

FACTOR-A SUITE

AMAZON VENDORS' ISSUES SOLVED
WITH EASE AND CLARITY

Technology:

How one software solution guides brands through the Amazon jungle and can help you reach new heights, too.

ABOUT THE AUTHOR



Roberto Russo

Head of Product at factor-a – part of Dept |
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As Head of Product at factor-a, Roberto is responsible for everything relating to software and technology. He has been active in the startup world for over 10 years. He founded a startup event series and later joined a social gaming startup, where he managed projects and led a quality assurance team. After gaining more experience as a freelancer, he became a product manager at an e-commerce marketplace and price comparison startup. Learning more about the e-commerce economy and meeting the future executive directors eventually led to him accepting the position as the Head of Product at factor-a. Roberto's main focus has always been on building professional development teams and designing innovative software products that resolve problems with great efficiency.

SPEAK WITH THE AUTHOR

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INTRODUCTION

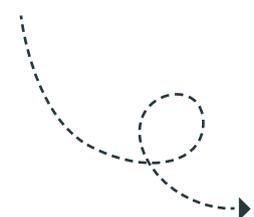
The Amazon jungle is dank and dark. But only when you're lurking on the ground level. High above the myriad of trees, the sun beats down relentlessly. You just have to climb the mountain, claim your territory and become the king of Amazon.

The challenges vendors face on a daily basis concern all areas on Amazon: accepting purchase orders, analyzing sell-in and sell-out data, starting campaigns, launching products, optimizing campaigns, optimizing product content, reporting, and so on and so forth... Just when you think your ASINs reach Amazon for fulfillment at a profitable margin, you get hit by a Lost Buy Box out of the blue. If you don't pay enough attention to your product detail pages, you might find out one day that your product morphed from a tree fertilizer to a plant fertilizer, hurting your search result ranking as a consequence. Or worse yet, you might be spending tremendous amounts of money on advertising campaigns that barely convert or raise your brand awareness.

Time and money are scarce resources that these issues consume in great abundance. The fewer resources you spend as an Amazon vendor, the more of them you get in return. The larger your assortment, however, the harder it gets to keep it under control. Enter: the factor-a suite – the all-in-one solution that we built to put you in full control of your Amazon business.

Why would you need a specialized solution, you might ask, when you already have access to the Vendor Central? In one word – limitations. In more words – well, that's why you should keep reading!

When you stray from the path, getting lost in the Amazon jungle is far too easy. Here are some of the most common problems that brands face when they enter the vast expanse of Amazon, and how our factor-a suite helps boost them from the dark ground up towards the dazzling sun.



01

REPORTS AND ANALYSIS – NAVIGATE THE AMAZON JUNGLE WITH EASE



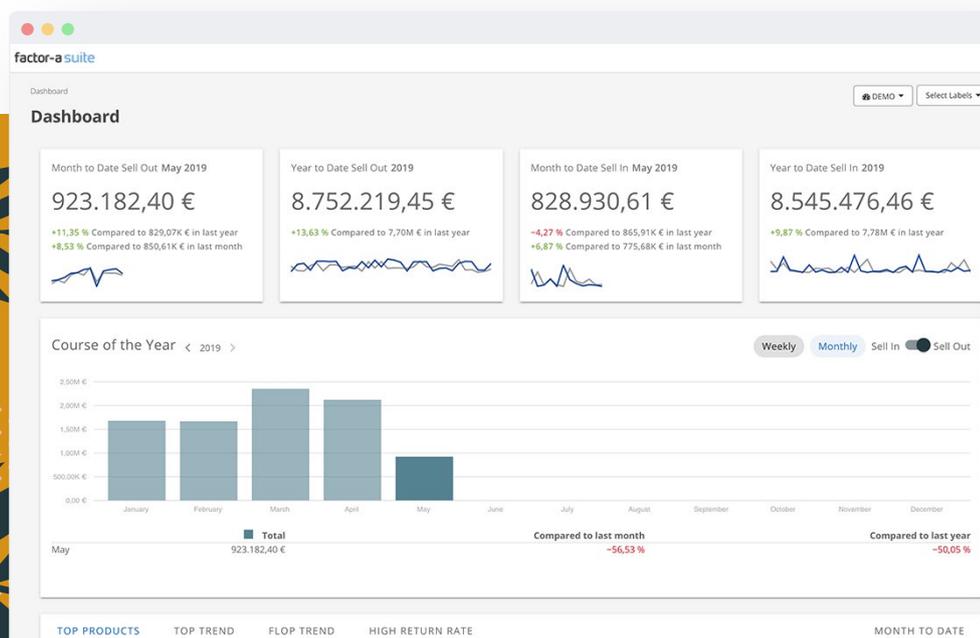
Large consumer brands can typically list hundreds of products in their portfolio. Each product in turn entails a large set of data crucial for determining its performance. Within this enormous set of data, tracking all relevant KPIs can quickly become a murky affair. An even larger concern, however, is identifying ASINs that evince problematic behavior, and therefore demand instant attention.

