

# Amazon Prime Day 2024

Scan for more Video Action Campaign



## How to Sustain Brand Recall Post-Prime Day

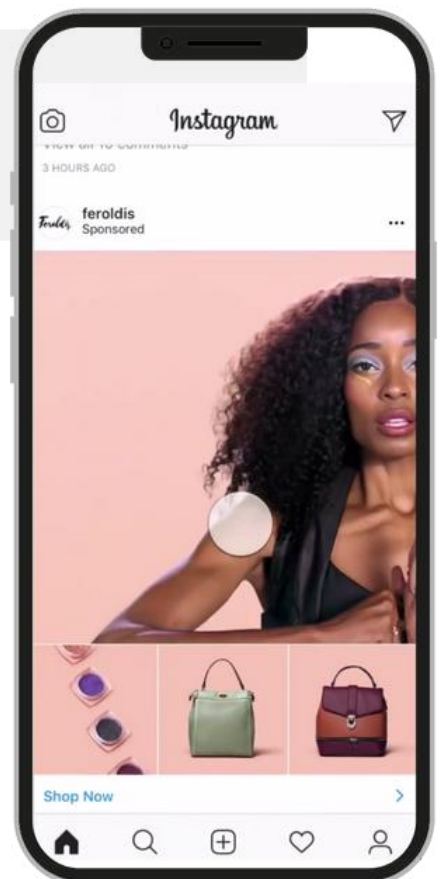
Media buyers can capitalize on the post-Amazon Prime Day momentum by strategically utilizing paid social media advertising.




**\$1.8 M**

average generated sales from the first day of sales

Source: [Numerator](#)



## How to Sustain Brand Recall Post-Prime Day

### Awareness and Consideration Campaigns

The goal here is to keep your brand top-of-mind even after the Prime Day frenzy subsides. Shift your focus from immediate sales to building long-term brand recognition and affinity.

[Click for more info.](#)

### Sales Campaigns

Even after Prime Day, there's still a huge opportunity to drive sales and clear out inventory. Leverage the excitement generated during the event to encourage repeat purchases and capture new customers.





[Click for more info.](#)

# Awareness and Consideration Campaigns





Scan for more Video Action Campaign



## Meta

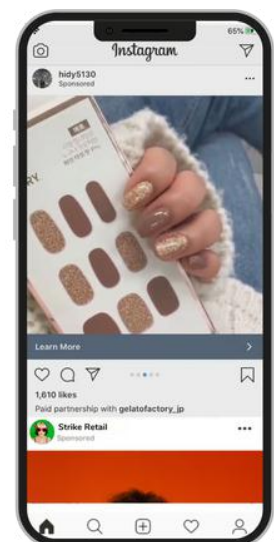
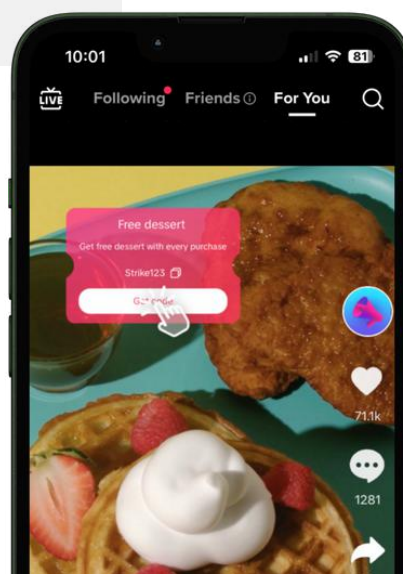
- 
**Lead Generation Ads**
  - Collect email addresses from interested prospects for future nurturing.
- 
**Brand Awareness Campaigns**
  - Maximize reach to introduce your brand to new audiences.
- 
**Carousel Ads**
  - Showcase multiple products or tell a brand story across multiple images.
- 
**Stories Performance**
  - Utilize short, engaging videos or images to capture attention quickly.

## TikTok

- 
**In-Feed Ads**
  - Blend in with organic content for seamless viewing experiences.
- 
**Branded Hashtag Challenges**
  - Maximize reach to introduce your brand to new audiences.
- 
**Carousel Ads**
  - Encourage user-generated content and create buzz.
- 
**Spark Ads**
  - Amplify organic posts that are resonating with your audience.

### Complete Meta Ad Specs

### Complete TikTok Ad Specs



# Awareness and Consideration Campaigns



## Pinterest



### Promoted Pins

- Showcase products in a visually appealing format that inspires.



### Idea Pins

- Share step-by-step tutorials or DIY projects related to your products.



