

Brands & Amazon: Insights, Opportunities, and Concerns in the Age of E-Commerce

A Report Based on a
Survey of 500+ U.S. Brands

Feedvisor



Introduction



Amazon has solidified its position as the most powerful marketplace in online retail, taking ownership of nearly 50% of the U.S. e-commerce market.¹ Consumers have migrated to Amazon for their product searches, with nearly nine out of ten shoppers visiting the platform during their product purchase cycle and 50% of consumers beginning their searches on it.^{2,3}

For brands, integrating Amazon as part of their greater e-commerce strategy represents significant opportunity. Brands can expand their audiences, fortify their brand identities, diversify their revenue streams, or tackle business-specific goals such as liquidation or profit generation, among other benefits. Whether brands are operating with a 1P, 3P, or hybrid model, Amazon offers a dynamic platform that they can capitalize on to drive awareness and engagement, build influence, and understand real-time consumer behaviors and trends.

Navigating the Amazon landscape can be a complex undertaking due to a plethora of data, competitive pressures, inefficient workflows, and a lack of control over marketplace representation. Brands need AI-powered technology, data-driven intelligence, and hands-on Amazon expertise to reduce that complexity, create operational efficiencies, and support growth on an ongoing basis. We recognize how critical this opportunity is and we have aligned our company's vision in support of brands' needs.

This report, ***Brands & Amazon: Insights, Opportunities, and Concerns in the Age of E-Commerce***, evaluates the journeys of more than 500 U.S. brands and their relationships with Amazon — how the platform fits into their overall e-commerce plan, motivating factors for selling on it, advertising goals, monthly ad spend and annual revenue figures, and specific strategies for driving sales, in addition to other compelling insights.

In an age where online retail is a dominating force and brands need a cohesive plan to simultaneously protect their equity and drive sales, we hope that you extract the insights that will add the most value to your operation and enable you to optimize your end-to-end Amazon strategy — whether you are a brand, retailer, or seller.



Dani Nadel

President and Chief Operating Officer, Feedvisor

¹eMarketer
²bloomreach
³eMarketer

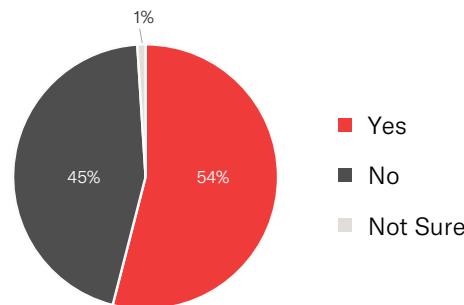
Over Half of Brands Are on Amazon Today

More than half of the brands surveyed (54%) are currently selling on Amazon. The survey polled more than 500 business leaders of national brands spanning different stages of their business cycles, with regard to their perspectives on Amazon as a part of their broader e-commerce strategy. Across the respondent base, which ranged from new to established, recognizable brands, Amazon was viewed as critical to their business model and a tremendous opportunity for growth.

“ Nearly three-quarters of brands will sell on Amazon within the next five years.

At a staggering 72%, this number demonstrates that brands are aware of Amazon's burgeoning growth across various business sectors — such as advertising, grocery, and health care. Amazon's consistent growth cannot be ignored and, as a result, brands need to get ahead to control their brand perception and product visibility both in the marketplace and first-party settings.

Brands Currently Selling Products on Amazon



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The Most Compelling Benefit of Amazon Is New Customer Acquisition

Almost all brands, including those that have yet to join the marketplace, agree that there is a significant opportunity to build or grow their customer base through the Amazon platform. The survey revealed that 97% of brands on Amazon and 84% of brands not currently on Amazon concur that the most compelling benefit to selling on the vast platform is acquiring new customers.

For brands already selling on Amazon, the most common motivation for doing so was new customer acquisition (85%). These brands also cited motivations such as “make sure my brand is present” (81%), “serve my customers where they are” (72%), and “defend my brand from unauthorized resellers” (71%). All of these motivating factors can be realized with the proper strategic approach and data-backed technology.

On Amazon, there are a number of ways to monitor, defend, and optimize brand representation. Whether through pricing requirements, content standards, or a visible share of voice through search and category placement for individual SKUs and incremental exposure from advertising optimization, brands are able to effectively maintain and reinforce their brand identities.

With regard to pricing control, brands can leverage third-party minimum advertised price (MAP) monitoring and compliance features, such as the ones included with Feedvisor’s brand optimization and intelligence platform. When brands establish a MAP policy, they are helping to protect their brand from degradation and loss of profits due to MAP violations.

Of brands not yet selling on Amazon, one-third (33%) said their primary motivation to join the marketplace would be new customer acquisition, as a means of diversifying their revenue streams.

“The most strategic brands will be the ones that use Amazon’s ever-growing audience and influence to propel their own success.”



Over 80% of Brands That Sell Directly to Amazon Are Interested in Expanding to the 3P Marketplace

The brands of today are reexamining their e-commerce investments, taking a pulse on existing capabilities, teams, and inbound revenue streams to see where modifications or enhancements need to be made. The brands that fail to keep pace with consumer trends, the overall retail landscape, and Amazon risk losing a long-term competitive advantage.

One factor brands are prioritizing is where they have a presence. Of the brands currently selling on Amazon, 34% have a hybrid relationship where they are selling both direct to Amazon via Vendor Central, as well as on the marketplace. Of the 1P brands surveyed, more than four in five (81%) cited they want to expand to Amazon's 3P channel.

The growing interest from brands in this expansion stems from a collective desire to get in front of a large audience, with 61% attributing this as the main reason they are interested in 3P expansion.

Other reasons that brands mentioned as motivators behind their eventual 3P transition are to increase their competitive presence (20%), have more control over their pricing (17%), and have more control over their inventory (2%).

