Amazon *Perfect* Store

Shalion's **Amazon Perfect Store** equips eCommerce teams with clear, actionable insights tailored specifically for Amazon. Our solution bridges the gaps left by standard digital shelf reports, helping you manage your digital shelf and retail media on Amazon to drive improved sales and profitability.

Solving your Amazon challenges:

Struggling to understand performance without an Amazon-specific view?
Gain a comprehensive view of your brand's performance across key Amazon features, including Availability, Buybox, Prime, Coupons, Amazon's Choice, Subscribe & Save, A+ Content, and Sponsored features

Not spotting assortment and PDP issues quick enough?
Identify critical actions needed to maintain product presence and organic visibility on Amazon. Get real-time alerts on stock, Buy Box, and CRAP products to enable quick actions that keep your brand competitive.

Unclear on your brand's share of voice across Amazon?
Weighted share of voice delivers a detailed assessment of your visibility across key search pages by factoring in organic rankings, sponsored features, and traffic. Use this to improve your overall SoV and increase ROI on media spend.

Key features

1 Range management

- **Real-time alerts:** Stay informed with alerts on stock, Buy Box, and CRAP status to maintain competitiveness.
- **Promotions & 3P monitoring:** Manage promotions and monitor third-party sellers to protect brand integrity.

2 Content management

- **PDP optimization:** Optimize titles, images, and A+ content to improve search rankings and conversions.
- **Compliance monitoring:** Ensure your product listings meet Amzon's A+ content standards.

3 Visibility management

- **Share of voice tracking:** Monitor your brand's visibility across Amazon's search results.
- **Media spend optimization:** Adjust media investments based on competitor benchmarks for better ROI.
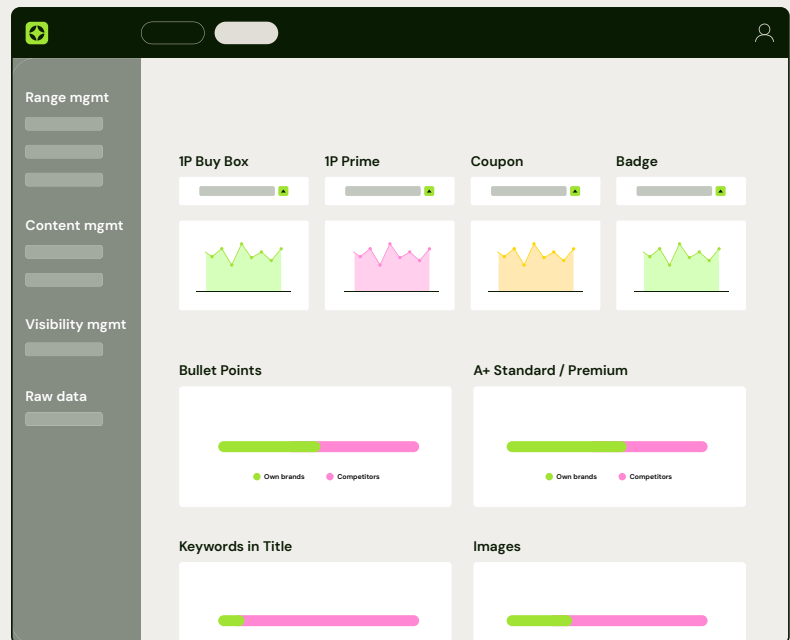
Tailored, actionable dashboards

Empower your teams with Amazon-specific dashboards that deliver clear, actionable insights. Whether you're managing stock, optimizing content, or strategizing media spend, each dashboard is designed to guide your team to **faster, more effective decisions.**

Ready to *enhance* your Amazon performance?

Contact us for a demo:
shalion.com/getintouch

SHALION.COM   LINKEDIN