



**Expert Panel:**

# How Brands Can Smash Their Q4 Targets on Amazon

Webinar Panel



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# Agenda

- **Amazon fit 2021**
- **Essential Amazon tips for brands**
- **Amazon A+ Content best practices**
- **Taking advantage of shopping events on Amazon**
- **Monday morning Amazon playbook for brands**

If anyone would like an impromptu 15-minute demo today, please reach out to [Hello@ChannelSight.Com](mailto>Hello@ChannelSight.Com) and our team will facilitate this immediately after the webinar.



We help the  
world's leading  
brands to boost  
their ecommerce  
and digital  
marketing  
presence

**65**

Markets

**+120**

Global Brands

**+2000**

Retailer connections

logitech

PHILIPS

SONY

Coca-Cola

P&G

Perrigo®



COLGATE-PALMOLIVE



PEPSICO



BOSCH



# Amazon in 2021

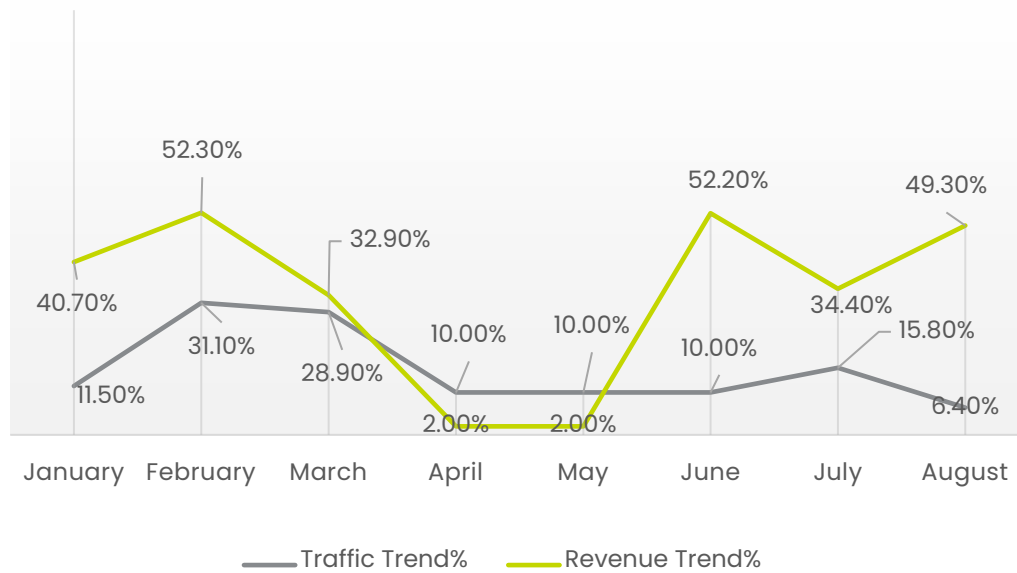




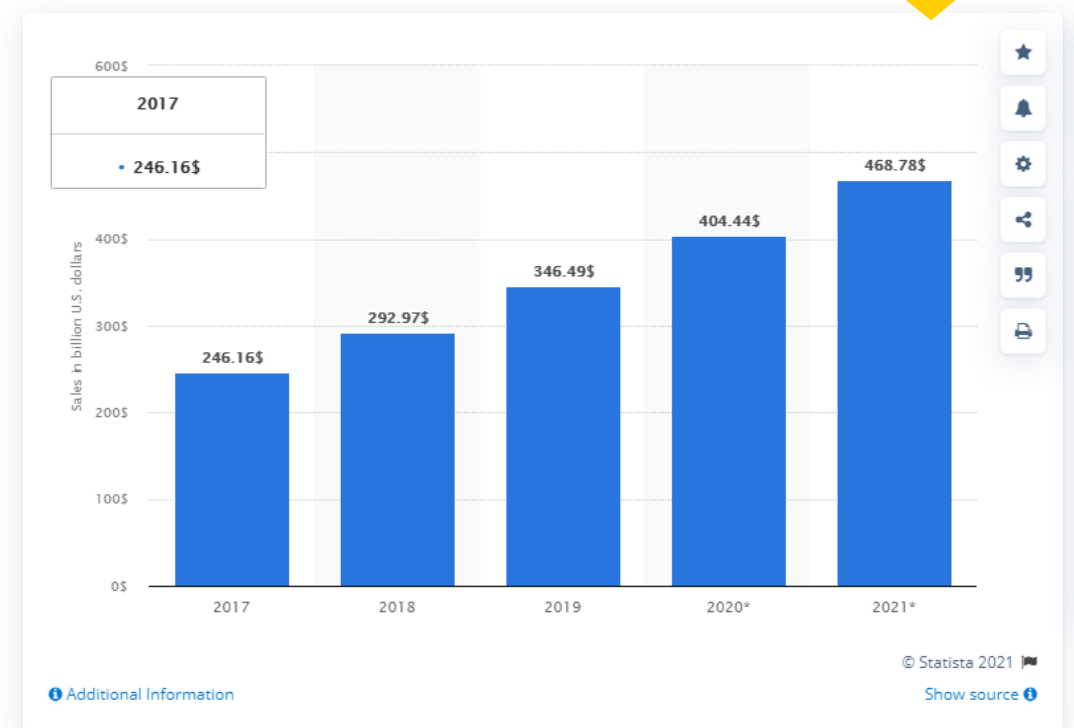
# Growth of Amazon

**Amazon marketplace sales are projected to reach \$468.78 billion in 2021**

Traffic and Revenue Trend on Amazon Marketplaces 2021



Source: ChannelSight Sales Data



Source: Statista

# Amazon fit



Mentos Chewy Mint Candy Roll, Mint, Non Melting, Party, 14 Pieces (Bulk Pack of 15) - Packaging May Vary  
 14 Count (Pack of 15)  
 ★★★★★ ~ 11,794  
 \$4<sup>49</sup> (\$0.02/Count) ~~\$8.80~~  
 \$42.86 shipping  
 Only 20 left in stock - order soon.  
 More Buying Choices  
 \$3.80 (50 new offers)

Amazon's Choice



Mentos Chewy Mint Candy Roll, Fruit, Non Melting (Pack of 6)  
 1.32 Ounce (Pack of 6)  
 ★★★★★ ~ 11,735  
 \$3<sup>22</sup> (\$0.41/Ounce)  
 Save more with Subscribe & Save  
 Get it as soon as **Tomorrow, Sep 16**  
 FREE Shipping on orders over \$25 shipped by Amazon



Mentos (2 Of Each Flavor) The Chewy Mint Sampler/Bundle - Mint, Cinnamon, Strawberry, Spearmint, Green Apple, Fruit and  
 1.32 Ounce (Pack of 14)  
 ★★★★★ ~ 469  
 \$14<sup>99</sup> (\$0.08/Count)  
 Get it as soon as **Sun, Sep 19**  
 FREE Shipping on orders over \$25 shipped by Amazon



Mentos Pure Fresh Sugar-Free Chewing Gum with Xylitol, Spearmint, 50 Piece Bottle (Bulk Pack of 6)  
 ★★★★★ ~ 14,417  
 \$14<sup>22</sup> (\$0.05/Count)  
 Save more with Subscribe & Save  
 Get it as soon as **Tomorrow, Sep 16**  
 FREE Shipping on orders over \$25 shipped by Amazon  
 More Buying Choices  
 \$9.22 (8 new offers)

