

prime day

The Amazon smile arrow, a blue curved line with an arrowhead pointing to the right, positioned below the text "prime day".

Amazon Confidential



US PRIME DAY PROMOTIONS

2024

ACES DEALS

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- We want you to learn more about our business and new opportunities for us to grow with each other
- This presentation and its contents may only be shared with persons inside your company that have a need to know and who understand the need to keep the information confidential



TOPICS

- WHY RUN A PROMOTION DURING PRIME DAY?
- PRIME DAY 2023 HIGHLIGHTS
- PROMOTION TYPES
- GET THE MOST OUT OF YOUR PROMOTION
- IMPORTANT DATES
- UPCOMING EVENTS
- TERMS & CONDITIONS



WHY RUN A PROMOTION DURING PRIME DAY?



Participate in a high velocity event

Prime Day brings new traffic and customers to Amazon's online store each. Benefit from marketing on the Amazon Homepage and via Mass Advertising, including TV and Print media.



Increase sales across your catalog

Leverage promotions as a strategy to help grow your business. Offer discounts on popular products to promote your best sellers or reduce overstock items to free up FBA storage.



Boost brand awareness and visibility

Your deals and Coupons may be featured on the Today's Deals page, which can help improve the discoverability of your products.



Highlight your products in search

Deal selection receives specialized badging in search, helping customers find the best value on relevant products. Help your items stand out in results by running high quality promotions.

Reach Prime customers with personalized deal alerts:

Prime members can now subscribe to receive deal notifications related to their recent Amazon searches and viewed items. All members have to do is visit the Prime Day event page on the Amazon Shopping app to create an alert. Once Prime Day arrives, subscribers will receive a push notification for any available deals.



PRIME DAY 2023 HIGHLIGHTS



As of July 13, 2023, the first day of Prime Day was the single largest sales day in Amazon's history.

Over the course of the two-day shopping event, Prime members purchased more than 375 million items worldwide and saved more than \$2.5 billion on millions of deals across the Amazon store.

Last year's event was the largest ever for independent sellers, most of which are small and medium-sized businesses.

Did you know? Independent seller sales growth in Amazon's online store outpaced Amazon's retail business during the event.

Small Business Case Study: >18x growth in the first 24 hours

Caraway, True Classic, and TUSHY increased average daily sales in Amazon's store by over 18x during the first day of the Prime Day event compared to 2023 leading up to Prime Day.

Source: Prime Day 2023 Press Release <https://www.aboutamazon.com/news/retail/amazon-prime-day-2023-stats>



PROMOTION TYPES

- **LIGHTNING DEALS**
- **PRIME-EXCLUSIVE BEST DEALS**
- **PRIME MEMBER COUPONS**
- **PRIME EXCLUSIVE DISCOUNTS**



Promotion types

Lightning Deals

WHAT IS A LIGHTNING DEAL?

Lightning Deals run for several hours on the event page. These are limited quantity deals that allow you to set a maximum quantity of units.

