



Amazon Prime Day 2025 Checklist

Ready, Set, Prime Day!

PLANNING & STRATEGY

Leading up to Prime Day

OPERATIONS

~6 weeks ahead

- FBA inventory inbound cutoff deadlines: June 9 for premium shipments and June 18 optimized shipments
- 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.

~2 weeks ahead

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

PROMOTIONS

~4-6 weeks ahead

- Create regular and Prime exclusive coupons, taking advantage of deal offerings Prime Exclusive Lightning Deals and Best Deals.

ADVERTISING

~4 weeks ahead

- Plan out your budgets and bidding strategies

For more information, reach out to your Skai representative

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



ADVERTISING

~ 2-4 weeks ahead

- Run Keyword Harvesting for keyword strategizing
- Search Term Analysis to add negative keywords
- Update Dimension & Category tagging
- Tag your SOV terms to track keywords in Competitive Insights
- Measure asset performance in Creative Center to activate high performing creative

~1-2 weeks ahead

- Set your Automated Actions and Alerts
- Use Audience Insights and AMC to create new audiences e.g. cart abandoners

~1 day ahead

- Abort Budget Navigator
- Deactivate Portfolios
- Deactivate AI Dayparting

CONTENT

~ 2-4 weeks ahead

- 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.

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.

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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

Post-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 Portfolio, Budget Navigator, and AI Dayparting features.
- Utilize learnings to apply to Q4 strategy.

MEASUREMENT & REPORTING

- The day after Prime Day is over, turn Portfolios and Budget Navigators back on
- ~2-4 weeks after, review AMC reports to turn high traffic events signals into future audiences. Build rule-based & lookalike audiences to reconnect with those who purchased multiple products, became new- to-brand, or added products to cart during Prime Day but did not purchase.
- Run ASIN-level sales report to review YoY growth, and to analyze what strategies worked in 2024, what didn't, and areas for improvement
- Use Competitive Insights to compare share of voice and appearances on priority keywords, monitor changes before, during, and after Prime Day, and un-tag any keywords you no longer wish to track.
- Align current Dashboards with Prime Day measurement initiatives to leverage a template to create a new one.
- Download Dashboards into a shareable PDF file or use instant presentation to share results with key stakeholders.
- Leverage Creative Center to measure asset performance.

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