# RISING SUN COMMERCE

## Amazon Japan

Founded 2016



Rising Sun Commerce




UK base




JP base

# ABOUT US

We're a team of **native English** and **native Japanese** Amazon experts who have vast experience on Amazon and digital marketing in Japan

We specialise in **helping non-Japanese brands grow** on Amazon Japan and to become known brands in their niche

Rising Sun Commerce



# SERVICES

- Amazon Market Research
- Amazon Product Detail Page Creation
- Brand Store Page Creation
- Seller Central/Vendor Administration
- Amazon Advertising
- Off-Amazon Brand Building
  - Japanese website
  - Japanese Social Channels
  - Influencer & Affiliate Marketing

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# AMAZON LISTING CREATION

We learn everything we can about your brand and your products

We analyse the category keywords, competitor listings and customer reviews

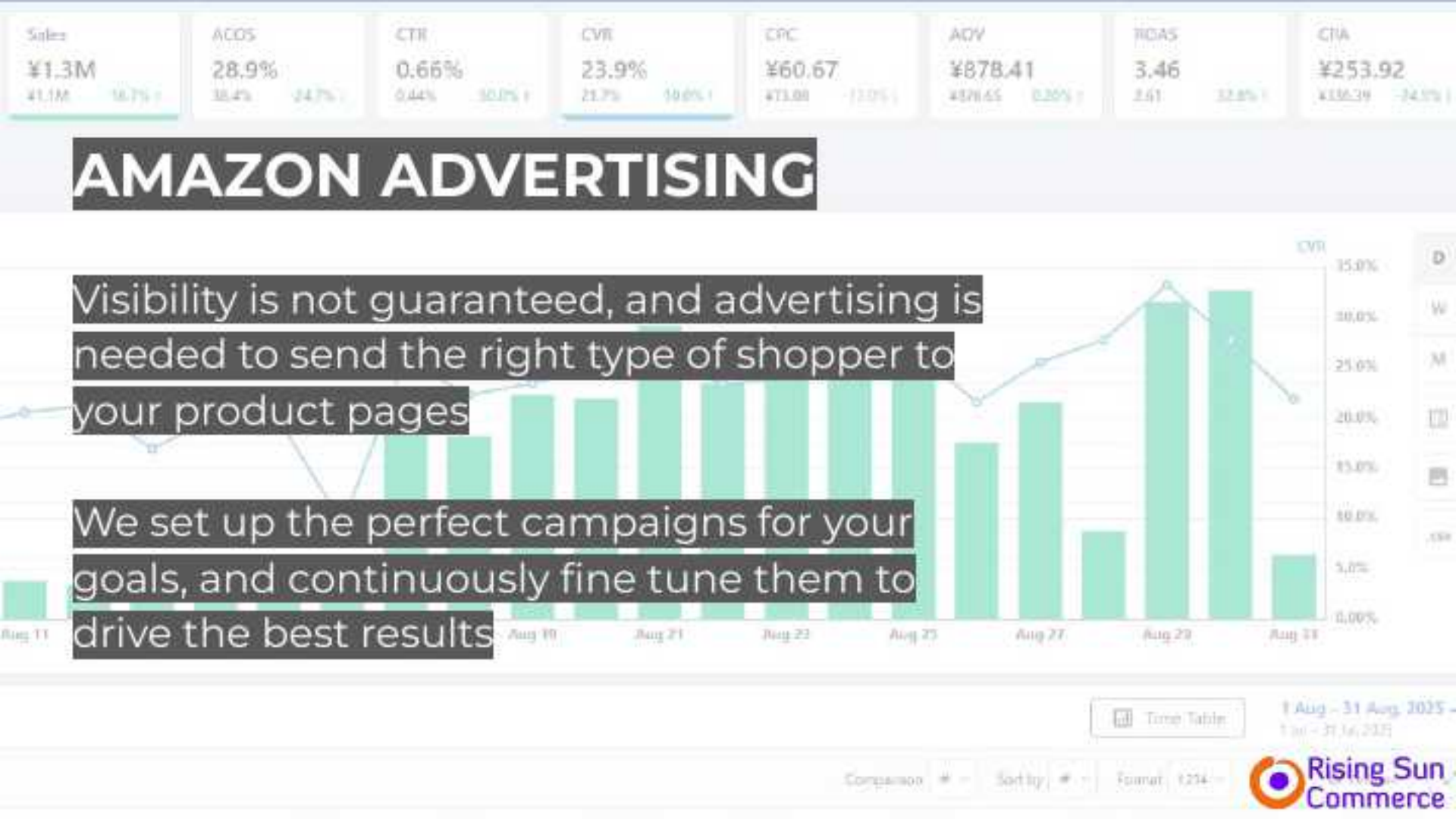
We draft Japanese shopper optimised product detail pages & customised images

