

chanel messenger bag original

Let's dive in!

Checklist for Amazon Prime Day 2023_DataChannel

Review past performance: 'By looking back at how well your previous year's sales went, you should be able to determine your best-selling items. Monitoring that performance requires careful attention to key indicators like ACOS, click-through rate, impressions, and clicks, among others. When it comes to the previous year's data, you need a single source of truth that enables you to streamline data from multiple customer touch points and advertising products while also remaining flexible and adaptable with it.

Optimize product listings: Make sure your product titles, descriptions, and photos are current and optimized for search rankings when creating product listings.

Use relevant keywords and eye-catching imagery to draw in more customers. By leveraging Amazon ads strategically and optimizing the look and feel of your different products you can drive meaningful traffic to Amazon store and even your website. Head over to our detailed guide on Amazon Ads to learn how to maximize their true potential.

Monitor performance: Throughout the Prime Day event, monitor your sales, traffic, and cost-per-click to spot any problems or areas for improvement. Generally, the CPC tends to remain somewhat higher during the Prime Day Sales event, so you can manage your advertising budget and promotional offers accordingly.

Amazon Prime Day is a mainstream retail event, and shoppers wait for it eagerly.

It provides sellers the best opportunity to increase their foothold among customers. But all of this would mean nothing if you don't have your data ready, it is as crucial to measure and evaluate your marketing techniques so that your money doesn't go down the drain. By incorporating our above-mentioned techniques, sellers can leverage the sales event and Amazon platform to its fullest potential.

Now that you have gone through our important tips and techniques, Get Set, and Sell! Schedule a demo call with us to discover how DataChannel can help you capitalize on your Amazon data for Amazon Prime Day.

Cost effective ETL with DataChannel

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