

skai®



Get Prepped for Amazon Prime Day **2024**

Playbook



[2023 Results](#) | [Pre-Event Prep](#) | [Day-of Optimizations](#) | [Post Prime Day](#)

Amazon has announced one of its biggest shopping events of the year is coming back again in July.

The event's two-day shopping event last July was the biggest Prime Day ever according to Amazon as Prime members purchased over 375 million products across the globe^[1]. The first day alone set a record as Amazon's single biggest sales day ever. With reported savings of \$2.5 billion for Prime members on deals across the site during last year's event, it's evident that this year's Prime Day is sure to be another significant consumer event worth preparing for.

Recapping Prime Day 2023

In 2023, eMarketer reported that Prime Day sales in the US reached \$7.77 billion representing +6.3% growth compared to the \$7.30 billion in total revenue generated during Prime Day 2022^[2]. Marketers know that the event days are big, but to understand exactly how big and what that means for prepping for this year's event, we decided to look back at last year's results.

Digging into insights from last year, we can see that leading up to the event days is a critical trend to understand because the competition for advertising doesn't just start on Prime Day, it starts building leading into the event. As shoppers are browsing and scouting, advertisers are already placing ads to promote their brands meaning the space for prime ad placements gets competitive days before Prime Day.

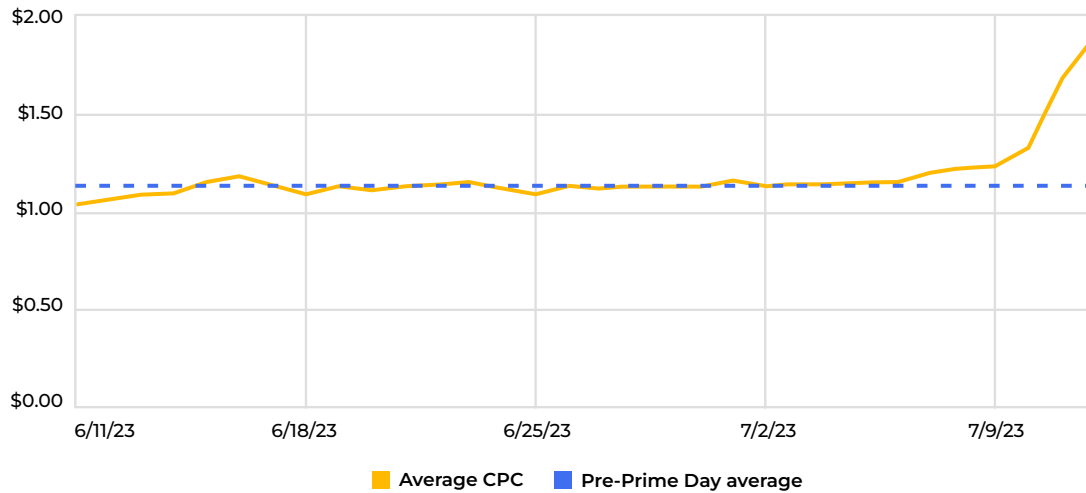
^[1] [Amazon](#), The first day of Prime Day was the single largest sales day ever on Amazon, helping make this the biggest Prime Day event ever, 2023

^[2] [eMarketer](#), Amazon Prime Day Sales US, 2023

Prime Day 2023

Amazon advertising CPC by day

As expected, it cost more per click to advertise during the event. According to Skai data^[3], the average CPC for the two days of Prime Day 2023 was 58% higher than the average for the prior thirty days. This trend signals the need to proactively plan for CPC increases leading into this year's event as well.



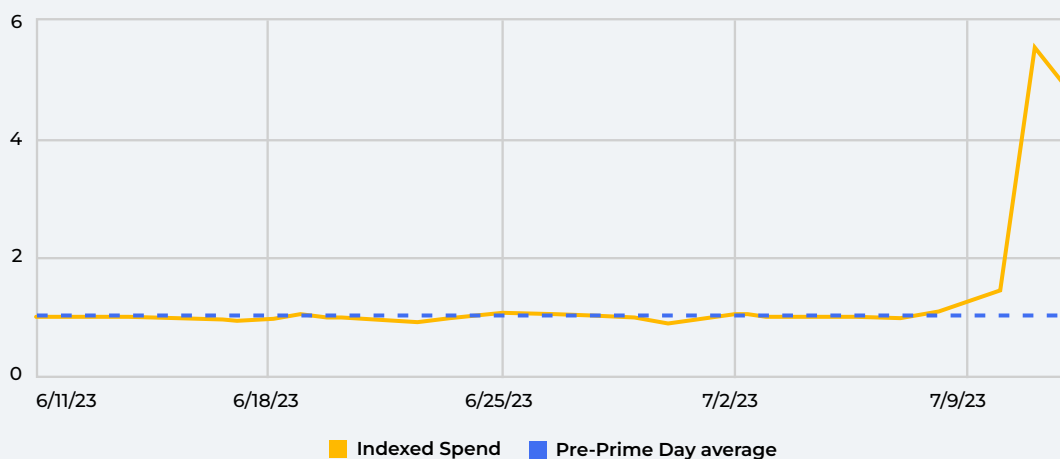
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^[3] Skai Analysis, where noted, is based on Amazon Marketing Services spending hosted on the Skai platform.

Prime Day 2023

Amazon advertising spend by day

Higher Prime Day prices combine with more clicks to drive considerable increases in overall spending. The average daily spending across the two July event days was +409% higher than the 30-day average spend leading up to Prime Day. In 2022, it was +300%.

