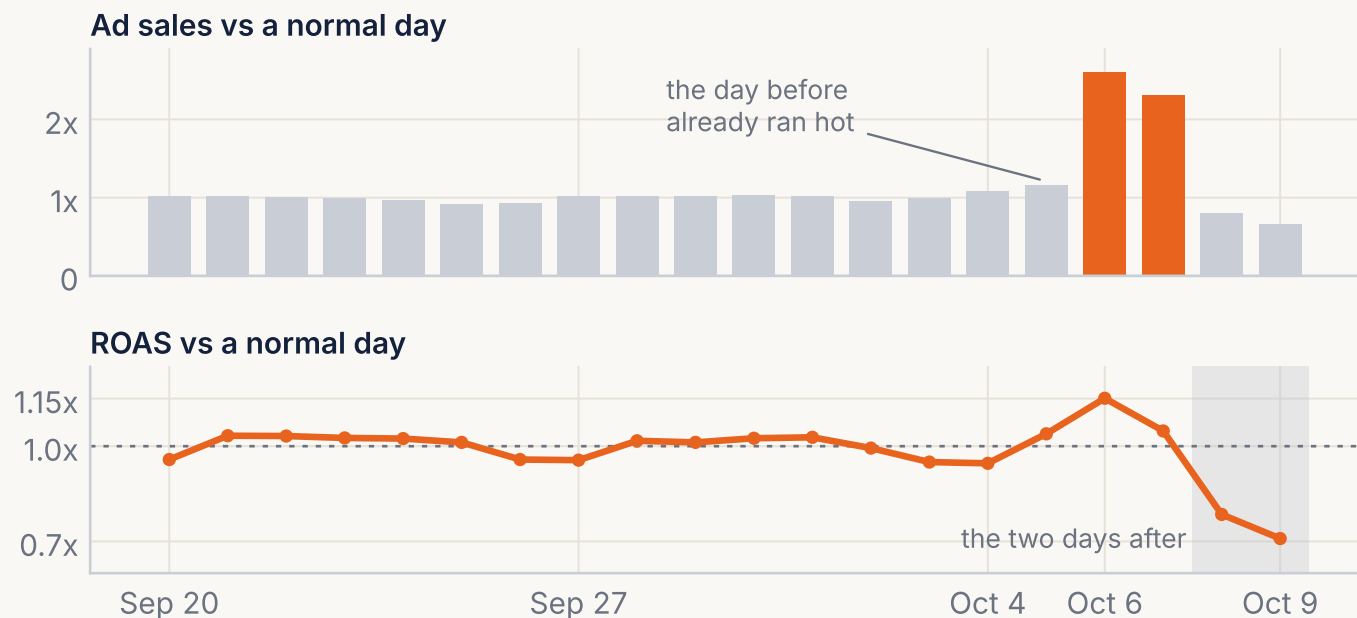
AI Managed Groups: hourly bids run by AI within your range, by your rule, or by hand.

PART 1 · WHEN YOU SPEND

Shoppers came a day early, and the days after read low

Both show up only when you compare the event with your own normal day.

EXHIBIT 4 Sales rose the day before the event; ROAS read below normal for two days after it (early data)



Note: index against the Sept 6 to Oct 5 daily average; orange bars are the event days. Source: Xnurta Ads Index, North America and Europe.

The day before

On Oct 5, ad sales ran about 15% above normal, 30% in Europe. Budgets that started at midnight on Oct 6 missed it.

The two days after

Conversion read 20% to 30% lower on Oct 8 and 9 while CPC went straight back to normal, so ROAS read 0.7x to 0.8x. Many shoppers had likely bought ahead. **Normal CPC can look safe here.** Treat the dip as an early read: these days had the least time to collect attributed sales.

DO THIS AT YOUR NEXT EVENT

- **Start the event budget a day early in Germany, the UK and the Netherlands** (Europe sales +30%, ROAS near normal on Oct 5); hold bid raises for event day.
- **Plan the step-down from October's history,** not live data after the event (p.9).
- **Keep the event's new-to-brand buyers:** reach them afterwards with Sponsored Display purchase remarketing or an AMC audience, not the general mix.

