



GET READY FOR PRIME DAY 2021

GET TO KNOW US:

Contact us to talk about your possibilities for a successful Amazon Prime Day:

+49 221 17733710
info@factor-a.com

While Amazon always keeps a tight lid on the exact date of Prime Day, several sources have revealed that it will most likely take place by the end of June. Now is the time to prepare your Amazon Prime Day deals so you can be sure your business is fully equipped for the potential increase in sales and detail page views.

Bring awareness to your brand and Prime Day deals with the new advertising possibilities, including Sponsored Display deal badges as well as video banners and more.

Together with factor-a it is possible to achieve the ultimate Prime Day success by providing useful insights on how to prepare your portfolio and reach your target group. Contact us now to prepare your brand for Amazon Prime Day.

WHO ARE WE?

Hi, we are Dept - an international digital agency with more than 1,200 experienced thinkers and doers, which unites one thing: A 100% digital DNA. As an agency we combine creative excellence with a strong understanding of technology and data. This way we are always one significant step ahead of others. We create digital experiences that inspire customers and move companies forward.



LET'S TALK ABOUT AMAZON PRIME DAY

May 27, 2021

AGENDA

- 1. INTRODUCTION PRIME DAY**
- 2. PREPARATION**
- 3. DEAL OPTIONS**
- 4. SEARCH-MEASURES**
- 5. DSP-MEASURES**
- 6. OTHER MARKETING CHANNELS**
- 7. EFFECTS AFTER PRIME DAY**

01

HOW BIG IS

AMAZON

PRIME DAY?

PRIME DAY 2019:
7.1B TOTAL SALES
WORLDWIDE

PRIME DAY 2020:
10.4B TOTAL SALES
WORLDWIDE

PRIME DAY 2020:
3.5B SALES BY 3P SELLERS
WORLDWIDE

REACH 5X MORE
NEW-TO-BRAND SHOPPERS

**WHY THIS YEAR
WILL BE DIFFERENT**

**AMAZON IS THE TOP
DESTINATION FOR ONLINE
PRODUCT SEARCHES**

THE COVID 19 EFFECT

Changing consumers behavior

- ▶ Consumers are more serious about saving money.
- ▶ Consumers want to resume their pre-pandemic lives.

02 HOW TO PREPARE YOUR **PORTFOLIO**

CHOOSE THE RIGHT ASINS (for the next event)

- ▶ Which (type of) product could actually assert itself against the competition?
- ▶ Did the ASINs have enough ratings & optimised detail pages to promote them with a deal?
- ▶ Did the ASINs have enough stock ahead of the deal event ?

AUDIT YOUR LISTINGS

- ▶ Check titles, bullet points, descriptions and twisters / variations
- ▶ Use phrases and languages which customer use to find your products
- ▶ Add images, videos and A+ Content for better engagement & conversion
- ▶ Make sure information is accurate, detailed and informative

UPDATE YOUR BRAND STORE

Build a Brand Store page
dedicated to your deals and
make sure send traffic there
(SBs / DSP / Social Media).

The screenshot displays the Air Wick website's promotional page for a 'ScentSATIONAL SALE' ending on August 9th. The banner features various Air Wick products including Botanica scented oils, Plug-In diffusers, and XL candles. Below the banner is a navigation menu with links to HOME, MIST DIFFUSER, AUTOMATIC SPRAY, PLUG-IN, REED DIFFUSERS, CANDLES, ROOM SPRAYS, TOILET SPRAY, and DEALS PAGE. The 'Featured Deals' section highlights four specific products:

- Deal 1:** Air Wick Air Freshener Essential Oils Refill PEONY & JASMINE, Pack of 3. Price: £10¹⁹ (E3.40/each), £15.00 (32% off). 574 reviews.
- Deal 2:** Botanica by Air Wick Scented Oil for Electrical Plug Diffuser Island Rose & African... Price: £19⁹⁹ (E158.65/kg), £34.95 (43% off). 5 reviews.
- Deal 3:** Airwick Air Freshener XL Candle Pink Pepper & Cardamom, Up to 85 Hours Burn Time. Price: £14⁹⁹ £20.00 (25% off). 44 reviews.
- Deal 4:** Airwick Air Freshener XL Candle Teak Wood & Sea Salt, Up to 85 Hours Burn Time. Price: £14⁹⁹ £20.00 (25% off). 44 reviews.

03

HOW TO UTILISE AMAZON DEALS

LONG TERM SALES OPTIMISATION THROUGH **ADVERTISING DEALS**



PRICE

Huge impact due to high traffic

Drops over Prime Day

COMPETITION

Eliminate competition

Increase your market share

RANKING

A good Click-Through Rate & Conversion Rate over Prime Day lead to a higher ranking

SALES

Improved ranking leads to sustainable increase in sales & visibility

DEAL SET UP

PRIME DAY SPOTLIGHT DEALS

The Prime Day Spotlight Deals run for 24-48 hours and feature the **most popular products** that offer huge savings.

