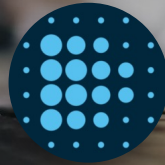


Prep for Prime Day India

Prep, Prime and Plenish For Prime Day India

26th Jul, 2021



BY ADITI

After demonetization, Covid-19 has probably been one of the worst scenarios for the retail sector in India. The entire nation went into lockdown and the industry noticed some big changes around the entire globe. From remote working to shopping, everything turned to digital and Bharat witnessed new trends across payments, e-commerce, and more.

Not surprisingly, D2C has been a favorite amongst businesses thanks to its agility. More than 800 brands have joined the direct-to-consumer bandwagon in order to reach their audience quickly and in an efficient way. Where brands such as MamaEarth, Clovia, Bewakoof, Lenskart have been some of the popular brands in the sector, last year even traditional giants such as LG, Ajanta-Orpat, Piaggio, Havells also adopted the D2C model.



Ramp up in D2C brand activity demonstrates potential for large value creation

Strong growth momentum in India

\$1.6 Bn+

Funding in D2C startups since 2016

600+

Number of D2C brands launched since 2016

20+

Global D2C unicorn startups, 1 in India

D2C ecosystem is at an inflection point of rapid growth in India

2020

80 Mn+

Online shoppers added in the last 3 years

367 Mn

Active social media users
52% are millennials

100+

Funded D2C brands

2025

200 Mn+

Online shoppers expected to be added in the next 5 years

500 Mn

Active social media users

\$100 Bn+

Addressable market size for D2C brands

Source: [Aventus](#)

Brands are more focused on making the user experience better and it will be safe to say that this year, D2C will be the highlight of the e-tail ecosystem. Naturally, e-commerce giants such as Amazon, Flipkart have played an important role in this revolution. Amazon, which has over 100 Million registered users in India, announced that it will host its flagship event, Prime Day this year on 26-27 July.

Let's look at some of the things brands can do to leave their mark this Prime Day in India.

Digital Shelf Optimisation: Need Of The Hour

Given that the pandemic has accelerated online shopping nationwide, Digital Shelf Optimisation (DSO) should be the key lever for any brand to accelerate its digital commerce growth. Events such as Prime day are significant for a brand's reputation, customer experience, overall sales and can help you build a loyal customer base.

With that in mind, we have prepared a list of things to consider, in order to help brands stand out from the crowd.

1. Pricing And Discounting



Pricing and Discounting: Offer discounts and deals to attract customers.

It is obvious that Prime Day will see a tremendous influx of shoppers. Noticeably, impulsive shopping is a trend during these sales, as everybody loves a good product for a discounted price. Make sure to offer discounts and deals to attract customers.

Another suggestion is to keep a track of competition, their pricing and promotional strategies and keep an eye on price changes happening across relevant categories or SKU's (Stock Keeping Unit). Competition analysis is a powerful tool and having accurate data on their sales, market share is a critical part of this.

2. Optimise Product Visibility



Product Visibility: Lakhs of sellers & brands are vying for the same spot

Marketplaces are crowded, and getting discovered is already hard. Lakhs of sellers & brands are vying for the same spot. And with more people moving online, it's going to get increasingly harder for brands to stand out. Optimize your search visibility using the right keywords relevant to your brand, strategically spend on Sponsored Ads to secure high visibility placements on Amazon and lastly make sure your online product packaging via product pages contain attractive images to position your product in the best light.

3. Product Availability



Product Availability

Product Availability: Have plenty of stock available

Make sure to have plenty of stock available as shoppers are likely to turn to other brands/products in case your product is unavailable. Also, keep in mind that people are generally more open to trying new products during a sale as it offers discounts. Track your products' stock status to make sure they're available 24 x 7.

As the foremost goal during sales is to move inventory as much as possible, offering a large assortment is a good idea. Create product bundles that complement each other.

4. Use A + Content



A+ Content is King: The new age packaging for your product

Content is the new age packaging for your product. Content is crucial to change consumer shortlists & considerations into conversions.