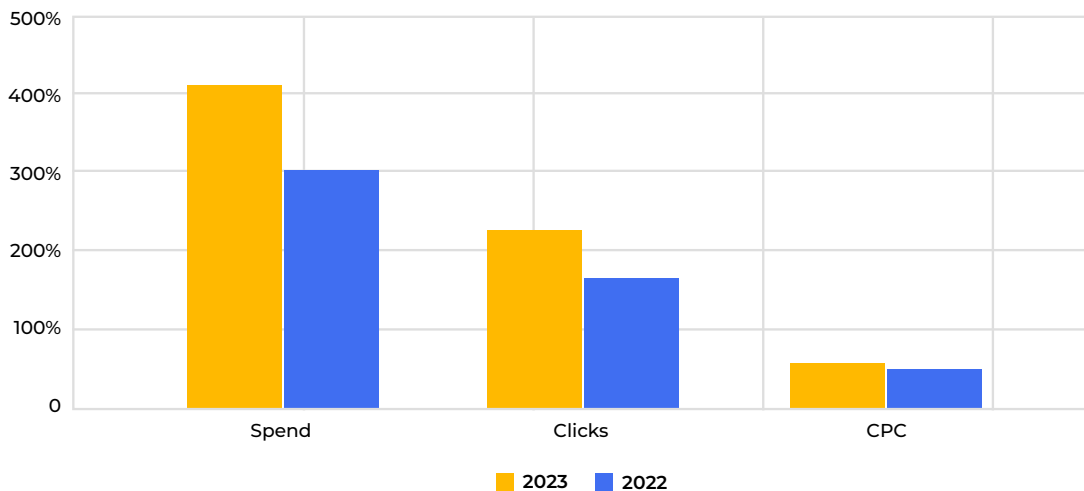


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Prime Day 2023

Amazon Prime Day vs. previous 30-day average compared to 2022

Each year Prime Day CPC, clicks and ad spending are sharply higher than the period immediately prior and this gap widened across all three metrics from 2022 to 2023. These signals can be taken as strategic guidance for budget planning for this year's event.

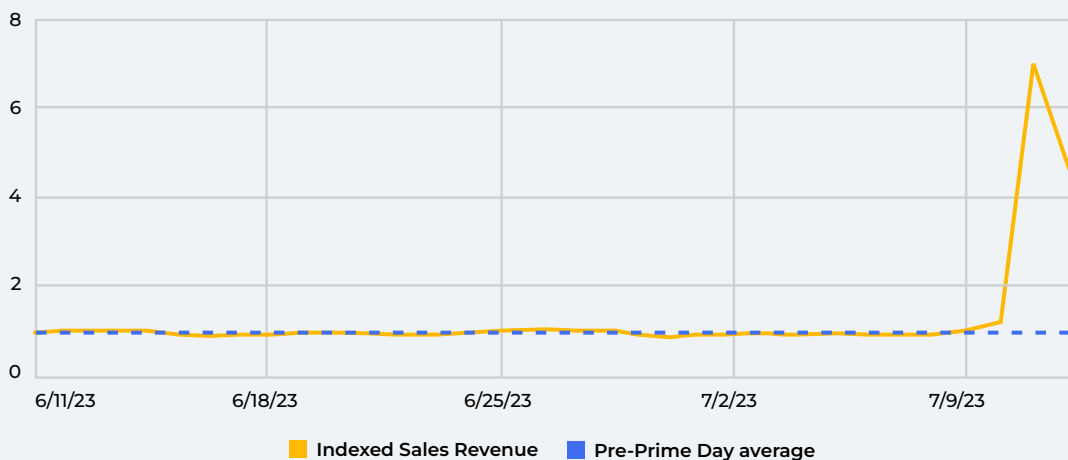


Prime Day 2023

Amazon advertising ad-supported sales by day

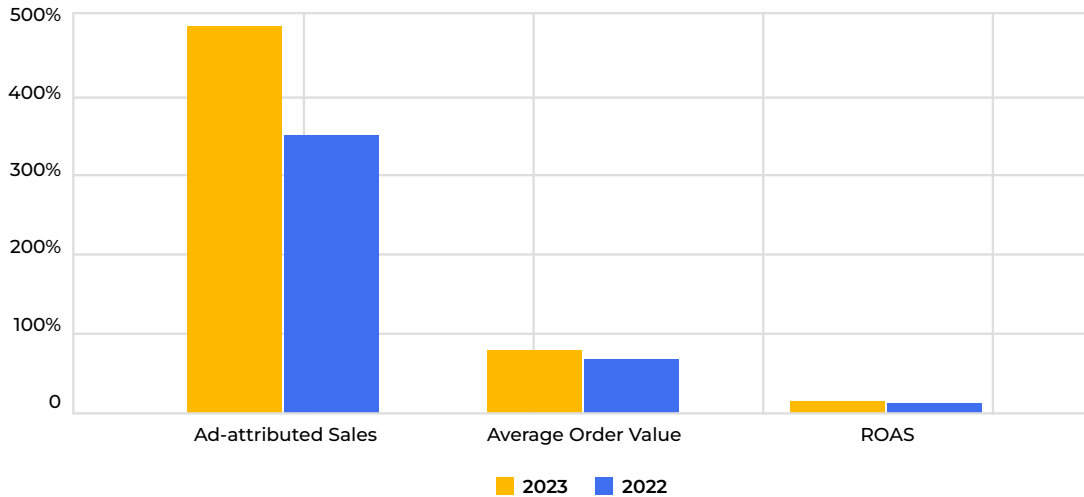
These increases in click price and spending are not without benefits. In fact, ad-supported sales across Prime Day 2023 were +486% higher than the average for the 30 days leading into the event, which means that Return on Ad Spend actually improved in the short term, on average. And that ROAS increase has gotten stronger from last year to this year, along with other key conversion metrics.

