



WOW

a WITH
group
company

E-Retail Partner for Unique Brands

Introduction Deck 2025

WOW • a WITH group company

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

VOLUME

180 M

Monthly users
in Europe

TRUST

65 %

European e-shoppers start their
search on Amazon

VOLUME

2.2 B

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>Dea</i> ↑	SEPHORA ↓	PRIMOR ↑	NOTINO ↑	DOUGLAS ↓
3	lookfantastic ↓	NOCIBÉ ↓	El Corte Inglés ↓	DOUGLAS ↑	flaconi ↓
4	ebay ↓	E.Leclerc ↓	DRUNI ↑	SEPHORA ↓	dm ↑
5	TikTok ↑	Marionnaud ↑	SEPHORA ↓	VEVALAB ↑	ebay ↓

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

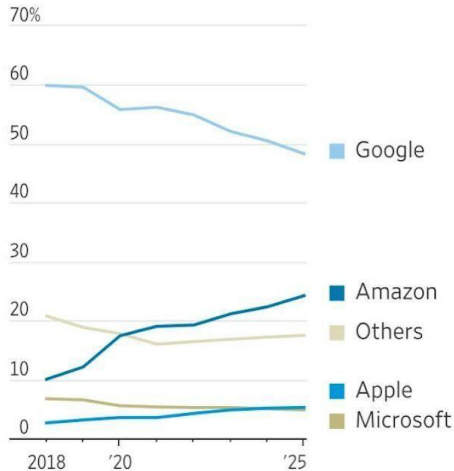
5 brands
among our
top 10 are
professional
brands

6 brands
among our
10 top most
searched
brand are
selective

AMAZON AND TIKTOK ARE RESHAPING CONSUMER HABITS AT LIGHTNING SPEED.

Google is set to drop below 50% of the search ad revenue market. 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 per user = X3 Instagram time per user

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



WOW | E-RETAIL PARTNER FOR UNIQUE BRANDS

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, Inventoring selection, logistics, advertising, account management and how to sell better.

amazon ads
Verified
partner

amazon marketplace
EU Agency
Gold Partner

TikTok Shop
Partner



WOW

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

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.

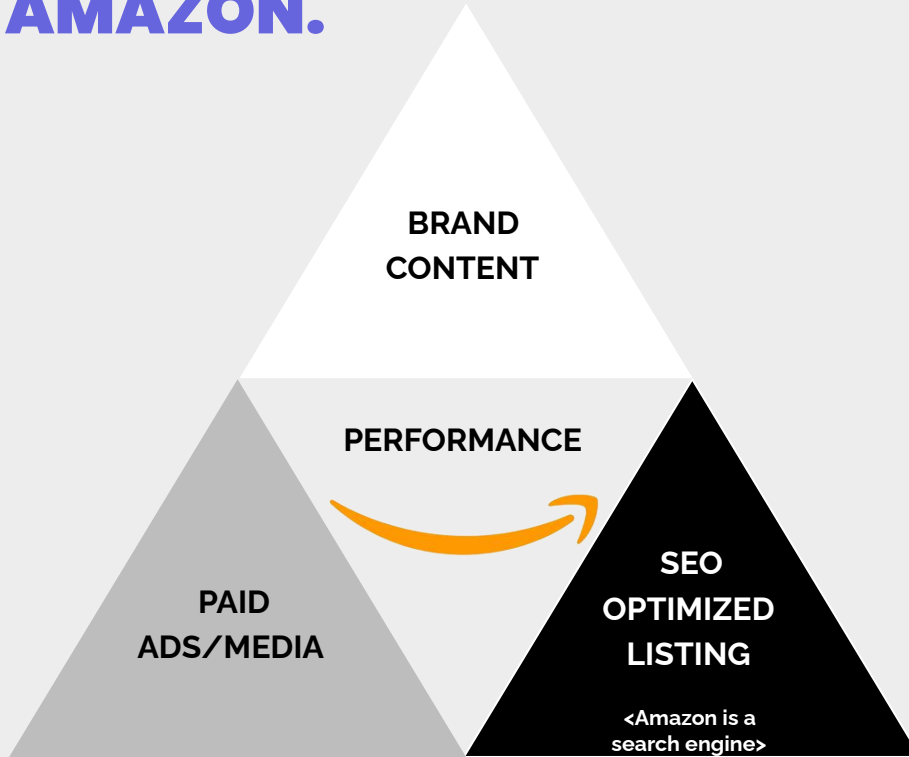
INCREASED CONTROL OVER ALL PRODUCT PAGES UNDER THE BRAND OWNERSHIP ON ALL THE AMAZON MARKETPLACES.

