

BidX



**MASTER AMAZON
ADS ON AUTOPILOT**

INTRO

Dear Amazon & E-commerce Enthusiasts

Amazon is growing quickly. It is now responsible for 50% of e-commerce revenues in both the largest markets, the US and Germany. Furthermore, more than half of all product searches start on Amazon, not on Google.

With advertising, Amazon has found a profitable branch. In fact, Amazon has become the third biggest advertiser, ready to overtake Google and Meta. This leads to more and more areas which are used for advertising.

Pay or you are not visible anymore. But visibility is essential for sales. Having categories with 100s of

products which are organically perfectly optimized, merchants struggle to keep up with the marketplace's pace. Not only the advertising products get more complex but also data to measure and ad formats.

For this reason we created BidX - an advertising platform for paid search and digital ads that helps you to optimize your ads and be profitable on Amazon. But we are not only interesting for sellers and vendors. We provide a wealth of resources and expertise for e-commerce enthusiasts and those seeking unparalleled insights into Amazon that surpass even what Google can offer.

Sincerely,



Max Hofmann
Co-Founder



Offices: Darmstadt, Germany | New York, USA

How It All Began

In 2016, the idea for BidX was born out of necessity. Max Hofmann, one of the co-founders, was a seller on Amazon himself and was fed up with the time-consuming work of manually optimizing bids for advertising campaigns. There was not a single provider in the world that had taken on the challenge of automating these repetitive tasks.

Out of this circumstance, together with Nadine Schöpfer and Dominik Thüsing, he developed the world's first software for automated PPC management on Amazon. BidX was then officially founded in 2018.

In the past years, the software was continuously developed further and perfected, new useful features were added and advertising via Amazon DSP was also made possible.

Today, BidX manages **\$300 million** in annual ad spend from more than **2,000 advertisers** across **42 countries**. The team has now grown to **50 employees** working from all over the world. A special milestone was also the establishment of the American subsidiary BidX Inc. based in New York.



OUR VISION

Fully Automated Advertising for Everyone

Our goal for 2030 is to enable 500,000 entrepreneurs to achieve financial freedom by helping them sell their products and services online beyond Amazon, anywhere in the world.

We want to make selling accessible, measurable and successful, especially for medium enterprises.

In addition, we want to keep developing our software further and thus give merchants even more options to control and optimize their ads. To achieve these goals, we want to become the market leader not only in Europe, but also in the United States.

Our Happy Clients



foodspring®

NAMOX®

F A L K E
GERMANY 1895

 **MOVESELL**

A-FORCE®
DIE AMAZON BERATER

 **MOIN MARKETING**

ameo

WHAT BIDX OFFERS

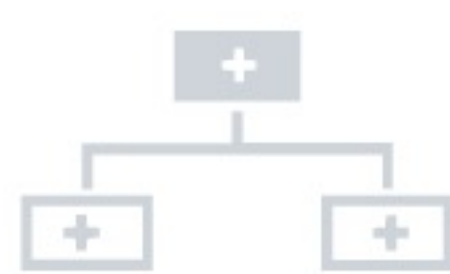
Our Functionalities



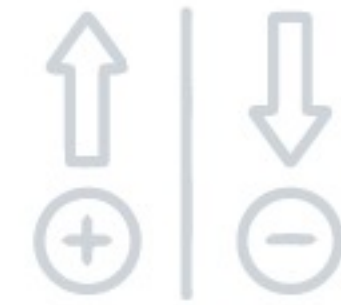
Automated Suggestions



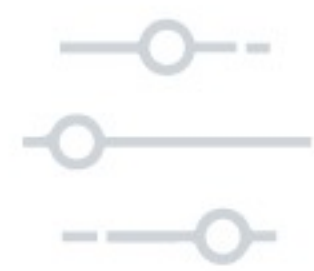
1-Click Campaign Creation



Keyword Management



Bid Adjustments



Individual Rules



Sponsored Brands Bid Adjustments



Currency Converter



Rule Logs



Data Exporter



Advertising Reports



Multi-User Accounts



MWS Interface



Filter



Tags



Focus



Total ACOS (TACOS)



