



# AMAZON AS AN INTERNATIONAL MARKETPLACE

## LESSONS FROM THE TRENCHES

NetElixir™

Confidential

# NICOLE ZETHELIUS

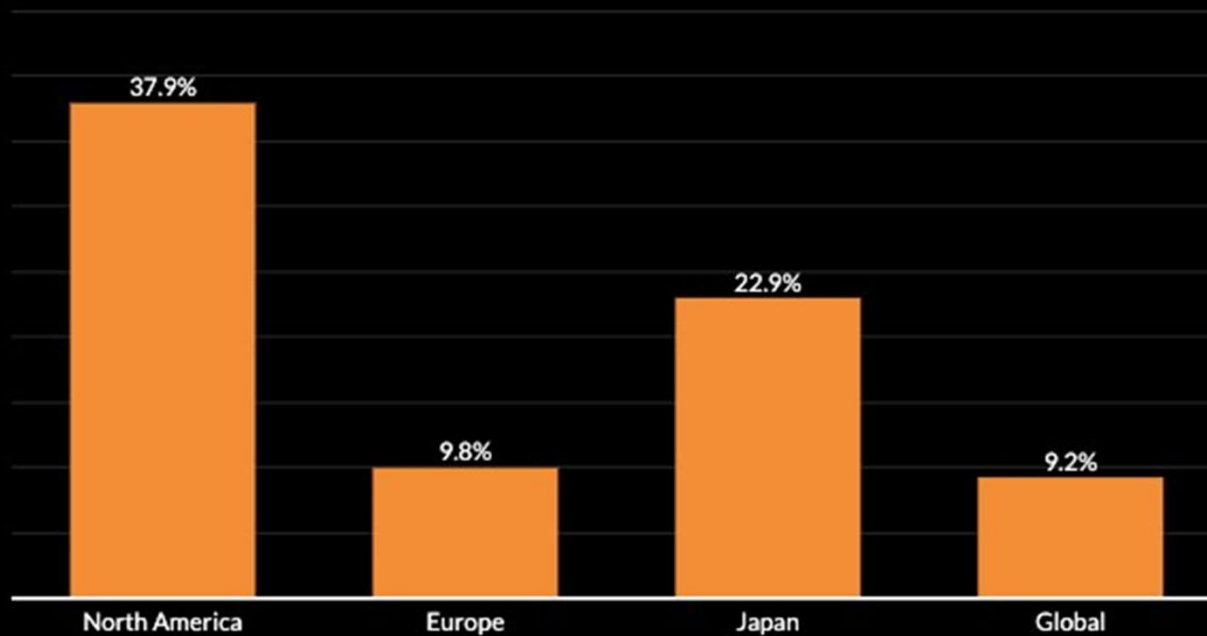
- Over 15 years of experience in European and Global retail, FMCG, and business development.
- Certified expert in Corporate Sustainability and Innovation through Harvard University and sits on the Board of Advisors for several exciting new startups.



