



NOZAMA

Case of success



Mekke
Love to share

Type of customer:

Manufacturer

Product category:

**Women's fashion /
Accessories**

SERVICES:

Seller management
Advertising management
Market consulting
Business consulting

Objective:

Increase sales and profits with your products on Amazon and gain a foothold within your niche market by improving brand presence.

Initial situation:

Anekke started with us in **September 2022** and barely had any campaigns created. I had only carried out some tests and **campaigns without positive results**

Their catalog **wasn't optimized**, their **variants** were poorly related to the products, and they needed to work on their **brand image** to be successful on the platform



CATALOGUE

100%
references

WITHOUT
optimizing

BRAND IMAGE

BRAND STORE



Action plan:

After the first meetings, we proposed a series of **actions**, including an exhaustive market audit to be able to **scale their account**, with the aim of establishing a **strategy** according to the nature of their products:

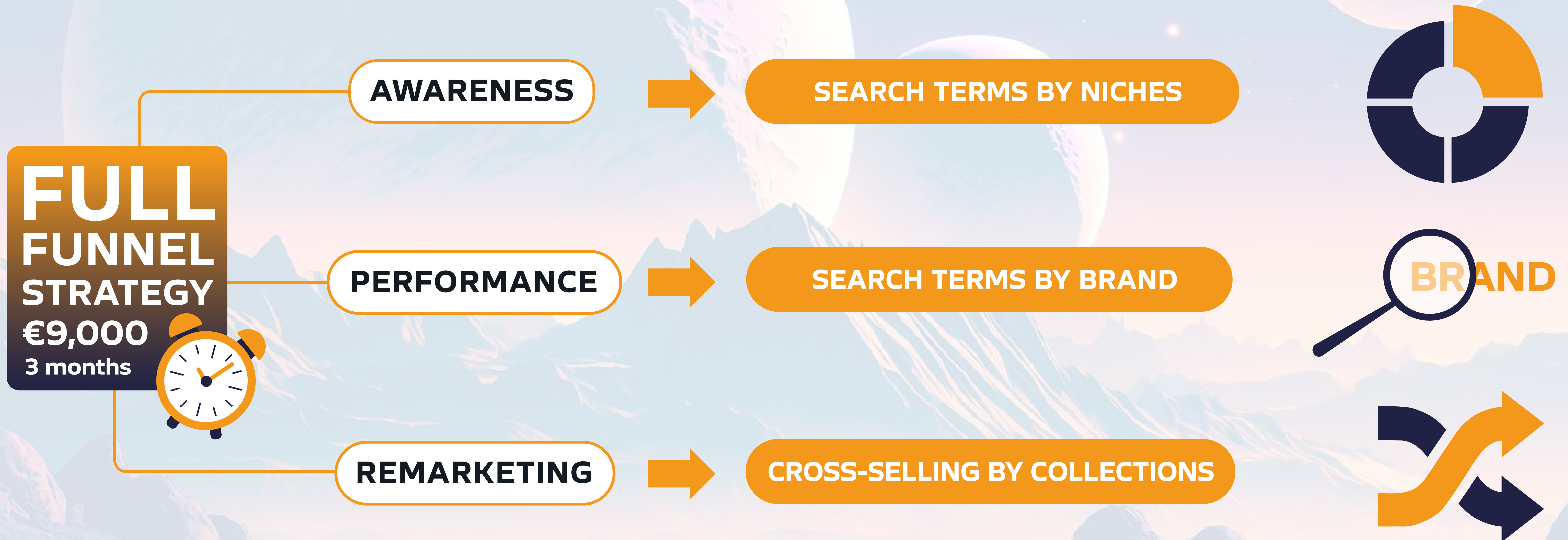


Advertising Strategy

There was a budget of **€9,000** from November to January. A **full funnel strategy** was carried out enhanced with different actions

On the one hand, **Awareness campaigns** were implemented focused on occupying **all the locations of the most relevant search terms** for each selected niche and, on the other, Performance campaigns were implemented to appear in all **search terms related to the brand**, including **brand defense** to avoid Lead leaks during the purchasing process

Remarketing campaigns were also carried out to promote **cross-selling** of products by **collections** to those users who had already completed a purchase in the last 30 days



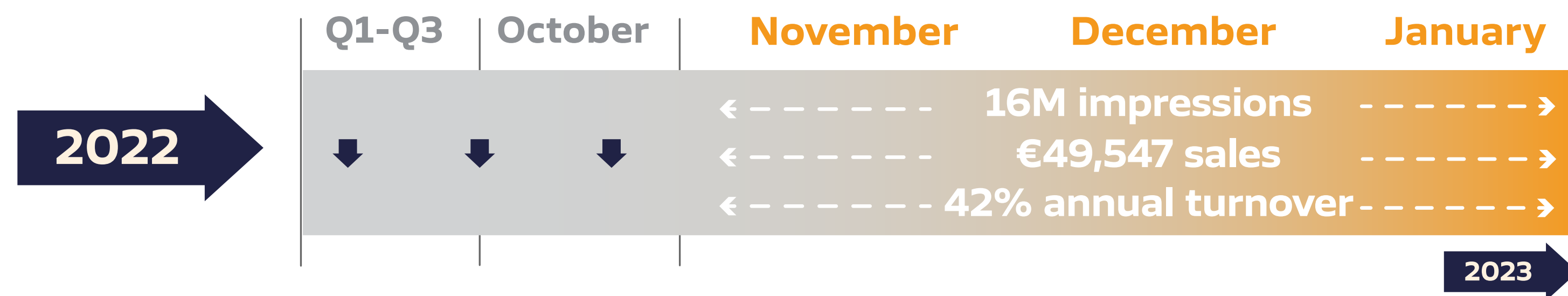
Results:

The management of **Nozama Solutions** during the **2022 and 2023** seasons has had a significant impact on Anekke's performance, increasing its **turnover** to almost **€50,000** in the campaigns executed during the last two months of the year. During this period, we managed to exceed **16 million impressions** with featured ads on the **first pages** of results

In addition, we achieved a predominant position in the **first search** results for the **"gifts for women"** category, which further boosted **Anekke's visibility**. This translated into an impressive growth of almost **100%** compared to the same period last year

It is important to highlight that, in less than **3 months of advertising**, we managed to generate **42% of the total billing for the year**

RESULTS



€9,000
Advertising
investment → +450%
ROI

VISIBILITY



A stylized graphic of a globe on the left side of the slide. The globe is composed of a blue wireframe mesh with orange dots. It is partially covered by a large orange curved shape that sweeps from the bottom left towards the center. The background is a dark blue gradient with faint white lines and dots.

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