MOVESELL

The leading agency for revenue growth,
profitability & branding on Amazon

9+
YEARS
EXPERIENCE

300+
MANAGED
CLIENTS

8
FIGURE
AD-BUDGETS

9
FIGURE
AMAZON SALES



FLORIAN VETTE,
MORITZ MEYER
MOVESELL Founder

CALVIN KLEIN · PANTO · Carlsberg · yfood · Ideal Standard · SPAX · VAUDE

BILLY BOY · Alpina · WÜRTH MODYF · WD-40 COMPANY · TRIXIE · THERMOS · AS CREATION

MOVESELL is one of the **TOP AMAZON AGENCY PARTNERS**

amazon ads
Advanced partner

amazon marketplace
EU Agency Platinum Partner

amazon | selling partner appstore
Software Partner

WE ARE **ONE** OF 5 **PREFERRED PARTNER AGENCIES**:

- **OWN MOVESELL AMAZON AE**
- **MARKET DATA & BENCHMARKS DIRECTLY FROM AMAZON**
- **ADVANCED ADVERTISING CONSOLE (SPA & DSP)**
- **EXCLUSIVE EVENTS & BENEFITS (ADDED VALUE)**
- **EXCLUSIVE FEATURES & BETAS**

INDIVIDUAL 360° SUPPORT

ANALYSES **FULL-SERVICE** **WORKSHOPS**

ADVERTISING **SEO & CONTENT** **AMC & DSP**

Holistic
consulting & tailored
strategy

Software for
fast, data-driven decisions

Senior Level
Expertise in all areas

ROPT

ROPT BI

amazon seller central

amazon vendor central

amazon selling partner appstore

Software Partner

- **AI ADVISER:** Revenue forecast & potential at ASIN level
- **Retailer Tracking:** Buybox, prices, sellers, missed Revenue
- **10 different dashboards** (Seller, Vendor, Countries, Ads, Content, Reviews etc.)
- **Extensive filter levels** (Account, Brand, Product Group, ASIN etc.)
- **Automation** (Custom reports, alerts etc.)
- **Customization** (enrichment with your own e-com data)



