

Q4 Amazon Prep: Insights from Prime Day

By Russ Dieringer // July 25, 2024 // Briefings, Research

July 25, 2024

6 minute read

In this article, we share key takeaways from Prime Day, including sales performance, promotional and advertising strategies, the role of Amazon's AI chatbot Rufus, and the impact of competing events.

We focus on the implications for Prime Big Deal Days, the Q4 holiday period, and future Prime Day events.

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