

Quantifying Brands' AVN Outcomes and Plans to Grow Profitably in 2024

By Claire McBride // June 25, 2024 // Benchmarks, Research, Webinars

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Now that the 2024 AVN season has concluded, brands are eager to understand how their experience compared to their peers and how they can set themselves up for success in the year ahead and for 2025 negotiations.

That's why we partnered with Martin Heubel of Consulterce on a benchmark study of 252 brands covering AVN outcomes, margin trends on the Amazon account, key initiatives for the year ahead, and more.

We shared the results of the survey during today's Stratably Live session.

We answered brands' burning questions like:

1. Is it possible to decrease trade terms Y/Y?
2. Should I be pursuing a 1P/3P hybrid strategy?
3. How much time do I need to prepare for AVNs?
4. How do I negotiate without a dedicated vendor manager?
5. How are other brands growing top- and bottom-line this year?
6. And more

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