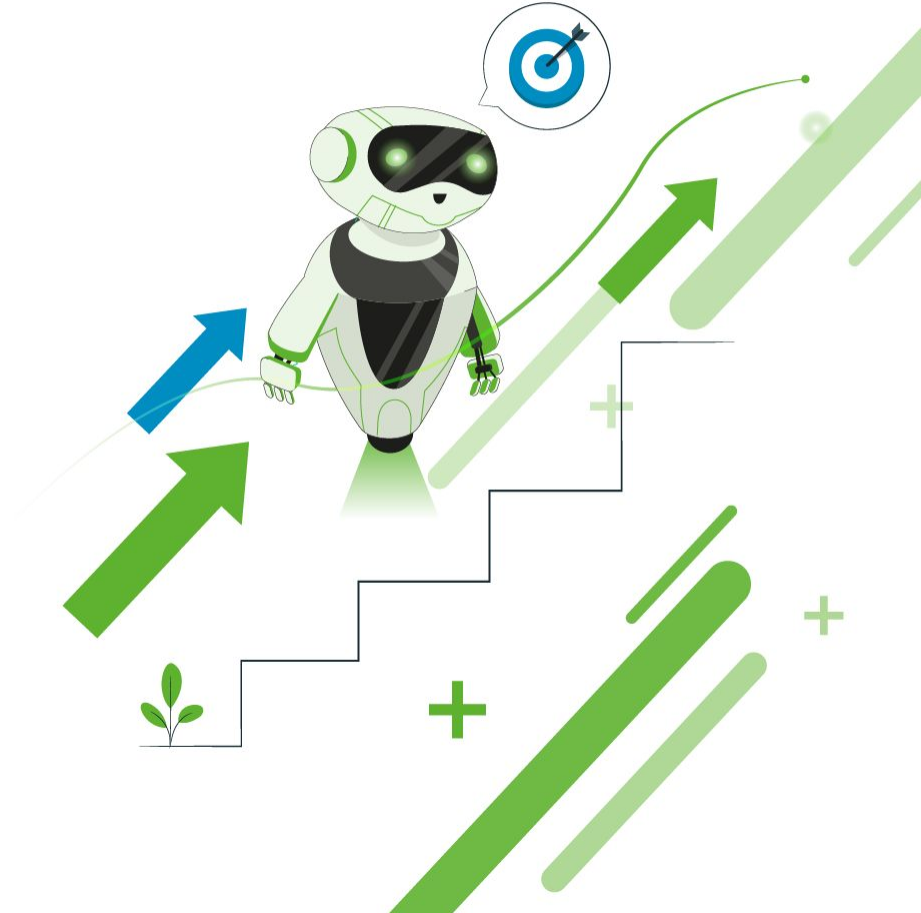


Why You Don't Need Another Business Analyst to Drive Growth on Amazon



Brands have so much data, but they struggle to choose the actions that make the biggest impact



Cannot identify and follow **market-specific best practices**



Difficult to tell which opportunities are priorities (**size of the prize**)



Takes **too long to analyze**. Insights are too late and the opportunity has passed



Cannot connect **data from multiple sources** for greater depth of understanding



Smart people with **not enough time or engagement**



Lack of system/skills - many new people in the organization who might not yet perform at their peak



KAMs have just two hands but **dozens of priorities**



Meet Anna and the Brand Y team



**Anna's
boss**

This year's growth target is +15%.
How can we do it?

Anna's target is greater than the predicted growth of the category.



**Anna, AMZ
Account Manager**

I can't increase headcount, I have limited budget, and I'm managing more than one account. Hmm...

Amanda uses AMZ Navigator to measure Amazon sales and share, and prioritize sales improvement tasks.



**Online
Marketing
Manager**

I can get an automated report that tells me where to invest in paid search.

Boosting traffic to products in high demand will generate "Quick Win" sales.

