

WOW

a WITH
group
company

E-Retail Partner for Unique Brands

Introduction Deck 2025

WOW • a WITH group company



AMAZON IS NOW THE FAVORITE PLACE TO SEARCH & BUY A PRODUCT IN THE US & EUROPE.

VOLUME
180M

Monthly users
in Europe

TRUST
65 %

European e-shoppers start their
search on Amazon

VOLUME
2.2B

Monthly visits
in the US

TRUST
84 %

US e-shoppers start their search
on Amazon

Market share by top merchant
Total beauty online – 2023 vs. 2022 in value

1	amazon ↑	amazon ↑	amazon ↑	amazon ↑	amazon ↑
2	<i>Depe</i> ↑	SEPHORA ↓	PRIMOR ↑	NOTINO ↑	DOUGLAS ↓
3	lookfantastic ↓	NOCIBÉ ↓	El Corte Inglés ↓	DOUGLAS ↑	flaconi ↓
4	ebay ↓	E.Leclerc ↓	DRUNI ↑	SEPHORA ↓	dm ↑
5	TikTok ↑	Marionnaud ↑	SEPHORA ↓	VERALAB ↑	ebay ↓

#1 searched
brand on
Amazon Beauty
is a professional
Skincare brand

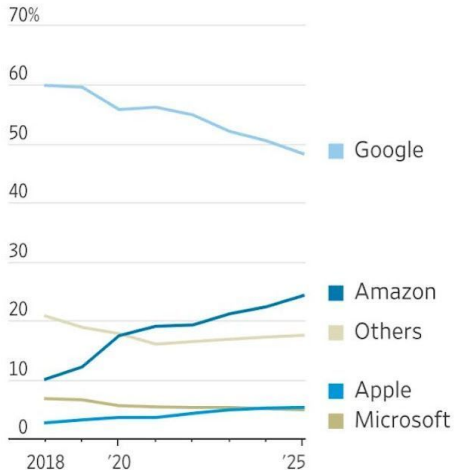
5 brands
among our
top 10 are
professional
brands

6 brands
among our
10 top most
searched
brand are
selective

FAST-CHANGING FACTORS IN CONSUMERS' HABITS.

Google is set to drop below 50% of the search ad revenue market for the 1st time.
But it's not AI chat eating away at Google's dominance (yet).
It's **Amazon**.

Estimated share of U.S. search advertising revenue

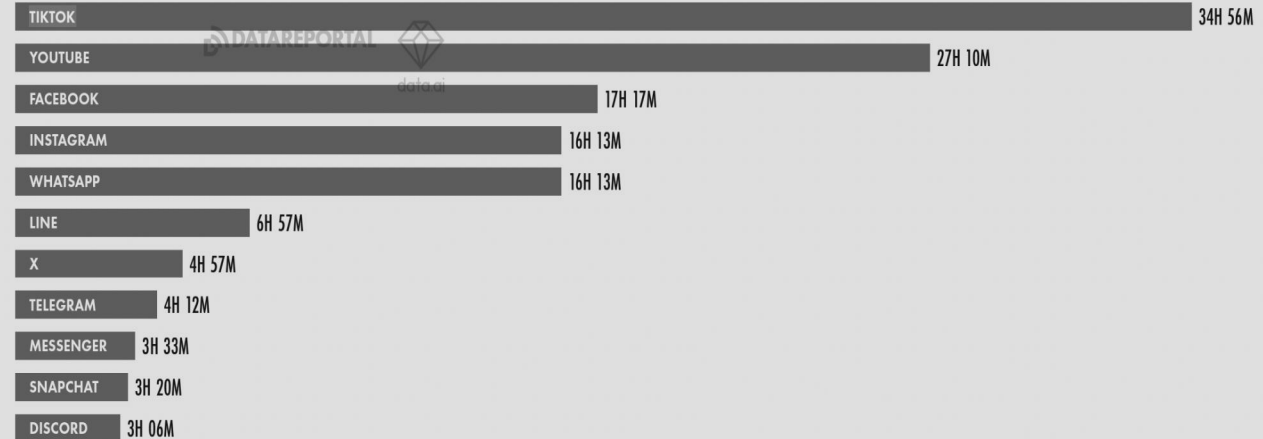


Worldwide increase of **TikTok** use Vs other Social Platforms. TikTok is by far the most Time spent by user in all countries.
TikTok Time Spent = x3 Instagram.

