

2023 Amazon Holiday Readiness Checklist

On Amazon, you've got three major opportunities to get your best deals and discounts in front of eager holiday-season shoppers. Now is the time to prepare for Amazon's Fall [Prime Big Deal Days](#) event, as well as Black Friday and Cyber Monday.



Prime Big Deal Days

Date: TBD in October

Black Friday

Date: November 24

Cyber Monday

Date: November 27

Here are the dates, tips, and guidelines brands and retailers need to know ahead of Amazon's massive holiday season. Get a jump start on preparing for the busiest shopping time of the year, so your team can spend the height of the season optimizing to maximize sales.

August

With a majority of consumers turning to Amazon for holiday shopping, this is the month for your brand and any authorized resellers to start preparing for deals, discounts, and promotions to drive sales in the last quarter of the year.

67% of consumers shop for holiday gifts on Amazon.

Check inventory levels and begin placing orders for holiday events

- Ensure Big Deal Days event FBA inventory reaches Amazon by early September*
- Ensure all Black Friday and Cyber Monday FBA inventory reaches Amazon by mid-October*

Submit holiday deals, discounts, and promotions

- Submit Black Friday and Cyber Monday deals by September 1*

Set up Buy with Prime if you want to offer it

- During Prime Day 2023, [brands increased sales by 10x with Buy with Prime](#)

Review and update third-party (3P) sellers

- Identify and stop any unauthorized 3P sellers
- Remind authorized 3P sellers of your policies on Minimum Advertised Price and discounts, as well as important holiday season deadlines

September

More than half of consumers start their holiday shopping well before Thanksgiving. With Amazon planning another fall [Prime-member-exclusive](#) event this October, there will be even more incentive for shoppers to start checking off their gift lists early.

55% of consumers start Christmas shopping before Thanksgiving.

Review 30-60 day keyword trends on Amazon to begin planning and testing holiday campaigns

Begin integrating holiday-related keywords and imagery into organic content

- Storefront updates
- [Amazon Posts](#)
- [Amazon Live](#) content
- Product listing updates

Start planning email marketing campaigns to re-target existing customers

Plan over-the-top (OTT) and social media advertising to drive off-Amazon traffic to your listings

Begin testing Prime Big Deal Days advertising campaigns 2-4 weeks prior to the event

October

In 2022, Amazon introduced a second Prime member event, during which early holiday shoppers bought millions of products. This year they're doing it again with Prime Big Deal Days – so be ready to increase advertising bids and promote Prime-exclusive deals this month.

During Amazon's 2022 Prime Early Access Sale, shoppers purchased more than **100 million** items.

Increase advertising bids for the Big Deal Days event

Promote Big Deal Days deals on your direct-to-consumer (DTC) website if participating in Buy with Prime

Begin testing Black Friday - Cyber Monday advertising campaigns 2-4 weeks prior to the events

November

This month, it's time to ramp up promotional efforts to make sure you're reaching shoppers during the biggest shopping weekend of the year (and the most competitive time to [advertise on Amazon](#)). Now is also the time to start ordering FBA inventory for the new year to make sure it arrives in time for the post-holiday transition.

22% of ALL annual ad spend on Amazon occurs in November and December.

Increase your advertising investment and push your biggest discounts of the season during the Black Friday - Cyber Monday shopping weekend

Begin shipping inventory for the new year

- Ensure post-holiday inventory arrives by mid-December*

December

As the holiday season winds down, focus your keyword efforts on last-minute gift language to grab the attention of late shoppers. Then keep the momentum going with preparations for the new year: even after the holidays, a majority of consumers turn to Amazon first for online shopping.

57% of consumers start their online shopping searches on Amazon.

At the start of the month, update listings and advertising keywords to focus on last-minute gift messaging

Begin post-holiday promotions to clear out excess inventory

Increase customer support to process post-holiday returns

- Amazon allows most items shipped between November 1 - December 31 to be returned until January 31 of the following year

**All dates are estimates based on 2022 Amazon guidelines. Be sure to keep an eye out for updates from Amazon as they become public.*



More Holiday Readiness Tips

A powerful analytics and automation tool like [Jungle Scout Cobalt](#) can make holiday planning faster, easier, and more strategic – and give you the data you need to stay ahead of the competition all season long.

- ✓ Analyze [Share of Voice](#) data to see which seasonal terms your competitors are ranking for and which keywords you should add to your product listings and advertising targets.
- ✓ Enable [Alerts](#) to stay instantly informed on changes to your and your competitors' listings, such as going out of stock, price and Buy Box changes, and more.
- ✓ Use [Advanced Budget Control](#) to set custom bid multipliers and strategically distribute your budget to ensure your ads stay competitive and deliver positive RoAS during peak shopping times.
- ✓ Build [Dashboards](#) with dynamic data visualizations that highlight the impact of your holiday strategies and pinpoint areas for continuous optimization.
- ✓ Gather [Market Intelligence](#) to see how your market share stacks up against competitors, find trends that are driving sales, and keep track of 3P sellers.



Learn more about how Cobalt can help you streamline your advertising, track seasonal trends, and win against competitors during the most important shopping seasons of the year. [Request a demo.](#)