

## Delivering results at the intersection of e-commerce and digital marketing.

CōGō provides – and proves its value in the form of online product sales for brands. Our team's approach begins with a cross-channel e-tail audit of in-market shoppers' path-to-purchase & user experience related to finding & buying a brand/product online.

From there, we work to align merchandising, eliminate errors, cut costs & increase product sales & revenue across all key e-commerce retailers and platforms where a product is sold including: Amazon, Target, Walmart/Jet, Best Buy, Drizly and Peapod, to name a few.

### CōGō - Key Benefits

- EVALUATE GROWTH POTENTIAL
- ELIMINATE COSTLY RETAIL OVERSIGHTS
- IMPROVE PRODUCT SALES/REVENUE
- STREAMLINE E-COMM OPERATIONS
- IDENTIFY KEY SHOPPING TRENDS

“The biggest mistake a brand makes is not prioritizing e-commerce. If a brand isn't profitable online yet, the company likely won't be for too long either.”

**Saara Vakil, Founder, Starwest Botanicals  
GoldynGlow Brand**



#### RETAIL FUNDAMENTALS

- Vendor Account Review
- Category Placements
- Product Setup/Variations
- Product Image and Titles
- Third-party Sales Strategy
- Product Pricing/Positioning
- Cross-Device Strategy



#### TRAFFIC & SALES DRIVERS

- Keyword Analysis & SEO
- Path-to-Conversion Analysis
- Ongoing Category Audits
- Audience Segmentation
- Brand Targeting Strategy
- Cross-Shopping Matrix
- Product Comparison Charts



#### CHANNEL MARKETING

- Brand Store/A+ Content
- Custom Landing Pages
- Search & Sponsored Ads
- Off-Site Retargeted Ads
- Retail Promotions/Events
- Packaging Design
- Product Video(s) + Q&A



#### E-COMMERCE ANALYTICS

- In-stock Analysis & Impact
- Cross-Channel Reports
- Paid Media Analytics
- Campaign ROAS/Sales
- Amazon Retail Analytics
- Optimization Insights
- Brand Lift Reporting

E-TAIL AUDITS

MERCHANDISING

UI/ERRORS & OPSS

E-COMM MARKETING

RETAIL ANALYTICS