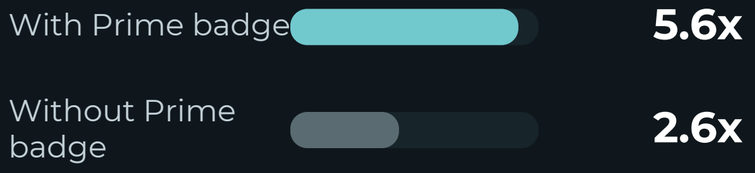
PRIME DEAL DAYS OCTOBER 6–7, 2026 · AMVISOR VENDOR ANALYSIS

Two Prime Deal Days. Success was decided beforehand.

With a Prime badge, average sales per item jumped to more than five times.

What made the difference before, during and after – and what you can take away for Black Week.

SALES PER PRIME DAY VS. PREVIOUS WEEK



Avg. per product · sales per event day vs. the avg. day of the previous week, same ASIN set

+10.0%
better Best Sellers Rank after the event – with badge

–3.3%
worse rank after the event – without badge

100,000+ ASINs at Prime Deal Days, October 6–7, 2026 **Vendors & well-known brands** from Europe & the US

These brands use AMVisor for their Amazon vendor management.

Beiersdorf BLACK+DECKER Coca-Cola hp Henkel MARS Panasonic pepsi

THE RESULTS IN 60 SECONDS

Five findings from the Prime event.

01 **All our vendors took part – but only one in six products had a badge.**

On average, 17.8% of the active assortment carried a Prime badge, between 4 and 27% for most vendors. The rest entered the event without a badge – and without the biggest sales lever. Which products you submit a deal for is therefore the real decision.

17.8%

of the active assortment with badge, avg. per vendor

02 **Sales outpaced traffic! The badge brings not just visitors, it brings buyers.**

Glance views rose 4.4x, while sales rose 5.6x.

5.6x

Sales · glance views 4.4x

03 **The event ends. The ranking lead remains.**

With a badge, a product ranked on average 10% better in its main category's Best Sellers Rank after the event. Without a badge, it slipped by 3.3%.

+10%

Best Sellers Rank with badge

04 **Advertising is never as cheap as during the event. Before and after, it gets pricier.**

For €100 in ad sales, vendors paid €22.20 in the previous week, €18.10 during the event – and €26.50 the day after.

–19%

ad spend per €100 ad sales, relative to the previous week

05 **Demand is there beforehand. It's just waiting.**

Two days before the event, glance views were 17% above the previous week, while sales were 8% below. Customers were searching – they bought during the event.

