

**Anderson
Associates**

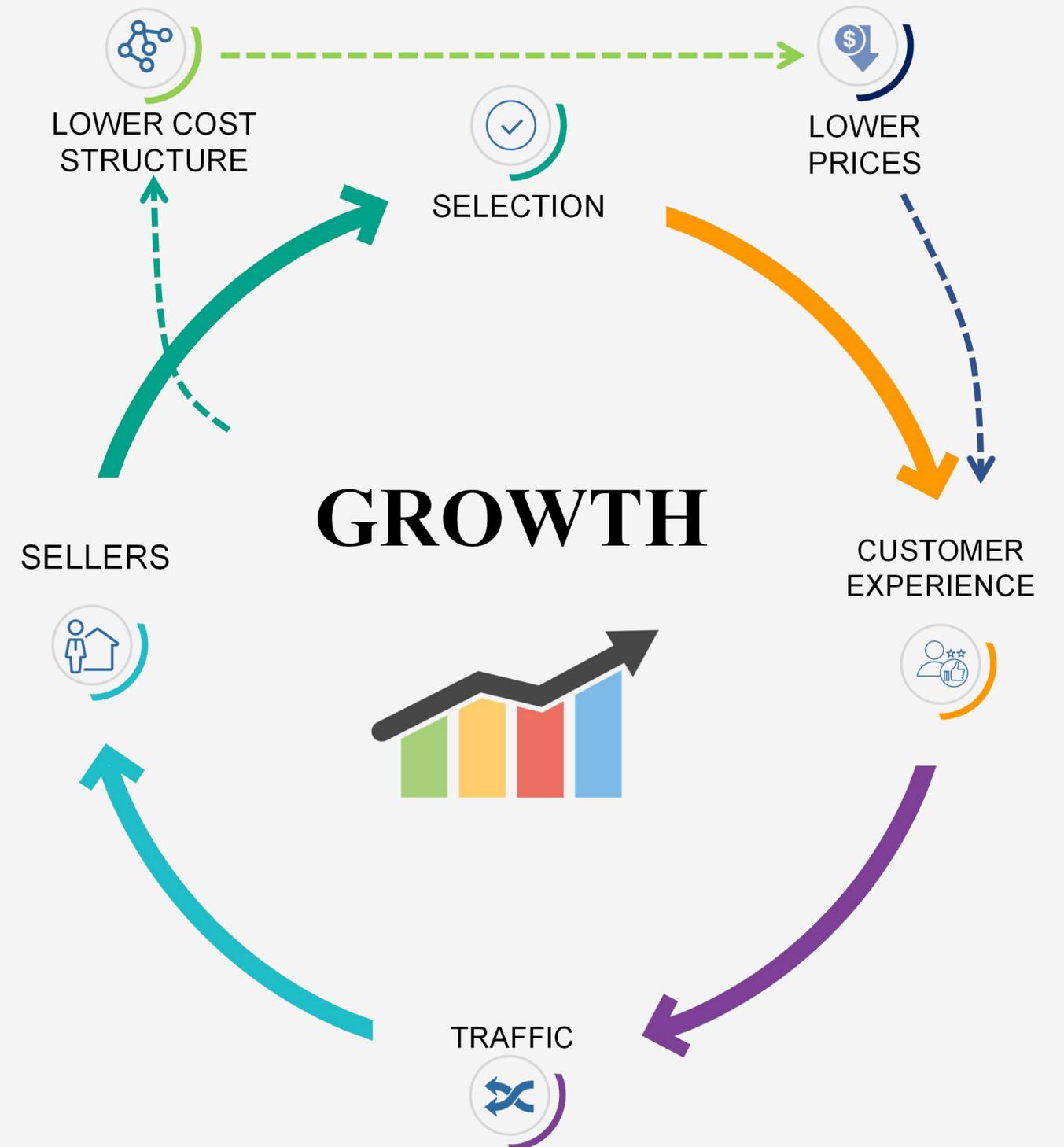
Services, Capabilities, Process

Turn-Key Amazon Sales Support

Amazon Model - Detailed

Fueling the Amazon Growth.

