Project #9

90% Retainer CPG Amazon Agency

Opportunity to acquire a boutique, U.S.-based Amazon-native marketplace management and digital commerce agency serving consumer product brands. The business combines strategy, account management, advertising execution, catalog optimization, content, analytics, reporting, logistics coordination, and high-touch operational support for brands seeking expert-led marketplace growth.

$1.15M	$1.19M	$303K	25%	97%
List Price	Revenue	Adj. EBITDA	EBITDA Margin	Monthly Retention

Business Overview

Project #9 is a founder-led, fully remote marketplace agency founded more than a decade ago and focused on CPG and specialty consumer brands. The company acts as an outsourced Amazon operating partner for brands that are already selling online but need stronger strategic direction, execution discipline, marketplace reporting, and day-to-day issue resolution.

Every engagement begins with strategy and typically expands into ongoing management. Revenue is approximately 90% retainer and commission-based, with project work serving as a natural on-ramp to longer-term client relationships.

Core Services

- Marketplace strategy, KPI development, promotional planning, and business reviews.
- Amazon account operations, item setup, detail-page SEO, enhanced content, and storefront creation.
- Advertising execution and media efficiency support across major marketplace and retail media environments.
- Sales and advertising reporting, brand health audits, competitive benchmarking, and SEO relevancy reviews.
- Logistics coordination, chargeback support, access troubleshooting, and responsive account support.

Business Metrics

Founded	2015
Team	6 FTE + 2 contractors
Active Clients	43
Revenue Model	90% retainer / commission
Avg. Retainer	~$2.5K monthly
Client Tenure	3+ years average
Client Concentration	No client >10%
Client Mix	~98% B2C

Service Mix

Strategy	30%
Account Management	30%
Analytics & Reporting	25%
Support	15%

Category Focus

The client base is concentrated in grocery and specialty CPG, with additional exposure to health-related products, beauty/skincare, pet, outdoor, and adjacent consumer categories.

Strategic Buyer Rationale

Focused Amazon and digital commerce capability with recurring revenue, leadership continuity, and practical integration upside.

Strategic Highlights

- **Amazon-native specialization.** The agency provides full-service Amazon management for brands seeking expert-led execution rather than a generalist agency relationship.
- **Recurring revenue quality.** Approximately 90% of revenue is retainer and commission-based, with minimum contract terms and strong historical client retention.
- **Low concentration risk.** The company serves 43 active clients, with no single client representing more than 10% of revenue.
- **High-touch operating model.** The team functions as a direct extension of clients, supporting strategy, execution, analytics, and marketplace issue resolution.
- **Leadership continuity.** Senior leadership has indicated willingness to remain with an acquiring company for a meaningful post-close transition.
- **Referral-driven pipeline.** New business is generated through referrals, creating potential upside for a buyer with structured sales and marketing infrastructure.

Growth Opportunities

- Expand average retainer size through tiered packaging, broader marketplace coverage, and higher-value analytics or media management services.
- Add structured outbound, partner, and paid acquisition channels to supplement a currently referral-led business development engine.
- Scale delivery with the identified hiring roadmap across account management, advertising, and associate-level support roles.
- Layer in technology, AI-assisted workflows, dashboards, and standardized reporting to improve output per employee and margin leverage.
- Extend the service model into additional retail media and digital shelf environments where existing clients already need support.

Buyer Fit

Project #9 may be relevant for Amazon agencies, marketplace operators, retail media platforms, commerce enablement groups, performance marketing agencies, and PE-backed service platforms seeking a focused CPG marketplace capability.

Financial Snapshot

List Price	$1.15M
Revenue	$1.19M
Adj. EBITDA	$303K
EBITDA Margin	25%
Revenue Multiple	~1.0x
EBITDA Multiple	~3.8x

Preliminary Diligence Focus

- Trailing monthly revenue and adjusted EBITDA bridge.
- Client-level revenue, churn, tenure, and contract terms.
- Ad spend under management and channel mix.
- Team dependency, transition commitments, and incentive plan.
- Workflow, reporting, and AI/automation maturity.

Transaction Rationale

A buyer can acquire a profitable, recurring-revenue Amazon agency with a defined CPG niche, high client retention, low concentration, and clear upside from expanded sales infrastructure, pricing optimization, broader channel coverage, and platform-level delivery systems.

Next Step

Additional materials can be provided under NDA to qualified strategic buyers and relevant acquisition platforms. nReach is sharing this opportunity on a limited basis.