- **Big pack selling** for FMCG vertical to hit \$25+ / £20+
- Keep an eye on the **profit and loss margins for Q4**
- Leverage all your **strong audiences and media**

# Essential Amazon tips for brands for Q4

# 3 Pillars for winning Q4

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## Plan for volumes

Inventory management

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Shipping, fulfillment, and product assortment

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## Promotions and ads

Optimise 'On Amazon' and 'Off Amazon' Media

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Identify and focus on key products

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Leverage converting audiences

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## Winning Digital Shelf

Optimise product pages

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Competitor analysis – How to avoid the losing the digital shelf

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# Plan for volumes

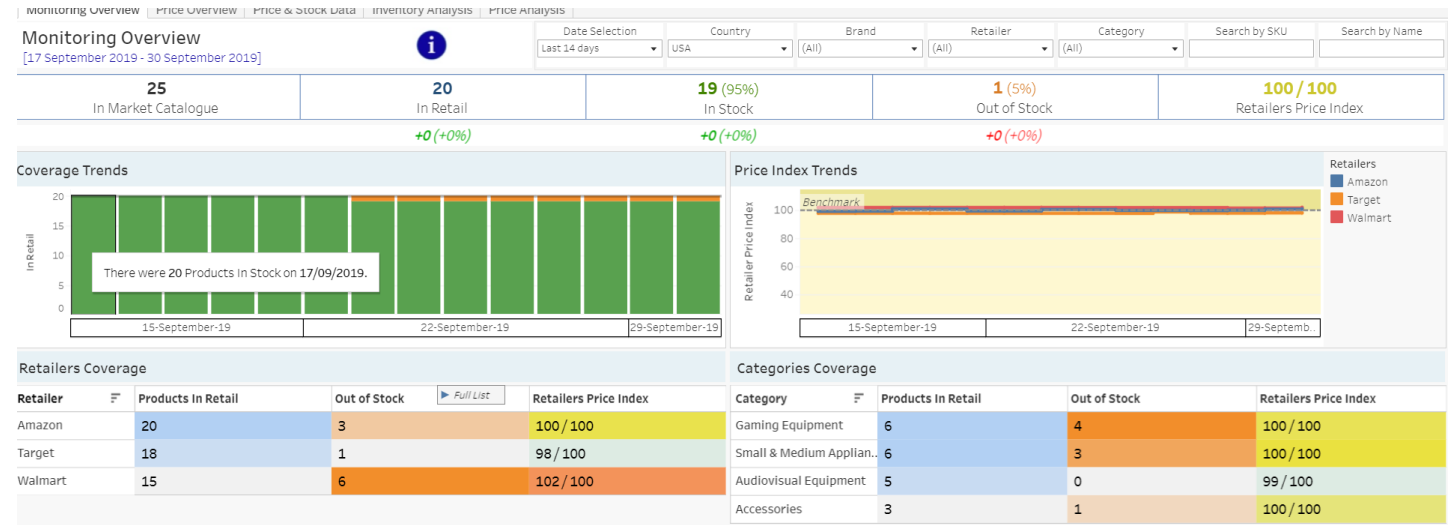




Plan for volumes

# Inventory management

**Q4 generally sees a 30% to 50% rise in sales**



- **Inventory monitoring** tools help you to keep on top of stock and assortment across multiple marketplaces
- **Forecasting** how much inventory you'll need is key to reaping the benefits of the Q4 sales!

## Plan for volumes

# Set your shipping & fulfilment up for success

- Clear distinction between
  - **core assortments vs.**
  - **novelties vs.**
  - **new products**
- Make sure you have **enough inventory** in stock for the holiday sales spike of popular products / new products launches
- **Clear out** old / unpopular inventory
- Plan for **lightening deals** in advance
- **Fulfill faster and more affordably**

# Set your shipping & fulfilment up for success

**[FYI] Don't forget to plan for your lightening deals, here are some of the important dates from Amazon UK**

**November 8, 2021 to November 14, 2021: Early Black Friday Deals Week 1**

**November 15, 2021 to November 21, 2021: Early Black Friday Deals Week 2**

**November 22, 2021 to November 28, 2021: Black Friday Week (48-hour Black Friday, November 25, 2021 to November 26, 2021)**

**November 29, 2021 to December 5, 2021: Cyber Monday Week**

# Promotions and ads



**BLACK FRIDAY**

**50%**


OFF ALL COSMETICS PRODUCTS

**KISS GOODBYE  
TO BIG PRICES**

# Focus on your popular products


Identify best and under-performing products

**MICROWAVE OVEN MO492833-2**



**Elliot** Just now


The look and **size** is good. Have it now about four weeks. It is starting to take longer to get food hot. I have to put it on much longer than necessary. For instance to get a dinner plate of food appropriately hot it takes about 6 minutes. Normally, it should take about 3 minutes maximum.



★★★★☆


[See More](#)

**WASHER DRYERS WD938000-2**



**Stevie** Today at 5:42PM


Super quiet and perfect **size**. No need additional parts all comes in the box including wall mounting brackets. I haven't done that yet. Dries clothes fast. Worth the money and it's not heavy at all. Easy to clean filter and it even comes with a vent hose...



★★★★★


[See More](#)

**COOKER WITH OVEN CO98349-1**



**Dennis** Yesterday at 12:30PM


Great cooker and great support from the seller regarding tracking. The cooker was very easy to fit (standard **size** for built-in cookers), was fitted in about 10 minutes (will require a UK plug fitting). The cooker is very easy to use and comes with basic instructions on use and fitting.



★★★★★


[See More](#)

**TUMBLE DRYER TD822742-2**



**Jenny** 3 days ago

The right "smallish" **size** for the available space in our utility room and very good value when ordered via Amazon direct from White Knight company. Replaced a previous White Knight 3Kg tumble drier that lasted 7 years with lots of use.



