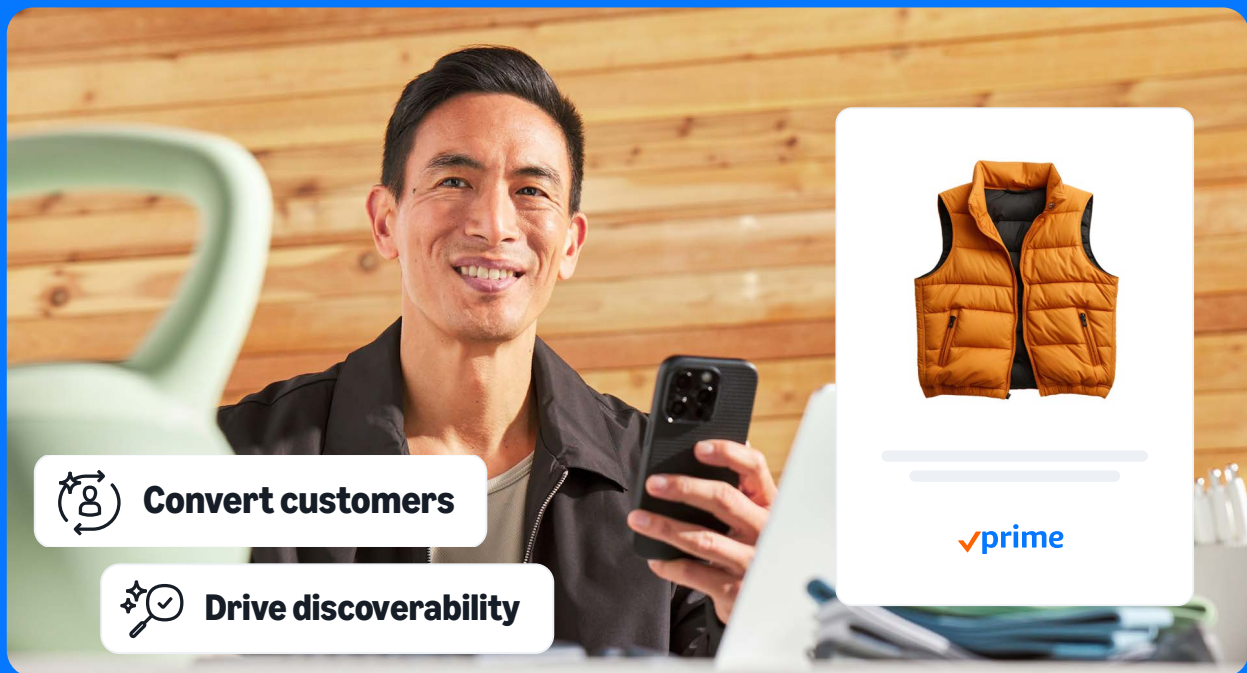




# 2026 Prime Day readiness guide

Turn your new product launches into Prime Day momentum.



You probably heard that Prime Day 2026 is coming early this year—which means your window to prepare is shorter. But that’s ok if you’ve already launched some exciting new products this year. The brands that perform best on Prime Day aren’t the ones scrambling to launch something new during the event. They’re the ones that launched earlier in the year, built early traction, and show up for Prime Day with listings already optimized and ready to convert.

This guide is built around that exact strategy and follows our [blueprint for new product success](#). Depending on where you’re at with this year’s product launches, you can use the next several weeks to get your new products live and sales-ready. Then use Prime Day’s high-traffic moment to accelerate momentum you’ve already built.

## A holistic approach to Prime Day

When used together with fast, free shipping, A+ Content, Vine, coupons, and Sponsored Products can help increase the likelihood of early sales by up to 85%.<sup>1</sup>

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## Your Prime Day prep checklist

Use this checklist in the weeks leading up to Prime Day to make sure your new products are ready to perform.

Enroll in FBA (new products) and send enough inventory in before the deadline (new and existing products).

Optimize your listing—title, bullets, images, price.

Create A+ Content.

Enroll in Vine and collect reviews.

Set up Creator Connections.

Build a Sponsored Products ad campaign to activate on Prime Day.

Set up Brand Referral Bonus (existing products).