There is a variety of problems a product can pose in the supply chain on Amazon and solving these has to be your top priority to survive in the jungle. Because if the customer is not happy, Amazon is not happy. And if Amazon is not happy... you know what comes next.

DASHBOARD

The success of an e-commerce enterprise depends largely on knowledge derived from data. The knowledge of your customer's desires, of the best marketing strategies and of the ecosystem you're

operating. This last point is especially important in the case of selling on Amazon. But gaining and utilizing the necessary knowledge can be a tough nut to crack.



The overall information accessible through Vendor Central's Amazon Retail Analytics (ARA) has its uses when performing a superficial analysis on the whole project level, but the question of transparency emerges when you need a more granular analysis. A third-party tool becomes necessary.

This is why we built the factor-a suite. Our mission is to provide an uncomplicated yet powerful solution offering a clear and ordered overview of your project. By analyzing historical data from a variety of sources, the factor-a suite derives the knowledge you lack so that you can take timely action on what's best for your business.

Your Vendor Central data and Sponsored Advertising data is automatically transferred to the factor-a suite. When you log in, you are presented with a recap of the KPIs most relevant to your day-to-day operations. The dashboard includes adjustable graphs that list the actual sell-in and sell-out as well as advertising-related numbers for the whole product range while displaying current trends in comparison with the past.

SALES NAVIGATOR

Sometimes there are just not enough resources for you to supervise everything. However, as a vendor, you must follow the strict law of the jungle and comply with the policies stemming from Amazon's own business model. If you don't, chargeback may follow, or even delisting of your products, which causes an enormous loss of sales without you ever noticing. Making sure you don't find yourself in a dire situation because of challenges that would otherwise be readily soluble has to be your priority number one.

You can expect up to 3% chargeback of the price for wares delivered too late. Not fulfilling accepted Purchase Orders can cost you up to 9%.

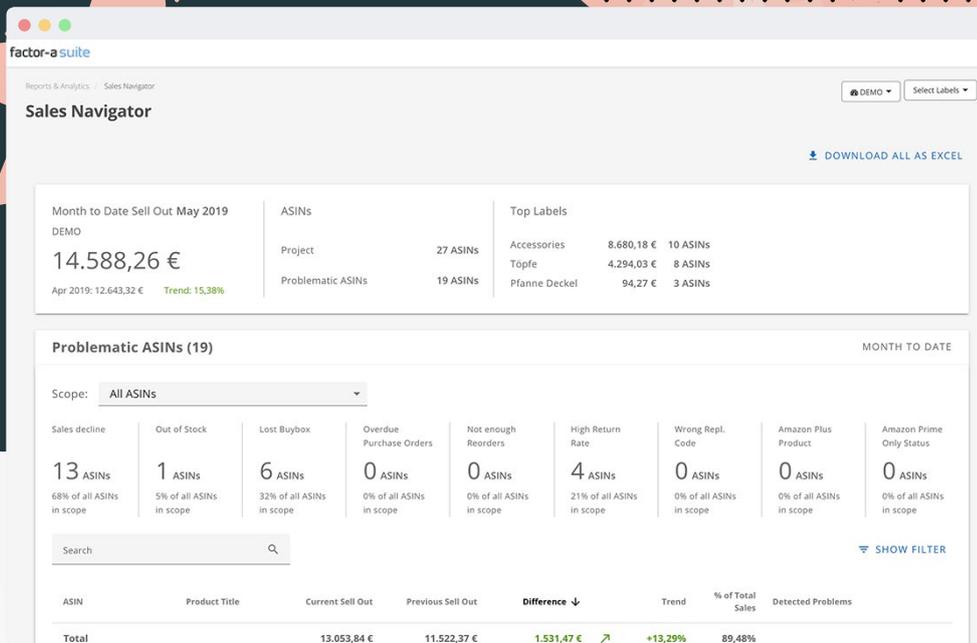
To get the most out of your portfolio, we created a fully customizable labelling system that helps you systematize and better understand your data. Imagine your brand is launching a range of new products. Instead of monitoring each new item's progress or losing track of them among the whole assortment, simply create a label for the new additions. The dashboard allows you to filter information according to each label you defined. The function can also be used for tracking and comparing products across regional marketplaces.

Identifying top and worst performers is another cornerstone of vendors' and sellers' daily operations. Our suite takes the weight off your shoulders and shows you a quick per-label view of the best and worst items in terms of turnover, sell-out, return rates, percentage of total sales and more. Automatic comparative analysis ensures you have a clear oversight over the current trends in your portfolio.

At the top of the Sales Navigator tool, the most significant data trends give you a point of reference to find your bearings in the jungle of your own. However, the most impactful feature of the tool is the automatic detection of problematic ASINs. The Sales Navigator analyzes the data and unlike other solutions interprets it for you in a concise way. Its real time analysis recognizes the root cause of a problem and draws a visual timeline displaying when the product in question was affected. In this way, you get actionable advice where and when it is appropriate.

