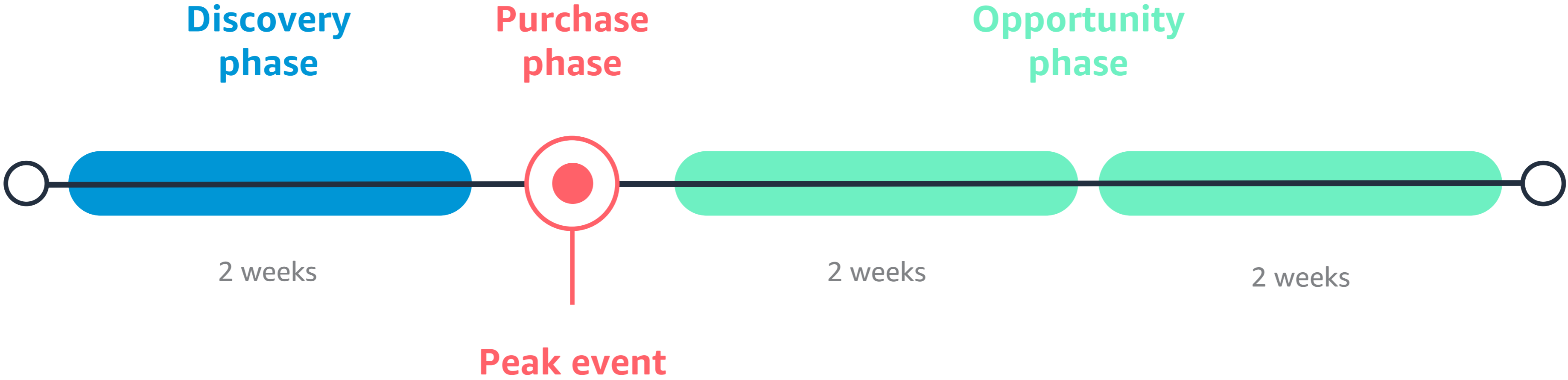


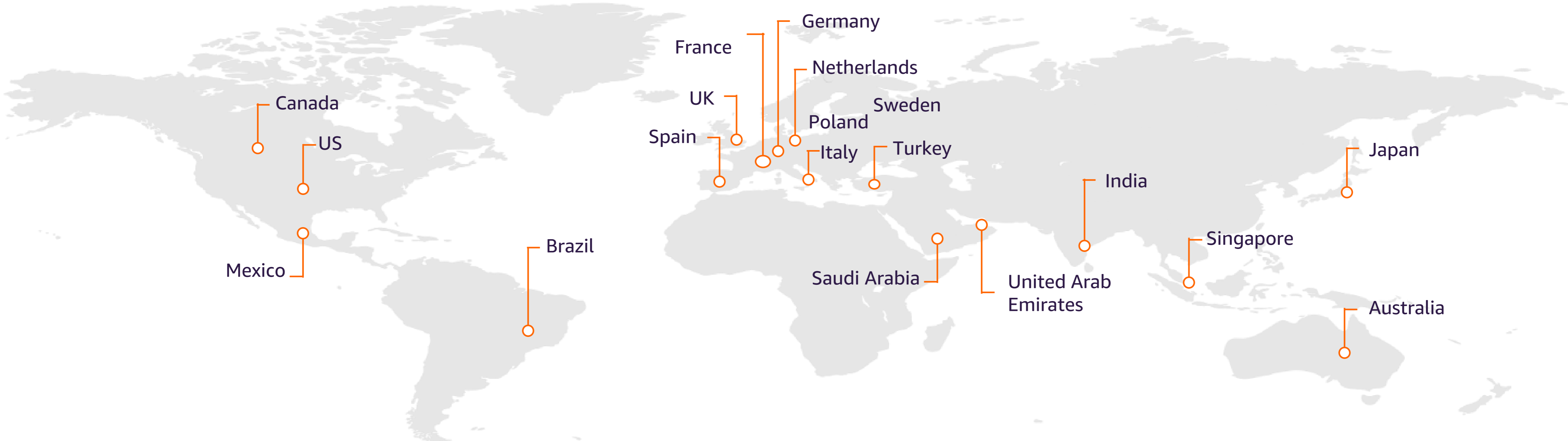
Welcome to Plan. Prep. Prime Day.

