

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

By Claire McBride // December 6, 2024 //

*New In-Person Event Exclusively for Individuals Working Inside Consumer Brands*

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

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

This event has SOLD OUT! [Click here to join the waitlist.](#)

Join Russ Dieringer and Claire McBride of Stratably and a hand-selected group of expert partners 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 the latest advancements in Amazon Advertising, strategic networking via share groups, and actionable insights you won't find anywhere else.

## 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.

**Space is Extremely 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.

**Tickets are sold out!** Click the button below to join the waitlist.

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**Full Agenda**

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7:00 AM – 8:00 AM

## Coffee & Registration

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8:00 AM – 8:15 AM

## Welcoming Remarks

*Russ Dieringer, Founder & CEO of Stratably*

*Claire McBride, VP of Research & Education at Stratably*

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8:15 AM – 8:45 AM

## The State of Amazon Advertising: What's Happening & What Brands are Doing

*Russ Dieringer, Founder & CEO of Stratably*

🔍 Click to show/hide details.

This data-rich session will explore Amazon's unique position in the rapidly evolving retail media and digital advertising market. Attendees will develop a clear understanding of Amazon Advertising's dominance and hear a forward-looking perspective on its retail outlook for 2025. This presentation will uncover the data, trends, and strategies that brands need to stay ahead in the ever-evolving retail media environment.

Key areas of focus include:

- **Amazon's Competitive Edge:** A deep dive into Amazon Advertising's leadership and its positioning against retail media and digital ad rivals.
  - **2025 Retail Projections:** Critical insights into Amazon's retail performance trends and what they signal for the future.
  - **Actionable Benchmarks:** Fresh data on AMC adoption, budget priorities, and exclusive findings from Stratably's "How Brands Do Retail Media" study.
  - **Strategic Playbook:** Opportunities and challenges brands must tackle to maximize ROI and build a winning Amazon Advertising strategy.
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8:45 AM – 9:25 AM

## Mastering AMC's Newest Advanced Signals & Capabilities

*Sreenath Reddy, Founder & CEO of Intentwise*

🗒 Click to show/hide details.



Amazon Marketing Cloud (AMC) has evolved into a critical operational necessity and a powerful competitive differentiator—if used correctly. Yet, most brands are just scratching the surface, missing out on the full potential of AMC’s expanding dataset and capabilities.

In this advanced session, we’ll move beyond surface-level explanations and **dive deep into AMC’s newest datasets, signals, and infrastructure requirements**. You’ll gain clarity on recent advancements, including integrations with Sponsored Ads, DSP, and Amazon’s growing ad inventory across Prime Video and sports content.

**We’ll also address the often-overlooked nuances of AMC**—how query outputs can change over time, why infrastructure is key for scalable success, and how large brands can structure AMC outputs across multiple sub-brands effectively.

Expect candid insights on the challenges of AMC adoption, along with actionable strategies to optimize your infrastructure for accurate, repeatable results.

**Don’t settle for dashboards and one-off queries—learn how to unlock AMC as a strategic asset for your organization’s growth.**

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# PEER-TO-PEER LEARNING

9:40 AM – 10:10 AM

## Inside the Search Bar: Strategies and Tactics in Amazon Paid Search

*Small Share Group Discussion*



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In this interactive share group session, attendees will exchange insights on what's driving success in 2025. **Discover what brands are doing differently, share what's working (and what isn't), and uncover innovative test and learn opportunities.** Whether you're exploring new bidding techniques, refining keyword strategies, optimizing for Rufus, or tackling attribution challenges, this session will spark actionable ideas to enhance your paid search performance.

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10:30 AM – 11:10 AM

## Unlocking Incremental Sales on Amazon: Practical Strategies from the Field

*Alex Juday, SVP Revenue & Commerce Strategy at Incremental*

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How do you know if your Amazon ads are truly driving growth—or just capturing sales that would've happened anyway?

In this session, Incremental will share how they've integrated incrementality-based measurement into their media planning and buying workflows on Amazon.

**Discover which Amazon ad types deliver the most incremental value and learn actionable strategies for optimizing your campaigns to maximize topline sales growth.**

Whether you're just starting with incrementality or looking to refine your approach, this session will provide insights you can immediately apply to your media strategy.

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# PEER-TO-PEER LEARNING

11:20 AM – 12:00 PM

**“Collective Wisdom”: Solving Amazon Ads Challenges Together**

*Stratably, Partners & Brand Participants*

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In this interactive session, a select group of brands will share one major challenge they've faced in the world of Amazon advertising. **With the expertise of 40 experienced practitioners in the room, we'll brainstorm practical solutions, share insights, and uncover new approaches together.**

This is your chance to engage in a dynamic problem-solving exercise, leveraging the power of shared experience and collective wisdom to address real-world obstacles. Bring your ideas, questions, and expertise to help transform challenges into opportunities!

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12:00 PM – 1:00 PM

## Lunch & Networking

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1:15 PM – 1:30 PM

## Developing Your Competitive Edge on Amazon

*Claire McBride, VP of Research & Education at Stratably*

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In this session, we will unveil Stratably's latest insights on achieving and maintaining a competitive edge on Amazon. Highlighting the most significant changes from the past quarter, we'll provide actionable recommendations for brands navigating Amazon's fast-evolving ecosystem.

