



prime day



AMVISOR DATA SCIENCE & RESEARCH REPORTING

THE PRIME DAY AFTERMATH



HOW SUSTAINABLE IS PRIME DAY FOR
YOUR AMAZON STRATEGY?

RECAP

SHORT-TERM BOOST, LONG-TERM QUESTIONS

Prime Day 2025 once again demonstrated how strong short-term sales impulses can be generated through targeted discounting and advertising pressure. But what happens afterward?

Prime Day offers enormous potential – but only for brands that are prepared. Those who jump on the advertising train in time benefit. Those who are late pay the price. Sustainability? Only with strategic planning.

Key findings

- **Sales and units** increase by up to +680% on the first day, but drop below the initial level as early as July 12 – a classic case of undershooting.
- **Glance views** return to their original level after the event, while sales metrics fall even lower.
- A **branding effect** is only measurable on the first day – with a clear expiration date.
- **Advertising** is the decisive factor: The share of ad-driven sales rises to an average of 43% during Prime Days, but drops again afterward.



DR. ROBERT LASKOWSKI

CSO AMVISOR

“Prime Day is a performance turbo – but only if timing, inventory, and advertising strategy are perfectly aligned..”

ALL HYPED UP? OR SUSTAINABLE SUCCESS?



After our July 2025 Prime Day Report, we asked whether Prime Days promise long-term effects or if they vanish immediately afterward.

Follow-up study brings clarity

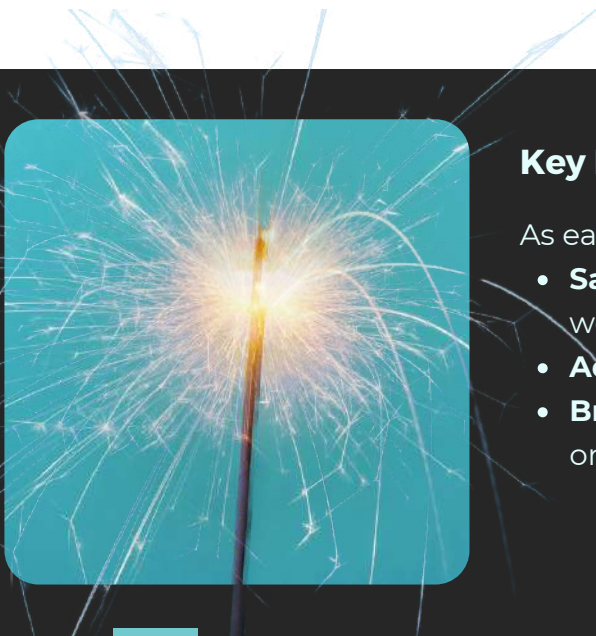
We revisited the original sample and analyzed the period one week after the end of Prime Days, using the same variables to evaluate whether Prime Day offers sustainable sales and branding potential.



Key Insight

As early as July 12, it's back to business as usual.

- **Sales and units** drop around **20% below** the previous week's level
- **Ad metrics** show **wave-like fluctuations**
- **Branding effects are short-lived** and noticeable only on the first day of Prime Days

