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PRIME DAY

June 21 - 22, 2021

Your 2021 Prime Day Checklist

Is your brand ready to make the most of Amazon's Prime Day?

Prime Day sales hit record high last year, with third-party Amazon sales surpassing \$3.5 billion, a nearly 60% increase versus 2019. This year, Prime Day reverts to summer time: Amazon's biggest deal days of the year will be June 21-22.

Whether your brand sells on Amazon (is an "endemic" brand) or simply advertises on the platform ("non-endemic"), the right preparation is critical to maximizing sales on one of the biggest shopping days of the year. Kepler has curated this comprehensive checklist to help both types of advertisers prepare for success on Prime Day.

Prime Day Checklist



Before Prime Day

Create Retargeting Pools

- Set-up retargeting audiences so you can engage shoppers on and after Prime Day

Optimize Your Creative

DSP Ads

- Develop creative for all sizes and placements to maximize reach
- Use clear value propositions, engaging creative, and actionable CTAs

Sponsored Ads (Endemic Brands)

- Use Responsive Ecommerce Creative (REC) formats to create a more seamless purchase experience
- REC will stop promoting out-of-stock ASINs should that arise during flight
- Note that REC or Dynamic Ecommerce Ads (DEAs) must be used when promoting Prime Day price or savings claims
- Do not include deals or claims in static portions of DEA creative

Adjust Budgets to Enable Scale

DSP Ads

- Expand budgets by 20-30% to expand reach as Amazon traffic increases
- Up frequency to 5-6x per day to keep your brand top of mind leading into Prime Day

Sponsored Ads (Endemic Brands)

- Increase daily budgets by 1.5x to capitalize on increased traffic from customers adding products to their carts in anticipation of deals
- Update Sponsored Products campaigns to include products with deals
- Highlight products with deals in the high-impact Sponsored Brands ad format

On Prime Day

Optimize Spend & Frequency

DSP

- With more shoppers in market, double daily spend and employ more competitive bids (e.g., 30-60% higher on Amazon Owned & Operated line items)
- Increase ad frequency to 8 -10x/day at the order level
- Monitor campaigns that exhaust budget early in the day to assess the opportunity to further increase budgets

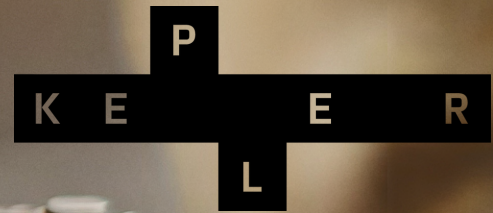
Sponsored Products (Endemic Brands)

- Increase daily budgets to 2-3x normal levels
- Monitor campaigns that exhaust budget early in the day to assess the opportunity to further increase budgets

Promoted Products (Endemic Brands)

- Ensure all deals are highlighted in Sponsored Brand ads and replace ASINs when products go out of stock
- Reduce risk of running out of budget on deal ASINs by breaking them out into separate campaigns

Prime Day Checklist



After Prime Day

Retarget Prime Day Shoppers

- Consider increasing retargeting budgets to engage expanded audience pools of pre-Prime Day and Prime Day shoppers

Optimize Spend & Frequency

- Return prospecting line item budgets, bids & frequency to optimal levels based on historical and category best practices

Optimize Promoted Products (Endemic Brands)

- Adjust product selection as needed based on availability

Leverage Insights from the Amazon Marketing Cloud

- Use Overlap Analyses (incremental impact of exposure to multiple tactics and ad formats)
 - All Brands: DSP prospecting and remarketing campaigns
 - Endemic Brands: DSP, Sponsored Products and Multiple Sponsored Products campaigns (Sponsored Brands data not yet available)
- Use Frequency analyses to gauge whether performance increases as ad exposure increases
- Use Supply source analyses: measure the incremental impact of reaching customers both on and off of Amazon

Learn more about Kepler's Amazon Unit at keplergrp.com/amazon-advertising-solutions, and reach out to us at amazon@keplergrp.com for expert support with your brand's next Amazon advertising initiative.