FACTOR-A SUITE

A software solution helping brands navigate the Amazon jungle with ease and clarity.

THE PROBLEM

E-commerce managers often find themselves overwhelmed with the amount of raw (and incomplete) data they collect through the Vendor Central and Amazon Advertising platform. This is especially true for bigger accounts with portfolios counting several hundreds of products. Keeping track of POs, product content changes, advertising campaigns and a host of other tasks devours hours upon hours which should be dedicated to strategy and optimization, instead.

THE SOLUTION – FACTOR-A SUITE

The factor-a suite is a unique Amazon data management application with built-in automation tools. It saves you time by providing clear and relevant information when you need it while automatically preventing potential issues from ruining your sales momentum. By integrating and interpreting data from all Amazon-related sources into one package, the factor-a suite will transform the way you approach Amazon. Among the most impactful features are:

Product Sales and Analytics

▶ No more Lost Buy Boxes. The suite automatically detects all critical problems and recommends proper action to take.

▶ Clear, transparent data: frustrated that ARA Premium doesn't even show you real traffic data and conversion rates? The factor-a suite does!

▶ Customizable views: label your most important ASINs so that you always have vital data on hand or filter by pre-defined characteristics.
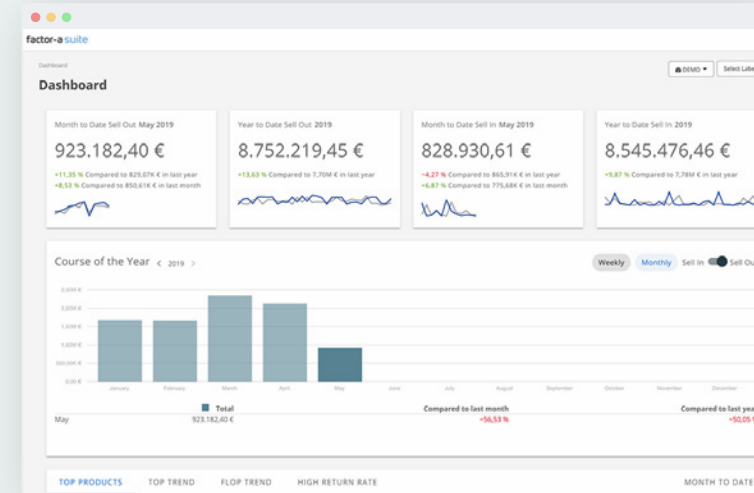
Product Content

▶ Avoid potential disasters: Always know when someone changes your product content. Implement your own changes with just a few clicks.

▶ Reviews and Q&As are among the key conversion drivers. Within the factor-a suite, you can easily manage and answer all your product reviews centrally.

Sponsored Advertising

▶ Set your own search advertising rules and let the factor-a suite adjust your budgets, bids and campaign status through its advanced automation tool.

▶ Organize all your search campaigns with tags to analyze quickly and efficiently.

▶ Make informed decisions with an integrated view of all your sales and advertising KPIs.

▶ Hemorrhaging advertising budgets on out-of-stock products? Flick a switch and watch the suite automatically stop such campaigns in the future.

▶ Get an email notification when you're running low on budget or when it reaches its end date.

Automation, transparency, control. All your Amazon needs in one tech solution – the factor-a suite.