

Advertising on Amazon

DO YOU OWN YOUR BRAND'S SPACE?

channeladvisor®



The good news?
Consumers are flocking to
Amazon by the millions.



55% of consumers
start product searches
on Amazon.

Source: Bloomberg

A photograph of four diverse young adults in a bright, modern interior space, possibly a gym or studio. They are all in a starting crouch, looking forward with determination. The lighting is warm and comes from large windows on the left. The background shows a brick wall and some industrial-style lighting.

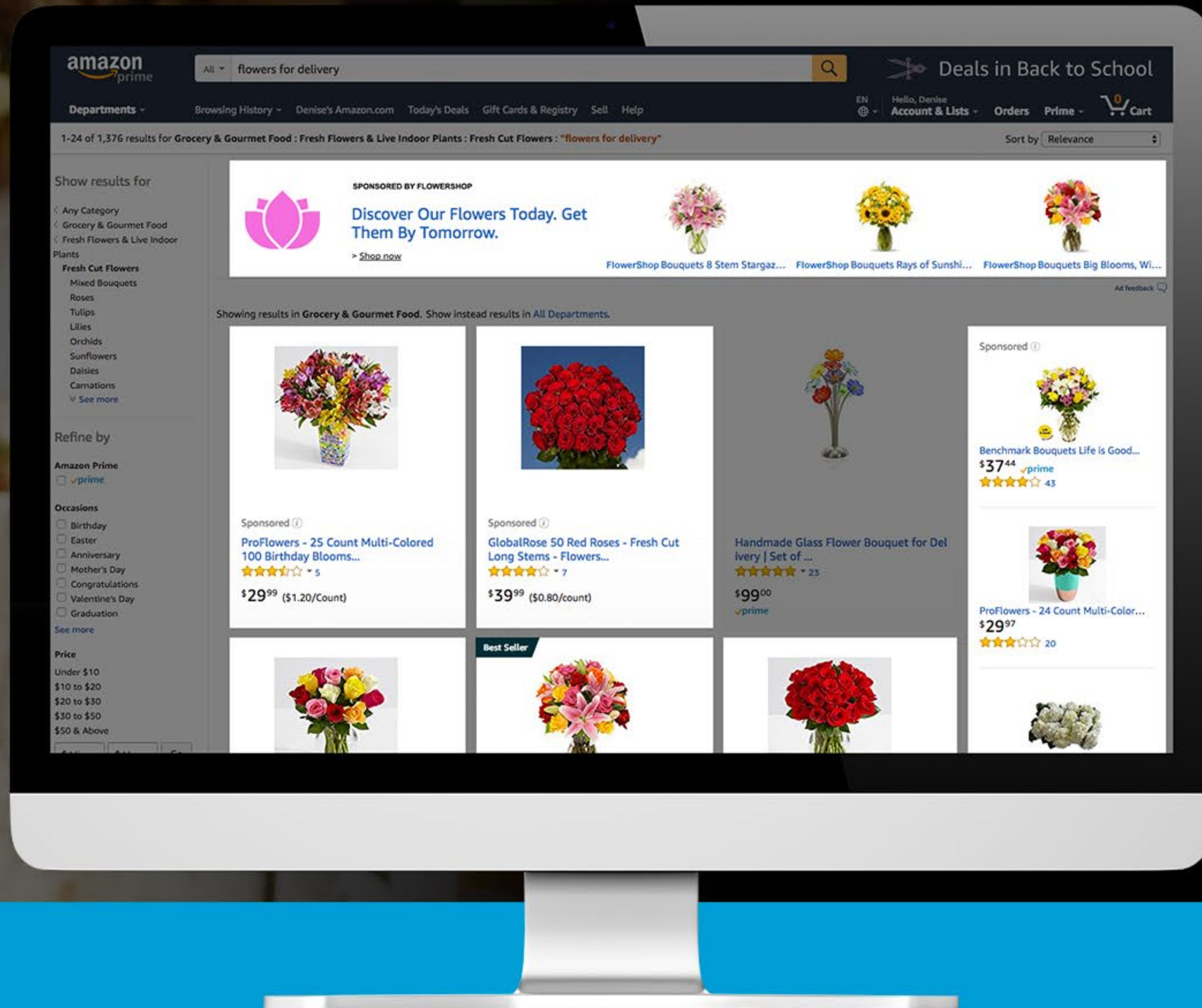
The bad news? So are competitors.



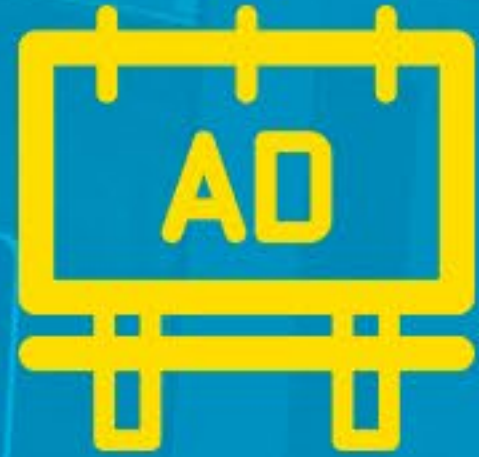
Over 2 million
third-party sellers
on Amazon.

