Strategies and Tactics for Launching Products on Amazon

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Brands are relying on new product innovation to support their growth plans, and Amazon is becoming an increasingly important platform for launching products. In fact, over 1-in-4 brands are now launching their new products on Amazon *first* before expanding to other accounts.

Yet, over 1-in-3 don't have a great strategy or process for doing so!

65% of brands report having a standard strategy and process for launching products on Amazon and following it most or all of the time. These brands have a competitive edge worth sharpening, and the remaining 35% of brands have a low-hanging fruit opportunity for greater intentionality with their product launches.



Ryan Walker from Momentum Commerce joined Stratably Live to share findings from their

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proprietary analysis of the top product launches, as well as the latest tactics and strategies that are working to drive new product purchases and practical recommendations on how brands can adjust their own strategies.

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