The deals will be promoted on the **Amazon start page** and will last until Amazon runs out of stock.

The screenshot shows the Amazon Prime Day Spotlight Deals page. At the top, the Amazon logo is on the left, and the search bar is in the center. The right side of the header includes links for 'Shop Today's Deals', 'Hello, factor-a', 'Account & Lists', 'Orders', and a shopping cart icon. Below the header, a banner reads 'Save on Acqua Panna, Poland Spring Origin & more'. The main section features a large blue banner with the text 'Prime Day ends tonight' and 'Exclusively for Prime members', flanked by illustrations of marching bands. Below this, there are several product cards. On the left, a video player shows two women, with a 'LIVE' badge and a quote: 'I LOVE ANOTHER FACT THAT ANOTHER HIGH-TECH NAME IS ON'. To the right of the video are five product cards, each with a 'Prime Day deal' badge. The products are: Garmin Forerunner 235 (watch), Bose SoundLink wireless headphones, AncestryDNA: Genetic Ethnicity Test (DNA kit), AncestryDNA: Genetic Ethnicity Test (DNA kit), and PraxiMD Essentials System (skincare). Each card shows the product name, the deal price, and the percentage off. At the bottom, there is a 'prime' logo, a link to 'GET ACCESS TO ALL PRIME DAY DEALS', and a 'TRY PRIME FREE FOR 30 DAYS' button. The footer text reads 'Explore deals you're into'.

amazon Prime Day

Deliver to The Köln 50762

Departments - Browsing History - factor-a's Amazon.com Today's Deals Gift Cards Help Registry Sell

EN Hello, factor-a Account & Lists - Orders

Shop Today's Deals

Save on Acqua Panna, Poland Spring Origin & more

Ad feedback

Prime Day ends tonight

Exclusively for Prime members

LIVE

I LOVE ANOTHER FACT THAT ANOTHER HIGH-TECH NAME IS ON

Featured now

Prime Day deal

Garmin Forerunner 235

Prime Day deal

Bose SoundLink wireless headphones

Prime Day deal

NOW with new features

Prime Day deal

\$49⁰⁰

\$99.00 (51% OFF)

AncestryDNA: Genetic Ethnicity Test

Prime Day deal

all 4 TRAITS included

Prime Day deal

\$69⁰⁰

\$119.00 (42% OFF)

AncestryDNA: Genetic Ethnicity Test

Prime Day deal

Prime Day deal

\$28⁰⁰

\$40.00 (30% OFF)

PraxiMD Essentials System,...

prime

GET ACCESS TO ALL PRIME DAY DEALS

Prime Day starts with signing up for Prime

TRY PRIME FREE FOR 30 DAYS

Explore deals you're into

LAST MINUTE DEAL OPTIONS

LIGHTNING DEAL

In the case of Lightning Deals, a limited number of discounts on an item can be **offered for a short period.**

Lightning Deals are placed **very noticeably on the deals page** and thus usually generate higher visibility than e.g. special offers.

The offers run until the stock is depleted or until the campaign runs out.



● **Duration**
Up to 6 - 10 hours

● **Discount**
Min. 15% off Amazon website price

● **Optimal for**
New products and short-term sales

● **Financing**
Base Fee + Per-Unit Funding

LAST MINUTE DEAL OPTIONS

BEST DEALS

Special offers can usually run longer than Lightning Deals (up to 2 weeks) but are usually placed less noticeable on the deals page.

Best Deals can consist of an ASIN as well as of several products. Several articles can be e.g. assigned to a brand or product group.

All offered products are then displayed on a separate landing page.



The image shows a product listing for an ADORIC digital kitchen scale. At the top left, there is an orange 'Bestseller' badge. The main image is a large, silver, rectangular digital scale with a blue LCD display showing '0.00'. To the right of the main image are two smaller images: one showing the scale with red berries and another showing it with brown powder. Below the main image, the text reads 'ADORIC Digitalwaage Professionelle Electronische Waage, Küchenwaage mit LCD Display-wunderbare Präzision...'. Below this text is a star rating of 4.5 stars with a checkmark and the number '1,823'. At the bottom, there is a red 'Befristetes Angebot' (Limited Time Offer) badge, followed by the price '9,98€' and a crossed-out price '11,99€'.

Bestseller

ADORIC Digitalwaage
Professionelle Electronische
Waage, Küchenwaage mit LCD
Display-wunderbare Präzision...

