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Get Ready for the Big Sale with us!

The Ultimate ART Sale Prep Checklist for Amazon Sellers and Advertisers

Your all-in-one guide to dominate the Amazon ART (Amazon Rolling Thunder) Sale Event.

From inventory readiness to precision ad strategies, this checklist ensures your brand is optimized for maximum visibility, conversions, and momentum.

01

OPERATION AND EXECUTION.

+104%

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Operations & Execution

Build operational resilience for a seamless sale period.

✓ **Monitor Buy Box Ownership**

Mitigate risks from unauthorized sellers.

🎯 **Goal:** Maintain Buy Box control.

✓ **Review Stock on Hand**

Anticipate demand spikes.

🎯 **Goal:** Prevent stockouts.

✓ **Optimize Inventory Replication**

Ensure zonal coverage.

🎯 **Goal:** Faster delivery for top products.

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Operations & Execution

Build operational resilience for a seamless sale period.

✓

Audit Category Noding

Confirm correct catalog mapping.

🎯 **Goal:** Ensure discoverability.

✓

Reviews and Ratings

Encourage Customers to Drop a review on the Purchases

🎯 **Goal:** Boost positive reviews and credibility.

✓

Launch Social Media Campaigns

Link to brandstore or deals page.

🎯 **Goal:** Increase indexed searches.

Operations & Execution

Build operational resilience for a seamless sale period.

✓

Influencer Tie-Ups

Leverage creators to create content around the product.

🎯 **Goal:** Amplify reach and trust.

Pro Tip

Revisit this checklist 7 days before the ART Sale to make final enhancements and unlock last-minute growth opportunities.

02

CREATIVE AND BRAND STORE.

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Creative & Brand Store

Craft compelling creatives that convert.

Launch Event-Specific Ads & Videos

Feature time-sensitive offers and urgency elements.

🎯 **Goal:** Go live 7 days before the ART event.

Design Custom Brand Store Pages

Highlight flagship SKUs and bundles.

🎯 **Goal:** Boost in-store traffic and session duration.

✓ Optimize Listings

Titles, backend keywords, A+ content, and videos.

03

BUDGETING AND SPEND MANAGEMENT.

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Budgeting & Spend Management

Ensure financial readiness to scale when it counts.

Allocate Budgets & Forecasts

Align spend with revenue goals.

🎯 **Goal:** Avoid budget caps during peak traffic hours.

Recharge Ad Accounts

Ensure payment cycles are cleared.

🎯 **Goal:** Maintain campaign continuity.

Increase Budgets for High-Potential Categories

Adjust Budgets based on Campaign Level Performance

04

AMAMON amazon ads ADVERTISING.

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AMS | Campaigns

Structure your campaign funnel to capture shoppers at every stage.

✓ **Ensure Campaign Sufficiency**
Prepare category and ASIN-level campaigns.

✓ **Create All Views Remarketing Campaigns**
Target based on 7, 14, 30, 60, and 90-day engagement.

✓ **Launch Audience Campaigns**
Reach bargain hunters and category browsers.

✓ **Purchase Remarketing (Low Shelf Life Products)**
Set up time-bound campaigns.

AMS | Campaigns

Structure your campaign funnel to capture shoppers at every stage.

✓ **Review Past Campaign Performance**

Segment your ASINs into buckets: Growth Drivers,
ROI Drivers & New Launches

✓ **Launch Critical Campaigns
at Least 5 Days Prior**

Avoid last-minute issues.

AMS | Keywords

Dominate search visibility with high-intent keyword strategy.

✓ **Launch Sale-Specific Keyword Campaigns**

Integrate seasonal terms and trends.

✓ **Add Positive Customer Search Terms**

Use learnings from the last 3 months.

✓ **Incorporate Brand Analytics & Amazon Pi Data**

Build a master keyword list of high value search terms.

AMS | Deals & Discounts

Use time-limited offers to create urgency and drive conversions.

Plan and Lock ART-Specific Deals

🎯 **Goal:** Achieve promotional readiness and stand out in search results.

Review Competitor Discounting

Analyze last ART event pricing.

🎯 **Goal:** Deliver competitive value.

05

DASHBOARDS AND REPORTING.

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Dashboards & Real-Time Tracking

Stay informed, agile, and in control with live insights.

Update Retail Readiness Dashboards

Track OSA, Pricing, Discounts and Delivery Time

🎯 **Goal:** Broaden visibility across touchpoints.

Expand Keyword Coverage Visibility Dashboards

Include new keywords and product categories.

🎯 **Goal:** Broaden visibility across touchpoints.

✓ Automate Visibility Reports

Schedule updates at key trading hours

AMAZON MARKETING CLOUD.

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AMC: Amazon Marketing Cloud

Unlock audience insights to supercharge your retargeting strategy.

Time of Day Conversion Trends

Analyze AMC data to determine peak conversion windows.

🎯 **Goal:** Optimize campaign scheduling based on high-converting hours.

Segment High-Intent Viewers

Identify and retarget high-engagement non-converters via Amazon DSP or Sponsored Display .

🎯 **Goal:** Improve conversion rates through advanced remarketing.

Cart Abandoners in the Last 90 Days

Create custom segments for users who added items to cart but didn't purchase.

🎯 **Goal:** Recover lost sales through tailored retargeting.

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🚀 **Ready to Win the ART Sale?**

Download, save, or print this checklist.

Keep it visible as you prep your campaigns, creatives, and operations. Success favors the well-prepared!