skai®

Get Prepped for Amazon Prime Day **2025**

Amazon has once again announced the return of one of its biggest shopping events of the year: Prime Day. This time, it's rumored to stretch across four days. Will it? We'll see soon enough. Either way, now's the time to start prepping your Prime Day 2025 strategy.

Recapping Prime Day 2024

According to Amazon, last July's event was the biggest Prime Day ever, with millions more Prime members shopping compared to 2023. Over 200 million items were reportedly sold, with shoppers saving billions on deals across every category[1] As always, Prime Day is shaping up to be a significant consumer event for brands.

This, in and of itself, is not surprising. Prime Day has been growing steadily since its inception in 2015. Following suit, the annual sales event didn't just open up the floodgates of consumer purchasing but also advertising spending by brands and marketers, with global ad spending up 496%, while cost-per-click (CPC) increased 66%. The result: advertising-attributed sales revenue grew by 468%. Let's get into it.
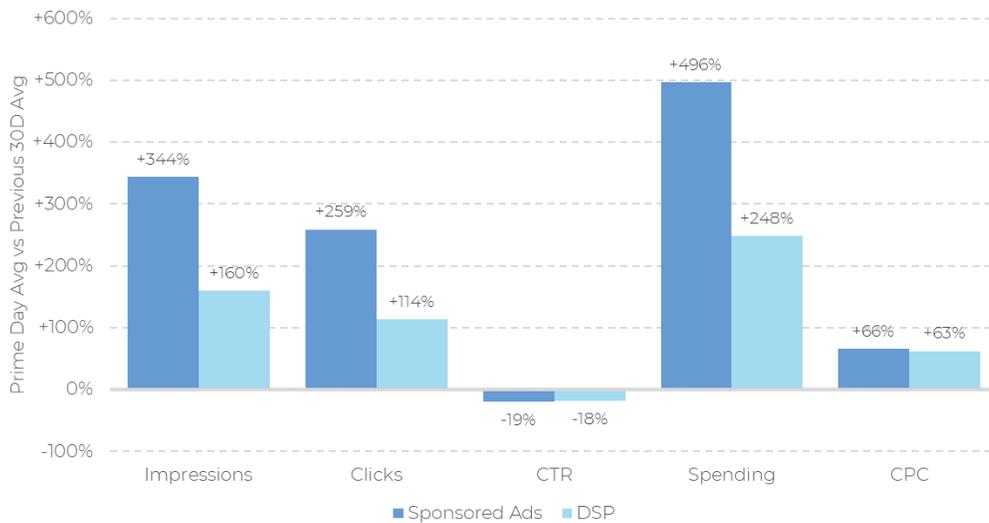
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[1] [Amazon](#)

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## Prime Day 2024 :: Indexed Spend by Day :: Amazon
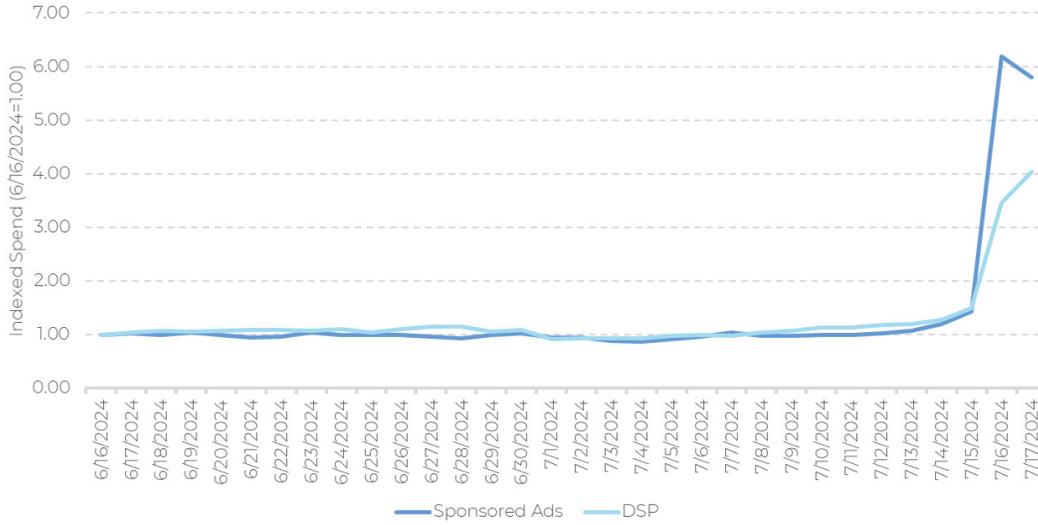
Spending on July 16 was about 6x the spending on June 16. DSP spending spiked about half as much as Sponsored ads. Day two spending went down for Sponsored ads and up for DSP. And there was minimal gradual buildup of spending leading up to Prime Day.