★★★★★ ~ 1,823

Befristetes Angebot

9,98€ ~~11,99€~~

● **Duration**
Up to 2 weeks

● **Discount**
**Min. 15% off Amazon
website price**

● **Optimal for**
**Advertising of product
groups**

● **Financing**
Base Fee + Per-Unit Funding

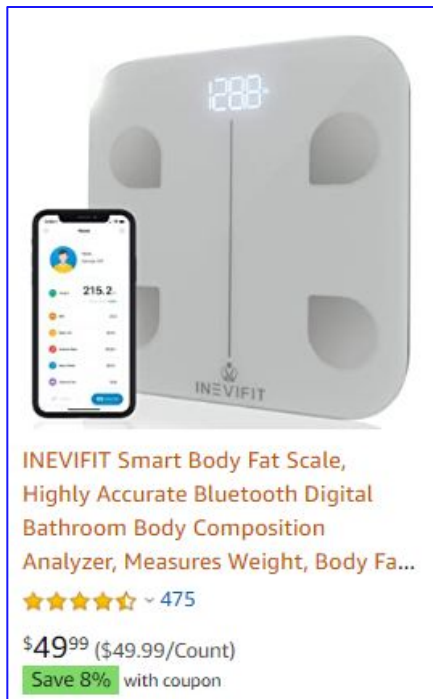
LAST MINUTE DEAL OPTIONS

COUPONS

Digital coupons can offer discounts for a single ASIN or a range of ASINs.

The coupons are displayed on the coupon homepage, on the product detail pages, and on the deals page using automated marketing.

Campaign performance can be monitored and tracked in real-time.



Duration

Up to 1 year

Discount

Percentage Off or Money Off

Optimal for

Advertising of product groups and by repetition of advertising intervals

Financing

Discount + Coupon redemption fee

04 HOW TO PUSH WITH SPONSORED ADVERTISING

PRE-PRIME DAY PHASE

START YOUR CAMPAIGNS WEEKS BEFORE

To gain learnings beforehand. Especially recommended if you plan on advertising new listed products

INCREASE VISIBILITY ON YOUR MOST IMPORTANT KEYWORDS BEFOREHAND

Consider bidding more aggressively on your product's most important keywords now in order to increase your organic ranking by Prime Day

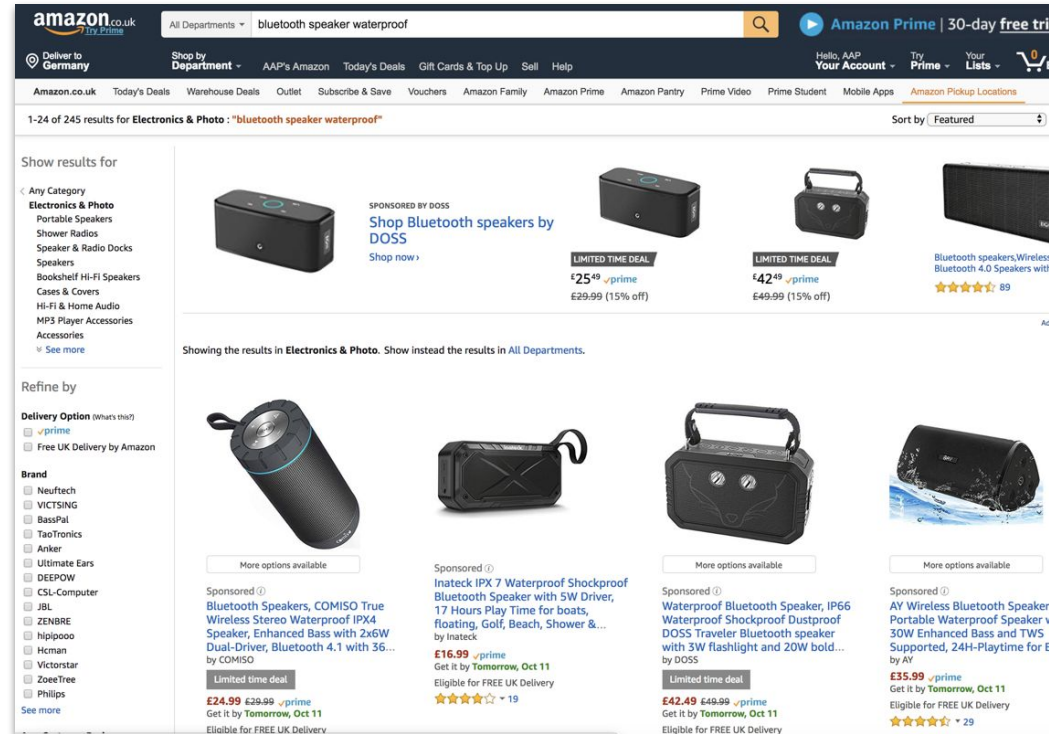
OPTIMIZE YOUR CAMPAIGNS IN ADVANCE

Do your keyword research before and make sure the campaigns are optimized by Prime Day

