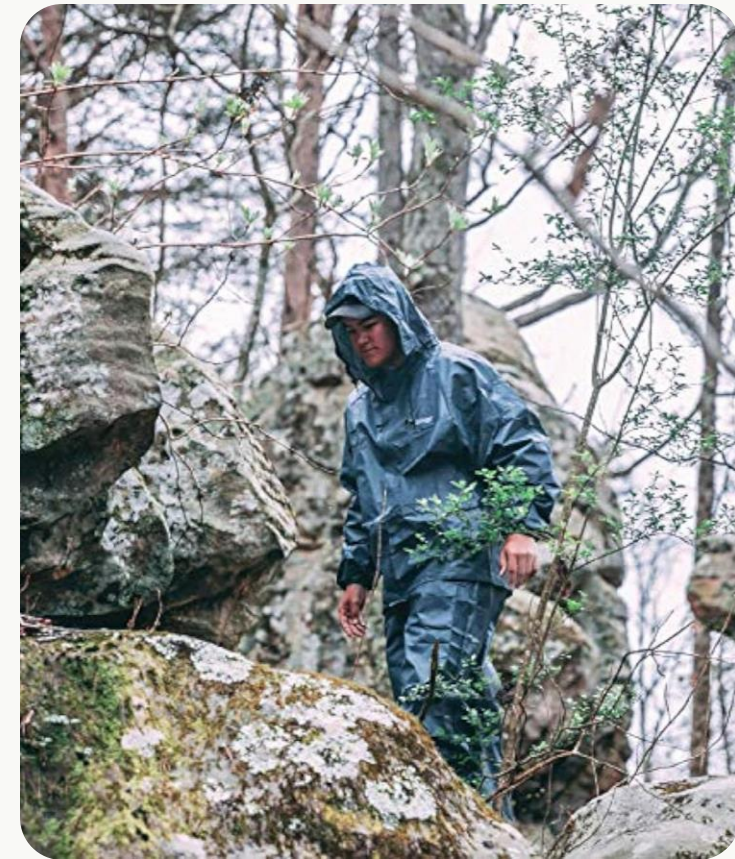




Use of AI for Amazon Management



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



28K

ASINS managed



\$175M

Amazon sales managed
per year



\$16.8M

Avg annual Amazon sales
of Vendor Central brands



36

Staff

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

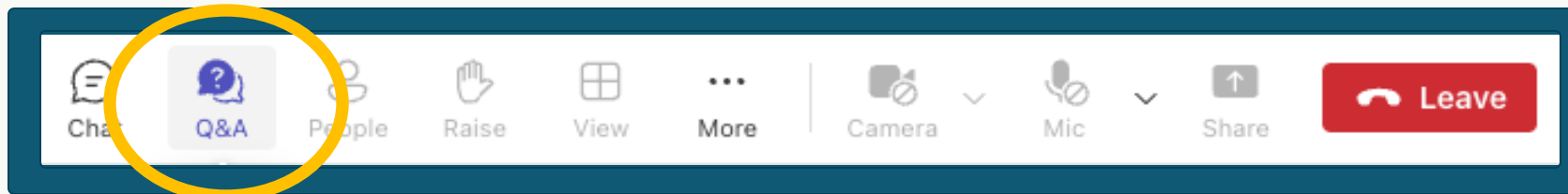
Our services cover every corner of the digital marketplace including catalog management, digital merchandising, logistics, marketing, and more.

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 MANAGEMENT



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

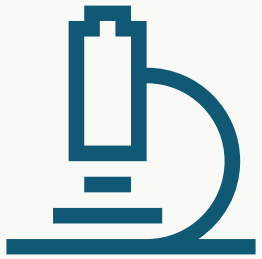
A replacement for people who can think and adapt to a changing environment. It is not perfect and often over-simplifies complex problems into the most common solution.



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



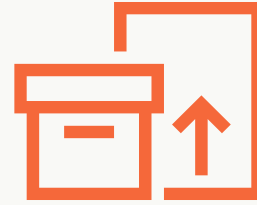
SEO and Analytics

- 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



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

Write your content using your sorted keywords from your bank.

