

2021 Holiday with Amazon Advertising

See how Amazon Advertising can help deliver results for your clients and consider these key time frames when planning campaigns.

Key dates

AUGUST 3

Holiday promotion submissions open in Seller Central and Vendor Central.

SEPTEMBER 17

Deadline to submit 7-Day Deals, Best Deals, and Lightning Deals in Australia and the United States.

OCTOBER 8

Deadline to submit 7-Day Deals, Best Deals, and Lightning Deals in Canada, France, Germany, Italy, Japan, the Kingdom of Saudi Arabia, Mexico, the Netherlands, Singapore, Spain, the United Arab Emirates, and the United Kingdom.

OCTOBER 21-NOVEMBER 17

Inbound shipping cutoff for vendors: Deal inventory must be in transit.

- > **October 21:** the United States
- > **November 5:** Australia, Canada, France, Germany, Italy, the Kingdom of Saudi Arabia, Mexico, the Netherlands, Spain, the United Arab Emirates, and the United Kingdom
- > **November 14:** Japan
- > **November 17:** Singapore

OCTOBER 24-NOVEMBER 17

FBA inventory cut-off date for sellers: Make sure your clients' shipments arrive at Amazon well in advance of key shopping dates. Inventory should arrive at our fulfillment centers by this date to ensure your clients' products are available for customers during holiday.

- > **October 24:** Canada and Mexico
- > **November 3:** the United States
- > **November 5:** France, Germany, Italy, the Kingdom of Saudi Arabia, the Netherlands, Spain, the United Arab Emirates, and the United Kingdom
- > **November 12:** Australia
- > **November 14:** Japan
- > **November 17:** Singapore

NOVEMBER 3

Culture Day in Japan.

NOVEMBER 4

Diwali in India and Singapore.

NOVEMBER 23

Labor Thanksgiving Day in Japan.

NOVEMBER 25

Thanksgiving Day in the United States.

NOVEMBER 26

Black Friday begins on this day and promotions end on November 28.

NOVEMBER 29

Cyber Monday begins and coupon submissions close on this day.

Types of promotions

7-DAY DEALS

Definition: Price discounts featured on the event page that run throughout the duration of the event.

Eligibility criteria (available to sellers only):

Minimum 15% discount off lowest price in last 30 days or lowest price year to date (whichever is the lowest).

How to submit: Seller Central > Advertising > Deals > Create a new deal

BEST DEALS

Definition: Limited quantity deals that vendors can run for 14 days on the event page and allow you to set a maximum quantity of units.

Eligibility criteria (available to vendors only):

Minimum 15% off discount off the lowest price in last 30 days or lowest price year to date (whichever is the lowest).

How to submit: Vendor Central > Merchandising > Marketing recommendation

LIGHTNING DEALS

Definition: Limited quantity deals that sellers and vendors run for several hours on the event page and allow you to set a maximum quantity of units.

Eligibility criteria (available to sellers and vendors):

Minimum 20% discount off the lowest price in last 30 days or lowest price in the last year to date (whichever is the lowest).

How to submit:

- > **Vendor Central:** Vendor Central > Merchandising > Marketing recommendation
- > **Seller Central:** Seller Central > Advertising > Create a new deal

COUPONS

Definition: Coupons can help your clients get high visibility on the search results page with the coupon badge, which can help drive traffic, sales, and customer reviews. The most popular coupons are also merchandized on the coupons home page, category pages, and peak events pages. Amazon shoppers engage with coupons by "clipping" the coupon to apply the discount, leading to more interaction with brands.

Eligibility criteria (available to sellers and vendors):

Minimum 20% discount off the current website price and positive product reviews and ratings.

How to submit:

- > **Vendor Central:** Vendor Central > Merchandising > Coupons > Create a new campaign
- > **Seller Central:** Seller Central > Advertising > Create a new coupon (called "voucher" in the United Kingdom)

**Eligibility criteria and discounts may vary by locale.*