



NOZAMA

Case of success



Type of customer:

Manufacturer

Product category:

Pharma

SERVICES:

Account consulting

Market consulting

Advertising-Promotion

Content management

Vendor management

Objectives:

Catalog optimization, growth in sales and an expansion plan in Spain

Initial situation:

Chiesi started with us in August 2020. His billing prior to managing Nozama was positive, but with **ample room for improvement.**

The client had **specific stock outages** in its Top Selling products and its entire **catalog** was **not optimized**

SALES

Chiesi only sells in Spain



Turnover of
€113,589 in 2020

CATALOGUE

100%

UNOPTIMIZED

2021

Only 63% were confirmed of orders due to breakage stock of top sellers



ADVERTISING ACOS

2020

70%

INCIDENTS



Action plan:

A market and business consultancy was carried out; In addition, four growth axes were designed to **boost sales** and **improve operations**

Catalog optimization



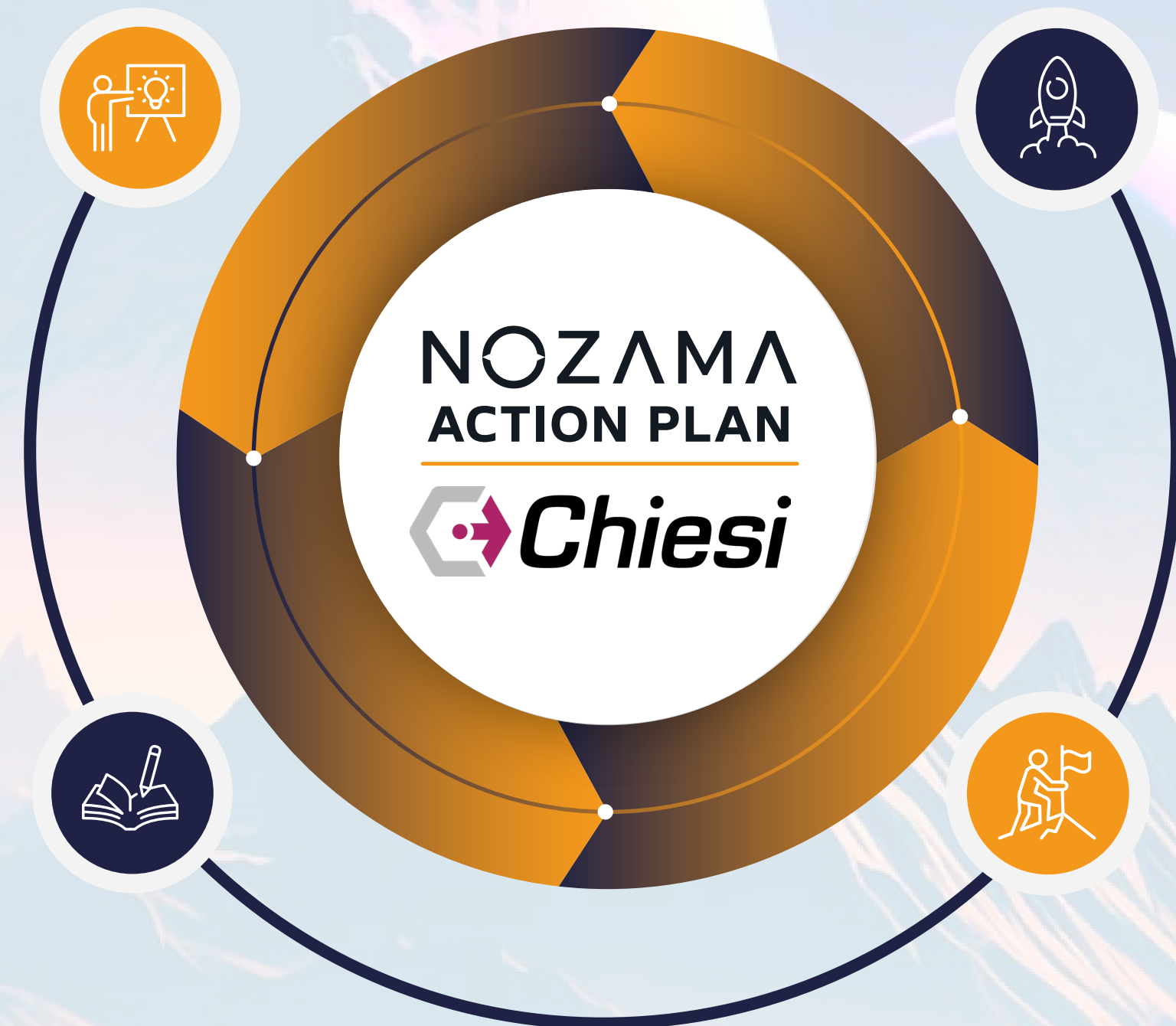
Expansion of Top Sales



Troubleshooting

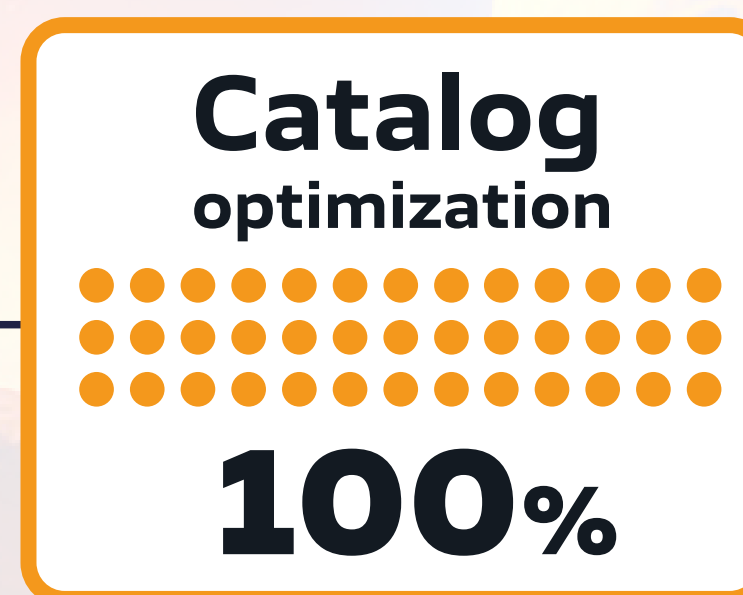


Advertising



Catalog optimization:

A **100% optimization of the catalog references** was carried out, based on a study of **keywords, competition and market analysis**



Troubleshooting:

Emphasis is placed on the **exhaustive and constant** control of the following parameters:



Advertising:

Thanks to a **study of titles**, words that did not meet the Amazon criteria were identified, **eliminated and updated**

Nozama Solutions created a **new personalized campaign architecture** prioritizing billing and sales forecasting

