

**HINGE GLOBAL** is a full-service e-commerce agency that helps brands, manufacturers and distributors accelerate their digital commerce worldwide.

### Our competitive advantages:

#### TALENT

Deep expertise, over 125 years of combined e-commerce experience.

#### TECHNOLOGY

We invest heavily in resources and technology to stay on the cutting-edge of fast evolving platforms.

#### COST SAVINGS

Performance-based compensation for channel management, delivering cost savings vs. internal staffing solutions.

#### A Trusted Review:

“We are grateful to the entire HINGE GLOBAL team for their support in getting our Amazon channel back on solid footing. Our Amazon business is now in great shape as a result of the new creative content, AMS strategy, listing optimization, and all of the day-to-day account clean-up that the HINGE GLOBAL team implemented. I’m excited about the business performance.”

Ekta Chopra, e.l.f. Beauty CTO/Digital Transformation Executive

# HINGE | GLOBAL

We establish, manage and grow brands on e-commerce platforms such as      and others

### We Provide:



#### DATA-DRIVEN CONSULTING

 to improve your margins.

- Identify the e-commerce channels best suited to your business
- Determine the optimal product assortment and prices for launch
- Forecast the expected Year 1, 2, 3 Sales and Margin Dollars



#### COPYWRITING AND DIGITAL CONTENT

 to maximize your Click Through Rates (CTR) and Conversions.

- Integrate keywords based on category, competition channel
- Develop enhanced content to drive more conversions
- Build storefront to drive sponsored brand traffic



#### EFFICIENT ON-PLATFORM ADVERTISING

 to optimize your paid marketing Return on Investment (ROI).

- Campaign creation and strategy
- Auto-bidding software to win paid search
- Sponsored brand or sponsored product ads



#### CHANNEL MANAGEMENT

 to deliver flawless execution.

- Issue resolution and case management
- A/B testing to improve performance
- Demand planning, fulfillment strategies, promotion planning



#### BUSINESS TRACKING

 to improve business efficiency.

- Performance tracking
- Competitive brand share
- Third-party sellers and Minimum Advertised Price (MAP) compliance

### Our Results:

**+72%**

**TOTAL SALES**  
vs. Year Ago

**+56%**

**ORGANIC SALES**  
vs. Year Ago

**+47%**

**BETTER CONVERSION**  
vs. Amazon Average

**+33%**

**BETTER RETURN ON AD SPEND**  
vs. Amazon Average

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