

Amazon Prime Day 2022

Your Essential Playbook

Everything you need to ensure your Brand is prepared
for this year's two-day shopping event



Amazon Prime Day 2022 is approaching, and as usual, it's anticipated to be bigger and better than ever before!

Amazon Prime is currently available in 22 countries. The two-day Amazon Prime Day shopping event offers discounts on hundreds of products across a wide range of categories.

So, how can your Brand use this opportunity to stand out and engage shoppers?



In this playbook we share key stats from last year's Prime Day. You'll also discover the key learnings from some of the most successful Brands. See first hand the strategic and tactical solutions that are working for them, as they redesign their eCommerce strategy to meet near-term demands on the run up to Prime Day whilst planning for long-term growth.

Amazon Prime Day

1

In 2021, Prime Day was shifted to June 21-22 for the first time. In 2020, following supply shortages and delivery delays caused by the coronavirus pandemic, Amazon was forced to postpone Prime Day until mid-October. Prior to this, Prime Day was usually celebrated in **July**, and it appears that Amazon is planning to do so again in 2022.

2

Prime Day began as a 24-hour shopping event in 2015, then expanded to 30 hours in July 2017 and then to two days in 2018. Initially launched in 2015 to celebrate the company's 20th anniversary, **Prime Day has grown into a 48-hour online shopping event** with a massive range of promotions and price discounts resulting in record-breaking sales around the globe.

3

93% of UK online shoppers bought from Amazon in 2021 – the same rate as for 2020 – showing that the eCommerce giant was able to retain the customers it acquired during lockdown.

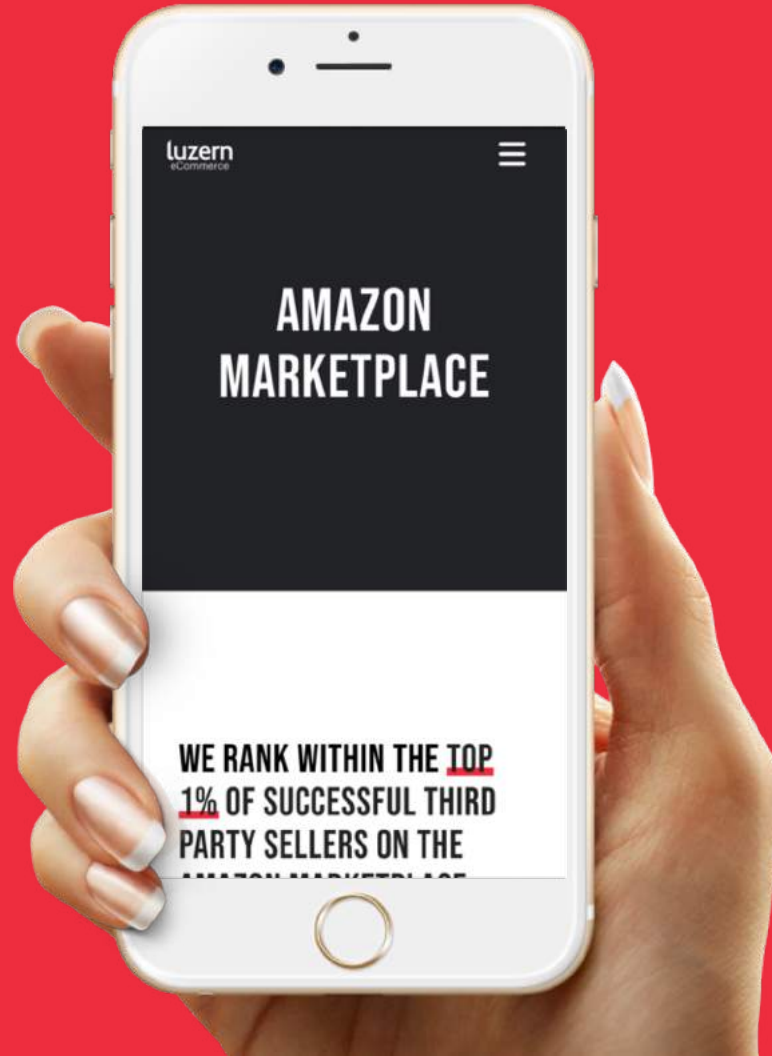
4

Last year, Prime Day was the biggest two-day period ever for Amazon's third party sellers, resulting in a huge boost in Prime Day deals across home, fashion, beauty and electronics - **more than 250 million items were bought worldwide.**

5

Best-selling categories worldwide for Prime Day 2021 included **tools, beauty, nutrition, baby care, electronics including Amazon Devices, apparel, and household products.**

Amazon Prime facts you need to know



1

Amazon has over **200 million** Prime members.

