



NOZAMA

Case of success



Type of customer:

Manufacturer

Product category:

Fashion / Footwear

SERVICES:

Vendor management

Seller management

Content management

Market consultancy

Objectives:

Activation of the Amazon channel, ensuring an improvement in the presence on the platform and implementation of brand protection measures to protect identity and reputation at all times

Initial situation:

Popa started with us at the end of **2022** to manage her **Seller** account due to the lack of **resources and knowledge** on the platform

Despite having an operational **Vendor account**, they had not managed to generate **sales**, all their product pages had to be **updated and optimized** to achieve better positioning

Furthermore, when selling a product such as winter and summer footwear, due to its seasonal nature, they renew their entire catalog in each new collection, so the **ASINs** are changed, assuming a **loss** in the **positioning and reviews** of the products that are sold they are discontinuing

UNKNOWNLEDGE OF THE AMAZON ENVIRONMENT

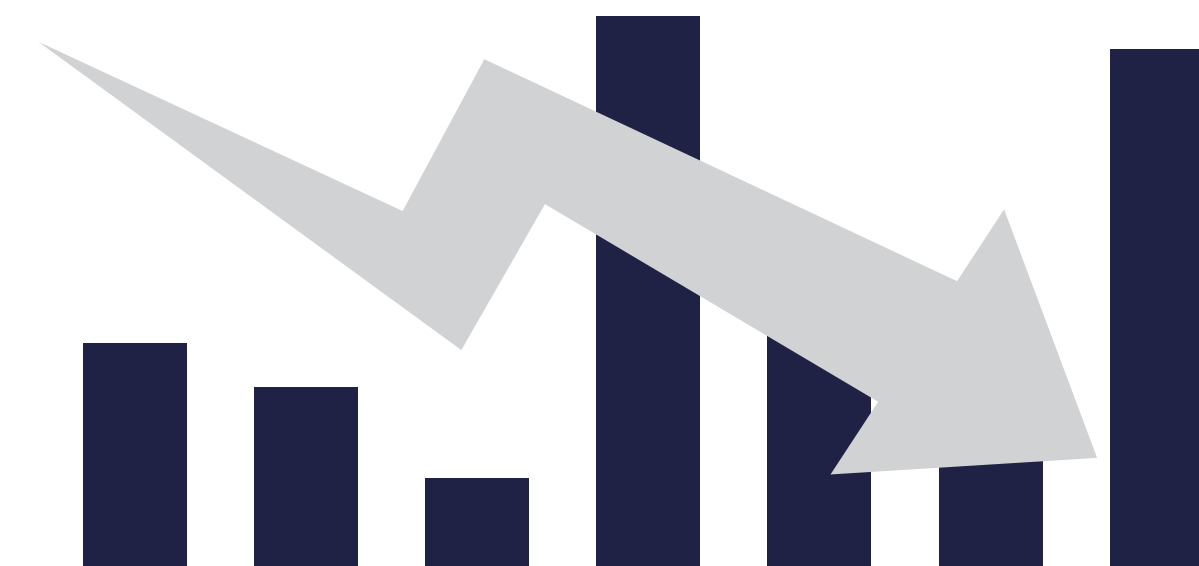


CATALOGUE

100%

UNOPTIMIZED

SEASONALITY



Action plan:

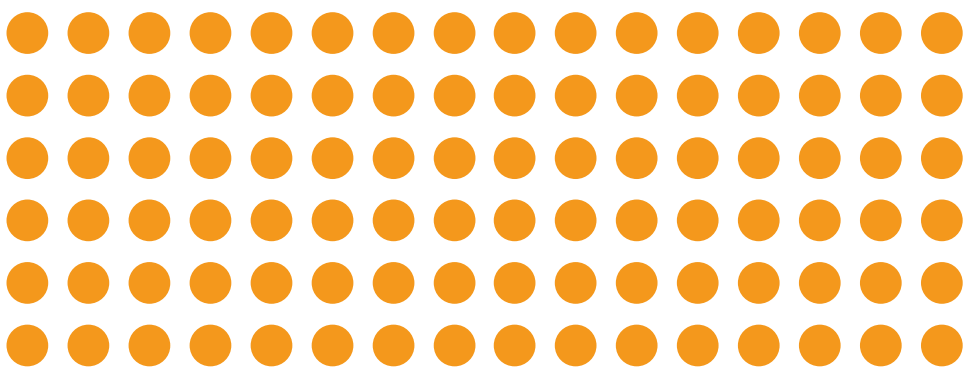
After meeting with **Popa** and explaining our vision on how to **improve its presence on the platform**, a set of actions were designed to **increase sales and protect the brand**:



Results:

The management of **Nozama Solutions** has allowed **100% of Popa's catalog** to be **optimized**, improving the organic positioning of its products