We publish your Brand Story & Premium A+ content





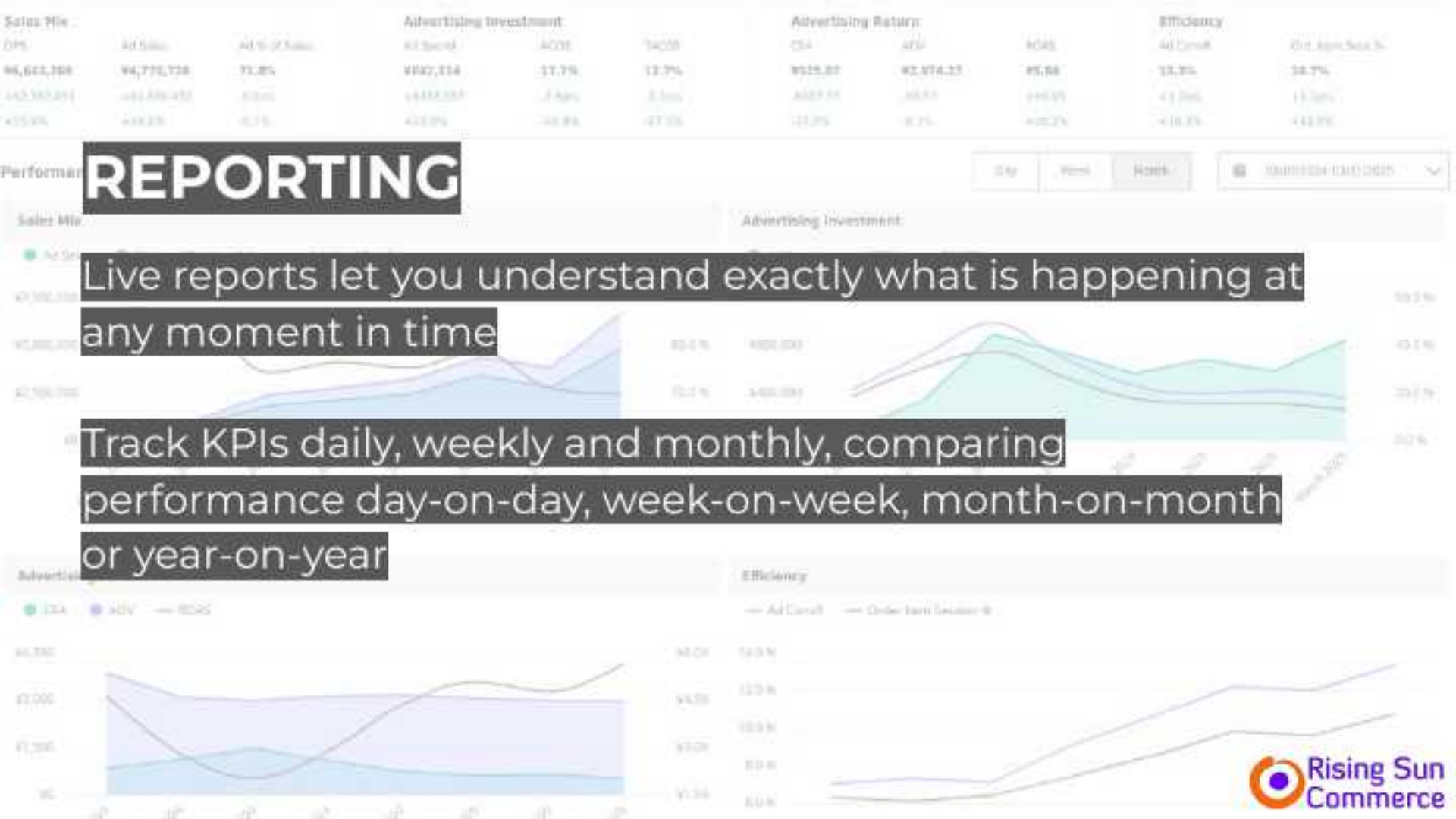

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Sales
¥1.3M
ACOS
28.9%
CTR
0.66%
CVR
23.9%
CPC
¥60.67
AOV
¥878.41
ROAS
3.46
CPA
¥253.92
AMAZON ADVERTISING
Visibility is not guaranteed, and advertising is needed to send the right type of shopper to your product pages
We set up the perfect campaigns for your goals, and continuously fine tune them to drive the best results
CVR
Aug 11
Aug 19
Aug 21
Aug 23
Aug 25
Aug 27
Aug 29
Aug 31
Time Table
1 Aug – 31 Aug, 2025
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# REPORTING

Live reports let you understand exactly what is happening at any moment in time

Track KPIs daily, weekly and monthly, comparing performance day-on-day, week-on-week, month-on-month or year-on-year



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# INFLUENCER MARKETING

Influencers have audiences that are ‘influenced’ by what they say and do

If an influencer endorses your product it is much more powerful than a standard advertisement

Growing awareness with influencers drives more shoppers to Amazon in search for your products

** This video generated a **10X** ROI for the client*

**229,242** views (as of 16 Oct, 2025)
https://www.youtube.com/watch?v=adI7IpB5m6C

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# DOWNLOAD OUR INFLUENCER MAKETING SLIDE DECK AND SEE EXAMPES OF OUR WORK

** including a video that has racked up **516,003 views** (as of 16 Oct, 2025)*

## CLICK HERE TO ACCESS



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# Press Releases and Media

