

# Prime Day 2022

## Prime Day FAQ

### Q1 When will Prime Day be held this year?

Amazon has not officially announced the date of Prime Day. Please pay attention to [Amazon's official channels \(Amazon Seller Central, email, and others\)](#) for the latest updates.

### Q3 Will new sellers who have just gone live this year be able to participate in Prime Day promotions?

**You can.**

There are different types of Prime Day promotions, and the eligibility requirements may vary by product.

**For new products scheduled to participate in this year's Amazon Prime Day**, sellers are advised to create and submit ASINs and list them as soon as possible. We recommend that you submit coupons and Prime Exclusive Discounts early to optimize your rankings and gain some exposure during peak-season.

### Q5 How can I manage and optimize my inventory space before the peak season arrives?

Prioritize Amazon's regular promotional tools, including [Coupons](#), [Prime Exclusive Discounts](#), [Lightning Deals](#), and [more](#), to increase product sales.

For inventory that is not ideal for regular promotions or needs disposal/destruction, take advantage of [FBA Liquidations](#) to recover some of the cost of your products.

For products enrolled with Fulfillment by Amazon (FBA), you should ensure that the IPI score is >400 to prevent storage limitations. Selling out early means losing the buy box and reducing brand visibility at a really crucial time. You should check the [Inventory Performance Dashboard](#) (Path: Seller Central > Inventory Planning > performance) regularly, and work on improving your sell-through rate, reducing redundant inventory, or restoring stranded Amazon inventory to increase your IPI.

### Q2 How can I get started with Prime Day Promotions?

Check out the following pages to learn more:

- ▷ [Promotion Submission Guide](#)
- ▷ [How do I create a Prime Exclusive Discount?](#)
- ▷ [Prime Day PED eligibility](#)
- ▷ Seller Central Promotion Participation page  
Path: Seller Central > Ads > Create a New Promotion

### Q4 Can non-FBA products participate in Prime Day promotions?

Deals (including Deal of the Day and Lightning Deals) and Prime-Exclusive Discount promotions only support FBA shipping, while Prime Member Coupon support Fulfillment by Amazon (FBA) and Seller Fulfilled Prime (SFP) shipping. Kindly note that SFP is not accepting new registrations at this time.

### Q6 What does the FBA inventory cut-off date mean for me? Can inventory that is stocked later than the cutoff date be put into storage?

The inventory cut-off date on 20 June 2022 is to buffer for additional inventory sent in for Prime Day. Additional shipments may cause delays owing to slowdown in shipments.

**Hence, sellers should ensure that shipments arrive before Amazon's suggested cutoff period. Prime Day products that are in stock after that date can still be stored, but timely participation in the campaign is not guaranteed.**

## Promotion Related Questions

### Q7 Can I run multiple promotions for the same ASIN simultaneously? Is running overlapping promotions advisable?

Creating multiple promotions and discounts on the same product may result in customers combining them for significant discounts.

### Q8 How do I set up Prime Day coupons?

You may refer to our guide [here](#) and start scheduling for Prime Day Coupons before 10 June 2022.

Alternatively, you may set up Prime Day Coupons after Amazon officially announces the date of Prime Day 2022.

### Q9 Can I modify my ASIN's product variations after scheduling a promotion?

No. For Lightning Deals that include product variations, **avoid creating or assigning new child ASINs within the variation family**. Doing so will result in the existing Deal to re-validate with the new child ASINs. This will cause the deal to become suppressed or cancelled.

### Q10 What may affect my participation in Prime Day promotions?

- ▷ Promotional price does not meet campaign requirements
- ▷ Inventory quantity does not meet campaign minimum quantity
- ▷ The main product image does not meet Amazon requirements
- ▷ Certain products may be required to display a reference price in order to participate in the promotion
- ▷ Violations of Amazon policies can affect seller participation in Prime Day promotions

### Q11 Can sellers still adjust prices after announcing a campaign?

The price can be adjusted, but should not be set **higher than the maximum activity price** recommended by the system, otherwise the normal operation of the campaign would be affected.

### Q12 Can I change the price if the Promotion is already active?

Changing your price within 24 hours of scheduled run time will cause your deal to become suppressed and it will be automatically cancelled.

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#### Important notes

- \* Amazon reserves the right to reschedule or cancel promotions at any time
- \* If your promotion is not approved within 7 days, Amazon will cancel the promotion
- \* Amazon does not guarantee that the promotion you create will result in increased orders
- \* Amazon does not guarantee that the promotion will run on the date or time you select

**We're here to guide you through the entire process of preparing for Prime Day 2022!**