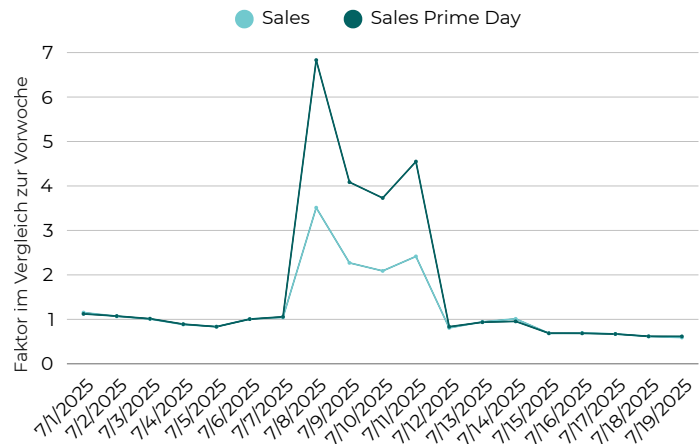


TRENDS IN SALES & UNITS



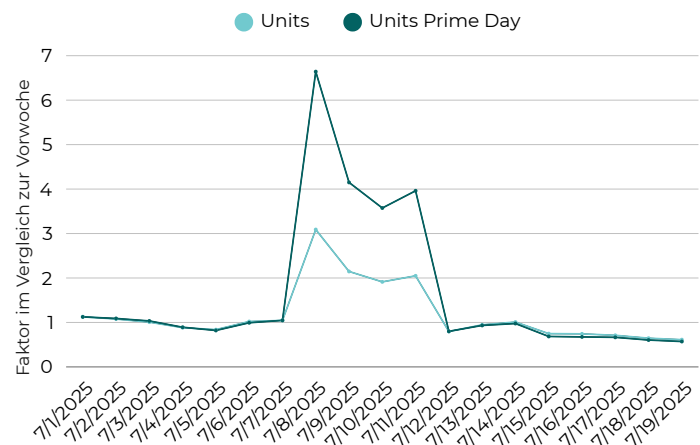
Sales Sharp drops

During Prime Days, **sales** of Prime-labeled products **increased** by **approximately 480%** on **average** compared to the days before. As shown in the adjacent graph, sales **dropped below pre-Prime Day levels** (undershooting) after the event.



Units Undershooting

On the **first day of Prime Day**, units of participating products soared by around **680%**. The **average** was approximately **480%**. From July 12, 2025, this number declined again, with **undershooting of about 20% below the original level**.



Why the drop?

The steep decline in sales and units one week after Prime Day may be due to:

- Saturated consumer demand reducing purchase power
- Participating ASINs going out of stock after high Prime Day sales

TRENDS IN GLANCE VIEWS



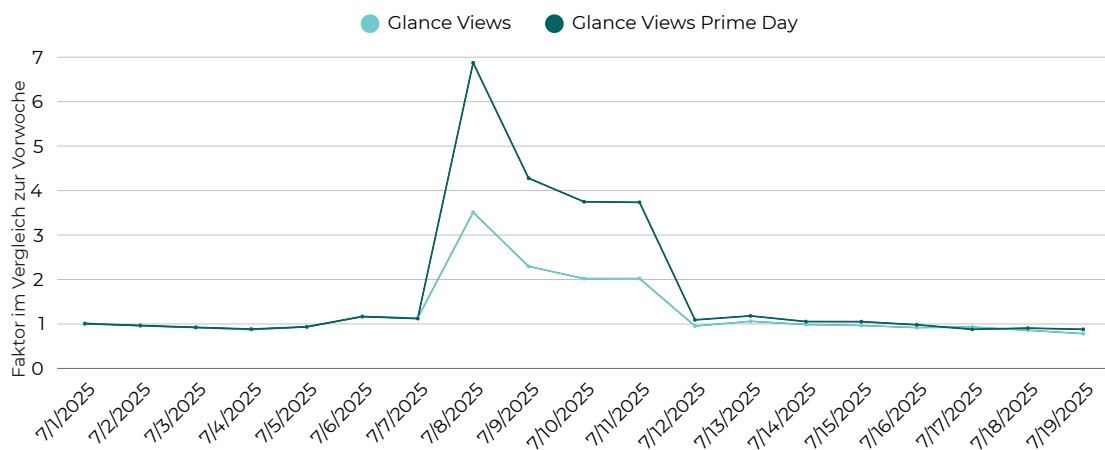
Glance Views Back to baseline

During Prime Day, consumers initially browse before making purchases, or the product may already be sold out.

In any case, glance views, a visibility indicator, returned to baseline after the event.

In contrast to sales and unit numbers, glance views did not drop as sharply, since they had already leveled off during Prime Days.

The data confirms that glance views reverted to their original level from before the event.



-20%

Key Insights

- **Glance views** returned to pre-Prime Day levels
- **Sales and units** fell **approx. 20% below pre-Prime Day levels**
- Likely reasons: **demand saturation** and **out-of-stock ASINs**

