

AMVisor

The Amazon Perfect Store

The Standard for Amazon Retail Readiness

From sellability to sustainable Amazon growth

- ✓ Clear priorities
- ✓ Better orientation
- ✓ Faster decisions



At a Glance

Contents

01	From the Shelf to the Amazon Perfect Store	03
02	From Amazon Readiness to Clear Priorities	10
03	Foundation, Amplifier and the Road Ahead	18
04	From the Amazon Perfect Store to Sustainable Performance	22
	Closing	26

Executive Overview

Amazon teams have more data today than ever before. The real challenge is not collecting more information. It is identifying the right priorities and managing them consistently.

The Amazon Perfect Store sets a clear standard for a sellable Amazon presence. The Amazon Readiness Score makes this standard measurable and, for the first time, creates a shared basis for decisions across teams, categories and portfolios.

This makes sellability, potential and fields of action transparent. Individual signals come together into a complete picture. Transparency turns into priorities. Priorities turn into concrete actions with the greatest business impact.

Companies gain orientation, reduce complexity and focus their resources where they have the greatest effect. At the same time, it becomes clear which products have a strong enough foundation to turn additional demand from paid media into growth efficiently.

The result is an end-to-end approach that makes the Amazon Perfect Store measurable, manageable and continuously improvable. It drives sustainable Amazon growth based on clear priorities and a shared view of sellability.

Chapter 1

From the Shelf to the Amazon Perfect Store

01

Why successful brands have worked with clear standards at the point of sale for decades, and why this logic is now indispensable on Amazon.

The Origin of the Perfect Store

Successful brands don't leave sellability to chance

A brand wants to be found, noticed and bought at the point of sale under the best possible conditions. The Perfect Store describes the target state in which all the necessary conditions are met.

In brick-and-mortar retail, the quality of a brand's presence is often visible at first glance. Products are visible, available, correctly placed and clearly labeled. If any one of these conditions is missing, the likelihood that shoppers notice, choose and buy the product drops.

That is why consumer goods manufacturers have worked with defined standards for decades. Field teams check shelves, coolers and displays, compare the actual state with a defined target picture and derive concrete actions when they find gaps.

The Perfect Store turns this observation into a systematic management approach: it defines the ideal state, assesses actual execution and creates a shared basis for continuous improvement.

A product doesn't sell well simply because it is there. It sells better when the right conditions for visibility, availability and buyability are in place.

A logic proven over decades

Leading consumer brands use this logic to make their point-of-sale presence measurable and manageable. Coca-Cola introduced a “Perfect Outlet” approach as early as the late 1990s, bringing availability, shelf space, merchandising and equipment together in one unified concept. Red Bull also deploys specialized teams that check inventory, planograms, displays and compliance with brand standards directly at the point of sale. The goal is always the same: offering products under conditions that maximize visibility, availability and purchase likelihood.

From the Physical Store to the Digital Shelf

The shelf has changed. The requirements haven't.

The Perfect Store logic doesn't stop at the edge of brick-and-mortar retail. On Amazon, too, a listing alone doesn't decide whether a product succeeds.

What matters is whether the product:

- can be found,
- is available,
- is presented clearly,
- can be bought at a competitive offer,
- and builds enough trust for a purchase decision.

On Amazon, search results, product detail pages, inventory, prices, reviews and the Buy Box take over the functions of the physical shelf.