Source: Amazon

And visibility for
your products is
getting harder to
come by.



Retailers and brands are losing premium space to competitors that:



Deploy a variety
of promoted ads



Develop a branded
keyword strategy



Leverage sophisticated
bidding tactics

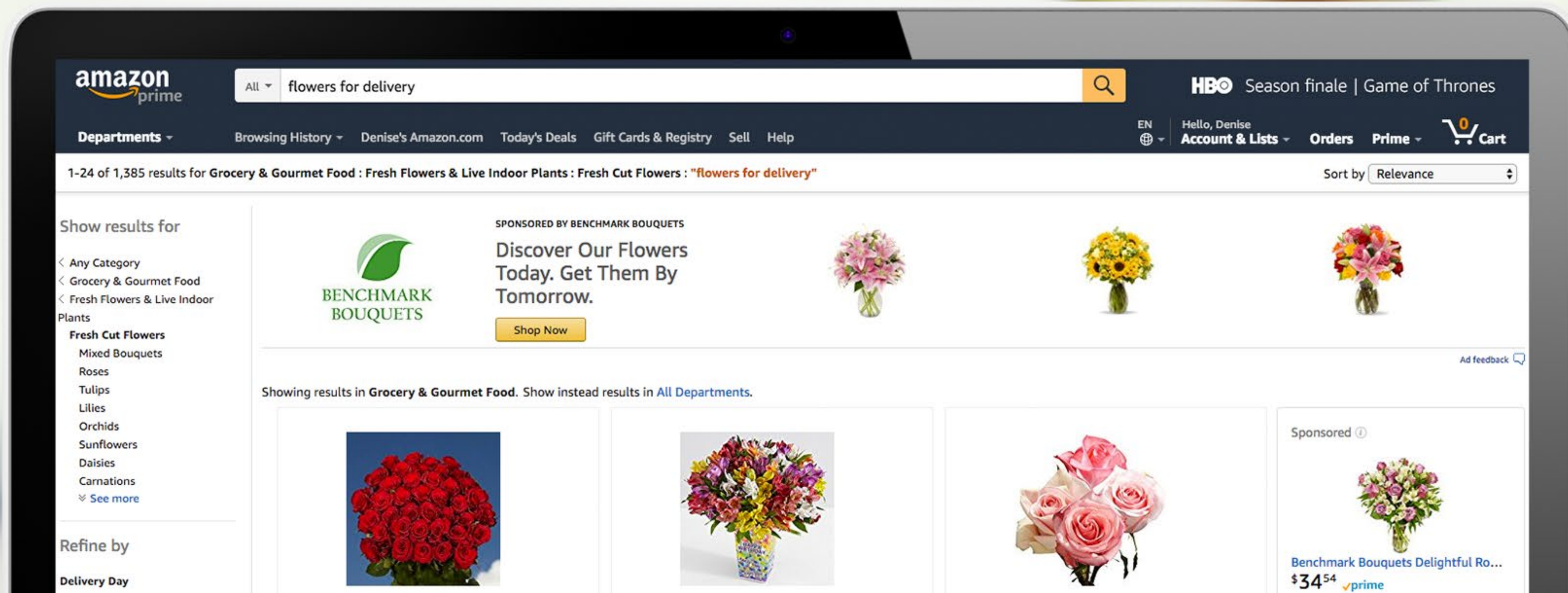


It's classic advertising...



And classic real estate...

But a **brand new frontier.**

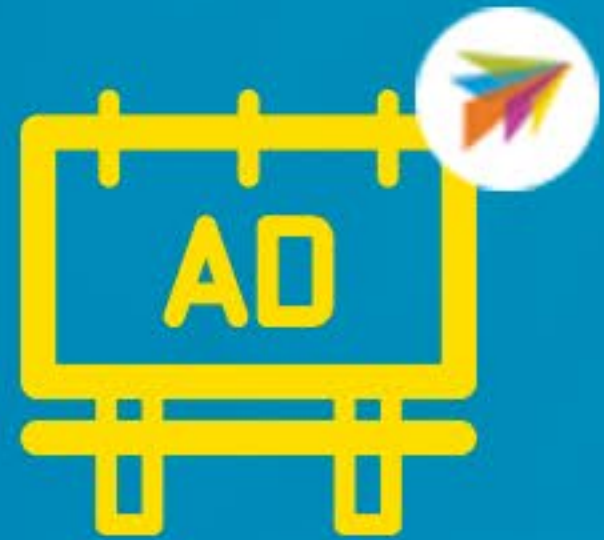


A group of people in a meeting, with one person writing on a whiteboard. The background is a blurred office setting with a whiteboard covered in colorful sticky notes. The text is overlaid on the image in a white, sans-serif font.

