

# Prime Day and Deal Days

What we're watching  
(beyond the deals).

June 2026



***With Amazon Prime Day and Walmart Deal Days colliding in the same week, we asked a few of Publicis Commerce's experts a simple question: What are you keeping your eyes on?***

The answers (probably) won't surprise anyone. Alexa for Shopping and Walmart Sparky loom large, and for good reason. But beyond the rise of retail AI agents, our team is watching for broader shifts in discovery, decision-making, content strategy, recommendation engines, and shopper behavior.

Fortunately, we won't have to speculate for long.

One advantage of having some of the world's leading commerce experts under one roof is that they have the tools, partnerships, and data needed to answer not only the questions they're asking but the ones our clients are asking, too.

For now, here's what we're watching.

## Optimizing for Humans — and Robots

One assumption marketers should reconsider is the role of the product detail page. The brands that win during Prime Day and Deal Days will have done the work beforehand, optimizing their PDPs for both human shoppers and robots (i.e., vertical agents and answer engines). In this new era of digital discovery, a dynamic PDP strategy can provide a critical head start before the event even begins.

- **Julia Miller**, Senior Vice President, Commerce Media (Mars United)

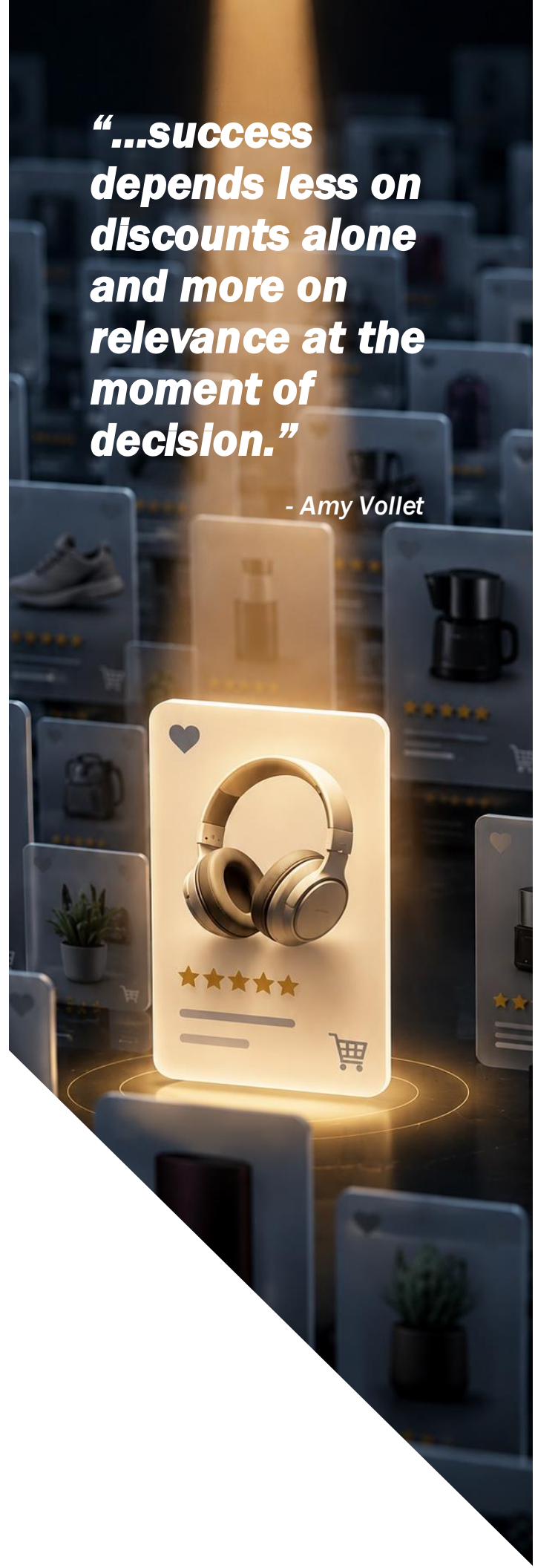
## Changing Minds, Not Just Prices

One shift I'm watching across Walmart Deal Days and Amazon Prime Day is how both are becoming decision-shaping moments, not just promotional ones. Each retailer does this differently. Amazon relies on search, algorithms, and recommendation engines. Walmart offers an omnichannel window into today's fragmented, value-driven consumer, where retail media, first-party data, and AI-driven relevance can influence decisions across digital and in-store touchpoints. In both cases, success depends less on discounts alone and more on relevance at the moment of decision.

