

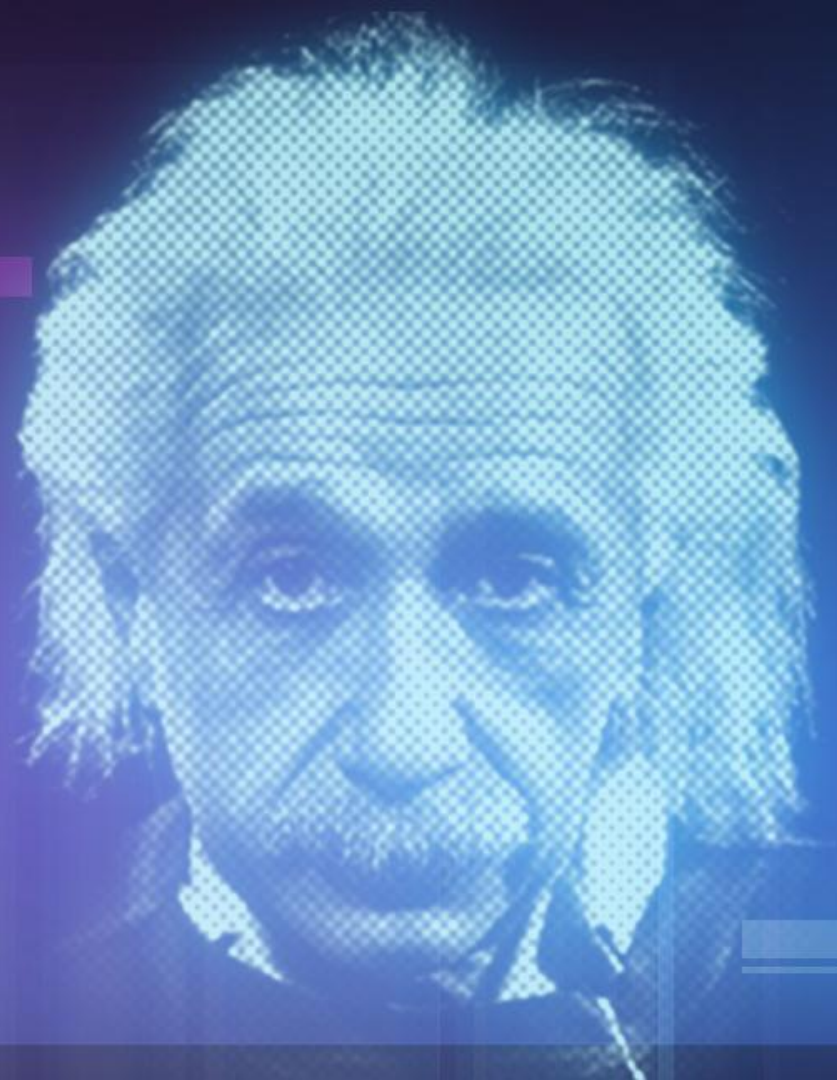
# STRATEGIES FOR DRIVING EXPONENTIAL SALES GROWTH ON AMAZON MARKETPLACE

#ECOMMERCEGROWTHWEEK

DAY 3

MARCH 25, 2021

NetElixir™





## ABOUT #ECOMMERCEGROWTHWEEK

- To commemorate the 100th anniversary of Albert Einstein's Nobel Prize for his theories that revolutionized our world, NetElixir is hosting E-Commerce Growth Week. During the week, our solution experts will break down each element of your overall e-commerce strategy from SEO and Content Writing to Web Development and Amazon marketplace.
- Einstein as NetElixir's inspiration
- Embody Einstein's curious and inquisitive nature, as he helped humanity view the world through a different lens.
- We aim to change the approach to an overall e-commerce strategy by seeing how all the different pieces fit together.
- Celebrate knowledge-sharing and continual learning.

