

Take Control of Your Amazon Sponsored Ads | Webinar Recap

By Russ Dieringer // July 28, 2026 // Briefings, Webinars

TL;DR: Sponsored Products remain the core of Amazon advertising budgets, and most accounts leak spend through a lack of control. Jake Merrill and Sam Jennings of Odyssey eCommerce shared ten tactics for finding and fixing wasted spend across campaign setup, targeting, and optimization, each with a specific place to check in the ad console and a scored recommendation. The full audit takes less than an hour, and several of the highest impact fixes require minimal effort.

3 minute read

Sponsored Products has been the cornerstone of retail media since Amazon started the category, and it remains the most financially important one to it and to its advertisers. Amazon's ad business is on pace to grow 22% this year, reaching \$84 billion, and search captures roughly 80% of advertiser budgets on Amazon according to our research. Further still, despite all of the newer full funnel options, more brands are increasing Sponsored Products budgets (51%) than CTV (48%) or Sponsored Display (33%).

We welcomed back Jake Merrill and Sam Jennings, co-founders of Odyssey eCommerce, for their fourth session with us. In their view, the foundation of a successful Amazon business requires an effective Sponsored Ads setup, and what holds brands back from elite performance is lack of control showing up in three ways: spending on the wrong keywords, promoting the wrong products, and running out of budget too quickly.

They organized the session around the ten tactics they audit to determine whether a brand controls where its budget goes, grouped into campaign setup, targeting, and optimization. For each tactic they covered why it matters, what to look for in the ad console, and a recommendation, along with effort and impact scores on a ten point scale.

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