AXIS RESOURCE

Amazon Growth Review Checklist

A practical sense-check for brands already selling on Amazon - before investing more in ads, content or external support.

Best for: Brands already selling on Amazon, or preparing to take the channel more seriously.

Why this exists

Amazon underperformance is not always an Amazon-only problem. This checklist helps you review whether the real issue sits in channel role, commercial model, content, discoverability, range, pricing, supply, operations, ownership - or the wider business model.

How to use the status columns: **Strong** = clear and working well | **Review** = partly clear or inconsistent | **Priority** = unclear, weak or needs action

1. The role Amazon plays in the business

Area / prompt	Strong	Review	Priority	Notes
Is Amazon meant to be a growth engine, a margin contributor, a clearance route or a brand visibility channel?	☐	☐	☐	
Is the Amazon strategy aligned to the wider channel strategy?	☐	☐	☐	
Are you clear whether Amazon should lead or follow retail and D2C priorities?	☐	☐	☐	
Is there tension between Amazon growth and wider channel health?	☐	☐	☐	
Does the current model reflect the role Amazon should actually play?	☐	☐	☐	

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2. Commercial model and account structure

Area / prompt	Strong	Review	Priority	Notes
Are you confident in the choice between 1P, 3P or a hybrid model?	☐	☐	☐	
Are deductions, fees and funding assumptions understood clearly?	☐	☐	☐	
Is the current setup helping margin and control - or undermining both?	☐	☐	☐	
Are the economics strong enough once marketing and operational costs are included?	☐	☐	☐	
Is there a clear view of accountabilities between the internal team, agency and Amazon?	☐	☐	☐	

3. Content and conversion

Area / prompt	Strong	Review	Priority	Notes
Are product titles, bullets and images built to convert as well as rank?	☐	☐	☐	
Is A+ content supporting the real reasons a customer should buy?	☐	☐	☐	
Are reviews, ratings and Q&A helping conversion rather than hurting it?	☐	☐	☐	
Is the content consistent with the wider brand and proposition?	☐	☐	☐	
Do you know which listings are converting weakly and why?	☐	☐	☐	

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4. Discoverability and traffic

Area / prompt	Strong	Review	Priority	Notes
Is search visibility strong on the right terms, not just broad traffic terms?	☐	☐	☐	
Are ad campaigns supporting the right priorities?	☐	☐	☐	
Is spend being deployed against profitable or strategically important products?	☐	☐	☐	
Are traffic issues being separated clearly from conversion issues?	☐	☐	☐	
Do you know whether growth is being limited by discoverability, conversion or both?	☐	☐	☐	

5. Range, pricing and assortment

Area / prompt	Strong	Review	Priority	Notes
Is the assortment on Amazon intentional or simply inherited?	☐	☐	☐	
Are hero SKUs clearly identified and properly supported?	☐	☐	☐	
Is pricing architecture helping conversion without destroying margin?	☐	☐	☐	
Are variant structures, bundles or pack sizes set up in a commercially sensible way?	☐	☐	☐	
Does the Amazon range support channel strategy or create conflict elsewhere?	☐	☐	☐	

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6. Supply, operations and execution

Area / prompt	Strong	Review	Priority	Notes
Are stock availability and forecasting constraining growth?	☐	☐	☐	
Are operations stable enough to support promotions and demand spikes?	☐	☐	☐	
Is FBA or fulfilment setup helping performance or creating unnecessary cost?	☐	☐	☐	
Are operational issues being mistaken for a commercial problem?	☐	☐	☐	
Is the weekly operating rhythm strong enough to act on issues quickly?	☐	☐	☐	

7. Measurement and decisions

Area / prompt	Strong	Review	Priority	Notes
Do you know the KPIs that actually matter for Amazon growth and profitability?	☐	☐	☐	
Are account reviews leading to decisions and actions, not just reporting?	☐	☐	☐	
Is ownership clear for the biggest issues slowing performance?	☐	☐	☐	
Do you know what the next 90 days should focus on?	☐	☐	☐	
Would a broader review help distinguish the real blocker from the visible symptom?	☐	☐	☐	

YOUR AMAZON GROWTH REVIEW

Turn the checklist into priorities

The value is not in getting every box to Strong. It is in being clear about what is working, what needs review and what deserves action first.

Area	Strong	Review	Priority	Main observation
The role Amazon plays in the business	☐	☐	☐	
Commercial model and account structure	☐	☐	☐	
Content and conversion	☐	☐	☐	
Discoverability and traffic	☐	☐	☐	
Range, pricing and assortment	☐	☐	☐	
Supply, operations and execution	☐	☐	☐	
Measurement and decisions	☐	☐	☐	

Common patterns this checklist may reveal

- Amazon appears weak, but the real issue is confusion about the role the channel should play.
- Advertising is compensating for weak content, conversion or range architecture.
- Margin pressure is being driven by model choice, deductions, funding or fulfilment - not simply by Amazon itself.
- Growth is being constrained by stock, forecasting or operational execution rather than demand.
- The biggest issue is ownership and operating rhythm: the team can see the problems, but decisions and actions are not happening quickly enough.

Your top three priorities

1. _____
2. _____
3. _____

What to do next

1. Review every item marked Review or Priority. 2. Choose the three issues most likely to improve growth, margin or control.
3. Give each one an owner, a next action and a 30-90 day timeframe.

Several Review or Priority areas?

AXIS helps scaling consumer brands work out what is really happening across Amazon, retail, ecommerce and connected channels - and turn that into a practical commercial plan.

Start with a Commercial Clarity Session: axisadvisory.co.uk/clarity-session
Or explore Amazon & Marketplace Advisory: axisadvisory.co.uk/services