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# Amazon Sponsored Ads: 10 Tactics to Find and Fix Wasted Spend

By Megan Harvey // June 15, 2026 //

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After auditing hundreds of Amazon advertising accounts, one pattern shows up more than any other: brands don't have a campaign structure built for control, which means...

- Campaigns cannibalize each other
- Budgets bleed into the wrong targets
- Most brands don't know where their spend is going

In this session, Odyssey and Stratably break down 10 specific tactics that put brands in control of their Sponsored Products spend. For each one, we'll explain why it matters, show you how to audit your current setup against it, and walk through exactly what to do if you find a gap. Every tactic is grounded in real account data and designed to be actionable the same day you attend.

Whether you're trying to cut waste and protect your margins or looking to scale spend with confidence, better control over your campaign structure is where both of those goals start.

## What you'll walk away with:

- 10 immediately actionable tactics to audit and tighten your Sponsored Products campaign structure
- Real campaign examples that show exactly what each control gap looks like in practice
- A step-by-step audit for each tactic so you can evaluate your own campaigns
- Concrete implementation guidance so you know exactly what to change, and how

**Who this is for:** Retail media managers and Amazon/eCommerce directors who want a campaign structure built for control, efficiency, and scale.

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

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