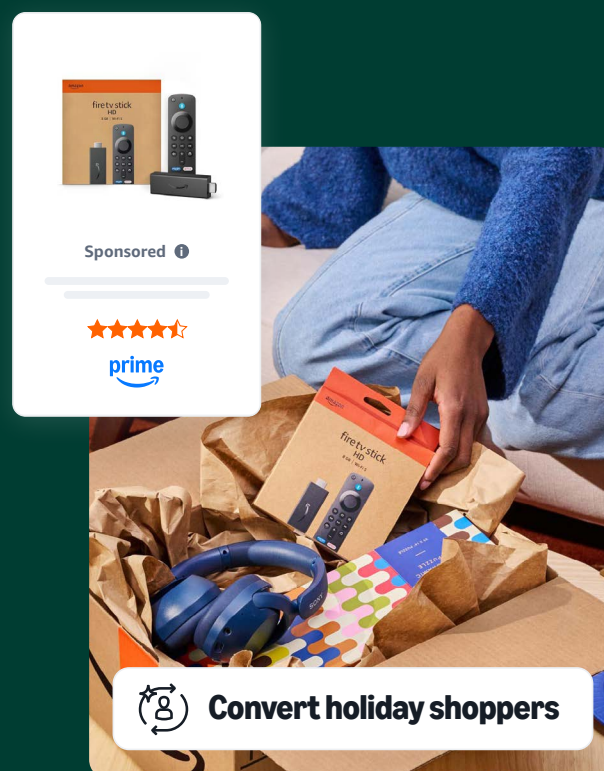




2025 holiday selling guide

Sleigh this holiday shopping season with tools and tips to engage and delight your customers.

Start prepping today to set your brand up for success!



Last year's record-breaking Black Friday week and Cyber Monday holiday shopping event, from November 21 to December 2, was Amazon's biggest ever. The event was also the largest ever for independent sellers in Amazon's store, most of which include small and midsize businesses.

Now, here we are with another holiday shopping season upon us. How will this season be for your brand?

In a global survey, 86% of respondents say they plan to shop online, and a national study says consumers are on the hunt for value this holiday season. Are you ready?

To make the most of what promises to be another exciting sales event and keep the momentum through the end of the year, your top priorities should be making your listings stand out, refreshing your content for the holiday season, and bringing the most attractive deals to shoppers.

Dive into our 2025 holiday selling guide for the tips, tools, and strategies to shine this year.



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Get ready for another big selling event with the resources on the pages of this guide and the steps outlined in the following checklist.

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Pre-Turkey 5:

Set yourself up for holiday sales success

Make your strategy and product listings sparkle using robust analytics, Prime delivery, social proof, and compelling content—especially for your holiday launches.

What you do in the weeks leading up to the biggest shopping season of the year makes all the difference. So get started now and leverage Amazon tools to plan your holiday product launches, get your listings shopper-ready, and leverage data to optimize your holiday strategy.



Activate best-in-class delivery with Fulfillment by Amazon →

Take advantage of FBA incentives and discounts →

Unlock early social proof with Vine →

Enhance your product pages with A+ Content →

Build a winning strategy with Amazon Brand Analytics →

Plan your holiday product launches

The holidays can be a strategic time to launch new products, so leverage our tools to get your latest additions in front of the season's high number of shoppers.

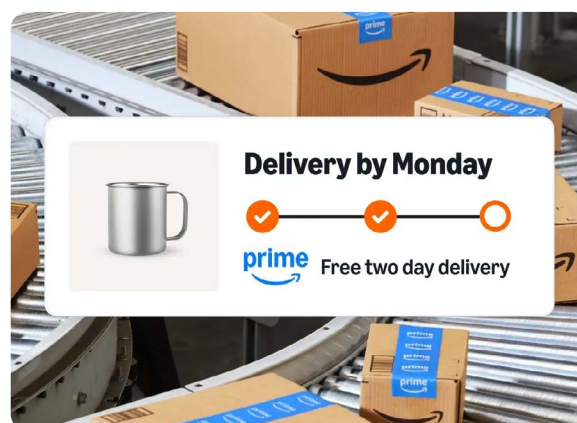
Activate best-in-class delivery with Fulfillment by Amazon

Shoppers come to Amazon not only for the wide variety of products and great deals, but also for the exceptional shopping and fulfillment experience. Shoppers know that they can get fast, reliable delivery on gifts, especially for Prime-eligible products. FBA lets you outsource order fulfillment and leverage Amazon's global network of fulfillment centers. When a customer makes a purchase, we pick, pack, and ship their order. We also provide customer service and process returns.

