A Framework for Building Your 2027 Amazon Media Plan | Webinar Recap

By Russ Dieringer // October 27, 2026 // Briefings, Webinars

TL;DR: Just 13% of brands build their Amazon ad budget bottom up from category and share-of-voice targets. Odyssey's framework for 2027 starts with the pre-work most brands skip (an aligned vision, a validated goal, and a budget to realistically meet that goal), then works through six allocation decisions that each trace back to the goal. While each brand will have a different allocation, following this framework provides documented decisions that can be refined with SQP and AMC insights rather than simply rolling forward budgets and allocations from the prior year.

4 minute read

Our most recent benchmarking found that only 13% of consumer brands build a bottom up 2027 Amazon ad budget and plan. The rest either take what they did last year and make minor adjustments, rely on their agency partners with little oversight, or have a number handed down from finance or brand leadership without channel input.

Odyssey's framing of why these latter approaches is problematic was simple: the market is dynamic. For example, CPCs rose and category growth slowed. Two new entrants arrived at lower prices. The revenue target went up 25% while the TACoS target tightened. Three products launched and two were cut. Amazon added new placements and formats.

In other words, everything that matters to a media strategy changed, and yet for many brands the strategy itself is the same general plan and allocation as last year. Thus, the case for going deep on Amazon media planning every year rather than rolling the plan forward.

Our live session with Jake Merrill and Sam Jennings, co-founders of Odyssey eCommerce, covered three areas:

1. The necessary pre-work: an annual vision, goal and budget validation, and assortment tiering
2. Six allocation decisions that define a media strategy: by month, across the assortment,

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offense vs. defense, Sponsored Ads vs. DSP, and the tactical mix within each
3. How to use AMC and Search Query Performance to validate the splits rather than guess at them

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