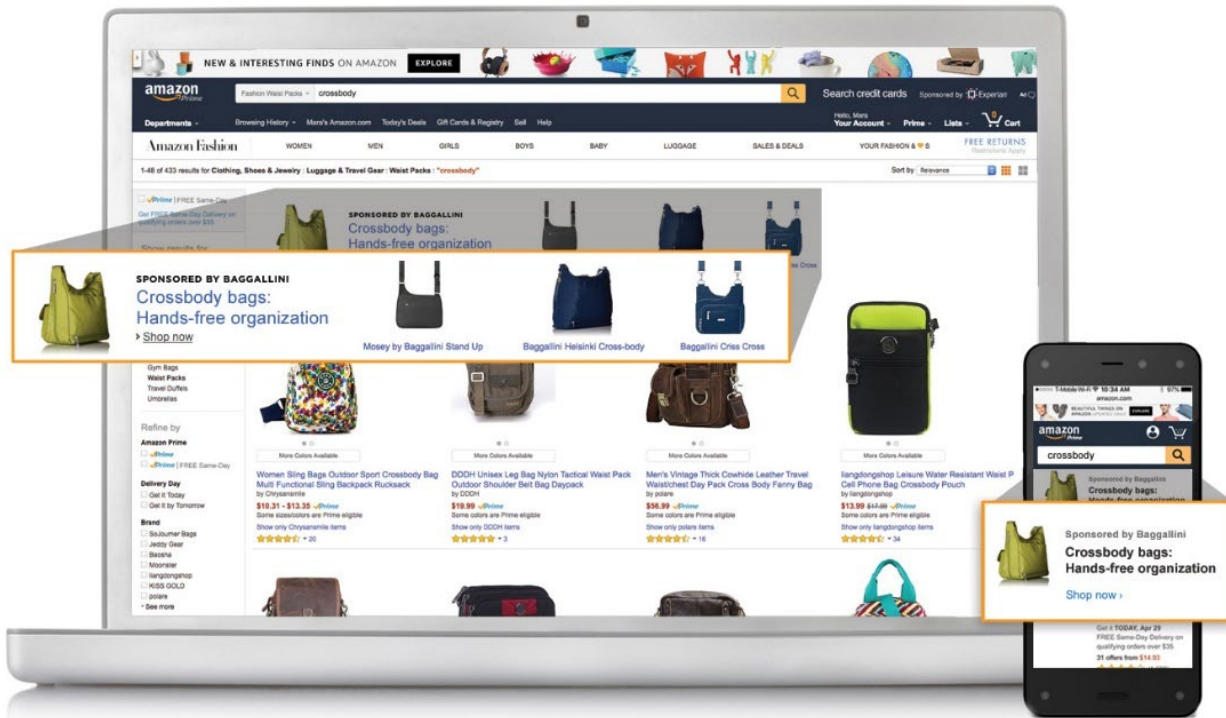
★★★★☆

[See More](#)

	amazon	Argos	Currys
Household Appliances			
FRONT LOADER WASHING MACHINE FL02345-1	15 🗲	20 🗲	25 🗲
FRONT LOADER WASHING MACHINE FL38754-1	17 🗲	39 🗲	54 🗲
TUMBLE DRYER TD492864-2	35 🗲	44 🗲	22 🗲
TUMBLE DRYER TD822742-2	12 🗲	15 🗲	23 🗲
TOP LOADER TL928002-1	24 🗲	28 🗲	35 🗲
Kitchen Appliances			
MICROWAVE OVEN MO492833-2	10 🗲	13 🗲	15 🗲
MICROWAVE OVEN MO092311-1	18 🗲	45 🗲	39 🗲
HOB NEW COLLECTION CHBG31-1	62 🗲	77 🗲	81 🗲
HOB NEW COLLECTION CHB642-1	33 🗲	39 🗲	35 🗲
HOB NEW COLLECTION CH8000-1	76 🗲	98 🗲	88 🗲



# Optimise 'on-Amazon' media to drive conversion

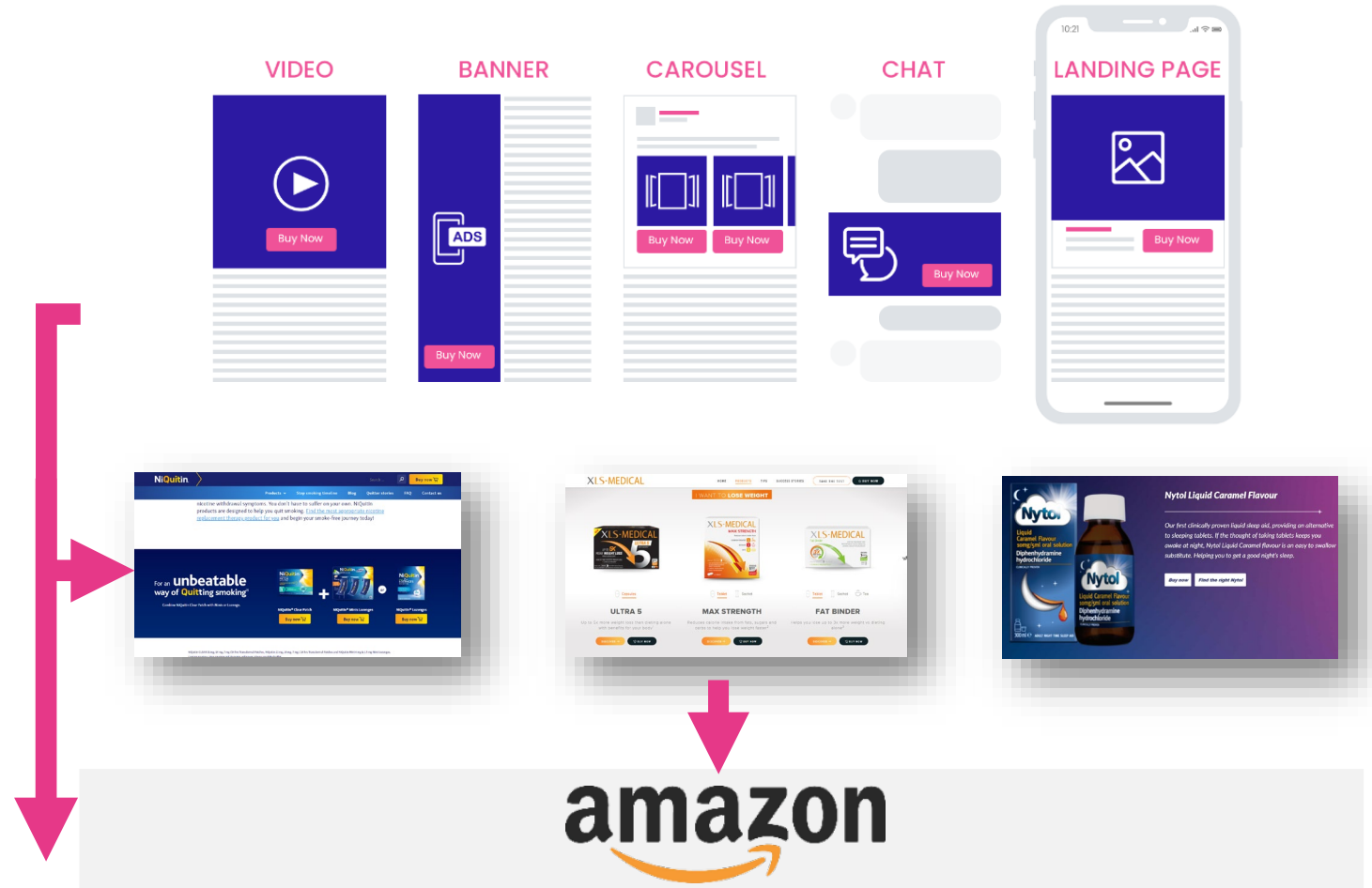


- Sponsored products accounted for **55% of all sales** in the first 24 hours of prime day
- **Rich media** is becoming an increasingly important part of advertiser budgets
- CPC growth topped **30%** internationally across Canada, Germany, and the UK

