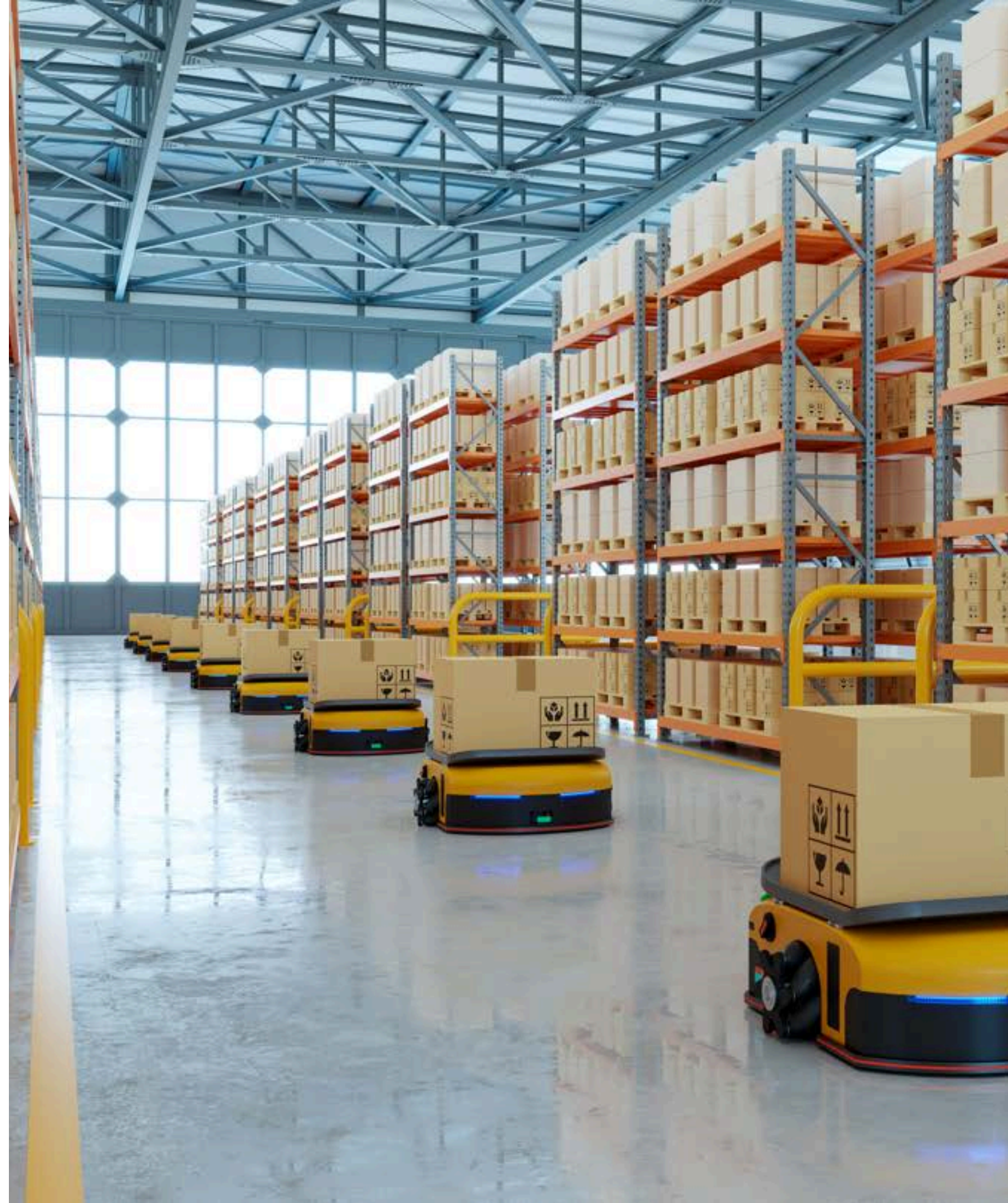


# Fungování na Amazonu "bez servítek": poznatky a zkušenosti po 10 letech

Michal Weiss







# Michal Weiss

Amazon Client Partner v Aleph

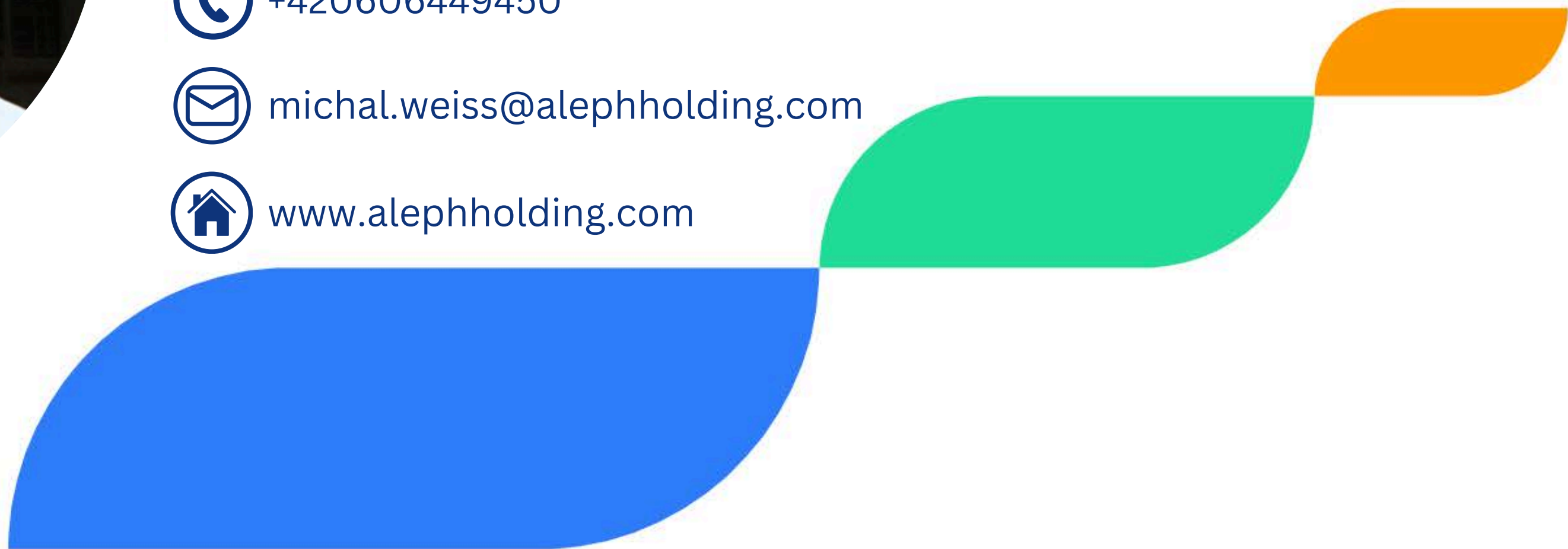
Zakladatel ProductCoach.cz

Amazon Seller

 +420606449450

 [michal.weiss@alephholding.com](mailto:michal.weiss@alephholding.com)

 [www.alephholding.com](http://www.alephholding.com)



# Když jsem začínal s Amazem, byla to zcela jiná platforma

Nedočkavost zákazníků nebyla tak vysoká

Výrazně nižší konkurence

Méně globálních hráčů

Více “živnostníků”

Méně možností v rámci platformy

Více podmínky “divokého západu”





## Amazon is at the center of Retail Media



**78%** of US consumers begin their shopping journey on Amazon

**34%** of German consumers begin on Amazon, it is the **2nd** largest Amazon market

**90%** of online shoppers use Amazon in the UK

Amazon has over 310 million active users worldwide

# Amazon monthly Active users

USA	230 million
Germany	60+ million
UK	45 million
Italy	38 million
France	15 million

## Proč je Amazon tak oblíbený

Nekonečný sortiment  
350mil produktů

Příznivé ceny  
(silná konkurence)

Free shipping  
and returns

Snadné a rychlé

Důvěra  
(review system)

Zabezpečená platba

## **Proč je Amazon (Německo) vyjimečný a vhodný pro exportéry**

Instantní přístup k 60+ milionům aktivních nakupujících, Ecommerce lídr ve většině zemí EU

Vytvořený ekosystém, kam lidé chodí přímo nakupovat (utrácet)

Až 70% nakupuje na Amazonu od neznámých/Noname značek o kterých nikdy neslyšeli

Můžete takřka okamžitě prodávat

Máte k dispozici stejné nástroje jako všichni ostatní

Máte instantní informace o tom, jakého zboží se kolik prodává

Nemusíte řešit logistiku, infrastrukturu a otevírání zahraniční pobočky nebo outsourcing

Jste schopni dosáhnout relativně rychle organických pozic

Přístup k zákaznickým datům umožňující další práci s nimi

Snadná případná expanze v rámci dalších Evropských trhů ale i globálních

Administrace na jednom místě



# Amazon v číslech (Globál)

Amazon odbaví okolo 1.6mil objednávek každý den

To je, 66 tisíc objednávek každou hodinu

18 objednávek za sekundu

350 mil produktů je v nabídce Amazonu

3 mil registrovaných prodejců

Prime day 2023 - \$12.9B v globálních tržbách



**Na co se připravit před vstupem na Amazon jako budoucí prodejce**

Pouze naduplikovat Váš eshop nejspíše nebude mít kladný účinek

# **Nahrát pouze váš eshop feed nejspíše nebude k úspěchu stačit**

Široká nabídka podobných, a mnohdy zaběhlejších, produktů

velká konkurence na každé stránce

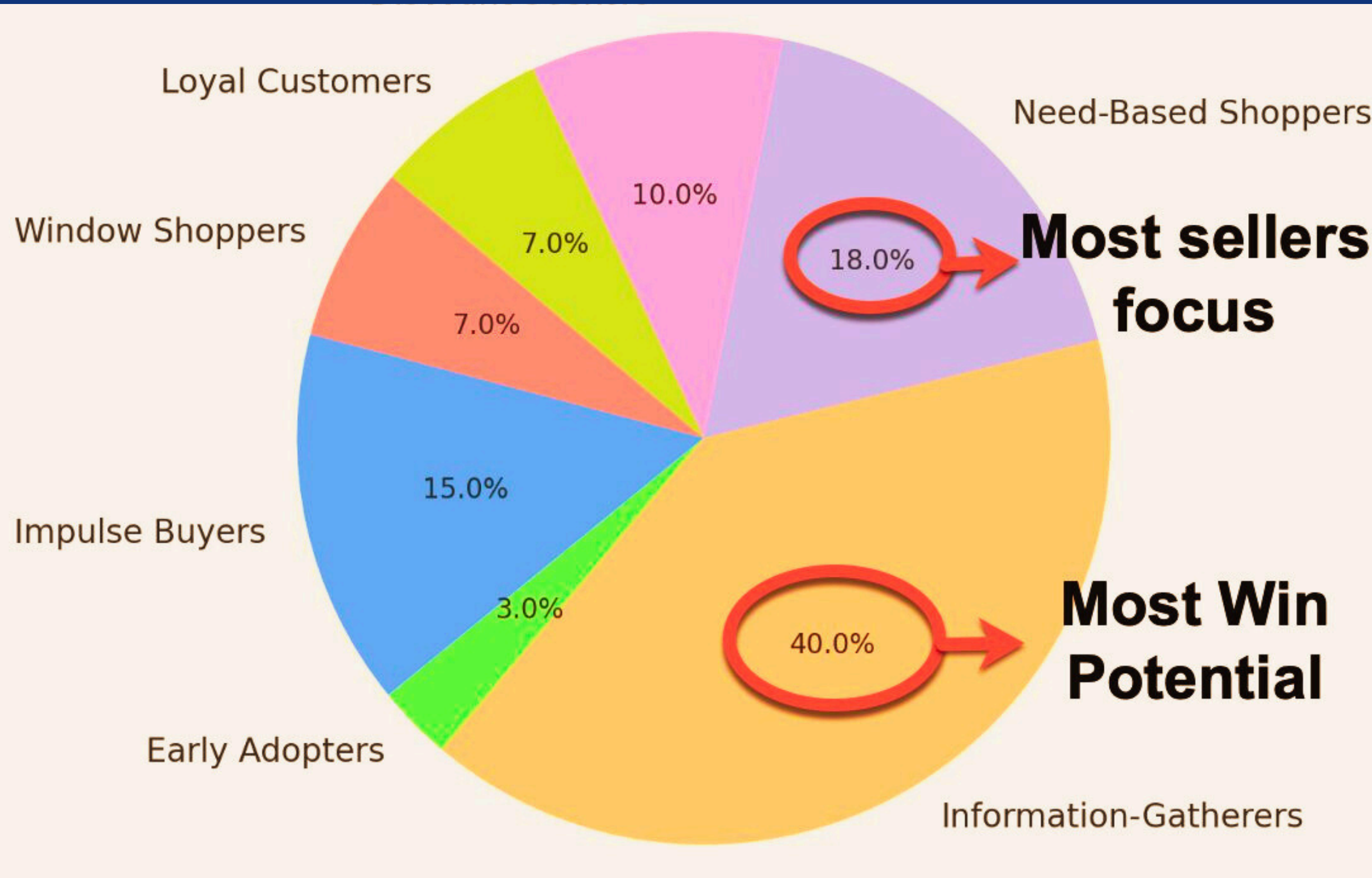
široké možnosti cílení

Jedinečná struktura

Zhýčkaní uživatelé

Indexace klíčových slov

# Obecné rozdělení Amazon návštěv







# Zulay Kitchen Premium Garlic Press Set - Rust Proof & Dishwasher Safe Professional Garlic Mincer Tool - Easy-Squeeze, Easy-Clean with Soft, Ergonomic Handle - Silicone Garlic Peeler & Brush (Silver)

Visit the Zulay Kitchen Store

4.6 22,568 ratings

Amazon's Choice Overall Pick

10K+ bought in past month

**-50%** \$9<sup>99</sup>

List Price: \$19.99

FREE Returns

Color: Imperial Silver



**Material** Zinc Alloy with Nickel Plating & Rubber Handle

**Color** Imperial Silver

**Brand** Zulay Kitchen

**Product Dimensions** 6.7"L x 1.6"W

**Item Weight** 8.4 Ounces

## About this item

- **SIMPLE TO USE & BUILT TO LAST:** Our premium quality garlic press is constructed from food-grade, rust-resistant materials meant to be among your favorite kitchen gadgets for years to come. This garlic and ginger mincer is designed with built-in studs to extract more paste within seconds. It is great for both professional and home kitchens.
- **CRUSH AND MINCE UNPEELED CLOVES:** No more strong garlic odor or sticky residue lingering on your hands! Our garlic mincer is designed with a comfortable ergonomic handle that requires minimal effort on your wrists and hands to peel, crush, and mince the cloves in one go, yielding delicious

Add your free 30-day trial of Prime and get fast, free delivery



Delivery

Pickup

\$9<sup>99</sup>

FREE Returns

FREE delivery **Tuesday** on orders shipped by Amazon over \$35

Or fastest delivery **Tomorrow.** Order within **14 hrs 38 mins**

Deliver to East Stroudsburg 18301

In Stock

Buy 2 or more, save 12% Discount by Amazon

Quantity: 1

Add to Cart

Buy Now

Ships from Amazon  
Sold by Zulay Deals  
Returns Eligible for Return, Refund or Replacement...