The Retail Shelf



The Amazon Digital Shelf

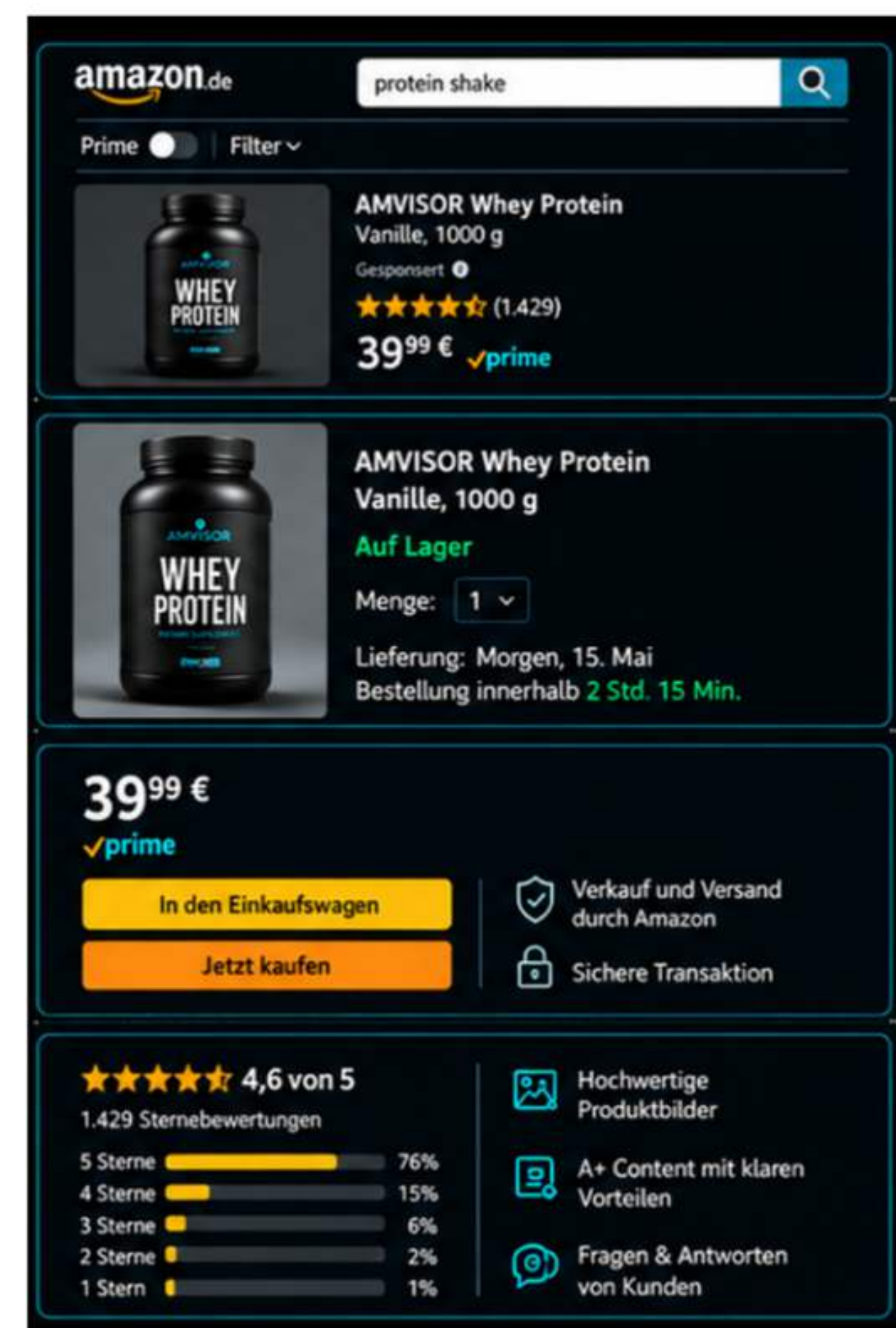


Fig. 1 – The core principles of the physical shelf apply unchanged to the digital shelf on Amazon.

The Amazon Perfect Store doesn't define a product's past success. It defines the conditions under which future success becomes more likely.

On Amazon, a Glance Isn't Enough

The real problem isn't a lack of data

In brick-and-mortar retail, a person judges the quality of a shelf and spots gaps immediately. They can see whether products are visible, available and correctly placed.

On Amazon, this assessment is far more complex. The digital shelf consists of many changing signals: search results, product detail pages, availability, prices, reviews and the Buy Box. These factors change constantly and can't be assessed in a single store visit.

What matters most right now?

There is no shortage of information today. Amazon vendor teams work with retail data, content reports, availability metrics, advertising KPIs, alerts and dashboards. There is a dedicated report for almost every question. But more data doesn't automatically create more orientation.

Only when signals are classified, weighted and put into a shared context does a reliable basis for decisions emerge.

Amazon lever		Business meaning
Algorithm	»	Visibility
Content	»	Understanding and conversion
Availability	»	Deliverability
Buy Box	»	Buyability
Reviews	»	Trust
Price	»	Competitiveness
Profitability	»	Sustainable growth

“Amazon success rarely fails because of data today. It fails because teams don't identify the right levers and prioritize them consistently.”

**– Stephan Stoppok
CEO AMVisor**



More Data Doesn't Create More Clarity

Every day, countless signals appear: the Buy Box is lost. A product drops in the ranking. Availability declines. Conversion gets worse. Reviews deteriorate. Content no longer meets requirements.

Each of these signals can be relevant. But not every signal is equally important, and not every deviation has the same impact on sellability.

The challenge isn't spotting every problem. It's solving the most important problem first.

Without an overarching framework, teams often react to the most visible or loudest signal, not necessarily to the action with the greatest impact.

What's missing is a shared assessment framework that shows how well the Amazon presence is set up overall, where the biggest gap to the ideal state lies and which action will make a difference first.

Three management questions

In brick-and-mortar retail, the Perfect Store concept solves this problem with a clear target state and a systematic measurement of deviations. Amazon needs exactly the same logic. Instead of more isolated reports, it needs an overarching assessment that answers three management questions:

- » **How good is our current Amazon presence overall?**
- » **Where do we deviate most from the ideal state?**
- » **Which actions promise the greatest impact?**

Only once these questions are answered does data become a basis for decisions. The value doesn't come from the number of KPIs, but from how they are classified and prioritized.

Listed Doesn't Mean Sellable

An ASIN isn't automatically Amazon-ready just because it's online.

In brick-and-mortar retail, nobody would expect a product to sell well if it is hard to find, not clearly priced or placed in the wrong spot. Picture a roll of paper towels without a price tag, sitting on a hard-to-find shelf next to the fruit juices.



Fig. 2 – This is not what a Perfect Store looks like

The product is there, but it doesn't meet the conditions for a successful sale. The same logic applies on Amazon:

Online doesn't automatically mean visible.

Visible doesn't automatically mean available.

Available doesn't automatically mean buyable.

Buyable doesn't automatically mean convincing.

And convincing doesn't automatically mean successful.

An ASIN has to be discoverable, available, buyable, clearly presented, competitively priced and trustworthy. True sellability only emerges when all these conditions work together.

The difference between target picture and current state

Perfect Store

Defines the ideal target state.

Amazon Readiness

Describes how close an ASIN currently comes to that state.

A target picture provides orientation. But a target picture alone doesn't change the business. Only when it is regularly measured, assessed and translated into decisions does it become a management system.

The Management System in Brief

A target picture alone doesn't change the business

The previous pages have shown that a product isn't sellable just because it is listed. And more data doesn't automatically lead to better decisions. What's missing isn't another report. What's missing is a cycle that connects standard, measurement, transparency, focus, execution and scaling.

