

# MEET A NEW KIND OF AGENCY

Innovative. Data-driven. Results first.



# 21

## Years of Profitable eCommerce Growth

Growth doesn't happen by chance — it happens by choice. For over two decades, brands have chosen National Positions to lead the way. From Google Ads to Amazon and Paid Social, we deliver the tech, talent, and strategies that turn performance into measurable success.

# 150+

## World-Class Experts

When you partner with a team recognized by Forbes, Affiliate World, Google, Meta, and Amazon, you gain more than just marketing services — you gain proven expertise and industry-leading strategies that drive real results for your business.

# 300+ Publications

We are a leading voice in the digital marketing industry as proven by our 300+ Forbes Agency Council publications. From advancements in AI and branding to the value of 1st party data and customer loyalty - we have covered every aspect of the marketing world on Forbes.



**Bloomberg  
Radio**

LOS ANGELES  
BUSINESS JOURNAL



**GEEK OUT**

**Inc.  
500**



# 20+ Awards and Certifications

Power your growth with a partner trusted by industry leaders. Recognized by The Inc 500, Affiliate World, Google, Meta, and Amazon, we deliver the proven strategies and expertise that help businesses like yours scale faster and achieve lasting success.



# Solving Problems for Ecommerce Brands



## **Wasted Ad Spend**

Don't know what's working?  
We show you in real time.



## **Missing the Full Picture?**

See how every channel works  
together, clearly and in one place.



## **High Costs, Low Returns**

We lower your cost to get  
customers and boost results.



## **Agencies That Overpromise**

You work with experts. No fluff.  
Just results.



## **Too Much Data, No Direction**

We turn data into clear weekly  
action plans.



## **No Transparency**

You see everything. You  
own everything.

# Our Values

## **Results First**

Obtain optimal results for every client. Utilize the best tools and platforms to help our clients scale faster than their competition.

## **Deliver WOW Every Time**

Establish an unwavering commitment to sustaining a customer experience that exceeds expectations and delivers wow at every interaction.

## **Doing What's Right**

Working with integrity, honesty, and transparency, producing the right solution for our clients' needs.

## **Desire To Be The Best**

Sustain a passionate interest in the latest industry insights and have a willingness to learn, share, and implement these insights.

## **Constantly Innovate**

Embracing out-of-the-box thinking and continually test new concepts to provide our clients with the best scalable solutions as the industry evolves.



# Our Strategic Solutions

E-commerce solutions tailored to your goals

 PPC (Google & Bing)

 Amazon & Walmart

 SEO  
*Search Engine Optimization*

 Meta Marketing\*

 YouTube Marketing

 CRO  
*Conversion Rate Optimization*

 TikTok Marketing\*

 Pinterest Marketing

 Influencer Marketing

 Snapchat Marketing\*

 Lifecycle Marketing

 Programmatic

*\*Providing paid media and organic management\**



# AD BEACON For eCommerce

Maximize Growth. Maximize Profit.

## All-in-one Analytics Platform

Getting real-time clarity on ROAS, LTV, CAC, and MER — so you can make faster, smarter growth moves.

## Smarter Budget Allocation

Seeing what's really driving results and invest more confidently where it counts.

## Better Results with First-Party Data

Using real-time customer insights to scale smarter, lower costs, and boost returns.

## Faster Creative Testing

Knowing instantly which videos, images, and copy perform best — and double down on what wins.

## Doubling Down on Profit Drivers

Finding your most valuable customers and products — and turning insights into faster, higher profits.