In order to successfully capture those sales on the actual event days, driving awareness and consideration efficiently before the event is going to be crucial.



Prime Day 2023

Amazon Prime Day vs. previous 30-day average compared to 2022



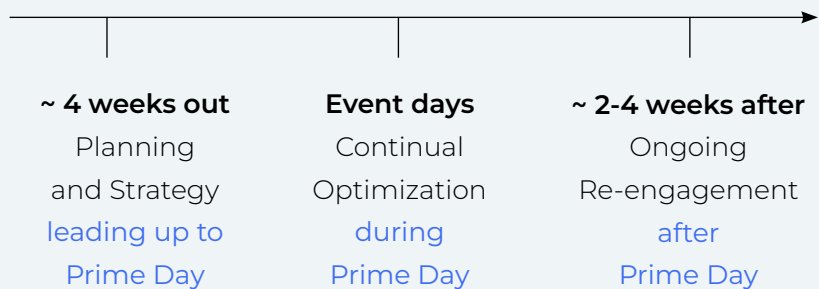
Of course, these results can vary from advertiser to advertiser and from industry to industry. Some categories may use Prime Day as more of a loss leader, sacrificing ROAS for additional sales volume. For a breakdown of selected results broken out by industry category, please see the appendix.

Now that we understand historical trends from last year, we can start to craft a strategy on how to approach Prime Day 2024. Let's take a look at our timeline and then dive deeper into how to create and plan.



Timeline

Here is a timeline with key dates. At Skai, we recommend planning with a three-phased strategy for success.



Planning and Strategy for Product Preparation

Leading up to Prime Day

[Product Prioritization and Diversification](#) | [Product Inventory](#) | [Brand Store and Product Detail Pages](#)

The weeks leading into the event will be crucial for determining the performance of your products during Prime Day. By working backward from your Prime Day goals, you can devise a strategy on how best to achieve your objectives. This ensures that your team is prepared by knowing which products need to be supported with advertising, which ad types need to be activated, and the tools needed for efficient advertising management. Additionally, consumers are doing product research before the event takes place meaning having a lead-in strategy is pivotal for capturing their attention in the earlier stages of their shopping journey.

PRODUCT PRIORITIZATION AND DIVERSIFICATION

With Prime Day being an excellent opportunity to present your brand to thousands of new customers, it's wise to place your top-selling products on a deal with high perceived value and visibility on Prime Day. However, the week of the event is a great opportunity to grant visibility to slower-moving lines or other strategic product choices as well.

Consider promoting lower price point products that showcase your brand and serve as a sample to customers. Even if margins aren't large enough to make a profit, you can use these audiences for remarketing purposes once the event has finished upselling your more profitable, more expensive, top-selling products.



Best practice: Leverage our data [Trends to Keep in Mind](#) section in this playbook to get a better sense of what to expect in your category to support planning and prep.





PRODUCT INVENTORY

To see increased sales, you will need enough stock to satisfy the increase in demand, especially if there are plans to run a promotion or discount on any products.

As a Seller, we recommend looking into your historical Prime Day data and the category trends in this playbook to get a sense of your potential sales lift. Sellers are encouraged to send stock in advance to avoid last-minute warehouse capacity restrictions and delays in stock acceptance.

As a Vendor, we recommend aligning with Amazon on your expectations and forecasting. For example, Amazon might agree to raise manual orders to minimize the risk of fast-moving products being out of stock. Alternatively, you can also raise Born to Run orders for a quick top-up if you think Amazon stock holding doesn't align with your plans for the event.

Skai tip: Leverage the **Amazon Selling Partner API** within Skai and our new retail intelligence columns in the grids to have a clear view of inventory and units on hand leading up to the event.

Skai tip: Leverage **Automated Alerts** to get notifications when an item is out of stock, or when a campaign or ad group conversion rate drops below its historical average.

Skai tip: Leverage **Automated Actions** to pause an ad when an item doesn't own the buy box.



BRAND STORE AND PRODUCT DETAIL PAGES

On your product detail pages, a strong product title, compelling product description, 4-5 high-quality images, an engaging video, A+ content, and relevant keywords sprinkled throughout the listing can positively impact your visibility and conversion. Remember, shoppers cannot physically experience your products so having effective content for shoppers to understand a product's key selling points will make a difference.

Furthermore, remember to maintain consistency across different platforms. The information and feel of your product listings on Amazon should align with your listings on Walmart or Target. Consistency in product representation instills trust and credibility in your brand.

Just as with a D2C website, personalizing a Brand Store for the event will improve relevancy and translate to more conversion. Creating a deals subpage is an easy path for consumers to quickly find deals related to a brand.



Best practice: Leverage Sponsored Brand ads to capture shopper attention and then use the event day page of the Brand Store as a landing page for this traffic.

Planning and Strategy - Advertising Planning

Leading up to Prime Day

[Budget and Bid Planning](#) | [Ad Type Strategy](#) | [Creative Strategy](#) | [Competitor Activity](#)

Now that your product detail pages and Brand Stores are primed for traffic, it's time to construct an advertising plan. By establishing advertising parameters beforehand, you can ensure strategic ad spending, align your ad types with overarching goals, and determine which ad platforms have the right formats to drive discoverability. Within this plan, you'll also select the creative assets needed for your ads and review share of voice (SOV) on Amazon to understand the channel landscape.