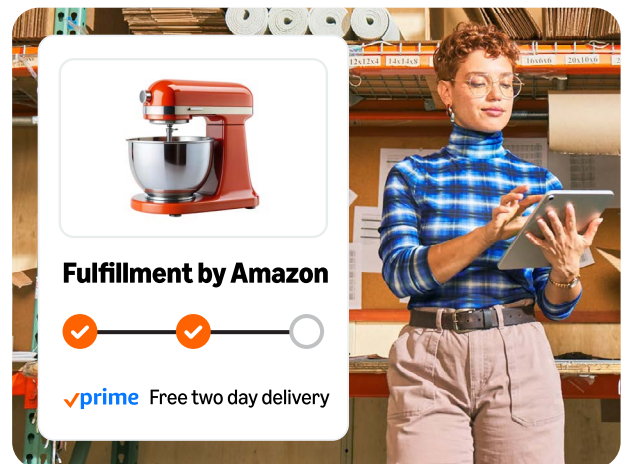


## Launch on a strong foundation: FBA and FBA New Selection

Whether you're launching a new product in the next couple weeks or you launched them earlier this year, make sure they're enrolled in Fulfillment by Amazon (FBA) and your inventory arrives on time. FBA inventory deadlines for Prime Day fall at the end of May and early June ([see more](#)).

When you enroll a product in FBA, Amazon picks, packs, ships, and handles returns for you. Your product becomes eligible for free Prime shipping, which is now a baseline expectation: With 80% of consumers expecting free shipping above a threshold and 66% expecting it on all orders, businesses that don't offer some form of free shipping risk losing nearly half their potential customers at checkout.<sup>2</sup> The Prime badge also increases your likelihood of winning the Featured Offer—the placement above the “Buy Now” button that drives a disproportionate share of clicks.

Shipping with FBA costs 70% less per unit than comparable premium options from major US carriers.<sup>3</sup> That's a meaningful margin to reinvest in marketing, content, or inventory ahead of Prime Day.



### FBA New Selection Program: Lower your launch costs

If you're bringing a new product to FBA for the first time, enroll in the FBA New Selection Program before you launch—it qualifies new-to-FBA parent ASINs for cost-saving benefits that help reduce the financial risk of a new launch, including:

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

[Learn more about FBA New Selection Program ↗](#)

Get started with FBA

# Build a listing that converts: Listing quality and A+ Content

Before Prime Day drives customers to your listing, make sure what they find there is compelling enough to convert. That means an optimized title, competitive pricing, strong bullet points, strategic keywords, and high-quality images. And don't forget A+ Content that helps potential customers connect with your brand and make more informed purchase decisions.

A+ Content lets you showcase your brand story, product features, and differentiators with enhanced visuals, comparison charts, and for Premium A+ sellers, video and interactive hotspots. The impact is measurable: Basic A+ can help increase sales by up to 8%, and Premium A+ by up to 20%.<sup>4</sup>

## A+ Content best practices

A+ Content takes time to create and up to seven business days for review and approval, so get started now!

- **Educate:** Tell your brand story with carousel images showing your product in use. Convey product value with specific details—sizing, materials, and how it's used.
- **Optimize:** Use text overlays, which is indexed in Amazon Search (avoid embedded text in images). Pull insights from customer reviews to address purchase barriers proactively.
- **Convert:** Add Shoppable Comparison Chart modules with price, ratings, and “Add to Cart”—this can double cart conversion rates.<sup>5</sup>

If you're short on time, use the Generative AI tool in your A+ Content Manager to kick-start creation with images, text, and headlines generated directly from your ASIN.

### Pre-Prime Day listing checklist

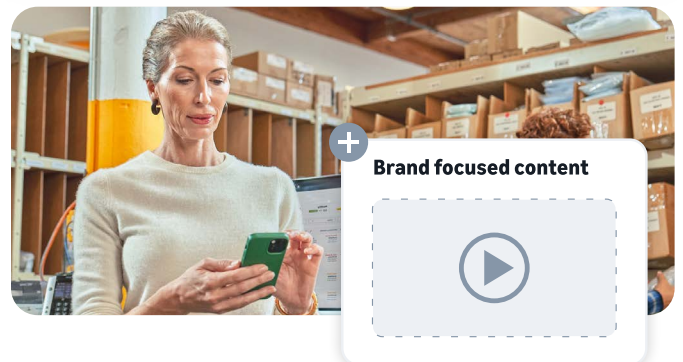
**Set a competitive list price:** Review category pricing before Prime Day. Customers in deal-seeking mode are price-sensitive.

