

# ChannelAdvisor Services for Amazon Stores

Streamline your Amazon operations — all from a centralised platform

Amazon Stores help brands showcase their product selection in a multi-page, immersive shopping experience. Build brand awareness while driving organic and paid performance growth with your own curated brand destination.

Benefits of building an Amazon store:

- Offer a branded experience
- Increase basket size
- Improve Sponsored Brands campaign performance
- Drive visibility for your product catalogue
- Improve organic ranking

## ChannelAdvisor Services for Amazon Stores

With ChannelAdvisor Services for Amazon Stores, Registered Brands gain access to strategic guidance, setup, maintenance and reporting services for Amazon Stores.

Whether you are looking to build a new Amazon Store or improve your existing one, our experts will provide the best level of support that you need:

- **Launch Only:** Setup of a new Amazon Store using industry best practices
  - Alignment with channel mix
  - Product Selection and placement guidance
- **Management:** Setup and ongoing maintenance of a new brand store using industry best practices
  - New product onboarding
  - Seasonal promotions setup
  - Monitoring
  - Reiterative improvements based on insights
  - Analytics and reporting
- **Seasonal Updates:** Event-based changes and updates
  - Amazon Beta alignment
  - Promotion specific page creation and maintenance
  - Event-based page creation

To find out more about ChannelAdvisor Services for Amazon Stores and how we can help you grow your business, email us at [ukteam@channeladvisor.com](mailto:ukteam@channeladvisor.com) or call 0203 014 2700.

**According to Amazon – Linking Sponsored Brand campaigns to Store pages has 28% better return on ad spend compared to linking to a product list page**

Source: Amazon Internal Data, WW 2019

## Why ChannelAdvisor Services for Amazon Stores?

### Optimised, On-Brand Amazon Store

Our holistic approach to Amazon and full-funnel marketing experience will ensure no opportunity is missed.

### Well-Established Partnerships

ChannelAdvisor has long-standing relationships with Amazon that enable us to better equip sellers, minimise disruptions and determine the best growth strategy for your specific needs.

### Holistic Approach to Amazon

Our services have unmatched industry expertise with cross-channel insights to create informed recommendations tailored to your operations.