



Scale Marketplace Ads

# Growth & Scaling for your business on Amazon and Walmart





INTRO

# Dear Amazon & Walmart E-commerce Enthusiasts

**Amazon** continues its non-stop growth. It's now responsible for more than **50% of e-commerce** revenues in the both largest markets US and Germany. On the other hand, **walmart** is growing every year by **5% making it the second largest ecommerce company in the USA.**

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 ads management software** that helps you to optimize your ads and be profitable on **Amazon and Walmart**. 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 and Walmart that surpass even what Google can offer.

Sincerely,



**Max Hoffman**  
Co-founder



OUR STORY

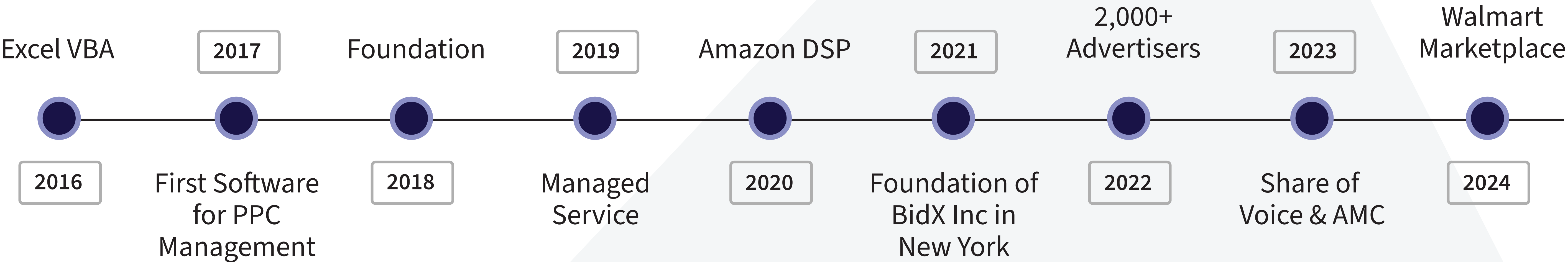
# How it all began

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 Schöpper and Dominik Thüsing, he developed the world's first software for automated PPC management on Amazon. BidX GmbH was then 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 **\$250 million in annual ad spend** from more than **2,000 merchants across 42 countries**. The team has now grown to more than 40 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 online accessible, measurable and successful, especially for SMEs.

