



NRHA

**All-Industry
Conference**

How to Manage E-Commerce in a Post-Covid Environment





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THE 5 ITS:

HAVE →
FIND →
DISPLAY →
PRICE →
DELIVER →



Have It

Is your assortment available everywhere it could be?



"Everything Store" Mentality?



Multiplatform Approach?

Find It

Is your assortment available via search?

54% of product searches begin on Amazon vs. Google

AMS	Reverse ASIN
carpet	cleaner
cleaner	carpet
shampooer	vacuum
machine	floor
spot	machine
pet	steam
rug	pet
hoover	rug
portable	mop
bissell	bissell
steam	cleaning
bissel	hardwood
cleaners	brush
for	tile
steamer	shark
cleaning	wood
and	steamer
shampoo	floors
best	doctor
shampooers	shampooer
upholstery	cleaners
stain	shampoo
extractor	solution
washer	hoover
professional	upholstery
upright	hard
hand	spot
home	stain
remover	bissel

Category: “carpet cleaner” = 45,709 searches/month

Surfaces: “hardwood floor cleaner” + “upholstery cleaner” = 15,509

Use Cases: “pet stain and odor carpet cleaner” = 5,789

Competitors: “bissell” or “hoover carpet cleaner” = 18,895

Substitute Machines: “vacuum cleaner”, “steam mop”, “pet vacuum” = 236,555

SEO + Keyword Mining

Flavor	Honey
Brand	Nature Nate's
Volume	40 Fluid Ounces
Item Dimensions	2.7 x 7.6 x 3.9 inches
LxWxH	
Weight	2.55 Pounds
Ingredients	Honey
Container type	Bottle
Serving Description	1 Tbsp (21g)
Protein	0 Grams

Attributes are king

Display It

Is your assortment represented with best-in-class content and back-end info?

Evaluation result: 9.5 of 10

Nature Nate's 100% Pure, Raw & Unfiltered Honey
Bottle; Award-Winning Taste

Visit the Nature Nate's Store
★★★★☆ 9,408 ratings | 199 answered questions
Amazon's Choice for "nature nate's"

Price: **\$8.93** (\$0.28 / Ounce) and **FREE Shipping** on orders over \$25
Get \$20 off instantly: Pay \$0.00 upon approval for the Amazon Prime Card

This item is non-returnable. For exceptions, see details.

Size: **32 Ounce (Pack of 1)**

12 Ounce (Pack of 1)	16 Ounce (Pack of 1)	\$2
\$5.99 (\$0.50 / Ounce)	\$6.31 (\$0.40 / Ounce)	\$8

- Nature Nate's 100% Pure, Raw & Unfiltered Honey is the substitute straight from the hive
- Our honey is gently warmed and then strained, not filtered stuff (like pollen, in)
- Choose real with honey as a replacement for refined or a
- Add the award-winning Flavor of Nature Nate's raw & unfiltered honey to your yogurt, in smoothies, or as an alternative sweetener in
- Nature Nate's only partners with beekeepers who share their hives

20 new from \$8.93
[Report incorrect product information.](#)

Similar item to consider
Amazon Brand - Solimo Petroleum Jelly with Vitamin E
\$3.49
★★★★☆ (567)

COVID-19 products
Save on supplies for healthcare and government
>>>

Amazon Business:
Over 100 million products at business-only prices

Mobile Ready First?

- nut free**
- USDA organic**
- certified gluten-free**
- non-gmo verified**
- certified vegan**
- dairy free**

MADEGOOD
Trust in something good.

Showing vs. Selling

WHAT MAKES ESSENTIA BETTER?

SOURCE Our proprietary process allows us to take water from any source and turn it into Essentia Water.	PURIFICATION Unwanted particles are removed through microfiltration and reverse osmosis, making Essentia 99.9% pure.
ELECTROLYTES The water is infused with trace amounts of electrolytes not just for taste, but to better complement the body's natural mix.	IONIZATION Bitter tasting acidic ions are removed, creating a deionized alkaline water with pH levels of 9.5 or higher.

Price It

Is your assortment priced correctly vs. marketplace?

Available from these sellers.