FEB
2025

SOCIAL MEDIA APPS: AVERAGE TIME PER USER

AVERAGE TIME PER MONTH THAT ACTIVE USERS SPENT USING EACH PLATFORM'S ANDROID APP IN NOVEMBER 2024



WHO IS WOW?

**WOW IS A FULL SERVICE E-RETAIL PARTNER
FOR UNIQUE BRANDS.**

We help you setup your Amazon & TikTok Shop strategy: Business Consulting, Creative assets brief and delivery, Inventering selection, logistics, advertising, account management and how to sell better.

amazon ads
Verified
partner

amazon marketplace
EU Agency
Gold Partner



AMAZON SELLER (R)EVOLUTION.

**Wholesale
sellers
(Vendor)**

2000s

Wholesale
sellers,
Amazon
vendor.

**Private Labels
(FBA)**

2010s

Chinese sellers,
small
independent
business (little
brand expertise)

**DNB startup
(FBA)**

2018

Agile brands with
a DTC only
distribution
strategy and
pricing

**Selective Brands
(1P or 3P
FBA+FBM)**

2020s

Omni-channel brands
with selective
distribution strategy
and outside amazon
awareness.

AMAZON PROGRAM FOR BRAND PROTECTION: BRAND REGISTRY.



**Register on Amazon's
Brand Registry to protect
your trademarks.**

- Request the automatic removal of counterfeit products from the platform.
- Identify non-official products:
- Remove unauthorized items. Notify valid sellers about Program, encouraging compliance.

**A PROGRAM DESIGNED TO HELP
BRAND OWNERS PROTECT THEIR
INTELLECTUAL PROPERTY & PRODUCT
CONTENT ON AMAZON**

Who can enroll:

- **Brand owners**
- Distributors with licensed trademarks
- Resellers with written permission from a Brand owner to manage a Brand Store and products detailed pages on Amazon.

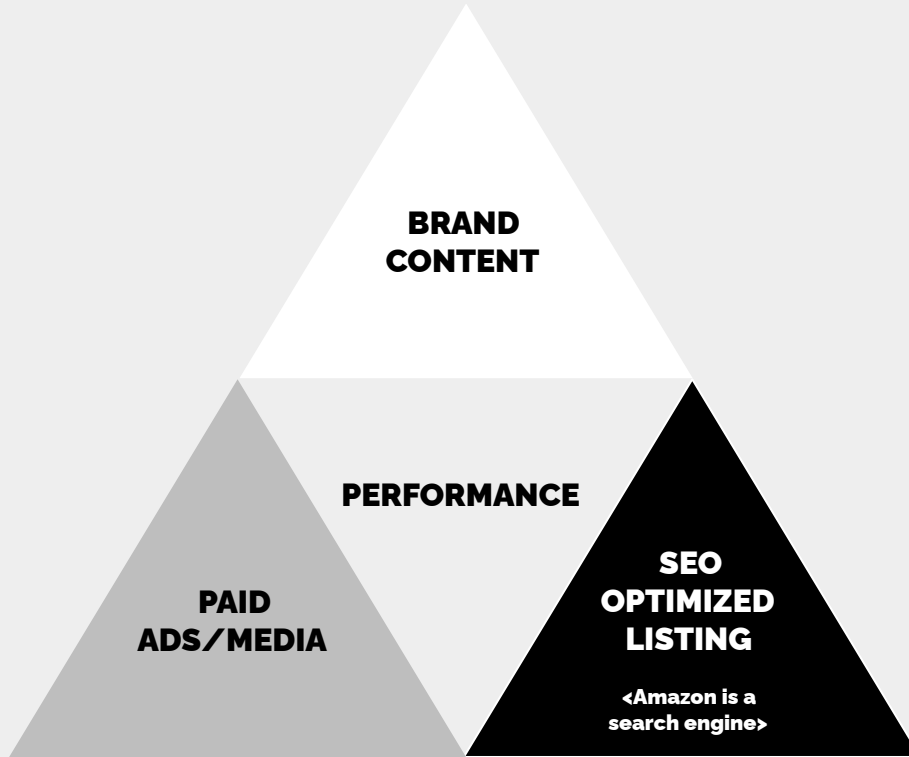
**INCREASED CONTROL OVER ALL
PRODUCT PAGES UNDER THE BRAND
OWNERSHIP ON ALL THE AMAZON
MARKETPLACES.**