### Collections

- Group related products together for easy browsing and discovery.

## X



### Promoted Ads

- Amplify key messages or announcements.



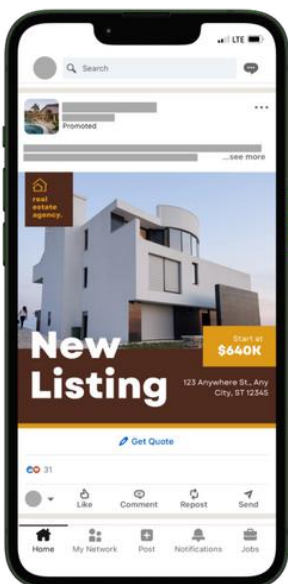
### Collection Ads

- Showcase a collection of product images.



### Dynamic Product Ads

- Deliver the most relevant product to the right customer at the right time.



Complete Pinterest Ad Specs



Complete X Ad Specs

## Ad Specs Guide

# Meta Collection Ads

**Video Type:** MP4, MOV or GIF

**Image Type:** JPG or PNG

**Resolution:** At least 1080 x 1080 pixels

**Ratio:** 1:1

**Video Max. File Size:** 4 GB

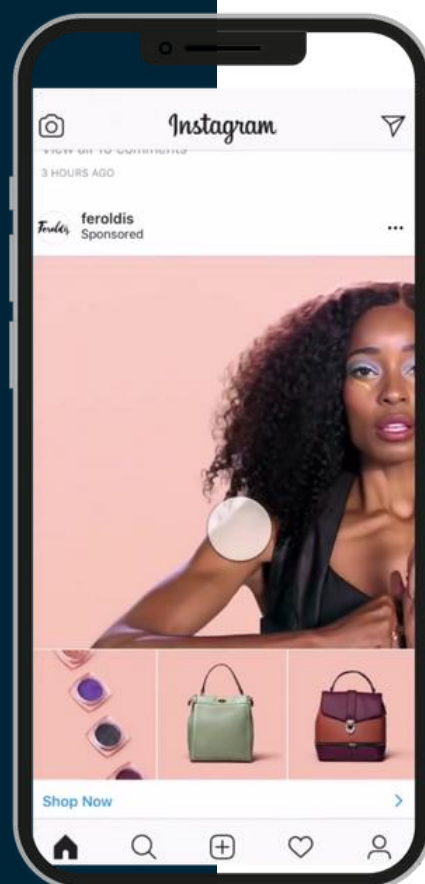
**Image Max. File Size:** 30 MB

**Primary Text:** 125 characters

**Headline:** 40 characters

**Landing Page URL:** Required

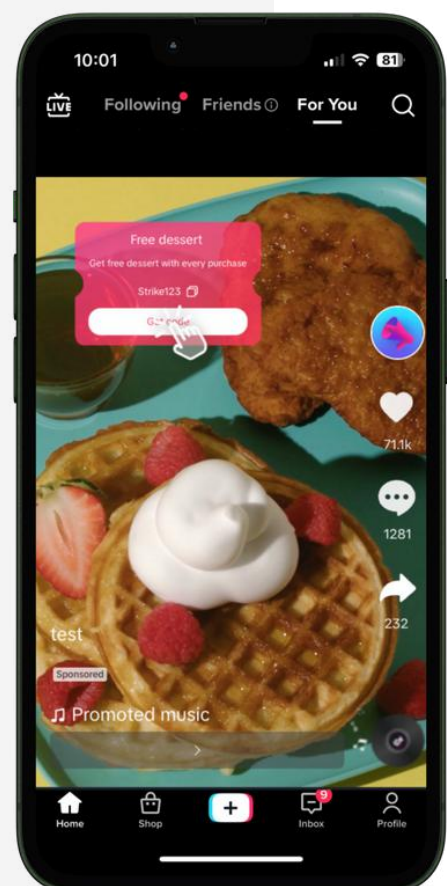
**Instant Experience:** Required



## Set up Guide

# TikTok Interactive Add-Ons

- 01 Enter campaign and ad group details.
- 02 Go to 'Ad Creation' -> 'Ad Details'
- 03 Upload video and add sticker.
- 04 Set title (under 20 characters), description (under 56 characters), and code (under 21 characters).
- 05 Choose sticker color, angle (-180 to 180 degrees), position (X: 79-222, Y: 169-585), and size (60% - 110%).
- 06 Set opacity (70% - 100%).
- 07 Click 'Confirm' and 'Submit'



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data science content.

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