Share of Voice



AMC Dashboard

About BidX

\$300M

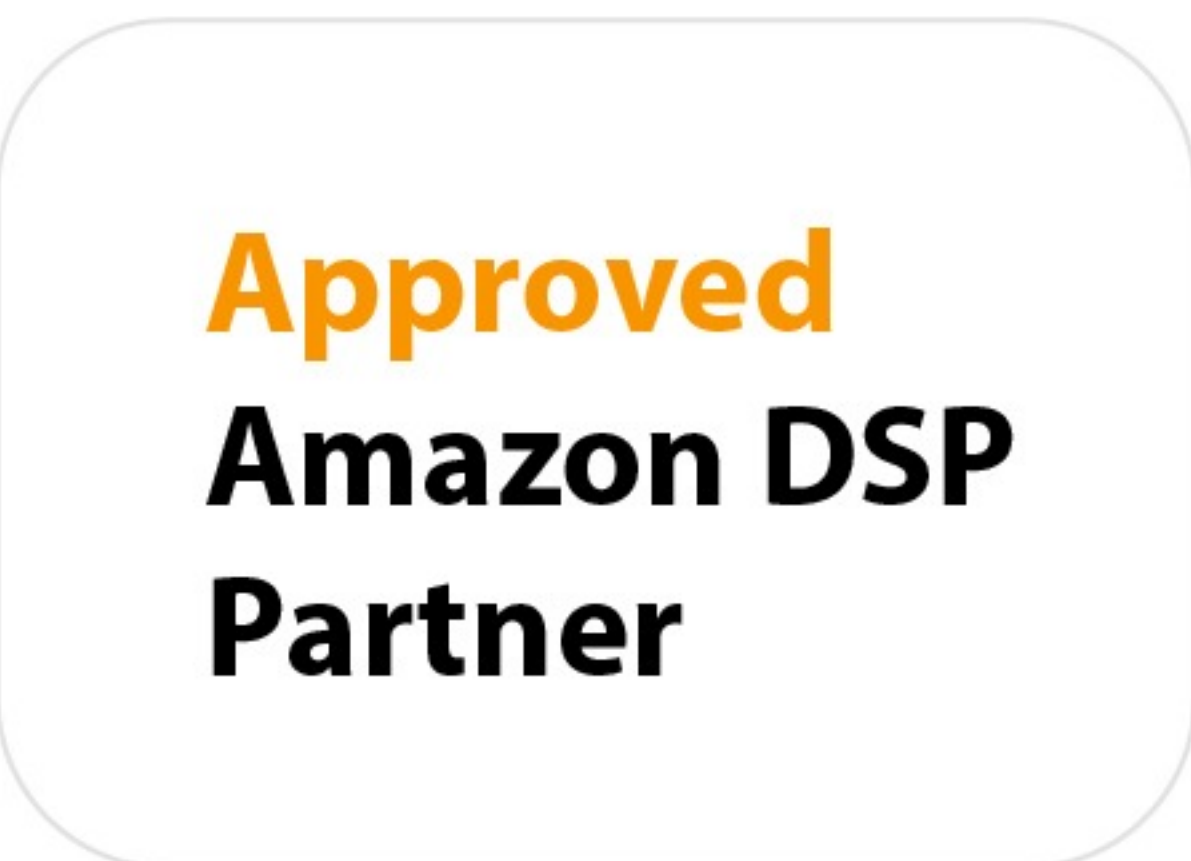
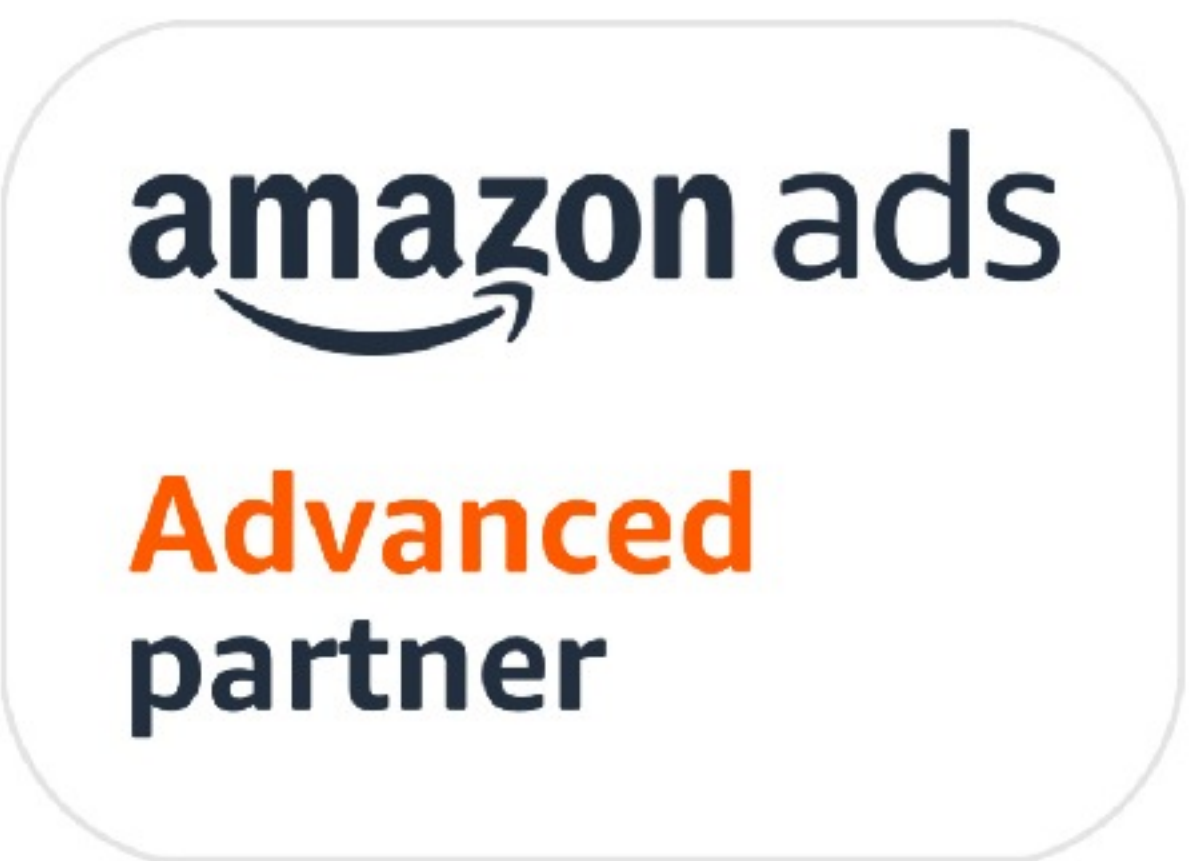
MANAGED AD SPEND

2,000+

ADVERTISERS

50

EMPLOYEES



About Amazon

\$500B+

REVENUE WORLDWIDE

10M+

SELLERS WORLDWIDE

250M+

PRODUCTS ON AMAZON



What’s Interesting About BidX


We have an extremely large amount of data and information, which cannot be found on Google. This includes information about search trends on Amazon, providing fascinating insights into purchasing behavior and current trends.


Because all the founders of BidX sell on Amazon themselves, they are all experts in the e-commerce


field and are therefore welcomed speakers at trade shows and conferences.


Furthermore, we have a female CEO who has prevailed in a male-dominated industry and is now considered an expert in the field of Amazon and e-commerce.


BidX is know from




















Meet the BidX Team

We are proud to have a diverse team, which combines different competencies and always brings BidX forward with its different viewpoints. Our team works from more than 5 different countries, including Germany, the USA and Brazil.

For this reason, we foster home office and flexible working hours, so that our team can work from anywhere. We also try to encourage all our employees to go new ways, and embrace a culture of experimentation, allowing employees to test out new ideas and learn from both successes and failures.

Founders



Nadine Schöpper

Managing Director & Co-Founder



Max Hofmann

Managing Director & Co-Founder



Dominik Thüsing

Lead Developer & Co-Founder





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