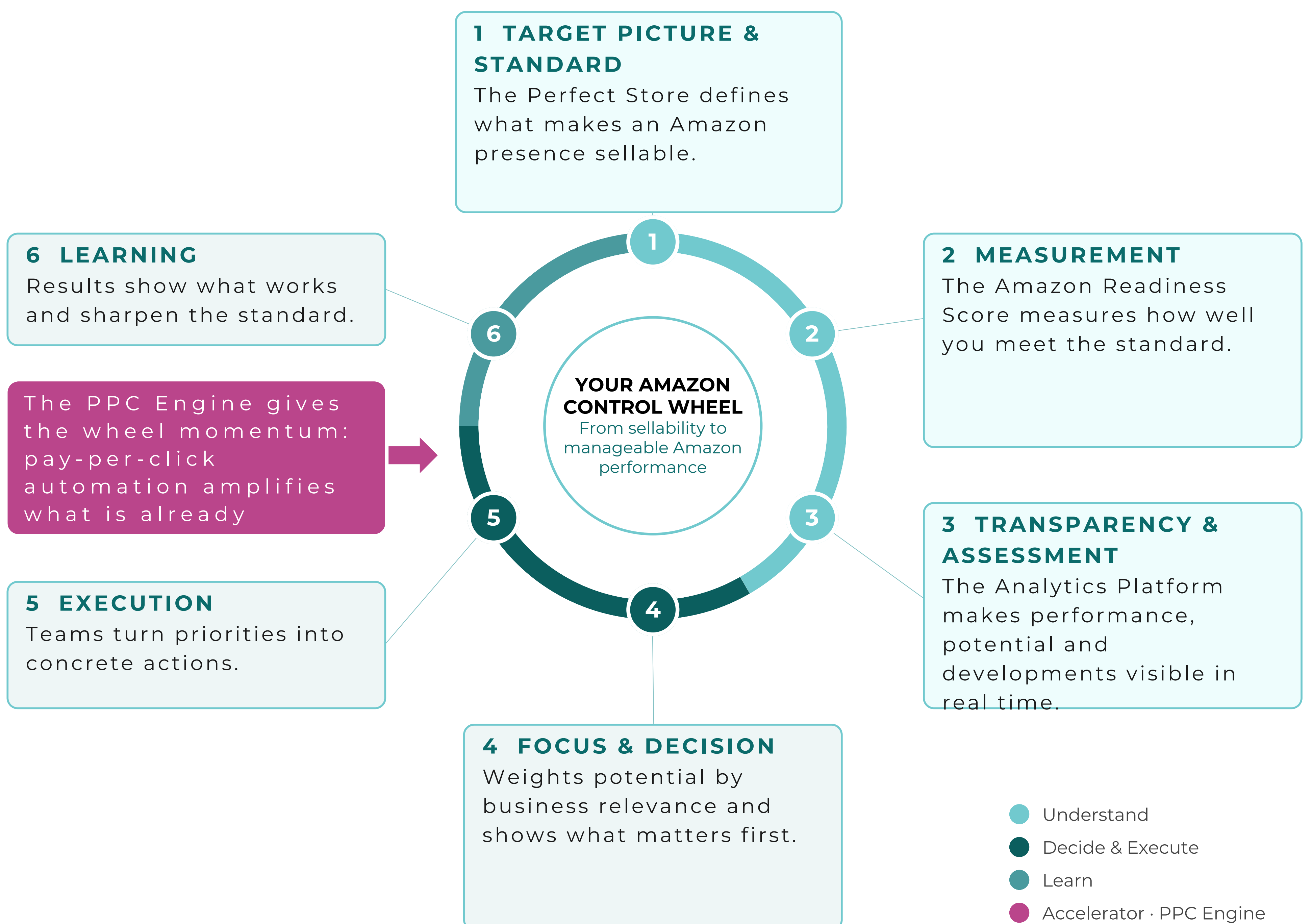


Fig. 3 – Your Amazon Control Wheel: an end-to-end system for sustainable Amazon success.

Each station answers its own question: What should it look like? What does it look like? What stands out? What comes first? Who does it? How do we scale? What did it achieve?

The following chapters walk through this cycle station by station. Chapter 2 starts where a target picture becomes a measurable state.

Chapter 2

From Amazon Readiness to Clear Priorities

02

How sellability becomes measurable and how teams can see which actions to take first.

What Does Amazon Readiness Mean?

Sellability on a shared scale

Amazon itself talks about Retail Readiness. Amazon Readiness describes the extent to which an ASIN currently meets the conditions of the Perfect Store.

The Amazon Readiness Score (ARS) makes an ASIN's sellability measurable. It condenses relevant KPIs into a rating from 0 to 100 and shows how far an ASIN meets the defined conditions. Revenue, units or conversion show what has already happened. The ARS assesses the quality of the current setup and with it the conditions for future performance.

A foundation you can trust

The score combines more than 50 relevant signals from availability, content quality, price & Buy Box and reviews, making Amazon Readiness comparable across ASINs, portfolios and time periods.

Built on more than 1 million analyzed ASINs

To develop and validate the score, more than one million ASINs were analyzed and patterns from numerous vendor accounts were taken into account. The result is an ongoing quality standard that classifies relevant signals consistently and makes them comparable across ASINs, portfolios and time periods.

The ARS doesn't measure yesterday's success. It makes the conditions for tomorrow's success visible.

Perfect Store

The standard.

Amazon Readiness

The current state.

Amazon Readiness Score (ARS)

The measurement
system.

The System Behind the Score

How signals become a reliable assessment

Relevant signals are consolidated, assessed and condensed into a prioritizable picture of sellability. Teams don't just see that action is needed. They also see which actions contribute most to improving Amazon Readiness.