Activating FBA for your new products can help you:

- **Save on fulfillment costs:** Shipping with FBA costs 70% less per unit than comparable premium options offered by other major US carriers, according to the [Amazon Small Business Empowerment Report](#).
- **Expand new product reach:** Our network comprises hundreds of fulfillment centers worldwide, enabling us to deliver your new products to customers globally.
- **Convert shoppers with fast, reliable delivery:** Use FBA to deliver orders with the speed and reliability that customers love, which can help you increase sales and repeat purchases.
- **Increase sales potential with Prime:** Having the Prime badge increases the likelihood of your new products becoming a "Featured Offer" that can lead to greater visibility and sales.
- **Free up resources to focus on your business:** Let Amazon process orders, handle customer inquiries, and manage returns so you can focus on selling more products this holiday season.

For more planning tips and guidance to prepare your inventory for the sales event, get [FBA's holiday readiness playbook](#).



62% of customers expect free shipping orders to arrive in less than three business days.¹

Get started

¹ RetailDive, July 2022

Take advantage of FBA incentives and discounts

Customers aren't the only ones unwrapping discounts and deals this holiday season. With a range of discounts for new and existing sellers, you can launch new products quickly and affordably.

The FBA New Selection program qualifies you for several benefits that can help accelerate the launch and success of your new products. As an existing FBA seller, you must enroll in the program to participate. After you enroll, we determine whether you qualify for a fee waiver based on the eligibility criteria.²

- 10% rebate on average for sales of eligible ASINs
- 25% discount on Vine enrollment
- Inbound placement service fee exemption
- Free monthly storage for standard-size ASINs
- Free monthly storage for non-standard size ASINs
- Returns processing fee waiver
- Automated global enrollment
- Fee waiver for an unlimited number of new-to-FBA parent ASINs

[Learn more ↗](#)

The New Seller Incentives program offers more than \$50,000 in incentives to help new Professional sellers and brand owners succeed with Amazon—and help your new products succeed.

- Get 10% back on your first \$50,000 in branded sales
- Then get 5% back through your first year until you reach \$1,000,000
- \$200 credit for Vine
- \$100 off shipments into the Amazon fulfillment network with the Amazon Partnered Carrier program
- \$200 credit for fulfillment costs with Amazon Global Logistics
- \$400 credit for inbound placement costs with FBA
- Exemption from low-inventory-level charges
- Exemption from storage utilization surcharges
- 10% off fulfillment costs on the first 100 units shipped with MCF
- \$50 credit for Sponsored Products
- \$50 credit for coupons

[Learn more ↗](#)

² Holiday peak fulfillment fees apply from October 15, 2025, through January 14, 2026, for FBA, Remote Fulfillment with FBA, Multi-Channel Fulfillment, and Buy with Prime.

Unlock early social proof with Vine

With value at the top of shoppers' lists this holiday season, there's no better way to showcase the value of new products that you're launching for the holiday than with authentic customer reviews. These reviews provide honest and unbiased insights into the experiences of peers, offering a valuable form of social proof that can significantly influence potential buyers.

Reviews also make your new products more discoverable in the Amazon store. A strong base of reviews doesn't just build shopper trust—it boosts visibility.

With Amazon Vine, you can build that base of reviews even before you launch by enrolling in Vine early and collecting up to 30 authentic reviews before you make your holiday listing live. That means on day one, shoppers can see the Vine badge on your new product and feel confident that they're getting an authentic and honest opinion from someone who purchased it.



Best practices for Vine implementation

- **Enroll early:** You can enroll in Vine as soon as you have an FBA listing and inbound product into FBA, which means you can start collecting reviews before launch.
- **Spend time on a high-quality listing:** Focus on making a strong listing to not only provide value to shoppers but also increase your chances of higher-quality reviews.
- **Review for accuracy:** Before submitting, be sure to check your details, as you can't edit a product variation or update the units enrolled in the program once you submit.