2

Sales during Prime Day on Amazon reached **\$11.79 billion** in 2021.

3

Amazon Prime is available in **22 countries** as of October 2021.

4

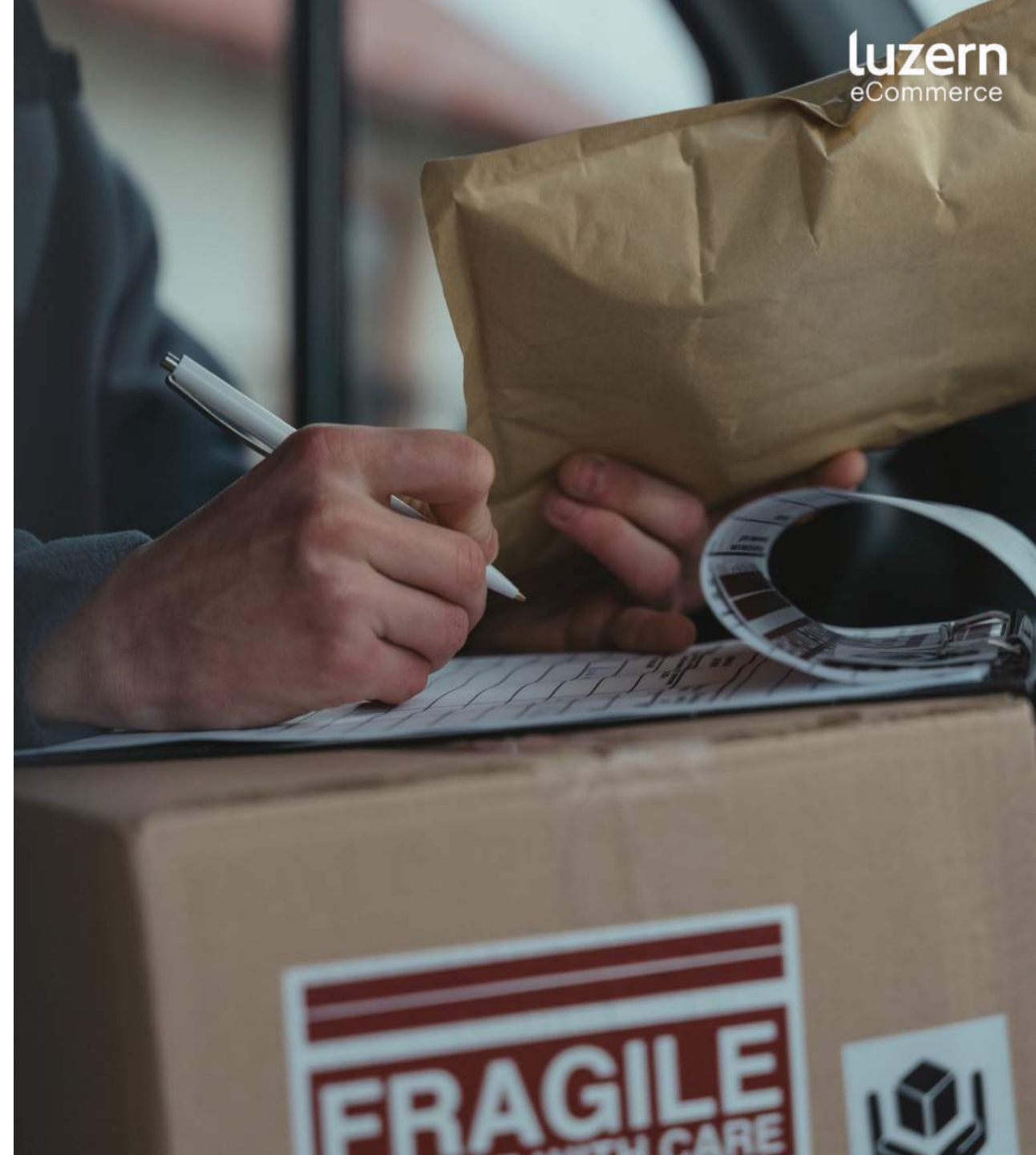
Amazon registers **\$25.21 billion** in annual revenue from retail subscription fees.