WHAT WE'RE HEARING

"Day 1 is for researchers; buyers come back on day 3 or 4."

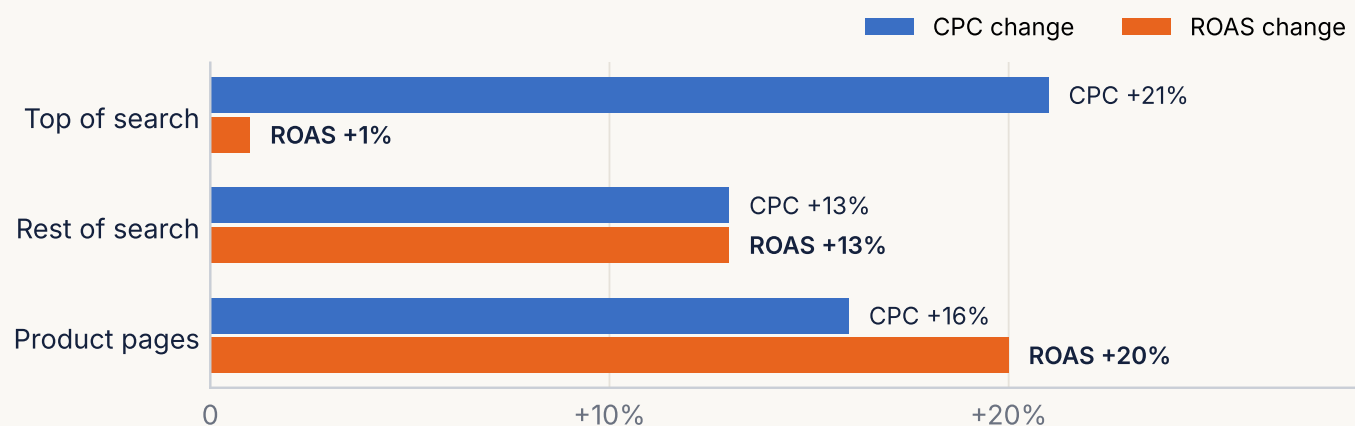
That may hold over four days in July. Over October's two days it didn't: day 1 ROAS ran about 15% above normal and day 2 about 4%, and the first 12 hours beat every later stretch. Match the plan to the event's length.

PART 2 · WHERE IT LANDS

Product pages returned 20% more; top of search held ROAS at a visibility premium

Each placement did a different job. Impression share isn't measured here; check it in your own reports.

EXHIBIT 5 Top of search held ROAS at 21% higher CPC; product pages and rest of search added efficiency



Note: Sponsored Products, spend-weighted totals, event days against Sept 6 to Oct 5, rounded; about half of advertisers paid less per click than normal (p.3). Source: Xnurta Ads Index, North America and Europe.

What happened

Top of search, the visibility play. Advertisers moved more spend there, paid 21% more per click and still held ROAS, reaching shoppers first on the busiest days.

Product pages, the efficiency play. ROAS rose about 20% on a 16% CPC rise. **Rest of search** added 13% at the smallest CPC rise.

DO THIS AT YOUR NEXT EVENT

- **Top of search:** hero products, brand terms and proven terms (3+ orders at target ACOS). Judge it on impression share, new-to-brand sales (about 1 in 10) and total sales: in North America, ads carried about half, vs 60% normally.
- **Product pages and rest of search:** keep their campaigns in budget so top-of-search raises don't crowd them out.