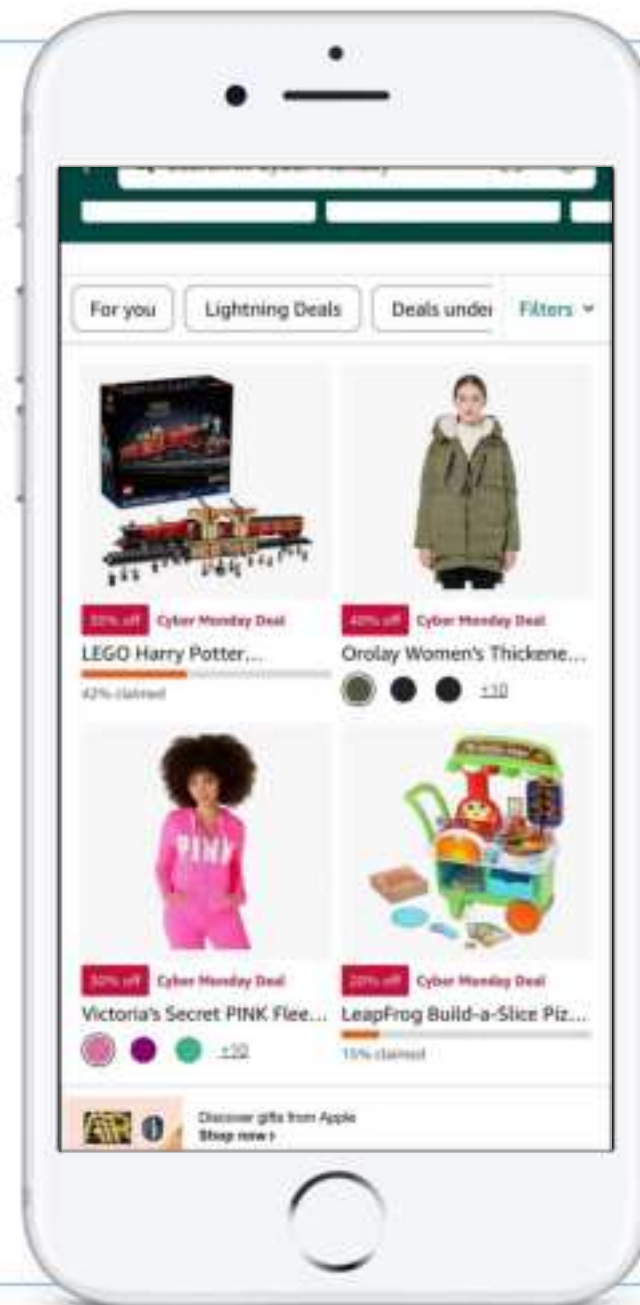
ELIGIBILITY CRITERIA

- The best brands with a proven track record of selling well
- Minimum 20% discount off the basis price, which is the strikethrough price shown on the detail page when the product is discounted
- Matches/beats lowest price in trailing 30 days prior to start
- Positive product reviews and ratings
- Seasonally relevant
- Recommended ASIN

HOW TO SUBMIT A LIGHTNING DEAL

- Seller Central > Advertising > Deals recommendations
- Click 'Show eligible products for Lightning Deals' and select any ASIN that shows Prime Day Week available
- Each Lightning Deal promotion scheduled on Prime Day Week has a base merchandising fee of \$300. Lightning Deals scheduled on Prime Day will be charged a \$500 fee. This is a one-time, flat fee that will be invoiced separately after the promotion ends
- Final submission deadline for event consideration is 5/3

Please note: Lightning Deals not selected to run on Prime Day will be scheduled on the surrounding dates.



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Promotion types

Prime-Exclusive Best Deal

WHAT IS A PRIME-EXCLUSIVE BEST DEAL?

