

NOZAMA

Case of success



Type of customer:

Official Distributor

Product category:

Food supplements

SERVICES:

Vendor management
Advertising-Promotion
Content management
Market consulting
Account consulting

Objectives:

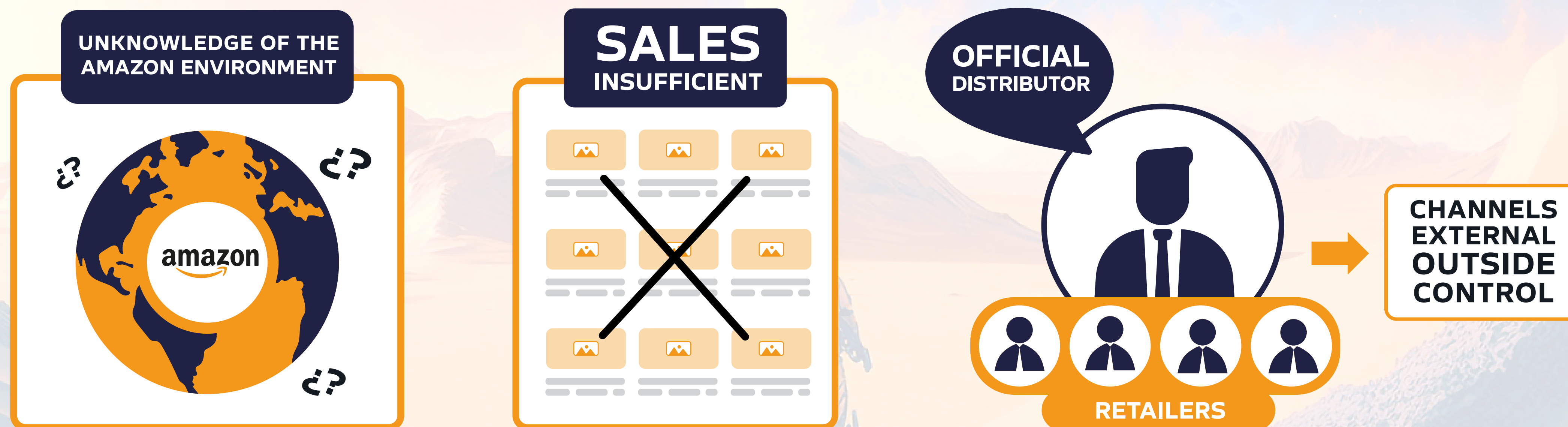
Start selling your products on Amazon,
generate brand recognition and dominate
your products on the platform

Initial situation:

Salus started with us in **June 2022**, its main problem was the **lack knowledge** of the ecommerce environment and especially **Amazon**

They opened their account in 2019 and had had **practically zero sales levels** for 2 years, since they could not assume the costs that Amazon charged them

Being **official distributors** and selling a well-known product in a large number of retailers, the **sale** of their products was **out of control**



Action plan:

A **market and business consultancy** was carried out, from which information was extracted that allowed develop an **effective action plan**

Brand protection



Catalog optimization

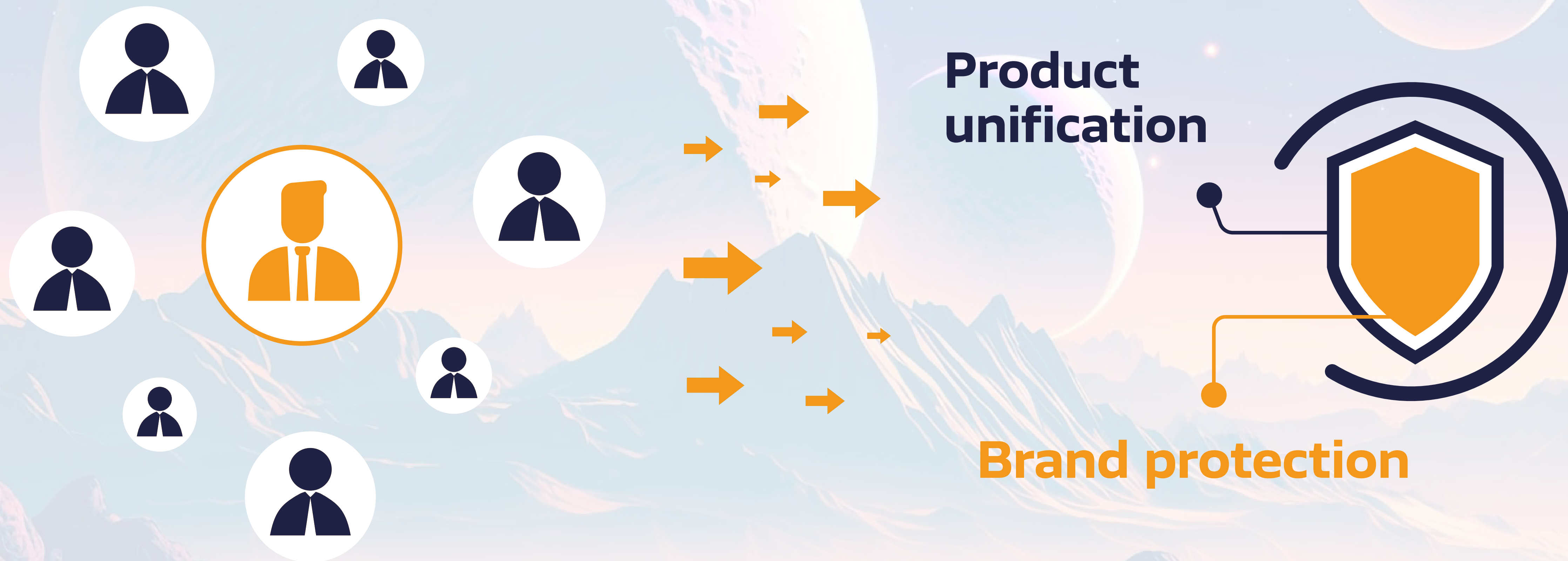


Sales strategy

Brand protection

Salus had the **brand registered on Amazon**, being its **official distributor**. However, there were many other sellers within the marketplace **unauthorized**, which prevented sales growth month after month

We worked together with the client to notify **Amazon** of possible infringements of **intellectual property** rights and thus recover the **exclusivity** of the brand and the **Buybox** of the catalog



Sales strategy

Before having the support of **Nozama**, they invoiced around **€100 annually on Amazon**. Catalog sales were not working as some sellers had created their own **EANs and ASINs** for the products, competing for the Buybox with the customer. **Nozama** used all the EANs of the official distributor, and once obtained the entire **catalog of products** under the same brand, the objective was to **optimize the price** of each reference, managing to obtain the **Buybox in all cases**



Catalog optimization

Salus had a catalog of **54 products**. The **Brand Store was categorized**, to have a well-structured catalog and achieve **cross-sales** between them



Results:

The management of **Nozama Solutions** during the 2022 and 2023 season has allowed Salus's turnover to far **exceed all forecasts**. In **2022**, the figure of **€43,000 in sales** was reached. But it was in **2023** when the growth has been spectacular, reaching the figure of **€182,100** until May, **423% more** than the total of the previous year

Once the necessary actions have been carried out to **protect the brand**, the client completely **controls** their products and obtains the **Buybox** for 100% of them





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