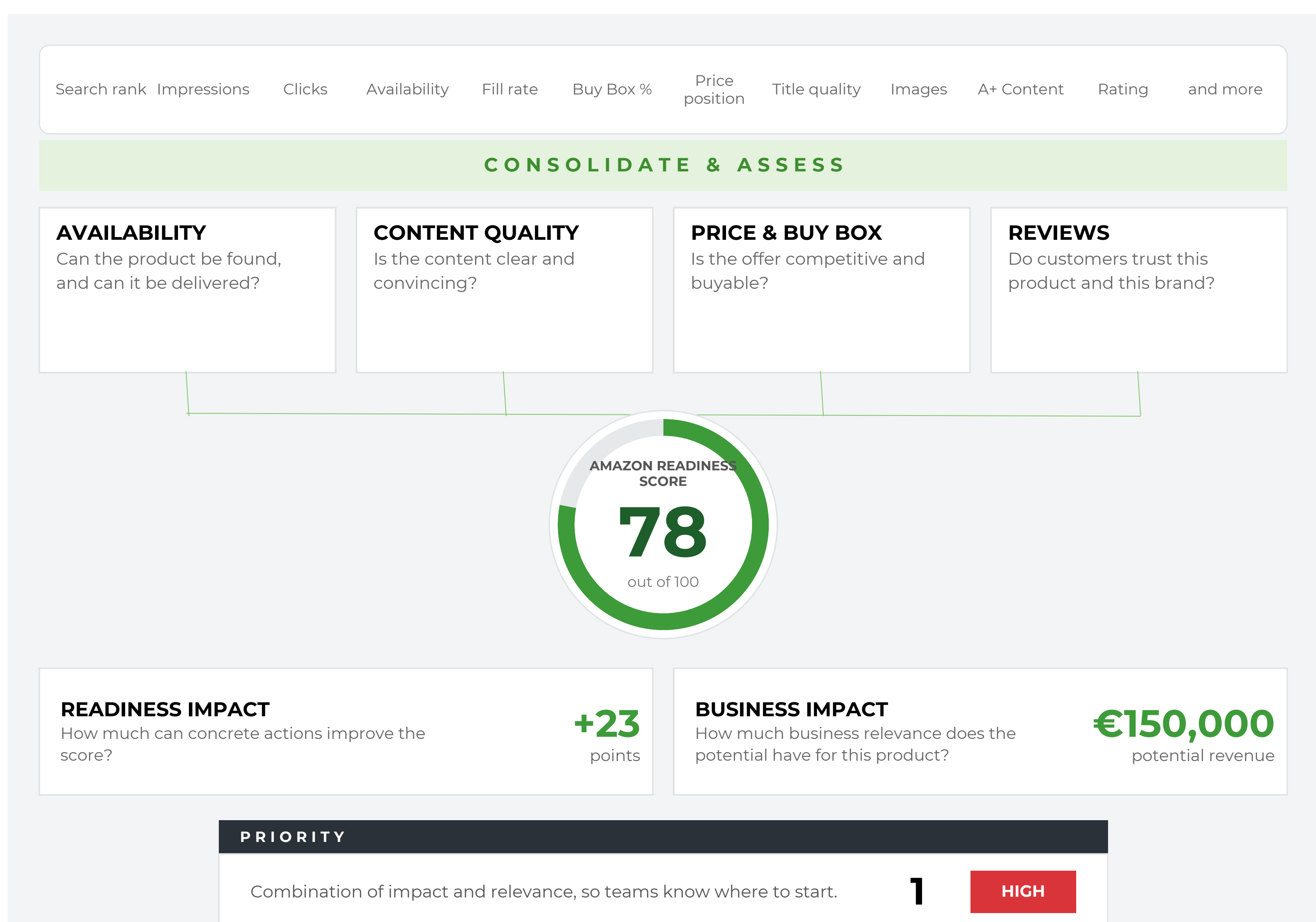


Fig. 4 – Four assessment dimensions add up to the Amazon Readiness Score.

A score is only useful if its logic is transparent. That's why the Amazon Readiness Score (ARS) doesn't simply average as many KPIs as possible. It follows the order in which sellability is built.

An ASIN first has to be discoverable and available. Then it has to be buyable and convincing in its content. Finally, it has to build enough trust. If a basic condition is missing, downstream optimizations can only have a limited effect.

That's why the Amazon Readiness Score (ARS) doesn't treat every deviation the same. It weights each one by its importance for sellability.

How AMVisor Developed the Score

The Amazon Readiness Score (ARS) wasn't taken from a single Amazon report. Over several months, the AMVisor data team translated the Perfect Store principle to the digital shelf.

The model brings together three perspectives: Amazon mechanics, measurable data and many years of vendor experience.

A digital mystery shopper for every ASIN

In brick-and-mortar retail, a field rep checks whether a shelf meets the defined standard. In the Amazon Perfect Store, an automated digital shelf check takes over this task.



Fig. 5 – Digital mystery shopper

Available signals are continuously checked, assessed and put into a consistent context. Many individual measurements add up to a consistent picture of Amazon Readiness.

What the field force sees in the store, AMVisor checks on the digital shelf – for every ASIN, again and again, against the same standard.

The Architecture of the Score

The business success factors from chapter 1 are translated into four assessment dimensions in the ARS:

1. Availability
2. Content quality
3. Price & Buy Box
4. Reviews

The more fundamental a condition is for the purchase, the more weight it must carry in the assessment.

Core principle

Not all deviations are equally relevant. If an ASIN isn't visible, available or buyable, downstream improvements can only have a limited effect. A better image layout doesn't fix an out-of-stock. More reviews don't replace a missing Buy Box.

The Amazon Readiness Score (ARS) is therefore not a simple average but a weighted degree of fulfillment. Conditions that decide success carry more weight than downstream quality attributes.

