

IN-PERSON EVENT | How Brands “Do” Retail Media: A Deep Dive into Amazon Advertising

By Claire McBride // December 6, 2024 //

March 12, 2025
Scottsdale, Arizona

Unlock Advanced Strategies to Drive Amazon Advertising Success at This New In-Person Event Exclusively for Individuals Working Inside Consumer Brands

Join Russ Dieringer, Claire McBride, and a select group of hand-picked speakers for a one-day, high-impact event focused on driving growth and profitability through Amazon Advertising. Designed for Director and VP level leaders, this event will provide strategic networking via share groups, the latest advancements in Amazon Advertising, and actionable insights you won't find anywhere else.

Date: March 12, 2025 | evening welcome reception on March 11

Location: Scottsdale, AZ | [Fairmont Scottsdale Princess](#)

Price: \$1,250 per ticket, plus fees | limited to only 40 tickets

Space is Limited

Intimate by design, this event caps out at just 40 tickets. This sized event will allow you to forge meaningful connections with other attendees and enables unique insight-sharing formats throughout the day. Register today to claim your spot!

[Register Now](#)

EXPERT-LED PRESENTATIONS

Learn from top industry professionals as they dive into **advanced** Amazon Advertising **strategies and tactics**.

INTERACTIVE SHARE GROUPS

Easily engage with experienced peers to share pressing challenges and **find breakthrough solutions**.

PLENTY OF NETWORKING

Build **lasting connections** with experienced consumer brand professionals.

What You'll Learn

HOW BRANDS “DO” RETAIL MEDIA

Get a front-row seat to Stratably's in-depth research uncovering how brands are approaching

Amazon Ads inside their organizations, spanning organizational structures, funding, measurement, and more. Plus, learn directly from other brands' success stories and challenges through interactive share groups.

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ADVANCED OPPORTUNITIES WITH SEARCH & DSP

With advertising competition increasing every year on Amazon, how do you stand out and continue to drive performance? Hear from the industry's top experts as they share the latest winning strategies and tactics and compelling test-and-learn opportunities to get the most out of your paid search and DSP investments.



**AMAZON
MARKETING CLOUD
BEST PRACTICES**

Best-in-class advertising on Amazon increasingly requires Amazon Marketing Cloud (AMC). Leave the event with tangible use cases and clear action items to maximize advertising performance through advanced analytics. Our interactive share groups will also give you the opportunity to connect with peers at varying maturity levels with AMC.

AMAZON STREAMING TV: OPPORTUNITIES, PITFALLS, BEST PRACTICES

While paid search and DSP are mature, table stakes investments, Amazon's streaming TV advertising offers brands a competitive edge opportunity. Learn from experts and fellow brands testing with this exciting new ad unit to craft your own streaming TV strategy for 2025 and beyond.

RIGHT-SIZING AMAZON AD BUDGETS AND QUANTIFYING HALO EFFECTS

What's the *right* amount to invest into Amazon Ads?

We know there's a halo effect from Amazon, but how do I quantify it and apply it to budgeting decisions?

Get these burning questions answered, and more, by the industry's brightest and most innovative minds in retail media measurement.

Note: Agenda topics are subject to change.

Plus, the event will provide several opportunities for productive networking and transformative new relationships with two happy hours, coffee and lunch breaks, and several share group sessions.

Come ready to share, learn, and build connections that will last well beyond the event.

Who Should Attend?

This event is tailored to experienced Amazon Advertising practitioners working inside large to mid-sized consumer brands who are ready to deepen their expertise and drive substantial growth. Attendees will leave with practical insights, new relationships with industry peers, and an actionable plan for optimizing Amazon Advertising.

Please Note – Brands Only

This event is only for individuals working inside consumer brands.

Outside of invite-only select speakers and sponsors, it is not open to service providers, such as agencies, ad technology firms, consulting firms, brokers, and other companies offering services of any kind to consumer brands. This includes individuals that are primarily employed by a service provider, even if they have an email address with a consumer brand.

If you work at an organization that is not a consumer brand, do not purchase an event ticket.

If you are interested in sponsoring the event, please contact us [here](#).

In addition, the event is not open to individuals working inside retailers, and it is not affiliated with Amazon in any way.

Space is Extremely Limited!

We expect to sell out tickets quickly.

Register today to lock in your attendance!

[Register Now](#)

Questions? Contact us [here](#).