2027 Amazon Media Planning: A Framework for Building a Plan to Hit Your Goals

By Megan Harvey // September 2, 2026 //

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Your Amazon media plan is arguably the most important factor in determining if you will hit your 2027 sales target.

Despite this, brands often copy and paste the playbook they've been running in previous years even when their category and the Amazon marketplace have changed dramatically.

Once channel owners receive their sales target and media budget, they attempt to allocate budget across the assortment, the calendar year, and the funnel, often without a clear line back to what the business is trying to accomplish.

The result? A media plan that won't help you meet (or better yet, exceed) your annual sales goal.

In this webinar, Sam Jennings and Jake Merrill from Odyssey and Russ Dieringer from Stratably will walk through a practical framework for building a smarter 2027 Amazon media plan. We'll start with the pre-work that most brands skip: aligning on an annual vision, validating your goal and budget, and prioritizing which products receive ad spend. From there, we'll go deep on the strategic decisions that define a media plan, from how to allocate spend across your assortment to determining the right split between Sponsored Ads vs. DSP. Throughout the framework, we'll provide actionable tips on how to leverage AMC and other data sources to create a strategic media plan.

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We'll cover the following questions:

- How do I know if my budget is sufficient to meet our annual sales goal?
- What percentage of my spend should I be allocating to my hero SKUs?
- How do I ensure we are spending the right amount in our peak months?
- Should I be spending in DSP? And what's the right mix between Sponsored Ads vs DSP?
- What should my breakdown be between brand defense, non-brand, and competitive targeting?
- When should I invest further up the funnel? And what is the right amount?
- How can I leverage AMC to inform my media strategy?

Who this is for: Amazon, eCommerce and retail media directors and managers who want an actionable framework to help set their brand up for success in 2027.

Attendees will have the opportunity to sign up for a complimentary Sponsored Ads audit from Odyssey.

See the Recap & Replay

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