



2026 Prime Day Shuffle

Will Amazon's Shift Forward Pay off?

June 2026

2026 Prime Day Planning

Agenda

Introductions

Macro Level Trends

Is this a Good Move for Amazon?

Best Practice Pivots

What about July?

Q & A

A LITTLE ABOUT US

swellmedia

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Part of **Meet The People**

225+ Brand & Commerce Specialists

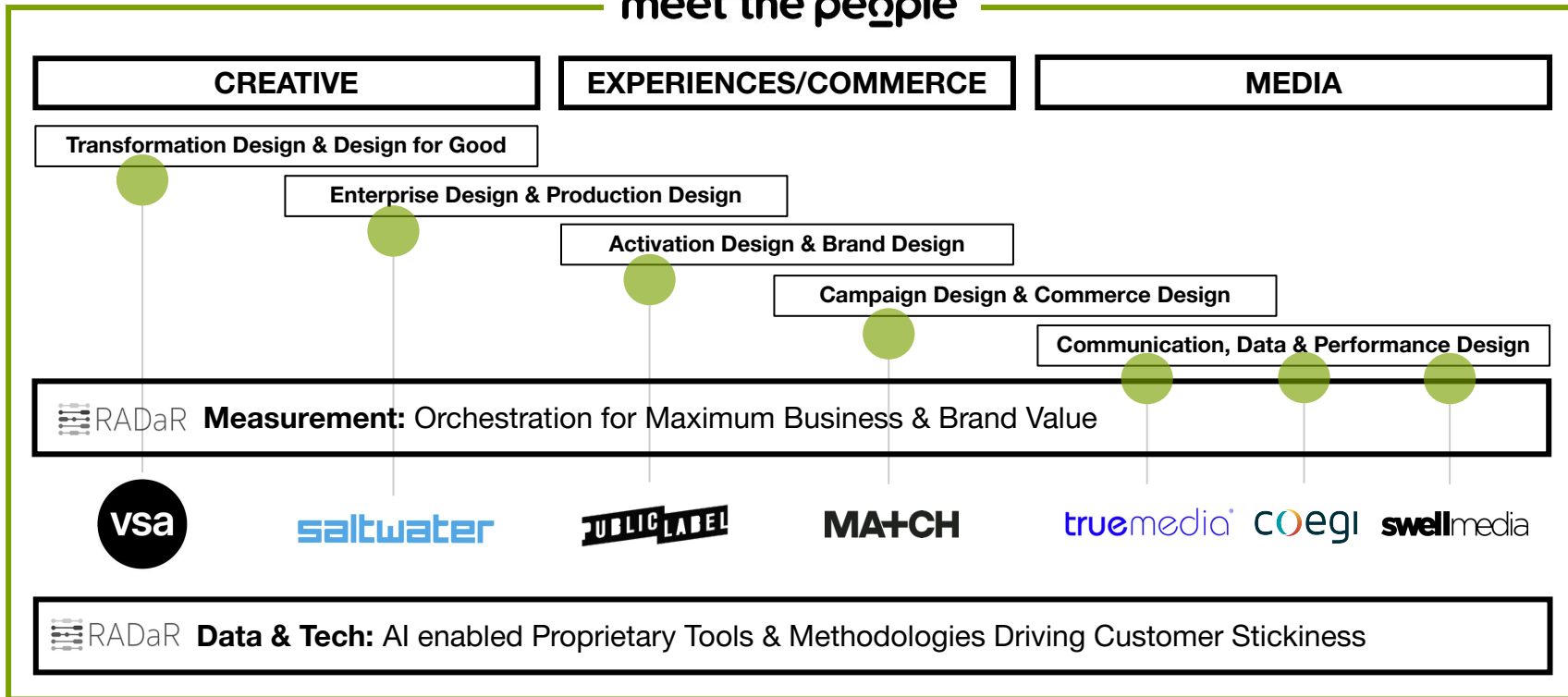
12 North American offices

Unified Physical & Digital Strategy and
Execution Approach for Brands

30+ years of experience in growing brand
across the US

OUR AGENCY CAPABILITIES COME TOGETHER FOR UNIQUE CLIENT SOLUTIONS

meet the people



Who is the webinar for?

