

Studio

REDEFINE THE MEANING OF MARKETPLACES

about

95%

of **Digital Retail Executives**

recognize that leveraging Amazon's Data is essential for reaching a broader customer base and increasing sales

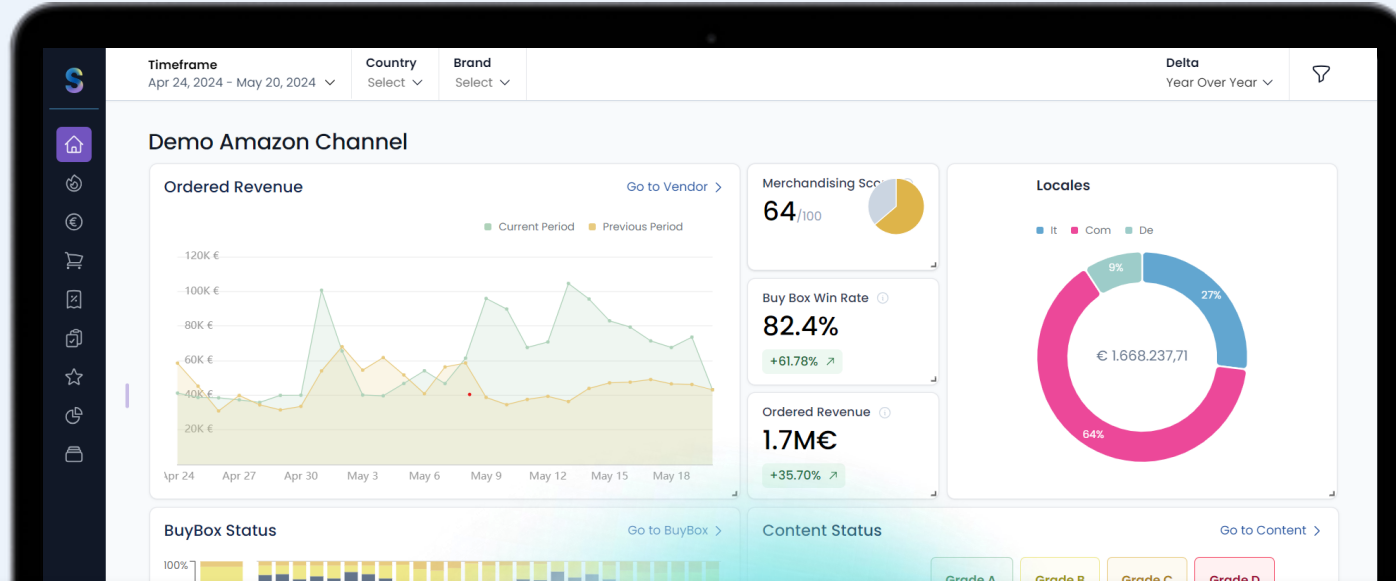
but only

32%

of **Digital Retail Executives**

have fully integrated Amazon's advanced analytics tools into their business strategies to optimize performance.

Navigating through **extensive volumes of data** on Amazon can be overwhelming.



Studio empowers brands to convert **Amazon data into strategic actions**, while reducing time-to-insight and eliminating data overload hurdles.

WE ARE WITAILER

The **digital soul** of Retex.

Witailer leads in providing **solutions and data for Amazon, Digital Retail, and Marketplaces**, helping top brands maximize their online performance. With 7 years of experience, we are **pioneers in Italy** and **top players in Europe**, crafting tailored strategies for client success.

Our numbers

+1Bln

AMAZON MANAGED
REVENUE 2023

+22Mln

ADVERTISING
BUDGET 2023

+130

GREAT CLIENTS

OUR PARTNERSHIP & CERTIFICATIONS



Solution Provider Network



Advanced Partner



Certified Partner



Certified Partner



Official Partner



Official Partner



Solutions Partner



Data Partner



Business Insights Partner

Our clients

BREIL

chicco

Barilla

reckitt®

CAVIRO

MIDLAND®

THUN

3M

BOLTON

Rowenta

LAVAZZA

DeLonghi

PERFETTI
van Melle

MOLESKINE®

MARK WINS
BEAUTY BRANDS

Abbott

arena

acer®

Lindt

FLOS

Are you struggling with...

Absence of a centralized system

High effort dealing with disorganized data and disparate tools.

Lack of visibility & tracking

Limited visibility into product performance and potential.

Ineffective decision-making

Insufficient data and analysis to support decision-making.

Inadequate product categorization

Mismatch between Amazon category and brand's taxonomy.

Limited competition analysis

Difficulty in measuring competitors and understanding their strategies.