CAMPAIGN SETUP

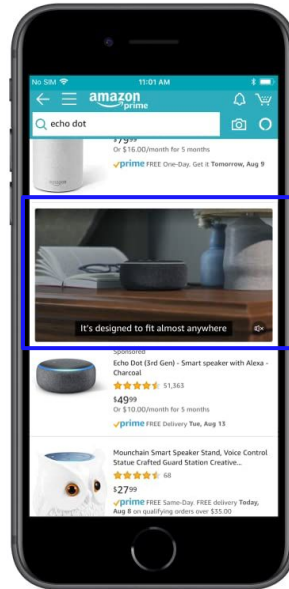
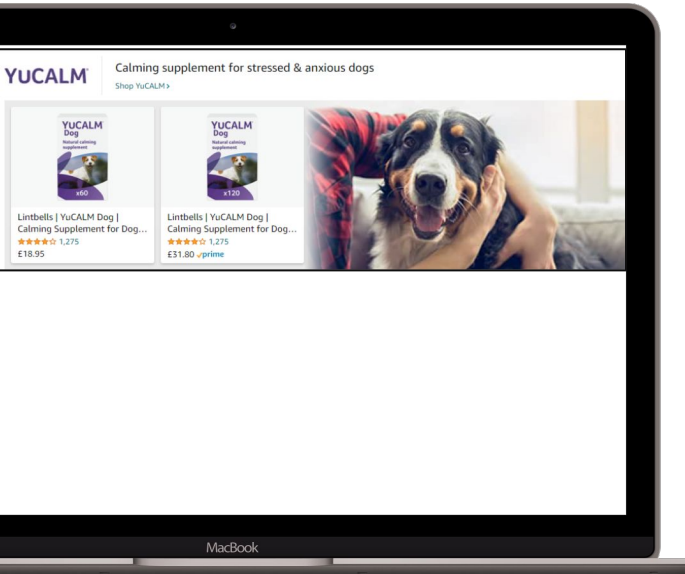
SPONSORED BRANDS

- ▶ Link your Sponsored Brands to your Brand Store
- ▶ Communicate your deal with your creatives (logo and claim)
- ▶ Add long-tail keywords and seasonal terms
- ▶ Make sure you are winning the top of search placement
- ▶ Choose a deliberate and precise product targeting strategy



CAMPAIGN SETUP

SPONSORED BRANDS

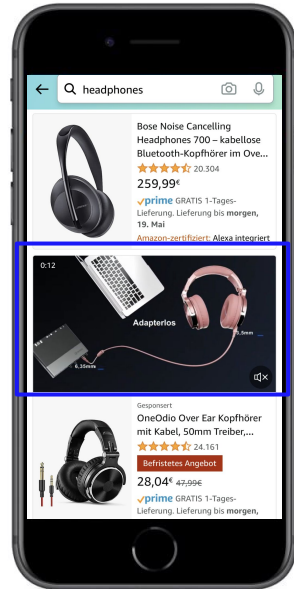
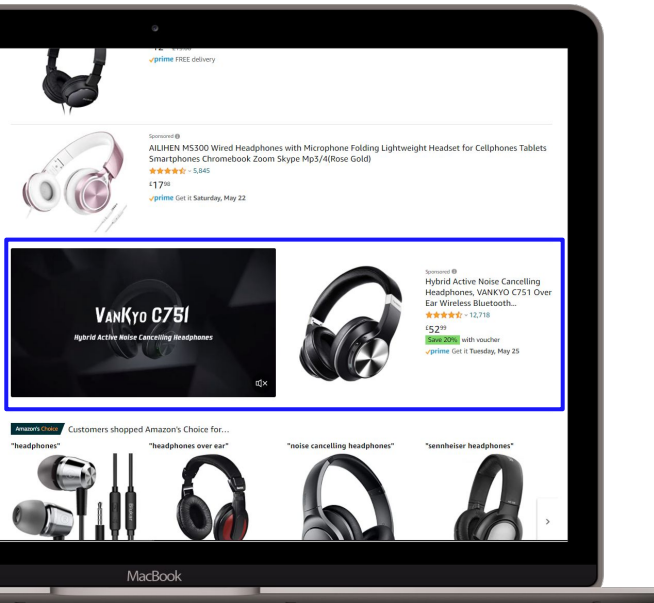


CUSTOM IMAGE

- ▶ By using mood pictures you are able to draw attention of potential customers
- ▶ Beneficial feature for top seller products as well as product launches
- ▶ The deal badges will not always show when making use of custom images

