The complete offsite media playbook for tentpole events

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How smart brands turn peak shopping moments into year-round growth engines

Amazon Deal Days and other tentpole retail events aren't just a battleground for on-platform ads and deep discounts; they are an **offsite media goldmine waiting to be tapped.**

While most brands pour budgets into Amazon native ads, the real winners are using offsite channels like Meta, Google, and TikTok to drive incremental traffic, boost discoverability, and dramatically improve conversion during the highest-intent shopping moments of the year.

This comprehensive guide is designed for:

Media Practitioners responsible for offsite media buying and performance KPIs tied to tentpole revenue or ROI.

Agency Leaders in charge of driving revenue results from key promotional periods and evaluating how offsite media ties into actual in-retail or online commerce outcomes.

Brand Managers looking to move beyond margin-eroding discounts and drive profitable growth during deal days.

Performance Marketers curious about how offsite media can fuel your Amazon flywheel and grow your market share during peak shopping events.

Ampd's Data: Validation that offsite delivers real ROI

Our analysis of recent Prime Day events confirm that offsite channels are important especially during events

PAID SOCIAL TO AMAZON.COM

141%
lift in ROAS

221%
lift in conversion rate

PAID SEARCH TO AMAZON.COM

206%
lift in ROAS

313%
lift in conversion rate

From Ampd's 2025 Spring Prime Day research, shopper search interest and traffic grew significantly starting 14 days before the event. With CPCs an average of 28% lower than on event days, this means early offsite activation delivers both lower cost per acquisition and higher conversion when you fill the funnel ahead of the event, and close them on deal day.

WHY EVENTS DEMAND AN OFFSITE-FIRST STRATEGY

The offsite advantage

During tentpole moments, offsite media becomes exponentially more valuable because:

Competition density creates opportunity gaps:
When every brand floods Amazon with sponsored ads, offsite channels become less saturated, offering lower CPMs and wider reach to high-intent shoppers.

Extended shopping windows drive early research:
Tentpole events don't happen in isolation. Planning begins weeks before, with shoppers building wishlists, comparing prices, and researching products.

Cross-channel attribution reveals true impact:
Sophisticated measurement shows how offsite touchpoints influence on-platform purchases, creating a powerful retailer event flywheel.

For advertisers, the value grows with time:

Immediate impact

- Lower acquisition costs: Capture mid-funnel shoppers before competition peaks by starting early
- Improved conversion efficiency: Deep linking to product pages significantly increases conversion rates
- Extended reach: Access audiences beyond Amazon's ecosystem during peak intent periods

Strategic advantages

- Qualified audience building: Offsite traffic creates retargeting pools for event-day campaigns
- Algorithm benefits: Drive sales velocity that fuels Amazon's ranking algorithms
- Brand discovery: Essential for challenger brands to stand out from crowded onsite search results

Long-term growth

- Sustainable advantage: Build momentum that extends beyond individual events
- Customer lifetime value: Acquire new-to-brand customers instead of cannibalizing existing traffic
- Omnichannel flywheel: Each channel reinforces others, improving shopper lifetime value

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Offsite media playbook

The play-by-play guide

Pre-Event Phase | 4-14 weeks out

Foundation building and momentum creation

Key activities:

- **Audience planning:** Build and segment target audiences across offsite channels, focusing on interest-based and lookalike audiences
- **Creative development:** Develop, and A/B test, varied creative assets to determine which imagery, copy, and CTAs resonates most
- **Transactional storefronts:** Build brand stores that feature one click shopping product, and negates competitive conquesting
- **Keyword universe expansion:** Build lists capturing both product intent and event-specific modifiers
- **Content strategy:** Create awareness-building content, gift guides, and comparison articles

Budget Strategy:

Allocate 30-45% of total spend during this phase for discovery and data capture as well as warming up the algorithms

Messaging Focus:

Product education, awareness of availability on Amazon

Launch Phase | 1-4 weeks out

Continuing momentum, and fueling higher shopper intent

Key activities:

- **Launch teaser creatives:** Start campaigns announcing upcoming deals without revealing all the details
- **Budget prioritization:** Shift spend to high-performing creatives and high-profit ASINs
- **Bundle testing:** Test product combinations to understand what drives the highest interest and add-to-cart rates
- **Sequential messaging:** Progress from awareness to consideration-focused content
- **Competitive monitoring:** Document competitor activity to inform defensive strategies

Budget Strategy:

Move budget to 25-30% of total spend for continuing algorithm momentum and peaking shopper interest

Messaging Focus:

Problem/benefit positioning, anticipation building, value communication

Peak Phase | Event time period

Maximum conversion focus

Key activities:

- **Aggressive spend windows:** Deploy peak budgets during the highest-intent hours (12-2 PM, 7-9 PM)
- **Creative swapping:** Update messaging to reflect live event status with "Shop Now" and "Deals Are Live"
- **Retargeting:** Implement robust retargeting focusing on interested but unconverted users
- **Daily optimization:** Adjust bids, rotate creative, expand successful audiences, reallocate budgets
- **Competitive response:** Monitor competitor moves and maintain impression share

Budget Strategy:

15-20% of total spend concentrated during peak conversion windows

Messaging Focus:

Urgency, scarcity, offer-specific content, countdown elements

Post-Event Phase | 1-7+ weeks after

Capturing extended value and building loyalty

Key activities:

- **Extended shopping capture:** Continue campaigns targeting late-decision shoppers
- **Loyalty loops:** Engage post-purchase customers for reviews and repeat purchases
- **Search visibility monitoring:** Track organic ranking improvements from offsite traffic impact
- **Data analysis:** Conduct comprehensive performance reviews and extract insights
- **Attribution assessment:** Measure long-term impact on customer lifetime value

Budget Strategy:

10-20% of spend to capture post-event opportunities and retarget cart abandoners

Messaging Focus:

"Still available" messaging, complementary products, exclusive offers

Strategic budget allocation framework

Recommended channel distribution:

Paid Search:
25-35%
Branded campaigns, Amazon shopping campaigns

Paid Social:
45-55%
Meta (Facebook/Instagram) for reach, TikTok for younger demographics

Programmatic Display:
10-20%
Retargeting, lookalike audiences, contextual targeting

Phase-based budget timeline:

Phase	Timeline	Budget %	Primary Objective
Pre-event	T-14 to T-4	10-15%	Discovery and data capture
	T-4 to T-8	20-30%	Momentum and algorithm warm-up
Launch	T-1 to T-4	25-30%	Peak intent push
Event peak	T-day(s)	15-20%	Conversion focus
Post event	T+1 to T+4	5-10%	Halo effect capture
	T+4 to T+7	5-10%	Retarget and optimize

Evaluating success: Offsite KPIs that matter

Revenue attribution metrics

Offsite-influenced Amazon sales:
Total Amazon revenue attributable to offsite touchpoints

Cost per Amazon conversion:
Offsite advertising cost divided by Amazon purchases

Return on ad spend (ROAS):
Amazon revenue generated per dollar of offsite media investment

Lift in organic rankings:
Improvement in Amazon search position following offsite traffic increases

Performance indicators

Conversion rate lift:
Comparison between offsite-influenced and organic Amazon traffic

Cart rate improvement:
Percentage increase in add-to-cart actions from offsite traffic

Customer acquisition cost:
Blended cost across all touchpoints for new customers

Brand building metrics

Assisted conversions:
Amazon purchases involving offsite touchpoints in the customer journey

Brand search lift:
Increase in branded search volume during and after tentpole events

Share of voice:
Percentage of category-relevant conversations captured

Customer lifetime value impact:
Long-term revenue from customers acquired through offsite channels

An Ampd customer success story

One of Ampd's leading consumer packaged goods clients implemented our comprehensive tentpole strategy during a recent Prime Day event. By starting their offsite campaigns 4 weeks early with teaser content and scaling through our recommended budget allocation, they achieved:

156% increase in Amazon sales velocity during the event period

43% lower cost per conversion compared to Amazon-only campaigns

2.3x higher new-to-brand customer acquisition through offsite touchpoints

28% sustained improvement in organic rankings for 6+ weeks post-event

The key?