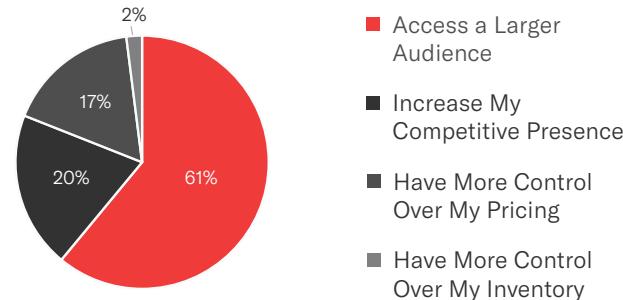
Establishing a 3P channel presence is a natural step for brands, as it provides increased brand freedom through greater influence over brand reputation. It also provides increased control over pricing and inventory strategies, as well as a stronger handle on product listings, promotions, and the number of units the brand wants to sell.

Brands should consider factors such as their overall business goals, industry and product strategy, competitive landscape, and scale, when deciding which channels to sell on.

Brands interested in expanding their presence on Amazon can leverage third-party optimization software powered by AI to integrate continuous machine-learning and automate the time-consuming tasks such as pricing and advertising optimization. Alongside Feedvisor's optimization and intelligence platform, our managed services team of Amazon experts perform detailed catalog analyses, such as assortment optimization in the 3P space, content cleaning for brand representation, and advertising strategy and implementation.

By selling via Fulfillment by Amazon on the 3P channel, brands can balance their sales between 1P and 3P to diversify their product launch capabilities, incentivize conversions, and utilize 3P inventory in vendor stockout situations on the 1P side. With different ad types available to 1P and 3P brands, strategically testing different selling channels in unison with both traditional and non-traditional advertising methods can help brands maximize their impact.

Reasons 1P Brands Want to Expand to the 3P Channel



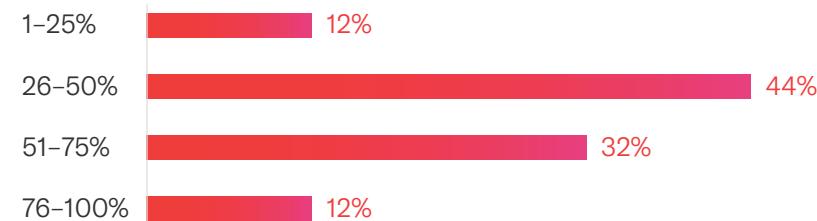
Amazon Drives More Than 50% of E-Commerce Sales for Nearly Half of Brands Surveyed

Amazon maintains the position of market leader for total U.S. e-commerce sales, ranking above other retail players such as eBay, Best Buy, and Walmart.¹ As the market leader, brands are utilizing the platform to maximize their reach and drive incremental business.

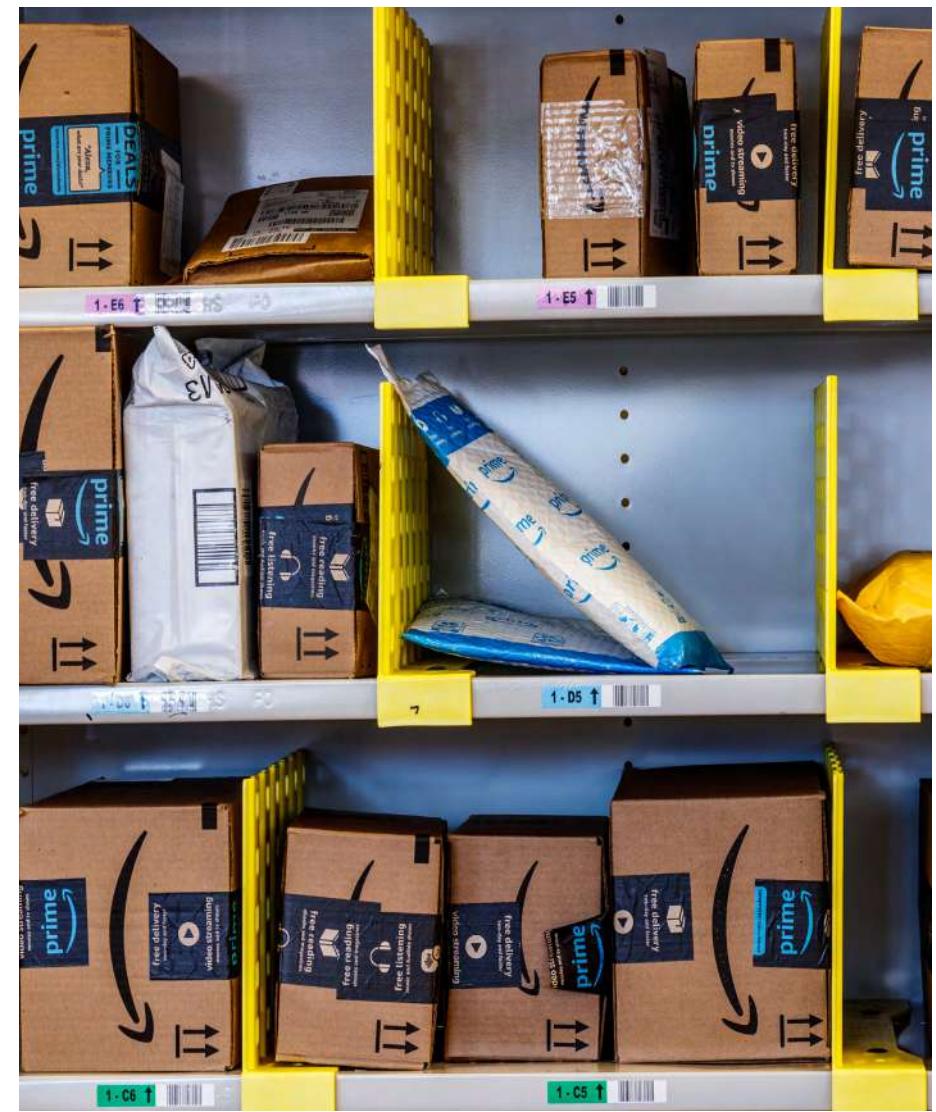
- For 44% of brands selling on Amazon, more than half of their total e-commerce sales come from Amazon.