The most common issues that the factor-a suite detects are (among others):

Sales Decline: Products that have generated less sales in this month than in the same period of the previous month



Out of Stock: Products that are out of stock on Amazon and are displayed as unavailable to potential customers

Overdue Purchase Orders (POs): Products that have exceeded the purchase order delivery due date

Not Enough Reorders: If the turnover of the product in the last 7 days is larger than its stock and open POs, it is classified as Not Enough Reorders

High Return Rate: Products that have exceeded a 10% return rate in the month to date period

Diverging Replenishment Code: Products that have the replenishment code set to: Obsolete, Non-Stockable, Non-Replenishable, Out of Stock, Basic Replenishment

Add-on Items: Items with lower price that can only be purchased when the total shopping cart value is larger than 20 EUR

Amazon Prime Only: Items that can only be purchased by Amazon Prime members

Filtering by labels and other parameters (e.g. items from the top 15% of your assortment) guarantees a decisive advantage over the Vendor Central and other platforms. Focus on the most vital ASINs first

and keep your jungle path clear of weeds before they become sprawling bushes.

To compare and recognize where and why difficulties might arise, the problematic ASINs are displayed directly to you in an ordered list. If you click on the product title, the suite brings you to the Sales Navigator Detail Page, where you can find current relevant KPIs, unresolved issues, and customize the problem timeline of each item. Of equal importance is that you can get actionable advice on the next steps you should take to solve the concern immediately. The suite not only shows you the data, but translates it into a comprehensible language.

ASSORTMENT PERFORMANCE

As mentioned above, Amazon Retail Analytics is far from ideal when it comes to viewing and analyzing data. When deciding whether to use ARA or a third-party software, ARA's fundamental limitations should be considered:

- The UX is very user-unfriendly and leads to confusion
- “Glance Views Trend”, “Conversion Percentile” and “Unique Visitors – Last year” are relative

index numbers that show differences but not absolute numbers

- You can't select the exact periods over which a comparison should be made
- You can't customize your filtering options

While it is possible to read the Glance Views trend (one Glance View equals one visit to a Product Detail Page) and Conversion Percentile trend, you can't calculate the exact Conversion Rate, or track Glance Views directly with ARA. Executing a data-driven conversion optimization on your top or worst performers remains unattainable with ARA since you are prevented from identifying them.

The Assortment Performance tab of the factor-a suite, on the other hand, empowers you where ARA dampens you. It offers a detailed overview of all your products and their real-time performance across all possible KPI categories. With the factor-a suite, the KPIs range from sales-related data such as revenue, returns and stock, to traffic info such as real Glance Views and real Conversion Rate. You can also view the status of the Buy Box on a

per-product basis when you lose it. By selecting or deselecting a filter you can compare trends across the entire operational spectrum. The filtering options include KPI categories, custom labels and even variations bundling.

61% users look at whether the item is sold by Amazon or not

Gatekeeper Amazon – Vom Suchen und Finden des eigenen Erfolgswegs, IFH Köln, 2019, pg 46

The Product Detail View delivers a comprehensive overview of all necessary KPIs to conduct a thorough, per-product analysis, and monitor content (more on content monitoring in the next chapter). Unlike the Vendor Central, in the factor-a suite, you may follow sales and traffic history over a period you choose and compare it freely with a different period. By analyzing each ASIN separately, you can trace developments and find out for instance if one of your products saw a recent sales uplift as a result of a lightning deal. Such information can substantially affect your future optimization measures.

“If you don't understand the details of your business, you are going to fail.”

JEFF BEZOS

EFFICIENT ACCOUNT MANAGEMENT

Solving operations and account management issues quickly is essential for maintaining a working business relationship with Amazon, staying ahead of your competition, and maxing out your results. With the factor-a suite, you have the most important insights at your fingertips. Concise and relevant, the data you're getting is the data that matters. Labeling, filtering, and automatically in-

terpreted data will save you time and operational costs that could be invested in growing your market share instead. Never again miss a purchase order or wallow through your whole portfolio in the Vendor Central to find that one particular item. Never again trudge through the ARA-provided excel sheets and compile reports with raw, unordered data.

