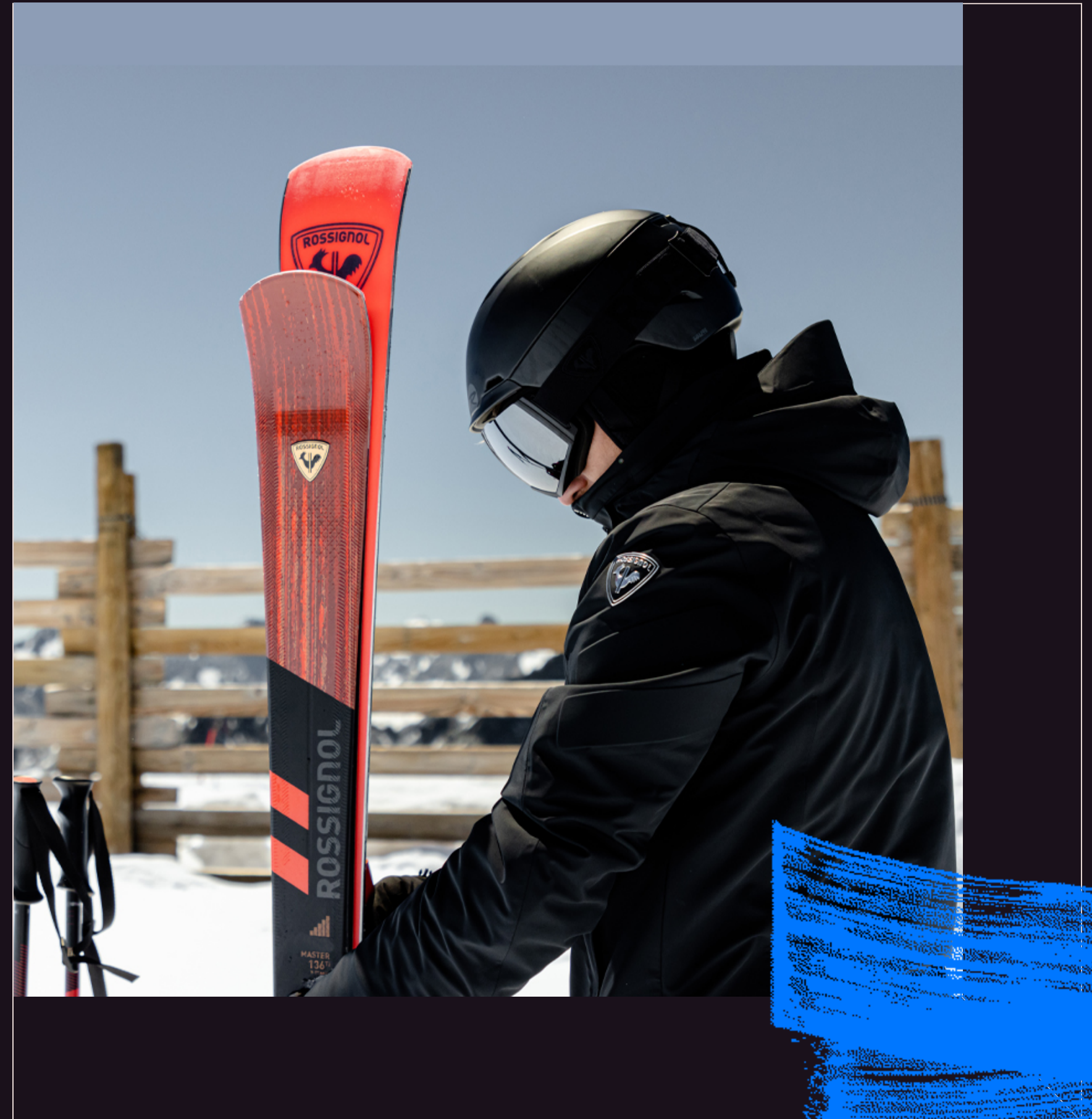


ROSSIGNOL AMAZON RECOMMENDATION

JULY 2024



AGENDA

- Introductions
- About Blue Wheel
- Amazon Category Data
- Blue Wheel Amazon Approach
 - Product Launch Strategy
 - Content Optimizations
 - Amazon Advertising
 - Brand Protection
- Reporting
- Blue Wheel Team
- Case Studies
- Financial Models
- Potential Next Steps



INTRODUCTIONS

- Frederique Paillet - Executive Assistant
- Vincent Wauters - CEO
- Marta Colombo - Sr. Manager, Global eCommerce
- Mattar Wajdi - VP Business Transformation
- Francois Goulet - President, North America
- Liz Wilson - General Manager, Soft Goods





ABOUT BLUE WHEEL

OUR CAPABILITIES

Blue Wheel is an omni-channel agency supporting brands through marketplace management and performance advertising. Blue Wheel's experts help you scale your sales across DTC, Amazon, Wal-Mart, Ebay and Retail.

From Click...

- Omni-Channel Advertising →
- Influencer Marketing →
- Lifecycle →
- SEO →
- Creative →
- Organic Social Media →

To Ship

- Catalog Management ←
- Fulfillment & Inventory Planning ←
- Customer Service ←
- Marketplace Expansion ←
- Brand Protection ←

Google ebay amazon global Walmart



LOOK AT THESE LOGOS!

Our company is working with some of the greatest brands and holding companies in the game.

With over \$1 Billion in revenue managed for our clients, Blue Wheel's team of strategists can help your brand **FROM CLICK TO SHIP.**

THERMOS

Edgewell

Kao

ERNO
LASZLO
NEW YORK

BULL
DOG
NATURAL SKINCARE

POPFUNK

PURE
FISHING

ReLala

SOL Janeiro

CREMO
Astoundingly Superior

INDIE LEE

HOMEDICS

PEANUTS
by Schur

SIGMA

fieldtrip

DEER STAGS

MOROCCANOIL

ADJMI
APPAREL
GROUP

ARCTIC
FOX

HAWAIIAN
Tropic

260

SUB_URBAN RIOT

Grande
Cosmetics

SPONGELLÉ

BANANA
BOAT

BABOR

ORIBE

ACURE

KORRES

Jack Black
Authentic and Original

NYX

Ripple

JOHNSTON
& MURPHY

5-hour
ENERGY

NYDJ

ARIAT

THREE THORN THIMBLE
TORSOX TANI NOIR BASE 03

STORMY
KROMER

Marena

CUR
REX

HOWARD
MILLER

beautyblender

HEKMAN

(MALIN+
GOETZ)

GENESCO

OUR APPAREL BRANDS

Our company has worked with some of the greatest apparel & outdoor brands in the game.

Our skilled design, advertising and social teams all have extensive experience in apparel across all of our marketing solutions.

We have worked with a variety of clients to help them achieve their performance KPIs, while maintaining their brand standards.

PEANUTS
by SCHULZ

MACK WELDON
MACKWELDON.COM

Smartwool
go far. feel good.

THE
NORTH
FACE

FITS

J
JUDE CONNALLY

SPYDER

Bleuet

MaskClub

ADJMI
APPAREL
GROUP

DEER STAGS

RueLala

POPFUNK

JOCKEY

260

Champion

LAYER 8

HOLDEN

SUBURBAN RIOT



AMAZON CATEGORY DATA



CATEGORY DATA:

12MO

Date Range: July 22'-23'

CATEGORY	Revenue	Revenue Δ	Views	CVR	AOV
MENS GLOVES	\$16.7M	+36.8%	8M	7.2%	\$25.18
WOMENS JACKETS	\$82.4M	-4.43%	19.9M	5.8%	\$74.90
MENS PANTS	\$23.9M	+5.4%	9.8M	5.7%	\$42.32

**Sports & Outdoors > Outdoor Recreation > Winter Sports > Skiing > Clothing > Men > Pants

**Sports & Outdoors > Outdoor Recreation > Winter Sports > Skiing > Clothing > Men > Gloves

**Sports & Outdoors > Outdoor Recreation > Winter Sports > Skiing > Clothing > Womens > Jackets



AMAZON > WOMENS JACKET BRANDS

Top Brands ⓘ

Jul 2022 - Jun 2023 vs. Jul 2021 - Jun 2022

Total

Share

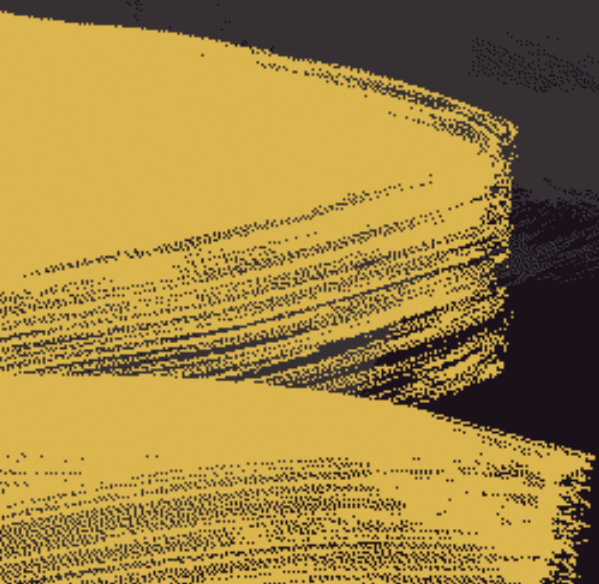


Brand	Units Sold	Change	Revenue ↓	Change	Product Views	Change	CVR	Change
MOERDENG	256.85K	- 8%	\$12.5M	- 39%	4M	+ 32%	6.4%	- 30%
The North Face	49K	+ 121%	\$9M	+ 132%	1.8M	+ 181%	2.7%	- 23%
Columbia	101.72K	+ 511%	\$9M	+ 345%	2.4M	+ 556%	4.3%	- 7%
SUOKENI	110.36K	+ 3%	\$6.3M	+ 3%	1.4M	+ 4%	7.8%	- 1%
GEMYSE	68.03K	- 27%	\$5M	- 25%	1.2M	+ 9%	5.6%	- 33%
Wantdo	38.54K	- 51%	\$2.7M	- 51%	837.3K	- 15%	4.6%	- 42%
CAMEL CROWN	36.44K	+ 19%	\$2.3M	- 6%	589.2K	+ 59%	6.2%	- 25%
Helly-Hansen	8.07K	+ 87%	\$2.3M	+ 67%	224.8K	+ 42%	3.6%	+ 33%