For over half of the brands on Amazon (56%), the platform represents less than 50% of their overall e-commerce sales. There is a significant opportunity for brands to rethink their Amazon strategies to better capitalize on the profit potential the platform offers.

Percentage of Brands' E-Commerce Sales From Amazon



¹eMarketer



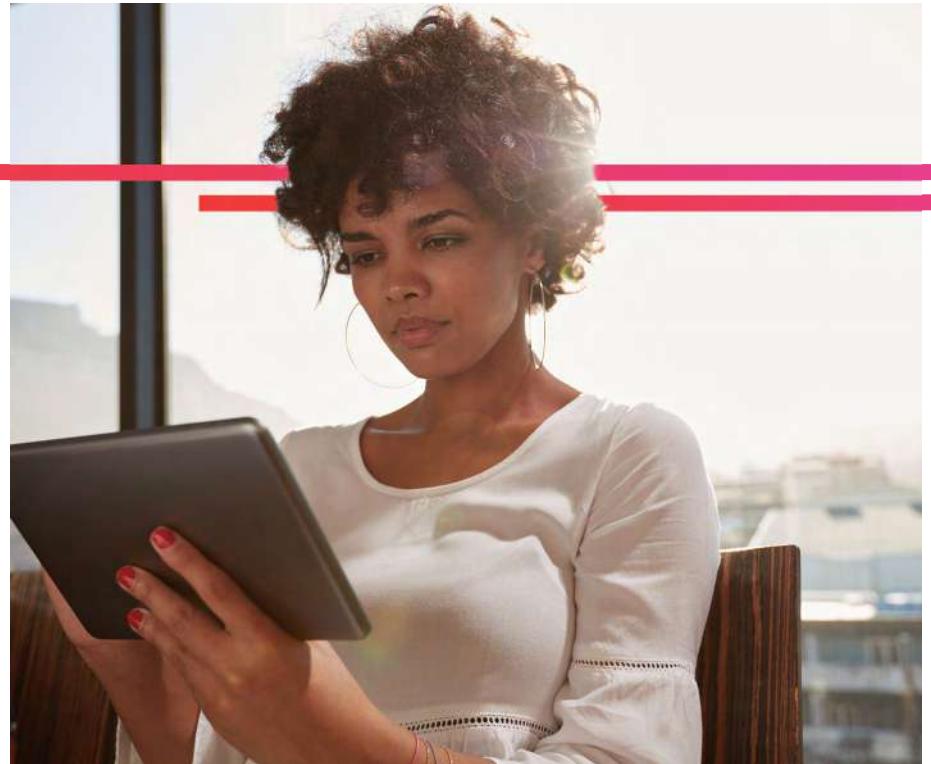
Amazon Viewed as Driver of Net New Business

For nearly three-quarters of brands on Amazon (67%), more than a quarter of their Amazon traffic is net new business. For over a quarter of brands on the platform (28%), more than half of their Amazon traffic is also net new. Both statistics reveal the power of the Amazon ecosystem in connecting interested buyers to the branded items most relevant to them.

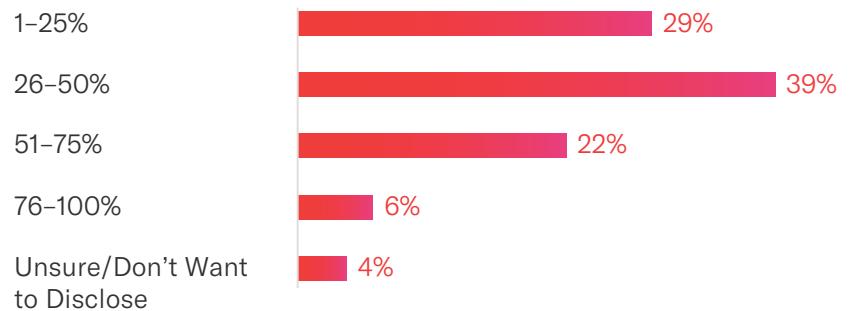
Brands should be hyper-focused on their brand perception as a whole — controlling and maintaining their reputation, knowing their competitive environment, and driving awareness and visibility. They can capitalize on digital shelf intelligence to not only help keep these concerns at bay, but to help them establish a more significant visible presence on the platform.

For brands, gaining net new customers can be invaluable to growing their audience. Upon analyzing existing target customers, brands on Amazon can also test new segments that have previously not been a focus, resulting in incremental business opportunities both on Amazon and their other e-commerce channels.

In addition to this, identifying new customers can help brands to fine-tune their target customer profile on an ongoing basis, providing more data for them to utilize when it comes to improving personalization and customization across various touchpoints.



Percentage of Brands' Amazon Traffic That Is Net New Business



97% of Brands Advertising on Amazon See Value

Amazon's frictionless customer experience and access to customer purchase data and behaviors are a unique differentiator when it comes to the leading digital ad duopoly of Google and Facebook, making advertising on Amazon a natural choice for brands that want exposure to motivated consumers throughout their purchase cycle. The majority of brands surveyed recognized this, with 57% citing that they currently pay for advertising on Amazon.

Nearly every brand surveyed that is selling on Amazon — an astounding 97% — sees value in advertising on the dynamic e-commerce hub. Nearly seven in ten (69%) see a great deal of value from advertising, more than one-fourth see some value, while only 2% see little value.

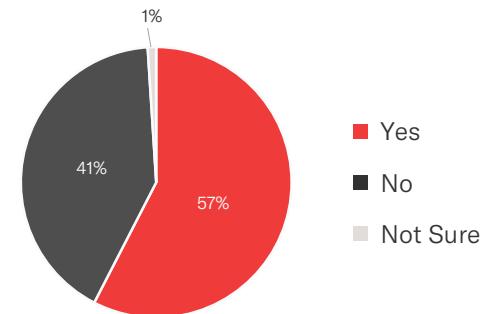
Brands that have not yet joined the platform were more apprehensive about Amazon's advertising options. While two in five brands not selling on Amazon said they thought advertising on the platform would be of at least some value, one in five (19%) conceded they were unsure how much value there would be in advertising on Amazon.