Amazon Prime Day 2022

How can your Brand be prepared?

Our expert team put together top tips to help you sail through this extremely busy period, enable your Brand to stand out and make the 2022 Amazon Prime Day your Brand's most profitable, ever!

With proven results on Amazon performance marketing for brands across the globe, this eBook brings you Top Tips from our Amazon Advertising experts. These strategies will help you drive more online conversions during what will be the biggest shopping season of the year.



10 TOP TIPS

to ensure your Brand is prepared for this year's two-day shopping spree event

1. Understand your Buyer's Behaviour
2. Add new product offerings and/or Unique Bundles based on buyer's behaviour
3. Optimise Your Amazon Product Listing
4. Manage the Buy Box & Sell At The Price That Fits Your Pricing Strategy
5. Focus on Average Order Value (AoV)
6. Ensure Product Availability
7. Partner with a trusted 3P provided (like Luzern) to complement your 1P strategy
8. Optimise your Ads
9. Sharpen cart abandonment rate strategy
10. Consider drop shipping / fulfilled by merchant

1 Understand your Buyers Behaviour

It's important that Brands understand who their customers are, and how they like to shop, and leverage this data to understand their digital footprint and what that means for your Brand and selling strategy, especially on the run up to Prime Day.

By recognising and rewarding your loyal customers, that profitable sale is more likely to happen. To ensure customers, regardless of where they are shopping from, will want to return to your online store to check out your Prime Day deals, you need to deliver a personalised experience from search, to buy button but also from the warehouse to their house.

A smooth customer journey has never been more important.

TIP

It is important to plan your marketing efforts and advertising strategies to match each of the customer journey stages

HERE IS AN EXAMPLE OF
A CUSTOMER JOURNEY IN 2 STEPS:



1. Seeking Inspiration:

Customers researching for products or ideas will check your store before the Prime Day starts, usually between 15th May and end of June, since the exact dates haven't been released yet.



2. Seeking Information / Deals:

Customers that are interested in finding out more about your products or specific deals will land on your store when the event is happening



2 Add New Product Offerings and/or Unique Bundles Based on Buyer's Behaviour

Your Brand can offer new products and unique bundles based on the customer behaviour insights gathered on the previous step.

By giving the customers what they want, at an attractive price point, you will caught their attention. You can create new exclusive Prime Day bundles to delight customers and boost sales. Advertising the fact that it's a "Prime Day Exclusive" always helps!

Product Bundles

Nappy Changing › Nappy Bins & Refills › Nappy Bins



Roll over image to zoom in

Tommee Tippee 85100501 Twist and Click Sangenic Tec Starter Set with 12 Refill Cassettes, Odourproof Nappy Disposal System, Guaranteed Protection Against Germs, White, 3.55 kg

[Visit the Tommee Tippee Store](#)

★★★★★ 1,726 ratings | 17 answered questions

Was: £57.19

Price: **£55.89** ✓prime

You Save: £1.30 (2%)

📘 Earn 1% extra with Top Up. *Terms and conditions apply. [Learn more](#)

This item can be returned

New (2) from **£55.89** ✓prime FREE Delivery

Size Name: **12 Count**

6 Count

£39.99 ✓prime

12 Count

£55.89 ✓prime

- Unbeatable odour protection - The nappies are individually wrapped so that the unpleasant smell cannot escape.
- Guaranteed protection against germs - the antibacterial film kills 99% of all dangerous germs such as coli bacteria and staphylococcus aureus.
- SPACE SAVING - The nappy disposal system holds up to 30 nappies, meaning fewer ways to the wheelie bin.
- Environmentally friendly - to reduce environmental impact, all Tommee Tippee nappy bin refills are now made from 98% recycled plastic
- Stylish design - Available in trendy colours making it an elegant addition to a neat and odourless home.

