




MARKETPLACE GROWTH PARTNER

We launch, scale, and protect your multi-marketplace sales.

Your extended team for end-to-end account management, complex compliance handling, and aggressive revenue growth across global platforms.

Core Competencies

-  **Account Launch**
Setup & Verification
-  **Compliance**
KYC/KYB & Policies
-  **Growth Marketing**
PPC & SEO

5+
Years Exp.

10k+
SKUs Managed

\$50M+
Client Revenue

MASTERING GLOBAL MARKETPLACES

Scaling E-Commerce is Complex & Risky

Sellers face a fragmented ecosystem where a single misstep can lead to suspension or revenue loss.

CURRENT STATE ASSESSMENT



01

Fragmented Marketplace Rules

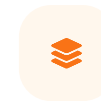
Policies differ wildly across Amazon, Walmart, and TikTok. Keeping up with frequent updates across 5+ platforms is a full-time job.



02

Compliance & Verification

KYC/KYB hurdles, tax ID validation, and restricted product checks create onboarding bottlenecks and suspension risks.



03

Catalog Chaos at Scale

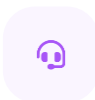
Managing variations, A+ content, and listing quality scores for thousands of SKUs results in data errors and visibility loss.



04

Rising Paid Media Costs

CPC inflation requires constant optimization. "Set and forget" campaigns now drain profitability and kill margins.



05

Strict Service SLAs

Missed response times, high return rates, or ODR spikes directly impact account health and Buy Box eligibility.



06

Data Silos & Reporting

Lack of unified reporting across channels makes it impossible to understand true profitability and inventory needs.

End-to-End Marketplace Management

We act as your extended e-commerce team, handling everything from technical setup to aggressive sales growth.

360°
COVERAGE

24/7
MONITORING



1. Launch

- Account creation & verification setup
- Tax/VAT & bank account configuration
- Full catalog migration & data mapping



2. Compliance

- KYC/KYB document packaging
- Product safety & policy monitoring
- Suspension appeals & brand registry



3. Growth

- SEO optimization & A+ Content
- PPC advertising & promotions
- Dynamic pricing & review strategy



4. Support

- Customer service & dispute resolution
- Returns & refunds management
- Performance health maintenance

Tangible Outcomes



Faster Approvals

Fewer verification loops and quicker time-to-market.



Higher Conversion

Optimized content & ads driving CTR and sales growth.



Buy Box Gains

Smart pricing and availability strategies to win sales.



Healthy Metrics

ODR < 1%, fast response times, and low return rates.

Where We Operate

We manage end-to-end operations across the world's leading marketplaces, handling jurisdiction-specific requirements.

**7+ Primary Platforms**

Global Coverage



MARKET LEADER



HIGH GROWTH



GLOBAL REACH



TikTok Shop

SOCIAL COMMERCE



NICHE & HANDMADE



UK FASTEST GROWING



HOME & GARDEN

ALSO SUPPORTED:

Shopify • Wayfair • Zalando • Noon • Boi • Mirakl-Powered Marketplaces

POLICY SOURCES:

1. Amazon KYC Guidebook
2. eBay Managed Payments
3. Etsy Fees Policy
4. TikTok Shop Seller Requirements
5. Walmart Marketplace Requirements
6. OnBuy Seller Info
7. The Range Seller Info

Our Core Services

Modular solutions designed to handle every aspect of your marketplace journey, from launch to optimization.



END-TO-END MANAGEMENT



Account Setup & Strategy

Full registration handling including KYC/KYB document preparation, bank verification, tax ID (VAT/EIN) configuration, and Brand Registry enrollment.

REGISTRATION

IDENTITY VERIFICATION

TAX SETUP



Catalog & Content Optimization

Listing creation and migration with SEO-rich keywords, A+ Content/EBC design, Storefront builds, variation handling, and image optimization.

SEO

A+ CONTENT

LISTINGS



Advertising & Promotions

Management of Amazon PPC, Walmart Connect, eBay Promoted Listings, and TikTok Ads. Includes coupon strategy, lightning deals, and affiliate programs.

PPC MANAGEMENT

COUPONS

AFFILIATES



Pricing & Profitability

Algorithmic repricing strategy implementation, MAP compliance monitoring, referral fee auditing, and profit margin analysis per SKU.