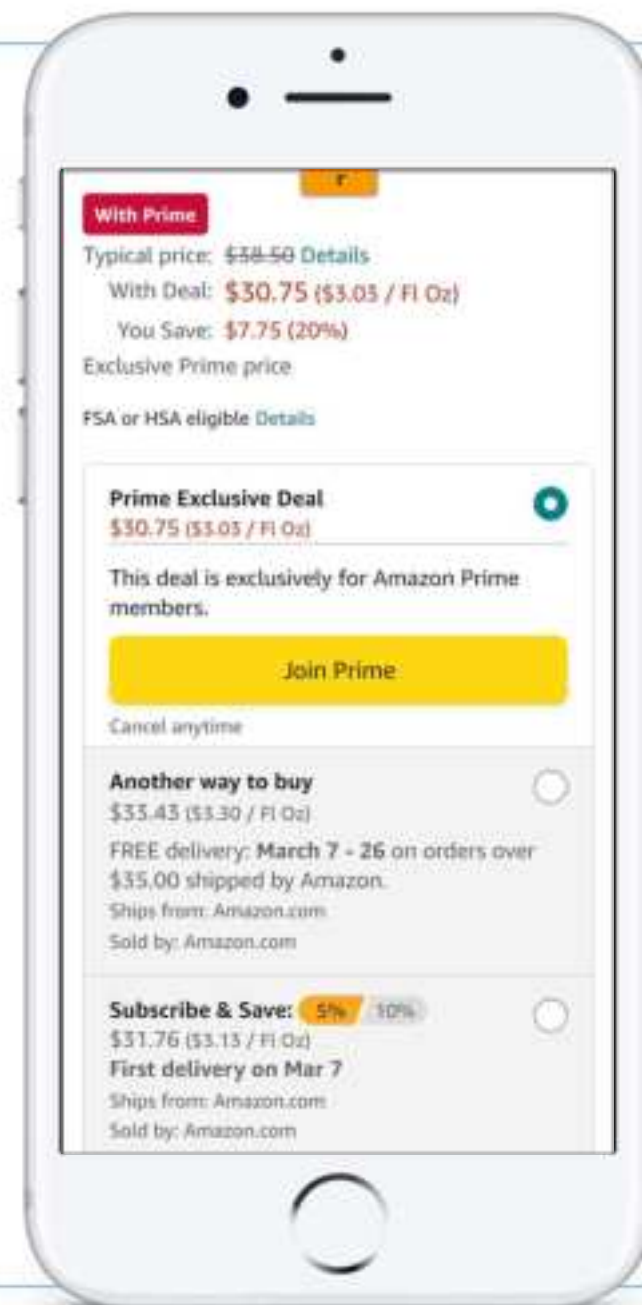
Prime-Exclusive Best Deals offer great products at a discount, and perform optimally with best-selling products. They display strike-through pricing. On Prime Day, Prime Exclusive Best Deals will display Prime Day Deals badge. They will run for the actual days of Prime Day.

ELIGIBILITY CRITERIA

- The best brands with a proven track record of selling well
- Minimum 15% discount off the basis price, which is the strikethrough price shown on the detail page when the product is discounted
- Matches/beats lowest price in trailing 30 days prior to start
- Strong sales history
- Positive product reviews and ratings
- Seasonally relevant
- Recommended ASIN

HOW TO SUBMIT A PRIME-EXCLUSIVE BEST DEAL

- Seller Central > Advertising > Deals recommendations
- Click 'Show eligible products for Best Deals' and select any ASIN that shows Prime Day Week available
- Prime Exclusive Best Deals scheduled on Prime Day will be charged a \$1000 fee. This is a one-time, flat fee that will be invoiced separately after the promotion ends
- Final submission deadline for event consideration is 5/3





Promotion types

Prime Member Coupon

WHAT IS A PRIME MEMBER COUPON?

A Prime Member Coupon is a point of sale discount offered on a single product or a set of products with automatic merchandising on the Today's Deals page, shopping results, product detail pages, and other locations, offered exclusively to Amazon Prime members.