AMAZON GROWTH APPROACH



PRODUCT LAUNCH STRATEGY

1

PLANNING

- COMPETITOR INSIGHTS
- FORECAST PLANNING
- AD BUDGET PLANNING

2

FOUNDATION

- AMAZON VINE
- POST PURCHASE REVIEW REQUESTS
- PDP OPTIMIZATION

3

PROMOTIONS

- COUPONS
- PRIME DEALS
- LIGHTENING DEALS

4

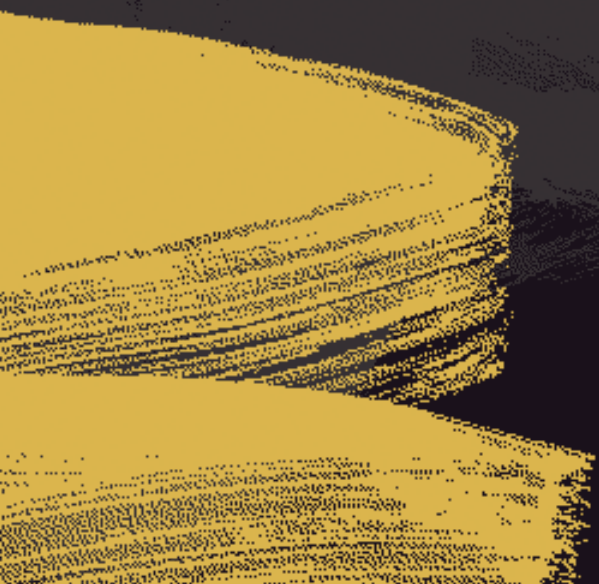
TRAFFIC

- AMAZON PPC
- AMAZON DSP
- OFF AMAZON TRAFFIC
- INFLUENCERS
- AMAZON LIVE





CONTENT OPTIMIZATION



CONTENT PRIORITIES

1

PRODUCT MERGES

2

SEO OPTIMIZED TITLES

3

AMAZON STORE

4

VIDEO

5

IMAGERY

6

PRODUCT BULLETS

7

A+ PAGES AND AMAZON POSTS

8

BRAND STORY



AMAZON CONTENT

Above & Below the Fold

⊗ Poor Title & Bullet Point Optimization

Keyword Implementation

No Lifestyle Imagery


Missing Supporting Video

No Text Overlay

Does Not Reflects Brand Aesthetics

Too Much White Space

Back to results



Roll over image to zoom in

Rossignol Battle Snowboard Bindings Mens
 Visit the Rossignol Store
 4.4 ★★★★★ 139 ratings | 21 answered questions

Price: \$99.90 - \$179.95

Color: **Black/White**

Size:

- Rossignol Battle Snowboard Bindings 2023 Black/Red M/L

Sponsored

ROSSIGNOL Pure Pro Heat Gw Boots
 \$799⁹⁵



BATTLE

The Battle is an entry-level all-mountain binding that offers easy entry and secure comfort that take the struggle out of the snowboard skills progression. Our 3D-molded ladders let you dial in the right tension, while padded toe and heel pads complement our MainFrame highbacks for the power transmission, comfort and skill-building control to play in the park and rip all-mountain.

BLACK-RED XL	SIZE: USM 12+
BLACK-RED M/L	SIZE: USM 9-11.5
BLACK-RED S/M	SIZE: USM 5-8.5

HIGHBACK	MAINFRAME
STRAPS	ONE SHOT 3D MOLDED
BUCKLES	BASELIGHT
FOOTBED	2-PART PUFFY PAD
BASEPLATE	NYLON /GLASS

CONTOUR
 The Contour highback uses a semi-asymetric shape for added comfort and support. Anti-shock Nylon construction gives it punch and heel side rigidity but keeps the overall weight as low as possible.

DUAL DENSITY STRAPS
 New lightweight dual-density EVA foam on ankle straps provide better boot-binding interface for increased comfort and energy transfer. Wrapped with a 3D molded spine for a dependable, custom fit.

ASYMLIGHT BUCKLE
 Asymmetrical diecast aluminum construction for durability and lightness with freewheel ratchets for quick entry and easy exit.

ABOUT ROSSIGNOL SNOWBOARDS

BLUE WHEEL

AMAZON CONTENT

Brand Store



Lifestyle Imagery

Mobile Friendly & Shoppable

FAQ Page

Guided Selling "ATC" Buttons

Text Overlay

Limited White Space

Reflects Brand Aesthetics

ROSSIGNOL

+ Follow HOME ALPINE SKI CROSS COUNTRY SNOWBOARD APPAREL BIKE

Search all ROSSIGNOL

Rossignol Nova 6 Xpress W 11 Gw Ski kit
\$454⁹⁹ - \$969¹⁸

ROSSIGNOL Puffy Insulated Ski Jacket Mens
\$259⁹⁹ - \$349⁶⁸

Rossignol Rapide Insulated Ski Pant Womens
★★★★★ 1
\$104⁹⁹ - \$160⁰⁰

Unknown boys Rossignol Rapide Insulated Ski Jacket Boys
★★★★★ 1
\$109⁹⁹

See buying options

Content Priorities - Variations



Rossignol 2019 Experience 94
Ti Mens Skis (180 cm)

★★★★★ ~ 5

\$455⁸⁰

FREE delivery Jul 24 - 27
Or fastest delivery Mon, Jul 24



Rossignol Experience 94 Ti Skis
Mens Sz 187cm

★★★★★ ~ 2

\$449⁸⁰

FREE delivery Jul 24 - 27
Or fastest delivery Mon, Jul 24



Rossignol Alltrack Pro 100
Boots

★★★★★ ~ 6

\$300⁵⁰

✓prime
FREE delivery Mon, Jul 24



[+1 colors/patterns](#)

Rossignol All Track Pro 100


★★★★★ ~ 22

\$344⁰⁰


FREE delivery Jul 25 - 27

CONTENT PRIORITIES

SEO & COPY



Roll over image to zoom in


 **Rossignol 2022 Experience 78 CA Womens Skis w/XP 10 GW Bindings**
[Visit the Rossignol Store](#)
5.0 ★★★★★ 2 ratings
Price: ~~\$356.99~~ - \$600.00

Size:


Size	138
Brand	Rossignol
Material	Poplar Wood, Alloy Steel
Sport	Alpine Skiing

About this item

- Poplar Wood Core Poplar wood core balances weight, flex, and stability for a versatile blend of power and playfulness.
- Made with a Maximum 30% Recycled Materials
- 100% Recycled Steel
- Bindings Do Not Come Mounted to Skis Always have a certified binding technician mount and adjust your bindings.
- Drive Tip Solution Longitudinal glass fibers combined with visco-elastic materials absorb vibration and provide directional stability




Roll over image to zoom in

 **Rossignol Women's Pure Comfort 60 Ski Boots 2023**
[Visit the Rossignol Store](#)
4.7 ★★★★★ 28 ratings
Price: \$150.40 - \$249.95

Color: **Soft Black**

Size:

- The Rossignol Pure Comfort 60 is an awesome option for beginner to intermediate level ladies with wi

 **Rossignol Pure Elite 90 GW Womens Ski Boots Metal Steel 8.5 (25.5)**
~~\$599~~⁹⁵


Sponsored

Limited SEO


CONTENT PRIORITIES

Brand Name

INCONSISTENT BRAND NAMES




Roll over image to zoom in

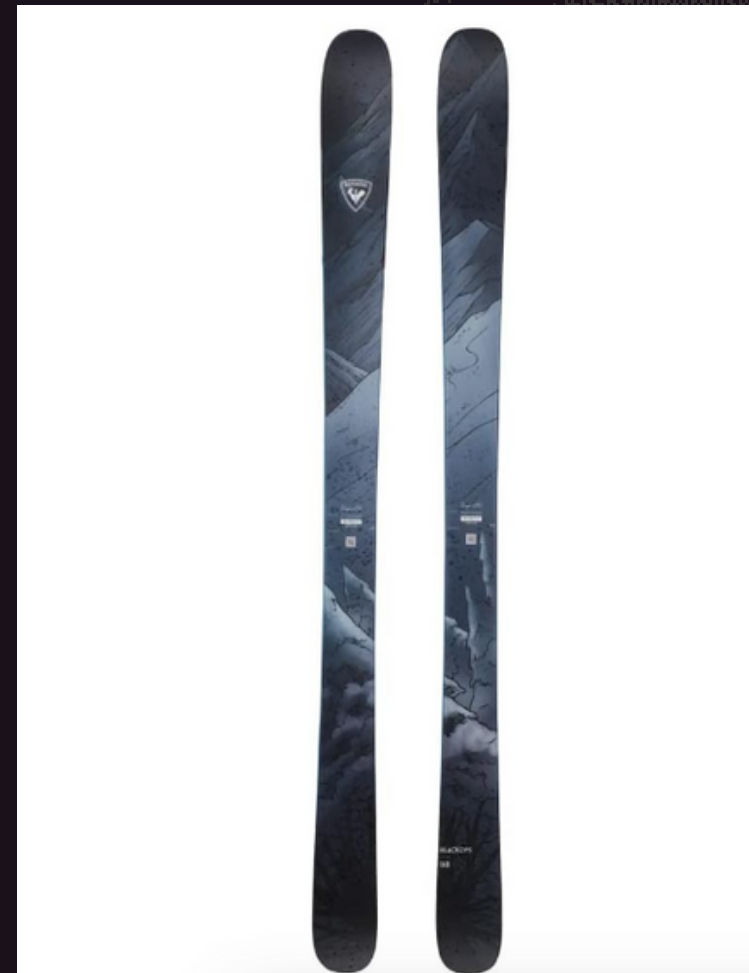
 **Rossignol Hero Athlete SL Mens Skis 150cm**
Brand: Rossignol


\$1,150⁰⁰

Pay **\$95.83/month for 12 months**, interest-free upon approval for Amazon Visa

 **Union 2023 Flite Pro Black Snowboard Bindings**
★★★★★ 66
\$126⁷⁷

Sponsored



 **Rossignol Blackops 98 Skis Mens**
Visit the Rossignol Store
★★★★★ 1 rating


\$749⁹⁵

Get \$100 off instantly: Pay \$649.95 upon approval for the Amazon Store Card.