Source: Tinuiti – Amazon Report – Q2 2021

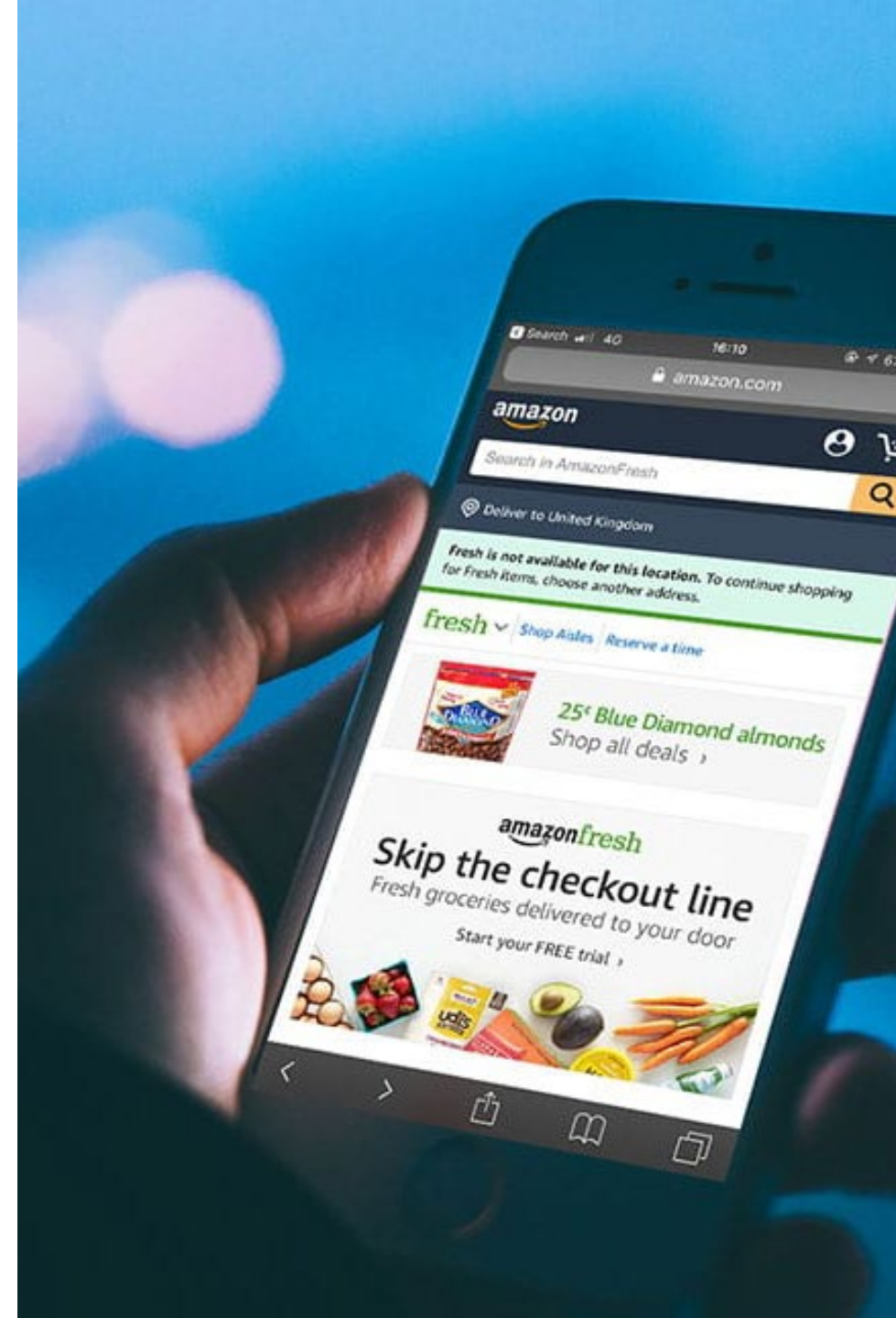
## Promotions and ads

# Optimise 'off- Amazon' media to drive traffic



This is the time for volumes, so **activate all your high converting audiences and media**

# Winning the Digital Shelf on Amazon



## First page results for “2 in 1 laptops” across Amazon marketplaces

Winning the Digital Shelf on Amazon

# Digital Shelf is cluttered



2 in 1 Laptop Windows 10 Laptop Computers, Ezbook X1 Full HD Touchscreen Laptop Display 11.6 inch 6GB RAM 128GB ROM

★★★★☆ ~ 260

\$289<sup>99</sup> ~~\$303.99~~

Ships to Ireland



Lenovo Flex 5 14" 2-in-1 Laptop, 14.0" FHD (1920 x 1080) Touch Display, AMD Ryzen 5 4500U Processor, 16GB DDR4, 256GB SSD, AMD Radeon Graphics, Digital Pen Included, Win 10, 81X20005US, Graphite Grey

★★★★☆ ~ 5,597

\$694<sup>00</sup>

Ships to Ireland

More Buying Choices

\$635.64 (83 used & new offers)



Dell Inspiron 14 7000 AMD Ryzen 5 4500U 8GB 256GB SSD 14-inch Full HD Touch Screen 2-in-1 Laptop

★★★★☆ ~ 11

\$608<sup>00</sup> ~~\$1,049.99~~

Ships to Ireland

Only 6 left in stock - order soon.

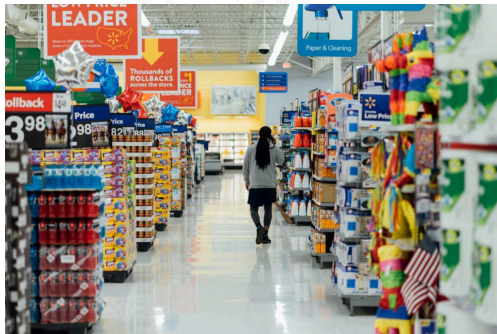
More Buying Choices

\$585.00 (44 new offers)

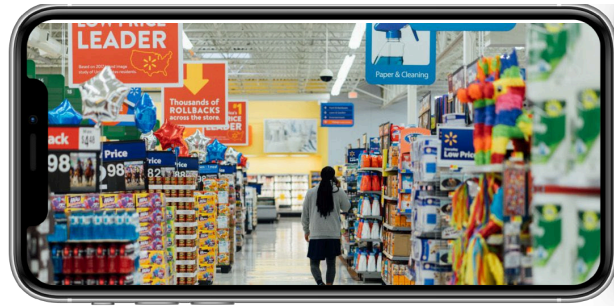


# Winning the Digital Shelf on Amazon

Brick and Mortar



Digital



Search → Consider/Discover





# 4Ps of Marketing

4Ps of Marketing don't change -  
We need **Product, Place, Promotion, Price** online as well

<b>Content Audit</b>	Different components and grade
<b>Reviews</b>	Number and quantity of reviews (1-5)
<b>Ratings</b>	Quantity and quality of reviews
<b>Pricing</b>	Pricing and MAP
<b>Availability</b>	Number of "in-stock" and "out-of-stock" products
<b>Search placement</b>	Share of search and product ranking

# Winning the Funnel for Q4 2021

Consumers are **searching** for your products in your category



Consumers are **considering** your products



Consumers are ready to **buy** your products



## Shopping Cart



ASUS VivoBook Flip 14 Thin and Light 2-in-1 Laptop, 14" HD Touchscr...  
**\$315.99**  
 In Stock  
 Eligible for FREE Shipping & FREE Returns  
 Gift options not available. [Learn more](#)  
**CPU:** Intel Celeron N4020  
**RAM Size:** 4 GB  
**Hard Disk Size:** 64 GB

Qty: 1

[Delete](#)

Grade A



**\$315.99**  
 & FREE Returns  
 FREE delivery: Sunday, July 11  
[Details](#)  
 Fastest delivery: Wednesday, July 7  
 Order within 17 hrs and 41 mins  
[Details](#)  
 Deliver to New York 10001  
 In Stock.

