



# NOZAMA

## Case of success



Type of customer:

**Manufacturer**

Product category:

**Home&Kitchen**

SERVICES:

**Seller management**  
**Vendor management**  
**Advertising-Promotion**  
**Operation management**

## Objectives:

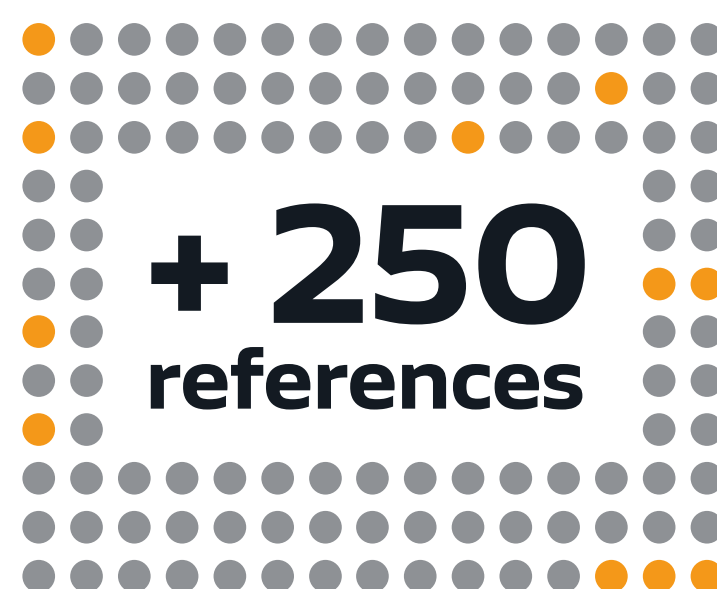
**Increase client sales volume and expand your business across Europe**

## Initial situation:

Bergner already had an Amazon Seller account opened and a Vendor account in Spain, but his internal team did not have enough training to manage the accounts optimally

His turnover in 2021 was around 200,000 euros and they already had advertising campaigns active advertising, although its performance was not optimal

### CATALOGUE



Uncategorized

### OPERATIONS



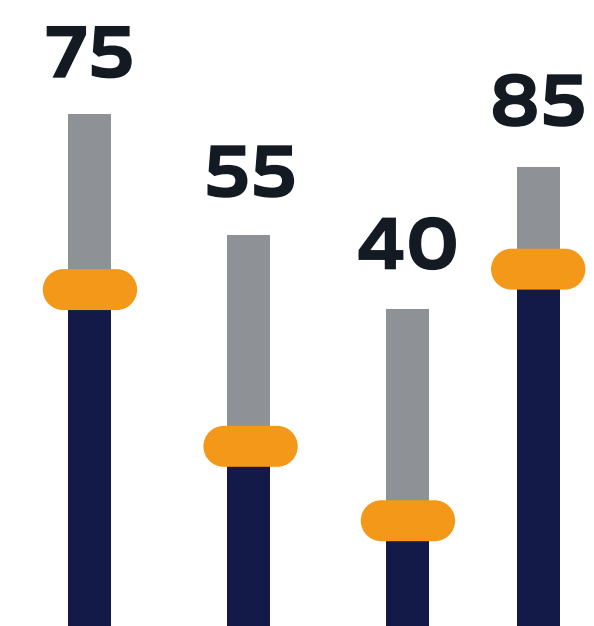
### SALES

2021

€200,000



### ADVERTISING



Campaign Performance (%)