# AGENDA

Tuesday

**MARCH**  
**23**

**RETHINKING YOUR SEO  
& CONTENT STRATEGY**

Wednesday

**MARCH**  
**24**

**BUILD A HIGH-PERFORMANCE  
E-COMMERCE WEBSITE WITH  
NETELIXIR & MIVA**

Thursday

**MARCH**  
**25**

**STRATEGIES FOR DRIVING  
EXPONENTIAL SALES GROWTH ON  
AMAZON MARKETPLACES**

# SPEAKERS



**MANISH MOHAN**  
SENIOR DIRECTOR OF  
DIGITAL STRATEGY



**MATT ROTH**  
PAID SEARCH ANALYST

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

**&**

**ACQUIRE**  
**GAME CHANGING INSIGHTS**

# OUR SOLUTIONS

- PAID SEARCH & SHOPPING
- SEARCH ENGINE OPTIMIZATION
- SOCIAL MEDIA MARKETING
- AMAZON MARKETING SERVICES
- ANALYTICS CONSULTING
- E-COMMERCE TECH DEV

# PARTNERS



# CLIENTS




AFTER THE WEBINAR ENDS, PLEASE TAKE A MINUTE TO COMPLETE OUR


# SHORT SURVEY

JOIN THE CONVERSATION AND  
SHARE YOUR THOUGHTS  
**USING #NXINSIGHTS**

 @netelixir

 @netelixir

 @netelixir

 @teamnetelixir

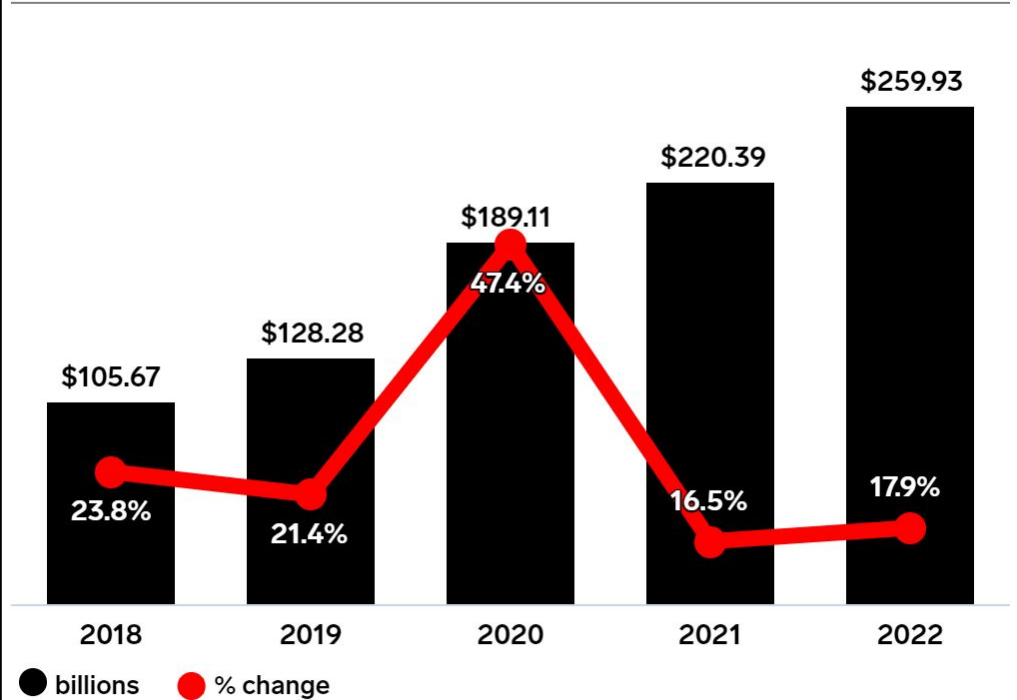




# WHY AMAZON

## Amazon Marketplace Sales

US, 2018-2022








Source: eMarketer, February 2021

eMarketer | InsiderIntelligence.com



## US Amazon Marketplace Sales

Timeframe ▼	2018	2019	2020	2021	2022	
Amazon marketplace sales (billions)	\$105.67	\$128.28	\$189.11	\$220.39	\$259.93	
– % change	23.8%	21.4%	47.4%	16.5%	17.9%	
– % of total Amazon retail ecommerce sales	56.9%	58.1%	59.4%	60.0%	60.6%	
– % of total retail marketplace sales	64.1%	67.1%	69.3%	70.3%	71.3%	
– % of total retail ecommerce sales	20.3%	21.5%	23.7%	24.3%	24.9%	

