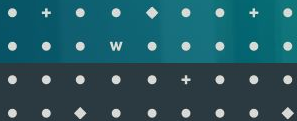


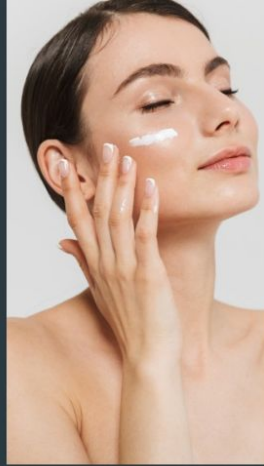
# witailer

Amazon Solutions & Marketplace Services



**COSMOPROF**

**FEDERICO SALINA - CEO**  
**LUCA DE BERNARDI - DIRECTOR CLIENTS ENGAGEMENT**



**witailer**

x

**COSMOPROF**  
WORLDWIDE BOLOGNA

**AMAZON PER I BRAND DEL BEAUTY**

**NUOVI TREND E OPPORTUNITÀ PER  
L'INDUSTRIA DELLA COSMETICA**

**29/04/2022**

# witailer

## AMAZON SOLUTIONS & MARKETPLACE SERVICES



**+65** People  
**+15** People dedicated to  
Software, Tools & Data Intelligence



**+45K** products  
**+550M** Amz Revenues  
**+16M** Advertising budget



Based in IT & ES  
**8** Languages covered  
Founded by Senior Manager of Amazon

amazon ads

Advanced  
partner

amazon  
global selling

Solution  
Provider  
Network

# witailer

## SERVICES



### ACCOUNT MANAGEMENT

Seller and Vendor  
account **Setup**

**Strategy and Catalogue**  
Definition

Support in **Inventory**  
**Management**

**Pricing** and planning of  
**promotional activities**

Performance **Monitoring**  
**and Reporting**



### ADVERTISING

**Budget and Advertising**  
**Strategy Definition**

Sponsored Ads and DSP  
campaigns **Set up and**  
**Management**

Ongoing spending and  
targeting **Optimization**

Performance **Monitoring**  
**and Reporting**



### CONTENT OPTIMIZATION

Catalogue **Creation and**  
**Optimization** based  
on SEO perspective

Content creation and  
development: **Product**  
**Images, A+ Pages, Brand**  
**Store**