CAMPAIGN SETUP

SPONSORED BRANDS VIDEO

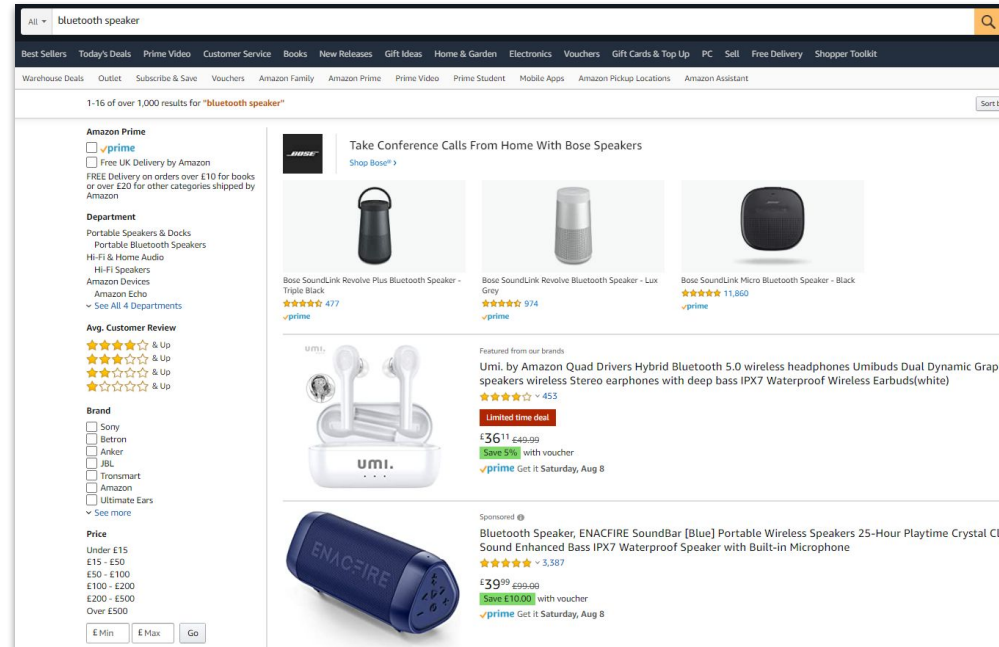


- ▶ Available on desktop and mobile
- ▶ Video length: 6-45 sec
- ▶ Links to your product detailpage
- ▶ Drive Brand Awareness and show your products
- ▶ High Click-Through-Rate

CAMPAIGN SETUP

SPONSORED PRODUCTS

- ▶ **Sponsored Products as performance-strongest ad type**
- ▶ **Price discounts and coupons are especially beneficial with SP's**
- ▶ **Auto campaigns can be used to evaluate which search terms you might have missed**
- ▶ **Define a well-considered product targeting strategy**
- ▶ **Use category targeting to gain the highest possible visibility**



CAMPAIGN SETUP

SPONSORED DISPLAY ADS

- ▶ Show your discounts on product detail pages
- ▶ Engage your customers with a claim
- ▶ Use it to drive more traffic on your deal products
- ▶ Opportunity for cross sell and up sell.

JBL GO2 Portable Bluetooth Speaker with Rechargeable Battery, Waterproof, Built-in Speakerphone, Black

Visit the JBL Store

★★★★★ 12,743 ratings | 71 answered questions

Amazon's Choice for "jbl"

RRP: £29.99
Price: **£19.95**
You Save: £10.04 (33%)

Note: This item is eligible for **click and collect**. [Details](#)

Colour Name: **Black**

Model Name: JBLGO2BLK
Brand: JBL
Speaker Type: Portable
Item Weight: 0.18 Kilograms
Colour: Black

About this item

Roll over image to zoom in

Savings & Sales

Tribit

CNET Award It Best Portable Mini Bluetooth Speaker

Save 32%

Bluetooth Speaker, Tribit StormBox Micro Portable Wireless Speaker with...

£33.99 ~~£49.99~~ **prime**

Sponsored

£19.95

Fastest delivery: Thursday, Aug 20
[Details](#)

In stock.

Quantity: 1

Add to Basket

Buy Now

Secure transaction

Dispatched from and sold by Amazon.

☐ Add gift options

☒ Deliver to Germany

Add to List

Share

Have one to sell?
[Sell on Amazon](#)

Savings & Sales

Tribit

CNET Award It Best Portable Mini Bluetooth Speaker

Save 32%

Bluetooth Speaker, Tribit StormBox Micro Portable Wireless Speaker with...

£33.99 ~~£49.99~~ **prime**

Sponsored

AUDIENCE TARGETING

SPONSORED DISPLAY ADS

- ▶ Audiences remarketing on advertised products or similar ones.
- ▶ Targeting based on interests, lifestyle and in market,

Refine category: Dishwashing
Refine category by specific brands, price range, star ratings and Prime shipping eligibility.

Brand

Select

Price range

£ No min

 -

£ No max

Review star ratings
 0 1 2 3 4 5 0-5 stars

Shipping
☒ All ☐ Prime eligible ☐ Not Prime eligible

Cancel

Add

4 audiences

Audiences	Potential reach ⓘ
Category: Dishwashing Brand: Scotch Brite Lookback: 30 days	0 - 1MM
Category: Dishwashing Brand: Fairy Lookback: 30 days	0 - 1MM
Similar to advertised products, Lookback: 30 days	—
Advertised products, Lookback: 30 days	—

Example: Views remarketing on advertised products, similarities and specific brands through Sponsored Display Ads

CAMPAIGN SETUP

BUDGET & BIDDING

- ▶ **BID HIGH ENOUGH ON YOUR RELEVANT KEYWORDS AND AUDIENCES**
- ▶ **MAKE SURE YOUR CAMPAIGNS DON'T RUN OUT OF BUDGET**

05 HOW TO PUSH WITH DSP

PRE-PRIME DAY PHASE

LANDING PAGE

Update the Brand Store or create a customized deals page week in advance. The banner ads should match the created pages

