

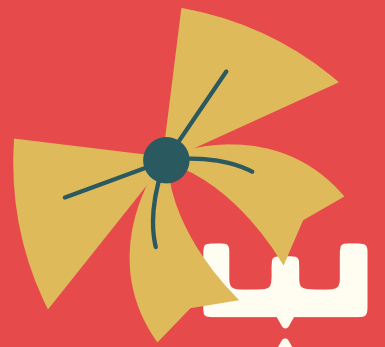


2021

AMAZON  
HOLIDAY  
GUIDE

Let's maximize the selling season!





# 2020 HOLIDAY GUIDE

**01** Inventory

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**02** Content Listing Optimization

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**03** Focused Ad Campaigns

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**04** Promotions and Discounts

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**05** Move Excess Inventory



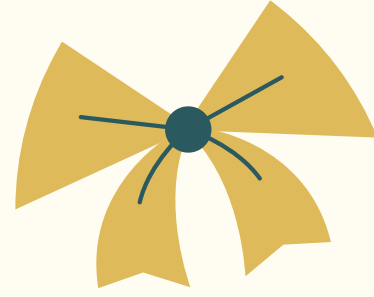
# INVENTORY DEADLINE

**Black Friday and Cyber Monday** should arrive at Amazon fulfillment centers by **November 15, 2021**.  
**Christmas shopping** should arrive at Amazon fulfillment centers by **December 2, 2021**.  
**Inventory for 2022** should be sent to Amazon fulfillment centers no earlier than **December 17, 2021**.  
Until then, please only ship items to Amazon that will sell in 2021.

The need to maintain healthy inventory levels during the busy holiday season can't be overstated!! We will continue to do everything we can to help you maximize sales on Amazon.



# LISTING CONTENT OPTIMIZATION



Your account management team has been working hard to update and optimize all content on Amazon. In our opinion, updating product listings is an ongoing process. We suggest that you work with our team to ensure that your product detail pages are as optimized as possible in prep for the next two months.

Back to results

Evaluation result 9.14 of 10

## Redmond Real Salt - Ancient Fine Sea Salt, Unrefined Mineral Salt, 16 Ounce Pouch (1 Pack)

Visit the REDMOND Store

★★★★★ 2,742 ratings | 40 answered questions

Amazon's Choice for "redmond salt"

Price: **\$8.99** (\$0.56 / Ounce)

Get \$50 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

Size: **1 Pound (Pack of 1)**

<b>1 Pound (Pack of 1)</b> \$8.99 (\$0.56 / Ounce)	1 Pound (Pack of 2) \$16.99 (\$0.53 / Ounce)	1 Pound (Pack of 3) \$24.49 (\$0.51 / Ounce)
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- **FLAVOR** – Real Salt is unlike any salt on earth. It's subtly sweet, never bitter sea salt that makes every bite delicious. First try Real Salt, then try any other salt. The difference will amaze you!
- **NATURAL** – Unrefined, unprocessed and ancient sea salt with trace minerals and no additives. Natural sea salt just the way nature made it, with nothing added and nothing removed
- **HEALTHY** – Recommended by doctors! An ancient sea salt recommended by doctors and health professionals for its unique blend of trace minerals
- **VARIETY** – Variety of packaging, sizing, and salt grain size (powder, fine, kosher, coarse), suitable for different application and use. Convenient refill pouches and shakers, perfect for food storage, and excellent for travel. Makes a practical and memorable gift for an individual or a whole family
- **MINED IN USA** – Mined in Utah since 1958 from an ancient seabed protected from modern pollution. Compared to Himalayan, Celtic, Tibetan, Malaysian, French, Hawaiian, Irish, and Marine Sea Salts, Real Salt means fewer food miles, ethical labor standards, and sustainable practices along with its addictive sweet-salt taste. The only American Pink and Black Salt.