Vine is available to professional selling partners and resellers, including sellers with heavy and bulky ASINs. [Learn more about seller and product eligibility](#)

Enroll in Vine

Get your listing primed for holiday shoppers

Enhance your product pages with A+ Content

Maximize your holiday shopper conversion rate by showcasing your unique product features and brand story with A+ Content. Basic, Premium, Brand Story, and Shoppable Collections give you flexible ways to educate and inspire shoppers. Start building now to make the most of the Turkey 5 shopping days.

Verify the [eligibility criteria](#) and refer to the [A+ Content Best Practices Guide](#).

A+ Content best practices:



Educate

Tell your brand's story with banner images that showcase your products in use.

Convey product value by sharing specific information, like sizing, materials, or how the product is used to help shoppers make confident decisions.



Optimize

Address customer feedback and purchase barriers with Q&A modules and pull key insights from customer reviews and communications.

Improve discoverability with high-quality text as overlays rather than embedding within images.



Convert

Shoppable comparison charts and collections feature your products' prices, deal badges, and links directly to product pages, shortening the purchase journey.

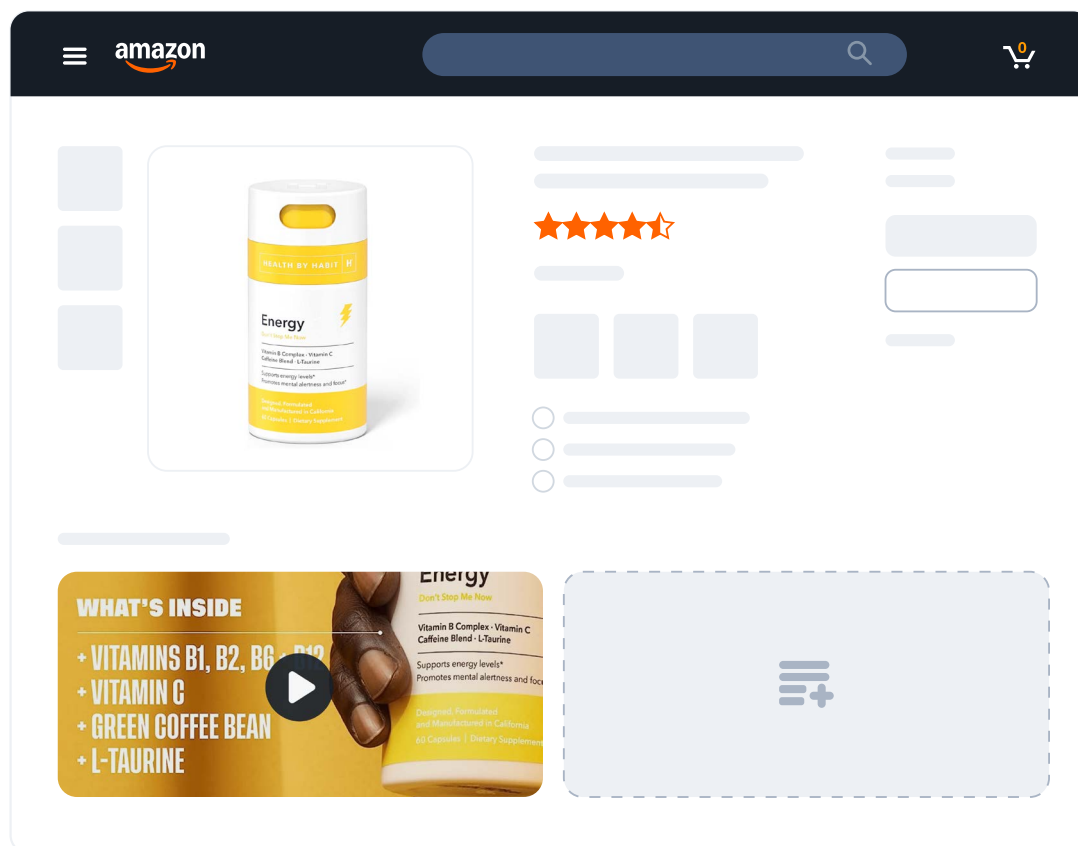


Brand focused content



Make your listing and check it twice with these tips:

- **Get started now:** If you're short on time, try using the [Generative AI tool](#) in Content Manager to kick-start your A+ Content creation, including images, text, and videos.
- **Leverage Shoppable Collections:** Spotlight your holiday releases, deals, and other unique collections to maximize your cross-selling opportunities during the event.
- **Unlock Premium A+ Content:** If you want to take advantage of the Premium A+ features for the upcoming holiday shopping season, you need five approved projects published within the past 12 months and your Brand Story published across your entire branded catalog.
- **Keep your layout dynamic:** Leveraged the variety of modules to help keep shoppers engaged. Double-check that the text is readable, images are sharp, and videos are working properly.
- **Help shoppers make informed purchase decisions:** Use modules and text to address shopper needs and answer frequently asked questions proactively.
- **Diversify your imagery:** Show photos with different product angles or uses so shoppers have a better understanding of what product they'll receive if they purchase.



Create A+ Content

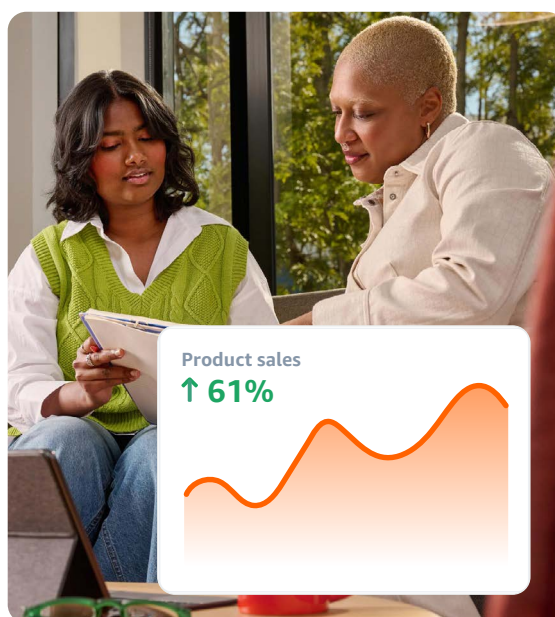
Build a winning strategy with Amazon Brand Analytics

Create a plan worth toasting to by diving into actionable data and insights that can inform your holiday sales strategy.

Available to brands enrolled in Brand Registry, Amazon Brand Analytics dashboards are powerful tools that can help you understand consumer behavior, connect with customers, and grow your business.

Here are some tips on how to make the best use of Brand Analytics for this holiday season:

- **Engage and acquire new customers:** Put your best foot forward to ensure you are capturing shopper attention and driving conversions on your products. Use the [Search Catalog Performance dashboard](#) to identify ASINs with high traffic (impressions, clicks) and high sales (purchases, conversion rate) to understand consumer demand. Determine which ASINs are driving awareness of your brand in the Amazon store and which to focus on. You can copy and paste an ASIN into the “ASIN View” of the Search Query Performance report (for the same reporting date range) to understand which shopper search terms are driving the most traffic and sales to your listing. Use this data to update your listing titles, bullet points, and advertising campaigns with these search terms.
- **Get an edge over the competition:** Understand who your top competitors are on a selected search term and how your products measure up. You can click on a search query within the “ASIN View” of the [Search Query Performance dashboard](#) to drill down to the top 10 ASINs for the selected query. You can compare your detail page quality, pricing, and keyword relevance for holiday shopping optimization.
- **Grow your business:** Identify bundling and cross-selling opportunities to acquire new customers and drive repeat purchases. Use the [Market Basket Analysis dashboard](#) to see which products Amazon shoppers (in aggregate) most frequently purchased at the same time they purchased your other products. Use the [Repeat Purchase Behavior dashboard](#) to strategize and assess your marketing campaigns to drive repeat purchases and acquire new customers.



Get started

During Turkey 5:

Engage and convert holiday shoppers

It's time to shine: Boost traffic and sales of your products in the Amazon store with tools that bring cheer to both shoppers and your brand.

Now that you have your new product launches ready to go, with stellar listings, fast fulfillment, and authentic social proof, it's time to get your new and existing products in front of shoppers. Use promotional tools to drive traffic and sales—and maybe even earn a bonus.