Measure success timelines and filtering dates



Welcoming advertisers all over the world

With Amazon Ads you can expand your business globally*



Discovery

Add a strong title and detailed description

Check you're the featured offer

Download and review reports for top performing shopping queries

Have four or more high resolution images

Create a peak period portfolio

Run a combination of automatic and manual targeting campaigns

Purchase

Include negative targeting

Set up deals for top selling products

Use dynamic bids - up and down

Increase budget 2-4x

Set up budget rules

Regularly review the insights in your campaign manager for on-the-spot optimizations

Opportunity

Download your Sponsored Product reports and review against the campaign goals

Establish peak performance benchmarks

Review top-performing shopping queries

Check top performing products

Increase bids on high-performing keywords

Organize campaign learnings for future peak periods

“Getting prepared for Prime Day, I don’t really look at it as ‘more work.’ You get excited for the sales you [can] make on Prime Day. It’s been fun year after year after year.”

Gordie Murphy, Advertiser, Fishoholic

—
**Discovering products leading
up to Prime Day week is
likely to lead to purchase**



75%

**of shoppers surveyed are likely/highly
likely to purchase a product during
Prime Day week they discovered
during lead-up**

Ad-promoted investment during Prime Day week impacts more than just promoted ASINs

19.0%

increase in median sales for **non-promoted** ASINs during Prime Day week for brands that promoted their ASINs with any Amazon Ads solution¹

69%

of survey respondents who are likely/highly likely to **buy other products from the same brand** during Prime Day week²

63%

of shoppers surveyed chose **product quality** as the most important attribute for why they would buy, aside from deals²

39%

of shoppers surveyed chose **products that support values that matter to me** as the most important attribute for why they would buy, aside from deals²

After Prime Day week, ads serve as a helpful reminder to shoppers who are likely to repurchase to do so after the event



53%

of shoppers surveyed are likely/highly likely to **repurchase** again after Prime Day week