Build your listing with AI 0 of 1000 uses this month

Enter product characteristics, add your keywords, and automatically generate copy by clicking "Write it for me" below.

Product Characteristics * 0/1500 characters Brand Name Optional

Enter characteristics (e.g.: Blue, SG, Durable and sleek design, night mode, etc)

Show Advanced

Product Title (Required) Show Tips Write it for me

Keyword Performance Score: 88,887

Ab ab 130/200 characters 130 bytes 33 words Ignore

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 Men | Black/Red

Keywords to include in Title: weight lifting wrist wraps x grips for weight lifting x weight grips for women x Edit Keywords in Title

Bullet Points Show Tips Write it for me

Keyword Performance Score: 57,323

Ab ab 130/700 characters 130 bytes 30 words Ignore

HIGH-LOAD CAPACITY: Our weight lifting hooks, are designed to lift a maximum of 330 lbs. Ideal for grip power pads for heavy lifters and bodybuilders, an essential weight lifting equipment.

Suggested Keywords: gym hand grips x weight lifting hooks x weight lifting grips x Edit Keywords

Ab ab 139/700 characters 139 bytes 31 words Ignore

Non-Slip, Comfortable Grip: Wrapped in a thick, neoprene pad that provides a non-slip hook grips weightlifting. Perfect as barbell grips for hands, dumbbell grips for hands, and gloves for pull ups.

Suggested Keywords: weight lifting equipment x gym accessories for weight lifting x lifting hooks for weight lifting x Edit Keywords

Ab ab 182/700 characters 182 bytes 30 words Ignore

Wrist Support: Our arm wrist hooks not only support your wrists but also reduce injury. Can be used as grip gloves for weight lifting by bodybuilders, athletes and elite performers.

Suggested Keywords: hand wraps for weight lifting x hand grips for weight lifting x weight lifting wrist support x Edit Keywords

Ab ab 195/700 characters 195 bytes 31 words Ignore

Adjustable and Durable: The hooks feature an adjustable hook and loop closure for a secure fit. Secure your grip with resilient reinforced stitching. Suitable for use as grips for weight lifting.

Suggested Keywords: wrist grips weight lifting x wrist hooks for weightlifting x agarres para gym x Edit Keywords

Ab ab 136/700 characters 136 bytes 30 words Ignore

Multipurpose Use: These hooks are a versatile addition to your gym accessories for weight lifting. Perfect grip wrist wraps or guantes para barra for deadlifts, shrugs, barbell rows and lifting.

Suggested Keywords: barbell grips for hands x weight lifting hooks for men x grip gloves for weight lifting x Edit Keywords