As brands become increasingly sophisticated on the platform, the ones who integrate advertising and SEO strategies, adopt a deeper understanding of their indirect competition, and enforce brand fidelity and operational excellence will have a stronger handle on their P&L and overall Amazon strategy.

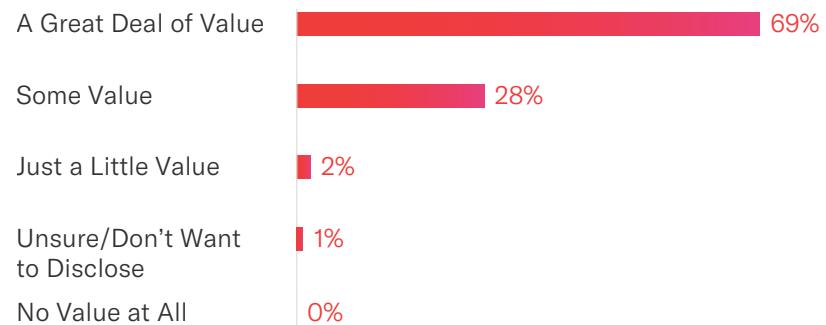
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With various advertising options available to 1P, 3P, and hybrid brands on Amazon, stakeholders are incorporating a mix of ad types and targeting into their selling strategies in order to test and optimize which ones drive the highest return on ad spend. Brands can utilize third-party pay-per-click advertising software, such as Feedvisor's AI-driven campaign manager, to automatically adjust ads based on specific business strategies, while simultaneously fueling brand discoverability and conversion.

Percentage of Brands Paying for Advertising on Amazon



How Much Value Brands See From Amazon Advertising

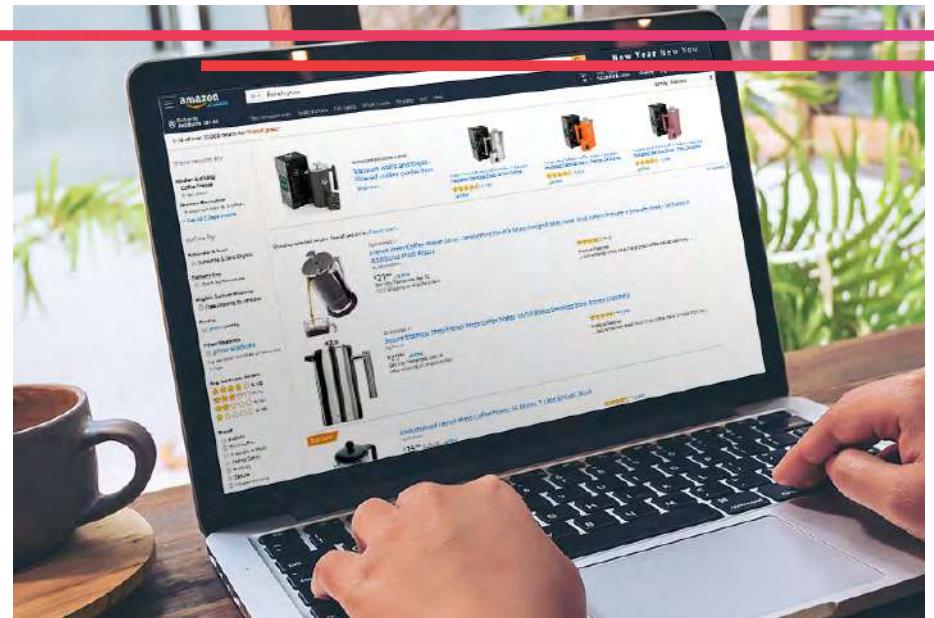


Brands Are Spending More Than \$40K Per Month on Average to Advertise on Amazon

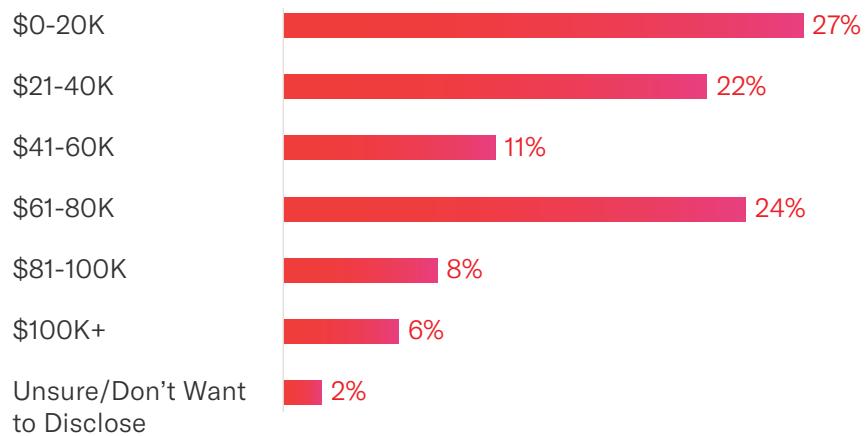
Almost half of brands (49%) selling on Amazon are spending over \$40K per month on Amazon Advertising and more than one-third (38%) of the brands are spending over \$60K on Amazon Advertising monthly.

Both hybrid and 1P brands are spending more significantly on advertising than brands selling on the 3P marketplace. With regard to selling model, more than two-thirds of hybrid and 1P brands are paying for advertising, and 33% of 3P brands are also investing to be competitive.

An analysis of category-specific spend reveals industries where advertising spend is substantially higher. Categories such as Toys & Games, Arts, Crafts, & Sewing, Clothing & Accessories, and Beauty show spend levels significantly above the per month average for Amazon Advertising. Significant advertising budgets are evident in the Pet Supplies category, where brands tend to spend more than \$100K per month and in the Toys & Games category, where spend is between \$60-80K per month on average.



How Much Brands Are Spending on Amazon Advertising Monthly



Advertising Is Being Leveraged Throughout the Sales Funnel

When brands selling on Amazon were asked about their goals for advertising on the platform, nearly three-quarters (74%) responded that they want to utilize Amazon Advertising products to gain new customers. More than half of the brands that are active on Amazon selected increasing brand awareness (59%) as a byproduct of advertising, followed by generating leads and driving sales.