Amazon self service tools:

- Brand stores, PDP & Sponsored Brands ads
- **Brand registry Report**
- Amazon VINE
- Virtual product Bundles (USA)
- Amazon Attribution
- Transparency Program & Project Zero.

WOW | E-RETAIL PARTNER FOR UNIQUE BRANDS

THE 3 MAIN LEVERAGE POINTS FOR PERFORMANCE ON AMAZON.

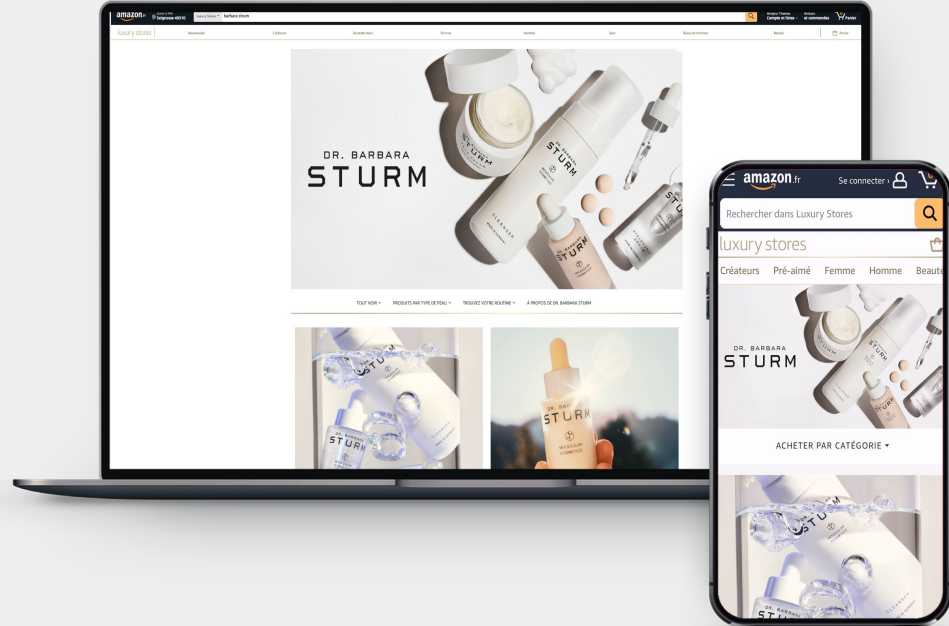


WOW



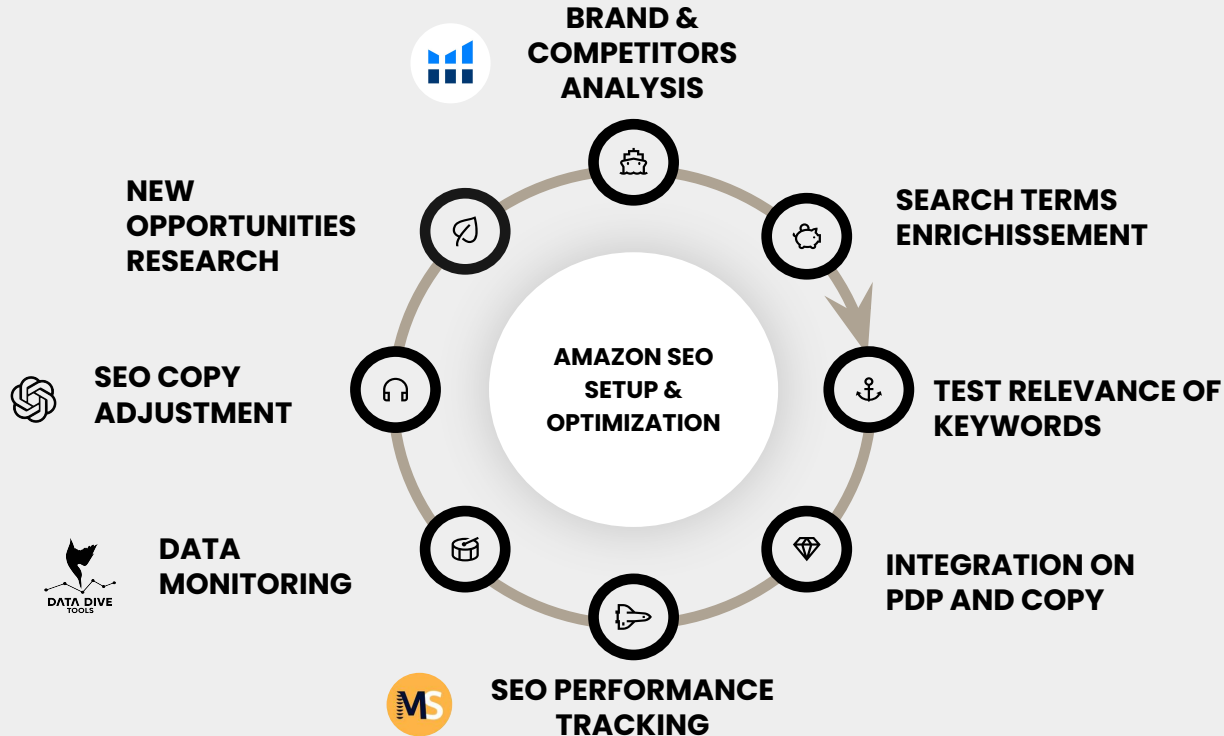