New (3) from \$8.99 & FREE Shipping on orders over \$25.00

[Report incorrect product information.](#)

REDMOND Real Sea Salt - Natural Unrefined Gluten Free Fine, 26 Ounce Pouch (1 Pack)

★★★★★ 5,537 | \$10.39 **prime**

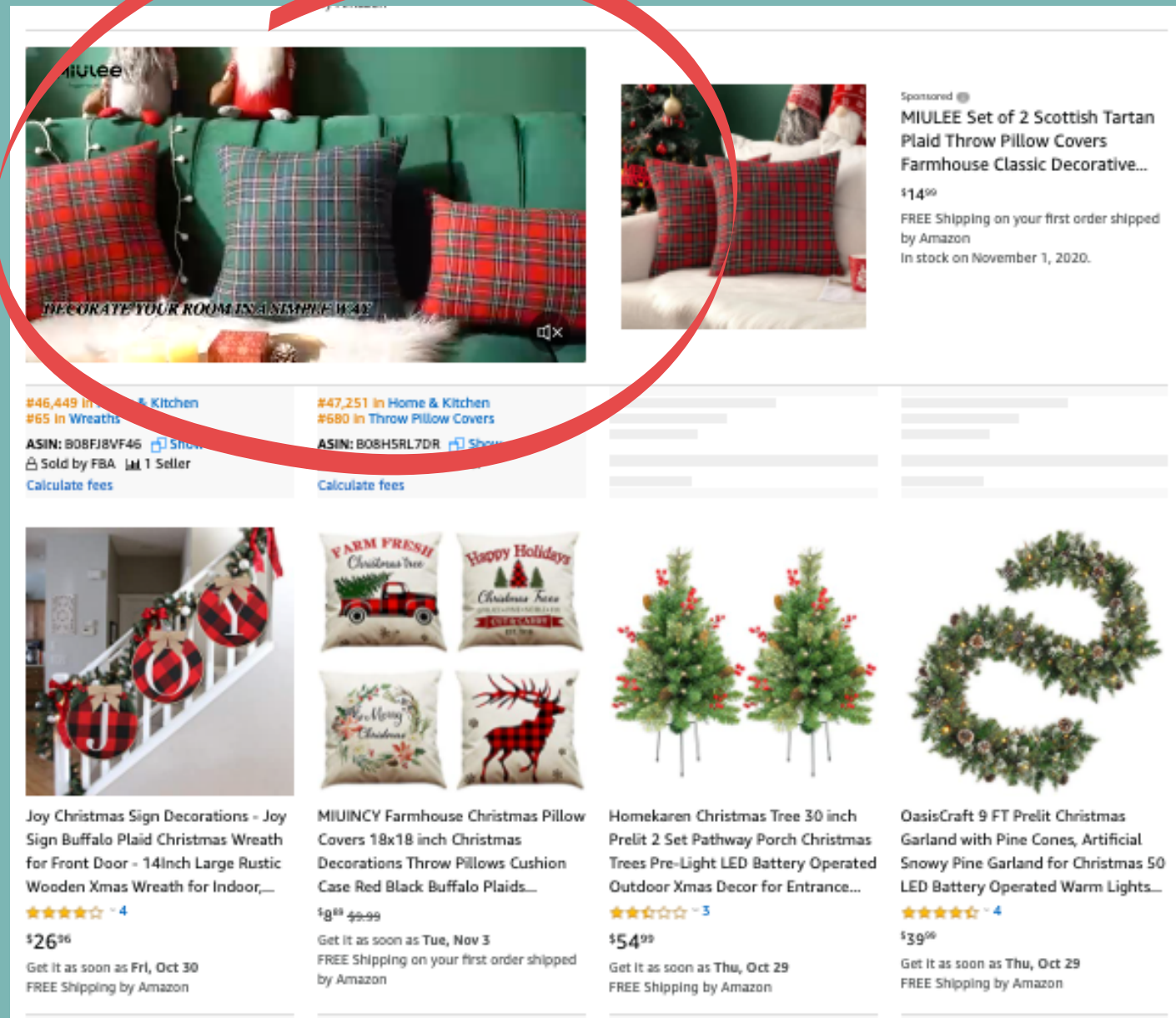
[Shop now >](#)

Complete product title  
Structured bullet points  
High quality product images and Video!!