Content **Maintenance**



### BUSINESS INTELLIGENCE

**Market Analysis** aimed  
to identify growth  
opportunities through  
**Search Intelligence**

Performance Monitoring  
and Reporting through  
**Vendor/Seller Analytics**

Performance Monitoring  
and Reporting through  
**Advertising Analytics**

## Part of Retex Group



### CENTRE FOR EXCELLENCE ON DIGITAL SERVICES

**witailer**

Amazon Solutions &  
Marketplace Services

**atoms**

E-commerce and  
Experience Design

  
**CONNEXIA**  
Creativity in Love with Data and Technology

Creativity in Love with  
Data and Technology

**RETEX**中国

Digital Internalization  
on the Chinese Market

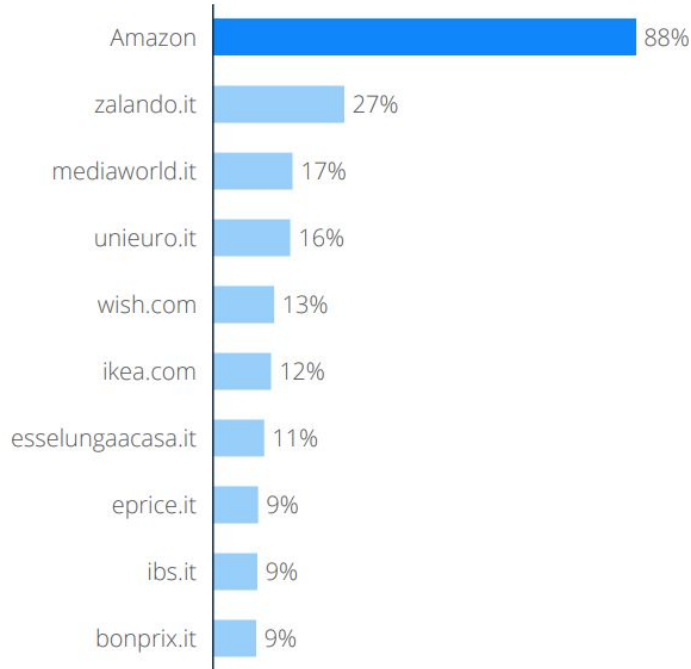
# 01

## MAIN TRENDS ON AMAZON BEAUTY



# AMAZON IS THE MAIN RETAIL CHANNEL FOR ONLINE SHOPPERS

Top 10 most used online shops in Italy

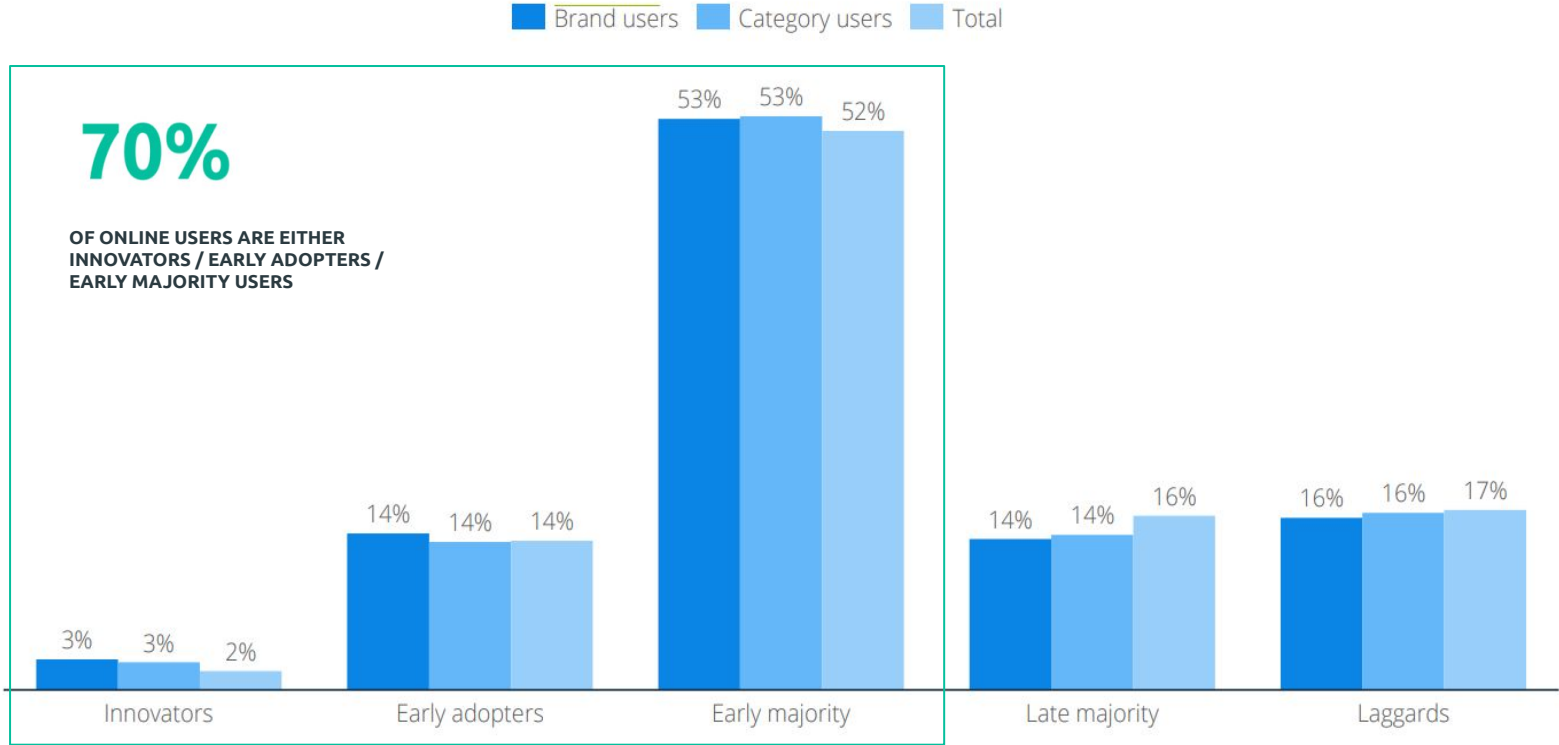


**30M**  
**AMAZON USERS**

**8-9M**  
**BEAUTY REACH**

# AMAZON IS A RETAIL DESTINATION FOR EARLY-STAGE ADOPTERS

Innovation adopter types based on statements on innovation by consumers in Italy



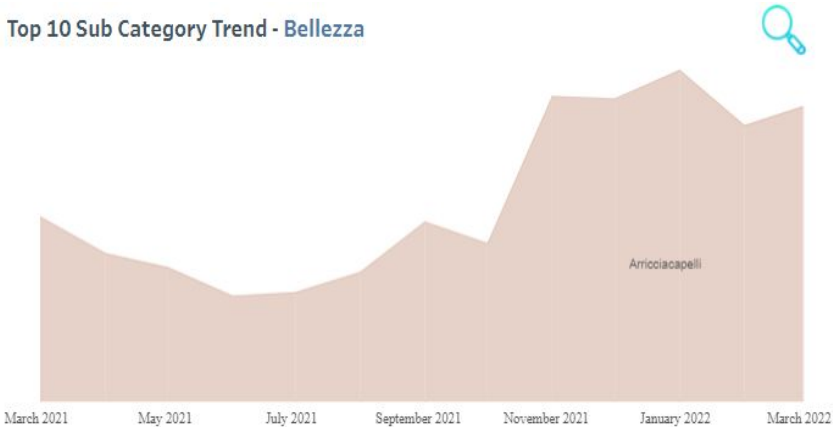
Source: Statista



# BEAUTY: MAIN SEARCH TRENDS ON AMAZON.IT YEAR OVER YEAR

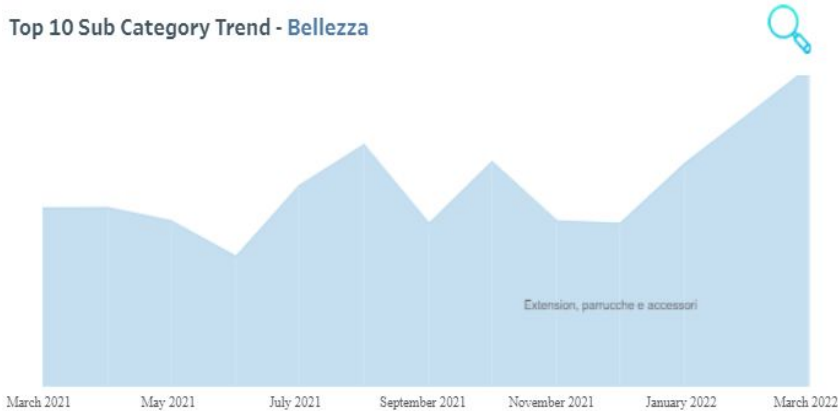
**Arriciacapelli**  
**+60%**

Top 10 Sub Category Trend - Bellezza



**Extension & Accessori**  
**+80%**

Top 10 Sub Category Trend - Bellezza

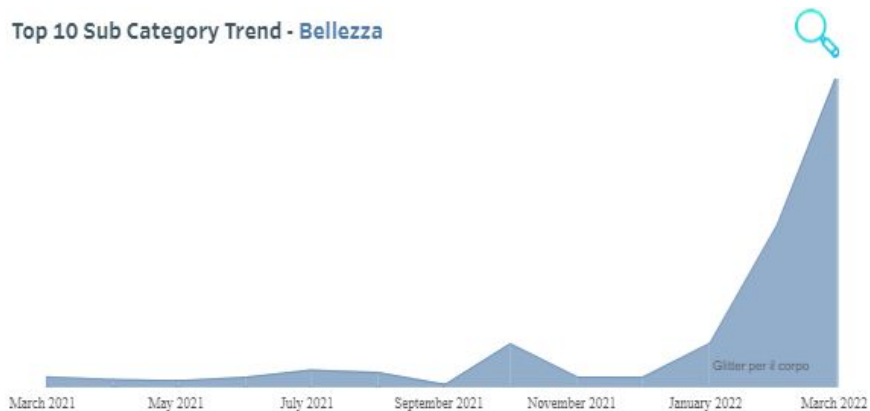


Source: Witailer internal data

# BEAUTY: MAIN SEARCH TRENDS ON AMAZON.IT YEAR OVER YEAR

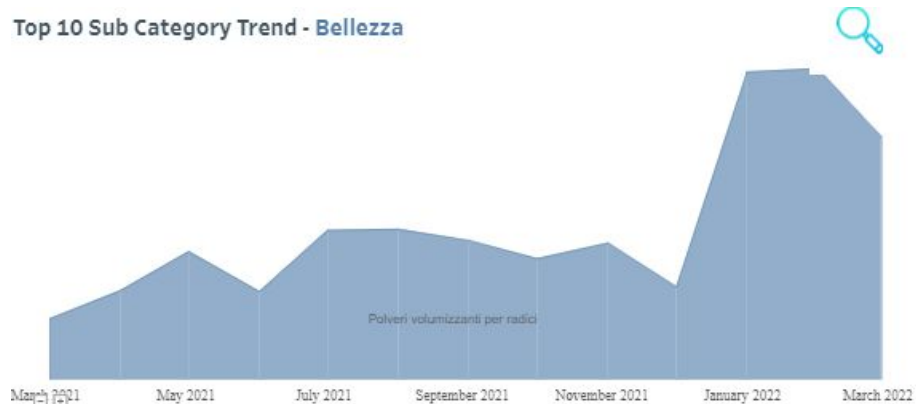