## Why AdBeacon OutPerforms

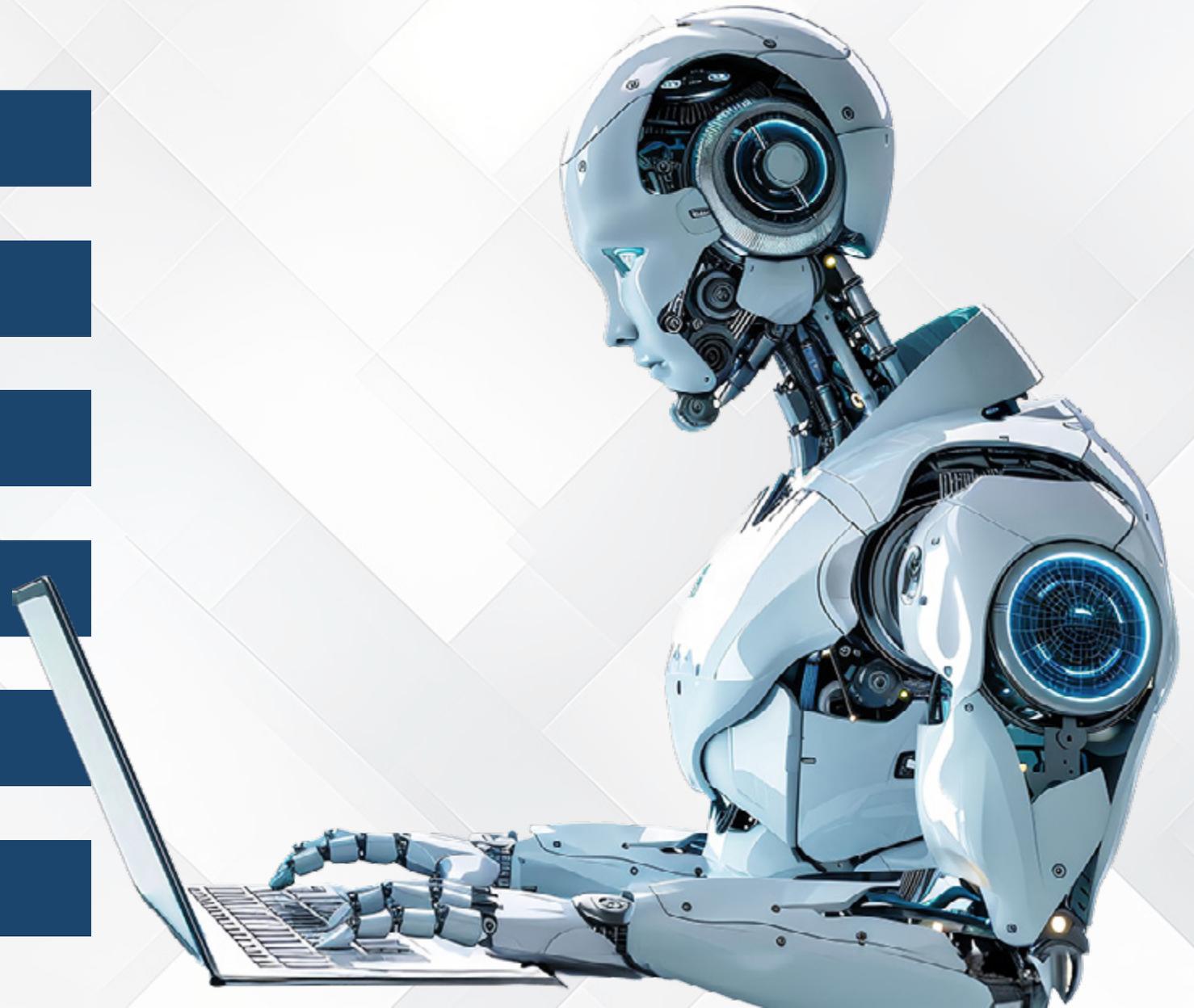
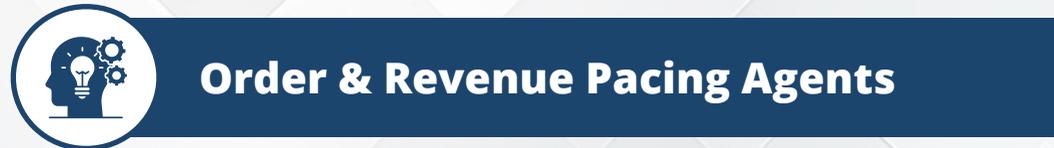
20%+ average cut in wasted ad spend

15–30% revenue acceleration in 90 days



# AI - Powered by National Positions

AI Agents That Power Smarter, Faster eCommerce Growth



# AI Profitable Approach to CRO

Smarter Testing. Better UX. Higher Revenue.



