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# 1Q 2026 Amazon Strategy Workbook

By Claire McBride // March 19, 2026 // Benchmarks, Briefings, Forecasts, Research, Workshop

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***TL;DR:*** This comprehensive strategy workbook combines forecasts, consumer brand benchmarks, and expert intel with 7 hands-on tools for best-in-class Amazon strategy and execution in 2026.

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*1 minute read*

***Log in to download the full workbook linked at the bottom***

Our Amazon Strategy Workbook includes All-Signal, No Noise insights digital leaders need to forecast their business, make critical investment decisions, and compete effectively on the platform.

Driven by Stratably's proprietary benchmarking and qualitative research with leading brands, it's designed to cut through industry noise and save you time by sharing only the most relevant and real-time insights for your Amazon business in one place.

It's a must-read for Amazon account leads and anyone else involved in managing the day-to-day business or forecasting and strategizing for 2026.

## Turn Insights Into Action

We also include several hands-on tools, worksheets, and exercises throughout the report designed to help you:

- Crystalize your understanding of the material in the report
- Personalize the insights and apply learnings directly to your business
- Share critical topics and actionable learnings with senior leaders and cross-functional team members

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