Skai tip: Tag relevant keywords as SOV keywords via **Competitive Insights** a few weeks before Prime Day to track and analyze for strategy development.

BUDGET AND BID PLANNING

To achieve top results, it's a best practice to progressively increase ad spending a week or two before Prime Day as CPCs get more competitive and as researching consumers start boosting that amount of traffic to the site. To follow this trend, gradually increase your bids across your priority keywords to grow paid and organic visibility. Doing this will give your products a competitive advantage for the event, where 2023 CPCs experienced a +59% increase compared to the prior 30 days*.

Skai tip: Pause any **Portfolios** or **Budget Navigator** plans running due to the intraday fluctuations and delayed data during the event. Skai optimization algorithms will automatically skip the Prime Day events when considering future bidding so that the event days do not impact post-event bidding decisions. All you need to do is turn back on Portfolios or your Budget Navigator plans to pick up where you left off.

Given the large influx of customers Amazon attracts during Prime Day, brands can find themselves running out of budget too early on in the day. You want to ensure you're not missing out on a large opportunity to drive sales. To avoid running out of budget, allocate enough budget (based on insights from previous tentpole events and/or speaking to your advertising representative), and if possible, make room for some contingency budget in case there's a need to increase budget caps even further.



*Skai Analysis, where noted, is based on Amazon Marketing Services spending hosted on the Skai platform.



AD TYPE STRATEGY

When it comes to choosing the right ad types to support your goals, it's important to understand that consumers don't only have a linear path to purchase. You'll need to meet shoppers where they're at and this is why a multi-ad type plan with a full-funnel approach is important to have as budget allows. There are different combinations of ad types you can put together to address the unique shopping behaviors of each brand, but we first recommend maximizing onsite ad placements within your budget before layering in display tactics.

Skai tip: Clear **AI Dayparting** scheduling as AI Dayparting is based on historical levels and not the irregularity of Prime Day.

Onsite Amazon ads:

Maximizing onsite placements is going to be a crucial element of your overall ad strategy. Typically, the majority of onsite ad spend goes towards Sponsored Products ads as these tend to efficiently cover the most real estate across the Amazon site. For these ads, we recommend that 60% of your budget goes toward exact match keywords, as these allow for tighter control and higher precision within your targeting. Remove low-performing keywords or add in negative keywords before the event to avoid creating a hole in your budget caused by low-performing keywords.

Skai recommends creating single-keyword campaigns for the top 3 keywords across each category. Set an increased budget to prioritize spending on top converting campaigns during Prime Day.

Skai tip: Leverage Skai's **Keyword Harvesting** tool to set a large array of if/then rules that will help you identify what customers are looking for and capture that traffic much faster than in a more manual, traditional way.

Make sure to include placement modifiers in favor of Top of Search (TOS) placements to improve discoverability, as audiences' searches change every year. Therefore, even if you're leveraging last year's Prime Day data, increase your Automatic campaign budget for the event to capture new and event-specific placements that your keyword research may have overlooked.

Product prioritization is also going to play a role in advertising. If you do not have enough budget to properly cover everything, consider shortening the list of products being advertised to maximize coverage where it matters most so you can strategize an out-of-budget plan.

Skai tip: With **Search Term Analysis** you can seamlessly add negative search terms from a list of suggestions to the relevant ad groups in an easy-to-use UI, allowing you to spend more time optimizing your campaigns.

Skai tip: Leverage **Competitive Insights** keyword heatmap and keyword drill down to understand the strength of your SOV per keyword to improve your strategy.

Skai tip: Leverage Skai **Audience Insights** to discover targeting opportunities. View existing audiences or create new ones to support Prime Day initiatives directly in **Audience Manager**.

Skai tip: Review Skai's **AMC** reporting insights to discover new targeting opportunities to support Prime Day initiatives and view or create additional audiences directly in Audience Manager.

Amazon Display ads:

Amazon DSP (ADSP) offers a versatile set of ad inventory that can raise awareness among relevant audiences before the event begins, facilitating conversions during and after Prime Day.

For awareness campaigns, review Lifestyle or Behavioral audiences to extend your reach. If those audience options seem too broad, try consideration campaigns with In-Market or Contextual audiences to determine if they are a better fit. From there, adjust your targeting parameters to further refine how narrow of a field you want your ads to populate in or how frequently a shopper should see an ad.

During and after the event, we recommend shifting your ADSP budget from an upper-funnel tactic to a lower-funnel retargeting strategy to re-engage consumers who were browsing before the event but did not convert.



New beta: Have you tried Amazon's latest ad format, **Sponsored TV**? Whether you're already using Amazon DSP or considering starting with streaming videos, now's the time. Broaden your audience reach ahead of Prime Day, enticing shoppers and accelerating conversions.





Best practice: For the upper funnel strategies of Connected TV, Streaming TV, and Sponsored TV ad types, make sure to introduce your brand name and logo early in the segment.

If you have access to Amazon Marketing Cloud (AMC), this is powerful to help make decisions about your full funnel advertising. AMC provides insights across your Amazon ads to give further context into what is driving performance.

CREATIVE STRATEGY

After a plan is created for the ad formats, make sure you're also putting your best foot forward with your creative. As the initial point of contact for shoppers, relevance is key to making an impact on your audience.

Review your historical creative performance and analyze results from other tentpole events. If needed, use the few weeks leading up to the event to A/B test creative options to see what gains momentum and to identify your most effective assets.

Skai tip: Organize your Sponsored Brands, Sponsored Brands Video, Sponsored Display, and ADSP assets in **Creative Center** to quickly analyze performance and choose your best creative for Prime Day.