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.





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

1. **Brand Stores are now a strategic tool**

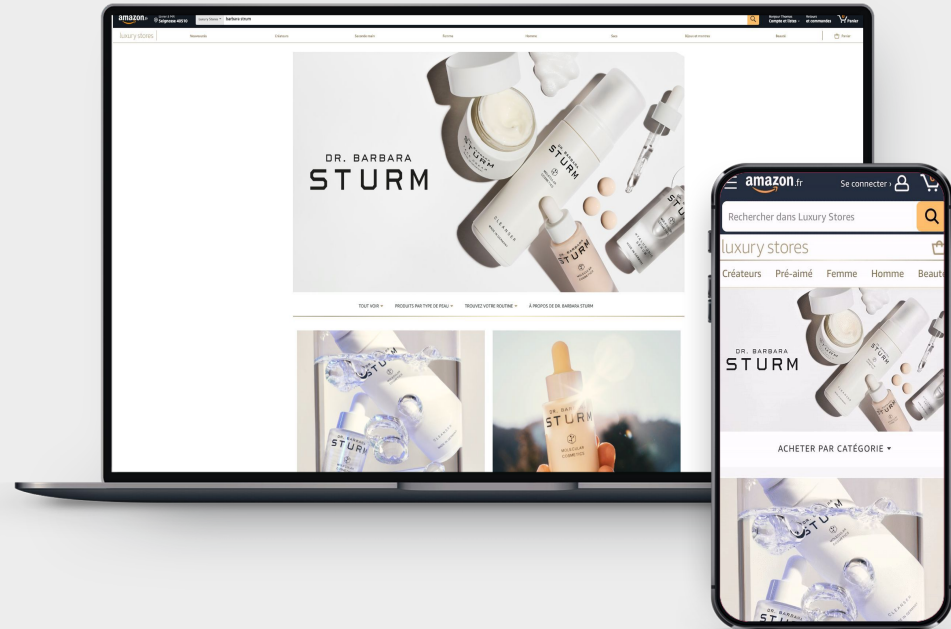
While it used to be a “Nice to have”

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*

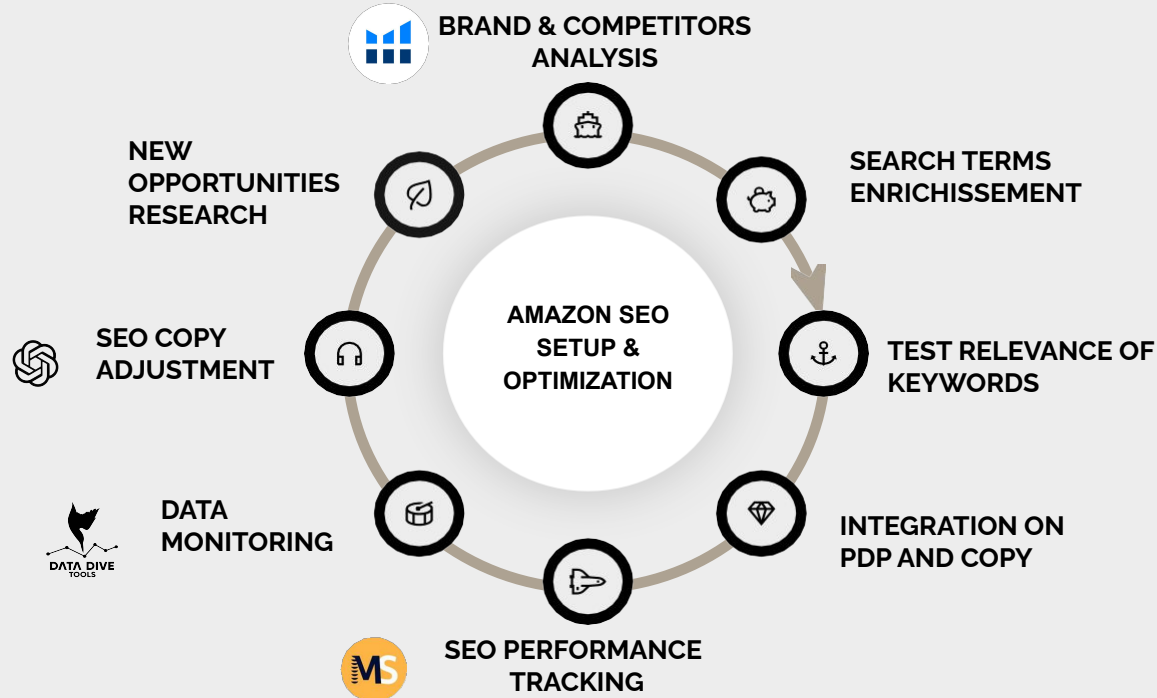




MARKETPLACE ENGINE OPTIMIZATION (MEO) FLYWHEEL.