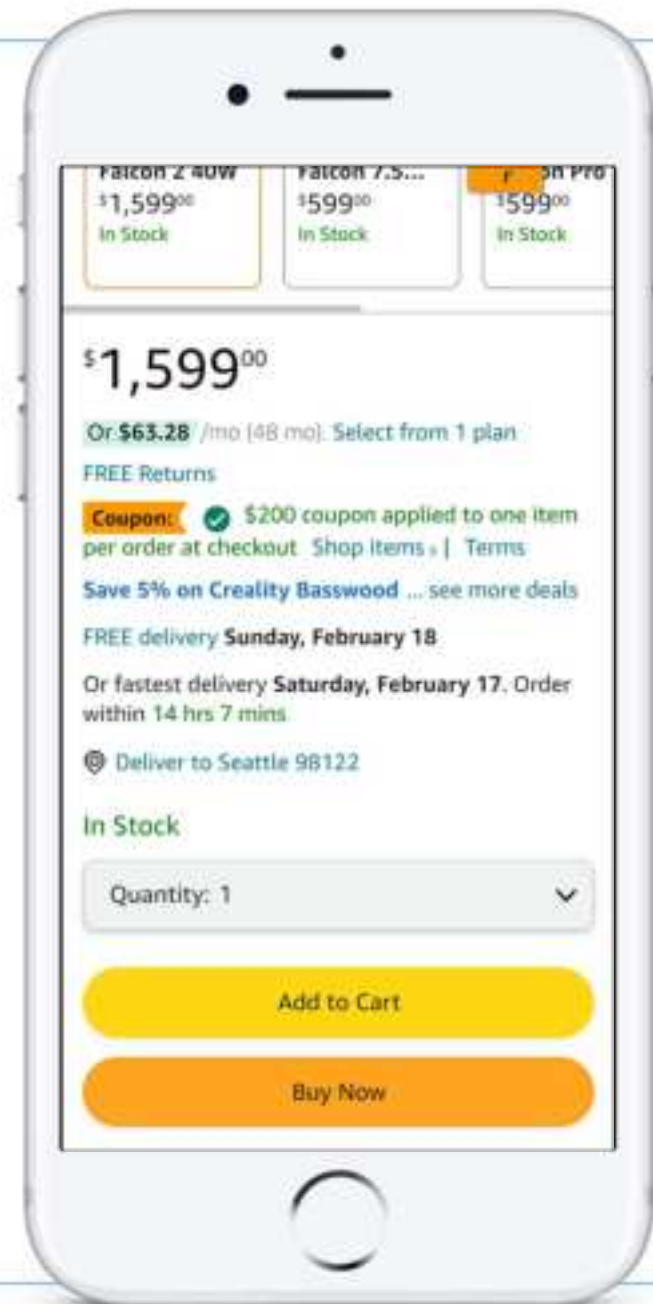
ELIGIBILITY CRITERIA

- Minimum 20% discount off the current price
- All Coupons are subject to other existing quality validations
- Customer Segment targeting must be set to Amazon Prime
- ASIN(s) must be Prime eligible
- Coupon title must be compliant*

HOW TO SUBMIT A PRIME MEMBER COUPON

- Coupon submissions will open after Prime Day dates have been publicly announced (Currently TBD)
- Seller Central > Advertising > Coupons > Create a new coupon
- Please schedule the Coupons on the actual event dates to qualify for Prime Day.
- Note: Coupon creation is 100% self-service

**Entering offensive words, discount percentages, or referring to specific events (such as Prime Day) in coupon titles is prohibited. Failure to comply with these rules may result in your coupon being deactivated by Amazon.*



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Promotion types

Prime Exclusive Discount

WHAT IS A PRIME EXCLUSIVE DISCOUNT?

