

# How Antonio Exsome Launched a Wildly Successful Amazon Marketing Agency and Attracted Name Brand Clients in his First Year.

## The Opportunity: Getting in on the Cutting Edge of Amazon Advertising

At the end of 2018, when Antonio Exsome considered the future of advertising—and his career in the field—it was clear that Amazon was the only company that could mount a real challenge to the Google-Facebook duopoly. He, therefore, decided to form an Amazon marketing agency. No stranger to advertising, Antonio knew his first need was a technology platform to help him develop data-driven strategies for future clients. He evaluated all the top platforms on the market, assessing them primarily on the technology and team behind them.

He quickly saw that smaller platforms could not scale to the levels Antonio aspired to reach. Still, he was disappointed to see that some of the big competitors turned out to rely more on fancy branding than the strength of their underlying technology.

### ABOUT PROFITLOGIQ

ProfitLogiQ is an Amazon marketing agency in Mexico which manages over 50+ Amazon marketing accounts.

## The Solution: The Intentwise Amazon Ad Platform

After countless evaluations, the Intentwise platform came out the winner. Antonio was most impressed by how the platform made use of advances in AI and deep learning to process data and render it insightful and actionable on an incomparable scale. Furthermore, Antonio appreciated the upfront nature of the Intentwise team. There were no gimmicks or pushy sales tactics, just an excellent product and an organization devoted to making it work for its users. Confident that he had selected the best platform for himself and his clients, Antonio put it to work at his new agency, ProfitLogiQ. And he had so much trust in it; he became a reseller in Latin America and Spain.

Antonio and the Intentwise team worked closely for the first few months to evaluate every aspect of the platform, identifying ways to improve. Because he was both a user and a reseller, Antonio had unique insights into its features from his own experience and agency feedback. Moreover, he was operating in vastly different markets, which impacted Amazon's marketing as well. Together, Antonio and Intentwise were able to develop an even more robust platform for other global users.

## The Result: An Incredible Growth Trajectory and Brand Name Portfolio

Since launching ProfitLogiQ just a year and a half ago, Antonio and his team have onboarded 35 brands and now manage over 50 Amazon marketing accounts. As if the sheer size of their growth in such a condensed time frame was not impressive enough, their new clients include some of the most recognizable brand names, including Colgate, Unilever, L'Oreal, Kimberly Clark, and S.C. Johnson.

Landing such big-name clients was no easy feat, but the ProfitLogiQ team credits the Intentwise platform in yielding results that spoke for themselves. For instance, when word got out that Colgate's Mexican Amazon Advertising accounts were not performing as they should, ProfitLogiQ knew there was an opportunity to prove their value. Despite a robust marketing budget, Colgate's advertising campaigns would not spend out more than \$50. Using the Intentwise platform's recommendations, ProfitLogiQ was able to secure a 5 x increase in ad spend and revenue within one week. Since then, Colgate has increased 100x in ad spend and 500x in sales. And already in the first four months of 2020, the Intentwise platform's recommendations and automation have helped generate more sales for Colgate than all its 2019 sales combined.

In addition to the direct to brand work, Antonio has provided six of the largest local agencies with the Intentwise platform, including Havas Media and Group M. All of them have found similar success using the platform. Because the platform is set up to minimize the amount of manual work agency staff needs to engage in on a day-to-day basis, it is ideally suited to helping agencies scale with many mid-sized clients.

From small and mid-sized local clients to larger agencies and big-name international brands, Antonio and his team have proven that the Intentwise platform has the right tools to help users of all sizes manage and optimize Amazon marketing accounts and campaigns.

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**- Antonio Exsome, CEO**