

7 Things We Learned About Prime Day Last Week

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

May 6, 2024

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.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates



Deep dive analyses
Industry benchmarks
Retailer forecasts
Invites to live events
And More!
Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.
Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.
Join Today

Already have an account? Login Now