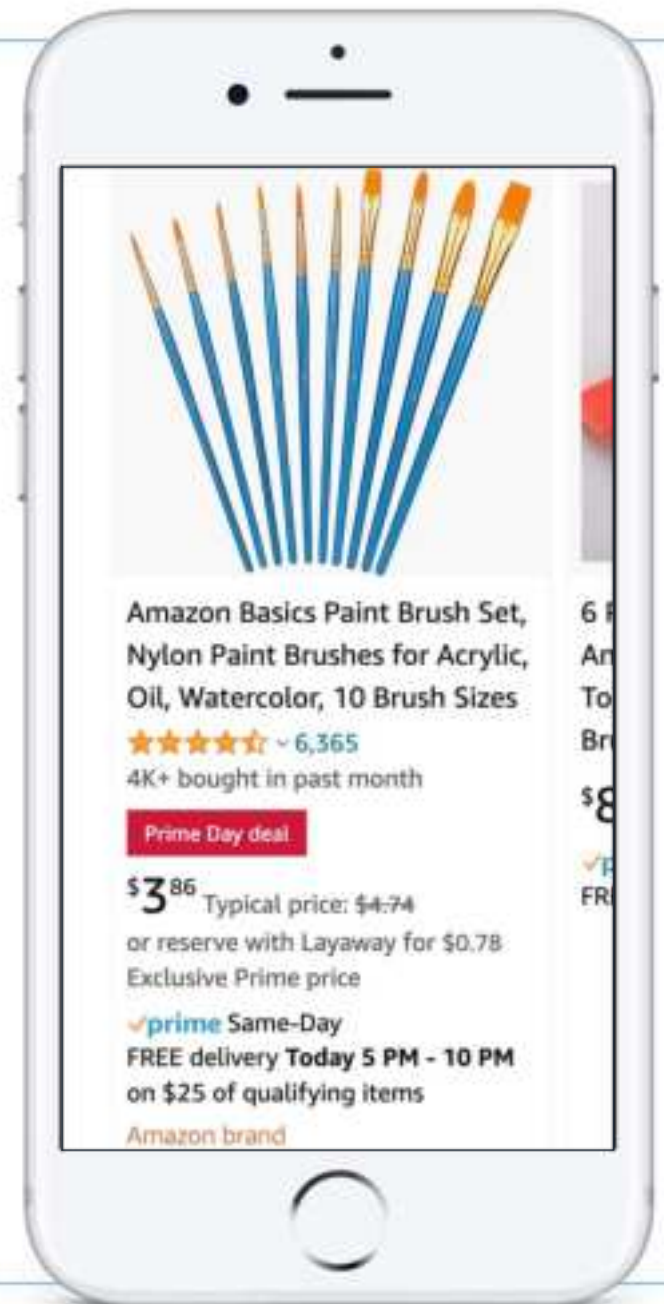
Prime Exclusive Discount is a price discount that is available to Prime members. Product offers with a Prime Exclusive Discount will show a discounted price with the regular price crossed out. Customers will also see a badge and savings summary in search results and on product detail pages. Prices adjusted for discounts are displayed on the Featured Offer detail page.

ELIGIBILITY CRITERIA

- Nationally Prime Shipping Eligible Item
- Minimum 15% discount off the basis price, which is the strikethrough price shown on the detail page when the product is discounted
- At least 4-star seller rating when seller rating is available
- Products must have at least 1 review with an average rating of at least 4 stars
- See [Eligibility criteria for Prime Day](#)

HOW TO SUBMIT A PRIME EXCLUSIVE DISCOUNT

- Seller Central > Advertising > Prime Exclusive Discounts
- Click the checkbox 'Is this a Prime Day Discount?'
- Prime Exclusive Discount sourcing begins on 4/17 and ends at the same date/time as the event end date/time
- Dates for submissions open and close are subject to change





GET THE MOST OUT OF YOUR PROMOTION

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- **BEST PRACTICES**
 - **VIDEO SHOPPING**



GET THE MOST OUT OF YOUR PROMOTION

SUBMIT DEALS ON RECOMMENDED ASINS

Recommendations update weekly, so **act fast to accept available offers** if you see a product eligible for Prime Day (as it may no longer be eligible the following week). Continue submitting high quality promotions through Seller Central until the sourcing window closes on 5/3/24.

HIGHLIGHT YOUR TOP PRODUCTS

Running a promotion on Amazon's online store is your opportunity to WOW Amazon shoppers! Focus on popular, high-performing products to maximize your growth opportunities during the event.

USE HIGH QUALITY IMAGES FOR YOUR PROMOTIONS

Ensure the image doesn't include any text, logos, or watermarks that are not a part of the product itself. If a promotion doesn't follow Amazon's [product image requirements](#) or is not representative of the products within the promotion, the promotion is subject to cancellation.

IMPROVE PRODUCT DETAIL PAGES

Enhance your product's appearance on site to inspire Amazon shoppers. Use bullet points, images, [videos](#), and A+ Content to share your brand message and unique product benefits. See next slide and presentation [here](#) for more information on Shoppable Videos.