BRANDING EFFECT WITH A SHELF LIFE



Glance Views

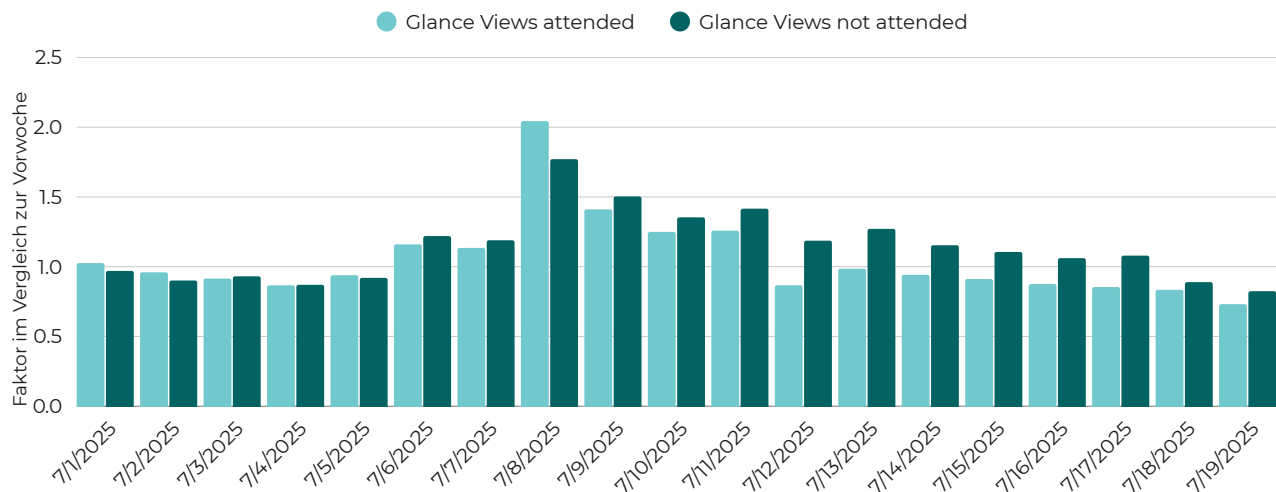
Labeled vs. Un-labeled

Our analysis showed that even non-labeled products (those not marked as Prime Day deals) benefited from increased traffic.

The question:

Does participation and labeling generate a branding (or visibility) effect on the remaining assortment?

On Day 1, evidence showed that glance views of **unlabeled participating products rose 13%** more than those of non-participating products (compared to their own pre-Prime Day levels), indicating that on the first day a spillover or branding effect arose. However, this effect was not observed in the following days or in the week after.



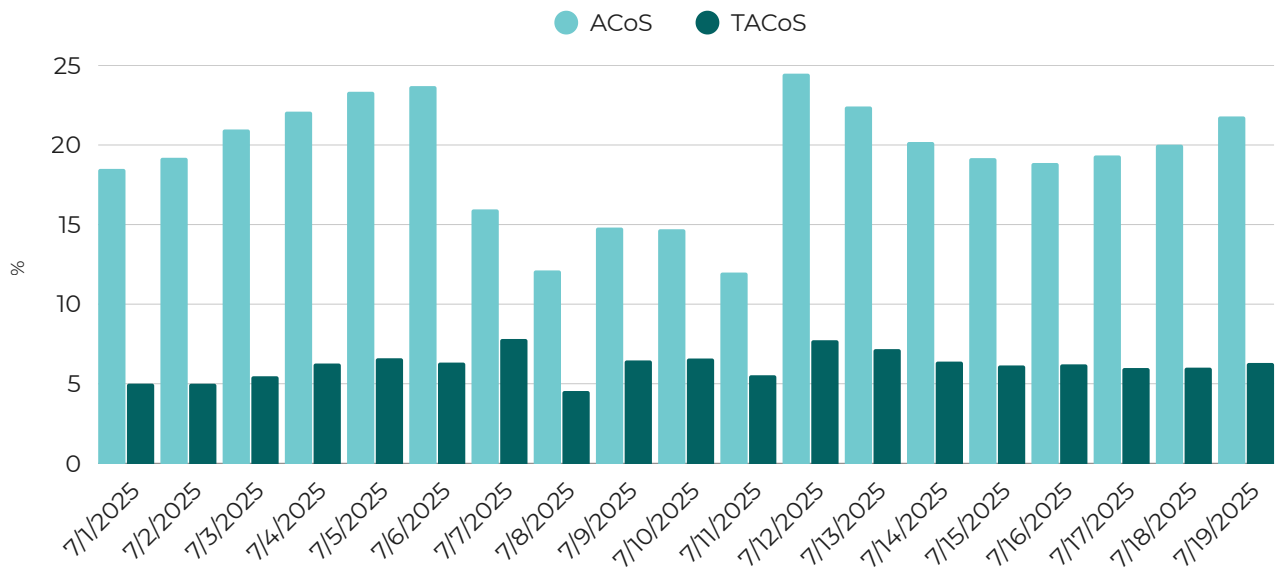
Branding effects were noticeable on the first day of Prime Days – essentially with an **expiration date**.

Labeled products ("attended") appear to influence non-participating products ("not attended").

As a result, all products benefit from Prime Day, even if the participating ones see comparatively stronger gains.



ADVERTISING TIMING IS EVERYTHING



Did you catch the train to TACoS-Wonderland?