## Action plan:

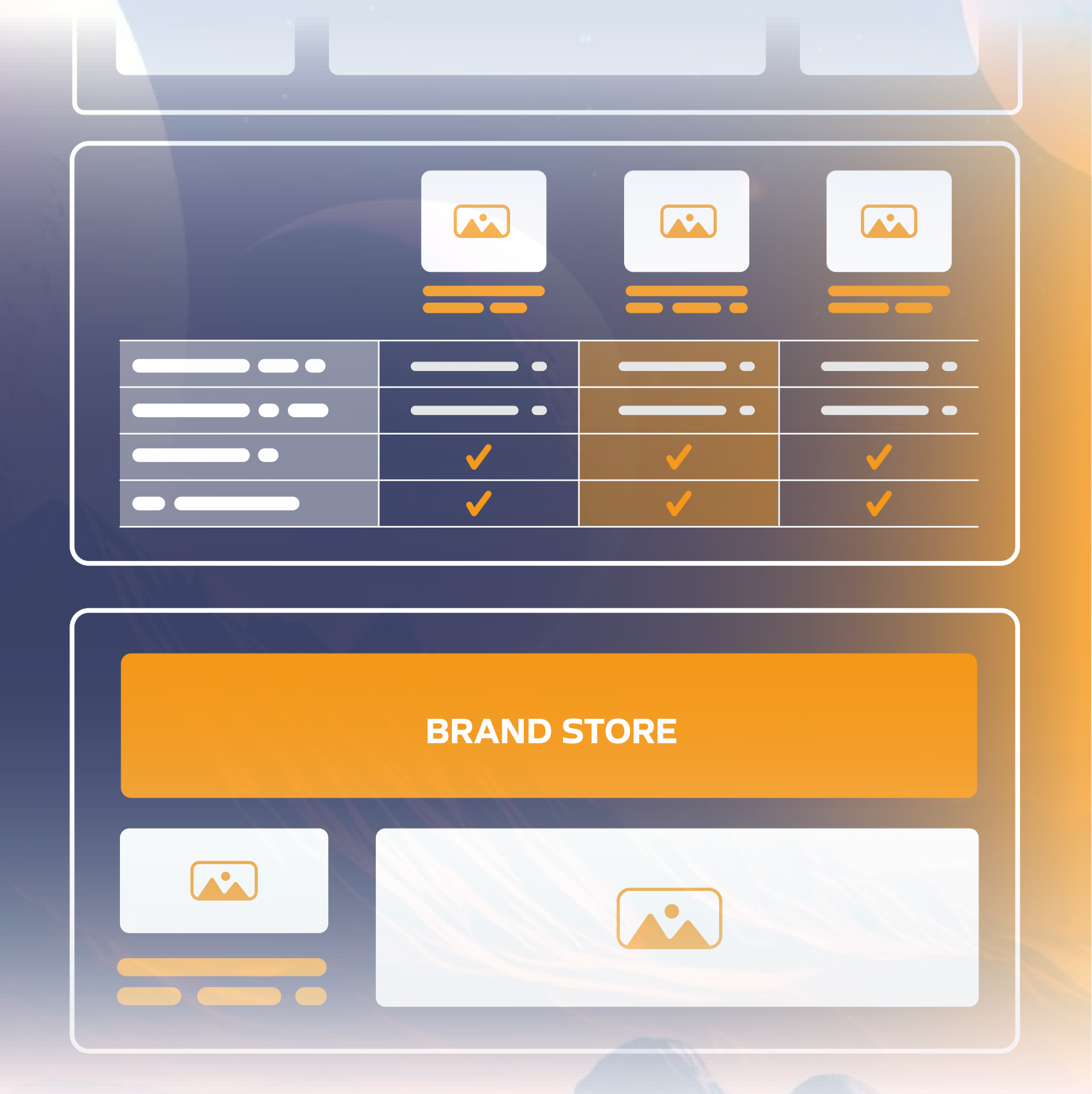
Nozama Solutions goal was to increase the **client's sales volume** and **expand its business throughout Europe**, making Amazon its main sales channel. To achieve this, an action plan was proposed that consisted of several phases





# Catalog optimization

In the first phase, the emphasis was on optimizing the product catalog, through its **correct categorization** and the application of weekly modifications and updates. In addition, a **complete review of the catalog content** in Spain was carried out, with a **native translation** of titles and descriptions