BRAND CONTENT TOOLS HAVE SEEN CHANGES IN THE PAST 2 YEARS.

- 1. Brand Stores are now a strategic tool**
While it used to be a “Nice to have”
- 2. A+ Content is now available for all sellers**
And play a key role in conversion rates.
- 3. Video placements are increasing**
Stores, ads, *Product pages*






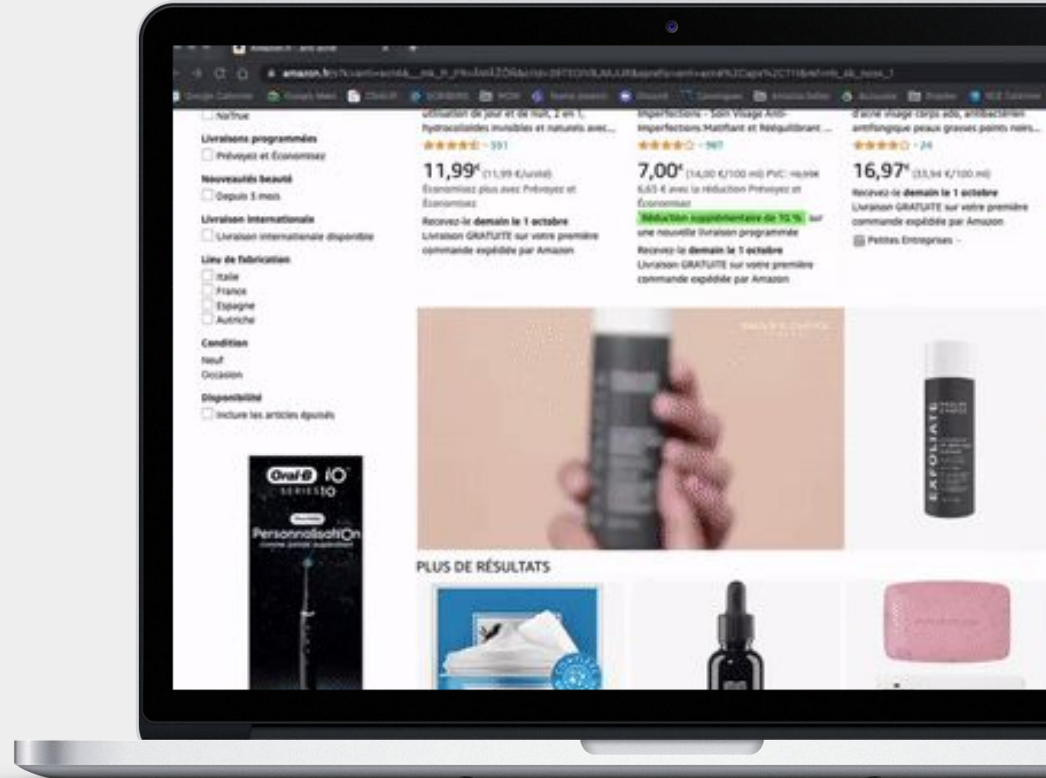
SEO FLYWHEEL & TOOLS.





