Account Management

Services Overview

Introduction

Retail Data Partners provides a rich set of data-driven tools and processes to optimize Amazon brand presence and increase vendor sales. **On average, we see a 135% increase in Amazon growth rate in the first 12 months.**

Acting as part of your business, we use our own proprietary toolset and bring in-depth Amazon experience to your benefit.

With all of our services, you get access to a set of custom, proprietary online tools that provide you analytics and reporting unavailable from Amazon directly.

We are data-driven and results-focused.

Account Management

Our **Account Management** service is our core. Free yourself from the day-to-day management of Amazon

Product Setup
- Identify and consolidate new product listings from all available vendor and Amazon data
- Create new listings for missing items and set up new products
- Identify and consolidate duplicate listings
- Optimize product content – improve descriptions, keywords, and images/videos

Operational Maintenance – Detecting & Fixing Catalog Issues
- Creation and management master product reference catalogs
- Missing ASINs (ownership lost)
- Changed data (title, UPC, model #, etc.)
- Missing or mis-categorized product costs
- Detection of missing Amazon offers or losing buy box
- Changed categorization and keywords
- Incorrect replenishment codes

Data & Analytics
- Web portal with access to overview dashboard of key metrics for all managed vendors
- Robust datawarehouse, updated daily and available realtime
- Campaign & marketing analytics at campaign and vendor level

Operational Maintenance – Detecting & Fixing PO Issues
- Mismatched PO and cost data (SKU, Model #)
- Detection of POs that are late or cancelled
- Optimization of PO case pack quantities

Regular Maintenance – Improving Listings
- Duplicate merges
- Variations
- Competitor "sibling" product detection
- Missing images for products and parent products
- Replacement ("new item") products

Communication
- Weekly udpates on projects, tasks, and progress, including key metrics, and platform updates
- Continuous communication on data collection, correction, and improvement
- Manage Amazon cases for all data and catalog operations

Focus on your strengths. Let us manage Amazon.

Services Lifecycle

Our Account Management service progresses through a natural lifecycle, both generally and for any sets of new products that are listed on Amazon.

- **Onboarding** gets you and your initial set of products listed on amazon

- Regular **Maintenance** monitors your products for changes, data issues, and optimization opportunities

- Rich **Analytics** give you insight into how your products, categories, and brands are doing

Onboarding

The onboarding process handles anything and everything related to getting products listed on Amazon.

You know your products best, and your role is to tell us about them – to provide data. We do the rest.

We handle:

- Data consolidation or integration to your data sources for product information (spreadsheets, product management tools, etc.)

- All new item setups (NISs), tracking of their success, dealing with issues, and managing Amazon

- Content optimization for your top products, including description/feature editing, variation optimization, and image and video management for all new products

Onboarding

Typically, **more than 75% of revenue comes from less than 10% of your products**.

Our onboarding process uses a proprietary analysis to determine the most important products and brands to focus on. The first wave of improvements focuses on analysis and optimizing your top sellers:

- **Detail page content review for the top tier of products** – this includes an editorial and visual (images, videos, descriptions, features, etc.) review and optimization of your. We'll write A+ content (note that Amazon charges your account a per-item setup fee for A+ content) and is typically 10-25 products.

- **Content review for the 2nd tier of products** – this includes an editorial and review and optimization to work toward getting your 2nd tier of products to be your new best-sellers. This includes the same as the top tier, but without A+ content and is usually limited to 100 products.

Onboarding

The second wave of optimizations expands the products in focus and un-bottlenecks typical ordering issues:

- **3rd Party Seller Reduction for Top 75% of Products** – to reduce sales going to 3rd parties for products that make up most of your revenue, we'll ensure that your listings get priority.

- **Identify Products that Can't be Ordered** – for your entire catalog, we use a suite of automated tool to detect and fix issues internal to Amazon that restrict your products from being ordered.

- **Variation Review** - for products that make up 50-75% of your revenue, we'll do a detailed review and optimization of your variations are organized (colors, sizes, styles, etc.)

Maintenance

After an initial set of products is created, and as new products are added, they enter our maintenance lifecycle, which enlists an exhaustive series of monitoring and detection methods to find and product issues, including:

- Identification and fixing of product detail and data issues, often caused by Amazon processes that consolidate product data for listings

- Detection and fixing of issues with product classification that restrict product ordering

- Monitoring and updates to variation configurations

- Detection and consolidation of 3rd party listings of your products

- Identification or ordering and fulfillment issues

Analytics

Our suite of robust, web-based analytics gives you immediate access to a wealth of data unavailable anywhere else. Custom-built reports and tools allow you to quickly view the health of your product listings, their sales, and identify opportunities and trends. You'll get access to:

- Discover product-level purchasing issues

- Evaluate forecasting trends to address production issues

- Analyze the purchasing lifecycle to find opportunity

- Realtime insight into marketing campaign performance

See a demo of our analytics tools at

http://www.retaildatapartners.com/demo

(login information is on the first screen)

Case Study

- Vendor had flat sales for the previous two years

- Growth Rate(GR) was negative in the month before signing RDP

- Through catalog cleanup and advising on Amazon logistics, sales GR increased as high as 63% YoY

- Challenge now is to continue delivering strong growth rate on stronger YoY comparisons
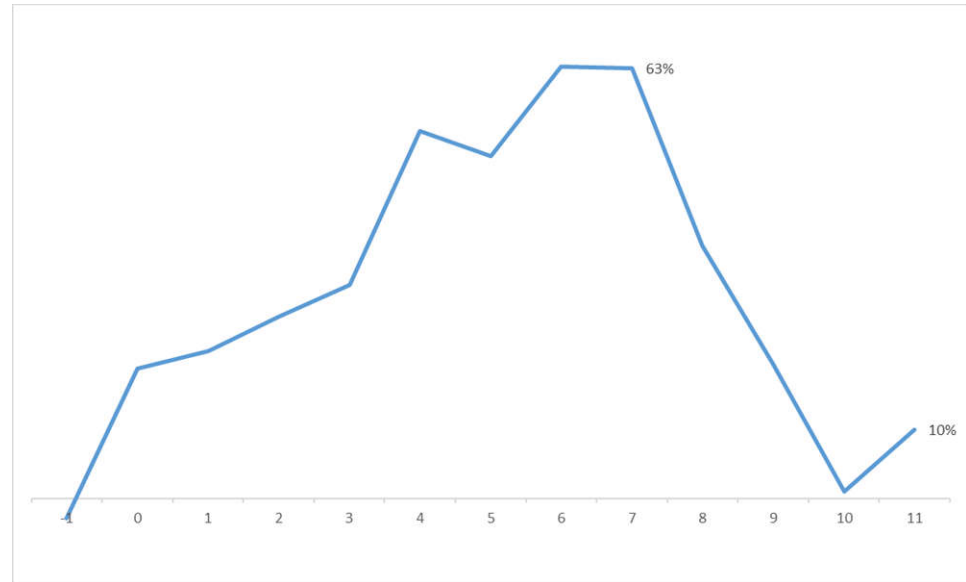
Case Study

- Vendor had strong growth, but was looking for more

- Growth Rate(GR) was 35% in the month before signing RDP

- Through catalog cleanup and merging duplicate 3P products, sales GR increased as high as 107% YoY and has been sustained above 35% for the past 6 months