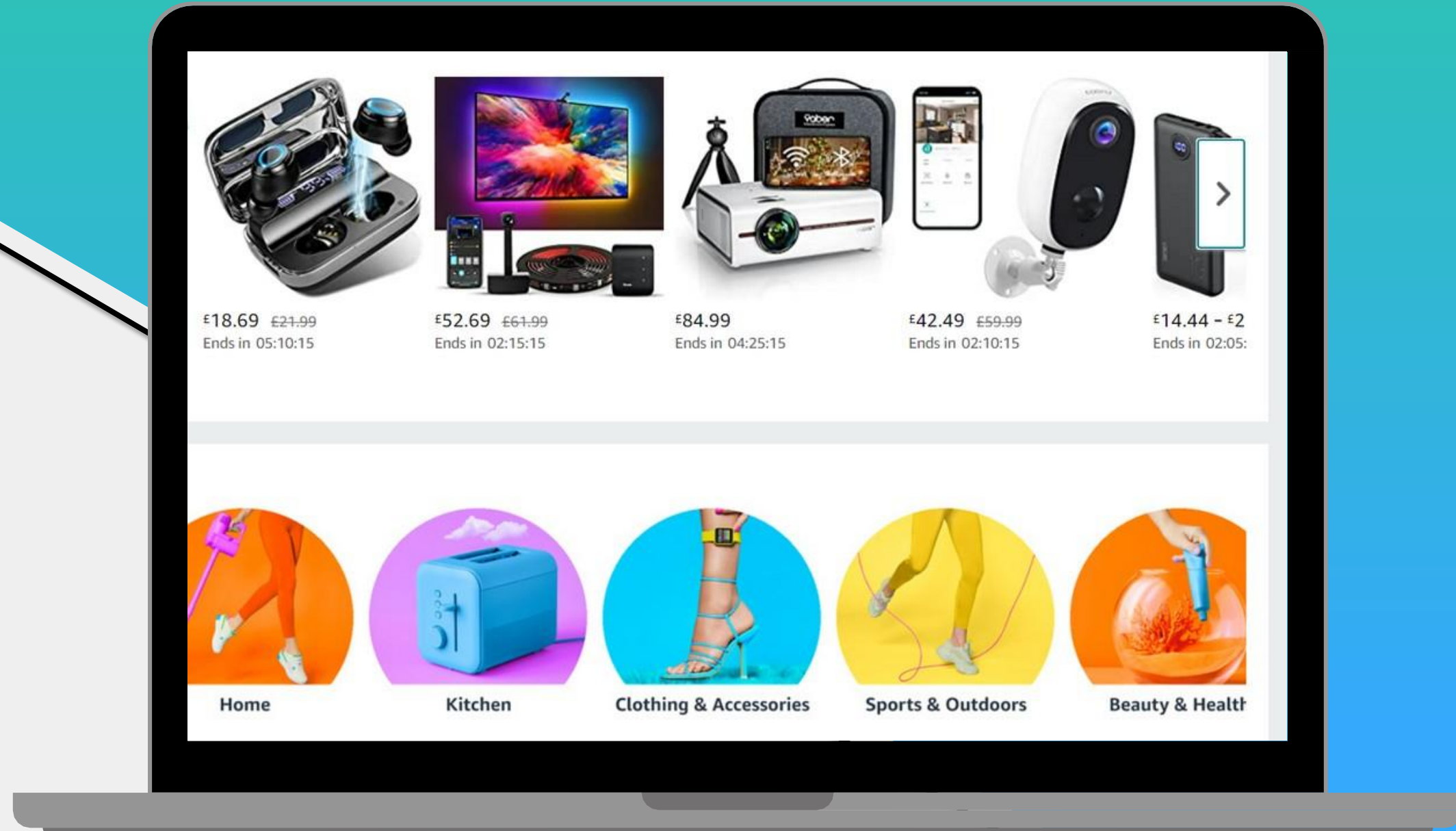
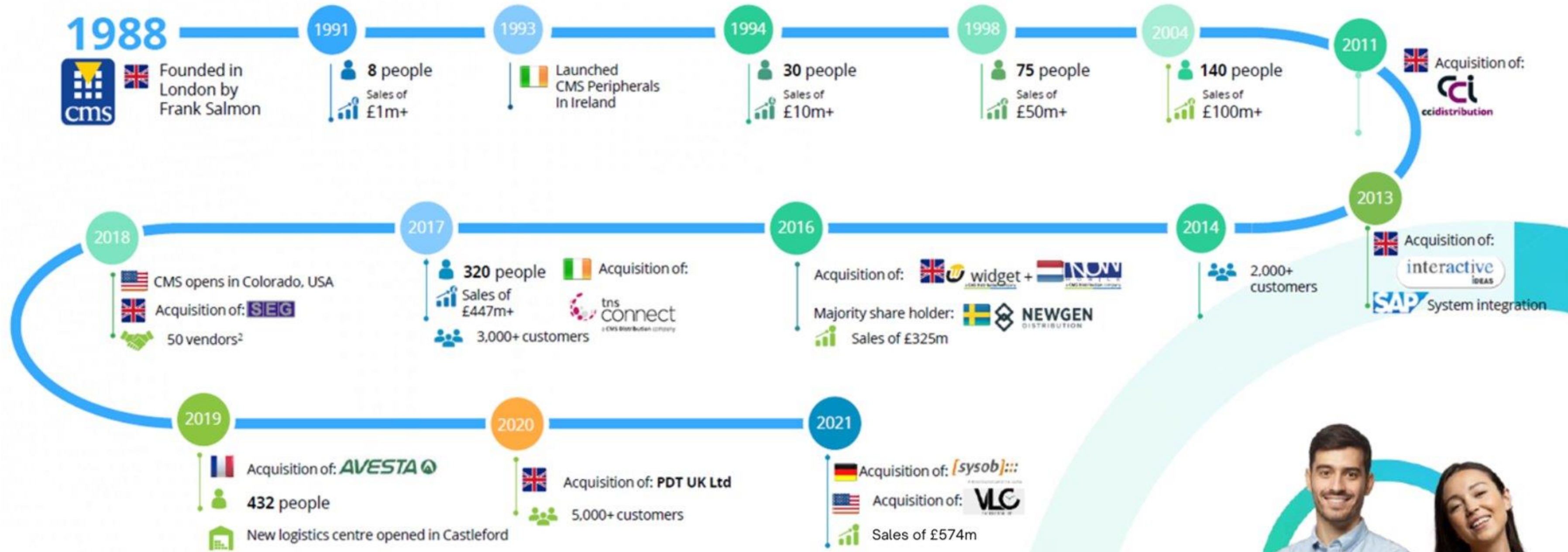