➤ [See more product details](#)

£55.89

✓prime

FREE delivery: **Monday, Sep 21**

[Details](#)

In stock.

Quantity: 1

Add to Basket

Buy Now

🔒 Secure transaction

Sold by Luzern and Fulfilled by Amazon.

☐ Add gift options

📍 Deliver to Alan - Newtownabbey
BT36 4PE

Add to List

Add to Baby Wishlist

Keywords are Key!

Consider longer tail keywords which will cost less as there will be less traffic but we see have better CVR's and higher ROAS. Defining part of your budget to this strategy, can result in a smaller goldmine of sales. The remainder of your budget will be to drive traffic using the 'popular' keywords to your products.

TIP

Use other search engines for keyword ideas such as Google etc.

TIP

If you have lots of ASIN's, Group products on campaigns by choosing a common attribute (colour, price, flavour, USP, etc.)

If you offer a specific product that has a flavour or colour, consider splitting your campaigns with these ASIN's. Keywords on these campaigns should be colour/flavour related so when your customer is looking for your product but a particular flavour, you will show ahead of others who have omitted these.

[Back to results](#)



Tassimo Black Coffee Bundle - Costa Americano, Kenco Pure Colombian/Americano Grande, L'Or Classique XL, Jacobs Caffè Crema Classico XL pods - Pack of 10 (160 Servings)

Buying for work? Discover Amazon Business, for business-exclusive pricing, downloadable VAT invoices and more. [Create a FREE account](#)

[Visit the Tassimo Store](#)

★★★★★ 580 ratings

Price: **£41.71** (£0.26 / count) [prime](#) FREE One-Day

[This item can be returned](#)

Size Name: **10 Pack**

10 Pack

£41.71 (£0.26 / count) [prime](#)

16 Count (Pack of 5)

£21.95 (£0.27 / count) [prime](#)

[Report incorrect product information.](#)



My-CoffeeCup Coffee Lover Box
- Roasted 100% Arabica and Robusta Beans - 9 Organic...

★★★★★ 59

£32.35

Sponsored

[Share](#) [Email](#) [Facebook](#) [Twitter](#) [Pinterest](#)

£41.71

[prime](#) FREE One-Day

FREE delivery: **Tomorrow**

Order within 3 hrs 44 mins [Details](#)

In stock.

Quantity: **1**

[Add to Basket](#)

[Buy Now](#)

[Secure transaction](#)

Sold by [Luzern](#) and Fulfilled by [Amazon](#).

☐ Add gift options

[Deliver to Alan - Newtownabbey BT36 4PE](#)

[Add to List](#)

[Share](#) [Email](#) [Facebook](#) [Twitter](#) [Pinterest](#)

Have one to sell?

[Sell on Amazon](#)

3 Optimise Your Amazon Product Listing

Optimising your product pages to present your products effectively is vital, not only to improve the visibility of your products on Amazon but also to improve the customer experience of your Brand.

Compelling product descriptions, clear feature bullets and strong imagery with clear product photos improve the shopping experience for the customer and increases the likelihood that they'll buy from you. Shoppers will always look at the images before reading the bullet points.

An optimised listing also has a positive effect on your organic search results.

HERE ARE 8 TIPS TO OPTIMISE YOUR AMAZON PRODUCT LISTING:

1. Use Relevant Keywords
2. Pick the correct Categories
3. Avoid duplicating Product Pages
4. Use effective Product Titles
5. Highlight Key Features and Benefits with bullet points
6. Write informative Product Descriptions
7. Encourage Customer Reviews
8. Use professional quality Product Images

4 Manage the Buy Box & Sell At The Price That Fits Your Pricing Strategy

Brands can tackle squeezed margins on the run up to Prime Day even if they are under extremely margin pressure when selling to Amazon directly (1P). This is generally triggered by the price war to win the Buy Box, as a product in the Buy Box will sell four times as much as a product without it.

The Buy Box accounts for almost 80% of Amazon's marketplace purchases, and this percentage rises dramatically with Amazon mobile sales. It's critical for sellers to understand how Amazon chooses who gets the desired Buy Box spot, because it may make or kill an online business.