Color: **Black**

Size:
172 ▾

- Rossignol Black Ops 98 Open Skis (Ski Only) 2024 172

 **Nordica Speedmachine 3 120 2021 - Men's**
\$649⁹⁹

Sponsored



A+ PAGES PREMIUM / BELOW THE FOLD EXAMPLE

Hot Shots - A+ Premium



Tough. Determined. Tested.



Explore Ariat Western Best-Sellers



Product Description

HOT SHOT
TROPHY GEAR. TROPHY GAME.

CAMO HUNTING PARKA PREMIUM FEATURES 3-IN-1 SYSTEM YEAR-ROUND VERSATILITY ADDITIONAL FEATURES

THE HOT SHOT 3-IN-1 HUNTING PARKA KEEPS YOU WARM AND DRY NO MATTER WHAT THE WEATHER IS LIKE. IT FEATURES A COMBINATION OF TWO CAMOUFLAGE JACKETS: AN OUTER WATERPROOF SHELL AND A COMFORTABLE INNER JACKET.

HOT SHOT MEN'S 3-IN-1 INSULATED CAMO HUNTING PARKA

HOT SHOT
TROPHY GEAR. TROPHY GAME.

THE MOST COMPREHENSIVE COLLECTION OF AUTHENTIC CAMO PATTERNS ON THE MARKET

Discover Hot Shot's Collection

Hunter Camo Design	✓	✓	✓	✓	✓

Ariat A+ Premium

ARIAT

A Culture of Craftsmanship
Driven by world-class design, innovation and technology, Ariat delivers high-quality footwear and apparel. With authentic Western and English flavors, their styles are one of a kind. The brand creates the most advanced performance shoes, apparel and accessories for the whole family.

A Different Breed of Company
We believe our values are what set us apart and have helped build Ariat into the one of the top equestrian, Outdoor and Work brands in the world. Product quality is non-negotiable, and we're our collaborative culture and giving back to the communities we serve.

Adventure Awaits
For anyone drawn to unbridled freedom for those who know independence, who live out loud, outside the lines and outdoors every chance they get. For every untamed spirit, Ariat is for you.

Inspired by Secretariat
Our company takes its name from Secretariat, the legendary race horse and 1973 Triple Crown winner with a heart almost three times the size of an average thoroughbred. Secretariat is widely considered the greatest racehorse of all time. His athleticism and non-stop competitive spirit make him an enduring inspiration for our company.

Ariat Sport Patriot Western Boot
Promising maximum foot comfort and classic fashion, these Sport Patriot Western boots from Ariat would be the right choice for any cowboy. The American flag patch on the primed camo detail is incorporated so you can show your pride while you ride. The supple suede and leather design is combined with the innovative comfort technology for all-day wearability. These are western boots worth wearing out easily, which makes them perfect for any purpose, from barn work to riding home. Their 4iR technology supports and cushions the feet effectively while the synthetic mesh lining provides optimum breathability. These men's western boots have a full-grain leather foot and upper that give them a dandy appeal. Moreover, the Duratec outside adds wear-resistance and flexibility to their design along with optimum grip and traction.

Show Pride While you Ride
These eye-catching men's cowboy boots feature an American flag and camo pattern. Crafted with full-grain leather, supple suede and innovative comfort technology, you can wear these cowboy boots all day long.

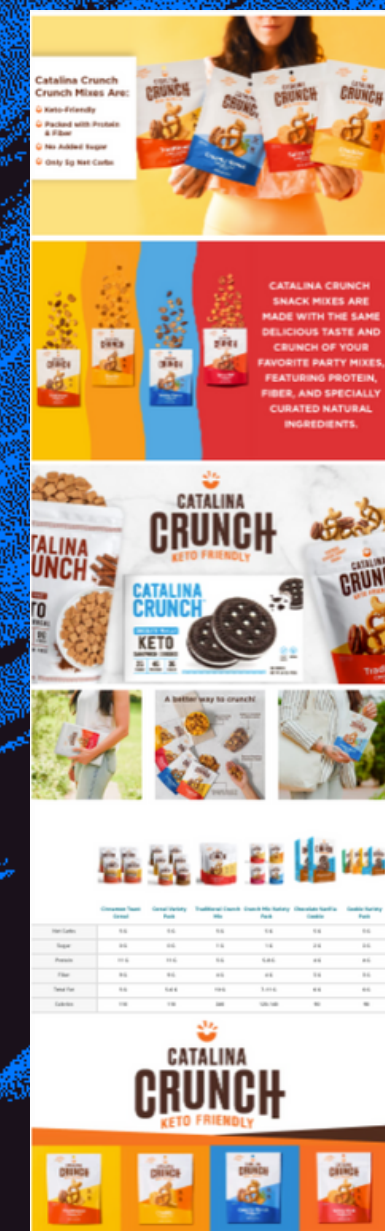
All Day Comfort
The Sport Patriot boot has 4iR technology for support and cushioning and Duratec outsole for maximum wear-resistance and flexibility, ensuring your feet stay supported and comfortable from dawn to dusk.

Great Gifts
Shopping for your husband or boyfriend shouldn't be difficult, and with these western boots for men from Ariat, it won't be. Perfect for work, outdoors or a night out, the hard-working man can wear these western boots for any occasion.

	Terrain Waterproof	Terrain	Sport Patriot	Hambler	Suede Toe GroundBreaker
ATS Technology	✓	✓			✓
Duratec Outsole			✓		
Waterproof	✓				
Western Inspired Design			✓	✓	
Lace-up Comfort	✓	✓			

Ariat Below the Fold

BLUE WHEEL EXAMPLE CONTENT



CONTENT OPPORTUNITIES SUMMARY

Opportunities

- ⊗ Brand Video: Exists on Amazon Store but could be included on every single ASIN and be updated to better reflect the brand pillars and array of products.
- ⊗ Below the fold A+ content. This exists but content is positioned from the category level as opposed to at the product level.
- ⊗ Need product-specific guided selling videos utilized on relevant top selling ASIN listing galleries and video driven ad units.
- ⊗ Product-specific below the fold content outlining differentiated product benefits or attributes. As of now, a blanket approach is taken.

Immediate Recommendations

Analyze and build sales/advertising strategy to ensure copy on page lines up to enhance AMZ SEO value as well as connects to future non-brand strategy.

Explore existing creative cadence for AMZ specific marketing efforts.

Scrub through existing DTC product photography to ensure that AMZ PDPs are updated with most recent product imagery. Leverage this content to push AMZ posts.

Refresh above and below the fold content to match 2023 brand direction and customize at every corner

Discuss creative budgets to align on how to most efficiently generate a new brand video and video content for top performing ASIN's



