
Amazon Product Launches: How to Win the First 90 Days

By Megan Harvey // March 5, 2026 //

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Successful product launches on Amazon are determined in the first 90 days. Early decisions around media intensity, inventory position, and promo strategy shape long-term organic rank, paid efficiency, and contribution margin.

Success requires cross-functional alignment across the organization. When internal teams operate in silos:

- Media drives traffic before the PDP is conversion-ready
- Ad spend is cut before organic rank stabilizes
- Inventory arrives too late to support demand

This means launches often stall because the flywheel effect never reaches its full potential.

In this session, we'll present a structured launch framework outlining what each function must execute before, during, and after launch. You'll learn how leading brands sequence media, retail readiness, inventory, and performance measurement.

What we'll cover:

- Securing cross-functional alignment and investment
- A stage-based launch timeline clarifying responsibilities
- Sizing and pacing media budgets to build sustainable rank
- Sales velocity modeling and inventory planning to prevent stock outs

- Key performance checkpoints to evaluate progress and adjust strategy

Competitive Edge Opportunity: Only 24% of brands follow a consistent launch strategy on Amazon according to our research. This session will provide Amazon Directors and eCommerce leaders with a repeatable system that reduces launch volatility and improves the probability of long-term success.

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