Rank 1st



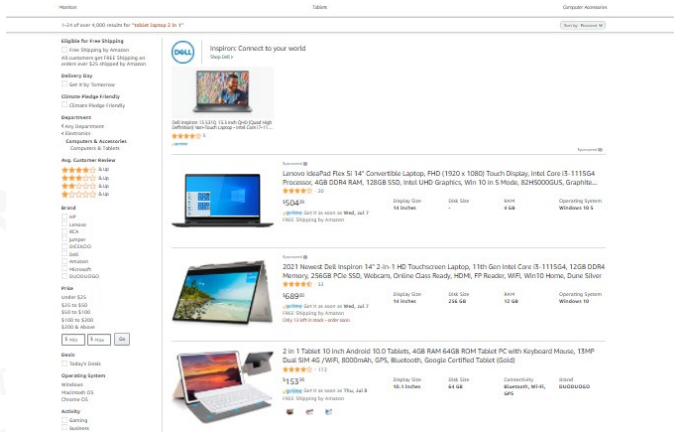
2021 HP X360  
 14GB Memory

ASUS VivoBook Flip 14 Thin and Light 2-in-1 Laptop, 14" HD Touchscreen, Intel Celeron N4020 Processor, 4GB DDR4, 64GB Storage, Windows 10 Home in S Mode, Light Grey, TPM, Fingerprint, J401MA-DB02

Visit the ASUS Store  
 ★★★★★ 231 ratings | 40 answered questions  
 Amazon's Choice for "asus flip"

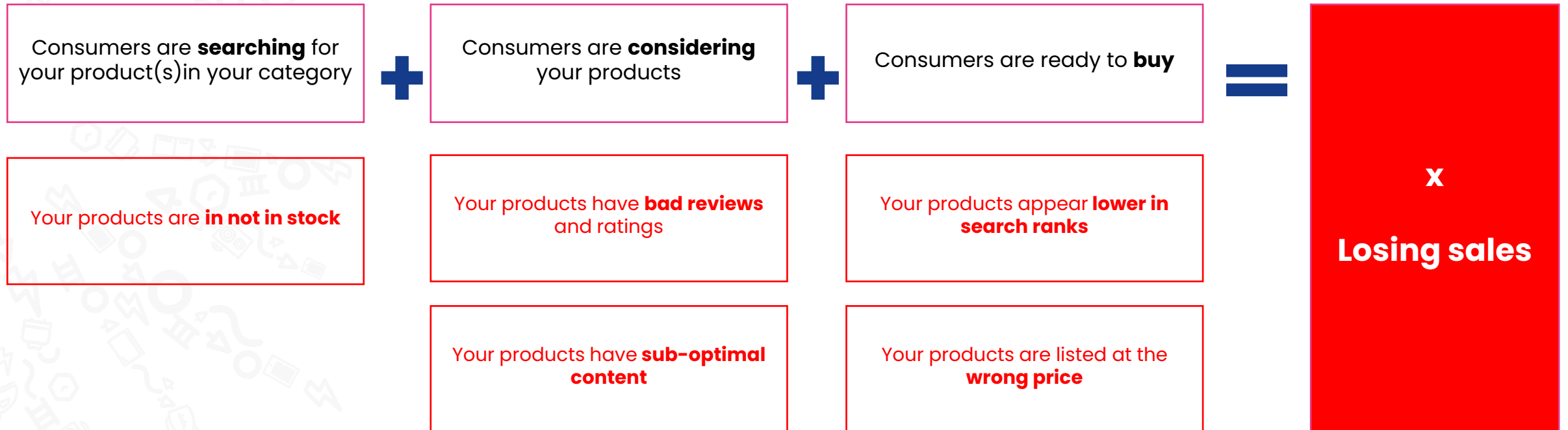


In stock



# How to avoid losing digital shelf!

Without effective **competitor research**, your brand risks losing the digital shelf







the  
**interactive**  
amazon shopping  
experience

**a+ content best practice**



the amazon shopping  
experience that amplifies  
sales by 3-10%

A+ Content is an Amazon tool that gives  
registered brands the ability to showcase  
their products' key features and benefits.

It is an enhanced content option that  
upgrades a listing's basic product description  
into enticing content that, if done correctly,  
can bring product listings to life, tell your  
brand story and generates an uplift in sales.

**Handcrafted  
TREVETHAN  
Cornish Gin**

**Trevethan Cornish Gin, 70cl**  
For the true gin connoisseur, Trevethan Cornish is a smooth and fragrant 1920s gin for the 21st century, made and bottled by hand using traditional methods.

Bold in flavour with subtle citrus and forward gin is created from a careful selection of the finest-quality botanicals sourced by hand around the globe.

Our artisan gin is created using traditional methods exactly as it was first crafted in 1929.

- Smooth and fragrant
- Using traditional
- and floral

gin connoisseur, Trevethan Cornish is a smooth and fragrant 1920s gin for the 21st century, made and bottled by hand using traditional methods.

... subtle citrus and floral forward gin is created from a careful selection of the finest-quality botanicals sourced by hand around the globe.

For Everyday Use  
These wipes are thick, strong and safe for use on most hard, non-porous surfaces, everyday.

... infused with tradition since 1929

... juniper forward gin is a true family recipe, passed down from the original family recipe, created by Trevethan.

**Our recipe — the taste of Cornish heritage**  
The original Trevethan Gin recipe was the essence of the Cornish hedgerows, and this spirit thrives today. We carefully balance 10 of the finest-quality botanicals to deliver a sophisticated gin: juniper, coriander, angelica, cassia, orange, lemon, cardamom, vanilla and hand-picked Cornish elderflower and gorse.

**Our process**  
Our gin is expertly distilled in small batches with a new art of distillation heritage. We use traditional copper stills to create complex flavours and delivers an unforgettable taste for the 21st century.

**Furniture and Floors**  
Dettol Antibacterial Cleansing Surface Wipes are safe to use on most finished surfaces.

**All Around the Home**  
Dettol Antibacterial Surface Wipes are multi-purpose and perfect for sanitising surfaces.

**Children's Surfaces**  
Dettol Antibacterial Surface Wipes safely kill germs on everyday surfaces used by children. Just remember to use them correctly.

**Handcrafted  
TREVETHAN  
Cornish Gin**

1929

**Handcrafted  
TREVETHAN  
Cornish Gin**

Infused with tradition since 1929

A SMOOTH AND FRAGRANT GIN MADE USING TRADITIONAL METHODS. EACH BATCH IS DISTILLED AND BOTTLED BY HAND WITH A TRUE APPRECIATION FOR THE ART OF DISTILLATION THAT HAS BEEN PART OF CORNISH HERITAGE FOR CENTURIES.

DISTILLED BY *M. W.* BATCH NO. 010

PRODUCT OF CORNISH  
MADE IN SMALL BATCHES

**43% VOL 70cl e**



# what is a+ content?

## why a+ content is a seller and vendor must-have

Designed to ease the buying process for consumers and enhance the shopping experience, Amazon A+ Content allows approved brand owners to enhance the product descriptions of branded ASINs.

Product listings come with plain-text product descriptions as standard — yet this isn't often enough for brands wanting their products to stand out on the digital shelf. The application of A+ allows product descriptions to be showcased in a more engaging way by including a unique brand story, and enhanced images and text placements.

## a+ features that amplify your sales!

Amazon A+ Content boasts a variety of visually appealing display options for Amazon Sellers and Vendors to showcase their products' unique value proposition and amplify sales!

