

NOZAMA

Case of success



Type of customer:

Manufacturer

Product category:

Textile

SERVICES:

Account consulting

Market consulting

**Seller and Vendor
management**

Content management

Advertising-Promotion

Objectives:

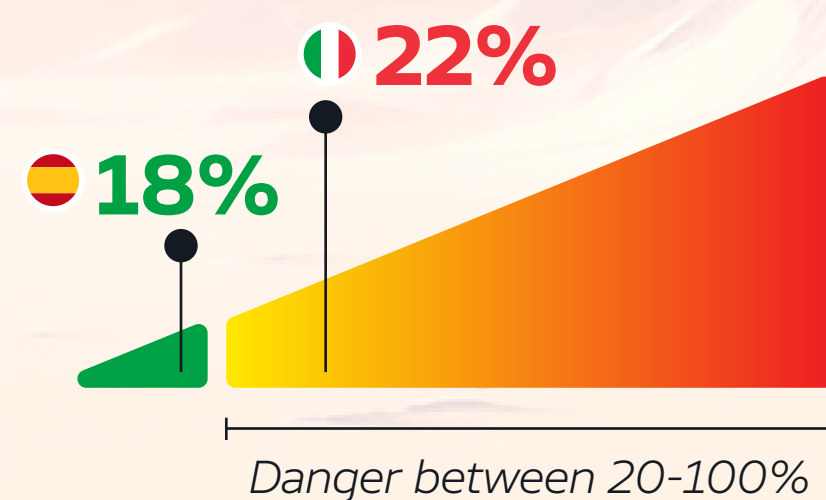
Improvement in the performance
of Advertising campaigns

Initial situation:

Pekatherm began to trust us in May 2022, after previously working for another agency. The lack of tangible results in their Advertising campaigns and the poor evolution of billing were the focus of their concern. We start from these data:

ACOS

Average Cost Of Sales

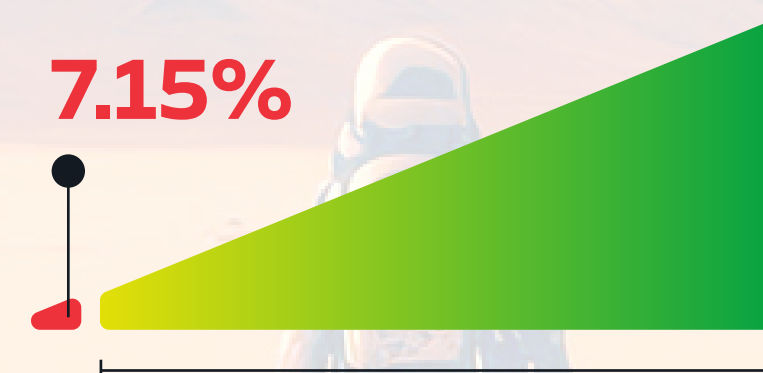


CVR

Conversion Rate

7.15%

Desirable from 10%

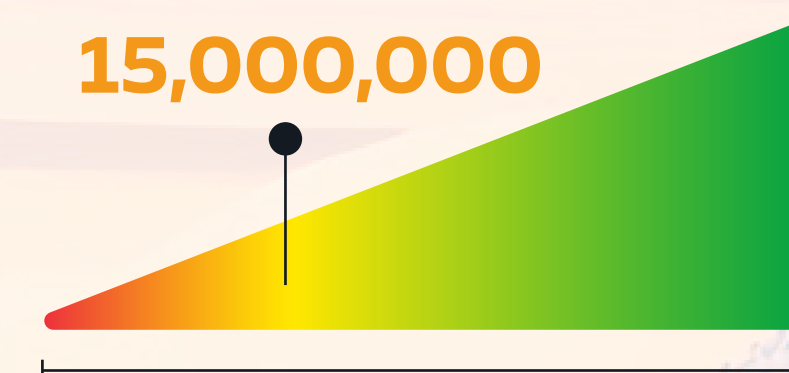


IMPRESSIONS

How often an ad is shown

15,000,000

The more the better



Action plan:

A market and business consultancy was carried out, which allowed us to extract the necessary information to develop a personalized Advertising strategy in all client accounts, consisting of:

**ADS study on
European platforms**



**Planning branding
campaigns in all countries**



**Specific architecture
design by category**



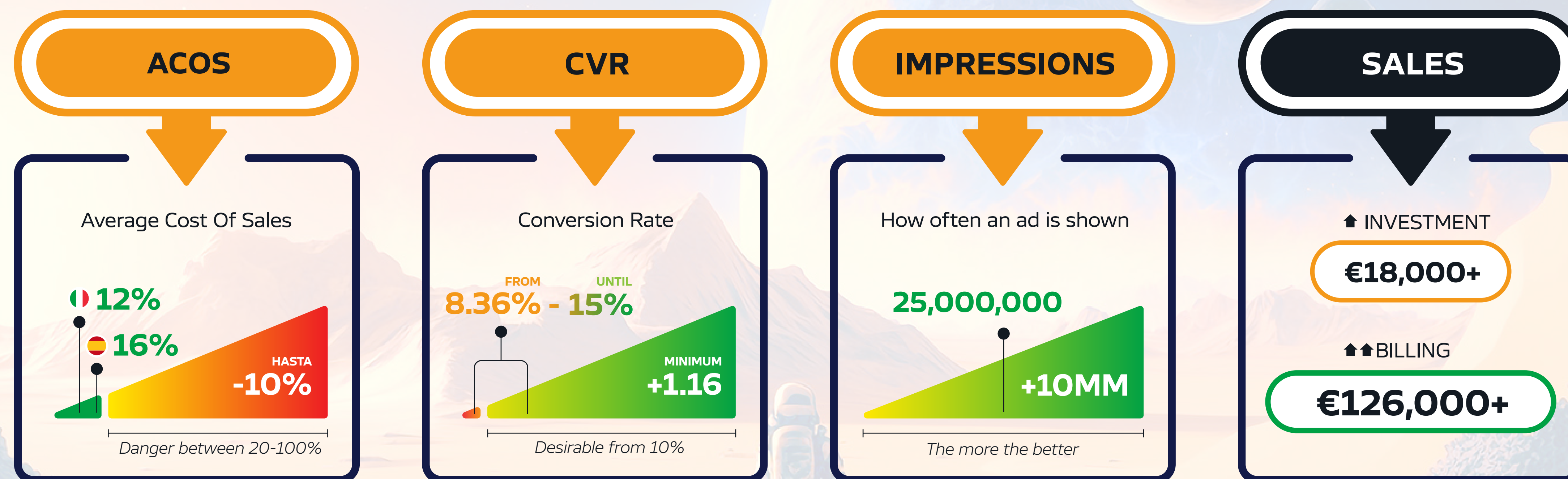
**Creation of variants
to improve the CVR**



**NOZAMA
ACTION PLAN**


Results:

Thanks to the creation of a product and category specific campaign architecture, the following advertising data was achieved on Amazon Europe during the 2022-2023 campaign





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