Amazon Assortment Prioritization – Webinar Recap

By Russ Dieringer // June 12, 2025 // Research, Webinars

TL;DR: *Brands often dilute their Amazon growth potential by spreading resources too thin. Effective assortment prioritization using data-driven tiering and clear execution standards can significantly boost profitable growth.*

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Consumer brands struggle to maximize Amazon performance due to misplaced resources and overly broad product focus.

Stratably's recent webinar, featuring Jake Merrill and Sam Jennings from Odyssey eCommerce, presented an actionable framework for brands to prioritize product assortment strategically, ensuring significant gains in market share and revenue growth.

Presentation Overview

The session detailed a structured, five-step process for assortment prioritization:

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