

MAXIMIZE PERFORMANCE ON AMAZON

Revamp your marketplace strategy to accelerate product sales

Selling on Amazon is complex, and without the expertise and technology to optimize marketplace performance, most Amazon sellers struggle to maximize sales and scale efficiently.

As the original and only search agency of record for Amazon spanning seven years, Adlucent gained insight into the best methods for growing sales through the Amazon marketplace. We combine audience, intent, and product data with proven ecommerce strategies to help you grow revenue and preserve your market share.

From sales strategy guidance, listing optimization, and paid media management, Adlucent offers a complete set of services to help brands get the most out of their Amazon investments.



Amazon Advertising

Successfully running an ad program on Amazon requires search expertise, marketplace knowledge, and marketing resources. Our Amazon experts will manage your media across both AMS and AAP, including sponsored products and headline search ads for an offensive and defensive brand strategy, while optimizing for your performance goals.



Product Content & SEO

Strong product content, including titles, descriptions, bullets and enhanced brand content, is the key to strong conversions and successful long-term growth on Amazon. We analyze organic rankings, review your catalog structure, optimize your product content, and support new product launches, with the goal of increasing product discoverability to grow sales.



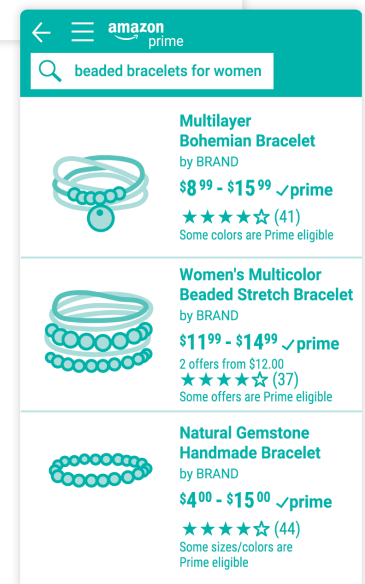
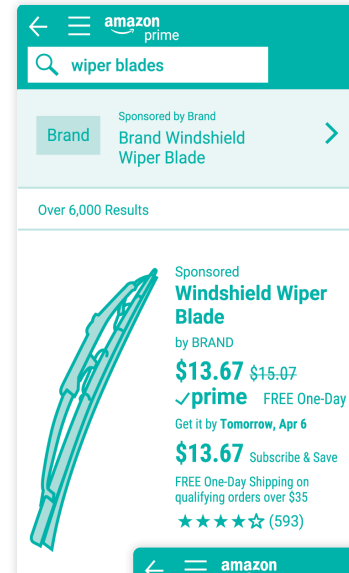
Strategic Consulting

Selling on Amazon is complex and the ecosystem is constantly evolving. Our Amazon experts will help you navigate the changes and provide actionable recommendations to move your business forward, including competitive analysis, product forecasting, efficiency analysis, pricing and buy box strategy, and legal services.



Proprietary Performance Reporting

Analyzing your Amazon performance and understanding your profitability ensures you can scale your program efficiently, but doing this natively is cumbersome and inefficient. Our proprietary Amazon reporting tool imports all of your product performance, sales, and advertising data, layered with your fees and margins, to provide you with a true profitability analysis across 1P, 3P or hybrid. We help you examine your profitability across all of Amazon, allowing you to make better business decisions and measure success.



Increased Amazon sales by **26%**
and improved margins by **15%**

for an auto parts manufacturer through sponsored product campaigns and strategic consulting

Launched a large jewelry manufacturer on Amazon and after implementing our listing optimization and SEO tactics we took them from

0 to 52% organic traffic within the first **90** days

GET STARTED Contact us at solutions@adlucent.com or 1.800.788.9152