Prime Big Deal Days: Insights to Drive Profitable Growth

By Claire McBride // August 26, 2024 // Benchmarks, Research

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TL;DR: *Benchmarking suggests the promotional and advertising environments for Amazon's upcoming Prime Big Deal Days will be more aggressive this year versus last. Aligning marketing strategies towards high-margin customers and products, driving off-site traffic to your deal pages, and developing a post-event retention plan are all under-utilized strategies to drive growth while staying profitable.*

5 minute read

Brands have been preparing for Prime Big Deal Days (PBDD) for weeks, and now consumers are too with Amazon's announcement last week. Consumers have been holding out on purchases until they can find a good deal – and PBDD provides a way to save, especially for the upcoming holiday season (and more).

In this report, we uncover the promotional and advertising strategies brands plan to use for PBDD and opportunities to best capture consumer demand while driving profitable growth for your brand.

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