Source: eMarketer, February 2021

# AMAZON ESTIMATED TO ACCOUNT FOR 21% OF US AD SPEND

## US Net Search Ad Revenue Share, by Company, 2019-2022

% of search ad spending

	2019	2020	2021	2022
Google	61.3%	57.9%	56.8%	54.9%
Amazon	13.3%	17.9%	19.4%	21.5%
Microsoft	6.6%	5.7%	5.0%	4.6%
Verizon Media	1.9%	1.5%	1.3%	1.1%
Yelp	1.7%	1.3%	1.3%	1.2%
IAC	1.1%	0.8%	0.7%	0.6%
Other	14.0%	14.8%	15.5%	16.0%

*Note: includes advertising that appears based on specified keywords or search terms in response to a user's query; includes paid listings, paid inclusion, and contextual text links; examples include text ads in Google search results, Product Listing Ads in Google search results, and Amazon Sponsored Products and Sponsored Brands; includes advertising that appears on desktop and laptop computers, as well as mobile phones, tablets, and other internet-connected devices*

*Source: eMarketer, Oct 2020*

259350

[www.eMarketer.com](http://www.eMarketer.com)



# ESTIMATING THE MARKET SIZE ON AMAZON

# HAIR CARE ON AMAZON PRESENTS HUGE OPPORTUNITY

**19**

Categories

**611**

Brands

**1,878**

ASINs

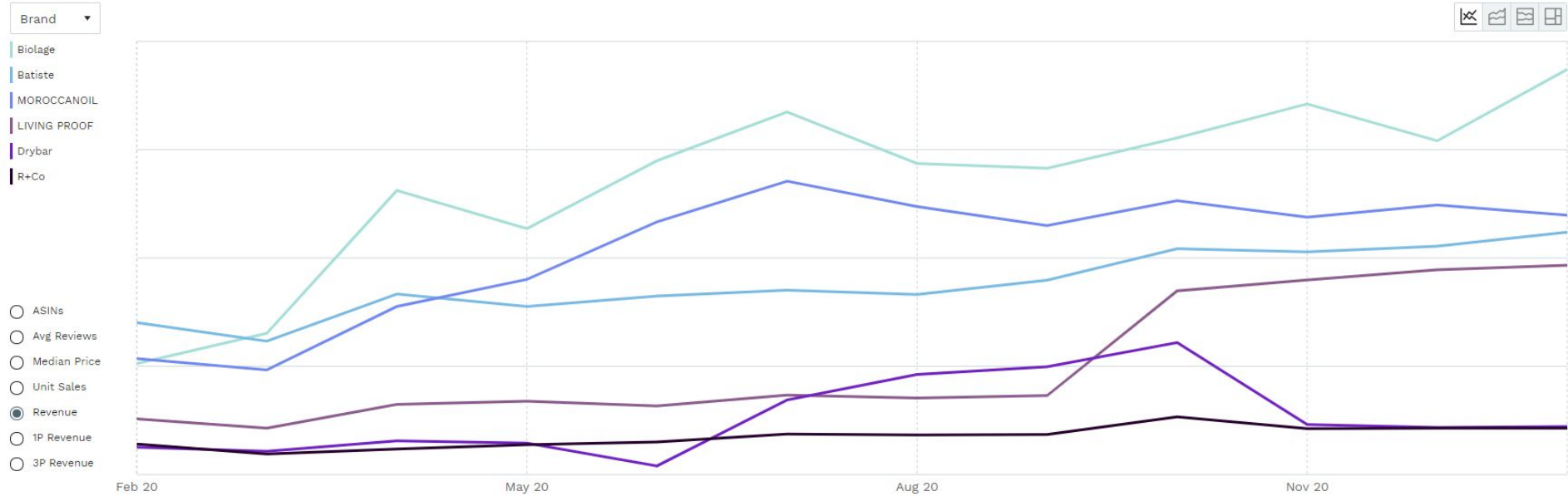
**\$228.7<sub>M</sub>** ↑ 156%

Revenue

**13.1<sub>M</sub>** ↑ 153%

Unit Sales

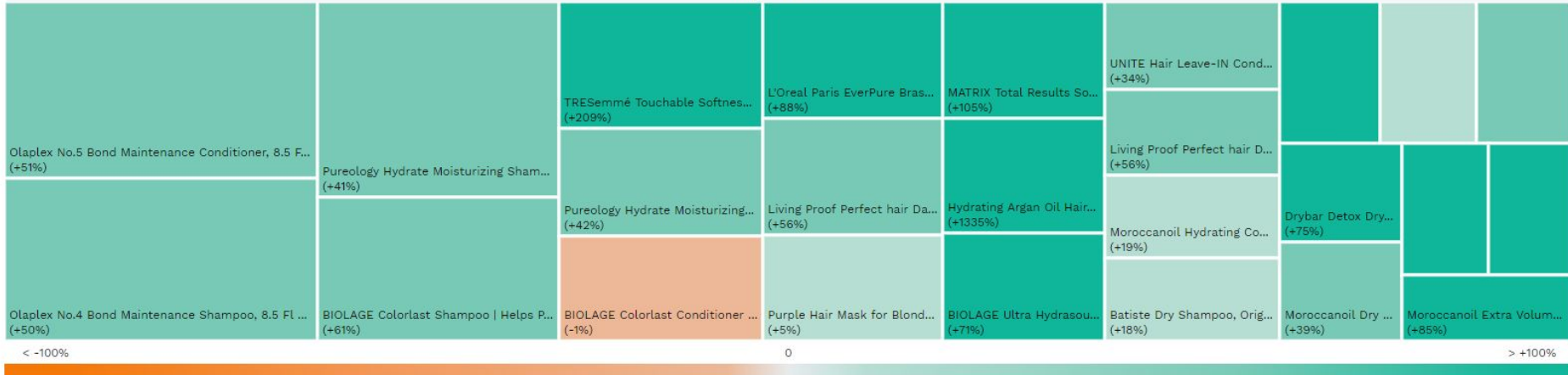
# BRAND TRENDS FOR PAST 12 MONTHS



# TOP 25 PRODUCTS BY SALES AND MARKET SHARE

1M 3M 6M Aug 05, 2020 - Feb 01, 2021  
 Comparing to: Feb 08, 2020 - Aug 04, 2020