For a lot of brands, building awareness of your brand & products is essential if you want to succeed in Japan

Rising Sun Commerce has a history of success when it comes to press releases and specialist magazine publications in Japan

Click here to see one of our clients featured in a major Japanese magazine, both online and in physical print:

https://oceans.tokyo.jp/article/detail/39892 & https://oceans.tokyo.jp/article/detail/25742

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# SOME OF THE BRANDS WE'VE WORKED WITH




Rising Sun Commerce


skull shaver


Gerber


WINSOR
&
NEWTON


LOCK
LACES


CozyPhones


イソジン
Isodine


PSO-RITE.COM


Lovehoney


COSATTO
clever stuff for happy babies


Nestlé

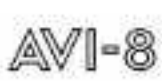

Tech 21


TRU
EARTH


BRITISH
COUNCIL


MAGNETO


NIKWAX
OUTDOOR INNOVATION


AVI-8

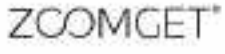

KEZEF


WELDTITE


pure
enrichment


HEALTH THRU
NUTRITION
HTN


KEY|SMART


ZOOMGET


OYO


omnicharge


LELO


STACKERS


COCALERO


CE
CASE ELEGANCE


mifold


LEATHER
Honey
SINCE 1968


Alpecin


PIZUNA
LINENS


jenolite


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Commerce
















Custom image design


HIN
ビタミンD
Vitamin D3


日光を浴びにくい方に
ビタミンD3 2000IU
屋内作業
夜勤
外出が
少ない季節
1粒あたり50μg


選ぶ基準が明確
1粒あたり
50
μg
2000
IU
365
粒
ソフトジェル
HIN
ビタミンD
Vitamin D3


粒サイズを確認
HIN
ビタミンD
Vitamin D3
ソフトジェル
実物イメージ


製造背景が分かる
品質のポイント
米国製
cGMP準拠
施設で製造


続けやすい大容量
ポイント
365粒
大容量
1日あたり
約7円*
続けやすい価格
たっぷり使えて
経済的
毎日
続けやすい!
*2,309円時の目安


飲み方・保管方法
ポイント
1
1日1粒目安
2
常温保存
3
高温多湿・
直射日光を避ける


購入前チェック
確認ポイント
粒サイズ
内容量
365粒
原材料




## There is a 72% probability Version B is better.

There is a 28% probability **Version A** is better.