31%

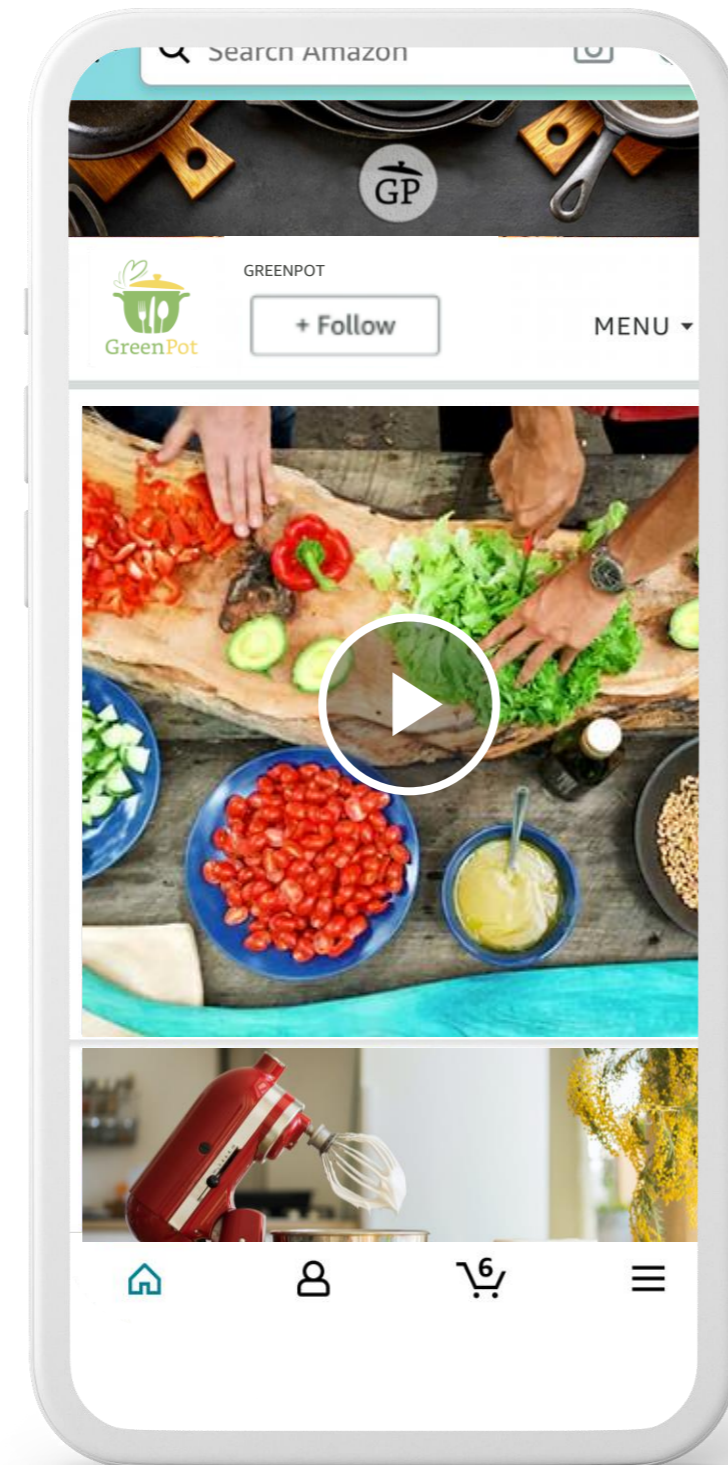
of shoppers surveyed are likely/highly likely to buy the same product after Prime Day week even if **not on deal**



52%

of shoppers surveyed are likely/highly likely to **rely on ads to remind them to purchase** products after Prime Day week

Meet GreenPot



Meet GreenPot

What do we want to stand for?

- Eco conscious, reducing waste
- Believe in quality over quantity
- Creating communities through food

What is our product?

Quality cookware made from recycled and environmentally friendly materials.

Who are we and who is our customer?

- Passionate about creating eco friendly kitchen products that stand the test of time
- Customer is passionate about cooking, dinner parties, learning new recipes and lowering waste of individual household

What differentiates our product?

- Crafted using recycled materials
- Durable and long lasting products
- Curated collection
- Timeless design