The Amazon Advertising suite has a range of ad types and brand opportunities — Sponsored Product Ads, Sponsored Brands, Display Ads, Stores, and more — to help brands engage shoppers at each stage of their buyer journey, from awareness to conversion and beyond.

Brands' Goals for Advertising on Amazon



Brands on the platform are eager to drive impressions and expand their reach, product visibility, and brand recognition — and experimenting with different advertising methods is one way to do so. We anticipate that as more and more brands join the platform, Amazon will continue to expand their marketing offerings to enable greater brand differentiation and exposure to a larger audience.

For brands, a cohesive value proposition and brand story are paramount to helping potential buyers determine if they are going to convert on a given product. Brands can capitalize on the transaction by providing exceptional customer service on Amazon, ensuring high-quality products, offering competitive pricing, and differentiating their brand with value-added features and benefits — all of which can increase customer loyalty and drive future purchases.

Top Product Categories Where New Customer Acquisition Is the Primary Goal for Advertising



Top Product Categories Where Driving Brand Awareness Is the Primary Goal for Advertising



Brands Recognize the Importance of Competitive Pricing But Lack Control Over It

Brands are using Amazon to propel success across various aspects of their operation. More than half of brands selling on the platform believe being competitively priced is the most critical element for driving sales on Amazon, and it is an area that 1P brands cited as a motivator to become 3P sellers. There is growing attention on the importance of advertising, with 30% of brands identifying advertising as the most effective strategy instead, followed by promotions and coupons and adding new inventory.

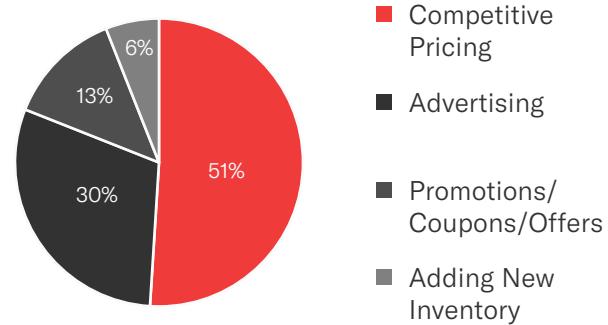
Key Drivers of Sales

Advertising, promotions, and competitive pricing are the most important variables for brands to consider on Amazon.

For brands selling as both 3P and hybrid models where they have greater control over pricing, the combination of effective, real-time pricing and advertising are deeply interconnected. Understanding the competitive landscape, including indirect competition, powers the dynamic decisions in pricing and advertising that drive success.

Today's brands must be able to balance both pricing and advertising alongside the countless other variables that influence success on Amazon. Inventory management, for example, is a critical part of the bigger picture, as brands — both those who are selling wholesale to Amazon or to the end user via the 3P channel — need to be able to ensure that their inventory position is constantly in sync with demand to avoid lost sales and a poor customer experience.

Most Effective Strategies for Brands to Drive Sales on Amazon



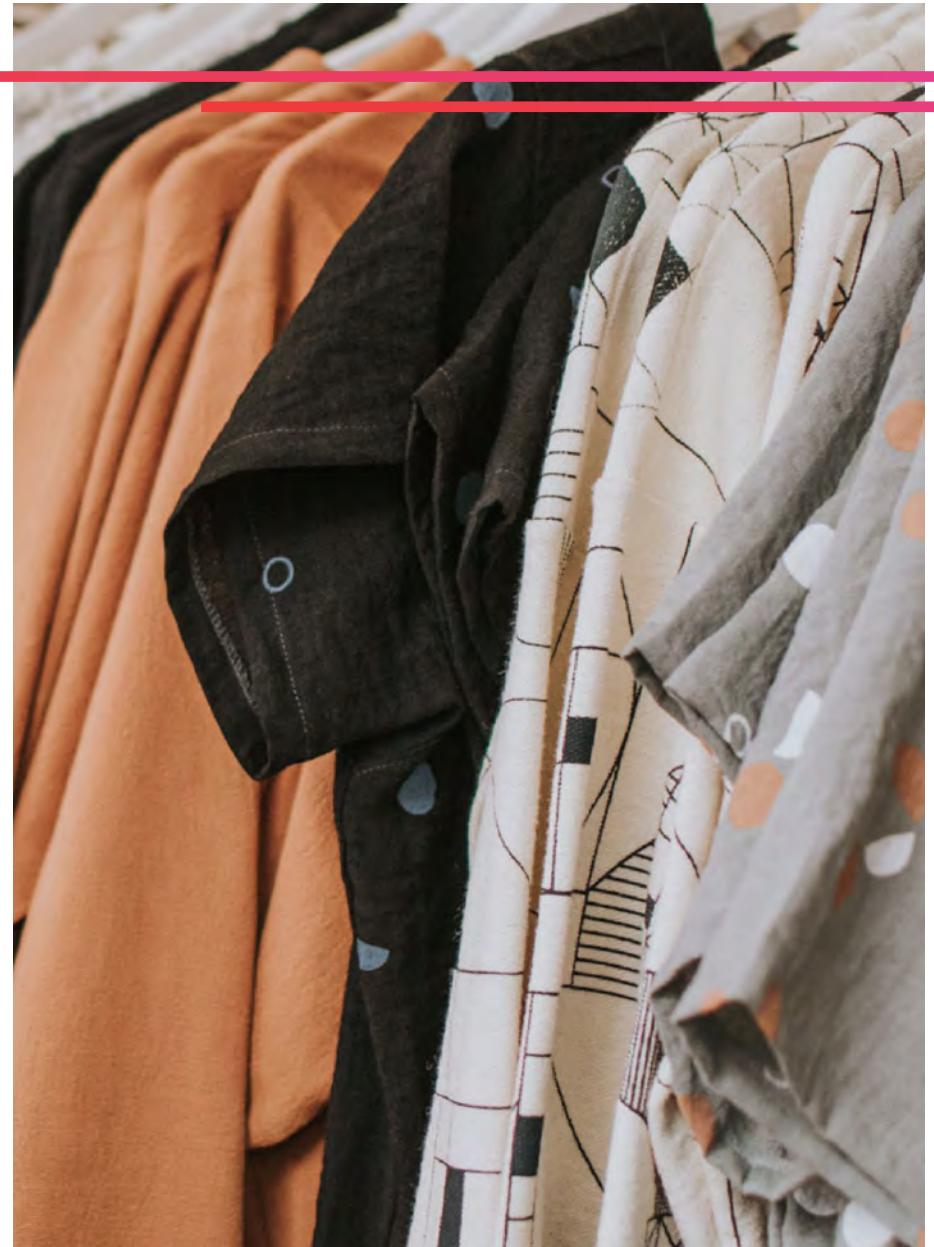
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Limited Ability to Control Their Voice on Amazon Is a Prominent Concern for Brands

