

# Strategic Planning for Peak Events: What Prime Day 2025 Taught Us

By Russ Dieringer // July 24, 2025 // Briefings, Research

**TL;DR:** Our survey of 60 consumer brands shows mixed Prime Day 2025 performance, with a net -15% experiencing results below plan. Those that did outperform tended to have a multi-dimensional strategy, with media and promotional tactics working together to drive success. Most brands favored a 2-day event. A structured worksheet is included to apply Prime Day insights to your Q4 planning.

*7 minute read*

Prime Day 2025 was, by all accounts, a major shopping event. But just how major depends on who you ask.

- Adobe reported a staggering 30% year-over-year increase in online sales across the broader U.S. retail market during the two-day Prime window, reflecting more retailers running their own events in parallel to Amazon.
- Momentum Commerce, focusing specifically on Amazon U.S., estimated a more tempered 4.9% year-over-year sales growth in the U.S. during the event, slower than Amazon's YTD growth trends.

These divergent viewpoints reflect a recurring challenge in digital commerce: reconciling platform-level performance with what's actually happening inside the four walls of a brand. **Thus, we decided to study Prime Day through the lens of the consumer brand itself.**

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By Claire McBride // July 23, 2025 // Briefings, Research

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# Deep Dive: 2025 Amazon AVN Wrap-Up

By Claire McBride // July 21, 2025 // Benchmarks, Research

*Comprehensive benchmarking data from 180 Amazon 1P vendors on the 2025 AVN cycle, brands' profitability on Amazon, and brands' response to tariff-driven cost pressures.*

*2 minute read*

***Log in to download the full report linked at the bottom***

With 2025 AVNs completed for most brands, Stratably and [Consulterce](#) teamed up on a benchmark study to understand brands' AVNs experiences including the impact to trade terms, cost prices, profitability, and more. This is a follow-up study to our Amazon AVN and Profitability Study [published](#) in February.

## The Survey Spanned:

- 180 1P vendors
- Broad range of business sizes
- Broad range of product categories
- North American and European regions

## The Report Includes:

- A debrief of the 2025 AVN experience
- How cost prices changed during AVNs
- AVNs' impact on trade terms and margins
- Where Amazon achieved increased vendor investment
- 21 additional resources on Amazon AVNs and profitability

It's designed for eCommerce leaders, Amazon national account managers, the C-Suite, and financial professionals inside brands, all of which are directly or indirectly involved in annual vendor negotiations with Amazon.

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