



Optimize your
products and amplify
your brand on Amazon.

goamify.com

43% OF ALL
ONLINE SALES

WERE ON **amazon**
IN 2016

55% OF PEOPLE
IN THE US

Start Their Shopping
on **Amazon.com**





3RD PARTY
SELLERS

MAKE UP

50%

of total Amazon revenue

Approximately **\$70 Billion**

There are **2 million** different sellers on the

Amazon platform, and **Amify ranks**

among the top 1%.

WE'VE HEARD IT ALL.

Usually it sounds something like this...



We're going to **sell to Amazon directly**.

I can do this - I'll sell on Amazon myself.

I already have exclusive partners.

We only sell to companies with **a brick and mortar store**.

Amazon isn't our priority.



WE HEAR YOU. WE'RE LISTENING.

And yeah, we're still sure we can help.

- **Sell to Amazon**...but even Amazon is guilty of MAP violations
- **Sell yourself**...but do you know what you need to know to maximize your profits?
- **You've already got partners**...but what value are they adding?
- **Brick and mortar?**... but do they have expertise in eCommerce, specifically Amazon

WE HEAR YOU. WE'RE LISTENING.

And yeah, we're still sure we can help.

Oh yeah, and...



is larger than the **eight**
largest online retailers
combined

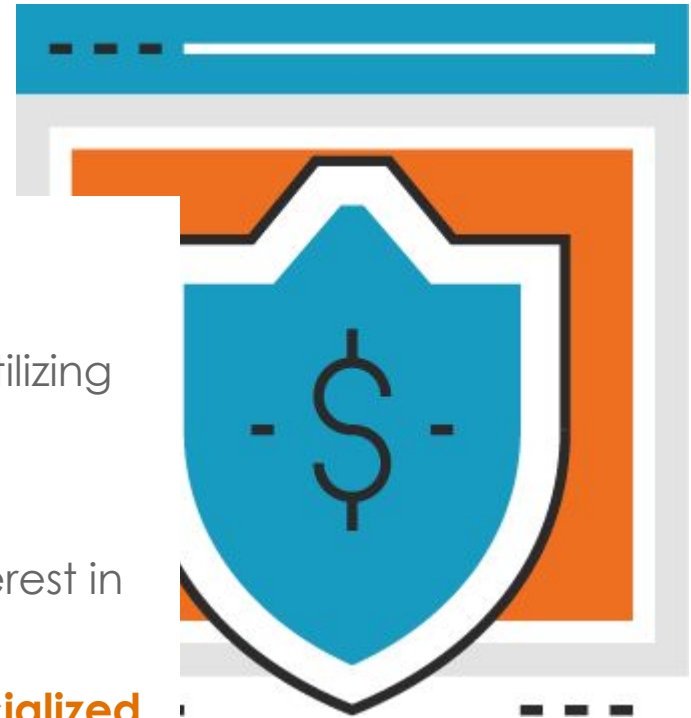
...They can't
be ignored.

WHY AMIFY?

Superior Brand Protection

- MAP management and violation enforcement utilizing our proprietary software
- Unauthorized seller enforcement
- Dedicated account managers with a vested interest in each brand

The responsible way to sell on Amazon, with a specialized suite of services.



SUCCESS STORIES

We're pretty proud of these results...



PROBLEM:

Unauthorized sellers degrading brand integrity

AMIFY SOLUTION:

Brand Services + MAP Enforcement

- Implemented MAP reporting and optimized listings
- MAP violations decreased by 99.5% (Oct 2017)
- Sales increased from \$400K in 2015, to \$1.2m in 2016, and are projected to exceed \$1.8m in 2017

SUCCESS STORIES

We're pretty proud of these results...

