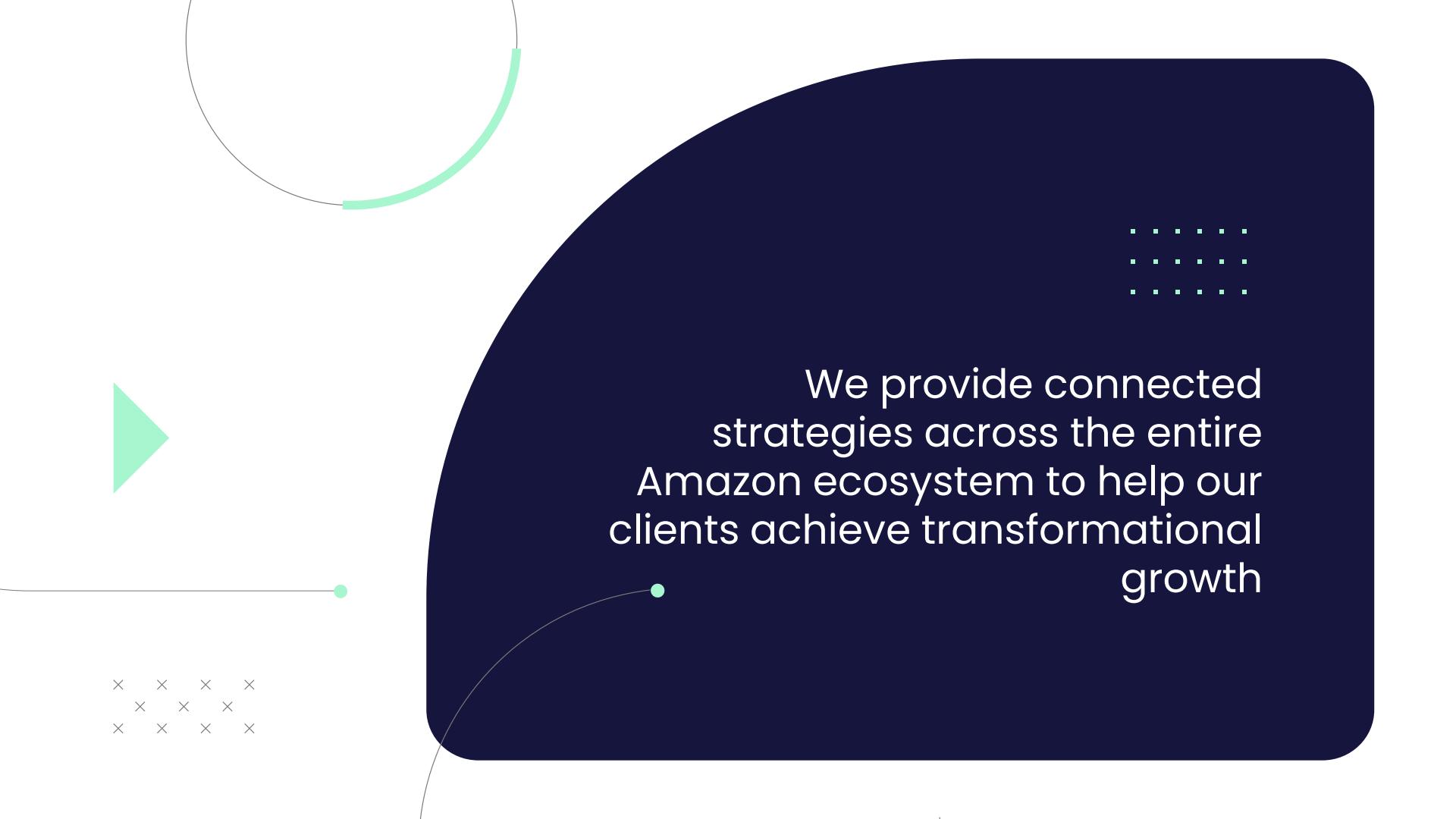




**RIGHT  
IMAGE  
DIGITAL**

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We provide connected  
strategies across the entire  
Amazon ecosystem to help our  
clients achieve transformational  
growth

# Extraordinary Service

AN EXTENSION OF YOUR TEAM



## Industry Leaders

Nearly a decade of Amazon experience, managing nine figures in sales and eight figures in ad spend, with a proven record of scaling and transforming brands.



## We Wear Your Jersey

We are immersed in your business and obsessed with your success



## Multi-Functional Team

We take a direct model, understanding multiple facets of your business from the ground up

# Right Image Way

## ► Business Goals

Understanding the role of retail media aligning on KPI's, tactics, and approach

## ► Budgets and Mix

Full funnel media mix and budget planning that aligns with business needs

## ► Tactics and Execution

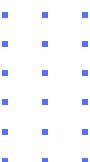
Tactics, ad types, placements, and targets informed by retail media goals, mix and budget

## ► Measuring Success

KPI driven approach to support business goals

## ► Analyze and Iterate

Test, analyze, and continuously optimize while realigning tactics to adapt to evolving retail media dynamics



# Ways of Working

	Frequency	How
Optimization	Daily	<ul style="list-style-type: none"><li>- Bid Optimization</li><li>- Frequency Optimization</li><li>- Keyword optimizations</li></ul>
Performance Dive	Monthly	<ul style="list-style-type: none"><li>- Monthly Reporting: Results, Opportunities, hurdles, budget</li></ul>
Strategy & Goals	Quarterly	<ul style="list-style-type: none"><li>- Quarterly Business Reports</li><li>- Goals &amp; Strategy Reviews</li><li>- Budget Alignment</li></ul>

# Amazon Marketing Funnel

- Sponsored Brands to build top-of-funnel awareness
- Sponsored Products to capture high-intent conversions
- Sponsored Display introduced later, once Sponsored Products opportunities are fully leveraged
- Scale into DSP once ad spend reaches threshold



# Leveraging Ad Experience

Opportunity: Apply our advertising strategy in 2024 we reduced ad spend while driving incremental sales across all five of Markwins Beauty brands.



**+\$70 Million**  
Revenue Generated

**~\$14 Million**  
Ad spend managed

**+13.77%**  
Increase Sales

**-11.04%**  
Decrease in Ad Spend

# CPG Client Goal Example

## The Role of Retail Media

CORPORATE GOAL: Achieve efficient growth

- x x
- x x
- x x
- x x
- x x
- x x
- x x

- Increase Margin
- Increase Brand Sales
- Increase Share of Voice
- Increase Top Line Sales

### Optimize Content

Improve CTR through optimized PDP and A+ content

### Decrease Ad Waste

Eliminate low-performing terms and reallocate spend to high-ROAS keywords

### Win Top of Search

Eliminate low-performing terms and reallocate spend to high-ROAS keywords

### NTB Acquisition

Shift spend from branded to category keywords to drive NTB growth

### Recurring Customers

Increase Subscribe & Save adoption to grow LTV

### Sale Velocity

Build sales velocity in low-competition pockets to improve rankings and organic share

# Custom Strategies

Where our Amazon expertise meets custom made strategies catered to your company

- ▶  Search Ads Management
- ▶  Listing Optimization
- ▶  PDP & A+ Content
- ▶  Forecasting
- ▶  Ranking Strategies
- ▶  DSP Ads





**RIGHT  
IMAGE  
DIGITAL**

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