# CMS AMAZON SERVICES



# About CMS



**TODAY**



550+ people



8 countries



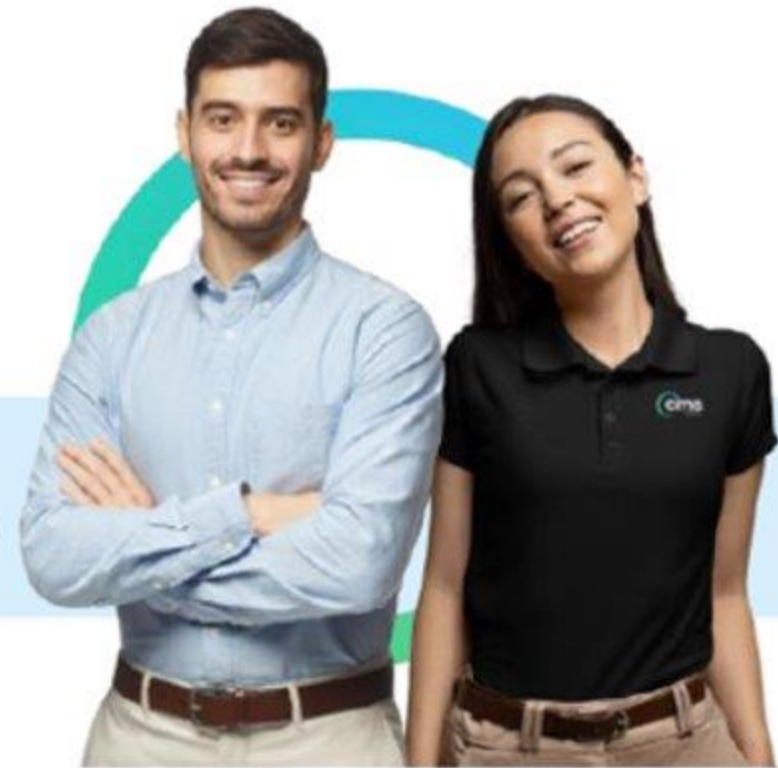
13 sites



5,500+ customers



75+ vendors<sup>2</sup>





# Our expertise powers your Amazon success

The primary objective is to drive your brand success across Amazon Worldwide maximising your sales online.