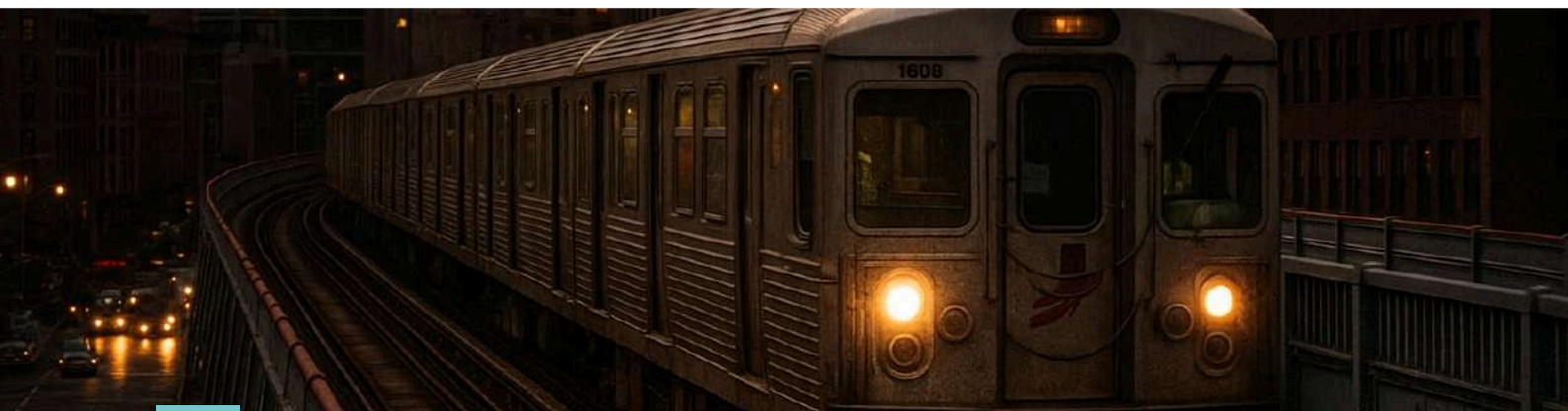
ACoS & TACoS take a commuters trip:

- 1 week before Prime Day: **ACoS/TACoS rising** → ads become more expensive
- 2 days before: **Peak cost**
- Start of Prime Day (July 8, 2025): **ACoS/TACoS drop sharply** → ads more efficient
- Mid-Prime Day: **slight increase**
- End of Prime Day: **slight decrease**
- 1 day post-event: **ACoS/TACoS return to baseline**

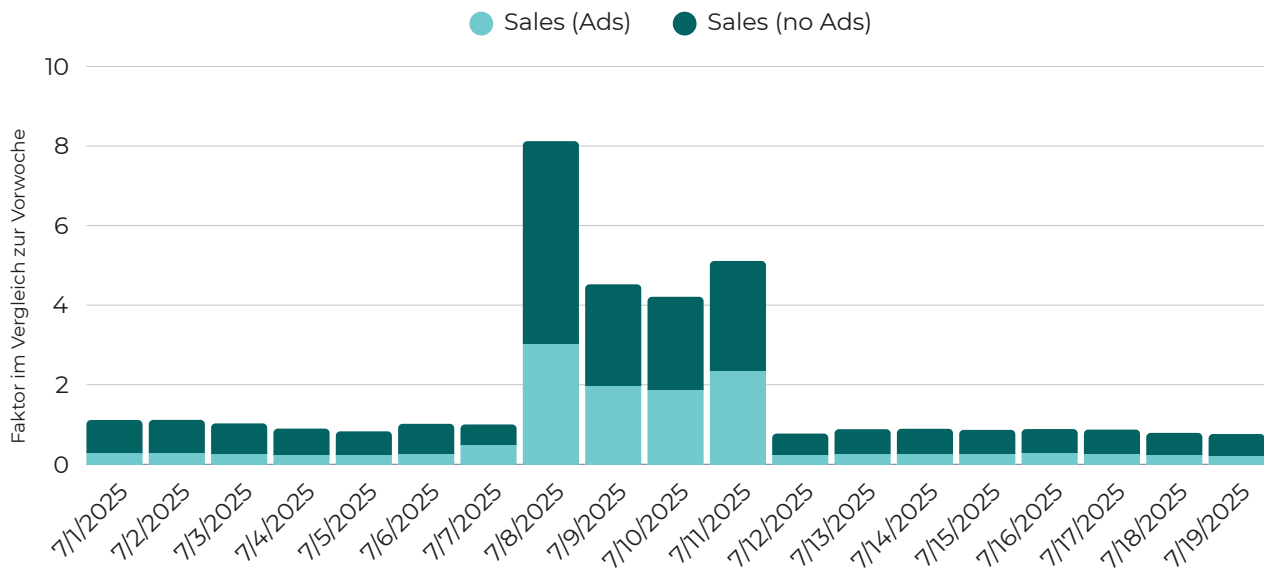
Key Takeaway

Timing your ad campaigns is critical.

