A guide to Amazon’s resources to help make your Prime Day a success
Driving customer traffic

What is customer traffic?

**Customer Traffic** is the number of visitors, or customers, that view a product’s detail page. Driving traffic is linked to sales, as customers review product detail pages when making buying decisions.

To see traffic performance on your detail pages, go to **Business Reports** and click **Detail Page Sales and Traffic**. Then look under **Page Views** and **Sessions**. To learn more about business reports, watch **Intro to Business Report**.

This guide will address how you can use **Lightning Deals** and **Sponsored Products** to help improve customer traffic on Prime Day.
Lightning Deals

What are Lightning Deals?

A Lightning Deal is a promotional offer in which an item is featured for a limited time on the Amazon Deals page. Featuring an item as a Lightning Deal can help increase sales and reduce inventory. Currently, only Professional sellers are eligible to run Lightning Deals. Learn more

How do I review my Lightning Deal recommendations?

Go to the Lightning Deals Dashboard. If you don’t see products in the Recommendations section, your ASINs don’t currently meet Lightning Deal criteria. Learn how to make your products eligible.

How do I submit a Lightning Deal for Prime Day?

1. Find an ASIN in your recommendations and click Create.
2. Choose a week under Schedule.
3. Adjust pricing and inventory.
4. Review the fee listed at the bottom of the page, then submit your deal.
   • For more information, go to Create a Lightning Deal.

If you don’t see the event window under Schedule, your ASIN does not currently meet the Lightning Deal criteria. Learn how to make your products eligible.

TIP: Pricing updates may affect deal pricing

Adjusting the everyday price of an ASIN after a deal is scheduled, but before the deal runs, could result in deal pricing no longer meeting requirements. Best practice is to review Lightning Deals 48 hours before their scheduled start time. Learn more about errors and how to resolve them.
What is the fee to run Lightning Deals on Prime Day?

Lightning Deal fees can vary based on factors such as 1) the deal’s run date and 2) the country in which it runs. The fee or fee variation is displayed next to the Submit button when you create a deal. If your deal is scheduled during a higher-traffic time, such as Prime Day, you might pay a higher fee.

You can cancel a deal with no penalty up to 25 hours before the deal is expected to run. Learn more about Lightning Deals fees.

“Prime Day has more than exceeded our best expectations. We’ve sold more Bakblade 2.0s than ever, and sales are up 10 times (above) a regular day.”

- Matt Dryfhout, Bakblade

“Prime Day was a huge success for us. … Our deal sold out almost as soon as it went live. The level of demand far surpassed our expectations.”

-Caron Proschan, Simply Gum

TIPS

- Products must be Prime eligible in order for you to run Lightning Deals. Convert your products to FBA.
- Run a Sponsored Products campaign to help drive traffic and sales to your products.
- Leverage the Account Health dashboard and Feedback Manager to ensure that your account is in good standing and maintains a high feedback rating.
Sponsored Products

What is Sponsored Products?

Sponsored Products is a way to advertise the products you list on Amazon. Sponsored Products ads are displayed in search results and on product detail pages when shoppers enter search terms that match the keywords you bid on. The best way to take advantage of Prime Day traffic and gain exposure for your listings is to advertise. Watch Introduction to Sponsored Products.

TIPS

1. **Prepare campaigns for additional traffic.** You can increase your budget to ensure that your campaigns continue to be displayed. Sponsored Products for sellers enjoyed a 150% to 200% lift in ad clicks on Prime Day 2017 compared to the previous Tuesday.¹

2. **Be competitive with your bids.** You can increase your bids to be more competitive in the cost-per-click auction throughout Prime Day. To increase the chances of your ads appearing higher in search results, try using bidding controls.

3. **Take advantage of increased traffic before Prime Day.** We expect shoppers to visit Amazon more often in the days leading up to Prime Day, so set up your campaigns in advance and let them run for at least two weeks. This will also allow you to optimize your campaigns by adjusting your bids, budgets, and keywords.

¹ Source: Amazon Internal Data
Sponsored Products

Sponsored Products sellers saw a **100% to 150% lift in ad attributed sales** on Prime Day 2017 compared to the previous Tuesday.  

On Prime Day 2017, Sellers saw a **50% to 100% lift in ad impressions** compared to the previous Tuesday.  

“If you have profitable campaigns, I think you can raise the budgets as high as you want—with Prime Day’s added volume, that will only mean added profits.”

-Ben Arneberg, Co-owner, Willow & Everett

---

1 Source: Amazon Internal Data
Improving conversion

Converting customer traffic into sales

What is conversion?

Conversion is the process of turning a customer detail page visit into a sale. Amazon provides tools and information to help convert customer traffic into sales. To see conversion metrics, go to Business Reports. Under By ASIN, click Detail Page Sales and Traffic and look under the Unit Session Percentage column.

How do I improve conversion?

Here are some programs that can help you convert customer detail page views into sales:

Prime eligibility

Prime members love FREE Two-Day Shipping, and all Amazon.com customers can get free shipping on eligible orders. When you list your products with FBA, your products are eligible for free shipping, too. As you become more competitive, your chances of being the featured offer on the detail page increase.

Enroll your products in Fulfillment by Amazon to make them Prime eligible
Improving conversion

**Coupons**

Coupons are a simple, powerful self-service tool that allows you to drive conversion. When your offer is featured on a product’s detail page, your coupon will be displayed on the product detail page and in search results to help drive customer acquisition and sales. To create coupons, hover over the Advertising tab in Seller Central and select **Coupons**. For more information, watch [Introduction to the Coupons Service](#).

**Enhanced Brand Content**

Enhanced Brand Content (EBC) allows brands to enhance the product description section with additional images and text that can help customers with their buying decision. Sellers who have enrolled their brands in [Amazon Brand Registry](#) can add EBC to their detail pages. Brand owners can add EBC to their detail pages by navigating to the Enhanced Brand Content section under the Advertising tab. Learn more about [Enhanced Brand Content](#).

**Promotions**

Promotions can help your products stand out from the competition and stimulate sales. Examples include [Free Shipping](#), [Percentage Off](#), and [Buy One, Get One](#). [Create a promotion](#)
Improving conversion

Detail page optimization

Quality detail page content can drive conversion. When shopping on Amazon, customers discover and learn about your products from the product’s detail page. Optimization is the process of helping customers see everything they need to make a purchase. Watch What Makes a Quality Detail Page?

Descriptive titles

Using relevant keywords at the front of your titles can help customers find you. And with a 200-character title allowance, you have enough space to add brand and product line information, a descriptive phrase, and attributes like material, color, and size. Don’t forget: Each word in your title is searchable on its own.

Engaging photos

Bring your products to life with multiple, high-quality images at different ranges and angles that help customers visualize your products in use. As with descriptions, photos can tell a story—especially for customers who skim the text.

Clear product descriptions

While online shopping has become commonplace, it can still be hard for shoppers to adequately understand what they’re seeing. Make sure product descriptions are current, accurate, clear, and compelling. Bullet points should include all the details and benefits customers need to make a buying decision. And don’t be afraid to make your product description engaging, even a little personal. Customers love a good brand story.

Customer reviews

Reviews can affect discoverability, search ranking, and customer trust. A product’s first review has been shown to increase sales by up to 3.5 times. Learn how the Early Reviewer Program can help you get up to five reviews.