

Ascent was created with one purpose in mind: to naturally improve athletic performance. Ascent is committed to using the best real food ingredients and is designed to improve muscle health and performance.

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TOP 10 THINGS TO DO IN 2021

To Improve Your Amazon Performance

1 REMOVE ROGUE SELLERS

They undercut your MAP policy, control your buy box, and disrupt your legitimate program. They need to go!

2 ELIMINATE SPECIFIC RESELLERS

Sellers who are not investing advertising dollars for your products will hurt your sales. If they don't invest, you are not optimizing the buy box.

3 OPTIMIZE YOUR PRODUCT LISTINGS

It is all about keywords, rich content, and quality images. The difference in user experience and conversion is significant.

4 IMPLEMENT A KEYWORD STRATEGY

Target specific keywords for your products. You need to get scientific if you are to compete and win on Amazon.

5 PROTECT YOUR BUY BOX

Create an enforced pricing strategy. Amazon can actually penalize you if you or a reseller sells at a lower price on a different platform.

6 USE MACHINE LEARNING

Find an ad bid management system for your advertising campaigns. This can vastly improve your ad spend efficiency and brand growth strategies.

7 USE VIDEO & ENHANCED IMAGERY

Improve graphics on your brand's account page, and on your product pages. Video is the #1 consumed content; you need to incorporate them now.

8 USE VIDEO ADS

Amazon search ads includes a relatively new feature that highlights your brand and products in the way consumers want to learn about your products.

9 UTILIZE PRODUCT ATTRIBUTE TARGETING (PAT) ADS

Now you can show your ads alongside specific products, brands, or items from a given price and ratings range.

10 REMOVE DUPLICATE LISTINGS

Amazon can ding you for this common error. One key benefit is to consolidate product reviews.

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TOP 125
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Inc.5000
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2020



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