tradeswell.

Amazon Sellers 2021 Thive Guide

How to increase discoverability,

boost profit margin and make every day Prime Day



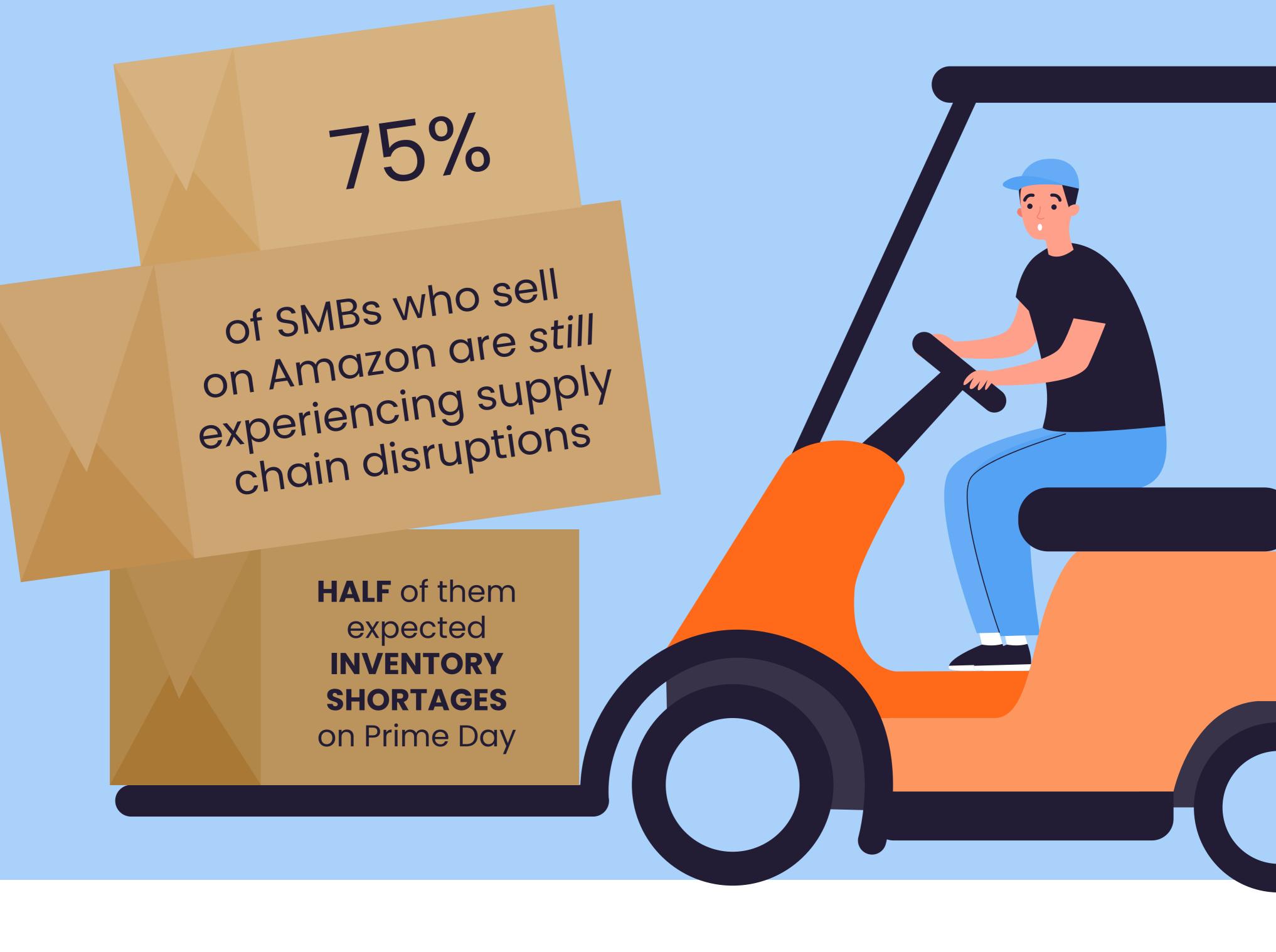


\$1.9 BILLION

went to small businesses thanks to pre-Prime Day promotions

\$10 discount for SMB purchase Yet supply chain challenges

limit sales potential





*MOCYS KOHĽS

Walmart > '<

RESERVE FUNDS

to execute campaigns

in other moments when

consumers are still shopping

13%

Source: eMarketer

BED BATH &

Innovator brands still need to be found

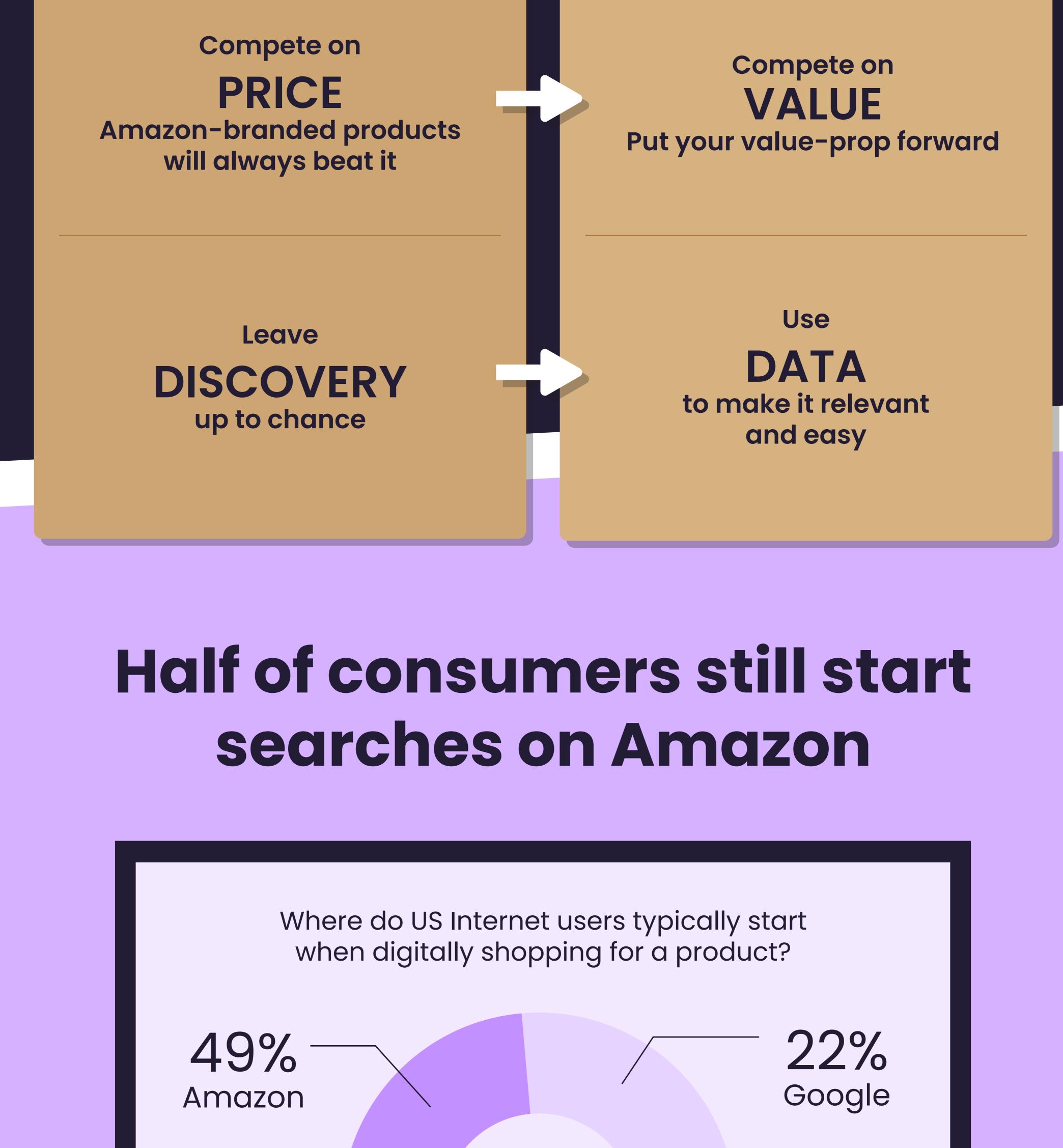
OTARGET

OVER-SPEND

on Prime Day advertising

and promotional investments

Here's what to do-and what not to do



Other 16% I rarely or never digitally shop

Brands must embrace AI to operate in an AI world. You can't beat one of the most sophisticated AI engines in the retail world with scores of people.

Amazon uses sophisticated AI for

product searches & recommendations.

AREYOUSINGAI, TOO?

Tradeswell can help! Learn how Amazon Sellers of all sizes, from startups to Fortune 500s, use Tradeswell's Al-powered software

to visualize one complete picture of their ecommerce

Sell more. Know more. Now.

business and reveal product-level insights across silos making it easy for teams to collaborate and act.

tradeswell.