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

**ameo**

**Humana**  
*zusammen wachsen*

 **natural elements®**



**▲FORCE**

**foodspring**

**ICONIC**  
S A L E S

**F A L K E**  
GERMANY 1895

**ad<sub>||</sub>agents**

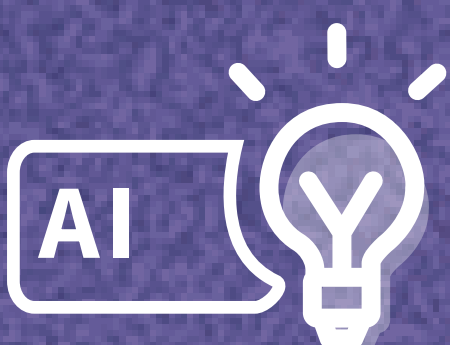


WHAT BIDX OFFERS

# Our Functionalities



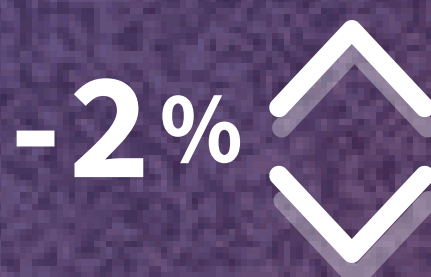
Campaign Creation



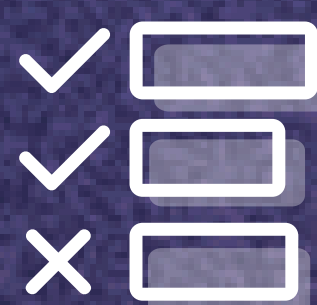
Automated Suggestion



Keyword Management



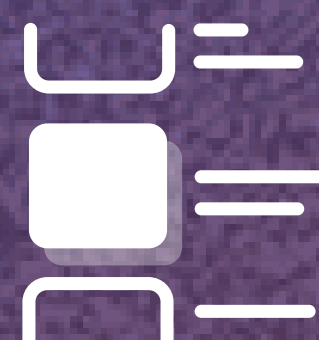
Bid Adjustments



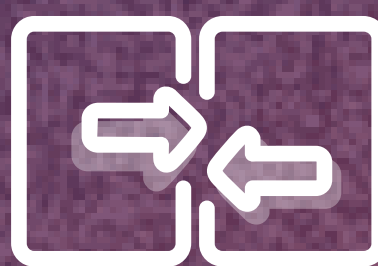
Individual Rules



Amazon Marketing Cloud



Sponsored Brands Bid Adjustments



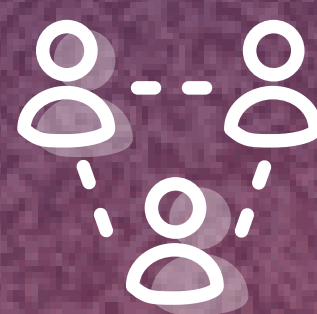
Share of Voice



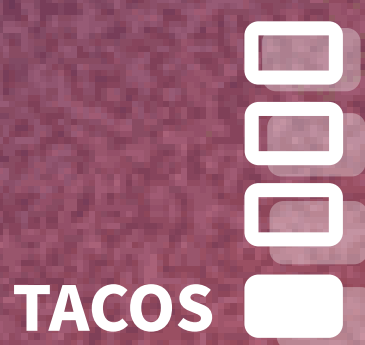
Rule Logs



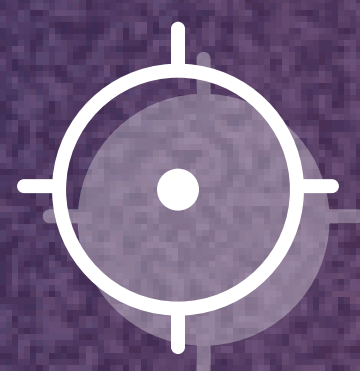
Advertising Reports & Data Export



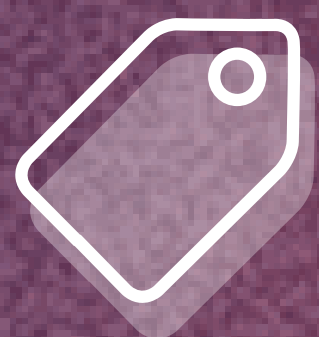
Multi-User Accounts & Access



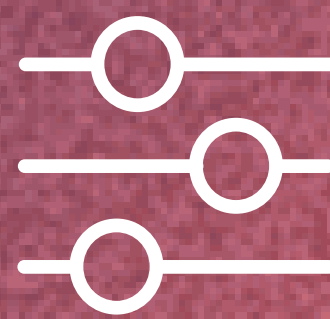
Total ACOS (TACOS)