Earn bonuses on external traffic with Brand Referral Bonus →

Showcase your products with shoppable videos →

Create audience-tailored promotions and coupons →

Send traffic to your holiday deals

Earn bonuses on external traffic with Brand Referral Bonus

In preparation for this holiday shopping season, you may already be maximizing your marketing efforts on and off of Amazon. So why not make those marketing dollars go further? When you drive traffic to your products on Amazon through the Brand Referral Bonus program, you can receive a gift for yourself: a bonus averaging 10% of qualifying sales of those products.

Check out how these brands are bringing in traffic and bonuses:



Anker built a strategy to help drive sales and increase its bottom line with Amazon Attribution and Brand Referral Bonus during events such as Prime Big Deal Days.

[Read more ↗](#)



The team at **Honest Paws** saw 12% conversion rates and sometimes \$12,000-15,000 in sales on a single link.

[Read more ↗](#)



Lumineux sold \$2.1 million worth of products in a Deal of the Day, including \$1 million through Brand Referral Bonus and Amazon Attribution links. With the 10% bonus built into the Brand Referral Bonus program, Lumineux earned \$100,000 back from Amazon in addition to its standard revenue.

[Read more ↗](#)



The team at **Spigen** gained access to new insights that helped them evaluate product interest, product purchases, and customer preferences. These insights were used to identify where to increase marketing budget.

[Read more ↗](#)

[Learn how to earn a bonus](#)

Spotlight your products to drive conversions

Boost holiday sales, minimize returns, and encourage repeat purchases with promotional tools that reach and engage high-intent shoppers.

Showcase your products with shoppable videos

Shoppable videos, also known as detail page videos, can be a powerful conversion tool this holiday shopping season. In fact, product detail pages with videos added saw a 23.8% increase in sales, on average.³ These videos live in the Media Block on a detail page next to the main imagery; they can also appear below the fold and in search.

Keep in mind that your videos don't need to be high-budget productions. Your shoppers care about the quality of your content, but that doesn't mean content creation needs to be complicated or expensive. But if you don't already have videos to add to your product pages, make sure to get started right away, because video production can take longer than other marketing content.

Shoppable video best practices:

- **Diversify your video content:** Provide videos that address multiple consumer needs. For example, some shoppers may need assembly instructions, while others may want to understand what makes your product different from your competitors.
- **Make use of existing content:** Leverage any existing content from your social media platforms, brand websites, and existing content library to enhance the Amazon shopping experience.
- **Feature purpose-built content:** Most importantly, focus on creating informative and authentic content that aids with pre-purchase decision-making and/or post-purchase product use.



87% of people report that watching a video has influenced their decision to purchase a product or service.⁴

Get started

³ Amazon data US January to June 2024

⁴ Video marketing statistics 2025, <https://www.wyzowl.com/video-marketing-statistics/>

Create audience-tailored promotions and coupons

Brand Tailored Promotions and Coupons can be used as part of your marketing and promotion strategy during the holiday shopping season to create jingles of excitement around new and existing products that can benefit from the consideration boost.

With Brand Tailored Promotions, you can create promotional codes for your past and prospective customers (Tailored Audiences). The promotional discount offered can range from 10-50% off and can be offered on all ASINs within your brand, or only on a specific set of ASINs. Use Brand Tailored Coupons to engage your past and prospective customers (Tailored Audiences). Create standard coupons featuring either a percentage-off or money-off for specific products (standard coupon fees apply).

1. **Activate Brand Tailored Promotions and Coupons to re-engage your past purchaser audience segments**, like repeat, top-tier customers, and more, with discounts to keep your brand top-of-mind with customers. Audiences are refreshed weekly, allowing you to retarget new customers for future promotions.
2. **Convert your prospective customers into purchasers** by offering your potential new customers and cart abandoners audiences discounts.
3. **Leverage increased event traffic by creating post-event retention offers** for holiday shoppers who browsed your offers, but didn't purchase during the sales event.

PRO TIP

Access audiences outside your brand's current customer base. The in-market customer and complementary product remarketing audiences help you reach potential customers who haven't discovered your brand yet.



	Brand Tailored Promotions	Brand Tailored Coupons
Discount location in Amazon store	Search, Product Detail page, and Brand Store	Search, Product Detail page, Coupons page, in cart
Product applicability	Entire brand catalog except if ASINS are excluded (up to 100)	ASIN-level
Stackable with other discounts	Yes	Yes, stacks with BTP
Minimum audience size requirements	1,000+	1,000+
Fees	No fees	Standard coupon fees apply
Discount value	10 - 50%	Money off or 5 - 50%
Redemptions	Limit of 1 unit redemption per promotion	Sellers can choose the limit

DON'T FORGET!

