

PRESS RELEASE

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AMVisor



PPC BUTLER

- AMVisor is doubling down on Amazon intelligence to maximize ROI for vendors worldwide.
- Digital Butlers empowers hundreds of Amazon sellers, brands, and vendors with the most flexible PPC software on the market.
- The AMVisor Analytics platform processes 39bn+ annual data points, delivering 500+ data driven decisions per item per day.
- Serving thousands of users across 23 markets, AMVisor has maintained a strong 20% CAGR over recent years.

Digital Butlers becomes part of AMVisor

AMVisor is pleased to announce that Digital Butlers, the company behind the automation platform PPC Butler, has officially joined AMVisor. The merger brings together two organizations known for operational excellence, customer-centric thinking and measurable results in the Amazon ecosystem.

By joining forces with AMVisor, our customers will gain a powerful, distinctive advantage:

For years, Digital Butlers has built a strong reputation among sellers, private-label brands and agencies for their intuitive, hands-off PPC automation.

AMVisor, in turn, is trusted by manufacturers and global brands that rely on data clarity to manage profitability, visibility, and operational efficiency on Amazon.

Together, we are creating a stronger, deeply integrated foundation that helps brands win on Amazon with speed, confidence and precision.

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With Digital Butlers, we're welcoming a team that shares our mission: making Amazon operations easier, clearer and more effective for manufacturers. This merger feels right strategically and culturally. Together, we can support brands with unmatched clarity, speed, and reliability.



Stephan Stoppok
CEO | Entrepreneur

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By joining forces, our customers gain a distinctive advantage:

- Vendor data intelligence + PPC automation: Campaigns can automatically react to real-world signals — from Buy Box losses and OOS risks to shifts in page visibility or competitive pressure.
- More revenue potential, unlocked automatically: Budgets dynamically flow to the initiatives and keywords that drive the biggest impact.
- Less manual work, more operational confidence: Smart bidding and automated keyword optimization reduce effort while increasing consistency and control.

AMVisor will continue to serve vendors and manufacturers with deep, data-driven e-commerce transparency.

About AMVisor

AMVisor offers leading eCommerce data solutions tailored for global manufacturers, optimizing product availability and profitability on Amazon.

amvisor.com

Digital Butlers will continue operating PPC Butler for sellers, private-label brands and agencies that depend on automation and streamlined advertising workflows.

Behind the scenes, our teams will work closely together — aligning technology, knowledge, and customer success to deliver even greater value.

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With AMVisor by our side, we can deliver what brands truly need today: clarity, stability, and advertising operations that feel noticeably easier. We're excited to combine our strengths in automation with AMVisor's data expertise. A partnership that has felt right from day one.



Pascal Barginda
Co-Founder PPC Butler

About Digital Butlers

Digital Butlers offers a cloud-based advertising automation solution for smart bidding & reliable performance with minimal manual effort.

ppc-butler.com