AI-Generated Listings

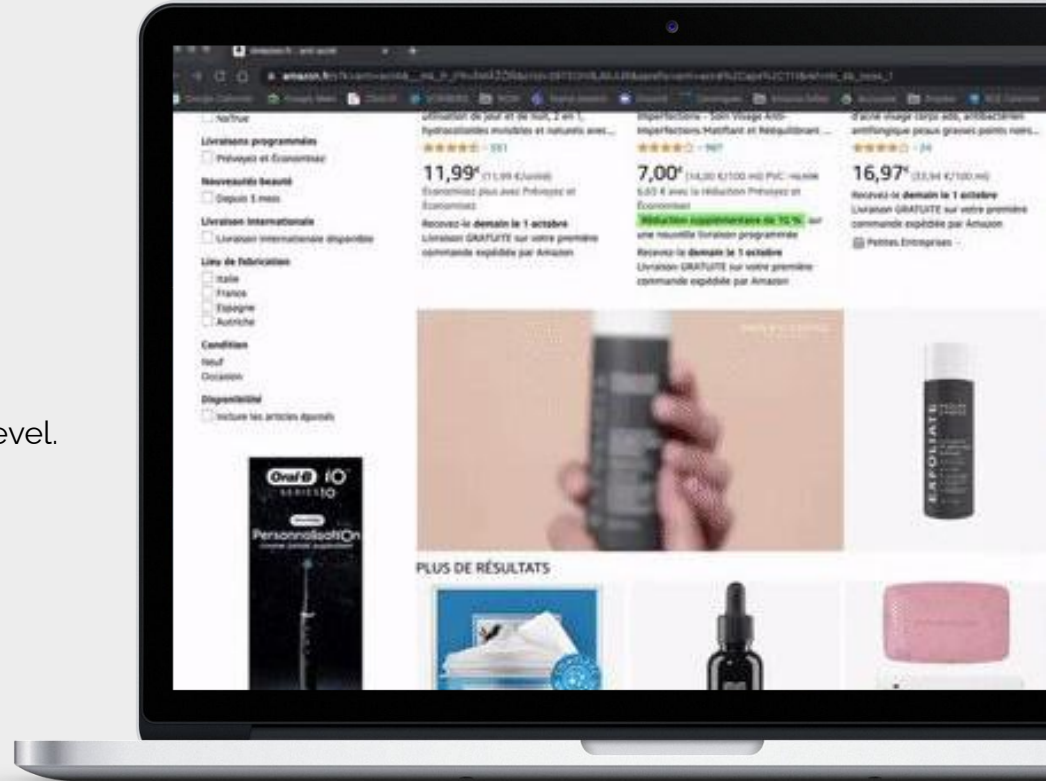
Amazon now uses AI to help sellers auto-generate titles, bullets & descriptions. Speed + SEO = win.