Customer Service Amazon

See more

**Seller Certifications:** Minority-Owned Business

Add a gift receipt for easy returns



Click to see more videos



10 VIDEOS





Zulay Kitchen is named after my extraordinary mother, Zulay. As a single mother in poverty-stricken Venezuela she worked extra long hours yet, still found time to cook healthy meals for her kids.

At the time, I thought nothing of it. Now that I'm married with children, I see how much of a superhero my mom really was.

At Zulay Kitchen, we believe cooking should be quick and trouble-free, so you can have more time to enjoy with your loved ones.



Coffee Collection

Visit the Store



Citrus Splash

Visit the Store

Product Description

# garlic press set

INCLUDES SILICONE PEELER & CLEANING BRUSH



PRESSING GARLIC HAS NEVER BEEN **easier**

# DESIGNED FOR longevity

- ✓ HIGHLY EFFICIENT
- ✓ BETTER GRIP
- ✓ EASIER TO USE



# A+

# kitchen happiness



# VARIOUS COLORS TO MATCH YOUR STYLE







Be a Part Of Our Family  
& Kitchen Happiness



Zulay Kitchen

+ Follow



HOME

MILK FROTHERS

COFFEE COLLECTION

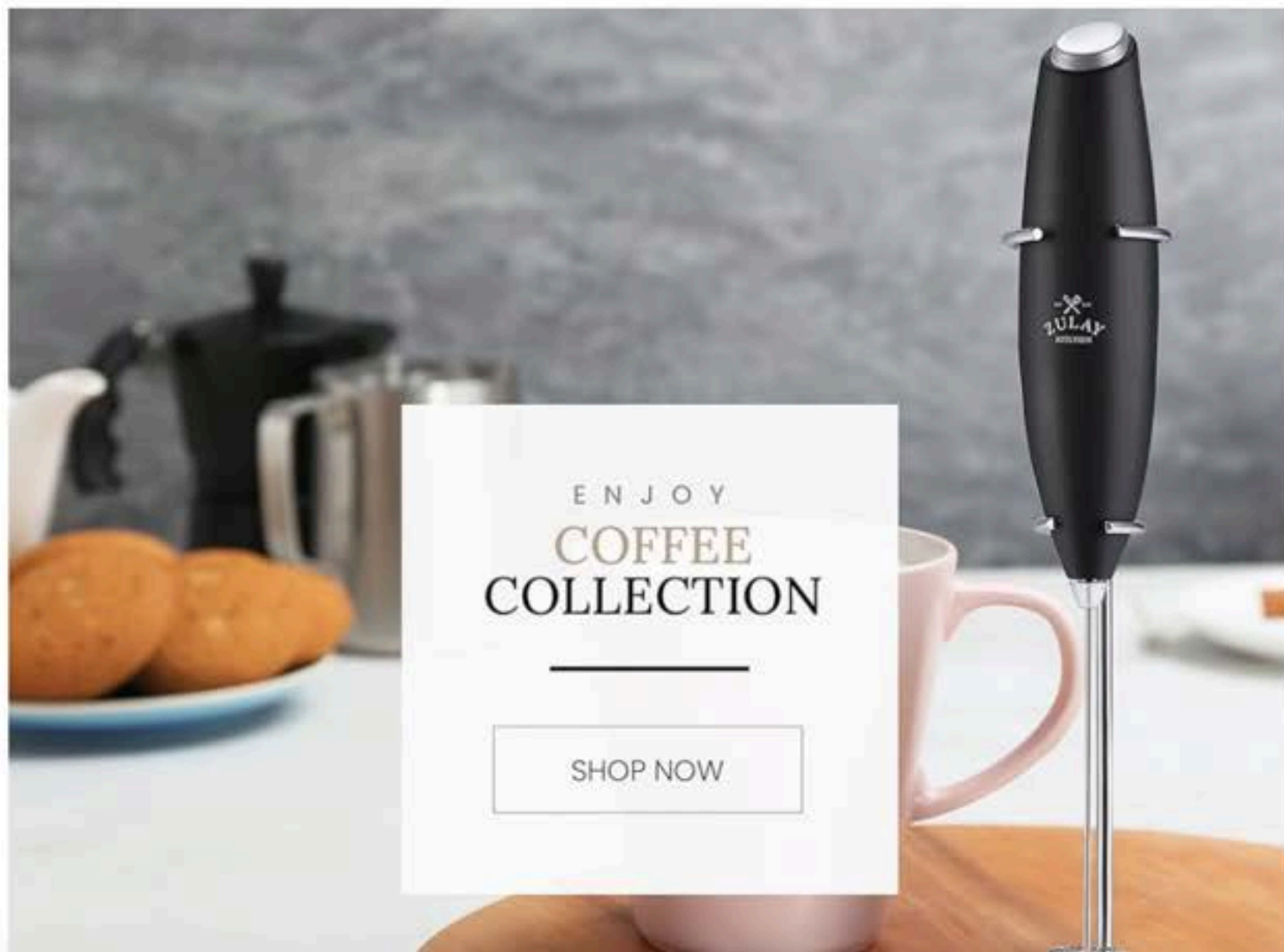
BEST SELLERS

SHOP ALL PRODUCTS

CITRUS SPLASH MORE ▾

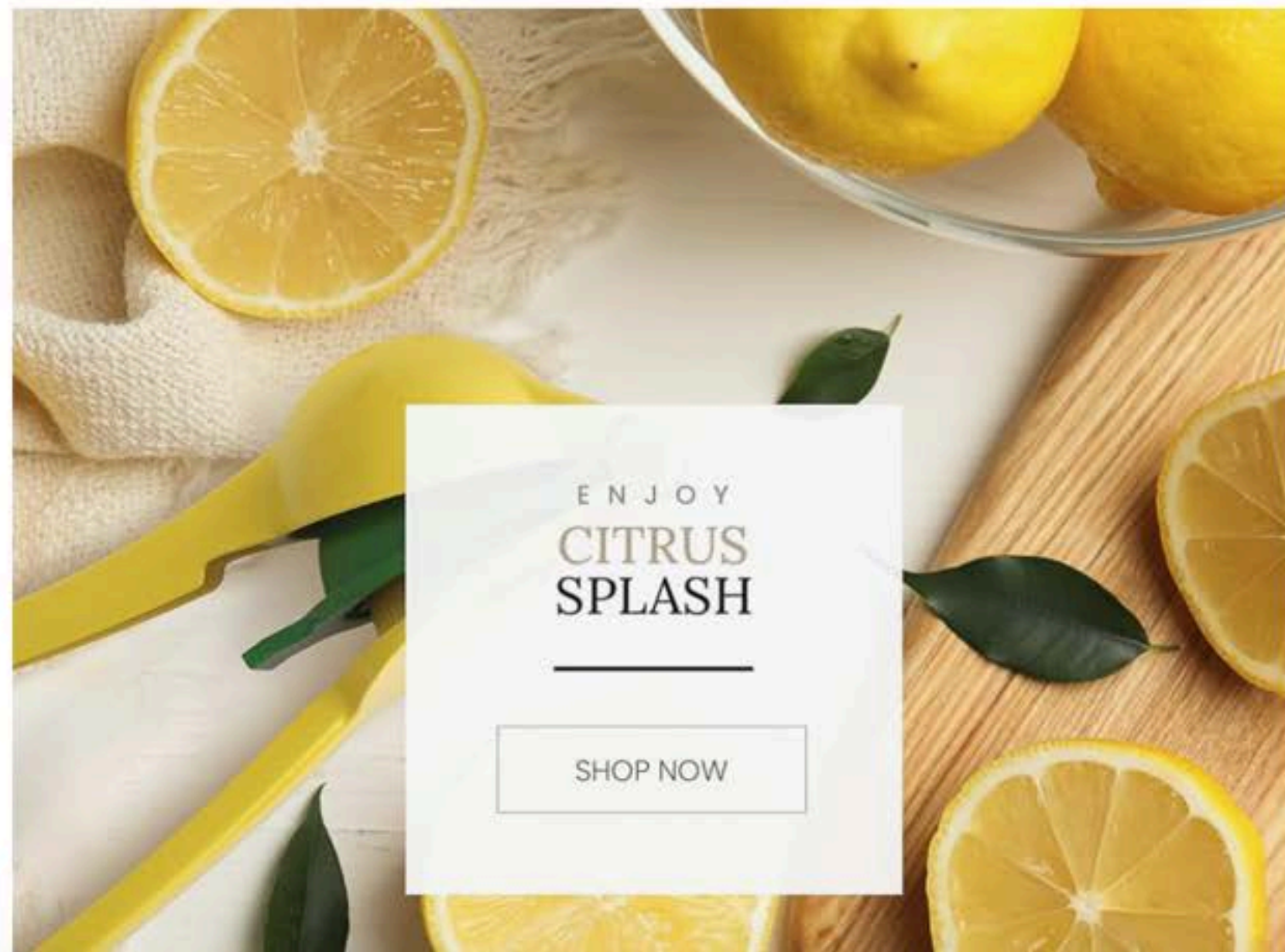


Search all Zulay Kitchen



ENJOY  
COFFEE  
COLLECTION

SHOP NOW

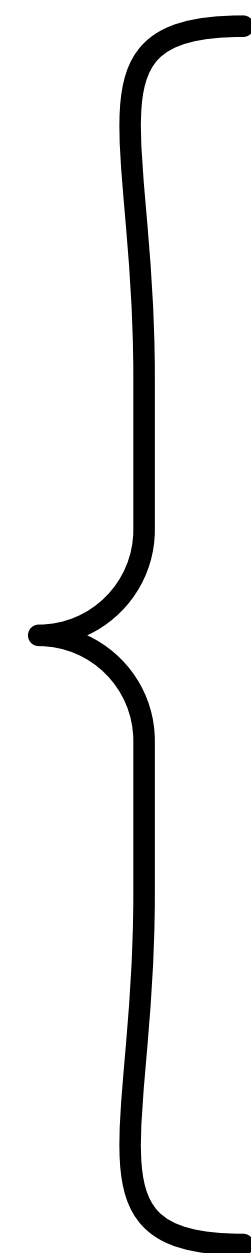


ENJOY  
CITRUS  
SPLASH

SHOP NOW



vaše produktová karta



**Zulay Kitchen Premium Garlic Press Set - Rust Proof & Dishwasher Safe Professional Garlic Mincer Tool - Easy-Squeeze, Easy-Clean with Soft, Ergonomic Handle - Silicone Garlic Peeler & Brush (Silver)**

4.5 stars (14,208 ratings)

57% off \$12.00

**CRUSHES GARLIC IN SECONDS**

**Color Silver**

**Size Large**

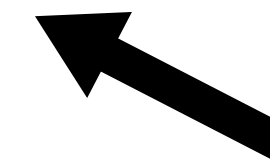
**Material:** 21c Alloy with Nickel Plating & Rubber Handle  
**Color:** Silver  
**Brand:** Zulay Kitchen  
**Product Dimensions:** 6.71 x 1.47 in  
**Item Weight:** 8.4 Ounces

