

NOZAMA

Case of success



ALTUNA
profesional
Let's prune

Type of customer:

Manufacturer

Product category:

Gardening

SERVICES:

Vendor Management
Advertising-Promotion
Content management
Market consulting
Account consulting

Objectives:

A. Boost sales in Europe

B. Optimise operational ratios:

1. Order confirmation ratio
2. Returns ratio
3. Percentage of disputed chargebacks

Initial situation:

We started servicing it on 1 June 2022. Its main problem was the sharp drop in sales compared to the previous year. We started by analysing its weaknesses:

BILLING

2020 → €900,000

2021 → €430,000

-50%

CHARGEBACKS

648

597

38

13

DISPUTED 14%

RETURNS

2021

Total quantity

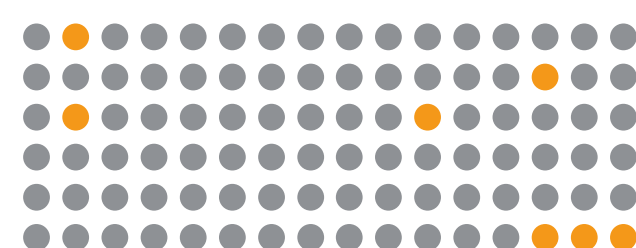
2,218

Caused expense

€80,000

DISPUTED 27.50%

CATALOGUE



+ 1.000 references

Optimized

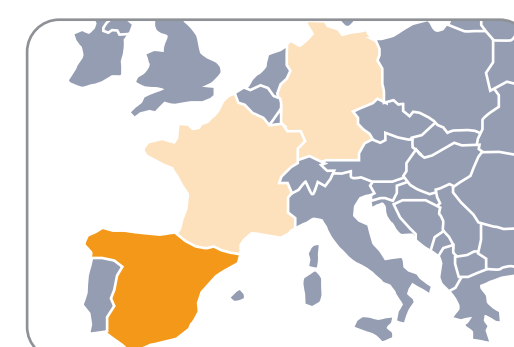
Not optimized

SALES

90% → SPAIN

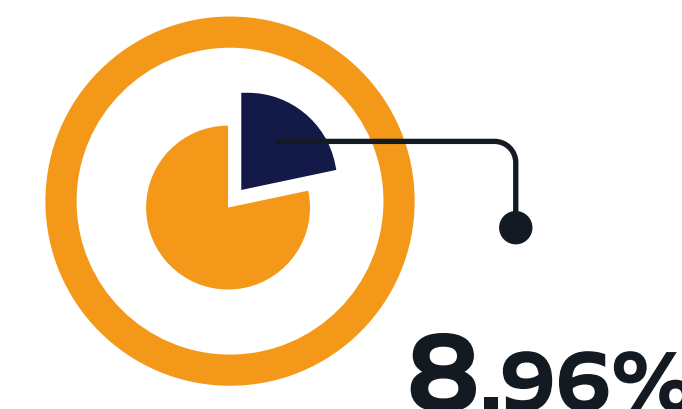
08% → FRANCE

02% → GERMANY



ORDERS

Confirmation rate



Action plan:

After the first meetings with Altuna and the market and business analyses carried out, five axes of growth are designed to boost sales and improve operations