Lack of insights and prioritization

Correlate information and gaining insights is challenging.

What
Studio
will do for you

**Full control of all
your leverages**

**Identify threats,
opportunities
and solutions**

**A benchmark
over the
competition**

Impact with **Studio**

**3x
faster**

From collecting data to
taking decisions

**100%
transformation**

Of your analysis into actions

**5x
opportunities**

By analyzing and tracking your
competitive arena

Studio orchestrates four levers to maximize your sales potential.



SALES Reporting

Vendor and Seller data with customizable taxonomy, for an immediate data availability.



CATEGORY Benchmarking

Processes data on trends, demand, and market shares on the Amazon marketplace, share of voice, and benchmarking.



PRODUCT Monitoring

Optimizes product page content to enhance SEO and sales performance, monitors price trends, and user review sentiment.



MEDIA Investments

Measures the impact of your advertising investment and manage your spending accordingly.

STUDIO

SALES

Reporting

Collect, centralize and share.

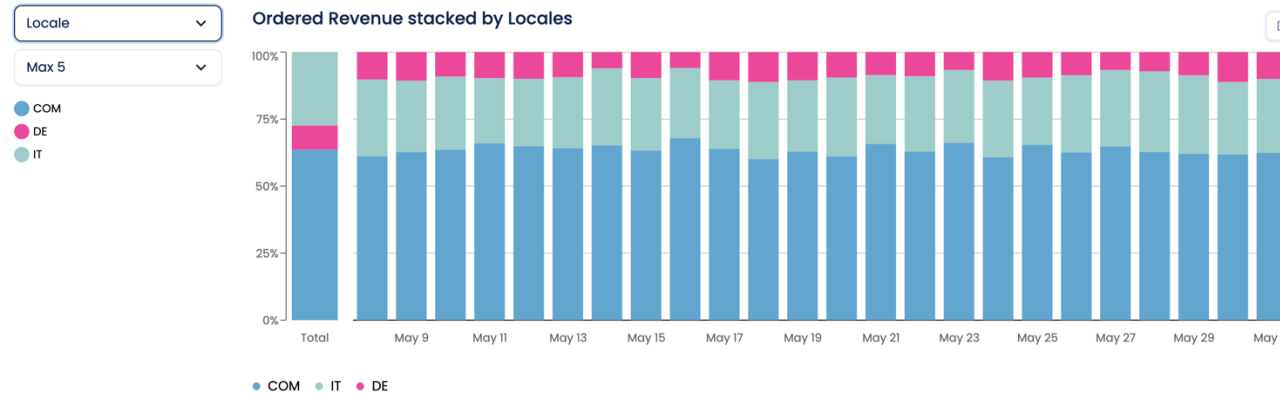
Map all your Sales data in one place, allowing your team to have a comprehensive view on all your business KPIs.

- Custom taxonomy
- Vendor & Seller account Sales
- Inventory, Traffic & Conversion
- Pre-built charts & dynamic dashboards
- Custom and nested category analysis
- All Vendor & Seller data together

Vendor Analytics

Overall Performance Summary **Compare** Countries Products

Ordered Revenue **1.1M€** Glance Views **284K** Ordered Units **30K** Shipped Cogs **1M€** Shipped Revenue **976.91K€** Shipped Units **28K** Avg Price **36.07€** Avg **10**



Brands	Jan 1	Jan 2	Jan 3	Jan 4	Jan 5	Jan 6	Jan 7	Jan 8	Jan 9	Jan 10	Jan 11	Jan 12
BRAND_1	1.55K € Δ 139.77%	3.9K € Δ 383.79%	6.58K € Δ 311.92%	7.93K € Δ 332.53%	6.07K € Δ 594.98%	9.07K € Δ 1192.19%	10.76K € Δ 606.82%	12.8K € Δ 682.29%	11.02K € Δ 856.63%	13.68K € Δ 1105.07%	12.57K € Δ 466.18%	5.4K € Δ 37.5%
BRAND_2	4.02K € Δ 128.58%	22.56K € Δ 2060.78%	19.14K € Δ 341.37%	19.55K € Δ 1397.77%	19.36K € Δ 1179.83%	21.64K € Δ 9517.61%	19.93K € Δ 1252.38%	24.39K € Δ 1688.46%	20.65K € Δ 759.16%	21.91K € Δ 177.89%	19.04K € Δ 536.57%	18.4K € Δ 13.3%
BRAND_3	1.59K € Δ 90.15%	1.13K € Δ -58.39%	1.32K € Δ 284.87%	5.59K € Δ 4599.60%	4.27K € Δ 1466.38%	4.64K € Δ 226.48%	5.34K € Δ 107.34%	3.7K € Δ 87.51%	7.57K € Δ 185.90%	3.61K € Δ 42.79%	2.58K € Δ 141.38%	2.08K € Δ 10.1%
BRAND_4	13.04K € Δ 55.50%	19.27K € Δ 38.95%	25.94K € Δ 69.95%	20.89K € Δ 102.33%	19K € Δ 78.25%	22.45K € Δ 68.98%	32.02K € Δ 383.08%	30.12K € Δ 94.12%	32.1K € Δ 155.12%	28.39K € Δ 141.59%	26.03K € Δ 120.39%	19.7K € Δ 19.7%
BRAND_5	5.3K € Δ 289.20%	9.33K € Δ 272.23%	7.49K € Δ 186.82%	6.35K € Δ 549.99%	2.52K € Δ 84.41%	3.01K € Δ 171.28%	6.39K € Δ 947.05%	4.73K € Δ 120.14%	6.84K € Δ 171.13%	5.61K € Δ 190.69%	6.49K € Δ 38.90%	5.15K € Δ 43.1%