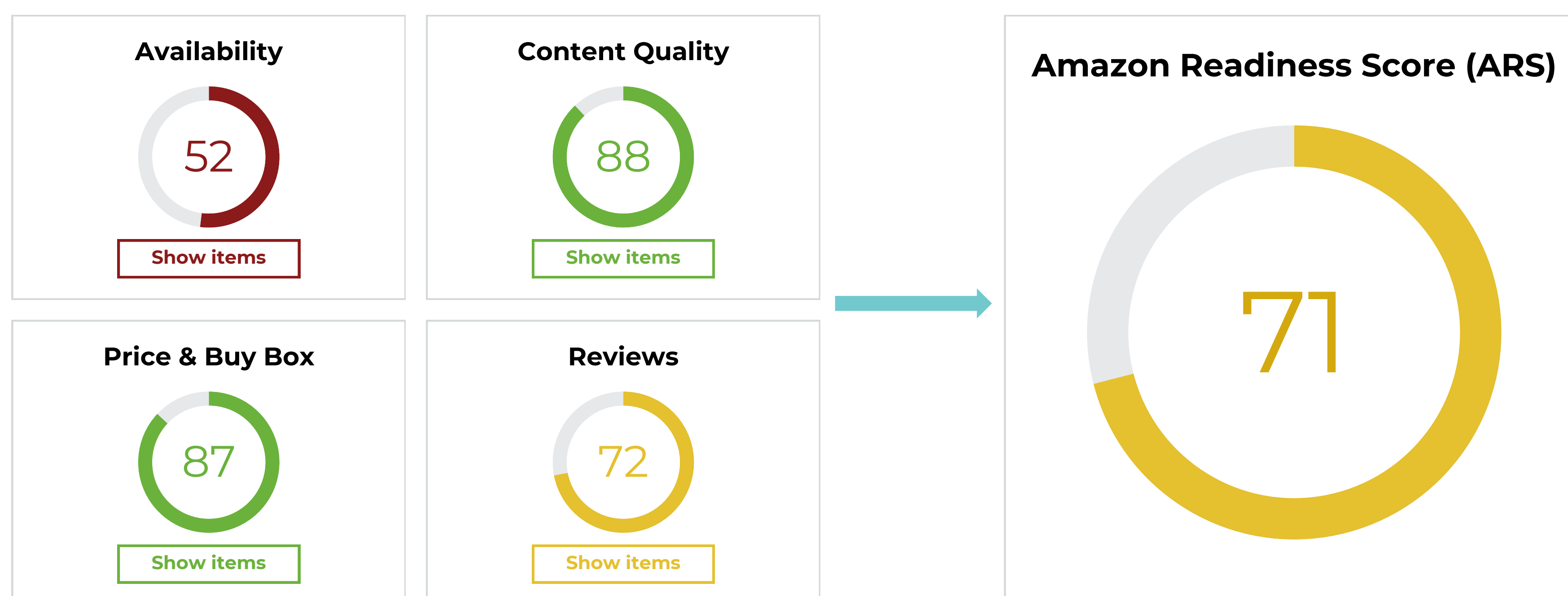


Fig. 6 – Core principle of the Amazon Readiness Score (ARS)

The Weighting at a Glance

The weighting follows the logic of sellability

The weighting follows the order in which sellability is built on Amazon. Whatever is missing early in the chain limits the effect of every optimization that follows.

Weight of each category within a total of 100

39

Availability

The prerequisite for everything else. If the ASIN can't be found or can't be delivered, every further optimization is ineffective – this is where the biggest score jumps happen.

e.g.:

Is the item visible?

Is the item in stock?

22

Content quality

Content is entirely in your own hands and essential. Images, title and bullet points decide whether visibility turns into a click and a click into a purchase.

e.g.:

Are all content standards met?

22

Price & Buy Box

The moment of purchase. No Buy Box, no sale – but this block depends more on Amazon and the seller landscape.

e.g.:

Does Amazon or your own seller hold the Buy Box?

17

Reviews

Strongly drives trust and therefore conversion, but can only be built in the medium term.

e.g.:

Does the item have reviews?

Does it have at least 4 stars?

From Score to Prioritization

A score shows the state. The Analytics Platform creates transparency. Prioritization shows the next step.

The Amazon Readiness Score (ARS) describes how well an ASIN is currently set up. But that doesn't yet decide which action should come first.

The potential shows how much this state can be improved. The prioritization logic combines this improvement potential with the ASIN's business relevance. That turns an assessment into a recommendation. Teams don't just see where the problems are. They also see where to start. This requires combining two perspectives:

Readiness Impact
How much can an action improve the ASIN's sellability?

Business Impact
How much business value does the affected ASIN or portfolio carry?

Together, they create a more reliable prioritization.

Readiness Impact × Business Impact = Management Priority

Example: ASIN A scores lower, but ASIN B costs you more every day. Every day without the Buy Box is revenue your competitors collect.

This way, teams don't just see that action is needed. They also see why, which action is possible and where to start.

	ASIN A	ASIN B
Readiness score	45	78
Gap	Missing A+ Content	Buy Box lost to a third-party seller
Revenue at risk	€2,000 / month	€40,000 / month
Priority	2	1

Fig. 7 – Core principle of prioritization

The whole portfolio counts

It's not only top sellers that shape a brand's presence on Amazon. Every visible ASIN contributes to the brand's digital presence. A single score helps assess one ASIN. Portfolio analysis supports management decisions across many ASINs. This reveals patterns and lets teams bundle actions across the portfolio.

What Teams **Actually** Gain

The benefit of the Amazon Perfect Store differs for every role. But the shared point of reference stays the same: the sellability of the portfolio.

» **Less workload**

» **Less effort**

» **Pre-prioritization**

A target picture becomes a measurable state.

The state becomes priorities.

Priorities become decisions.

Decisions become improvements.

A different benefit for every role

Management



A shared overview of portfolio quality and priorities.

