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# Maximize Your Holiday Sales: The Perfect Balance of Ads and Discounts for Prime Big Deal Days and Cyber 5

By Claire McBride // August 6, 2024 //

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August 21, 2024 @ 12pm EST

As the holiday season approaches, finding the right mix of advertising and discounts becomes crucial for maximizing sales during peak periods such as Prime Big Deal Days and Cyber 5 week.

Join Russ Dieringer from Stratably and Jeff Paadre from Momentum Commerce as they share proprietary research on the optimal balance of these strategies for the upcoming holiday season.

This webinar will cover:

- **Cyber 5 & Prime Big Deal Days Market-Level Analysis:** See how various combinations of discounting and advertising correlated with performance across different categories.
- **Category Examples:** See how different categories performed under various combinations of discounting and advertising.
- **Actionable Adjustments:** Refine your plans before the early September deal-submittal deadline.

This session is designed to give you the information needed to make data-driven adjustments and ensure your strategy is optimized for success.

Don't miss out on these critical insights that will help drive your Q4 performance.

Register now to prepare your brand for a winning holiday season.

All Signal, No Noise Format

- 30 minutes of prepared remarks
- 20 minutes of Q&A

[See the Recap Here](#)

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