**What attendees will gain from this session:**

- **A Clear Roadmap:** Learn where to prioritize efforts across key areas, from retail media to advanced analytics, using Stratably's Amazon Competitive Edge diagram.
  - **Timely Insights:** Discover what's changed on Amazon in the past quarter and how it impacts your strategy.
  - **Actionable Recommendations:** Walk away with specific steps to optimize performance and drive growth in 2025.
  - **Connected Context:** See how these insights align with the themes explored earlier in the day and set the stage for afternoon discussions.
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1:35 PM – 2:15 PM

## Measure the Precise Lift of Your Streaming TV Ads with Incrementality Testing

*Gloria Steiner, Head of Product at Gigi*

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Measuring incrementality has become one of the industry's hottest topics. However, if you're not testing incrementality with data science-backed experiments via control groups, you may be missing out on capturing the true incremental lift of your advertising efforts.

**As you move further up the Amazon Ads funnel into Streaming TV, ensuring that your upper-funnel campaigns aren't cannibalizing existing ad efforts is crucial to maximizing your returns and driving new customer acquisition.**

Join Gloria Steiner, Head of Product at Gigi, as she explores how to use the Amazon ecosystem, alongside 1P data collaborations via AWS Clean Rooms, to build robust incrementality tests and measure the effectiveness of Streaming TV campaigns across multiple retailers, including Amazon, DTC channels, and major retailers like Walmart, Target, and Kroger.

#### Session Takeaways:

- **The State of Incrementality Measurement**—Explore the different methods for incrementality testing and how to ensure you're truly measuring incrementality
  - **Detail is in the Data**—Learn how to leverage data collaboration to build robust datasets
  - **Geography-Based Holdout Groups**—How Gigi utilizes Nielsen's Designated Market Areas (DMAs) to create customized control groups for your brand
  - **No Black Box Testing**—A walkthrough of how Gigi ensures clean experimental conditions while adapting experiments to align with your risk tolerance
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# PEER-TO-PEER LEARNING

2:30 PM – 3:10 PM

## Beyond the Search Bar: Exploring Amazon Ads Strategies Outside of Paid Search

*Small Share Group Discussion*

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Step outside the traditional paid search box and explore the full spectrum of Amazon Advertising's opportunities beyond paid search. **This dynamic share group session will focus on onsite display, offsite display, and streaming TV strategies.**

Attendees will share what's working, what hasn't delivered, and the experiments shaping their approach this year. **From innovative display campaigns to leveraging streaming TV for brand awareness, this session will inspire new tactics and offer actionable insights to optimize your non-search Amazon Advertising efforts.**

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3:20 PM – 4:00 PM

## Audience Centricity on Amazon

*Noah Johnson, Director, Shopper Analytics at Stackline*

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In this session, Noah Johnson from Stackline will introduce the concept of Audience Centricity, a strategic approach that enables brands to better understand and engage their highest-value customers on Amazon. As eCommerce becomes more competitive and organic traffic declines, brands must leverage first-party data and audience insights to refine product detail pages, optimize assortment, and improve advertising efficiency. The goal is to develop more audience-focused content, which can accelerate sales growth and improve return on ad spend.

**Noah will outline a blueprint for brands to implement audience-centric strategies, including:**

- Identifying & prioritizing critical audience segments
  - Gathering behavioral insights to tailor marketing and product development
  - Activating audience-focused advertising to enhance efficiency
  - Analyzing performance to refine ongoing strategies including the off-Amazon impact from Amazon ads
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4:15 PM – 4:45 PM

## Amazon Advertising Unplugged: Ask-Me-Anything with the Experts

*Stratably & Partners*

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Wrap up the day with an interactive, ask-me-anything style panel featuring our expert speakers. **We'll dive into questions around Amazon's newest ad capabilities, announcements, and innovations, exploring their implications for your brand's growth and profitability.**

Have your burning questions ready, as we'll also open the floor to the audience for live Q&A.

Gain unfiltered insights and practical takeaways to help you stay ahead in the ever-evolving world of Amazon Advertising.

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**4:45 PM – 5:00 PM**

## Closing Remarks

*Russ Dieringer, Founder & CEO of Stratably*

*Claire McBride, VP of Research & Education at Stratably*

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5:00 PM – 7:00 PM

## Closing Networking Reception

*Sponsored by Vizit*

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### What You'll Learn

Attendees will gain a comprehensive understanding of how to maximize their investment in Amazon Advertising through actionable insights, expert strategies, and hands-on discussions.

With a focus on Amazon's unique role in the evolving retail media landscape, the event offers a deep dive into **cutting-edge topics like incrementality, AMC and advanced analytics, best-in-class strategies and tactics for paid search and non-search ad types, cross-retailer impacts of Amazon Ads**, and more.

From Stratably's data-rich keynote to expert-led presentations and consumer brand share group discussions, every aspect of this event is designed to equip brands with the tools and knowledge needed to drive growth and maximize returns in 2025.

**Check out the agenda above for full details.**

*Please note: Agenda is subject to change.*

### Designed for Impactful Networking

On top of expert insights, the event will provide several opportunities for productive networking and transformative new relationships with two networking receptions, coffee and lunch breaks, and several transformational 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 partners, 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 partnering, 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.

**This event has sold out!**

Click the button below to join the waitlist.

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Questions? Contact us [here](#).