



Seminarios virtuales Miércoles del exportador

# Introducción a la venta en marketplaces

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Lima, 18 de Octubre de 2022

**Felipe Reyes P.**

**CCO LAP Marketplace**

[felipe@lapmarketplace.com](mailto:felipe@lapmarketplace.com)

Lograr la internacionalización mediante canales  
digitales...

...es un gran hito,

**pero ahora realmente empieza la aventura!**

# Temario

1

Home.

2

Manejo de inventario.

3

Reportes.

4

Marketing.

# Temario

1

**Home.**

2

**Manejo de inventario.**

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**Reportes.**

4

**Marketing.**



# Home

LAP Marketplace | United States

English

Search

Messages | Help | Settings

Catalog Inventory Pricing Orders Advertising Stores Growth Reports Performance Partner Network B2B Brands Learn

|                                   |                  |                         |                     |                     |                             |            |
|-----------------------------------|------------------|-------------------------|---------------------|---------------------|-----------------------------|------------|
| MARKETPLACES<br>3                 | OPEN ORDERS<br>2 | TODAY'S SALES<br>\$0.00 | BUYER MESSAGES<br>0 | BUY BOX WINS<br>88% | TOTAL BALANCE<br>\$1,630.98 | IPI<br>318 |
| GLOBAL PROMOTIONS SALES<br>\$0.00 |                  |                         |                     |                     |                             |            |

### Add More to FBA

Offer Prime shipping for eligible items

Convert More Offers to FBA

### Videos May Grow Sales

Terra Andes Raw Honey Ulmo Rain...  
ASIN: B09LF9LXSQ

|                                |       |
|--------------------------------|-------|
| Product views (last 30 days)   | 30    |
| Conversion rate (last 30 days) | 3.33% |
| Units ordered (last 30 days)   | 1     |

Upload a video to this product

Dismiss

### Restock Inventory

Patagonia Leather Goods Sheepski...  
SKU: PLG-INSL5-BB  
ASIN: B08LDPTQDV

|                           |   |
|---------------------------|---|
| Sales in the last 30 days | 0 |
| Days of Supply            | 0 |
| Total Inventory           | 0 |
| Recommended Quantity      | 3 |

Restock Now

< Back Next >

### News

JUL 11, 2022  
**Use Amazon Pay with Amazon Multi-Channel Fulfillment and BigCommerce**  
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JUL 7, 2022  
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Sponsored Display

Tutorials and Training

List Globally

# Seleccionar país Idioma

amazon sellercentral

LAP Marketplace | United States

English

Search



Messages | Help | Settings

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MARKETPLACES  
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OPEN ORDERS  
2

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\$0.00

BUYER MESSAGES  
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BUY BOX WINS  
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**Resumen de ventas**

**Mensajes por responder**

**IPI Score**

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## Recommended for you

Solutions to quickly fix your issue or contact us

### Determine why a listing is not displaying

Troubleshoot why a listing is inactive or not searchable by customers.

Enter ASIN or FNSKU

Next

### Issues related to brand name

Please select the issue you want to address

Change the legal abbreviation or capitalization for your brand name

Change typos for your brand name

Rebrand your brand name

## Search help

Help articles, tools, videos and more



### Seller Forums

Ask questions or find answers from our community of sellers.

Launch Seller Forums

**Preguntas y respuestas de otros vendedores, hay muchas respuestas ya resueltas acá.**



### Need more help?

Browse for your issue so we can find the right solution for you.

Get Support

**Crear un caso a soporte desde cero.**

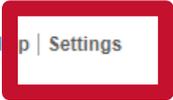


### Case log

View or review open cases.

Launch Case Log

**Revisar estado de casos actuales.**



Ajustes

|                                   |                  |                         |                     |                     |                             |            |
|-----------------------------------|------------------|-------------------------|---------------------|---------------------|-----------------------------|------------|
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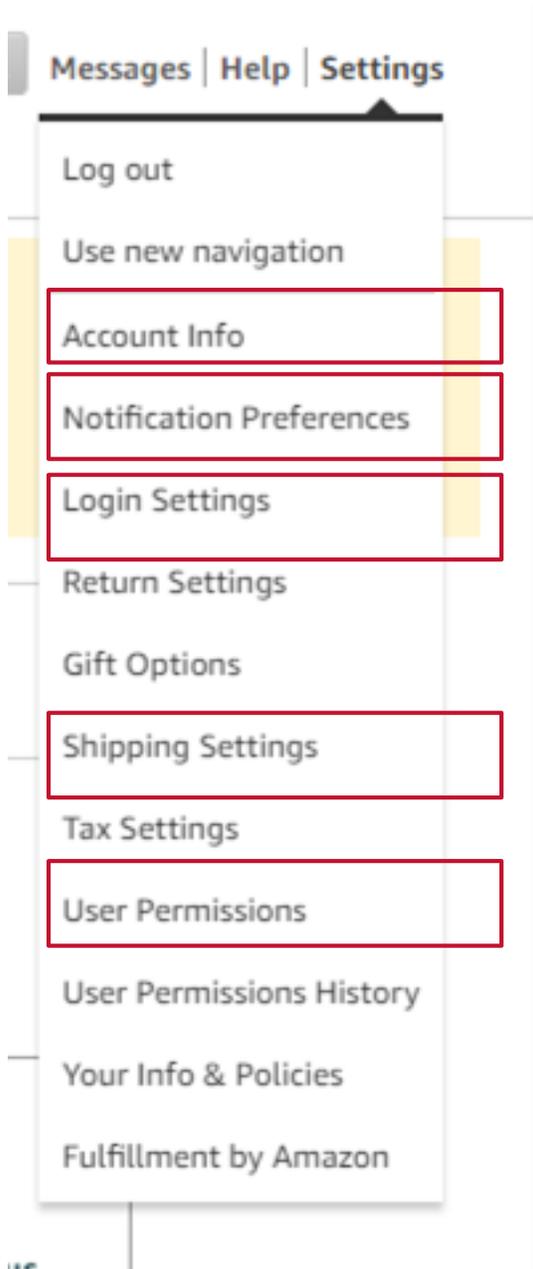
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Info del correo, TC, Cuenta Bancaria, entre otros.

Pueden configurar qué quieren recibir al correo y qué correo quieren la comunicación.

Acá pueden agregar el teléfono al que quieren la clave de segunda verificación (código otp) y cambiar su clave.

Productos FBM, deben configurar dirección y tiempos de envío.

Pueden darle acceso a otra persona como administrador de su Amazon, ustedes seleccionan los permisos que quieren otorgar.

|   |                  |                         |                     |                     |                             |            |
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## Messages

Response Needed

Enter Order ID or Email Address

Search

No messages require a response.

All Messages

### Links

- [Messaging Permissions](#)
- [Manage E-mail Templates](#)
- [Messaging Policies](#)
- [Messaging Metrics](#)
- [Buyer-Seller Messages FAQ](#)

**Templates y Otros**

**Mensajes urgentes  
Rpta menor a 24 horas**

< 1 >



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Listing Tools

FBA Inventory

Manage

Action on 0 selected

- Manage Inventory
- Manage FBA Inventory
- Inventory Planning
- Sell Globally
- Manage FBA Shipments

Ir a los productos publicados

Inventory | FBA Opportunities | Inventory Dashboard

Learn more | Take the tour

Ir a los productos enviados

Filters: Status:  All  Active  Inactive  Incomplete  Listing Removed  Search Settings

Status  Image  FBA  Listing ID  Product Name  Date Created

Listing Tools: All Inventory | Search Suppressed and Inactive Listings (71) | Listing Quality Dashboard (13) | Potential Duplicates | Manage Pricing | Brand Health (0)

FBA Inventory Tools: FBA Inventory | FBA Opportunities | Inventory Dashboard | Manage Inventory Health | Remove Unfulfillable Inventory (1) | Shipping Queue

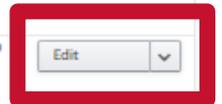
Manage Inventory [Learn more](#) | [Take the tour](#)[Add a Variation](#) [Add a product](#) Preferences: 4 columns hidden **NEW**Action on 0 selected   39 product(s)Filters: Status:  All  Active  Inactive  Incomplete  Listing Removed  Search Suppressed Fulfilled By:  All  Amazon  Merchant 