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



WOW | E-RETAIL PARTNER FOR UNIQUE BRANDS

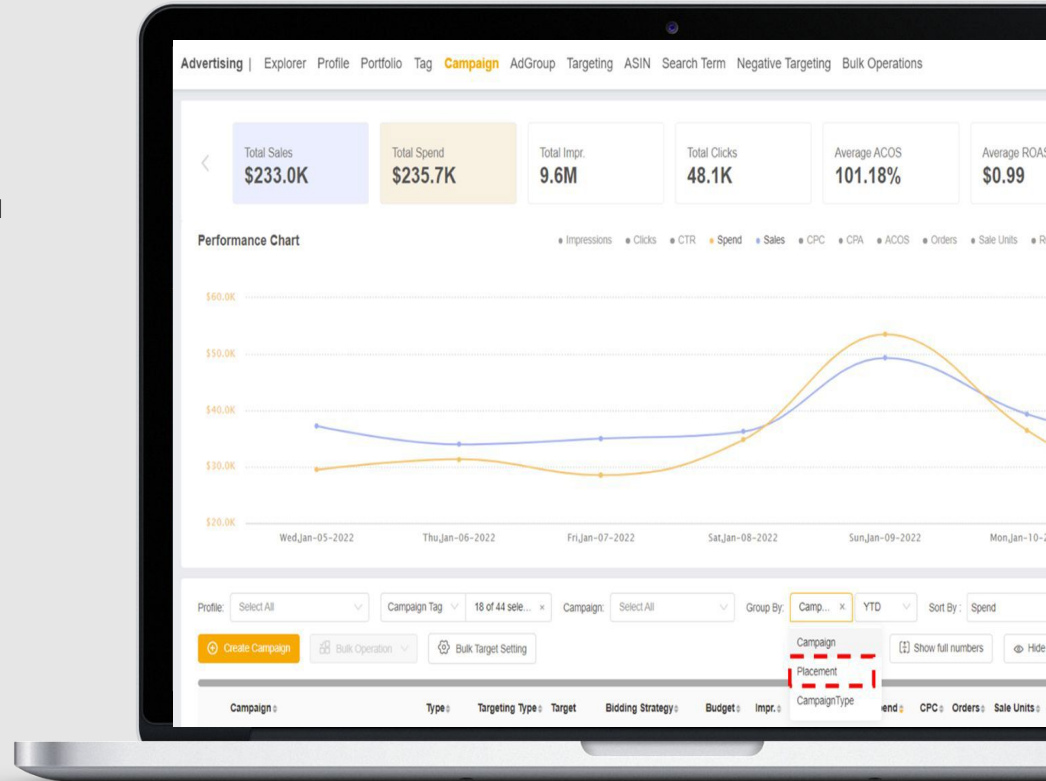


AMAZON IS "THE" E-RETAIL MEDIA GIANT.

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

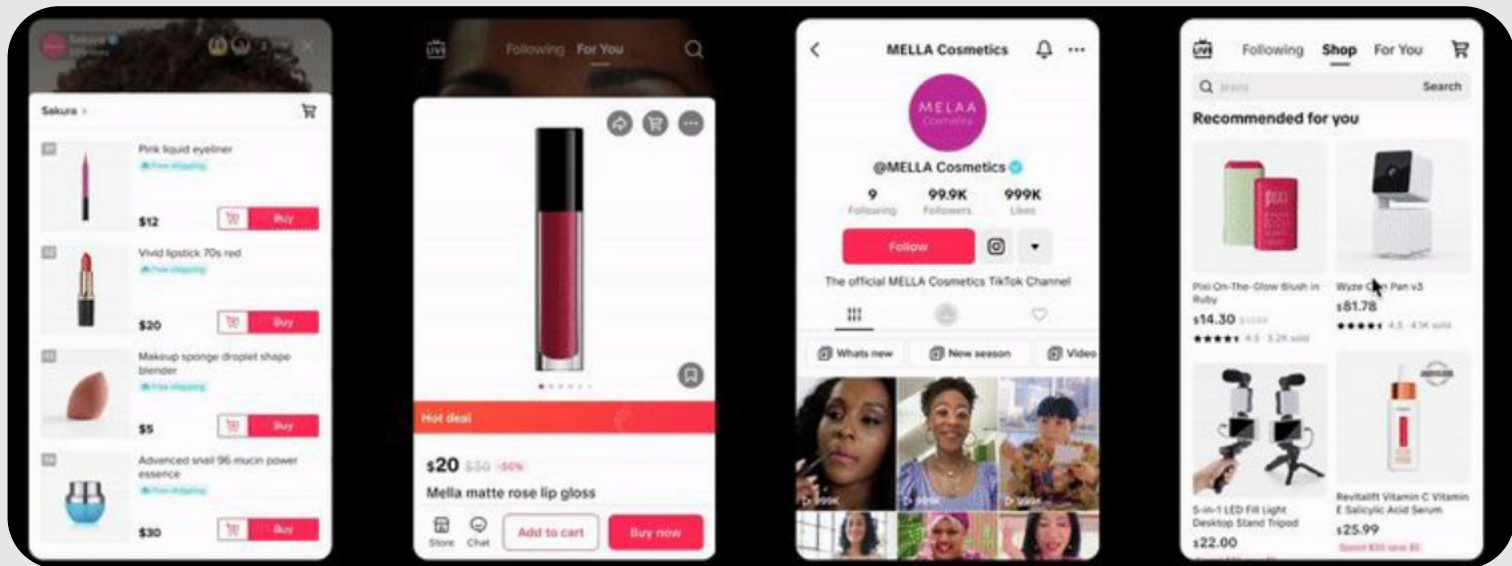
Our softwares automate all otherwise manual operations, is simple to use and fully Machine Learning driven, for optimal performances.