The pattern held beyond Sponsored Products

AD TYPE	ROAS	CPC	CONVERSION	PLACEMENT PATTERN
Sponsored Products	+11%	+16%	+15%	Top of search ROAS +1% on CPC +21%; product pages +20%
Sponsored Brands	+4%	+25%	+18%	Same shape: top of search +1% on CPC +26%; product pages +20% on CPC +5%
Sponsored Display	+15%	+41%	+57%	Shoppers already in the market converted

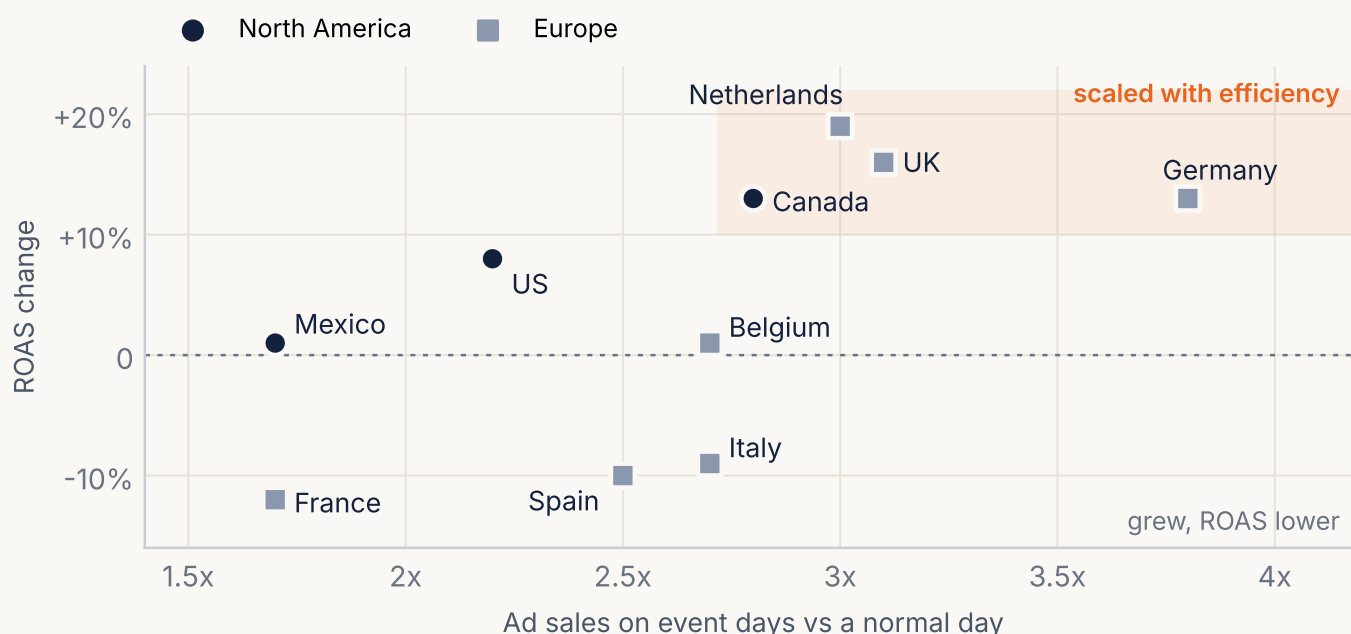
Note: North America and Europe, spend-weighted; blended CPC +18%. Display is a small share of spend. Source: Xnurta Ads Index.

PART 2 · WHERE IT LANDS

The US grew 2.2x at +8% ROAS; four markets scaled with better efficiency; Italy, Spain and France grew at lower ROAS

The US delivered a steady 2.2x with better efficiency. Europe grew about 3x overall, led by Germany, the UK and the Netherlands.

EXHIBIT 6 Germany, the UK, the Netherlands and Canada scaled with better efficiency



Note: each marketplace against its own normal day; Poland and Sweden lifted more on a small base and are not shown. Source: Xnurta Ads Index.

Two ways to win the same event

The US and Canada won on conversion (up 20% to 30%, order values nearly flat). Raise bids on exact-match terms that already convert.

Germany and the UK won on basket size (order values up a third to a half). Put bundles and higher-priced products in front of shoppers.

TIER	MARKETS	NEXT-EVENT MOVE
SCALE	Germany, UK, Netherlands, Canada	Own event budget (October spend ran about 2.5x to 3.3x normal); expect higher CPC, most on top of search.
HOLD	Italy, Spain, France	ROAS fell about 10%. Bids at normal; add budget only where the margin test clears (p.9).
LEAD	United States	Budget about 2x normal (sales 2.2x, ROAS +8%); raise bids on converting exact terms; fund the first morning.
STEADY	Mexico, Belgium	Fund each market's own lift (Mexico 1.7x, Belgium 2.7x); ROAS about flat.

