brandwoven

Use of AI for Amazon Management



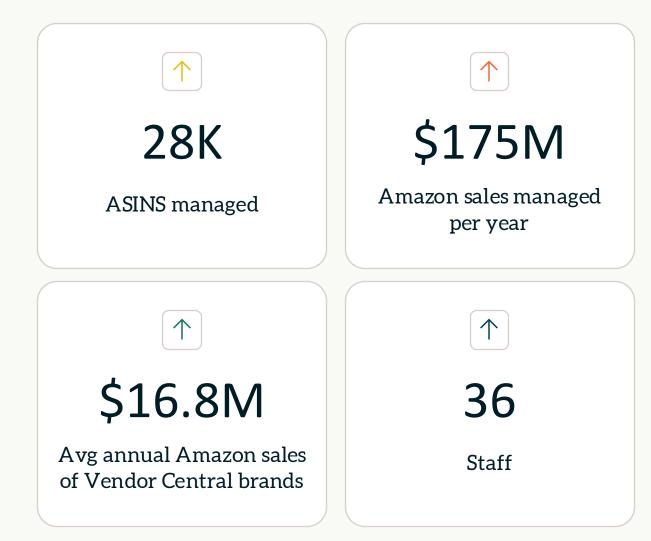


CHRIS GRAY – CEO of BRANDWOVEN

- 18 Years experience working with large, premium brands
- 6 Years leading Brandwoven (Formerly Run AMZ)
- Managed over \$1.7B in collective consumer sales of sporting goods products across multiple channels
- Experience in big box, specialty retail, 2-Step distribution and D2C channels



ABOUT BRANDWOVEN



Brandwoven is a full-service marketplace management agency dedicated to helping premium brands thrive on Amazon, Walmart.com, Target.com, and other online marketplaces.

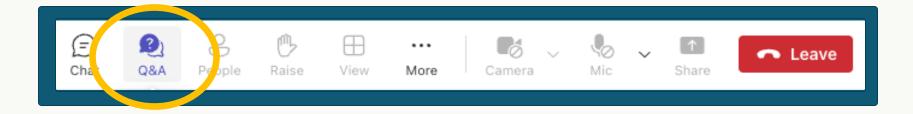
Our services cover every corner of the digital marketplace including catalog management, digital merchandising, logistics, marketing, and more.

Our approach is consultative and we value long-term partnership and brand stewardship over everything else.

Learn more at www.gobrandwoven.com

FRAMEWORK

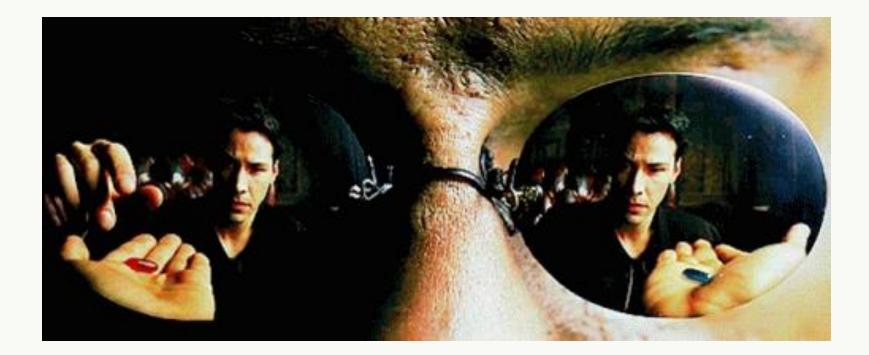
- Participants are muted and cameras turned off but feel free to ask questions
- Use Q&A button at top right of screen at any time
- We will try to answer questions real-time but may elect to wait until end of presentation
- Presentation planned for 40-50 minutes
- Link to the webinar will be posted online within 48 hours



WHAT WE WILL COVER

- What we think of AI in Marketplace Management
- AI uses for Amazon Management
- AI-generated Marketplace asset examples
- AI limitations and pitfalls
- Amazon Rufus and how it impacts consumer shopping behavior

LETS DIVE IN!



AI IN MARKETPLACE MANAGMENT





AI FOR MARKETPLACE MANAGEMNT







WHAT IT IS

A tool to drive efficiency and insights for managing Amazon and other marketplaces. In an environment of near infinite data, AI is essential to consolidating data into actions.

WHAT IT'S NOT

A replacement for people who can think and adapt to a changing environment. It is not perfect and often over-simplifies complex problems into the most common solution.

LIMITATIONS

AI is only as good as the data it can access, and this has to be considered when using it for any specific use.

APPLICATIONS IN MARKETPLACE MANAGEMENT



- SEO and Analytics
- Title and bullet point creation
- Listing indexing
- Data scraping & analysis



Digital Merchandising

- Image & video creation or editing
- Translations



Demand & Supply Planning

- Predictive analytics
- Alternate forecasting models



Marketing

- Bid optimization
- Keyword harvesting
- Audience building

SEO AND ANALYTICS

- 1. Utilize for Title and bullet point ideas
- 2. SEO Research
- 3. Competitive Research
- 4. Sales Analytics

Helium 10°

AutoMato

Jungle Scout

Write with AI Product Title Bullet Points Description Generic Keyword Subject Matter Amazon Posts

🛈 Keywords to include in Title: weight äfting wrist wraps × grips for weight äfting × weight grips for women × 🧷 Edit Keywords in Title

Write your content using your sorted keywords from your bank.