CONTENT OPTIMIZATION – TELL A TREE FROM A STUMP



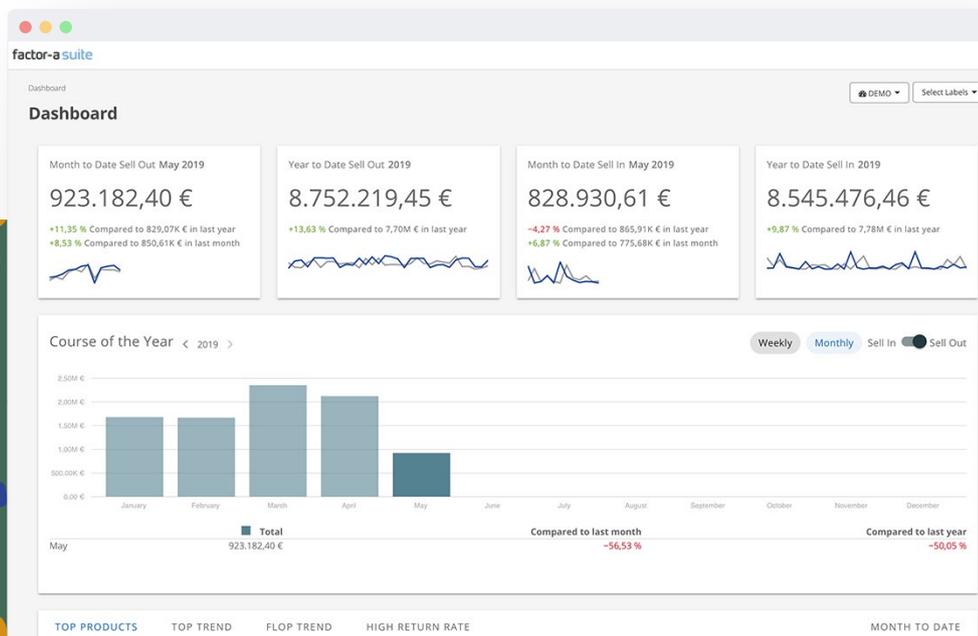
Now that you know how to make sense of the overwhelming sounds and colors of the jungle, it is time to pay attention to how you present your own territory – how to attract bees to your flowers and trees

(with good product data) and how to attract them back when the bees don't like your flowers' taste (review management). In other words – the importance of optimizing your content.

CONTENT MONITORING

Anyone can submit changes to the product detail pages on Amazon. Be it a random user submitting a feedback form on the product detail page or a seller selling the item you produced, content may change at any given moment. This typically happens without your knowledge as Amazon does not notify you of changes in the product descriptions.

If a product's description does not mirror reality, it may have a far-reaching negative impact on your brand perception, search result placement and, most significantly, your revenue. It is therefore imperative that vendors optimize their product detail pages to the best of their ability and monitor any alterations daily. When you spend resources pre-



paring the best copy your team can create, finding out too late it has been changed by Amazon can lead to resentment and frustration, not to mention the lost sales. In worst cases, not listing proper information such as ingredients in food products or safety instructions with toys can lead to litigation and extensive legal expenses. If your product catalog encompasses hundreds or thousands of products, monitoring changes can exhaust your marketing interns just as well as your budgets.

Vendor Central currently doesn't support you in this process in any way, other than displaying the date of the last edit and whether a product is under review or not. To completely streamline the handling of deviations, the factor-a suite includes the Content Monitoring tool within its Content Optimization module.

The module stores and compares your product data with the information currently displayed on Amazon. Content Monitoring shows you a handy overview of how many products from your portfolio require your attention in terms of content. Of course, our labeling system is there to filter out your key listings should there be a need. You can scan the number of items which have diverging target

and live versions, download excel sheets with the product data in the format supplied by Amazon and conveniently make changes and submit these directly to the online giant through opening a case in the Vendor Central. In our years of combined experience, we have gathered a deep knowledge of how Amazon treats content across different categories. We have therefore optimized the product sheets so that Amazon implements your changes as quickly and precisely as possible. Once you've downloaded the sheets, these items are moved from "Diverging" to "In process", which indicates you had taken action. After the changes are implemented by Amazon, the ASINs are moved to "Correct" and the information is updated. Monitoring product data has never been easier.

Furthermore, you can make direct changes to product info on the Product Data detail page of each item. If you are happy with the live version (when, for instance, a seller adds a keyword you didn't think of), it is as straightforward as clicking "Adopt Amazon version" and the module updates your data automatically. If you're not too keen on the changes, edit your version, save it, download its pre-defined sheet and let Amazon handle it.

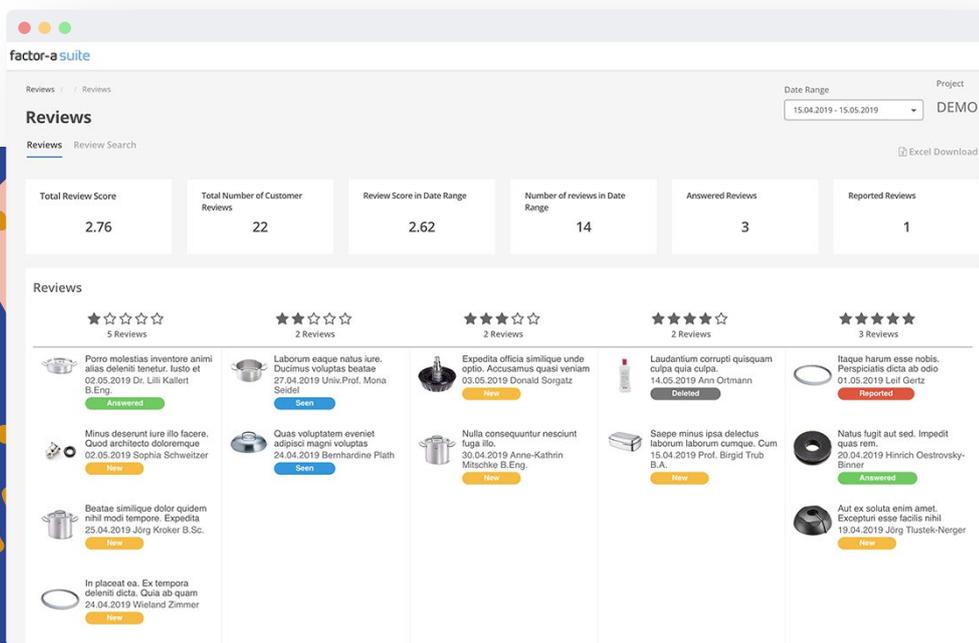
“Our point of view is: we will sell more if we help people make purchasing decisions.”