CATALOGUE



100%
references

Optimized

Categorized

Bullet Points

A+ Content

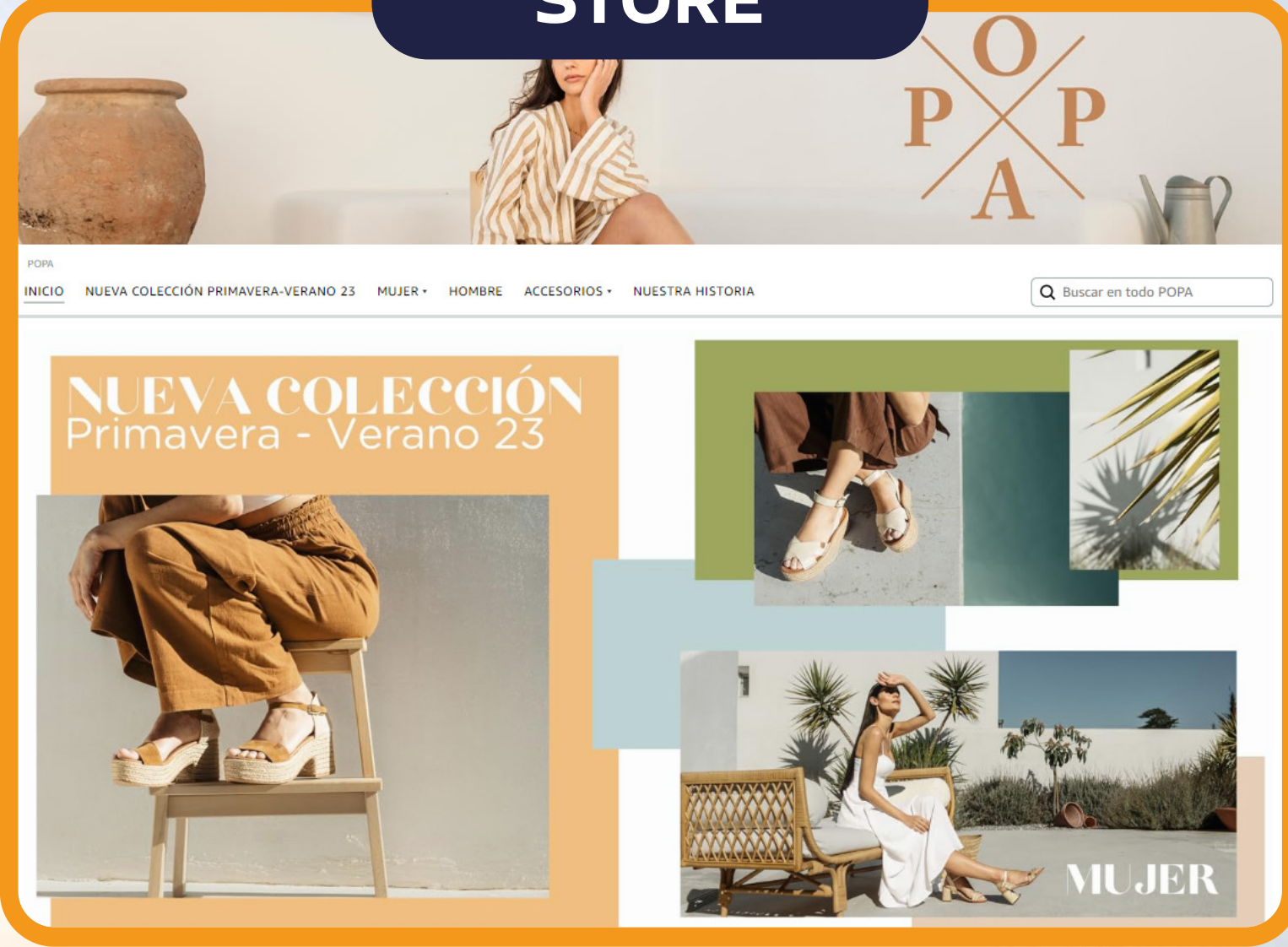
Stores

Images

CATALOGUE

<p>POPA</p> <p>Botin Cristina Picado Negro Serraje, Zapatillas Mujer</p> <p>52⁴² €</p> <p>prime</p> <p>Entrega GRATIS el jue, 4 de ene</p> <p>Entrega más rápida el mié, 3 de ene</p> <p>Llegará antes de Reyes Magos</p> <p>Prime Prueba primero, paga después</p> <p>Pequeños Negocios</p>	<p>POPA</p> <p>Sneaker Alcaraz Multipunto Beig Napa, Zapatillas Mujer</p> <p>32³³ €</p> <p>Entrega GRATIS el dom, 31 de dic en tu primer pedido</p> <p>Entrega más rápida mañana, 29 de dic</p> <p>Llegará antes de Reyes Magos</p> <p>Pequeños Negocios</p>	<p>POPA</p> <p>Zapatillas Efetres Nylon Gris Serraje, Deporte Bajas Mujer</p> <p>23⁹² €</p> <p>Entrega GRATIS el dom, 31 de dic en tu primer pedido</p> <p>Entrega más rápida el sáb, 30 de dic</p> <p>Llegará antes de Reyes Magos</p> <p>Pequeños Negocios</p>	<p>POPA</p> <p>Bota Micaela Serraje Musca</p> <p>119⁰⁰ €</p> <p>Entrega GRATIS entre el 4 - 5 de</p> <p>Llegará antes de Reyes Magos</p> <p>Pequeños Negocios</p>
<p>POPA</p> <p>Zapatilla Vicort Adornos Blanco, Mujer</p> <p>98⁴⁰ €</p> <p>Entrega GRATIS el mar, 2 de ene</p> <p>Llegará antes de Reyes Magos</p> <p>Prime Prueba primero, paga después</p> <p>Pequeños Negocios</p>	<p>POPA</p> <p>Bota Ayse Serraje Marrón, Botas Mujer</p> <p>118⁰¹ €</p> <p>prime</p> <p>Entrega GRATIS el dom, 31 de dic</p> <p>Entrega más rápida mañana, 29 de dic</p> <p>Llegará antes de Reyes Magos</p> <p>Prime Prueba primero, paga después</p> <p>Pequeños Negocios</p>	<p>POPA</p> <p>Zapatillas Deportivas para Mujer - Maguey Suede - Hechas en...</p> <p>★★★★☆ 3</p> <p>78⁸³ €</p> <p>prime</p> <p>Entrega GRATIS el mar, 2 de ene</p> <p>Llegará antes de Reyes Magos</p> <p>Prime Prueba primero, paga después</p> <p>Pequeños Negocios</p>	<p>POPA</p> <p>Botín Eyra Serraje Marrón Zapatillas Mujer</p> <p>108⁹⁵ €</p> <p>prime</p> <p>Entrega GRATIS el mar, 2 de ene</p> <p>Llegará antes de Reyes Magos</p> <p>Prime Prueba primero, paga después</p> <p>Pequeños Negocios</p>