**Glitter per il corpo**  
**+2700%**

Top 10 Sub Category Trend - Bellezza



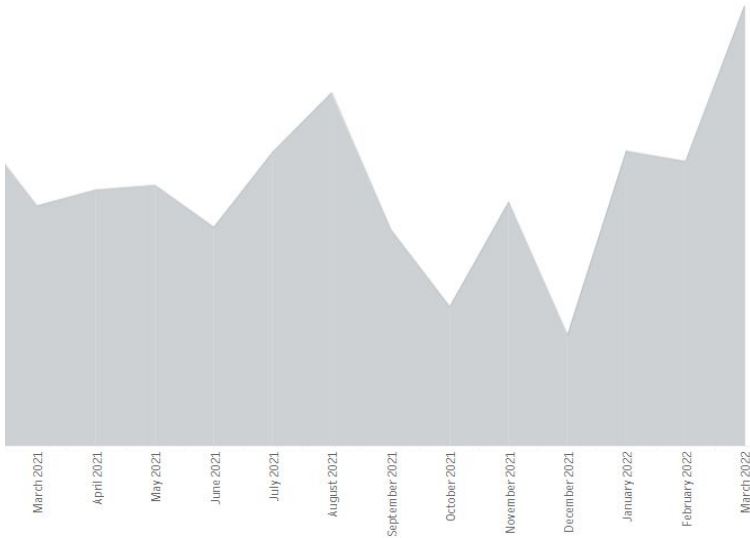
**Polveri Volumizzanti**  
**+300%**

Top 10 Sub Category Trend - Bellezza

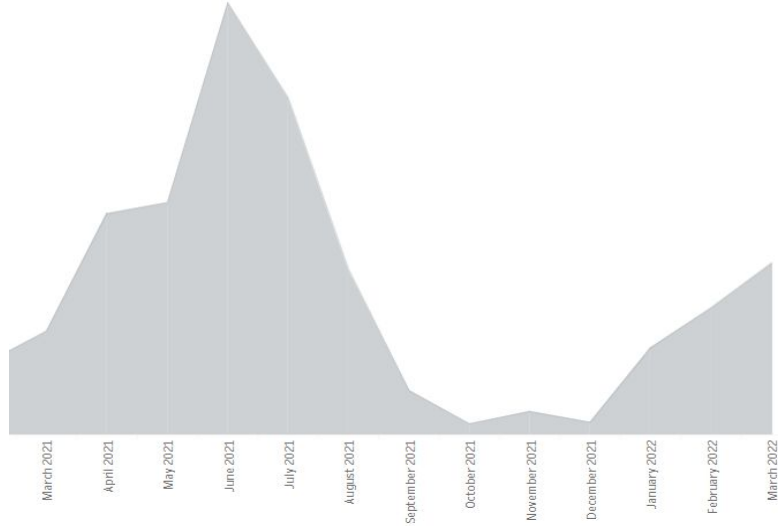


# BEAUTY: MAIN SEARCH TRENDS ON AMAZON.IT YEAR OVER YEAR

**Cheratina per capelli**  
**+98%**



**Bende Drenanti**  
**+67%**



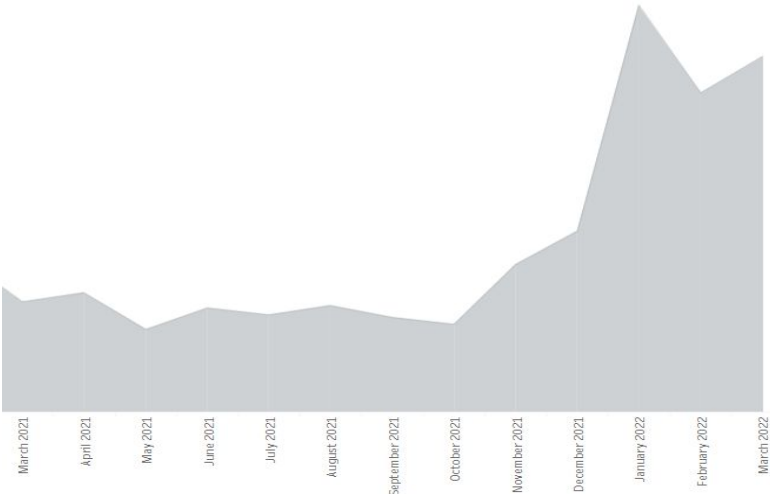
Source: Witailer internal data

# BEAUTY: MAIN SEARCH TRENDS ON AMAZON.IT YEAR OVER YEAR

**Phon da viaggio**  
**+1400%**



**Burro Struccante**  
**+220%**



Source: Witailer internal data



**02**

**COMPETITIVE  
LANDSCAPE ON  
AMAZON**

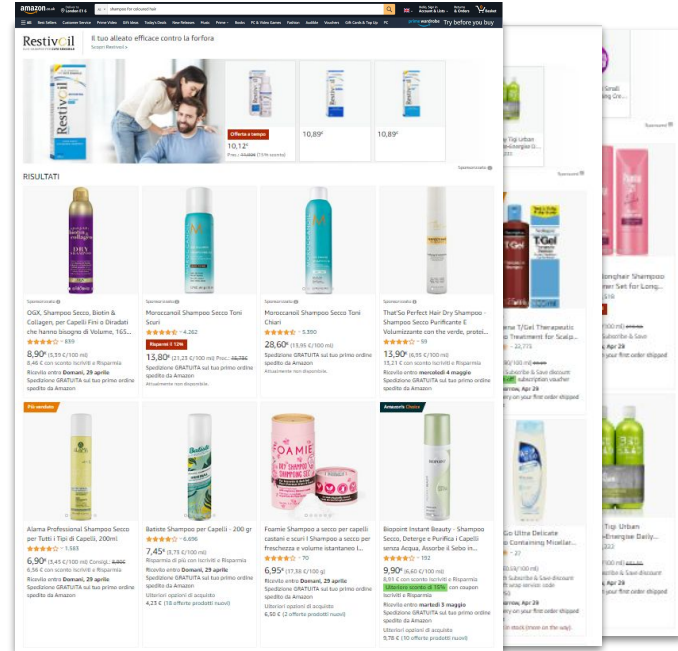
# THE DIGITAL MARKETPLACE SHARE OF SHELF

## Physical Shelf



Number of your products visible on the shelf over the total of SKUs available

## Digital Shelf



How often and where your products show up in first pages of search results

# HOW AMAZON WORKS: THE SHELF VISIBILITY IS CRUCIAL TO BE RELEVANT FOR YOUR POTENTIAL CUSTOMERS



**75%**

Of Amazon customers start looking for products using the search bar\*



**70%**

Of Amazon customers do not click past the first page of search results\*\*



**74%**

Nearly 3 out of 4 Amazon customers use Amazon to discover new products or brands\*\*\*

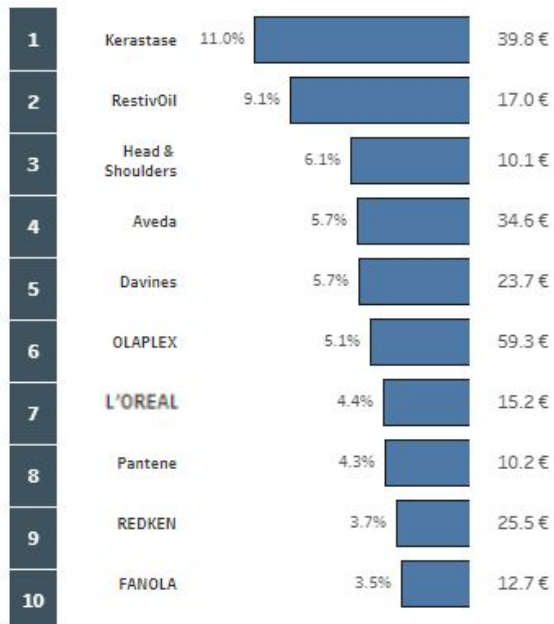
\*Source: [Feedvisor](#), "The 2018 Amazon user Study: Getting to know with your customers". (2018)

\*\*Source: Survey of 1500 US online respondent, CPC strategy SURBEY, February 2018