Prime Day Short-Term Lift :: Delivery Metrics

We define the short-term lift as the average for the two days of Prime Day compared to the average for the 30 days before that. Lift is expressed as a percentage difference. So doubling spending would be the equivalent of +100%. The average CPC grew about the same for both Sponsored ads and DSP, but Sponsored ads saw roughly double the bump in impressions, clicks, and spending. The average spend across the two days of Prime Day for Sponsored ads was just shy of 6x the daily average from 6/16 through 7/15 (+496%), while DSP spending was up 3.5x (+246%).

Prime Day Short-Term Lift :: Delivery Metrics :: 2024 vs 2023
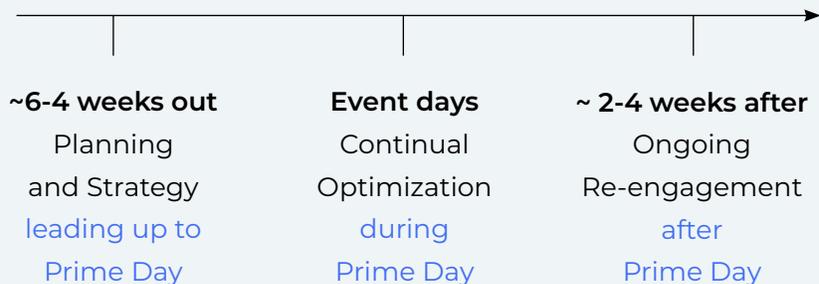### Sponsored Ads only
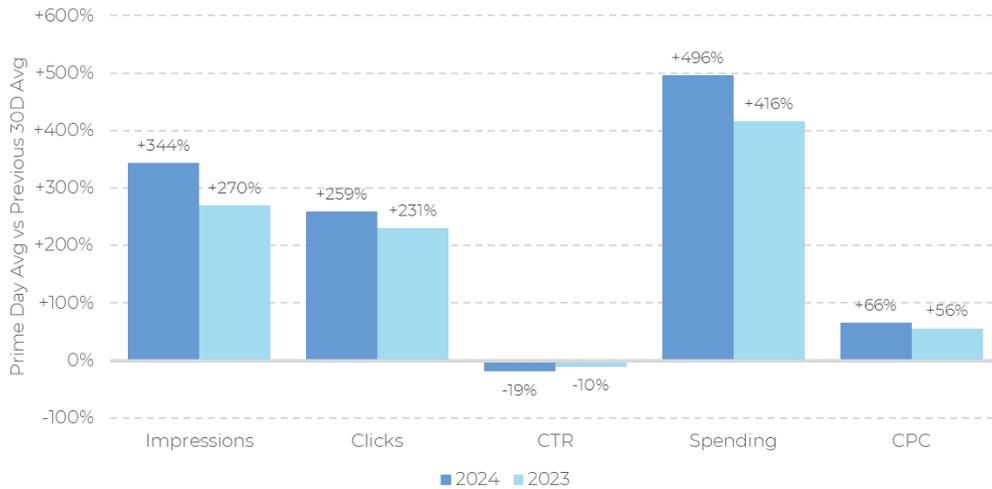
Across all of our metrics, 2024 saw bigger movement than 2023, and a sharper increase in impressions than clicks meant that the CTR drop was bigger as well.