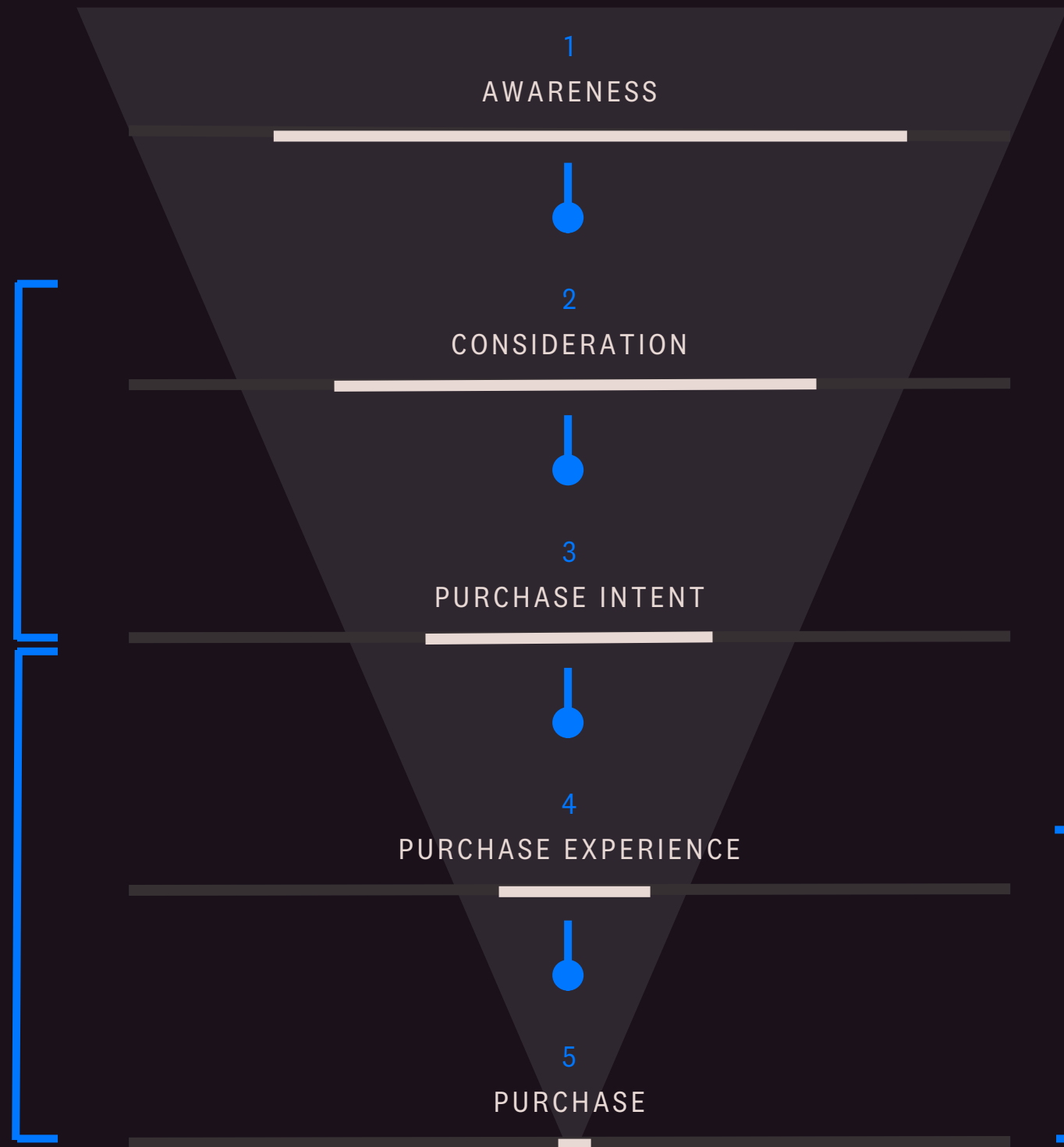


GROWTH APPROACH

AMAZON ADVERTISING FUNNEL

Ad Console:
Sponsored Brands, SBV, &
Sponsored Display Ads

Ad Console:
Sponsored Products,
Sponsored Display Ads



Amazon DSP:
In-Market &
Lifestyle

Amazon DSP:
Retargeting

Content:
PDP, A+, Brand Store

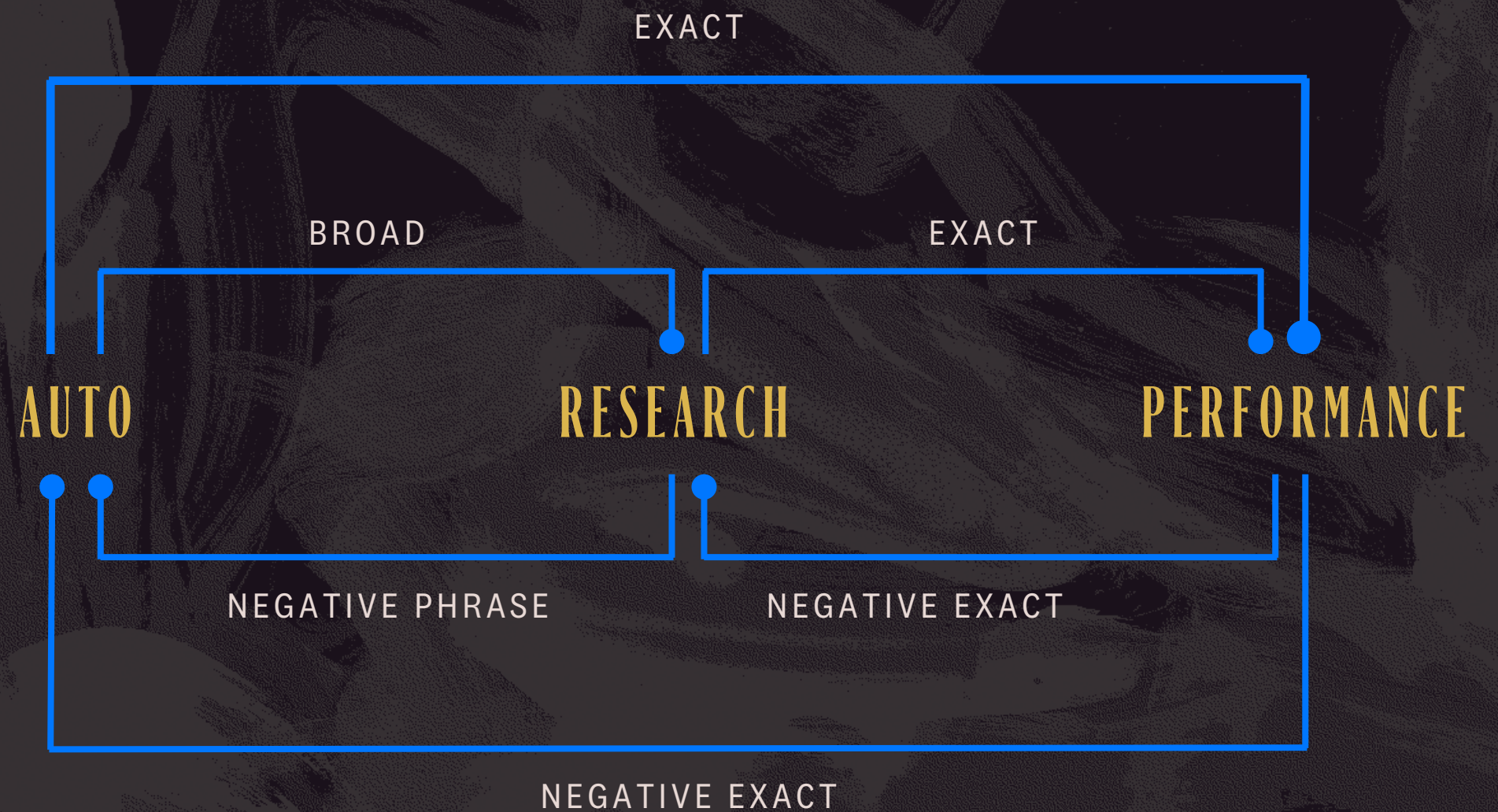




ADVANCED AMAZON ADVERTISING TECHNOLOGY

We weren't satisfied with existing ad tech, so we developed our own. Companion is built on our Search Term Isolation bidding philosophy, giving our team full control over advertising in real time.

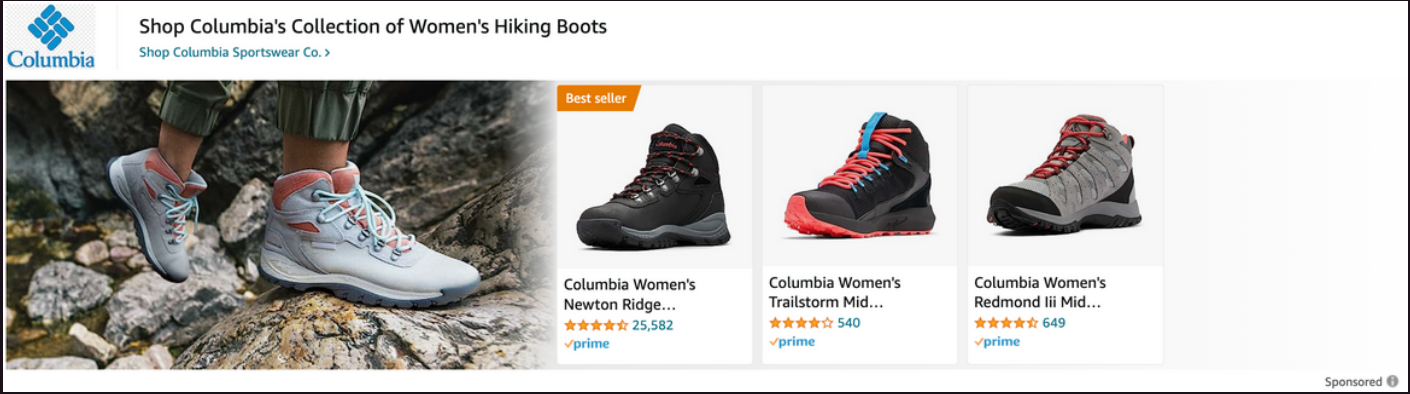
Companion is a complement, not replacement for Blue Wheel brainpower. Our team of Amazon Advertising experts provide the human touch that is necessary to drive your business forward.



companion
Powered by AI, Managed by Us

ADVERTISING SEARCH RESULTS

Columbia Shop Columbia's Collection of Women's Hiking Boots
Shop Columbia Sportswear Co. >