REPRICING

MARGIN ANALYSIS

MAP

Compliance & Verification (KYC/KYB)

We proactively package and submit documentation to prevent onboarding delays and account suspensions.

SUCCESS RATE

99.8%



Identity & Business

- ✓ **Government ID Verification**
Passports/Driving Licenses matching registration details.
- ✓ **Entity Documentation**
Articles of Org, Good Standing Certs, Beneficial Owner info.
- ✓ **Address Verification**
Utility bills dated <90 days matching exact business name.

Amazon KYC OnBuy Walmart



Financial & Tax

- ✓ **Bank Account Verification**
Bank letters/statements for disbursement setup.
- ✓ **Tax Interviews**
W-9/W-8BEN submission & validation (EIN/SSN).
- ✓ **VAT/OSS Registration**
For UK/EU expansion & marketplace facilitator compliance.

eBay Managed Payments Etsy Fees



Product Compliance

- ✓ **Restricted Categories**
Gating approval for Topicals, Toys, Pesticides, etc.
- ✓ **Safety & GPSR**
Safety Data Sheets (SDS), CE marking, & warning labels.
- ✓ **GTIN/GS1 Barcodes**
Validating GS1 prefix ownership to prevent listing removal.

Walmart GTIN Amazon Policy



Legal & Policy

- ✓ **INFORM Consumers Act**
Annual recertification of high-volume seller data (US).
- ✓ **Brand Authorization**
Letters of Authorization (LOA) to protect IP rights.
- ✓ **Platform Policies**
Returns window alignment and dropshipping policy adherence.

INFORM Act TikTok Shop The Range

Customer Service Operations

Protecting account health through rigorous SLA management and proactive customer engagement.

RESPONSE TIME
<24h

ODR TARGET
<1%

SLA Management

24/7 account health monitoring ensuring strict adherence to platform standards for response times and shipping.

24-48h Response

On-Time Ship

Messaging Hub

Centralized communication using platform-specific templates and auto-tagging for pre-sale vs. post-sale inquiries.

Auto-Tagging

Template Library

Returns & Refunds

Streamlined RMA flows aligned with platform policies to minimize defect rates while handling restocking efficiently.

RMA Workflow

Defect Prevention

Disputes & Claims

Expert handling of A-to-Z claims, SAFE-T claims, eBay cases, and chargebacks to protect seller metrics.

A-to-Z Claims

Chargeback Defense

Feedback Mgmt

Compliant review request cadence and professional escalation playbooks for removing policy-violating negative feedback.

Review Requests

Removal Appeals

Voice of Customer

Analyzing return reasons and NCX data to implement corrective actions in product catalog and content descriptions.

NCX Analysis

Content Updates

Our Growth Playbook

A comprehensive, data-driven framework designed to maximize traffic, conversion, and retention across all channels.



STRATEGY TYPE
Holistic Performance



Market Research

- Deep search term mining & gap analysis
- Competitor price & share benchmarking
- Category trend forecasting



Content Opt.

- SEO titles & backend keyword indexing
- A+ Content / Brand Story modules
- Listing Quality Score maximization



PPC Advertising Strategy

Funnel-based targeting to optimize TACOS and scale organic rank.

HIGH IMPACT

🔹 Campaign Structure

- Auto/Manual Discovery
- Product/Category Targeting
- Retargeting & Display

⚙️ Optimization

- Dayparting & Bid adjustments
- Negative keyword hygiene
- Placement multipliers



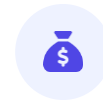
Promotions

- Coupons, Lightning Deals, & Bundles
- Seasonal promo calendars
- Affiliate/Influencer activation



Social Proof

- Review acceleration programs (Vine)
- Compliant automated review requests
- UGC integration in storefronts



Pricing & Mix

- Dynamic pricing within MAP rules
- Long-tail variant strategy
- Virtual bundles to increase AOV