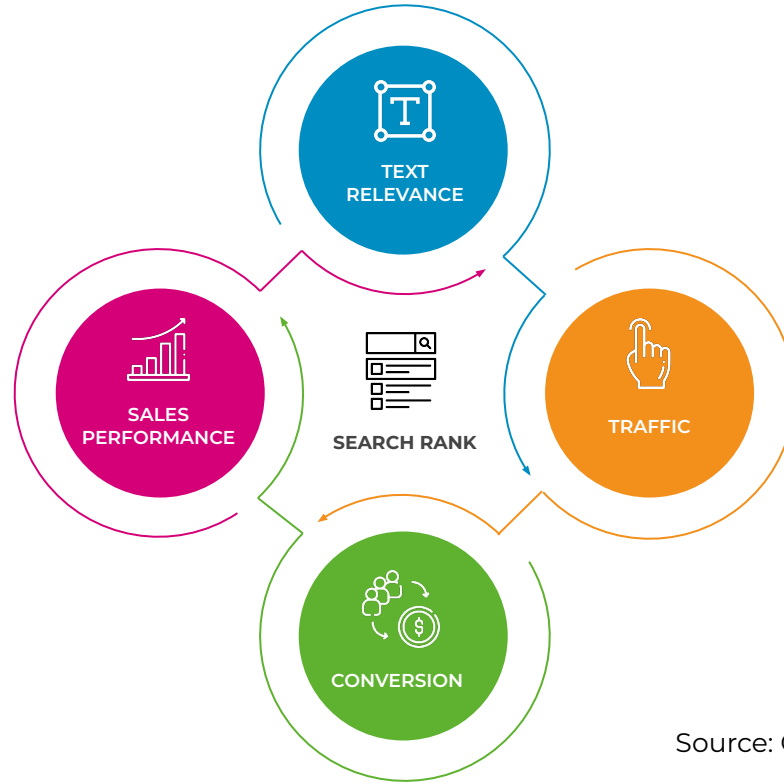


**Content
Manager**

My report prioritizes my actions with detailed instructions down to the missing keyword or image.

Closing content gaps will drive traffic, increase conversion and protect the brand.

The Winning Formula For Brands - Digital Shelf Flywheel

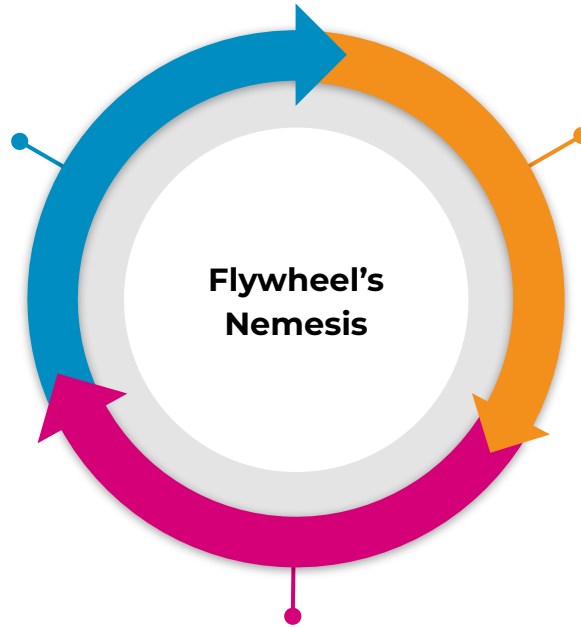


Source: Chris Perry

The Flywheel's Nemesis

Unprofitable on Amazon

- Removed from listings (CRaP)
- Amazon perks no longer exists
- No visibility in Search for removed listings
 - Organic or Paid
- Margins are impacted



Decline in Sales and Share

- Drop in orders due to availability issues
- Fluctuating average selling price
- Key competitors are outperforming in the category

Decline in Search and Seller rankings

- Limited visibility on the first page-
Availability issues have caused LBB
- Traffic & conversion rates for top ASINs are in decline