**Customers usually buy this item**

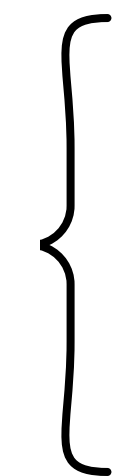
**Frequently bought together**

**Customers frequently viewed**

**4 stars and above**



konkurence



konkurence

konkurence

## **Na co se připravit před vstupem na Amazon jako budoucí prodejce**

Pouze naduplikovat Váš eshop nejspíše nebude mít kladný účinek

Je dobré mít brand (díky ochranné známce) a ten na Amazonu budovat



# **Je dobré mít brand (díky ochranné známce) a ten na Amazonu budovat**

A+ obsah

Brand Store

Sponsored Brands

Brand Analytics

Subscribe and save

Díky tomu přivedete uživatele k sobě do ekosystému a ideálně si je tam držíte



# Zulay Kitchen Premium Garlic Press Set - Rust Proof & Dishwasher Safe Professional Garlic Mincer Tool - Easy-Squeeze, Easy-Clean with Soft, Ergonomic Handle - Silicone Garlic Peeler & Brush (Silver)

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Returns Eligible for Return, Refund or Replacement...  
Customer Service Amazon  
[See more](#)

**Seller Certifications:** Minority-Owned Business

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Click to see more videos



10 VIDEOS





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Citrus Splash

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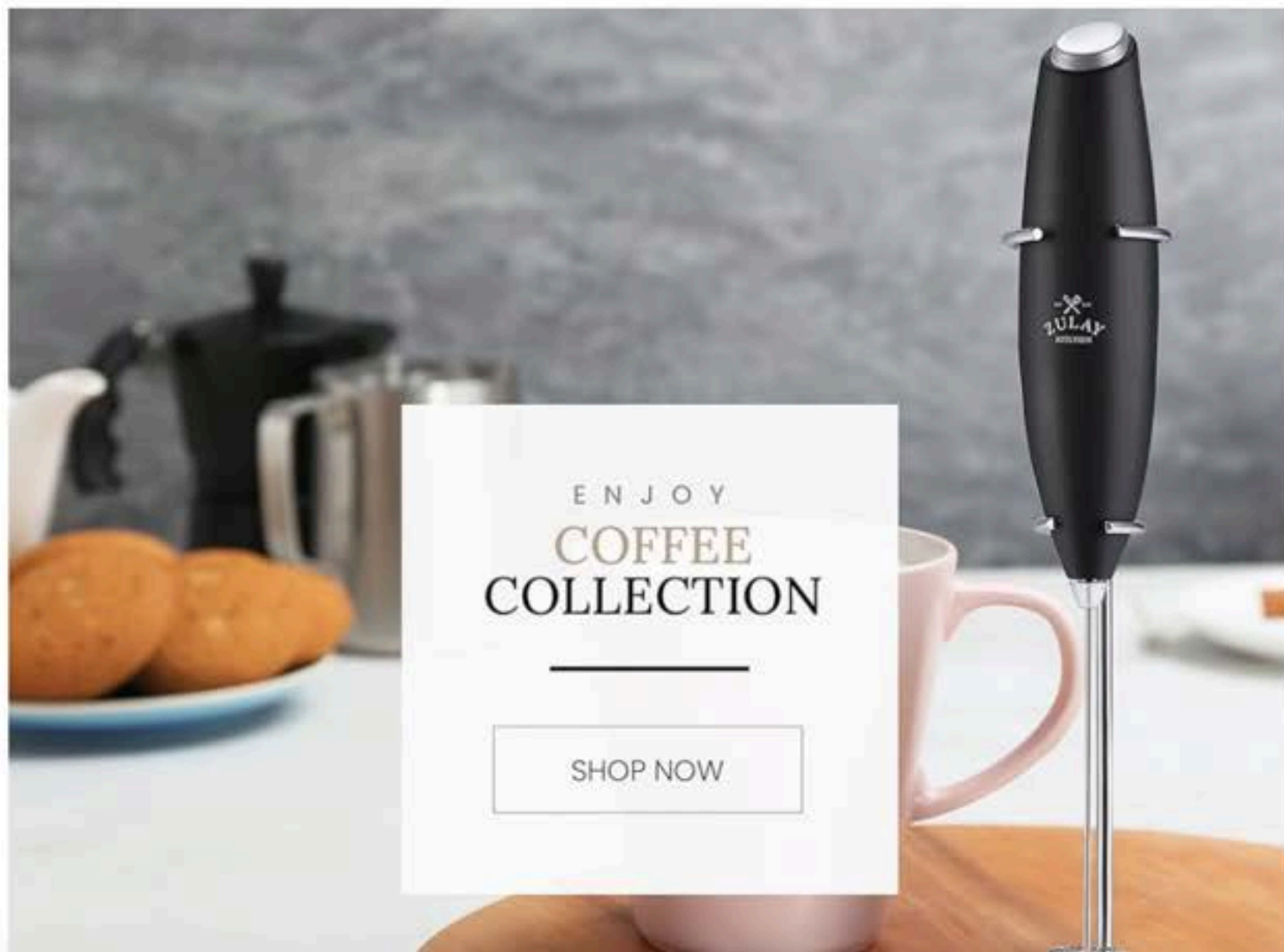
BEST SELLERS

SHOP ALL PRODUCTS

CITRUS SPLASH MORE ▾

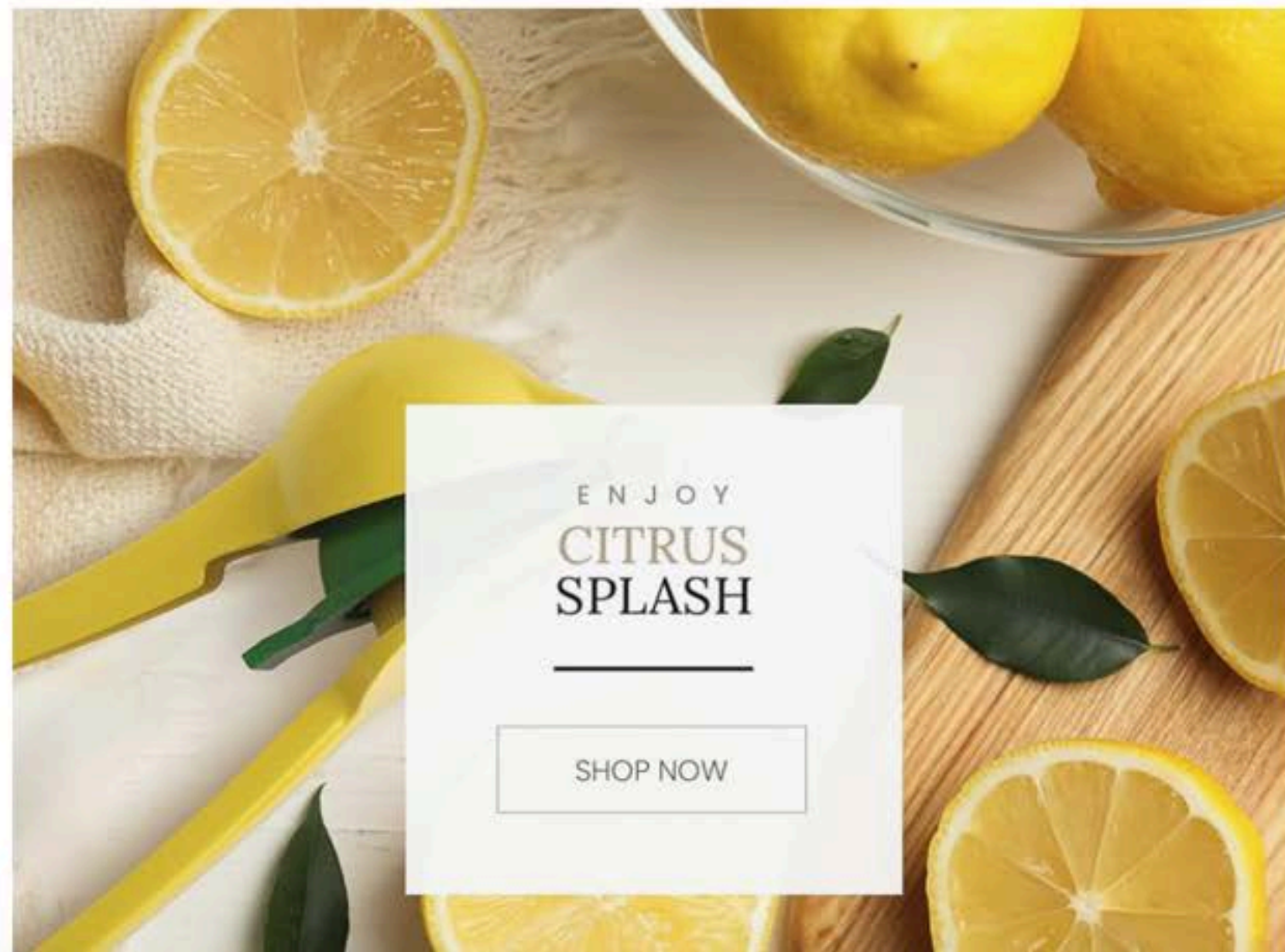


Search all Zulay Kitchen



ENJOY  
COFFEE  
COLLECTION

SHOP NOW



ENJOY  
CITRUS  
SPLASH

SHOP NOW



1-48 of 666 results for "garlic press"

Sort by: Featured

Eligible for Free Shipping

Free Shipping by Amazon  
Get FREE Shipping on eligible orders shipped by Amazon

Delivery Day

Get It by Tomorrow

Amazon Local Stores

Weis

Department

Kitchen Utensils & Gadgets  
Garlic Presses

Customer Reviews

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

Brands

- Zulay Kitchen
- KitchenAid
- Joseph Joseph
- Zyliss
- Rösle
- RSVP
- Norpro
- [See more](#)

Price

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

\$ Min \$ Max Go

Deals & Discounts

All Discounts  
Today's Deals


Kitchen Product Grade


Commercial Grade

Kitchen & Dining Product Material


- Acrylonitrile Butadiene Styrene (ABS)
- Alloy Steel
- Aluminum
- Bamboo
- Brass

**MULIRE** 2 in 1 Garlic Press & Garlic Slicer  
[Shop MULIRE](#)






Garlic press 2 in 1 Garlic Press Stainless Steel, Eff...  
★★★★★ 108  
prime

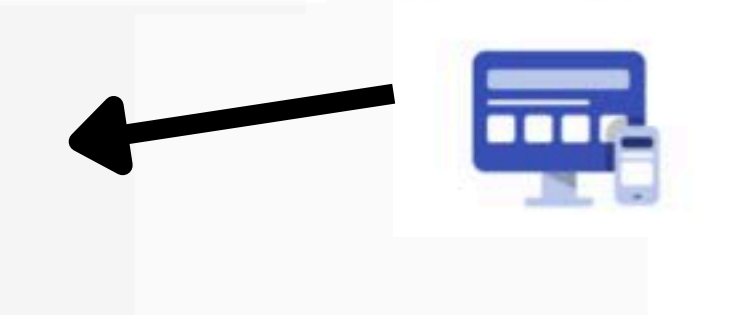


Garlic press 2 in 1 Garlic Press Stainless Steel, Eff...  
★★★★★ 108  
prime

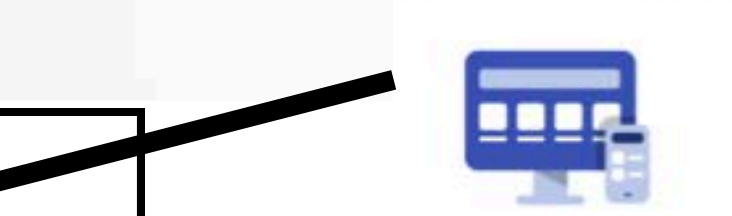


MULIRE Meat Tenderizer mallet - Meat mallet an...  
★★★★★ 65  
prime

Sponsored Brands




Sponsored Products




Results


Check each product page for other buying options. Price and other details may vary based on product size and color.




Sponsored  
**Kitessensu High Effective Garlic Press With Studs, Heavy Duty Garlic Mincer, Easy to Squeeze and Clean, Rust Proof & Dishwasher Safe, Ginger...**  
★★★★★ ~ 3,165  
10K+ bought in past month  
**\$8<sup>99</sup>**  
FREE delivery Tue on \$35 of items shipped by Amazon  
Or fastest delivery Tomorrow  
[Add to cart](#)




Sponsored  
**Garlic Press Stainless Steel, No Need to Peel Garlic Mincer Tool for Fine Garlic, Detachable for Easy Cleaning, Garlic Presser and Masher,...**  
★★★★★ ~ 4,869  
1K+ bought in past month  
**\$29<sup>99</sup>**  
Join Prime to buy this item at \$23.99  
FREE delivery Tue on \$35 of items shipped by Amazon  
Or fastest delivery Tomorrow  
[Add to cart](#)



Sponsored  
**ORBLUE Garlic Press Stainless Steel - Premium Professional Grade Garlic Mincer, Crusher & Peeler Set - Easy Clean, Dishwasher Safe & Rust-proof**  
★★★★★ ~ 21,301  
3K+ bought in past month  
**\$15<sup>97</sup>** List: \$24.97  
FREE delivery Tue on \$35 of items shipped by Amazon  
Or fastest delivery Tomorrow  
[Add to cart](#)



Sponsored  
**Cuisinly® - Garlic Press - Garlic Press Stainless Steel - Garlic Press Rocker - Garlic Chopper - Garlic Crusher - Garlic Mincer - With Free Silicone...**  
★★★★★ ~ 436  
100+ bought in past month  
**\$9<sup>99</sup>**  
FREE delivery Tue on \$35 of items shipped by Amazon  
Or fastest delivery Tomorrow  
[Add to cart](#)



Overall Pick  
**Zulay Kitchen Premium Garlic Press Set - Rust Proof & Dishwasher Safe Professional Garlic Mincer Tool - Easy-Squeeze, Easy-Clean with Soft...**  
★★★★★ ~ 22,568  
10K+ bought in past month  
**\$9<sup>99</sup>** List: \$19.99  
FREE delivery Tue on \$35 of items shipped by Amazon  
Or fastest delivery Tomorrow  
[Add to cart](#)



## **Na co se připravit před vstupem na Amazon jako budoucí prodejce**

Pouze naduplikovat Váš eshop nejspíše nebude mít stejný účinek

Je dobré mít značku (díky ochranné známce) a tu na Amazonu budovat

Správně si to celé propočítat - Amazon má jasně danou Fee strukturu,  
je potřeba si udělat analýzu trhu, konkurence a mít všechna čísla  
známa před vstupem na trh



**Správně si to celé propočítat - Amazon má jasně danou Fee strukturu,  
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známa před vstupem na trh**

Referral fee  
8-15%

FBA fulfillment fee  
Liší se podle velikosti

Selling account fee  
39.99 USD/měsíc

Storage fees

January - September	\$0.78 per cubic foot	\$0.56 per cubic foot
October - December	\$2.40 per cubic foot	\$1.40 per cubic foot

Cenotvorba - není dobré prodávat na Amazonu za výrazně dráž, než je jinde na internetu,  
Amazon pak může znevýhodnit listing

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Jestli je to možné, určitě vyberte variantu FBA pro naskladnění zboží do Amazonu



# Doručovací byznysové modely

Fulfilled by Amazon



Fulfilled by Merchant



# **Jestli je to možné, určitě vyberte variantu FBA pro naskladnění zboží do Amazonu**

Proč je to tak důležité?