STUDIO

CATEGORY

Benchmarking

Analyze, identify and position.

Unlock market insights and refine your competitive strategy with our analysis of user journeys across categories.

- Consumer Demand
- Niches and trend finder
- Category benchmarking
- Share of voice organic and sponsored
- Market Share

Category performance

Estimated Sales

€ 450Mln

+ 23.4% YoY

User searches

1.5Mln

- 13.4% YoY

Avg Price

€ 145,23

+ 32% YoY

★ Your brand performance

Market Share

5%

+ 2% YoY

SOV

25%

+ 20% YoY

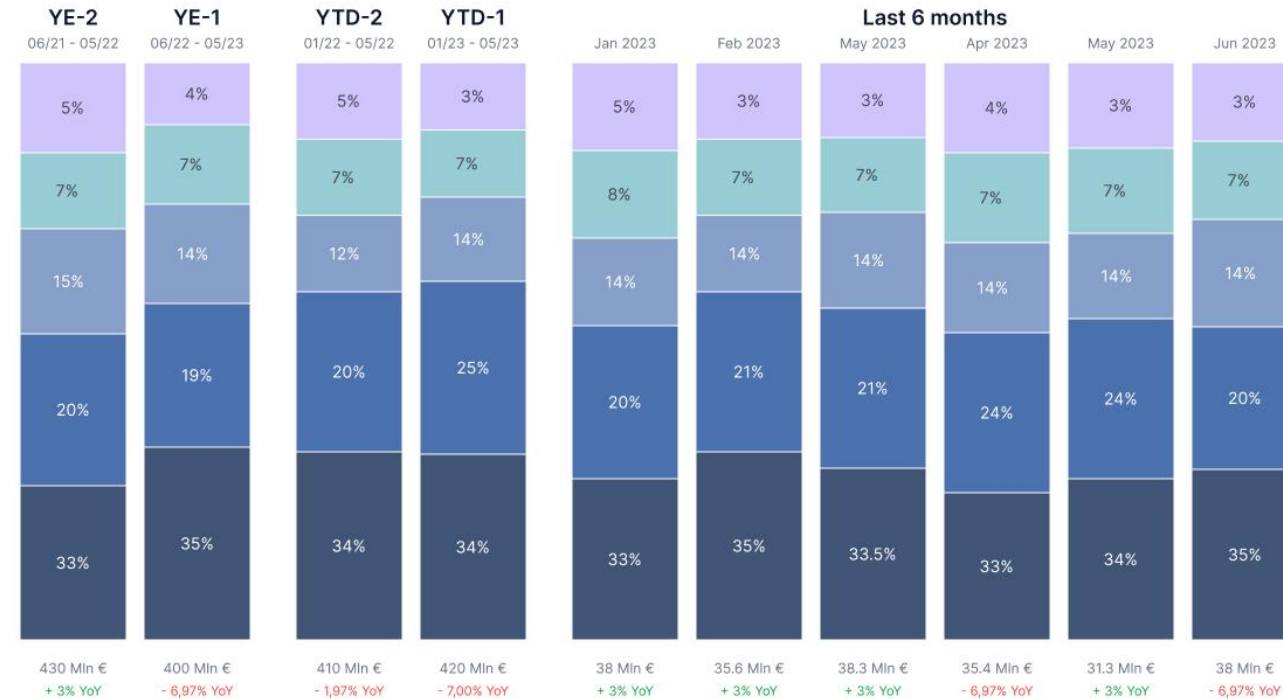
Positioning

What consumers search

What consumers find

What consumers buy

Market Share



Top Products