Case Study



Attention required for Brand Y

BRAND Y SALES

Current period vs previous period

▼ 8%

YOUR SALES

VS

CATEGORY SALES

7 491 339

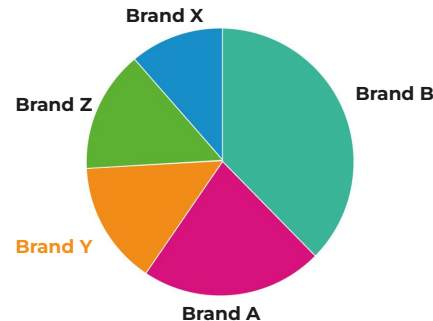
52 553 224

-8%

+16%

BRAND SHARE

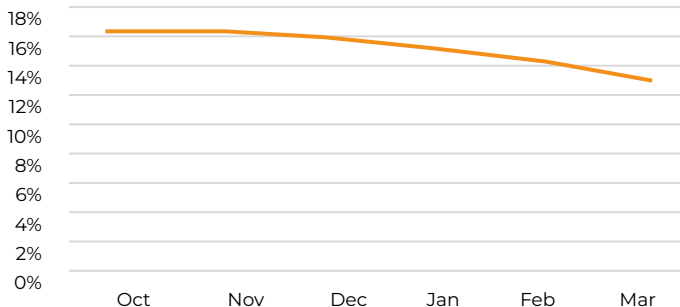
Current period



MARKET SHARE

Q4-Q1

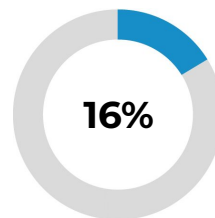
▼ 4%



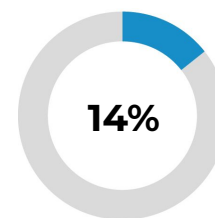
MARKET SHARE

2021 vs 2022

▼ 2%



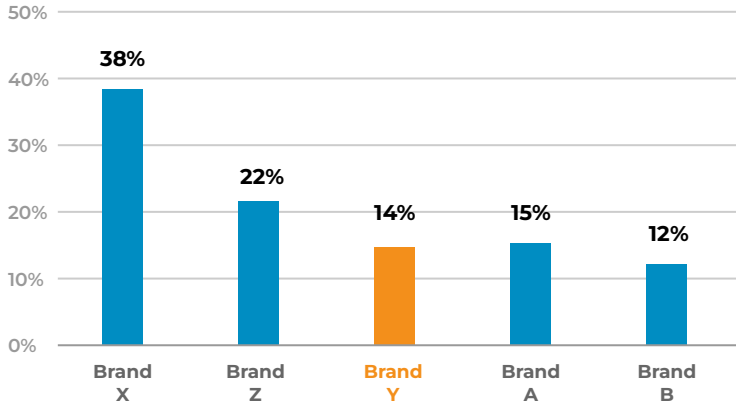
2021



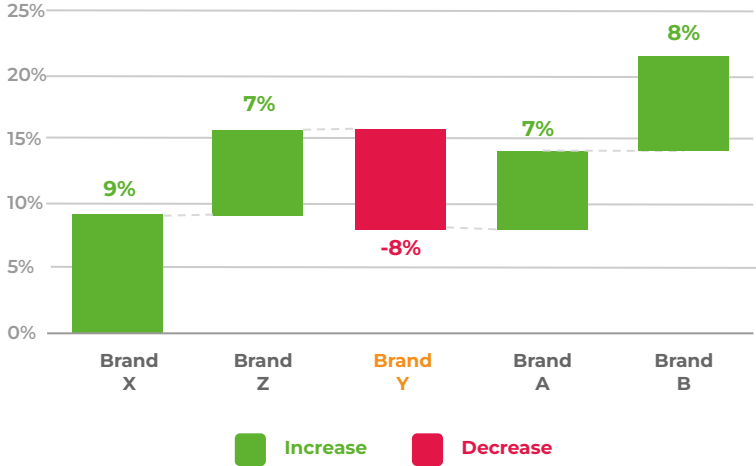
2022

Attention required for Brand Y

Value sales split by brand



Average sales growth by brand vs Q1 PY



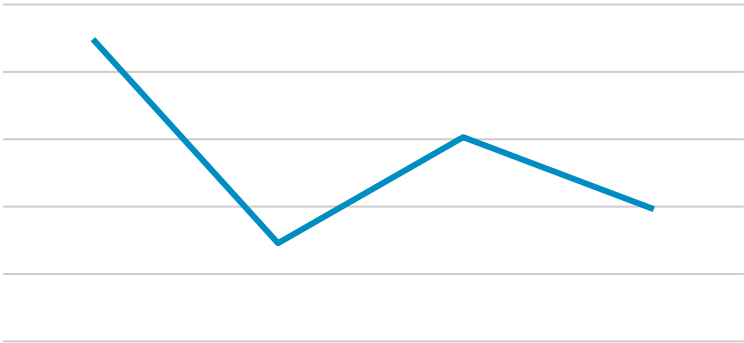
Traffic and Conversion have suffered...

Business Results

Current Period vs Previous Period

Conversion

▼ -3%



Traffic

▼ -8%





AMZ Navigator

Your own Virtual Analyst for the Digital Shelf.

