Prime Day 2025 Case Study

Fragrance + Lifestyle Bodycare Brand | Amazon US | July 2025

Executive Summary

This case study outlines the strategy and performance results from our first-ever July Prime Day (2025) campaign for a premium DTC fragrance + bodycare brand. We combined structured pacing, creative-first advertising, and efficient budget control to scale profitably across Prime Days (July 8–11) while lifting post-event rank and performance. From ad architecture to listing readiness, this campaign reflects a high-performance growth model tailored for seasonal demand surges.

The Challenge

After a successful Fall Prime event in 2024, the brand entered July 2025 with growing Amazon traction but no summer-season data. The goal: use Prime Day to significantly drive volume, improve rank, and capture market share—without overextending ad efficiency.

- Highly competitive mid-year event with aggressive CPC surges
- No previous summer performance benchmarks
- Tight TACOS efficiency target of 12–15% range

Our Strategy

1. Budget & Pacing Plan

We used a 3-phase pacing plan mapped against event dynamics:
- **Ramp-Up (July 1–7):** Scale traffic gradually and warm up ASIN performance
- **Prime Peak (July 8–11):** Aggressive scaling with real-time bidding & creative swaps
- **Stabilization (July 12–17):** Post-event clean-up, retargeting, and spend correction


Prime Pacing - 2025
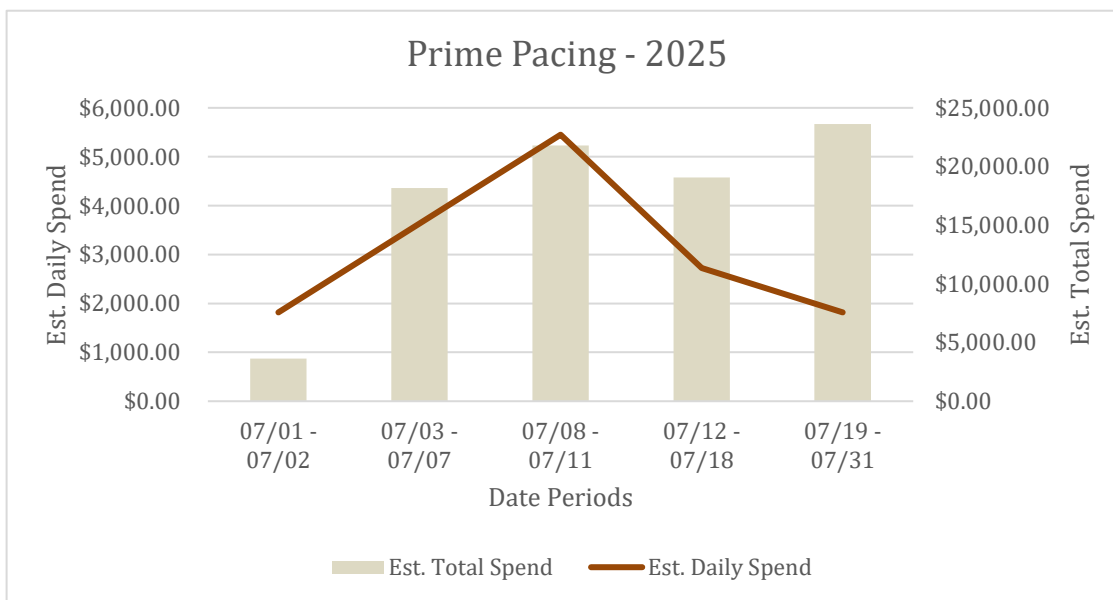
2. Advertising Execution

