September 2025 Amazon Strategy Workbook

By Claire McBride // August 25, 2025 // Benchmarks, Briefings, Forecasts, Research, Workshop

TL;DR: *This comprehensive strategy workbook combines forecasts, consumer brand benchmarks, and expert intel with 10 hands-on tools for best-in-class Amazon strategy and execution in 2026.*

1 minute read

Log in to download the full workbook linked at the bottom

Our Amazon Strategy Workbook includes All-Signal, No Noise insights digital leaders need to forecast their business, make critical investment decisions, and compete effectively on the platform.

Driven by Stratably's proprietary benchmarking and qualitative research with leading brands, it's designed to cut through industry noise and save you time by sharing only the most relevant and real-time insights for your Amazon business in one place.

It's a must-read for Amazon account leads and anyone else involved in managing the day-to-day business or forecasting and strategizing for 2026.

Turn Insights into Action:

We also include several hands-on tools, worksheets, and exercises throughout the report designed to help you:

- Crystalize your understanding of the material in the report
- Personalize the insights and apply learnings directly to your business
- Share critical topics and actionable learnings with senior leaders and cross-functional team members

Inside the Workbook:

- **Amazon's Near-Term Performance and Updated Forecasts**

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    - Insights Include: Takeaways from Amazon's 2Q25 results, Stratably's updated forecasts through 2026, Amazon SWOT analysis, and more
    - Hands-On Tools: 4Q25 and 2026 growth planning worksheet and 8 key action items following 2Q25 results
- **Advertising and Promotional Budgets, Strategies, and Tactics**
    - Insights Include: Benchmarking on brands' ad budgets, Prime Day results, Streaming TV efforts, and more
    - Hands-On Tools: Prime Day post-mortem, Q4 tentpole planning worksheet, and 2026 ad budget evaluation and ads planning worksheets
- **AVNs, Cost Price Increases, and Amazon Profitability**
    - Insights Include: Brands' 2025 AVN outcomes, cost price increase plans, P&L health, adoption of the 1P/3P hybrid model, and more
    - Hands-On Tools: 2026 AVN prep and margin improvement worksheets
- **Additional Hot Topics for Amazon Leaders**
    - Insights Include: Inventory and PO trends, grocery growth opportunities, Amazon Fresh benchmarking, and Rufus-driven PDP updates
    - Hands-On Tools: Workshop for Rufus-driven PDP optimizations
- **Updates to Stratably's Amazon Competitive Edge Framework**
    - Insights Include: Stratably's latest Competitive Edge Framework with detail on what changed and what's important
    - Hands-On Tools: Amazon content investment brief builder and comprehensive Amazon Competitive Edge workshop
- **Links to 49 additional resources on Amazon from Stratably**

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