| <input type="checkbox"/> | Status         | Image   | SKU Condition       | Listing ID         | Product Name ASIN  | Date Created<br>Status Changed Date        | Available | Inbound | Unfulfillable | Reserved | Estimated fee per unit sold | Price + Shipping<br>Pricing status  | Business Price + Shipping             | Sales Rank                      | FNSKU | UPC/EAN    | <input type="button" value="Save all"/> |
|--------------------------|----------------|---|---------------------|--------------------|--|--|-----------|---------|---------------|----------|-----------------------------|---|---------------------------------------|---------------------------------|-------|------------|---|
| <input type="checkbox"/> | Variations (5) |   | DULOX_GBS           | 0316ZDHQAK3        | DULOX - Grab Bars   Safety Grab bar   Made Entirely of Aisi 304-L Stainless Steel in 0,43 in Tube Thickness   Includes Two Bol | 03/16/2022 10:09:58<br>03/16/2022 12:57:07 |           |         |               |          |                             |   | Add quantity discounts                |                                 |       |            | <input type="button" value="Edit"/>     |
| <input type="checkbox"/> | Active         |    | DULOX_GBS11<br>New  | 0316ZDHF3K7        | DULOX - Straight Grab Bar 11,8 in Long, 1 1/4 in Safety Grab bar   Made Entirely of Aisi 304-L Stainless Steel in 0,43 in Tube | 03/16/2022 10:09:56<br>03/16/2022 12:57:15 | 100       |         |               |          | \$9.75                      | \$ 64.99 + \$0.00<br>Migrated Template<br>Featured Offer: \$64.99 + \$0.00<br>✓ Lowest price<br>View more   | \$ + \$0.00<br>Add quantity discounts | Health & Household<br>1,024,188 |       | B09VJKYQLD | <input type="button" value="Edit"/>     |
| <input type="checkbox"/> | Active         |    | DULOX_GBSF24<br>New | 0316ZDHF3K7        | DULOX - Straight Grab Bar 11,8 in Long, 1 1/4 in Safety Grab bar   Made Entirely of Aisi 304-L Stainless Steel in 0,43 in Tube | 03/16/2022 10:09:51<br>03/16/2022 12:57:12 | 100       |         |               |          | \$20.25                     | \$ 134.99 + \$0.00<br>Migrated Template<br>Featured Offer: \$134.99 + \$0.00<br>✓ Lowest price<br>View more | \$ + \$0.00<br>Add quantity discounts | Health & Household<br>1,024,188 |       | B09VJMS    | <input type="button" value="Edit"/>     |
| <input type="checkbox"/> | Active         |  | DULOX_GBS18<br>New  | 0316ZDHF3K7<br>TMP | DULOX - Straight Grab Bar 17,7 in Long, 1 1/4 in Safety Grab Bar   Made Entirely of Aisi 304-L Stainless Steel in 0,47 in Tu.  | 03/16/2022 10:09:47<br>03/16/2022 12:57:12 | 99        |         |               |          | \$12.75                     | \$ 84.99 + \$0.00<br>Migrated Template<br>Featured Offer: \$84.99 + \$0.00<br>✓ Lowest price<br>View more   | \$ + \$0.00<br>Add quantity discounts | Health & Household<br>1,024,188 |       | B09VJVRTD  | <input type="button" value="Edit"/>     |
| <input type="checkbox"/> | Active         |  | DULOX_GBS24<br>New  | 0316ZDGFZ9NP       | DULOX - Straight Grab Bar 23,6 in Long, 1 1/4 in Safety Grab bar   Made Entirely of Aisi 304-L Stainless Steel in 0,47 in Tu.  | 03/16/2022 10:09:44<br>03/16/2022 12:57:07 | 100       |         |               |          | \$15.00                     | \$ 99.99 + \$0.00<br>Migrated Template<br>Featured Offer: \$99.99 + \$0.00                                  | \$ + \$0.00<br>Add quantity discounts | Health & Household<br>1,024,188 |       | B09VJNSV7  | <input type="button" value="Edit"/>     |

Link al producto de venta

Editar Información

Código de barras de Amazon



Puedes ver el performance de ventas directo de ese SKU.

Unidades disponibles

Precio de Venta

Código de barras Cliente



Listing Tools: All Inventory | Search Suppressed and Inactive Listings (71) | Listing Quality Dashboard (13) | Potential Duplicates | Manage Pricing | Brand Health (0)

FBA Inventory Tools: FBA Inventory | FBA Opportunities | Inventory Dashboard | Manage Inventory Health | Remove Unfulfillable Inventory (1) | Shipping Queue

Manage Inventory [Learn more](#) | [Take the tour](#)Add a Variation **Add a product** | References: 4 columns hidden NEWAction on 0 selected   39 product(s)Filters: Status:  All  Active  Inactive  Incomplete  Listing Removed  Search Suppressed Fulfilled By:  All  Amazon  Merchant 

| <input type="checkbox"/> | Status           | Image | SKU Condition    | Listing ID  | Product Name ASIN   | Date Created<br>Status Changed Date        | Available | Inbound | Unfulfillable | Reserved | Estimated fee per unit sold | Price + Shipping<br>Pricing status: <input type="radio"/>   | Business Price + Shipping             | Sales Rank                      | FNSKU      | UPC/EAN | <input type="button" value="Save all"/> |
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| <input type="checkbox"/> | Active           |       | DULOX_GBS11 New  | 0316ZDHF3K7 | DULOX - Straight Grab Bar 11,8 in Long, 1 1/4 in   Safety Grab bar   Made Entirely of Aisi 304-1 Stainless Steel in 0,43 in Tube  | 03/16/2022 10:09:56<br>03/16/2022 12:57:15 | 100       |         |               |          | \$9.75                      | \$ 64.99 + \$0.00<br>Migrated Template<br>Featured Offer: \$64.99 + \$0.00<br>✓ Lowest price<br>View more   | \$ + \$0.00<br>Add quantity discounts | 1,024,188<br>Health & Household | B09VJKYQLD |         | <input type="button" value="Edit"/>     |
| <input type="checkbox"/> | Active           |       | DULOX_GBSF24 New | 0316ZDF8K0U | DULOX - Folding Bar and 24 in Long, 1 1/4 in   Safety Grab Bar   Made Entirely of Aisi 304-1 Stainless Steel in 0,47 in Tube      | 03/16/2022 10:09:51<br>03/16/2022 12:57:12 | 100       |         |               |          | \$20.25                     | \$ 134.99 + \$0.00<br>Migrated Template<br>Featured Offer: \$134.99 + \$0.00<br>✓ Lowest price<br>View more | \$ + \$0.00<br>Add quantity discounts | 1,024,188<br>Health & Household | B09VJM5C28 |         | <input type="button" value="Edit"/>     |
| <input type="checkbox"/> | Active           |       | DULOX_GBS18 New  | 0316ZDF7TMP | DULOX - Straight Grab Bar 17,7 in Long, 1 1/4 in   Safety Grab Bar   Made Entirely of Aisi 304-1 Stainless Steel in 0,47 in Tu... | 03/16/2022 10:09:47<br>03/16/2022 12:57:12 | 99        |         |               |          | \$12.75                     | \$ 84.99 + \$0.00<br>Migrated Template<br>Featured Offer: \$84.99 + \$0.00<br>✓ Lowest price<br>View more   | \$ + \$0.00<br>Add quantity discounts | 1,024,188<br>Health & Household | B09VJVRTTD |         | <input type="button" value="Edit"/>     |
| <input type="checkbox"/> | Active           |       | DULOX_GBS24 New  | 0316ZDG29NP | DULOX - Straight Grab Bar 23,6 in Long, 1 1/4 in   Safety Grab bar   Made Entirely of Aisi 304-1 Stainless Steel in 0,47 in Tu... | 03/16/2022 10:09:46<br>03/16/2022 12:57:08 | 100       |         |               |          | \$15.00                     | \$ 99.99 + \$0.00<br>Migrated Template<br>Featured Offer: \$99.99 + \$0.00<br>View more                     | \$ + \$0.00<br>Add quantity discounts | 1,024,188<br>Health & Household | B09VJNSV7  |         | <input type="button" value="Edit"/>     |

FEEDBACK X

- Pricing Health
- Manage Pricing
- Automate Pricing
- Negotiated Pricing

## Select a product type

Choosing the best product type ensures that you see the most appropriate data fields for your product. Browse the product types directly or use search. [See if your product already exists on Amazon.](#)

### Favorites

You haven't added any favorite categories yet.

### Search

[What is a Product Type?](#)

### Browse

[What is a Product Type?](#)

- Select a category
- ☆ Appliances >
  - ☆ Arts, Crafts & Sewing >
  - ☆ Automotive >
  - ☆ Baby Products >
  - ☆ Beauty & Personal Care >

Acá empiezan seleccionando la categoría y agregan cada uno de los campos que les solicitan.

Change to Fulfilled by Amazon  
 Change to Fulfilled by Merchant  
 Send/replenish inventory  
 Match Low Price  
 Create removal order  
 Print item labels  
 Close listings  
 Delete products and listings  
 Advertise listing

Search 39 product(s)

Inactive  Incomplete  Listing Removed  Search Suppressed

Fulfilled By:  All  Amazon  Merchant

Additional filters

| Listing ID                              | Product Name  | Date Created                               | Available    | Inbound  | Unfulfillable                              | Reserved | Estimated fee per unit sold | Price + Shipping              |   |                                  |  |
|---|---|--|--------------|--|--|----------|-----------------------------|-------------------------------|---|----------------------------------|--|
| 1012Y8NWGCO                             | Bestto Stylish Travel Passport Holder Wallet Organizer B08DYGWD71 | 10/12/2021 11:56:42<br>10/11/2021 02:08:49 | 0            |  |  |          |                             | Lowest price: --<br>View more |   |                                  |  |
| <input type="checkbox"/> Variations (6) |   |  |              |  |  |          |                             |                               |   |                                  |  |
| WLLW-12pk                               | Williwaw Salmon Cracklet Pack - 0.7 oz - Gluten B0965S89KY        | 09/14/2021 15:36:41<br>09/14/2021 15:36:37 |              |  |  |          |                             |                               |   |                                  |  |
| <input checked="" type="checkbox"/>     | Inactive (Out of Stock)   | WLLW-12pk New                              | 0914YUUAIZ67 | Williwaw Salmon Cracklet - 12 Pack (1 oz ea) Gluten B08PG4C9HV | 09/14/2021 15:36:33<br>09/14/2021 15:36:44 | 0        | 0                           | 0                             | 0 | \$20.43 Includes \$12.18 FBA Fee | \$ 54.99 + --<br>Featured Offer: --<br>Lowest price: --<br>View more                             |
| <input checked="" type="checkbox"/>     | Inactive (Out of Stock)   | WLLW-SS-12pk New                           | 0326Y653ZJK  | Williwaw Salmon Cracklet - 12 Pack (1 oz ea) Gluten B08W8KNHS3 | 03/26/2021 16:22:02<br>08/02/2021 00:39:33 | 0        | 0                           | 0                             | 0 | \$20.03 Includes \$11.78 FBA Fee | \$ 54.99 + --<br>Featured Offer: \$54.99 + \$0.00<br>Lowest price: \$54.99 + \$0.00<br>View more |
| <input type="checkbox"/>                | Inactive (Out of Stock)   | WLLW-SMK-12pk New                          | 0326Y65J00G  | Williwaw Salmon Cracklet - 12 Pack (1 oz ea) Gluten B08W7WL44Z | 03/26/2021 16:21:58<br>08/25/2021 12:08:17 | 0        | 0                           | 0                             | 0 | \$20.43 Includes \$12.18 FBA Fee | \$ 54.99 + --<br>Featured Offer: \$54.99 + \$0.00<br>Lowest price: \$54.99 + \$0.00              |