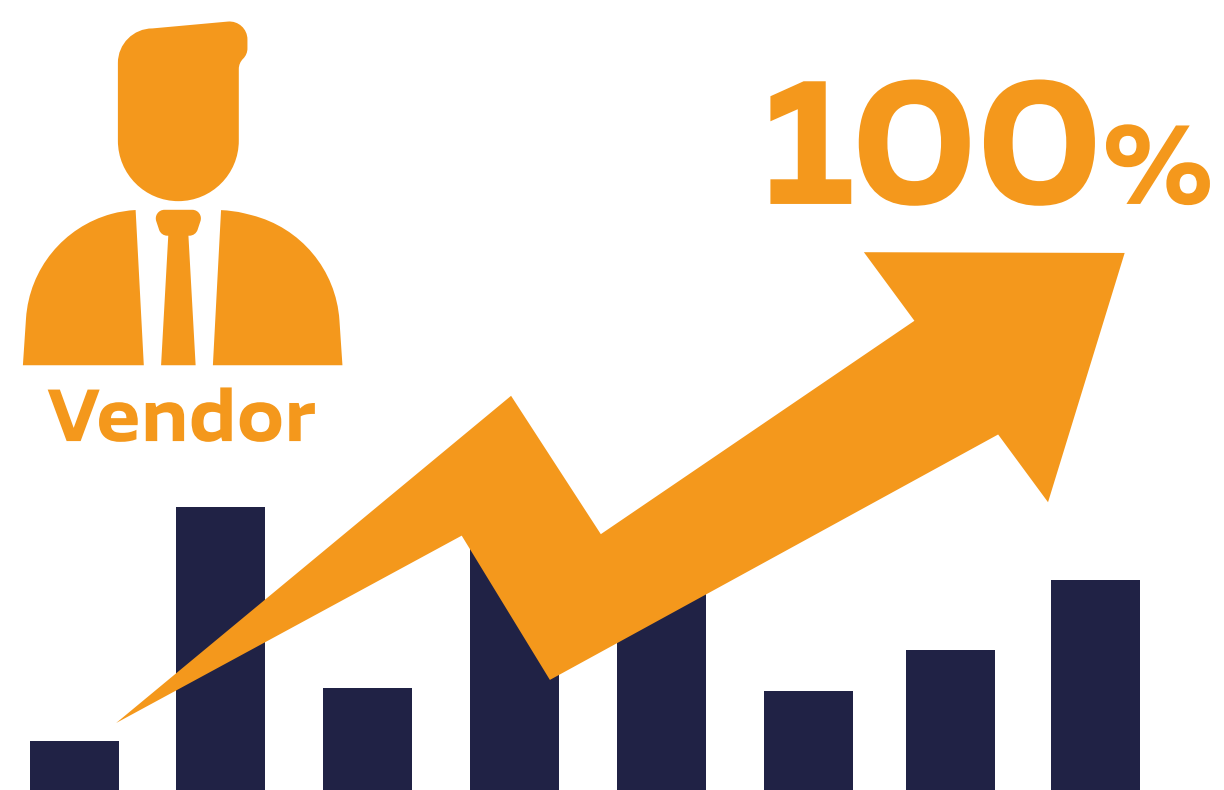
STORE



Results:

Thanks to the correct choice and management in its **Vendor** mode, Popa managed to sell all the **stock it had out of season**, and it is planned in the short term to start using its **Seller** account for **new season items**, since in this type of account we will have greater control of the product and we will be able to correctly apply advertising strategies with which to boost sales

SEASONALITY



It was possible to combat seasonality of the product giving 100% output from the out-of-season catalog

SALES



Popa, as she changed collections, supplied Amazon with those out-of-season products until the stock ran out



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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