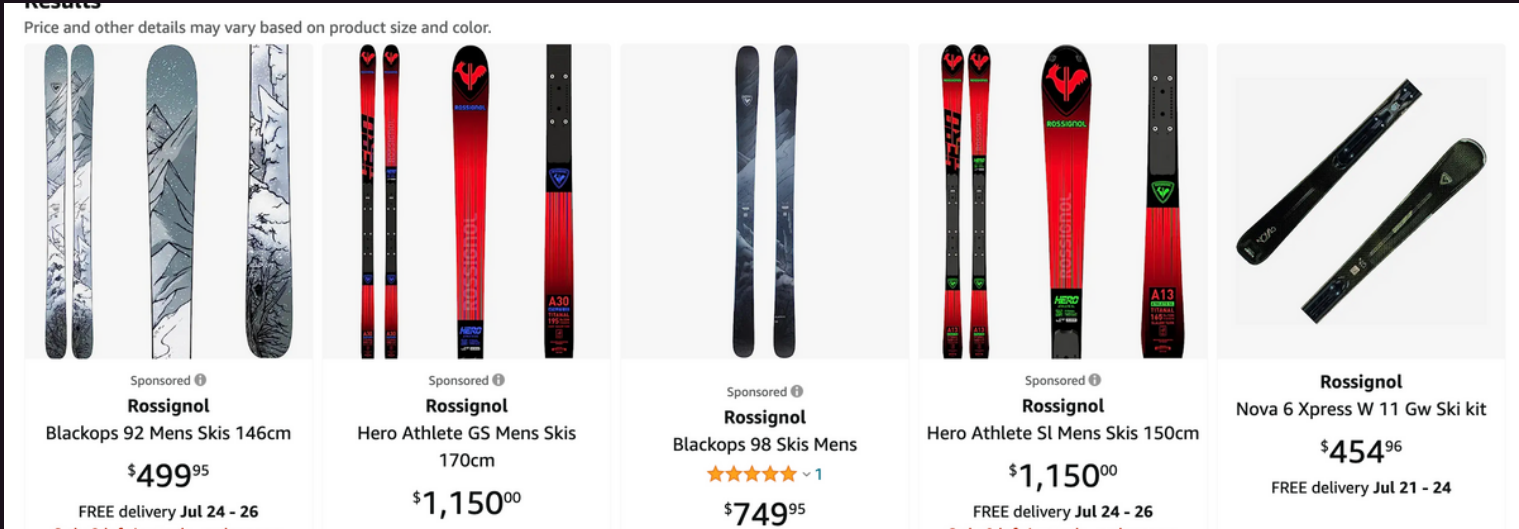
Best seller

- Columbia Women's Newton Ridge...
★★★★☆ 25,582
prime
- Columbia Women's Trailstorm Mid...
★★★★☆ 540
prime
- Columbia Women's Redmond Ii Mid...
★★★★☆ 649
prime

Sponsored ⓘ

← Sponsored Brand

Price and other details may vary based on product size and color.



- Sponsored ⓘ**
Rossignol
Blackops 92 Mens Skis 146cm
\$499⁹⁵
FREE delivery Jul 24 - 26
- Sponsored ⓘ**
Rossignol
Hero Athlete GS Mens Skis 170cm
\$1,150⁰⁰
- Sponsored ⓘ**
Rossignol
Blackops 98 Skis Mens
★★★★☆ 1
\$749⁹⁵
- Sponsored ⓘ**
Rossignol
Hero Athlete SI Mens Skis 150cm
\$1,150⁰⁰
FREE delivery Jul 24 - 26
- Rossignol**
Nova 6 Xpress W 11 Gw Ski kit
\$454⁹⁶
FREE delivery Jul 21 - 24

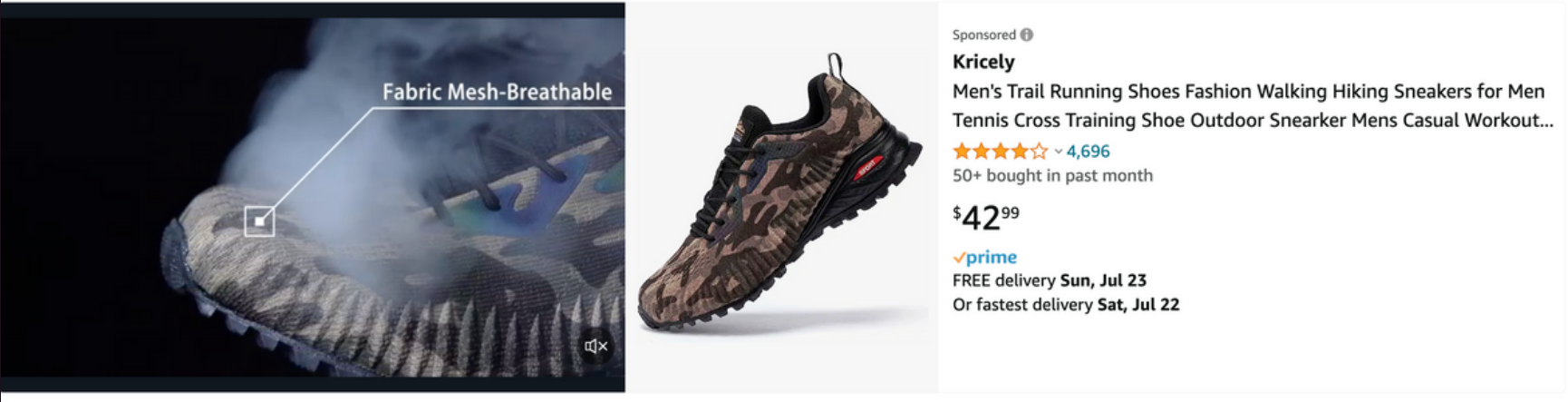
← Sponsored Product



Union 2023 Flite Pro Black Snowboard Bindings
★★★★☆ 66
\$126⁷⁷

Sponsored ⓘ

Sponsored Display →



Sponsored ⓘ
Kricely
Men's Trail Running Shoes Fashion Walking Hiking Sneakers for Men Tennis Cross Training Shoe Outdoor Sneaker Mens Casual Workout...
★★★★☆ 4,696
50+ bought in past month
\$42⁹⁹
prime
FREE delivery Sun, Jul 23
Or fastest delivery Sat, Jul 22

← Sponsored Video



BRAND PROTECTION

SELLERSIGHT ROSSIGNOL

ROSSIGNOL SELLERS BY MARKETPLACE

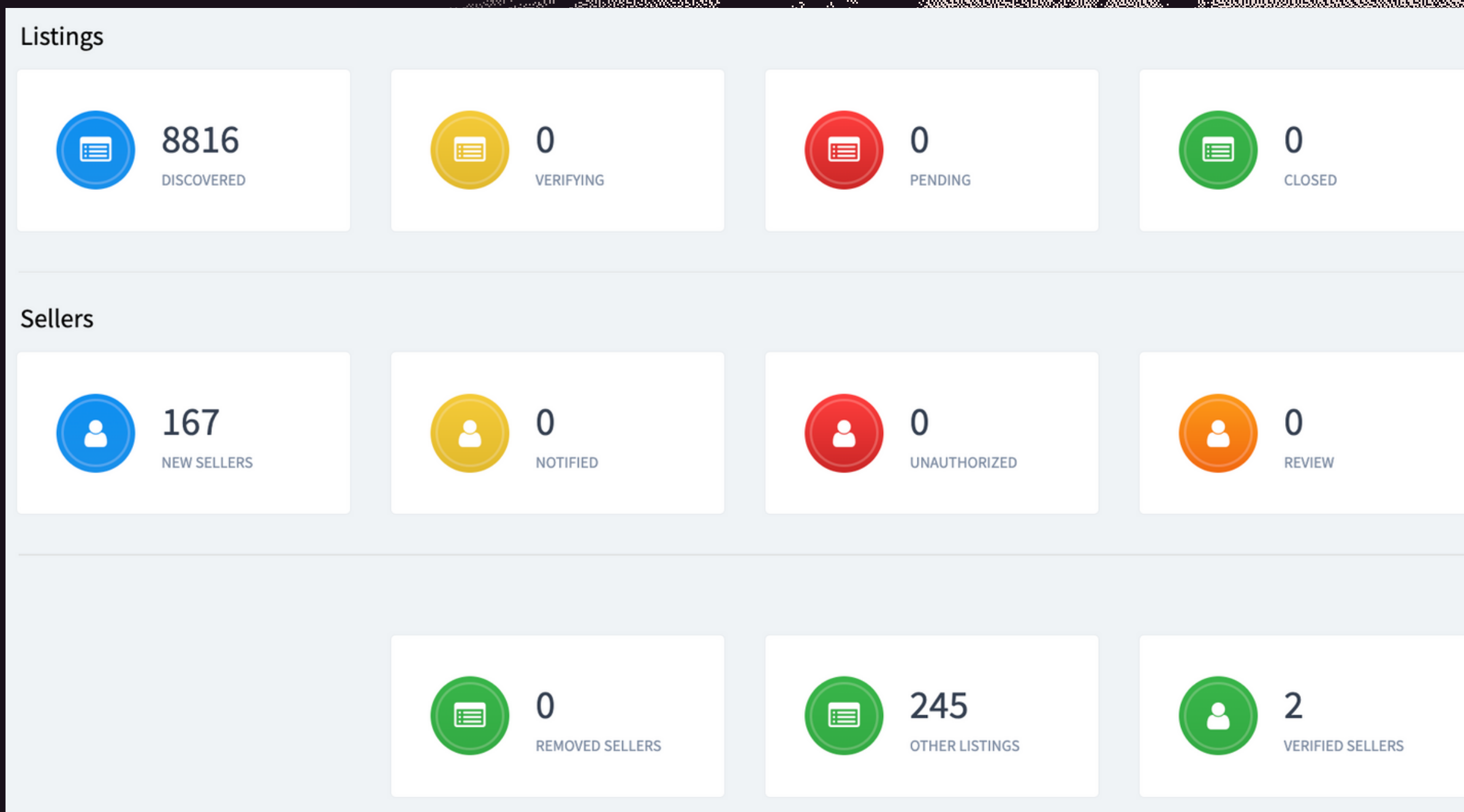
40 AMAZON FR
3 AMAZON ES

28 AMAZON DE
19 AMAZON CA

25 AMAZON IT
8 AMAZON UK

44 AMAZON US

8,816
TOTAL OFFERINGS



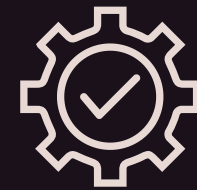
BRAND PROTECTION

Service Stages



Business Case, Strategy & Alignment

- Comprehensive Brand Assessment
- Examine Opportunities & Threats
- Strategy Development
- Review Policies