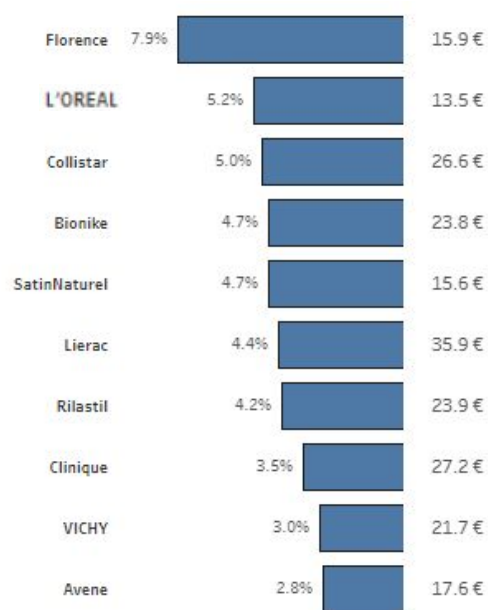
\*\*\* Amazon Internal Data

# BRANDS DISTRIBUTED ACROSS DIFFERENT CHANNELS COMPETE FOR THE SAME CUSTOMERS

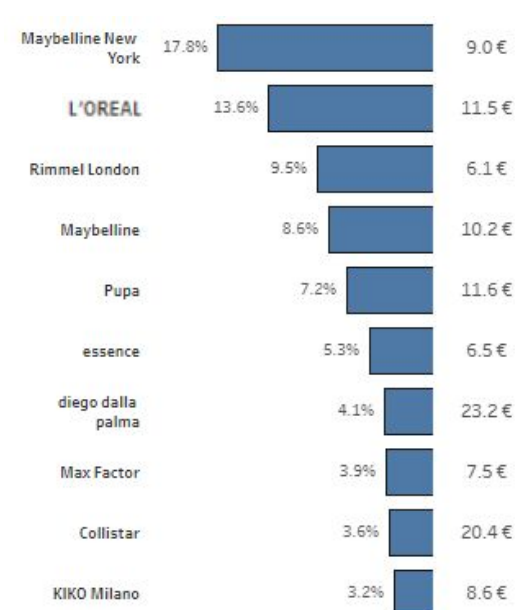
## SHARE OF PAGE ON SHAMPOO



## SHARE OF PAGE ON CREME VISO



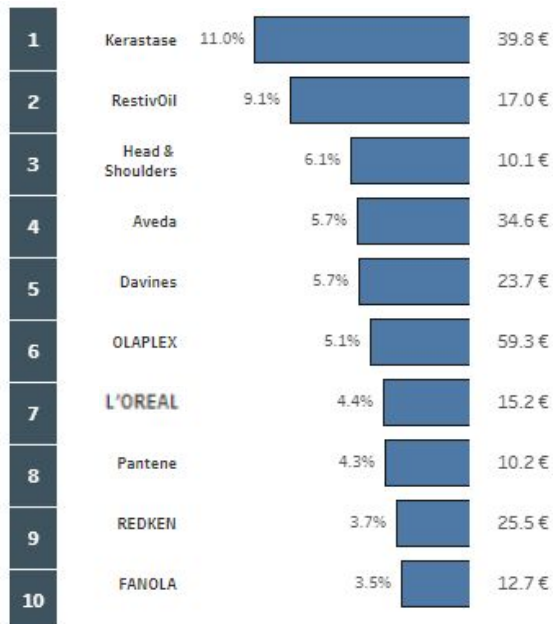
## SHARE OF PAGE ON MASCARA



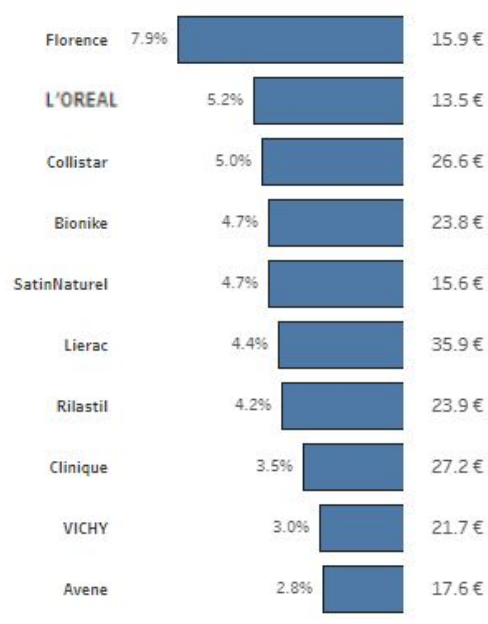


# BRANDS DISTRIBUTED ACROSS DIFFERENT CHANNELS COMPETE FOR THE SAME CUSTOMERS

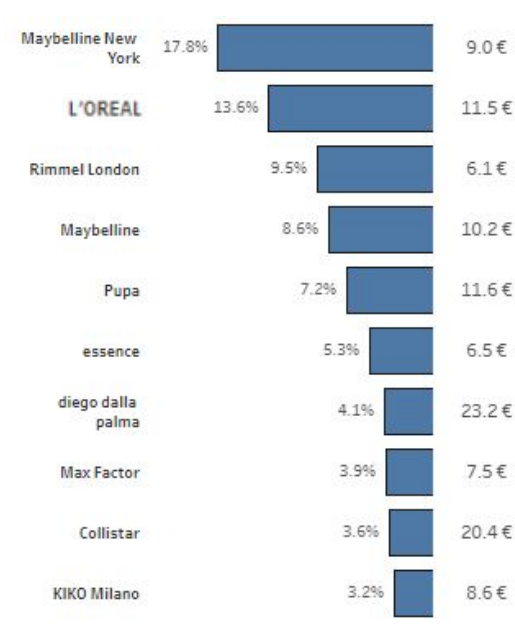
## SHARE OF PAGE ON SHAMPOO



## SHARE OF PAGE ON CREME VISO



## SHARE OF PAGE ON MASCARA



SHARE OF UNBRANDED SEARCHES

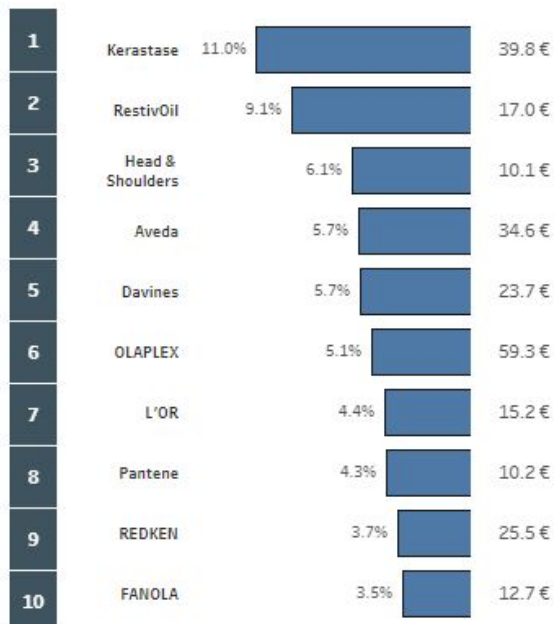
63,8%

73,0%

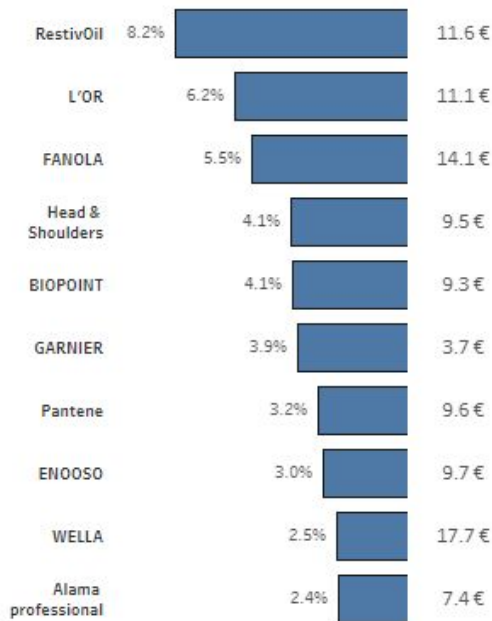
64,5%

# IF WE REMOVE BRAND-SPECIFIC SEARCHES WE DISCOVER BRANDS THAT ARE LOSING POTENTIAL NEW CUSTOMERS ON AMAZON

## SHARE OF PAGE ON SHAMPOO

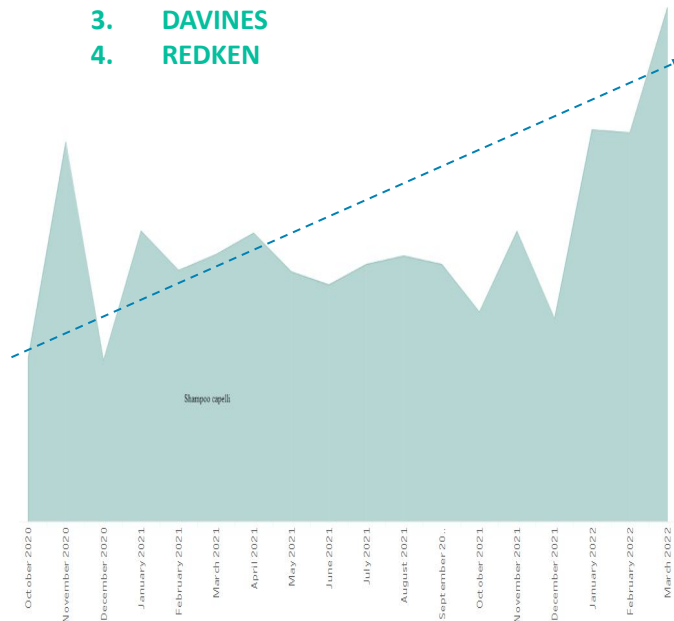


## SHARE OF PAGE ON SHAMPOO - UNBRANDED KEYWORDS



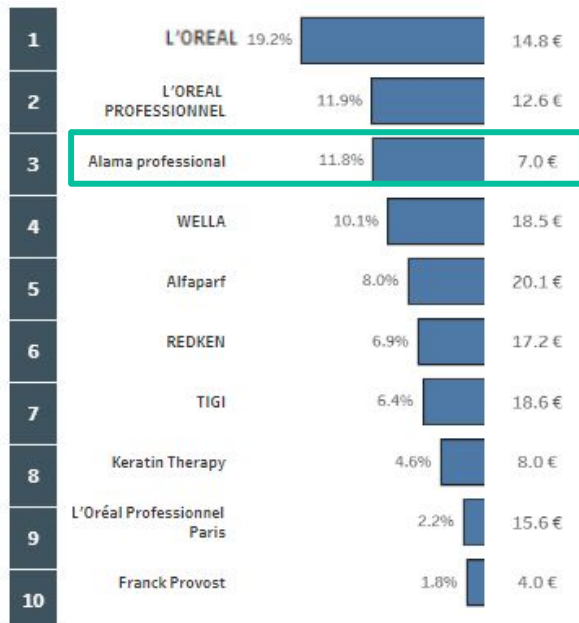
## BRANDS WHO ARE LOSING MARKET SHARE OPPORTUNITIES:

1. KERASTASE
2. AVEDA
3. DAVINES
4. REDKEN

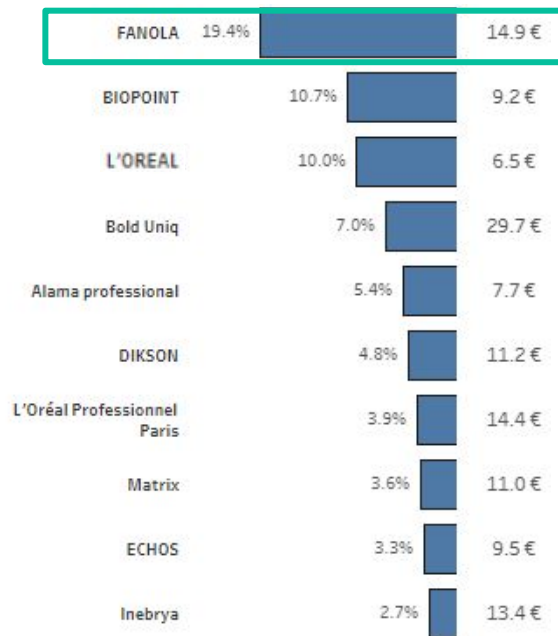


# BRANDS WHICH MANAGE TO OFFER A SELECTION THAT MATCH CUSTOMER NEEDS

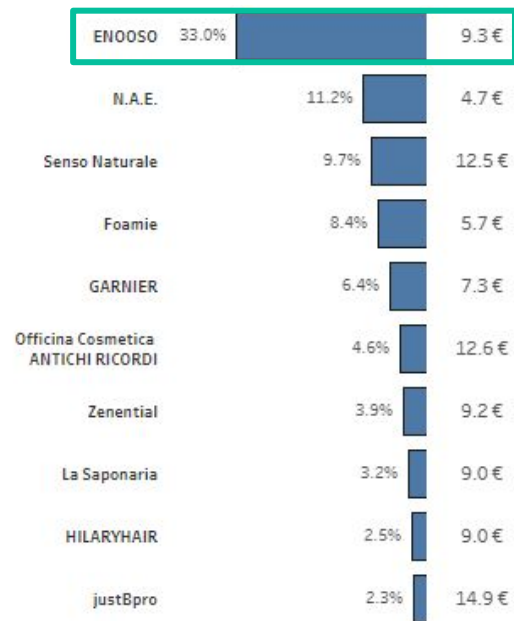
## SHAMPOO PROFESSIONALE



## SHAMPOO ANTIGIALLO



## SHAMPOO SOLIDO





**03**

**KEY DRIVERS FOR  
SUCCESS**

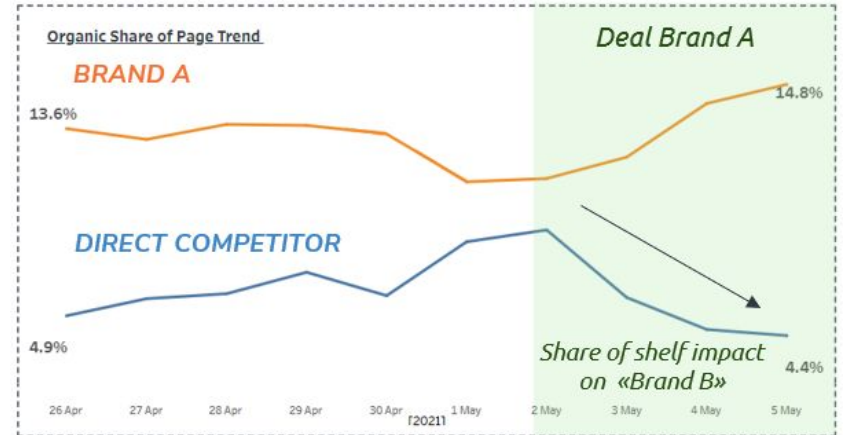
# FANOLA & ALAMA SUCCESS FACTORS: STOCK + PRICING = STRONG AMAZON SALES HISTORY

Zero Out Of Stock strategy & Pricing lever are the most correlated factors to the share of shelf

Correlation Stock / Share of Page



«Brand A» top seller deal impact on competitor's organic share of shelf



# “ENOOSO” IS THE MOST RELEVANT BRAND ON BIO-ECO FRIENDLY SHAMPOO CATEGORY - THE COMPANY WAS BORN IN 2018

## SHAMPOO SOLIDO

1	ENOOSO	33.0%	9.3 €
2	N.A.E.	11.2%	4.7 €
3	Senso Naturale	9.7%	12.5 €
4	Foamie	8.4%	5.7 €
5	GARNIER	6.4%	7.3 €
6	Officina Cosmetica ANTICHI RICORDI	4.6%	12.6 €
7	Zenential	3.9%	9.2 €
8	La Saponaria	3.2%	9.0 €
9	HILARYHAIR	2.5%	9.0 €
10	justBpro	2.3%	14.9 €



VIDEO



Scorri sopra l'immagine per ingrandirla

### Shampoo Solido Bio e Balsamo 120 g - Enooso - 100% Artigianale Biologico Naturale Vegano - Made in Italy

Visita lo Store di ENOOSO

★★★★☆ 1.199 voti | 45 domande con risposta

Climate Pledge Friendly

Prezzo: **10,44 €** (5,22 € / unità)  
Tutti i prezzi includono l'IVA.

Spedizione **GRATUITA** con consegna presso punti di ritiro (se disponibile per il tuo ordine).  
[Dettagli](#)

#### Articolo simile da considerare

[Amazon Aware Saponetta di shampoo Idratante con aloe vera biologica e olio d'oliva Fairtrade, 3 x 40 g](#)

★★★★☆ (141)

EUR 7,11 (2,37 € / unità)

Climate Pledge Friendly

**Marchio** ENOOSO

**Forma articolo** Solido

**Tipo di capelli** Oleoso, Danneggiati, Fragile, Tutti i tipi di capelli

**Fragranza** Lemongrass, Patchoulli, Arancio

**Vantaggi del prodotto** Il carbone vegetale, che purifica la cute, con l'aiuto dell'Olio di Argan e Burro di Karité, restituisce nutrimento e vitalità ai capelli, mantenendoli sani e morbidi. L'Olio di Cocco e quello di Mandorla, conferiscono lucent...  
[Mostra altro](#)

# “ENOOSO” MANAGES TO LEVERAGE TRAFFIC ON SPECIFIC SEARCH TERMS AND CREATES A PREMIUM BRAND EXPERIENCE ON AMAZON



## Shampoo Solido Bio e Balsamo 120 g - Enooso - 100% Artigianale Biologico Naturale Vegano - Made in Italy

Visita lo Store di ENOOSO

★★★★☆ (1.199 voti) | 45 domande con risposta

Climate Pledge Friendly

Prezzo: 10,44 € (5,22 €/unità)

Tutti i prezzi includono l'IVA.

Spedizione GRATUITA con consegna presso punti di ritiro (se disponibile per il tuo ordine).

