

## CHALLENGE

Prior to working with ZQUARED, Vetoquinol struggled to maintain control of their Amazon channel and wanted to avoid selling to Amazon directly. Lacking the capacity, resources, and in-depth knowledge required for successfully managing such a complicated sales platform, they faced the following primary struggles:

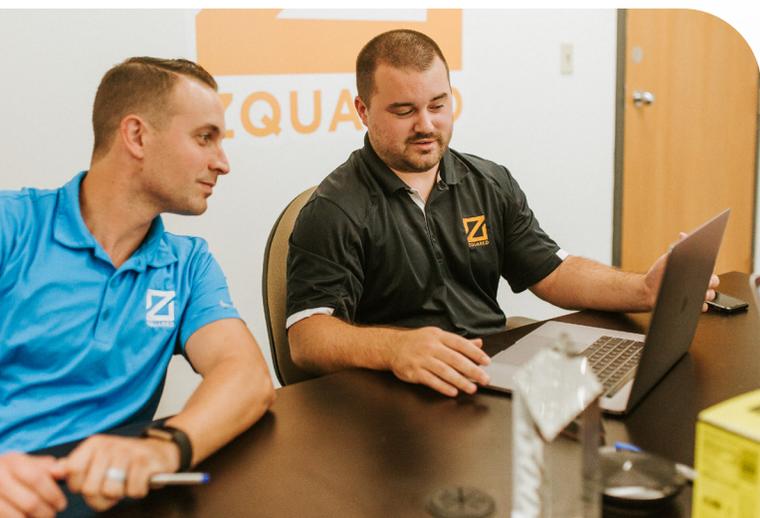
- **Ineffective measurement** of Amazon sales
- **Inability** to handle managing Amazon's Vendor Central Portal
- **Low-quality listings** and the absence of a beautifully-designed storefront



## PLAN

ZQUARED developed a plan for efficiently tackling the Amazon platform and taking it to the next level. In addition to laying a strong foundation by streamlining the catalog and optimizing listings quickly, ZQUARED developed a **comprehensive branding guide** to ensure Amazon messaging is on par while being consistent across all marketing channels.

“ ZQUARED also provided the end user with a **streamlined brand experience** that is truly representative of our company. ”



# EXECUTION

With ZQUARED's leadership and expertise, Vetoquinol now reaps full benefits from the Amazon sales channel rather than sharing profits with multiple resellers who made no investment back into the brand.

Vetoquinol also monitors their Amazon analytics via Snapshot, ZQUARED's proprietary cloud-based program that aggregates all relevant information into an easy-to-use dashboard.

*"ZQUARED offers unbelievable value for the best ROI."*

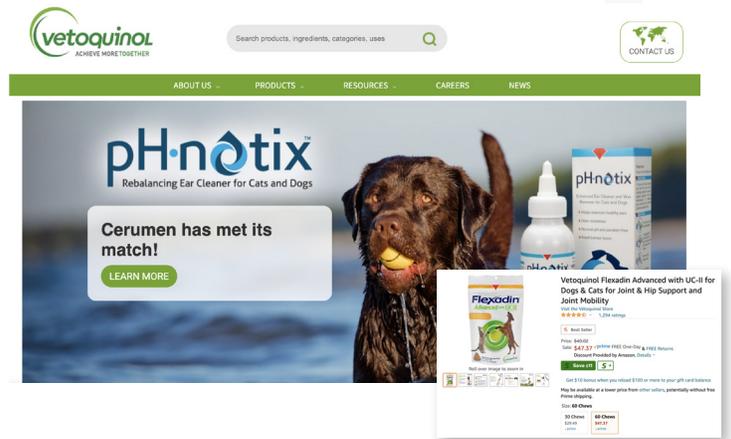
— Vetoquinol



# RESULTS

Since partnering with ZQUARED in 2018, Vetoquinol has experienced **tremendous growth year over year, approximately 50%**.

MAP compliance has also increased by upwards of 20% due to ZQUARED's diligence in monitoring MAP and notifying Vetoquinol of violators who negatively impact the brand.



With 24/7 access to real-time Amazon data, Vetoquinol analyzes the numbers and trends to develop informed strategies.

Vetoquinol has been able to realize financial gains in the e-commerce space as a result of the market awareness they've worked so hard to generate rather than funneling sales to third parties.

*"ZQUARED has an unmatched level of expertise."*

— Vetoquinol

**ZQUARED partners with Vetoquinol to collaboratively create strategies to support efforts both on and off Amazon. A strong client relationship has allowed Vetoquinol to take full advantage of the Amazon sales channel and beyond.**

**50% GROWTH INCREASE**



## RESULTS (CONTINUED)

*“ Their service is best described as **turnkey**. We hand them what we have, and they turn it into what Amazon needs - and then some. ”*

– Vetoquinol

Vetoquinol could not have achieved the success they've had since partnering with ZQUARED on their own simply because maximizing Amazon is not their niche. Understanding their products and knowing how to market those products on Amazon are two different things.

**dedication + communication**  
**= mutually beneficial partnership**

## SUMMARY

“ ZQUARED’s attention to all details is evident, their approach is creative, and their perspective is ever-evolving. With no service fees and no strict margin requirement, ZQ met our budget and limitations, allowing us to form a true partnership through compromise that meets both of our needs and objectives. ”

**“ ZQ matches our company’s values: both are family-owned and operate at a cross-functional level with a strong work ethic. ”**

– Vetoquinol

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