# Advertising campaign management:

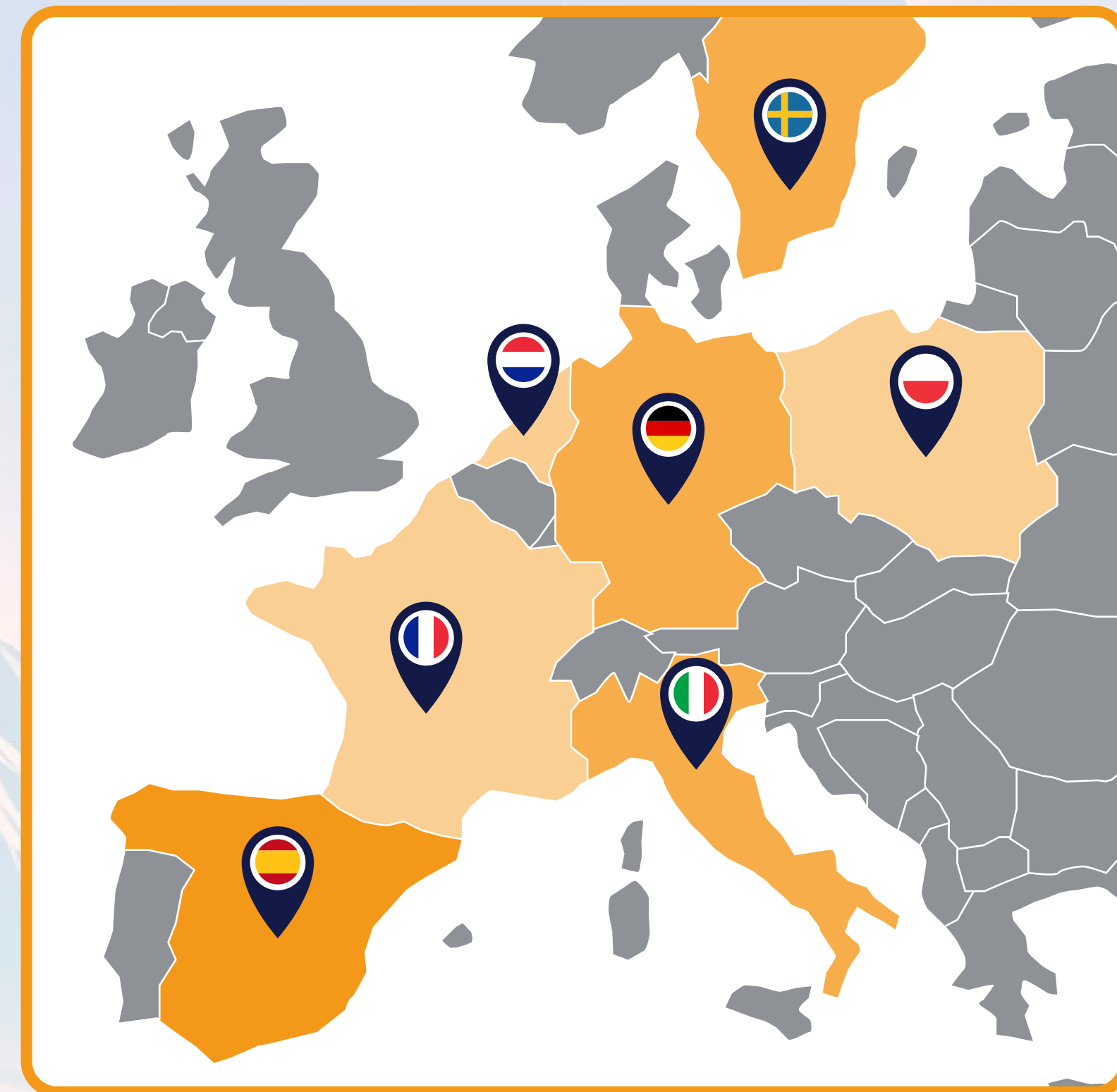
The second phase focused on positioning and marketing. Although the client manages the A+ rich content and its Store internally, Nozama Solutions provided them with **backend keyword support** and supported them with the **positioning of Stores, A+ and Brandstories**. Four advertising phases were structured, based on **improving impressions** on their products by attacking the competition





## Sales internationalization

The third phase was **stabilization** in Spain and Germany, and **launch** in Italy, France, the Netherlands, Sweden and Poland. Because the products in the client's catalog already had a presence in the Spanish and German markets, it was easier to launch in the rest of Europe





## Operations management:

Finally, support was offered in account operations, assigning an **exclusive Customer Experience agent** for the client, who was responsible for the notification and monitoring of orders and delayed sales, the reporting and monitoring of volume purchases and the Seller account, the management of AtoZ complaints, the response to end users of the Seller account, and the management of feedback. **Nozama Solutions also assisted the client** in opening Vendor accounts in other countries