Mnoho lidí si platí Amazon Prime, kde mají Free shipping a plno z nich si zaškrtně tento filter, takže by vaše zboží ani nevidělo

Zákazník ví, jakým způsobem mu balík dorazí, kdy ho může očekávat, že má jistotu customer podpory, kdyby se něco stalo, snadná, bezplatná vratka

Proto se zákazník nebojí nakupovat od neznámých značek (70%), věří zákaznickým recenzím a upřednostňuje Amazon jako jedničku při nákupu online

Nemůžete využívat možností pro nakopnutí výkonu na Amazonu jako je např. Vine program



1-48 of 302 results for "Knoblauchpresse" **302 celkových výsledků**

**Recently used filters**

**Eligible for free delivery**

Free Delivery by Amazon  
Free Shipping by Amazon to eligible destinations

**Eligible for free delivery**

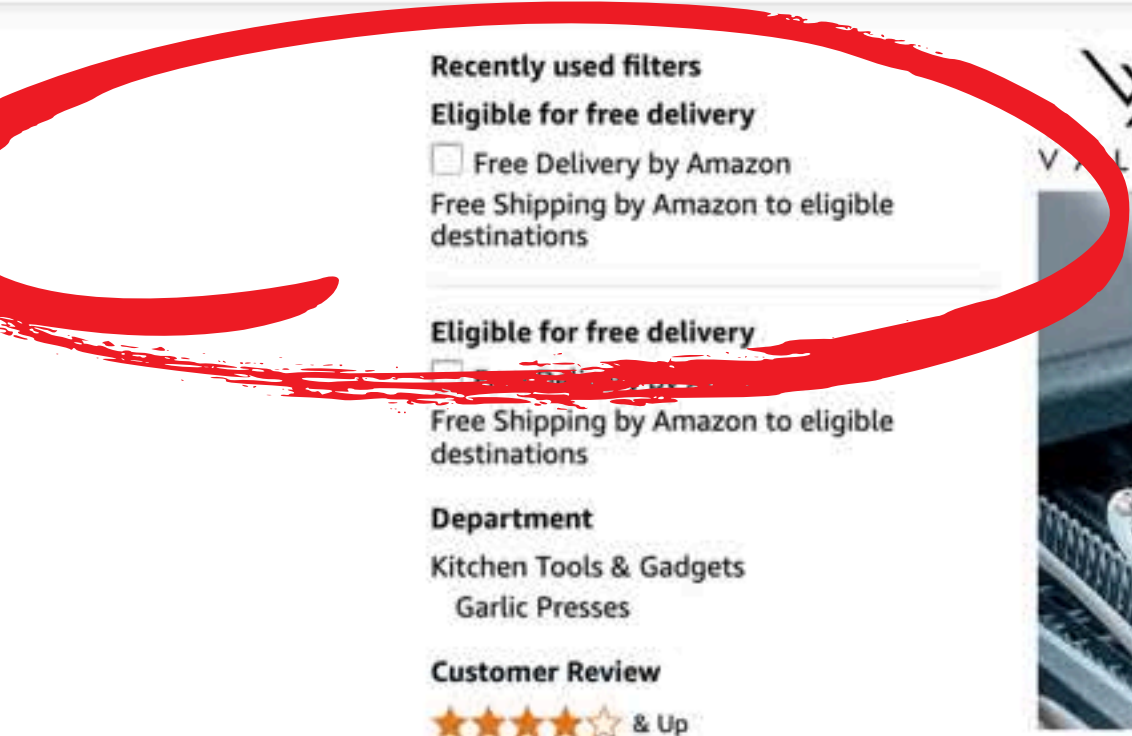
Free Shipping by Amazon to eligible destinations

**Department**

Kitchen Tools & Gadgets  
Garlic Presses

**Customer Review**

★★★★☆ & Up



Garlic at its best.  
[Shop VALUXE >](#)



VALUXE® Garlic Press Dishwasher Safe with Powerful Leverage - Practical Hand Press for...  
★★★★☆ 30



VALUXE® [The Original] Pizza Cutter - Premium Pizza Roller Made of Stainless Steel - Professi...  
★★★★☆ 1,447



VALUXE® Oil Sprayer for Cooking Vinegar with UV Protection Glass  
★★★★☆ 370

- Brands**
- WMF
  - RÖSLE
  - Leifheit
  - Fackelmann
  - Zyliss
  - ZWILLING
  - Lurch
  - [See more](#)

**Price**

€0 - €720+

Go

**Deals & Savings**

All Savings

**Condition**

Used  
New

**Amazon Global Store**

Amazon Global Store

**Seller**

- Parham Ring
- Yinqaouwuindian

**Results**

[Learn about these results.](#) Check each product page for other buying options. Price and other details may vary based on product size and colour.



**Sponsored**

Garlic Press Stainless Steel for Garlic & Ginger (No Peeling Required) | Easy to Clean Garlic Press | Garlic Press with 5 Year Guarantee | Garlic Press...  
★★★★☆ 5,898  
1K+ bought in past month  
€20.99



**Sponsored**

Garlic Press - Ergonomic Garlic Chopper and Ginger Mill - Rustproof Garlic Press for Improved Paste Extraction  
★★★★☆ 20  
100+ bought in past month  
€11.98



**Sponsored**

YC Kitchen Garlic Press Stainless Steel Garlic Press with Non-Slip User-friendly Handle - Garlic Paste Extraction Tool - Kitchen Utensil -...  
★★★★☆ 13  
50+ bought in past month  
€8.99



**Sponsored**

DESIOLE Garlic Press, Garlic Press Made of 304 Stainless Steel with Practical Cleaning Brush and Silicone Garlic Peeler Set, Garlic Press  
★★★★☆ 27  
200+ bought in past month  
€10.98

**Best Seller**



Oliver's Kitchen Premium Handy & Easy to Clean, F Garlic Effortlessly (No P Required), Extra Strong &  
★★★★☆ 9,570  
2K+ bought in past month  
€13.99 RRP: €24.99



1-48 of 272 results for "Knoblauchpresse"

272 výsledků při zaškrtnutí Free delivery by Amazon

Eligible for free delivery

< Clear

Free Delivery by Amazon

Free Shipping by Amazon to eligible destinations

Department

Kitchen Tools & Gadgets  
Garlic Presses

Customer Review

★★★★☆ & Up

Brands

- WMF
- Leifheit
- Fackelmann
- Zyliss
- Lurch
- Metalltex
- Eva Solo
- [See more](#)

Price

€3 - €88+



Deals & Savings

All Savings

Condition

Used  
New

Amazon Global Store

Amazon Global Store

Results

Learn about these results. Check each product page for other buying options. Price and other details may vary based on product size and colour.



Oliver's Kitchen Premium Garlic Press, Handy & Easy to Clean, Press Garlic & Ginger Effortlessly (No Peeling Required), Extra Strong & Durable i...

★★★★☆ 9,570  
2K+ bought in past month

€13<sup>99</sup> RRP: €24.99

Buy 2, save 5%  
FREE delivery Thu, 7 Nov on eligible first order  
Or fastest delivery Wed, 6 Nov

Add to Basket



Jsdojn Garlic Press, Garlic Cutter Garlic Press, Garlic Crusher Practical Kitchen Aid Dishwasher Safe Robust

★★★★☆ 16,318  
1K+ bought in past month

€7<sup>99</sup> RRP: €9.99

Buy 4, save 5%  
FREE delivery Thu, 7 Nov on eligible first order  
Or fastest delivery Wed, 6 Nov

Add to Basket



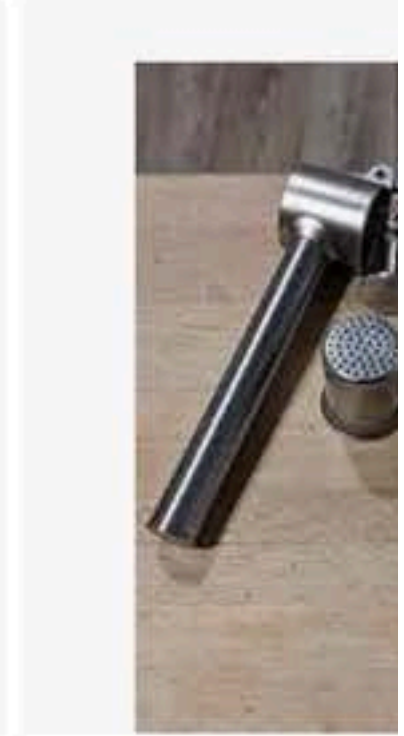
Turimon Garlic Press, Kitchen Tool with Easy to Use Handle - Efficient Garlic Paste Extraction Tool - Easy to Keep Clean Garlic Press - Colour:...

★★★★☆ 177  
900+ bought in past month

€14<sup>94</sup>

Buy 4, save 5%  
FREE delivery Thu, 7 Nov on eligible first order  
Or fastest delivery Wed, 6 Nov

Add to Basket



IKEA 000.891.63 Knoblauchpresse Stainless Steel

★★★★☆ 1,456  
400+ bought in past month

€7<sup>90</sup> RRP: €9.94

FREE delivery Thu, 7 Nov on eligible first order  
Only 16 left in stock.

Add to Basket



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Amazonu

Komplexní registrace

# Založení účtu

Email, telefonní číslo

Občanský průkaz představitele firmy

Platební karta

Výpis z bankovního účtu v AJ nebo NJ

Výpis za energie/telefon pro ověření identity v AJ

LUCID číslo - likvidace odpadu

Při FBA zaskladnění DPH - kvartální přiznání

Ochranná známka ( není nutnost, ale velice to pomůže)