- ❑ Multi-channel brands
- ❑ Online and offline sales mix
- ❑ 1P, 3P, or Hybrid retail relationships
- ❑ \$5m - \$250m per brand/channel



A Rocky Summer Ahead

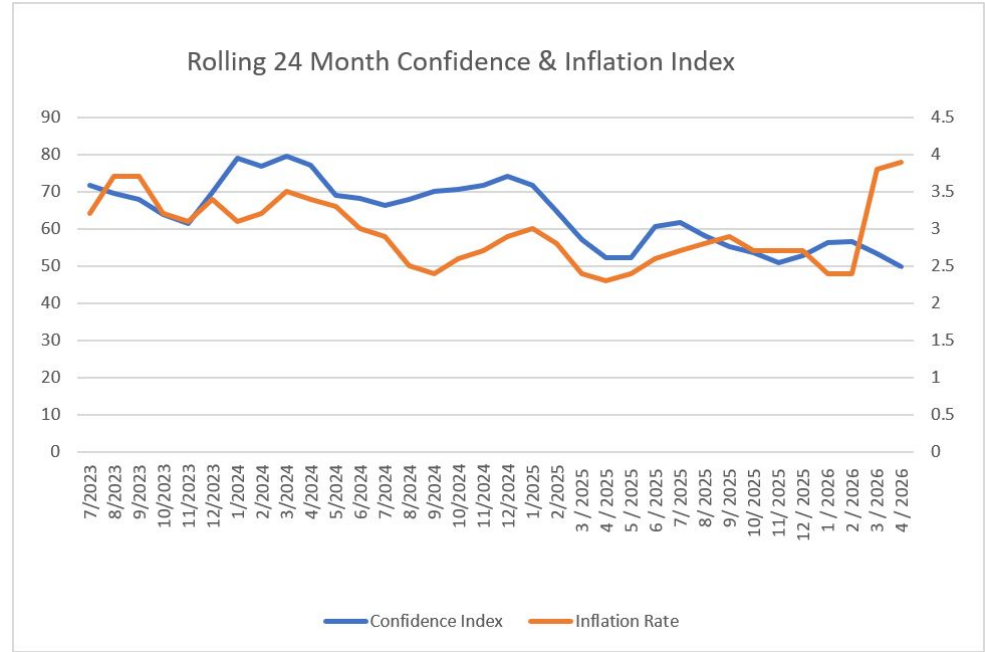
Iran War will directly impact summer sales

Direct relationship to inflation and consumer confidence

- Now at lowest level since 2022

Online somewhat insulated

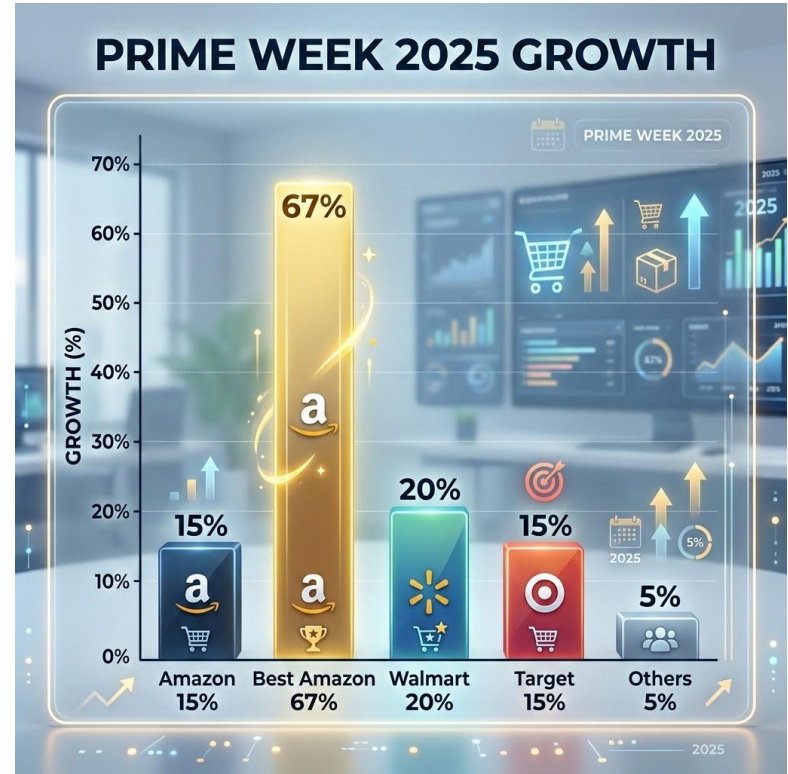
- Store traffic already down
- Ecommerce down less (but still down)



Sources: UM Consumer Confidence Index and US Monthly Inflation Index

Why Move Prime Day?