### CUSTOMER EXPERIENCE AGENT

#### EXCLUSIVE

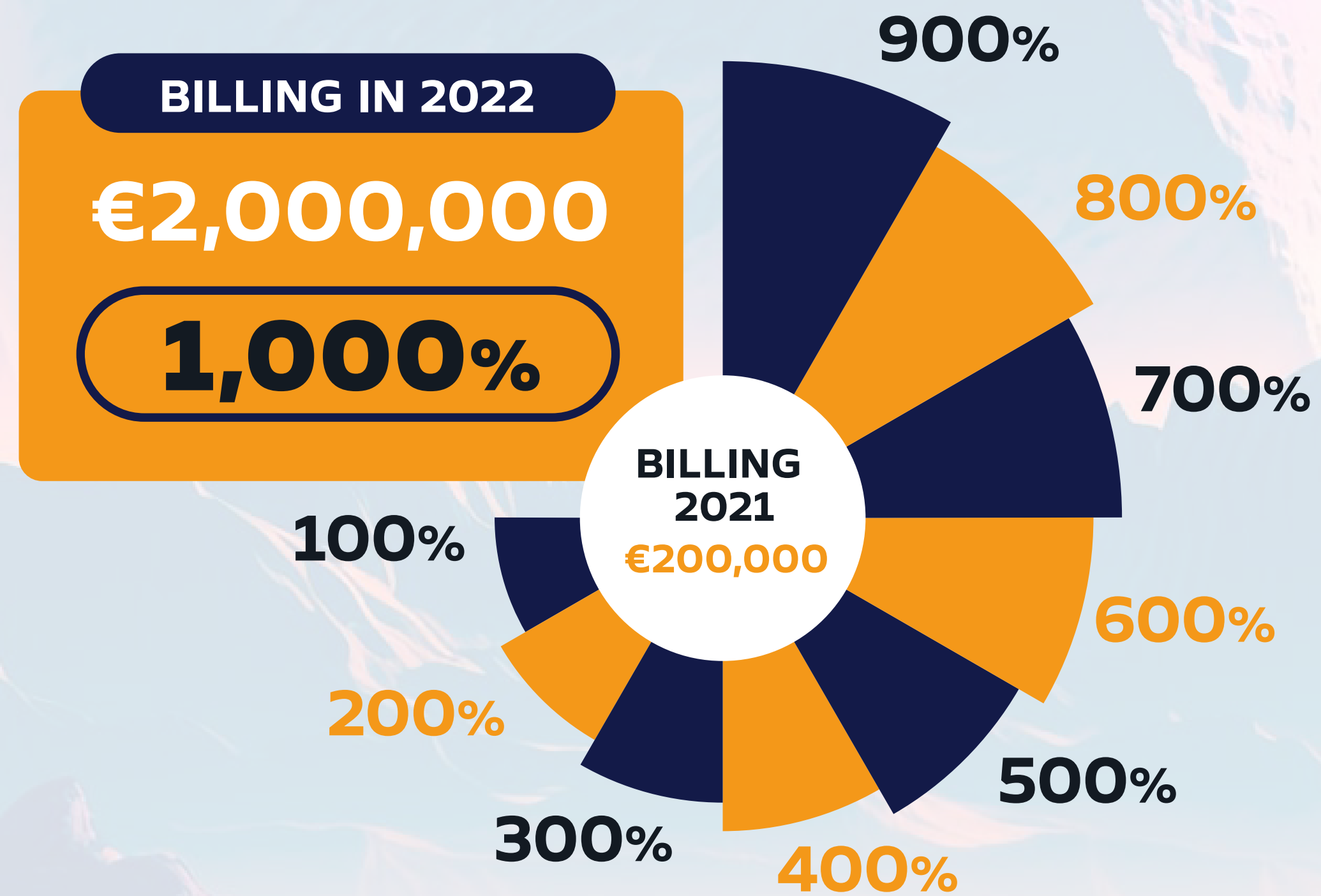


- ✓ Notification and tracking of orders and delayed sales
- ✓ Report and monitoring of purchases by volume and Seller account
- ✓ AtoZ claims management
- ✓ Response to end users of the Seller account
- ✓ Feedback management
- ✓ Opening of Vendor accounts in the rest of the countries