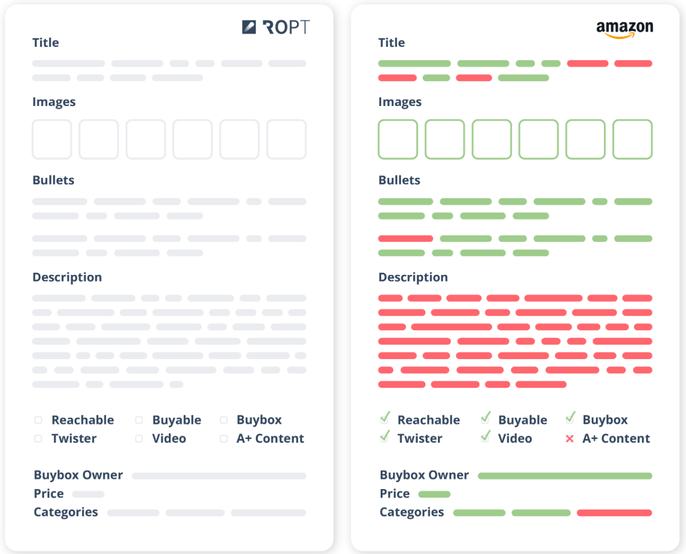
ROPT CONTENT GUARD

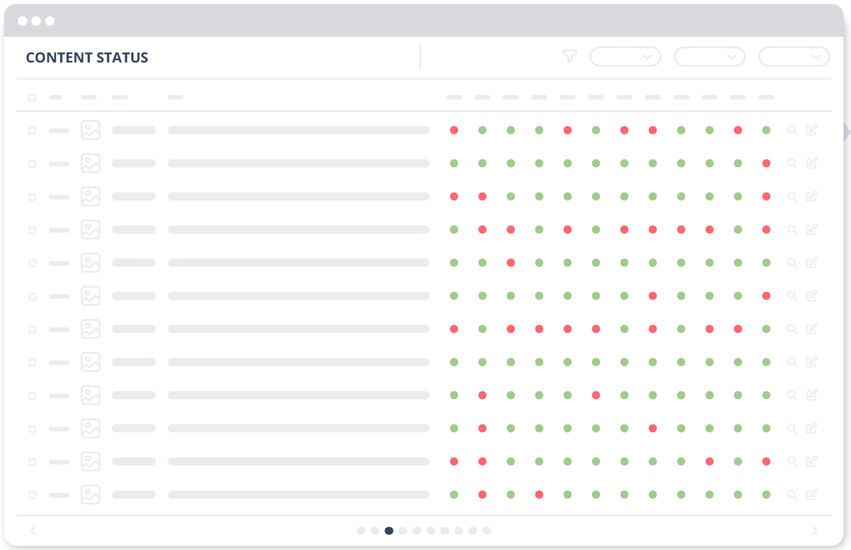
amazon seller central

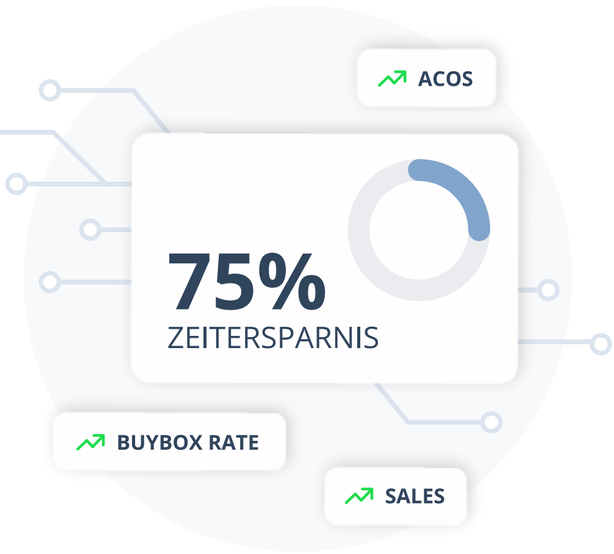
amazon vendor central

amazon | selling partner appstore

Software Partner







Target state
One Click Setup or
Upload via Excel file

Daily comparison of target state and actual state

Alert via tool & mail, **alert prioritization**, viewable **alert history**

Automatic correction of B+, gallery images or variants **& case management!**



DATA-DRIVEN **CONSULTING & STRATEGY**

ANALYSIS

STRATEGY

IMPLEMENTATION

Strategy validation & operational execution

GROWTH

Revenue increase & target profitability

MARKET ANALYSIS

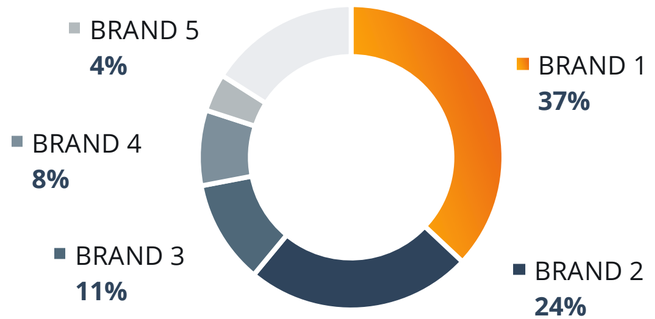
- Category revenues
- Market Shares
- Internationalization
- Assortment expansion
- Assortment reduction
- Revenue potential

BRAND ANALYSIS

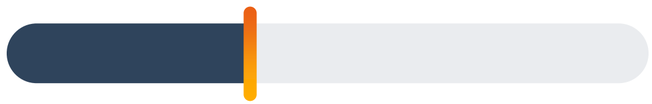
- Status Quo Brand Image
- Retail analysis (prices & 3P sellers)
- Product analysis
- Revenue potential

