

# Navigating Cost Price Increases on Amazon: Independent Strategies, Benchmarks, and Lessons Learned

By Megan Harvey // July 8, 2025 //

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July 31, 2025 @ 11am EST

With tariff pressures mounting, many consumer brands are planning cost price increases in 2025. For Amazon vendors, implementing those increases is uniquely challenging due to its market pricing algorithms and internal cost justification requirements.

Stratably's Claire McBride and Consulterce's Martin Heubel will walk through how Amazon vendors are independently managing these dynamics, sharing tactical examples, benchmarks, and practical considerations that have helped brands navigate the process more effectively.

## Here's what we'll cover:

- Benchmarking data from 100+ brands on how widespread cost increases will be this year, and what other levers brands are using to manage margin pressure
- Real-world strategies brands have used to justify and implement cost price increases with Amazon
- How price changes may affect retail pricing, POs, and growth forecasts

## We'll also address frequently asked questions like:

- Can I get a cost increase through without a vendor manager?
- How should I evaluate a guaranteed margin or cost support agreement?
- What documentation does Amazon expect to see to justify a price change?

## All Signal, No Noise Format

- 30 minutes of prepared remarks
  - 15 minutes of Q&A
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### Disclaimer:

This session is designed to help consumer brands understand how others in the industry are navigating the **common and recurring challenge** of implementing cost price increases with Amazon. The content is for informational purposes only. It does **not** constitute legal advice or direction on whether a brand should pursue a price increase. Nor does it promote or facilitate any coordination between competitors. All insights shared will be aggregated and anonymized. Brands are expected to make all pricing and commercial decisions **independently and in full compliance with applicable antitrust and competition laws**.

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# PhD in PDPs: A Mini Masterclass Studying 5 Best-in-Class Amazon Pages

By Megan Harvey // May 28, 2025 //

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June 18, 2025 @ 2pm EST

You asked for real-life examples, and we listened!

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Join Russ Dieringer of Stratably and Chris Perry of firstmovr for a hands-on session exploring five Amazon PDPs that are best-in-class.

Building on the 7 C's of Amazon Digital Shelf Maturity shared in our previous webinar, we'll break down these PDPs live, uncovering the precise content, structure, and strategies that set them apart.

This highly practical session is designed for retail professionals who want to elevate their PDPs from "complete" to "compelling." You'll leave with a sharper sense of what "great" looks like, real-world examples to inform your own page design, and plenty of time for Q&A to address your burning PDP questions.

Whether you're leading digital shelf strategy or looking to up-level execution with your content teams, this is your chance to earn your "PhD" in next-level PDP best practices!

[See the Recap & Replay Here](#)

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# Modernizing Your Walmart Connect Strategy: Budget and Allocation Shifts for 2025

By Megan Harvey // May 15, 2025 //

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July 8, 2025 @ 12pm EST

Walmart Connect is evolving fast, and with it, the old rules of budget allocation no longer apply. With more placements and smarter automation for Paid Search, growth in Walmart's self-serve Display offerings, the launch of Connected TV, and In-Store media opportunities, brands are increasingly moving to full-funnel strategies with Walmart.

**In this webinar, Stratably's Russ Dieringer and Tinuiti's Stuart Clay will walk through what's changed at Walmart Connect and what it means for your 2025 budget strategy.**

They'll explain how leading brands are shifting their spend across ad units, how to adopt a flexible budget model, and what a modern budget mix actually looks like, including an example allocation to help guide your planning.

**You'll learn:**

- What's changed at Walmart Connect over the past year
- How to shift from a search-heavy model to full-funnel allocation
- Tactical recommendations for Paid Search, Display, Connected TV, and In-Store media
- How to build budget flexibility to support test-and-learns
- A sample Walmart Connect budget mix

**All Signal, No Noise Format**

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- 15 minutes of Q&A

[Register Today](#)

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# Assortment Prioritization: An Actionable Framework to Get More Out of the Amazon Flywheel

By Claire McBride // May 14, 2025 //

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June 10, 2025 @ 12pm EST

Too many brands waste time and money focusing effort on the wrong products on Amazon.

Why? Because they haven't built a system to prioritize their assortment. As a result, crucial decisions are driven by gut feelings, often made reactively using surface-level metrics.

How does this impact your brand? Misallocated budgets, misaligned internal teams, and missed opportunities to maximize Net PPM and market share.

Assortment Prioritization is the solution: a system for analyzing your product portfolio using key performance criteria - like sales, profitability, media performance, share of voice, and item maturity - to drive smarter planning, speed up decision-making, and get more out of the Amazon Flywheel.

In this webinar, we'll walk through an intentional approach to building your own Prioritization SOP for Amazon assortment - one tailored to your brand's goals. You'll learn:

- The most effective data points for evaluating your assortment from various sources including AMC
- How to group products into tiers and set clear performance benchmarks
- How to audit your current assortment against these benchmarks to identify where to invest, optimize, or pull back

- And finally, how to turn this audit into an actionable roadmap that drives alignment across teams and partners

Join Jake Merrill and Sam Jennings, Co-Founders of Odyssey Ecommerce, and Russ Dieringer, Founder & CEO of Stratably, to learn how to build a systematized approach to assortment prioritization.

All Signal, No Noise Format

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

[See the Recap & Replay Here](#)

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# Stairway to Heaven: The 7 Steps to Amazon Digital Shelf Maturity

By Claire McBride // April 24, 2025 //

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May 20, 2025 @ 2pm EST

The digital shelf is no longer just a content checklist—it's a competitive battleground where brands either win visibility, conversion, and loyalty... or get buried by algorithms, AI, and shopper apathy.