Vendor Managers & KAMs



Critical ASINs become tangible, with cause and required action.

Content Teams



Optimizations are prioritized by expected impact.

Operations



Availability and purchase barriers are put into the full context.

Paid Media



It becomes clear which ASINs can use additional reach efficiently.

The Amazon Perfect Store doesn't just help teams spot problems. It helps them focus limited time on the actions with the biggest leverage. Once the key bottlenecks are identified and fixed, the next management question arises: which products are ready for additional demand?

Chapter 3

Foundation, Amplifier and the Road Ahead

03

Why paid media amplifies a strong setup but doesn't replace it, and how Rufus Readiness extends the view to the future of product discovery.

The Most Common Misconception on Amazon

When revenue stalls, market share slips or visibility drops, the first reaction is often: we need more advertising. More budget promises more reach, more clicks and more revenue.

But paid media creates attention first. More attention doesn't guarantee that clicks turn into purchases. That's why many performance initiatives don't fail for lack of ad pressure, but because the product-level foundation isn't strong enough.

Paid media amplifies what is already there

Paid media doesn't change the quality of an ASIN. A product with weak availability still can't deliver, no matter how much reach it gets. A product with poor content stays hard to understand, even with more traffic. And an offer without trust or the Buy Box remains limited in its buyability.

Organic strength is the foundation. Paid is the amplifier that creates reach. Sustainable performance only comes from both working together.

A strong readiness foundation – in other words, listing quality – increases the effectiveness of Amazon paid media.

Why advertising deliberately stays outside the ARS

The Amazon Readiness Score (ARS) assesses an ASIN's fundamental sellability. Advertising deliberately stays outside this assessment because it serves a different purpose. The ARS describes the foundation. Paid media creates additional reach and demand for that foundation.

This separation keeps the quality assessment stable and comparable. At the same time, it shows whether an ASIN is ready to turn additional ad budget into performance efficiently.

The Role of the AMVisor PPC Engine

When sellability meets additional demand

The Perfect Store creates the conditions for sustainable performance. Amazon Readiness shows how well these conditions are met. But even an optimized product doesn't grow on its own. The discipline is Amazon paid media. The product is the AMVisor PPC Engine. Unlike traditional PPC solutions, it doesn't look at advertising in isolation. It is one of the first approaches to enrich Amazon Advertising with vendor-relevant factors such as availability, Buy Box, frontend performance and Amazon Readiness. The result is ad management that judges reach not just by advertising metrics, but in the context of a product's actual sellability. The role of the PPC Engine is clear: it doesn't improve sellability. It scales existing sellability. Products with a solid foundation get targeted amplification, and additional demand turns into business impact more efficiently.

Same budget, different foundation

WEAK FOUNDATION

38
ARS

ASIN A
not sellable

- ✗ Out of stock
- ✗ Weak reviews
- ✗ No Buy Box
- ✗ Incomplete content

STRONG READINESS

86
ARS

ASIN B
sellable

- ✓ Consistently available
- ✓ Good reviews
- ✓ Buy Box held
- ✓ Strong content

SAME AD BUDGET

Identical ad pressure on both ASINs

RESULT

Little growth

The budget hits a foundation that can't deliver.

RESULT

Significantly more growth

Every additional click lands on a purchase-ready product.

Fig. 8 – Foundation before amplification: Amazon Readiness carries the full effect of Amazon paid media.

The PPC Engine doesn't just optimize advertising. It connects advertising with the reality of the vendor business and makes scalable growth more predictable.

Reach with Rufus Readiness

While the Amazon Readiness Score assesses an ASIN's general sellability, Rufus Readiness looks at one specific aspect of future visibility: readiness for conversational product search. It raises a question every vendor needs to ask, because it has a major impact on an item's reach: how well is a product prepared to be found and recommended by Rufus, Amazon's AI shopping assistant?

In other words: how well does a product page answer the questions a shopper asks about the product in a conversation with Rufus? It's about being found in the conversation, not in the search bar.

How Rufus Readiness can be measured

Fifteen predefined questions that a good product page should answer form the basis. The share of questions answered results in a scaled score from 0 to 100.

A growing share of purchase decisions starts in a conversation today. Product pages that answer questions clearly are more likely to be suggested by an AI. The Rufus Readiness Score makes this difference measurable.

Why Rufus Readiness stays separate

- » It is measured at a different rhythm – weekly or monthly, not daily.
- » Like paid media, the Rufus Readiness Score is more of an amplifier than a foundation. At its core, it's SEO / GEO in the Amazon context: content is optimized so that Rufus recommends the item for specific queries.

Both perspectives complement each other but serve different management functions. Keeping them separate preserves the stability and comparability of the ARS.

Perfect Store, readiness, prioritization, execution and scaling aren't separate products. Together, they form a continuous management cycle.

Chapter 4

From the Amazon Perfect Store to Sustainable Performance

04

The Amazon Perfect Store is the foundation and the standard for a sellable Amazon presence. Amazon Readiness describes the current state, the Amazon Readiness Score (ARS) makes gaps measurable, and the AMVisor Analytics Platform helps set the right priorities.

The Perfect Store as an Operating Model

Managing the Amazon Perfect Store

Standard, measurement, assessment, prioritization, execution and scaling aren't separate products. They form a cycle that improves with every round.

