

Maximize your Prime Day impact with Amazon Attribution (beta)

Learn how Amazon Attribution can help optimize your cross-channel advertising strategy to guide customers as they discover, shop, and reconnect with your brand this Prime Day.



Supercharge your Prime Day strategy: take a multi-channel approach

Are you planning a cross-channel marketing strategy for Prime Day? We recommend taking a multi-channel approach to engaging customers before, during, and after the event, as research shows that engaging shoppers across 3 or more channels can lead to higher purchase rates.

250%

higher purchase rates for advertisers using multi-channel vs. single-channel campaigns.¹

Single- vs. multi- channel Omnichannel purchase rate²



Uncover cross-channel insights with Amazon Attribution

Discover how your non-Amazon strategies—including channels such as email, social media, paid search, affiliate websites, and blog posts—impact shopping activity on Amazon. Then, use these insights to optimize your cross-channel campaigns in time for Prime Day.

During Prime Day 2020, we looked at performance across all non-Amazon channels measured using Amazon Attribution, including email, search, social, video, and display, and identified a few key trends. To help you plan.³

Paid search outperformed the average detail page view rate across all campaigns by:

1.7X

Email outperformed the average add-to-cart rate across all campaigns by:

2.0X

Email, followed closely by paid search, outperformed the average purchase rate across all campaigns by:

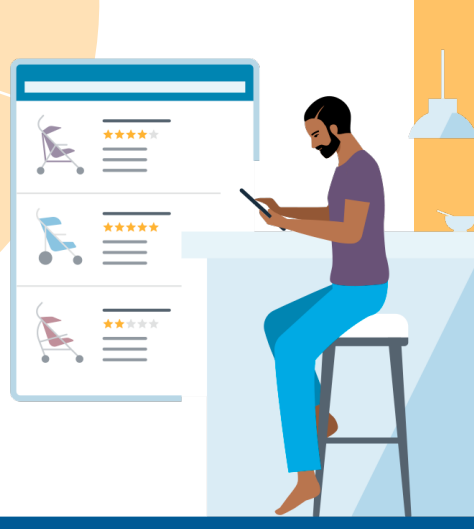
2.1X

6 insights to guide your Prime Day strategy (and a few tips for advertising success)

#1 Prime Day shoppers tend to plan their lists ahead of time. You should too.

75%

of Prime Day shoppers planned their purchases in advance in 2019.⁴



Pro tips:

- **Start early:** Drive awareness of your promotions 2-3 weeks before Prime Day.
- **Trying to save budget?** Use organic channels such as email or social to highlight coming promotions. [Learn more >](#)
- **Measure consideration:** Review metrics such as detail pageviews and add-to-carts to understand how shoppers are researching and inform how you optimize the week of Prime Day.

#2 Build awareness among new shoppers before the event.

Pro tips:

- **Explore new channels:** Ensure you're reaching potential customers with a multi-channel engagement strategy.
- **Test and optimize:** Based on early performance and new-to-brand metrics, you can optimize your strategy the week of Prime Day to focus your budget towards the channels receiving the highest engagement.

3.1X

median increase in new-to-brand shoppers in the US the week of Prime Day compared to the week before.⁵

#3 Discounts and deals can be motivating, but ensure your message resonates.

87%

of US shoppers agree that a discount offer will most strongly motivate them to complete a transaction after adding an item to their digital cart.⁶



Pro tip:

Test and optimize: Test messaging and creatives to help you understand whether elements such as time-bound vs. deal-based messaging or lifestyle imagery vs. product-specific images drive higher engagement with your products, promotions, and deals on Amazon.

#4 Don't forget to review performance for products that aren't advertised too.

Pro tip:

Products Report: Use the new Products Report to learn which products shoppers are engaging with after clicking through your ads. It's possible that products you're not currently advertising are receiving higher engagement. Consider launching new ads to promote, cross-sell, or re-market these products. [Learn more about the Products Report >](#)

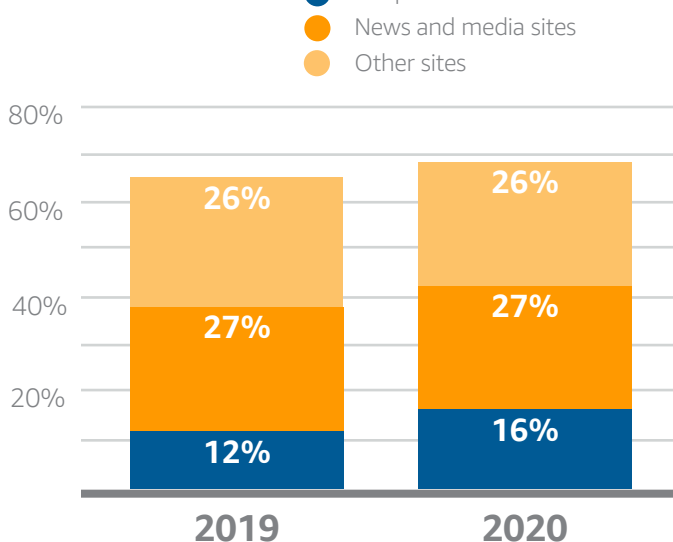
22%

increase in median sales for non-promoted products during the week of Prime Day compared to the week before.⁷

#5 Affiliate websites can be important touchpoints—for your customers and your brand.