- **Sponsored Brands Video:** Fresh Prime creatives rolled out for all hero ASINs
- **Exact + Phrase Match Scaling:** Focused on proven high-intent search terms
- **Sponsored Display Retargeting:** Re-engagement layer for Prime window traffic
- **Top-of-Search Placement Bidding:** Used heavily on July 9–10 for highest intent overlap
- **ASIN Targeting:** Deployed across top competitors' PDPs with Prime discounts
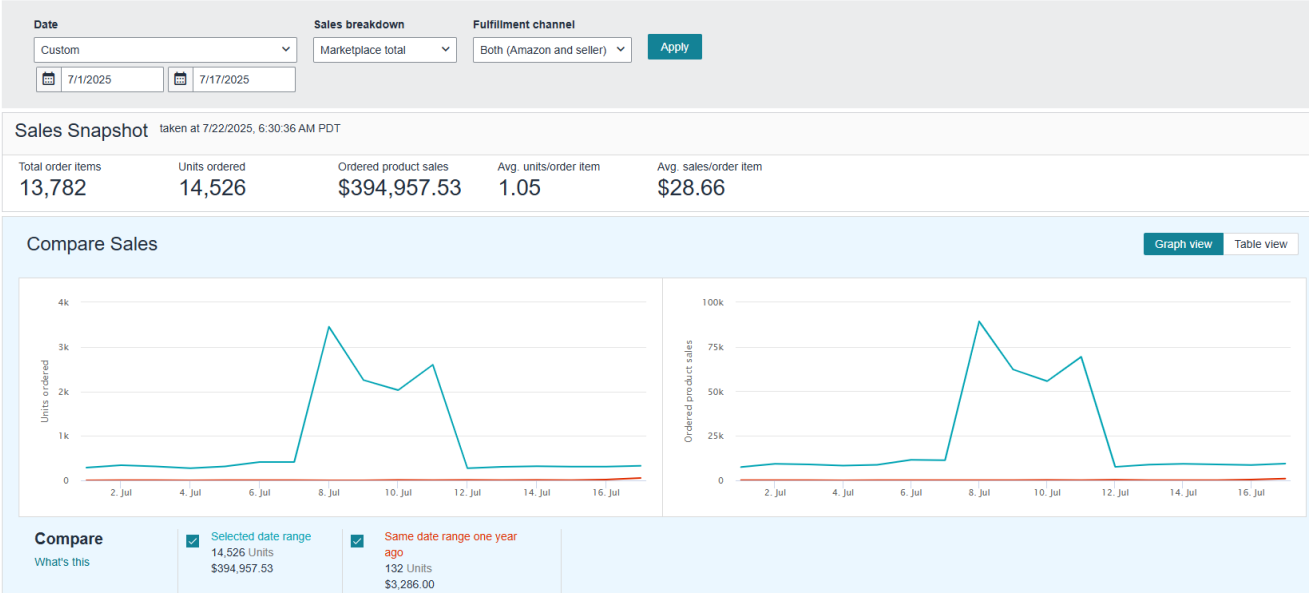
3. Listing & Creative Optimization