Looking for more information? Check out our blog for the 2024 recap and additional Prime Day prep resources. But for now, let's dive into your 2025 strategy.

Timeline

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

~6-4 weeks out
Planning and Strategy leading up to Prime Day

Event days
Continual Optimization during Prime Day

~ 2-4 weeks after
Ongoing Re-engagement after Prime Day

See Full Checklist

Planning and Strategy for Product Preparation
Leading up to Prime Day

Product Prioritization & Diversification | **Product Inventory** | **Brand store & 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.

NEW IN 2025

Skai tip: If you have historical data in your account, ask Celeste: Can you review my Prime Day results from last year, July 16–17, 2024, and provide a summary of results? What changes can we make for this year to improve our strategy?

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.
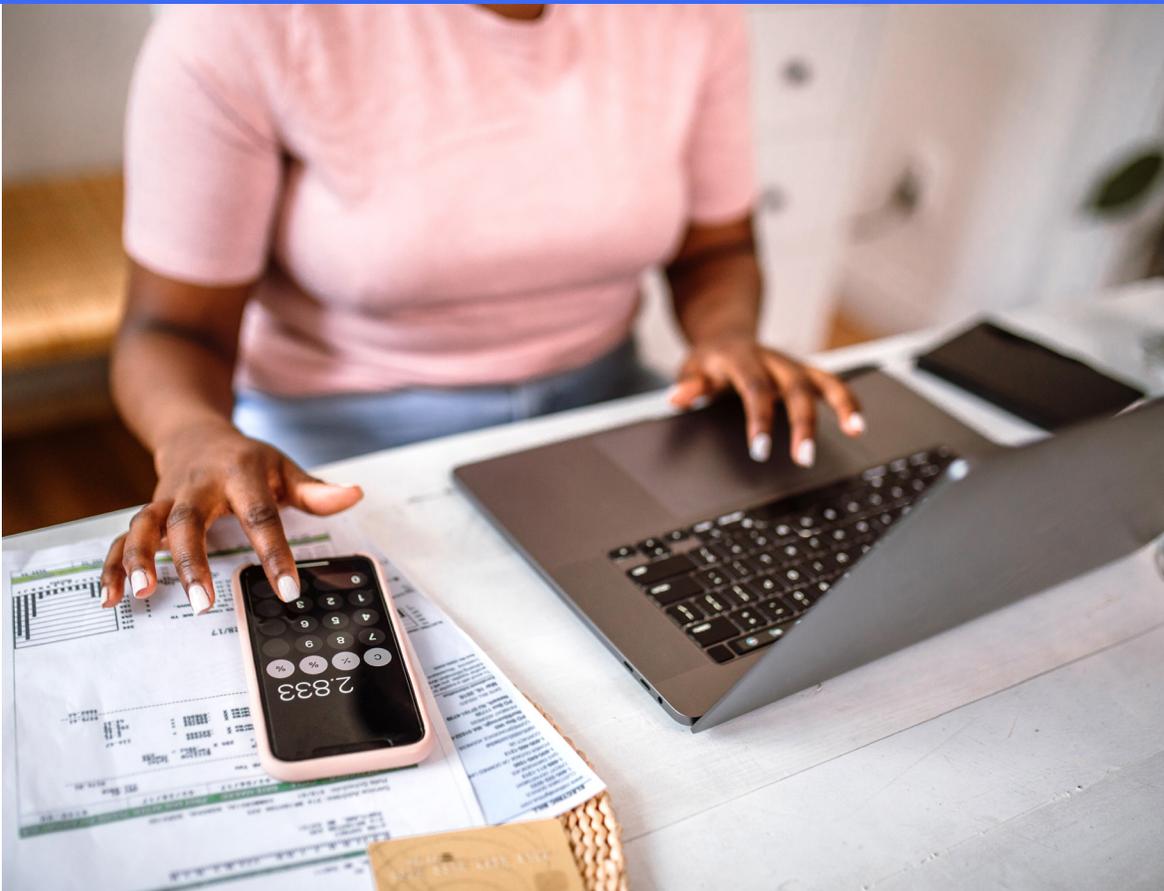
BRAND STORE AND PRODUCT DETAIL PAGES

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

Keywords and search terms planning | **Budget and Bid Planning** | **Ad Type Strategy**
iROAS reporting setup | **AMC insights** | **Creative Strategy** | **Competitor Activity** | **Halo Effect**

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.