Channel Management & Legal Foundation

- Craft Necessary Brand Policies
- Implement Brand Market Strategy
- Formalize Brand / Product Differences
- Train Brand Team to Prep for Utilization



Monitor & Enforce: Remove Unauthorized Sellers

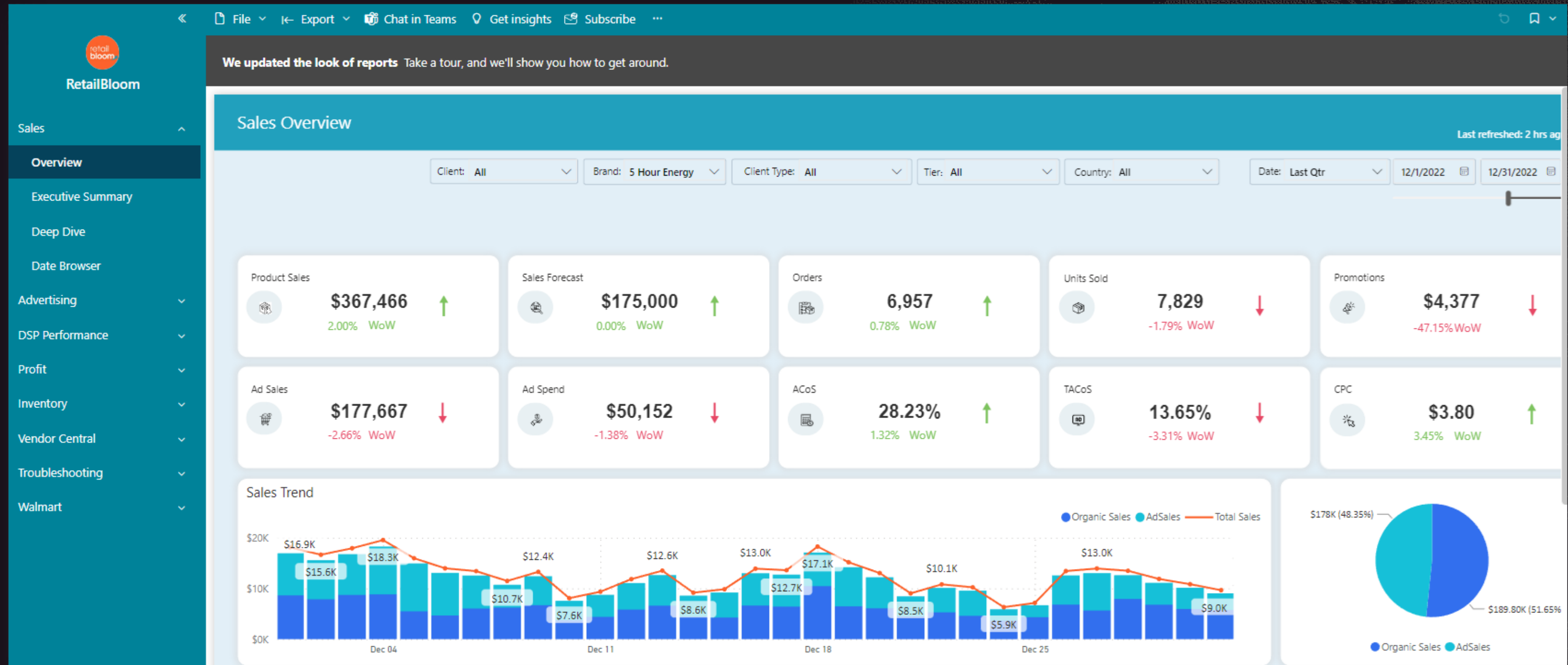
- Enforce Policies & Programs Created
- MAP Monitoring & violation Enforcement
- Unauthorized Seller Tracking
- Legal Escalation





REPORTING

Executive Overview



P&L

Profit

Profit by Brand

Profit by Product

P&L

Inventory

Warehouse

Returns Overview

Inventory by SKU

Vendor Central

Troubleshooting

Walmart

Profit & Loss

Last refreshed: 2 hrs ago

Client: All Brand: All Client Type: All Tier: All Country: All Date: Last 30 days 1/2/2023 1/31/2023

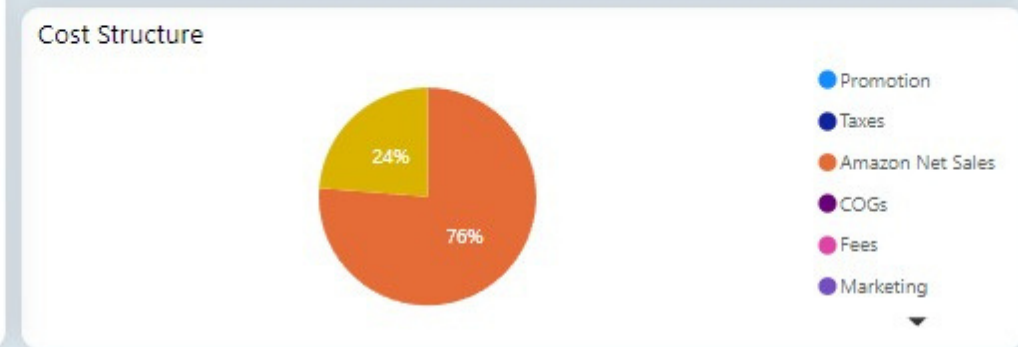
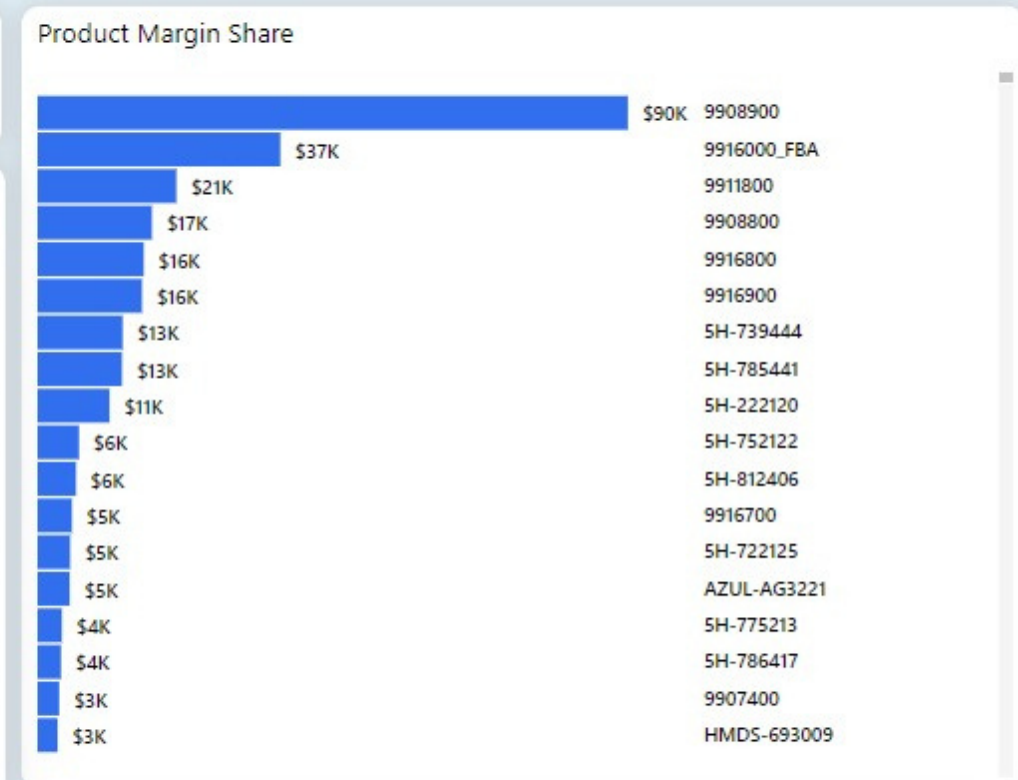
Search by SKU: Search Search by Product: Search

Total Cost
\$1,139,406

Net Profit
\$463,423

Margin %
29%

Category	1/2/2023	1/3/2023	1/4/2023	1/5/2023	1/6/2023	1/7/2023	1/8/2023	1/9/2023	1/10/2023
Revenue	42,003.12	98,810.48	72,179.51	64,331.08	54,560.43	29,629.12	45,415.99	84,587.95	59,984.22
Promotion	-861.43	-1,070.04	-1,227.67	-1,278.12	-1,303.21	-930.69	-1,435.16	-1,607.68	-1,538.65
Taxes	-1,433.03	-4,821.85	-2,965.69	-2,773.49	-2,357.51	-1,038.85	-1,744.27	-3,870.64	-2,533.83
Amazon Net Sales	39,708.66	92,918.59	67,986.15	60,279.47	50,899.71	27,659.58	42,236.56	79,109.63	55,911.74
COGs	-10,079.69	-23,933.85	-19,416.65	-17,649.19	-16,268.30	-8,623.36	-11,553.67	-15,058.28	-14,414.39
Operational Margin (CM1)	29,628.97	68,984.74	48,569.50	42,630.28	34,631.41	19,036.22	30,682.89	64,051.35	41,497.35
Fees	-16,334.40	-27,220.57	-22,852.15	-21,276.64	-17,259.32	-12,062.51	-15,827.90	-23,095.35	-19,057.93
Contribution Margin (CM2)	13,294.57	41,764.17	25,717.35	21,353.64	17,372.09	6,973.71	14,854.99	40,956.00	22,439.42
Marketing	-6,277.59	-5,141.01	-5,709.97	-5,573.37	-5,805.74	-6,736.19	-6,697.14	-5,204.51	-4,831.09
Net Profit	7,016.98	36,623.16	20,007.38	15,780.27	11,566.35	237.52	8,157.85	35,751.49	17,608.33
Margin %	16.71	37.06	27.72	24.53	21.20	0.80	17.96	42.27	29.35
Total	7,016.98	36,623.16	20,007.38	15,780.27	11,566.35	237.52	8,157.85	35,751.49	17,608.33