As Amazon experts, we optimise your brand's digital shelf and grow market share by accelerating search performance and content performance in tandem.





# Strategy

## Helping you achieve success with Amazon

CMS have grown with Amazon since they first opened their virtual doors to the UK market in 1998.

CMS will represent your brand and all its values on the Amazon platform. We support you with listing creation, content optimisation, advertising and promotional strategy backed up by our worldwide logistics network.

CMS help you achieve your desired level of relationship and success with Amazon.

Our experienced and accredited team of Amazon specialists have strong relationships with key contacts in each of the Amazon regions, we will make your Amazon journey a success.





# Amazon & CMS

£500m+

...Revenue to date



20,000+

...Product setups and optimisations



50+

...Product categories



60+

...Fulfilment centres shipped to across the UK and Europe. CMS are also **Vendor Flex** enabled

100+

..Successful vendor partnerships

10m+

...Units shipped





# Route to market

Whether it's Vendor or Seller Central, we can service your Amazon business worldwide

## Vendor Central (1P)

Amazon Vendor Central is the web interface used by manufacturers and distributors. If you sell your products via Vendor Central, you're called a first-party seller. You're acting as a supplier, selling in bulk to Amazon, who then resells your products to consumers.

- Direct relationship with Amazon
- Terms negotiation
- Access to Amazon Vendor Services (AVS)
- Vendor Flex
- Relationships with key Vendor Managers

## Seller Central (3P)

Amazon Seller Central is the web interface used by brands and merchants to market and sell their products directly to Amazon's customers. If you have a Seller Central account, you're considered a marketplace or third-party seller.

- FBA, MFN and SFP enabled
- Sell via CMS' highly rated seller account
- Or your own official seller store



### SFP – Seller Fulfilled Prime

Is the Prime program that allows you to deliver directly to domestic Prime customers from your own warehouse. By displaying the Prime badge, you are committing to fulfil orders with approved Prime delivery carriers at no additional charge for Prime customers.

### Vendor Flex

A program in which see's Amazon operate within a portion of a suppliers warehouse, orders ship directly to the consumer meeting a Prime promise



# In-depth listing optimisation

Keyword-rich, fully optimised title, product features & benefits (5 bullets), and HTML optimised product description to rank your products in Amazon search. Includes targeted keyword phrases and full competitor analysis. Mobile optimisation for boosted on-page conversions.

- 1 Drive thousands more monthly clicks with market-leading SEO and boosted organic discoverability.
- 2 Includes optimised back-end search terms and additional fields not commonly leveraged by other brands.





# Native Translation

Think global. Act local.

Expand your Amazon business into Europe and beyond with our team of native-speaking translation experts. We speak the language of Amazon shoppers, using localised, native-friendly sales copy to ensure your creative content connects more deeply with customers. Combined with localised keyword research to maximise search and on-page performance.







# Premium A+ content

We create, revamp and re-optimize your A+ Content to include conversion-focused sales copy and digitally-enhanced images. Beautifully designed to turn shoppers into loyal customers, reduce returns and negative reviews, and improve the performance of your ads, deals and coupons.

Incorporates **Amazon Brand Story**, a scrollable carousel to boost brand awareness, promote product up-sell and cross-sell, and drive traffic to your Store.

1

5- 10% boost in conversion rate, according to Amazon's own internal data.

2

Lift organic ranking through improved SEO and greater on-page engagement.

3

Optimised for both mobile and desktop, accounting for the majority of potential shoppers.



# Images that stand out from the crowd

Professionally edited and enhanced images to boost on-page conversions, click-through and ranking microcredits. Includes powerful hero image, key feature and benefit highlights, lifestyle models, callouts, infographic and key specifications, ensuring you stand out above your competition in search.