One of the biggest barriers preventing brands from wholly embracing Amazon is the concern over representing their brand image in a more functional shopper experience, with six in ten brands (60%) stating that lack of *control* over brand voice is one of the biggest challenges of operating on Amazon. Brands selling to Amazon via the 1P channel in some capacity — whether solely wholesale or in addition to a 3P presence — resonate with this concern more than 3P brands.

Amazon appears to be aware of this perception, and has worked to restructure its advertising suite and enhance the Brand Registry to give brands a stronger understanding of and greater influence over their brand identities on the platform. These changes appear to be resonating, with more than four in five brands (82%) in agreement that advertising and branding options are one of the most compelling reasons for selling on Amazon.

Brands can also leverage third-party optimization software and Amazon expertise to ensure accurate representation in both the marketplace and first-party settings. With Feedvisor's "AI-first" platform and end-to-end managed services offering, brands can ensure discoverability and conversions through an array of advertising and promotional opportunities, maintain influence and control over their product listings and create SEO-rich content, police the marketplace, and reduce workload.



Protection Against Unauthorized Resellers and Counterfeit Products Remains Top of Mind

An overwhelming 95% of respondents said that defending their brand against unauthorized sellers is a motivating factor behind their decision to sell on Amazon. When brands are establishing an Amazon strategy or optimizing the processes they already have in place for the industry-leading platform, there are many variables to consider, many of which lead back to maintaining brand equity and ethos and simultaneously avoiding brand erosion.

Defense Against Unauthorized Resellers as Motivation to Sell on Amazon



Enforcement of MAP policies is one of the key levers brands can apply to combat this issue. Monitoring and enforcing MAP (minimum advertised price) policy on Amazon can be a time-consuming and daunting task for brand manufacturers or distributors without the proper resources, insights, or Amazon expertise. MAP policies help brands protect their hard-earned equity, prevent brand erosion, and ensure their seller network does not abuse the relationship and values the opportunity to sell the branded items.

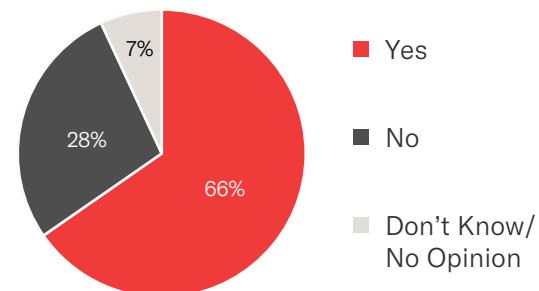
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The MAP policies also exist to promote fair competition across all distribution channels, prevent underpricing, and protect seller margins. As an increasing number of branded products are being sold on the marketplace by resellers, brands will need to know the tactics and MAP monitoring software necessary to preserve the integrity of their products.

In addition to the pressures from unauthorized resellers, counterfeit items present another obstacle for brands to overcome. Of the brands selling on Amazon, 46% claim that not enough is being done to prevent the sale of counterfeit products on the platform.

At the same time, nearly half of all brands (45%) and two-thirds of those actively selling on Amazon (66%) said their brands are proactively taking their own measures to combat the sale of counterfeit items on Amazon. Brands can do so by registering with Amazon's Brand Registry and monitoring the gray market for fraudulent or unauthorized listings.

Percentage of Brands Selling on Amazon Taking Measures to Prevent the Sale of Counterfeit Products on the Platform



Brands Are Exploring Voice Commerce as an Essential Touchpoint in the Consumer Journey

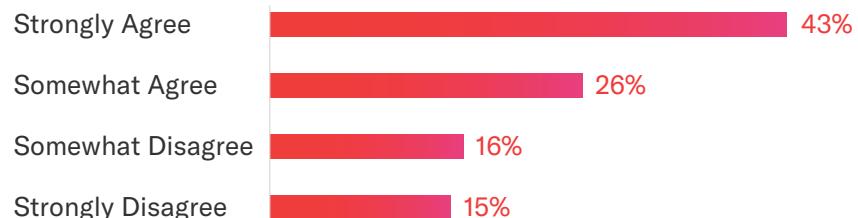
As consumers increasingly turn to voice assistants to search for products, it is evident that voice ordering is not just another fleeting trend — the AI-enabled technology continues to become increasingly mainstream, embedding into retail culture and establishing itself as another powerful e-commerce touchpoint.

The survey reveals that brands are divided on whether voice ordering will help or hinder sales. The majority of brands (69%) believe voice ordering will be a key component of their future sales strategy. When asked if voice commerce could pose a threat, 45% of brands responded that it could.

Given that voice searches are powered by natural language processes, brands can adapt content and ad copy to account for these high-value searches. This will provide them with an advantage over brands that are not optimizing for voice search and enable them to unearth incremental profits via this additional point of entry to customers.

Millions of customers use voice assistants like the Amazon Alexa to shop because they allow for convenience and ease of use, such as through Subscribe & Save, Amazon's automatic reordering program. Voice commerce creates an additional lens for brands to understand how customers are interacting with their specific goods and Amazon as a whole.

