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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