

AMAZON FOR SHIFT

271020



DASH

RETAIL


Markus Varsikko

Founder & CEO of Dash Retail Consulting Ltd

- 1998 Ads to Altavista
- 2000 Media and Ad agencies
- 2005 Google SEO & Adwords
- 2008 Performance agency Ainoa
- 2012 Ainoa acquired by Omnicom
- 2015 Omnicom EMEA London
- 2018 Dash Retail





**Dash is helping companies grow
their business on **

**61% of global B2C
ecommerce is taking place
on marketplaces.**

The Online marketplaces are growing faster than other retail channels.

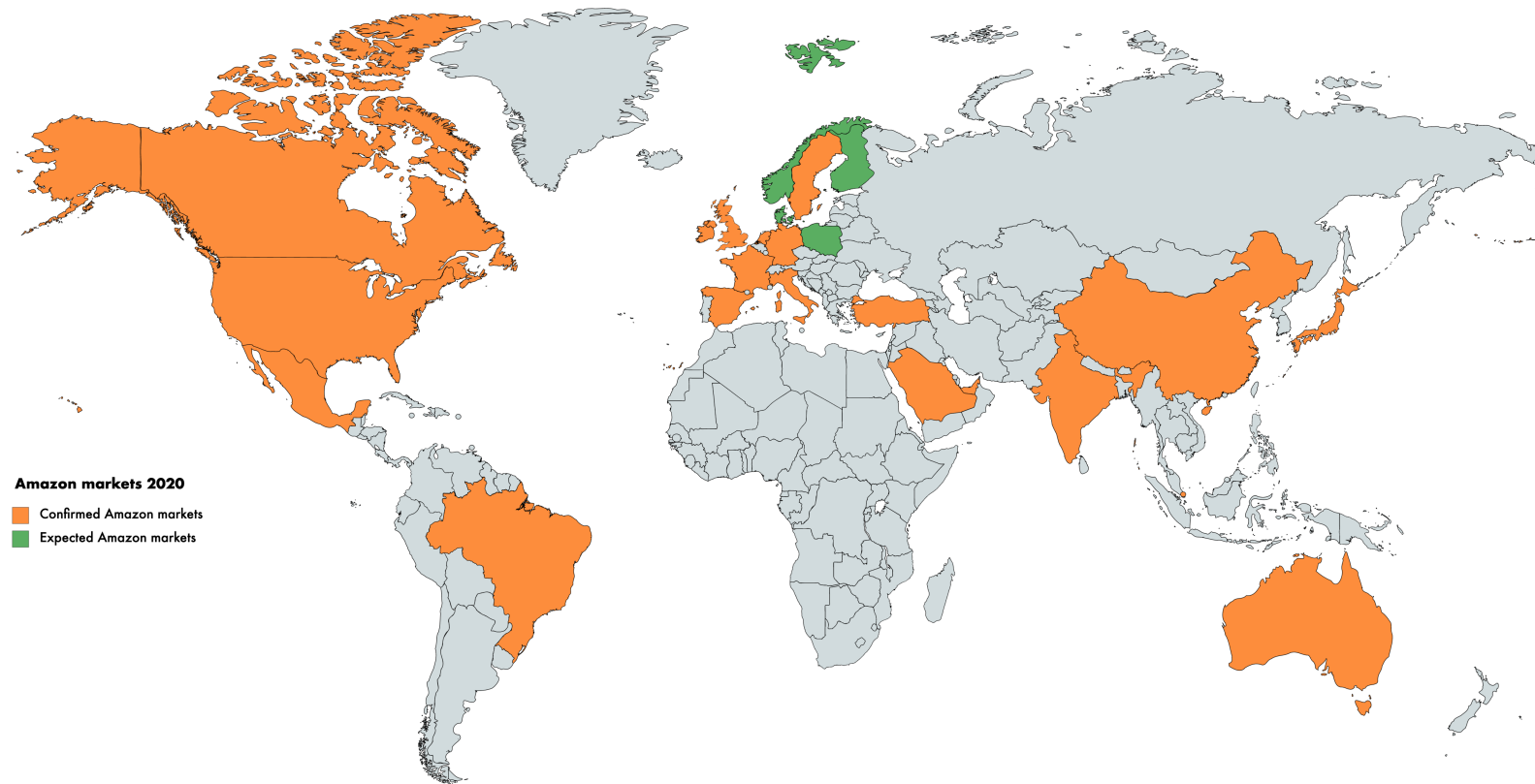
What is Amazon?

**The earth's most customer
centric company!**

**We are not competitor obsessed,
we're customer obsessed. We
start with the customer and we
work backwards.**

Jeff Bezos

Amazon's global footprint



Created with mapchart.net

- Officially Amazon says that their reach is over 300 Million customers
- The estimated reach is closer to 400 Million
- The largest Amazon markets are:
 1. USA
 2. DE
 3. UK
 4. JP

**How do people
find your product
among 600
million other
items**

Your product



Contacts

For more information, please contact:

Markus Varsikko, CEO & Founder

Markus@dashretail.eu

+358 40 730 2356

Dash was founded by Markus Varsikko, who identified this gap in the market whilst running Resolution Media, Omnicom's specialist search and social media offering across Europe, the Middle East and Africa. A Finnish native, he has returned to Helsinki to establish Dash Retail Consulting and support businesses as they navigate the increasingly complex but lucrative retail landscape.