- **Amy Vollet**, Senior Vice President, Commerce & Media (Saatchi X)

**“...success depends less on discounts alone and more on relevance at the moment of decision.”**

- Amy Vollet



## Are These Events Getting Too Big for Humans Alone?

Prime Day has become more than a date. Stretched to four days, it set a record \$24.1 billion last year, up 30%, even as average order value fell and two-thirds of items sold were under \$20, according to Adobe and Numerator. (But almost no one asks how much was truly incremental versus pulled forward from June and August.) What changes this year is that it will be the first AI-enabled Prime Day, and consumers may increasingly rely on AI to surface relevant deals from an ever-expanding ocean of offers. For the first time, the most important shopper on Prime Day may not be a person...

- **Jason Goldberg**, Chief Commerce Strategy Officer (Publicis Groupe)

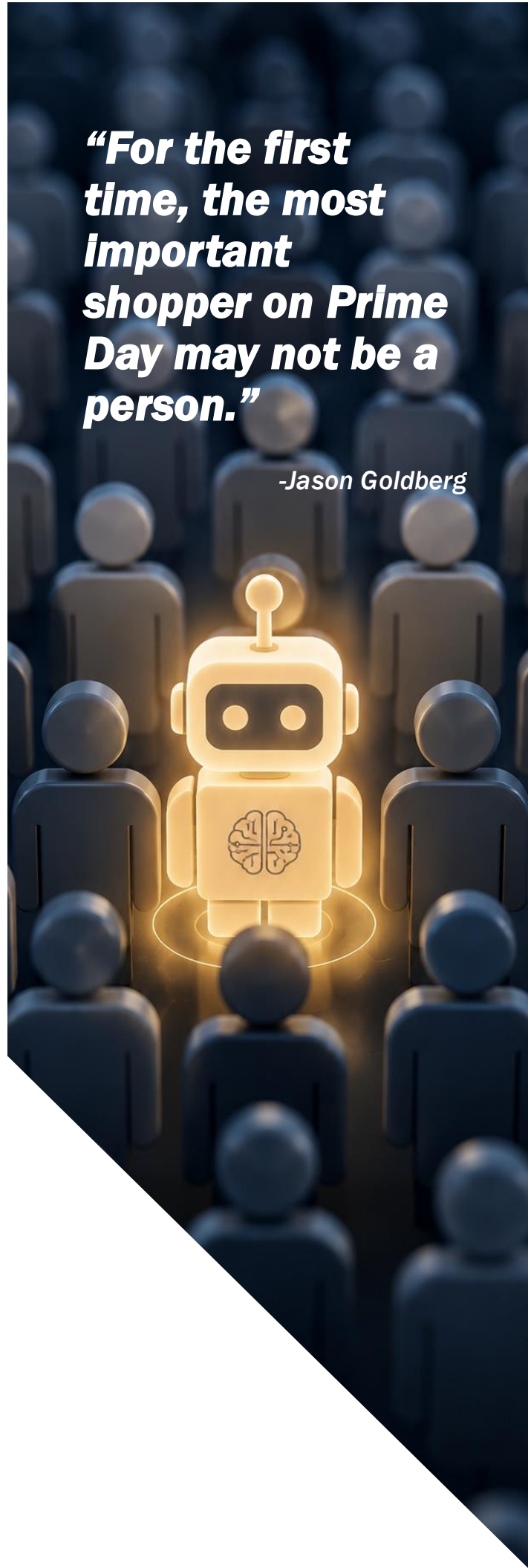
## Watching for the AI Optimization Pivot

A lot of people will be watching Prime Day and Deal Days, and for good reason: they're poised to accelerate the shift from optimizing for AI search visibility to optimizing for AI-driven recommendations. As AI plays a larger role in product discovery and decision-making, brands will need to focus on content quality, review strength, and full-funnel demand generation to stay competitive and influence purchase decisions.

- **Gina Soden**, Director, Commerce Experience (Arc Worldwide)

***“For the first time, the most important shopper on Prime Day may not be a person.”***

*-Jason Goldberg*



## Winning Beyond the Event Itself

Amazon Prime Day and Walmart Deal Days aren't just about chasing discounts anymore. They're increasingly about convenient discovery. As we've discussed a lot at Publicis Commerce, two of the four shelves — Digital and Agentic — are now the first touchpoints for many shoppers. Consumers are using these events to explore new categories, not just restock essentials. If brands remain locked into price-slashing as the primary lever, they're leaving long-term value on the table. The opportunity is to pair compelling offers with strong brand storytelling and content. The addition of Alexa for Shopping and Sparky only accelerates this shift, turning Prime Day and Deal Days from transactional events into full-funnel engagement opportunities that can drive retention well beyond the promotion itself.