- enhanced images and text placements
- high-quality images
- full-width banners & logo upload

- comparison tables
- up to 5 content modules
- brand story functionality



**UNIGLOVES®**  
KEEPING YOU SAFE



### Unigloves Unicare Flex Single-Use Nitrile Gloves

The Unigloves Unicare Flex range offers premium-quality ultra-lightweight disposable gloves for use across a variety of industries.

Super-comfortable single-use gloves made with quality nitrile that conforms to the shape of your hands, offering a latex-free alternative for sensitive skin, with the same durability, protection and tear resistance.

The close-fitting beaded cuff prevents liquid from rolling down your sleeve, whilst a textured palm and fingertips gives you superior grip.

Unigloves — providing specialist protective gloves with exceptional comfort, durability and performance since 1989. Whatever industry you are in, Unigloves is always on hand.

- Premium-quality soft, comfortable single-use nitrile gloves
- Beaded cuff for extra strength during donning
- Ultra-lightweight gloves with a pinhole AQL of 4.0
- Textured palm and fingertips for excellent grip
- Touchscreen compatible for ultimate convenience

#### Why choose Unicare gloves?



##### Premium Nitrile Protection

Unicare Flex by Unigloves combine strong protection with supreme comfort and latex-free sensitivity. These powder-free ultra-lightweight single-use gloves are designed for use across a range of industries, from care home work to food processing. Touchscreen compatibility gives you convenience when you need it most, whatever your task.

##### Keeping You Safe

Every Unigloves product is designed to deliver on our brand promise: "KEEPING YOU SAFE". We're tough with ourselves, ruthlessly discarding anything that doesn't measure up. By understanding our customers' needs and anticipating how they will evolve in the future, we can build on the Unigloves brand promise and develop a roadmap for personal safety both at home and in the workplace.

##### Always on Hand

Unigloves provides protective single use gloves for use across a range of industries, made from scientifically advanced materials. From heavy-duty, chemical-resistant solutions for the automotive sector to delicate inner-coated gloves that rehydrate your skin with moisturisers and vitamins. Whatever industry you are in, Unigloves is always on hand.

##### Comfort, Durability and Performance

Creating protective gloves that provide the highest possible levels of comfort, durability and performance is at the heart of Unigloves. We've been manufacturing reliable, premium-quality hand protection solutions via extensive research since 1989, exploring and adopting the latest technologies to deliver the finest gloves to suit your needs.

### Suitable for multiple industry sectors



Food Processing   Care Home Work & Clinical Duties   General Assembly   Cleaning & Janitorial   Manufacturing & Assembly   Local Authority Work

**a+ with compelling content  
results in a 5% CVR increase,  
according to Amazon**



marketplace amp



# standard vs premium

## standard a+

for all vendors & Sellers

3% – 10%

5

12 basic a+ modules

970px

no

no

free

eligibility

increase in CVR  
(according to amazon)

module limit per page

modules types to choose  
from

content width

high-resolution

mobile content

amazon fee

## premium a+

by invitation Vendor / Launch Pad

up to 15%

7

16 premium modules &  
access to 12 basic a+ modules

1464px

yes

yes

\$250-\$500k or via Launch Pad





**the premium shopping  
experience that boosts  
sales by up to 15%**

Premium A+ Content is an exclusive Amazon tool that gives brands the ability to showcase their products' key features and benefits with superior content.

From full-width imagery and HD video to interactive modules that bring product listings to life, it's a Vendor paid-for marketing tool that's well-known for generating a heightened increase in sales.



# what is premium a+?

## the power of premium a+ and why it can help

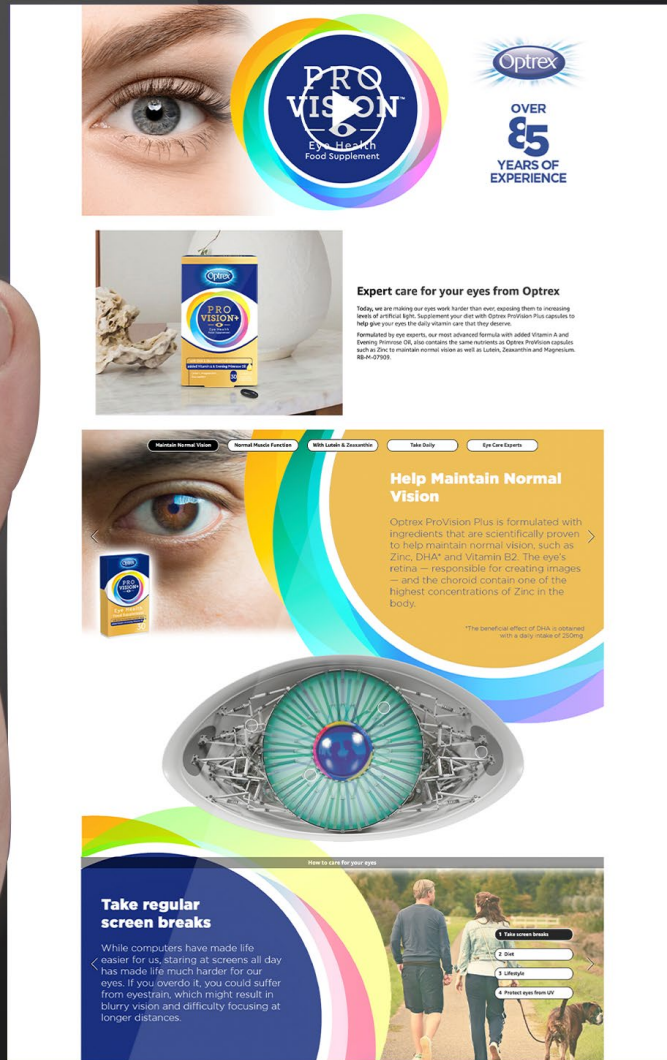
Amazon Premium A+, also known as A++, is much like basic Amazon A+ in that it's designed to ease the buying process for consumers. It's an upgrade, though, that provides a more immersive shopping experience thanks to more sophisticated content possibilities that rocket beyond that of the more inferior basic Amazon A+.

Big brands using Vendor should consider upgrading from A+ content to Premium A+ in order to propel their product listings and brand positioning to the next level. Our talented team of content specialists have executed Premium A+ for market-leading brands such as Durex, Scholl, Dettol and Lintbells.

## premium a+ features that stand you apart from the rest

First piloted in 2016, Amazon's Premium A+ Content boasts a visually appealing, powerful interactive display that provides exciting marketing options for Amazon Vendors to amplify their sales!

- increased content width
- HD video content
- full-width imagery
- more modules, more space!
- clickable Q&A
- engaging feature hot spots
- Interactive comparison charts
- scrolling carousel modules
- bespoke mobile content
- showcase high-resolution images





# stand out with a+ content



more sales, higher  
conversion rate

Improved content functionality allows for better storytelling to convert sales. A+ aids UX and satisfies a shopper's need for detail, whatever stage of the buying funnel they are at.

lowers ACoS for higher ROI

PPC campaigns benefit from A+ by giving shoppers quality content that inspires and closes the deal, reducing costs of advertising sales to increase overall ROI.

increases traffic, boosts  
discovery

A+ Content boosts off-Amazon discoverability, improving the chance for your products to be found in search results and driving more traffic to your listings.

positive reviews  
& fewer returns

With consumers able to immerse themselves in detailed product information, they can make better buying decisions — leading to less returns and better reviews.

# Standard A+: Gilbertson & Page

Barrier: How much to feed my dog?