TEAM & TIMELINE

TIMELINE - 30 DAYS

STRATEGY

- Introductions to all necessary teams & review
 - BP, Content Optimizations, Advertising
 - Includes Command Center Forecast
- Initial execution of new strategy

LINE REVIEW & PRODUCT ASSETS ACROSS

UX (CONTENT OPTIMIZATIONS):

- Receive all product assets & account access
- Start round 1 of SEO and copy rewrite
- Present and launch first round of product copy
- Finalize merge & variation strategy
- Finalize dates & milestones for rounds

SELLERSIGHT (SELLER REMOVAL TOOL) LAUNCHED

V1 LAUNCH ADVERTISING

- Start advertising campaign analysis
- Start New build advertising campaigns
- Confirm budget
- Build Semantic Map + Launch

LAUNCH TECH/REPORTING SOFTWARE

- Start reporting dashboard set up
- Start Rossignol reporting requirements



TIMELINE - 60 DAYS

STRATEGY

- Start bi-weekly call cadence

UX (CONTENT OPTIMIZATIONS):

- Receive Round 1 feedback
- Present edits/final version
- Push round 1 optimizations
- Product Descriptions: Bullets, Titles, Merges, Back End Attributions
- Start Round 2 product copy

AMAZON / INVENTORY

- Amazon FBM live
- Amazon FBA inbound

ADVERTISING

- Finish new build ads
- Track and optimize new campaigns
- Continue testing new ad copy in ad groups
- Build additional campaigns based on search terms, and products
- Brand Protection

REPORTING:

- Present scorecard & review
- Finalize forecast and budget
- Finalize milestones and sub-KPIs
- Track Command Center + Forecasts 2-3x per week



TIMELINE - 90 DAYS

STRATEGY

- Re-pull audit and track progress

UX (CONTENT OPTIMIZATIONS):

- Receive Round 2 feedback
- Present edits/final version
- Push round 2 optimizations
- Start Round 3 product copy

AMAZON / INVENTORY

- Start ongoing replenishment
- Troubleshoot and solve issues
- Go-live Amazon.ca

ADVERTISING

- Track, migrate or negate search terms depending on performance
- Test additional ad units

REPORTING:

- Present QBR - 90 day learnings and Q2 expectations



SCOPE OF WORK & KPIS

Scope

ADVERTISING

- Search Advertising, Sponsored Display, Brand Video

CONTENT

- PDP Above the Fold
- PDP Below The Fold
- Brand Store

BRAND PROTECTION

- Seller removal
- Price monitoring across all eComm channel

INVENTORY MANAGEMENT & FULFILLMENT

- Replenishment
- Pick & Pack
- Labeling

KPIs

PROJECT MILESTONES

- Determine content schedule by month by parent style
- Recommend asset creations for styles by month
- Launch A+ Pages and update Stores
- Present optimized content
- Launch optimized content

NUMBER OF SELLERS REMOVED & BUY BOX

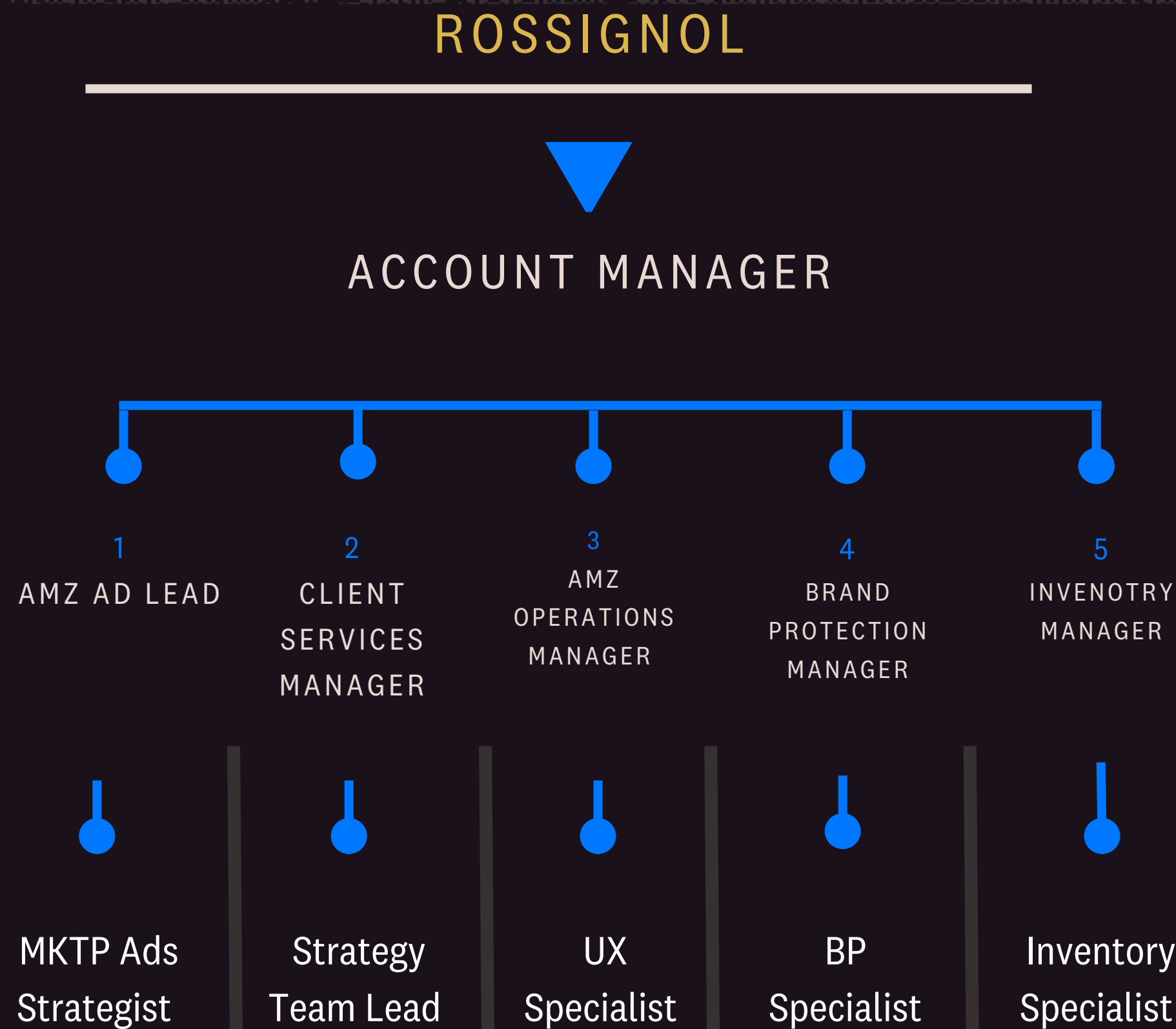
SALES FORECAST

AD BUDGET

TEAM WORKSTREAM

The 360 Account Manager is responsible for owning brand strategy at the highest level and works with a team of subject matter experts to drive holistic brand growth. Clients will use the 360 as their day-to-day point of contact.

360s are trained to manage client relationships across Blue Wheel's entire service line offering. Their role is to blur the lines between project management, business planning and account execution.





CASE STUDIES

IGLOOS

Jacob Ash was looking to improve their inventory and shipping efforts, struggling with lack of brand awareness within their target demographic, and address limited traffic, reviews, and organic ranking.

Blue Wheel strategized inventory and fulfillment improvements, content optimizations, and advertising campaigns in order to address their account as a whole.

The team at Blue Wheel worked with Jacob Ash to address their inventory issues, with a specific focus on the seasonality of their products. By integrating our inventory strategies with our Amazon Advertising tactics, we were able to move products to make room for upcoming seasonal product needs, all while maintaining their goal TACoS. Lastly, our team had custom videos created for top-selling products to use on Product Display Pages and in Sponsored Brand ads.

