



## Prime Day Guide

# What Beauty Brands need to know

Prime Day is no longer a two day sprint. It is a four day campaign that requires clarity, coordination, and real strategy. For beauty brands, it is one of the **highest intent shopping moments of the year**, but only for those who know how to meet the customer where they are.

Last year, we saw exceptional results across our portfolio. Brands that entered Prime Day with a focused offer, optimized product pages, and tested creative saw up to ten times their daily average sales.

**Our average conversion rate during the event was 18%.** But more importantly, we saw a clear pattern: the teams that won had already locked in strategy by early June and were running media well before Prime Day began.

61%

**of beauty consumers** now research products across two or more platforms before purchasing according to NielsenIQ.

In 2025, that level of preparation is no longer optional. Shoppers are being more selective.





Search behavior around "best value" has surpassed "best price," signaling a shift toward outcome based shopping. **Customers are not looking for the cheapest product. They are looking for the one that justifies its price.**

# A Prime Day case study: Beauty Pie

One of the clearest examples of what works came from our client Beauty Pie. In 2024, we helped launch their new makeup SKU into one of the most competitive subcategories on Amazon, up against brands like Elf, Il Makiage, and L'Oréal.

Despite being the most expensive product in the top ten new releases, **Beauty Pie secured the number one Best New Release badge.**

### New Releases in Concealers & Neutralizing Makeup

<div>#1</div> <div></div> <div>Beauty Pie Superluminous Under-Eye Genius (Light/Medium) \$30.00</div>	<div>#2</div> <div></div> <div>e.l.f. Putty Color-Correcting Eye Brightener, Under-eye Brightener &amp; Primer Reduces Appearance Of Dark Circles, Vegan &amp; Cruelty... ★★★★☆ 536 \$6.00</div>	<div>#3</div> <div></div> <div>Kaely under Eye Brightener, Conceal Brighten Dark Circles, Color Correcting Pot Concealer for Dark Circles, corrector de... ★★★★☆ 17 \$5.99</div>	<div>#4</div> <div></div> <div>IL MAKIAGE F*CK I'M FLAWLESS Multi-Use Perfecting Concealer - Shade 08   Full Coverage, Long-Lasting, Vegan &amp; Cruelty-Free \$21.99</div>
<div>#5</div>	<div>#6</div>	<div>#7</div>	<div>#8</div>

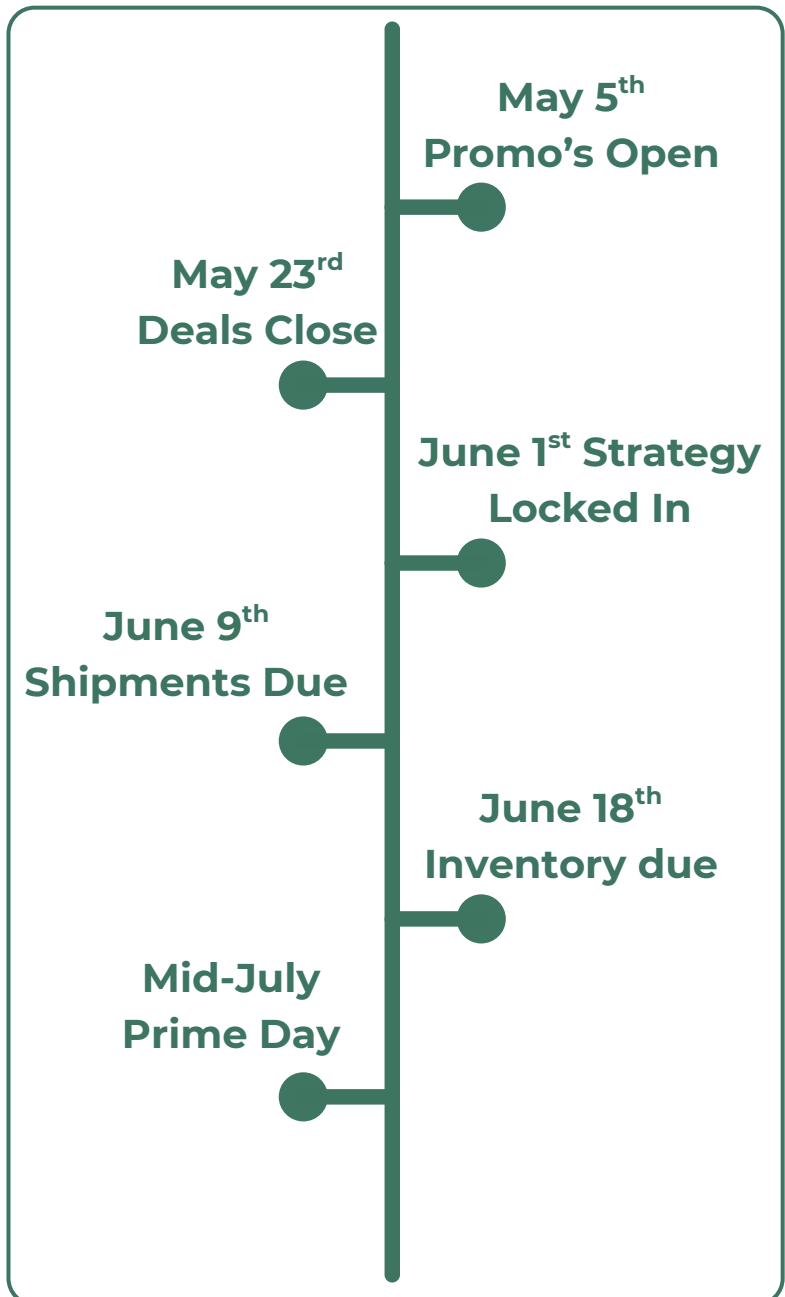
We did not win by outspending competitors or slashing prices. We won by aligning every part of the strategy, early media testing, retail ready content, reviews, inventory planning, and a price point that reflected quality and efficacy. That success was not a fluke. It was built on every lesson from the year before.