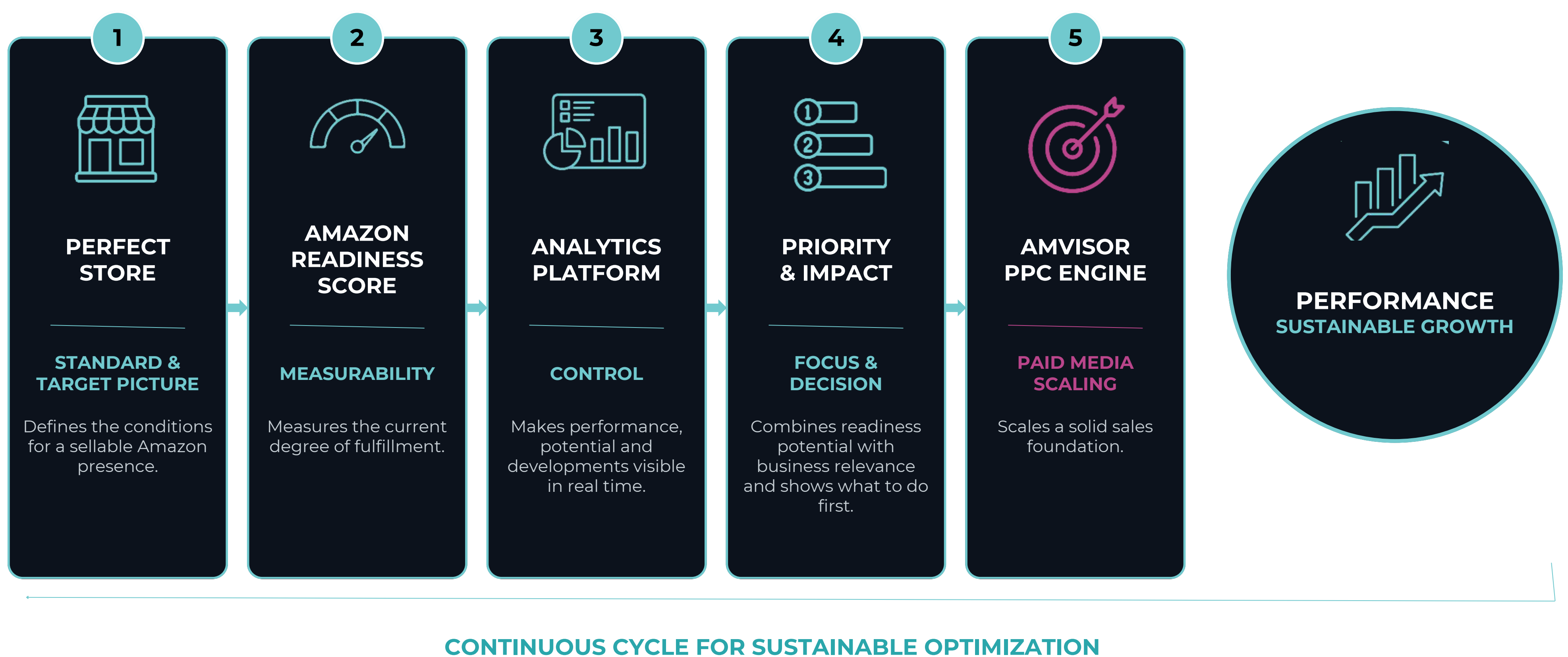


Fig. 9 – From the Perfect Store to sustainable growth: the system architecture at a glance.

The role of the AMVisor Analytics Platform

For the cycle to work day to day, it needs a central operational control layer. This is the role of the AMVisor Analytics Platform.

Its dashboards bring the relevant perspectives together: the ARS shows the current state, portfolios and developments become comparable, priorities become tangible and progress can be tracked.

The dashboards make the Amazon Perfect Store visible. They show the biggest gaps and help set the right priorities.

The AMVisor Analytics Platform is the central control unit of the Amazon Perfect Store. It shows the current state, makes gaps visible and helps set the right priorities.

The Role of the Perfect Store

AMVisor developed the Amazon Perfect Store to define the quality of an Amazon presence and make it measurable. Its greatest value, however, doesn't lie in the score itself. It lies in the decisions the score makes possible.

A score alone doesn't change the business. Only when an assessment leads to clear priorities, actions and responsibilities does measurability become an effective management process.

This makes the Amazon Perfect Store far more than another KPI or reporting approach. As a binding target picture, it is the starting point for systematically managing the digital shelf.

From standard to control

Many companies already have enough data. What's often missing is a shared framework to make sense of it: Which problems really matter? Which actions promise the greatest impact? Which teams are affected? Where is the biggest business lever?

The value doesn't come from the data. It comes from the ability to act on that data consistently.

The Amazon Perfect Store defines the standard for a sellable Amazon presence. The AMVisor Analytics Platform makes this standard visible and manageable day to day. Amazon Readiness describes the current state, the ARS makes gaps measurable and prioritization shows where action is needed most. This is how the Amazon Perfect Store keeps evolving.



Fig. 10 – Amazon Readiness Score by AMVisor

The Key Conclusion

The Amazon Perfect Store answers a management question

The Amazon Perfect Store was built to answer one simple question: how sellable is our Amazon presence, really?

Growth isn't decided by individual KPIs. What matters is how well visibility, availability, buyability, content and trust work together. The Amazon Perfect Store makes this sellability visible as a complete picture for the first time.

The value doesn't come from yet another score or dashboard. It comes from orientation. Teams see where the biggest gap to the ideal state lies and which actions offer the biggest leverage.

Amazon success rarely fails because of data today. It fails because teams don't set the right priorities. The Amazon Perfect Store provides a shared standard for this and turns complexity into a manageable process. Rufus Readiness adds the perspective of conversational product discovery. The AMVisor PPC Engine scales a strong foundation through Amazon paid media.

- 1. The AMVisor Analytics Platform is the operational foundation and central control layer.**
- 2. The Amazon Readiness Score (ARS) makes the gap to the Perfect Store standard measurable.**
- 3. Amazon Readiness describes the current state.**
- 4. The Amazon Perfect Store is the foundation and the standard of a perfect Amazon management system.**

Closing

From Target Picture to a Manageable Process

The key insights of this whitepaper at a glance.