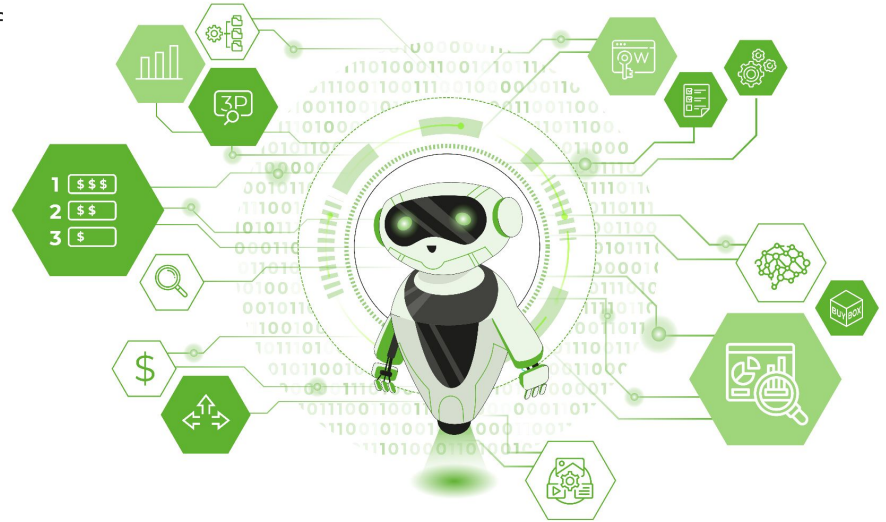
From 1000s of possibilities, AMZ Navigator creates a shortlist of actions that hold the greatest opportunity to grow Amazon sales and share.

Acting as your own Virtual Analyst, it's AI decision engine works at lightning speed to find your top sales opportunities.

Luckily for Anna...

...she has an **AI-powered Virtual Analyst** with years of experience on her team to give her:

- **An action-ready 'To Do' list** prioritized by products with the biggest sales potential, saving her days of data analysis.
- **The same depth of Sales and Share data for every product in the category**, not just her own.
- **A list of 'Quick Wins'** that will drive instant results.
- **The widest possible range of automated analytics** to monitor 3P sales, avoid CRaP, and win the Buy Box.



