



# **Executive Summary**

**Our Services**

**Case Studies**

**Working With Us**

**Next Steps**

# Executive Summary

- Success on Amazon requires a **comprehensive strategy** that's tailored for your specific industry with a deep expertise of the platform.
- Our team specializes with a Direct-to-Amazon 1P business model to leverage many of the highly lucrative capabilities that are **only available to select partners**.
- Our team is **best positioned** to help your brand build a strong retail presence on Amazon with expertise ranging from design and operations to marketing strategy and advertising!

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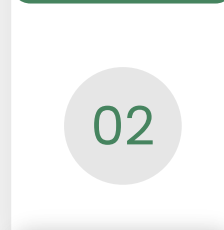
**Next Steps**

# Our Services

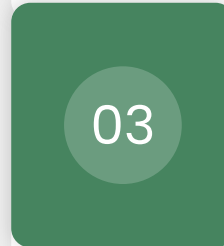
Our services across **Four Categories** help clients become successful on Amazon:



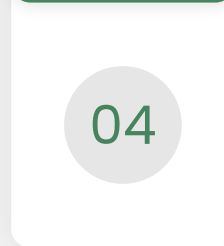
**Strategy**



**Operations**



**Branding**



**Sales & Marketing**

01

We devise **holistic strategies** by researching market trends, market share, and the competitive landscape!



### Market Trends

Monitor perceived tendency of markets and products in the Amazon marketplace over time for **classification** and **prioritization**.



### Market Share

Analyze the percentage of the total revenue or sales on Amazon's platform to help **identify opportunities**.



### Competitive Landscape

Research into direct and indirect competitors to help assess **vision**, niche markets, **strengths**, and **weaknesses**.

02

We conduct **operational activities** that range from performance and reporting to negotiations and fulfillment!



**Performance:**

Assessment of overall performance in ensuring compliance, disputes, and store metrics to *avoid inefficiencies*.



**Reporting:**

Tailored reporting cadence (e.g. weekly) that provides insight into sales data and invoice reports for *informed decision making*.



**Negotiations:**

Leverage established Amazon buyer relationships to negotiate terms in *reducing operational agreement rates*.



**Fulfillment:**

Management of Amazon's portal that covers invoicing for payments, purchase orders, and shipments to *ensure a healthy fulfillment pipeline*.

03

**Our branding experts can assist with logos, labels and product packaging to help define your company's image and increase brand awareness!**





04

**We focus on efficient sales and marketing tactics to improve user experience and keep your company profitable!**



**Increase Revenue:**

Synthesis of various functionality to drive sales.



**Increase Margins:**

Strategy to facilitate effective pricing to maximize profitability.



**Increase Traffic:**

Rigorous approach in capturing user traffic across different flows.



**Improve Shopping Experience:**

Tailored content to effectively communicate product offerings and services.

4A

## We consider a variety of factors when improving revenue:

01

### **Campaign Ads:**

Manage and utilize best promotional ad spend with PPC and Vendor Manager promotions for high volume sell-thru. (e.g. *Prime Day, Lightning Deals*)

02

### **Storefront:**

We design and organize your storefront for effective navigation of product offerings and services.

03

### **Category Placements:**

Correct linking and placement of categories for optimal search results and rankings within Amazon Top Sellers.

04

### **Search Engine Optimization:**

We optimize titles, content, metadata, and interactive media to target the search terms with highest potential within your industry!

4B

# We conduct negotiations to drive **healthy margins...**

### **1P vs 3P Strategy**

Analyze current distributor margins and business models to effectively gauge cost structure.



### **50-50 Buys**

Regulate bulk-buy strategy and weekly replenishment for optimal operational and commercial costs.

### **Proposed Marketing Spends**

Negotiate a marketing budget to help discount promotional requirements.

4C

## We maximize your traffic with a combination of diverse capabilities!



### **Amazon Sponsored Ads:**

Increase traffic with online advertising solutions that help attract and engage customers.



### **Storefront Campaigns:**

Build brand awareness by driving traffic directly to your custom Amazon store!



### **Multi-Channel SEO:**

We optimize your product listings to target customers with the right intent across a variety of platforms.

4D

# We prioritize customer experience and conversion!

## Trusted By Amazon:

Build a presence that establishes your brand as a trusted source within Amazon's marketplace.

## Product Demand:

Build effective and compelling bundles and variations to help fulfill customer needs.