**Nejspíše budete také výzváni k absolvování registračního  
“pohovoru” o ověření identity**



# Amazon business



Amazon marketplace is not only B2C platform

## Trusted by millions of customers of all types

**5 million+**  
businesses worldwide

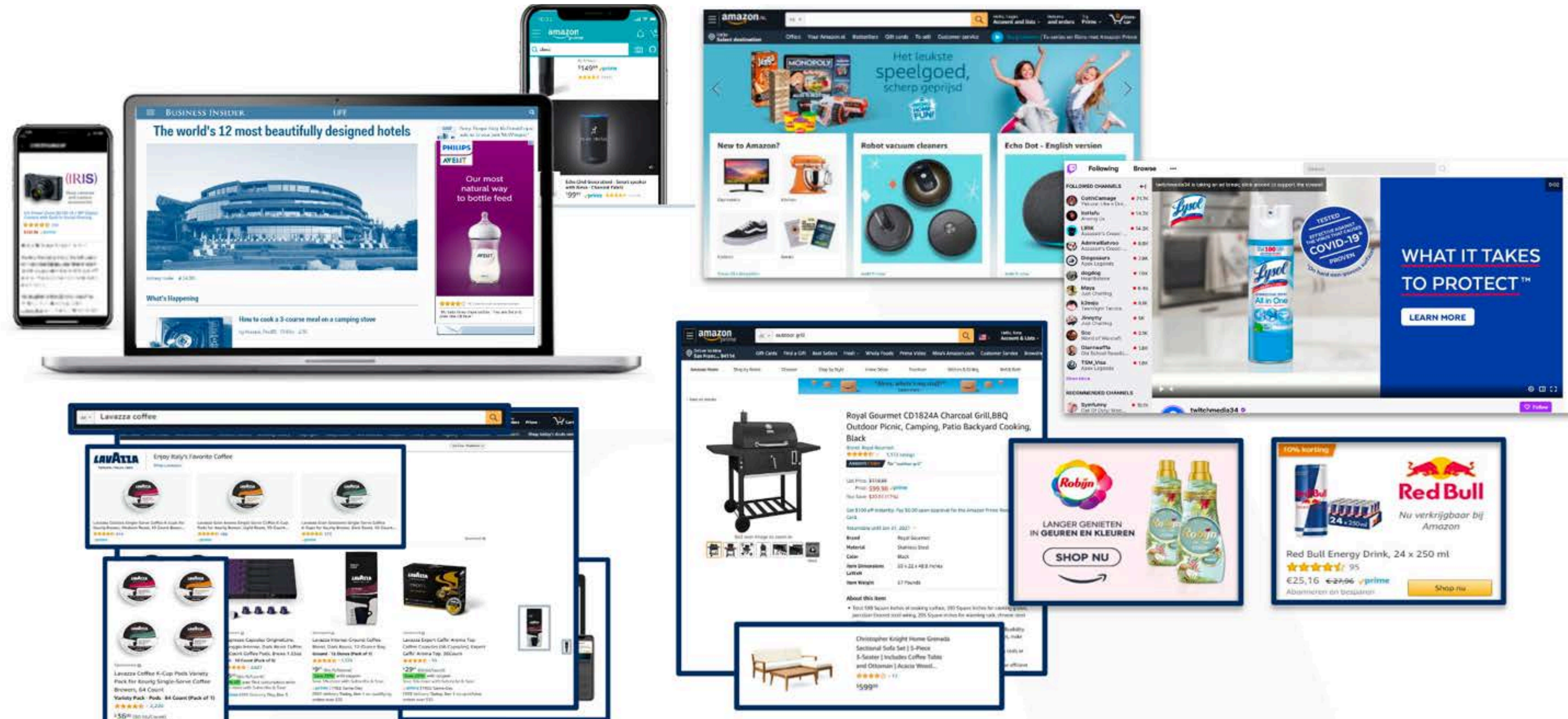
**96**  
customers on the Fortune  
100

**92**  
of the 100 largest hospital  
systems

**90**  
of the 100 most populous  
local governments



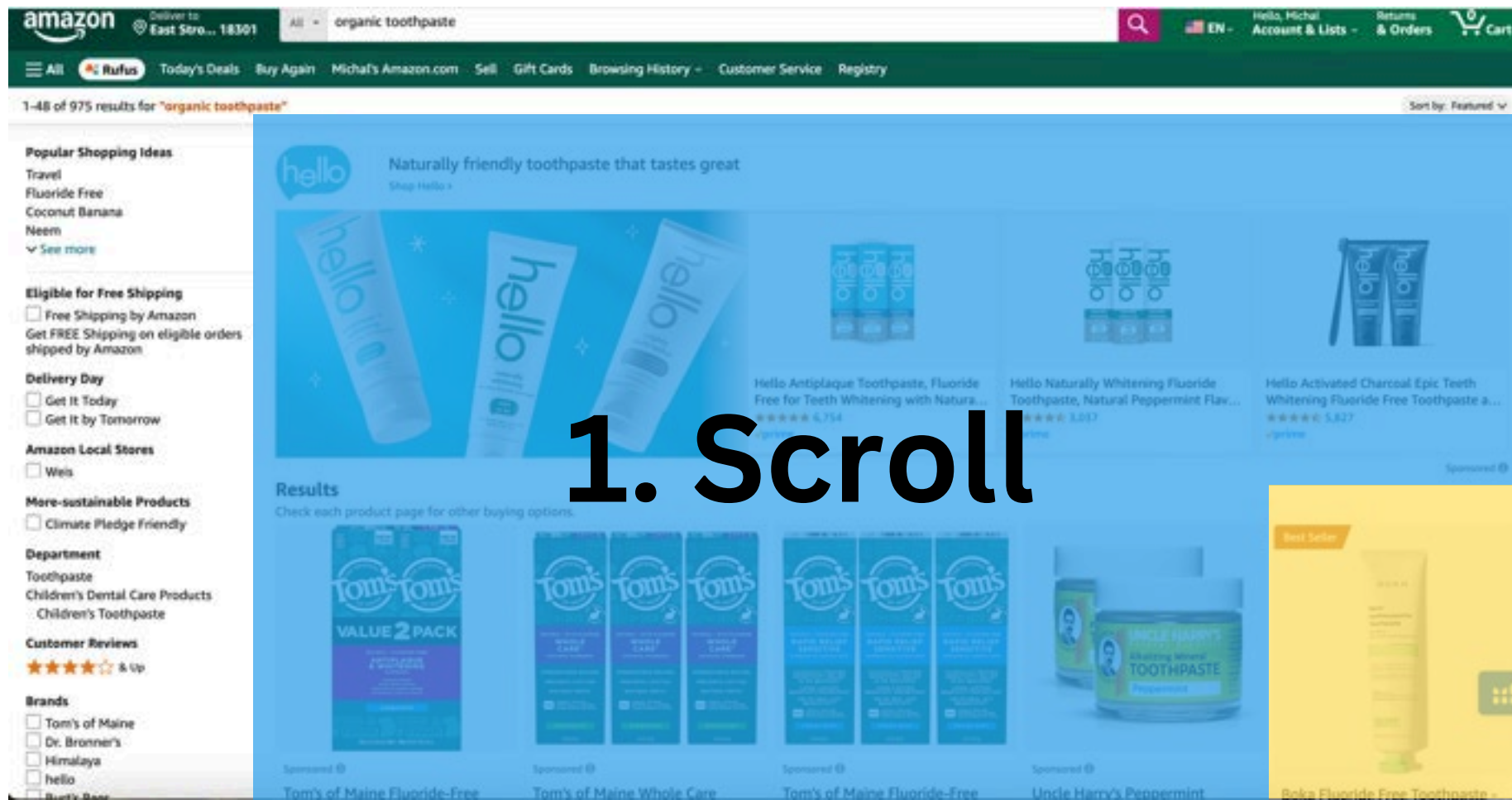
# Reklama na německém Amazonu – brána k více než 60 milionům uživatelů



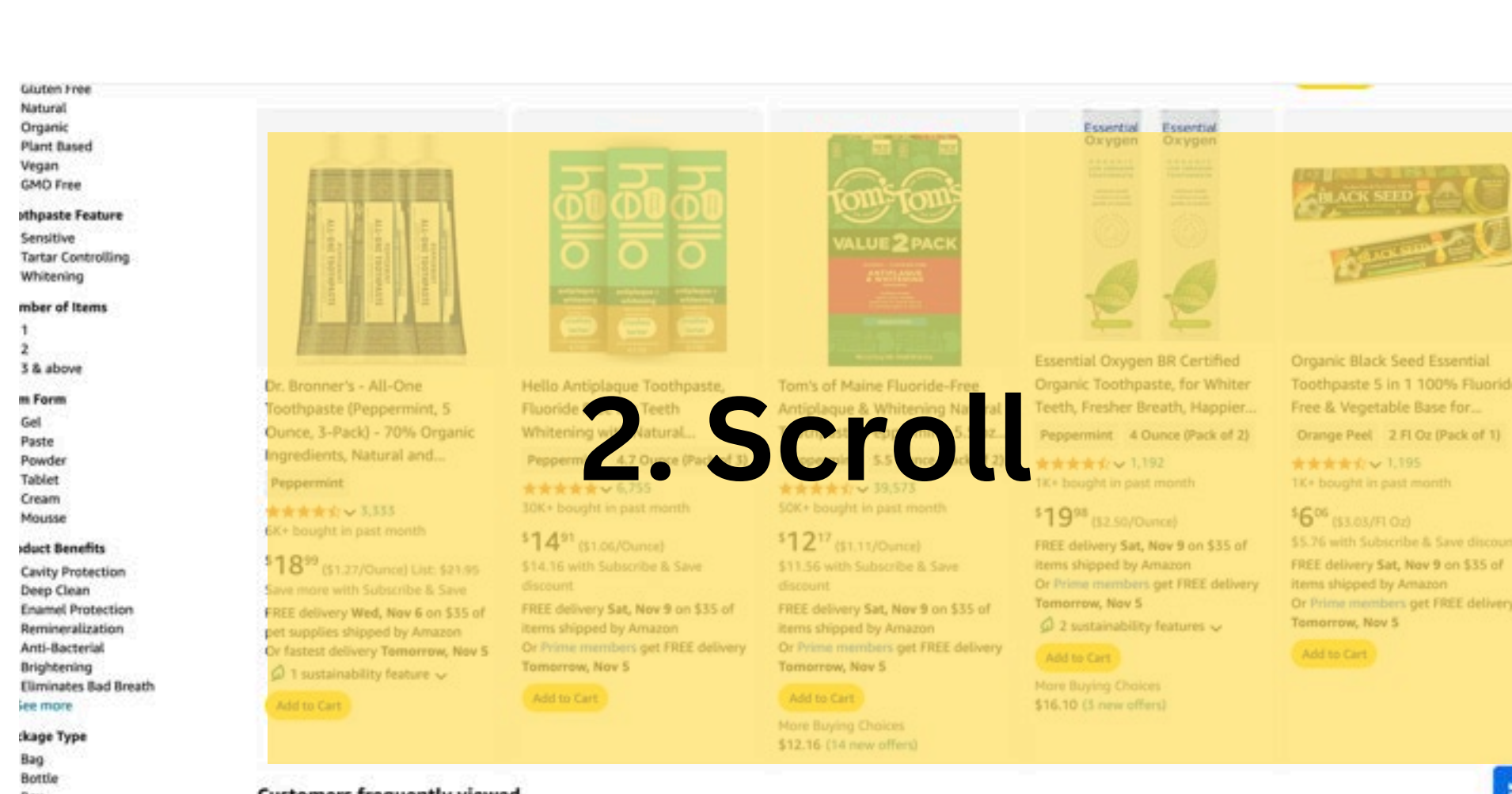


# Sponsored výsledky

# Organic výsledky



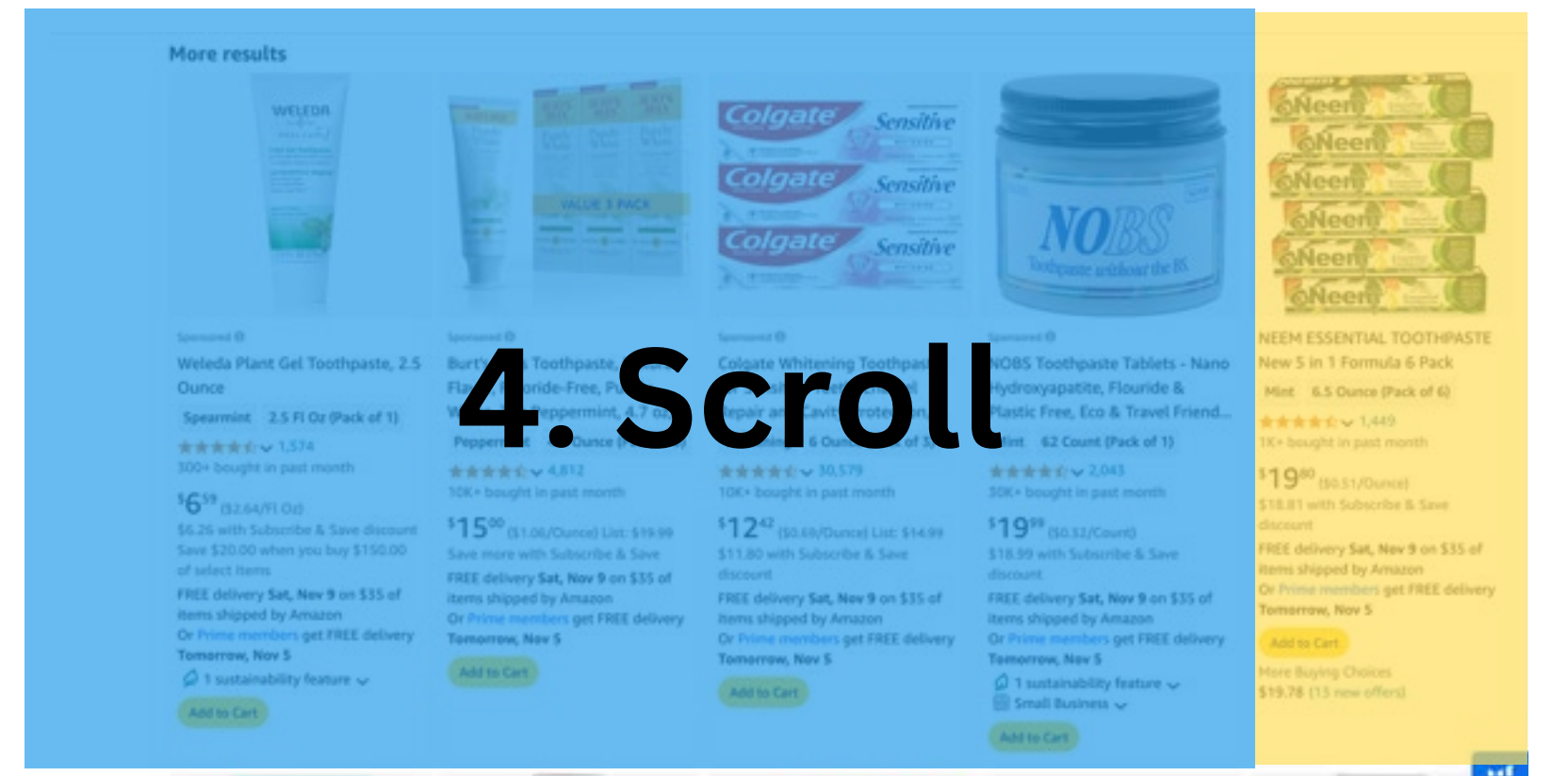
# 1. Scroll



# 2. Scroll



# 3. Scroll



# 4. Scroll



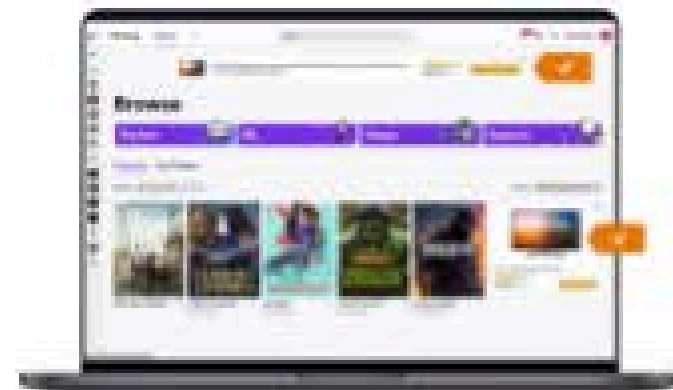
# 3: Reach New and Existing Audiences – scale to relevant and new to brand (NTB) customers

Reach customers across our offerings to engage audiences and share your brand story



## Streaming TV

FreeVee and Amazon Publisher Direct offerings put your brand on the biggest screen in the house during some of the most “distraction free” moments of the day and connect your brand with a valuable audience of engaged, hard to reach streamers.