Add a Bullet Point

Description Show Tips Write it for me

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

Translations



Original Image



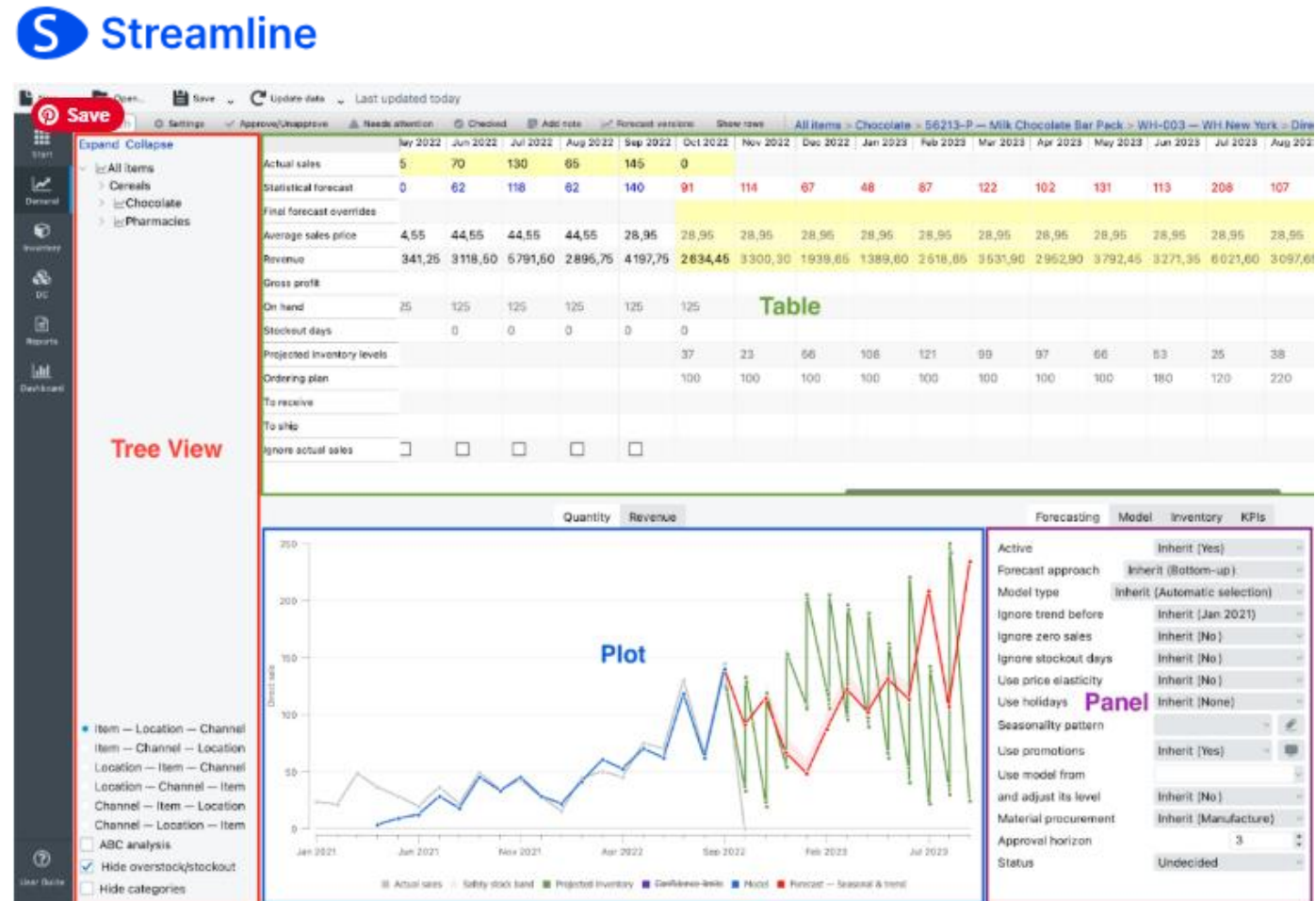
AI Generated – 90% finished



After Touch-up

DEMAND AND SUPPLY PLANNING

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



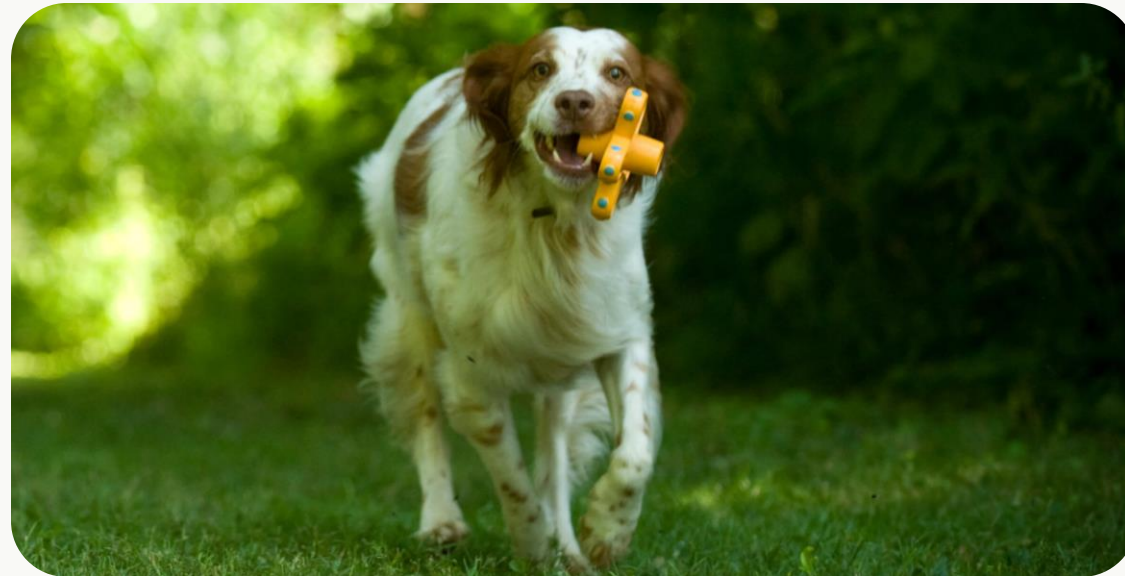
MARKETING

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



AI LIMITATIONS

Avoid Pitfalls of AI Reliance



AI PITFALLS

1. Know your products and your audience
2. Understand what AI is trying to maximize
3. AI is not gospel Truth
4. 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