**Optimize your product title:** Clear, under 100 characters. Lead with the most important keywords and differentiators.

**Include 4+ high-resolution images:** Show multiple angles, lifestyle use, and key features. Images must be at least 1,000 pixels to enable zoom.

**Write 3+ strong bullet points:** Lead with benefits, not features. Include dimensions, materials, and use cases.

**Use relevant keywords:** Use the Search Query Performance dashboard in Brand Analytics to identify top search terms driving traffic to similar ASINs.



Create or update your A+ Content

[A+ Content quickstart guide ↗](#)

# Build social proof before Prime Day: Vine and Creator Connections

Potential customers in a deal-hunting mindset want confidence before they click “Buy Now.” In fact, 97% of customers rely on reviews to make purchase decisions. Reviews provide social proof, which helps build trust, improve discoverability in Amazon Search, and directly impact conversion. The goal is to arrive at Prime Day with a base of social proof already in place.

If you launched your new products earlier this year, you might already have some organic reviews by now. But if not, or if you’re launching a product in the coming weeks, you can use Vine and Creator Connections to build additional social proof before Prime Day.

## Vine: Build trust to boost sales

Whether you’re boosting social proof on a listing that’s already live (with fewer than 30 reviews) or want to launch with social proof, Vine lets you collect up to 30 authentic reviews from highly trusted Amazon reviewers. That means Prime Day customers see the Vine badge and verified reviews, not a blank slate.

### How it works:

Enroll as soon as you have an FBA listing and inbound inventory. Vine Voices order your product, it’s shipped, and then they can try the product out and review it. If you time enrollment correctly, you can have reviews live on launch day.

FBA New Selection enrollees get 25% off Vine enrollment, and new sellers in the New Seller Incentives program get a \$200 Vine credit.



Using Vine can help boost sales by 30% on average.<sup>6</sup>

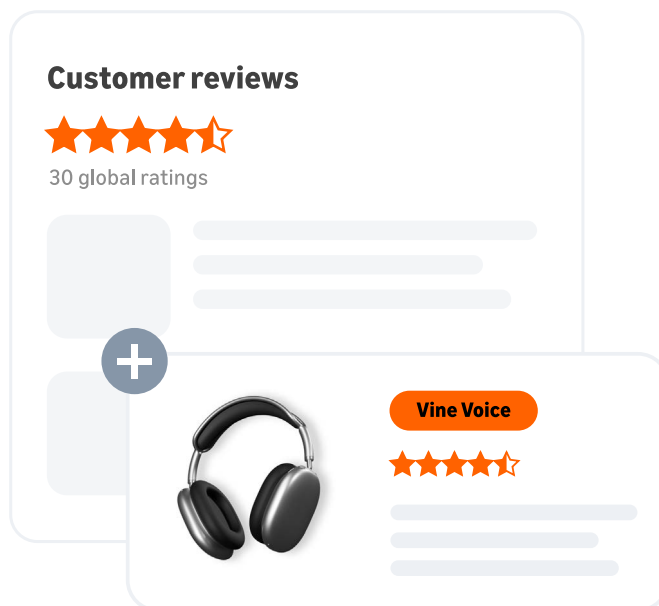
### Build product credibility even before launch



Example timeline is not representative of every brand's timeline to enroll.

## Vine best practices

- **Enroll as early as possible.** If you're launching soon, you can start collecting reviews before your listing goes live—enroll up to two products for free. If your product is already live with fewer than 30 reviews, you can still enroll to build your review base before Prime Day.
- **Invest in your listing first.** Vine Voices are more likely to leave higher-quality reviews if they have a strong, informative listing to reference.
- **Check before submitting.** You can't edit product variations or update units enrolled once you've submitted.



[Enroll in Vine](#)

## Creator Connections: Amplify reach with authentic content

Creator Connections extends your reach by partnering with publishers, influencers, and deal bloggers who create real-world content featuring your products. Set up a campaign in the weeks before Prime Day—it works whether your product is already live and building reviews, or launching soon and looking for early visibility. Creator content drives qualified traffic to your listing through trusted voices and, like Vine, gives you both social proof and early product feedback.

### How it works:

You set a budget, commission rate, and campaign duration. Creators opt in and create content featuring your products. You pay only for qualifying sales that their content drives—and track ROAS with Amazon's built-in attribution tools.



