

Optimizing the Mix of Amazon Discounts and Ads During Tentpole Events

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On Amazon, competitive intensity is at an all-time high:

- 53% of brands report greater promo intensity in their category vs. last year
- 43% of brands plan to up their promos on Prime Big Deal Days this year
- Ad spend as a percentage of gross merchandise value is up 60 basis points and keeps climbing

This tougher competitive environment is paired with a decelerating growth trend too.

In other words, it's tough out there!

To help brands improve their 4Q Amazon plans, we set out to understand the right combination of promotions and discounts on Amazon.

- Should promos be the main focus?
- What's the benefit from ramping up paid share of voice?
- Is a perfect 50/50 balance the right approach?
- Does it vary by category?

Understanding these dynamics is essential for consumer brands on Amazon as they strive to maintain or grow their market share in a challenging environment. The session provided data-driven insights on the combinations other brands are deploying and the resulting impact.

Study Methodology

Momentum Commerce analyzed sales, paid and organic share of voice, and discounting activity for the top 200 brands in each Amazon category across Prime Day, Cyber Week and Prime Big Deal Days.

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