Build your listing with AI Enter product characteristics, add your keywords, and automatically generate copy by clicking 'Write it for me' below.		0 of 1000 uses this more
Enter product characteristics, and your keywords, and automatically generate copy by circling. When hit he below,		
	0/1500 characters	Brand Name
oduct Characteristics • 🛈		

Gorilla Wear Weight Lifting Hooks (Pair), Adjustable Weight Lifting Grips | Weight Lifting Wrist Wraps | Agarres para gym | Power Hooks for Weight lifting | Barbell Gloves Women and

Bullet Points	Show Tips +: Write it
Keyword Performance Score: 57,323 ()	
Ab ab (D) 🖱 C	💉 190/700 characters 🕕 190 bytes 30 words 🔘
HIGH-LOAD CAPACITY: Our weight lifting hooks, are designed to lift a maximum of 330 lbs. Ideal for grip pow equipment.	wer pads for heavy lifters and bodybuilders, an essential weight liftin
🛈 Suggested Keywords: gymhandigrigs X. weight itting hooks X. weight itting gross X. 🥒 Edit Keywords	
Ab ab 🖞 🖱 🖱	🖋 199/700 characters 🚯 199 bytes 31 words 🔘
Non-Slip, Comfortable Grip: Wrapped in a thick, neoprene pad that provides a non-slip hook grips weightlifting for pull ups.	g. Perfect as barbell grips for hands, dumbbell grips for hands, and g
() Suggested Keywords: weight tilting equipment × gym accessories for weight tilting × litting hoals for weight tilting ×	🖉 Edit Keywords
5 C 및 de dA	🧨 182/700 characters 🛈 182 bytes 30 words 🔘
Wrist Support: Our arm wrist hooks not only support your wrists but also reduce injury. Can be used as grip gl	loves for weight lifting by bodybuilders, athletes and elite performer
🔕 Suggested Keywords: hand wraps for weight lifting X hand grips for weight lifting X weight lifting wrist support X 🖉	Edit Keywords
Ab ab 🖉 🗇 C	🖋 195/700 characters 🛈 195 bytes 31 words 🔘
Adjustable and Durable. The hooks feature an adjustable hook and loop closure for a secure fit. Secure your gri lifting.	rip with resilient reinforced stitching. Suitable for use as grips for we
🔘 Suggested Keywords: wrist grips weight lifting x wrist hooks for weight lifting x sgenrespenregym x 🧷 Edit Keywo	ords
Ab ab 😰 D C	🖋 196/700 characters 🛈 196 bytes 30 words 🔘
Multipurpose Use: These hooks are a versatile addition to your gym accessories for weight lifting. Perfect grip lifting.	o wrist wraps or guantes para barra for deadlifts, shrugs, barbell row

+ Add a Bullet Point (j)

Description

Product Title (Required)

Men I Black/Red

Keyword Performance Score: 88,887 ①

Show Tips

🍨 Show Tips 🛛 🕂 Write it for me

/ 198/200 characters () 198 bytes 33 words () Ignore

DIGITAL MERCHANDISING

- 1. Creating images
- 2. Creating videos
- 3. Translations
- 4. Editing/naming/other efficiency applications

AI Generative Fill



DIGITAL MERCHANDISING

AI Asset Creation



DIGITAL MERCHANDISING



Original Image

Translations



AI Generated - 90% finished



After Touch-up

0°K

DEMAND AND SUPPLY PLANNING

S Streamline

- Forecast monitoring 1.
- Alternate Forecast 2. Generation
- Data analysis & Trends 3.

Bave .. C Update data ... Last updated today O Save
 O Setting - Anterwool Unsentition C Checked - ER Add note: - Forecast versions Show rows All items - Chocolate - 56213-P - Milk Chocolate Bar Pack - WH-003 - WH New York - Din = Aug 2022 Sep 2022 Oct 2022 Nov 2022 Dec 2022 Jan 2023 Feb 2023 Mar 2023 Apr 2023 May 2023 Jun 2023 Jul 2023 Aug 202 pand Collapse W 2022 ain 2022 34/2022 Actual sales All items 2 Cereals Statistical forecast 62 118 82 140 91 114 131 167 48 87 122 102 113 208 Chocolate Final forecast override -Pharmacies ø 4,55 44,55 44,55 44,55 28,95 28,95 28,95 28,95 28,95 28,95 28,95 28,95 28,95 28,95 28,95 verage sales price 78.95 341,25 3118,60 6791,60 2896,75 4197,75 2634,45 3300,30 1939,66 1389,60 2618,65 3631,90 2952,90 3792,45 3271,35 6021,60 3097,6 Sevenue. æ Gross profit Table On hand 25 125 125 Stockout days Projected inventory levels - 30 100 Ordening plan 100 100 100 100 100 100 300 18.0 To receive To ship **Tree View** more actual sales Quantity Revenue Forecasting Model Inventory KPIs Active Inherit (Yes) Forecast approach Inherit (Bottom-up) Model type Inherit (Automatic selection) Ignore trend before Inherit (Jan 2021) Inherit (No) lanare zero sales Plot langer stockout days Inherit (No.) Use price elasticity Inherit (No.) Use holidays Panel Inherit (None) Seasonality pattern Item - Location - Channel item -- Channel -- Location Use promotions Inherit (Yes) Location - Item - Channel Use model from Location -- Channel -- Item and adjust its level Inherit (No.) Channel - Item - Location Inherit (Manufacture) Material procurement Channel - Location - Item Approval horizon - 12 ABC analysis Jan 2021 Jun 202 Aur 2022 time 2022 Feb 2023 Jul 2029 Nos 2021 Status Undecided Hide overstock/stockout III Attaal sees 👘 Sality statc band 🔳 Projected Inventory 🛢 GanNaman-Amile 🛢 Mond 🛢 Prescant – Seasonal & trend Hide categories

