

AMAZON MARKETPLACE SOLUTIONS FOR RETAILERS

As Amazon Prime membership exceeds 105 million members - and 30% of those users shop exclusively on Prime - online retailers can't afford to sit on the sidelines. At NetElixir, our holistic approach means Amazon and other marketplaces play a key role in your overall strategy for increasing sustainable revenue. By leveraging these ecosystems to learn from both customers and competition, NetElixir expedites growth for our client retailers.

WHAT WE DO

Understanding the customer journey and how campaigns cooperate across platforms reveals revenue opportunities and powerful product insights. The result is a treasure trove of comprehensive, actionable data that can be used to derive exponential sales on Amazon and beyond.

HOW WE DO IT

Intelligent Marketplace Strategy

- Uncover profitability opportunities and identify high-performing products to target
- Pinpoint keywords that are your most efficient drivers
- Apply best practices to amplify your brand to stand out from the competition
- Employ Amazon marketplace learnings and data-backed research into brand voice across social and ad copy promotional channels to attract new shoppers
- Improve your Amazon feed by helping you understand the nuances of each Amazon algorithm update

Strategic Value Add

- Drive brand awareness, increase favorability, and lower funnel activity by uniting consumer and business insights
- Proven model to determine ROI and Competitiveness to determine best products to promote
- Competitor tracking monitored around the clock for agile marketing tactics
- Professional management of Sponsored Brands, Sponsored Products, and Product Display Ads campaign types

THE NETELIXIR DIFFERENCE: TRUST, EXPERTISE, AND A PASSION FOR RETAIL

We take pride in our exceptional commitment to our clients' success. With an average account manager tenure of 4.5 years, our customers see us as a part of their core team and count on us to be by their side for the long haul. Here's what else our customers love about us:

We are **fanatically analytical**. NetElixir helps retailers analyze online consumer behavior to drive unparalleled results. In a space as complex as retail search engine marketing, a data-driven and analytical approach offers the most effective, proven path to success. Our team is brimming with retail-focused technologists, data scientists, and engineers who help our clients uncover the hidden patterns in their data – to more effectively find, target, convert, and understand their most valuable prospects and customers. We've developed an extensive proprietary retail insights database, as well as dozens of category-specific customer journey algorithms based on the 7+ million hours of retail digital marketing experience we've logged – all of which give our clients a clear competitive advantage.

We are **knowledge creators and sharers**. Paid search and shopping are rapidly changing marketplaces – which means that strategies that have worked well in the past can quickly become ineffective. Thus, at NetElixir, we are constantly testing, improving, learning, and innovating – never simply satisfied with the status quo. We work just as hard to share this knowledge – through webinars, whitepapers, and workshops on best practices, industry trends, and market forecasts – empowering our clients through education, so they can make the right strategic decisions for their businesses. We even offer honest guidance when we feel clients will get better returns by reducing paid search spend to focus on other marketing investments: our clients' success always comes first.

We have a **passion for retail**. From customer segmentation to the 4Ps of marketing, we understand the mindset and nuances of the retail industry, drawn from our experience across hundreds of retail niches. Whether it's the ability to handle fast inventory churn for fashion brands, optimize campaigns based on warehouse locations and shipping costs, evaluate return rate correlations across different customer contexts, or track omnichannel campaigns across web, mobile, and brick-and-mortar interactions – our deep retail expertise gives our clients the extra edge they need to succeed.

KEY BUSINESS BENEFITS

- NetElixir stores and monitors your data for a year (vs. Amazon's 30 days) to forecast new trends and gain in depth insights to enhance business decisions
- Strengthen product descriptions and campaign performances for increased ROI across product pages
- Seize new audience segments and acquire new customers through competitor targeting

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The NetElixir team is very friendly and professional and have a depth of knowledge of the online advertising world. NetElixir has a good supporting cast who can help with many details from within the website to Google and Amazon and the inner workings and requirements.

—**Scott Miedtke**,
Vertical Spice

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ABOUT NETELIXIR

NetElixir is a global digital marketing agency dedicated to helping retailers find and engage their high-value customers online and acquire game-changing insights. Since 2004, our data-intensive approach and deep retail expertise have delivered success for hundreds of brands in highly competitive marketplaces. But our passion, dedication, and unwavering customer focus is what our clients value most – their goals become ours to achieve, and their expectations become ours to exceed.