MARKETPLACE INSIGHTS
WITH ROPT & AMAZON FIRST-PARTY DATA

MARKET SHARE



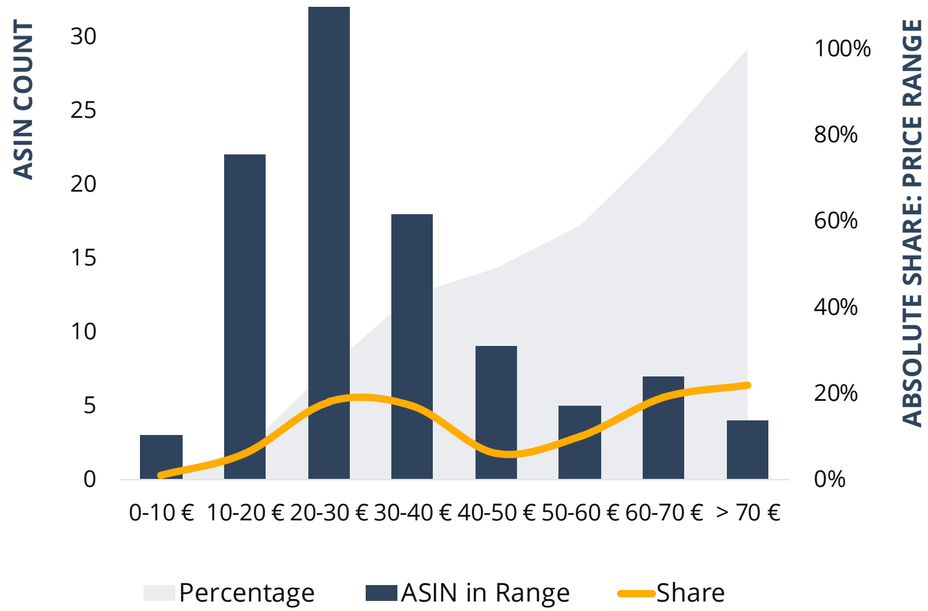
SEARCH BEHAVIOR



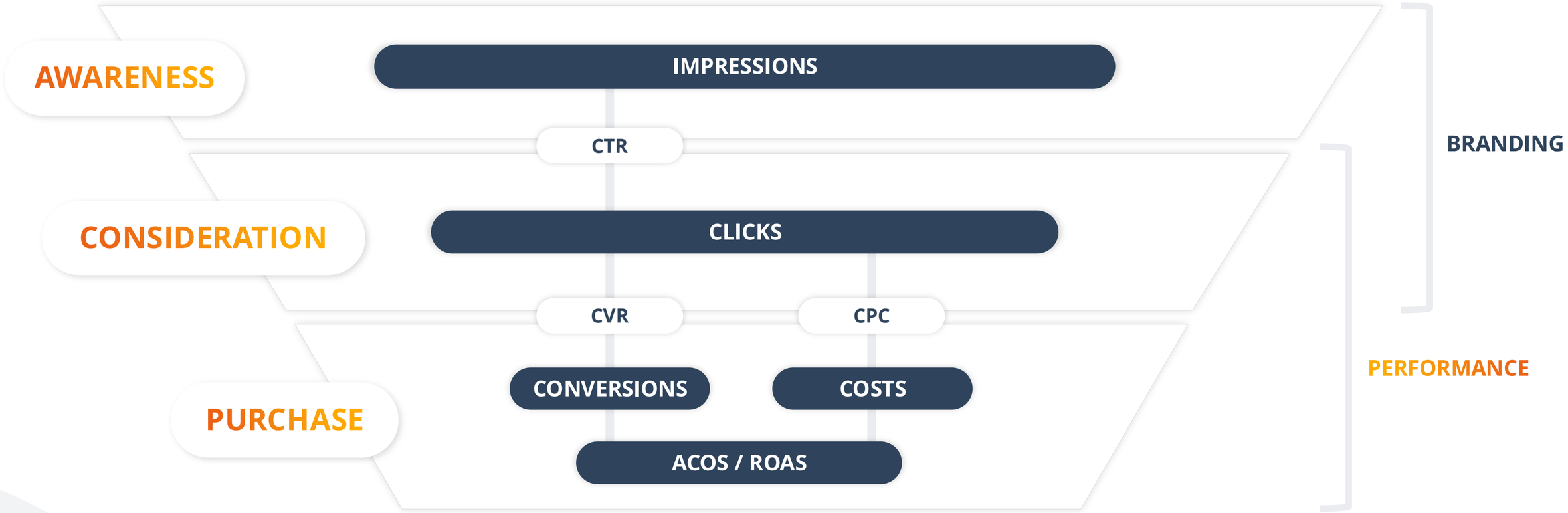
38 %
BRAND

62 %
GENERIC

PRICE SWEET SPOTS



MOVESELL‘S FULL-FUNNEL APPROACH
PPC & ADSP PERFECTLY ALIGNED



ADSP WITH MOVESELL
REACH ALL TARGET AUDIENCES ON AND OFF AMAZON

- DEMOGRAPHIC AUDIENCE
- 3RD PARTY AUDIENCE
- AMAZON BEHAVIORAL
- REMARKETING & COMPETITORS



MORE THAN 200 INTERNATIONAL CLIENTS



SPAX

Powerbar®
Evolving mindsets

aarke

TRIXIE

AS CREATION

DUNLOP



INTERNATIONALIZE
WITH MOVESELL

CALVIN KLEIN

Powerbar®
Evolving mindsets

AS CREATION

aarke

HAMMER

GROWTH PLAN
SAMPLE PROJECT FLOW

ANALYSIS

GOAL DEFINITION

PROJECT PLANNING

MONITORING & CONSULTING

SCALABLE STRUCTURES

ASSORTMENT CLUSTERING