VS

Premium Product



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

★★★★★ 347

100+ bought in past month

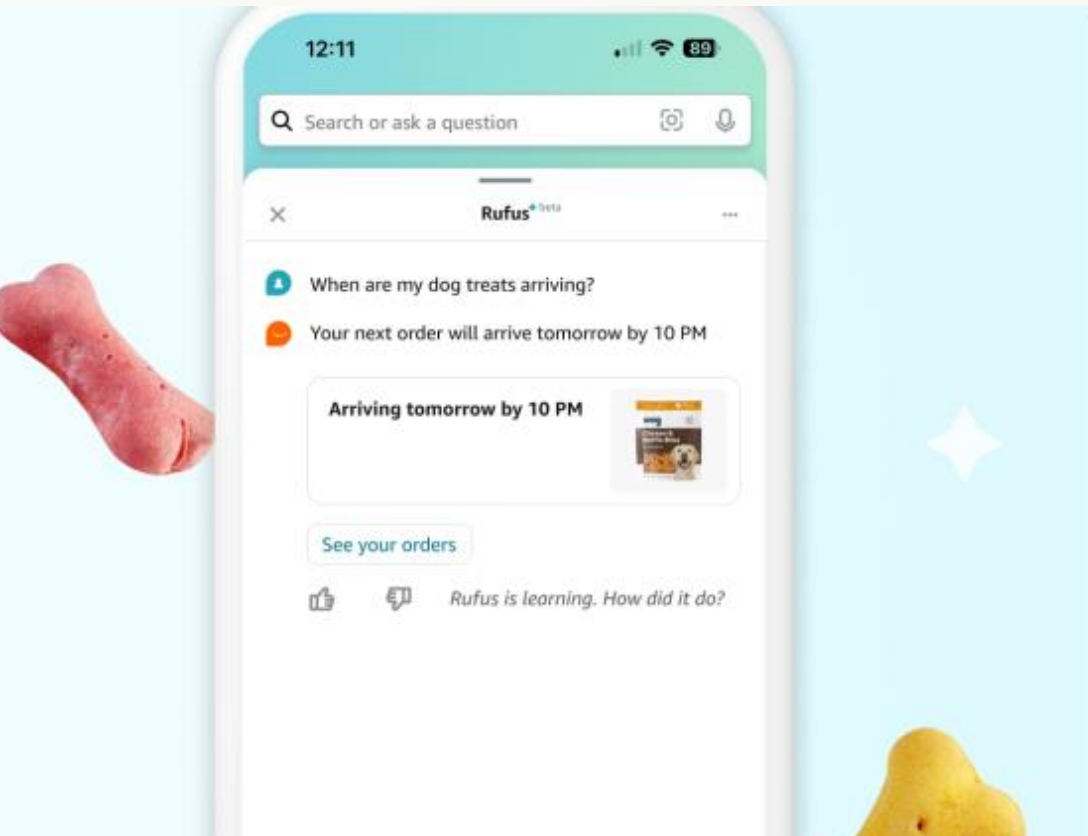
