

# Strategic Planning for Peak Events: What Prime Day 2025 Taught Us

By Russ Dieringer // July 24, 2025 // Briefings, Research

**TL;DR:** Our survey of 60 consumer brands shows mixed Prime Day 2025 performance, with a net -15% experiencing results below plan. Those that did outperform tended to have a multi-dimensional strategy, with media and promotional tactics working together to drive success. Most brands favored a 2-day event. A structured worksheet is included to apply Prime Day insights to your Q4 planning.

*7 minute read*

Prime Day 2025 was, by all accounts, a major shopping event. But just how major depends on who you ask.

- Adobe reported a staggering 30% year-over-year increase in online sales across the broader U.S. retail market during the two-day Prime window, reflecting more retailers running their own events in parallel to Amazon.
- Momentum Commerce, focusing specifically on Amazon U.S., estimated a more tempered 4.9% year-over-year sales growth in the U.S. during the event, slower than Amazon's YTD growth trends.

These divergent viewpoints reflect a recurring challenge in digital commerce: reconciling platform-level performance with what's actually happening inside the four walls of a brand. **Thus, we decided to study Prime Day through the lens of the consumer brand itself.**

THIS IS A GATED ARTICLE JUST FOR MEMBERS

# Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)

# Amazon 1P/3P Hybrid Model Adoption and Insights

By Claire McBride // July 23, 2025 // Briefings, Research

THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)

# Deep Dive: 2025 Amazon AVN Wrap-Up

By Claire McBride // July 21, 2025 // Benchmarks, Research

*Comprehensive benchmarking data from 180 Amazon 1P vendors on the 2025 AVN cycle, brands' profitability on Amazon, and brands' response to tariff-driven cost pressures.*

*2 minute read*

***Log in to download the full report linked at the bottom***

With 2025 AVNs completed for most brands, Stratably and [Consulterce](#) teamed up on a benchmark study to understand brands' AVNs experiences including the impact to trade terms, cost prices, profitability, and more. This is a follow-up study to our Amazon AVN and Profitability Study [published](#) in February.

## The Survey Spanned:

- 180 1P vendors
- Broad range of business sizes
- Broad range of product categories
- North American and European regions

## The Report Includes:

- A debrief of the 2025 AVN experience
- How cost prices changed during AVNs
- AVNs' impact on trade terms and margins
- Where Amazon achieved increased vendor investment
- 21 additional resources on Amazon AVNs and profitability

It's designed for eCommerce leaders, Amazon national account managers, the C-Suite, and financial professionals inside brands, all of which are directly or indirectly involved in annual vendor negotiations with Amazon.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

# Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)

# Scintilla Charter Now Outpaces Free Version in Brand Adoption

By Russ Dieringer // July 17, 2025 // Benchmarks, Briefings, Research

THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)

# Benchmarking the Rising Promotional Climate at Walmart

By Russ Dieringer // July 16, 2025 // Benchmarks, Briefings, Research

THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)

# How Tariffs Are Impacting Walmart Connect Budgets

By Russ Dieringer // July 15, 2025 // Benchmarks, Briefings, Research

THIS IS A GATED ARTICLE JUST FOR MEMBERS



# Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)

# How Tariffs are Shaping Walmart Sales Forecasts

By Russ Dieringer // July 14, 2025 // Benchmarks, Briefings, Research

THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)

# Key Considerations Before Agreeing to a GMM or CSA with Amazon

By Claire McBride // July 11, 2025 // Briefings, Research

THIS IS A GATED ARTICLE JUST FOR MEMBERS

## Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)