E-RETAILS CONSISTS TO SHOW YOUR PRODUCT INTO THE SHOP.

- ★ **CUSTOMERS** | High Purchase Intention.
- ★ **FORMAT** | Video Ads
- ★ **TARGETS** | Competitors products at reference level.
- ★ **PROMISE** |  Delivery



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amazon ads
Verified
partner

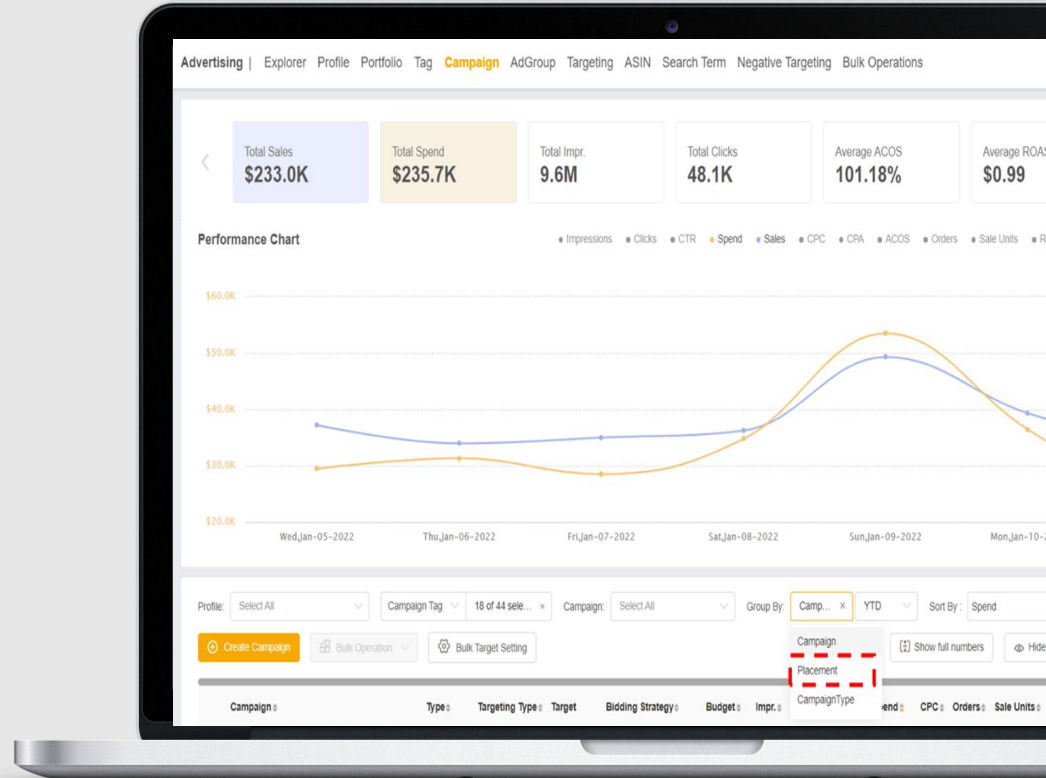


AMAZON IS THE E-RETAIL MEDIA GIANT.

OUR SOFTWARE ARE AI-BASED SAAS TO GROW PROFIT, INCREASE MARKET SHARE AND SAVE TIME ON AMAZON SPONSORED CAMPAIGNS.