PROBLEM:

MAP violations causing issues with channel partners

AMIFY SOLUTION:

Semi-Exclusive FBA Seller + MAP Enforcement

- Implemented MAP reporting
- Advised narrowing authorized sellers
- Sales increased from \$15K to exceed \$250K in 2017

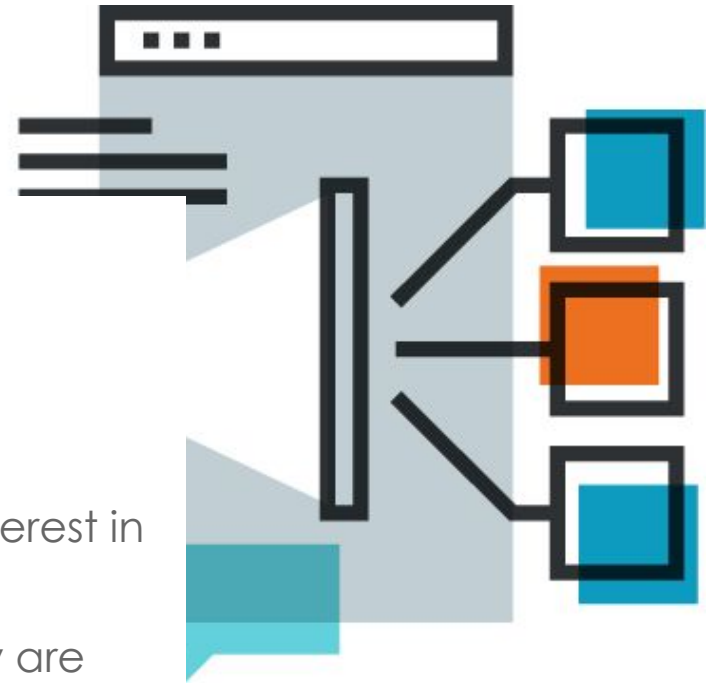
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WHY AMIFY?

Brand Enhancement + Optimization

- Enhanced Brand Content (EBC) product listings
- Robust brand and landing pages
- Dedicated account managers with a vested interest in each brand
- Incorporation of brand standards to ensure they are upheld on Amazon

The alternative to Amazon that allows for a more catered, MAP-enforced, option.



SUCCESS STORIES

We're pretty proud of these results...

PROBLEM:

Unauthorized dealers cutting into profits

AMIFY SOLUTION:

Brand Optimization + MAP Enforcement

- Enhanced brand content
- Implemented MAP and unauthorized seller enforcement resulting in a 100% reduction in MAP violations
- Projected growth to \$150k in 2017 representing a 50% YoY increase



SUCCESS STORIES

We're pretty proud of these results...

PROBLEM:

Unauthorized dealers cutting into profits

AMIFY SOLUTION:

Brand Services + MAP Enforcement

- Enhanced and optimized branded content
- 100% decrease in MAP violations



WHY AMIFY?

Proven Sales Acceleration

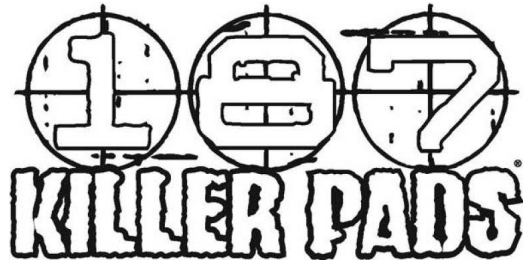
- A data driven approach to merchandising and product expansion, including proprietary Amazon scraping technology
- Sponsored ad campaign management and SEO optimization
- Dedicated account managers with a vested interest in each brand

The alternative to Amazon that allows for a more catered, MAP-enforced, option.



SUCCESS STORIES

We're pretty proud of these results...



PROBLEM:

Unauthorized dealers cutting into profits

AMIFY SOLUTION:

Brand Services + MAP Enforcement

- Enhanced and optimized branded content
- Implemented MAP enforcement solution representing a 98% reduction in MAP violations

SUCCESS STORIES

We're pretty proud of these results...



PROBLEM:

Poor brand representation with only a handful of items on Amazon

AMIFY SOLUTION:

Brand Services + Optimization

- Defined an Amazon strategy to incorporate brand standards
- Optimized listings and expanded assortment
- Increased sales velocity and sales conversion, with \$1 million dollar projection for 2018

WHY AMIFY?

Amazon marketplace specialists

Amazon brand strategy assessment

MAP and unauthorized seller enforcement

Brand evangelists invested in your success





TAKE THE FIRST STEP.

Give us a call for a free
consultation.

goamify.com/partner-with-us 703.570.4108

goamify.com

