

# Every channel, every fee, one margin you can defend

Amazon, Walmart, Shopify, ad spend, and your ERP in one governed model. **True margin by ASIN, after every fee.** No twenty-hour sync.



## THE PROBLEM

### 12 places

Every channel is its own export. Someone stitches them together by hand, every single week. Every stitch is where the numbers drift.

### 20 hours

Pull the full Amazon space and the extract runs all day, then crashes. Margin lands too late to act on, if it lands at all.

### 5 versions

Of total spend, in the same meeting. Everyone brings their own number and the QBR becomes an argument about whose is right.

## WHAT IMPROVADO DOES



### Selective extraction at your volume

Pick the accounts and dates. It runs in hours, not twenty.



### ERP join

Sales, settlement fees, and ad spend reconciled to your product hierarchy. Per ASIN, not per portal.



### True margin after 75+ Amazon fees

Referral, FBA, storage, ads. Every fee lands on its SKU, so profit is real.



### Organic vs ad-driven sales

Real ROAS and TACOS by ASIN. Reports build themselves.

## PEER PROOF

### 3 days

CONNECT-TO-LIVE

### 192,000 SKUs

ON ONE SCHEMA

### 9 → 1

PORTALS

A ~730-person licensed pop-culture merch brand. **192,000 SKUs across Amazon Seller and Vendor Central, national retail, and a Shopify DTC store.** Nine portal exports became one governed model, and their own analyst stood it up self-served: **true margin by ASIN in 3 days.** No services engagement. No twenty-hour sync.

TRUSTED BY 40+ ENTERPRISE TEAMS



ACTIVISION

ASUS



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