Get To Know The World's 1st Virtual Analyst

AMZ Navigator

Background

- Genius mathematician
- Works 24/7
- Single, dynamic

Demographics

- Lives: On the internet
- Quals: Decades of science
- Hobbies: Learning

Identifiers

- Operates at lightning speed
- Gets smarter every second
- Everyone's favorite team member



ANALYST PROFILE

Addicted to detail

Multi-tasker

Craves numbers

Memorizes pictures

Never lets you down

Quantify What To Fix First

TOTAL OPPORTUNITY

+\$952 836



24 products



76 actions

BUY BOX

+\$524 327



13 products



16 actions

CONVERSION

+\$148 668



24 products



36 actions

TRAFFIC

+\$279 841



24 products



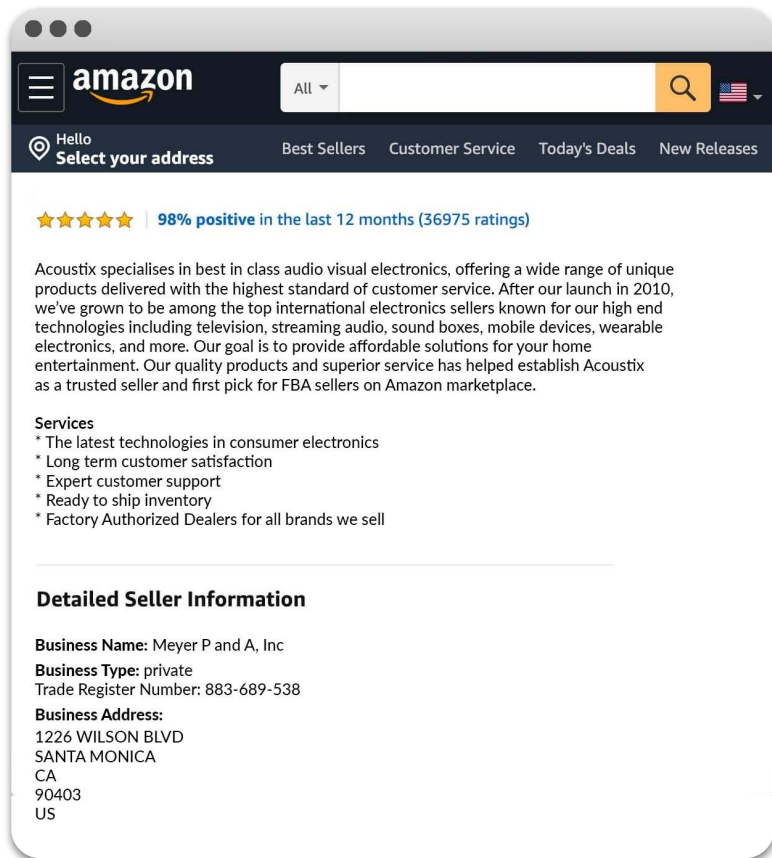
24 actions



The Rise of The Buy Box Hijacker



Buy Box Hijacker



The screenshot shows an Amazon product page for 'Acoustix'. The header includes the Amazon logo, a search bar, and navigation links like 'Hello Select your address', 'Best Sellers', 'Customer Service', 'Today's Deals', and 'New Releases'. The product description states: 'Acoustix specialises in best in class audio visual electronics, offering a wide range of unique products delivered with the highest standard of customer service. After our launch in 2010, we've grown to be among the top international electronics sellers known for our high end technologies including television, streaming audio, sound boxes, mobile devices, wearable electronics, and more. Our goal is to provide affordable solutions for your home entertainment. Our quality products and superior service has helped establish Acoustix as a trusted seller and first pick for FBA sellers on Amazon marketplace.' Below the description are 'Services' listed with asterisks: '* The latest technologies in consumer electronics', '* Long term customer satisfaction', '* Expert customer support', '* Ready to ship inventory', and '* Factory Authorized Dealers for all brands we sell'. The 'Detailed Seller Information' section lists: 'Business Name: Meyer P and A, Inc', 'Business Type: private', 'Trade Register Number: 883-689-538', 'Business Address: 1226 WILSON BLVD, SANTA MONICA, CA, 90403, US'.

