Helium 10 Strategy Guide

Prime Day Checklist: How to Succeed in 2026

Prime Day 2026 is coming. And a month early. As profitability becomes more challenging on the platform, we share the most impactful strategies to help you plan, prioritize, and profit from this four-day event. This guide is curated by several Amazon and e-commerce experts to help you scale your brand when it matters most.

01. Preparing Inventory | 02. Ranking Acceleration | 03. Analyzing Historical Performance
04. Maximize Profits with Listings | 05. Building Effective PPC Campaigns | 06. Preparing Deals
Prime Day Checklist

01 | Optimize Prime Day Inventory and Stock Levels

- [ ] **Assess last year's inventory and sales:** Review last year's sales and inventory to see what your sales were on Prime Day and how many units' worth of inventory you sold in total.
- [ ] **Assess current levels of inventory:** Review your current inventory levels and choose which products you want to promote on Prime Day based on those inventory levels. If this is your first Prime Day, a general guideline would be to have at least 4-5 days of inventory to cover your Prime Day sales. This is an estimate and could be more or less depending on your marketing strategy.
- [ ] **Focus on slow moving ASINs:** If you have ASINs that are not selling quickly on Amazon and you have lots of cash stuck in this inventory, Prime Day is a great time to discount these items to liquidate stock of unsuccessful products.
- [ ] **Use Capacity Monitor and Capacity Manager on Seller Central:** Plan FBA limits and request extra storage for fast-selling products. Submit bids early to secure space and potentially earn performance credits that offset fees. It's important to make sure you have the space to house the amount of inventory that you want to move.
- [ ] **Send bulk inventory to Amazon Warehousing and Distribution (AWD) by May 27** to auto-replenish FBA without affecting capacity limits, reduce costs, and ensure your deals stay active. Even if you run out of stock at FBA, your listings remain buyable as long as AWD has inventory. So, for anyone with low storage limits or who is worried about running out of stock, AWD is a good solution.
- [ ] **Send in FBA inventory for Prime Day by May 27** to ensure inventory arrives at the fulfillment centers ahead of the sales event. It is recommended to schedule your deliveries at least 7 days before the deadline to allow for potential logistical, carrier, or customs issues.

> "Helium 10's Ads tools boosted our Prime Day ROI and visibility with smarter targeting and stronger results than previous years."
>
> **Vincenzo T.**
> CEO, Ecovacy

We're always innovating and supporting sellers.
Check out the latest updates and pro-level training.

Find new or hidden growth opportunities.
Streamline your keyword research and stay ahead of the competition

02 | Ranking Acceleration for Maximum Profitability

- [ ] **Pick your ranking keywords before anything else:** Prime Day's traffic surge is big enough to move your organic rank for weeks afterward, but only if you focus your fire. Don't try to rank for everything. Identify 5 to 15 high-value keywords you actually want to own, with a mix of high-volume keywords, competitive mid-tail keywords, and a few specific opportunities where you already have momentum.
- [ ] **Track your targets daily with Keyword Tracker and Heat Maps:** Add your keywords to Keyword Tracker so you can see how your rank moves each day throughout the Prime Day event. Heat Maps inside of Keyword Tracker shows rank changes visually, which is especially helpful for spotting when a keyword is ready to break into the top ranks with a little more push or when a keyword is falling in the ranks. (Heat Maps are a Diamond-only feature.)
- [ ] **Optimize your listing with target keywords:** Your title, bullets, images, and backend terms all need to support the keywords you're trying to rank for. Your target keywords must be indexed for your listing to get it indexed, no amount of ad spend will fix it. So, make sure to optimize your listing and check to make sure that your products are indexed for your target keywords.

  Hint: Index Checker in Helium 10 allows you to do this in minutes.
- [ ] **Hold your rank after the event:** The biggest mistake sellers make is easing off the week after Prime Day. Keep running PPC on the exact keywords you pushed during the event so you don't lose the position you just earned. Even two days of sustained spend can help your rank separate brands who hold their rank ranks from brands who slide back.

Research listings that have been out of stock and discover the keywords that drove performance. **Capture market share before Prime Day.**

03 | Analyze Historical Data for Actionable Insights

- [ ] **Discover keyword-based market insights to find opportunity:** Helium 10's Search Query Analyzer tool lets you track Search Query Performance metrics over time and shows the exact keywords perform in your market. You can also find new keyword opportunities that your audience converts with more. With this information, you can then make better choices about which keywords to include in Top of Search for your PPC campaigns for Prime Day.
- [ ] **Analyze historical keyword trends:** Analyze historical keyword rank and search volume to start ranking early for Prime Day keywords. Use Cerebro's Historical Trend tool to go back in time to see where you and your competitors were ranking for Prime Day related keywords. Once you have your list of Prime Day keywords, start targeting them with PPC early to get your products ranked before your competition.
- [ ] **Analyze last year's PPC performance with Helium 10 Ads:** Analyze the keywords that converted the best during Prime Day last year and make sure that you include them in your targeted keyword list for Prime Day this year.

