



NOZAMA

Case of success

ELADIET®
vivir naturalmente

Type of customer:

Vendor

Product category:

**Health and
personal care**

SERVICES:

Vendor management

Advertising management

Market audit

Business audit

Objectives:

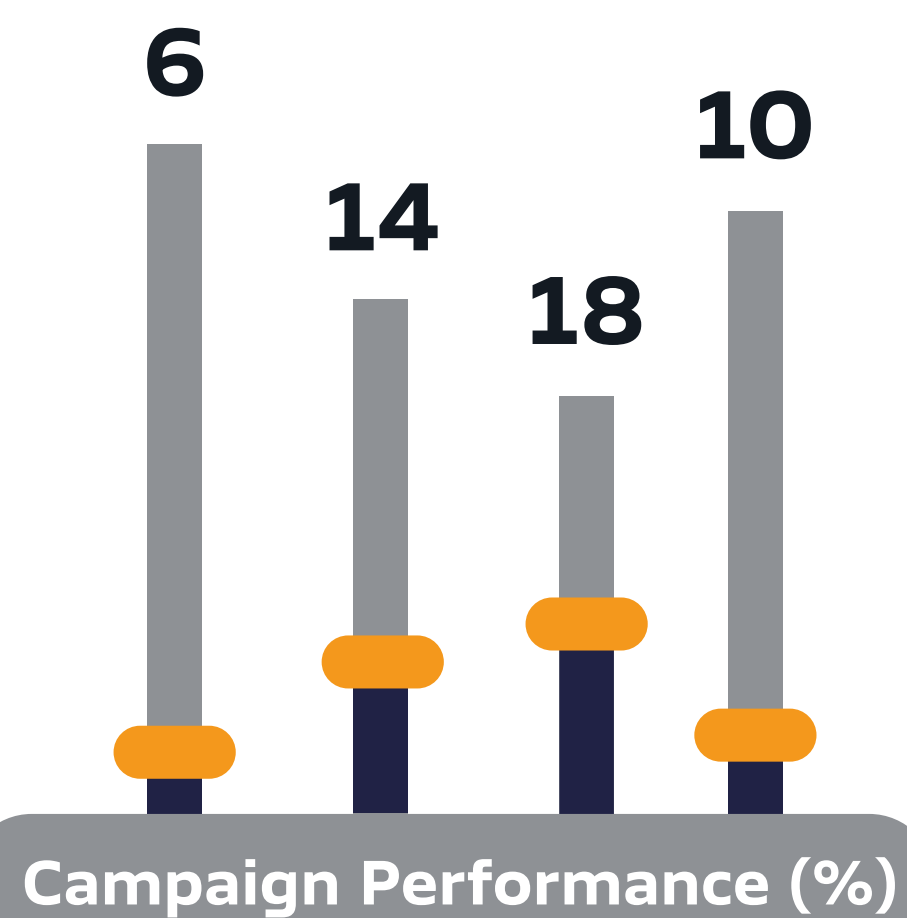
Boost the brand image within Amazon, improve the visibility and positioning of the items in your catalog

Initial situation:

Eladiet started with us in **November 2021**. I had not used or managed **advertising campaigns** on Amazon

It decided to count on **Nozama** to reverse this situation and meet the **objectives** set by improving its brand image and the visibility and positioning of its catalog

ADVERTISING



PICTURE OF BRAND

BRAND STORE



Action plan:

A **market and business audit** was carried out, from which information was extracted that allowed develop an **effective marketing strategy** divided into two phases:

Launch phase



Action plan:

Once the **brand awareness** campaigns were carried out, the second phase was carried out, where the main objective was to **position** ourselves **in the main niches of our category** to compete with the main brands

We implemented more **brand protection campaigns** to increase impressions, **awareness and performance bids** to reach broader niches, and **remarketing campaigns** with rotation products to encourage recurring purchases

Growth phase

MARKET NICHES



AWARENESS AND PERFORMANCE BIDDING



REMARKETING



Results:

The management of Nozama Solutions allowed Eladiet to organically position **7 of its products as Amazon's Choice** thanks to the optimization of its Brand Store, A+ Pages, Stores...

Until **August 2023**, **€7,498.58** has been invested in advertising, generating sales of **€34,943**. More than 2.8 million impressions, 12,000 clicks and 3,500 orders have been achieved, achieving a **21.4% ACOS**

If we **compare data**, Eladiet had an **ACOS of 68%** in **2022** and only in the month of In **August 2023**, an **ACOS of 8.96%** was reached. In addition, 300,000 impressions, 1,700 clicks and 824 orders were achieved, which shows the effectiveness of the campaigns and strategies carried out by Nozama

POSITIONING

Amazon's **Choice**

x7
PRODUCTS

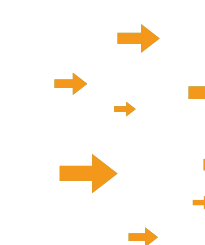


PICTURE OF BRAND



ADVERTISING

Investment
€7,498



Benefits
€34,943

68%
ACOS

2022



2023

8.9%
ACOS

300,000
impressions
29,200
visualizations
1,700
clicks
824
orders

AUGUST



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