



NOZAMA

Case of success

ELADIET®
vivir naturalmente

Type of customer:

Vendor

Product category:

**Health and
personal care**

SERVICES:

Vendor management

Market audit

Business audit

Objetivo:

Increase sales progressively, achieve a well-structured and updated catalog and successfully promote your Top Selling products

Initial situation:

Eladiet started with us in **November 2021**. It had **poorly optimized management** in its catalog, outside of any Amazon pattern or criteria, so its sales in 2021 only reached €3,684

They had **80% of the products** in their catalog **blocked** and many of them were obsolete. This had a serious impact on their performance and sales ratios

In addition, Eladiet had left aside its **Top Selling** products on Amazon, which caused it to lose business opportunities

80% of
references
blocked

SALES
↓ 2021
€3600

CATALOGUE



+ 200 references

Not Optimized



Unused
Top Sales

Action plan:

A **market and business audit** was carried out, from which the necessary information was extracted to develop an **effective action plan**, divided into two main phases.

1º Phase



Action plan:

After carrying out a **complete optimization of the catalog** and taking the first steps in **Eladiet advertising**, a **growth phase** was carried out

An improvement in **profitability** and **gain in market share** in the appropriate niche was sought, in addition to a **sales strategy** in which **variants linked** to the products were created, which would benefit **SEO**. In addition, sales were promoted through **remarketing**

2º Phase

MARKET
SHARE

LINKED
VARIANTS

REMARKETING

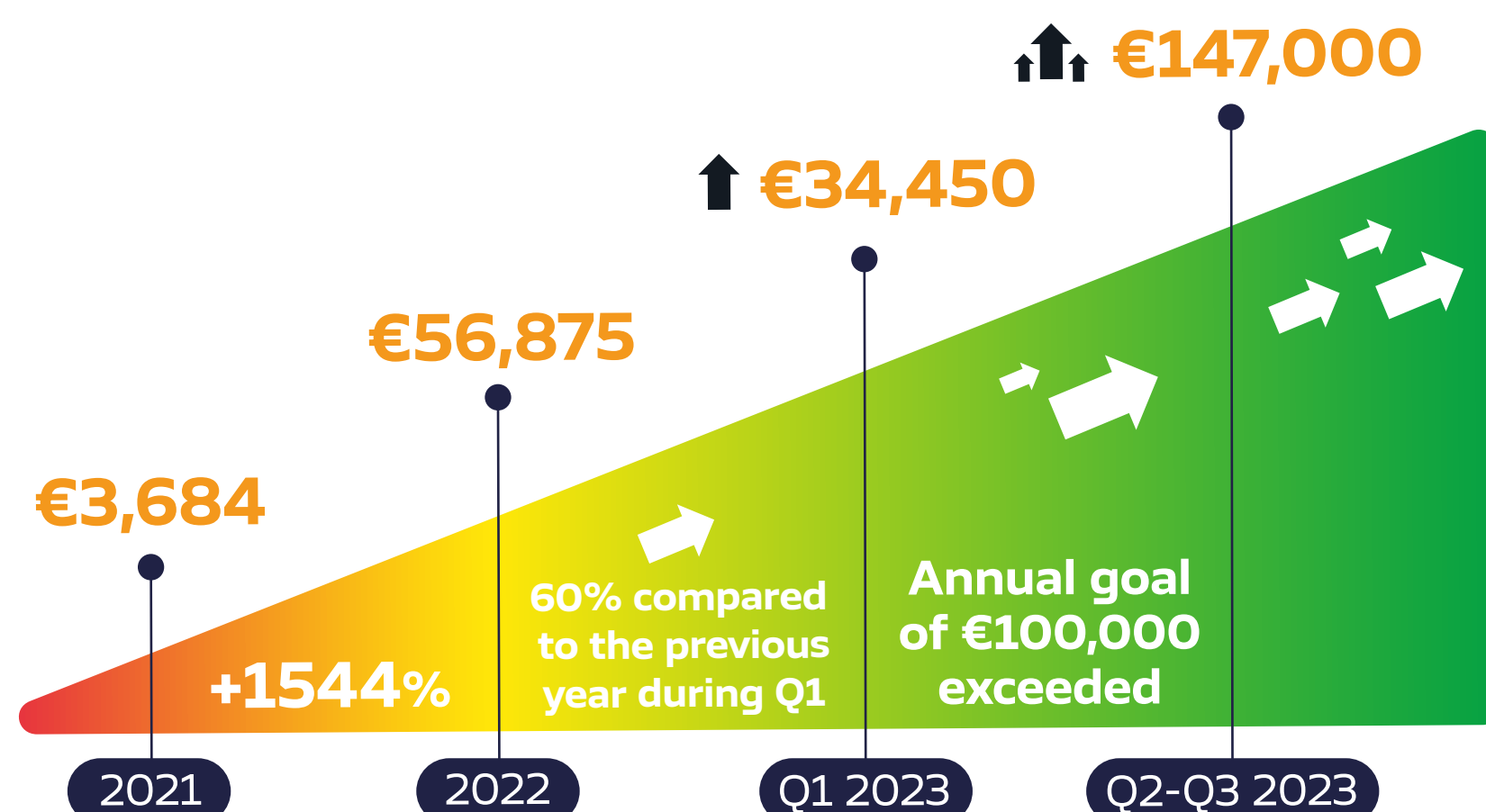


Results:

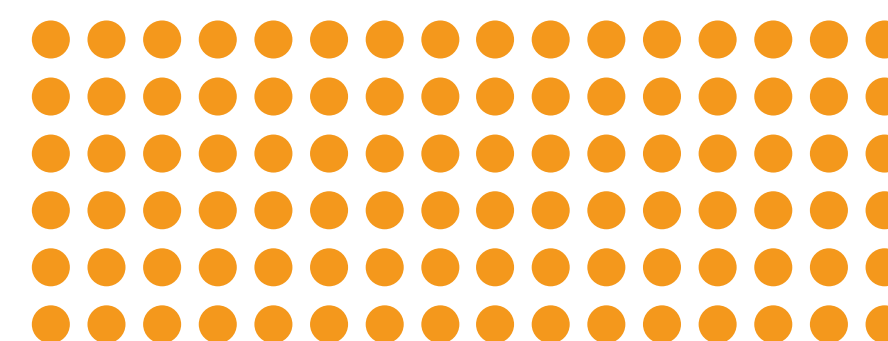
The management of Nozama Solutions generated an **increase in sales in 2022 of 1544%** compared to the previous year, achieving a turnover of more than €55,000. In **the first quarter of 2023, 60%** of the turnover generated in 2022 was obtained, which offers great future forecasts

100% of the catalog has been optimized and the **rebranding of the brand** has been transferred to Amazon, deploying it both in its store and on the exclusive A+ pages for its top-selling products

SALES



CATALOGUE



120
references

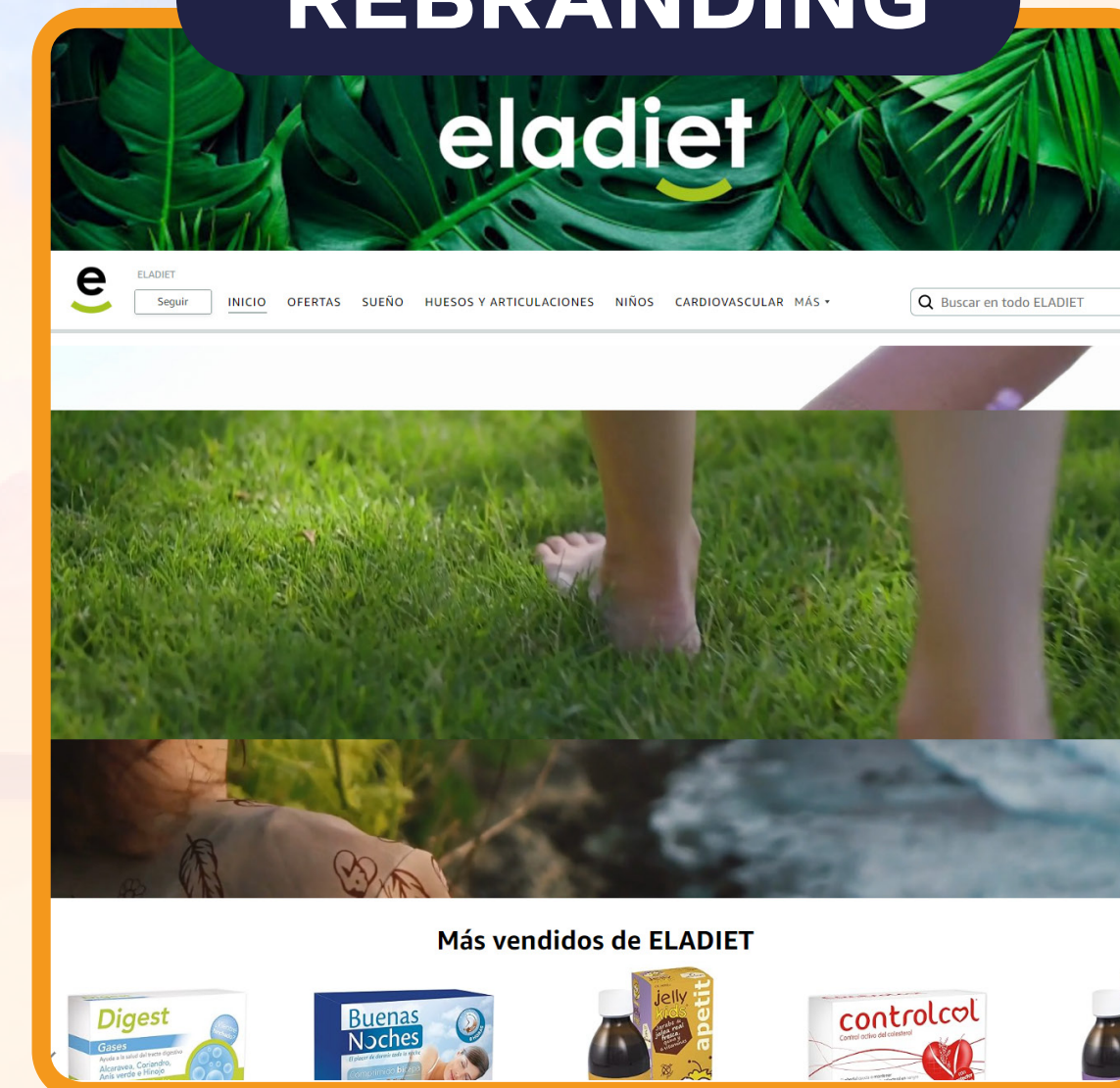
Optimized

Categorized

Brandstories

A+ Content

REBRANDING





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

nozamasol.com