Dettagli

### Articolo simile da considerare

Amazon's Choice Saponifera di shampoo idratante con aloe vera biologica e olio

d'oliva Fairtrade, 5 x 40 g

★★★★☆ (2.343)

(EUR 7,13 (2,37 €/unità))

Climate Pledge Friendly

Marchio ENOOSO

Forma articolo Solido

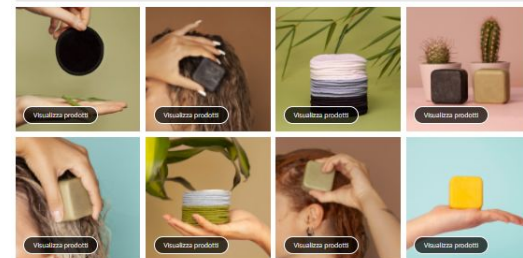
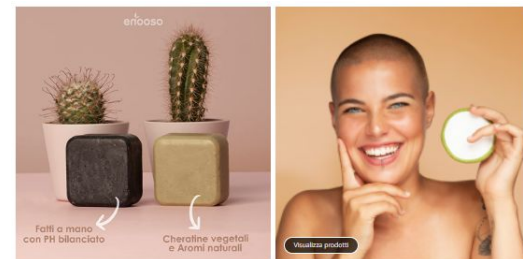
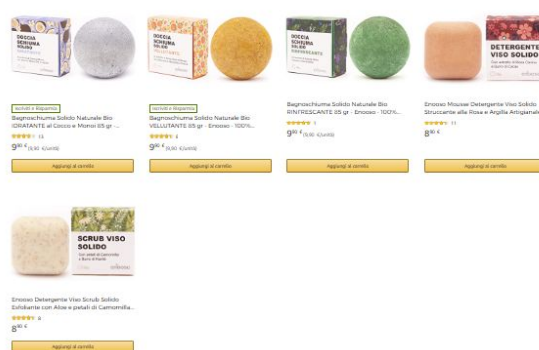
Tipo di capelli Oleoso, Danneggiati, Fragile, Tutti i tipi di capelli

Fragranza Lemongrass, Patchouli, Arancio

Vantaggi del prodotto Il carbone vegetale, che purifica la cute, con l'aiuto dell'Olio di Argan e Barra di Korb, restituisce nutrimento e vitalità ai capelli, mantenendoli sani e morbidi. L'Olio di Cocco e quello di Mandorla, conferiscono lucent...

Mostra altro

Scorri sopra l'immagine per ingrandirla



# LEVERAGE EVERY SINGLE DIGITAL TOUCHPOINT TO OPTIMIZE CONVERSION RATES

Ad-Hoc product assets with product benefits and answers to customers' questions are critical to enhance product purchase experience and maximize conversion



**CATWALK**  
BY TIGI

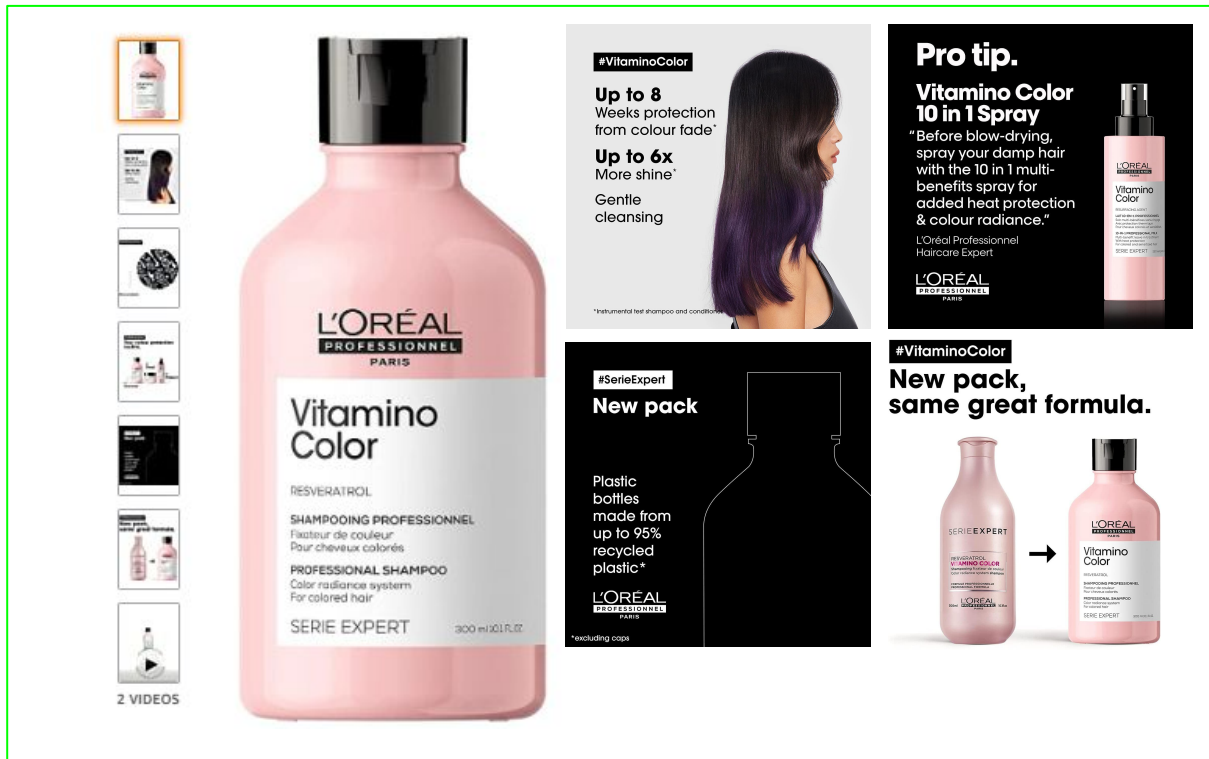
**FASHIONISTA\***

HAIR SHAMPOO FOR BLONDES AND HIGHLIGHTS  
SHAMPOING Violet  
HAIR SHAMPOO POUR CHEVEUX BLONDS ET MÉNÉS

10.14 US FL. OZ. 300 ml

HAIR SHAMPOO FOR DARKER COLORS

Roll over image to zoom in      Roll over image to zoom in



**L'ORÉAL PROFESSIONNEL PARIS**

**Vitamino Color**

RESVERATROL

SHAMPOING PROFESSIONNEL  
Fixateur de couleur  
Pour cheveux colorés

PROFESSIONAL SHAMPOO  
Color radiance system  
For colored hair

SERIE EXPERT 300 ml / 10.1 FL. OZ.

2 VIDEOS

**#VitaminoColor**

**Up to 8**  
Weeks protection  
from colour fade\*

**Up to 6x**  
More shine\*

Gentle  
cleansing

\*Infernal leaf shampoo and conditioner

**Pro tip.**

**Vitamino Color  
10 in 1 Spray**

"Before blow-drying,  
spray your damp hair  
with the 10 in 1 multi-  
benefits spray for  
added heat protection  
& colour radiance."

L'Oréal Professionnel  
Hairstyle Expert

**L'ORÉAL PROFESSIONNEL PARIS**

**#VitaminoColor**

**New pack,  
same great formula.**

**SERIE EXPERT**

**Vitamino Color**

SHAMPOING PROFESSIONNEL  
Fixateur de couleur  
Pour cheveux colorés  
SÉRIE EXPERT

\*excluding caps



# THE AMAZON ECOSYSTEM OFFERS TWO MAIN OPPORTUNITIES FOR BEAUTY BRANDS

## 1. WIN THE DIGITAL CUSTOMER WITH YOUR CURRENT SELECTION



**FANOLA Shampoo Antigielli, Viola, 1000 ml**  
Marca FANOLA  
★★★★☆ - 63.810 voti | 140 domande con risposta

**14,17 €** (1,42 € / 100 ml)  
Tutti i prezzi includono IVA.  
Nuovo (64) da 15,75 € & **Spedizione GRATUITA**

Tagli: **1 l (Confezione da 1)** 14,17 € (1,42 € / 100 ml) | **2 l (Confezione da 2)** 27,95 € (13,98 € / l)

