



Commerce Canal Delivers Success for Clients Selling on Amazon using Sellozo Ad Automation

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When Commerce Canal, a global agency representing over 50 top brands that sell online as well as in brick and mortar stores, wanted to optimize their client's PPC advertising with ad automation they turned to - and found success with - Sellozo.

Commerce Canal was looking to streamline and optimize some of the daily, repetitive tasks that are necessary for their day-to-day management and optimization of ad campaigns for their clients selling on Amazon. Essential, time-consuming tasks such as keyword harvesting, negative keyword setup, and bid adjustments were costing team members at Commerce Canal many hours each week and these manual efforts were not scalable as their business, or that of their clients, grew or expanded to new Amazon marketplaces.

"Sellozo's suite of tools provides our brand and marketing managers with profitability analysis and reporting down to the penny mixed with ad optimization," says Ryan Craver, Commerce Canal's Founder & CEO. *"We didn't expect to find an agency-friendly solution that delivered such strong results."*

In just a few months, the Sellozo Optimizer has discovered tens of thousands of keywords and negative keywords and made over 4 million bid adjustments. *"Seeing a bump in a client's sales with ad automation isn't that surprising,"* said Nic Delorme, Sellozo's CEO. *"Our ad automation simply works, so we often see sales increase, what's extraordinary here is the size of the increase. We're definitely proud to help deliver these results for clients."*

Since using Sellozo, Commerce Canal has seen PPC sales for some clients increase over 56% and total sales rise 61%. In addition, month-over-month profit has also increased as much as 74%.

"One of the top perks has been time saved," continued Ryan Craver. *"It would take an army of brand and marketing managers to discover, analyze, test, and re-evaluate thousands of new keywords, negative keywords, and make all those bid adjustments each day for all our clients. With Sellozo, we're able to focus on other ways to grow our client's businesses and we can leave the tedious, repetitive, time-consuming multivariate testing efforts to dynamic software."*

To learn more about this success story visit <https://go.sellozo.com/commerce-canal/>.

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About Sellozo

Sellozo offers an à la carte, comprehensive suite of intelligent tools for Amazon Sellers. As a member of the Amazon Global Selling Solution Provider Network and the AWS Partner Network, our primary goal is to improve both ad and sales performance for Sellers: we automate the tedious stuff, analyze a wealth of data, and package it all up into intuitive reporting and tools, powered by real data and backed by exceptional support, that Amazon Sellers need.

About Commerce Canal

Commerce Canal is a New York City based agency providing retail, distribution, licensing and ecommerce services for over 50 brands (LEGO® Wear, NFL, NBA, MLB, NCAA, New Balance, Hanes) across the world. Distribution includes Amazon, Costco, Kohl's, Macy's, Nordstrom, Zappo's and many others. Our mission is to showcase, protect and enhance our clients' products whether in brick and mortar stores or online. Our technology analytics suite includes price, feedback, returns and review management tools to prosper in today's rapidly evolving retail industry. For questions regarding this release or company specifics, please contact us via help@commercecanal.com.

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