Why Sticking to Basic AMC Reports Leaves Growth on the Table

By Megan Harvey // October 9, 2025 //

November 5, 2025 @ 1pm EST

Stratably's research has revealed that just 10% of brands use Amazon Marketing Cloud (AMC) in an advanced way, with most leveraging only its basic reporting capabilities.

This limited adoption, essentially unchanged from our benchmarking a year ago, creates a meaningful competitive advantage for brands that dive in and begin unlocking AMC's full capabilities.

To help brands understand what's possible, we're joining our friends at Tinuiti to unpack advanced AMC practices, including:

1. Why relying on pre-built queries and basic testing keeps AMC stuck in neutral, and how Tinuiti unlocks its full potential as a competitive advantage.
2. How to move AMC beyond data access into actionable strategies with custom audiences, incrementality testing, and DSP & STV integration.
3. Real-world use cases from Sony, Blueair, and The Honest Company proving AMC's impact on ROAS, NTB growth, and efficiency.
4. A practical roadmap to connect AMC insights to your broader commerce strategy, including cutting waste and maximizing Amazon ROI.

[Register Here](#)