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# Launching Products on Amazon: An Independent Review of What Moves the Needle

By Claire McBride // August 7, 2024 //

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January 21, 2025 @ 2pm EST

Launching products on Amazon is hard.

- Amazon orders small initial quantities
- Amazon doesn't take responsibility for driving traffic to new items
- Brands must jumpstart Amazon's algorithm to get the flywheel spinning
- Ramp up takes longer on Amazon compared to launching in a physical store

While challenging, the product launch is critical to get right in order to grow on Amazon's ultracompetitive marketplace – particularly this year as product innovation is the cornerstone of most brands' growth strategies.

Stratably benchmarking showed us brands need a repeatable, sound approach to launching products on Amazon, so we conducted extensive research to bring you a comprehensive roadmap.

In this webinar, we'll share our independent review of what to prioritize when launching new products and how to differentiate from your peers, including:

- How leading brands are leveraging Amazon to source innovation
- When to bring the Amazon team into the product innovation process
- How content, inventory, and ratings and reviews strategies work together
- Levers to get the right amount of inventory in the right places at the right time
- The underutilized opportunity of driving off-site traffic to your Amazon product launches

- Advertising investment required and how AMC can help your product launch dollars go further
- And more

This webinar is for you if your organization struggles to get its ducks in a row on Amazon product launches or if you're looking to refine your existing process with the latest and greatest tactics.

Register now for the insights needed to make your next Amazon product launch a success!

All Signal, No Noise Format

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

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