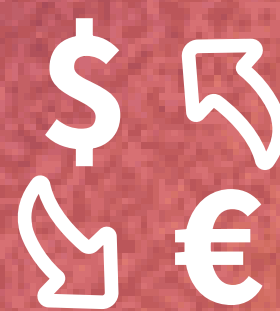
Focus



Tags



Filter



Currency Converter



NUMBERS & FACTS

About BidX

€ 300 M

Managed Ad Spend

2,000+

Advertisers

5.1 ROAS

Is the average performance we achieve for our clients

50

Employees

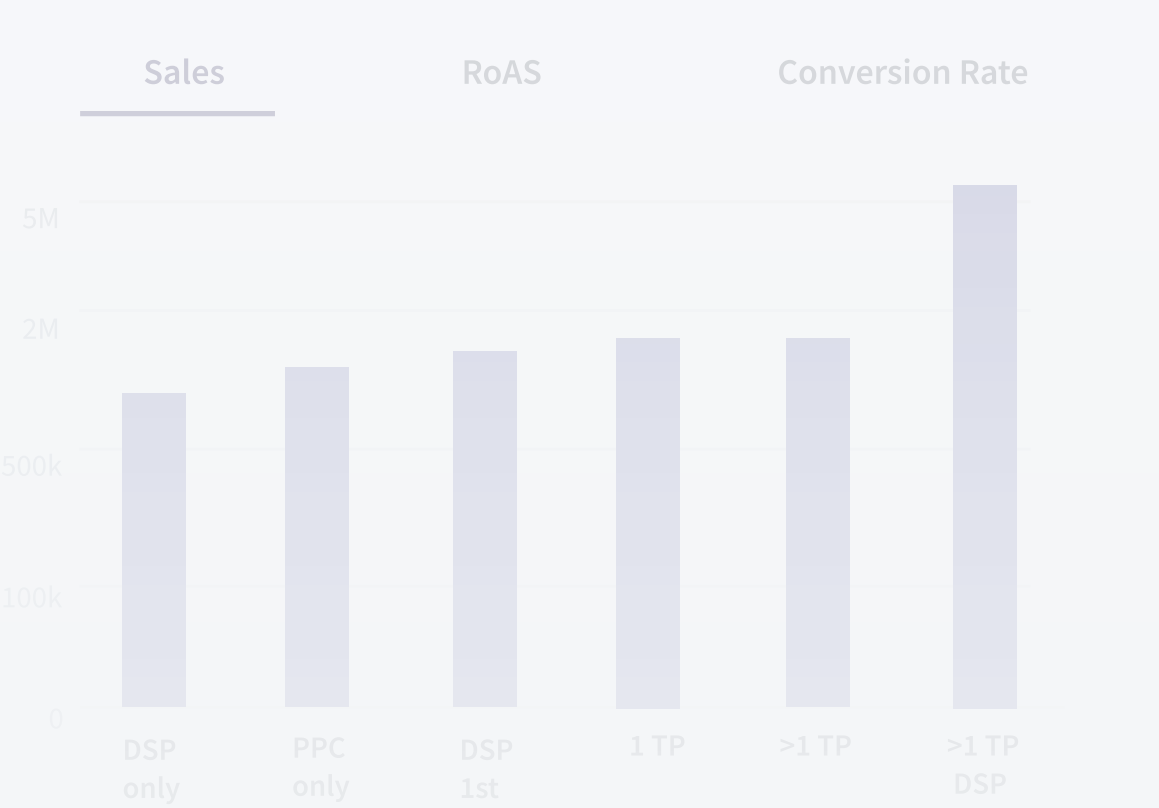
Customer Journey | Path to Conversion

Path	TACoS	Clicks	Conversionrate	ROI	Revenue
STV DSP SP	15%	23456	24%		
SP SP SP SP SP SP SP SP	14%	34131	40%		
DSP SDV DSP	22%	42099	84%		
STV SD DSP SP SP	31%	32651	36%		
SDV SP SP SB SP SP	33%	12519	62%		
DSP DSP DSP SP SP SP SP DSP	60%	9956	30%		

