
Organic Disruption on Amazon | Webinar Recap

By Russ Dieringer // February 10, 2026 // Research, Webinars

***TL;DR:** Organic rank on Amazon increasingly reflects algorithmic trust rather than just keyword coverage. This session breaks down what brands can do to actively build relevance through better content, conversion, and momentum to win visibility and make retail media work harder as AI becomes more influential in what products consumers see and buy.*

3 minute read

Organic performance on Amazon is undergoing a structural shift as Amazon accelerates its use of contextual signals and AI interfaces in product discovery and ranking.

Through Rufus and increasingly personalized search results, the mechanics of how products earn visibility are changing. Instead of direct keyword coverage and paid placement, discovery is increasingly governed by product relevance signals that combine content quality, shopper behavior, and sales momentum influenced by both onsite and offsite signals.

For brands, this creates a new challenge: Paid media is still an essential component of winning on Amazon, but a strong organic foundation onsite and off is critical to a sustainable growth trajectory.

We hosted this session with Amanda Wolff to help brands think about organic as a growth and efficiency lever, and to provide concrete strategies and tactics teams can apply now.

Presentation Overview

The session focused on how Amazon's evolving search and recommendation systems are redefining organic performance and what brands can do to adapt.

Amanda walked through:

- **How AI is changing Amazon search behavior:** From keyword matching to intent interpretation, with algorithms increasingly evaluating whether a product *deserves* to rank

based on relevance signals.

- **What “product relevance” means in practice:** How content signals, conversion behavior, sales velocity, and shopper feedback combine to determine organic visibility.
- **Why organic performance directly influences paid efficiency:** Strong organic rank improves ad placement quality, lowers cost pressure, and amplifies the impact of retail media investments.
- **Where brands have the most control:** A practical breakdown of the organic levers media and eCommerce teams can actively manage, test, and scale rather than treating organic as a passive outcome.

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