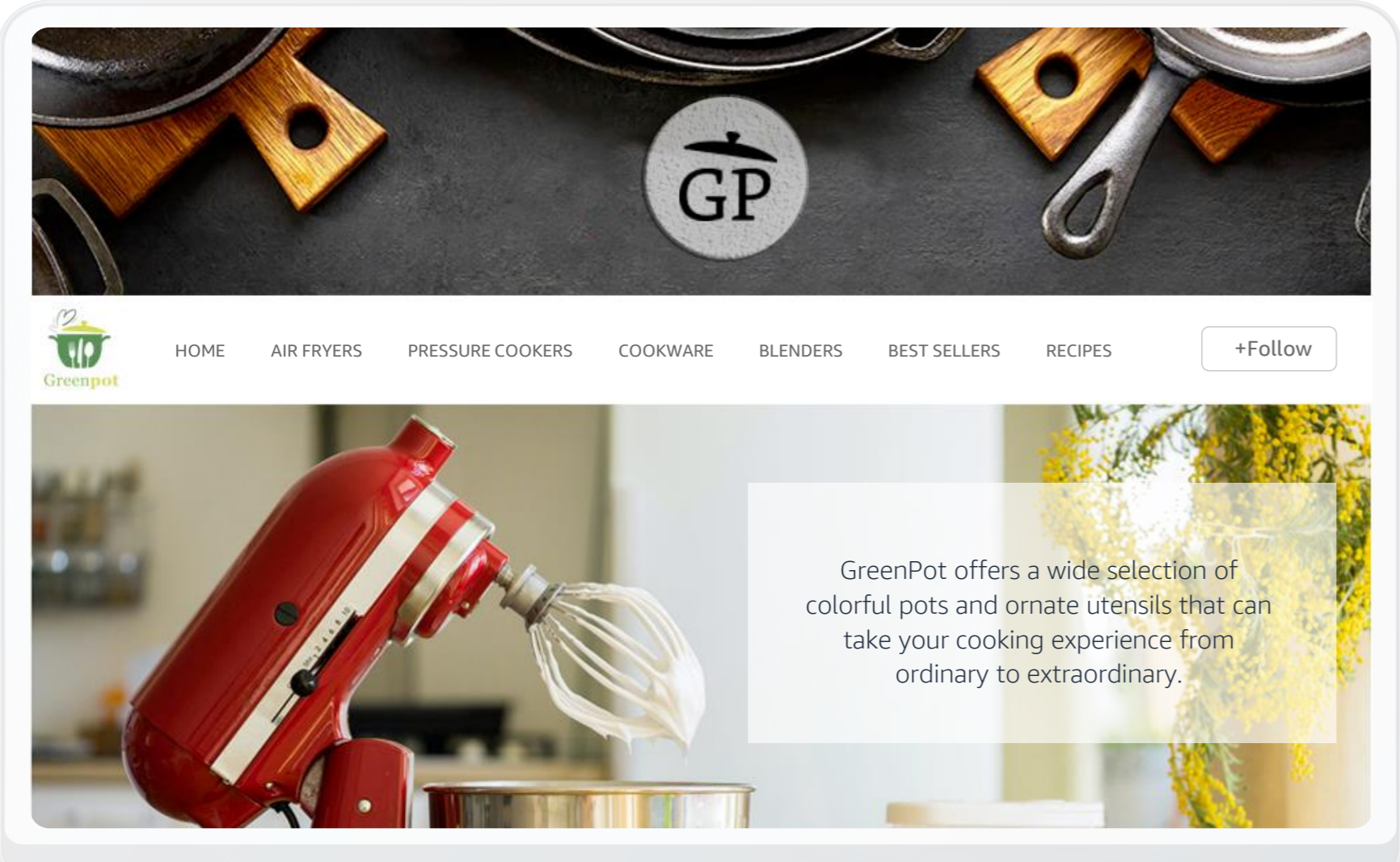
What motivates us to sell our product?

- Passionate about creating communities around food
- Believe in reducing waste and environmental impact of cookware