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MARKETING

- 1. Bid Optimization
- 2. Keyword Mining
- 3. Budget Allocation
- 4. Budget Monitoring

PACVUE Leikametrics perpetun



AI LIMITATIONS

Avoid Pitfalls of AI Reliance



AI PITFALLS

- Know your products and your audience
- 2. Understand what AI is trying to maximize
- 3. AI is not gospel Truth
- Utilize secondary data sources to verify AI assumptions

Value Product



CIVIVI Mini Praxis Folding Pocket Knife, 2.98" D2 Steel Blade G10 Handle Small EDC Knife with Pocket Clip for Men Women, Sharp Campi...

★★★★☆ ↓ ↓ 4,019 5K+ bought in past month

\$29⁷⁴ List: \$35.00

Premium Product



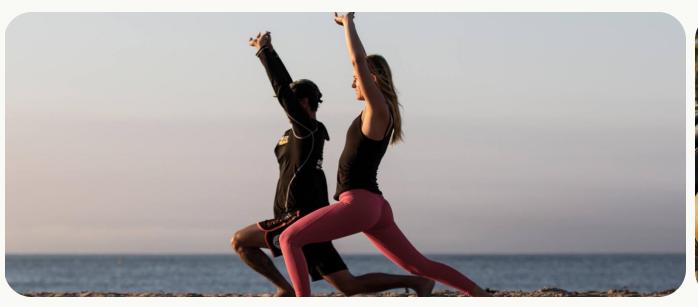
Benchmade Bugout 535 EDC Knife with Crater Blue Grivory Handle (535FE-05)

★★★★☆ 347 100+ bought in past month

\$200⁰⁰

VS

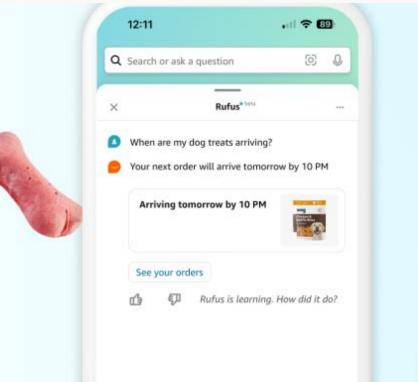
AMAZON RUFUS





AMAZON RUFUS

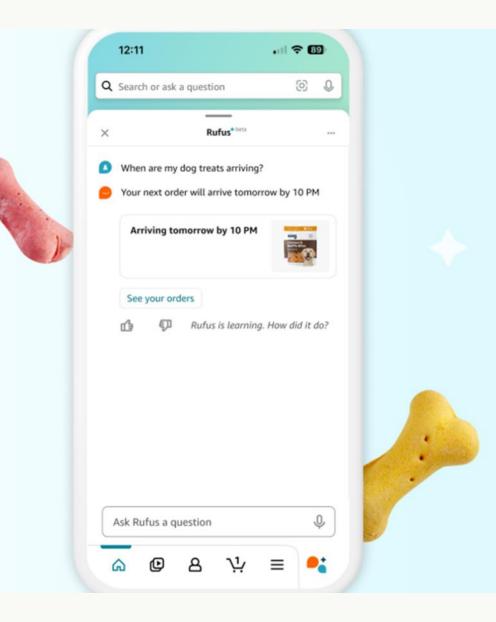
- Amazon's AI Assistant
- Used for both customer service & product search





RUFUS CONSIDERATIONS

- **Consider Rufus in search:** How are consumers asking about your product or category.
- Assume consumers can dig deeper: By having the ability to ask questions about your product features, reviews, or uses, consumers are likely to know more about your products before making a buying decision.
- **Define your audience** Rufus does not show results in the same order as organic rank as products are customized to the shopper.
- **Rufus has no ads** A huge win in a year where ad costs are skyrocketing.



Interested in Learning More?

Schedule a consultation via info@gobrandwoven.com

or by scanning the QR code



gobrandwoven.com

Thank you