+17%

glance views at −8% sales, October 4

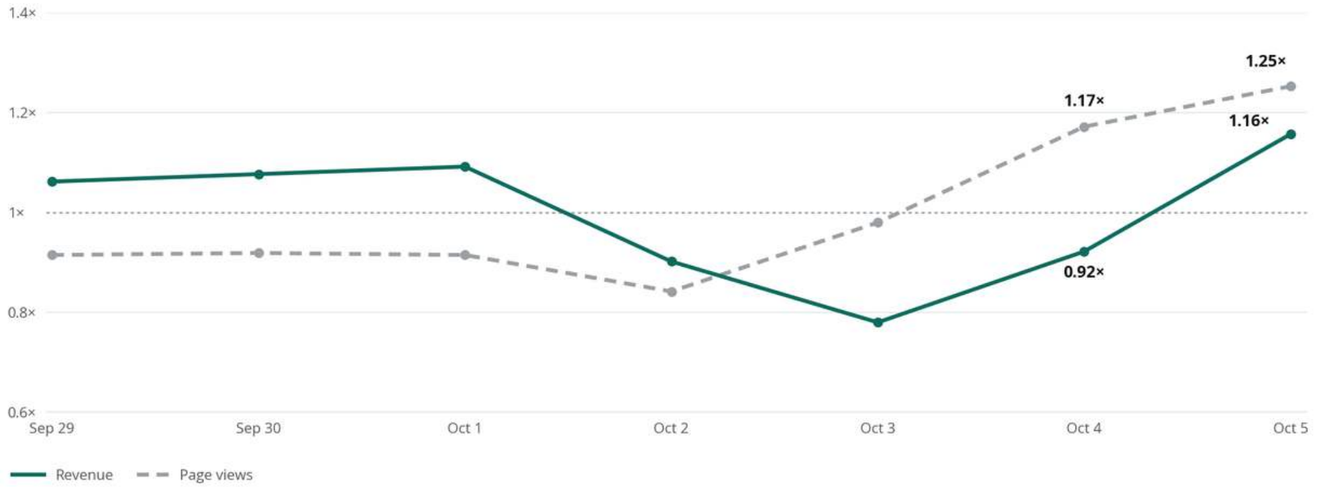
1 · BEFORE

Before the event, people search. During the event, they buy from whoever is ready.

On October 5, were you in stock, in the Buy Box and live with compelling content? These are the days that decide where pent-up demand lands on event day.

Before the event: customers search but don’t buy yet

All vendors · 1.0 = sales or glance views on an average day of the previous week



Expensive clicks before the event only pay off
if your product can actually deliver on event day.

Customers hold back

−8%

Sales on October 4, two days before the event – even though glance views rose 17%. €1,000 in daily sales became €920.

Customers are already searching

+25%

Glance views on October 5, one day before the event. 1,000 views became 1,250.

Advertising gets pricier

€22.20 → €25.30

Ad spend per €100 ad sales: avg. previous week vs. October 3.

AMAZON PERFECT STORE · BY AMVISOR

Ready is measurable.

The Amazon Readiness Score answers exactly these questions – for every ASIN, every day. Before the event, you see which products are ready and where things are stuck.

1 **Amazon Readiness Score with trend**

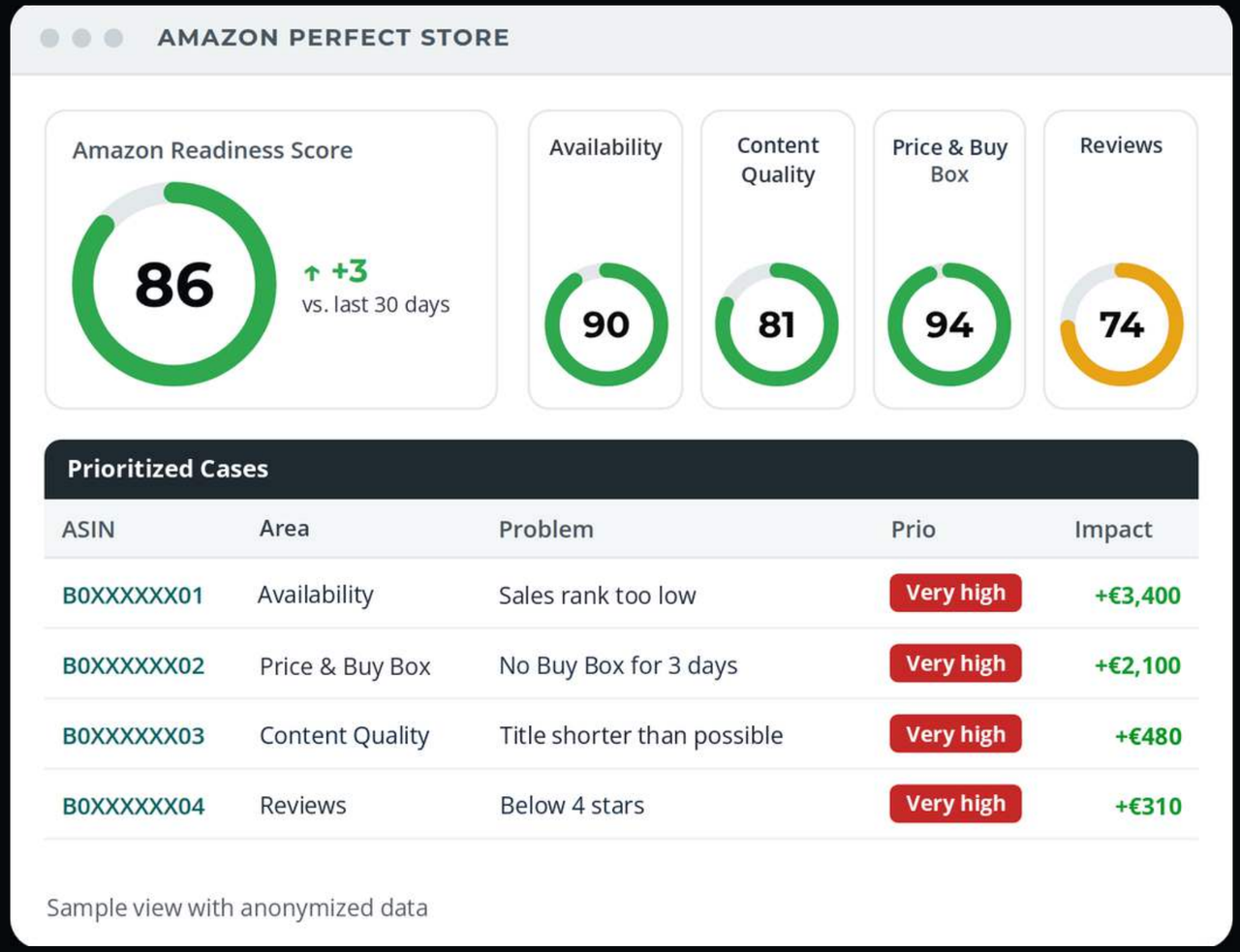
How strong is your presence – and where is it heading?