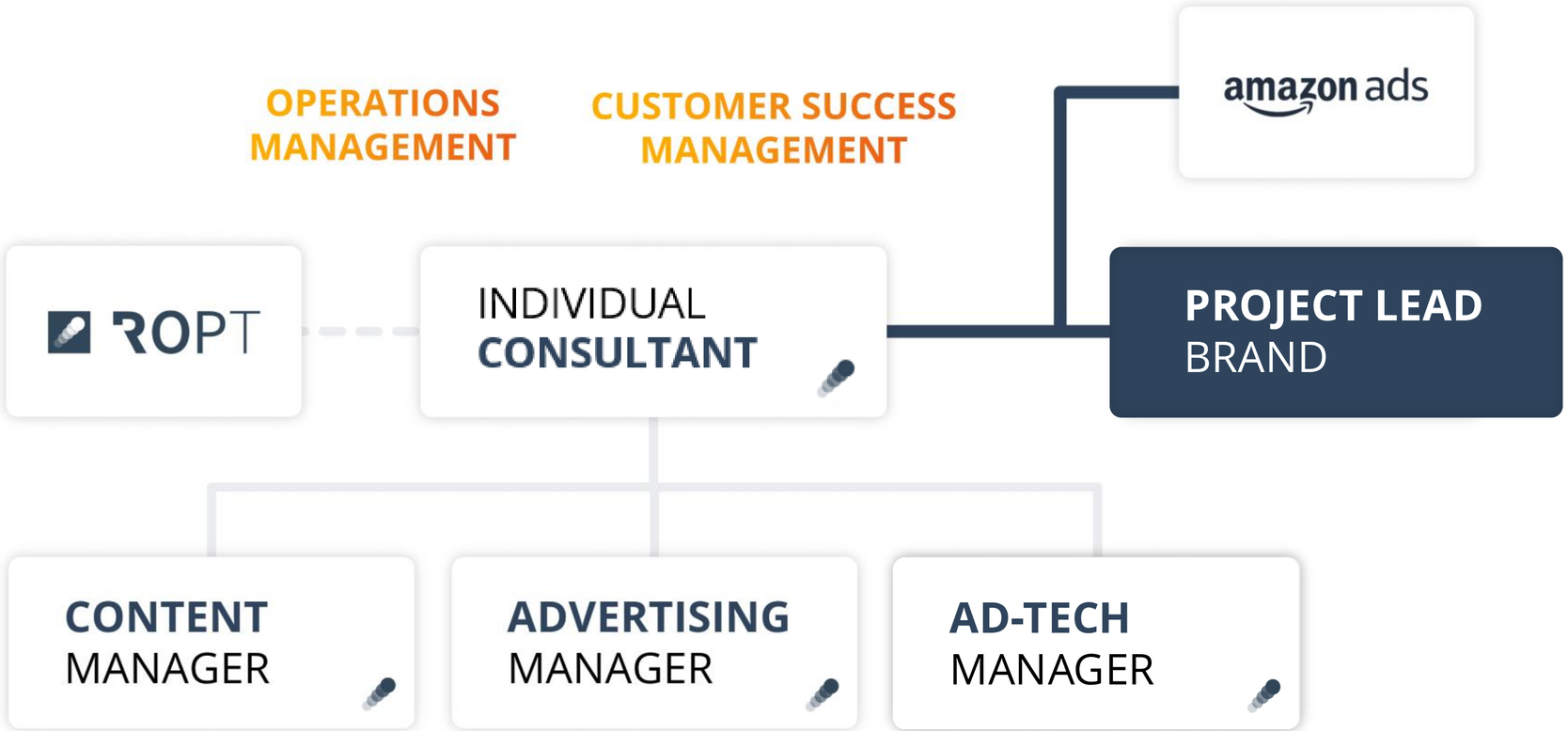
CONTENT

ADVERTISING

INTERNATIONALIZATION

12 – 36 MONTHS

COLLABORATION
& TEAM STRUCTURE



AHEAD ON **MARKETPLACES**

NETWORKING

Top industry event for first-class exchange between brands & online marketplaces

PODCAST

The latest **Marketplace-News**, in-depth deep dives & exciting **Interviews**

MEETUPS

Monthly **Seller, Vendor & OTTO meetup** for solving shared challenges









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MOVESELL

WHAT'S NEXT?

Free Account Audit
We analyze your current presence on Amazon and identify potential in content and advertising.

Discover Case Studies & References
Discover client case studies and learn about our approach and results.

Tailored Offer
Based on the account audit, we develop a customized offer designed to achieve your goals.