NEW IN 2025

KEYWORDS AND SEARCH TERMS PLANNING

Before activating Prime Day campaigns, it's crucial to first identify which organic and paid search terms will be most important to your Prime Day strategy.

Start by using the Search Frequency Rank column in the Keywords Grid to identify high-ranking keywords.

Next, tag SOV terms even if they're not a part of your active campaign. This allows you to monitor the share of voice for potential keywords ahead of Prime Day without committing media budget. By testing their organic and competitive visibility early, you can make informed decisions about which terms are worth promoting as campaign keywords in time for the event.

Additionally, you can leverage Competitive Insights to understand your share of voice (SOV) at the keyword level using core features like keyword heatmap and drill down, and our more recent columns in the Keywords Grid:

- Weighted share of aisle
- Top of search share of aisle
- Organic share of aisle
- Paid share of aisle
- Product overlap score
- Brand overlap score
- Top of search brand overlap score

Activation recommendations in Ad Type Strategy below.

NEW IN 2025

Skai tip: Try asking Celeste: Can you help me identify opportunities for keyword optimizations and negative keywords going into Prime Day 2025?

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

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*.

NEW IN 2025

Skai tip: We recommend pausing Portfolios and aborting Budget Navigator plans the day before Prime Day due to 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. Refer to the Optimization Activation Process section of this playbook for a step-by-step guide.

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.

NEW IN 2025

Skai tip: As Amazon lags in real-time data, we recommend Automated Actions as your main tool for optimizations and rule-based bidding for best results. Use Automated Actions to monitor budget pacing and increase capped budgets in real time. For a faster setup, visit the Best Practices Center to click and create budget-focused Automated Actions like

- Replenish depleted daily budget
- Replenish almost-depleted daily budget
- Get notified about campaigns whose collective budget is met

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.

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.

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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.

👍 **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.

NEW IN 2025

IROAS REPORTING SETUP

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

To further support your Prime Day analysis, take your Dimension & Categories to the next level by ensuring early setup of your iROAS metric. This will ensure your calculation passes validation ahead of the big event, and aligns your iROAS measurement / reporting to the Dimension & Categorical tagging used for post-Prime Day analysis.
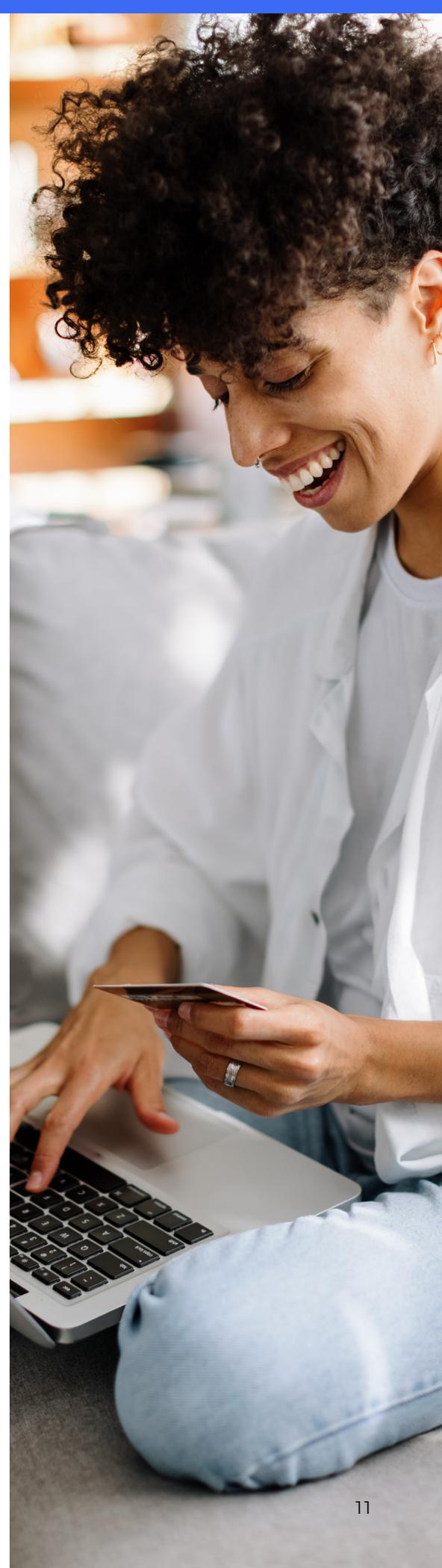
AMC INSIGHTS

