

How to Prep for Amazon Prime Day: Start Early, Stay Late



Amazon Prime Day is coming up quick! The annual commerce event of the summer, and the only to rival Black Friday in sales, promises to be bigger than ever before. For retailers and brands, prepping your marketing plans early will yield the highest gains.

In 2017, there was an average sales increase of +57% across categories, from fashion and health/beauty to home improvement and sporting goods. Mass Merchants saw a whopping +124% in sales on Prime Day.

Amazon hasn't yet announced the date of Prime Day 2018, but the last two fell on July 12th and July 10th. If the retailer follows the same pattern, this year's Prime Day will fall on or around **Tuesday, July 9, 2018**. Use the timeline below to make sure you're prepared.





Last week in June

Stay top of mind with Criteo Dynamic Retargeting.

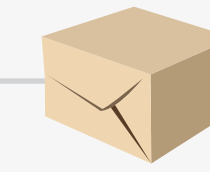
Get aggressive with CPCs while driving traffic to your website to build cookie pools. Criteo Dynamic Retargeting, which delivers personalized offers at just the right time and in the right format, will help bring shoppers back on Amazon Prime Day.



1st week in July

Gain the broadest reach with Criteo Audience Match^{BETA}.

Thanks to our direct relationships with thousands of publishers worldwide, Criteo Audience Match^{BETA} enables you to accurately target and re-engage your customer base with dynamic paid display ads across the web, mobile browsers, and apps.



2nd week in July

Drive consideration with Criteo Sponsored Products.

Enhance visibility through Criteo Sponsored Products on search results and cart pages, and crank up your CPCs to win more revenue. Last year, sales grew far and wide on Prime Day, with everything from apparel and makeup to gardening tools and athletic equipment seeing a lift.



Amazon Prime Day

Keep your bids competitive before, during, and after Amazon Prime Day.

Maintain high CPCs across categories throughout the Amazon Prime Day event period to capture the most spillover sales. Last year, retailers who anticipated Amazon's timing by 24 hours generated the highest sustained peak, at +30% in sales over the course of that week*.

Prime time your discounts.

If your first priority is to compete with Amazon on Prime Day, then run your discounts in that short time frame (30 hours in 2017). If you're looking for incremental sales, you may want to anticipate Prime Day by 24 hours. For more on how you can maximize revenue, contact your Criteo Account Strategist.

*Last year's Amazon Prime Day week, July 10-16, was compared to an average week in June 2017.



To learn more about how the Criteo Commerce Marketing Ecosystem drives sales and profits for thousands of brands, retailers, and publishers worldwide, visit criteo.com/about.