JEFF BEZOS

REVIEWS

The same points made above apply to monitoring customer reviews. Reviews are one of the chief factors in the purchasing decision on Amazon, which in most cases translates directly to conversions. Additionally, your review score has a great impact on your search result ranking. As customers utilize the online giant more and more to search for information (in categories such as Electronics, Amazon already surpasses Google as the initial

source), unfavorable Amazon reviews can cause a negative ripple effect on your other distribution channels. On the flip side, buyers place increased trust in well-rated items and other Amazon's 'seal of approval' markers (e.g. Bestseller or Amazon's Choice), which can improve both sales and your brand trust to boot. In fact, a good review score is one of the prerequisites for gaining an Amazon badge next to your product.



Nearly 60% of users trust customer reviews more than any other Amazon quality marker (Gatekeeper, pg 60)

The factor-a suite review management tool provides you with a clear overview of the most important metrics regarding reviews. It includes your overall review score, the number of new reviews in a selected time range, the review score in that range and how many reviews you managed.

The Vendor Central's review monitoring is, however, nearly non-existent. One can only download excel files containing the amount of new reviews per product in a given time range with links to the product detail pages.

Filter by labels and the panel below gives you a detailed foundation for effective processing and editorial support of your reviews. Each review is classified according to its status as New, Seen, Answered, Reported or Deleted so that you always know when to take the appropriate action.

In the Review Search tab, you can search for words from the review or the author themselves, and filter by star rating, date, status, type, or the author.

Finally, the Review Detail page lets you add internal notes to each review and, most importantly, comment, report or change the status marker.

KEEP YOUR PRODUCTS ALWAYS UP TO DATE

Content optimization and review management remains an unaddressed challenge in the Vendor Central. This is striking, especially since content and reviews are an integral part of your brand's good standing. Our solution makes monitoring and optimization as smooth as possible. When you're trying to define your territory and let the other inhabitants of the jungle know that your trees and plants are the best, you will need a helping hand in the process.

“We are on Amazon – not to make money, however, but to generate customer reviews. Amazon is the next Google!”

DANIEL GIBISCH, THE CO-FOUNDER OF LITTLELUNCH (FOR KASSENZONE)

03

SPONSORED ADS – FERTILIZE AUTOMATICALLY

Over 50% of product searches in 2018 were made on Amazon. At the same time, 90% of purchases on Amazon start with the search bar (The Competitive State of eCommerce Marketplaces Data Report, Jumpshot 2018). The numbers indicate that users, too, don't want to get entangled in the winding lianas of Amazon. To ensure your customers can find you, your products must place advantageously in the search results. There are two ways to achieve this: SEO and Sponsored Advertising (SA).

Search Engine Optimization on Amazon is determined by the product data you enter and the performance of the product. Hence the significance of content optimization. Utilizing Sponsored Ads (SA), on the other hand, may increase the traffic to your detail pages by bidding for the best placements. Think of Sponsored Ads as a fertilizer that helps your flowers and trees grow to become the tallest and most beautiful in the jungle.

The problems start when your positioning on Amazon gets threatened by product (un)availability. Inventory issues are sometimes difficult to predict. As a result, if you only use SA, you should be prepared to incur losses from running campaigns on items that are out of stock. While some marketers prefer to design their own solutions, you can save on both your advertising budgets as well as operational expenses by integrating your Sponsored Advertising data into the factor-a suite.

