

# TRIVIUMGROUP

YOUR PARTIAL IN-HOUSE ADVERTISING TEAM FOR AMAZON

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## WHAT TRIVIUM HAS TO OFFER

Trivium provides a range of services with packages for sellers at all stages of their Amazon journey. We have something to suit any budget!



# STARTUP MANAGEMENT (ONLY UP TO 2 ASINS)

This service is best for starting brands with 1 to 2 ASINs. Instead of spending so much money on PPC this allows the clients to have more money to reinvest into business like listing images, reviews, etc.

**\$1,500/MONTH**  
+ \$200 PER ASIN/MONTH

## SCOPE:

- Monday weekly report and Thursday update report
- Full PPC optimization
- Listing improvement recommendations from experienced brand managers.
  - SEO and Competitive analysis are available as a separately paid service (\$500 each)
  - Low-priority task management
- Access to Trivium Tribe
- Access to analytics, every Monday, screenshots of the performance will be posted on the slack channel
  - Update on next steps included
- Updates regarding daily spending once a week
- Launching campaigns gradually with careful budgeting
- Once a day responding to questions

# PPC MANAGEMENT

We take full control of your ads and drive as much traffic to your listings in the cheapest possible way.

**\$2,500/MONTH**  
+ \$200 PER ASIN/MONTH

## SCOPE:

- Creating portfolios for the separate parent ASINs, as well as, the brand table
  - Renaming campaigns so that they're easily identifiable and have product codes
  - Trivium Analytics
    - Including a full explanation of data, plan of action, and the strategy
  - Pausing all non-performers or dead keywords
  - Optimizing keywords
    - Even on a daily basis when it's needed
  - Launching auto campaigns for each ASIN if necessary.
  - Launching new campaigns with profitable search terms using Search Term Report (STR) data.
  - Keyword and Product research, as well as, launching/optimizing campaigns to have profitable targeting
- Protecting brand name through all ad types ie sponsored products, brand, display, video, etc
  - Daily updates every day
  - Seasonality analysis
  - SEO and competitive analysis during the first 30-60 days of collaboration
  - Suggestions will be sent in the slack channel, expecting that the client will work on implementations
  - Organic rank tracking
  - Launching organic ranking campaigns for improvements
  - Market share tracking





# FULL ACCOUNT MANAGEMENT

For brands that are big on D2C and want their whole Amazon division looked after. We can do everything!

**\$4,000/MONTH**  
+ \$300 PER ASIN/MONTH

## SCOPE:

- SEO and Competitor Analysis
- Our internal brand managers will implement changes, and do A/B experiments if it's needed
- Seasonality Analysis
- Opening cases to Amazon support whenever it's needed to solve problems.
- Listing Creation/ Optimization
- Highest priority
- Meetings
- Brand management tasks
- Problem-solving
- Creating Lightning Deals
- Tracking Inventory
- Creating Shipping Plans
- Dealing with Amazon Hijackers
- Trivium Analytics
  - Including a full explanation of data, plan of action, and the strategy
- PPC Management
  - Creating portfolios for the separate parent ASINs, as well as, the brand table
  - Renaming campaigns so that they're easily identifiable and have product codes
  - Launching auto campaigns for each ASIN if necessary.
  - Bulk sheet optimization on a daily basis when it's needed
  - Launching new campaigns with profitable search terms using Search Term Report (STR) data.
  - Keyword and Product research, as well as, launching/optimizing campaigns to have profitable targeting
  - Protecting brand name through all ad types ie sponsored products, brand, display, video, etc
  - Organic rank tracking
  - Launching organic ranking campaigns for improvements
  - Market share tracking
- EXCLUDED: Creatives. Separate quote required