Listing Tools

FBA Inventory

Manage

Manage Inventory

Manage FBA Inventory

Inventory Planning

Sell Globally

Manage FBA Shipments

Ir a los productos publicados

Inventory | FBA Opportunities | Inventory Dashboard

Learn more | Take the tour

Ir a los productos enviados

Action on 0 selected items

Filters:

Status:



All



Active



Inactive



Incomplete



Listing Removed



Search Settings



Status

Name

FBA

Listing ID

Product Name

Date Created

Reminder: Carrier tracking information is required for non-partnered shipments. Because your shipment status automatically updates to Shipped, **Mark as Shipped** is no longer available. For more information, go to our [policy page](#) and [Help page](#).

## Shipping Queue [Learn more](#) | [Tell us how we're doing](#) | [Received inventory report](#)

This page provides details on all the shipments you are working on and those you have sent to Amazon.

[Fulfillment center shipments](#) [Amazon upstream storage shipments](#) [Shipping plans](#)

| Shipment name<br>Shipment ID       | Created                  | Last updated ↓          | Ship to | SKUs | Units expected<br>Units received | Status  | Next steps                |
|------------------------------------|--------------------------|-------------------------|---------|------|----------------------------------|---------|---------------------------|
| TEST_DEMO - 2<br>FBA16RFHT369      | Jun 15, 2022<br>4:15 PM  | Jun 15, 2022<br>4:33 PM | MSP1    | 3    | 13<br>0                          | Working | <b>Work on shipment</b> ↓ |
| TEST_DEMO - 1<br>FBA16RFNFW4G      | Jun 15, 2022<br>4:15 PM  | Jun 15, 2022<br>4:21 PM | SMF3    | 3    | 30<br>0                          | Working | Work on shipment ↓        |
| TEST_PLAN_CALL - 1<br>FBA16RD4M6ZZ | Jun 14, 2022<br>10:10 AM | Jun 15, 2022<br>3:28 PM | MSP1    | 1    | 2<br>0                           | Deleted | View shipment ↓           |
| TEST_PLAN_CALL - 2<br>FBA16RCXPJ5N | Jun 14, 2022<br>10:10 AM | Jun 15, 2022<br>3:28 PM | SMF3    | 4    | 23<br>0                          | Deleted | View shipment ↓           |

### Shipment

**Created:** Apr 9, 2021  
**ID:** FBA162DPD60P  
**Created using:** [Send/replenish inventory \(view\)](#)  
**Amazon reference ID:** 1XGWDAGQ  
[Show more](#)

### Ship From

Urban Austral SpA  
General Baquedano 400  
Coyhaique, Región de Aysén  
5951818  
CL

### Ship to

SMF3  
3923 S B ST  
Stockton, CA 95206-8202  
US (SMF3)

### Contents

5 MSKUs  
140 Units  
[View contents](#)

### Fees (estimated)

**FBA manual processing fee:** \$0.00  
**Prep and labeling:** Calculated for overall shipping plan  
[View details](#)

[Shipment events](#)

[Track shipment](#)

[Contents](#) *New*

[Problems](#)

 The Shipment events page provides step-by-step updates about shipments from creation to closure, giving you better visibility into the status of your inventory. [Learn more](#)



- April 9, 2021**  
9:02 AM  **Shipment created**
-  **In transit**  
[See tracking details](#)
-  **Delivered to SMF3,3923 S B ST,Stockton,CA,95206-8202,US**  
[Carrier tracking details](#)
- May 17, 2021**  
4:26 AM  **Checked in**
- May 17, 2021**  
9:31 AM  **Received**  
[Show fulfillment center transfer details](#)
- June 20, 2021**  
10:15 PM  **Shipment closed with discrepancies**



# Temario

1

Home.

2

Manejo de inventario.

3

**Reportes.**

4

Marketing.

|   |                  |                         |                     |                     |                             |            |
|---|------------------|-------------------------|---------------------|---------------------|-----------------------------|------------|
|  MARKETPLACES<br>3 | OPEN ORDERS<br>2 | TODAY'S SALES<br>\$0.00 | BUYER MESSAGES<br>0 | BUY BOX WINS<br>88% | TOTAL BALANCE<br>\$1,630.98 | IPI<br>318 |
| GLOBAL PROMOTIONS SALES<br>\$0.00   |                  |                         |                     |                     |                             |            |

### Add More to FBA

Offer Prime shipping for eligible items



[Convert More Offers to FBA](#)

### Videos May Grow Sales

 Terra Andes Raw Honey Ulmo Rain...  
ASIN: B09LF9LXSQ

|                                |       |
|--------------------------------|-------|
| Product views (last 30 days)   | 30    |
| Conversion rate (last 30 days) | 3.33% |
| Units ordered (last 30 days)   | 1     |

[Upload a video to this product](#)

[Dismiss](#)

### Restock Inventory

 Patagonia Leather Goods Sheepski...  
SKU: PLG-INSL5-BB  
ASIN: B08LDPTQDV [Dismiss](#)

|                           |   |
|---------------------------|---|
| Sales in the last 30 days | 0 |
| Days of Supply            | 0 |
| Total Inventory           | 0 |
| Recommended Quantity      | 3 |

[Restock Now](#)

[< Back](#) [Next >](#)

### News

JUL 11, 2022  
**Use Amazon Pay with Amazon Multi-Channel Fulfillment and BigCommerce**  
[Read more >](#)

JUL 7, 2022  
**Learn to optimize your product listings with tips from Seller University**  
[Read more >](#)

JUL 6, 2022  
**Learn best practices for prep and labeling**  
[Read more >](#)

Payments

La parte Contable se puede revisar acá.

Business Reports

Para ver las ventas.

the page to see the f

DAY'S SALES

0.00



Advertising Reports 

Return Reports



Custom Reports

Inventory Reports

Tax Document Library

BUY BOX WINS

92% 



Dashboards

Sales Dashboard

Business Reports

By Date

Sales and Traffic

Detail Page Sales and Traffic

Seller Performance

By ASIN

Detail Page Sales and Traffic

Detail Page Sales and Traffic By Parent Item

Detail Page Sales and Traffic By Child Item

Brand Performance

Other

Sales and Orders by Month

Seeking to delight customers while improving your marketing efficiency? You can now earn a bonus averaging 10% of product sales driven by your non-Amazon marketing efforts through the Brand Referral Bonus program. Enroll today to join thousands of Brands who are already utilizing the program, with some earning thousands of dollars in bonuses every month.

## Sales Dashboard [Learn more](#)

Refresh

Download

Date

Custom

7/15/2020

7/14/2022

Selección de fecha

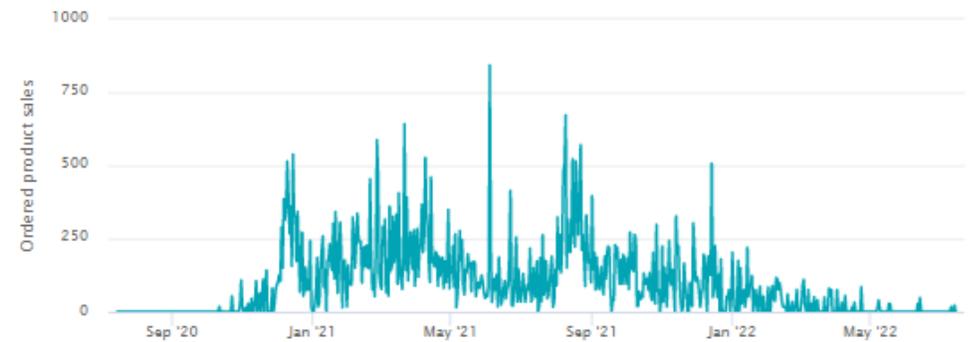
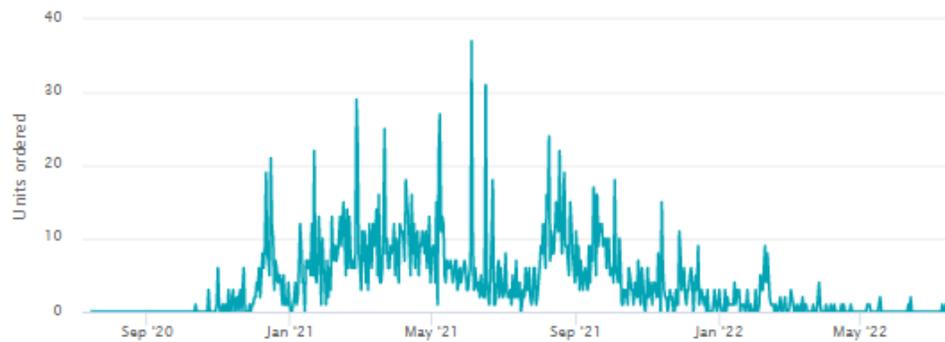
### Sales Snapshot taken at 7/14/2022, 8:25:37 AM PDT

| Total order items | Units ordered | Ordered product sales | Avg. units/order item | Avg. sales/order item |
|-------------------|---------------|-----------------------|-----------------------|-----------------------|
| <b>2,527</b>      | <b>2,780</b>  | <b>\$68,922.76</b>    | <b>1.1</b>            | <b>\$27.27</b>        |