- Larger Selection makes a better CX
- Better CX brings more customers/traffic
- More Traffic brings more Sellers/Brands
- Onboarding Brands increases Selection
- GROWTH
 - Lowers the cost structure
 - Lowers the prices further increasing CX



Amazon Model - Input

BRANDS HAVE **Two Inputs** to Drive Growth

Selection

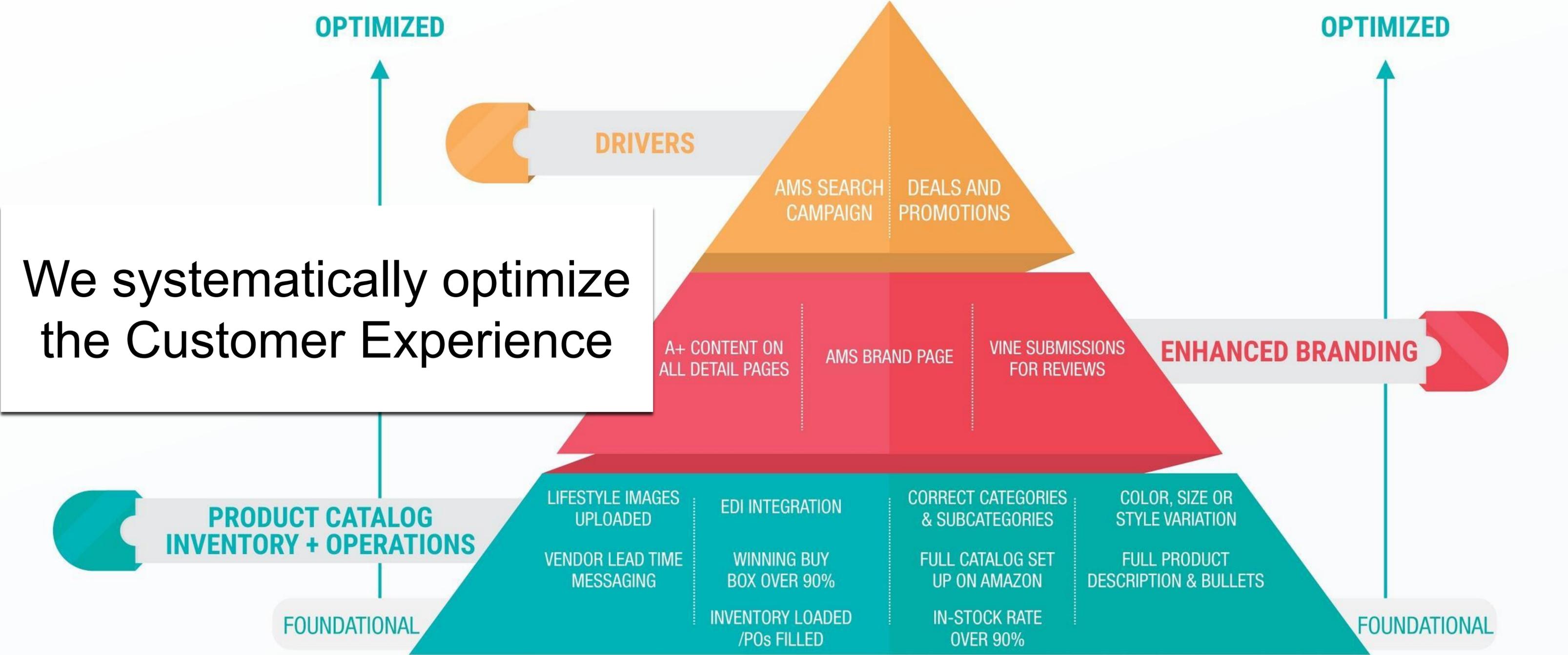
- Can we offer all our downlights?
- Can we offer all our recessed fixtures?
- Can we offer more outdoor fixtures?

Customer Experience (CX)

- How is the CX?
- Can I find what i'm looking for?
- Are installation instructions included in the box?
- Do I need extra parts to complete this purchase?
 - connectors
 - drivers
 - fixtures



Customer Experience Drivers



Customer Experience Drivers

1. The Foundation of Account Management

Optimizing the Catalog and Business Operations:

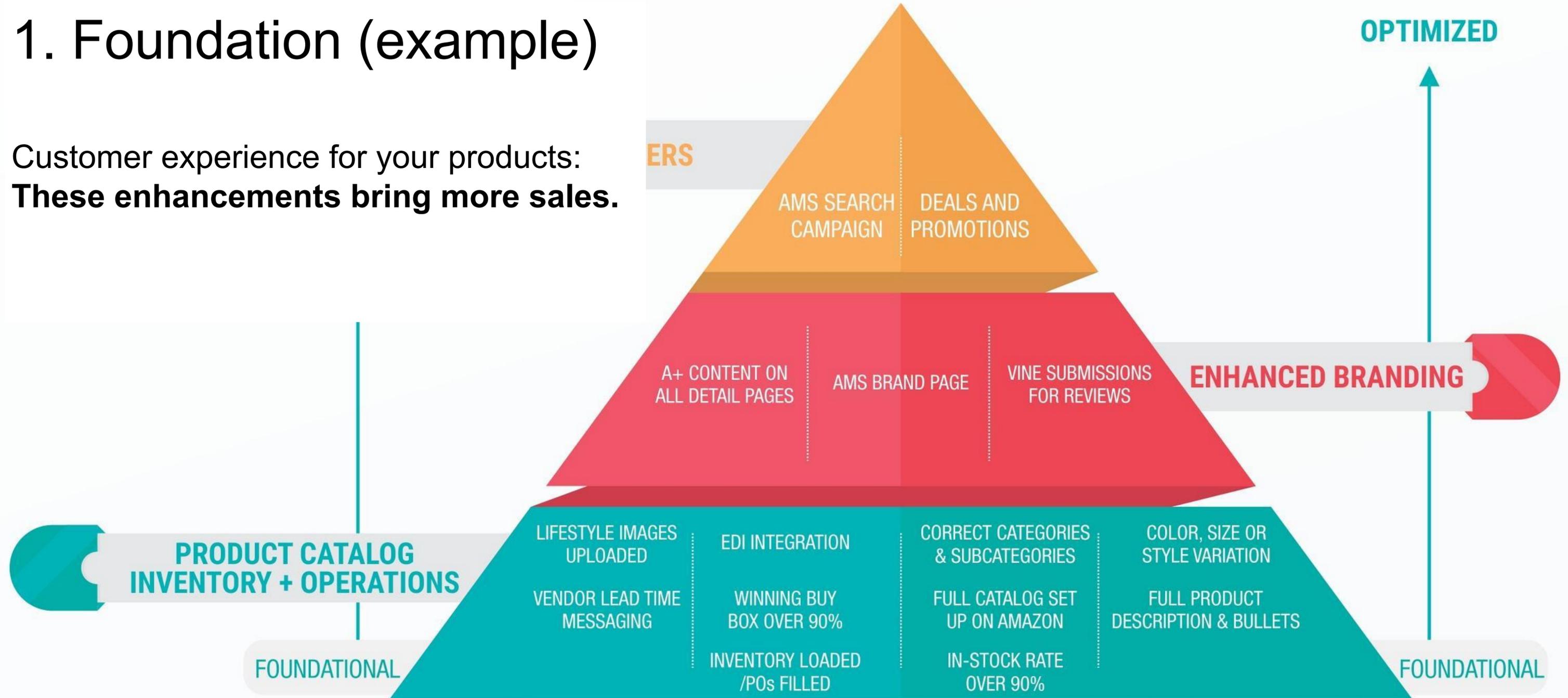
- Supporting fulfillment pain-points
- EDI Integration support
- Catalog Setup and Continuous Cleanup
 - Images and Image Optimizations
 - Text and SEO Optimizations



Customer Experience Drivers

1. Foundation (example)

Customer experience for your products:
These enhancements bring more sales.



Customer Experience Drivers

1. Foundation (example)

Customer experience, showing accessories:

- helps set expectation about purchasing
- helps relate physical size of the items

These enhancements bring more sales.



Omron 5 Series Upper Arm Blood Pressure Monitor; 2-User, 100-Reading Memory, Soft Wide-Range Cuff, #1 Dr. Recommended by...

★★★★☆ ~ 8,894

\$34⁹¹

Get it as soon as **Today, Aug 22**
FREE Shipping by Amazon



Greater Goods Blood Pressure Monitor Cuff Kit by Balance, Digital BP Meter with Large Display, Upper Arm Cuff, Set Also Comes with...

★★★★☆ ~ 5,052

\$33⁸⁵

Get it as soon as **Today, Aug 22**
FREE Shipping by Amazon



Omron 10 Series Upper Arm Blood Pressure Monitor; 2-User, 200-Reading Memory, Backlit Display, TruRead Technology, BP Indicator...

★★★★☆ ~ 2,795

\$49⁹⁸ ~~\$53.68~~

Get it as soon as **Today, Aug 22**
FREE Shipping by Amazon



Customer Experience Drivers

2. Branding Your Amazon Account

- Brand Pages and Product Collections
- Info-Graphic style content
- A+ Content on All Detail Pages

A+ CONTENT ON
ALL DETAIL PAGES

AMS BRAND PAGE

VINE SUBMISSIONS
FOR REVIEWS

ENHANCED BRANDING

Customer Experience Drivers

2. Branding - A+ Content

Room for an enriched story



Balanced Light Spectrum

These bulbs use a balanced red:blue light spectrum that optimizes the seeds and greens stage of growth. Also suitable for flowering and fruit production.



Advanced Red

Featuring a red light spectrum, these bulbs give your vegetation the optimal light for flowering and fruit production.



Perfect For All Plants

Use our Grow Lights for low light plants (like lettuce, herbs, and common house plants like spider plants and ferns) or high light plants (like tomatoes, peppers, and flowering plants like calla lilies and African violets).



Customer Experience Drivers



3. Drivers - Accelerate Top-Of-Funnel

- Promotional calendar planning
- Deals/FireSale for end-of-product life cycle
- Targeted keyword driven search campaigns
- Introduce Brand Awareness Campaigns



Anderson Associates

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