Ampd's agentic AI platform providing in-flight attribution data, allowing the brand to optimize budgets and creative while maintaining clear visibility into which offsite touch points were driving actual Amazon conversions.

KEYS TO SUCCESS: ADVANCED STRATEGIES FOR MAXIMUM IMPACT

Advanced tactics for competitive advantage

Sequential messaging campaigns

Use offsite media to tell a complete story across the customer journey, progressing from awareness (6-8 weeks out) to consideration (2-4 weeks) to conversion (event week).

Cross-channel retargeting

Retarget Amazon listing visitors with offsite ads providing additional value: offer extended warranties, complementary products, or exclusive offers.

Influencer amplification

Partner with micro-influencers to create authentic content driving offsite traffic.

Influencer-generated content performs 67% better than brand-created content during high-competition periods.

Immediate retail attribution

Leverage platforms like Ampd that provide deterministic attribution connecting offsite clicks to retail conversions, enabling confident budget and creative optimization.

What to avoid: Common pitfalls that kill performance

Critical Mistakes:

Late planning: Tentpole events require 8-12 weeks of preparation. Brands starting 4 weeks out miss crucial opportunities for keyword research, creative development, and audience building.

Platform siloed thinking: Offsite and on-platform strategies must work together. Use offsite media to support Amazon advertising goals, not compete with them.

Ignoring mobile experience: 73% of tentpole event shopping happens on mobile devices. Ensure offsite ads and landing experiences are mobile-optimized.

Underestimating attribution complexity: Tentpole events create complex customer journeys. Invest in proper attribution modeling to understand true offsite media value.

Technical Failures:

Poor tracking implementation:
- Without proper UTM parameters and attribution setup, you can't optimize or prove offsite media value.

Creative fatigue:
- Failing to refresh ad creative every as often as possible during peak competition and event time periods.

Budget inflexibility:
- Not having systems in place for real-time budget reallocation misses optimization opportunities.

IMPLEMENTATION TIMELINE

IMMEDIATE ACTIONS

Task	Priority	Owner	Outcome
Audit current offsite presence during last major event	High	Media team	Baseline performance data
Analyze competitor activity across channels	High	Media team	Competitive intelligence
Document current attribution capabilities	Medium	Analytics	Measurement readiness assessment
Establish tentpole event calendar	Medium	Strategy/Media	Strategic timeline

SHORT-TERM

Task	Priority	Owner	Outcome
Develop event-specific keyword lists	High	Media team	Expanded targeting capabilities
Create content calendar aligned with event timing	High	Creative team	Strategic content pipeline
Implement proper tracking and attribution	High	Analytics/Tech	Measurement infrastructure
Build initial audience segments	Medium	Media team	Targeting foundation

MEDIUM-TERM

Task	Priority	Owner	Outcome
Build sequential messaging campaigns	High	Media team	Baseline performance data
Establish performance benchmarks	High	Analytics	Competitive intelligence
Create rapid-response optimization processes	Medium	Strategy/Media	Measurement readiness assessment
Develop competitive response playbooks	Medium	Strategy/Media	Strategic timeline

Transform seasonal spikes into sustainable growth

Tentpole events represent the highest-stakes moments in retail, but they're also the greatest opportunities for brands that approach them strategically. The data is clear: while competitors fight over expensive on-platform real estate, smart brands are capturing high-intent shoppers at the beginning of their purchase journey through sophisticated offsite media strategies.

The brands that win during tentpole events don't just show up; they show up everywhere their customers are looking. By starting early, leveraging data-driven attribution, and implementing the phased approach outlined in this playbook, you can transform seasonal spikes into year-round growth engines.

Bottom line?

Success requires more than good intentions; it demands the right technology, strategy, and execution. The most successful brands are those that can connect every offsite touchpoint to actual retail outcomes, optimize while in-flight, and scale with confidence.

Ready to dominate your next tentpole event?

Ampd's AI-powered platform makes it easy to plan, execute, and measure offsite campaigns that drive measurable Amazon revenue. Our tentpole event playbooks have helped hundreds of brands turn seasonal moments into sustainable competitive advantages.

Schedule a demo to see how Ampd can turn your next tentpole event into your biggest growth opportunity of the year.

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