MARSHALL

WHY BRANDS ARE LOSING GROUND IN ECOMMERCE

Brands are overwhelmed by the complexity of data across the omnichannel landscape. Disconnected data and unclear attribution make it difficult to see what's truly driving performance.



WHY IT MATTERS: Data is scattered, unstructured, and often inaccessible for timely decision-making. Most brands lack the tech stack and analytical tools needed to translate this data into action.

WE SOLVE THE PROBLEMS THAT HOLD YOU BACK

FRAGMENTED DATA
Disconnected systems and delayed reporting limits agility.

AD COMPLEXITY
Multiple tools, additional platforms, rising costs, unclear ROI.

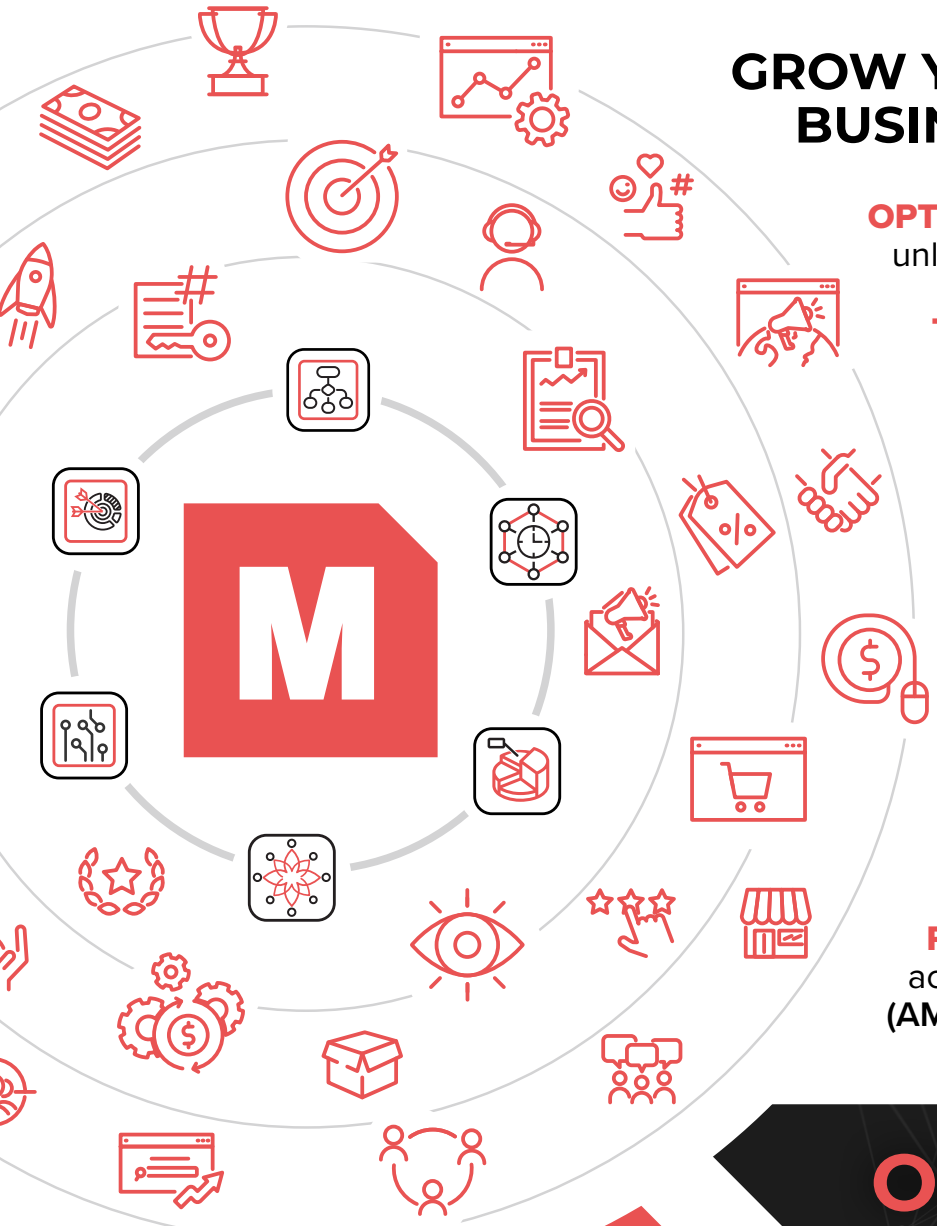
OMNICHANNEL BLIND SPOTS
Hard to align retail and Amazon performance for unified strategy.

CHANNEL CONFLICT
Retail partner pressure and pricing tension hinders brand growth.

PROFITABILITY PRESSURES
Fees, pricing erosion, and forecasting friction affect margins.

BRAND BUILDING LIMITS
Limited data access restricts storytelling and customer connection.

MARSHALL HAS BEEN BUILDING BRANDS FOR 50 YEARS



GROW YOUR ECOMMERCE BUSINESS WITH MARSHALL

OPTIMIZING B2B ASSORTMENTS to unlock untapped channel potential.

TRANSITIONING SEAMLESSLY BETWEEN 1P AND 3P MODELS maintaining profitability and marketplace momentum.

DRIVING OMNICHANNEL EXPANSION while managing price parity and preventing buy box suppressions.

NAVIGATING COST PRESSURES from tariff impacts to GMM negotiations and retail buyer engagement.

SCALING ADVERTISING PERFORMANCE through exclusive access to **Amazon Marketing Cloud (AMC)** and **Amazon DSP** insights.

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LET'S CONNECT

Our team of **eCommerce Account Managers, Advertising Experts, Creative Designers and Data Engineers** will help you set your brand apart from the competition.

REQUEST YOUR FREE AMAZON AUDIT TODAY

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