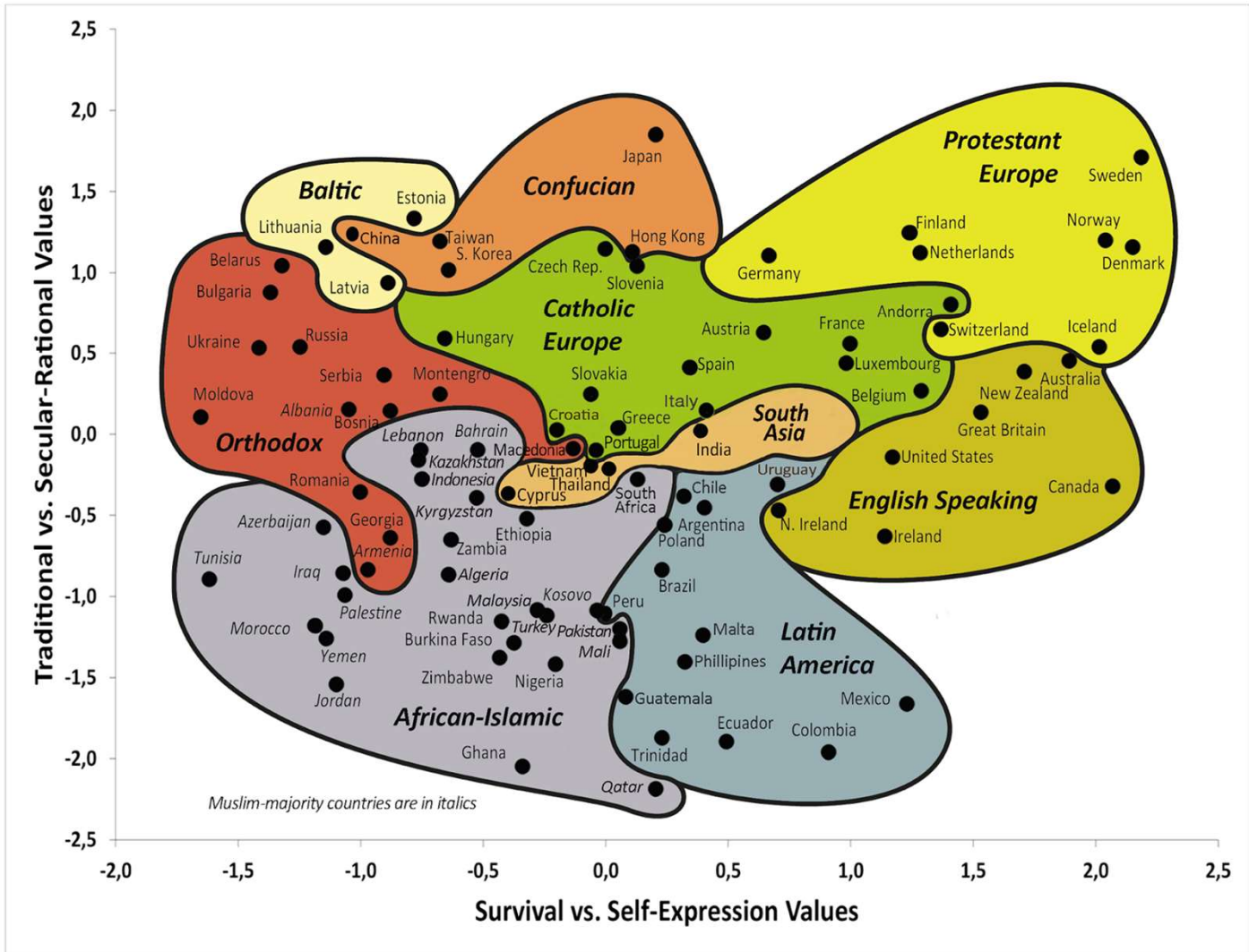


# Amazon's market share by region

(Amazon sales as a percentage of online retail sales in each geography)



Source: Digital Commerce 360 analysis of U.S. Department of Commerce, Statistics Canada, Asociacion Nacional De Tiendas De Autoservicio Y Departamentales (ANTAD), Ecommerce Europe, Statista and eMarketer data



# AGENDA

ABOUT NETELIXIR

AMAZON AS AN INTERNATIONAL MARKETPLACE

A STRATEGIC MODEL FOR INTERNATIONAL MARKETING

Q&A WITH NICOLE

# UDAYAN BOSE

Founder & CEO of NetElixir

Founded PartyBingo.com (PartyGaming plc)

Guest Lecturer:

- Johnson School of Management, Cornell University
- City University of New York, Baruch
- Indian School of Business



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WE HELP ECOMMERCE BRANDS  
**FIND & ENGAGE**  
HIGH VALUE CUSTOMERS

&

**ACQUIRE**  
GAME CHANGING INSIGHTS

# E-COMMERCE GROWTH SOLUTIONS

- DIGITAL MARKETING STRATEGY
- PAID SEARCH & SHOPPING
- SOCIAL MEDIA MARKETING
- AMAZON MARKETING
- SEARCH ENGINE OPTIMIZATION
- ANALYTICS CONSULTING
- E-COMMERCE DEVELOPMENT

NetElixir™

## PARTNERS



## CLIENTS



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A stylized orange logo consisting of a large 'X' followed by an equals sign.



# AMAZON AS AN INTERNATIONAL MARKETPLACE

## BENEFITS FOR THE AMAZON EU SELLER

- Access to multiple EU markets: If you have an EU selling account, you can sell in multiple marketplaces from that single account. With your Amazon Europe Marketplace Account, you're automatically allowed to sell on all Amazon EU marketplaces: Amazon.de, Amazon.co.uk, Amazon.fr, Amazon.it, Amazon.es, Amazon.se, Amazon.com.tr, and Amazon.nl.
- Non-Brand Product Searches on Amazon: Amazon shoppers are more likely to use non-brand product searches in UK and Germany (vs. more brand + product searches on Amazon US). This insight maybe reflective of greater shopper focus on product/category choice – an opportunity for lesser known brands to sell to a bigger shopper group across the various countries.
- Amazon.se is likely to be the gateway to the entire Nordics: Delivery speed, ease of product returns, and price advantage for the Nordics shopper (over other Amazon EU sites like Amazon.de).

