

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

By Russ Dieringer // July 24, 2025 // Benchmarks, 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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