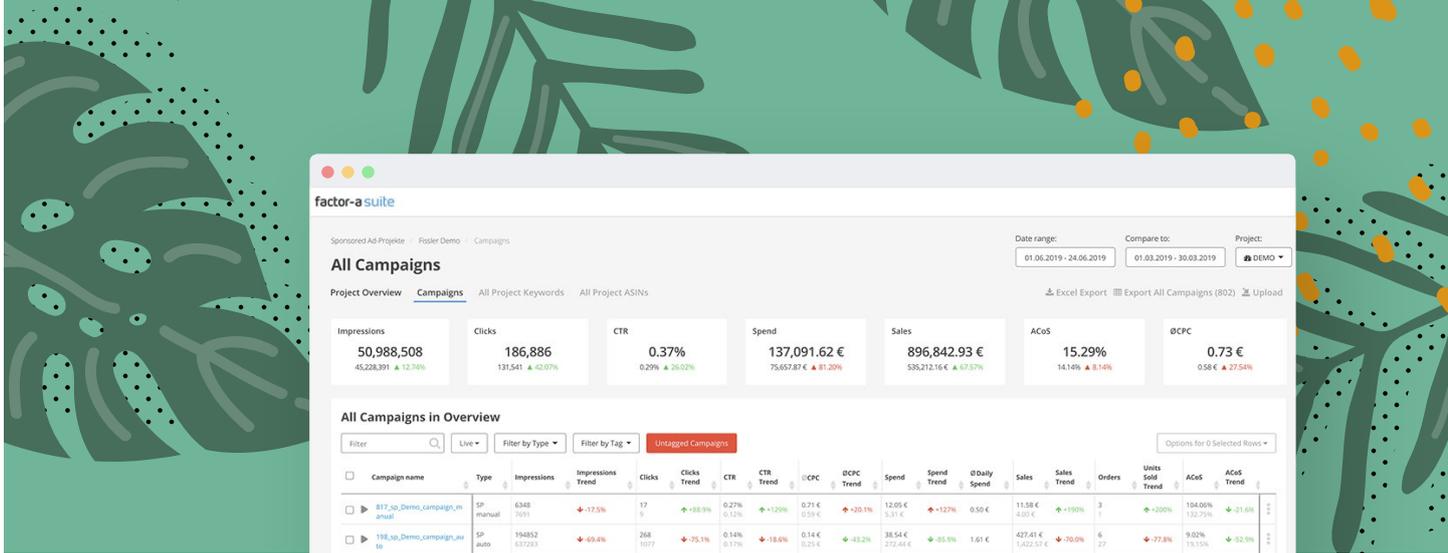
As with other modules, the Sponsored Ads module builds upon two fundamental principles for success – analysis and automation.

With tens of thousands of high-performing product pages built each year, and the insights gathered from the factor-a suite, we have been able to become the #1 in Amazon SEO.

ANALYZE – PROJECT OVERVIEW AND CAMPAIGNS

The Overview and Campaign tools let you create reports based on SA data. To analyze efficiently, define a campaign filtering tag and then mark one or more campaigns with it. In the top panel, an overview of the principal indicators such as CTR, Impressions, ACoS, etc. is displayed for the whole project in a selected time period. Take action once you discover anomalies or negative trends and plot KPIs against each other in a graph. You can conduct analysis at any level of granularity and download specific reports in the form of graphs as well as comprehensive data sheets per each tag.

Under the Campaigns tab, you will find an exhaustive list of all your campaigns and KPIs in one place. The type of campaign (Sponsored Products, Sponsored Brands, etc.) or tags can be used as filtering options. When you need to analyze campaigns from the keyword perspective, the All Project Keywords tab lets you do that with the same filtering capability. Finally, you can also view All Project ASINs and see the development of your advertising efforts on a product by product basis.



factor-a suite

Sponsored Ad Projekte | Foster Demo | Campaigns

Date range: 01.06.2019 - 24.06.2019 | Compare to: 01.03.2019 - 30.03.2019 | Project: DEMO

All Campaigns

Project Overview | **Campaigns** | All Project Keywords | All Project ASINs

Excel Export | Export All Campaigns (802) | Upload

Impressions 50,988,508 45,228,391 ▲ 121%	Clicks 186,886 131,541 ▲ 423%	CTR 0.37% 0.29% ▲ 280%	Spend 137,091.62 € 75,657.87 € ▲ 81.20%	Sales 896,842.93 € 535,212.16 € ▲ 67.5%	ACoS 15.29% 14.14% ▲ 8.14%	OCPC 0.73 € 0.58 € ▲ 27.54%
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All Campaigns in Overview

Filter: Live | Filter by Type | Filter by Tag | Untagged Campaigns | Options for 0 Selected Rows