[Go to Amazon Ads](#)

# Drive traffic to new products: Sponsored Products and Brand Referral Bonus

Getting your listing ready is half the job. The other half is making sure potential customers can find it. Sponsored Products drives paid traffic directly within Amazon, while Brand Referral Bonus rewards you when your own marketing on other channels converts. Use either independently or both together to maximize reach.

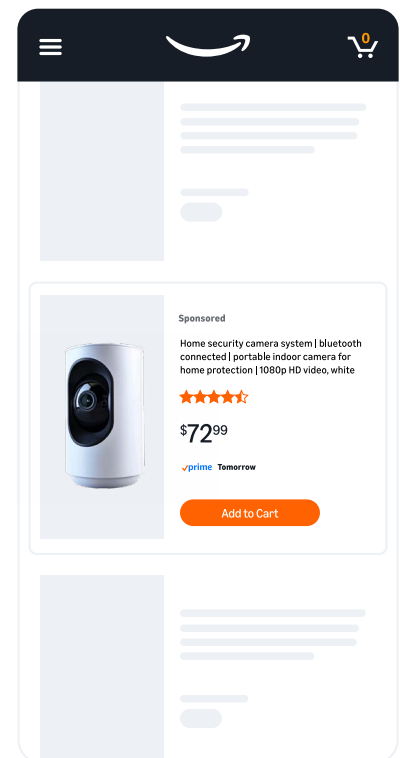
## Sponsored Products: Your Prime Day traffic engine

Sponsored Products are cost-per-click ads that appear in Amazon search results and on product detail pages. They're your most direct lever for driving early traffic to a new listing—and your highest-leverage ad format during Prime Day, when search volume surges.

You can create a campaign in minutes, target by keyword or let Amazon match automatically, and control your bids and budget in real time. Dynamic bidding adjusts your bids automatically—up when your ad is more likely to convert, down when it's less likely—so your Prime Day spend is focused on quality clicks.

### Campaign setup:

- **Start campaigns now.** Run test campaigns for at least 30 days before Prime Day to identify high-performing keywords and refine targeting. If you're starting fresh, automatic targeting is the fastest way to get signals.
- **Prepare your budget.** Ads receive more clicks during Prime Day than usual, and campaigns can exhaust their budgets faster than expected. Set up schedule-based budget rules in advance to automatically increase budgets for the event window so your campaigns don't pause midday.
- **Adjust bids to stay competitive.** Set bids to the maximum you're willing to pay per click and use dynamic bidding (up and down) to let Amazon optimize in real time on Prime Day. You can lower bids again at any time.
- **Use a multiformat approach.** Pair Sponsored Products with Sponsored Brands video ads to capture awareness and consideration at the same time, especially for newly launched products.
- **Allocate budget strategically.** Plan your spend before the event so it's front-loaded toward the peak, then reallocate toward the end and post-event to keep engaging potential customers: 52% of Prime Day customers surveyed say they're likely to rely on ads to remind them to purchase products after Prime Day week.<sup>7</sup>



Start advertising with Sponsored Products

## Brand Referral Bonus: Get paid for your own marketing

Already running marketing on other channels, like social, email, or influencers? Set up the Brand Referral Bonus before Prime Day so your attribution links are ready to go when traffic is highest. When you drive traffic from external channels to Amazon, you can earn a bonus averaging 10% of qualifying sales—and that bonus accrues on every qualifying sale during and after the event. That's real money back into your marketing budget.