PART 2 · WHERE IT LANDS

Lift isn't payback: electronics, toys, garden and German DIY paid; home slipped in the UK and Germany, beauty in the UK

Category explains part of the spread on page 2. Lift tells you a category showed up; ROAS tells you whether it paid. Benchmark against your own.

EXHIBIT 7 Lift and efficiency by category family

CATEGORY	EVENT LIFT	EFFICIENCY	WHAT IT TELLS YOU
Toys & games	About 2.5x to 4x	UP 20% TO 25% flat in the UK	The holiday preview. Gift buying started unevenly. Plan gift budgets early, outside the UK.
Garden & outdoor	About 3x to 3.5x	UP 40% TO 55% less in Canada	Our reading: clearance. End-of-season deals; don't count on a repeat.
DIY & tools	Up to 5.5x in Germany	UP ABOUT 65% IN GERMANY	Germany's standout. Give German DIY its own event budget.
Electronics	About 2x to 3x	UP 20% TO 45% EVERYWHERE	Our reading: shoppers wait for a price. Expect the same at the next price event.
Home & kitchen	About 2x	SLIPPED IN THE UK AND GERMANY	Our reading: crowded in Europe. Win on placement and timing, not budget.
Beauty & personal care	About 1.3x to 1.6x higher in Canada	DOWN ABOUT 8% IN THE UK	Relatively slower. Repeat buying follows its own cycle. Budget about 1.5x normal and win customers who reorder.

Four shopping missions (our reading of Exhibit 7)

MISSION	WHERE IT SHOWED	WHAT TO PUT IN FRONT OF SHOPPERS
Gifting	Toys, unevenly by market	Gift-ready products and brand terms ahead of the holidays (outside the UK)
Waiting for a price	Electronics, every market	The deal, on top of search, on event mornings
Clearance	Garden & outdoor	End-of-season stock; don't count on it repeating
Reordering	Beauty & personal care (slower lift; higher in Canada)	Multi-packs and first orders from customers who reorder

Note: the advertiser's primary category; US, Germany, UK and Canada ("everywhere" means these four); ranges rounded, small groups suppressed; "our reading" lines are interpretation. Source: Xnurta Ads Index.

WHAT TO TAKE INTO YOUR NEXT EVENT

Set the hourly schedule once, before the event starts

Starting bid changes built from October's average ROAS by hour, not yet tested as a schedule: run it on one marketplace first. Times are in your account's time zone. Budget rows work with Amazon's schedule-based budget rules; for hourly bids, check your console's bid rules, or use a tool or the Ads API.

EXHIBIT 8 Starting bid changes by hour, from October's pattern

	12-6 a.m.	6 a.m.-noon	noon-6 p.m.	6 p.m.-12 a.m.
Day before (DE, UK, NL)	budget +30%	budget +30%	budget +30%	budget +30%
Event day 1	+10-15% from 3 a.m.	+15-20%	0 to +5%	+5-10%
Event day 2	normal	normal	0 to +5%	+10-15%
Two days after	normal*	normal*	normal*	normal*

*Return to normal at midnight after the event. Only where this October's two days after (Oct 8 to 9) fell below breakeven, lower bids 10% to 20% for the two days after your next event. Italy, Spain and France: normal bids.

Worked example: one US proven-term campaign on event day 1

Illustrative: normal ROAS 5.0 (a 20% ACOS account), \$1,000 daily budget, \$1.00 bid, +15% top of search, 25% margin after discounts.