2 **Four areas**

Where does your portfolio deviate most from the ideal state?

3 **Prioritized cases**

Which action has the biggest impact? Work from top to bottom.



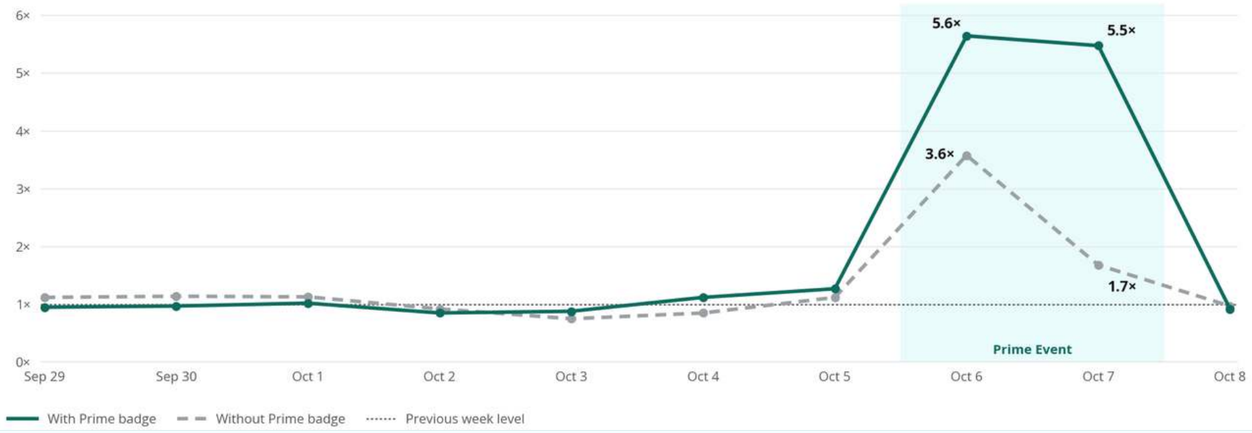
2 · DURING

3.5× on average. But the average is misleading.

Behind it are two completely different events – depending on whether a product carried a Prime badge.

Sales per day: stable with badge, day 2 collapses without

All vendors · 1.0 = sales on an average day of the previous week



Without a badge, day 2 is worth only half as much as day 1.
With a badge, almost as much.

And yes: top sellers often get the badge anyway, so part of the gap is selection. That makes it all the more important to ask which of your products deserve it – and which ones you send into the race without a badge.

More than 5x with badge

5.6x

Sales per event day. €1,000 in daily sales became €5,600.

Without badge, only the traffic effect

2.6x

Sales per event day. €1,000 in daily sales became €2,600.

