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Amazon Product Launch Framework | Webinar Recap

By Russ Dieringer // April 28, 2026 // Briefings, Webinars

TL;DR: *Amazon product launches often fail from inadequate planning and poor cross-functional orchestration, with teams across brand, supply chain, media, and finance operating on different timelines and assumptions. The brands that win the first 90 days treat launches as cross-functional projects with a 12-week pre-launch runway, disciplined execution during launch, and a structured evaluation at week 10-12 that forces a clear decision to double down, optimize, or reassess.*

3 minute read

Successful product launches on Amazon require extensive planning and sound orchestration across functions, including brand management, supply chain, media, finance, and, of course, the Amazon team.

Each function has a role to play in the first 90 days, but without a shared framework, these teams operate on different timelines with different assumptions.

The result is the all-too-familiar mess where media drives traffic to a PDP that isn't conversion-ready, ad spend gets pulled before organic rank stabilizes, or inventory arrives too late.

To help brands launch products better, we hosted Jake Merril and Sam Jennings, founders of Odyssey eCommerce to share their repeatable framework for launch prep, execution, and post-launch evaluation, including who in the organization should own each important step.

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