After a Brand Tailored Promotion is complete, you can review its performance at the ASIN level, including sales, redemptions, glance views and conversion rate per ASIN.



Learn how CRBN builds customer lifetime value with Brand Tailored Promotions.

Watch video ↗

Get started with Brand Tailored Promotions

Get started with Brand Tailored Coupons

Post-Turkey 5:

Keep the holiday spirit—and sales—bright

While others may slow down after the holiday rush, take advantage of additional tools to keep the sales momentum going through the end of the year.

Tap into learnings from Turkey 5 to adjust or double down on your strategy for the rest of the year. And then leverage tools to re-engage existing customers and drive traffic as excitement and shopping activity slow down after Cyber Monday. Don't forget about the remaining 60% of holiday shopping that happens from here on!



Turn insights into more sales with performance analytics →

Stay informed during shopping events →

Re-engage customers with post-holiday outreach →

Boost visibility with Sponsored Products →

Tap into learnings to keep sales flowing

Unwrap the ultimate gift of insights into how each of your products did this holiday season so you can scale successful ones and make strategic adjustments.

Turn insights into more sales with performance analytics

Amazon Brand Analytics can help you better understand how your products performed during the holiday selling season through aggregated customer search and purchase data. It contains multiple dashboards that you can use to make strategic decisions to optimize your products' post-holiday sales.

1. **Get key metrics with the Search Catalog Performance dashboard:** Gain insights into how many times your products appeared in Amazon search results, as well as key metrics like clicks, card adds, and more. With these, you can learn how customers engaged with your products throughout their holiday shopping journey.
2. **Understand how customers search for your brand's products with the Search Query Performance dashboard:** This dashboard lists the top queries that led customers to your products and shows a breakdown of your brand's share of performance compared to overall query performance, which can shed light on how shoppers are finding your products.
3. **Encourage return buyers with the Repeat Purchase Behavior dashboard:** This dashboard shows how often unique customers placed multiple orders of the same product, which can give you a leg up on deciding which products to focus on after the holiday season.
4. **Increase orders with the Market Basket Analysis dashboard:** This dashboard displays the top three products customers most frequently purchased with the products you offer. With this information, you can make decisions about products you might want to add or remove from your inventory.



PRO TIP

Use the [Growth Opportunities](#) tool for data-driven recommendations, including the top 20 ASINs to prep for Turkey 5, to maximize visibility and sales potential.

Get started

Stay informed during shopping events

Make sure you're up-to-date and getting the most out of all of Amazon's shopping events and track your brand-building progress.

Visit the Build Your Brand page in Seller Central to explore the brand-exclusive programs designed to help you build a differentiated brand and achieve your business objectives.

Want to know how your brand is performing so you can compare it to your results after the holiday shopping season wraps up? Head over to the Brand Building Metrics on the Build Your Brand page and start tracking and measuring these efforts, with eight key metrics to measure your brand's performance.

Build Your Brand

 **View Star Rating**

Your Brand Building Metrics:



Branded Search Ratio: Gauge the strength of your brand recognition and determine how your marketing efforts are driving shoppers to search for your brand by name.



Star Rating: Better understand the overall shopper perception of your brand's products and quality.



Brand Conversion Rate: Get insights into how well your brand and product listings convert shoppers from considering your product to purchasing it.



Repeat Customer Ratio: View a measurable reference for the trust and quality your brand has built, resulting in loyal customers who keep coming back.



New to Brand Customers: Evaluate how many new customers are shopping your brand.



Sales from Repeat Customers: Review the brand loyalty you've built by seeing what percentage of your sales are driven by repeat purchases by customers.



Click Through Rate: The percentage of clicks from search/total DP impressions at a total brand level within the reporting time-frame.



Detail Page Impressions: The ratio of clicks to detail page from search results by number of times the ASIN is displayed in search.

Explore the page

Re-engage customers with post-holiday outreach

If you did everything right before and during Turkey 5, you've likely built greater brand awareness, brought in some sales, and even gained new customers. But to keep driving sales and even customer loyalty, don't forget to nurture those new relationships and stay engaged with your existing customers. Just because the holiday shopping season is over, it doesn't mean sales and the customer experience are over.