Visitors became buyers

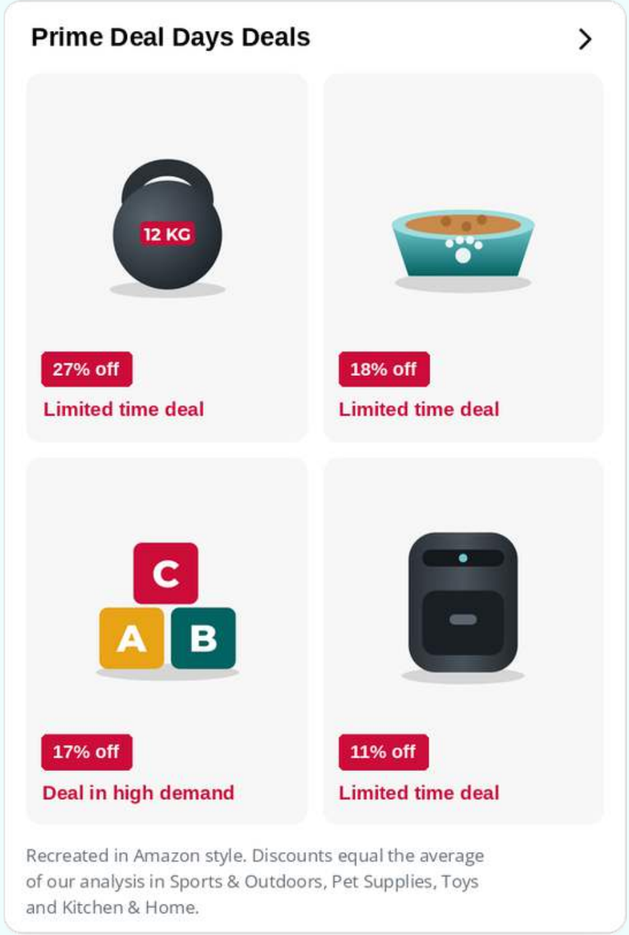
4.4x → 5.6x

Glance views vs. sales with badge: every visit generated more sales than in the previous week.

QUICKLY EXPLAINED

What is the Prime badge – and who gets it?

- **No coincidence, no gift.** The badge belongs to a deal that the manufacturer submits for the event and funds itself – as a vendor, via Vendor Central.
- **Amazon reviews and approves.** Only offers that meet Amazon's pricing, discount and review rules are flagged during the event.
- **Advertising alone isn't enough.** Sponsored Ads make an offer more visible, but they don't earn a badge.
- **The deadline was September 23.** Anyone who hadn't submitted by then went into the event without a badge.
- **Submitted your Black Friday deals yet?** Submissions for Black Week are already open – and the same rule applies: anything not submitted in time gets no badge.

