



**Leverage the
synergistic
relationship
between SEO
and ADV to
introduce a new
brand on
Amazon**

STOREIS.




RUGGERI®

GOALS

Develop a **launch strategy** for a **new brand on Amazon**, the leading marketplace in Italy, with four objectives:



Make the brand recognizable
on the platform



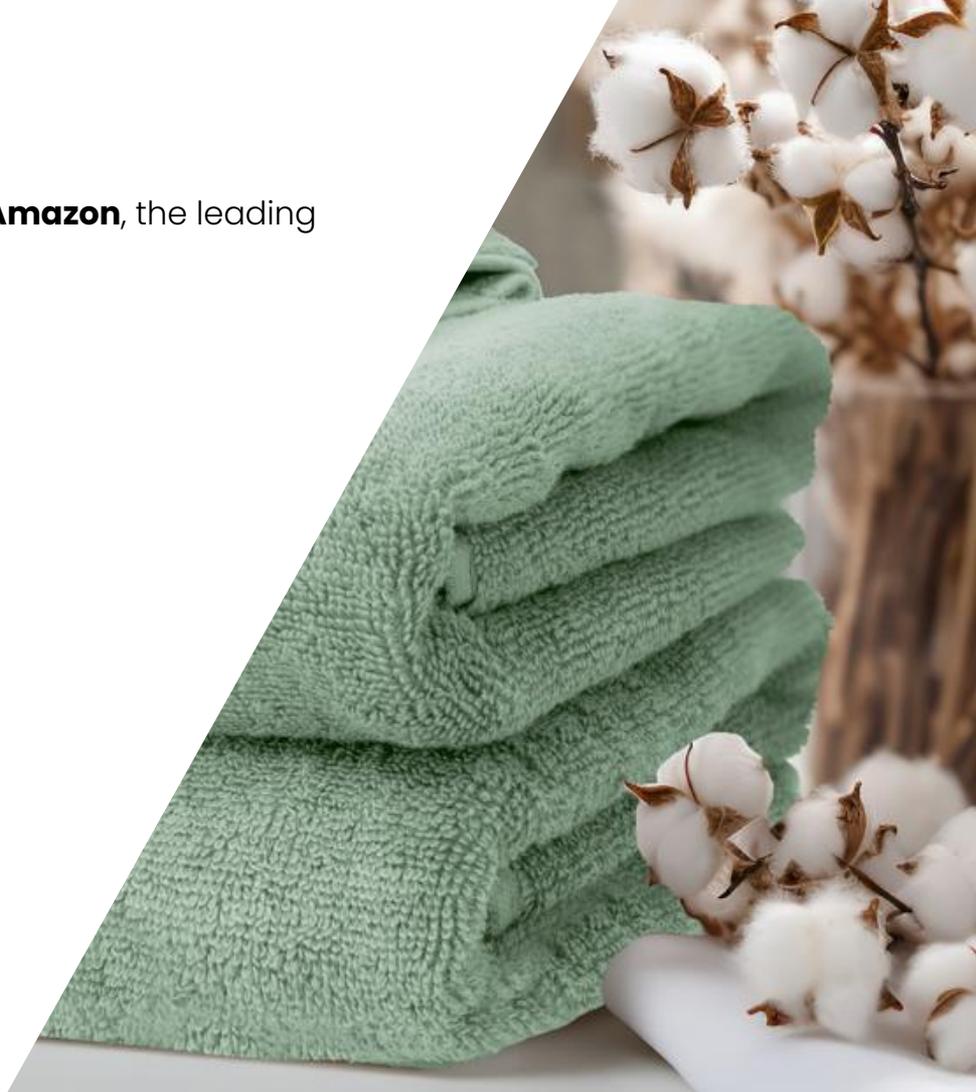
Optimize the organic visibility
of products



Maximize
sales performance



Monitor KPIs and results
effectively



OUR APPROACH FOR THE AMAZON CHANNEL: TEST & LEARN



Analyze the catalog

Develop a product hierarchy to **minimize cannibalization** and ensure that the ASINs with the highest potential are not overlooked, both on the **brand page** and in the **campaigns**



Synergy between SEO & ADV

The **synergy between SEO and ADV** is essential. **Conversions** are a key organic ranking factor. The sales boost stimulated by advertising activities acts as a driving force for the workforce, and vice versa, a sound SEO system helps to optimize the results of the ADV



Identify the Amazon best sellers

Establish an **iterative process between automatic and manual Sponsored Products campaigns** to identify products on which to increase **advertising investments**