## Twitch

Reach an engaged audience with premium video ads in Live Twitch content. A community of creators and viewers who welcome and appreciate brands.



## Audio

Brand engagement beyond the screen with Amazon Audio ads across Amazon Music Free on Echo and Alexa enabled devices, Fire TV, mobile/ tablet and desktop. Engage your audience throughout their day.



## Display & Video

Utilize Amazon’s demand side platform to reach your curated audience while they are shopping on Amazon and while they are off Amazon browsing and consuming content.



# Reklamní formáty

## Sponsored Products



1: Be discoverable:  
Increase sales by  
attracting traffic to your  
product detail page.

Produktové reklamy - CPC formát

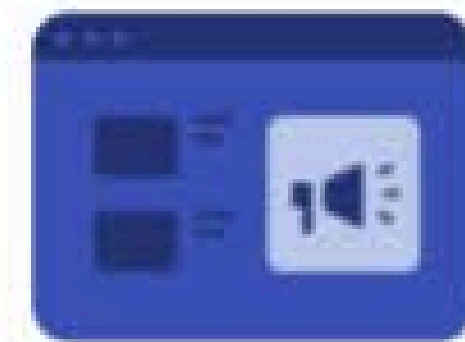
## Sponsored Brands



2: Increase sales of  
products in the brand  
range (outside hero  
ASINS)

Displayová řešení - CPM formát

## Sponsored Display



3: Increase market  
share Extend reach  
off Amazon. Target

1-48 of 666 results for "garlic press"

Sort by: Featured

Eligible for Free Shipping

Free Shipping by Amazon  
Get FREE Shipping on eligible orders shipped by Amazon

Delivery Day

Get It by Tomorrow

Amazon Local Stores

Weis

Department

Kitchen Utensils & Gadgets  
Garlic Presses

Customer Reviews

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

Brands

- Zulay Kitchen
- KitchenAid
- Joseph Joseph
- Zyliss
- Rösle
- RSVP
- Norpro
- [See more](#)

Price

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

\$ Min \$ Max Go

Deals & Discounts

All Discounts  
Today's Deals

Kitchen Product Grade

Commercial Grade

Kitchen & Dining Product Material

- Acrylonitrile Butadiene Styrene (ABS)
- Alloy Steel
- Aluminum
- Bamboo
- Brass

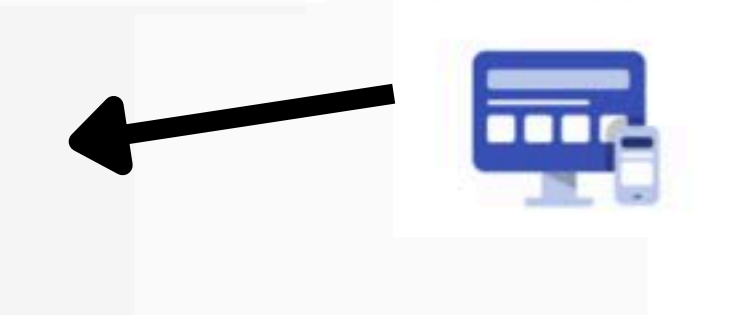
**MULIRE** 2 in 1 Garlic Press & Garlic Slicer  
[Shop MULIRE](#)

Garlic press 2 in 1 Garlic Press Stainless Steel, Eff...  
★★★★★ 108  
prime

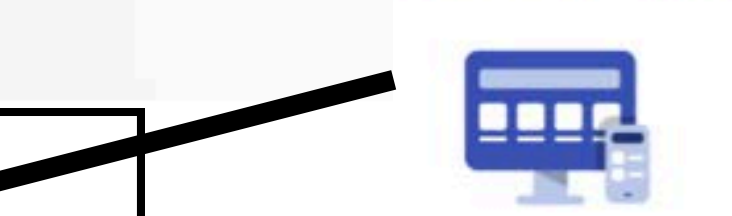
Garlic press 2 in 1 Garlic Press Stainless Steel, Eff...  
★★★★★ 108  
prime

MULIRE Meat Tenderizer mallet - Meat mallet an...  
★★★★★ 65  
prime

Sponsored Brands



Sponsored Products



Results

Check each product page for other buying options. Price and other details may vary based on product size and color.



Sponsored

**Kitessensu High Effective Garlic Press With Studs, Heavy Duty Garlic Mincer, Easy to Squeeze and Clean, Rust Proof & Dishwasher Safe, Ginger...**

★★★★★ ~ 3,165  
10K+ bought in past month

**\$8<sup>99</sup>**

FREE delivery **Tue** on \$35 of items shipped by Amazon  
Or fastest delivery **Tomorrow**

[Add to cart](#)



Sponsored

**Garlic Press Stainless Steel, No Need to Peel Garlic Mincer Tool for Fine Garlic, Detachable for Easy Cleaning, Garlic Presser and Masher,...**

★★★★★ ~ 4,869  
1K+ bought in past month

**\$29<sup>99</sup>**

Join Prime to buy this item at \$23.99  
FREE delivery **Tue** on \$35 of items shipped by Amazon  
Or fastest delivery **Tomorrow**

[Add to cart](#)



Sponsored

**ORBLUE Garlic Press Stainless Steel - Premium Professional Grade Garlic Mincer, Crusher & Peeler Set - Easy Clean, Dishwasher Safe & Rust-proof**

★★★★★ ~ 21,301  
3K+ bought in past month

**\$15<sup>97</sup>** List: \$24.97

FREE delivery **Tue** on \$35 of items shipped by Amazon  
Or fastest delivery **Tomorrow**

[Add to cart](#)



Sponsored

**Cuisinly® - Garlic Press - Garlic Press Stainless Steel - Garlic Press Rocker - Garlic Chopper - Garlic Crusher - Garlic Mincer - With Free Silicone...**

★★★★★ ~ 436  
100+ bought in past month

**\$9<sup>99</sup>**

FREE delivery **Tue** on \$35 of items shipped by Amazon  
Or fastest delivery **Tomorrow**

[Add to cart](#)



Overall Pick

**Zulay Kitchen Premium Garlic Press Set - Rust Proof & Dishwasher Safe Professional Garlic Mincer Tool - Easy-Squeeze, Easy-Clean with Soft...**

★★★★★ ~ 22,568  
10K+ bought in past month

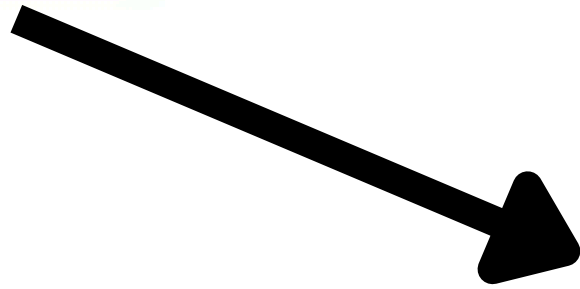
**\$9<sup>99</sup>** List: \$19.99

FREE delivery **Tue** on \$35 of items shipped by Amazon  
Or fastest delivery **Tomorrow**

[Add to cart](#)



# Sponsored Display



- Aluminum
  - Brass
  - Bronze
  - [See more](#)
- Color
- 
- Seller
- GLYT
  - tengzhouhaichengyuzongheshangmaoyouxiangongsi
  - [See more](#)

  
KITCHEN MAMA



Kitchen Mama  
Silicone Jar or Can..  
4.7  84  
-48%  
\$12.99 ~~\$24.99~~  


[Shop now](#)

Sponsored 



**Overall Pick**

Kitessensu High Effective Garlic Press With Studs, Heavy Duty Garlic Mincer, Easy to Squeeze and Clean, Rust Proof & Dishwasher Safe, Ginger...

★★★★★  13,690  
4K+ bought in past month

\$9.99

Save 8% with coupon

FREE delivery Sat, Nov 9 on \$35 of items shipped by Amazon

Or Prime members get FREE delivery Wed, Nov 6

[Add to Cart](#)



Zulay Stainless Steel Garlic Press Rocker Set - Premium Garlic Mincer Garlic Crusher - New Innovative Garlic Crusher with Peeler and Scraper - ...

★★★★★  3,032  
2K+ bought in past month

\$9.99 List: \$10.99

\$8.98 with Prime membership

FREE delivery Sat, Nov 9 on \$35 of items shipped by Amazon

Or Prime members get FREE delivery Tomorrow, Nov 5

[Add to Cart](#)



Garlic Press, Premium Rust Proof Kitchen Garlic Mincer Crusher Squeezer with Ergonomic handle, Ginger Crusher with Good Grip, Eas...

★★★★★  672  
1K+ bought in past month

\$6.99

FREE delivery Sat, Nov 9 on \$35 of items shipped by Amazon

Or Prime members get FREE delivery Tomorrow, Nov 5

[Add to Cart](#)



Vantic Garlic Press Rocker - Stainless Steel Garlic Mincer Garlic Crusher, New Innovative Garlic Chopper with Peeler and Scraper for Smash Garlic

★★★★★  10,816  
4K+ bought in past month

\$11.99 List: \$15.99

\$9.47 with Prime membership

FREE delivery Sat, Nov 9 on \$35 of items shipped by Amazon

Or Prime members get FREE delivery Tomorrow, Nov 5

[Add to Cart](#)



Garlic Press Rocker, Stainless Steel Garlic Mincer and Garlic Crusher, Easy-Squeeze Garlic Tool with Peeler and Cleaning Brush for Smashing...

★★★★★  92  
2K+ bought in past month

\$6.49 Typical: \$6.99

FREE delivery Sat, Nov 9 on \$35 of items shipped by Amazon

Or Prime members get FREE delivery Tomorrow, Nov 5

[Add to Cart](#)

## Trending now

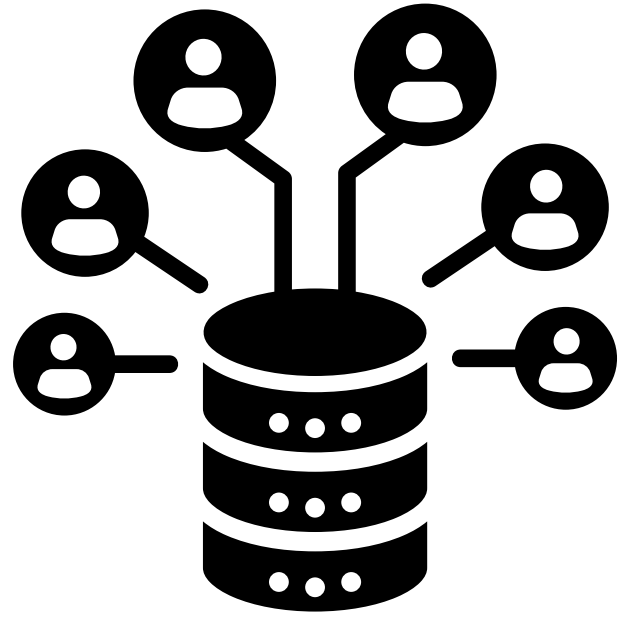
Sponsored 



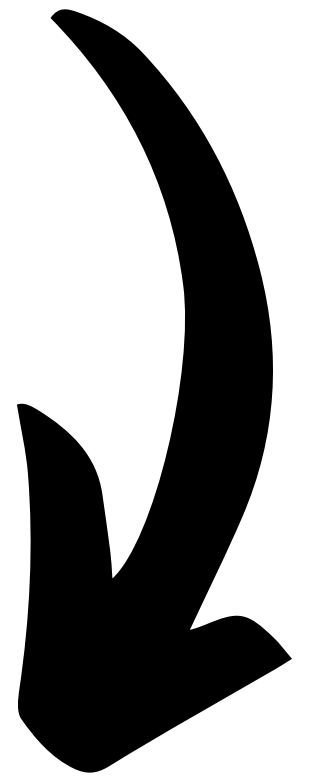
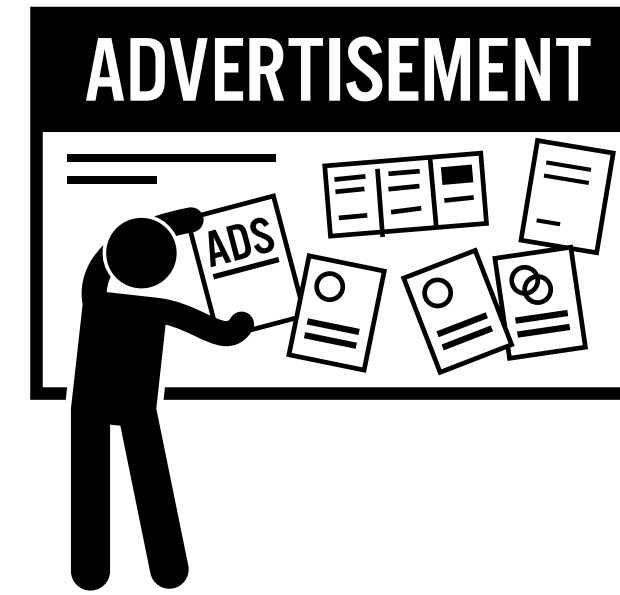
**Amazon Ads jako reklamní nástroj nejen pro e-commerce, ale i SaaS, aplikace a služby**