## AI Powered Optimization

Real-time site scans detect conversion drop-offs and improvement opportunities.



## Multi-Funnel Testing

AI allocates traffic to best-performing experiences—no guesswork, faster wins.



## Full Funnel Insights

Track user behavior from click to checkout to uncover hidden friction.



## AOV Growth Strategies

Use upsells, cross-sells, and bundles to drive more revenue per customer.



## Performance Benchmarking

Compare your results to similar brands for context and continuous improvement.



# Strategic Performance Management

Streamlining the Omnichannel Experience

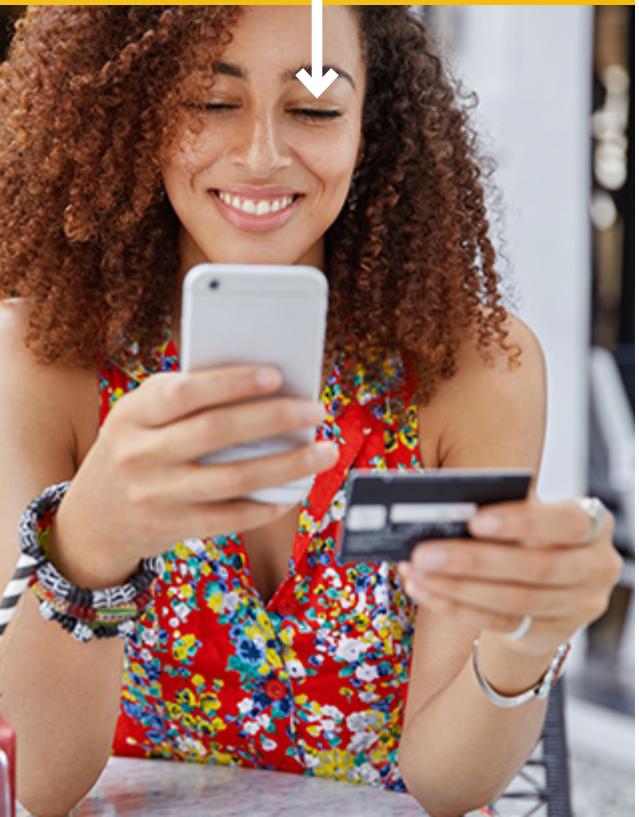
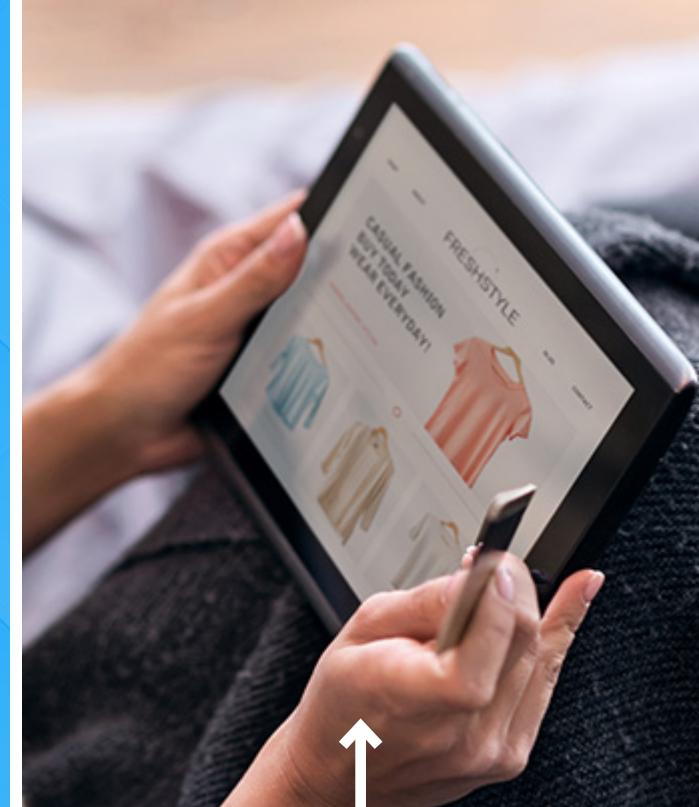
-  Strategy Development
-  Forecasting and Analysis
-  Streamlined Communications
-  Cross-Channel Coordination
-  Business Intelligence Reporting