MAKE THE BRAND RECOGNIZABLE IN AMAZON

Brand page Setup & Optimization

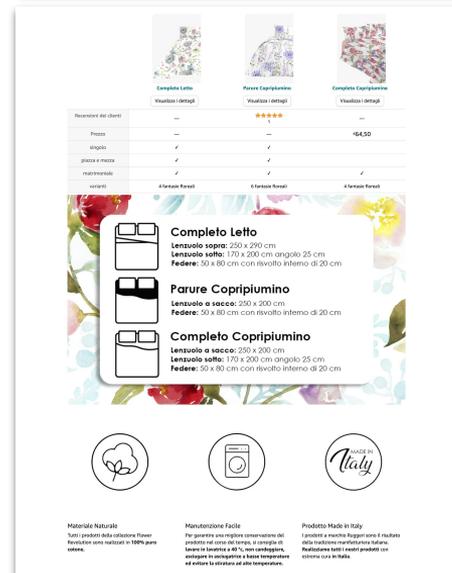
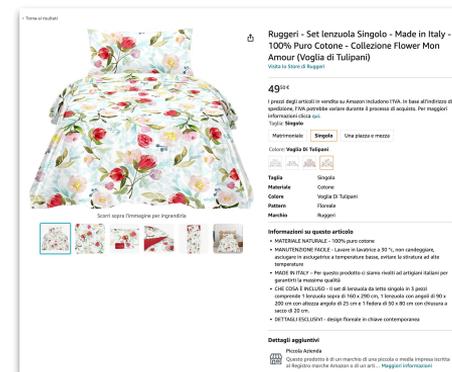
- Creation of a **multi-page brand page** with optimized trees and layout to adapt to the catalog and its evolution
- Consultancy support in the creation of graphic assets to strengthen the **coordinated image** between the various pages
- Definition of a criterion for the hierarchical structure of products that will facilitate the design of **Sponsored Brands campaigns**, which link to landing pages with coherent product collections and with consequent positive influences on the **conversion rate**. This will allow for minimal budget dispersion between campaigns



OPTIMIZE ORGANIC VISIBILITY

Organic Catalog Optimization

- Optimization of individual product sheets from an **SEO perspective** by intervening – supported by keyword research and competitor analysis – on elements such as title, description, bulleted lists, back-end fields
- Creation of **A+ content templates**, i.e. content enriched with additional text and images compared to the standard product sheet, aimed at precisely satisfying users' information needs and improving the **conversion rate**
- Definition of the essential elements for automatic campaigns useful for optimizing ad placements, triggering a synergy between organic and paid which has **generated sales since the first days of online presence**



MAXIMIZE PERFORMANCE

Full funnel advertising

- Design an **annual advertising strategy** that includes the activation of all types of campaigns offered by Amazon Ads, to intercept users at every stage of the funnel
- Creation of campaigns from scratch, with planning aimed at a **gradual evolution of the various formats and scalable objectives over time**
- Focus on linking Automatic and Manual **Sponsored Products** by applying optimizations weekly. In this way, it is possible to collect data on potential best sellers from the first months of activity and be able to confidently **invest in the best-performing products**

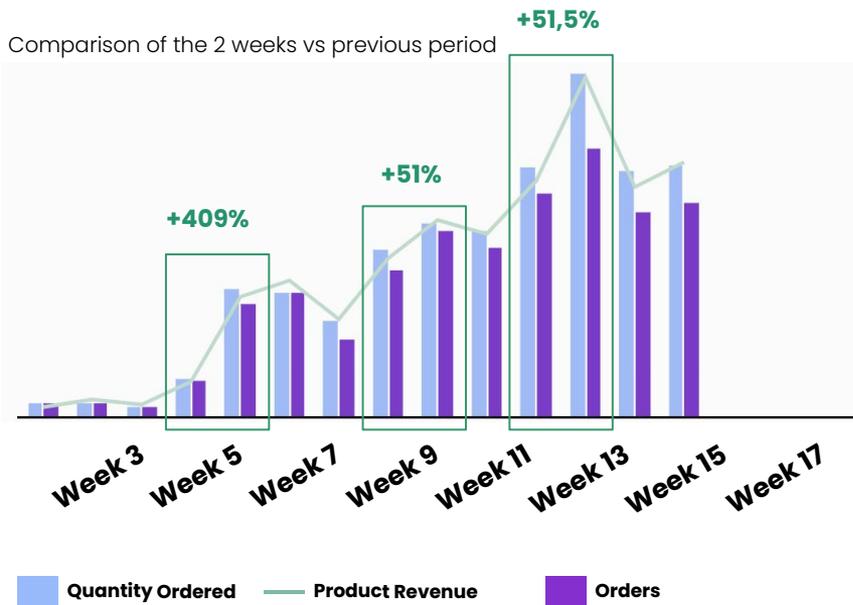


Revenue and Orders Trends of Automatic Campaigns in the First Two Weeks After Activation

MONITORING KPIs AND GOALS

Analytics Dynamic Dashboard

- Development of a **personalized monitoring tool** useful for analyzing the results in an aggregate way, for **easier consultation**, and to give greater prominence to the KPIs identified together with the customer
- **Positive growth trend** with an **average increase in revenue of 20%** week on week in the first 3 months after launch
- **50% increase in sales volumes** both during the activation of Manual Sponsored Products and Sponsored Brands



Weeks 4-5: launch of the first automatic campaign

Weeks 8-9: launch of the first manual campaign

Weeks 11-12: launch of Sponsored Brands campaigns and promotional initiative

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