- A+ content and PDPs updated with seasonal language and lifestyle visuals
- Prime-Day-specific Storefront merchandising section for bundles & gifts
- Prime badge alignment through coupons and pricing logic (auto-triggered discounts)
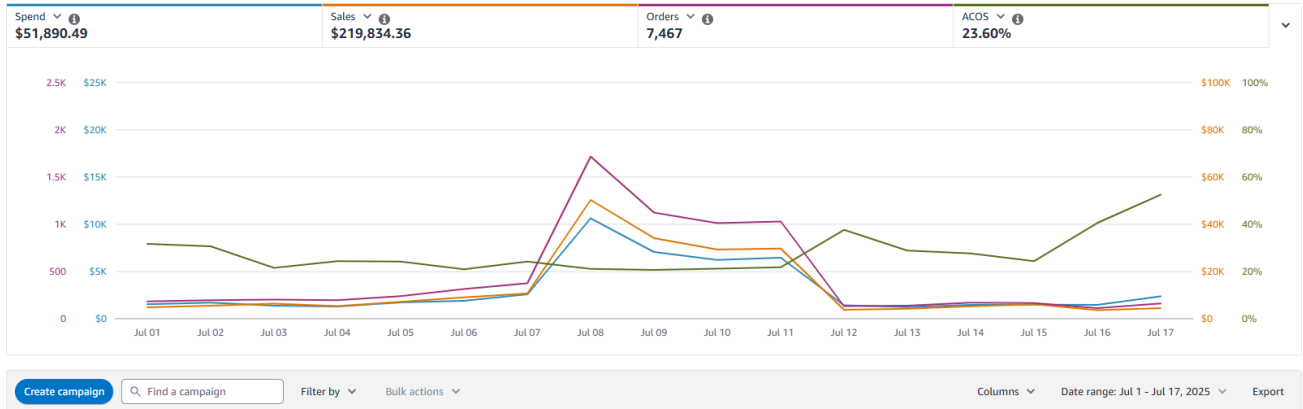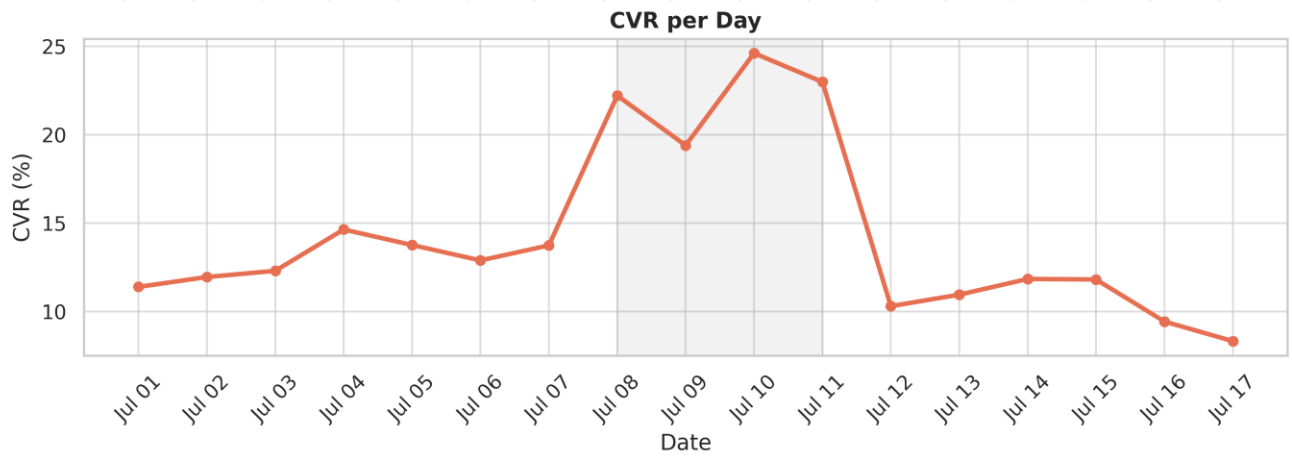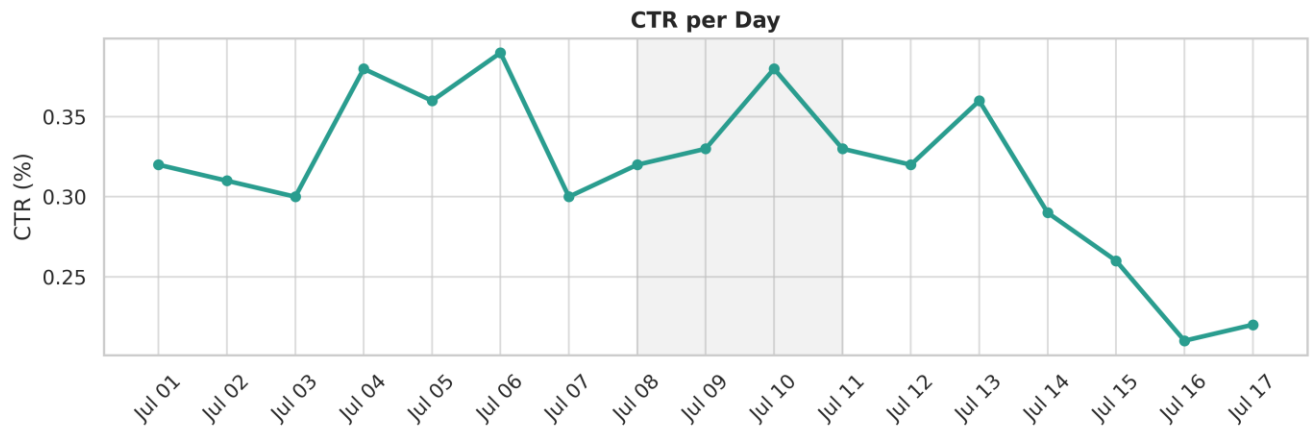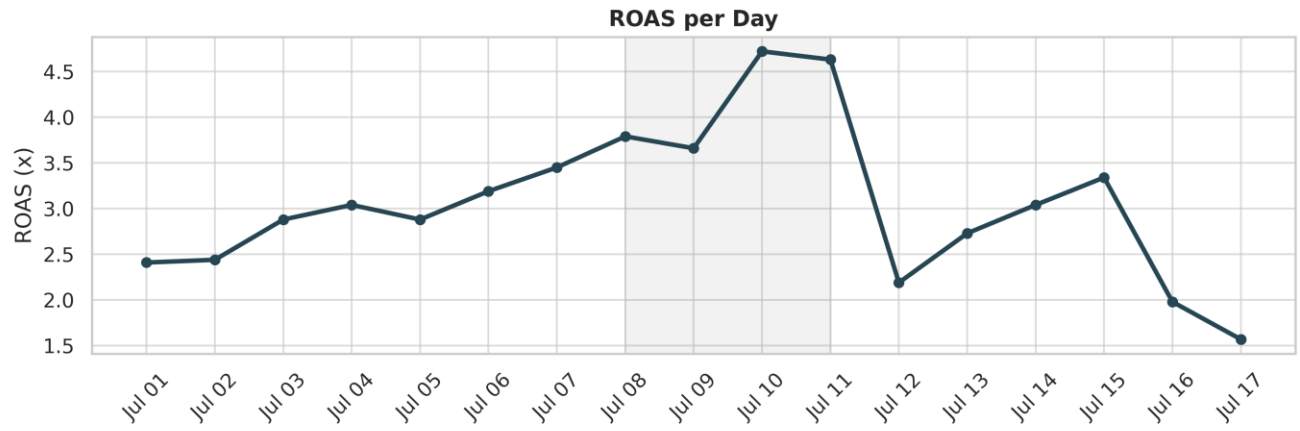