Vyberte svou audience  
(40+k audience segmentation  
options)



Nastavení kampaně v rámci Amazon inventory

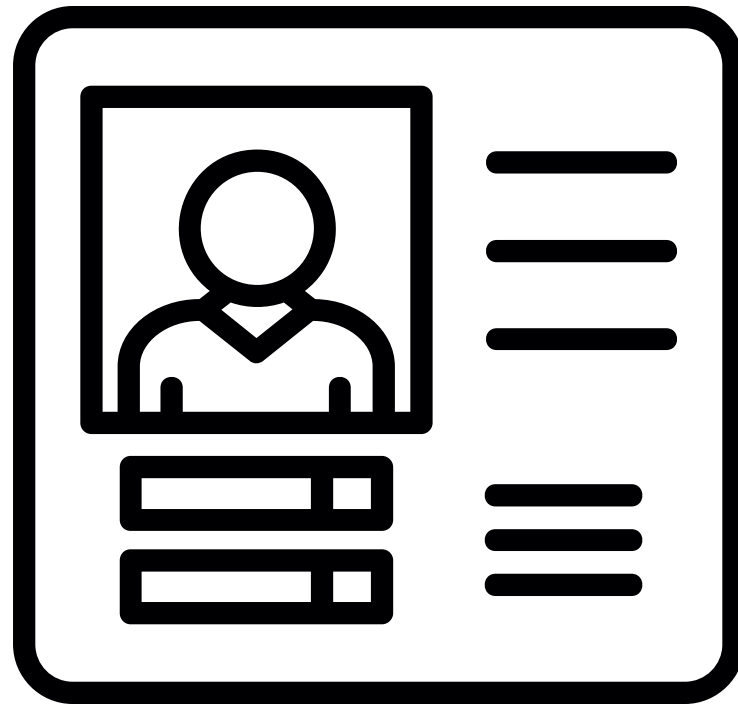


Pracujte dále s uživateli, jak je chtěno



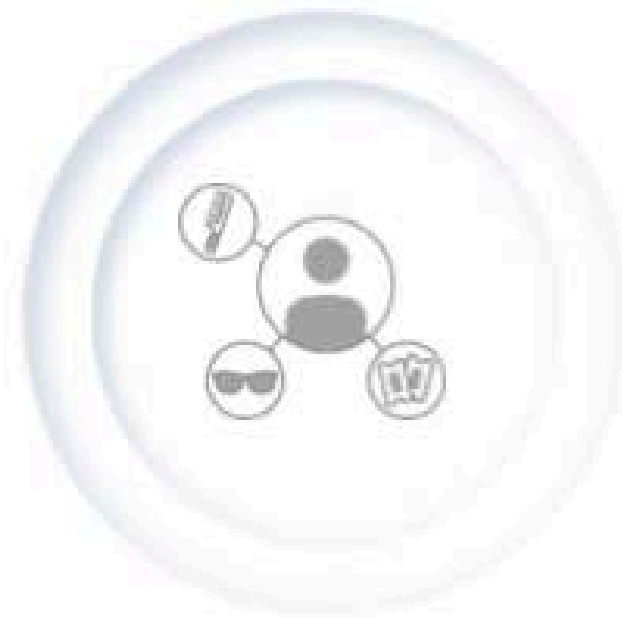
Doved'te amazon uživatele  
na svou landing stránku





# Buyer persona

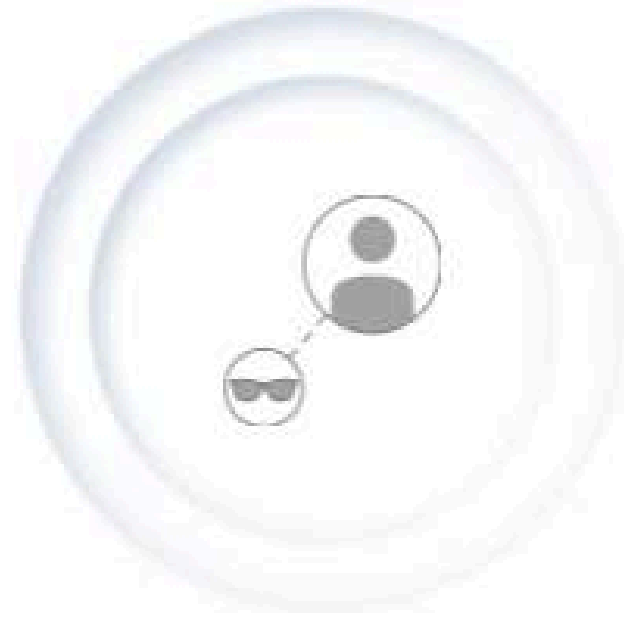
40k+ audience segments



## Lifestyle

What does the content they consume and retail data tell us?

(12 months)



## In-Market

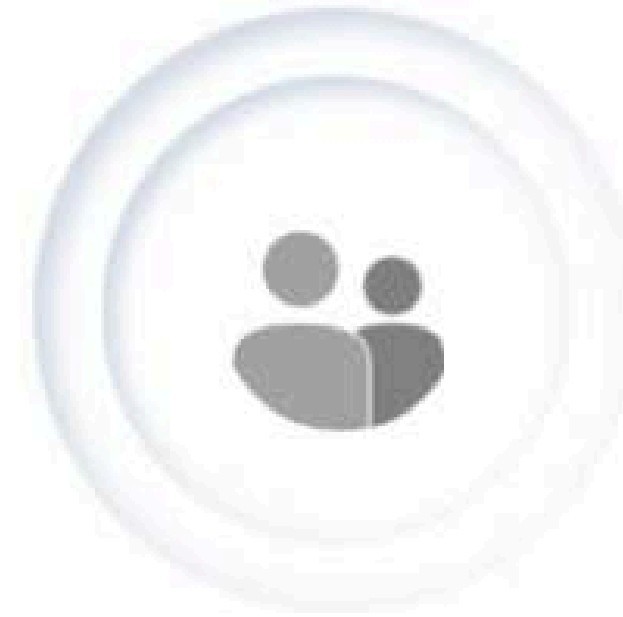
What are they browsing and shopping for right now?

(30 days)



## Custom

What do consumers stream, listen, buy, search, listen?



## Demographic

Reach specific audiences based on gender, age, HHI etc.



# Leverage your existing audience sources using Advertiser Audiences

## Available sources



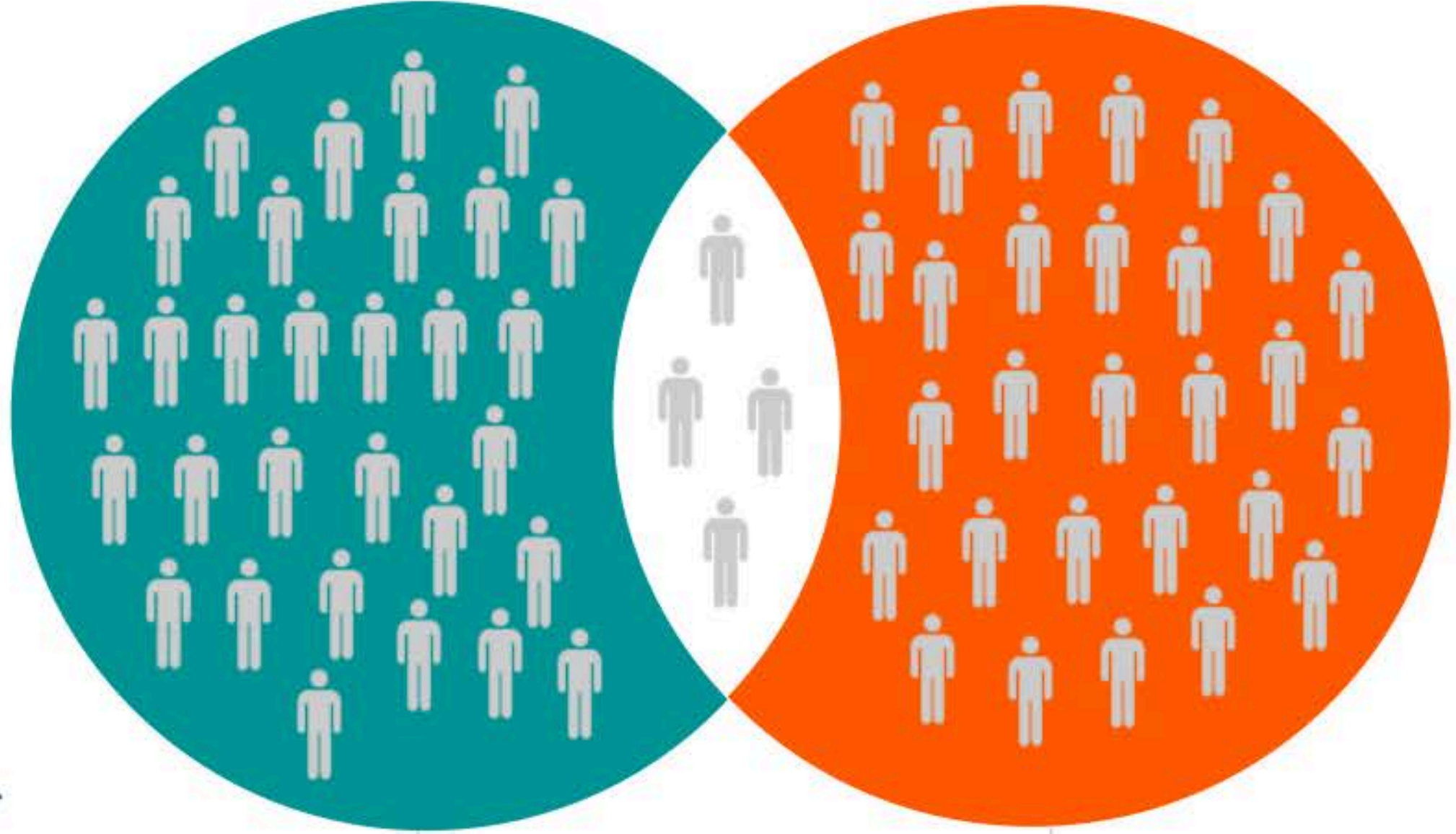
Pixel



Advertiser hashed audience



DMP transfer



Advertiser Audience

Amazon Audience

## How to use them

Reach **existing** audiences

Reach **lookalike** audiences

Reach new audiences with **overlap reports**



# Giving you access to millions of consumers in trusted environments at multiple points of the day

AM 

- News, weather and some music from Alexa
- Catching up on favorite shows and reading the news on Fire Tablet.
- Browsing products and buying on Amazon.co.uk



PM 

- Alexa: What's for dinner?  
Using one of Alexa's many recipe skills.
- Fire TV and Prime Video on the biggest screen in the house



Příklad

VPN řešení

Zajímají mě lidé, co koupili nové zařízení (PC, telefon)

Ti, co cestují

Možná ti, co konzumují sportovní obsah? Ten je mnohdy ze zahraničí nedostupný, na CT sport se ze zahraničí nemohu koukat

<b>Interest</b> Travel & Tourism	<b>LS - Interested in Travel</b> 366206177193566931	People who are interested in Travel
<b>Third-party</b> Audiences by Oracle	<b>LS - Business Travelers to International Destinations</b> 399511401789762174	People who travel internationally for business
<b>Third-party</b> Audiences by Oracle	<b>LS - Leisure and Vacation Travelers to International Destinations</b> 364327688866747407	People who travel internationally
<b>Third-party</b> Comscore	<b>Genre - Viewers of Sports TV Content</b> 411405861546075687	People who likely watch Sports TV content
<b>Third-party</b> Audiences by Oracle	<b>Purchase-Based - Laptop Owners</b> 418621973516868010	People who own Laptops
<b>In-market</b> Software & Apps	<b>IM - Computer Security</b> 414067334144070310	People whose shopping activities indicate they are likely to purchase Computer Security



# Cílím na celou kategorii

všichni, kdo v posledních 90 dnech koupili laptop

## Best Sellers in Traditional Laptop Computers

#1



**#9** in Computers & Accessories

Quick View: [Price History](#) | [Brand](#)

Quick Links: [Optional Bundle](#) | [Bullets](#) |

[Reviews](#) | [Variations](#) | [Listing Images](#) |

[Customers Questions](#)

ASIN: B0BS4BP8FB

#2



**#29** in Computers & Accessories

Quick View: [Price History](#) | [Brand](#)