Protection

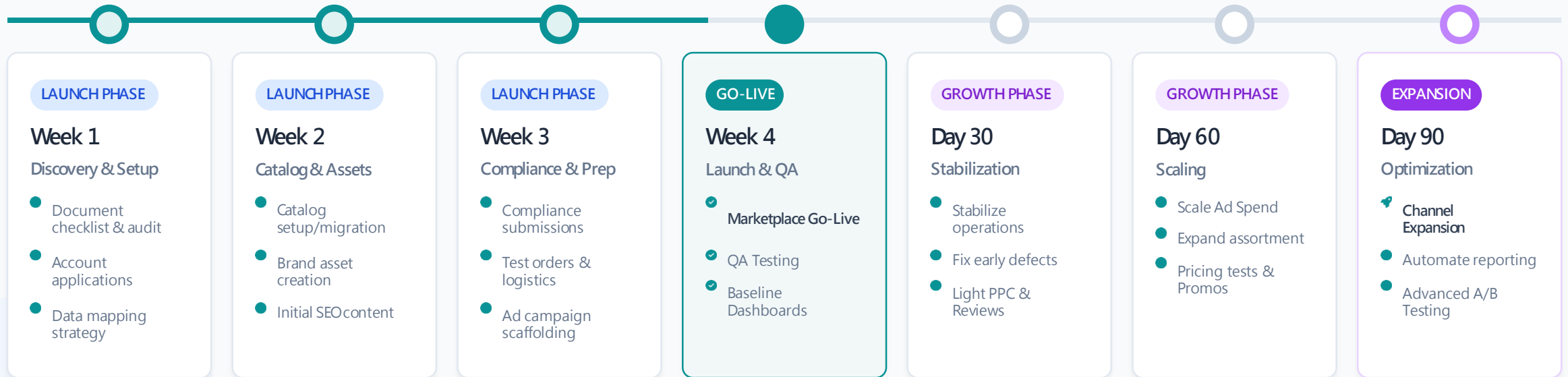
- Listing hijack monitoring
- Counterfeit & IP alerts
- Buy Box suppression defense

Process & Timeline

A structured launch sequence followed by a rigorous 90-day growth acceleration plan.

PHASE 1
Launch (Wk 1-4)

PHASE 2
Growth (Day 30-90)



🕒 Typical timeline for new account setup. Timelines may vary based on platform verification speeds.

Tools & Reporting

Unified dashboards across all marketplaces providing actionable insights and real-time performance tracking.

API Integration

Looker Studio

Data Warehouse



Amazon Central

Real-time API Sync

+12.4% YoY

SALES

\$42.5k


TACOS

11.2%

BUY BOX

94%





Walmart Connect

WFS Integration

+8.1% MoM

REVENUE


\$18.2k


ROAS

4.5x

QUALITY

96/100





eBay Metrics

Seller Level

Top Rated

CTR

2.4%

Payouts

\$4.1k



Etsy Stats

Conversion


3.8%

Star Seller

✓Yes

Visits

12.5k



TikTok Shop

GMV

\$8.9k

Affiliate %

35%

Ship Rate

99.2%



Reporting Cadence

Consistent & Transparent

Wk

Weekly Pulse Check

Sales velocity, ad spend optimization, inventory alerts.

Mo


Monthly Business Review (MBR)

Deep dive analytics, P&L analysis, strategy adjustment.

Qr

Quarterly Strategy (QBR)

Long-term roadmap, expansion planning, market trends.



Inventory Forecasting

Automated stock-out predictions 4 weeks in advance to prevent revenue loss.

Service Packages

Tailored solutions designed to meet you at your current stage of growth.

 All plans include dedicated support



Starter

Best for new sellers launching first channels

- ✓ 1-2 Marketplaces (e.g., Amazon + eBay)
- ✓ Full Account Setup & Verification
- ✓ Up to 50 SKUs Optimization
- ✓ Basic PPC Setup & Management
- ✓ Monthly Performance Report

Get Quote



Growth

For scaling brands expanding reach

- ✓ 3-5 Marketplaces Coverage
- ✓ Advanced SEO & A+ Content
- ✓ Full PPC Management & Strategy
- ✓ Promotions & Deal Calendar
- ✓ Weekly Dashboards & Monthly Calls
- ✓ Inventory Forecasting

Schedule Strategy Call

MOST POPULAR



Enterprise

For omnichannel category leaders

- ✓ 6+ Marketplaces & Global Expansion
- ✓ Dedicated Account Manager
- ✓ Custom Integrations & SOPs
- ✓ Quarterly Business Reviews (QBR)
- ✓ Advanced Analytics Suite

Contact Sales

Case Studies & Results

Real metrics from brands we've scaled across multiple marketplaces.