Performance Charts
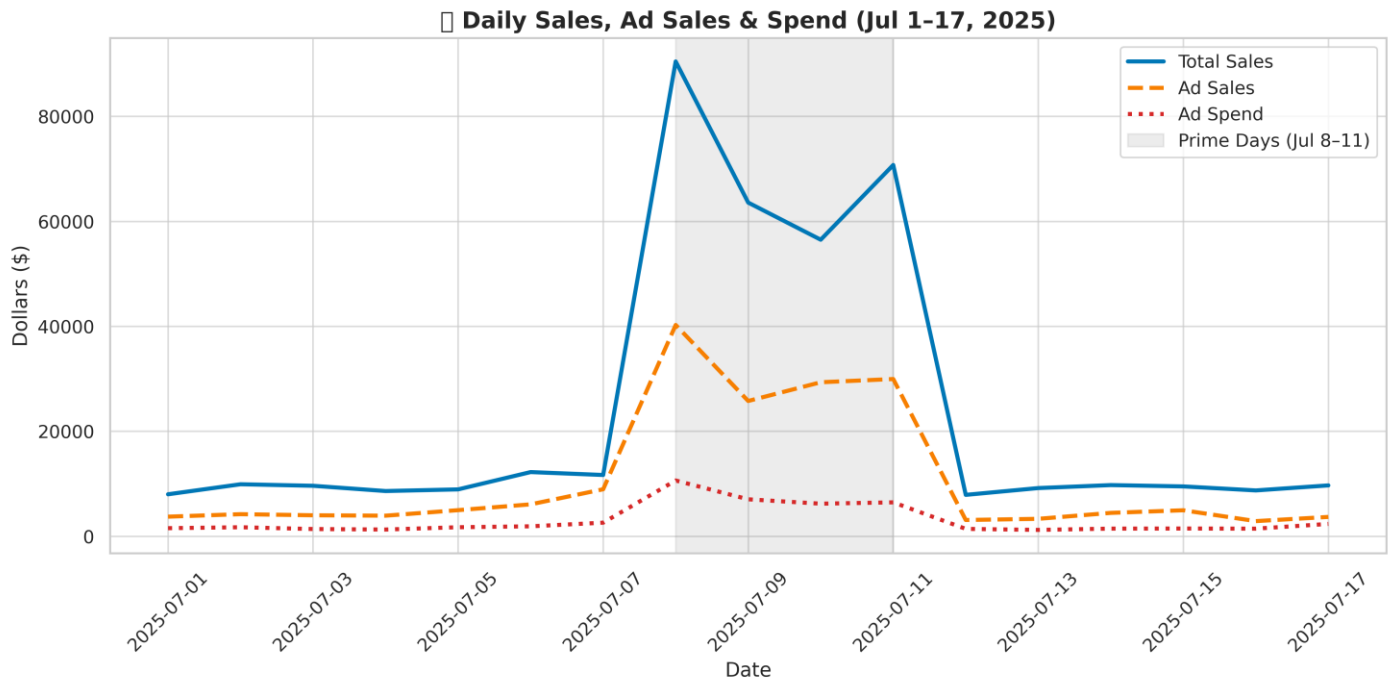
Daily breakdown of Total Sales, Ad Sales, and Ad Spend across July 1–17. Grey highlight marks Prime Days (July 8–11).