# CHALLENGES OF A CONNECTED MARKETPLACE

- Greater Competition from other European Sellers: The Amazon EU Seller in Germany or UK or another European country now has easier access to the Swedish Market.
- Impact on Margins and Product Life Cycle: A connected marketplace with higher competition often exerts massive pressure on margins and shortens the product lifetime on Amazon. (You can refer to our recommended strategic model in the 2<sup>nd</sup> webinar of this series on how you can combat this challenge).
- Potential Strategic Partnership with Local Retailers may shift the balance of power in the Swedish Market: A key driver of Amazon's market penetration in US and EU has been local grocery retailer partnerships/acquisitions (example: Whole Foods in the US, Monoprix in France). This has the potential to shift the power balance.

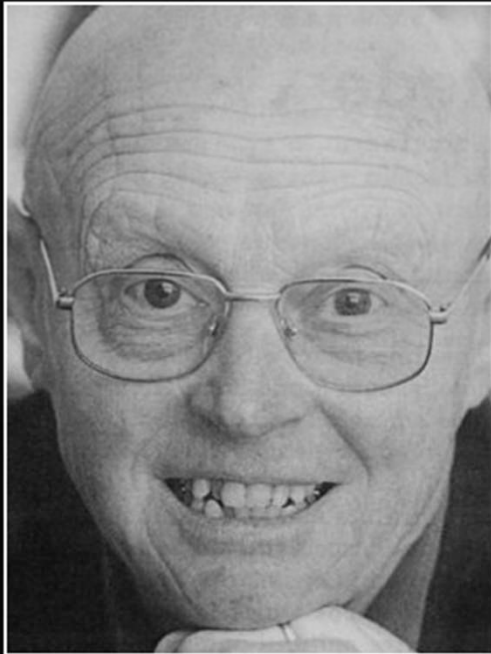


# AMAZON MARKETPLACE

WILL **NEED TO BE** A PART OF YOUR BRAND'S OMNI-CHANNEL STRATEGIC PLAN.  
HOW YOU MAKE AMAZON A PART OF YOUR PLAN IS KEY.



# A STRATEGIC MODEL FOR INTERNATIONAL MARKETING



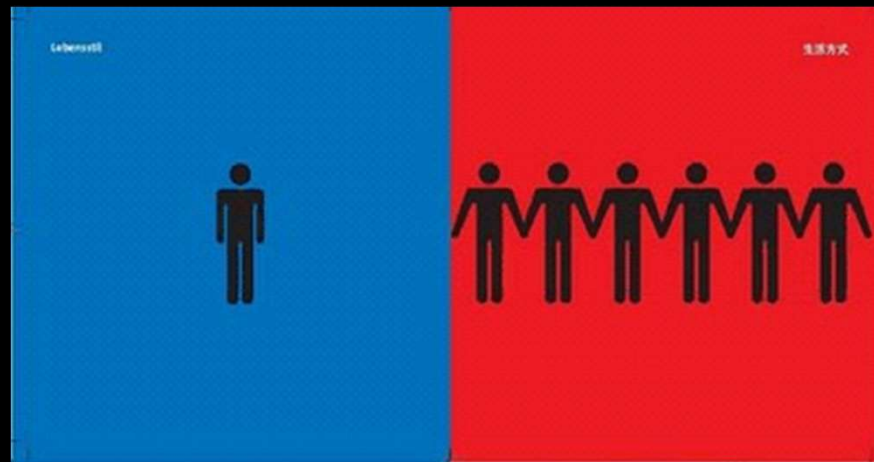
Culture is the collective programming of the mind which distinguishes the members of one group from another.