Experiment provides **Mild** evidence that **Version B** is better.

These image updates have increased conversion rates by 18.6%

| Metric View A/B content | Version A | Version B | Difference |
|---|---|---|---|
| Units Per Unique Visitor | 0.003 | 0.004 | + 0.001 |
| Conversion | 0.29% | 0.344% | + 0.054% |
| Units Sold | 130 | 159 | + 29 |
| Units Sold From Search | 55 | 63 | + 8 |
| Sales | ¥288,730 | ¥353,139 | + ¥64,409 |
| Sales From Search | ¥122,155 | ¥139,923 | + ¥17,768 |
| Sample Size | 43,158 | 43,075 | - 83 |

# Amazon Ads Case Study - 1P Vendor account




This well known Japanese brand had low quality product listings and were not running Amazon ads. We updated all content and switched ads on, and after a difficult start (because Amazon capped ad spend ), we saw explosive growth. Sales grew from 2K ads units to 8K+ ad units in one month.

# Amazon Ads Case Study - 1P Vendor account

Best seller rank improved and we hit the #1 best seller in the sub-category.

Monthly units sold increased from 1000 units per month when we started to over 7000 units per month.



# Long term Gradual Sales Growth Case Study - 3P Seller Central account

| Sales | | | Units | | | Traffic | | | Coverage | |
|---|---|---|---|---|---|---|---|---|---|---|
| OPS | Tot. Ord. Items | AOV by Ord. Item | Units Ordered | ASP | Units per Ord. Item | Sessions | Page Views | Ord. Item Sess. % | Buy Box % | Avg. Off. Count |
| ¥7,739,944 | 2,260 | ¥3,424.75 | 2,309 | ¥3,352.08 | 1.02 | 23,187 | 33,914 | 9.7% | 99.8% | 18.0 |
| +¥1,863,801 | +615 | -¥147.37 | +633 | -¥153.98 | +0.00 | +7,922 | +9,966 | -1.0pts | +0.1pts | +8.9 |
| +31.7% | +37.4% | -4.1% | +37.8% | -4.4% | +0.0% | +51.8% | +41.6% | -9.9% | +0.1% | +98.9% |

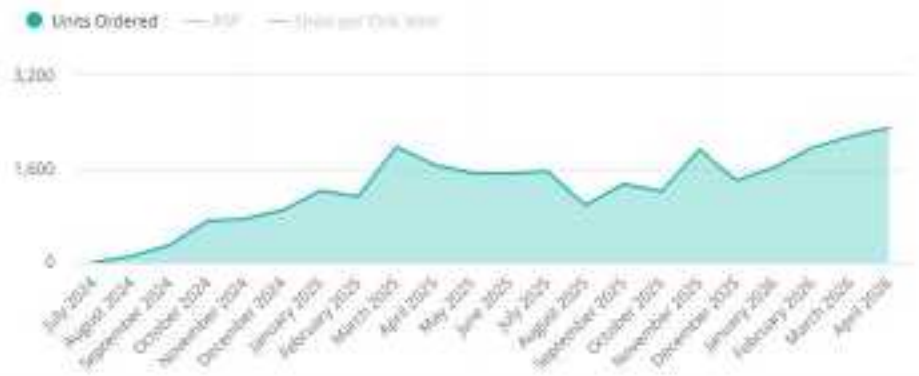
## Performance over Time

Day | Week | Month | 07/01/2024 - 04/30/2026

### Sales




### Units



# Long term Gradual Sales Growth Case Study







Launching with zero sales we were tasked to grow revenue while maintaining strict ACOS and TACOS targets.

There was a modest annual advertising budget so we needed to carefully allocate it month-to-month.