**350 ml (Confezione da 1)** 8,95 € (2,56 € / 100 ml)

**Prendi in considerazione un articolo simile**  
Mistini Shampoo Neutrizzante Aloe-Quallo per Capelli Biondi, Platino e Grigi, Con Pigmenti Viola, Total Results So Silver, 300 ml  
**300 ml (Confezione da 1)** 10,95 € (3,65 € / 100 ml)  
★★★★☆ (20.339)  
EUR 8,99 (2,99 € / 100 ml)  
Climate Pledge Friendly

Marchio FANOLA

- + Brand / Product Awareness
- Distribution / pricing challenges

## 2. DEVELOP DIGITAL NATIVE PRODUCTS TO WIN THE DIGITAL SHELF

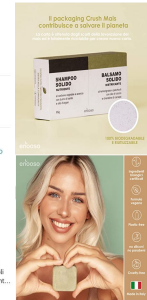


**Shampoo Solido Bio e Balsamo 120 g - Enooso - 100% Artigianale Biologico Naturale Vegano - Made in Italy**  
Venduto da ENOOSO  
★★★★☆ - 1.399 voti | 45 domande con risposta  
Climate Pledge Friendly

Prezzo: **10,44 €** (8,70 € / 100 g)  
Tutti i prezzi includono IVA.  
**Spedizione GRATUITA** con consegna presso punti di ritiro (se disponibile per il tuo ordine).  
Dettagli

**Articolo simile da considerare**  
Amazon Aware Saponi di shampoo idratante con albe vera biologica e olio d'oliva farmacia, 3 x 40 g  
**3 x 40 g (Confezione da 3)** 7,99 € (2,66 € / 100 g)  
EUR 7,11 (2,37 € / 100 g)  
Climate Pledge Friendly

Marchio ENOOSO  
Forma articolo Solido  
Tipo di capelli Olio, Danneggiati, Fragile, Tutti i tipi di capelli  
Fragranza Lemongras, Patchouli, Anacardi  
**Vantaggi del prodotto** Il carbone vegetale, che purifica la cute, con l'aiuto dell'olio di Argan e Burro di Karité, restituisce nutrimento e vitalità ai capelli, mantenendoli sani e morbidi. L'olio di Cocco e quello di Mandarino, conferiscono lucente. Mostra altro -



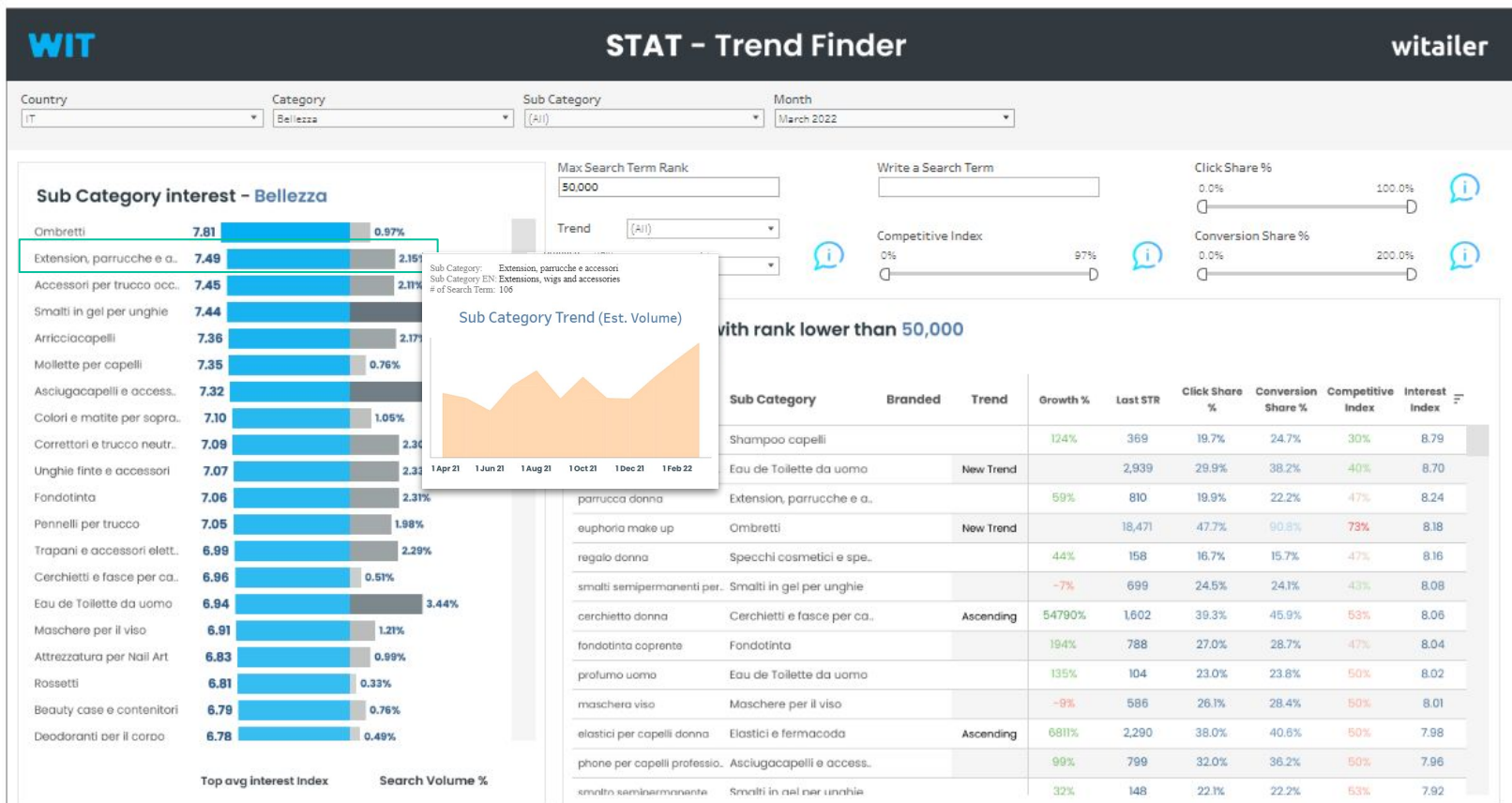
- Brand / Product Awareness
- + Distribution / pricing control