COMPETITOR ACTIVITY

Taking into consideration that early budget capping is a frequent issue brand, use this to your advantage and intensify your activity during the afternoon and evening if you still have budget available. This will maximize your presence as competitor advertising activity may be losing some steam.

To understand who your competition is and the spread between your share of search and theirs, leverage SOV data via Skai's Competitive Insights.

Skai tip: See your top product for your competitors per keyword with **Competitive Insights**. Then, use product targeting on specific competitor products to raise exposure to your product.





If your goals are share-based (voice or shelf), focus on building SOV on non-branded keywords. By establishing a positive initial experience and building brand familiarity across retailers, you increase the potential for long-term brand loyalty and future sales opportunities.

Consider increasing your conquering budget, and target broader keywords like “prime day makeup” or “prime day gift for her” to fit your category conquering needs.

Don't forget: Google is still a valuable place where consumers research their purchase plans. They might see a Prime Day deal on Amazon and then go to Google to see if it truly is a deal—and that allows you to drive them to one of your other retailer partners. This is an especially good avenue to use paid search ads to strategically bid on competitor terms. As your rivals spend heavily on Amazon, they will drive consumers to Google where you can swoop in and win away a sale.

Skai tip: Use **Dimensions and Categories** to tag relevant Prime Day details within campaigns ahead of the event to make measurement and reporting easier.

THE HALO EFFECT OF PRIME DAY BEYOND AMAZON

As we know, Prime Day's influence extends beyond Amazon and can generate a halo effect that will help you capture a wider audience at other retailers such as Walmart and Target.

As your products' appeal could transcend beyond Amazon, communicate with your suppliers well ahead, discuss your expectations, and devise an inventory strategy that meets the predicted surge.



Best practice: Leverage our data [Trends to Keep in Mind](#) section in this playbook to get a better sense of the surge you can expect across retailers.

Consider strategies such as promoting products from other retailers that are complementary to your Prime Day deals or competitive with other brands' Prime Day deals. This allows you to capture the increased traffic, tap into a wider audience, maximize your reach, and ultimately boost sales on Amazon and across other platforms. Also, consider looking for opportunities to secure lower CPCs where there is lower competition.

Go omnichannel with your Prime Day media strategy. Drive external traffic to Amazon with targeted ad campaigns on platforms like Facebook, Instagram, TikTok, Google, and YouTube to reach a broader audience. Use social media posts, sponsored influencers, and hashtags to generate anticipation for discounts and encourage user-generated content before Prime Day.

Skai tip: Reach customers on social media platforms with **Dynamic Commerce Ads** and drive sales directly to the retailer of your choice.

There are many possibilities, and you don't have to do them all. In every case analyze and choose those that will likely drive the highest impact for your business.

Continual Optimization

During Prime Day

[Budget Management](#) | [Bid Optimizations](#) | [Competitive Monitoring](#)

When Prime Day arrives, the rules of measurement change. It's a period of heightened alertness. Keep a sharp eye on the campaigns throughout Prime Day. Stay agile, make adjustments as necessary, and respond swiftly to changes in consumer behavior. Remember, you are keen on indicators of success, so keep your budgets on, don't go dark, and stay alert.

By actively managing your campaigns in this manner, you'll ensure they perform optimally throughout the event. The value of real-time monitoring tools, such as those offered by Skai, can't be overstated.



Skai tip: Tap into Amazon Marketing Stream's real-time data with Skai's **Intraday Performance Scheduled Report** to adjust in real-time to target competitor products or pivot strategies that aren't yielding as planned.

BUDGET MANAGEMENT

Ad budgeting is the backbone of your advertising event strategy. Follow your budgeting plan set up in advance and do not lose the ability to drive discoverability for your products.

It is best practice to progressively increase your bids to be between 10-20% higher during Prime Day when compared to your average CPCs. This will guarantee your campaigns get impressions with the increased demand for existing inventory that brands are likely to experience during the event.



Best practice: Increase your bids throughout the day and gradually feed your daily budget caps to avoid exhausting your entire campaign daily budget too early in the day.

As increased CPCs will mean faster spending, continuously check for campaigns that have gone out of budget or are close to being out of budget and be strategic about which campaigns you should increase budget caps for, especially if you are on a limited budget. At the end of the day, if you are in a position in which you need to choose a small selection of products that are going to be running all events, those should be your top products in most cases.

Skai tip: When needing to track aggregated totals for key performance metrics, set up Automated Actions to notify you once they've met certain thresholds.

Additionally, depending on the nature of your brand or category, if some of your campaigns begin to run out of budget, you may want to focus on undecided customers versus brand traffic. Although more expensive, this will expand the pool of customers who interact with and learn about your product, and you can use it in the future to drive brand loyalty.

Skai tip: Stay on top of your pacing progress with our **Pacing Monitor** dashboards to configure thresholds and alerts.



BID OPTIMIZATIONS

Its best practice is to manage bids and budgets outside of Skai AI optimization to account for the unpredictable traffic of Amazon's Prime Day.

Skai tip: Review the **Optimization Activation Process** section for directions on how to best leverage Skai's **Portfolios, Budget Navigator activation, and AI Dayparting** during Prime Day.

As monitoring and optimizing in real-time is extremely important during Prime Day, make sure you regularly check your campaigns and optimize toward those entities that are driving volume and returns.

Skai tip: Automate optimizations via **Automated Actions** to optimize campaigns on an hourly basis toward achieving your goals, be it sales, traffic, SOV, ROAS, or others.