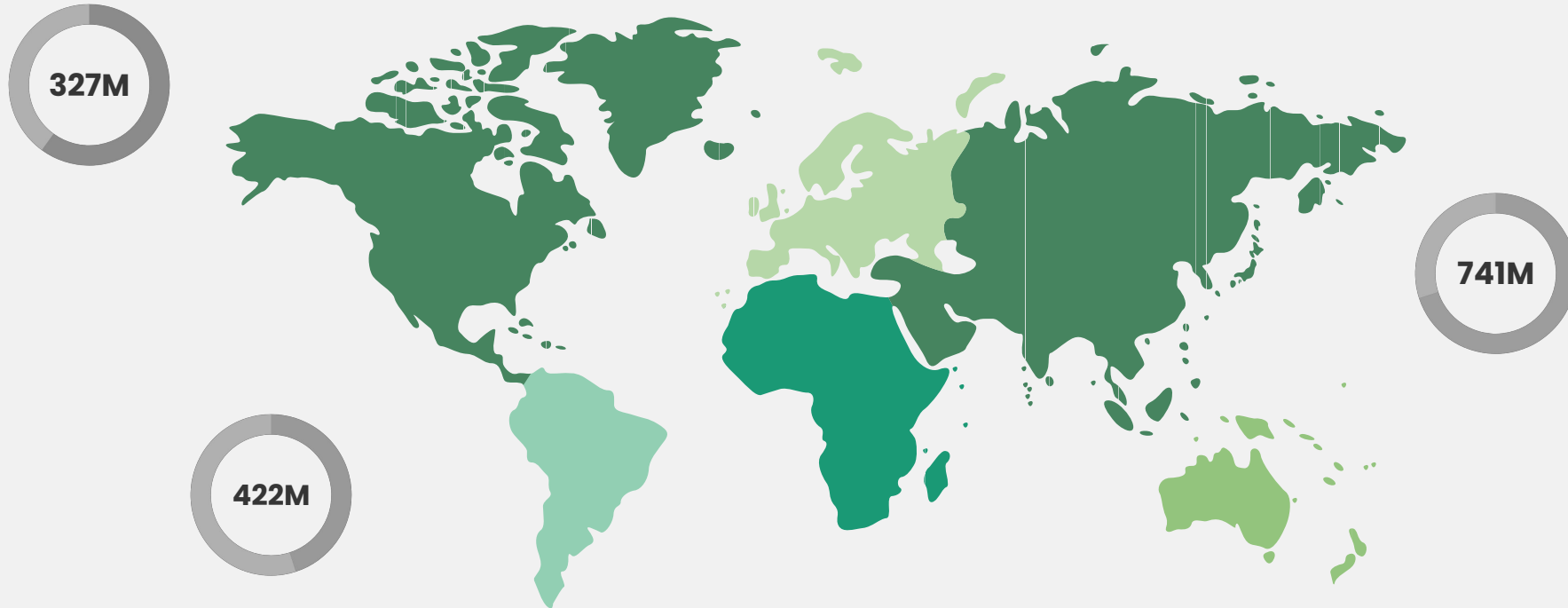
## Attractive Images:

Provide shoppers attractive visuals to entice, instruct, and facilitate an informed purchase!

## Compelling Videos:

Option to create compelling media assets to establish trust and inform potential customers of your brand.

We leverage **Amazon's global marketplace** to help build brand awareness!



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## We have a **proven** and **successful** track record across a variety of industries and clients! [1/2]

Industry	Client Size	Impact
Home Furnishings	Small (\$3m/yr)	Managed an exclusive Amazon launch with a brand new product line that generated \$3m in the first year.
Pool & Spa	Medium (\$10m/yr)	Led their multi-channel eCommerce strategy that increased sales from \$450K to \$3.4M over 2 years.
Health & Beauty	Medium (\$12m/yr)	Achieved a healthy ROI and increased brand presence that improved revenue by 20% and decreased overall advertising budget.



## We have a **proven and successful** track record across a variety of industries and clients! [2/2]

Industry	Client Size	Impact
Lawn & Garden	Large (\$100m/yr)	Increased overall performance and revenue with a focused strategy on core product expansion that generated 3x growth in the first year.
Home Furnishings	Large (\$75m/yr)	Managed a product launch that exceeded metrics by 45% from the previous year.
Lawn & Garden	Large (\$65m/yr)	Facilitated a IP strategy that enhanced listings and increased operational performance resulting in a 28% margin increase.

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# Working With Us

Our team focuses on a phased delivery roadmap that prioritizes **value creation** as early as possible:

01

**Delivery Roadmap**

02

**Fee Structure**

01

To ensure successful solutions, we onboard your business over **Three Distinct Phases:**

**Phase 02:**  
Brand Story & Category Management

- Custom Storefront
- Unique Product Categories
- Product Visibility

**Phase 01:**  
Optimized Individual Product Listings

- A+ Content
- SEO Driven Copy
- 4-6 Images Per Item

**Phase 03:**  
Operational Activities

- Portal Management
- Advertising Campaigns
- Promotions
- Order Confirmation
- Shipment Creation
- Invoicing
- Reporting & Forecasting

02

**Our fee structures  
prioritize your success:  
Fixed Operational &  
Revenue Performance.**

Fixed Operational

**\$5,000 / Month**

Our fixed cost of \$5k per month covers the following day-to-day activities:

- Full cycle of phased implementation.
- Continual management, monitoring, and optimization of products.  
*(Up to 250 SKUs)*

Revenue Performance

**5%**

Our performance-based cost of 5% of revenues also comes with the following:

- Weekly performance tracking reports.
- Advertising budget & targets.
- Optimization of ads & promotions

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# Next Steps

Here's what **we'll need** to get you started on Amazon:

## → Vendor Central Access

- ◆ Go to Manage Permissions under Settings in your Vendor Central Home Page.
- ◆ Add Another Person.
  - Add Fred Ghayour as a Contributor.  
(*fred@revenew.group*)
  - Activate all options and exclude Banking.

## → List of Prioritized Products

## → Access to Current Content & Media Assets

- ◆ Please Include any & all Product Images, Logo Files, Packaging Designs, Infographics, Video Content, & Web Copy you currently have for your brand.



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