START YOUR CAMPAIGNS AT LEAST A WEEK BEFORE

To gain learnings beforehand and especially if you plan on advertising new listed products

OPTIMIZE YOUR CAMPAIGNS IN ADVANCE

Start the campaign in advance to make sure you are delivering at 100% and have the desired CTR

CAMPAIGN SETUP

WHOLE FUNNEL APPROACH

- ▶ INCREASE NEW-TO-BRAND CUSTOMER RATE THROUGH **CONSIDERATION** CAMPAIGNS
- ▶ CONVERT CUSTOMERS THROUGH **RETARGETING** CAMPAIGNS
- ▶ INCLUDE **COMPETITOR CONQUESTING** ON ASIN LEVEL

CAMPAIGN SETUP CREATIVES

- ▶ **Consideration campaigns: use banner ads to drive customers to a brand store or customized deals page**
- ▶ **Retargeting: use Amazon Ads, which automatically show deals**

STANDARD DISPLAY ADS OUR CHOICE FOR THE UPPER FUNNEL

In the upper funnel, advertisers can help drive awareness of their products and promote their own brand messaging through eye-catching display ads which attract the shoppers' attention.

Static banners can be provided by advertisers or they can be created by factor-a. They are particularly well-suited for awareness and consideration campaigns. The sizes in the table are highly recommended. The file format can be either in JPG or PNG-d.

RECOMMENDED SIZES

Desktop & Tablet	300x250, 320x50, 728x90, 160x600 px - max. 40 kb (50 kb DE)
	300x600 px - max. 50 kb
	970x250 px - max. 200 kb
Mobile	640x100 px - max. 50 kb
	600x500, 145x180 px - max. 200 kb

*Amazon mobile web display ads are created at 2x or higher resolution for a clear display on high-resolution display devices.

Other available sizes for Desktop & Tablet:

120x600, 890x55 px - max. 50 kb
800x250 px - max. 200 kb

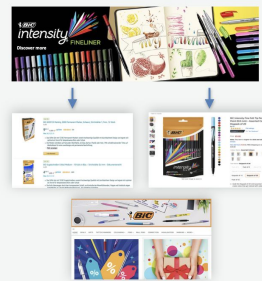
Other available sizes for Mobile:

Call to Action

- Static banners must contain a call-to-action button, along with the advertiser's logo or name.
- The CTA must be in the language of the marketplace in which the product is advertised.
- Some examples include: "Learn more", "Discover more", "Test now", "See more", "Watch now", "Shop now".
- The disclaimer copy must not exceed 1 line and no more than 3 logos may be used. In addition, it may not contain and punctuation.
- If the landing page requires a subscription, this must be made explicit either in the CTA or elsewhere in the creative.

Landing Pages

Banners can lead shoppers to the Advertiser's Amazon Brand Store, a customized landing page or to the Product Detail Page.



Prohibited Content

ince, obscene language, political a/o and nudity, defined as fully visible pions apply to ads with partial nudity. e advertised include: pregnancy pills, burners or blockers and all tobaccopions apply to alcohol and family a list, please consult the page: <https://m/resources/ad-policy/creative->

ABOUT AMAZON DSP?

at +49 221 429166 71 or send us



DYNAMIC E-COMMERCE ADS

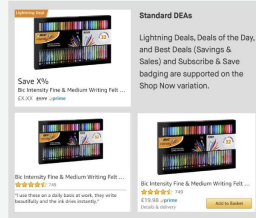
Dynamic E-Commerce Ads (DEA) are particularly well suited for retargeting campaigns, as they drive traffic to the Product Detail Page (PDP) of the promoted ASIN. They offer the possibility to include customer reviews, contributing to the improvement of the campaign performance. The dynamic part is automatically displayed based on shopper's behavior. For the standard DEAs Amazon displays automatically the first product picture present on the PDP.

STANDARD DEAS

Desktop & Tablet	300x250, 728x90, 970x250, 160x600, 300x600, 320x50, 980x55 px
	Mobile
	300x250, 414x125, 320x50, 728x90 px

CUSTOMIZED DEAS (with custom image)

Desktop & Tablet	900x480, 600x1020, 1140x180, 570x375 px - max. 100 kb
	600x1020 px - max. 50 kb
Mobile	900x480 px - max. 100 kb
	1140x180, 570x375 px - max. 60 kb



LET'S GET INTO DETAILS

Customer Reviews only appear if the product has more than 15 reviews and a rating of at least 3.5 stars.

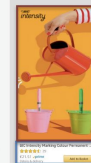
- It must not exceed 116 characters (92 characters for Vine reviews).
- Mistakes may not be corrected.
- Reviews can be shortened through "...", but it must form a complete sentence. Up to three ellipses, one at the start, one in the middle and one at the end, are allowed.
- The customer review's URL must be included in the ads.
- Special characters and symbols, such as ASCII font or emojis may not be employed.
- The original meaning of the reviews may not be changed by selecting only the positive parts.