Includes Access to DSP and prime video

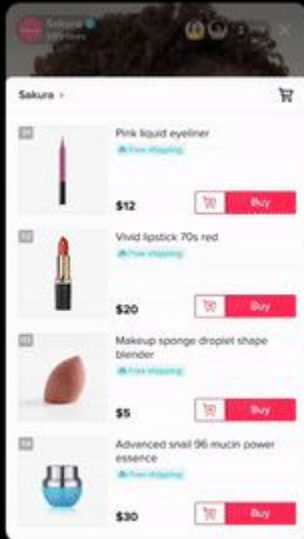
Our softwares automate all otherwise manual operations, is simple to use and fully Machine Learning driven, for optimal performances.



WOW

TIKTOK SHOP: SHOPPING MADE SIMPLE.

TikTok Shop enables brands and creators to showcase and sell products directly on TikTok, through a suite of in-app shopping touchpoints.



LIVE Shopping

Promote, sell and engage with your audience, all in real time.



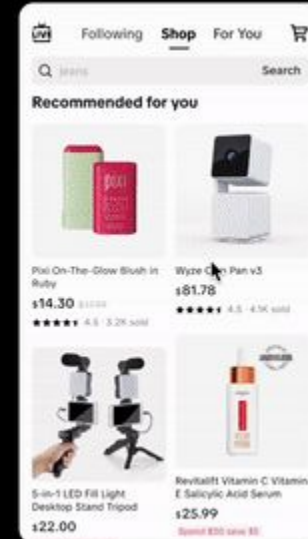
Shoppable videos

Create entertaining videos with your products just a tap away.



Product Showcase

Display your product catalog within your own in-app shop.



Shop Tab

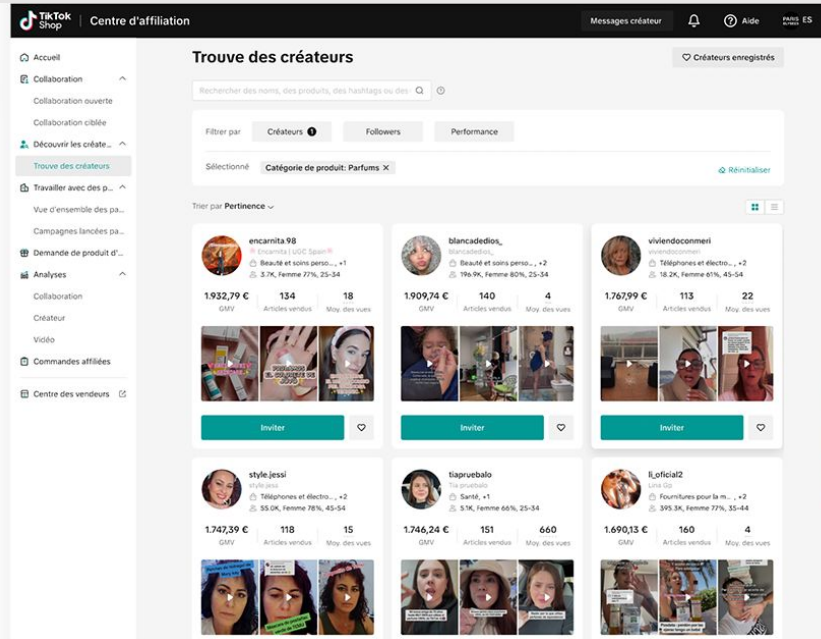
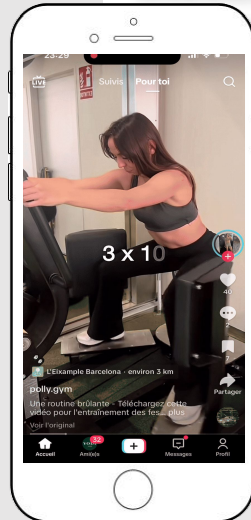
Display your products on a centralized marketplace within TikTok.

TIKTOK SHOP: CREATORS & VENDORS FINDER

TIKTOK SHOP SOCIAL COMMERCE IS A GAME-CHANGER FOR BRANDS

Tik Tok Shop seamless features managed by WOW
to discover and partner with creators to promote and sell our clients' products.

This creator-led approach to selling is unlike anything seen before.



TIKTOK SHOP OVERALL BESPOKE SERVICE BY WOW.