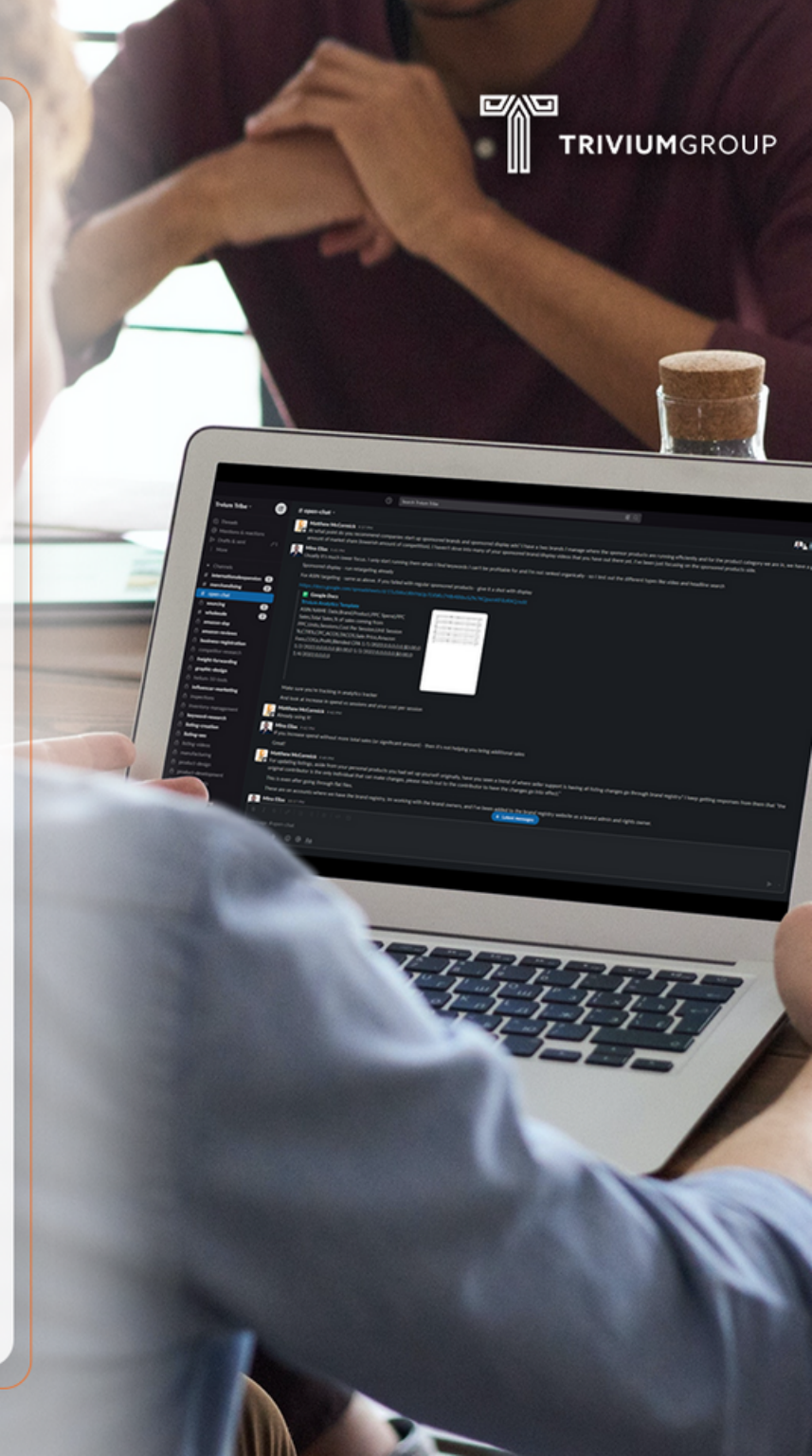


# TRIVIUM TRIBE



## \$200/MONTH

Having a team of Amazon experts that are your personal mentors in slack. A team that you can ask questions, send screenshots of your PPC and ask our team to help you understand what it means and what to do in all things Amazon related.





# TRIVIUM ANALYTICS

**\$80/MONTH**

Automated Analytics that allows clients to see important metrics about their products and track inventory with estimates on when products will run out based on product KPIs. We also provide different views that can be filtered by product and set custom date range with dashboards containing a graphical view of product performance, client reporting, and profit calculations.