## Our E-Commerce Expertise



### Shopify Experts

Simplify and scale your direct-to-consumer sales with a fully optimized Shopify store. Trusted by top brands like Red Bull and Kylie Cosmetics, Shopify offers the flexibility you need — and we make sure your store is built to perform.



### Amazon Experts

Tap into the world's largest marketplace and unlock new revenue opportunities. In 2024, U.S. independent sellers averaged over \$290,000 in annual sales on Amazon. With our expertise, you can maximize your share of this thriving market — without the guesswork.



### Shopping Feed Management

Reach more customers and boost sales by letting us optimize your ecommerce product feeds. With over 1,000 online channels — each with their own rules — we handle the complexity so you can focus on growing your business.



"We've worked with a bunch of agencies over the years, and National Positions has been one of the best. Super switched-on team, great communication, and they genuinely care about getting results for their clients... Easy to work with, always proactive, and they know their stuff. Highly recommend."

Shaun Bond



"Great partners to work with and have driven a ton of value for our clients! Couldn't ask for a more hands-on, diligent approach. Excited to continue working with them :)"

Cory Gill



"Working with National Positions has been a pleasure. It's really simple to work with them. They want your success and if they don't produce they truly feel like they have not done their job. Their success is tied to ours. A real partner!"

Daniel Abitboul

# Hundreds of Success Stories

See our featured client case studies on [NationalPositions.com](https://NationalPositions.com)



## BRIXTON

- 760%** Return on Ad Spend (Social)
- 870%** Return on Ad Spend (Google)
- 450%** Higher Social Commerce Revenues
- \$1M +** In Assisted Revenues (Monthly Avg.)



## Foresight Sports

- \$1M+** in BF/CM Revenues
- 1500%** Return on Ad Spend (Facebook/Meta)
- 70%** Better Return on Ad Spend (Facebook/Meta)
- 265%** Greater Purchase Volume



## Safariland

- +72%** Growth in New Social Commerce Orders
- +25%** New Customer Growth (Google Ads)
- +30%** Higher Paid Media Revenues
- +16%** Growth in Organic Website Conversions



# Key Takeaways

Profitable and predictable growth

Our solution:



## Experienced Team

Strategists with 5+ years (minimum) of hands-on experience driving growth.



## AdBeacon

Advanced segmentation and insights for more profitable campaigns



## Data-Driven Marketing

Smarter, faster decisions powered by real performance data



## Financial Modeling

Disciplined budgets built to maximize ROI and efficiency



## Boutique Agency

Agile partners diagnosing challenges and prescribing tailored strategies



## Performance Manager

Dedicated expert for aligning teams and accelerating success



## 21 Years of Experience

Proven record of sustainable, industry-wide growth



## Strategic Intelligence

Diagnose barriers and prescribe strategies using real-time customer and market data

# Getting Started

There you have it! Now that you know all about us, we're excited to get to know you and your brand. Contact your Digital Marketing Strategist to set up a complimentary Digital Marketing Audit. Act now if you are serious about taking your business growth to the next level.



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