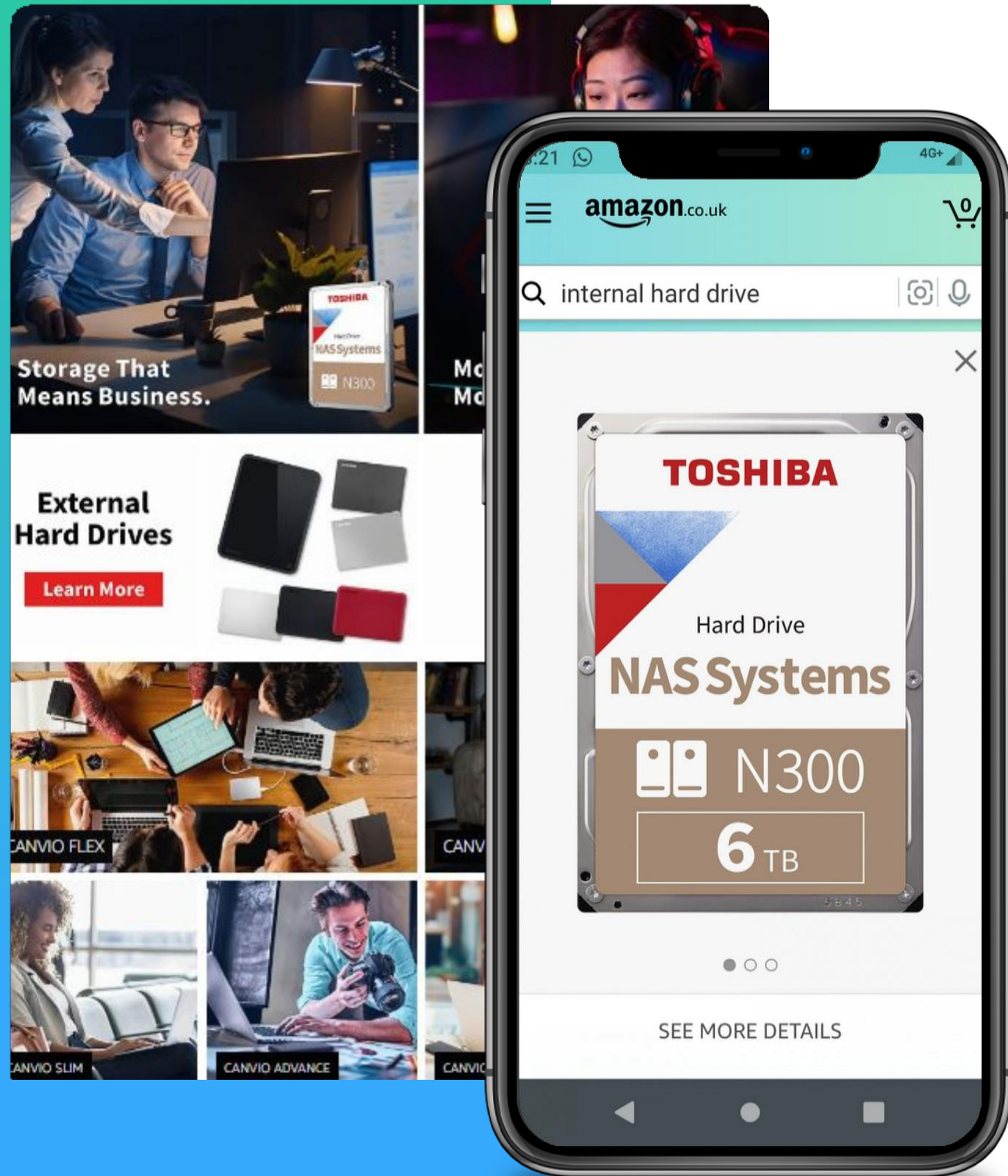




# Market-leading PPC advertising

Tailored ad campaigns leveraging Sponsored Products, Sponsored Brands and Sponsored Display

Find, attract, engage and convert shoppers more effectively, increasing ROAS and sales volume.