Amazon will try to optimize its profit margins by promoting the best-selling items. They then inform the Brands that unless prices improve, they will discontinue ordering some or all of the items. If the "demands" aren't satisfied, this can amount to millions of dollars in missed income. When you sell directly to Amazon through 1P, Amazon serves as a retailer and can make pricing changes on its own.

However, if you use the [Amazon Hybrid Selling Model](#), Brands have price autonomy over their products. The Hybrid Model delivers flexibility and gives more control back to the Brand.



5 Focus on Average Order Value (AoV)

AoV is an important metric that helps Amazon sellers choose whether or not they should increase their growth and revenue. One of the most important KPIs for every vendor is to increase AOV.

Having a high average order value can offset your advertising costs and create a larger profit margins, this is a good strategy and gives Brands an alternative to offering a blanket discounts.

Bundling products, based on buyer preferences, will enable a higher AoV.



Listing Health Score **6.79 / 10**

30-Day Sales
36



Click to open expanded view



Philips Hue W xW Fil A60 E27 EUR (Triple Pack)

Visit the Philips Hue Store

★★★★★ 2 ratings

€56⁹⁷

Prices for items sold by Amazon include VAT. Depending on your delivery address, VAT may vary at Checkout. For other items, please see details.

Light type	LED
Indoor/Outdoor usage	Indoor
Wattage	3 watts
Light colour	Warm white
Brand	Philips Hue

About this item

- Easy setup via Bluetooth: turn on the Hue lamp, download the Hue Bluetooth app and control up to 10 lights in one room
- For the full smart home experience throughout the home: expand your system with the Hue Bridge (sold separately) and discover many other functions
- Experience pleasant, warm white light in vintage design with Hue filament and give your room the desired ambience thanks to continuous dimming
- Create your individual light with the stylish LED lamp for any occasion: whether a dinner party or a relaxed end of the day, with Philips Hue you can create the ideal room atmosphere
- Philips Hue intelligent Bluetooth lighting is compatible with the Amazon Echo Dot (3rd Generation), Echo Plus and Echo Show (2nd generation)

€56⁹⁷

FREE delivery **May 9 - 11**. Details

📍 Deliver to Berlin 10115

In stock.

Quantity: 1

Add to Basket

Buy now

🔒 Secure transaction

Dispatched from and sold by Luzern. For further information, company details, terms and conditions, and cancellation rights, please click on the seller's name.

Return Policy: Returnable within 30 days of receipt

Add to List

Share 📧 📘 🐦 📌

Have one to sell?

Sell on Amazon



6 Ensure Product Availability

If your product is out of stock, you miss valuable sales!

Brands rely on Amazon to keep ordering their products to ensure online availability to their customers. However, there are many reasons why Amazon would not place orders, including low profitability, low demand for that product, or bad supplier performance. This reduces an ASIN's sales velocity since out of stock equals no conversion and leads to product list suppression.

Your best solution?

Use an expert 3rd Party (3P) Partner such as Luzern eCommerce. As sellers have full control over their stock, if Amazon loses the Buy Box due to a lack of product availability, you can "move up" with your 3P seller account and avoid an out of stock issue. The secret to succeed in winning the Buy Box is having a good selling performance. By working with your trusted 3P Partner, you may positively impact variables that keep your items up, such as delivery circumstances and customer evaluations.



Roll over image to zoom in



Philips Hue NEW White Ambiance Smart Light Bulb 2 Pack [E14 Small Edison Screw] Works with Alexa, Google Assistant and Apple Homekit. For Indoor Home Lighting, Livingroom and Bedroom.

Visit the Philips Hue Store

★★★★★ 5,523 ratings

£39⁹⁹ (£20.00 / count)

Pay 39.99 33.99: Get £6 extra with your first Top Up. *Terms and conditions apply. [Learn more](#)
Not eligible for Amazon Prime. Offers with Prime delivery available from [other sellers on Amazon](#).

Colour Name: **White Ambiance**



Size Name: **2 Pack**

1 Pack **2 Pack** 2 pack 3 Pack 3 pack

Style Name: **New Generation (Candle)**

Modern New Generation (Filament Candle)

New Generation (Lustre (Golf ball)) Old Generation (Candle)

Old Generation (Lustre (Golf ball)) **New Generation (Candle)**

Pattern Name: **Bulbs Only**

Bulbs Only with Hue Dimmer Switch

with Hue Smart Button

Special feature Dimmable
Light type LED
Wattage 5.2 watts
Light colour Bright White,
Brand Philips Hue

Sold by: **Amazon**

Usually dispatched within 1 to 2 months.
[Delivery rates and Return policy](#)

£39⁹⁹ (£20.00 / count)

FREE delivery **March 11 - 15.**

[Details](#)

[Deliver to Alan - Edinburgh EH11 2](#)

Usually dispatched within 2 to 3 days.