The target picture becomes a workflow. The workflow becomes a management system. Systematic management delivers sustainable performance.

Key Takeaways at a Glance

- 1** **Standard**
The Amazon Perfect Store defines what a sellable Amazon presence should look like.
- 2** **Measurability**
The Amazon Readiness Score (ARS) shows how close an ASIN is to this target state.
- 3** **Control**
The AMVisor Analytics Platform brings transparency, prioritization and progress together in one central control layer.
- 4** **Focus**
The prioritization logic connects quality improvement with business relevance.
- 5** **Scaling**
The AMVisor PPC Engine amplifies a strong foundation through Amazon paid media.
- 6** **Future-readiness**
The Rufus Readiness Score shows separately how well product pages are prepared for conversational product search.
- 7** **Management system**
The continuous cycle turns individual actions into a repeatable management process.

Amazon isn't won with more data, but with better decisions. The Amazon Perfect Store creates the standard that makes these decisions possible. That is its strategic value for brands, portfolios and the teams involved.

Glossary

Amazon Perfect Store

The Amazon Perfect Store defines the ideal state of a sellable Amazon presence. It describes the conditions an ASIN must meet to realize its full potential on Amazon. The Perfect Store is the target picture and the standard of the AMVisor management system.

Amazon Readiness

Amazon Readiness describes the current degree to which the Perfect Store is fulfilled and shows how close an ASIN currently comes to the defined standard.

Sellability

Sellability describes an ASIN's ability to be found, understood, bought and bought again on Amazon. It results from the interplay of visibility, availability, buyability, content quality and trust.

Amazon Readiness Score (ARS)

The Amazon Readiness Score makes Amazon Readiness measurable. It condenses relevant signals into a rating between 0 and 100 and shows how well an ASIN meets the conditions of the Amazon Perfect Store.

Digital Shelf

The digital shelf is the shelf on Amazon. It includes search results, product detail pages, availability, prices, Buy Box, reviews and other factors that influence purchase decisions.

Visibility

Visibility describes how easily potential buyers can find a product on Amazon. It includes search results, rankings, categories and other discoverability factors.

Availability

Availability describes whether a product can actually be bought by customers. Inventory, deliverability and out-of-stock situations directly affect availability.

Content Quality

Content quality describes the quality and completeness of titles, images, bullet points, product descriptions and other content on a product detail page. Good content increases understanding, trust and purchase likelihood.

Buy Box

The Buy Box is the preferred purchase option on Amazon. When a product loses the Buy Box, purchase likelihood often drops significantly. That makes it a central part of an ASIN's buyability.

Reviews & Trust

Reviews and star ratings build trust in a product and influence purchase decisions. They are an important part of Amazon Readiness.

Prioritization

Prioritization turns transparency into concrete recommendations. It answers the question of which actions to take first to achieve the greatest impact on sellability.

Readiness Potential

Readiness potential describes how much a concrete optimization can improve an ASIN's sellability.

Business Relevance

Business relevance describes the economic importance of an ASIN or a product portfolio. It adds a business perspective to the assessment of sellability.

Analytics Platform

The Analytics Platform is the operational control layer of the Amazon management system. It brings Amazon Readiness, prioritization and progress tracking together in one shared workspace and makes the Perfect Store manageable day to day.

Amazon Management System

The Amazon management system connects standard, measurability, transparency, prioritization, execution and scaling in a continuous management process. Its goal isn't analyzing individual KPIs, but systematically improving sellability and performance.

AMVisor PPC Engine

The AMVisor PPC Engine supports scaling a solid sales foundation through Amazon Advertising. It complements the Amazon Readiness Score and amplifies successful actions with additional reach and demand.

Rufus Readiness

Rufus Readiness assesses how well a product detail page is prepared for conversational product search. It extends the Amazon Readiness Score with the perspective of future AI-driven product recommendations.

What AMVisor Customers Say ★★★★★



Andreas Stark
Director Sales Germany |
STABLO International GmbH

"The fact that we have gradually rolled out the tool in Europe alone speaks to the quality and continuous advancement of the tool beyond regular retail analytics."



Myriam
CEO in Portugal
Großhandel, 2-10 Mitarbeiter
Verwendete die Software für Mehr als 1 Jahr

"Wichtiger Helfer für alle, die mit Amazon Geschäfte machen."

1. April 2023

Ist in der täglichen Routine im Einsatz und spart sehr viel Zeit.

★★★★★ 5,0

Vorteile:

Sehr übersichtlich und kompakt, alle wichtigen Daten auf einen Blick.



Martin Bewersdorf
Head of Sales Key Account |
Schmidt Spiele®

"After evaluating multiple software solutions, AMVisor emerged as the clear winner. It delivers precisely the insights we need to manage our Amazon strategy effectively."

„AMvisor is a complete platform that helps you review the principal key indicators in Amazon.“

★★★★★

Melissa Ibañez

eCommerce Administrative
Laboratorio Stada

Vorteile von AMVisor

You have an overview of Amazon very completely. The dashboard is very comprehensive and alerts you to good, bad, and/or buy-bottom reviews.

Nachteile von AMVisor

For me, is ok.

Beste Funktionen von AMVisor

Buy-bottom, dashboard of sales, stocks.

Allgemeines Fazit zu AMVisor

Everybody should use it.



Michael Bayerle

Amazon Key Account Manager |
SONAX

"AMVisor hasn't just transformed the way we work – it has transformed our results. It's like having an extra team member that never sleeps."

From Digital Shelf to Perfect Store

Ready to turn your Amazon presence into a Perfect Store?



amvisor.com



+49 371 355888 0



info@amvisor.com