Voice Ordering Is an Opportunity for Brands



Voice Ordering Is a Threat for Brands



Brands Are Fighting Competition on Two Fronts: With Other Brands and With Amazon

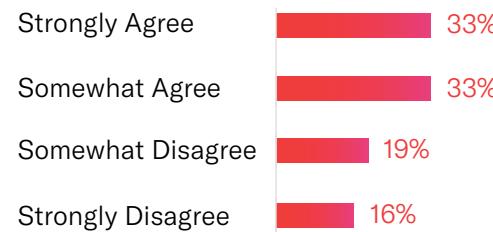
Given Amazon's significant scale and recognition, it has become a congested channel for those operating within its confines. The heightened level of competition can make it challenging for even the most successful brands to stand out. As an increasing number of brands adjust their business strategies to include Amazon, they will also need to account for Amazon's growing portfolio of 125+ private labels — an initiative that is on pace to hit \$25 billion in sales by 2022.¹

Of the brands selling on Amazon, a large portion of brands (70%) cited general competition with other brands as one of their main concerns. More than three in five (66%) conceded that competing with Amazon's private label items, which range from apparel and office supplies to grocery and electronics, is one of the biggest pain points about selling on Amazon. Brands in the categories of Toys & Games, Beauty, Health & Personal Care, and Electronics felt this threat most acutely.

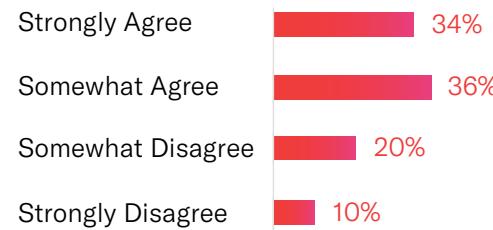
As a result of this challenge, two in five (44%) brands cited that combating Amazon's private labels was a motivator for them to sell on Amazon. Nearly half of the brands that view Amazon's private labels as a competitive threat (48%) are concerned that Amazon's products would be of the same quality as their products.

Brands will be able to remain profitable in a selling landscape inundated with competition — both from Amazon and other brands — by creating brand differentiation. They can focus on delivering customer benefits or shared values that are unique and compelling within their specific product categories by experimenting with different customer segments, innovating to deliver value in new, unexpected ways, and providing operational excellence to distinguish themselves from the competition.

Percentage of Brands That Agree Competition With Amazon's Private Label Products Is Leading Concern



Percentage of Brands That Agree Competition With Other Brands on Amazon Is Leading Concern



¹CNN Business

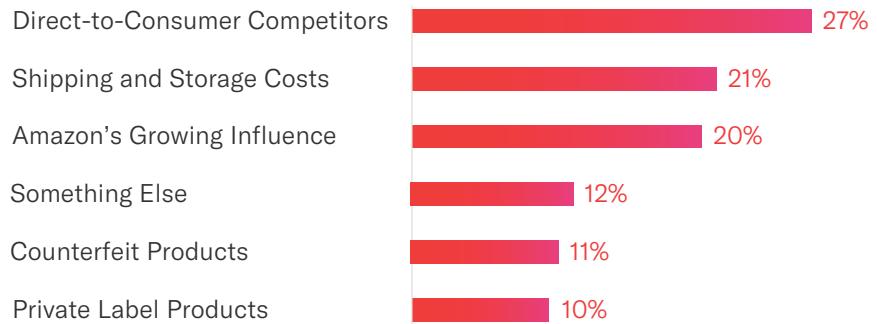
Navigating Direct-to-Consumer Competitors Is a Priority

When asked about the biggest e-commerce challenge facing their brand, more than a quarter of brands (27%) identified direct-to-consumer brand competitors as their leading concern. These direct-to-consumer (D2C) competitors, which include digitally native brands as well as those solely operating outside of the platform, have become prevalent across nearly every niche and vertical and bring a renewed commitment to unique brand stories, fresh approaches to engagement, and customer-first mentalities.

Amazon has built a strong ecosystem for brands to effectively compete against D2C players. It overcomes the issue brands (52%) cited as one of their main concerns with branching out to the 3P channel, which is not having a D2C shipping model. With actionable guidance and data-driven intelligence from optimization software, brands can be well-equipped to face the competition head-on.

With Feedvisor's managed services and price optimization and intelligence platform, the Amazon experts act as an extension of the brand's team — enacting inventory management decisions, algorithmic repricing, catalog management and optimization, hands-on brand management, and more — all to better equip them to outperform the competition.

Biggest E-Commerce Challenge Brands Are Facing



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Marketplace Diversity Is Viewed as Critical

More than half of the total brands surveyed (54%) are currently selling on Amazon. A similar amount (53%) said they are also selling on eBay. Two in five (40%) are also selling on Walmart, while 20% are also selling on Jet.com. Brands that said “somewhere else” cited additional destinations such as their company’s own website, social media, Alibaba, and Etsy.

For today’s brands, selling on different channels is a practical way to simultaneously get in front of shoppers wherever they are, as well as diversify their revenue streams. Selling on different marketplaces allows brands to expand their presence, while simultaneously balancing marketplace control by mitigating the risk involved with having one marketplace such as Amazon account for the entirety of their online business.

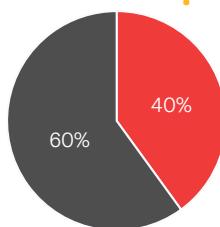
Brands should consider scale, their goals for the year, shipping and logistics models, and product categories — among other variables — when deciding which channels make the most sense for their business to expand to.

As Amazon and other marketplaces play increasingly larger roles across the e-commerce landscape, brands need to consider their representation and performance within and across their full suite of D2C channels, with a specific lens on Amazon as the market driver and its unique factors for success.

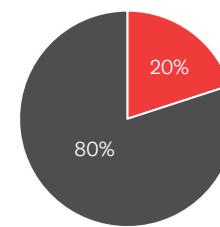
“ Feedvisor enables brands to scan, analyze, and optimize performance with Amazon at the hub. We begin by understanding the dynamics of strategic decisions made across a brand’s D2C channels, including other marketplaces, Google, its owned and operated sites, and reseller sites, all while taking into account competitors and channel interdependencies across pricing, product design and packaging, content, advertising, and promotions.

