

PRIME BIG DEAL DAYS | OCT 6 AND 7

148.7%

rise in average daily Amazon ad spend
versus the week before

Amazon ad spend jumped in two days. What did it buy?

Source Triple Whale, about 2,000 brands

THE HEADLINE

**Everyone is quoting the spend.
Far fewer ask what it bought.**

BEFORE

BIG DEAL DAYS

3.95% → 9.57%

Amazon's share of their ad budgets

**Pull three numbers before you set a single Black
Friday budget.**

NUMBER 1 OF 3

1

Did the second day earn its budget?

Day one carries the deal traffic. Day two is where budgets run on habit.

DAY 1

Carries the deal traffic

DAY 2

Did it earn its money?

Illustration, not account data

NUMBER 2 OF 3

2

How many buyers were new to brand?

A spike full of repeat customers is a discount you gave away, not growth.

New to brand

Repeat customers

Which side was your spike? Illustration, not account data

NUMBER 3 OF 3

3

How big is your retargeting pool now?

Everyone who viewed you during the event can be reached again before BFCM through the tools below.



Where you have access

ONE MORE THING THAT CHANGES THE MATH

Ad costs now come straight out of your proceeds.

Since April 15, Amazon takes ad costs out of seller proceeds. A loose BFCM budget will not show up as a bad ACOS in November. It shows up as a cash flow problem in December.

NOVEMBER 27

**BFCM spend leaves
your proceeds**



DECEMBER

**The cash flow
problem shows up**

YOUR TURN

Did your second Big Deal Day earn its budget?

YES

NO

Techmadeazy works with AdOrbix, our ecommerce partner agency. The link to book a check is in the first comment.