- 2025 was arguably their best year:
 - 10-15% lift overall
 - Top performers avg 67% YoY
 - Became “Prime Week”
 - Jump started some back to school buying
- The lift wasn't just Amazon
 - All major retailers had sales
 - Walmart outperformed Amazon
 - Even DTC sites saw a lift
 - **Could** have been a more permanent event
- June Prime
 - Others simply can't move that fast

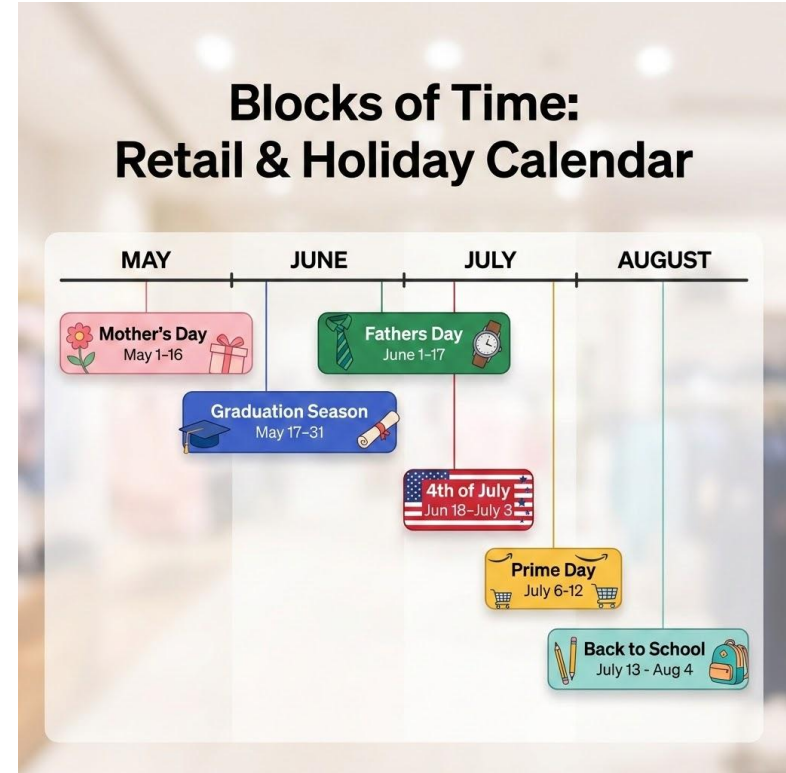




Will It Work?

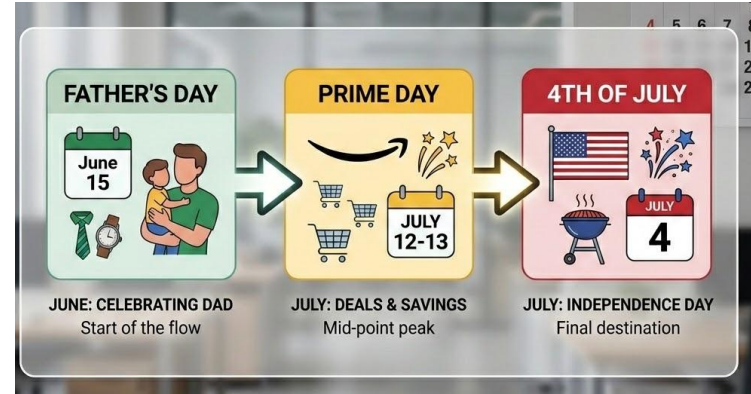
Prime Day Past & Present

- 2015 Original Premise was to address one of the slowest months of the year
 - Close a seasonal gap
 - Provide solid boost in activity
 - Owned Exclusively
- 2026 Opportunity
 - Slides right after Father's Day
 - Some overlap with 4th of July event buying
 - **Presents the first big sales event to cautious consumers**



The June Gamble

- Amazon did inform brands about the earlier start
 - Announced in March
 - But full deal list not released to affiliates this year
 - Will have to scramble to promote
- Likely limited media campaigns
 - No major TV, Streaming buys
 - No return to Google Shopping
 - No major uptick in social media spend
 - Bulk of traffic will come from base
- Have to great a new deal ‘flow’



Two Brand Strategy Options



- **Seasonal Items (FD or 4th)**
 - Men's clothing
 - Outdoor Living
 - Seasonal Food
- **Father's Day: Hit peak — reset — restart**
 - Leverage prior week growth
 - Best way to get lift
 - Solid opportunity to grow
- **4th of July:** Start early - keep going - be patient
 - Sales will shift early but not 100%
 - Growth opportunity
- **Non seasonal Items**
 - Everything else
- **Recommended plan**
 - Reset prices now
 - Plan for deals or coupons
 - Start early - build momentum
 - Watch days closely
- Forecast lower July

Pricing and Deals

- Should review current price and promotion strategy
 - Father's Day look to extend
 - 4th look to bring in early
- Always option to have no deals
 - Leverage higher traffic
 - Unknown quantity this year
- Is positioned as a 'deals' event

