Amazon Buy with Prime: An Independent Review of the Pros and Cons

By Russ Dieringer // January 15, 2024 //

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This independent review of Amazon's Buy with Prime program will provide you with a comprehensive understanding of the program's pros and cons, allowing you to make informed decisions for your brand's eCommerce strategy.

The session will include the following topics:

1. What is Buy with Prime?
2. Why is this such a big deal for Amazon? For Brands?
    - Is this getting you closer to or further away from your consumers?
    - What data are you sharing with Amazon, what data do you get access to?
3. How do you implement it? (technical needs, supply chain needs, typical time to market, etc.)
    - Ideas on selling this to internal skeptics?
    - Who is managing this inside brands?
4. How does a brand usually get started?
5. Is Amazon's claim of 25% CR improvement realistic?

Join Stratably along with guest presenter Raj Sapru from Netrush to unpack these topics and leave you with a clear vision of the role Buy with Prime can play for your organization.

All Signal, No Noise Format

- 25 minutes of prepared remarks

- 20 minutes of Q&A

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