Skai tip: For overspend protection, Skai **Portfolios and Budget Navigator** can be used with Daily Budget Ceiling spend settings or Budget Target Portfolios to protect from overspending if your campaigns are not expecting huge demand on Amazon. Review the **Optimization Activation Process** section step-by-step.

COMPETITIVE MONITORING

Keep an eye out for competitors that aren't participating in Prime Day deals, as you could include aggressive product targeting via Sponsored Products or Sponsored Display to go after these brands. Take this as an opportunity to increase your category market share throughout and after Prime Day.

Ongoing Re-engagement

After Prime Day

[Measurement](#) | [Reporting](#) | [Data-Driven Action](#)

Once Prime Day is over, the focus shifts to studying your performance. Take time to delve into data at the brand, campaign, and product level, examining your main and more complex metrics. This will give you a holistic view of the value of your advertising spend, not only throughout the event but also the effects it will have in the following months.

Skai tip: Turn back on **AI Dayparting**, **Portfolios**, and **Budget Navigator** to resume management. Review the **Optimization Activation Process** section for more details.

MEASUREMENT

With the craze of the event behind you, it's time to evaluate how you've done.

In addition to looking at the most common performance metrics, we recommend asking yourself questions such as:

- Have we hit our sales targets?
- What did our traffic look like? And our conversion rates?
Are there any areas of improvement at the product level?
- What are our total NTB sales and NTB rate?
- Which creative assets performed the best?
- What reach did our ADSP audiences have?
- How does it compare to our evergreen performance?
- Any insights we can gather at the product level, such as underperforming top products or any underdogs that we could reprioritize moving forward

Skai tip: Compare performance to previous events like last year's Prime Day, Black Friday, or Cyber Monday with **Categories and Dimensions**.



Although ROAS is a metric that realistically we will never (and should never) forget about, we recommend evaluating Prime Day's performance beyond that by incorporating the real value of customer acquisition in our reports. Including other metrics in the mix, such as customer lifetime value tied to Amazon's repeat purchase ratios, Subscribe and Save penetration ratios, and correlating this to acquisition costs will give you a much more accurate view regarding the value of your advertising spend.

Skai tip: Leverage **AMC Reporting** to get a better sense of your customer's journey on Prime Day to understand the best media mix for future shopping events.

REPORTING

After measuring results, communicating performance with key stakeholders is an important part of processing event days. The goal should be to share what went well, what may have been missed, and how this can be improved for future events or to help prep for Q4.

Here are some ways to break down your data:

- Set your scorecard comparison date for July 11-12, 2023 (last year's Prime Day). This is to compare apples to apples and spot major differences between both events for your key performance indicators.
- Create charts with performance across all your retailers to easily identify changes in demand and trends outside Amazon.
- Create tables with your top-performing products and keywords for a quick snapshot of your main breadwinners.
- Organize a view of your branded campaigns' revenue compared to Prime Day 2023 to track changes in brand awareness.

Skai tip: Use **Dashboards** for visual representations of your accounts and to allow you to slice and dice the data in different ways. Export visuals or use instant presentation to share results with stakeholders.

Skai tip: Use **Scheduled Reports** to get an in-depth analysis of campaign performance and make informed strategic decisions for future endeavors.





DATA-DRIVEN ACTION

Additionally, the months following Prime Day are a great opportunity to re-engage with both consumers who purchased your products, as well as those who didn't necessarily purchase but showed an interest in your brand. Make sure to take advantage of the momentum captured during the event to guide optimizations as a way to phase out of Prime Day. These insights should guide future event planning, especially in Q4.

Skai tip: To do this you can use either **Sponsored Display** ads with the fairly new feature of retargeting, as well as **DSP's** more advanced remarketing feature.

Ad scheduling base bids should be brought back down to baseline levels before refreshing AI Dayparting recommendations as the AI Dayparting algorithm will exclude Prime Day(s) from the lookback window so it doesn't skew the model.

Skai tip: Reactivate **AI Dayparting**, **Portfolios**, and **Budget Navigator**. Review the **Optimization Activation Process** section for more details.

Optimization Activation and Deactivation Process

Budget Navigator, Portfolios, and AI Dayparting are looking at historical performance for daily budget and bid changes that may not account for the elevated cost of these holidays nor align with your spending expectations. We recommend managing your bids and budgets outside of Skai's AI optimization due to data latency from Amazon compounded with unpredictable increases in traffic during Prime Day.

Client Success will be in touch if you have manual or optimized daily spend settings at the Portfolio level the day before the shopping event (official date TBA).

All Amazon portfolios in future forecasts will automatically exclude Prime Day given the irregularity of activity. If you do not want this exclusion please alert your Client Success Team by a week before each event.

DEACTIVATING AND REACTIVATING PORTFOLIOS AND BUDGET NAVIGATOR

1 Pre-event prep

- Download a Skai bulksheet for historical budget and bid reference.
- Abort Budget Navigator plans (or let a plan end) first.
- Then deactivate Portfolios.
 - Manually tighten daily budgets to reasonable levels after deactivating Portfolios to pace with budget goals.

2 Day-of

- Manage/cap daily budgets and bids manually in-grid or with Automated Actions so spending and performance are in line with expectations.
- The same flow can be used for notifications when budgets run out of budget

3 Post-Prime Day

- Upload the previously downloaded Skai bulksheet of prior budgets and bids before reactivating Adjust Daily Budgets in Portfolios or work with Client Success for access to a Skai admin functionality to revert a portfolio's bid and budget values to the value of a previous day. Not uploading previous bids and budgets will skew the bidding models.
- Upload the previous bid and budget bulksheet as soon as possible because spend is still increasing.
- Consider Automated Actions at midnight after the shopping event to bring down bids and budgets until the bulksheet is uploaded later.
- Reactivate Portfolios and Budget Navigator after bids and budgets are brought back to pre-shopping event levels.
- Optimized Daily Spend in Portfolios should only be reactivated if you don't have a limited and/or tight budget during this high-traffic time.