Two tools can go a long way even after the holiday shopping season: Brand Tailored Promotions and customer reviews.

Use Brand Tailored Promotions to engage and convert

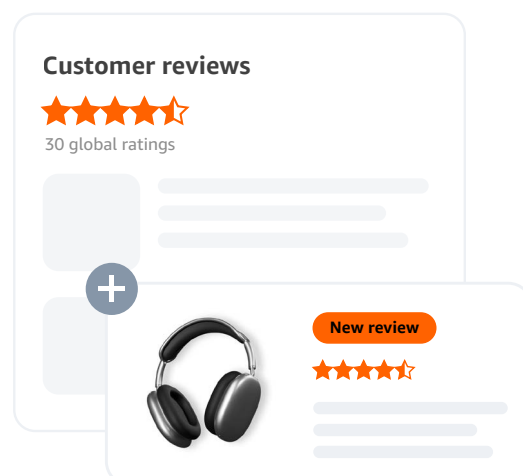
Inspire new customers to come make additional purchases by offering promotional codes for your brand catalog with [Brand Tailored Promotions](#). Consider engaging your recent customers, those who represent the most recent 5% of customers in the past 12 months. These audiences are refreshed weekly, so your customers from Black Friday and Cyber Monday will be included.

Want to take it a step further? If you're looking to boost sales by the end of the year—maybe you need to clear out 2025 models, for example—consider offering promo codes and discounts to customers who are likely to repurchase from your brand, such as promising, top-tier, and repeat customers.

Create new promotions

Use customer reviews to resolve and enhance

Read and respond to reviews for a deeper understanding of customer sentiment with the customer reviews tool. [Customer reviews](#) can help uncover insightful product usage insights and strengthen connections with customers. We recommend resolving critical reviews (those with fewer than three stars) every 30 days so your current and prospective customers know you appreciate their business and support.



Go to the reviews tool

Boost visibility with Sponsored Products

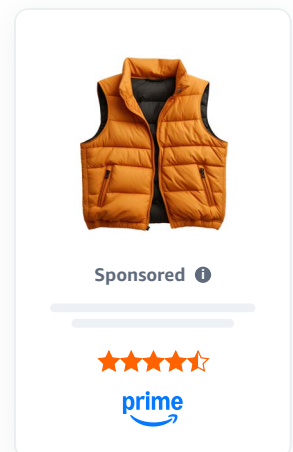
Don't let the sales melt now that the holiday season is over. There's a cost-effective and insight-driven solution that can help drive continued traffic to your products: Sponsored Products ads.

Sponsored Products are cost-per-click ads that help you promote your products, increase sales, and improve brand visibility across Amazon and select premium apps and websites.

Even if you've never advertised before, you can create a campaign in just a few minutes. You select your products to advertise and choose keywords to target, or let Amazon's systems target relevant keywords automatically. You control how much you want to spend on your bids and budgets, and can measure your ads' performance. When shoppers click your ad, they are taken to the advertised product's detail page.

Best practices for a Sponsored Products campaign

- **Check if your products display the featured offer.**
The featured offer is an automated window that appears at the top right of a product detail page above the Buy Now button.
- **Price products competitively.** Shoppers may be more motivated to click on your ad and ultimately purchase if you offer affordable prices for your products.
- **Make sure your products are in stock.** Especially after the busy holiday season, sure you still have plenty of inventory available.
- **Pick products with positive customer reviews.**
We recommend advertising products with five or more customer reviews, plus a rating of 3.5 stars or higher.
- **Feature four or more high-quality, zoomable images.** Images can show your product from different angles and highlight important details. They must be at least 1,000 pixels in height or width to enable the zoom function.



Advertisers saw an increase of 57% in sales using Sponsored Products during the holiday gifting season, when compared to average category growth.⁵

For a full-funnel holiday ads strategy, [get the holiday marketing guide](#).

Go to Amazon Ads

⁵ Amazon internal data, BE, BR, CA, DE, ES, FR, IT, MX, NL, PL, SE, UK, US. Baseline period is 11/24/24 - 12/07/24, tentpole period is 12/08/24 - 12/21/24. Analysis includes advertisers who spent at least \$1.