STUDIO

PRODUCT

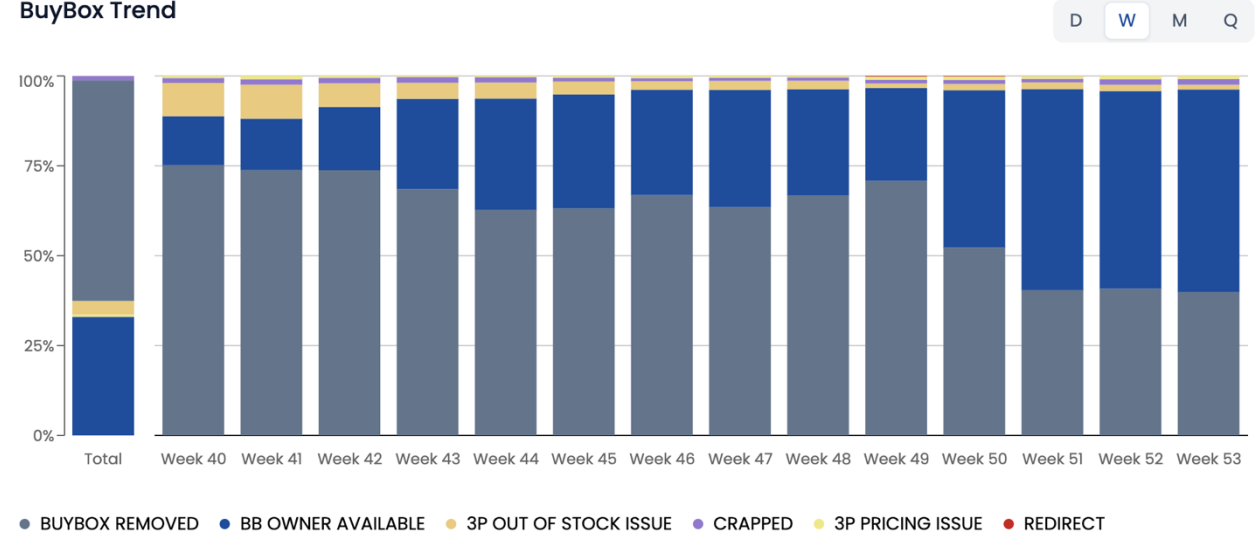
Monitoring

Track, compare and monitor.

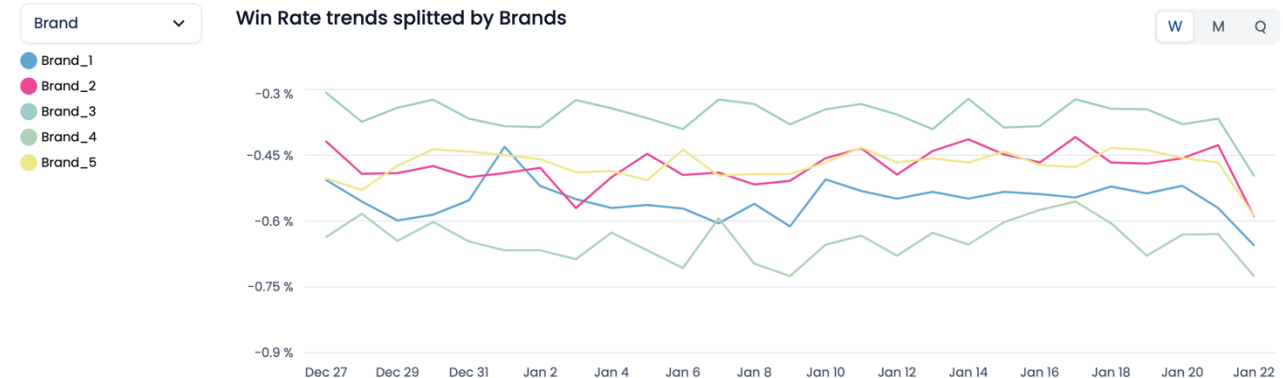
Enhances individual product performance by examining ASIN-specific factors for better market positioning.

- Buy Box & 3P overview
- Pricing trends and Deals tracker
- Customer Voice
- Sentiment and Topic Analysis
- Content & SEO

BuyBox Trend



Your Sales	Win Rate	Lost for price	Lost for OOS	Price Lost Rate
579.3K€	56.57%	69.7K€	38.2K€	7.60%
+9.30% ↗	-1.81% ↘	+0.18% ↗	-1.62% ↘	+2.23% ↗



STUDIO

MEDIA

Investments

Allocate, measure and improve.

Measure the impact of your advertising investment and take action.

