



Perfect Content

Product	Score
Creative Camera Camera Lens	45
Creative Camera Camera	64
Creative Camera Camera Bag	89
Creative Camera Drone	45

Get your digital shelf in focus.

Discover how Focus Camera increased sales by 30% using the Noogata platform for eCommerce competitive intelligence.



New York City, USA | 105 Employees | Photography & Imaging Retailer

Focus Camera is a globally recognized digital retailer and brick-and-mortar store selling cameras, imaging and lighting equipment from leading technology brands, ranging from Sony, Canon and more.



PRIMARY CHANNEL
Amazon | Brick & Mortar



To grow in a tightening market, Focus Camera knew they needed to run **campaigns with real time control, precision and immediacy**, and they understood Noogata's AI-driven data platform could help reach their goals.

The Challenge



Focus Camera possesses a large and complex portfolio of eCommerce products, which makes it difficult and time-consuming to manage vast quantities of data.



Retaining and boosting product visibility in an increasingly competitive environment is becoming more difficult.



Existing Amazon and third-party tools are not capable of sufficiently supporting the company's evolving eCommerce growth goals.

The Solution

Drive More Sales With High-Performing Content

In the past, when Focus Camera wanted to optimize product descriptions en masse, they relied on outsourced vendors, which ultimately led to suboptimal performance.

With Noogata, their Amazon team took full control over the product content production, ensuring maximum exposure with our Perfect Content feature. This content optimization tool provides keyword recommendations and scoring to easily update hundreds of product content pages, while amplifying product visibility.

Competitive and Impactful Advertising Campaigns

Instead of relying solely on Amazon's automatic search term targeting, or an external agency, Focus Camera put their trust in Noogata to help them compete with impactful advertising campaigns.

By leveraging powerful AI search term recommendations, they were able to continuously test, fine tune and deploy smarter advertising strategies to better contend and win. With Noogata, Focus Camera experienced a 30% uplift in ROI thanks to the ability to discover valuable insights inside their eCommerce data.

The Noogata Experience

Most platforms sell you a solution, then leave you to fend for yourself. Noogata empowered their Amazon team with smarter tools and guidance throughout their eCommerce journey.

Today's teams don't need to be dedicated data experts. The Noogata customer success team helped train their professionals to tap into the value Noogata has to offer, ensuring a seamless and smooth experience, from onboarding to hyper-growth.



30%

ROI increase on
Amazon marketplace



20K

in sales with only
a \$700 ad spend



3.95%

Achieved exceptional
ACOS

Focus Camera continues to trust in the Noogata platform to keep discovering new value from their eCommerce data. But, how will they continue to protect their position and stay ahead of competitors in 2023?

They have Noogata, an all-in-one competitive intelligence platform to discover valuable insights and achieve their desired eCommerce growth goals.

“Our ability to create such granular insights has dramatically increased our ROI - in fact, we’ve seen over a **30% uplift**. And without Noogata, it would be way too time intensive to do this type of targeting”

Chassy Kirzner, Amazon Manager at Focus Camera

Visit Noogata to learn more.

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