VIDEO SHOPPING DURING HIGH VELOCITY EVENTS

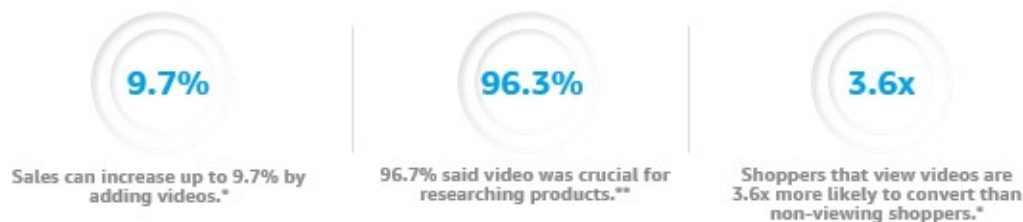
WHY DO CUSTOMERS WANT VIDEOS?

More than ever, shoppers use videos to **discover** products, make informed purchasing decisions, and **engage** with creators and communities they trust.

INCENTIVES FOR HIGH VELOCITY EVENTS

- Capitalize on **higher traffic** by increasing already lifted sales
- **Differentiate** your product in a sea of enticing deals
- Add content prior to peak and **keep it all year round**

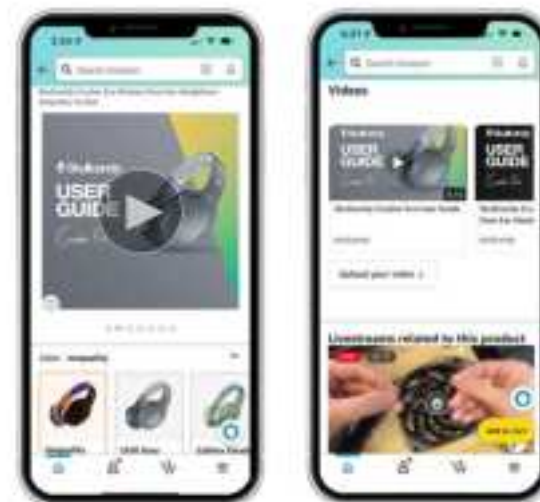
MEASURABLE IMPORTANCE



DIVERSIFY AND REPURPOSE CONTENT

Customers want video that **aids them with pre-purchase decision making**, post-purchase set-up **help**, and everything in between. They expect a wide range of content (e.g. how-to, unboxing, try-ons, product demos, etc.) when online shopping.

Selling partners can **leverage any existing content** from their social media platforms, brand websites, and **more to enhance the Amazon shopping experience.**



*Source: Amazon study highlighting the lift in third-party seller revenue when a video is added to a listing where no video existed before, studied over a 90 day period (2018-2020 US data)



IMPORTANT DATES

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- **PRIME DAY TIMELINE**
 - **UPCOMING EVENTS**



IMPORTANT DATES

PRIME DAY TIMELINE

3/19/24: Deal submission window opens in Seller Central

4/17/24: PED submission window opens in Seller Central

5/3/24: Sourcing Window closes in Seller Central

6/20/24: FBA inventory inbound cut off

TBD: Coupon Submissions Opens for Prime Day (once Prime Day dates are publicly announced)



SEASONAL EVENTS AND LONG WEEKEND SALES

SPRING SALE

3/18/24-4/1/24



SUMMER SALE

7/16/24-7/31/24



FALL SALE

9/16/24-9/29/24



WINTER SALE

12/23/24-1/5/25



MEMORIAL DAY SALE

5/14/24-5/27/24



4TH OF JULY SALE

6/23/24-7/8/24



LABOR DAY SALE

8/20/24-9/29/24



VETERANS' DAY SALE

11/1/24-11/11/24





SEASONAL EVENTS

EASTER

2/1/24- 3/31/24



MOTHER'S DAY

3/12/24- 5/12/24



FATHER'S DAY

4/16/24 - 6/16/24



BTC/OTC

Dates TBD



HALLOWEEN

Dates TBD



HOLIDAY

Dates TBD





IMPORTANT

TERMS AND CONDITIONS

Amazon retains the right to reschedule or cancel the promotion at any time

If your promotion is not approved within 7 days, it will be cancelled by Amazon

Amazon doesn't guarantee that orders will be placed for the promotion

Amazon doesn't guarantee that the deal will be published on the chosen day or time



THANK YOU!