
Amazon Assortment Strategies to Grow Sales and Protect Margins

By Claire McBride // October 7, 2024 //

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Over the last decade, Amazon leaders have executed against a wide range of assortment strategies – from listing the entire portfolio to extreme product rationalization through COVID, and everything in between.

So what's the *right* strategy?

And how can brands overcome assortment-related challenges like algorithmic price matching, CRaP -outs, and MOQ hurdles?

Join Russ Dieringer, Founder and CEO of Stratably, and Martin Heubel, Director and Founder of Consulterce, to unpack key considerations for Amazon assortment decisions and the assortment types and strategies that drive profitable growth for 1P brands.

In this webinar, we'll cover:

- Assortment implications of Amazon's business model and pricing strategy
- Why product differentiation is critical to protect margins
- How to overcome common barriers to product differentiation
- Assortment types to leverage in your Amazon portfolio
- How to navigate Amazon's asks for low-ASP assortment
- Packaging differentiation: SIPP/SIOC best practices in vendor negotiations

This webinar is designed for Amazon leaders inside 1P brands seeking actionable insight on how to strategically manage their Amazon assortment for profitable growth.

All Signal, No Noise Format

- 30 minutes of prepared remarks
- 20 minutes of Q&A

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