Quick Links: [Optional Bundle](#) | [Bullets](#) |

[Reviews](#) | [Variations](#) | [Listing Images](#) |

[Customers Questions](#)

ASIN: B0CVZBJN2R

#3



**#84** in Computers & Accessories

Quick View: [Price History](#) | [Brand](#)

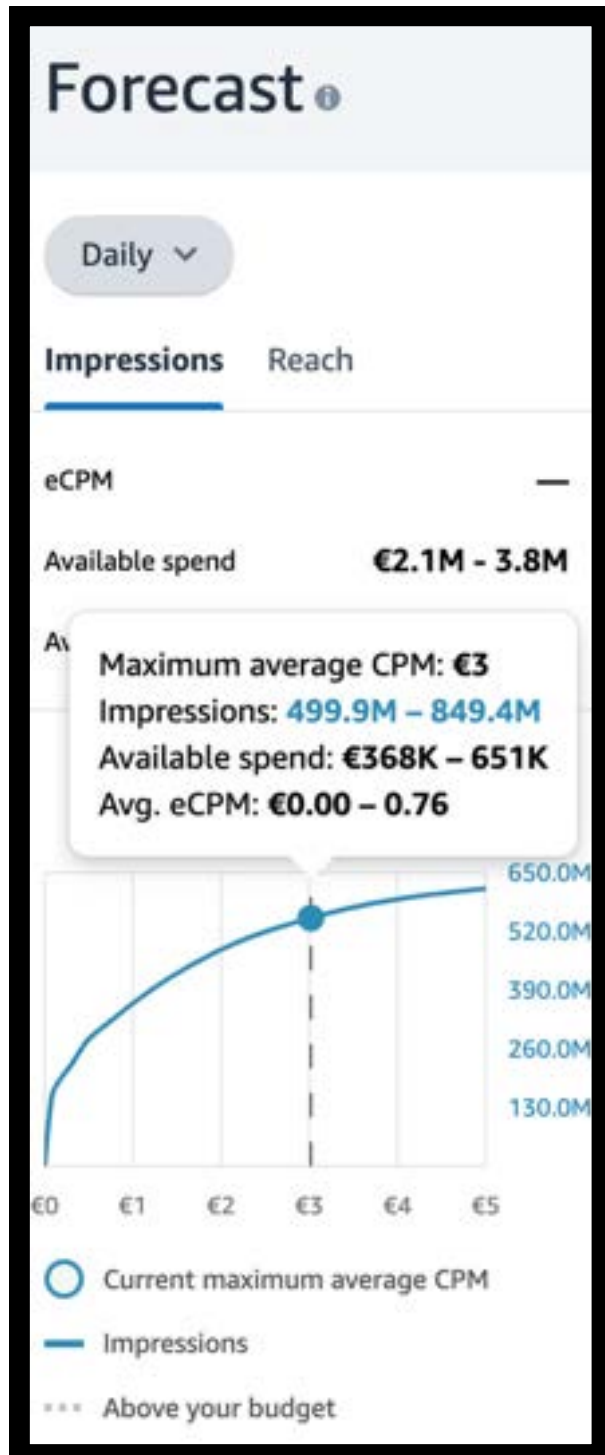
Quick Links: [Optional Bundle](#) | [Bullets](#) |

[Reviews](#) | [Variations](#) | [Listing Images](#) |

[Customers Questions](#)

ASIN: B0CDQRQRDS

Víme jaké jsou možnosti cílení, forecast, dosah, cena



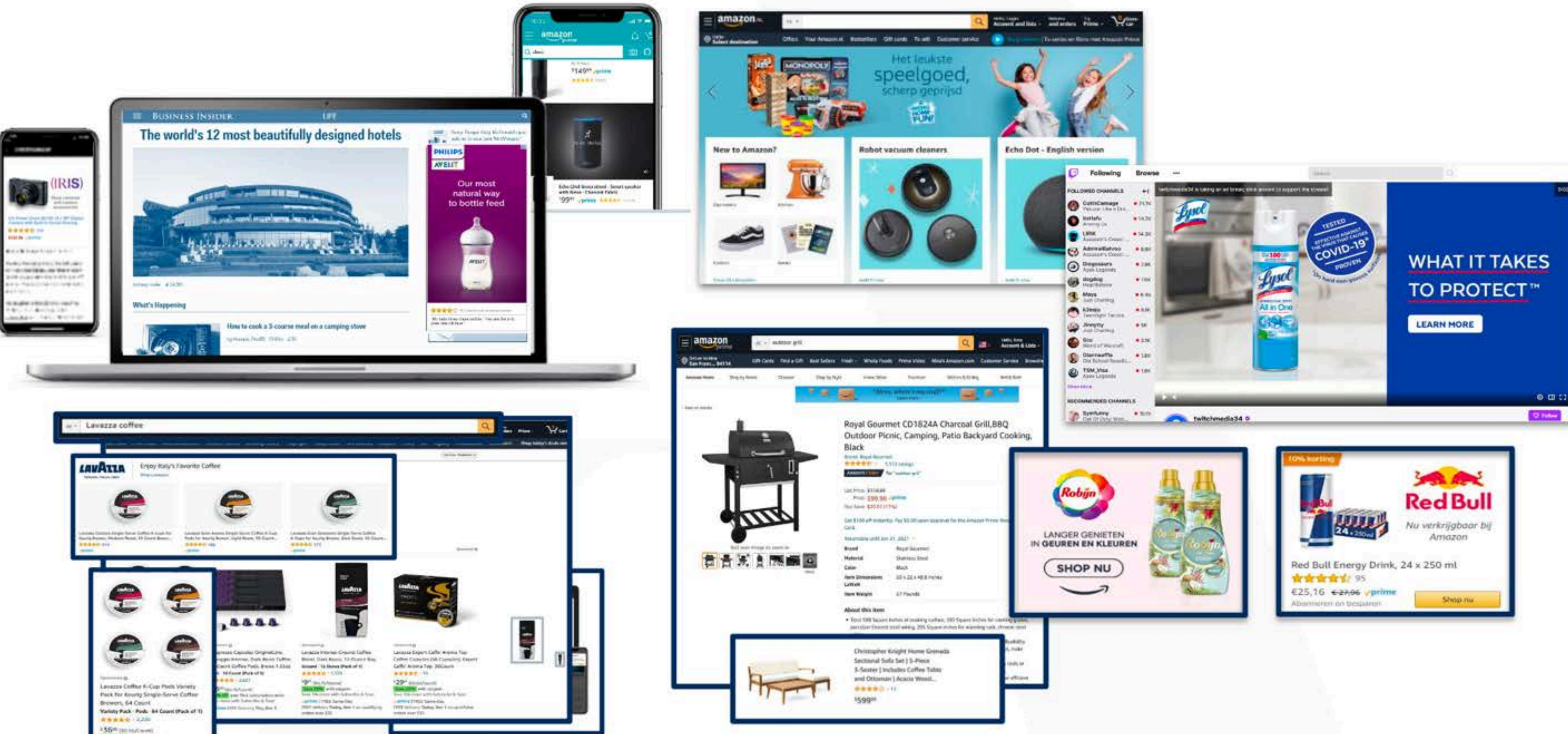
Category	Audience	Overlap % ⓘ	Forecasted daily reach ⓘ	Affinity ⓘ
In-market	IM - T-Shirts für Herren	44%	2M - 2M	13.29x
In-market	IM - Streetwear für Herren	72%	3M - 4M	11.65x
In-market	IM - Sportjacken für Herren	14%	700K - 800K	10.93x

**Maximum average CPM: €4**  
**Impressions: 2.8M - 4.7M**  
**Available spend: €3K - 6K**  
**Avg. eCPM: €1.00 - 1.26**

Demografické, geografické  
 Cílení na produkty, značky, a kategorie  
 Contextuální, Look-alike



# A Variety of ad formats - for any objective



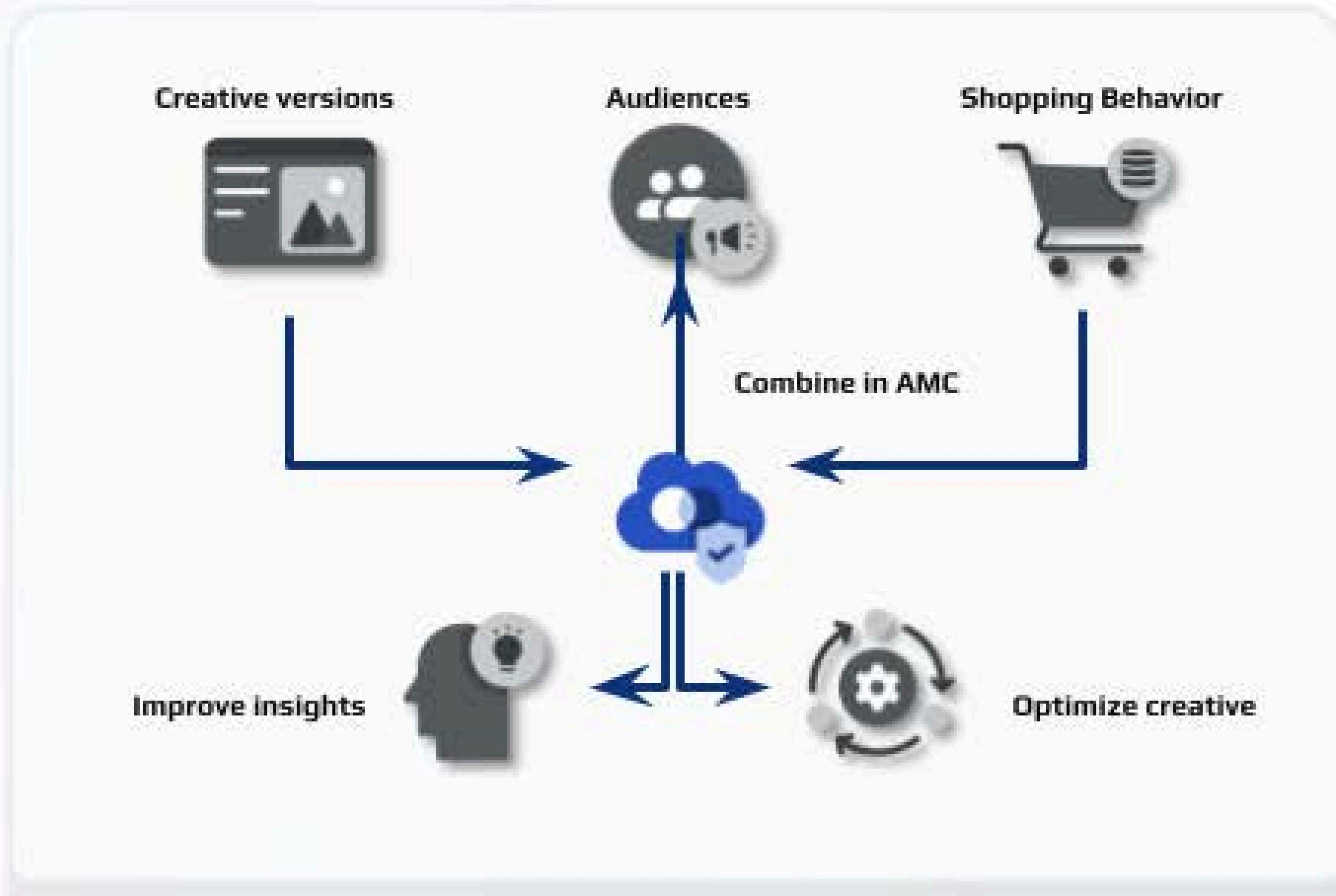


## 4: Measure the Impact of your investment with Amazon Marketing Cloud Study

Amazon's privacy-safe clean room solution.

- **Media mix analysis:** Understand a media channel's incremental value and the effectiveness of different media combinations
- **Audience insights:** Look into the composition of ad-exposed audiences and attributes of engaging audience groups
- **Journey assessment:** Analyse the sequence, frequency, and types of audience interactions on path to Conversions
- **Custom attribution:** Tailor how you credit different touchpoints to understand the full contribution of media and campaigns
- **Omnichannel impact analysis:** Evaluate how Amazon media campaigns drive engagement

### Amazon Marketing Cloud (AMC)







# We teach customers how to navigate the Amazon ecosystem



**Local Support & Consulting** - strategic and optimization campaign advisory and in-market support

**Platform Expertise** - experienced teams with in-depth platform knowledge

**Strategy Development**

**Education and Best Practices**

**Troubleshooting** - accounts, ads, technical

**Business Integrity** - knowledge base, ads policy, monitoring, reporting

**Marketing Technology Enabled Services** - proprietary solutions and leading global third-party tools and methodologies accelerating growth

## Supplementary services provided:

### Data Services

- Martech Consultancy
- Tracking and Attribution
- Analytics and Reporting

### Creative Services

- Concepts
- Localization
- Education
- Consultancy and Design

### Audit and Setup

- Paid Social Platform Accounts
- Web Analytics
- Conversion Rate Optimization
- KPI Tracking

### Specialized

- Platform Ads Policy
- Business Intelligence
- Market Research
- GTM Strategies

### Performance Services

- Assistance on Campaign Execution
- Support with solutions
- Best Practice

**Děkuji Vám za pozornost!**



## Michal Weiss

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Zakladatel ProductCoach.cz

Amazon Seller

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 [www.alephholding.com](http://www.alephholding.com)

LinkedIn QR