Development of own brands

Prioritisation of the manufacturer's main brands

Listing optimisation

Creation of content development plan

International expansion

Promoting sales in the German and French markets

Operations

Reduction of chargebacks, bad debts and refunds

Advertising

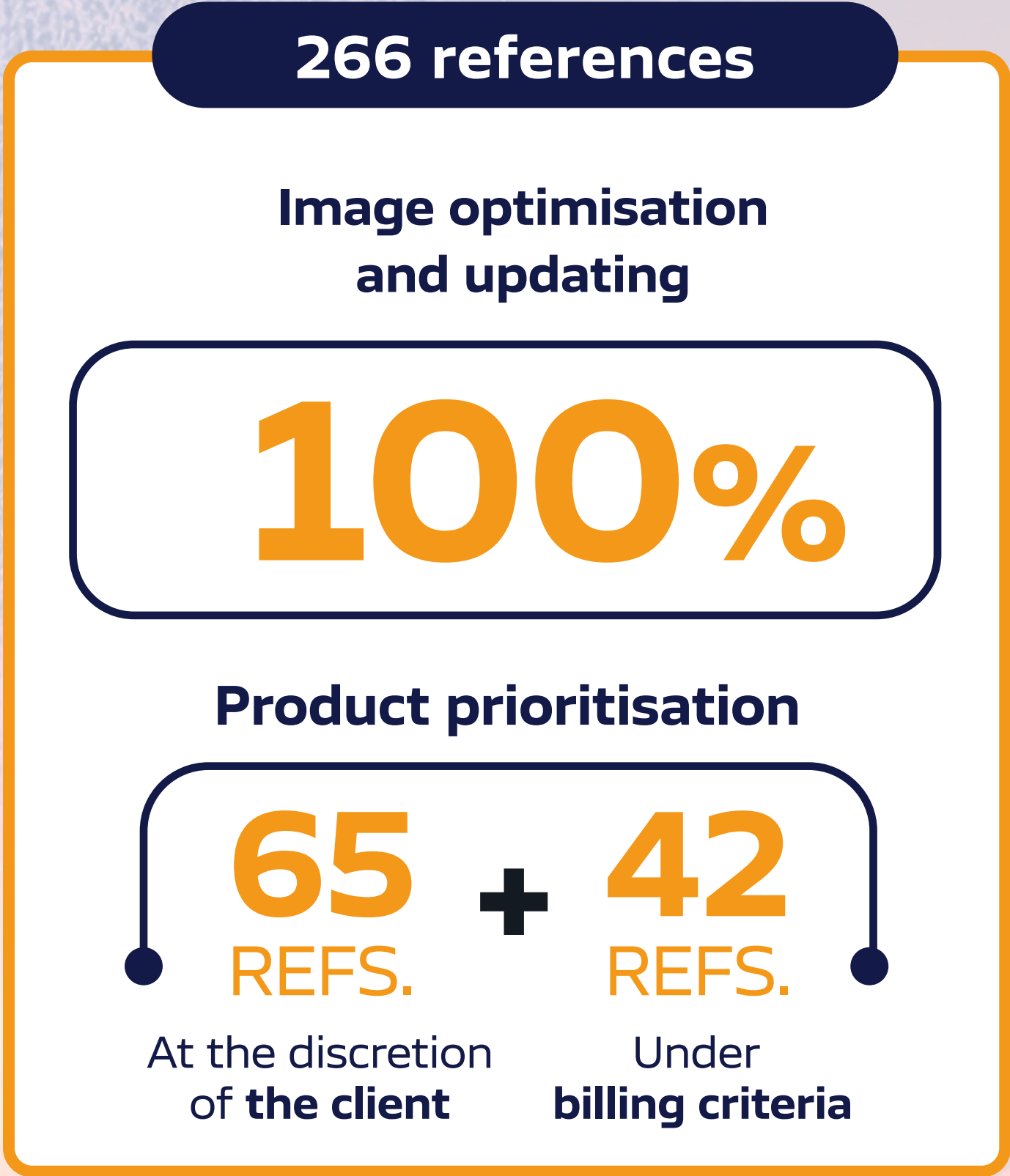
Buyer persona identification and campaign tailoring



Development of own brands:

One of the actions that have been successfully carried out has been the prioritisation of the own brands manufactured by Altuna, as it also works with other distributor brands. In total, the customer has 266 references, on which these actions have been carried out:

- Optimisation of the brand's own listings
- Improvement of SEO positioning
- Updating of product images
- Prioritisation of Top Sales with a structure focused on customer research
- Brand defence and market share gain strategy