Affiliate sites, including coupon and rebate sites, have been growing sources of traffic during Prime Day for the past two years.

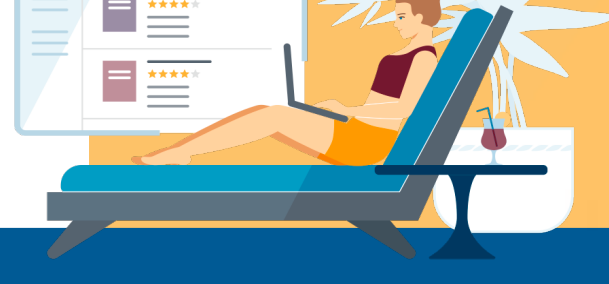
Percent of traffic to Amazon by category⁸
US, Desktop, July 2019 vs. October 2020, Top 100 Referrers only



Pro tip:

Reminder: affiliate marketing refers to using third-party websites or programs you use to promote your products. This includes influencer marketing across social media.

Don't forget to use Amazon Attribution to tag these links so you can measure the impact of your affiliate marketing.



#6 The momentum continues weeks after Prime Day ends.

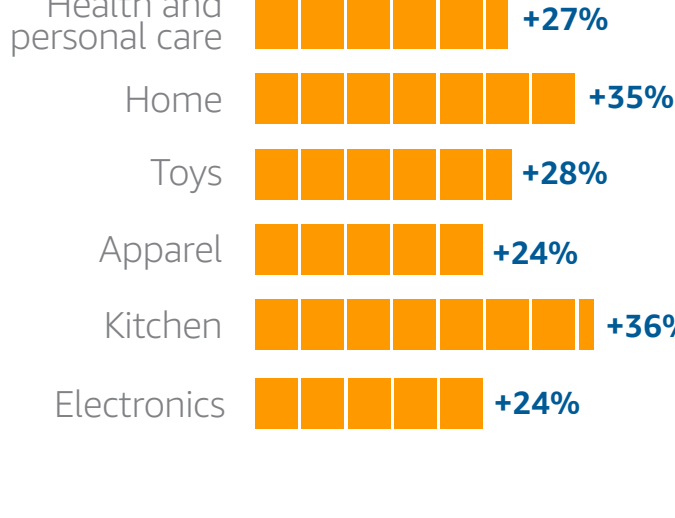
Pro tip:

Maintain your Prime Day momentum after the event by continuing to engage shoppers across channels in the weeks that follow.

Use Sponsored Display campaigns to re-market to audiences that visited your detail pages but haven't yet purchased.

Shoppers across categories continued to shop on Amazon during the 4 weeks after Prime Day 2019.⁹

(Percent increase in purchase intent benchmarked against the 2-week period prior to Prime Day.)



Prime Day 2021: your advertising checklist

Follow the below timeline to help you plan, execute, and optimize your cross-channel advertising strategy this Prime Day.

May: Plan

- ✓ Start planning your multi-channel advertising strategy. If you're going to promote your products and deals across non-Amazon channels, be sure to register for Amazon Attribution.

[Register now >](#)

- ✓ Prepare your cross-channel campaign tests, so you can learn which strategies work best going into Prime Day. A few tests to try include:

- **Channels and publishers:** learn which engagement channels drive the highest product consideration
- **Creatives and messaging:** review impact of elements, such as deal-specific vs. time-bound messaging or product-focused vs. lifestyle imagery
- **Products:** find out which products benefit most from advertising or deal promotion
- **Landing pages:** get insight into how shopping activity changes when directing shoppers to your Store vs. product detail pages

June - July: Optimize

- ✓ Execute your advertising strategies as traffic coming to Amazon begins to spike the week of Prime Day.

- ✓ Simultaneously, launch your re-marketing strategy. You can use Sponsored Display campaigns to engage audiences that visit your product detail pages but don't make a purchase.

June: Execute

- ✓ Aim to launch your Prime Day campaigns 2-3 weeks in advance of the event in order to give yourself time to:

- Drive awareness of your participation in Prime Day
- Let existing customers know about upcoming promotions
- Engage new shoppers across channels to build brand familiarity
- Begin testing your cross-channel strategies to understand what works

- ✓ The week before Prime Day, review reporting to understand which tactics drove the highest consideration rates with your products on Amazon. Use these insights to plan your optimization strategy.

July - August: Plan

- ✓ Review Prime Day performance from before, during, and after the event to inform how you plan advertising strategies for future peak period events, including Back-to-School and Holiday.