Your content tells your product story & gives customers the information they need to make a purchase. Use high resolution and accurate images, add features, benefits, USPs of your products clearly. It is advisable to use more than one image to show your product more clearly. Make sure all your brand & product pages on Amazon are optimized.

5. Ratings And Reviews



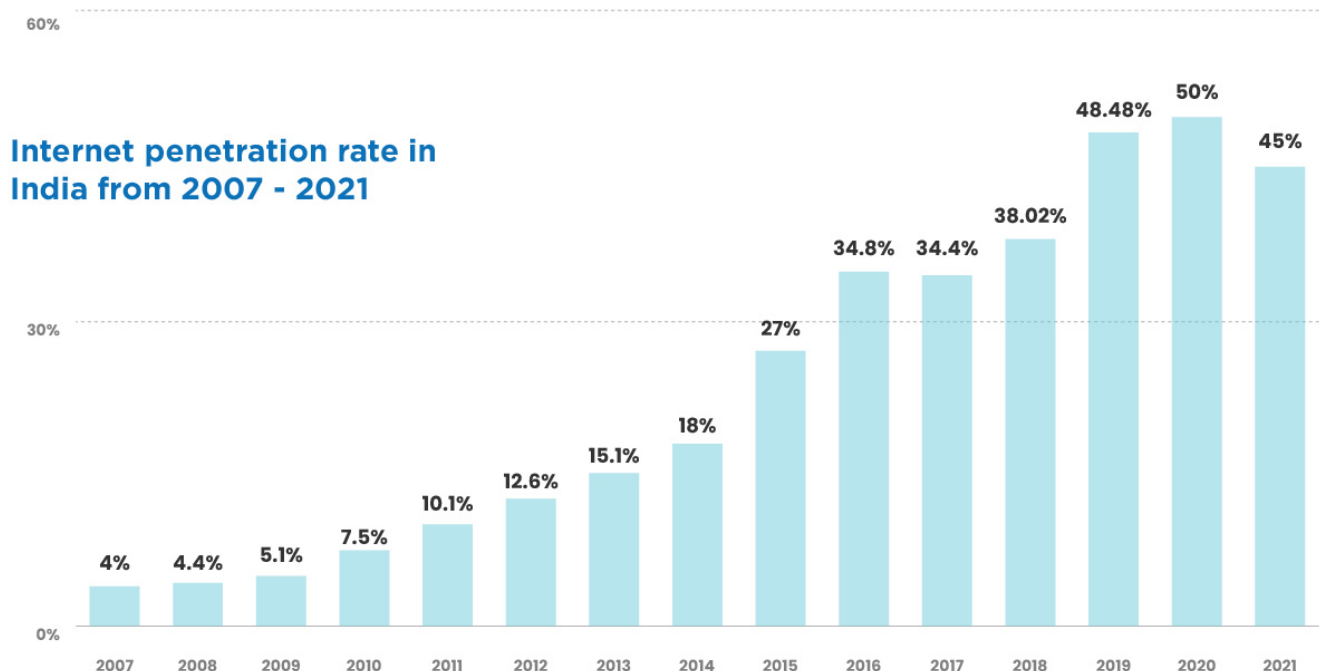
Reviews and Ratings: Feedback is a very important e-commerce tool.

Why would shoppers rely on word-of-mouth when they can take help from millions of people from the community? Not said enough, feedback is a very important e-commerce tool. Amazon's A9 algorithm presents the choices to the consumers but reviews and star ratings still play an influential role in the journey from consideration to conversion.

Brands could consider partnering with Dataweave, to keep track of reviews and manage negative ratings on Amazon.

Summary

According to a report by [EY-IVCA Trend Book 2021](#), "The e-commerce industry in India is expected to reach \$99 Bn by 2024 and penetration of retail is expected to be 10.7% by 2024, compared to 4.7% in 2019."



Source: Statista

The same report also revealed that India will have 220 Million online shoppers by 2025. With e-commerce growing at an exponential rate, brands are advised to be more statistical & data-driven to win a larger % of online sales. If you think this is the right time to optimize your digital shelf, take a look at our products and services.

We at Dataweave would be happy to be a part of your e-commerce and digitization journey. You can [sign up for a demo](#) with our team to know more

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