Amazon Marketing Cloud (AMC) gives you a deeper view into what's truly driving performance across the funnel. Use it to go beyond surface-level KPIs and build your strongest strategy yet.

Reviewing Skai's AMC reporting insights to uncover new targeting opportunities such as highest-value customers who purchase frequently, buy in bulk, subscribe to your products, or browse across multiple ASINs. Build lookalike audiences directly in Audience Manager to identify similar prospects who are more likely to convert.

Gain a better understanding of your customer journey on Prime Day to understand the best media mix for future shopping events. If available, look at last year's data to incorporate this year, or look at this year's to prepare for next. Check out the following reports: Top campaign paths, top first-touch campaign, path attribution, media mix.

Identify high-performing "gateway" products by analyzing new-to-brand ASINs. These products are strong candidates for campaigns focused on new customer acquisition.

Analyze which ASINs are frequently purchased together to inform bundling strategies and create more effective cross-sell campaigns.

Analyze your customer journey during Prime Day to determine the optimal media mix for future shopping events. If available, review last year's data to inform this year's strategy—or use this year's data to prepare for the next. Focus on key reports such as top campaign paths, top first-touch campaigns, path attribution, and media mix.

And if you're in the Amazon MTA beta, it's worth reviewing onsite and offsite performance metrics, which are now available directly in Skai.

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.
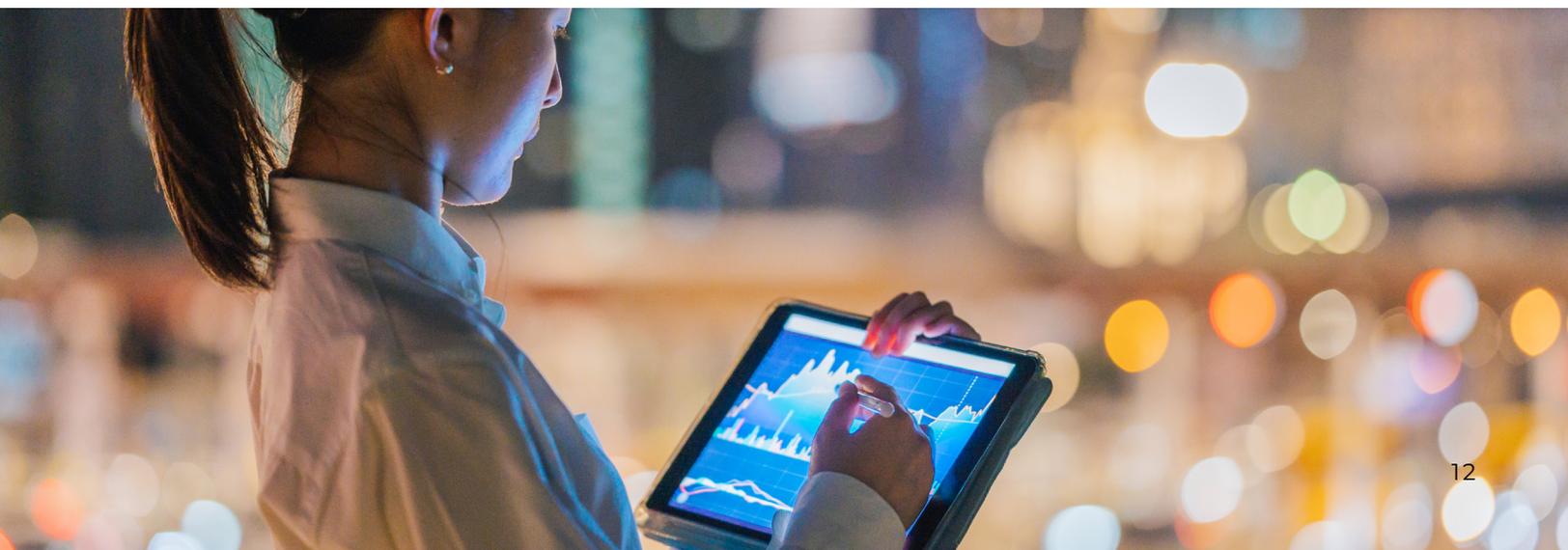
COMPETITOR ACTIVITY