With Amazon accelerating its transformation through GenAI, Rufus, and full-funnel retail media integration, brands must evolve their digital shelf approach—or risk becoming irrelevant, invisible

and ultimately forgotten.

In this session, we'll unveil the **Stairway to Heaven: Digital Shelf Maturity Framework**, a **step-by-step model for assessing and advancing your PDP performance on Amazon and beyond**. We'll break down each of the 7 C's of digital shelf maturity—Complete, Compliant, Consistent, Compelling, Connected, Customized, and Continuous—with a deeper dive into the top four stages most critical for true market share advantage.

Key questions we'll explore:

- What does it really mean to have a Compelling PDP in a Rufus-influenced world?
- How do you ensure your PDPs are Connected to your full-funnel search and media strategies?
- What does Customized look like through emerging GenAI-driven personalization and segmentation?

Join Chris Perry, Chief Learning Officer of firstmovr and Russ Dieringer, Founder & CEO of Stratably to learn how to climb the digital shelf maturity curve—step by step—while unlocking your edge on Amazon.

All Signal, No Noise Format

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

[See the Recap & Replay Here](#)

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# April 2025 Amazon Quarterly Business Review: 5 Key Insights for Amazon Leaders Inside Consumer Brands

By Claire McBride // April 5, 2025 //

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April 16, 2025 @ 2pm EST

Stratably's latest Amazon Quarterly Business Review delivers all-signal, no-noise insights digital leaders need to forecast their business, optimize profitability, and compete effectively on Amazon.

In this exclusive, members-only session, we'll break down **five critical themes impacting Amazon vendors** in 2025, informed by our proprietary benchmarking and qualitative research with leading brands and solution providers.

Join us as we discuss:

- **Growth:** Stratably's latest growth forecasts for Amazon and why brands are prioritizing Amazon in 2025
- **Profitability:** Real-time pricing dynamics between brands and Amazon, and how brands are protecting their Amazon P&Ls
- **Promos:** Brands' promotional plans for 2025, and potential impacts of Amazon's coupon and deal fee changes
- **Amazon Ads:** Key strategies to build a competitive edge in an evolving and competitive ad landscape
- **Supply Chain:** The latest on regionalization, Direct Fulfillment, Vendor Flex, and more
- **Live Q&A:** Bring your own questions from our Quarterly Business Review report or anything else on your mind about Amazon!



Register today for the insights you need to drive profitable growth on Amazon in 2025.

Please Note: This session is reserved exclusively for Stratably enterprise members. If your organization is not yet a member, reach out to learn how you can access this live session, the full report, and Stratably's full suite of premium insights on Amazon, Walmart, Retail Media, and Digital Trends.

All Signal, No Noise Format

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

[Recap & Replay Here](#)

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# Amazon Annual Vendor Negotiations: 2025 Insights and Strategies for Success

By Claire McBride // January 20, 2025 //

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March 4, 2025 @ 11am EST

Amazon Annual Vendor Negotiations (AVNs) are notoriously tough—and going in blind only makes them harder.

This year, let insights light the way.

Join Russ Dieringer and Claire McBride from Stratably, alongside Martin Heubel from Consulterce, as they unpack key findings from their latest benchmark study on 2025 AVNs, featuring insights from 100+ 1P vendors worldwide.

In this webinar, you'll discover:

- How brands expect their trade terms to change through 2025 AVNs
- Strategies brands are using to grow their Amazon margins
- The prevalence of price increases with Amazon in 2025
- Amazon's key areas of focus during 2025 AVNs
- Profitability trends for Amazon vendors
- And more

We'll also share actionable advice to help you refine your negotiation strategies and achieve better outcomes with Amazon.

Don't let the complexity of AVNs leave you in the dark—join us for this essential webinar and gain the insights you need to approach negotiations with clarity and confidence.

All Signal, No Noise Format

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

[Recap & Replay Here](#)

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# How Brands “Do” Retail Media in 2025

By Claire McBride // January 3, 2025 //

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February 11, 2025 @ 12pm EST

Retail media is rapidly transforming how consumer brands engage with consumers and retailers, with **nearly half of brands reporting retail media is a top priority within its overall marketing strategy.**

But navigating the opportunity isn't straightforward.

Retail media blurs the lines between retail and media, creating unique organizational challenges. From structuring teams and allocating budgets to managing external partnerships and measuring performance, many critical questions remain unanswered.

In this webinar, we'll share insights from our second annual *How Brands "Do" Retail Media* study, conducted in partnership with the Digital Shelf Institute. We'll explore the evolving landscape of retail media within consumer brand organizations by combining quantitative analysis from 92 manufacturers and qualitative insights from dozens of in-depth interviews and share groups.

We'll answer the most pressing questions facing brands today, such as:

- Who should lead and be involved in retail media?
- How should we fund different retail media ad types?
- How should we structure the organization to support retail media?
- What metrics should we be using to measure retail media performance?
- To what extent should we be working with our retail partners on retail media?

### Our expert speakers:

- **Lauren Livak Gilbert**, Executive Director, Digital Shelf Institute
- **Russ Dieringer**, CEO and Founder, Stratably
- **Claire McBride**, VP of Research and Education, Stratably

This webinar is tailored for retail leaders inside consumer brands tasked with strategizing, organizing, and executing retail media initiatives.

**Register today** to gain clarity and confidence on your retail media decisions with data-driven insights and actionable takeaways.

### All Signal, No Noise Format

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

[See The Recap + Replay Here](#)

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