Quantity: 1

Add to Basket

Buy Now

[Secure transaction](#)

Dispatches from **Luzern**

Sold by **Luzern**

Add to List

New (7) from
£39.99 & FREE Delivery

Share [Email](#) [Facebook](#) [Twitter](#) [Pinterest](#)

Other Sellers on Amazon

£41.91 (£20.96 / count) [Add to Basket](#)

+ £4.89 delivery

Sold by: **MMK Life**

£47.98 (£23.99 / count) [Add to Basket](#)

+ £1.99 delivery

Sold by: **RAREWAVES**

£49.98 (£24.99 / count) [Add to Basket](#)

Delivery at no extra cost for Prime members

Sold by: **Amazon**

7 Work with a trusted 3P Partner

like Luzern eCommerce to complement your 1P Strategy



GAIN CONTROL

Complements, Not Competes
with 1P

- Decisive, Informed Buy Box Strategy (Can sit in 2nd place)
- Always in stock
- Algorithm kicks in/ Organic rankings



GROWTH

Assortment Strategy to
Grow Sales

- Full Catalogue / Broaden SKU Portfolio
- Longer Tail / End of Life Product
- Price Consistency
- Avoid Margin Pressure



PROFITABILITY

Innovation that drives
Profitability

- New Product / New Ranges
- Test & Learn – Virtual to Physical
- Bundling – Increase AoV / Avoid CRaP



8 Optimize your Ads

On the run up to Prime Day, Amazon Advertising spend by most Brands will jump. Boosting your marketing efforts around relevant products during the Prime Day event will lead to increased visibility and sales!

Running Sponsored Products Ads is a great way to target seasonal traffic. With your campaigns running, it's important to make sure they're as effective as possible.

Many Brands are happy to increase the spend as they see sufficient RoAS. If you increase budgets to drive traffic, it makes sense to also be smart about bottom of the funnel tactics. For example, if your products are selling on Amazon, be sure to spend money carefully at the SKU level to drive conversions.

Take a look at your targeted keywords and adjust to include any relevant seasonal terms customers may be searching for. You'll also want to increase your budget during these peak times. An increased Sponsored Products budget allows your ads to be shown to more shoppers, which can lead to more sales. Be sure to use high-quality imagery that shows off any and all product benefits.

Why are Amazon Ads so important?

Amazon's advertising revenue rose 32% in 2021. Unlike Google and Facebook, Amazon shoppers have strong **purchase intent**, making the advertising features more profitable than the others. As a result of the influx of new brands over the last year, competition on Amazon grew. This competition coupled with the high ROI of Amazon advertising is boosting the advertising spend of brands on Amazon.

Brands are focusing their attention and increasingly allocating ad budgets to Amazon because of this 3 main reasons:



Sponsored advertising options to drive sales growth

Sponsored Product

- Target by keyword or product for increased visibility.
- Ads appear in shopping results and on product details pages to help drive interest and sales.

Sponsored Brands

- Target by keyword or product to help shoppers discover and engage with your brand.
- Logo, headline and product collections appear in results. (+SBV format)

Stores

- A free self-service product that lets brands create a dedicated destination on Amazon.
- Use Sponsored Brands ads to drive traffic to your store.

Sponsored Display

- Target by category or product to help drive awareness, interest and conversion, with automatically generated display ads that showcase your product.