Jump on the train early – and get off in time – to maximize your Prime Day performance.



ADVERTISING AWARENESS AMPLIFIER



In the week **leading up to Prime Day, 27% of sales were driven by ads.**

Then came Prime Day and with it, a big shift. **Ad-driven sales surged to an average of 43%**, showing just how powerful well-timed campaigns can be.

But as quickly as the momentum built, **it settled back to 27% once the event ended.**

What does this tell us?

Vendors who leaned into advertising during Prime Day outperformed.

By strategically investing in visibility when it mattered most, they turned clicks into conversions and budget into real growth.

So if you're still debating whether to advertise next Prime Day - don't.

Get in early, plan smart, and make the most of the spotlight while it's shining.

3 STEPS TO PRIME DAY SUCCESS

1. Stock up before Prime Day – even non-Prime-labeled products benefit
2. Start ad campaigns at the right time – for maximum ad performance
3. Expect demand saturation by the end – adjust campaigns and scale down ad budgets accordingly



WHY OUR PARTNERS USE THE AMAZON NET PPM COMPASS



Most of our partners use the Amazon Net PPM Compass to track Net PPM trends in their category.

This helps them:

- Assess product **competitiveness**
- Make **better decisions**
- **Refine** strategies
- **Meet** Amazon's **expectations without margin loss**

Do you know your Net PPM on a global scale?

If not, this is your chance to change that.

Amazon Net PPM Compass

Die AMVisor-Prognose liefert Insights aus Millionen von globalen Marktdatenpunkten und deckt wichtige Trends für fundierte Entscheidungen auf. Vergleichen Sie die Amazon Net PPM für Ihre Kategorie und Ihren Preis und erhalten Sie sofort einen Benchmark für Ihr Produkt.

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-- Kategorie auswählen -- ▾

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TINA FRIEDRICH
CMO AMVISOR

Magnified

"The Amazon Net PPM Compass helps you benchmark your category across 20+ Amazon marketplaces worldwide!"

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METHODE OF ANALYSIS



Amazon Vendor Commercial Business Analysis

The AMVisor Data Science & Research Report includes anonymized data from hundreds of thousands of ASINs within Amazon's vendor (1P) business.

We analyzed ASINs that were tagged with and without the Prime Day Discounts badge. These ASINs were actively listed by Amazon during the evaluation period on the German, UK, or US marketplaces.

Amazon

The data originates from AMVisor's proprietary databases as well as Amazon's public frontend. The analysis focuses on vendors representing well-known brands. These metrics do not reflect the official performance of Amazon or its vendors.

Instead, they are intended to highlight trends within Amazon's 1P vendor business and across global market categories. Despite careful efforts to ensure accuracy, statistical deviations may occur.



"The Prime Days are like a lever that offers many opportunities for a short period of time. Proper preparation is absolutely essential. This report is intended to build understanding and equip those who don't want to miss out on the potential of the next Prime Days."

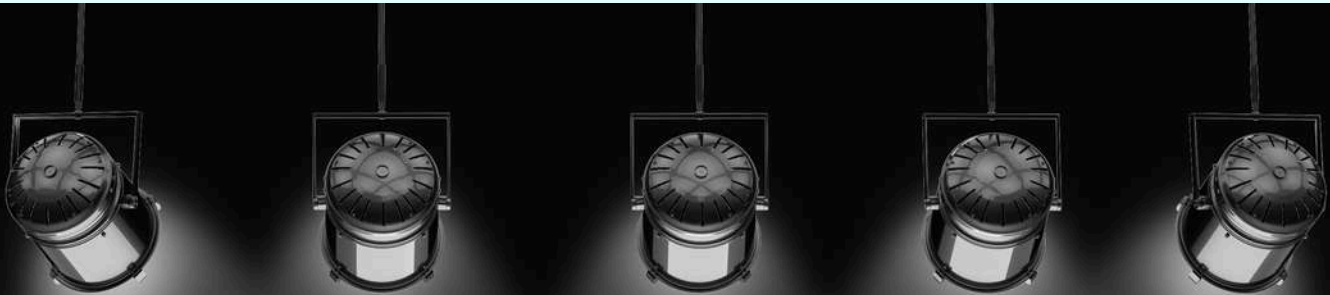
Lukas Rommel
Data Scientist AMVisor



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AMVisor offers leading eCommerce data solutions tailored for global manufacturers, optimizing product availability and profitability on Amazon with intuitive dashboards.

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