Other Marketplaces Brands Are Currently Selling On

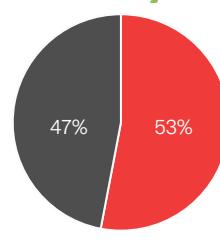
Walmart



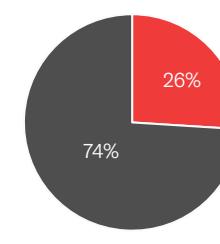
Jet



eBay



Somewhere Else



■ Yes

■ No

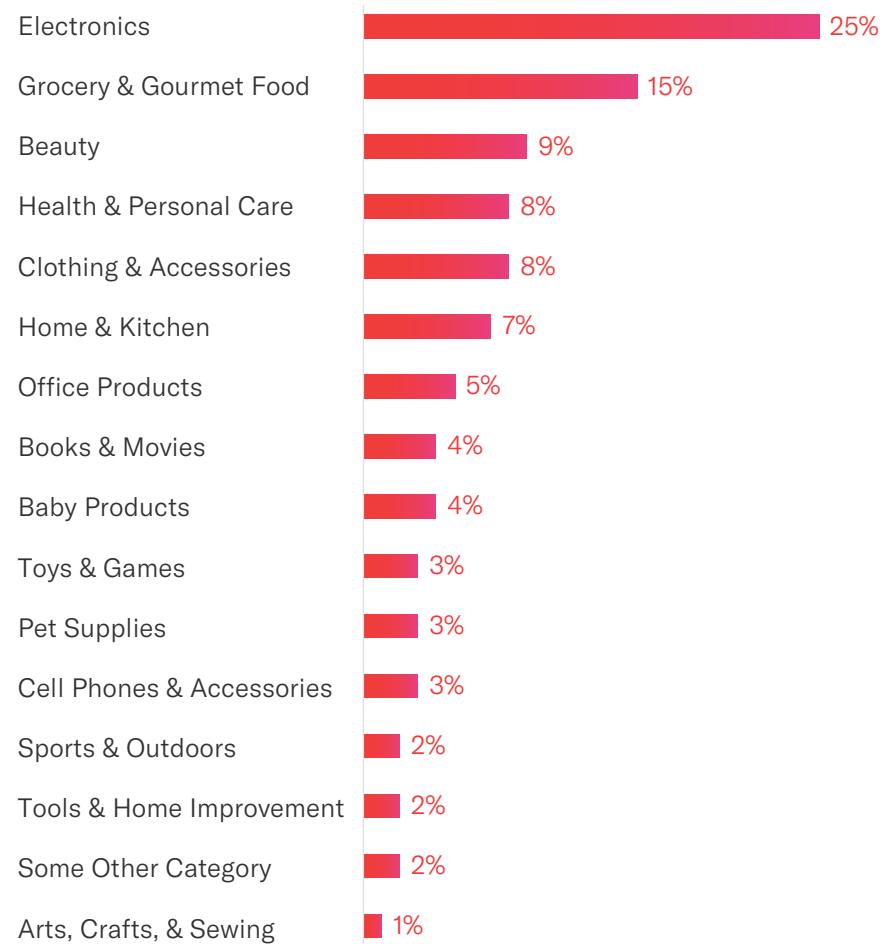
Electronics Is at the Forefront of Retail Categories on Amazon

For brands actively selling on Amazon, the most popular primary retail category was Electronics, with a quarter of respondents selling those items. Within the consumer electronics category on Amazon, there is a plethora of subcategories — best sellers, tv and video, computers, wearable technology, portable audio, office electronics, and more — and product choices within each one.

New electronic devices are being rolled out all the time, and brands can come up with unique ways to appeal to different audiences, such as through value-added benefits or features that differ from the competition or Amazon Store landing pages that display rich, multimedia content and effectively narrate the brand story. After electronics, other leading retail categories for brands on Amazon included Grocery & Gourmet Food (15%), Beauty (9%), and a split between Health & Personal Care and Clothing & Accessories (8%).



Primary Retail Category for Brands Selling on Amazon



Looking Ahead

With significant momentum building around the transformative opportunities that Amazon presents to those who operate on it, such as access to new customers, diverse selling channels, ongoing reinforcement of brand values and influence, and improvements to key metrics such as impressions and conversions, brands are restructuring their approach around the platform.

Brands cannot afford to ignore Amazon. When auditing their existing businesses and making the decision to forge an Amazon strategy, brands must understand customer behavior and motivation on the interface. As their businesses scale, brands need to work with committed experts in the space and utilize third-party Amazon optimization software to achieve the maximum return on investment.

Brands can pull various levers to ensure their brand reputation, integrity, and shopper perception all remain intact. They can discover how to be agile in navigating dynamic market forces such as pricing, inventory, demand, and the competition. Finally, they can own how they are visibly represented online, whether through ad campaigns, content, or search placement. Feedvisor's Amazon Intelligence Score, known as RAZ™, helps brands realize their actual Amazon power, focusing on the three pillars of Reputation, Agility, and Vizable Force.

All of these capabilities demonstrate the urgency to integrate Amazon, and when they are working together can not only lead to untapped profits for brands, but allow them to have a robust presence where their customers of today and tomorrow are — a necessity in an age of e-commerce dictated by the shopper.

Dani Nadel, President and Chief Operating Officer, Feedvisor



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The “AI-First” Optimization and Intelligence Platform for Large Sellers and Brands on Amazon

Feedvisor's solution offers best-in-class algorithmic repricing, strategic advertising campaign optimization, and brand management. Together, these features drive demand, profit, and revenue growth on the Amazon marketplace.

Feedvisor Drives Results:

17%

decrease
in ACoS

23%

increase
in gross profits

15%

increase
in impressions

“ Feedvisor’s campaign manager helped us increase our product visibility on Amazon and reduce our ACoS by 17%. The team at Feedvisor was very hands-on and provided recommendations throughout the entire process.

– John R. | Enterprise Brand in the Apparel Category



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