

3Q24 Amazon Quarterly Business Review

By Claire McBride // September 9, 2024 // Benchmarks, Briefings, Forecasts, Research

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Our 3Q24 Amazon quarterly business review includes All-Signal insights digital leaders need to forecast the business, make critical investment decisions, and compete effectively on the platform.

Driven by Stratably's proprietary benchmarking and extensive qualitative research, it's designed to cut through industry noise and save you time by bringing consumer brands only the most relevant and real-time insights for the 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 2025.

Inside the Report:

- **Amazon's Near-Term Performance and Updated Forecasts**
 - Brand implications from Amazon's 2Q24 results
 - Stratably's latest, detailed forecasts for 2024 and 2025
 - The critical role Amazon continues to play in brands' growth strategies
- **Hot Topics for Amazon Leaders**
 - How to get smarter with your Amazon Ads spend
 - How to win during Prime Big Deal Days and holiday
 - Competitive edge opportunities for launching products on Amazon
 - Key insights and a five-step framework to support AVN preparations
 - Adoption, opportunities, and risks with the 1P/3P hybrid selling strategy
 - Opportunities and considerations for brands to expand low-ASP assortment
 - AI watchouts and opportunities with PDPs, plus tips for other content-related challenges

- Amazon's latest developments in grocery and a comparison of its Fresh membership to Walmart+ and Target Circle 360
- **Updates to Stratably's Amazon Competitive Edge Diagram**
 - Leveraging executive support in AVNs
 - The (ever) importance of marketplace control
 - Testing off-site traffic driving to Amazon is a must
 - The power of CLV data embedded into your Amazon strategy
 - Competitive edge opportunity to foster retention on Amazon
 - Coupons and discounts as a key growth lever this year and next
 - And 12 additional competitive edge updates
- **15 additional resources on Amazon**

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