Optimal budget splits for campaigns

Awareness:

Audience growth
and maximum exposure

Storytelling:

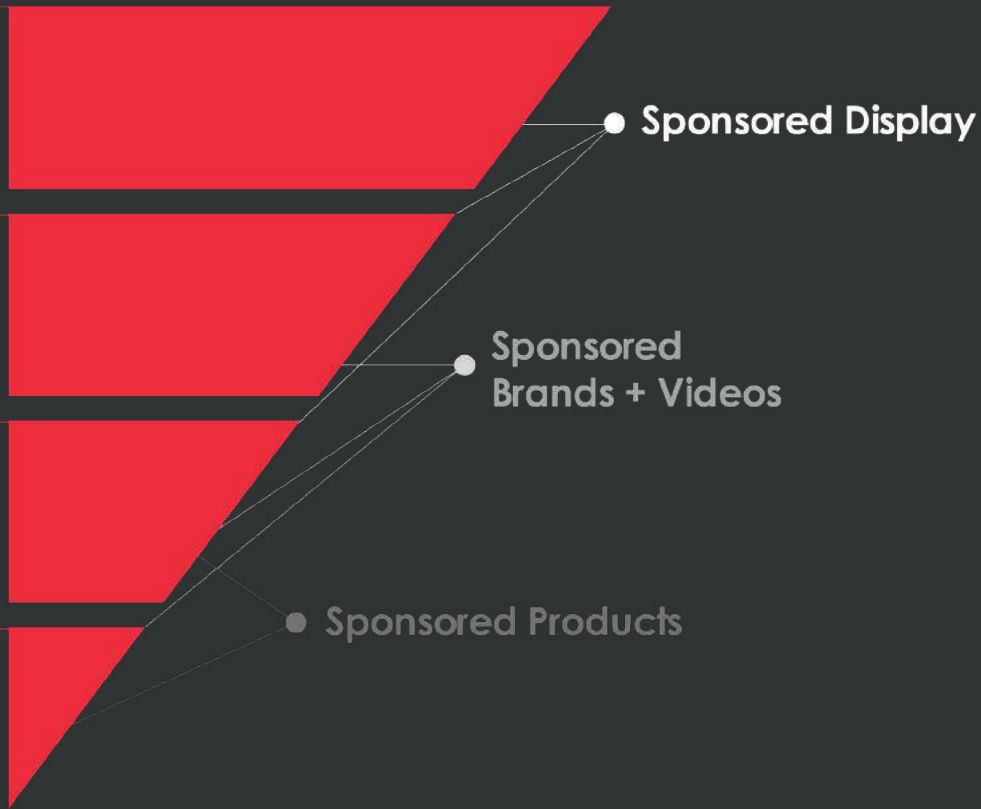
Storytelling & Brand
building

Purchase:

Stay engaged

Loyalty:

Repeat buy



5%

Sponsored Display

10%

Sponsored Brand Videos

25%

Sponsored Brands

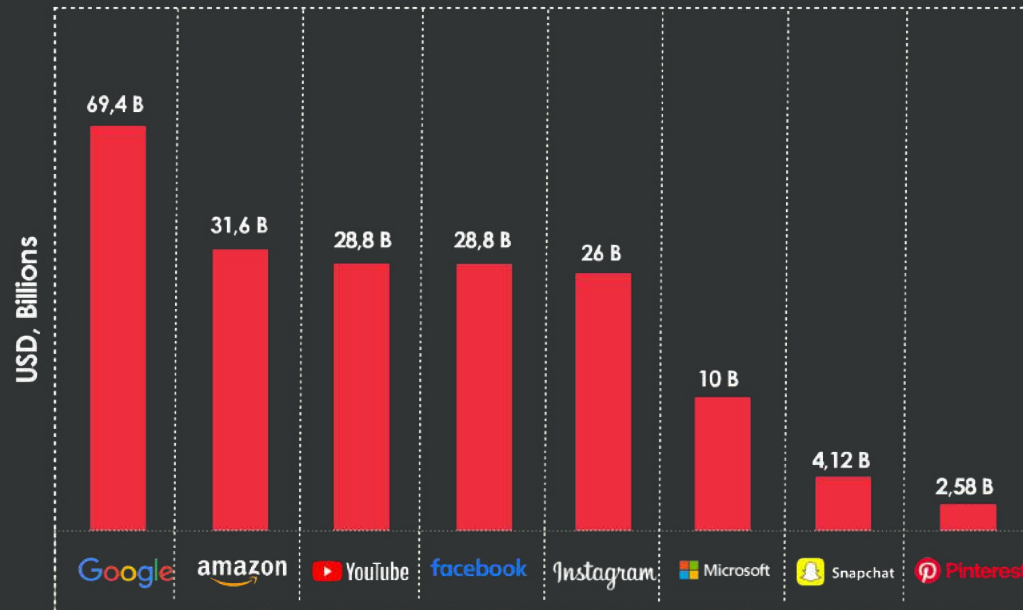
60%

Sponsored Product

Each step of customer journey matters

Amazon Advertising

Advertising Revenue 2021
(In US Billions)