Taking into consideration that early budget capping is a frequent issue, 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.

> **Skai tip:** Track your SOV keywords in Skai using pre- and post-keyword experiments to easily analyze lift over time and better understand your organic share of aisle around Prime Day.

Consider increasing your conquesting budget, and target broader keywords like "prime day makeup" or "prime day gift for her" to fit your category conquesting 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.

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.

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.

NEW IN 2025

> **Skai tip:** Tap into Amazon Marketing Stream's real-time data using Hourly performance data in Dashboards and the Intraday Performance Scheduled Report. Then use that information to adjust in real time,targeting competitor products or pivoting strategies that aren't performing 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.

NEW IN 2025

Refer to the Optimization Activation Process section of this playbook for a step-by-step guide. 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.

NEW IN 2025

> **Skai tip:** For total overspend protection, set a % threshold on your Portfolios and Budget Navigator plans to pause campaigns with that threshold is met to prevent overspend. For individual campaigns, use the Daily Budget Ceiling spend settings to protect from overspending budgets that might be too high if your campaigns are not expecting huge demand on Amazon. Refer to the Optimization Activation Process section of this playbook for a step-by-step guide.

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.

NEW IN 2025

> **Skai tip:** Turn back on <u>AI Dayparting, Portfolios</u>, and <u>Budget Navigato</u>r to resume management. Refer to the <u>Optimization Activation Process</u> section of this playbook for a step-by-step guide

NEW IN 2025

MEASUREMENT WITH CELESTE

With the frenzy of the event behind you, it's time to assess performance. And now, with Celeste, you can analyze your Amazon sales data faster than ever. Here are some prompts to get you started:

- Show me the Amazon revenue and ROAS trends for the past 30 days by campaign type. Can you put it into a table format, broken down by week so I can see how it's changed leading into this week, Prime Day week?

- Compare this week's Amazon CPCs to the previous week's and provide an analysis on what drove any changes in trends.

- Compare this week's total Amazon sales from campaigns to the previous week. Can you put this into a quick reporting summary that I can share with the rest of the team?

- What are the top performing campaigns on Amazon based on ad revenue for last week? Put the results in a succinct bullet list.

- Which ASINs drove the most sales on Amazon this week? Can you provide details on how this has changed compared to last year's Prime Day, July 14–20, 2024?

- Break down sales from my top 5 Amazon campaigns this week by campaign type and ad group.

- How many of my Amazon ad sales this week were New to Brand Orders? What was the percentage of new-to-brand purchases from Amazon this week?

- How many repeat purchasers converted through Amazon this week?

- Can you analyze Amazon trends week over week and provide a list of key insights into what those trends are, what caused them, and what we can do to further optimize this week based on these results?

- Can you give me a high-level summary of my Amazon performance from this past week? What key highlights about [insert Prime Day 2025 dates] would you recommend we dig into further?

While we wait for Prime Day dates to be announced, these prompts use "this week" as a placeholder. But it's best to use specific dates. So when prompting Celeste, be sure to do so!

> **Skai tip:** Need to build a Prime Day performance presentation for your team? Just ask Celeste to organize these insights for you. Try saying: Can you turn this information into a presentation outline?

