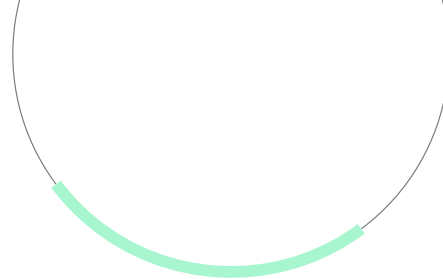






**RIGHT
IMAGE
DIGITAL**





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

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

- 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



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IMAGE
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