## List of product KPIs available:

- PPC Spend
- PPC Sales
- Total Sales
- Units
- Sessions
- Cost Per Session
- Unit Session %
- CTR %
- Cost per Click
- ACOS
- TACOS
- Blended CPA
- Profit





## DSP MANAGEMENT STAND ALONE

**\$2,000/MONTH**

+ \$200 PER ASIN/MONTH

### SCOPE:

- Consultation call to assess Amazon portfolio and determine go-forward DSP budget and strategy
- Full strategy build and launch in the Amazon DSP platform
- Weekly reporting on key performance metrics
- Ongoing DSP optimizations including new strategy launches, creative adjustments, and ad-hoc requests per client specification
- Ongoing budget recommendations on a monthly basis
- Ongoing DSP strategy recommendations on a weekly basis per specified client KPIs

## DSP MANAGEMENT (ADD ON FROM EXISTING CLIENTS)

**\$1,500/MONTH**

+ \$200 PER ASIN/MONTH

### SCOPE:

- Same with DSP Management Stand Alone but the rate is exclusive to existing clients.



# CREATIVE OPTIMIZATION (IMAGES + A+ CONTENT)

**\$2000**

+ \$250 FOR ADDITIONAL VARIATIONS

## SCOPE:

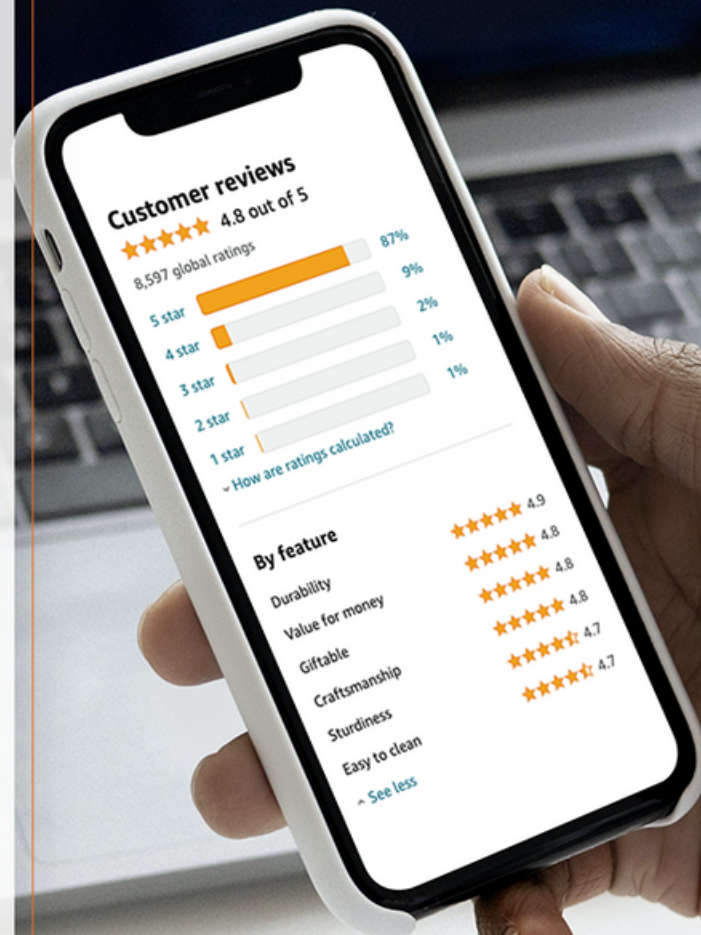
- Images
- Professional A+ Page to attract customer's attention
- Listing SEO Optimization





# REVIEWS

**\$20/REVIEW**





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# CONVERSION RATE OPTIMIZATION



**\$1,500/MONTH**

## SCOPE:

- 4 creative tests a month - while using Pickfu to prove better creatives





# CONTACT US TODAY

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[WWW.TRIVIUMCO.COM](http://WWW.TRIVIUMCO.COM)



[@TRIVIUM\\_GROUP](https://www.instagram.com/TRIVIUM_GROUP)



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