ACME Acoustics

Background

- Expert Sales Manager
- “Stacks high and sells cheap”
- Divorced, 3 kids

Demographics

- Male
- Aged 40-55
- Urban

Identifiers

- Consistently motivated by money
- Sets short term goals
- Master of transactional relationships



SELLER PERSONA PROFILE

98% positive

36,975 ratings

5 stars

Since 2016

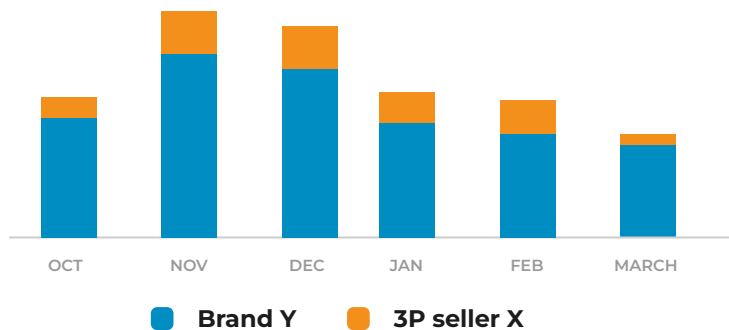
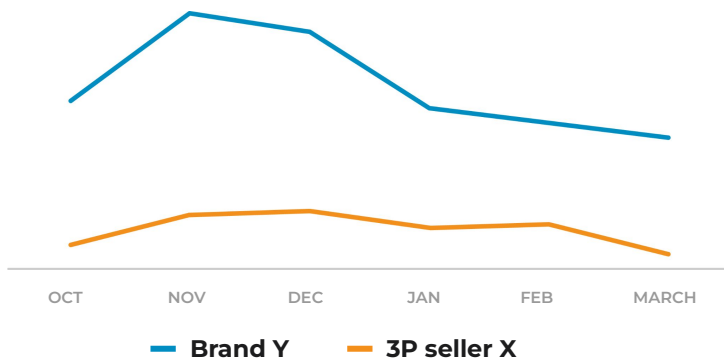
Santa Monica

Availability Issues: A Feeding Ground For 3Ps

	AVAILABILITY		BUY BOX		CRaP risk	Est. lost sales	PRICE	
Product name	Availability	% of 1P available	Buy Box Availability	3P available only			1P pricing	3P pricing
Product A	✓	79%	Available			\$\$\$	\$\$\$	\$\$\$
Product B	✓	-	Buy box lost		✓	\$\$\$	\$\$	\$
Product C	✓	-	Buy box lost			\$\$	\$\$	\$
Product D	Delisted	-	-	✓	✓	\$\$		-\$-\$

Rise of the 3P Buy Box Hijacker..

1P/3P Sales split

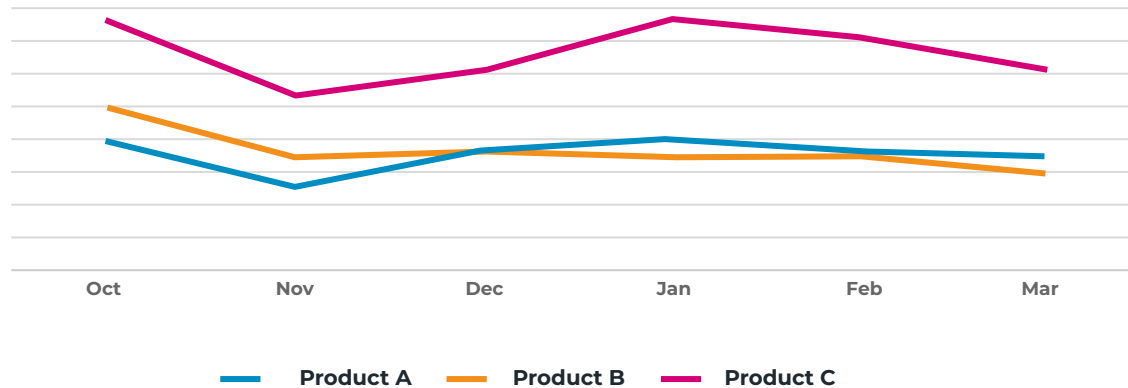


Buy Box Champions		
Seller name	Value sales	% of sales
All Sellers	99 091	33.45%
Seller 1	49 562	16.73%
Seller 2	12 953	4.37%
Seller 3	6 218	2.1%
Seller 4	5 854	1.98%

Price Erosion and The Buy Box

Tightening up distribution

Average Price of Top 3 challenging ASINs



Share



📍 Deliver to Boston, MA

In Stock.