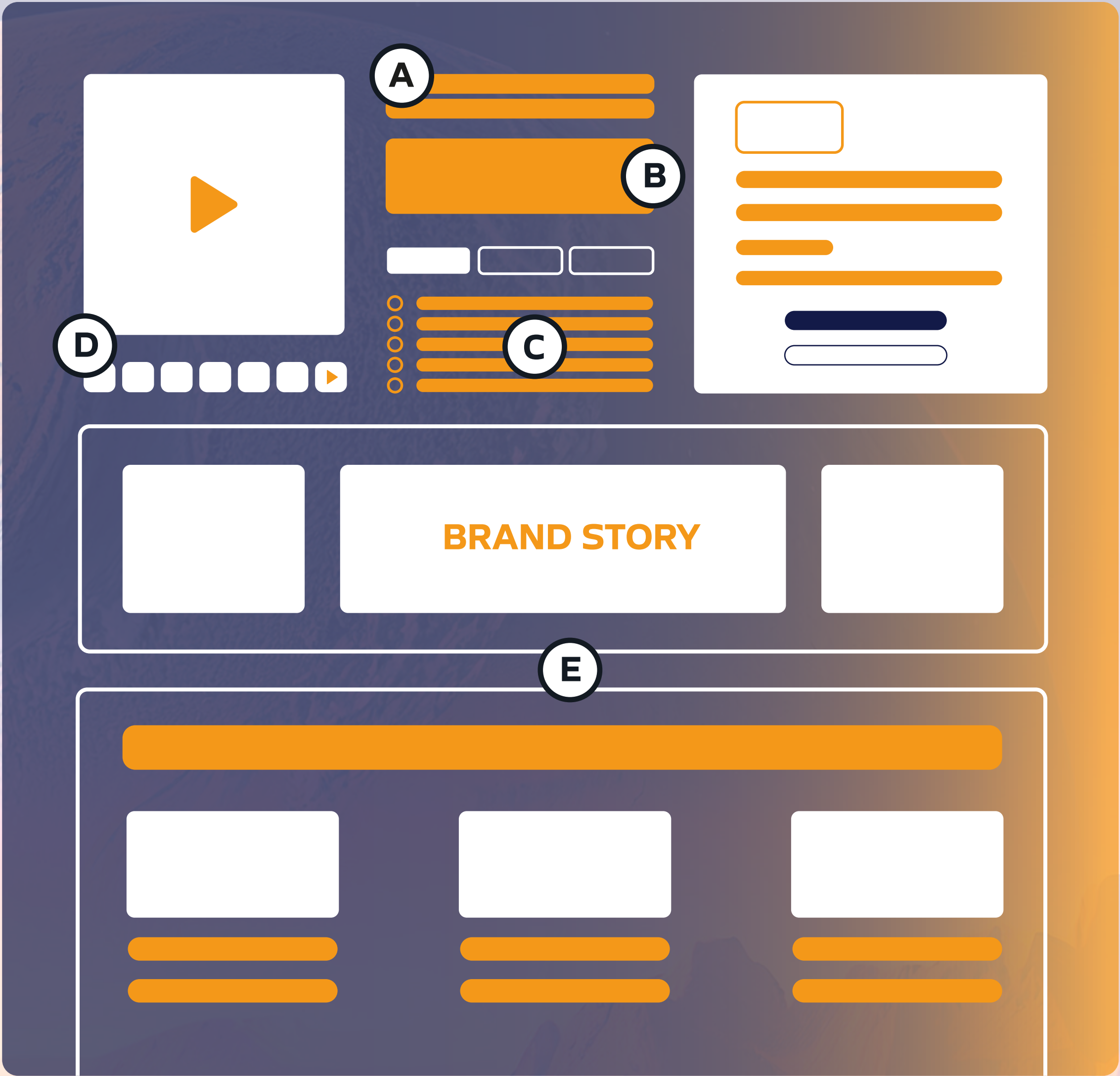


Listing optimisation:

The second key objective has been to create a base, in which products are well categorised, niche-optimised and optimised

A content development plan is made with the Nozama methodology to improve organic positioning:

- A** **Titles:** use of appropriate words and structure
- B** **Description:** within the texts, the keywords defined in the previous market analysis are used
- C** **Bullet points:** writing according to Amazon specifications
- D** **Images:** selection of 7 images or 6 images + 1 video
- E** **Rich content:** highlighting the benefits of both product and brand



Advertising:

The catalog is separated at the marketing and advertising level, depending on the buyer persona



PROFESSIONAL BUYER

Emphasis was placed on the professional market where the brand was consolidated within the Off-Amazon sphere.

- To do this, a campaign structure and architecture was created based on the main **niche keywords**.
- Attack relevant competition in the same category through **Sponsored Product, Sponsored Brand and Sponsored Display campaigns**.

SPONSORED PRODUCT

SPONSORED BRAND

SPONSORED DISPLAY

- **Brand defense** was also intensified, through an attack on competitors with fewer/worse reviews, or with lower quality/price.



AMATEUR BUYER

A launch strategy was developed that garnered over 8,500,000 impressions in just one month. This was done in 3 phases:



We started implementing campaigns based on impacts, a lot of **brand visibility** and branding.



We managed to position the brand as a reference within Amazon in the categories in which it is present, achieving a very high number of **"Amazon's choice"** labels. For key keywords, the client's **Sponsored Brand** appears.



The objective is to increase visibility and sales, focusing on the **sales funnel**, with an analysis of impressions, clicks and conversions.