# FOCUSED AD CAMPAIGNS

Leveraging Amazon's advertising platform is the best way to MAXIMIZE your sales and boost organic rankings during 4th quarter. Your account manager already has this covered. We would ask for your permission to increase daily budgets to avoid out of budget scenarios in your account that will halt potential.



# PROMOTIONS AND DISCOUNTS

With the increase in traffic offering promotions on your products is a GREAT way to increase sales velocity and grow exposure on Amazon during the holiday season!

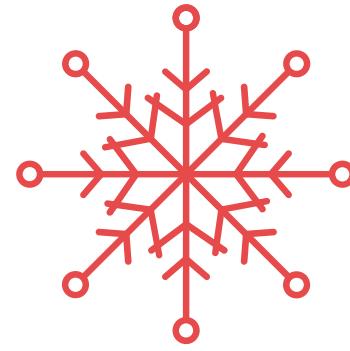
## OPTIONS

**Lightning Deals** - Flash deals - invite only; \$150 Cost  
**Coupons** - Anyone can create - limit one per transaction  
**Discounts** - Anyone can create  
**7-Day Deal**- Invite Only - \$300 Cost (High Visibility)

The screenshot displays the 'Today's Deals' section on Amazon, featuring a grid of product listings. Each listing includes a product image, a price range, a discount percentage, and a 'Claimed' status. The products shown are:

- ALEADER Women's Quick Drying Aqua Water Shoes:** \$18.69 - \$29.74, 3% Claimed, Ends in 5:10:59.
- iPhone Charger 3Pack:** \$8.99, Price: \$69.99 (87% off), 23% Claimed, Ends in 1:25:59.
- Universal Socket, Kusunkey Professional 7mm-19mm Univer...:** \$7.99, Price: \$9.99 (20% off), 16% Claimed, Ends in 5:40:59.
- Scarleton Accent Top Belt Crossbody Bag H1833:** \$14.44 - \$16.99, 40% Claimed, Ends in 15:59.
- Power Strip Tower JACKYLED Surge Protector Electric Charging Statio...:** \$18.40, Price: \$24.99 (26% off), 50% Claimed, Ends in 05:59.
- Adjustable Tablet Stand For Desk:** \$13.49, Price: \$17.99 (25% off), 93% Claimed, Ends in 30:59.
- Magnetic Eyelashes Dual Magnet Glue-free 3D Reusable Full Size P...:** \$10.99, Price: \$17.99 (39% off), 47% Claimed, Ends in 3:35:59.
- Car Phone Mount, Lamicall Magnetic Phone Holder:** \$9.74, Price: \$12.99 (25% off), 44% Claimed, Ends in 2:50:59.
- Arteza Real Brush Pens, 24 Paint Markers with Flexible Brush Tips, ...:** \$14.92, Price: \$21.99 (32% off), 49% Claimed, Ends in 1:20:59.
- Angerella Women Vintage Polka Dot High Waisted Bathing Suits B...:** \$12.74 - \$25.49, 22% Claimed, Ends in 3:50:59.

YOUR INVENTORY PERFORMANCE INDEX  
FOR WEEK 44 2020



▲ 24pts last 7 days **672**



Updated weekly based on historical performance

Historical performance index

First IPI: week 32 2020



Trailing 3 months summary

Highest IPI **672**

Lowest IPI **594**

MOVE EXCESSIVE OR  
AGED INVENTORY

October and November are excellent months to move excess or aged inventory. Moving stale inventory will boost your IPI (Inventory Performance Index ) score. This will help increase your inventory allotment and reduce inventory storage fee's.