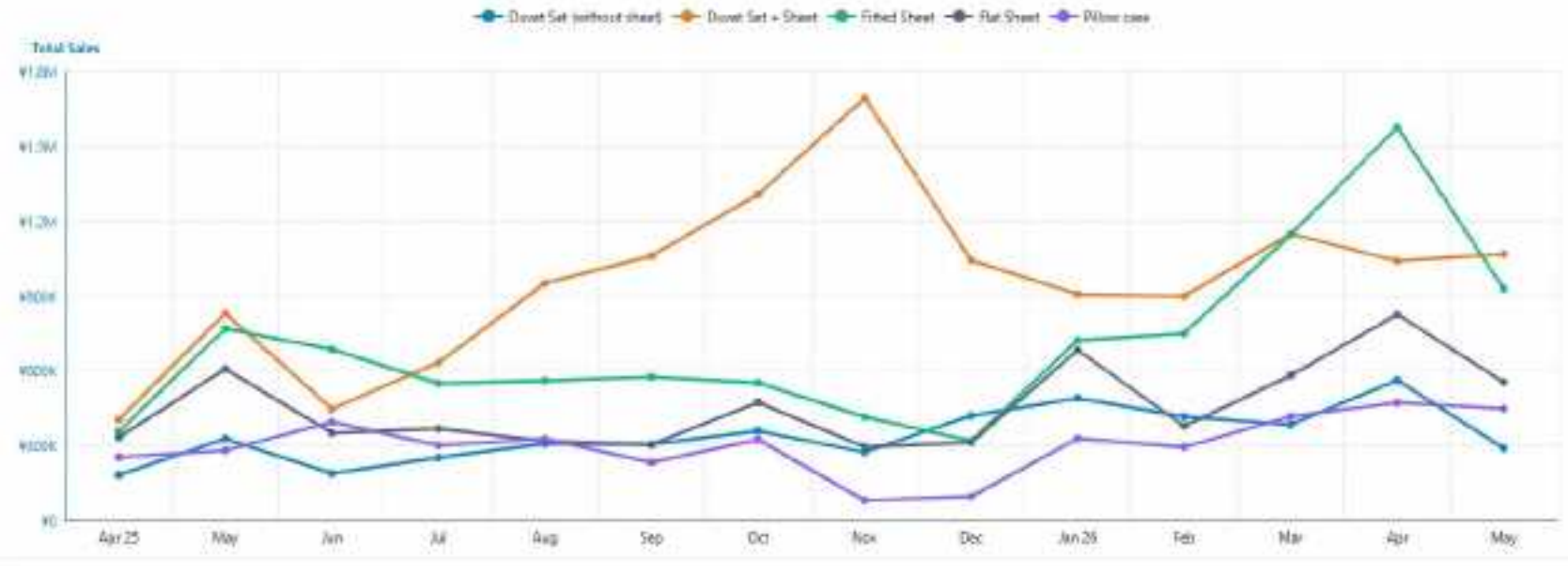
We have seen steady 30% year-on-year growth.

# Standard Early Management Plan.

1. Get access to the Amazon account and upload all content
2. Understand goals, budgets and long term targets
3. Detailed keyword research & competitor analysis (and review analysis)
4. Set up '*initial*' Amazon advertising campaigns to:
    a. Protect the brand (SP keyword ads, SP product targeting, SD product targeting, SB headline ads, SB video ads on branded terms)
    b. Automatic campaigns to discover new search terms and competitor products that convert well
    c. Broad/Phrase match keyword campaigns on seed keywords
    d. Exact match keyword campaigns on seed keywords
    e. Competitor targeting campaigns (SP & SD)
5. Daily management of the ads to negate poor performing keywords (once enough data is collected) and to migrate good keywords to new campaigns (e.g. converting keyword from a broad match campaign into an Exact match campaign for better control)
6. Analysis of SQP reports to find opportunities (e.g. higher converting search terms that we can push to rank)
7. Set up custom dashboards for reporting and tracking

# Ongoing work

1. Constant optimisation of advertising campaigns
2. A/B Experiments, mainly on Titles and Images to improve conversion rates
3. New campaigns set up for improved awareness and sales
4. Monthly reporting and goal tracking



# PRICING

## $699 Full Product Listings Set up (including uploading to Amazon)

** includes localising your images, Brand Story, Premium A+ Content*
*** if custom images are created there is an additional $299 fee*
**** if custom Premium A+ content is created there is an additional $299 fee*

## $599 Brand Store Creation

## $1500/month base or 5% of total sales revenue for ongoing Account Managment/Amazon advertising/Reporting

## Social Media, Website set up, influencer/blog/media partnerships

** custom agreements*



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# GET IN TOUCH

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