Pricing	FD Brands	4th Brands	NonSeason Brands
By 6/6	Stick to plan	Reset	Reset
By 6/12	Stick to plan	Steady	Steady
By 6/19	Review & Reset	Start offers	Start offers
Prime Week	Extend	Core offers	Core offers
4th Week	End	Keep going	End

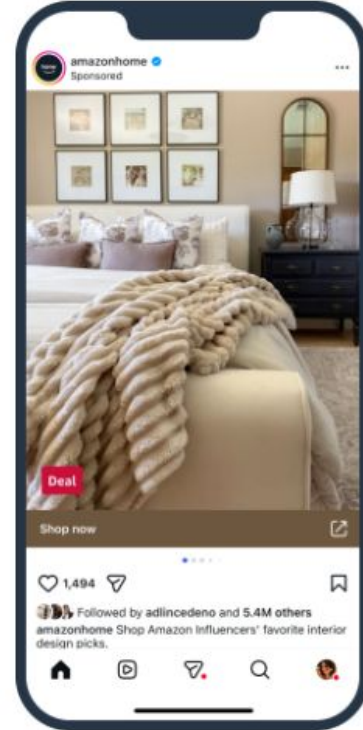
Marketing Spend

- Clean up campaigns now
 - Great time to review negative terms and phrases
 - Reset your day parting
- Leverage lessons from prior year
 - Do not wholesale increase bids
 - Leverage higher volume first
- Father's Day tip
 - Scale back 18-21
 - Ramp back 22
 - Edit, don't build new ads

AMS Spend	FD Brands	4th Brands	NonSeason Brands
By 6/6	Ramping	To plan	To plan
By 6/12	Ramping	To plan	To plan
By 6/19	"Mini pause"	Start Ramping	Start end of week
Prime Week	Budget not bid	Budget not bid	Budget not bid
4th Week	Reset	Bid focused	Scale back

Creator Connections

- Great opportunity to tap into if you have compelling plan for Prime Days
- Great marketing value
 - Only pay for sales
 - Mostly off Amazon exposure
 - 34c average CPC
- Tip
 - Extend beyond Prime Day window (min 30 days)
 - Offer large stack of items
 - 10% is standard offer
 - Consider 20%
 - You control budget



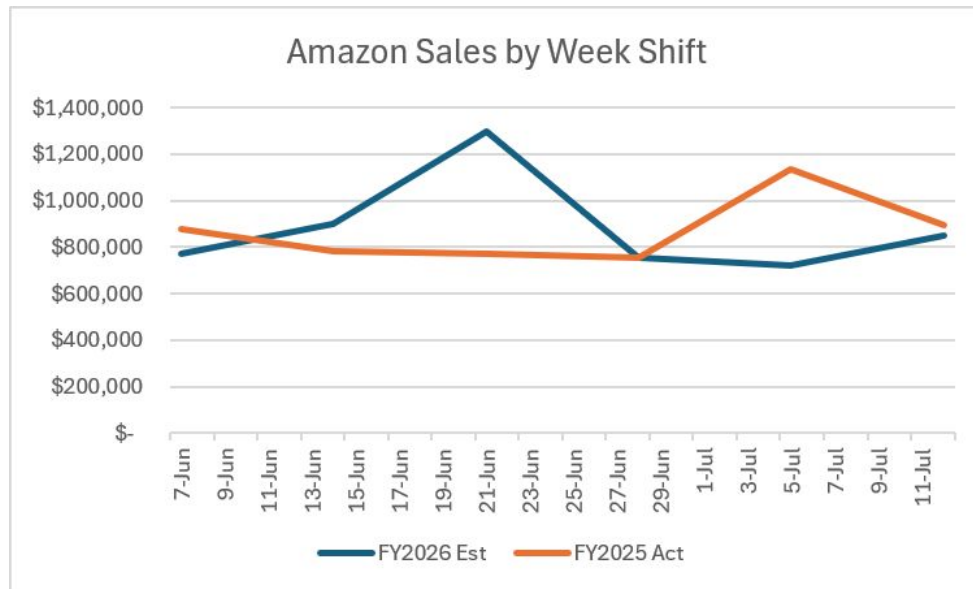
Competing Deal Landscape

- Every retailer has some counter programming
- None of them fully stocked for June deals
- Many still have July events
- Tip
 - Don't change spending on other platforms
 - Consider compelling DTC offer to base
 - Reset July estimates



Key Takeaways

- Make shifts to pricing and plan now
- Seasonal brands have great opportunity to pick up net growth
- Nonseasonal will be more challenging
- Get traction early
- Don't overbid - keep enough budget to 'spend through' 4 days
- Think through likely impact on July's sales goal





Q & A