— Geert Hofstede —

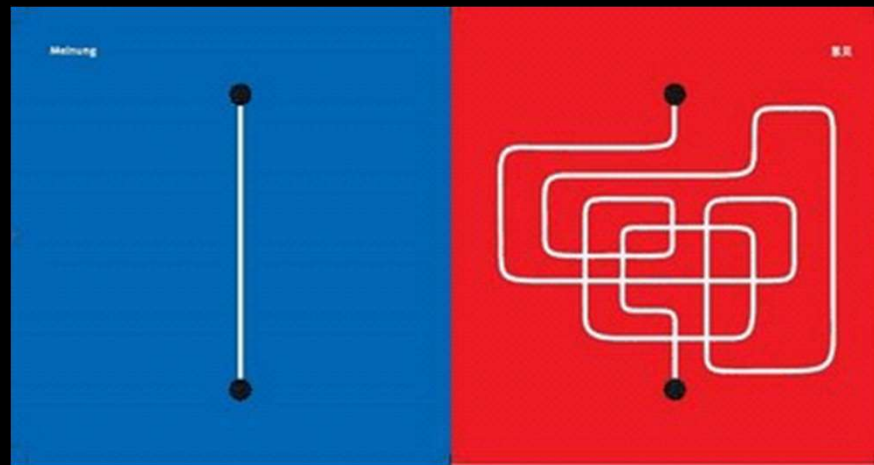
AZ QUOTES



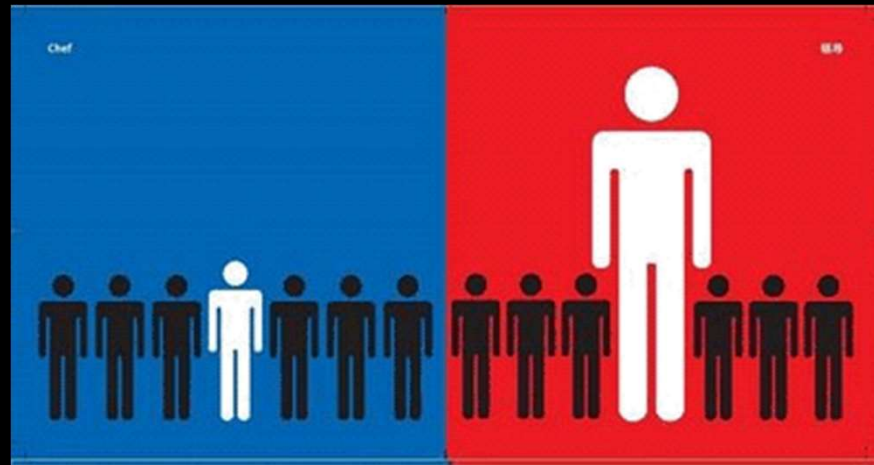
# WAY OF LIFE



# OPINIONS



# THE BOSS



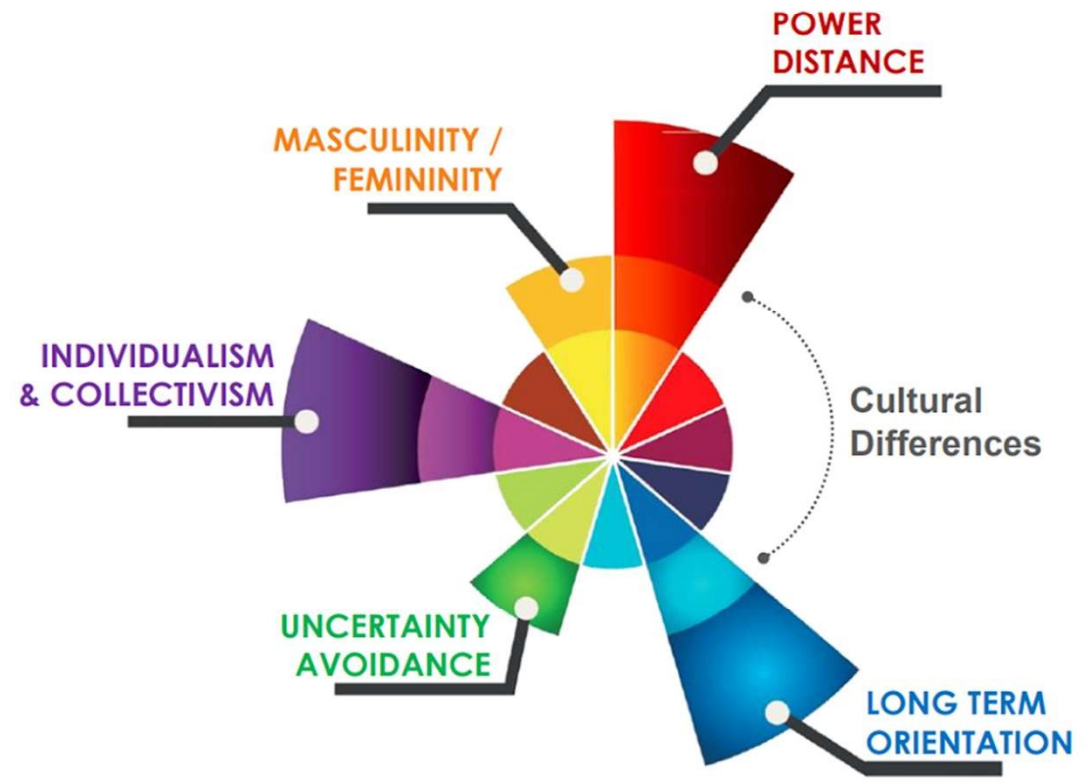


# HOFSTEDE'S 5 CULTURAL DIMENSIONS MODEL

Country	Power Distance	Individualism	Uncertainty Avoidance	Masculinity	Long term orientation
Australia	36	90	51	61	31
Austria	11	55	70	79	31
Belgium	65	75	94	54	38
Denmark	18	74	23	16	46
Finland	33	63	59	26	41
France	68	71	86	43	39
Germany FR	35	67	65	66	31
Great Britain	35	89	35	66	25
Greece	60	35	112	57	Not available
Ireland	28	70	35	68	43
Israel	13	54	81	47	Not available
Italy	50	76	75	70	34
Netherlands	38	80	53	14	44
Norway	31	69	50	8	44
Spain	57	51	86	42	19
Sweden	31	71	29	5	33

# ADAPTING CONTENT AS PER HOFSTEDE MODEL OF CULTURAL DIMENSIONS

	HIGH	LOW
<b>PDI</b>	Long Tail, specific keywords.	Generic & informational keywords.
<b>MAS</b>	Power phrases, use of verbs in keywords.	Experience keywords, usage of imagery
<b>IDV</b>	Search Queries used to get a sense of individual preferences	Social keyword research. Social Extensions have higher impact.
<b>UAI</b>	Ad Copy to clearly, & simply, specify product features & benefits.	Focus on intangible attributes, like, "find out more."
<b>LTO</b>	Offer more information. Use wider keyword portfolio. Latency is high.	CTA words like "buy now" have greater success



**ABOUT:**

Lenovo is a globally recognized electronics brand operating in over 160 countries. Inspired by previous success with NetElixir in other regions, Lenovo put them in charge of their EMEA\* division's paid search program in preparation for the 2017 holiday season. They trusted NetElixir's expertise in non-English-speaking locales and believed they could reinvigorate the region's stagnating performance.