CUSTOMIZED DEAS

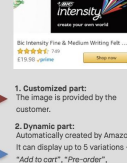
Here we distinguish between DEA with custom image and DEA with product image & headline and brand logo

- The customized part is separate from the dynamic part and cannot overlap.
- Pricing, CTA and savings claims must not be present on the custom image, as they will be contained in the dynamic part.
- If the ASIN is Out of Stock, the Creative won't be approved in the initial phase and it will have to be paused, if the campaign is already running. This being true also for the standard DEAs.
- DEAs with headline & logo: on most ad sizes, the headline & logo are shown alongside the product, for the mobile format 300x250 the creative animates between the headline/logo and product image and for the mobile formats 320x50, 414x125 the creative animates between the brand logo and product image.

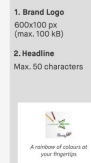
Customized DEAs (with custom image)



Customized DEAs (with product image & headline and brand logo)



Customized DEAs (with product image & headline and brand logo)



Customized DEAs (with product image & headline and brand logo)



DO YOU WANT TO LEARN MORE ABOUT AMAZON DSP?

Ask our expert! You can reach us at +49 221 429166 71 or send us an email at dsp@factor-a.de.

www.factor-a.co.uk



ADVERTISEMENT

20% Coupon



Barilla grünes Pesto Basilico e Rucola - 1 ...

1,39 € (0,73 € / 100g)
inkl. MwSt.

Jetzt kaufen

ADVERTISEMENT

Angebote & Aktionen



38% sparen

Barilla rotes Pesto Pomodoro Secchi - 1 Gl...

1,85 € ~~2,99 €~~ (0,93 € / 100g) inkl. MwSt.

46% sparen

Sorion Creme Sensitive - Ayurvedische Re...

21,62 € ~~39,90 €~~ (17,30 € / 100ml) inkl. MwSt.

Angebote & Aktionen

SPIEGEL ONLINE SPIEGEL



Anmelden

Menü | Politik Meinung Wirtschaft Panorama Sport Kultur Netzwelt Wissenschaft mehr ▼

KULTUR

Schlagzeilen | DAX 12.093,66 | Abo

Nachrichten > Kultur > Musik > Leonard Cohen > Leonhard Cohen: Briefe an Marianne Ihlen versteigert

Auktion

56.250 Dollar für einen Liebesbrief von Leonard Cohen

Sie galt als seine Muse: Dutzende Briefe schrieb Leonard Cohen an Marianne Ihlen. Sie war es, die ihn zu seinen legendären Liebeshymnen inspirierte. Nun erzielte eine Briefe-Sammlung eine unerwartet hohe Summe.



Sorion Creme Sensitive - Ayurvedische R...

★★★★★ 19

Versand + Details

21,62 € (17,30 € / 100ml)

inkl. MwSt.

In den Einkaufswagen

06 UTILIZE YOUR OTHER MARKETING CHANNELS

PROMOTE PRIME DAY VIA ALL YOUR CHANNELS

TRACK RESULTS WITHIN AMAZON

- ▶ Use your website, email and social media to alert customers to your upcoming prime day promotions.
- ▶ Run off-Amazon ads to increase sales.
- ▶ Make use of Amazon Attribution to keep track of your off-Amazon traffic and conversions.



07 WHAT HAPPENS AFTER PRIME DAY?

THE DAY AFTER

Shortly after Prime Day you will notice a dramatic decrease of your sales due to a saturated market and empty wallets

But...

When your deals have been successful, you can expect higher average sales in the following weeks due to better rankings.

- ▶ **BENEFIT FROM YOUR HIGHER RANKINGS AND HIGHER PDP HISTORIES BY MAKING SURE YOU HAVE ENOUGH STOCK AFTERWARDS**

- ▶ **HIGHER SALES LEAD TO HIGHER ENGAGEMENT OF CLIENTS.
BE AWARE TO HANDLE ALL THE QUERIES, RETURNS AND REFUNDS**

**AND THE MOST IMPORTANT
FACTOR...**

- LEARN FROM IT!



Sanne Klein

ACCOUNT MANAGER

sanne.klein@factor-a.com



Ton Beentjes

MARKETPLACES CONSULTANT

ton.beentjes@deptagency.com

DEALS OVERVIEW

DEAL OF THE DAY

DOTD offers run for 24 hours

Vendors can influence where the ads are placed and on which day they are shown

Restrictions apply for Sellers

Not recommended to use best-performing products, but rather new or declining products → need more visibility