Add to Cart

Buy Now

Other Sellers on Amazon:

\$ 120

+5.88 shipping
Sold by: **User1**

Add to Cart

\$ 115

+5.88 shipping
Sold by: **User2**

Add to Cart

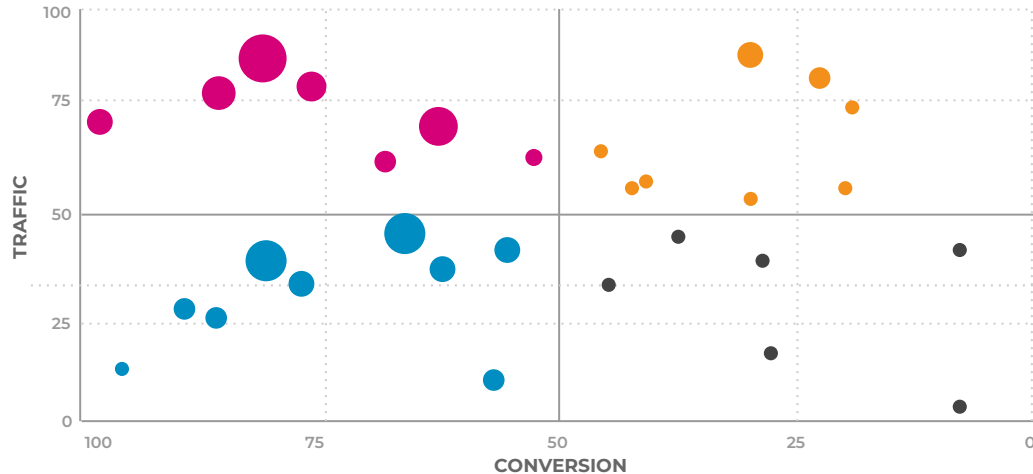
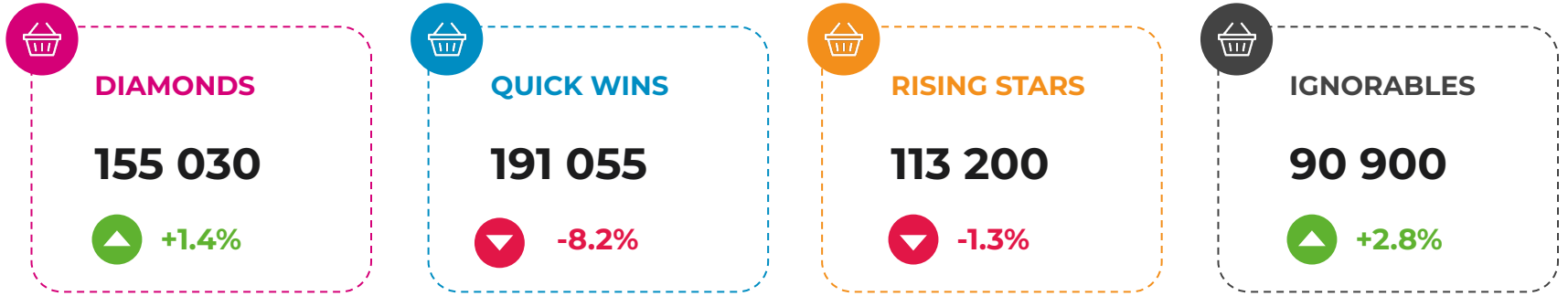
Have one to sell?