## Results:

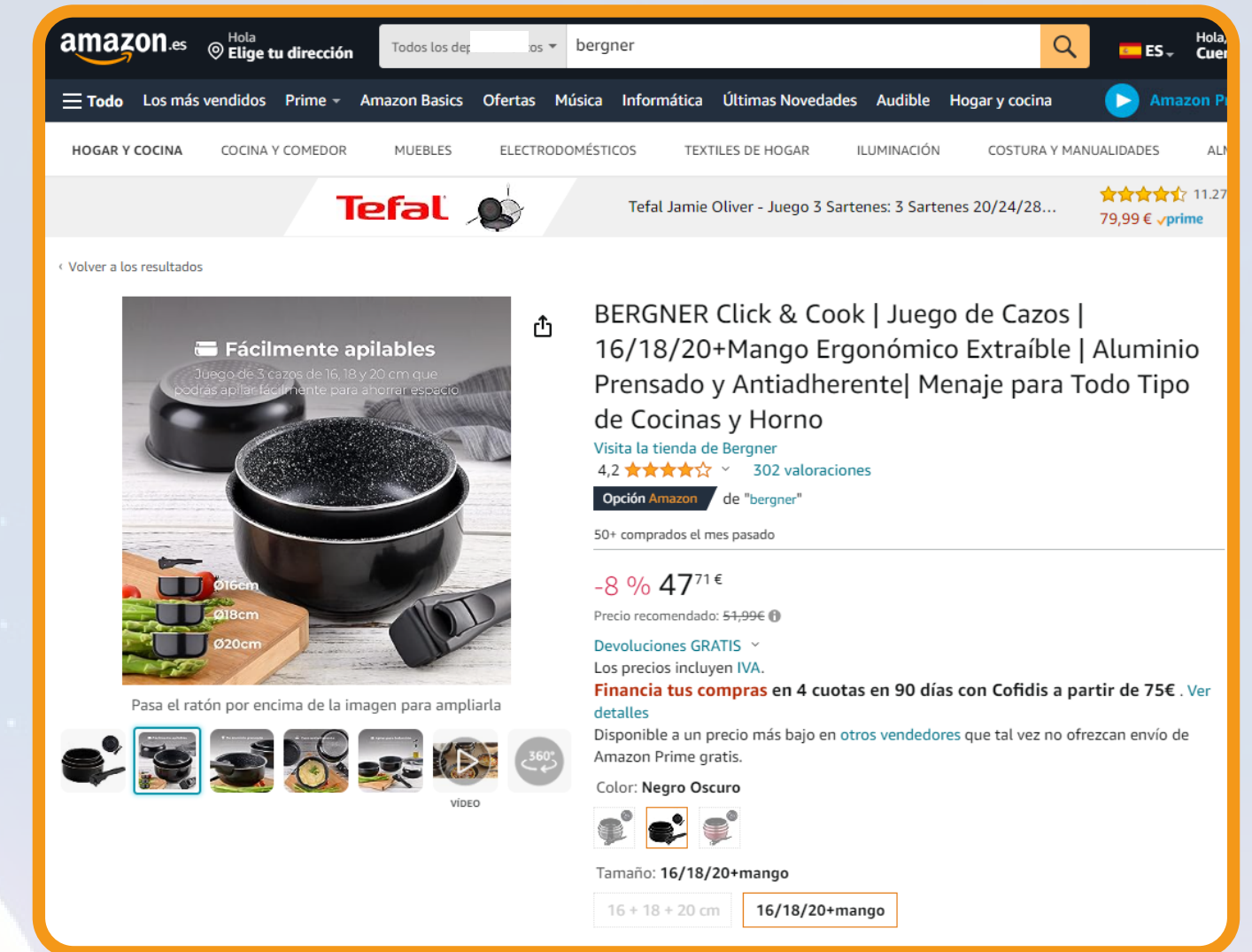
- ★ Customer sales increased from 200,000 euros in 2021 to **2,000,000 euros in 2022**
- ★ Territorial expansion in Europe has been achieved. This has allowed the client to diversify its presence in the market and reach new consumers in different countries



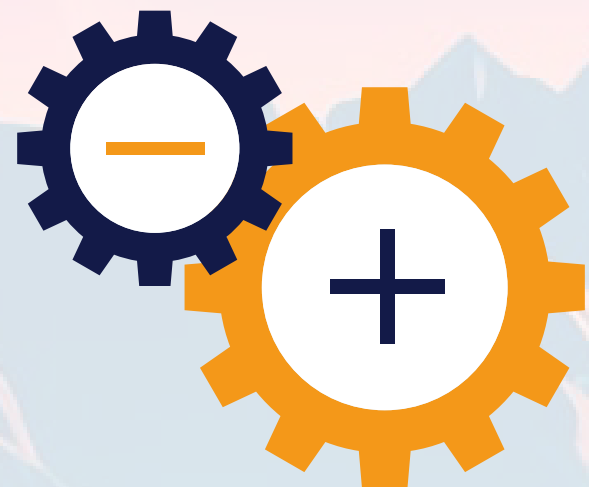


## Results:

- ★ Another important result has been the **improvement in the profitability** of advertising campaigns. By focusing on profitable products and segmentations, it has been possible to maximize the return on investment of the campaigns and reduce **advertising costs**
- ★ In terms of content management, a **complete optimization of the product catalog** has been achieved, both in Spain and in the other countries in which the client operates. This has allowed us to improve the **organic positioning of the products** and offer a more attractive shopping experience for consumers
- ★ Finally, operations management has allowed the client to have an **exclusive support team** for the management of orders, sales and complaints on Amazon. This has improved account management **efficiency** and allowed the client to focus on other key areas of their business



LOWER COSTS



GREATER PROFITABILITY

### ADVERTISING

- #1 Organic positioning
- #2 Product Visibility
- #3 Brand Awareness

### CATALOGUE

300  
references

OPTIMIZED

### OPERATIONS





# 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](https://nozamasol.com)