## Ventas, órdenes, entre otros.

Graph view

Table view



X CLOSE REPORTS MENU

Dashboards

Sales Dashboard

Business Reports

By Date

Sales and Traffic

Detail Page Sales and Traffic

Seller Performance

By ASIN

Detail Page Sales and Traffic

Detail Page Sales and Traffic

Detail Page Sales and Traffic By Child Item

Brand Performance

Other

Sales and Orders by Month

FEEDBACK X

Business Reports | Detail Page Sales and Traffic By Child Item [Learn more](#)From Date  To Date 

Selección de fecha

Ventas  
totales

Download (.csv)

Descargar base, recomiendo hacerlo mensual

| <input type="checkbox"/> | (Parent) ASIN <sup>↑</sup> <sub>↓</sub> | (Child) ASIN <sup>↑</sup> <sub>↓</sub> | Growth Opportunities and Total Potential Sales Lift | Title <sup>↑</sup> <sub>↓</sub>  | Sessions - Total <sup>↑</sup> <sub>↓</sub> | Session Percentage - Total <sup>↑</sup> <sub>↓</sub> | Page View Total <sup>↑</sup> <sub>↓</sub> |
|--------------------------|---|--|---|--|--|--|---|
|                          |   |  |   | Dessert – No Additives, Cholesterol, Trans Fats  |  |  |   |
| <input type="checkbox"/> | B08KGH8B1B                              | B08KGC5LFL                             | No recommendations available                        | The Live Green Co Pancake Mix – Non-Gluten Pancake Mix with Lentils and Green Peas – Plant-Based Non-Gluten Waffle Mix for Breakfast and Dessert – No Additives, Cholesterol, Trans Fats         | 36   | 0.05%  | 47  |
| <input type="checkbox"/> | B09N4S112X                              | B08KGP2W57                             | No recommendations available                        | The Live Green Co Pancake Mix – Plant-Based Waffle Non-Gluten Mix – Quick and Easy Breakfast – High in Protein and Fiber – No Soy or Artificial Additives – Apple and Cinnamon Flavor            | 642  | 0.92%  | 843                                       |
| <input type="checkbox"/> | B09N4S112X                              | B08KGP795R                             | No recommendations available                        | The Live Green Co Pancake Mix – Chocolate Orange Non-Gluten Mix – Plant-Based Dough Mix for Pancakes and Waffles for Breakfast and Dessert – High in Protein and Fiber – No Artificial Additives | 659  | 0.94%  | 856                                       |
| <input type="checkbox"/> | B08LDNJC1W                              | B08LDPQGGM                             | No recommendations available                        | Patagonia Leather Goods Sheepskin Insoles – Fluffy Insoles for Boots, Shoes, and Sneakers – Comfortable, Cozy and Snuggly Sheep Wool Insoles – Antiperspirant and Thermoregulator Insoles Unisex | 1  | 0%   | 1   |
| <input type="checkbox"/> | B08LFYR4M3                              | B08LDRL7M5                             | No recommendations available                        | Patagonia Leather Goods Natural Sheepskin and Wool Slippers for Men – Comfortable Loungewear Slippers – Anti-Perspirant Slippers – Machine Washable Soft and Snuggly Home Slippers White         | 4  | 0.01%  | 5   |
| <input type="checkbox"/> | B08XLDGQCV                              | B08LDS9GXH                             | No recommendations available                        | Patagonia Leather Goods Natural Sheepskin and Wool Slippers for Women – Comfortable Loungewear Slippers – Anti-Perspirant Slippers – Machine Washable Soft and Snuggly Home Slippers White       | 12   | 0.02%  | 15  |

SHOW/HIDE COLUMNS

# Temario

1

Home.

2

Manejo de inventario.

3

Reportes.

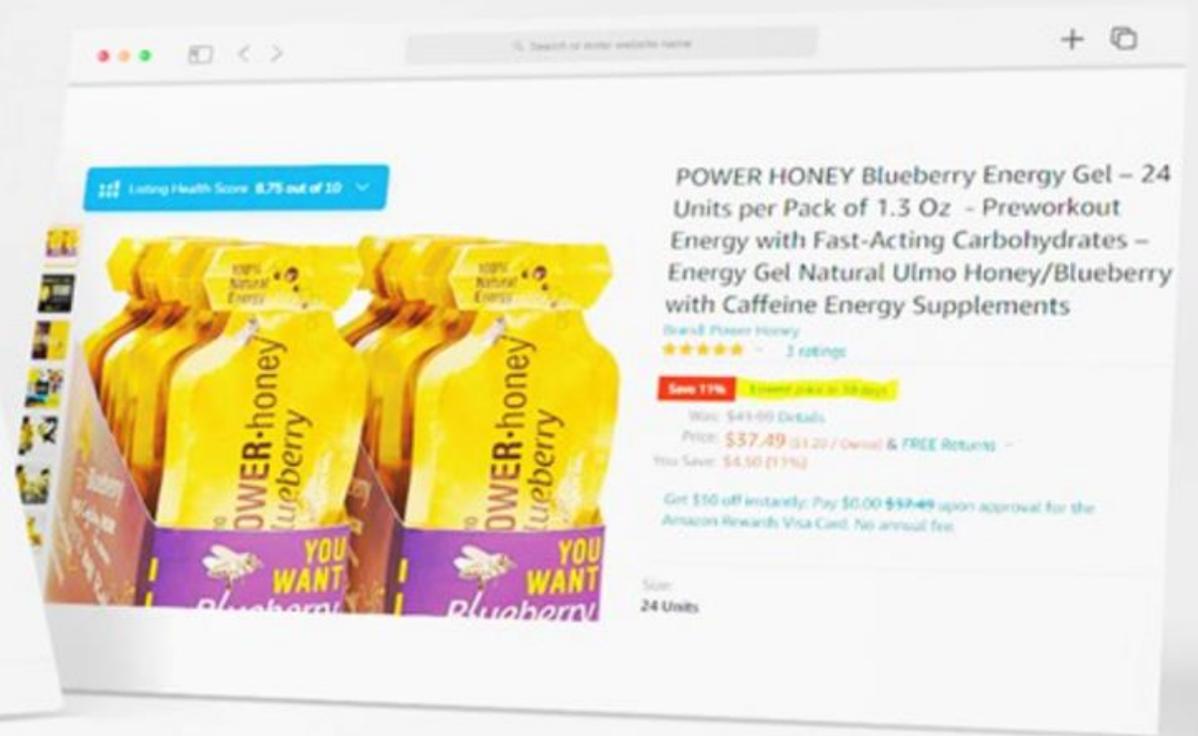
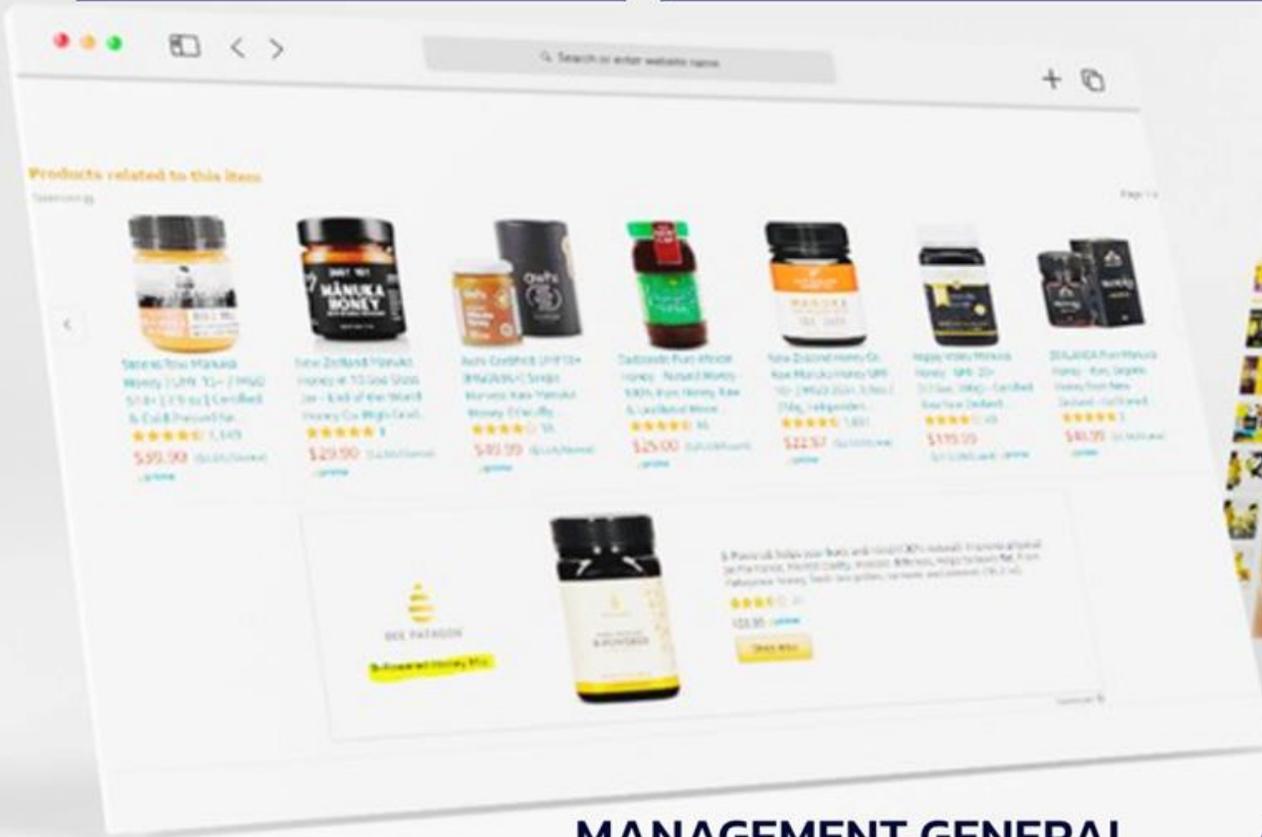
4