Operations

Altuna had a problem of falling sales, which stemmed from **returns, chargebacks and collections received**. An audit of the status of its operations was carried out, from which it was concluded that a significant improvement in its performance was possible

Each of these sanctions and returns is analyzed, collecting the appropriate information and **disputing 100%** of them. In addition, logistics training is offered based on Amazon criteria, to prevent the number of sanctions and chargebacks from continuing to grow

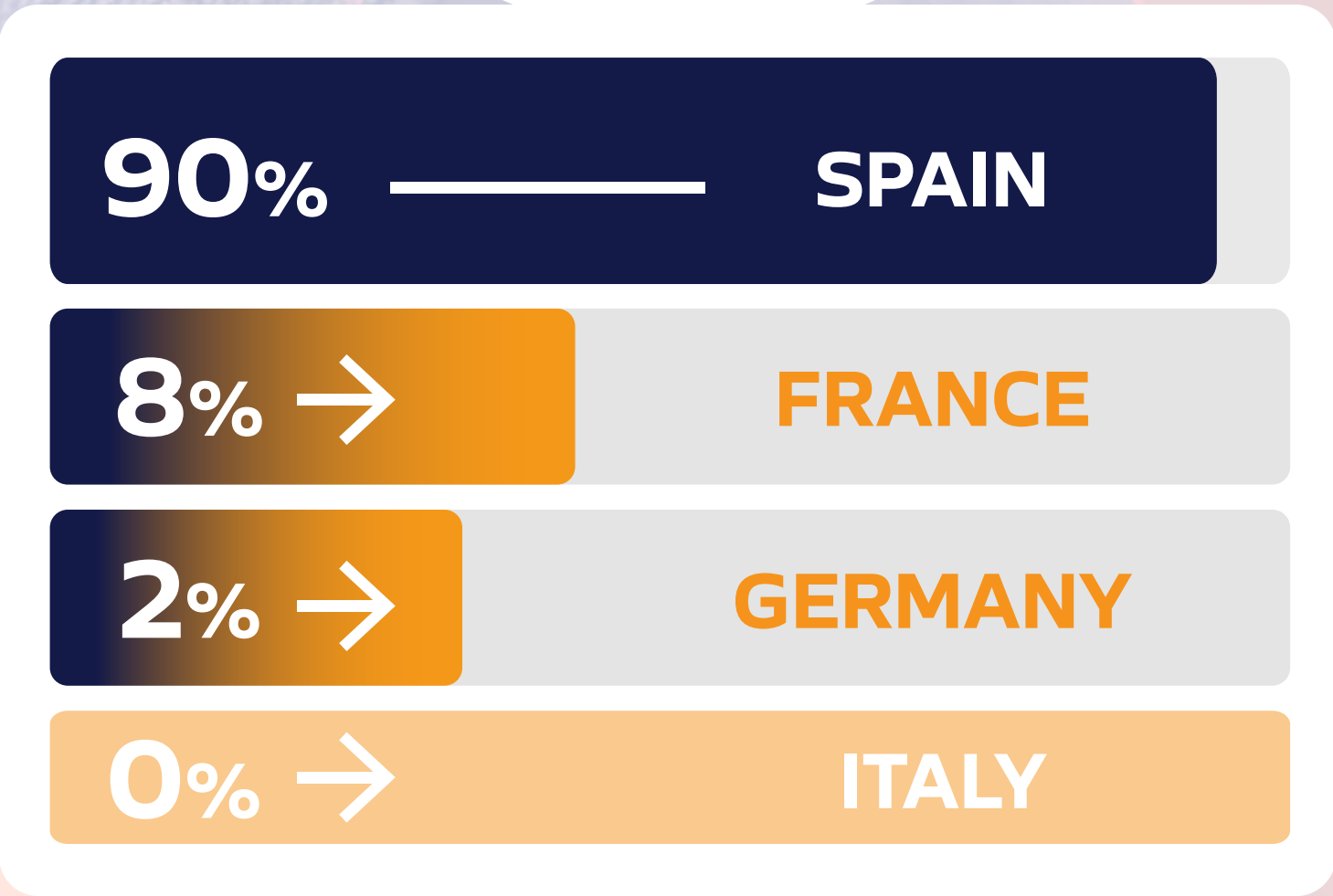
This allows our client to reduce the entry data of chargebacks, bad debts and returns throughout 2022, and also increase the order confirmation rate, which leads to **sales growth** in the second half of the year. In addition to the marketing campaigns described above, returns are prevented from occurring



International expansion:

After conducting a full competitor analysis by platform, niche and category, it was concluded that it was necessary to **increase activity** on Amazon in the **German and French markets**, in order to boost sales. The actions taken were:

- ✓ Native translation of all listing content
- ✓ Publication of 100% of your product catalogue on the marketplace in France and Germany
- ✓ Optimisation of images on the product sheets
- ✓ Creation of A+ and Brandstories in the native language
- ✓ Opening of advertising consoles in these countries
- ✓ Creation of an individualised catalogue architecture by range and platform



Results:

All this has allowed us to reach a sales figure of **€344,000** since our management in the second half of the year, reversing the free fall of the account

