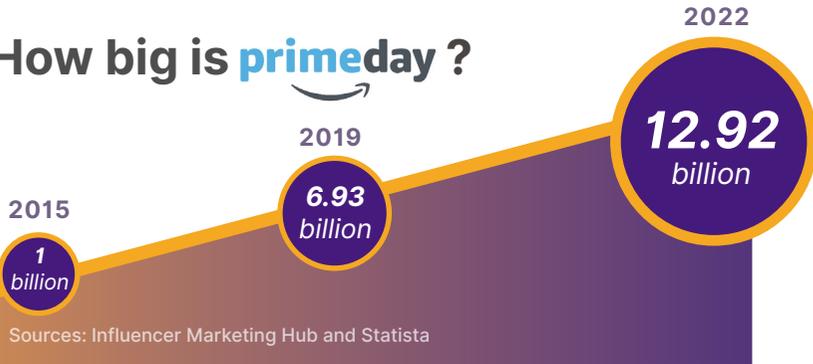


How big is primeday ?



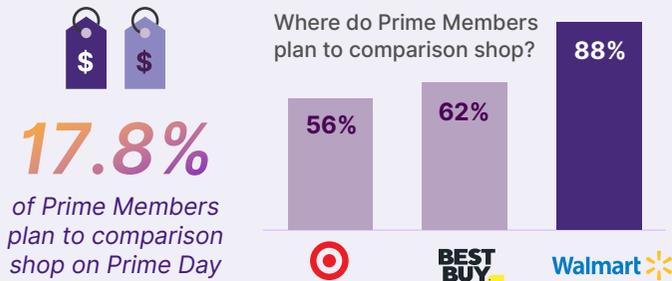
Over **300 million** units sold

20 countries in Prime Day

About **60%** of Americans shop on Prime Day

There is more to **Prime Day** than Prime Day

BEFORE Plan with Competition in Mind



DURING Be Nimble

- Use email and social to alert your loyal customers that your deals are live
- Focus on re-marketing strategies, conquest competitors, and promote your lightning deals
- Monitor ad spend and inventory levels

AFTER Adjust and Amplify

- Extend the Prime Day tail with a dedicated post Prime Day retargeting budget
- Redirect your marketing based on inventory, conversion and traffic
- Get to the root cause of ASINs that did not perform

Plan for Post Prime Day with our useful [methodology](#).

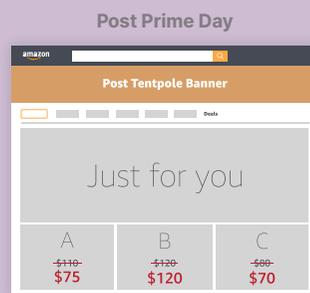
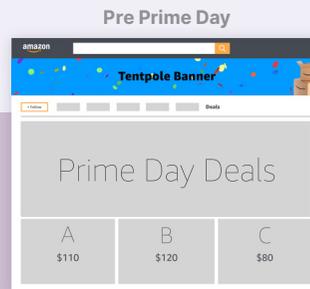


Make the Brand Store Your **Secret Weapon**

Brand Stores experience **x2** the dwell time and bring **15%** more sales than Product Detail Pages

Brand Stores are a shopper-safe space where there are **NO competitors**.

- Create multiple versions of your Brand Store
- Adjust assortment and pricing based on your Prime Day results



- Retail Media Experts
- eCommerce Profitability Management
- Branded Storytelling
- Retail Analytics and Tech Stack
- Social Selling