Deal of the Day & Lightning Deals

Active Upcoming Missed Watch

					
DEAL OF THE DAY 29,50 € - 71,00 € Ends in 13:52:28 Bis zu 39% reduziert: Speicherprodukte von SanDisk ★★★★☆ 270	DEAL OF THE DAY 94,99 € - 999,99 € Ends in 13:52:28 Bis zu 50% reduziert: Küchenmaschinen ★★★★☆ 932	DEAL OF THE DAY 119,49 € Price: 219,99 € (46% off) Ends in 13:52:28 Philips Avent SCD630/26 Video-BabypHONE, 3,5 Zoll Farbdisplay Ships from and sold by Amazon.com. ★★★★☆ 276	DEAL OF THE DAY 19,99 € - 69,99 € Ends in 13:52:28 Bis zu 52% reduziert: Logitech PC Zubehör ★★★★☆ 936	DEAL OF THE DAY 239,00 € Price: 349,00 € (32% off) Ends in 13:52:28 Dyson V6 Cord-free Extra Staubsauger Ships from and sold by Amazon.com. ★★★★☆ 1	DEAL OF THE DAY 15,99 € Price: 27,99 € (43% off) Ends in 13:52:28 40% reduziert ★★★★☆ 1
View Deal	View Deal	Add to Basket	View Deal	Add to Basket	Add to Basket

DEALS OVERVIEW

PRICE DISCOUNTS

Price discounts work similarly to special offers and can run for up to 12 months.

Price discounts have no requirements and can, therefore, be used very well if the advertising deals cannot be realized through Lightning Deals or Special Offers.

Manufacturers are responsible for all financing during the deal term. So they also have to pay if Amazon buys from another vendor during the course of the deal.



● **Duration**
Up to 1 year

● **Lead time**
At least 24 hours

● **Optimal for**
Long-term advertising campaigns

● **Financing**
Per-Unit Funding

OVERVIEW AMAZON DEALS

		Price Discount		Lightning Deals		Best Deals		Coupons
Optimal for	❖	Long-term advertising campaigns	❖ ❖	Second row products Short-term sales	❖	Advertising of product groups	❖ ❖	Advertising of product groups Repetition of advertising intervals
Duration	❖	Up to 1 year	❖	Up to 6 hours	❖	Up to 2 weeks	❖	Up to 1 year
Financing	❖	Per-Unit Funding	❖ ❖	Per-Unit Funding Rebate on Amazon orders in the course of the deal (for vendors only)	❖	Per-Unit Funding	❖	Definable total budget
Discount	❖	Selectable	❖	At least 15%	❖	At least 10%	❖	Free selectable (Events: at least 5%)
Possibility to define budget	❖	No	❖	Yes	❖	No	❖	Yes
Charge	❖	-	❖	35 Euro/70 Euro per campaign	❖	-	❖ ❖	0,03 € per coupon activation 0,17 € per coupon redemption
Requirements	❖	-	❖ ❖	Potential minimum turnover At least 3 stars valuation	❖	Potential minimum turnover	❖	-
Necessary lead time	❖	At least 24 hours	❖	At least 4 weeks	❖	At least 4 weeks	❖	At least 3 weeks
Possible Placement	❖	Only product detail page	❖	Amazon Deals page	❖	Amazon Deals page	❖ ❖ ❖	Amazon Deals page Coupon page Individual landing page

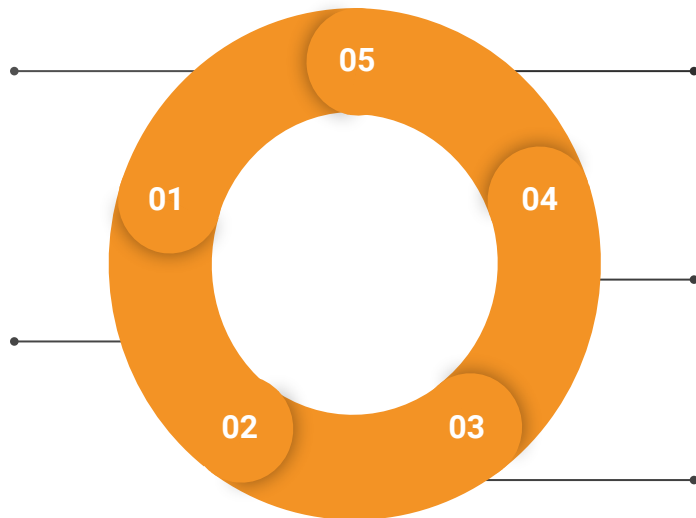
STEP BY STEP CAMPAIGN DEALS

GOAL SETTING

- Short-term increase of turnover
- Winning new customers
- Push new products
- Reduce overstock

CHOOSE DEAL TYPE

- Lightning Deals
- Discount
- Special offers
- Deal mix



CHECK DEAL PERFORMANCE

- Deal is switched
- Keep an eye on sales & margin on a regular basis
- Evaluate deal performance
- Check Share of Voice / Ads

INITIATE AMAZON ASSESSMENT

- May take several weeks
- Many feedback loops possible
- Coordination with VM possible

PLAN IMPLEMENTATION

- Make product selection (note requirements)
- Financing
- Keep an eye on margins
- Consider lead time