Considerations

- The pre-shopping event bulksheet download and post-shopping event upload should include other campaign entities if those were also changed during the shopping event.
- Examples: Activating or pausing ads due to inventory or low priority, and increasing TOS (top-of-search) placement adjustments to remain competitive
- Watch out for failed keyword statuses when bids exceed daily budget values.
- Use Automated Actions to monitor.
- Publisher daily budgets should also account for previous day rollover potential (e.g. Walmart).

PREVENT OVERSPENDING WITH DAILY BUDGET CEILING

The Portfolio Daily Budget Ceiling could be used if your campaigns are not expecting huge demand. This option will prevent overspending but could cause underspending since bids are set based on historical performance.

1 For Portfolio-only activation

- Update the spend settings to Daily Budget Ceiling to a value you do not want to exceed. This is not a target spend but rather a safety net to not exceed. The Portfolio will set bids to achieve the ROI or CPA target concerning the forecast.

2 For Budget Navigator activation

- Re-plan or start a new plan for a primary budget target with a secondary KPI constraint.
- Portfolio settings will update to Daily Budget Ceiling. Portfolios with manual spending will need to opt into the change at the time of plan execution.
- Daily pacing levels can be set, and the shopping event spend targets should consider bid level step-size of 30% up and 23% down day over day that could prevent the ability to hit the shopping event spend target.



MANUAL CAMPAIGN BUDGET MANAGEMENT

If you're not trying to scale spend and/or not expecting an uptick in demand, and want to prevent overspending, you can leverage Portfolio and Budget Navigator data to manually manage campaign budgets.

1 Pre-event prep

- Download the bulksheet for historical budget and bid reference.
- Set Spend settings to Manual
 - Budget Navigator plans must not be running to update these settings if they are not already set to Manual
- Manually tighten daily budgets to reasonable levels after selecting Manual in spend settings to pace budget goals.

2 Day-of

- Manage/cap daily budgets manually in-grid or with Automated Actions so spending is in line with expectations.

3 Post-Prime Day

- Upload the bulksheet of prior budgets and bids before reactivating Adjust Daily Budgets in Portfolios. Not uploading previous bids will skew the bidding models.
- Upload the previous budget bulksheet as soon as possible, because spending is still increasing. Consider Automated Actions at midnight after the shopping event to bring down budgets until the bulksheet is uploaded later.
- Daily Budget Ceiling or Optimized Daily Spend in Portfolios should only be reactivated if you don't have a limited and/or tight budget during this high-traffic time.

Considerations

- The pre-shopping event bulksheet download and post-shopping event upload should include other campaign entities if those were also changed during the shopping event.
 - Examples: Activating or pausing ads due to inventory or low priority, and increasing TOS placement adjustments to remain competitive
- If daily budgets are decreasing during the shopping event, original bids may then exceed daily budgets and cause failed keyword statuses.
- CPCs may still increase during the shopping event while using Portfolios because of increased competition in search auctions.
- Publisher daily budgets should also account for previous day rollover potential.

Checklist

PLANNING AND STRATEGY - LEADING UP TO PRIME DAY



Operations

Make sure to have enough inventory for the event month (inventory arrives 1-2 weeks before the Amazon shipment cut-off date).

Ensure prices across all retailers align with Amazon price to avoid customer purchases from a lower-priced channel.

Have a product priority list to push more sales for best sellers or low performers to clean out inventory, or use this opportunity to launch a new product during the event.

Promotions

Create regular and Prime exclusive coupons.

Submit for Best Deals and Lightning Deals to boost traffic from the Amazon Deals page without eating away as much at your margins.

Content

Update brand store with a Prime Day banner and create a sub-page for Prime Day Deal(s).

Ensure product detail pages have high-quality images, a video.

Create a new A+ Content layout or ensure that this content is up to date.

Advertising

Plan out your budgets and bidding strategies

Set your Automated Actions and Alerts

Tag your SOV keywords in Competitive Insights

Deactivate Budget Navigator and Portfolios

Deactivate AI Dayparting

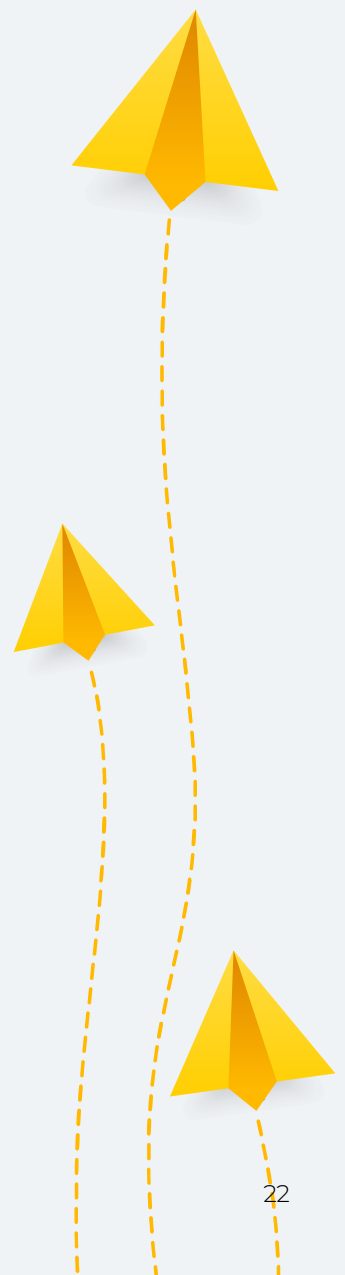
Update Dimension & Category tagging

Run Keyword Harvesting

Utilize Search Term Analysis to add negative keywords

Measure asset performance in Creative Center to activate high performing creative

