
How to Use Amazon Data Signals to Launch Innovative Products Consumers Are Telling You They Want

By Megan Harvey // March 12, 2026 //

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Competitive disruption begins on Amazon. Ingredients go viral. New products redefine categories overnight. But not every trend translates into durable revenue growth, and chasing the wrong signals costs revenue and profits.

In this webinar, we're welcoming Tom Werle, COO of Jungle Scout to introduce a structured framework for separating real, investable Amazon growth signals from short-term noise. Drawing on data spanning search behavior, product launches, and conversion trends, we'll walk through how to identify which consumer shifts are reshaping categories and which will fade.

You'll leave with:

- A repeatable methodology for evaluating trend durability on Amazon
- A clearer picture of how to connect search signals to downstream revenue impact
- A data-driven view on your products' competitiveness and innovation opportunities
- Practical guidance on allocating advertising dollars behind trends with staying power

If you're leading brand building or eCommerce strategy, managing Amazon accounts, overseeing retail media investments, or driving new product innovation, this session will sharpen how you evaluate what's worth betting on.

[See the Recap & Replay](#)