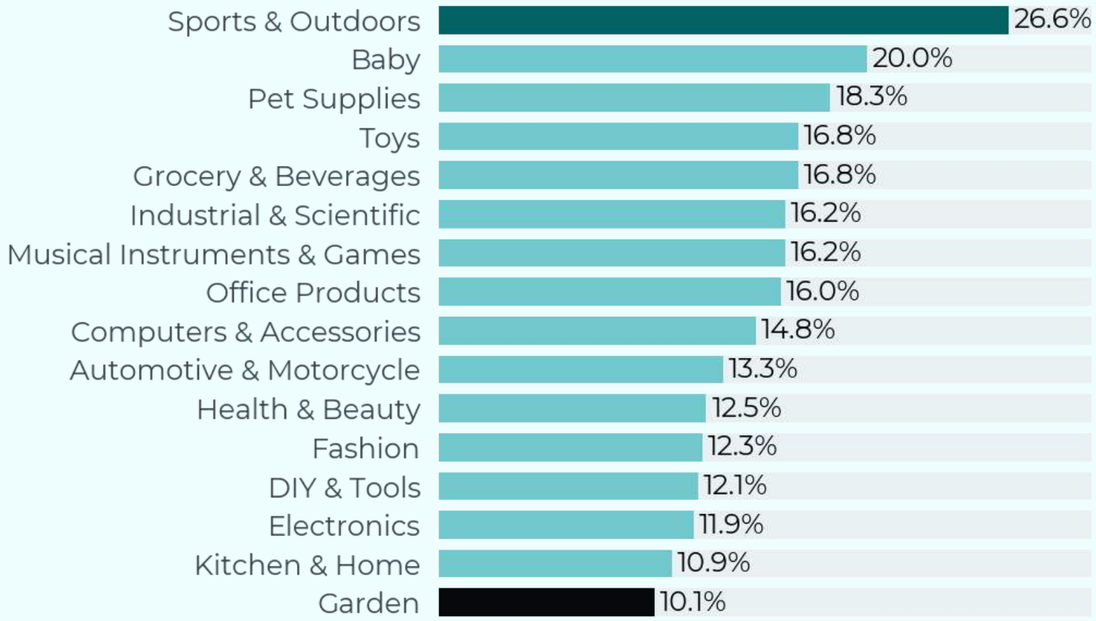


How did your discount compare to your category?

On average, vendors gave a 15% discount. But the average is no benchmark: Amazon requires different minimum discounts per category for deal events, and competitors set different standards in every category too.

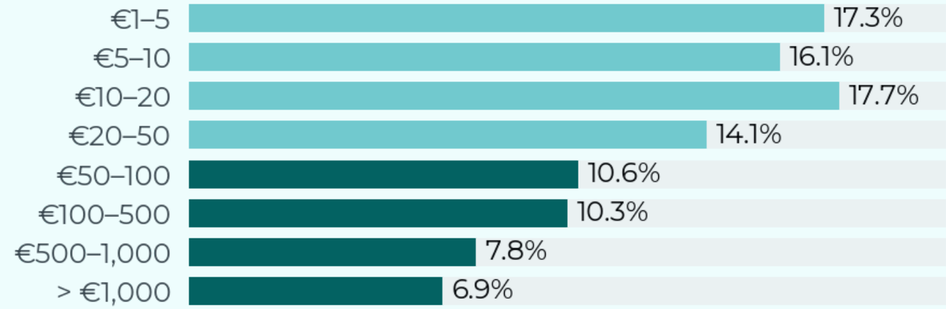
Avg. Prime discount by category

Main categories, combined across countries



The pricier the product, the smaller the discount

Avg. Prime discount by price range (undiscounted price, in euros)



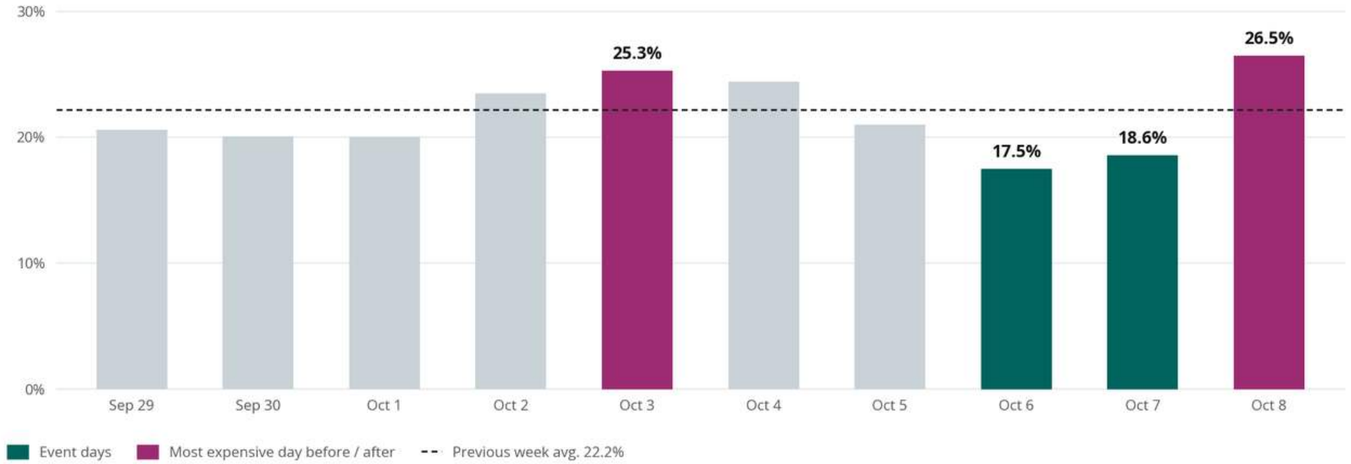
The average is not a benchmark.
What matters is what Amazon requires in your category – and what your competitors offer.