Top 25 Products



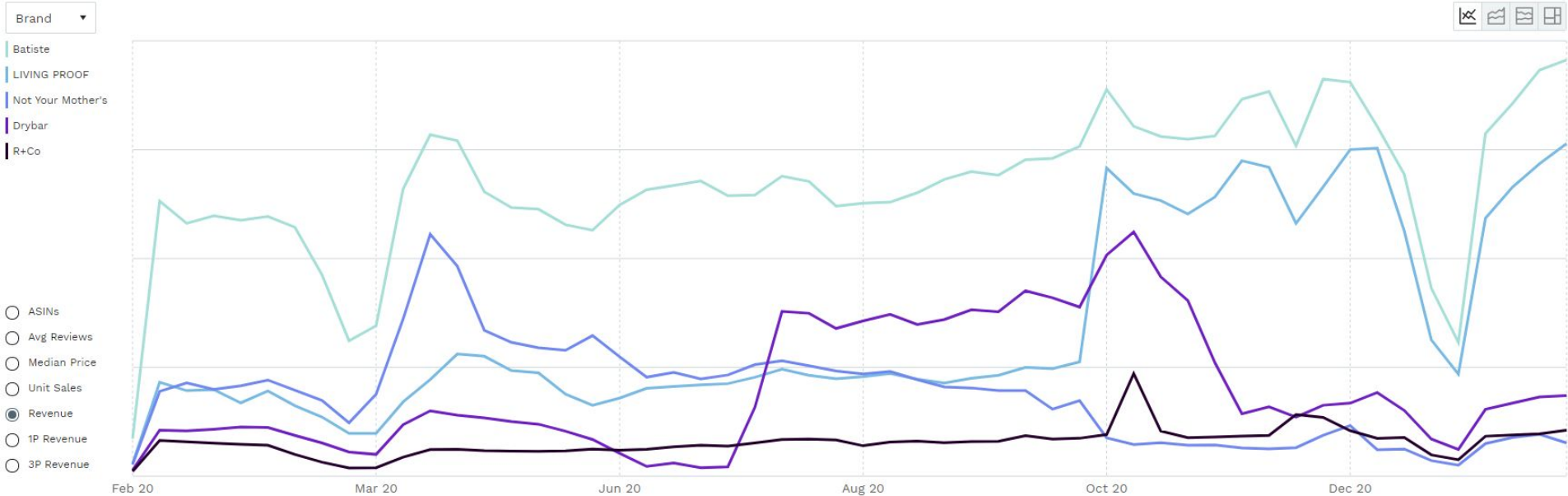
# DRY SHAMPOO – AMAZON INSIGHTS

**\$44,997,266** ↑ 67%

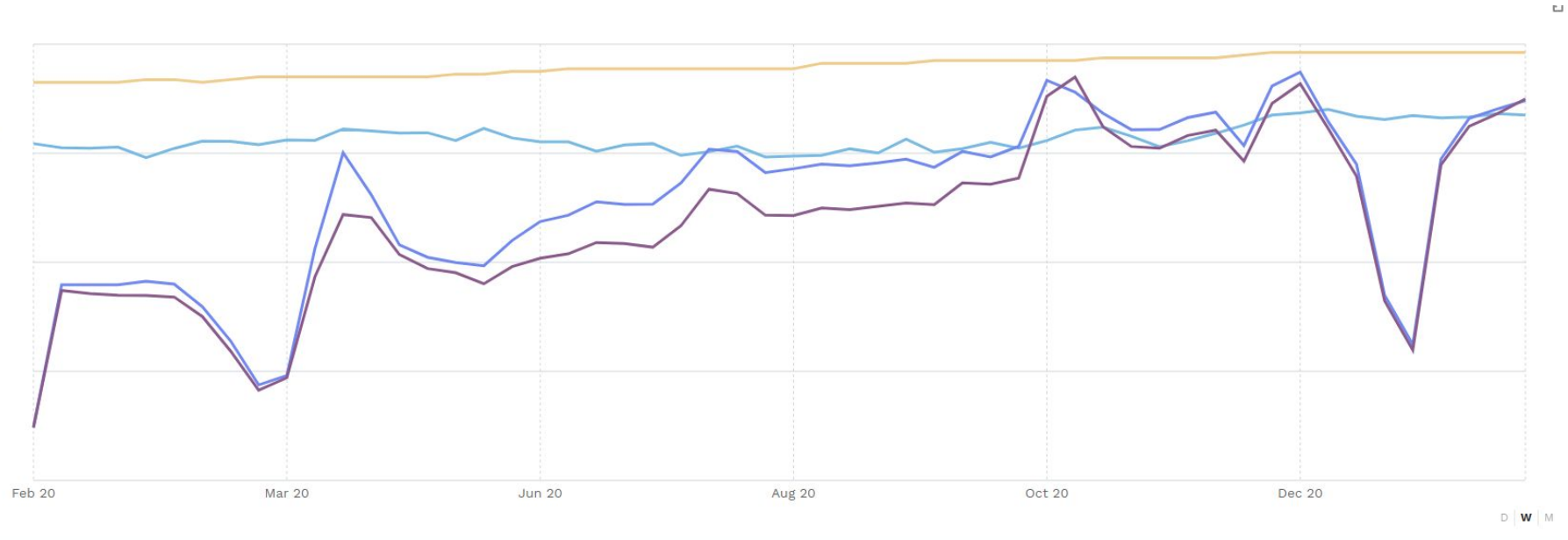
Revenue

**2.8M** ↑ 73%

Unit Sales



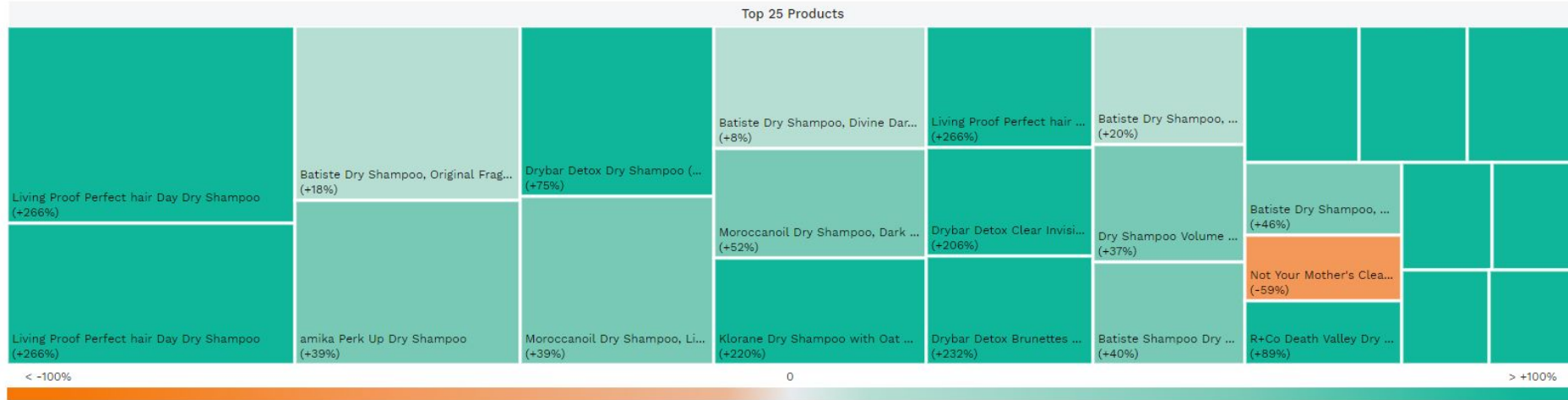
# DRY SHAMPOO – SEGMENT TRENDS





# DRY SHAMPOO – TOP 25 PRODUCTS

1M 3M 6M Aug 05, 2020 - Feb 01, 2021  
Comparing to: Feb 08, 2020 - Aug 04, 2020



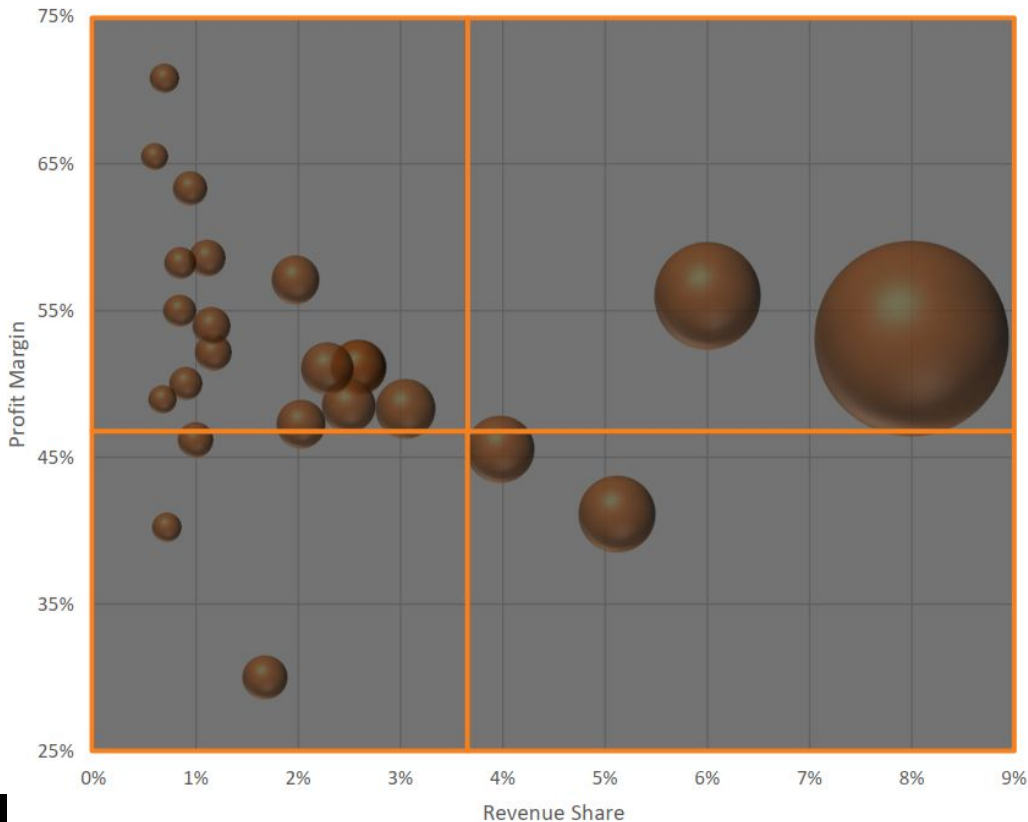
