

5 TIPS TO BOOST AMAZON Q4 HOLIDAY SALES & CRUSH THE COMPETITION

Amazon Q4 holiday selling has never been more competitive. Success depends upon gathering data, understanding trends, and making solid business decisions based on those insights. You need actionable data-driven tactics that deliver measurable wins. Here are five tips that bring the results.

- 1 OPTIMIZING YOUR LISTINGS (AND CREATE WINNING PAGES WITH A/B TESTING):** If you're thinking, "I know, and I already do this with my titles, bullets, descriptions, and photos," you're not thinking big enough. Sure, all of those things matter and you should be optimizing them throughout the year—but you need more if you're going to stand out from the competition. Don't be afraid to experiment! Services like PickFu put a fresh audience in front of your listing and tell you which version of your page performs best so that you can maximize conversion.
- 2 GET SMART WITH THE DATA YOUR ADVERTISING DELIVERS:** Don't just throw more money at your campaigns and hope for the best, drill down and tweak each campaign based on data. Here's how:
 - Look at what's converting and what's not—give your best performers some extra love and funds, dial back on stagnant products.
 - Use powerful tools like Ignite's ad scheduling and suggestions to find your edge.
 - Focus on newer metrics like RoAS and TACoS (ACoS and CPC are so last year).
- 3 USE BRAND REGISTRY ADVERTISING BENEFITS:** Are you Brand Registered? If not, and you're eligible, you may still have time to lock that down and begin using exclusive tools like Sponsored Brands ads, Sponsored Display Ads, and Stores. These will give your brand critical exposure and a competitive advantage over non-brand-registered sellers. With a strong, flexible graphical presence for SBAs and Stores, you can add holiday elements easily.
- 4 TEST SUBJECT LINES IN BUYER-SELLER MESSAGING NOW:** Your messaging strategy is as important as your advertising plan. Using Feedback Genius not only allows for messaging automation, it also lets you test and compare which subject lines resonate with your customers. Start early so your holiday messaging is on point when all of those orders are delivered and it's time to ask for reviews. By testing early and using winning messages, you'll also build your reviews base, which helps your ranking.
- 5 MONITOR YOUR COMPETITORS AND ADJUST YOUR LISTINGS AND CAMPAIGNS AS NEEDED:** How often do you look at the Search Terms report in Ignite or Seller Central? This data is crucial for not only finding the words buyers input to find your products, but also for discovering new keywords and product pages where your ads have appeared. If you see that your products perform well when served on a competitor's product page, begin targeting that ASIN. Once you've found some potentially viable ASINs from these reports, cross reference this data in Scope to see if they have enough search volume to target.
Bonus Tip: Get your baseline data well before the height of Q4. Why? Because the holidays are sales anomalies, you can't just go in cold and expect some holiday magic. Now is the time to get your norms so that you can make smart adjustments leading up to Black Friday, Cyber Monday, and beyond.

Get all of the tools mentioned here in one powerful, money-saving package. [Try Seller Labs Pro.](#)