12 A.M. \$1.00 live, no raise	3 A.M. \$1.12 +12%	6 A.M. \$1.18 top of search \$1.36	NOON \$1.05 +5%	6 P.M. \$1.08 +8%	AFTER \$1.00 raises off
MIDDAY CHECK Budget raised to \$2,000 (2x normal). Day 1 spend trailed sales: 43% of spend by noon against 48% of sales. Past 60% (\$1,200), raise it again only while the morning's ROAS stays above 5.0 (breakeven 4.0 plus a buffer: same-day sales read low).	BID CEILING Combined bid capped at 1.5x base (\$1.50). Peak: $\\$1.18 \times 1.15 = \\1.36. "Down only" keeps the cap; "up and down" can raise top-of-search bids up to 100% and other placements up to 50%, so it can exceed it.	MARGIN TEST Breakeven ROAS = $1 \div \text{margin}$ (25%: 4.0). Illustrative: if the first \$1,000 returns \$6,000 and the full \$2,000 returns \$11,000, the extra \$1,000 brought 5.0. Stop adding when extra money returns under 4.0.			

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By hand, Exhibit 8 is **8 bid changes per campaign per marketplace** in 48 hours, returns included. In an **AI Managed Group** it is one approved event schedule (p.11).

YOUR NEXT STEP

Where did your account land?

Check before you set budgets. It takes about ten minutes.

Find out in three steps

1

Pull

A daily Campaign report, Sept 6 to Oct 7, run 7+ days after the event (14 for vendors, Sponsored Brands or Display).

2

Compute

Add up spend and sales for Oct 6 to 7, and for Sept 6 to Oct 5. ACOS = spend ÷ sales.

3

Compare

As a share: 20% to 14% is 30% lower, not 6 points. Find your row below.

WHERE YOU LANDED	ACOS CHANGE VS YOUR NORMAL DAY	WHAT IT MEANS
Best 25%	30% or more lower	Repeat your plan; scale it
Better than typical	5% to 30% lower	Check timing and placement
Worse than typical	5% lower to 17% higher	Check budget by noon and bids
Bottom 25%	17% or more higher	Start with the p.9 plan

Then check three things

- ☐ Did product pages beat top of search, as in Exhibit 5?
- ☐ Did any campaign run out of budget before noon on Oct 6? (Hourly data or your tool.)
- ☐ How did Oct 8 to 9 compare with Exhibit 4?

For agencies

Sort your book into the four rows. Clients in the bottom 25%, or that ran out of budget before noon, get the p.9 plan first. In Xnurta, each client's plan is one approved schedule, and the change log doubles as the client recap.

YOUR PRE-EVENT CHECKLIST · HAND IT TO WHOEVER RUNS YOUR BIDS

- ☐ Event budget per market tier
- ☐ Hourly bid schedule for each event day
- ☐ Bid ceiling 1.5x base: fixed or down-only bids, top-of-search adjustment up to +25%
- ☐ Return to normal approved in advance
- ☐ Terms with 3+ orders at target ACOS (last 30 days before the event) in exact match; negative exact in the original campaign once the copy gets impressions
- ☐ Marketing Stream subscribed (tool or Ads API)

Three decisions for the business, before the next event

Budget: fund day 1's first 12 hours and the scaling markets; Italy, Spain and France at normal bids, more budget only where the margin test clears. **Control:** which actions run on AI, your rule or by hand, and who approves.

Scorecard: profit after the days after, new-to-brand and total sales, not ROAS alone. End to end: p.11.

YOUR NEXT EVENT, END TO END

Rule, AI or by hand: you choose, action by action

Many bid tools run only on rules you write. In an Xnurta **AI Managed Group**, you choose how each action runs (bids, budgets, placements, search terms), switchable any time.

Seen in the Index: a larger share of advertisers ran campaigns on AI this October than in July, AI Managed Groups carried more of their spend, and those campaigns' ROAS rose from July to October on cheaper clicks.

Your rule

Runs exactly as written. Example: if ROAS drops below target, lower bids 10%.

AI with guardrails

AI moves it by the hour, never past your limits. Example: bids follow hourly performance and trend, capped at 1.5x.

By hand

Nothing changes until you do. Example: a fixed bid and budget that stay put, whatever performance or trend does.

Xnurta MCP. Your PPC manager asks an AI assistant connected to Xnurta (the MCP is a standard connector), such as "Prep my accounts for the next event", reviews the proposed schedule and approves each step in one click. Four moves:

1 • Prep

TWO DAYS BEFORE

Sets the p.9 schedule: day-before budgets, hourly raises, the 1.5x ceiling, the midnight return and any step-down, for you to pre-approve.