Did your ad budget work on the right days?

More budget during the event was the right call: high purchase intent makes every click more effective. But the chart also shows where money was lost.

ACoS per day: cheap during the event, expensive before and after

Vendors with active advertising · ACoS = ad spend per €100 ad sales



Cut back during the event and you lose visibility.
Keep bidding the day after and you burn money.

Budget more than tripled

3.2x

more ad budget per event day. €1,000 a day became €3,200.

Advertising got cheaper

€22.20 → €18.10

Ad spend per €100 ad sales: previous week vs. event – around 19% less.

Ads drove more sales

€18.50 → €21.10

of every €100 in sales came from ads: previous week vs. event.

3 · AFTER

After the event comes the reckoning. In the rankings.

Are your items better positioned today than before the event – or have competitors overtaken you? The demand has been captured; what remains is the Best Sellers Rank.

WITH PRIME BADGE

+10.0%

better rank in the main category (top level)

On average, a product ranked #100 stands at #90 after the event.

Lowest subcategory: **+8.4%**

WITHOUT PRIME BADGE

−3.3%

worse rank in the main category (top level)

Without a badge, you get overtaken by discounted competitors – and stay behind them afterwards.

Lowest subcategory: **−2.3%**

Skipping the badge isn’t saving.
It costs you ranking – after the event.

WHAT THIS MEANS

The event is an amplifier. It amplifies what’s already there.

Discounts and ads bring customers to your product page. Whether they buy is decided by four levers – and those are set long before the event. Weaknesses get amplified too.

AVAILABILITY

In stock when demand arrives.

Amazon Readiness Score

Shows before the event which ASINs are ready – and which need fixing first.

PRICE & BADGE

The right ASINs, the right discount.

AMVisor Analytics Platform

Makes prices, discounts, ranking and sales visible per ASIN and category.

CONTENT & TRUST

Turn visitors into buyers.

Perfect Store Standard

Weights 50+ signals by their importance for the purchase.

ADVERTISING

Budget on the right days.

AMVisor PPC Engine

Manages bids using vendor KPIs such as inventory, Buy Box and cost price – automatically, every day.

One bestseller sold over 19,000 laptops on day 1. On day 2, it was barely available.
Without stock, neither discounts nor ads help.

“Amazon success rarely fails for lack of data today. It fails when the right levers aren’t identified and consistently prioritized.

Stephan Stoppok, CEO AMVisor

THE NEXT EVENT

The next reckoning comes on November 27.

37 **days until Black Friday**

As of October 21, 2026

Seven questions. How many can you honestly answer “yes” to today?

Prep for Black Friday →

- [ ] **Do you know at a glance which of your top ASINs are Black Week ready – and which aren’t?**

  The Amazon Readiness Score classifies every ASIN: ready, good or needs optimization.

- [ ] **Do you know every day which of your event ASINs have lost the Buy Box?**

  No Buy Box, no purchase – and every ad euro is wasted. During the event, every day counts.

- [ ] **Do you know Amazon’s minimum discount and your category benchmark before you submit your deal?**

  Otherwise your discount is either too high for your margin or too low for approval.

- [ ] **Is your ad budget managed day by day – full throttle during the event, brakes before and after?**

  The day after the event, the same ad sales cost significantly more than during it.

- [ ] **Do you already know which ASINs will sell out during Black Week?**

  Peaks of 6x to 10x need a forecast that matches inventory and unit sales daily.

- [ ] **Can you justify which ASINs get a badge – and which don’t?**

  Based on margin, ranking potential and inventory, not gut feeling.

- [ ] **Do you know which of your deal ASINs are already at their Net PPM limit?**

  During a deal event, Amazon’s margin drops. If a lot sells and isn’t offset afterwards, the bestseller becomes a problem ASIN.