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 suggestions on how you can break down your Dashboard data:

Set your scorecard comparison date for July 16-17, 2024 (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. Refer to the Optimization Activation Process section of this playbook for a step-by-step guide.

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).

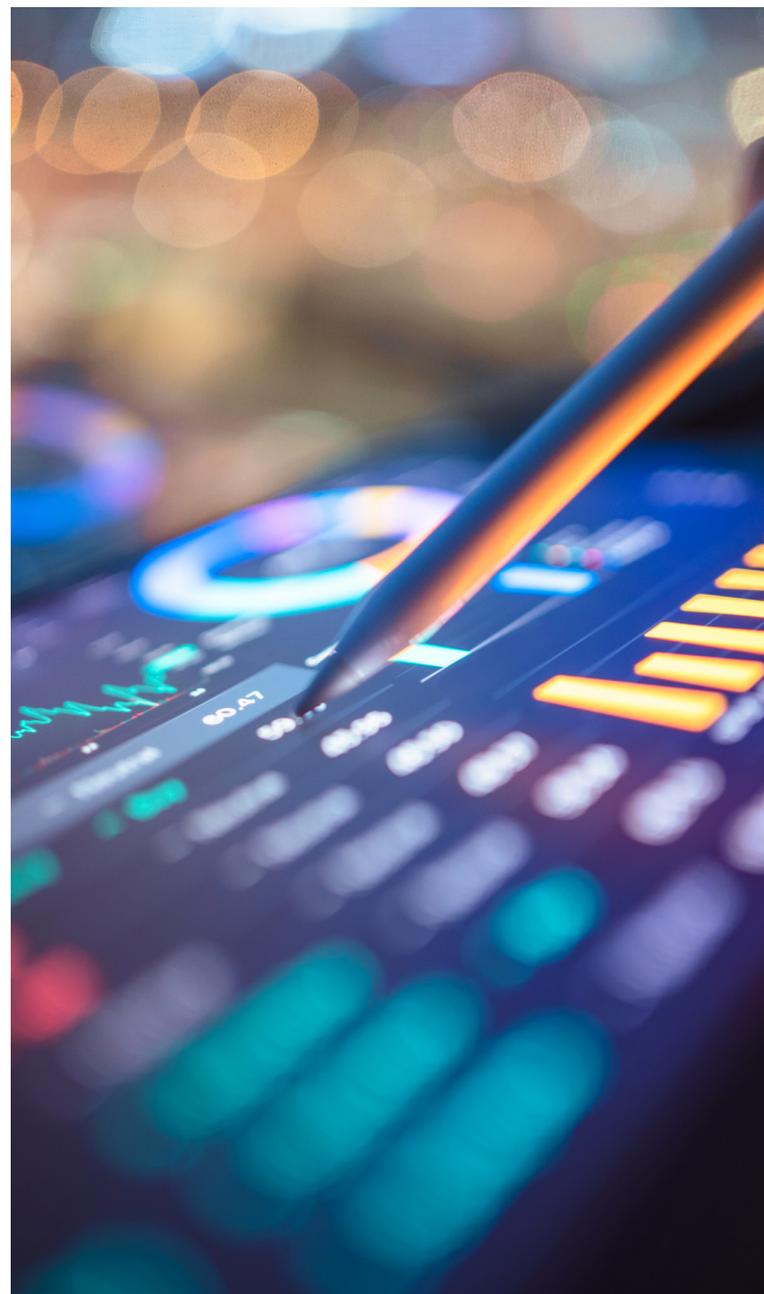## PREVENT OVERSPENDING WITH DAILY BUDGET CEILING

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.

PREVENT OVERSPENDING WITH PAUSE CAMPAIGNS SETTING

The Pause campaigns when cycle budget achieved could be used if you need to ensure campaigns do not spend over the cycle budget. This option will prevent overspending by pausing campaigns once a % of budget threshold is reached.

1

For Portfolio-only activation

- Update the budget cycle settings to enable the "Pause campaigns when cycle budget achieved" setting.

- Enter a threshold value between 70% and 100%.

