

# 7 Things We Learned About Prime Day Last Week

By Claire McBride // May 6, 2024 // Benchmarks, Briefings, Forecasts, Research

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*5 minute read*

It's time to gear up for this year's summer Prime Day, expected to take place in early- to mid-July.

For many brands, the event is critical to hitting its full-year growth goals, and success is reliant on several factors:

- Will we strike the right mix of promotional breadth and depth?
- Will Amazon adequately market the event?
- Will consumers be ready to spend?
- Will we have enough inventory?
- Will our deals run as planned?

In this article, we share our latest benchmarking data and real-time insight from the industry to help you set the right expectations and get the most out of the upcoming event.

Let's dive in.

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