WHY AMVISOR

This is what we do. For every ASIN, every day.

AMVisor is the analytics platform for Amazon vendors. We make the Amazon Perfect Store measurable, show what matters first, and scale sales-ready products with the PPC Engine.

50+

signals per ASIN in the Amazon Readiness Score

1M+

ASINs analyzed to develop the Amazon Readiness Score

€100M+

ad budget under management

Other brands that rely on AMVisor include:

Kärcher · ZEISS · GARDENA · De'Longhi · Faber-Castell · Nikon · Weber · Jägermeister · Fissler · Rösle · Bauknecht · Deuter · Philips TV · Razer · Netgear · Hisense · Hartmann · Medela · Kneipp · Bausch + Lomb · fischertechnik · Clementoni · Eckes-Granini · STABILO · SONAX · Schmidt Spiele · STADA

“After evaluating multiple software solutions, AMVisor emerged as the clear winner. It delivers precisely the insights we need to manage our Amazon strategy effectively.”

Martin Bewersdorf

Head of Sales Key Account, Schmidt Spiele

“AMVisor hasn’t just transformed the way we work – it has transformed our results. It’s like having an extra team member that never sleeps.”

Michael Bayerle

Amazon Key Account Manager, SONAX

METHODOLOGY & TERMS

How we calculated.

Analyzed by the AMVisor Data Team using proprietary algorithms: over 100,000 ASINs, day by day around the event – combining Vendor Central, Amazon Advertising and our daily frontend check.

Which data was analyzed?

More than 100,000 ASINs from AMVisor customers – exclusively vendors and well-known brand manufacturers – on Amazon marketplaces in Europe and the US, day by day around the event. We combine three sources: retail data from Vendor Central (sales, units, glance views), advertising data from Amazon Advertising, and our automated frontend check, which captures prices, event badges, Buy Box and Best Sellers Rank directly on the product pages. Only products that are not end-of-life and were visible during the event and the previous week were included. The sample is our customer base: the results are findings for AMVisor vendors, not a statement about all sellers on Amazon.

What is the comparison?

All factors (e.g. 3.5x) refer to the average day of the previous week – always with exactly the same ASIN set. This way we measure the effect of the event, not differences in assortment. Prime Deal Days took place on October 6 and 7, 2026.

What is a Prime badge?

Products explicitly flagged as an event offer on the product page during the event. The badge requires a deal submitted by the manufacturer and approved by Amazon. The “without badge” group includes all other products of the same vendors.

How were discounts calculated?

We don’t take discount figures from the frontend. Instead, we calculate every discount in a statistically controlled way with proprietary algorithms from each ASIN’s daily price history – measured against the actual price level before the event. For the price ranges, all prices were converted to euros at the current rate, and marketplace category names were merged across countries. Categories with too few data points (e.g. large appliances) are not shown.

What do ACoS and glance views mean?

ACoS: ad spend relative to ad sales.
Glance views: views of the product detail page.

How was the ranking effect measured?

We track each ASIN’s Best Sellers Rank daily and compare the level before and after the event – separately for the main category (top level) and the lowest subcategory, and for products with and without a Prime badge. Shown is the average relative change.

How did your assortment really perform?

Interested? For a small fee, we'll create your personal report after Black Week: what the event brought you, where you left sales on the table, and what to do better next time.

01 **Your additional sales in euros:** what Black Week delivered compared to a normal week.

02 **Your place in the category:** whether you grew faster than your category – in sales, glance views and ranking.

03 **All categories at a glance:** where your category stood during Black Week.

04 **Deal badge & discount:** how much your items grew with and without a badge, and how your discount compared to your category.

05 **Advertising day by day:** budget, ad spend per €100 ad sales, and on which days money was lost.

06 **Your readiness before the event:** how ready your items were – and what that meant for sales.

07 **Top & flop items:** with the cause – inventory, Buy Box or missing deal.

08 **Your three biggest levers** for the next event – with potential in euros.

BF

Request your Black Week Insights

✔ your own data
✔ prioritized analytics

Start Trial →

No email client? Write directly to info@amvisor.com