

Preparing for Amazon's shopping events

Take advantage

Amazon shopping events are events that Amazon promotes for specific days of the year. Amazon promotes these events by providing additional merchandising like Deals, and increasing customer outreach efforts through relevant email campaigns and other marketing specific to the event. Promoting your products during shopping events, like Prime Day, Black Friday, and Cyber Monday lets you take advantage of this traffic. It's also a great opportunity to gain visibility for your products and build up reviews for newer ASINs. During these events, Amazon drives traffic to Deals from the homepage, and through mass media advertising. So, planning ahead can allow you to take advantage.

Promotions



Percentage off:

This promotion lets you give customers a discount on products that increases when they buy more of a product, or purchase in combination with your other products. You decide which items your promotion will run on, and the discount customers will receive.

Buy One Get One:

This promotion lets customers receive a free product when buying one or multiple of your products. These can be a great option for promoting newer products and building up reviews.

Tip:

Remember, when creating multiple promotions on the same product, customers can end up combining these for significant discounts.

How to submit:

- Seller Central → “Advertising” → [“Promotions”](#)
- Then, select either Percentage off or Buy One Get One.



Sponsored Products

Sponsored Products ads are displayed in search results and on Product Detail Pages when shoppers search for terms that match keywords you bid on. Advertising is one of the best ways to take advantage of shopping events traffic and gain exposure to your listings, and even a budget of \$10 a day can help drive sales.



Targeting Options:

- **Keyword:** Target keywords shoppers might search for to purchase your products.
- **Product:** Target complimentary Product Detail Pages that shoppers might visit to purchase your products.

How to submit:

- Seller Central → “Advertising” → [“Campaign Manager”](#)
- Then, choose the Sponsored Products campaign type and enter your information

Lightning Deals



Lightning Deals can be a great tool for promoting your products, and they become even stronger during shopping events. These Deals offer a limited quantity of product for several hours and receive prominent placement on the event page. Lightning Deals are competitive, especially during shopping events. So, even if you qualify, your Deal may not be selected.

Requirements:

- High-performing brand with proven track record
- Strong sales history
- Minimum discount of 20% off either lowest price within last 30 days or lowest year-to-date price
- Product must have positive ratings
- Must maintain positive Seller rating

How to submit:

- Seller Central → “Advertising” → “Deals” → [“Create New Deal”](#)

Fees:

- \$150 during business-as-usual
- \$300 during event week
- \$500 during event



Double-check your Deals

While you never want to run into a Deal suppression, it's best to catch them early so you can fix any issues in time for your Deal to still run. Suppressions happen when Deals do not currently meet the eligibility requirements to run. This can completely stop Deals from running. So, you should check your Deals in the weeks leading up to their run time.



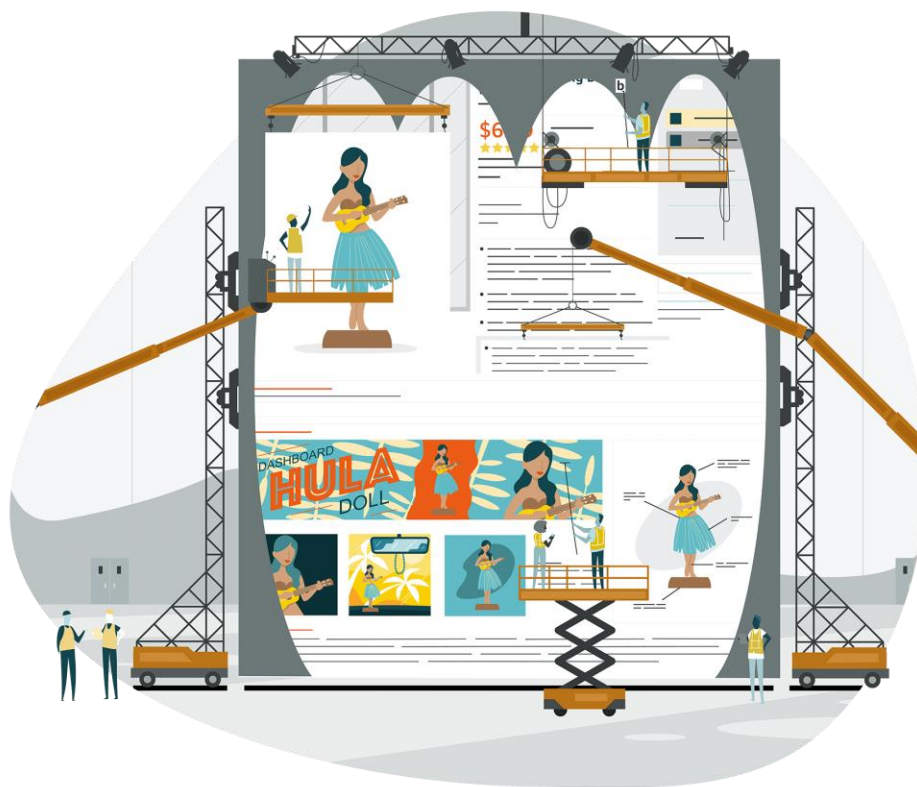
If there's an issue and your Deal has been suppressed, you'll be notified and have the chance to correct these errors. **Common reasons for suppression** include:

- Price doesn't meet the maximum allowed deal price
- Quantity doesn't meet the minimum requirement for each ASIN in the Deal
- Deal has no available inventory
- One child ASIN isn't compliant. If this happens, the entire Deal will not be compliant. Remove the child ASIN
- Deal does not have enough child ASINs to reach minimum ASIN coverage



Double-check your Deals

Within the pricing section of your Deal, you'll find fields outlined in red that need your attention. This will usually be the **Deal Price**, **Deal Quantity**, or **Child Variation Coverage** field. Adjust the values outlined in red to fall within the guidelines that are indicated in grey. After adjusting, press **"Submit."**



Errors must be resolved at least 25 hours prior to the Deal's start time

General tips

Tip #1: Promote top products

It can be tempting to run promotions on many different products during shopping events. While this can be a good strategy, it's often most effective to focus your promotions and Deals on your top products. This can help you refine your strategy and maximize results.



Tip #2: Conversion

As you probably know, conversion is the process of turning a customer's Product Detail Page visit into a sale. You can see your conversion metrics under "[Business Reports](#)" in Seller Central. Under "By ASIN" press "Detail Page Sales and Traffic" to see the **Unit Session Percentage** column. This shows you the percentage of customers viewing your product that actually make a purchase.



Tip #3: Improve Detail Pages

Use bullet points, images, and A+ Content to share your brand's message and any unique product benefits. Remember to always use high-quality images that follow Amazon's guidelines. A clear and informative product description can help customers in making a purchase decision. Don't be afraid to make your description engaging, even a bit personal! Customers love a good brand story.

General Tips



Tip #4: Manage inventory

It's important to check your inventory levels regularly as you approach shopping events. You never want to run a great Deal that has customers excited, but can't keep up with demand.

Tip #5: Approvals

Some categories and products require approval prior to your listing going live. So, be sure that you've applied for any restricted categories or products you're listing.

We hope these tips help you prepare for exciting and successful shopping events!

