The Data Behind the Most Successful Product Launches on Amazon

By Russ Dieringer // April 4, 2024 //

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Launching products on Amazon takes a combination of levers that need to be expertly pulled.

We asked the team at Momentum Commerce to analyze the advertising, share of voice, search and other data sources of the best product launches on Amazon.

They'll share the findings of their proprietary analysis along with the latest tactics and strategies that are working to drive new product purchases and practical recommendations on how brands can adjust their own strategies.

Expect to learn:

- The factors that are *most* important for a successful product launch on Amazon – and tactics for getting it right
- How vendors and sellers of different sizes can play to their strengths
- Innovation examples designed for the Amazon shopper
- Product launch advertising strategies that work
- And more!

The session is designed for advanced Amazon practitioners that regularly launch new products and are looking for advanced tactics and strategies to deploy.

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All Signal, No Noise Format

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

Recap & Replay Here

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