Size: 40 Ounce (Pack of 1)

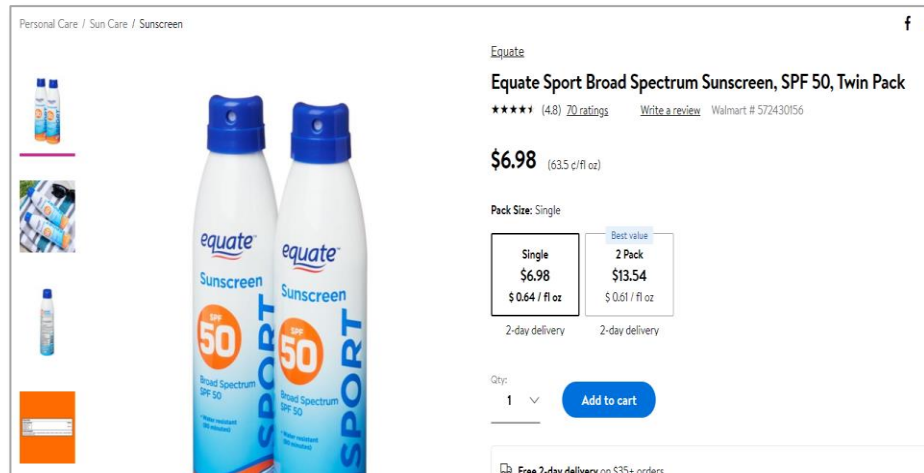
12 Ounce (Pack of 1)
\$5.99 (\$0.50 / Ounce)

16 Ounce (Pack of 1)
\$7.49 (\$0.47 / Ounce)

32 Ounce (Pack of 1)
\$8.93 (\$0.28 / Ounce)

40 Ounce (Pack of 1)
11 options from \$16.42

CRaP



Personal Care / Sun Care / Sunscreen

Equate

Equate Sport Broad Spectrum Sunscreen, SPF 50, Twin Pack

★★★★ (4.8) [70 ratings](#) [Write a review](#) Walmart # 572430156

\$6.98 (63.5 c/ fl oz)

Pack Size: Single

	Best value
Single	2 Pack
\$6.98	\$13.54
\$ 0.64 / fl oz	\$ 0.61 / fl oz

2-day delivery 2-day delivery

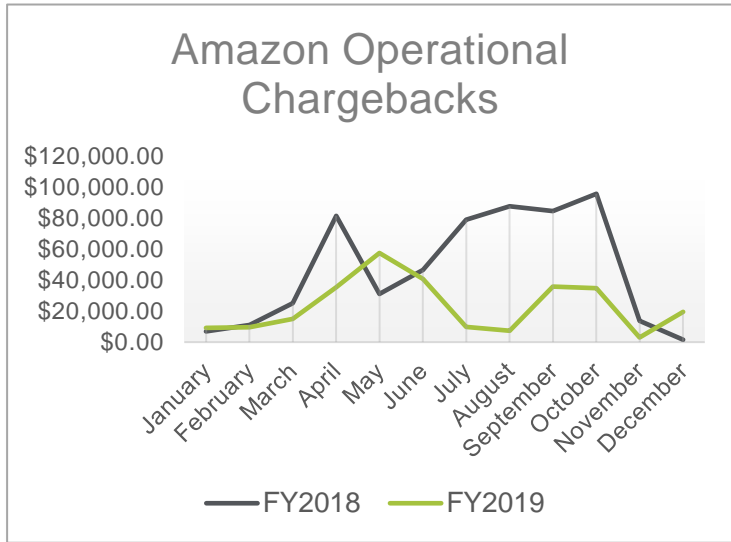
Qty: 1

Free 2-day delivery on \$35+ orders

Multi Pack Bundling

Deliver It

Is your assortment able to be delivered within 2 days?



Chargebacks / Damages / Returns / SIOC

 Add to Cart

 Buy Now

 [Secure transaction](#)

Ships from and sold by Amazon.com.

Return policy: [Returnable within 30 days of receipt](#) ▾

Support: [Free Amazon product support included](#) ▾

Item arrives in packaging that reveals what's inside. To hide it, choose **Ship in Amazon packaging** at checkout.

Add a Protection Plan:

[3-Year Protection](#) for **\$35.99**

Add gift options



amazon
fba

2 Day Industry Standard



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