5 Questions Keeping Retail Media Leaders Up at Night (Plus Answers and Action Steps)

By Claire McBride // March 17, 2025 // Briefings, Research

TL;DR: *At Stratably's recent in-person Amazon Ads event, industry experts and consumer brand peers shared actionable strategies for solving key challenges spanning optimizing Amazon Ads investment, Amazon Marketing Cloud, incrementality measurement, and AI-driven advertising shifts. Brands embracing data-driven decision-making, consistently testing and learning, and leaning into Amazon's advertising innovation are gaining a competitive edge.*

6 minute read

Last week, we hosted 40 consumer brand leaders in Scottsdale, AZ, for a deep dive into Amazon's latest advertising innovations and the strategies driving sustainable growth and profitability.

While the opportunities with Amazon Ads are immense, brands continue to face critical challenges—from rising competition and measurement complexities to the uncertain future of AI, and more.

Below are five of the most pressing and complex questions we heard from brands at the event—along with key insights from industry leaders and practical steps to navigate these challenges.

Read on for insight into:

1. What's the right budget for Amazon Ads?
2. What can I do to offset (or complement) rising advertising investments and competition?
3. Am I (or is my agency) doing enough with Amazon Marketing Cloud (AMC)?
4. How much incrementality is being driven by my Amazon Ads spend?
5. How will retail media be impacted by AI?

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