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

By Claire McBride // May 14, 2025 //

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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](#)