\$200⁰⁰

AMAZON RUFUS



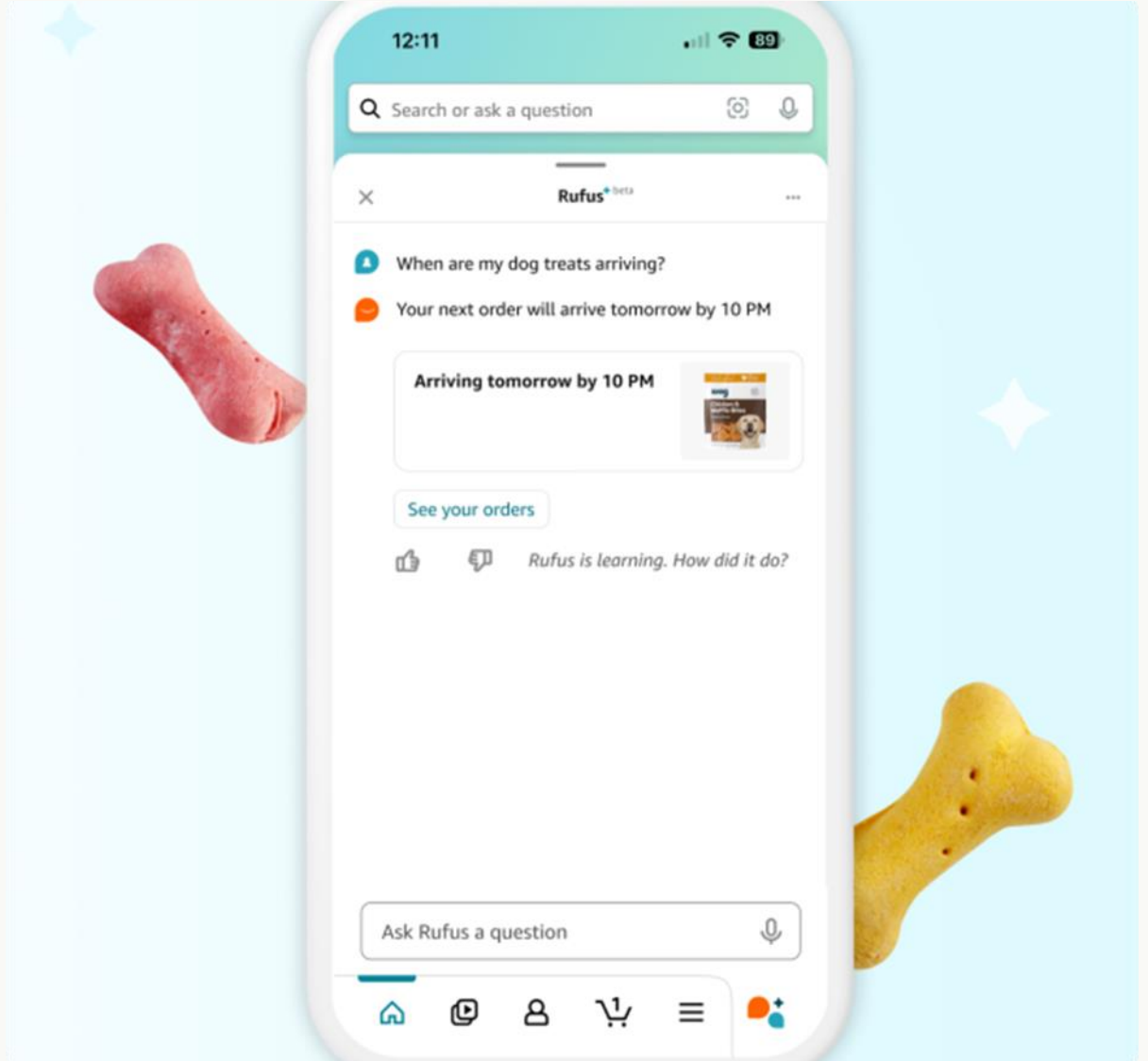
AMAZON RUFUS

- 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



Thank you