+49% in Total US Sales

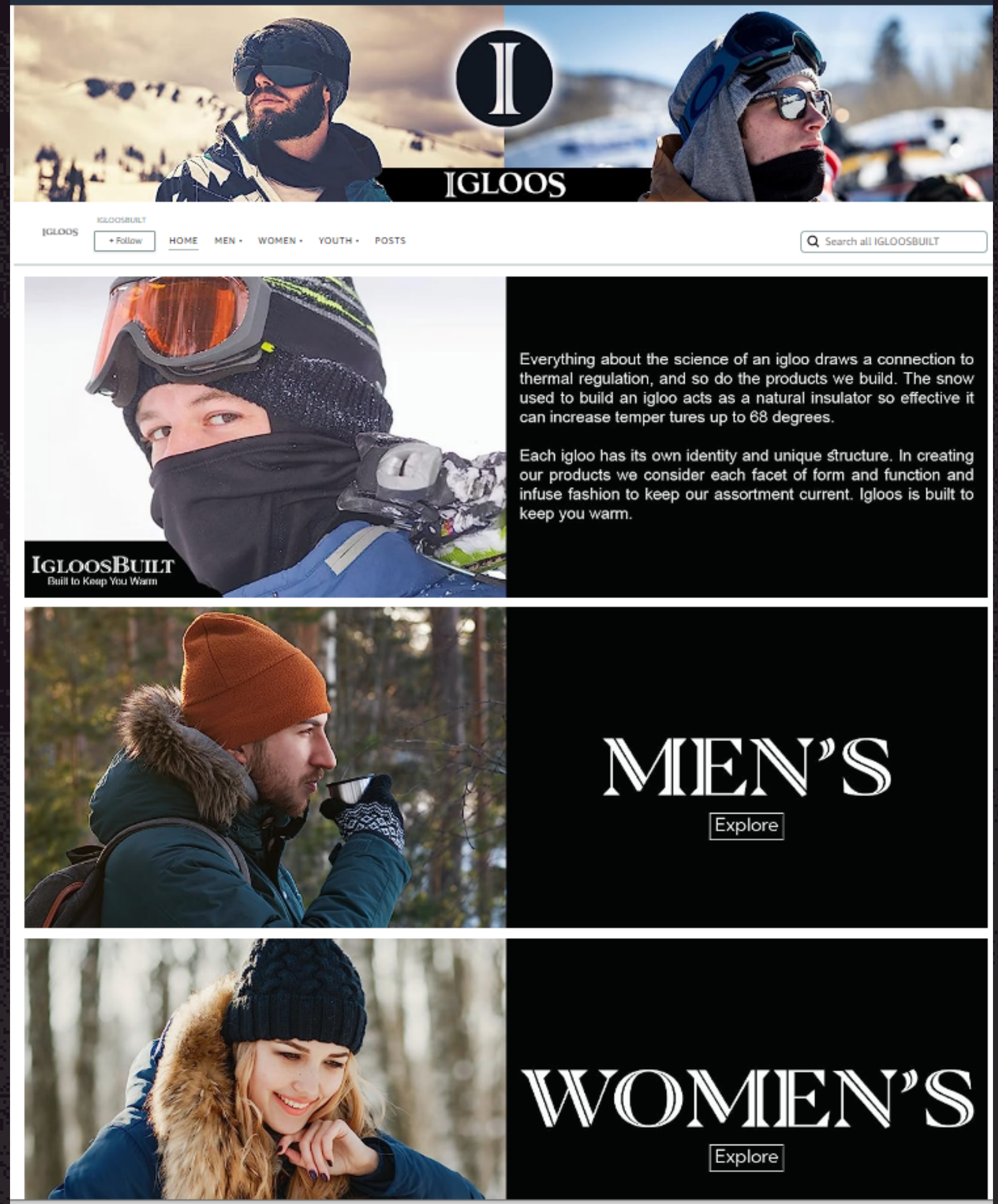
Increased year over year

+17% in Total CA Sales

Increased year over year

+19% Conversion Rate

Increased in 12 months



JOHNSTON & MURPHY

Johnston & Murphy sold directly to Amazon and via 3P sellers and wanted to find a partner to consolidate all Amazon efforts From Click to Ship without limiting their other authorized partners.

Blue Wheel launched a consignment model with Johnston & Murphy launching over 3,000 SKUs. We revamped the Amazon Store, launched advertising campaigns, ensured proper in-stock rates, and removed unauthorized sellers. We also work with Johnston & Murphy to merchandise styles specifically for Amazon on a seasonal basis. This allows us to target new Amazon customers and upsell existing.

+2.4X in Sales

Over 12 months

+211% in Conversion

Top Selling Products due to Catalog Optimizations

20,000+ New Customers

Customers purchased on Amazon who hadn't purchased before over 12 months

Inventory & Fulfillment + Brand Protection + Advertising + Marketplace Management

JOHNSTON & MURPHY®

SINCE 1850

JOHNSTON & MURPHY
SINCE 1850

Johnston & Murphy

+ Follow

HOME

NEW ARRIVALS

FEATURED SHOPS ▾ MORE ▾

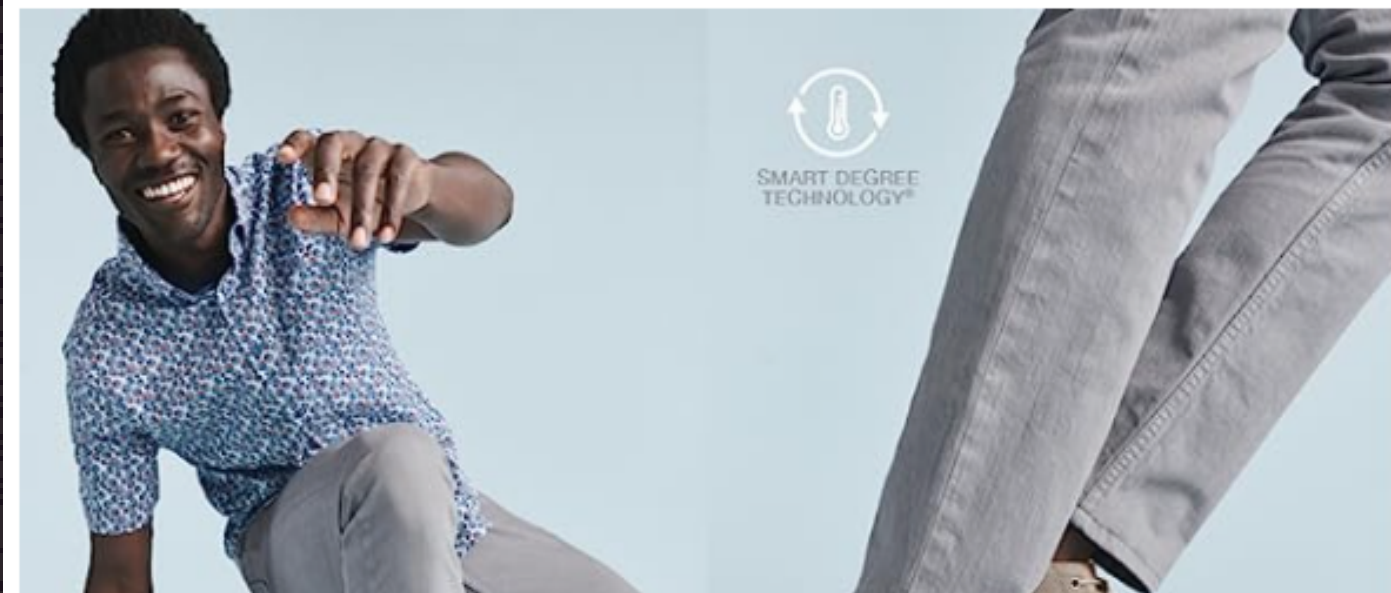
🔍 Search all Johnston & Murphy



Tried & True

Your favorite shoes from the moment you put them on.

SHOP McGuffey



SMART DEGREE TECHNOLOGY™

Cool Groove

Climate-controlled and seriously smart.

33 THREADS

The brand was being negatively impacted by the saturation of low-price alternatives on Amazon, poor search results, and content that had not been properly optimized, monitored, or protected.

We took a holistic approach when it came to optimizing 33 Threads' Amazon account. By implementing Fulfillment by Amazon and seller-fulfilled shipping options, we were able to successfully improve their inventory management. Based on our full inventory and product listing audit, we established a new tactical merchandising process. Additionally, we reviewed and updated over 1,200 SKUs and optimized over 250 product listings.

69% Total Sales

Growth seen in first six months working together in total sales

45% Advertising Sales

Increased after six months of partnering

25X Sales Growth

Sales increase over 3 year period



Inventory & Fulfillment + Brand Protection + Advertising + Marketplace Management





FINANCIAL MODELING

YEAR 1 FINANCIAL MODEL ASSUMPTIONS

3P Preferred Reseller vs. Consignment Model

	%	Consignment	Wholesale
Retail Revenue*		\$3M	\$3M
3P Amazon Selling Fees	17%	-\$510k	
3P Fulfillment Fees	15%	-\$450k	
Blue Wheel Orders**	45%		\$1.35M
Advertising - Year 1	20%	-\$600k	-\$600k
Blue Wheel Consignment Fee*		-\$330k	
GM		\$1.1M (37%)	\$750k (25%)

Consignment fees:

- \$10k/mo. + 7% of sales

*Sales assumption = 15% of current U.S. business plus \$1M in hard lines.

**Amazon Vendor Central does not disclose purchase prices. These are negotiated directly with each vendor.



YEAR 2 FINANCIAL MODEL ASSUMPTIONS

3P Preferred Reseller vs. Consignment Model

	%	Consignment	Wholesale
Retail Revenue		\$6M	\$6M
3P Amazon Selling Fees	17%	-\$1M	
3P Fulfillment Fees	15%	-\$900k	
Blue Wheel Orders**	45%		\$2.7M
Advertising - Year 2	17%	-\$1M	-\$1M
Blue Wheel Consignment Fee		-\$540k	
GM		\$2.6M (42%)	\$1.8M (28%)

Consignment fees:

- \$10k/mo. + 7% of sales

**Amazon Vendor Central does not disclose purchase prices. These are negotiated directly with each vendor.



CONSIGNMENT BENEFITS

- Higher margin compared to wholesale relationship
- No limit to the number of sellers for hard lines
- Ability to takeover 3P seller account in the future



Blue Wheel 

Thank you