**Arkwrights Complete with Chicken Dry Dog Food**

Arkwrights Complete with Chicken is a delicious dry dog food that provides a perfectly balanced diet for all adult working and sporting dogs — keeping them healthy in their active lifestyles!

Produced with the utmost care to provide a balanced diet, our tasty kibble is made with the finest ingredients and contains everything dogs need to stay happy and healthy! It contains 18% protein, 7% fat and wholegrain cereals for slow energy release.

No added artificial colours, flavours or sugars!

- Tasty chicken balanced dry dog food
- Basted with meat juices for a delicious flavour!
- Perfect for working and sporting adult dogs
- 18% protein, 7% fat and cereals for slow energy release
- Made in the UK with the finest ingredients



WITH TASTY CHICKEN & WHOLEGRAIN CEREALS

CRUNCHY KIBBLES TO HELP KEEP TEETH CLEAN

BALANCED NUTRITION FOR A HEALTHY LIFE

NO ADDED ARTIFICIAL COLOURS, FLAVOURS OR SUGARS

Daily Feeding Guide			
Small Dogs	Medium Dogs	Large Dogs	Giant Dogs
Adult size in kilograms: Under 10kg Working Terrier, e.g. Jack Russell, Border Terrier	Adult size in kilograms: 10-20kg Working Gun Dog, e.g. Springer Spaniel, Border Collie	Adult size in kilograms: 20-45kg Working Gun Dog, e.g. Labrador, Greyhound	Adult size in kilograms: Over 45kg Working Rescue Dog, e.g. Newfoundland
Feeding amount per day: Up to 200g (can be given in one or more meals)	Feeding amount per day: 200-370g (can be given in one or more meals)	Feeding amount per day: 370-680g (can be given in one or more meals)	Feeding amount per day: Over 680g (can be given in one or more meals)



# Standard A+: Lindens Health

Barrier: Credentials and Benefits



Quality Health Supplements

**MADE IN THE UK**  
Established UK manufacturer based in Yorkshire

**ISO CERTIFIED**  
ISO 9001 certified for quality management

**INVEST IN PEOPLE**  
Accredited by Investors in People / Makeworkpartner

**LINDENS LABEL**  
Dedicated to excellence, innovation and satisfaction



Supports the normal function of muscles

Helps to combat tiredness & fatigue

Contributes to healthy teeth & bones

Supports nervous & psychological function


90 tablets ✓  
One a day tablet ✓  
Suitable for vegans ✓  
300mg (80% NRV) of elemental magnesium ✓  
500mg magnesium oxide ✓  
Manufactured in the UK ✓

Take one tablet per day with water

Reseal the pouch after every use and store in a cool, dry place to keep your supplements fresh


Additional information

We recommend that pregnant and breastfeeding women seek medical advice before using food supplements




**HIGH-STRENGTH MAGNESIUM**

Look after your mind and body with Lindens Health + Nutrition! Biotin can be low in magnesium; our one a day 500mg magnesium oxide tablets provide 300mg (80% NRV) of magnesium. It helps maintain your health and wellbeing




**SUPPORTS MUSCLES & NERVOUS SYSTEM**

Magnesium supports the normal function of muscles by converting food into energy. It also supports the nervous system and psychological function.



**HEALTHY BONES & TEETH**

Helps the body to make use of Vitamin D and calcium and ensures the healthy working order of the parathyroid glands, which produce hormones to support healthy bones and teeth.



**COMBATS FATIGUE**

Perfect for those with active lifestyles, magnesium contributes to the reduction of tiredness and fatigue, supporting electrolyte balance and energy producing metabolism.

**V** Suitable for vegetarians, vegans and gluten and allergen free!

**WE ARE PROUD TO BE A UK MANUFACTURER**

Since 2007, we have been

Never miss a delivery with letterbox-friendly packaging!



# Standard A+: Yo!

Barrier: 'Choice paralysis' inspiring through recipes and taste





**Enjoy YO! at home!**

Now you can enjoy the authentic Japanese Flavours of YO! at home with our range of quick and delicious sauces, marinades and mayo!

We didn't want to keep our mouthwatering recipes to ourselves, so — with over 20 years of expertise in creating joyfully Japanese cuisine — we've bottled the buzz of Tokyo for you to create vibrant and tasty dishes from your very own kitchen!

From Katsu curry to Teriyaki stir-fry and more, take your mealtime to the next level and enjoy the authentic taste of Japan in minutes! All our products are made in the UK with 100% natural ingredients and free from MSG, hydrogenated vegetable fats, preservatives, artificial colour, flavours and sweeteners!

- Enjoy the authentic taste of Japan at home!
- A delicious range of sauces, marinades and mayo's
- Create mouthwatering YO! recipes in minutes!
- Take any meat, fish or veg to the next level!
- Made in the UK with 100% natural ingredients



**YO! Honey Soy & Miso Tare Sauce**

Honey blended with soy and miso creates this sweet-salty umami blend. Smother this sumptuously sticky glaze over salmon or aubergine and pop in the oven for a scrumptious dinner.

**YO! Aromatic Katsu Curry Sauce**

The luxuriously smooth Japanese style curry sauce that is almost impossible not to love. Rich, aromatic yet mild, try it once and you'll soon understand why this wickedly wonderful curry is one of Japan's most popular dishes.

**YO! Sweet & Sour Nanbanzuke Sauce**

Known as nanbanzuke across Japan, this sweet and tangy sauce is traditionally used by street-vendors to marinate fried fish, but we love it as a delicious stir-fry. Go on, cheat on your usual.



**YO! Sticky BBQ Yakitori Sauce**

Discover why yakitori is Japan's most loved street food dish with this salty-sweet combo that will make your taste buds really go! Traditionally served brushed generously over chicken or fish skewers sizzling over charcoal grills.

**YO! Teriyaki Stir-Fry Sauce**

Savoury soy and sweet honey come together to create this mouth-watering umami experience, drizzle me over meat, fish or vegetables, or add to your wok for a next-level stir fry.

**YO! Yakisoba Stir-Fry Sauce**

Yakisoba, Japanese street food's answer to a really good stir fry. Rich soy meets tangy ginger and garlic in this irresistible sweet and savoury noodle coating combo!

**A little bit of recipe inspiration**

1. We love a Nanbanzuke stir-fry with prawns or cod, vegetables and fresh noodles!
2. Simply add our Nanbanzuke Sauce to your stir-fry until everything is cooked through.
3. Serve and enjoy the taste of Japan!





**TOUGH ON  
BACTERIA,  
KINDER ON  
YOUR FAMILY.**



### **Kills 99.9% of bacteria for hygienically clean laundry, even at 20°C!**

Disinfect your laundry in an eco-conscious, cost-effective way with Dettol Antibacterial Laundry Cleanser.

Bacteria can survive when washing with detergent alone and at a temperature below 60°C, but Dettol Laundry Cleanser kills it — even at 20°C — so you can be confident that your laundry's hygienically clean every time!

Suitable for all fabrics, our non-bio liquid eliminates odour-causing bacteria and leaves your laundry with 12 hours of freshness, even when left damp in the washing machine!

### **Premium A+: Dettol**

Where can I use the product

Is it safe for my family?

Does it kill bacteria?

Will it make my colours run?

## Premium A+: Scholl

How does it work?

Is it safe for my skin?

Where and how do I use it?

Can I use it in the shower?