Use Audience Insights and AMC to create new ADSP audiences



CONTINUAL OPTIMIZATION - DURING PRIME DAY

Optimizations

- Confirm ads are live in the campaign and on Amazon with healthy inventory and buy box ownership.
- Adjust bids as needed to maintain competitive placements.
- Gradually budget into daily budgets to avoid using up allotments too early.

Monitoring

- Make sure Skai notifications are on so that you don't miss any Automated Alerts.
- Monitor placements on high-priority keywords.
- Check the top products that generate 80% of your revenue, adjust any main offending keywords bid if needed.
- Check competitor deals and category keywords. Then target competitors are not showing on the search and consider allocating additional budget to support category targeting.

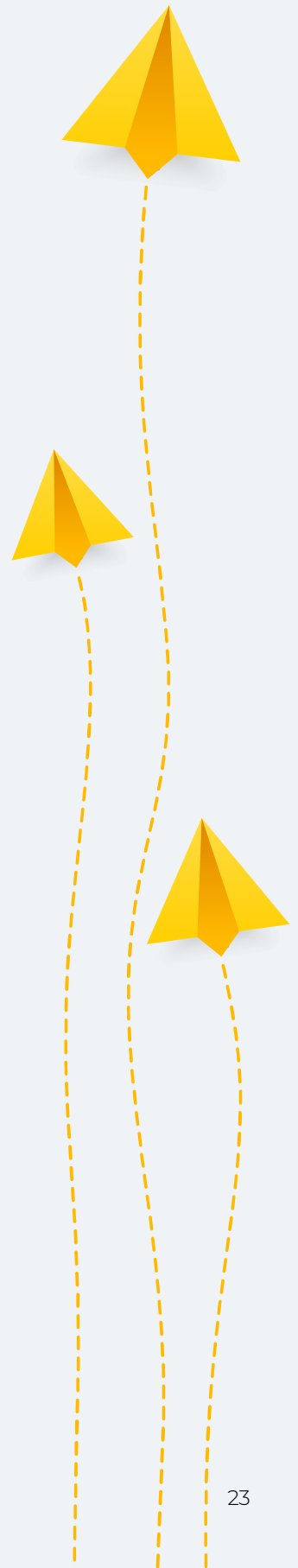
ONGOING RE-ENGAGEMENT - AFTER PRIME DAY

Optimizations

- Use Keyword Harvesting to identify new keywords to add to your campaign.
- Focus on retargeting campaigns as a cross-selling and upselling tool.
- Re-activate previously paused Portfolio, Budget Navigator, and AI Dayparting features.
- Utilize learnings to apply to Q4 strategy.

Measurement and Reporting

- Run ASIN-level sales report to review YoY growth, and to analyze what strategies worked in 2023, what didn't, and areas for improvement
- Use Competitive Insights to understand competitive changes before, during, and after Prime Day.
- Review SOV to compare your appearances on priority keywords before, during, and after Prime Day.
- Align current Dashboards with Prime Day measurement initiatives to leverage a template to create a new one.
- Download Dashboards into shareable PDF file or use instant presentation to share results with key stakeholders.
- Leverage Creative Center to measure asset performance.



Appendix:

Prime Day lift by category

All values are the average across two days of Prime Day vs. the average for previous 30 days

Average daily spend	2023
Apparel	+464%
Beauty and Personal Care	+538%
Computers and Consumer Electronics	+521%
Food and Groceries	+293%
Health	+332%
Hobbies and Leisure	+296%
Home and Garden	+465%
Sports and Fitness	+229%
All Categories	+409%

CPC	2023
Apparel	+67%
Beauty and Personal Care	+69%
Computers and Consumer Electronics	+23%
Food and Groceries	+44%
Health	+51%
Hobbies and Leisure	+49%
Home and Garden	+69%
Sports and Fitness	+23%
All Categories	+58%

Average daily advertiser sales	2023
Apparel	+314%
Beauty and Personal Care	+577%
Computers and Consumer Electronics	+1114%
Food and Groceries	+254%
Health	+446%
Hobbies and Leisure	+215%
Home and Garden	+593%
Sports and Fitness	+398%
All Categories	+486%

ROAS	2023
Apparel	-27%
Beauty and Personal Care	+5%
Computers and Consumer Electronics	+94%
Food and Groceries	-11%
Health	+25%
Hobbies and Leisure	-23%
Home and Garden	+21%
Sports and Fitness	+50%
All Categories	+14%

About Skai

Skai is an omnichannel advertising platform, uniquely enabling brands and agencies to run data-driven programs across walled garden media. It empowers both media leaders and activation teams to drive impactful results from their advertising program with AI-powered decisioning, activation and optimization solutions. Its partners include Google, Amazon Ads, Microsoft, Walmart Connect, Apple Search Ads, Instacart, Criteo, TikTok, Snap, Pinterest, Meta and more.

For over a decade, Skai has earned trust from notable brands such as Reckitt, Doordash, Sony, Philips, and L'Oreal. Renowned for innovation and a values-driven culture, Skai is headquartered in San Francisco and Tel Aviv with eight international locations.