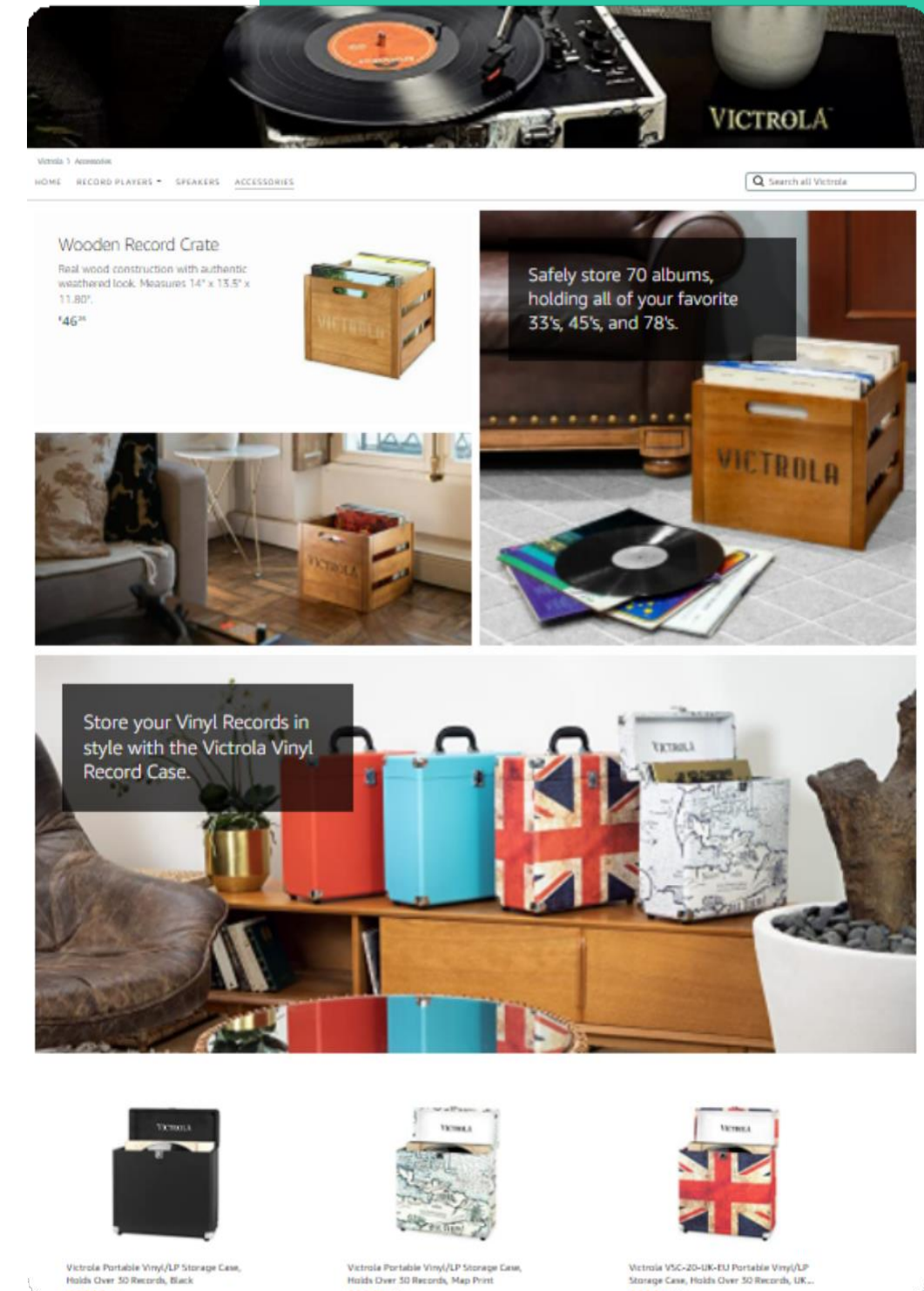


# Bespoke Storefront Design

The only 'silent space' on Amazon, free from competitor noise and distraction. Run Sponsored Brand Ads directly to your Store, and even drive traffic from Facebook and Google, as part of a larger advertising strategy.

Our carefully crafted Storefront landing pages are uniquely customised to convey your brand messaging. Great for new launches and to drive shopper engagement, product discoverability and cross-selling opportunities.

Showcase your 'Hero sku's' front and centre where they belong.





# Our Brand Partners

We work with brands of all sizes.

We're proud to have nurtured start ups to become household names

We have also enhanced growth and provided solutions for global brands that have already started their Amazon journey





# Your Amazon success is our only goal.

## We can't wait to work with you!

Never sold on Amazon or wanting to get more from your existing business? Talk to us today about how we can help you with:

Distribution, Marketing Services, Marketplace, Chargeback and shortage Support, and much more...

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