



NOZAMA

Case of success



Type of customer:

Manufacturer

Product category:

**Beauty / Pharma
/ Infant feeding**

SERVICES:

Vendor management

Content management

Market consulting

Account consulting

Objective:

The client already had the management of Nozama during 2022. The results were positive, obtaining €370,000 in sales, but now they were looking to take a leap further with a goal of €500,000 during 2023

Initial situation:

Ferrer started with us in **April 2022**, it has **4 different product ranges** (follow-on milks, antiaging, anti-lice and regenerating range)

Regarding the management of its activities on **Amazon**, it had two main problems:

- They were **losing sales** since some orders came in with EAN's that were not the ones published in their catalog
- On the other hand, their entire **catalog** was **unoptimized** and did not meet Amazon guidelines. They needed an improvement in their **content** to obtain better results

Long haul and recognized lines

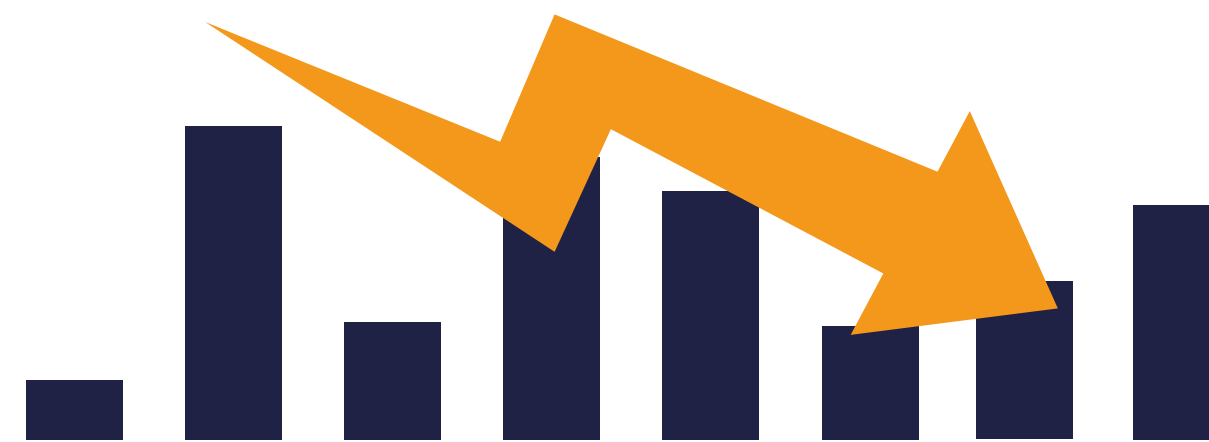
Follow-on milk Antiaging range Anti-lice line Regenerative range



Loss of sales



Ignorance of the origin of certain EANs had an impact on unaccepted orders and a loss of sales



Catalogue

100%

Not optimized

Action plan:

After carrying out an **analysis** of the account based on the **Nozama methodology**, a series of actions were defined to meet the objectives set by Eladiet:

Sales strategy



Content strategy

Sales strategy

Ferrer has a total of 55 references within its product portfolio. A planning was carried out for each of them and then an order test with some references to find the solution to their problem with the EAN's

After carrying out the **study**, it was concluded that some **EAN's** in their catalog were **associated** and entered the system with a different EAN, which meant they stopped accepting orders for those products, thus harming their sales

Planning 55 references



References 1



Placeholder text for product details.



References 2



Placeholder text for product details.

Study with different references



After carrying out the study, it was found to the conclusion that some EAN's of your catalog were associated which affected the acceptance of orders

Content strategy

A **comprehensive strategy** was developed to fully optimize the **product catalog**. This included **improving titles**, **creating specific A+** for each article, **continuous keyword analysis** with A/B testing to evaluate different market responses, and **optimizing product images** since they did not have infographics and photos were not adequate

Catalogue

100%
references

Unoptimized

A+ content

Images

Titles

Analysis Keywords

TEST A

TEST B

OPTIMIZATION OF PICTURES



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

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