
Measuring Price Elasticity of Demand on Amazon

By Russ Dieringer // December 22, 2022 //

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How will our demand change on Amazon if we raise price?

That matters to both the brand and, importantly, to negotiations with vendor managers that are resistant to any price increase.

Join Russ Dieringer and guest presenter Ryan Walker who will walk through measuring price elasticity of demand on Amazon.

In this session, Ryan will describe why this is particularly important to test given inflationary pressures, the key requirements of running a similar test yourself, and how to set yourself up for success and actionability with your results.

This session is designed for intermediate to advanced eCommerce practitioners that have experience with Amazon.

Presenter: Ryan Walker, VP, Operations, Momentum Commerce

All Signal, No Noise Format

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

[Recap & Replay Here](#)