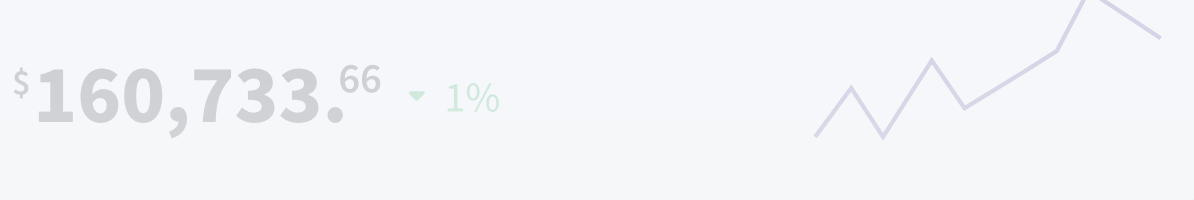
Awareness Funnel



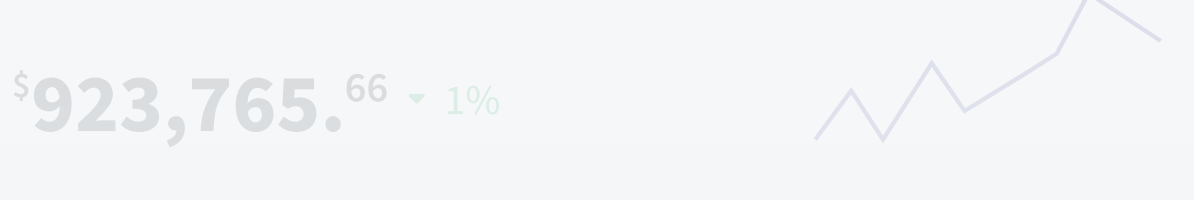
Path to Conversion Statistics



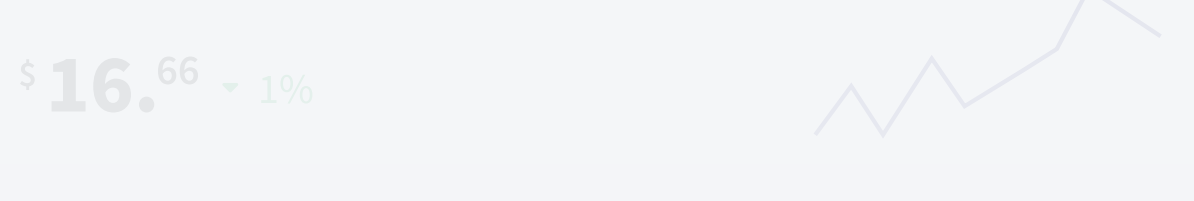
Cost this Year



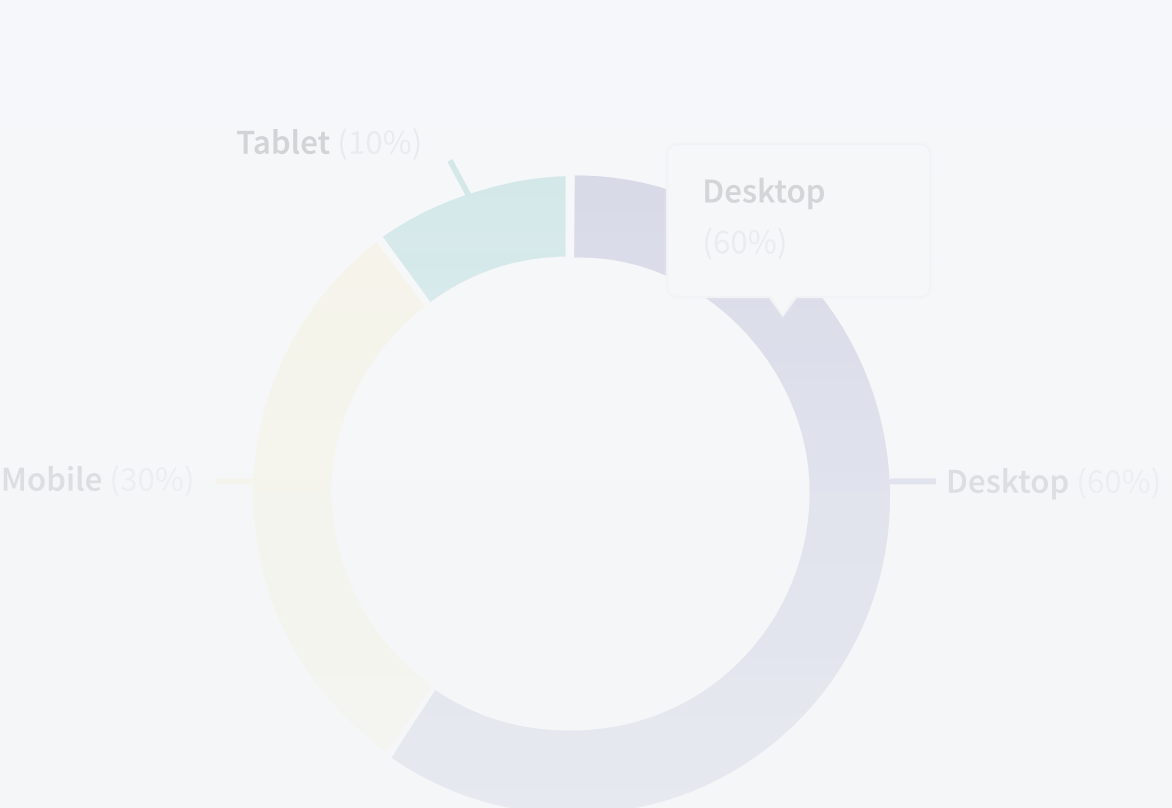
Sales this Year



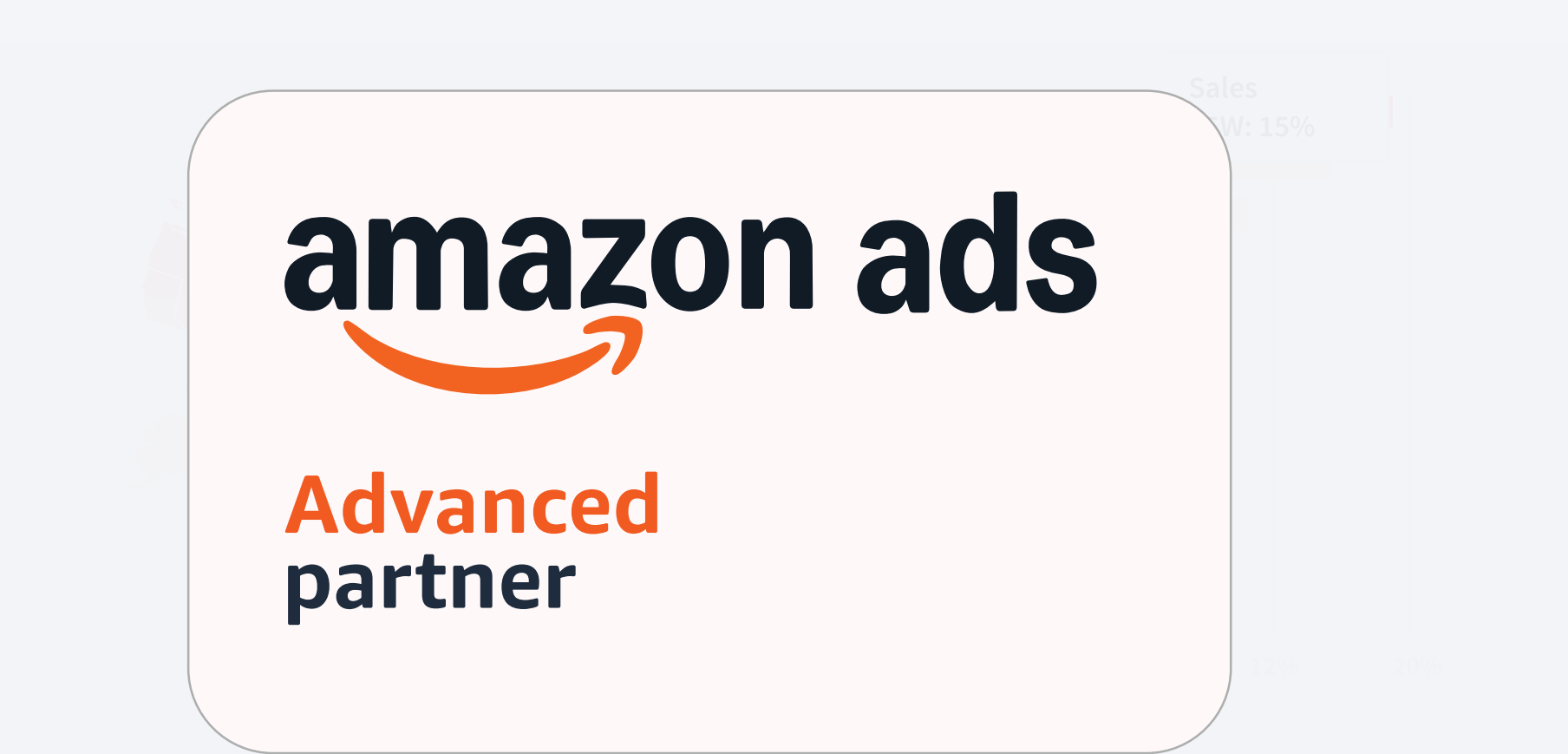
ACoS this Year



Device Statistics



Device Statistics



Time to Conversion





# 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

Create new audience

Customer Journey Path Conversion

Path	Occurencies	CTR	Cost	Reve
STV DSP SP	126.786	0,04%	110.673,36€	581.340
STV SD SP SBV SB SP	120.111	0,03%	60.614,75€	173.227
DSP SDV DSP SP	95.600	0,05%	19.942,41€	155.662
STV SD DSP SP SP	73.001	0,12%	22.798,10€	87.022
SDV SP SP SB SP SP	61.871	0,08%	24.113,00€	72.480,0
DSP DSP DSP SP SP SP SP DSP	50.812	0,13%	8.620,31€	49.900,61€ 5,78

Device Statistics

Tablet (10%)

Mobile (30%)

Desktop (60%)

Path to Conversion Statistics

Sales

RoAS

Conversion Rate

Awareness Funnel

Awareness €212.600

Consideration €492.658

Purchase €1.100.233

Loyalty €767.023

Custom Attribution by Ad Type

Path	Total Cost	Sales Amazon Attribution	Sales BidX Attribution	RoAS BidX Attribution
DSP	121.229,50€	246.476,58€	523.711,44€	4,32
SP	229.753,82€	2.172.756,42€	1.408.390,91€	6,13
SBV	35.287,68€	197.648,26€	342.996,24€	9,72
STV	42.530,70€	70.697,46€	149.282,75€	3,51
SDV	6.385,80€	7.279,86€	16.603,08€	2,60
SD	14.734,26€	17.631,68€	42.287,32€	2,87
SB	59.578,76€	151.849,50€	315.767,428€	5,39



# 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 Schoepper**  
Managing Director & Co-Founder



**Dominik Thüsing**  
Lead Developer & Co-Founder



**Max Hofmann**  
Managing Director & Co-Founder





Scale Marketplace Ads

Book a call **now!**



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