



Agency Focuses on Expansion in Amazon Marketplaces for 10 New Clients Using Market Tracker 360

10XCREW's goal is to create a perfect synergy between the brand shop, social commerce and all major marketplaces like Amazon by using cutting edge CRM tactics.



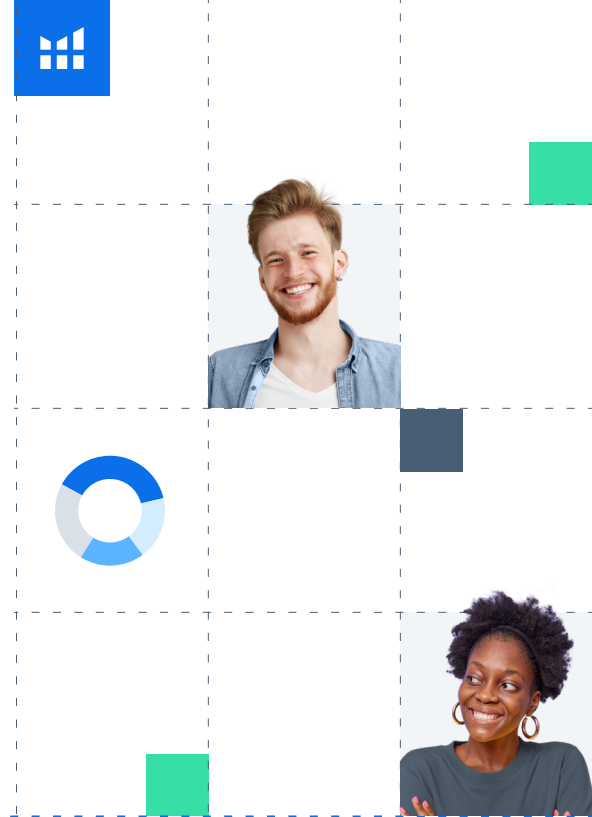
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About 10XCREW

10XCREW supports brands and manufacturers with their D2C strategy and execution.

Enabling them to reach millions of consumers around the world through their direct online channels. Their goal is to create a perfect synergy between the brand shop, social commerce and all major marketplaces like Amazon by using cutting edge CRM tactics.

As their agency grew, they knew they had to support brands to reach and connect with consumers as direct online channels became increasingly important in the customer journey. They required a scalable solution that could improve business efficiency, support their rapid growth, and deliver competitive market insights to new and existing clients.



The Challenge

The organization was faced with the primary challenge of identifying and prioritizing opportunities for both existing and potential clients within the defined scope.

This entailed creating forecasts and recognizing prospects for market entry. The scope encompassed various factors such as marketplace, channels, and products that offer the highest potential. In addition, a secondary challenge was obtaining the appropriate tool that could effectively supply these insights and facilitate the seamless export of data for analysis while also supporting the creation of graphs and slides to facilitate the sharing of findings with clients. In their pursuit to support their clients' D2C strategy and execution, they faced the challenge of finding a solution that could provide accurate competitive intelligence data. This data was crucial for identifying category expansion opportunities and making informed decisions.

“[Market Tracker 360] has helped me determine how big a market is and identify opportunities for expansion... I can see relevant market information at once - **no combining data, no spreadsheets.**”

Max Vogel

Growth Lead / Business Analyst, 10XCREW

With the primary challenge of identifying and prioritizing opportunities, Market Tracker 360's **data accuracy and competitor analysis proved to be crucial for forecasting and recognizing prospects for market entry**

- ✓ Using MT360, 10XCREW helps clients **identify their competition early, maintain their market share, and expand into marketplaces**
- ✓ Focusing on understanding market size and potential, the team has **built strategies for 10 new clients in the last 6 months**
- ✓ The team established an effective process for **researching markets and gathering actionable insights faster than ever before**

Their Strategy

After implementing Market Tracker 360 for just 6 months, 10XCREW established an effective process for researching markets and gathering actionable insights faster than ever before to help clients identify their competition early, maintain their market share, and expand into marketplaces such as Amazon.

10XCREW has used Market Tracker 360 to build marketing strategies for up to 10 new clients in the last 6 months. Their primary focus is to understand market size so that they can properly map market potential for the client. Once they determine that there is an investment opportunity, they will use the competitor analysis to understand the players in the space, what countries they are selling in, their product range, and the competitor's growth trajectory.

Recently, 10XCREW was working with a new client in the smart lighting space that was active on Amazon Germany but was primarily selling on bol.com, a Dutch marketplace. The team wanted to understand how big the entire market of smart lighting was in Amazon Germany and in neighboring countries such as France. In addition, they wanted to understand who the major competitors were within this space so that they could study their strategy and understand their product range.

The Results

As a result, 10XCREW now have access to all the analysis in one place to set their clients up for success:

Market Share Insights

total market share

category level by data

category level by market

category level by region

Competitor Analysis

top competitors

emerging competitors

competitor growth trends

Product Analysis

unlimited ASIN data

best market fit creation

new product development opportunity

Unleash Market Intelligence for
Your Amazon Business!

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