Stratably Live 2023: All Webinar Recaps & Replays

By Claire McBride // January 2, 2024 // Research, Webinars

Jan 2, 2024

To kick off 2024, we're sharing the recaps and replays of 33 webinars we hosted last year spanning eCommerce topics like Amazon, retail media, product content, and more.

If you're tasked with educating your organization on eCommerce this year – or simply eager to sharpen your own axe – this curation is a great place to start.

All Things Amazon

- How to Build an Amazon Data Pipeline
- Measuring Price Elasticity of Demand on Amazon
- Conducting Useful Competitive Analyses on Amazon
- Measuring Customer Lifetime Value by Cohort via AMC
- What Makes Products "Durably Dominant" on Amazon?
- Meet your Competition on Amazon: The Random Factory Brand (RFB)
- Faster Profit Signals on Amazon: Optimizing Ads for Product and Portfolio Margin Between AVNs

Retail Media Execution & Measurement

- Using Amazon for Off-Platform Advertising
- How to Play Offense and Defense with Kroger Ads
- Improving Walmart Sponsored Products Campaigns

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

- Counterintuitive Lessons on Retail Media Incrementality
- Criteo or CitrusAd for Target Product Ads: How to Evaluate
- Why New to Brand Sales is a Superior Ad Metric on Amazon
- Winning on Instacart: Content, Ads, and More Best Practices
- How Hourly Bidding Gives You a Major Advantage on Amazon
- Think like an Algorithm: Seller Ad Strategies Translated for Brands
- Alternative Approaches to Avoid Attribution Pitfalls within Retail Media
- Why Part of Your Amazon Advertising Strategy Should Start on Google
- DSP and Upper Funnel: The Impact on Search and Media Performance
- 5 Tips to Better Measure Full Funnel Advertising Returns Using Amazon Marketing Cloud

Product Content Best Practices

- Unlocking Paid Efficiency with Content & Attributes on Target
- Understanding Walmart Content Style Guides and Quality Scores
- Measuring PDP Content & Digital Shelf Effectiveness With Media Data
- Two Examples of Content Strategies for Consumer Brand Organizations
- New and Exciting Ways to Leverage Brand and Product Content on Amazon
- Go from Siloed Content and Stalled Item Setup to a Streamlined PDP Process
- Maximizing Video Investments: Opportunities on Amazon, Walmart, and Target
- Building an Effective Center of Excellence Team to Support Your Data and Content Needs

Evolving Consumers, Marketplaces, and Consumer Brand Capabilities

- How to be a Better eCommerce Leader
- Top CPG Consumer Shopper Trends and Predictions
- 4 Ways to Take your Supply Chain from Cost Center to Growth Enabler
- Using Tech to Transform a Product into a Customer Experience Platform
- Overview for 1P Brands on How to Manage Competitive Threats on Walmart's Marketplace

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.