Prime Day 2026 by the Numbers

$24.1B in sales, this 71% YoY increase shows that customers are still seeking limited-time deals and value from products.

307M items sold during Prime Day, highlighting the immense reach of this event.

63% of US households placed orders on two or more separate items from Amazon during Prime Day 2024.

Stats & Data from 2025

Guest E-Comm Expert Section

Emma Schermer Tamir is the trusted expert for elevating e-commerce businesses into unbeatable brands. As the CEO and Co-founder of Marketing by Emma, she has empowered more than 2,000 businesses to grow their online sales through impactful strategy, conversion-spiking Amazon listings, compelling website copy, and more.

Emma Schermer-Tamir
Amazon Optimization Expert, Marketing by Emma

04 | Demonstrate Product-Value with Excellent Listings

- [ ] **Optimize your listing for cross-sell and upsell opportunities:** Maximize your real estate to capture every sales opportunity by developing a Brand Story Carousel and by using the Premium A+ Content Comparison Chart. Both of these highlight additional product offerings in your catalog to increase your average order value. You can also add virtual bundles to your listing to showcase more of your products and offer great deals on bundled-up products.

  Create listings that convert with Helium 10's seamless listing optimization →
- [ ] **Elevate your imagery and content with strategic differentiation:** How can you position your product in a way that sets it apart from the competition and makes people want to choose you? Be clear about your USPs, your brand's values, and how you're unique in your images and content. An easy way to compare your images to your competitors is by using Helium 10's Listing Analyzer.

Compare your product images with competitors using critical data. **Watch the Listing Analyzer Pre-Training Video**
- [ ] **Win Rufus recommendations:** 60% of Amazon shoppers are now using AI shopping assistant Rufus to make purchasing decisions. The only way that Rufus can recommend you to the right customers, is if they understand your products and your brand. Ask Rufus questions to see what it knows, and where the gaps are. Then update your listing so that Rufus knows your business inside and out.
- [ ] **Survey the search results:** Put yourself into your customers' shoes by searching your target keywords to see what you can do with your title and main image to stand out (while still playing by Amazon's rules).

05 | Build & Optimize Effective Prime Day PPC Campaigns

- [ ] **Stay in budget:** Prime Day brings a ton of shoppers to Amazon who want to get great deals which means an increase in clicks and an increase in conversion rate and that can get pricey! Set all of your campaigns that are performing within your expected ACoS/RoAS, make sure you increase your budgets during Prime Week.

Learn precisely how to increase your PPC budgets during Prime Week in this demo. **Watch Now**

Note: If you do not have a retail-ready listing, are not running any discounts or deals, or have a product that historically does not do well on Prime Day, I would NOT recommend increasing your budgets.
- [ ] **Protect your market share with defensive ads:** Run product targeting against all of your main ASINs. Customers do a lot of window shopping during Prime Day and you don't want them to land on your listing only to leave it after seeing a better offer from one of your competitors. This is a great strategy to not only defend your listings from competitors, but also to cross-sell your own products.
  - Create both Sponsored Display and Sponsored Products product targeting campaign
  - Target ONLY your own ASINs in their own campaign
  - Turn off "Similar to advised products" targeting
- [ ] **Increase bids for high-converting products with deals and decrease for products without deals:** With a Prime Day deal or discount, you can usually expect your conversion rate to increase. If this is the case, you may want to increase your bids on your high-converting, high-spending targets in order to drive sales. Similarly, a Prime Day deal or discount, you may see a decrease in your conversion rate, so you might want to lower your bids on anything below your target ACoS to save money during this competitive time.
- [ ] **Turn on Sponsored Display retargeting campaigns to capture traffic that doesn't convert during Prime Day:** Make sure to take advantage of all the additional traffic you receive during Prime Day by creating Sponsored Display Views remarketing campaigns. This will allow you to serve ads to customers who viewed your products but did not purchase any of them, thus taking advantage of those extra eyeballs long after Prime Day ends.
- [ ] **Update your ads for maximum Prime Day exposure:** If you're running deals or discounts, be sure to update your ads:
  - Create campaigns focusing on Top of Search for any products with deals that you want to maximize traffic on.
  - Create ASIN targeting campaigns that go after any products you sell at a lower price or have better reviews for.
  - Update your headline ad copy to mention your deals and discounts to increase CTR
  - Add a lifestyle image to your Sponsored Brand ads to maximize your CTR and Top of Search visibility
- [ ] **Utilize AMC Audiences (AMC):** Utilize AMC audiences to narrow down your targeting and focus on customers who are most likely to buy. Here are two audiences you can use:
  - Audience of Deal Seekers
  - Audience of previous buyers
- [ ] **Own the top of search:** Sponsored Brand Video ads perform best when placed at the top of search. Make sure you're targeting your top-converting keywords and pushing for top-of-search placements to maximize visibility and conversions.
- [ ] **Upgrade your creatives:** Use AI Creative Studio to improve your Sponsored Brand images and videos. Better creatives mean higher engagement, so make sure your ads are eye-catching and clearly show off your product benefits.
- [ ] **Bid smarter by placement:** Check your placement reports and increase bids for high-performing placements like top of search. If certain placements aren't converting well, lower your bid modifiers to avoid wasting ad spend.
- [ ] **Scale what works:** For campaigns hitting your RoAS or ACoS targets, don't hold them back. Raise the budgets so you can keep driving profitable sales, especially during high-traffic periods.