Our Amazon experts introduced **brand advocacy**, remarketing and market share gain campaigns

Finally, a **promotional and discount calendar** was also introduced

#1

Keyword study

#3

Brand defense, remarketing
and market share

#2

New campaign architecture

#4

Promotional calendar and discts.

Expansion of top sales:

Work has been done to **promote new references** and expand the range of top sales

PRODUCT
CATALOG

TOP SALES



REST
REFERENCES

Results:

The management of Nozama Solutions during the 2021 and 2022 season has allowed Chiesi's turnover to exceed **€250,000** in the last year, thus achieving an **improvement of 228%** compared to 2020

100% of the catalog contents have been optimized and the **ACOS** decreased by **42%** in 2021 compared to the previous year. In addition, **order confirmation** was achieved to increase up to **92%** in 2022

CATALOG OPTIMIZATION

100%

ADVERTISING ACOS

2020

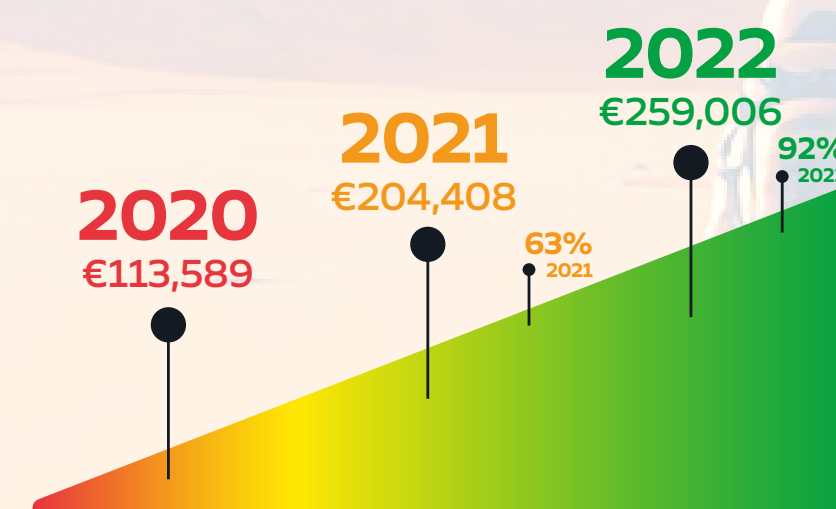
70%

2021

28%

SALES

Billing increased every year and in 2022 92.11% were confirmed of the orders



SALES BOOST IN ALL REFERENCES

Of 11 references, sales have been exceeded in 9, thus eliminating dependence on top sellers

1,109%

2 BEST SELLING
PRODUCT

577%

3 BEST SELLING
PRODUCT

112%

TOP SALES

A stylized graphic of a globe on the left side of the slide. The globe is composed of a blue wireframe map of the world's continents, overlaid on a dark blue background with a grid of small orange dots. The globe is partially obscured by a large, curved orange shape that sweeps across the bottom left of the slide.

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