**Marketing.**

PRE EXPORT

ONBOARDING

GROWTH



## MANAGEMENT GENERAL

- Gestión inventario
- Resolución casos
- Oportunidades / fechas
- Bloqueos / inactivos
- Reviews, devoluciones, otros

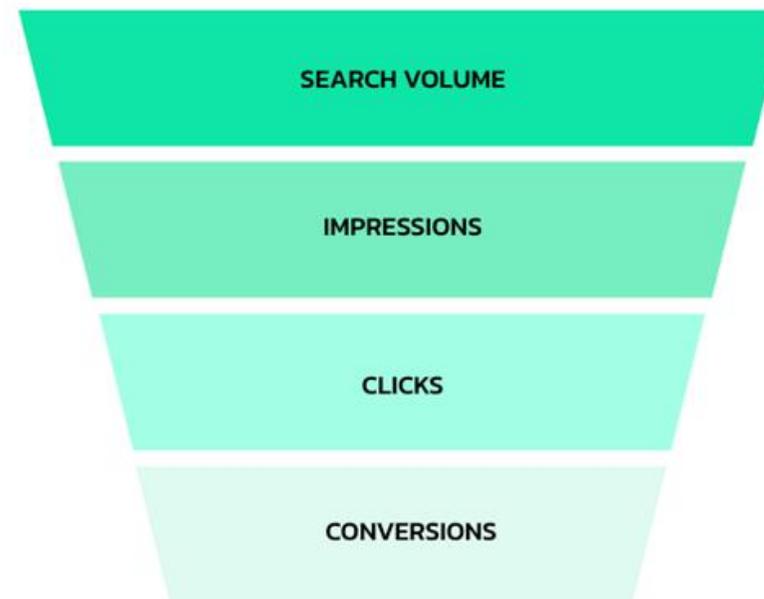
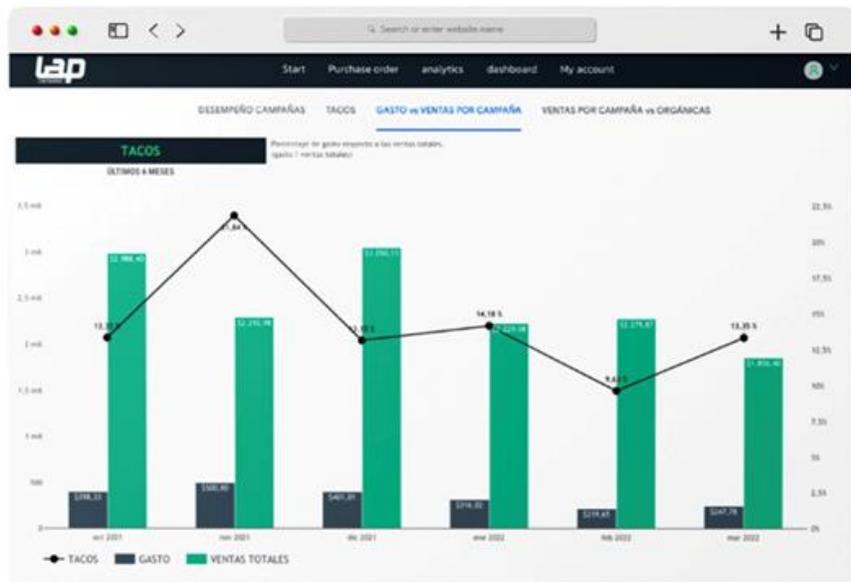
## ACCIONES DE MARKETING EN MARKETPLACES

- PPC
- PPS
- Lightning Deals
- Social promo code
- Promociones: buy 2 – pay
- Cupones volumen, etc.,
- Influencers linkeados a tus productos
- Precios B2B
- Códigos de descuento para RRSS
- E-commerce Holidays

PRE EXPORT

ONBOARDING

GROWTH



## INVERSIÓN ESTRATÉGICA DE MARKETING EN MARKETPLACES

- Volúmenes de búsqueda y visualizaciones Clicks en anuncios
- Costo por click y nivel de competencia Click through rate
- Tasa de Conversión
- Relación entre gasto en marketing y ventas (ACOS/TACOS)
- Punto óptimo de inversión

|   |                  |                         |                     |                     |                             |            |
|---|------------------|-------------------------|---------------------|---------------------|-----------------------------|------------|
|  MARKETPLACES<br>3 | OPEN ORDERS<br>2 | TODAY'S SALES<br>\$0.00 | BUYER MESSAGES<br>0 | BUY BOX WINS<br>88% | TOTAL BALANCE<br>\$1,630.98 | IPI<br>318 |
| GLOBAL PROMOTIONS SALES<br>\$0.00   |                  |                         |                     |                     |                             |            |

### Add More to FBA

Offer Prime shipping for eligible items



[Convert More Offers to FBA](#)

### Videos May Grow Sales

 Terra Andes Raw Honey Ulmo Rain...  
ASIN: B09LF9LXSQ

|                                |       |
|--------------------------------|-------|
| Product views (last 30 days)   | 30    |
| Conversion rate (last 30 days) | 3.33% |
| Units ordered (last 30 days)   | 1     |

[Upload a video to this product](#)

[Dismiss](#)

### Restock Inventory

 Patagonia Leather Goods Sheepski...  
SKU: PLG-INSL5-BB  
ASIN: B08LDPTQDV [Dismiss](#)

|                           |   |
|---------------------------|---|
| Sales in the last 30 days | 0 |
| Days of Supply            | 0 |
| Total Inventory           | 0 |
| Recommended Quantity      | 3 |

[Restock Now](#)

[< Back](#) [Next >](#)

### News

JUL 11, 2022  
[Use Amazon Pay with Amazon Multi-Channel Fulfillment and BigCommerce](#)  
[Read more >](#)

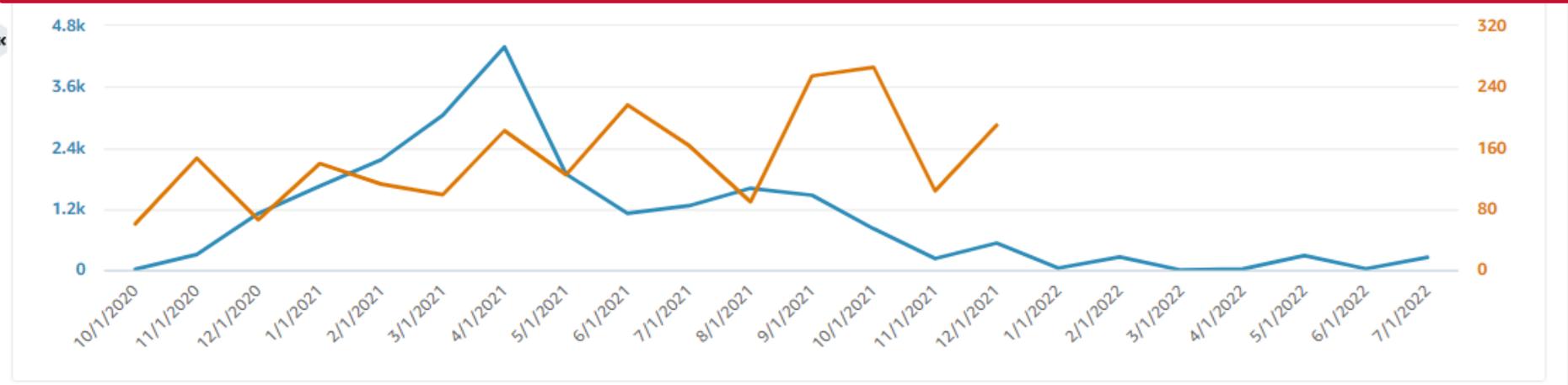
JUL 7, 2022  
[Learn to optimize your product listings with tips from Seller University](#)  
[Read more >](#)

JUL 6, 2022  
[Learn best practices for prep and labeling](#)  
[Read more >](#)

- All campaigns
- Portfolios
  - + Create a portfolio
  - Bee Patagon
  - Chihuaico
  - Dulox
  - Envuelbee
  - Juegos Mágicos
  - KO Patagonia
  - Nohue
  - Terra Andes
  - TLGC
  - Urban
  - Williwaw
  - Woodnic
  - Yambo

Spend  $\uparrow$  × Sales  $\uparrow$  × Impressions  $\uparrow$  × Clicks  $\uparrow$  × ACOS  $\uparrow$  ×

\$22,470.09 TOTAL \$16,716.11 TOTAL 10,918,345 TOTAL 21,751 TOTAL 134.42% AVERAGE



**Create campaign** Find a campaign Filter by Hide chart Columns **Date range - Lifetime** Export

| <input type="checkbox"/> | Active | Campaigns $\uparrow$ | Status     | Type               | Start date | End date | Budget $\uparrow$ | Impressions $\uparrow$ | To |
|--------------------------|--------|----------------------|------------|--------------------|------------|----------|-------------------|------------------------|----|
|                          |        | Total: 47            |            |                    |            |          |                   | 10,918,345             |    |
| <input type="checkbox"/> |        | M. Categorías Dulox  | Delivering | Sponsored Products |            |          |                   | 24,078                 |    |

# Choose your campaign type

[View drafts](#)

### Sponsored Products



Promote products to shoppers actively searching with related keywords or viewing similar products on Amazon.

