

Stay, Scale or Start: A Category Data Framework for Faster Amazon Growth

By Megan Harvey // August 25, 2025 //

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Most brands overlook one of the most critical data sets on Amazon: category-level intelligence. Without it, they evaluate product performance in isolation, missing key context that could reshape their go-to-market strategy.

In this session, Stratably partners with Odyssey Ecommerce to introduce a structured framework for using Amazon subcategory data to inform high-level planning decisions. This framework will enable you to refine your assortment focus and marketing strategy, as well as inform your brand's product development roadmap.

You'll learn how to analyze subcategory size, competitive intensity, pricing structures, and market share to better understand your brands position in the market, and decide whether to stay the course, double down, or build something new.

What you'll learn:

- What subcategory data matters and where to find it (e.g., category size, your brand's share, pricing insights, competitive levels and signs of saturation, etc.)
- Using the category data, how to map out three distinct strategic paths:
 - *Status Quo or Exit*: When to maintain, reduce, or pull out of a subcategory due to poor economics or lack of opportunity.
 - *Push and Win*: When to double down on your current assortment by investing in media and other marketing initiatives to grow in promising subcategories.

- *Build to Compete*: When the category has strong potential, but your current product line doesn't meet consumer or pricing expectations.
- How to evaluate these decisions across multiple categories and build a brand-level growth map for Amazon

This session is designed for those leading eCommerce, working on their brand's Amazon business, and product development teams looking to leverage Amazon data better.

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