



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

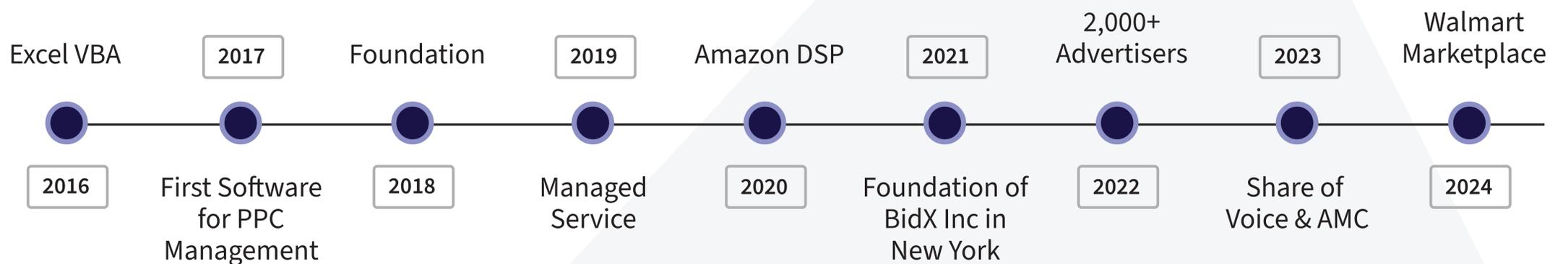
# How it all began

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 Schöpfer 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**<sup>®</sup>



**▲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



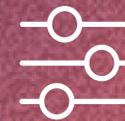
Total ACOS (TACOS)



Focus



Tags



Filter



Currency Converter

NUMBERS & FACTS

# About BidX

€ 300 M

Managed Ad Spend

2,000+

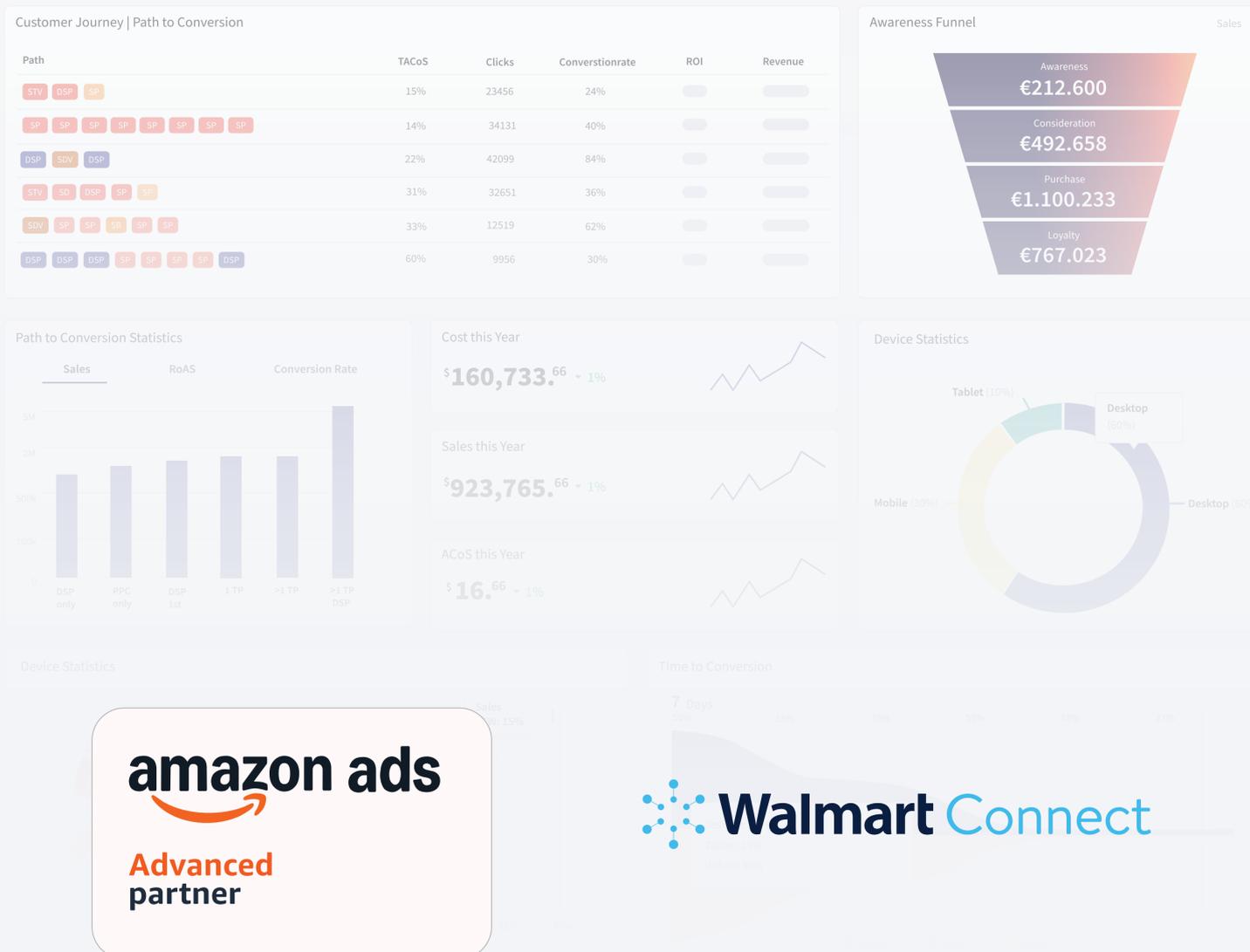
Advertisers

5.1 ROAS

Is the average performance we achieve for our clients

50

Employees



# 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 KNOWN FROM

[Create new audience](#)

### Customer Journey Path Conversion

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

### Device Statistics

### Path to Conversion Statistics

### Awareness Funnel

### 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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