# CREATING YOUR AMAZON STRATEGY

# YOUR CURRENT AMAZON STRATEGY

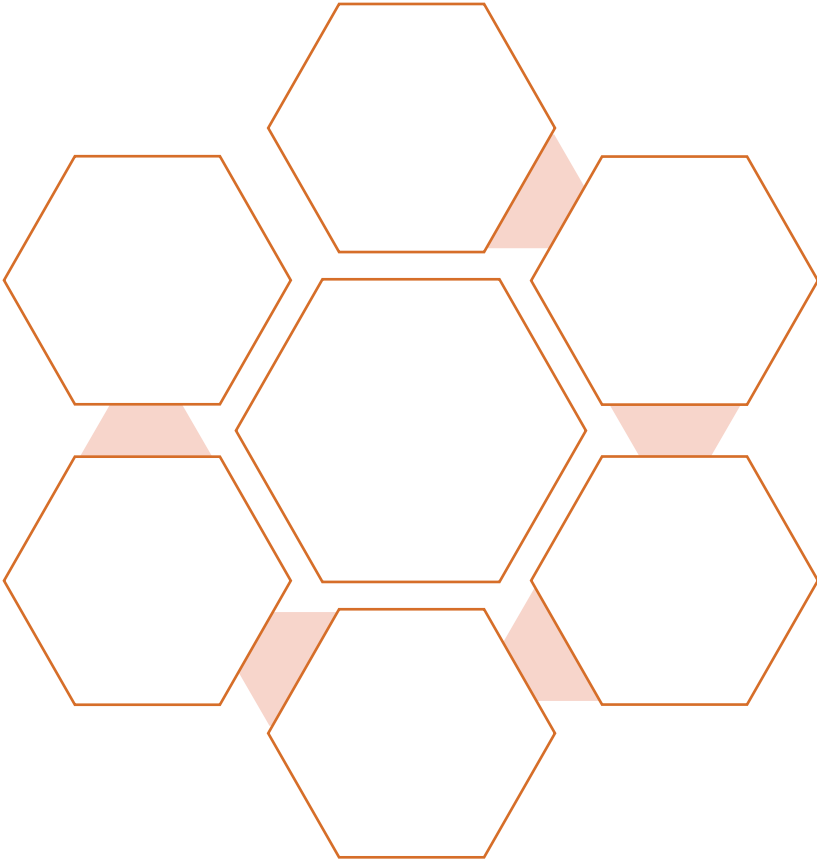
- How do you currently approach Amazon as a brand discovery and shopping platform?
- Has Amazon's share of revenue grown over the past few years?
- Do you have an Amazon specific inventory strategy?
- How many resellers do you have on the 3P side?
- What is your Amazon strategy for 2021 and beyond?

# IDENTIFY PRODUCTS TO BE LISTED ON AMAZON USING PROFIT MARGINS & REVENUE SHARE ON YOUR D2C WEBSITE

Product Category | Sample Data



# AMAZON ADVERTISING BLUEPRINT



Sponsored Products	Sponsored Brands	Sponsored Display <small>Beta</small>

# HOW TO CHOOSE THE RIGHT CMS PLATFORM

DOWNLOAD AT

[netelixir.com/university/knowledge-library/](https://netelixir.com/university/knowledge-library/)



# {COMPLETING ON AMAZON: INSIGHTS & STRATEGIES EBOOK}

DOWNLOAD NOW AT:



# Q&A





**THANK YOU**

NetElixir™