- Tyler Rosten, Director, eCommerce (Saatchi X)

## Changing and Keeping the Change

I'm watching how consumers use Sparky to find deals — and to what extent. Walmart Deal Days could become a storehouse of insight, revealing not only what shoppers are asking for but how they're asking and which brands are showing up. AI integrations are clearly giving consumers new ways to search and shop. The question is whether the scale and visibility of this event will help marketers better understand how shopper behavior is evolving in response.

- Elisia Bielawski, Director, Commerce Experience (Arc Worldwide)

**“Consumers are using these events to explore new categories, not just restock essentials.”**

- Tyler Rosten



## Taking Time and Crafting Journeys

Amazon Prime Day and Walmart Deal Days have evolved from flash-sale moments into full-scale shopping journeys. With Prime Day expanding to four days and Deal Days extending to roughly a week, I'll be looking out for the ways shoppers use that extra time to browse early, compare across retailers, ask AI assistants for advice, and convert later. That shift demands more than peak-day activation. It requires unified commerce experiences that guide shoppers from inspiration to decision. The brands that win aren't just present at the moment of the deal. They're the ones designing experiences that build confidence over time and convert when it matters most.

- Amanda Rogers, President (Saatchi X)

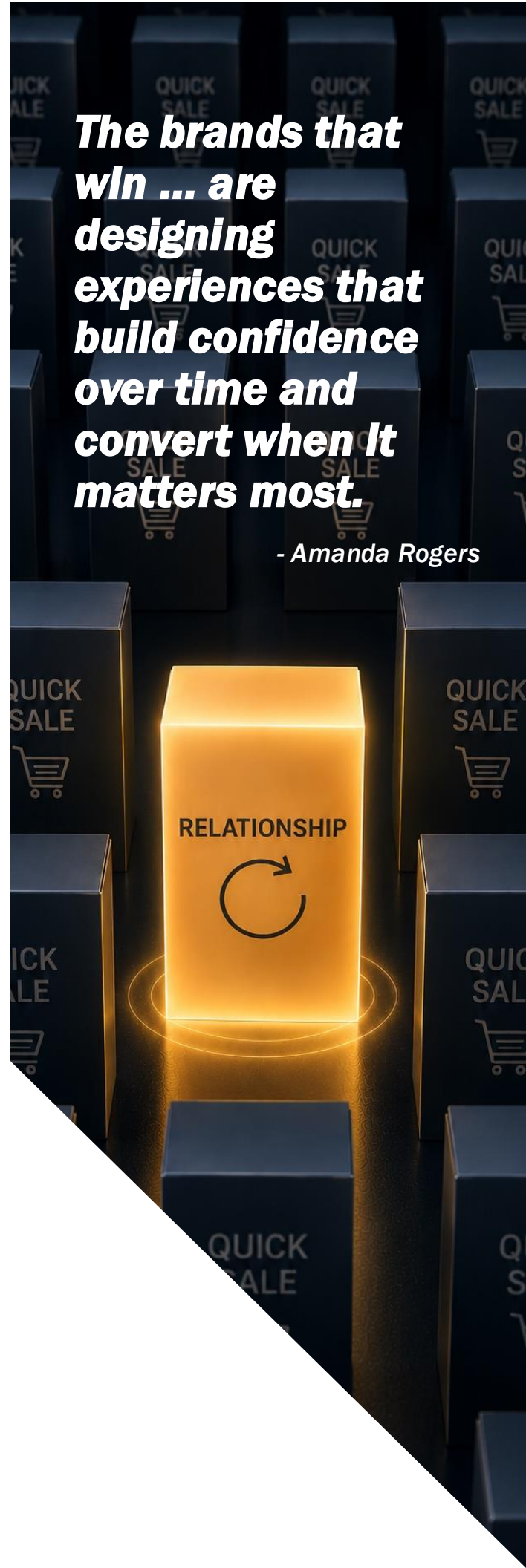
## How Big is the Agentic Advantage?

I'm very eager to see how shoppers will be using Alexa for Shopping (formerly Rufus) and Sparky to discover, evaluate, and select deals. We've heard 60% of Amazon shoppers and half of Walmart app users are engaging with these agentic tools, but I'll be looking at how this behavior translates to Prime Day and Deal Days, and whether brands that have invested to win on these platforms end up seeing outsized results.

- Ethan Goodman, President (Profitero+)

**The brands that win ... are designing experiences that build confidence over time and convert when it matters most.**

- Amanda Rogers





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