

# ChannelAdvisor Managed Services for Amazon Advertising

Unlock your full Amazon Advertising potential

## Visibility and ad spend efficiency are key to success on Amazon

The battle for visibility on Amazon goes far beyond traditional best practices such as proper product categorization, SEO-friendly titles, search term testing, optimised descriptions and more. Your product could still end up getting pushed deep into the search results.

With hundreds of millions of customers, Amazon has established itself as a key selling channel for brands worldwide. With most consumers relying on the first page results and with more and more sellers flocking to the retail giant and advertising to gain discoverability, it has become increasingly difficult to drive visibility while maintaining profitability.

## Improve visibility and drive performance with ChannelAdvisor Managed Services for Amazon Advertising

ChannelAdvisor Managed Services for Amazon Advertising helps drive visibility and ad spend effectiveness to connect you with more consumers, by leveraging a proven platform and a team of e-commerce professionals.

Our technology and industry experts are equipped to help you streamline and optimise your Amazon Advertising campaigns. We provide the proper support and expertise to ensure no opportunity is missed.

Partner with ChannelAdvisor to:

- Streamline campaign creation, management and tracking
- Gain strategic guidance and technical support
- Effectively leverage automation of key components
- Manage costs and uncover revenue-increasing opportunities

## ChannelAdvisor Experience + ChannelAdvisor Technology = Amazon Advertising Success

Need help managing your online advertising? Request a [Complimentary Advertising Analysis](#) today!

ChannelAdvisor sellers who advertised on Amazon **grew 63% faster** over a seven-month period than those who didn't advertise.

### ChannelAdvisor Managed Services for Amazon Advertising helps you:

**Gain global reach:** ChannelAdvisor has offices across the globe and a diverse team working as one to ensure your strategy is localised.

**Expand your team:** Acting as a true extension of your team, our e-commerce experts leverage ChannelAdvisor's proprietary technology to drive efficiency.

**Improve Productivity:** Free up your internal resources so you can focus on other important aspects of the business.

**Drive Efficiency:** With automation around key components (bid, ads, keywords, etc.) you overcome the current limitations of the Amazon Advertising interface and ensure ad spend efficiency and effectiveness.

**Take a holistic approach:** With experts that leverage an awarded platform to drive efficiency for both advertising and marketplace management strategies you gain a holistic approach and ensure no opportunity is missed.

**Navigate an ever-changing landscape:** Our extensive experience and close partnership with Amazon allows us to easily navigate changes.