Note: The week leading up to Prime Day is historically one of the lowest-converting times for advertising on Amazon. You may want to decrease bids during this time to increase efficiency.

Refine Your Ad Strategy with Insights from AMC. **Learn how to use audience insights for post-Prime Day success.**

Guest E-Comm Expert Section

Destaney Wishon is the CEO and co-founder of BetterAMS, where she leads a team of Amazon advertising specialists who provide data-driven, strategic recommendations for e-commerce businesses to help them achieve better results with Amazon advertising.

Destaney Wishon
CEO, Founder, PPC Expert, BTR Media

Dive into expert-led Amazon FBA topics. **Build your brand with lessons from over 28 different experts with Freedom Ticket**

06 | Prepare for Prime Day Exclusive Discounts

- [ ] **Enroll in Prime Exclusive Discounts:** For your accounts and products by the appropriate deadline (you can only create deals for accounts and products that have 4 stars or higher).
- [ ] **Create a discount code on Seller Central:** Create a discount code on Amazon and send it out to your email list for a special Prime Day discount.
- [ ] **Add coupons to your listings:** Consider adding a coupon or a strikethrough price on your listing if you aren't enrolling in Prime Day Exclusive Deals to keep up with the competition.
- [ ] **Utilize influencers to drive traffic:** Consider using influencers to promote your products for Prime Day. Start reaching out to them as early as possible to ensure that any products you send for filming your videos reach them in time to the great Prime Day content. If you want to track your performance and get 10% back, you can use the Amazon Brand Referral bonus.

  Hint: Index Checker in Helium 10 allows you to do this in minutes.
- [ ] **Run social media ads:** Consider running social media ads on platforms like Instagram and TikTok to promote your products on Amazon.
- [ ] **Prime Day offers for customers:** Prime Exclusive price discount submissions open in May and will close 6 hours before the Prime Day event starts.
- [ ] **Offer Prime-Exclusive price discounts:** For $100 per campaign (up to 500 SKUs), give Prime members special pricing with free shipping on eligible seller-fulfilled products. These offers get Prime Day deals badging in search, on detail pages, and in the cart through not on the deals page. Submit via Seller Central under Advertising > Price Discounts.

Strategy Guide Curated by:

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2026 Prime Day Checklist

Keep track of your Prime Day tasks with ease and capitalize on the busiest sales period of the year.

Prepare Inventory

- [ ] Assess last year's inventory and sales
- [ ] Assess current levels of inventory
- [ ] Send in FBA inventory for Prime Day
- [ ] **Use Capacity Monitor and Capacity Manager on Seller Central**
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Ranking Acceleration

- [ ] Pick your ranking keywords. Identify 5 to 15 high-value keywords you want to own, with a mix of high-volume keywords, competitive mid-tail keywords
- [ ] Add your target keywords to Keyword Tracker in Helium 10.
- [ ] Optimize your product page title, bullets, images, and backend terms for the keywords you're trying to rank for.
- [ ] The biggest mistake sellers make is easing off the week after Prime Day. Keep running PPC on the exact keywords you pushed during the event.

Analyze Historical Performance

- [ ] Use Helium 10's Search Query Performance analyzer feature to check keyword performance
- [ ] Analyze historical keyword trends
- [ ] Analyze last year's PPC performance with Helium 10 Ads

Optimize PPC

- [ ] Prepare your budget for Prime Week
- [ ] Protect your market share with defensive ads
- [ ] Increase bids for high-converting products with deals & decrease for products without any deals
- [ ] Turn on Sponsored Display retargeting campaigns to capture traffic that doesn't convert during Prime Day
- [ ] If you're running deals or discounts, update your ads for maximum Prime Day exposure
- [ ] Utilize AMC Audiences (AMC)
- [ ] Own the top of search
- [ ] Upgrade your creatives
- [ ] Bid smarter by placement
- [ ] Scale what works

Optimize Listings

- [ ] Optimize your listing for cross-sell and upsell opportunities
- [ ] Elevate your imagery and content with strategic differentiation
- [ ] **Update your keywords**
- [ ] **Survey the search results**

Prepare Deals & Drive Outside Traffic

- [ ] Enroll in Prime Exclusive Discounts
- [ ] Create a discount code on Seller Central
- [ ] Add coupons to your listings
- [ ] Utilize influencers to drive traffic
- [ ] Run social media ads