

Takeaways from our Live Session on our 2024 Amazon Profitability & AVN Benchmark

By Claire McBride // February 8, 2024 // Benchmarks, Research, Webinars

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Stratably teamed up with Martin Heubel of Consulterce to present the findings of our 2024 Amazon Profitability & AVN Benchmark.

Key Topics:

- 1. How Amazon's profitability trends are impacting brands
- 2. Amazon's growth trajectory relative to other retail accounts
- 3. Benchmarking data and expert advice for navigating Amazon's cost price decrease requests and brands' price increase plans
- 4. Benchmarking data on total trade terms and how to keep annual increases to a minimum
- 5. Fundamental levers to pull for improved margin:
 - Improving ad efficiency
 - Profitable assortment
 - Supply chain savings
 - Marketplace control
- 6. How to set yourself up for success between AVN cycles

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