[Continue](#)

[? Explore Sponsored Products](#)

### Sponsored Brands



Help shoppers discover your brand and products on Amazon with rich, engaging creatives.

[Continue](#)

[? Explore Sponsored Brands](#)

### Sponsored Display



Grow your business by reaching relevant audiences on and off Amazon.

[Continue](#)

[? Explore Sponsored Display](#)

Create campaign

Find a campaign

Filter by

Hide chart

Columns

Date range - Lifetime

Export

| <input type="checkbox"/> | Active                              | Campaigns ⓘ                           | Status                  | Type                                      | Start date   | End date    | Budget ⓘ          | Impressions ⓘ | To |
|--------------------------|-------------------------------------|---------------------------------------|-------------------------|---|--------------|-------------|-------------------|---------------|----|
|                          |                                     | Total: 47                             |                         |   |              |             |                   | 10,918,358    |    |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | M - Categories - Dulox                | Delivering<br>Details ▾ | Sponsored Products<br>Manual targeting    | May 16, 2022 | No end date | \$ 10.00<br>Daily | 34,088        |    |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | A - Grab Bar - Dulox                  | Delivering<br>Details ▾ | Sponsored Products<br>Automatic targeting | Apr 20, 2022 | No end date | \$ 10.00<br>Daily | 27,092        |    |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | M - "Grab Bar" - Dulox                | Delivering<br>Details ▾ | Sponsored Products<br>Manual targeting    | Apr 20, 2022 | No end date | \$ 10.00<br>Daily | 22,249        |    |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | M - "Folding Bar" - Dulox             | Delivering<br>Details ▾ | Sponsored Products<br>Manual targeting    | Apr 20, 2022 | No end date | \$ 10.00<br>Daily | 12,428        |    |
| <input type="checkbox"/> | <input type="checkbox"/>            | A - Liquidacion URBAN - Urban Austral | Paused<br>Details ▾     | Sponsored Products<br>Automatic targeting | Dec 7, 2021  | No end date | \$ 4.00<br>Daily  | 4,480         |    |
| <input type="checkbox"/> | <input type="checkbox"/>            | A   Maqui Powder   Chihuaico          | Paused<br>Details ▾     | Sponsored Products<br>Automatic targeting | Oct 28, 2021 | No end date | \$ 5.00<br>Daily  | -             |    |
| <input type="checkbox"/> | <input type="checkbox"/>            | M   Maqui Powder   Chihuaico          | Paused<br>Details ▾     | Sponsored Products<br>Manual targeting    | Oct 28, 2021 | No end date | \$ 5.00<br>Daily  | -             |    |
| <input type="checkbox"/> | <input type="checkbox"/>            | M   SB   ALL                          | Paused<br>Details ▾     | Sponsored Brands<br>Manual targeting      | Jun 21, 2021 | No end date | \$ 4.00<br>Daily  | 30,351        |    |

# Campaign: M - "Folding Bar" - Dulox

Status: Delivering Type: Sponsored Products - Manual targeting Schedule: Apr 20, 2022 - No end date Budget: \$10.00 - Daily

## Ad groups

Placements

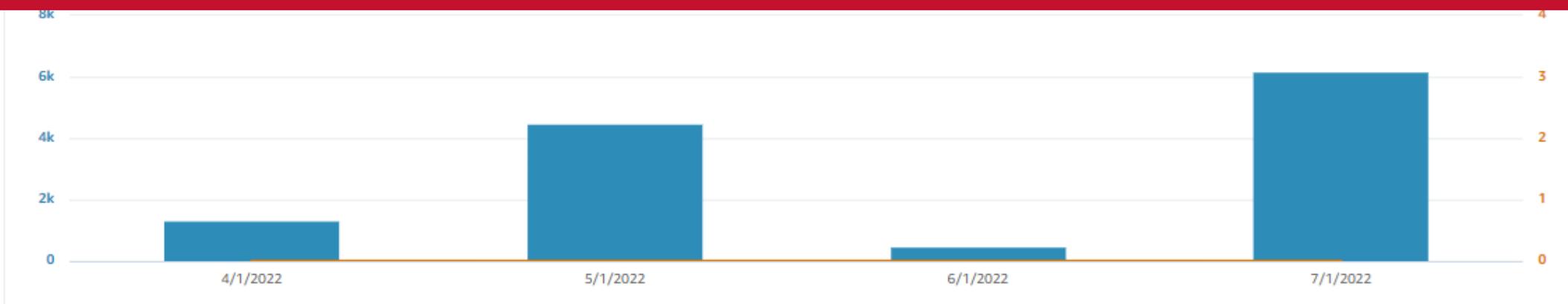
Negative keywords

Budget rules

Campaign settings

History

|                           |                         |                        |                               |                     |
|---------------------------|-------------------------|------------------------|-------------------------------|---------------------|
| Spend ⓘ<br>\$109.06 TOTAL | Sales ⓘ<br>\$0.00 TOTAL | ROAS ⓘ<br>0.00 AVERAGE | Impressions ⓘ<br>12,428 TOTAL | ACOS ⓘ<br>— AVERAGE |
|---------------------------|-------------------------|------------------------|-------------------------------|---------------------|



Create ad group Find an ad group Filter by Hide chart Columns Date range - Lifetime Export

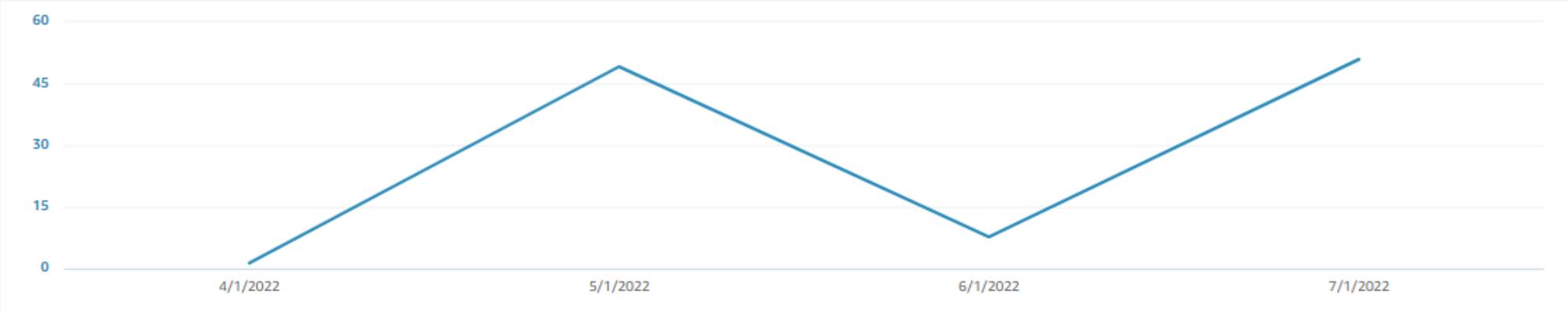
| <input type="checkbox"/> | Active | Ad group ⓘ  | Status     | Default bid ⓘ | Total targets ⓘ | Products | Impressions ⓘ | Clicks ⓘ | CTR ⓘ | Spend ⓘ  | CPC ⓘ  | Orders ⓘ | Sales ⓘ | ACC |
|--------------------------|--------|-------------|------------|---------------|-----------------|----------|---------------|----------|-------|----------|--------|----------|---------|-----|
| <input type="checkbox"/> |        | Folding Bar | Delivering | \$ 0.75       | 30              | 5        | 12,428        | 39       | 0.31% | \$109.06 | \$2.80 | -        | -       | -   |

Ads

**Targeting**

- Search terms
- Ad group settings
- History

|                  |                  |                        |                 |                |
|------------------|------------------|------------------------|-----------------|----------------|
| <b>Spend</b> ⓘ x | <b>Sales</b> ⓘ x | <b>Impressions</b> ⓘ x | <b>ACOS</b> ⓘ x | <b>CPC</b> ⓘ x |
| \$109.06 TOTAL   | \$0.00 TOTAL     | 12,428 TOTAL           | AVERAGE         | \$2.80 AVERAGE |



