

Rithum Support for Amazon

Streamline your Amazon operations, achieve visibility – and grow



As one of the most popular marketplaces in the world, competition on Amazon is fierce. The battle for visibility on Amazon goes far beyond traditional best practices such as proper product categorisation, SEO-friendly titles, optimised descriptions and more. Your product could still end up getting pushed deep into the search results.

Unlock your full Amazon potential

Success on Amazon requires a holistic approach that enables you to connect the dots with ease for everything — from listing, to pricing strategy, advertising, reporting and competition monitoring. Rithum provides everything a brand or retailer needs to connect with more consumers and increase sales on Amazon and 400 additional channels around the world.

global
marketplaces

420+

ad spend
managed

\$500M+

years
of experience

25+

Gain intelligence to jumpstart sales

Each business has its own unique needs and goals, so, whether you are looking for technology, guidance or an option to fully outsource your Amazon strategy and management, Rithum is able to help through:

- **Best-in-class technology.** Our cloud-based platform, with its wide range of tools and automation capabilities, helps you connect and manage your Amazon strategy.
- **Professional and consulting services.** You choose what we help you with each month. Our teams can support you with strategy refinement, training, account fine-tuning and much more to ensure maximum performance.
- **Managed Services.** Our Managed Services team combines the strengths of our technology with our unmatched industry expertise to help you act more strategically across your Amazon selling and advertising efforts.

Navigate Amazon with Rithum

Selling

- Aggregate product data from multiple sources and transform it in a centralised platform for Amazon and hundreds of other channels
- Ensure compliance with synchronisation of inventory across channels and consolidated order management
- Proprietary repricing technology to help win the Buy Box and achieve profitability goals
- Gain insight into the competitive landscape with analytics on Buy Box attainment and pricing
- Facilitate decision making with a centralised hub for cross-channel selling

Advertising

- Improve performance and drive ad spend efficiency with campaign optimisation tools and actionable reporting
- Increase capacity and save time with robust automation capabilities for bid and ad management, keyword harvesting and campaign scheduling
- Leverage sales data from your marketplace listings to improve the efficiency and profitability of your advertising campaigns

Fulfillment

- Automate fulfillment with shipping rules to meet complex fulfillment needs
- Gain insights into overall performance, stock velocity, and much more to streamline fulfillment
- Manage Seller Fulfilled Prime (SFP), Fulfilment by Amazon (FBA), Multi-Channel Fulfilment (MCF), European Fulfilment Network (EFN) and Pan-European FBA programmes with ease

Reach your goals with our expertise

Want to learn more about how to sell, scale and grow profitably on Amazon? [Request a free demo](#) and see how Rithum's agile technology supports strategic, sustainable growth.

Already selling on Amazon — but looking for intelligent management of your Amazon Advertising campaigns? Our experienced Managed Services team manages more than \$500 million in digital ad spend every year, executing strategic visions and empowering performance for tens of thousands of brands and retailers. [Contact us](#) to talk to one of our experienced e-commerce consultants.

Powering Growth

32%

GMV growth on marketplaces for brands using Rithum's managed services*

Improving Profitability

4.8X ROI

on marketplaces for brands using Rithum's managed services*

**Global customers using Rithum Managed Services for Marketplaces for at least 36 months*

Why Rithum?



Close partnership with Amazon



Support for Amazon since 2004



Global reach (16 Amazon countries supported)



#1 Channel Management Provider to the Digital Commerce 360 Top 1000 since 2013