To ensure your brand doesn't get squeezed out,
you need an experienced partner who:

- ⌘ Understands the concerns of modern brands
- ⌘ Speaks Amazon's language
- ⌘ Understands digital marketing

At ChannelAdvisor, we leverage our long-standing relationships with channel partners like Amazon to provide the best results for our clients. Through:



Advanced advertising
campaigns



Optimized keyword
strategies



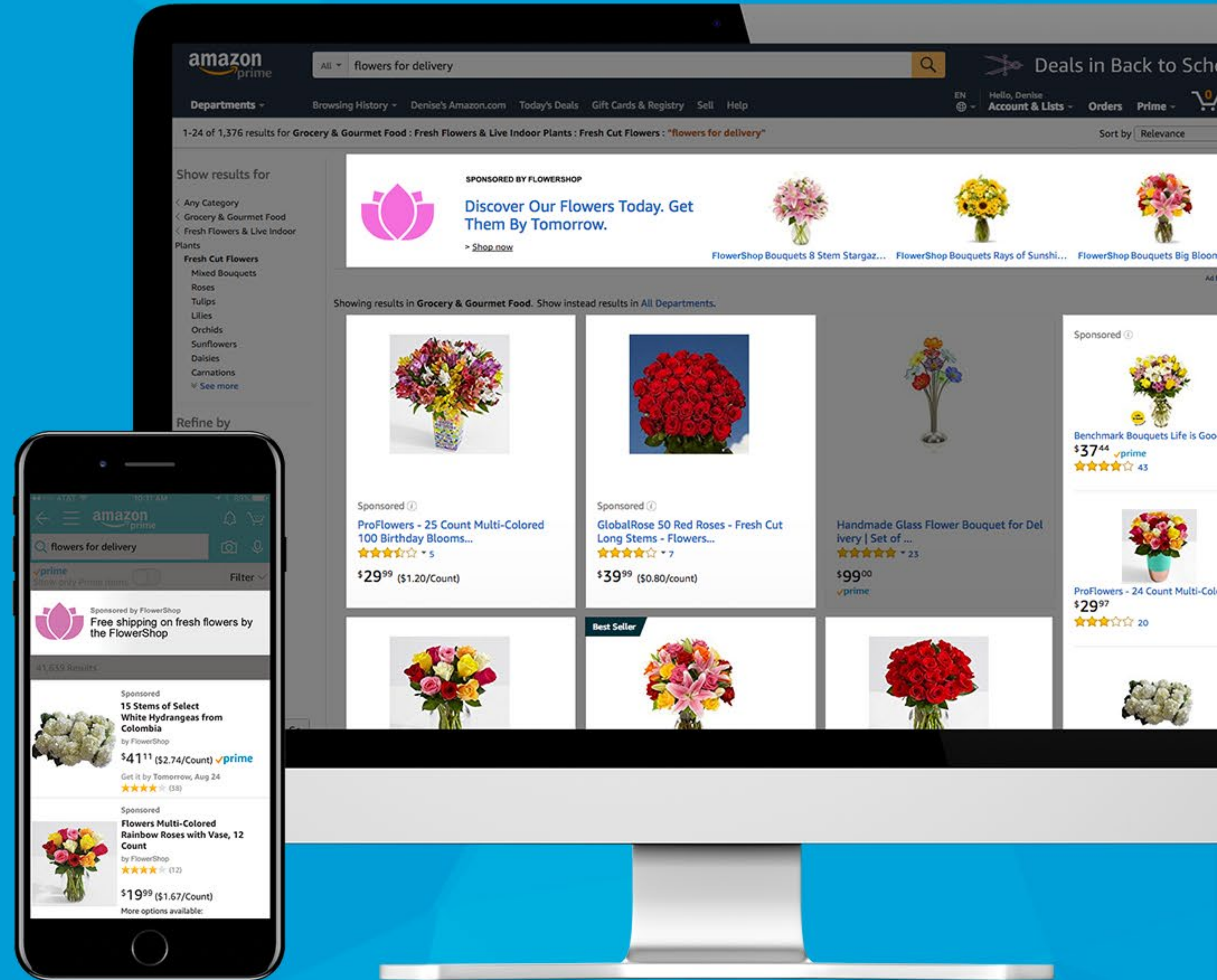
Proven bidding
tactics

The background of the image is a modern office interior. On the left, there are large glass windows that look out onto a city street. Inside the office, several people are visible working at desks. The office has a clean, minimalist design with colorful storage bins in shades of red, yellow, and blue. On the right side of the image, there is a large, colorful geometric wall art piece consisting of several overlapping triangles in shades of green, blue, orange, and purple. The overall lighting is bright and airy.

We've spent the past 16 years helping brands and retailers find new consumers across the evolving landscape of e-commerce.

From Amazon to Google and everything in between.

Saving you time, increasing
your ROI, growing your sales
and, most importantly...
**Helping you own your
brand's space.**



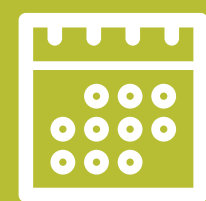
Connect and optimize the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimize their merchandise sales across hundreds of online channels including Amazon, Google, eBay, Walmart, Facebook and more.

Want to learn more?



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PRODUCT DEMO**



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NEWSLETTER**