[Add products to advertise](#)  [Filter by](#) [Hide chart](#) [Columns](#) [Date range - Lifetime](#) [Export](#)

| <input type="checkbox"/> | Active                              | Product ⓘ  | Status     | SKU/ASIN  | Impressions ⓘ | Clicks ⓘ | CTR ⓘ | Spend ⓘ  | CPC ⓘ  | Orders ⓘ | Sales ⓘ | ACOS ⓘ |
|--------------------------|-------------------------------------|--|------------|---|---------------|----------|-------|----------|--------|----------|---------|--------|
|                          |                                     | Total: 5   |            |   | 12,428        | 39       | 0.31% | \$109.06 | \$2.80 | -        | -       | -      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | DULOX - Straight Grab Bar<br>11,8 in Long, 1 1/4" ø   Safety<br>Grab bar   Made Entirely of<br>\$64.99 | Delivering | DULOX_GBS11<br>B09VJKYQLD <a href="#">↗</a><br>1 recommendation | 2,290         | 8        | 0.35% | \$31.11  | \$3.89 | -        | -       | -      |

Add keywords

Find a keyword

Filter by

Hide chart

Columns

Date range - Lifetime

Export

| <input type="checkbox"/> | Active                              | Keyword | Match type ⓘ | Status     | Suggested bid ⓘ           | Bid ⓘ         | Impressions ⓘ | Clicks ⓘ | CTR ⓘ | Spend ⓘ  | CPC ⓘ  | Orders ⓘ | Sales ⓘ | ACOS |
|--------------------------|-------------------------------------|---------|--------------|------------|---------------------------|---------------|---------------|----------|-------|----------|--------|----------|---------|------|
| Total:                   |                                     |         |              |            | Apply all                 |               | 12,428        | 39       | 0.31% | \$109.06 | \$2.80 | -        | -       |      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | toil... | Exact        | Delivering | ⓘ \$1.01<br>\$0.62-\$1.69 | Apply \$ 3.48 | 4,133         | 13       | 0.31% | \$28.72  | \$2.21 | -        | -       |      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | toil... | Phrase       | Delivering | ⓘ \$0.58<br>\$0.40-\$0.89 | Apply \$ 1.42 | 2,524         | 5        | 0.20% | \$10.41  | \$2.08 | -        | -       |      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | bat...  | Exact        | Delivering | ⓘ \$1.25<br>\$0.84-\$2.51 | Apply \$ 2.57 | 295           | 5        | 1.69% | \$19.22  | \$3.84 | -        | -       |      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | toil... | Exact        | Delivering | ⓘ \$0.65<br>\$0.38-\$1.30 | Apply \$ 1.87 | 1,053         | 4        | 0.38% | \$7.93   | \$1.98 | -        | -       |      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | gra...  | Broad        | Delivering | ⓘ \$0.74<br>\$0.48-\$1.11 | Apply \$ 2.39 | 615           | 4        | 0.65% | \$17.21  | \$4.30 | -        | -       |      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | toil... | Broad        | Delivering | ⓘ \$0.56<br>\$0.31-\$0.98 | Apply \$ 2.37 | 1,654         | 2        | 0.12% | \$6.38   | \$3.19 | -        | -       |      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | toil... | Phrase       | Delivering | ⓘ \$1.29<br>\$0.65-\$2.59 | Apply \$ 1.26 | 129           | 2        | 1.55% | \$4.82   | \$2.41 | -        | -       |      |

**MÁS PRESUPUESTO**



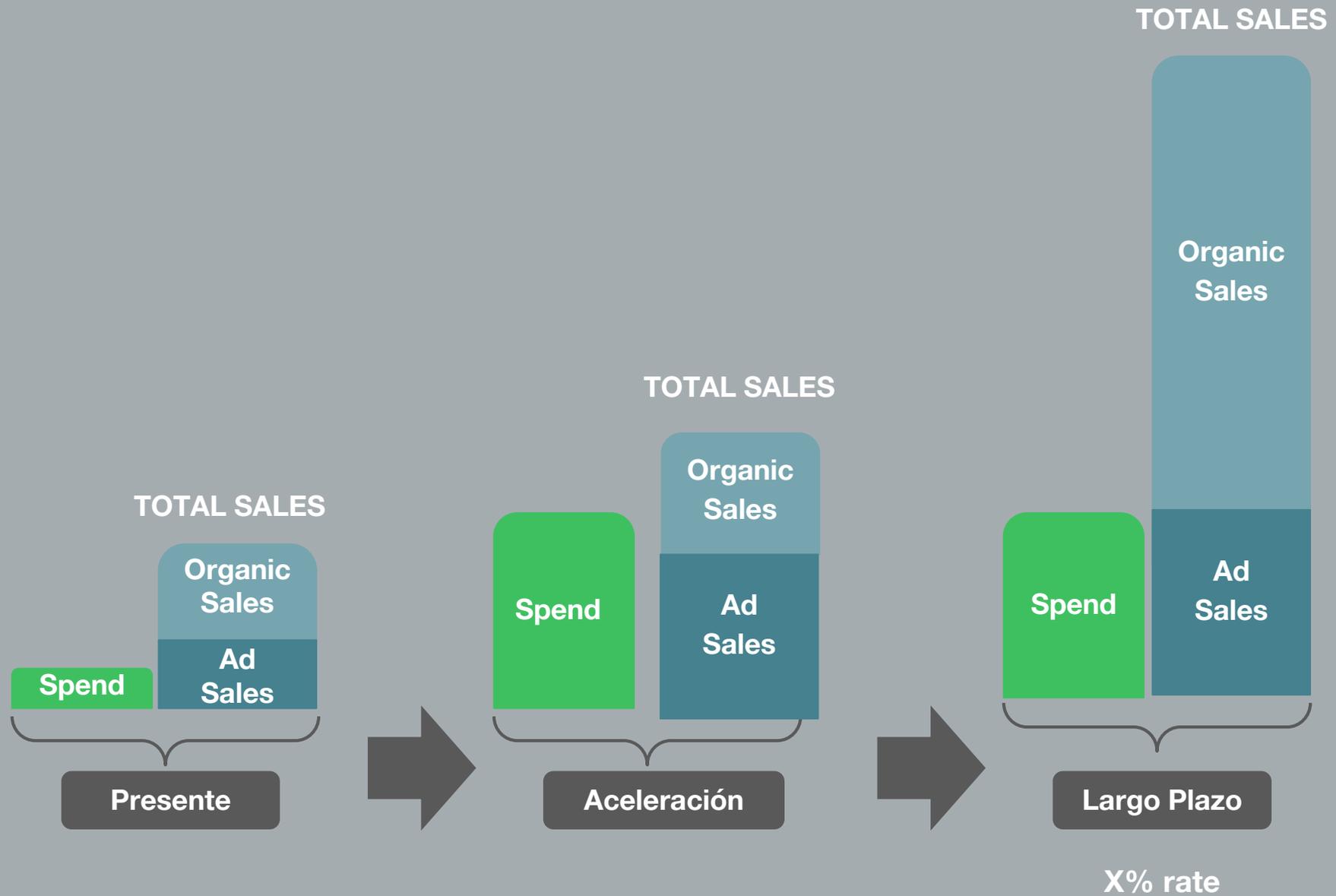
**MÁS DATA**



**ANÁLISIS Y OPTIMIZACIÓN**



**CRECIMIENTO**



# Algunos ejemplos:



|             | Q3'2021  |          |          | Q4'2021  |          |          |
|-------------|----------|----------|----------|----------|----------|----------|
|             | Jul-2021 | Aug-2021 | Sep-2021 | Oct-2021 | Nov-2021 | Dec-2021 |
| SPEND       | \$453    | \$471    | \$497    | \$523    | \$282    | \$661    |
| TOTAL SALES | \$4,674  | \$4,353  | \$3,317  | \$3,156  | \$743    | \$16,986 |

|             | Q3'2022  |          |          | Q4'2022  |          |          |
|-------------|----------|----------|----------|----------|----------|----------|
|             | Jul-2022 | Aug-2022 | Sep-2022 | Oct-2022 | Nov-2022 | Dec-2022 |
| SPEND       | \$1,646  | \$1,218  | \$2,500  | \$2,500  | \$2,500  | \$2,500  |
| TOTAL SALES | \$8,502  | \$8,290  | \$10,869 | \$11,905 | \$13,889 | \$33,230 |

| $\Delta$ Q3 | $\Delta$ Q4 |
|-------------|-------------|
| 124%        | 183%        |