- Campaigns will be paused when the cycle's total budget meets the percentage threshold you define. For example, the cycle's total budget is $10,000 and you define a 98% threshold. When the budget reaches $9,800 Skai will pause all campaigns in this portfolio until the end of the cycle.

2

For Budget Navigator activation

- Update the Additional budget settings to enable the "Pause campaigns when cycle budget achieved" setting.

- Enter a threshold value between 70% and 100%.

- Campaigns will be paused when the plan's cycle total budget meets the percentage threshold you define. For example, the cycle's total budget is $10,000 and you define a 98% threshold. When the budget reaches $9,800 Skai will pause all campaigns in this portfolio until the end of the cycle.

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

~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.

Content

~ 2-4 weeks

- 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

~ 4 weeks

- Plan out your budgets and bidding strategies

~ 2-4 weeks

- 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

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 Portfolio, Budget Navigator, and AI Dayparting features.

Utilize learnings to apply to Q4 strategy.

Measurement and 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 2023, 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.

Use Competitive Insights to understand competitive changes before, during, and after Prime Day. Be sure to un-tag any keywords you don't want to keep tracking.
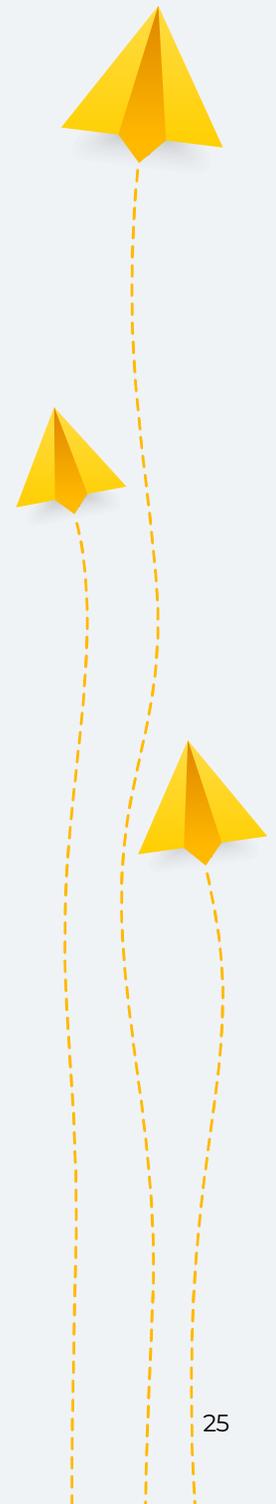
Appendix:
Prime Day lift by category

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

AVERAGE DAILY SPEND	2024	2023
Apparel	+510%	+464%
Beauty & Personal Care	+649%	+538%
Computers & Consumer Electronics	+839%	+521%
Food & Groceries	+424%	+293%
Health	+336%	+332%
Hobbies & Leisure	+245%	+296%
Home & Garden	+903%	+465%
All Categories	**+496%**	**+409%**

CPC	2024	2023
Apparel	+64%	+67%
Beauty & Personal Care	+83%	+69%
Computers & Consumer Electronics	+58%	+23%
Food & Groceries	+63%	+44%
Health	+59%	+51%
Hobbies & Leisure	-29%	+49%
Home & Garden	+97%	+69%
All Categories	**+66%**	**+58%**

AVERAGE DAILY ADVERTISER SALES	2024	2023
Apparel	+378%	+314%
Beauty & Personal Care	+519%	+577%
Computers & Consumer Electronics	+939%	+1114%
Food & Groceries	+305%	+254%
Health	+330%	+446%
Hobbies & Leisure	+213%	+215%
Home & Garden	+805%	+593%
All Categories	**+464%**	**+486%**

About Skai

Skai is an omnichannel advertising platform, uniquely enabling brands and agencies to run data-driven programs across commerce 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, Instacart, Criteo, TikTok, Snap, Pinterest, Meta, and more.

For over a decade, Skai has earned trust from notable brands such as Adidas, DoorDash, Haleon, Sony, Philips, and Pepsi. Renowned for innovation and a values-driven culture, Skai is headquartered in San Francisco and has eight international locations.

Visit skai.io for more information.