Campaign name	Type	Impressions	Impressions Trend	Clicks	Clicks Trend	CTR	CTR Trend	OCPC	OCPC Trend	Spend	Spend Trend	ADaily Spend	Sales	Sales Trend	Orders	Units Sold	Units Sold Trend	ACoS	ACoS Trend
817_sp_Demo_campaign_in_email	SP manual	6348	▼ -17.5%	17	▼ -83.9%	0.27%	▼ -120%	0.71 €	▼ -20.1%	12.05 €	▼ -127%	0.50 €	11.58 €	▼ -100%	3	1	▼ -100%	104.00%	▼ -21.8%
198_sp_Demo_campaign_in_email	SP auto	194852	▼ -69.4%	268	▼ -75.1%	0.14%	▼ -18.6%	0.14 €	▼ -43.2%	38.54 €	▼ -85.9%	1.61 €	427.41 €	▼ -70.0%	6	27	▼ -77.8%	9.02%	▼ -52.9%
666_sp_Demo_campaign_in_email	SP manual	599786	▲ +63.8%	3071	▲ +59.3%	0.51%	▲ +23.7%	0.83 €	▼ -25.9%	2,552.70 €	▲ +151%	106.36 €	6,979.05 €	▲ +162%	188	68	▲ +170%	36.58%	▼ -4.0%
743_sp_Demo_campaign_in_email	SP manual	69633	▼ -29.9%	858	▼ -17.7%	1.23%	▼ -17.5%	0.23 €	▼ -3.96%	196.25 €	▼ -14.4%	8.18 €	6,146.32 €	▼ -33.7%	74	124	▼ -40.3%	3.19%	▼ -28.1%
403_sp_Demo_campaign_in_email	SP auto	373646	▼ -56.0%	642	▼ -38.8%	0.17%	▼ -39.1%	0.44 €	▼ -34.8%	282.53 €	▼ -60.1%	11.77 €	7,836.71 €	▼ -88.5%	31	18	▼ -72.2%	3.81%	▼ -78.9%
401_sp_Demo_campaign_in_email	SP manual	364869	▼ -9.99%	794	▲ +46.2%	0.22%	▲ +62.3%	0.67 €	▼ -30.4%	535.72 €	▲ +16.3%	22.32 €	2,738.98 €	▲ +509%	15	3	▲ +400%	19.56%	▼ -30.9%
144_sp_Demo_campaign_in_email	SP manual	5849	▲ +541%	68	▲ +1,033%	0.69%	▲ +30.9%	0.42 €	▼ -63.9%	28.24 €	▲ +1,758%	1.18 €	234.45 €	▲ +900%	4	-	-	12.05%	▲ +85.7%
537_sp_Demo_campaign_in_email	SP manual	261098	▼ -67.8%	1106	▼ -54.6%	0.42%	▼ -43.1%	0.63 €	▼ -18.8%	702.01 €	▼ -63.0%	29.25 €	3,711.69 €	▼ -39.3%	25	48	▼ -47.9%	18.91%	▼ -39.1%
723_sp_Demo_campaign_in_email	SP manual	1927	▼ -42.9%	27	▼ -3.57%	1.40%	▼ -8.9%	0.26 €	▼ -23.0%	6.92 €	▼ -25.8%	0.29 €	0.00 €	▼ -100%	0	1	▼ -100%	0.00%	▼ -100%
464_sp_Demo_campaign_in_email	SP manual	112297	▼ -39.0%	819	▼ -23.4%	0.73%	▼ -25.7%	0.42 €	▼ -120%	343.73 €	▼ -68.9%	14.32 €	2,569.02 €	▼ -9.41%	127	129	▼ -1.55%	13.38%	▼ -86.4%

Clicking on each campaign brings you to the Detail View where you're able to carry out the same type of analyses on the campaign level.

When optimizing your marketing measures, it is crucial to approach them holistically. When the advertised item runs out of stock, it is detrimental to your budget to keep advertising it. The key advantage over using the Amazon Advertising platform as it stands is that the factor-a suite congregates data from all possible sources into one package. It is thus possible to evaluate not just based on the campaign progress, but to also acquire deep insights into how advertising works in tandem with your inventory.

AUTOMATE – AD AUTOMATION AND BUDGET MONITOR

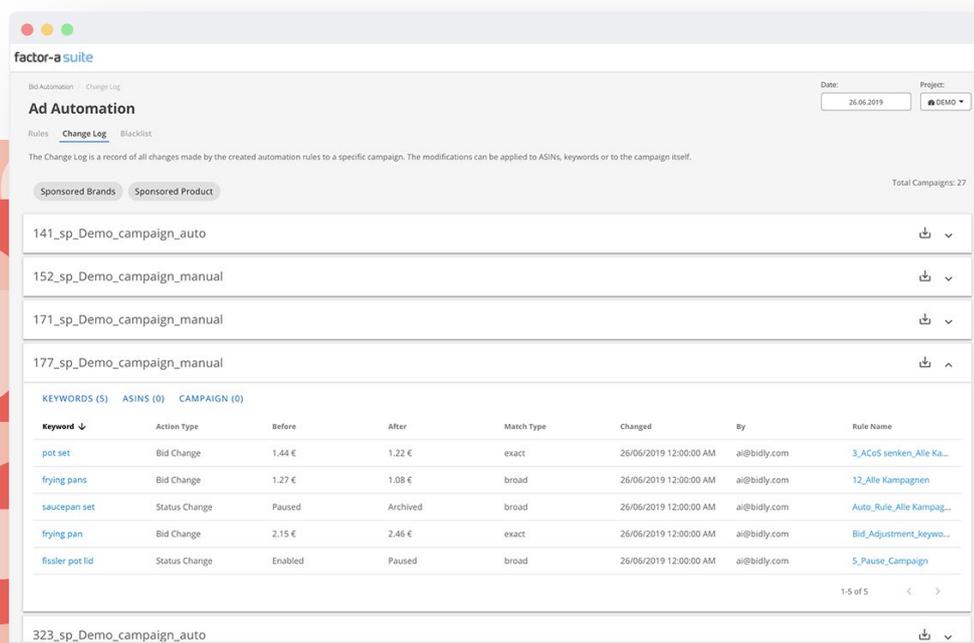
To maximize savings on advertising budgets and to cut on marketing operational tasks, our team developed a unique rule-based system of advertising automation and budget monitoring. Get ready to reserve more time for strategy and invest your money in the right places!