# Algunos ejemplos:

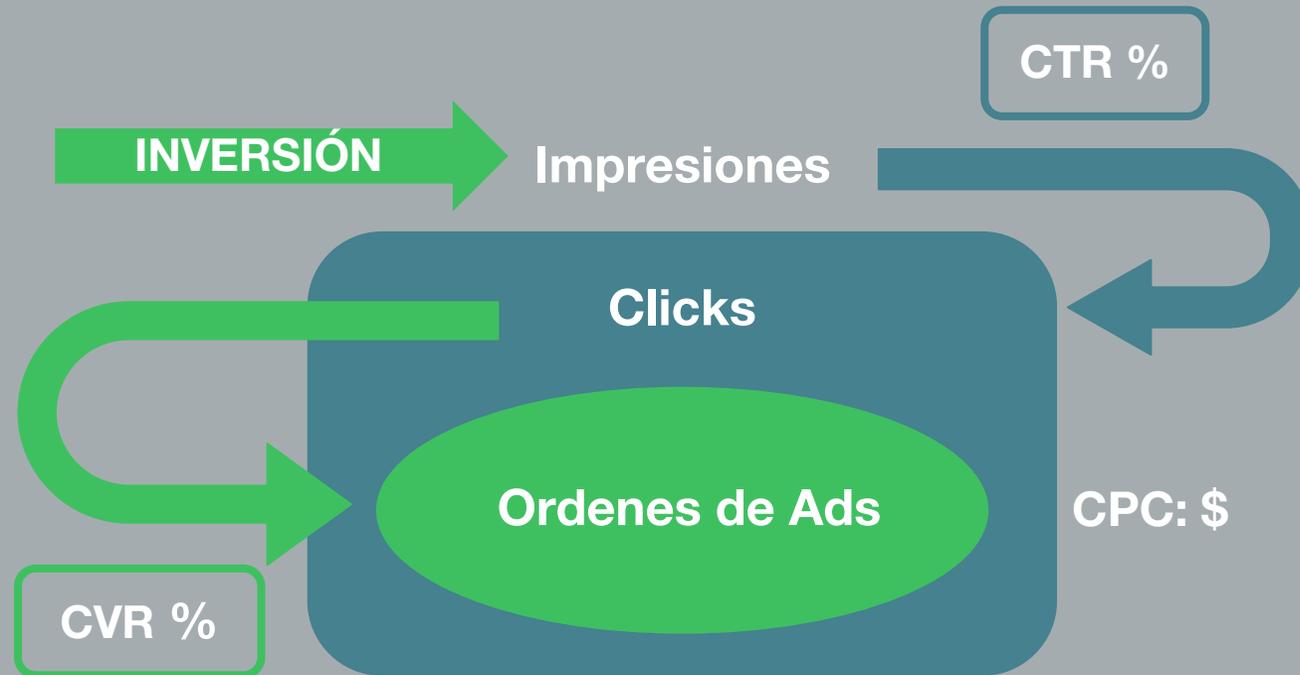
|             | Q3'2021  |          |          | Q4'2021  |          |          |
|-------------|----------|----------|----------|----------|----------|----------|
|             | Jul-2021 | Aug-2021 | Sep-2021 | Oct-2021 | Nov-2021 | Dec-2021 |
| SPEND       | \$601    | \$433    | \$584    | \$402    | \$496    | \$251    |
| TOTAL SALES | \$2,224  | \$1,574  | \$1,874  | \$2,074  | \$2,119  | \$1,399  |

|             | Q3'2022  |          |          | Q4'2022  |          |          |
|-------------|----------|----------|----------|----------|----------|----------|
|             | Jul-2022 | Aug-2022 | Sep-2022 | Oct-2022 | Nov-2022 | Dec-2022 |
| SPEND       | \$1,001  | \$1,557  | \$1,600  | \$1,600  | \$1,600  | \$1,600  |
| TOTAL SALES | \$2,047  | \$2,850  | \$3,902  | \$5,333  | \$6,400  | \$7,767  |



|            |             |
|------------|-------------|
| <b>ΔQ3</b> | <b>ΔQ4</b>  |
| <b>55%</b> | <b>249%</b> |

# KPIs de Campañas:



## Reporte de Ventas y Marketing

# Sponsored Products - Keywords

All - disposable wooden cutlery

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**Delivery Day**

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**Department**

Disposable Plates, Bowls & Cutlery  
Disposable Spoons  
Disposable Forks  
Disposable Plates  
Beauty & Personal Care  
Personal Care Products  
Ear Care Products  
Earwax Removal Products  
See All 6 Departments

**Customer Reviews**

★★★★☆ & Up  
★★★★☆ & Up  
★★★★☆ & Up  
★★★★☆ & Up

**Brand**

WoodU  
 Perfect Stix

**Price**

Under \$25  
\$25 to \$50  
\$50 to \$100  
\$100 to \$200  
\$200 & Above

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Nothing wasted. Everything gained!®  
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Preserve Recycled Plastic Cutlery Made in USA, 24 Count  
★★★★☆ 12  
prime

Preserve, Everyday Tableware Set, Midnight Blue  
★★★★☆ 651  
prime

Sponsored

Price and other details may vary based on product size and color.

**EarthClusive 100% Compostable Wooden Cutlery Set - 300 pieces (150 Forks | 100...**  
★★★★☆ ~ 99  
\$22<sup>98</sup>  
Get it as soon as **Fri, Oct 29**  
FREE Shipping on orders over \$25 shipped by Amazon

**BAMBOODLERS Disposable Wooden Cutlery Set | 100% All-Natural, Eco-...**  
★★★★☆ ~ 2,248  
\$19<sup>95</sup>  
Save more with Subscribe & Save  
**Extra \$6.00 off** with coupon  
Get it as soon as **Fri, Oct 29**  
FREE Shipping on orders over \$25 shipped

**VIEHANA 300 Piece Disposable Wooden Cutlery Set, Portable Forks, Knives and...**  
★★★★☆ ~ 4  
\$24<sup>95</sup>  
Get it as soon as **Mon, Nov 1**  
FREE Shipping on orders over \$25 shipped by Amazon

**Disposable Wooden Cutlery Set - Natural, Eco-Friendly, Biodegradable &...**  
★★★★☆ ~ 607  
\$16<sup>99</sup>  
\$16.14 with Subscribe & Save discount  
Get it as soon as **Fri, Oct 29**  
FREE Shipping on orders over \$25 shipped by Amazon

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Products related to this item

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|   |  |  |  |   |   |
|---|--|--|--|---|---|
|  <p><b>BROTA SUPERFOODS</b><br/>Maqui Berry Powder - 7 Oz of Premium Vegan Superfood Powder -...<br/>★★★★☆ 19<br/>Limited time deal<br/><b>\$15.36</b> (\$2.19/Ounce)<br/>✓prime<br/>List: \$21.95 (30% off)</p> |  <p><b>KOS</b><br/>Organic Acai Powder - Natural Antioxidant Powder - Polyphenol Abundant...<br/>★★★★☆ 1,463<br/><b>\$26.99</b> (\$2.13/Ounce)<br/>✓prime</p> |  <p><b>Bobica's Premium</b><br/>European Organic Freeze Dried Wild BlackBerry Powder   from Frozen...<br/>★★★★☆ 83<br/><b>Amazon's Choice</b> in Antioxidant Combination Nutritional Supplements<br/><b>\$17.99</b> (\$6.79/Ounce)<br/>✓prime</p> |  <p><b>Organic Dried Goji Berries</b> - Non-GMO and Vegan Goji Berries Organic, Perfect for...<br/>★★★★☆ 5,714<br/><b>\$16.79</b> (\$1.05/Ounce)<br/>✓prime</p> |  <p><b>NEW - KOYAH - Organic Wild Blueberry Powder</b> (Lowbush variety - Vaccinium...<br/>★★★★☆ 28<br/><b>\$44.99</b> (\$7.87/Ounce)<br/>✓prime</p> |  <p><b>Garden of Life Raw Organic Protein</b> Unflavored Powder, 20 Servings, Certified...<br/>★★★★☆ 20,330<br/><b>\$34.75</b> (\$1.76/Ounce)<br/>✓prime<br/>Save \$1.12 with coupon</p> |
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Free Shipping by Amazon  
All customers get FREE Shipping on orders over \$25 shipped by Amazon

**Delivery Day**

Get It by Tomorrow

**Amazon Local Stores**

Amazon Fresh  
 Whole Foods Market

**Climate Pledge Friendly**

Climate Pledge Friendly

**Department**

Bottled Beverages, Water & Drink Mixes  
Water Flavoring Drops  
Powdered Soft Drink Mixes  
Instant Breakfast Drinks  
Flavored Drinking Water  
Energy Drinks  
Syrups  
Sports Nutrition Electrolyte Replacement Drinks  
See All 13 Departments

**Customer Reviews**

★★★★☆ & Up  
★★★★☆ & Up  
★★★★☆ & Up  
★★★★☆ & Up

**Brand**

True Citrus  
 Mio  
 Stur  
 Juicy Mixes  
 DIREARY  
 Starburst

**uni-ko** Elevate Your Hydration  
Shop UNI-KO >

uni-ko Patagonian - 100% Natural Fruit Con...  
★★★★☆ 40  
prime

uni-ko Patagonian - 100% Natural Fruit Con...  
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uni-ko Patagonian - 100% Natural Fruit Con...  
★★★★☆ 40  
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**RESULTS**

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Stur Liquid Water Enhancer | Classic Variety | Sweetened with Stevia | High in Vitamin C & Antioxidants | 1.42 Ounce (Pack of 5)

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Stur - Coconut Pineapple, Natural Water Enhancer (5 Bottles, Makes 100 Flavored Waters) - Sugar Free, 1.42 Ounce (Pack of 5)

Sponsored ⓘ

Stur liquid water enhancers, Energy Mixed Berry, 1.42 Ounce (Pack of 5)

Sponsored ⓘ

Stur Liquid Water Enhancer | Peach | Sweetened with Stevia | High in Vitamin C & Antioxidants | Sugar Free, 1.42 Ounce (Pack of 5)

# Optimización de Campañas

- Control de métricas de marketing
- Análisis de rendimiento de **palabras clave**.
- Análisis de rendimiento de **competidores** objetivo.
- Ajuste periódico de “bids” y distribución de ppto.
- Iteración de estrategias de descuentos y promociones

# ¡Contactanos!