- Advertising Reporting
- Branded/Unbranded campaigns
- Benchmarking
- Amazon Marketing Cloud

Timeframe: May 6, 2024 - Jun 1, 2024

Country: Select

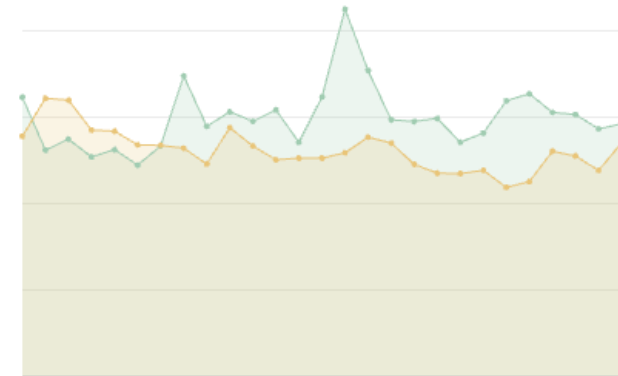
Brand: Select

Media Analytics

Summary Customer Journey Benchmark AMC

Investment 1.6M€ +14.37%

TREND

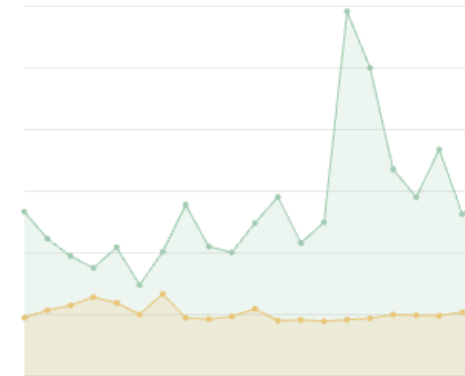


GROWTH



ACOS 15%

TREND



GROWTH



Studio in a nutshell

Deeper insights

A unified data approach ensures cohesive insights and streamlined decision-making.

Custom taxonomy

Client-specific categorization integrated into the software for dimensional comparison and aggregation.

Great accuracy

Our obsession is ensuring reliable, accurate, and consistent data for trustworthy insights.

Deep granularity

Detailed data segmentation provides deeper insights and precise analysis.

High frequency

We offer up to several updates daily, ensuring continuous data relevance and accuracy.

Best expertise

Our team possesses deep knowledge to ensure consistent strategy and data evolution.

Studio is reliable

Over 1 billion datapoints collected and analyzed every day requires a strong, safe and scalable system.

We got there.



Client reviews that speak volumes



"Studio has revolutionized our approach to decision-making. We now have the tools to act quickly on insights, increasing our market responsiveness by 55%"

– Andrea Omodei,
VP Marketing & E-commerce
@ [Markwins](#)



"Studio's centralized platform has eliminated our data silos. Now, we can easily access and analyze the most critical metrics, improving our workflow efficiency by 35%"

– Marianna Volpi,
E-commerce Manager
@ [GroupeSeb](#)



"Thanks to Studio, we are finally capable to have a quick discoverability of the most relevant KPI's resulting in much faster time-to-decision"

– Lorenzo Savini Nicci,
Head of E-commerce
@ [Manetti & Roberts](#)



"Thanks to Studio's intuitive interface, we can make faster, data-driven decisions. Our strategic agility has improved, resulting in a 50% reduction in time-to-decision"

– Egidio Tadris,
E-commerce Manager
@ [Sanifarma \(Contacta\)](#)



MULINO BIANCO





Studio Impact

BRAND'S NEED

Barilla, a leading global food company, noticed a significant rise in the "free" segment since 2021, particularly in sugar-free products. However, their **Mulino Bianco** was not capitalizing on these emerging niches, missing out on potential market share.

Competitors like Misura were effectively exploiting these sub-categories, especially on keywords related to "sugar-free." Barilla needed a **strategy to enter and dominate** these growing niches.

STRATEGY

Using Witailer Studio, Barilla identified a surge in demand within the sugar-free niche. The Barilla e-commerce team took a structured approach:

- **Identification:** recognized the lack of presence in keywords related to "sugar-free";
- **Selection:** targeted the "Mulino Bianco Armonia" product line to enter the sugar-free market;
- **Optimization:** optimized titles, descriptions, A+, and Brand Store sections to enhance conversion while maintaining brand identity;
- **Push:** targeted keywords related to the sugar-free subcategory through Sponsored Products, Sponsored Brands, and Display formats.

RESULTS

+40%

Sales
(YoY)

+10%

Views
(YoY)

#MARKETPLACE

#STUDIO

Thank you!

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A RETEX BRAND