The Ad Automation tool serves to create rules that automatically execute changes to your campaigns in three simple steps. Each rule consists of an Application, a Trigger, and an Action. In the first step, select which campaigns and what part of them will be affected (the campaigns themselves, the keywords they use, or the ASINs they advertise). In the second step, you decide what criteria a given indicator should fulfill to trigger an action (e.g. when the CTR is more than x% in an interval of 5 days). Choosing more than one criteria is allowed. Lastly, your desired result: select the actions that are executed when the trigger's conditions are fulfilled. You can increase and decrease bids, pause and activate campaigns, even manipulate budgets and much more depending on the choices you made in the first step. Blacklist campaigns, keywords and

ASINs that you don't want affected by the rules, and supervise the history of the performed adjustments in the Changelog.

Imagine you are launching a new, highly expected product line. To support a successful launch, you decide to run Sponsored Products campaigns with a high budget and bids that win you the top-of-the-search placement. What you do not expect, however, is that your brand got a viral mention causing

a snowball effect where the sales of a large part of your other product lines skyrocket and the items start running low on stock. It becomes impossible to optimize your resources quickly enough not to start losing money on older campaigns advertising Out-of-Stock products. With Ad Automation, this can be easily prevented. Simply flick the switch to remove the Out-of-Stock or Low-on-Stock ASINs from the campaign and you will never bleed money from your advertising budgets pointlessly again.



It's good practice to keep an eye on the flow of your budget. If, for instance, one campaign runs out of money quickly, it may stop delivering earlier than it should. When checks are performed just once per week – which is realistic for a mid-sized product range – you might be losing a large number of sales. The solution is once again automation. Our Budget monitor will notify you by email whenever the costs exceed a predefined amount so that you are always fully in the picture.

ADVERTISING AUTOMATION WITH AN ADDED BENEFIT

The Vendor Central and the Sponsored Advertising platform currently don't integrate together. Making marketing decisions based on the state of your inventory is therefore an enormously tedious manual task. The combination of data sources available in the factor-a suite takes the analysis and automation of advertising campaigns to a new level.

An automatic rule-based campaign management system that takes into account stock data is a unique way of exploiting the advertising options to their fullest.

CONCLUSION – WHEN A JUNGLE TURNS INTO A PLEASANT MEADOW

The prime reason for failing to conquer Amazon is getting overwhelmed by the effort required to manage and optimize your portion of the jungle.

Finding your way in our data-driven age relies on solutions that offer pre-processed and interpreted data. But the current version of the Vendor Central is clearly not sufficient for realizing the full potential of an Amazon business. Browsing through the data is heavy-handed and a number of essential key performance indicators are not included. To understand what your ARA data means, where you're headed, and where the pitfalls lie, you need to be a full-fledged jungle scientist. The factor-a suite takes the science out of the equation in order that your path stays crystal clear for you. It toils so that you don't have to. With the ability to detect and visualize the pain points and their causes, you will redeem days worth of reporting and investigating.

Our solution leverages the integration of Vendor Central data with Amazon Advertising and other sources. Being able to automatize Sponsored Ads based on your inventory data gives you the decisive edge over your competition. Moreover, with our API integration, we are ready to incorporate the suite into your own business intelligence solution.

We are convinced we have built a game-changing piece of software. A product that can help vendors on Amazon achieve tremendous success. But no product is complete without the human that operates it or benefits from it. We make sure that when you begin your factor-a suite journey, you are adept at getting the most out of it to help your business. We do thorough instructional sessions with each of our customers and support them with any questions.

Even if you prefer to allocate your time in different places and let our experts handle your account and marketing operations, we will employ the suite we built for the benefit of your enterprise. Our confidence stems from years-long experience, constant updates and the demonstrated solid results we have reached with it.

In this whitepaper, we have sketched some of the features of the factor-a suite. Be sure to discover the rest on your own by requesting a demo!

ABOUT FACTOR-A – PART OF DEPT

As the core of Dept Marketplaces, factor-a has been supporting manufacturers and brands in all operational aspects on Amazon since 2015. Our main goal has always been achieving sustainable sales and market share growth as well as providing a higher degree of transparency for vendors on Amazon. This is achieved through the integration of consulting, operative implementation and the

use of our own technology solutions, such as the factor-a suite. The operational business activities of factor-a include product data and content, Amazon advertising and vendor account handling. The international, 130-person team of factor-a is based in Cologne, Germany.

Learn more at www.factor-a.com.

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