

What Makes Products “Durably Dominant” on Amazon?

By Russ Dieringer // December 22, 2022 //

March 29, 2023 @ 2pm EST

Every brand wants their products not just to become Best Sellers on Amazon, but stay that way.

To accomplish that, brands need to look far beyond the "best practices" that are generalized across industries.

Join Russ Dieringer and guest John Shea as he describes Momentum Commerce’s methodology into measuring the factors most associated with a product attaining 'Durable Dominance' on Amazon, and how brands should measure shifts between categories.

Attendees will leave with a clear understanding of the factors that matter to “drive durable” dominance on Amazon.

This session is designed for intermediate to advanced eCommerce practitioners that have a specific focus on Amazon.

Presenter: John Shea, Founder & CEO, Momentum Commerce

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Momentum Commerce is a modern consultancy offering brands flexible technology and professional services to grow sales on digital retail platforms such as Amazon, Walmart.com and Target.com. With a mission to be the most respected firm in the space, Momentum Commerce brand clients include emerging and enterprise brands such as LEGO, Crocs, Thrasio, Lush Decor, Level Home, XMONDO and many more.

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