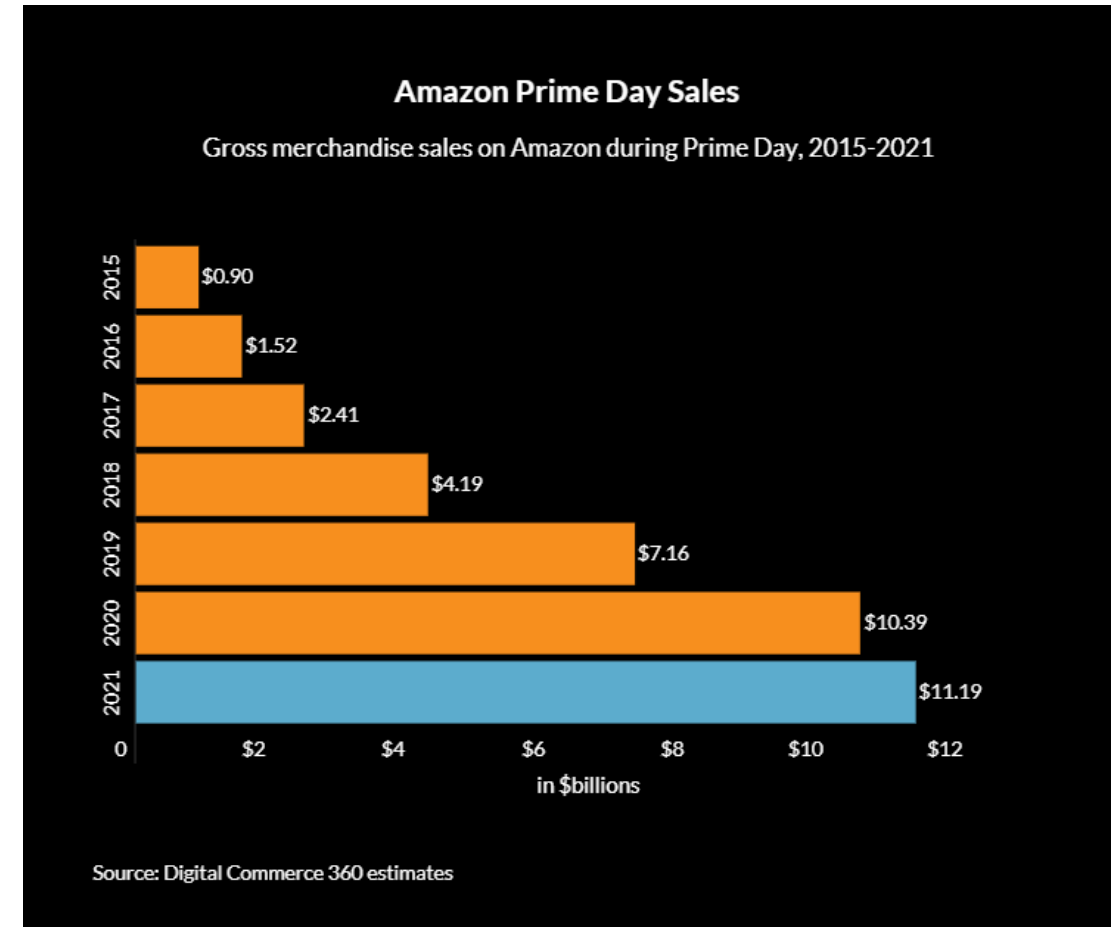
# Taking advantage of shopping events on Amazon



**Gwen McShea, President**

# Prime Day Aftermath

- Prime members in **20 countries** purchased more than **250 million items**. (Source: Amazon)
- In the two-week lead-up to Prime Day, **customers spent \$1.9 billion on products from third-party sellers**. Prime Day 2021 was the biggest two-day period ever for small and medium-sized businesses. (Source: Amazon)
- Sales of **marketplace products grew 12.0%**, **Amazon's own products grew 5.3%**. (Source: Digital Commerce 360)
- Biggest gains we saw were sellers who offered aggressive discounts (coupons, Lightning Deals) and Sellers who were highlighted by Amazon (in Amazon Live stream or emails saw a month's worth of sales during this 2-day period).



# Fulfillment for Brands on Amazon

- **Fulfillment by Amazon (FBA)**
  - Subject to Restock Limits & IPI Scores
- **Fulfilled by Merchant (FBM)**
  - Self-Fulfilled
  - 3PL





# Strategies for Black Friday / Christmas Success

- **Increase Sales Rank in Lead-up to Holiday**

- Lightning Deals
- Coupons
- Email Promotions (to own list)
- BOGO
- PR

- **Prepare Listings for Holiday**

- Health
- Images
- Keywords / Text

- **Prepare Advertising Strategy**

- Budgets / Targets
- Day-parting
- Competitive Strategy



## Product information

Product Dimensions	14.8 x 4.8 x 11.6 inches
Item Weight	4.79 pounds
Manufacturer	Home Hero
ASIN	B075MD55N1
Country of Origin	China
Item model number	13pcs set
Customer Reviews	★★★★★ <small>28,996 ratings</small> 4.7 out of 5 stars
Best Sellers Rank	#345 in Kitchen & Dining (See Top 100 in Kitchen & Dining) #1 in Kitchen Utility Knives
Is Discontinued By Manufacturer	No
Date First Available	September 14, 2017



# Traps to Avoid During Holiday Season

- Overstocking / Understocking
- Selling Through Inventory at Discount Price
- Having Listings Suppressed by Competitors / Amazon
- Sending Stock Too Late
- Being Too Aggressive and Wasting Advertising Spend
- Fulfilled by Merchant (FBM) – not adjusting delivery timeframes to match capacity



# **Conclusion**

## **Monday morning playbook**

# Winning the Funnel for Q4 2021

Consumers are **searching** for your products in your category



Consumers are **considering** your products



Consumers are ready to **buy** your products



## Shopping Cart



ASUS VivoBook Flip 14 Thin and Light 2-in-1 Laptop, 14" HD Touchscr...

**\$315.99**

In Stock

Eligible for FREE Shipping

& **FREE Returns**

Gift options not available. [Learn more](#)

**CPU:** Intel Celeron N4020

**RAM Size:** 4 GB

**Hard Disk Size:** 64 GB

Qty: 1

[Delete](#)

Grade A



**\$315.99**

& **FREE Returns**

**FREE delivery:** Sunday, July 11  
[Details](#)

**Fastest delivery:** Wednesday, July 7  
Order within 17 hrs and 41 mins  
[Details](#)

[Deliver to New York 10001](#)

**In Stock.**

Rank 1st



prime Get it as **FREE** Shipping by **More Buying Choices** \$224.99 (13 used)

2021 HP X360 14" HD Touchscreen Laptop

ASUS VivoBook Flip 14 Thin and Light 2-in-1 Laptop, 14" HD Touchscreen, Intel Celeron N4020 Processor, 4GB DDR4, 64GB Storage, Windows 10 Home in S Mode, Light Grey, TPM, Fingerprint, J401MA-DB02

Visit the [ASUS Store](#)  
★★★★★ 231 ratings | 40 answered questions

**Amazon's Choice** for "asus flip"



In stock

# How can ChannelSight help?

We enable you to curate the user experience of your brand online, allowing you to influence **critical points of the consumer journey**



We help you understand **consumer behavior and provide a true view of the funnel through conversion data.**



# Thank You

## **Dublin (HQ), Ireland**

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Call: (01) 902 2822

