

# The Amazon Advertiser's Prime Day 2020 Checklist



Amazon has officially confirmed that Prime Day 2020 is HAPPENING, and it's happening very soon. eCommerce marketers, don't panic!

We know for many marketers, especially given the ups and downs this year, that one major disadvantage of this last-minute announcement is that you may not have enough time to advocate for incremental budget to use on advertising. In this checklist, we'll share 5 things you can do now to be competitive on Prime Day with a finite budget.

**DONE!**

## Review historical performance data to make your smartest budget allocations.

- If you're using Prime Day to defend market share, consider advertising product bundles or launching a loyalty program with a compelling promo to boost sales in a new/complementary product.
- If you're using Prime Day to drive revenue, segment the ads that drove the highest RoAS last Prime Day and in your last quarter. This is not the time to test new creative or ad units; go confidently with what works.
- And if you're looking for a more balanced approach - defending market share while driving revenue - read our case study with Tempur Sealy to get inspiration.

## Strategize for an increased budget.

As search is a "pull" medium (i.e. Search pulls in intent as it occurs), you'll want to increase your budgets 100%-200% to ensure that you are not capped throughout the day. It's hard for stakeholders to be too mad when you come to the table with a fistful of efficient revenue.

## Set up budget alert emails.

You don't want to run out of media budget and have your ads go dark halfway through the eComm holiday. Check your account settings now and set yourself up for agility and success.

## Get your Product Detail Pages retail-ready.

There are 3 things you want to spruce up on your PDPs before they get a potentially massive uptick of viewers on October 13th.

- Headlines + Description Copy: if you haven't refreshed these recently, make sure you have relevant, competitive keywords on the PDPs so you can focus on the promoted products and rest assured organic performance is still going strong.
- A+ Content: this is key, especially for attracting new customers on such a high-traffic day. If you can go the extra mile to add A+ content on PDPs, it could generate significant incremental sales against competitors with standard PDP features.
- Images: Another opportunity to stand out. There's a lot to plan for, but product images are one of the first things your prospective customers will see. Make a great first impression.

## Prepare for an early attack.

Amazon's algorithm is going to prioritize the best-performing ads on October 13th. By turning your strongest ads on in advance of the holiday, you can be more competitive in what will be a tight inventory.