

4 STEP ACTION PLAN



FBA/Reporting/ Analysis

- Inventory Management & Analysis
- Controlled shipping to DC's
- Merchandise marketing (post cards) etc.
- Market Analysis and Translation
- New Product Analysis



Content Creation

- Competitive Analysis
- Landing Page write up, optimization (Title, A+ content, Production listing)
- Photo/ video



Rating/ Customer Service

- Q & A Content
- Q & A reply



Marketing/ Advertising

- Within Amazon Marketing Sponsorship, ETC.
- Outside Amazon Marketing Facebook, Instagram, Twitter, Streamers collaboration.



SUCCESSFUL CASE STUDY: US CLIENT SELLERS CENTRAL ACCOUNT

Before

A well-known water bottle importer in Europe and America. After several years of selling to Amazon Vendor Central, they felt that the overall sales were too low. They reached out to Beyond to see what could be done to increase revenue.



After

In one year, Beyond increased total revenue to over **\$1.85 million USD**. A **3350% increase** in revenue YoY.



Detail Page Sales and Traffic

Seller Performance

By ASIN

Detail Page Sales and Traffic

Detail Page Sales and Traffic by Parent Item

Detail Page Sales and Traffic by Child Item

Brand Performance

Other

Sales and Orders by Month

Reports

Sales Dashboard [Learn more](#)

Date Custom 01/01/2018 - 11/30/2018	Sales breakdown Marketplace total	Fulfillment channel Both (Amazon and seller)	Apply
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Sales snapshot **2018 Jan ~ 2018 Nov**

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
3,331	3,496	\$55,219.09	1.05	\$16.58



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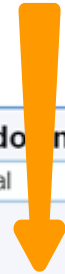
Reports

Sales Dashboard [Learn more](#)

Date Custom 01/01/2019 - 11/30/2019	Sales breakdown Marketplace total	Fulfillment channel Both (Amazon and seller)	Apply
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Sales snapshot **2019 Jan ~ 2019 Nov**

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
110,720	118,596	\$1,852,368.59	1.07	\$16.73



Sales revenue increased 3350% in less than a year!