Retail Data Partners

# Amazon Vendor Optimization

# Services Overview
# for Vendor Managers

# Services Overview

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# 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, working with our own proprietary toolset and your manufacturers to find and address issues. We give you new insights, metrics, and reporting unavailable from Amazon.

**We are data-driven and results-focused.**

# Amazon Specialists on Your Team

We are experts at dealing with Amazon – from managing and monitoring catalogs of products to providing rich analytics on how your business is performing.

Our reporting allows you to communicate progress to your vendors and includes insights, metrics, and reporting not available in Amazon Retail Analytics Basic.

**Focus on your strengths.  Let us manage Amazon.**

# Services Lifecycle

When you engage our services, we manage the process through a series of prescriptive activities:

- **Onboarding** vendors to Amazon and enabling us to manage them

- Regular **maintenance** of vendor catalogs and operations

- Rich **analytics** that give you insight

# Onboarding

The onboarding process is simple for you and in-depth for us.  While you establish a rapport with your vendor, we evaluate their current state – catalog and operations – and provide an initial optimization.

## Process

- Get access to vendor accounts

- Provide an initial assessment of vendor health

- Evaluate and optimize existing product catalog and operations

# Maintenance

Regular management of your manufacturers starts immediately after the initial optimization.  Each week, an exhaustive list of detection methods is used to find new issues, which are handled directly with your manufacturers and Amazon.

# Analytics

Various analytics are available to you and your manufacturers based on your communication preferences. These are provided to you online and by email. Reports for vendor consumption typically require you to fill in findings, recommendations, and action-items, but the reporting templates can be customized to your needs.

## Reporting

- Branded for your business with flexible templates and metrics

- Weekly and quarterly vendor reports for distribution

- Weekly status reports for your consumption

- Online dashboard for real-time access to proprietary analytics

# Analytics

A robust web-based analytics engine 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 vendor portfolio and find areas of opportunity or concern, including the ability 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

# Benefits

- You focus on managing the manufacturer, we do the rest

- Proven onboarding process for initial catalog and operational improvements

- You choose the level of transparency to your manufacturers – we can maintain an individual brand or white label our communications as part of your business

- Robust weekly detection and management of product and fulfillment issues

- Flexible reporting and status updates for delivery to manufacturers

- Online portal for insight into your portfolio and vendor health

- Dynamic process that adjusts and grows based on your needs, insights, and vendor demands

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# Case Studio 1

- 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
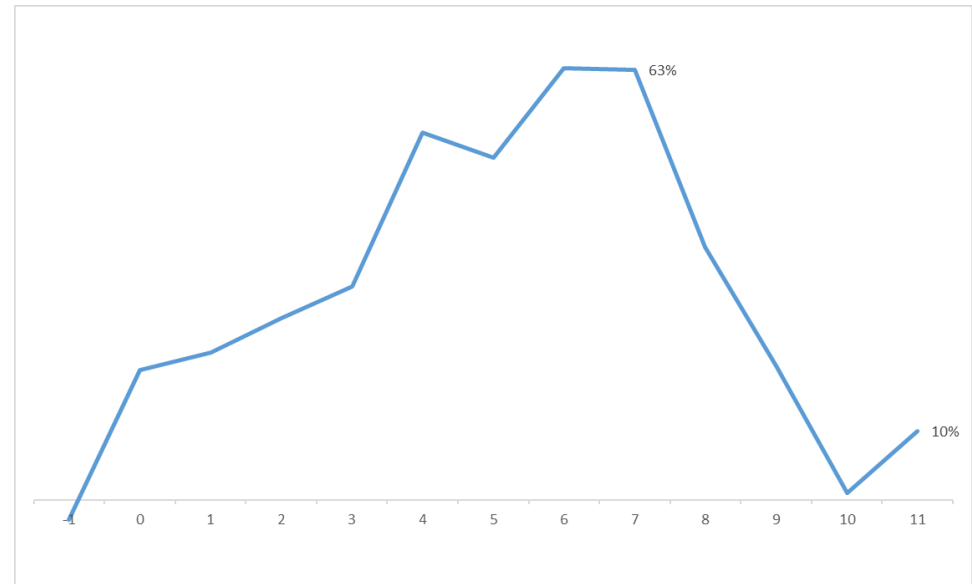
# Case Study 2

- 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
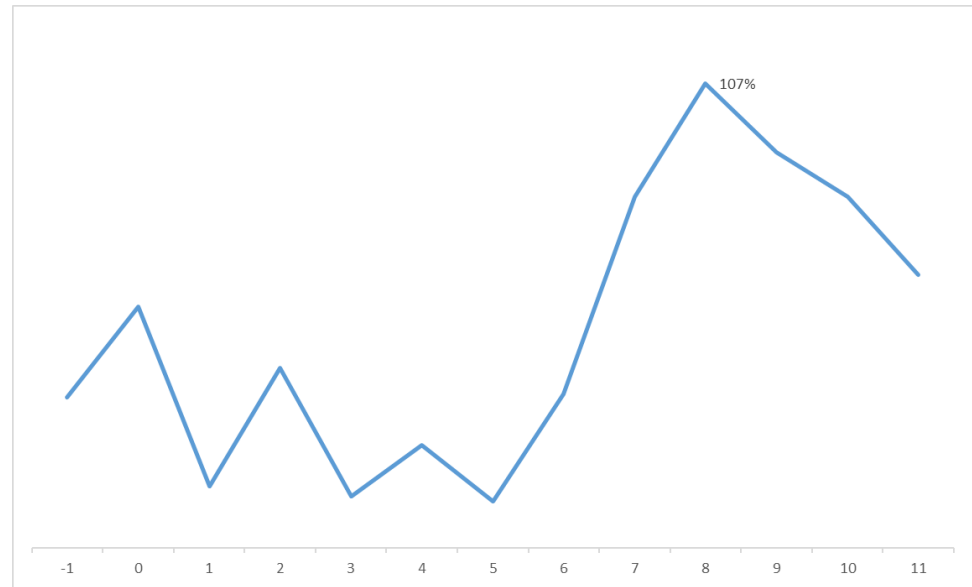
# Pricing

Billing is by commission on a yearly contract.

Rates are determined on a per-vendor basis, linked to sales volume and catalog size.

Additional services are available to serve all your Amazon needs. Contact us to develop a custom package and add cutting-edge Amazon expertise to your team.

844-878-2908

www.retaildatapartners.com

# Contacts

**Sam Craig**

Managing Partner

sam@retaildatapartners.com

844-878-2908


**Sage King**

Managing Partner

sage@retaildatapartners.com

844-878-2908