Sell on Amazon

Synchronize your deals across your channels to avoid being price-matched



Traffic and Conversion opportunities at ASIN level



Prioritize based on the biggest opportunity

Product name	Sales Opportunity	Sum of Actions	Suggested Actions
Product 1	+136 172	3	Add bullet points Add keyword Improve OOS
Product 2	+83 764	3	Add bullet points Add keyword Improve OOS
Product 3	+74 681	3	Add bullet points Add keyword Improve OOS
Product 4	+67 882	3	Add bullet points Add keyword Improve OOS
Product 5	+62 033	4	Add bullet points Add keyword Improve OOS Check pricing
Product 6	+43 521	3	Add bullet points Add keyword Improve OOS
Product 7	+41 659	4	Add bullet points Add keyword Improve OOS Improve rating

Our AI Identifies Gaps

based on best-in-category performance

Product name	Sales Opportunity	Sum of Actions	Suggested Actions
Product 1	+136 172	3	Add bullet points Add keyword Improve OOS
Product 2	+83 764	3	Add bullet points Add keyword Improve OOS
Product 3	+74 681	4	Add bullet points Add keyword Improve OOS Check pricing
Product 7	+41 659	4	Add bullet points Add keyword Improve OOS Improve rating

Add bullet points

83% of total opportunity

Add bullet points (0/7)

Your number of bullet points is 0

Add bullet points to reach the **suggested number of bullet points 7**

Add keyword

17% of total opportunity

Add keyword

Add to your product's **description keywords: smart led 2021, hdr picture, inch hdr**

Improve rating

14% of total opportunity

Improve rating (4.3/4.6)

Your number of rating results is 4.3

Improve ratings number to reach suggested level 4.6

Plug-in content that drives traffic

Add keyword

Add bullet points



Keywords to add:

- 'Works with Alexa'
- 'Smart TV'
- 'HD'

About this item

- Smart TV with voice control that works with Alexa or Google Assistant: change channel, play music, open apps, search for movies, and control your smart home devices.
- Roku TV: 5,000 streaming channels with more than 500,000 movies and TV episodes.
- Resolution: 1080p Full HD.
- Direct lit LED: great picture quality, 60Hz refresh rate and no motion blur.
- Inputs: 1x USB, RF, Headphone Jack, 3x HDMI, RF.
- Accessories: all-in-one remote, no gap wall mount, 5m invisible connection cable, connect box.

Why AMZ Navigator drives success

1 Designed to **prioritize actions in a complex environment**

2 Built with **brand processes in mind**

3 Built with **strong data models**



25+ Parameters used in our Algorithm

Product availability

Category in which the product is listed

Product position in the category listing

Bestseller Position

Sales estimations for the category

Number of images

Maximum number of images on PDPs collected from the category

Number of videos

Maximum number of videos on PDPs collected from the category

Is A+ present

Number of ratings

Maximum number of ratings on PDPs collected from the category

Product rating

Maximum rating on PDPs collected from the category

Maximum number of bullet points on PDPs

Title content

Bullet points content

Number of bullet points

Description content

Most valuable keywords for the category

Product price

Price range on PDPs collected from the category

Traffic for client's products

Real sales for client's products

Real conversion for client's products

Product buy box status (1p / 2p / 3p)

What our customers tell us...

"I have to say I fell in love with the Amazon virtual assistant."

- KAM, electronic brand

"This solves headcount negotiation issues internally and helps you focus on improvement actions, without going through the data."

- Head of eCom, food brand

"It's a robust tool with strong AI capabilities. It's also very easy to use and saves a lot of time analysing data."

It cuts out the analytical part of my work so that i can get straight to the action."

- Head of eCom NA, electronic brand

"I love the fact that it could be used across different functions in the business, especially as it's not only scraping the data, but gives you prioritized set of actions."

- Global Head of eCom, FMCG brand

Thank you

Email: Shazia.amin@estoremedia.com