# Primeday Deadlines

Paid media was already live before the first day of the event. **What looked like a four day spike was really a six week strategy.** Those brands saw up to ten times their daily average sales during the event and many carried momentum well into August.

This year, the deadlines are already in motion. That means your promotional plan needs to be finalized well before June.

Inventory planning is just as critical. To be Prime badge eligible, FBA inventory must arrive at Amazon facilities. Our recommendation is to begin shipping by mid May to allow enough time for receipt and check-in.



# Then vs Now: What's Changing Heading Into Prime Day 2025

Looking at last year’s Prime Day top sellers, the list was dominated by single function products with strong brand equity and wide appeal:

2024 Top Product	Share of Sales	Price Point	Format Type
GrandeLASH MD Lash Serum	3.41%	\$47.60	Treatment
BIODANCE Bio Collagen Mask	3.29%	\$12.90	Sheet Mask
Paula’s Choice BHA Exfoliant	2.94%	\$28.00	Toner
COLOR WOW Dream Coat Spray	2.89%	\$22.40	Styling Spray
Clean Skin Club Clean Towels	2.81%	\$12.55	Utility (Single Use)



These products performed well because they solved a single clear need, were priced for mass appeal, and were heavily promoted. **But the trend has shifted.**

In Q1 2025, success is tied to multi use, hybrid, or clinical performance. Brands like SimplyVital, EltaMD, and DRMTLCY are gaining traction by offering combination benefits in a single SKU, moisturizer plus SPF, anti aging plus hydration, or skincare that crosses into makeup. **Across the board, hybrid formats are outperforming standalone steps.**

- SimplyVital's Collagen plus Retinol plus Hyaluronic Acid Cream was one of the top sponsored products in Q1
- DRMTLCY's Tinted SPF Moisturizer is one of the fastest growing makeup skincare hybrids
- EltaMD's UV Clear SPF 46 posted **the strongest growth** in the sunscreen category
- Nutrafol supplements dominated in hair, **with 4 of the top 5 products in the category**

The underlying pattern is clear: shoppers are consolidating routines and looking for value through versatility.

NielsenIQ and other syndicated sources are reporting a drop in impulse-driven purchases across beauty. We are seeing the same pattern on Amazon. Clicks are more expensive, and conversion only happens when the value is obvious.

Category	2024 Prime Day Performance	2025 Strategic Consideration
Conversion Rates	Averaged 18 percent	Hold steady, but require stronger value props
Discounting	25 percent performed best	Still optimal, but messaging needs to emphasize efficacy and repeat use
Category Leaders	Skincare, Hair Supplements, Lip	Clinical beauty, barrier care, hair repair
Shopper Behavior	Promotion-driven purchases	Value-focused with greater product scrutiny
Platform Trends	Amazon-only strategy	Dual-channel strategy with Ulta growth and Sephora differentiation

# Cross Channel Context: Ulta is Gaining, Sephora is Slipping

Prime Day is an Amazon event, but **shopper behavior is no longer isolated by platform.**

Ulta outperformed Sephora in this year's spring sale event, driven by stronger promotional depth, more functional product assortments, and better alignment with value focused shoppers.

Sephora saw softer returns, with performance clustered around loyalty moments and prestige minis.

That contrast matters. Consumers are becoming more intentional. They are not choosing one retailer, they are comparing across all of them. What performs on Prime Day will increasingly be influenced by how well the brand performs in the **broader omnichannel landscape.**



# Prime Day 2025 Takeaways :

- Product story matters more than price. **25 percent off is still the sweet spot**, but conversion only comes when it is paired with real value.
- Multi use and hybrid products will outperform single step SKUs. Consumers are consolidating, not expanding routines.
- Start early. Brands that test creative and align media before June 1st consistently see stronger ROI.
- Focus on 1 to 2 hero SKUs. Hero led strategy continues to dominate. Broad campaigns rarely pay off.
- Mobile PDP performance is critical. If your value prop is not clear in under five seconds, you are already behind.

## Discount Performance

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### 20% Promotion

8x daily sales

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### 25% Promotion

10x daily sales

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### 30% Promotion

10x daily sales

The brands seeing the strongest results this year are the ones **aligning every part of their strategy**. It is no longer enough to have a good product or a strong discount. Success is coming from teams that have their messaging, creative, and operational timing locked in weeks before the event begins. It is the combination of clarity, consistency, and timing that builds momentum, long before the shopper clicks add to cart.

**The playbook that worked last year is no longer enough.** You cannot discount your way into performance. You need creative that lands in seconds, PDPs that are optimized for mobile, and paid strategy that starts early and supports your most efficient SKUs.

At Navigo, this is what we do. We help beauty brands grow on Amazon and Ulta.com by **building strategy that reflects how people actually shop.**

# Prime Day is not about who offers the steepest cut.

If you are planning for Prime Day and want a team that knows how to get every part of the strategy right, reach out. We help beauty brands show up ready with creative, media, content, operations, and strategy all aligned.

[Talk with our Founder](#)



BEAUTY PIE  
THE HYALURONIC  
DEEP MOISTURE MIRACLE CREAM  
SMoothing IDEALIFT

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