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# Conducting Useful Competitive Analyses on Amazon

By Russ Dieringer // December 22, 2022 //

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The brands you may compete with on other channels may not be the same ones who are your biggest threats on Amazon.

And even that latter group may vary significantly depending on what specific product is being sold.

Join Russ Dieringer and guest presenter Kelsey Scarzello to discuss how marketplace data can be used to find the most relevant competitive set on Amazon for individual brands and individual products, and how to properly benchmark against those competitors.

This session is designed for intermediate to advanced eCommerce practitioners with experience on Amazon and their strategy and analytics colleagues.

Presenter: Kelsey Scarzello, Director of Strategy & Insights, Momentum Commerce

All Signal, No Noise Format

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

[Replay & Recap Here](#)