**04**

**INNOVATION  
OPPORTUNITIES**

# WITAILER STAT: A TOOL TO DISCOVER OPPORTUNITIES ON AMAZON

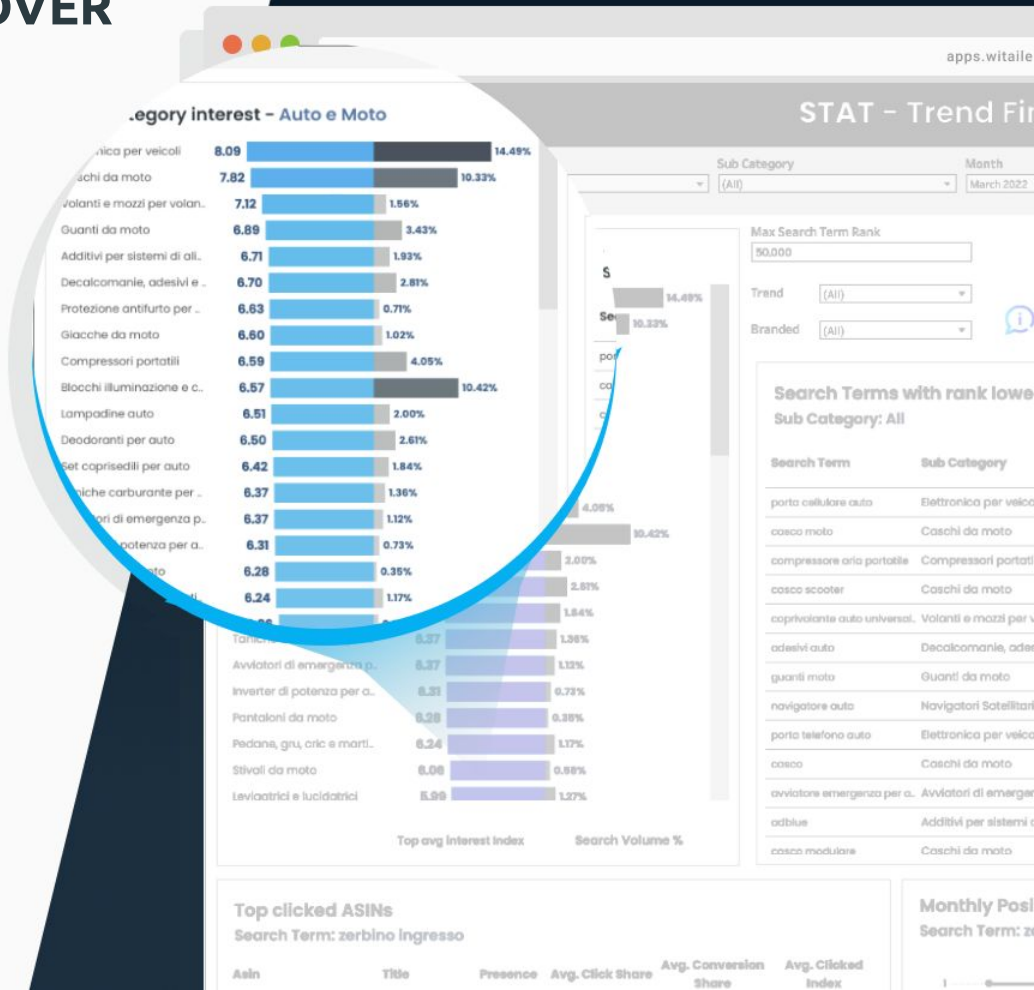


# WITAILER STAT: A TOOL TO DISCOVER OPPORTUNITIES ON AMAZON

Sub Categories views

## Understand your competitive arena

With STAT sub categories you can identify the most relevant search terms at your favorite level of detail

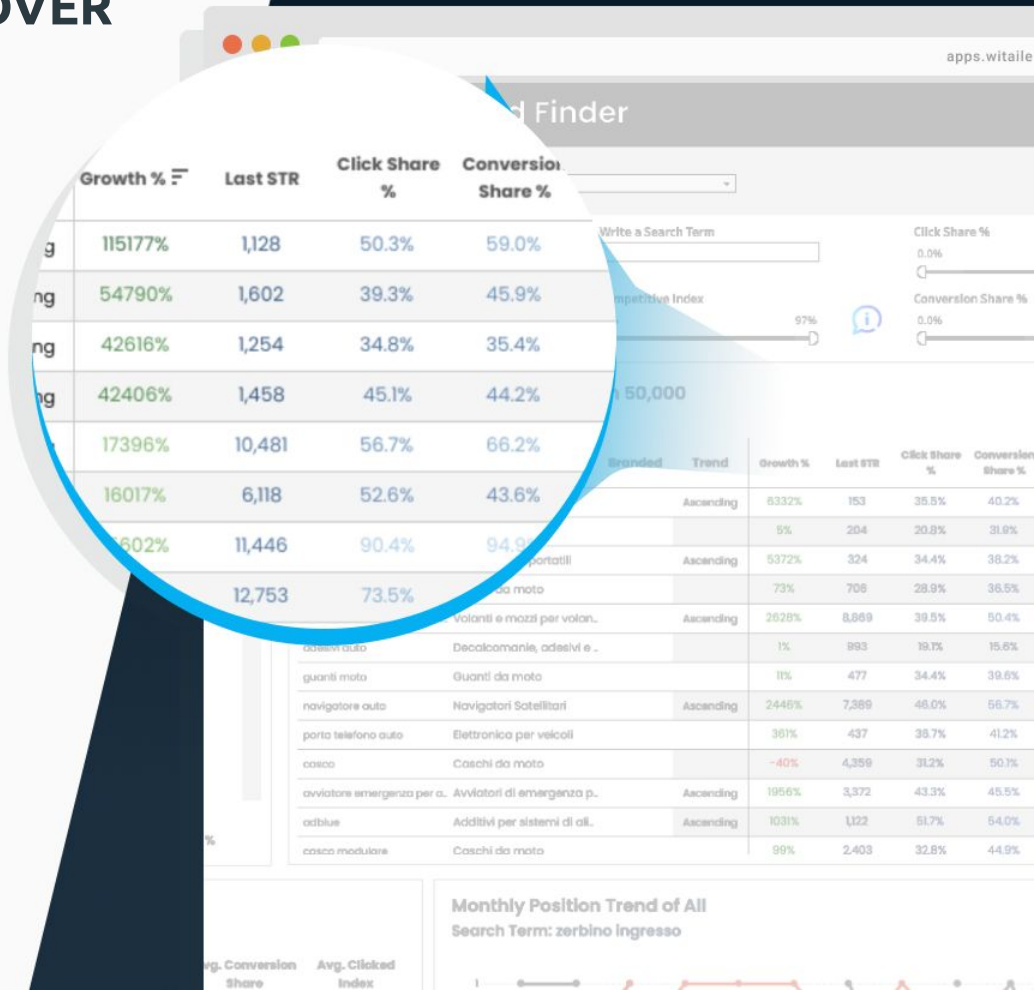


# WITAILER STAT: A TOOL TO DISCOVER OPPORTUNITIES ON AMAZON

Interest Index

## Simple KPIs to guide your decisions

Interest Index highlights the most interesting niches and search terms considering different drivers



# 3 MARKET SCENARIOS THAT CAN DRIVE BUSINESS OPPORTUNITIES ON AMAZON BEAUTY

## Scenario

- 1 Niches with high conversion rate and high rate of change of top sellers
- 2 Keywords with high search volumes and low conversion rates
- 3 New Search Trends with growing search volume and high stability of top sellers

## Product / Format Innovation

- No Leader in the category (es. Elettromedicali)
- Sets / Gifting (es. Make up Sets / US Brands)
- Selection Gap (es. Shampoo Eco / Solido)



	Growth %	Last S
g	115177%	1,128
ng	54790%	1,602
ng	42616%	1,254
g	42406%	1,458
	17396%	10,48
	16017%	6,118
	602%	11,446
		12,753

# HOW TO BE EFFECTIVE IN THE MOST COMPLEX AND COMPETITIVE RETAIL ADVERTISING SCENARIO

+52%



CPC growth on average in Italy YoY on Sponsored Ads\*

+13%



Growth on queries on Amazon.it \*\*

\*Source: Witailer internal data – Q1 2022 vs Q1 2021 on all categories

\*\* Source: Witailer internal data – Q1 2022 vs Q1 2021 on queries with at least 10€ of budget spent

# AMAZON DSP BECOMES A POWERFUL SOLUTION TO BE INTEGRATED INTO THE AMAZON STRATEGY

## AUDIENCES AVAILABLE

Beauty Shoppers

Users who browsed the Brand

Users who bought the Brand

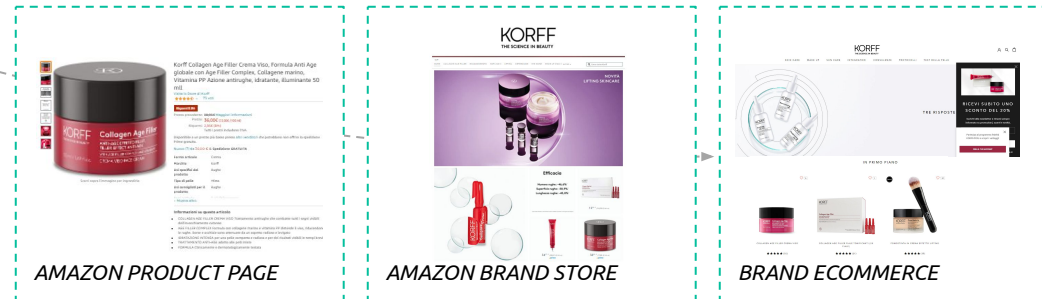
## OPPORTUNITIES WITH THESE AUDIENCES

1. **BRAND BUILDING** & *Customer Journey Analysis (Sizmek)*
2. **RETARGETING** on seen but not purchased products
3. **LOYALTY** on purchased products
4. **LINK OUT** to brand e-commerce

**ROAS +40%  
vs Search\***



Example of creativity



\*Source: Witailer internal data





**Thank you**  
**witailer**

**[federico.salina@witailer.com](mailto:federico.salina@witailer.com)**