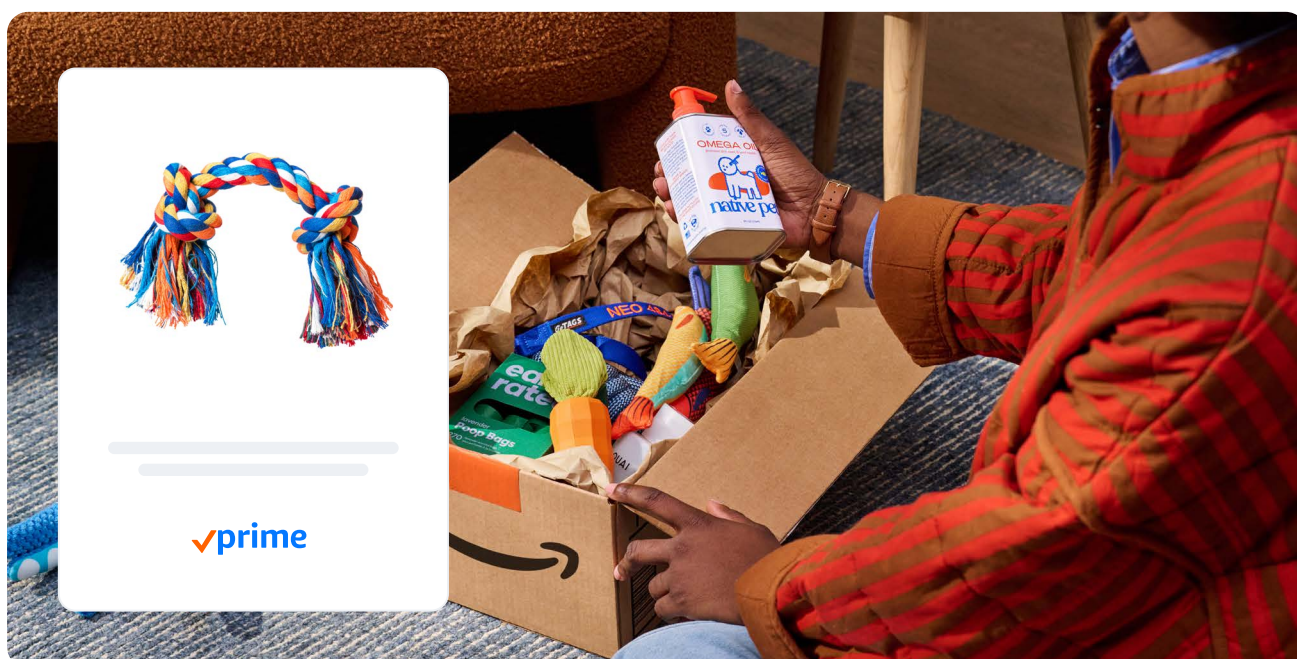


**Honest Paws** saw a 12% conversion rate and up to \$15,000 in sales on a single attribution link.



**Lumineux** sold \$2.1 million in a single Deal of the Day—\$1 million through Brand Referral Bonus and Amazon Attribution links. With the 10% bonus, they earned \$100,000 back from Amazon in addition to standard revenue.

[Learn how to earn a bonus](#)



## After Prime Day: Keep the momentum going

Prime Day is a peak, not a finish line. The actions you take in the days and weeks after the event can determine whether Prime Day becomes a one-time bump for your new products or an annual highlight in their sustained growth.

Here are some key actions to take after the Prime Day event ends:



### Keep Sponsored Products running

52% of Prime Day customers may still convert post-event when reminded by ads.<sup>7</sup> Don't pull spend immediately.



### Refine bids and targeting

Use search term reports from Prime Day to identify your best-performing keywords and cut underperformers.



### Respond to new reviews

Use customer reviews to improve your listing—or inform a product 2.0. Resolve critical reviews (under 3 stars) within 30 days.



### Review Brand Analytics dashboards

Check the Search Catalog Performance, Market Basket, and Repeat Purchase Behavior dashboards to understand what drove conversions.



### Reengage Prime Day browsers with Brand Tailored Promotions

Reach customers who viewed your products but didn't buy—audiences refresh weekly through the Brand Tailored Promotions tool.



### Minimize losses of underperformers

If your new product just hasn't gained traction in the months leading up to Prime Day or during the high-traffic event, FBA New Selection offers free liquidation if you decide to pivot.



### Plan your next product launch

Use what you learned about customer demand, search terms, and review feedback to inform your next product launch.

#### Citations

<sup>1</sup> Amazon internal study of new items offering fast, free delivery in the first 90 days after launch between 1/1/24 and 9/30/24. Not a guarantee of future sales. And JungleScout.

<sup>2</sup> Red Stag Fulfillment

<sup>3</sup> Amazon Small Business Empowerment Report.

<sup>4</sup> Amazon internal research. Results of A+ Content on the Detail Page may vary based on numerous factors, including content quality, product price, and product category. Not a guarantee of future sales.

<sup>5</sup> Based on internal Amazon A/B testing and research conducted in 2023. Cart conversion rate is defined as attributed cart additions over the number of clicks on the widget within a 24-hour attribution window.

<sup>6</sup> Amazon internal research. Not a guarantee of future sales.

<sup>7</sup> Kantar Quickfire Survey, 2022. 3,008 survey respondents across US, CA, MX, UK, DE, JP, AU.