\$ 469,8
BILLION

Amazon's Advertising Arm
Represents **7%** of the
Company's Total Revenue
of **\$469,8B** (net sale)

Four key factors to consider

1

Keywords: Use your best performing keywords from previous campaigns. Consider using the keywords that have a high CTR but low sales

2

Budgets: Start with budgets similar to SB campaigns

3

Bids: Think BIG! Start with bids higher than SB or SP to learn what is working fast.

4

Campaigns: Test new audiences and different videos creatives.

Invest in Video Advertising

1 to 3

On average, Amazon shoppers only consider one to three brands before purchasing. Video can really help you stand out.

1 in 5

One in five Amazon shoppers have purchased as a direct result of watching a video.

Reach shoppers across desktop and mobile



9 Sharpen your Cart Abandonment Rate Strategy

“Cart abandonment rate is the bane of existence for many eCommerce specialists because it is like money left on the table.”

Reduce lost sales with a proven approach to cart abandonment. Follow this 4 steps to ensure a lower cart abandonment rate during this year's Prime Day event.

1

Provide Accurate and Specific Product Descriptions so that your customers know that the item will add value to them, making sure you have a comprehensive product description.

2

Offer free shipping, or your customers are likely to buy from your competitor that offers the product at similar price but free shipment.

3

Utilise Amazon's built-in promotion tools such as Vendor Powered Coupons, or VPCs so that your ads appear as digital coupons within ad units. This will create a sense of 'urgency' and coupled with a motivating CTA will lead to the customer completing the transaction with greater immediacy.

4

Engage with your customers by providing an excellent customer service that will answer customers queries quickly and accurately.



10 Consider Dropship/ Fulfilled by Merchant

Brands can be faced with fluctuating demand on the run up to Prime Day, in fact, at any time! Many are turning to micro-fulfilment and meeting demand with decentralised distribution models. The risk associated with unpredictability can be mitigated by using these point-to-point shipping solutions.

If you use FBA, you know that proper lead times ensure your inventory is ready to be purchased. During shopping events or high traffic seasons, Amazon warehouses become very busy, so include extra lead time in your shipments. Staying up-to-date can help set you up for success. Consider increasing, if not doubling, your lead times to ensure you have enough inventory stocked to handle holiday or seasonal demand.

Switching to FBM (Fulfilled by Merchant) ensures your customers get the products they want on their marketplace of choice. If you have stock in your own warehouse or even at other location you can still meet the demand from your customers by using FBM. A 3P partner, like Luzern eCommerce, can integrate directly to fulfil orders so that when a customer places an order, it can be shipped directly to them.

By using the FBM/ Dropship model, brands have more control over inventory and ultimately can keep the business moving, even in uncertain times.

This Fulfilment model enables you to build up listings and history, growing sales and margin across 3P as well as protecting any existing direct relationship with customers, avoiding channel conflict or any “race to the bottom” pricing battles.

Luzern eCommerce, as your 3rd party provider, can assist with warehousing, order processing and delivery, ensuring supply is in stock and ready for sale on Amazon.



Next Steps: Talk to The Experts!

With over 15 years working with numerous leading Brands, our Amazon Experts know what it takes to have a successful Prime Day, including proven strategies on the run up to Prime and what it takes to ensure your Brand is prepared for this year's two-day shopping spree event.

Luzern's Channel Optimizer platform and expertise enable excellence at both the planning and the execution-end of Amazon Marketplace, bringing brands speed and agility from attracting shoppers with the right advertising through to fulfilment and delivery of the order.

We support a complete go-to-market strategy from budget allocation, marketing and advertising, assortment and inventory planning, dynamic pricing control and cart and check-out.

Get in touch to see first-hand how we could help your brand!

Contact us:
hello@luzern.co | [Luzern.co](https://luzern.co)