2 • Pivot

EVENT DAY

Reads hourly data and adds budget only while extra spend clears breakeven. Same-day sales read low, so it errs toward stopping.

3 • Cool-down

THE MORNING AFTER

Confirms the midnight return, keeps proven search terms and applies your pre-approved step-down.

4 • Summary

TWO WEEKS LATER

Once attribution settles, measures new-to-brand sales, total sales and profit after the days after, and what the AI changed.

EXHIBIT 9 The p.9 plan by hand and in an AI Managed Group, per campaign per marketplace

TASK	BY HAND OR YOUR OWN RULES	IN AN AI MANAGED GROUP
Hourly bids	8 bid changes in 48 hours, returns included	One event schedule, approved once
If you're offline	The schedule runs as written; nothing checks marginal ROAS	Runs inside your limits and adds budget only while extra spend clears breakeven; every change is logged and can be undone

Does this replace Amazon's own tools?

No. Budget rows can run on Amazon's schedule-based budget rules; Xnurta runs hourly bids inside your limits and adds the breakeven check.

What does an agency see?

Through the MCP, your team's AI assistant proposes each client's schedule from where it landed on p.10; you approve once per account, and each change log is the client recap.

See your next event run in an AI Managed Group.

Book a demo at xnurta.com: bring one account (or one client) and one marketplace, keep your rules where you want them, and see the p.9 plan set up from where you landed on p.10, judged on new customers and total sales, not ROAS alone.

ABOUT THE DATA

How we built this, and what we never publish

The Xnurta Ads Index

Xnurta is an AI platform for Amazon Ads. The Index is anonymized, aggregated Sponsored Products, Sponsored Brands and Sponsored Display data from advertisers on Xnurta, in the marketplaces that ran Prime Big Deal Days on Oct 6 and 7, 2026, compared with each advertiser's normal day and with Prime Day in July 2026: the US, Canada, Mexico, the UK, Germany, France, Italy, Spain, the Netherlands, Belgium, Poland and Sweden.

What we never publish

No totals of spend or sales, no advertiser or account counts, and nothing that could identify a brand, an account or a campaign. Every figure is an index, rate, percentile or share, rounded; groups below a minimum size are suppressed.

How to read the figures

"2x" means twice the same measure on a normal day (the Sept 6 to Oct 5 average, by marketplace; the warm Oct 5 inside it makes event indexes slightly conservative). ROAS "1.2x" means 20% above normal ROAS, not a ROAS of 1.2. "Typical" means the median account; "best 25%" and "bottom 25%" are the 25th and 75th percentiles of ACOS change. Hours are in each ad account's time zone (US accounts typically Pacific), compared with the same weekday and hour.

Attribution

Amazon credits sales to ads for 7 days (Sponsored Products, sellers) or 14 days (vendors, Sponsored Brands and Sponsored Display, which can also credit views). Most event sales have settled; figures may still shift slightly, most for the days right after.

Known limits

The Index reflects advertisers on Xnurta and can differ from the whole market. Attributed ROAS is one lens: read it with new-to-brand sales and impression share; it excludes discount cost and organic lift. Index accounts run each lever on Xnurta's AI, their own rules or by hand; we don't compare AI-run with manually run campaigns, because advertisers pick a mode per account and action, so the groups differ in more than the mode. The ACOS spread shows variation, not cause.

Glossary

ACOS ad spend ÷ ad sales. **ROAS** ad sales ÷ ad spend. **CPC** cost per click. **Conversion** orders per click. **Order value** sales per order. **Placements** top of search, rest of search, product pages. **Placement bid adjustment** a percentage added to your bid for one placement (0% to 900%). **Bidding strategy** Amazon's "fixed bids", "dynamic bids – down only" or "dynamic bids – up and down". **New-to-brand** customers who haven't bought your brand in a year. **Impression share** your share of available ad impressions. **Breakeven ROAS** 1 ÷ margin after discounts. **MCP** a standard connector for AI assistants. **Amazon Marketing Stream** hourly ad data via a tool or the Ads API.