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.

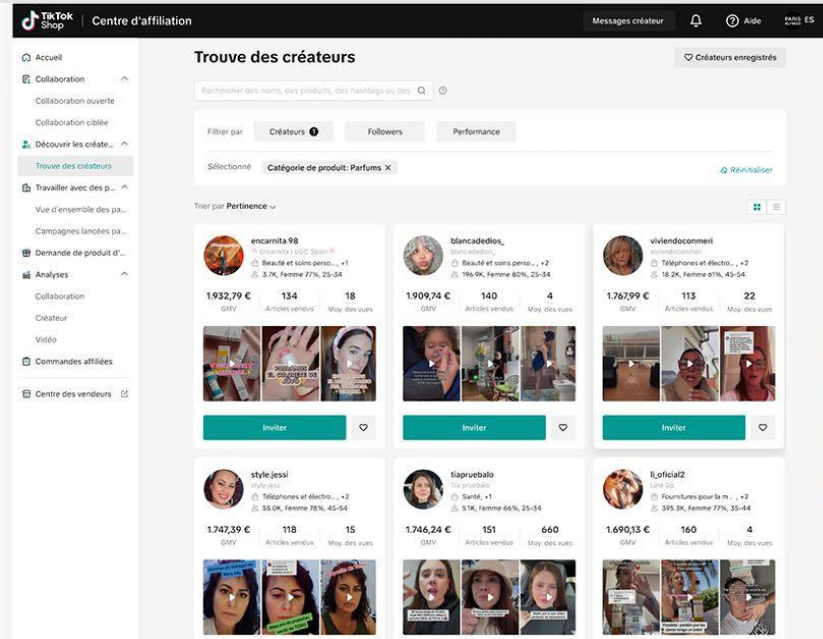
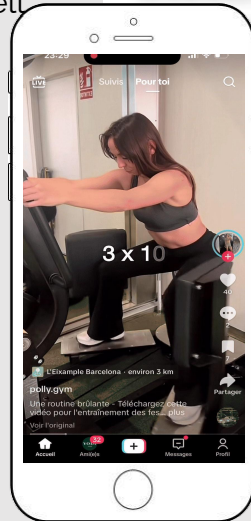


AFFILIATE-CREATORS' ACCESS

TIKTOK SHOP SOCIAL COMMERCE IS A GAME-CHANGER FOR BRANDS

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

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





HOW TO LAUNCH TIKTOK SHOP: A BESPOKE FULL SERVICE BY WOW.

Strategy

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

Shop Management

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

Content production

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

Presenter & ADS Performance

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

Delivery & Quality

- > Partnership management
- > Warehouse
- > Packing
- > Shipping
- > Customer Service

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



WOW | E-RETAIL PARTNER FOR UNIQUE BRANDS



AN EXPERT TEAM COMMITTED TO OUR CLIENTS SUCCESS.



Francois Garcia
CEO



Charlotte Dusseigneur
Senior Account Manager



Jean-Baptiste Costa
Account Manager & TikTok Shop



Michel Rakoto
Op. coordinator & Customer Service



Céline Barriere
SEO & Copywriting Expert

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



Irina Loriot
Graphic Designer

HOW CAN WE WORK TOGETHER?



WAY OF WORKING & MODEL OF 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

PRICING MODEL :
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.

PRICING MODEL :
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.

PRICING MODEL ::
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.

PRICING MODEL :
ON DEMAND

A WIDE RANGE OF BESPOKE SERVICES

- ✓ Strategic consulting mission - Should I go on Amazon or TikTok Shop?
- ✓ Task force to the best TACOS" performance with ADS + SEO
- ✓ Workshop and upskilling for e-commerce & marketing teams

WOW | E-RETAIL PARTNER FOR UNIQUE BRANDS

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.

amazon ads
Verified
partner

amazon marketplace
EU Agency
Gold Partner

TikTok Shop
Partner

COTY
SINCE 1904


Pierre Fabre

PARIS ELYSEES
— PARFUMS —

LABORATORIES
TEOXANE
GENEVA

arthes
1978


DETECTORS

Beepings

AIRBUS

BERDOUES
PARFUMEURS DEPUIS 1902

MY
COSMETIK
L'ESSENTIEL

LIV
HAPPY FOOD


JACOBS DOUWE EGBERTS


Fenflex


TORVOL

TRANQUIL 

CONTACT US

WOW

a WITH
group
company



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Thanks!