Strategy

- > TTS Overall Strategy
- > Content & Engagement Strategy
- > Onboarding

Shop Creation

- > Shop account management
- > Customer Service
- > Traffic Generation
- > Ads Budget

Content Production

- > Catalogue Creation and optimization
- > Studio Setup
- > Video Production
- > Livestream Operations

Presenter & Ads

- > Presenter Incubation
- > Presenter Training
- > Talent Agencies Connections
- > Ads Live stream Management

Supply Logistics

- > Partnership management
- > Warehouse
- > Packing
- > Shipping

Performance

- > Merchant Support & Sales follow up
- > Performance Analysis & Review

WOW | E-RETAIL PARTNER FOR UNIQUE BRANDS

A SUNNY BARCELONA BASED E-RETAIL AGENCY.



**WE OFFER A DISTINCT EDGE IN NAVIGATING THE
DYNAMIC WORLD OF E-RETAIL.**

**OUR UNIQUE BLEND OF ADVANTAGES ENSURES
SUPERIOR VALUE AND RESULTS.**

- ★ Best location for digital talents
- ★ Digital innovation hub
- ★ Multilingual expertise
- ★ Easy access to Europeans' capitals



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amazon ads
Verified
partner

amazon marketplace
EU Agency
Gold Partner

TikTok Shop
Partner

AN EXPERT TEAM COMMITTED TO OUR CLIENTS SUCCESS.



Francois Garcia
CEO



Charlotte Dusseigneur
Senior Account Manager



Céline Barriere
SEO & Copywriting Expert



Michel Rakoto
Op. coordinator & Customer Service



Jean-Baptiste Costa
Account Manager & TikTok Shop

A TEAM OF E-COMMERCE EXPERTS DEDICATED FOR BRANDS



Thomas sagnier
COO & Associate



Hugo Pironneau
Amazon Data Analyst / Ads



Romesh Ramful
Senior Art Director



Thibault Paturel
ECOM Manager



Pierre Simon
Project Manager

HOW CAN WE WORK TOGETHER?

OUR BESPOKE SERVICES



BUILD: BRAND'S SET UP

Seller/vendor account setup and creative execution
SEO-optimized catalog launch, official product launch, ADS setup
Account management with Amazon teams

Way of working :
TIME CREDIT



RUN: ADS & GROWTH

Manage your overall performance on Amazon, from ads and creatives to SEO, as well as the overall quality of your product page, brand store, and enhanced content.

Point-out improvement based on previous experiences and state of the art implementations.

Ways of working :
FEE + BONUS %



IMPLANT & CONSULTING

In-housing consists in **internalising the experts necessary to a firm**, without necessarily hiring them first, these skills sometimes being **time-limited and evolving rapidly** by definition.

Ways of working :
MONTHLY FEE or MISSION FEE



AMAZON SCORECARD TIKTOK SHOP AUDIT

Test you Amazon Execution through our Scorecard Audit that will allow you to evaluate your business position in leveraging Amazon's marketplace and ecosystem.

Actionable recommendations for tangible improvements to elevate your performance.

Ways of working :
ON DEMAND

A WIDE RANGE OF EXPERTISES

- ✓ Strategic consulting mission
- ✓ Task force to the best TACOS" performance with ADS + SEO
- ✓ Workshop and upskilling for e-commerce & marketing teams

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amazon ads
Verified
partner

amazon marketplace
EU Agency
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TikTok Shop
Partner

OUR GUEST LIST.

WE BOOST MORE THAN 20 BRANDS ON AMAZON & TIKTOK
FROM SETUP TO FOLLOWING UP OPTIMIZATION OF THEIR PERFORMANCE IN THE LONG RUN.

COTY
SINCE 1904

Pierre Fabre

PARIS ELYSEES
— PARFUMS —

LABORATORIES
TEOXANE
GENEVA

arthes
1978

XR
DETECTORS

Beepings

AIRBUS

BERDOUES
PARFUMEURS DEPUIS 1902

MY
COSMETIK
L'ESSENTIEL

LIV
HAPPY FOOD

JDE
JACOBS DOUWE EGBERTS

Ferflex

TORVOL

TRANQUIL
SAFE

WOW | YOUR AMAZON PARTNER FOR SELECTIVE BRANDS

KEY CONTACT

WOW

a WITH
group
company



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Book a time :
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Thanks