**CHALLENGE:**

After taking the reins in October, NetElixir had minimal ramp-up time to implement a winning strategy. With Lenovo counting on the holidays for 30-40% of their yearly sales, the stakes were high. NetElixir focused on maximizing performance in key KPIs, including revenue, units sold, and web traffic. However, they couldn't use a "one-size-fits-all" plan for such a large and diverse region.

**SOLUTIONS:**

NetElixir worked closely with Lenovo's region specialists to better understand the EMEA division. It was essential to know which products were available in each country and promote accordingly. NetElixir's team used the Hofstede theory of cross-cultural communication to tailor ad messaging to specific locations, while rapid experimentation identified which campaigns were most successful. Combining time-tested global best practices with a bit of "local flavor" helped NetElixir drive success throughout the region.

\* Europe, Middle East, and Africa

**INDUSTRY:** Electronics



# TAKING A "GLOCALIZED" APPROACH TO PPC GROWTH



Global revenue share during Cyber Monday week rose from 14% to **25% YoY**

**+80%** units sold  
**+70%** revenue  
**+40%** web traffic

**SERVICES**

- PPC**
- PLA
- SEO
- Analytics
- Social





# INTERNATIONAL

# MARKETS



# Q&A WITH NICOLE

# 5 BEST PRACTICES TO GROW YOUR AMAZON BRAND IN THE SWEDISH MARKET

DOWNLOAD NOW

[NETELIXIR.COM/UNIVERSITY/KNOWLEDGE-LIBRARY](https://netelixir.com/university/knowledge-library)

# HAVE QUESTIONS ABOUT NETELIXIR'S DIGITAL MARKETING SOLUTIONS?



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A person wearing a grey jacket is holding several colorful shopping bags (brown, yellow, black, and multi-colored striped). The background is a light beige color with various mathematical formulas and icons (shopping cart, price tag) overlaid. The text "THANK YOU" is prominently displayed in the center.

**THANK YOU**

**NetElixir™**