Date

Custom

7/1/2025   7/17/2025

Sales breakdown

Marketplace total

Fulfillment channel

Both (Amazon and seller)

Apply

Sales Snapshot   taken at 7/22/2025, 6:30:36 AM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
13,782	14,526	$394,957.53	1.05	$28.66

Compare Sales

Graph view   Table view

Compare
What's this

☑ Selected date range
14,526 Units
$394,957.53

☑ Same date range one year ago
132 Units
$3,286.00

Amazon Business Reports Dashboard

Spend	Sales	Orders	ACOS
$51,890.49	$219,834.36	7,467	23.60%

Create campaign   Find a campaign   Filter by   Bulk actions   Columns   Date range: Jul 1 - Jul 17, 2025   Export

Amazon Ads Performance Dashboard

ROAS per Day

CTR per Day

CVR per Day

Date

Impressions per Day

Clicks per Day

Ad Orders per Day
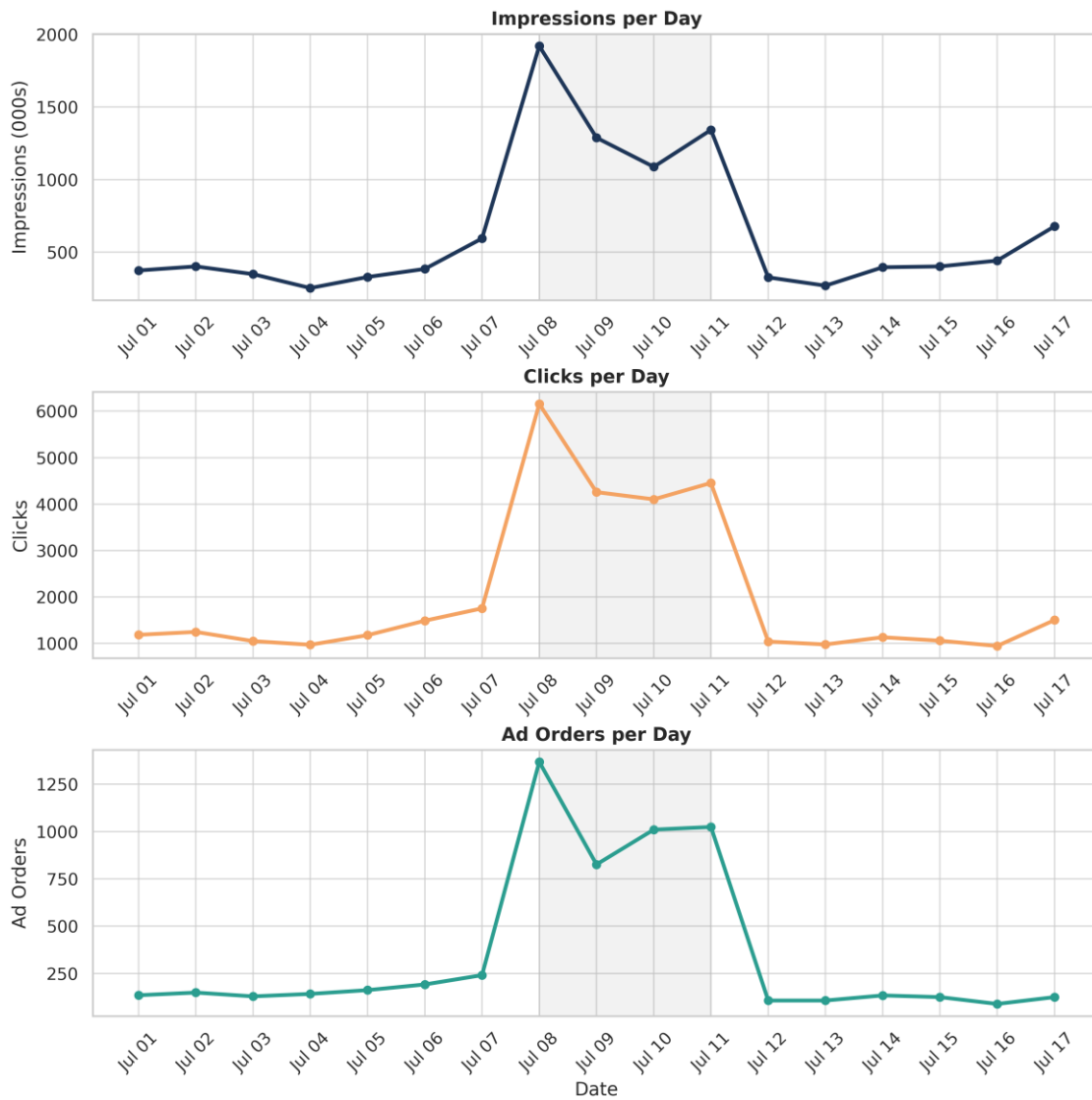
Performance Summary

Phase	Total Sales	Ad Spend	Ad Sales	TACOS	ACOS	ROAS	Orders	CVR
Pre-Prime (Jul 1–7)	$69,055	$12,209	$35,952	17.7%	34.0%	2.94x	1,150	13.0%
Prime Days (Jul 8–11)	$281,319	$30,384	$125,375	10.8%	24.2%	4.13x	4,228	22.3%
Post-Prime (Jul 12–17)	$54,810	$9,424	$22,469	17.2%	41.9%	2.38x	687	10.3%

Results & Learnings

- 🚀 $281K in revenue generated during Prime Days (4 days)
- 📈 4.13x ROAS with only 11% TACOS during peak
- 🧠 22% CVR during Prime, showing strong conversion power
- 📦 4,228 attributed orders in 4 days, compared to 1,150 in pre-prime week

Strategic Takeaways

- Early campaign warm-up was critical to Prime Day efficiency (TACOS dropped from 18% → 11%)
- Sponsored Brand Video with fresh creatives significantly lifted CTR and branded conversions
- Exact match sculpting and ASIN conquesting maximized return during high-CPC window
- Post-Prime retargeting stabilized ROAS despite a drop in organic demand

What's Next

This campaign didn't just win Prime—it set the foundation for Q4 scale. We now hold stronger rank, audience pools, and validated creatives heading into the holiday season.