Thanks to the work of the Content and Operational Control departments, the sales decline curve has been bent and stabilised. This work carried out during 2022 will allow us to aspire to exceed the sales achieved during 2021 in 2023, and **to set a target of more than €500,000**

PENALTIES

Devolutions

Chargebacks

Bad debts

100%
DISPUTED

CATALOGUE

All your
references

Optimised

BILLING

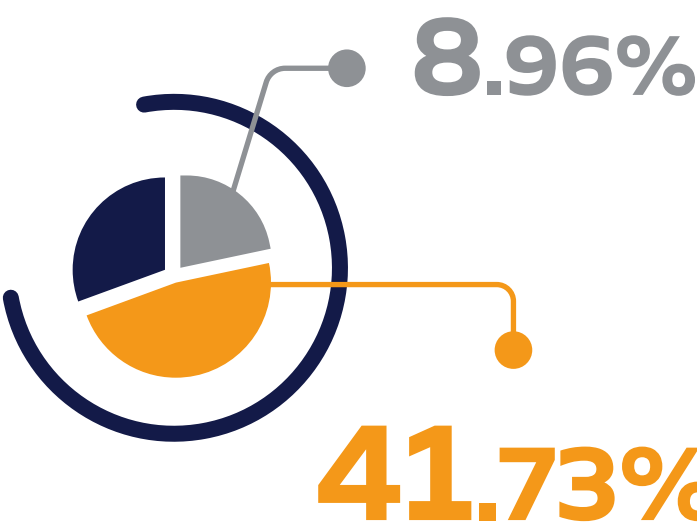


* Q4 2022: €115,000 = 33% of the annual turnover in a single quarter

** January 2023: €75,000 = 15% of the annual target

ORDERS

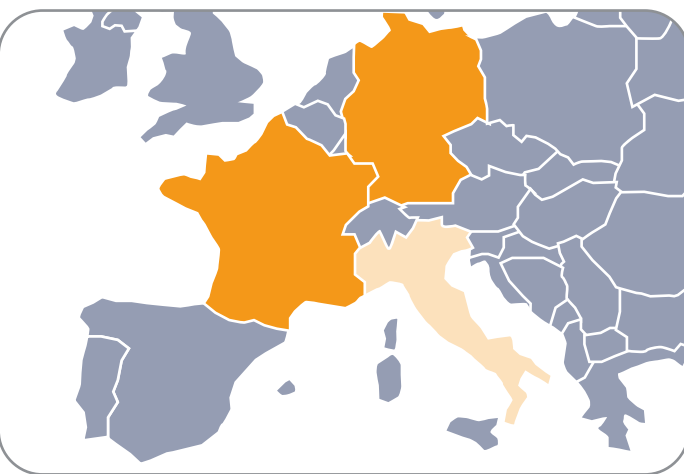
Confirmation rate



SALES

FRANCE +4%

GERMANY +2%



APPROACH FOR 2023:



1

Advertising plan: growth phase in Germany and France, with a boost to Top Sales and individualized campaigns based on the niche

Battery Range and Exclusive Range: we have launched two new product ranges. One focused on pruning products with a wireless battery and a second on pruning shears, exclusive for Amazon, focused on a 100% amateur niche

2



3

Order confirmation rate: an analysis of demand and sales for 2022 has been carried out, and a cost report has been carried out. All this has allowed us to have greater control of the stock, and in collaboration with the client, to establish a forecast for 2023, with a purchase order confirmation objective (PO's) greater than 75% (41.73% previously)

Sales: the sales growth planned for 2023 amounts to 145% compared to 2021, with a growth of 116% if we compare the value with that obtained in 2022

4



5

International expansion: opening of a Vendor account in Italy, with a 100% launch of the catalogue, and a goal of being in Q1 already selling in the country. We will use our department of native translators, which will allow us greater adaptation and a better choice of keywords, with the aim of being much more complete within each platform

Added value: a seasonality report and promotional calendar have been prepared, taking into account the peculiarities of each tool and the timing of pruning, garden and harvest. This will allow us to be more accurate when attacking the end consumer, which will give us a higher conversion rate (CVR) and better ratios in campaigns

6





NOZAMA

MAKES AMAZON WORK

We are your strategic partner

This is just one example of the help we can provide to
manufacturers, wholesalers or distributors
who want to be successful on Amazon

Thanks to our **more than 12 years of experience** managing
accounts, our **team of experienced professionals** and the
proprietary tools and methodology we have at our disposal,
we are the **strategic partner** to consider for any seller who
wants to meet their goals within the marketplace

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