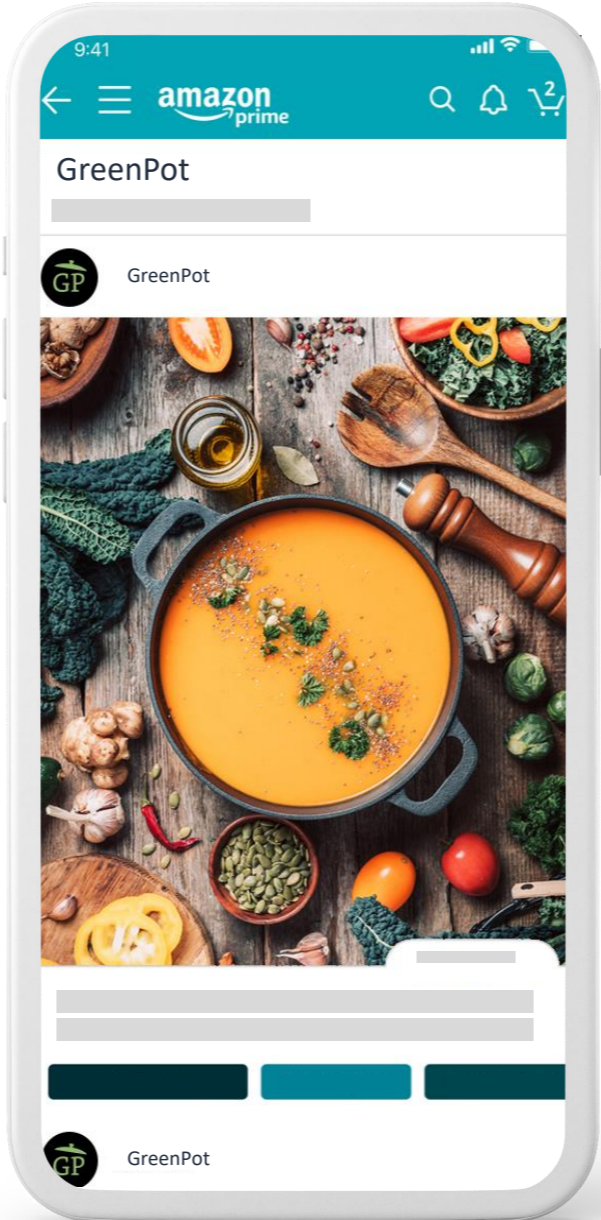


GreenPot's brand shopping experiences

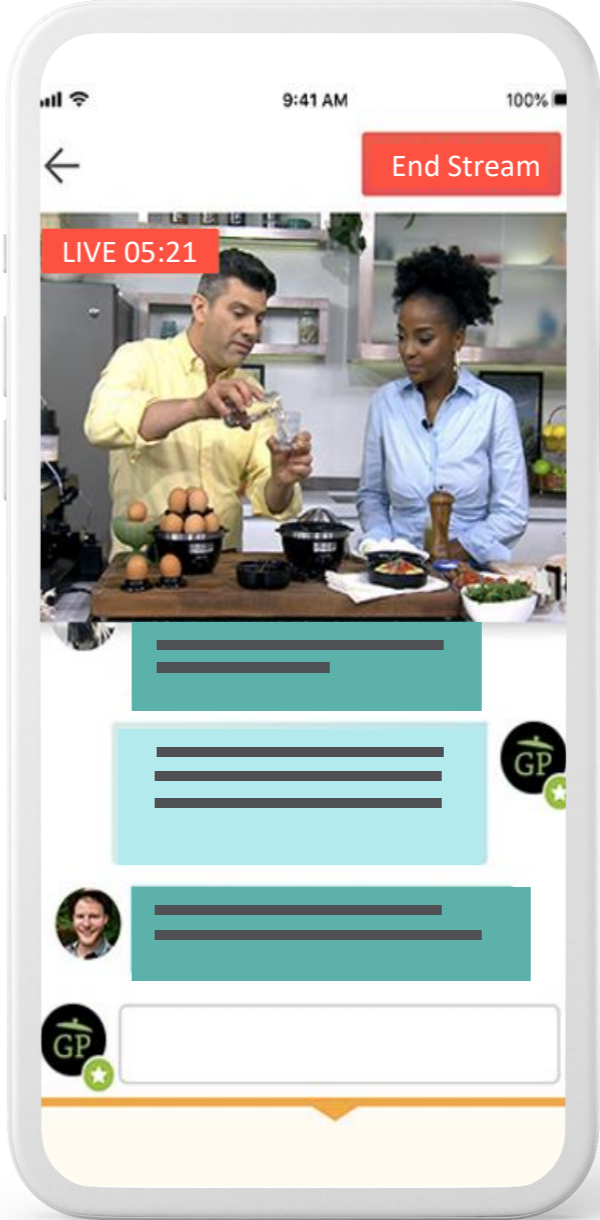
Stores^{1,2}



Posts (beta)^{3,4}



Amazon Live³



Brand Follow³



¹Available to vendors and to sellers enrolled in Amazon Brand Registry | ²Vendors, and Sellers already selling on Amazon in the country where they wish to advertise can create a Store at no additional cost. Otherwise, selling fees apply. | ³ Available to US vendors and to US sellers enrolled in Amazon Brand Registry | ⁴ You must have a US Store