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# Stairway to Heaven: The 7 Steps to Amazon Digital Shelf Maturity

By Claire McBride // April 24, 2025 //

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The digital shelf is no longer just a content checklist—it's a competitive battleground where brands either win visibility, conversion, and loyalty... or get buried by algorithms, AI, and shopper apathy.

With Amazon accelerating its transformation through GenAI, Rufus, and full-funnel retail media integration, brands must evolve their digital shelf approach—or risk becoming irrelevant, invisible and ultimately forgotten.

In this session, we'll unveil the **Stairway to Heaven: Digital Shelf Maturity Framework**, a **step-by-step model for assessing and advancing your PDP performance on Amazon and beyond**. We'll break down each of the 7 C's of digital shelf maturity—Complete, Compliant, Consistent, Compelling, Connected, Customized, and Continuous—with a deeper dive into the top four stages most critical for true market share advantage.

Key questions we'll explore:

- What does it really mean to have a Compelling PDP in a Rufus-influenced world?
- How do you ensure your PDPs are Connected to your full-funnel search and media strategies?
- What does Customized look like through emerging GenAI-driven personalization and segmentation?

Join Chris Perry, Chief Learning Officer of firstmovr and Russ Dieringer, Founder & CEO of Stratably to learn how to climb the digital shelf maturity curve—step by step—while unlocking your edge on Amazon.

## All Signal, No Noise Format

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

[See the Recap & Replay Here](#)

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