📈 Average Growth: +61%

Amazon

Walmart

CPG Brand

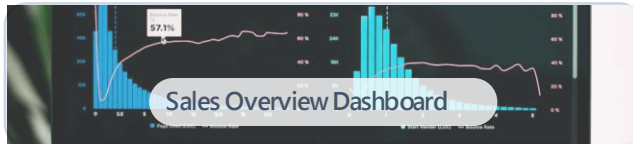
90-Day Acceleration Program

REVENUE

+65% ↑

TACOS

11% -7%



STRATEGY EXECUTED:

- ✓ Complete A+ Content revamp
- ✓ PPC campaign restructuring
- ✓ Walmart WFS onboarding

Etsy

TikTok

Home Decor

60-Day Social Commerce Launch

GMV

+42% ↑

CONVERSION

+1.8% pts



STRATEGY EXECUTED:

- ✓ Lifestyle image refresh
- ✓ Influencer affiliate program
- ✓ Returns reduction plan (-23%)

eBay

OnBuy

Electronics

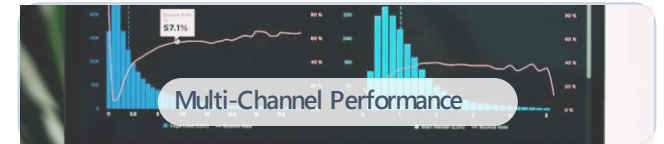
120-Day Marketplace Expansion

TOTAL SALES

+78% ↑

DISPUTE RATE

-35% ↓



STRATEGY EXECUTED:

- ✓ The Range marketplace launch
- ✓ Promoted Listings Advanced
- ✓ 2-day handling SLA achievement

Why Choose Us?

Beyond service providers — we are your dedicated partners in sustainable e-commerce growth.



CORE VALUES
Integrity & Impact



Compliance-First

We prioritize account health above all else. Our strict adherence to platform policies reduces the risk of suspensions and verification loops.

Proactive policy audits

Restricted category expertise



Omnichannel Mastery

Don't rely on just one channel. We have deep operational experience across Amazon, Walmart, TikTok, eBay, and niche platforms.

Unified inventory strategy

Cross-channel pricing logic



Data-Driven Growth

We don't guess. Every optimization, price change, and ad bid is backed by rigorous testing and clear KPI accountability.

A/B testing protocols

Forecasting models



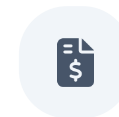
Dedicated Experts

No anonymous support tickets. You get a



Vetted Ecosystem

Plug into our network of trusted partners for



Total Transparency

We believe in radical transparency. You own your


What Clients Say

Trusted by emerging brands and enterprise sellers to deliver measurable results.

 50+ Satisfied Partners

★★★★★


“They unlocked Walmart approval in a week and doubled our Amazon conversions in just two months. Their data-driven approach is a game changer.”



Sarah Jenkins
Brand Owner, CPG

★★★★★


“Seamless TikTok Shop launch. Their affiliate management strategy is brilliant; affiliate sales are now 25% of our total GMV.”



Michael Chen
DTC Founder, Apparel

★★★★★

“We were stuck in a policy verification loop for weeks. Their appeal expertise saved our account from suspension right before Q4.”



David Ross
Marketplace Manager

TRUSTED BY GROWING BRANDS

 PeakCo

 EcoLife

 ModeStyle

 VoltTech

 PetJoy

 HomeNest

NEXT STEPS

Ready to Scale?

Stop guessing. Start growing. Let's audit your current setup and build a roadmap to profitability.

LIMITED TIME OFFER

Free Marketplace Audit

We'll review your listings, ads, and account health across 1–2 marketplaces and identify immediate opportunities for growth.

- ✓ Listing Quality Score Analysis
- ✓ Ad Spend Efficiency Review (TACOS Check)
- ✓ Account Health & Compliance Risk Assessment

WHAT WE NEED FROM YOU:

Product catalog sample • Marketplace access levels (view only) • Last 90 days dashboard screenshots

Book Your Strategy Call →



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