

wayward

Unlock new customers, profitably.

[Schedule a Call](#)

Brands that sell on Amazon face adversity on all fronts.



**Competition is
increasing on
Amazon**

2,000 new
Amazon sellers
every day



**CPCs are
increasing every
year**

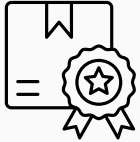
20+% increase
YoY since 2020



**Hard to increase
organic rank**

Amazon
optimizes for
off-site traffic

Sellers need new growth channels.



Amazon rewards
sellers who drive
external traffic



Amazon brands
should only pay
for advertising
when they **make a
sale**





Amazon brands
have been under-
utilizing affiliate
and **influencer
marketing**

Pay for Conversion – *not Clicks* – with Wayward






Wayward connects you with top creators and publishers that drive **high-converting, off-Amazon traffic** to your Amazon listing.

Wayward's Advantages

Without Wayward

-  No insight into creators driving sales
-  Money spent advertising to lower-intent users on Amazon
-  Expensive and unpredictable off-Amazon marketing
-  Difficult and time consuming to find and manage creator relationships
-  Lack of data and insights on users purchasing products

With Wayward

-  Visibility into creator-level conversions
-  Ability to re-target specific consumers with high intent on Amazon
-  Profitable and predictable off-Amazon traffic
-  Easy to find and manage creator relationships
-  Data on new vs. returning users

Make more than 4x more profit with every creator post

Brand Site

Creator posts about a \$100 product

100 consumers click through to brand's site

x 2% conversion

2 consumers purchases the product

x 15% commission

Creator makes \$30

x 50% gross margin

Brand makes **\$100 gross margin**



Creator posts about a \$100 product

100 consumers click through to Amazon

x 15% conversion

15 consumers purchases the product

x 15% commission

Creator makes \$225

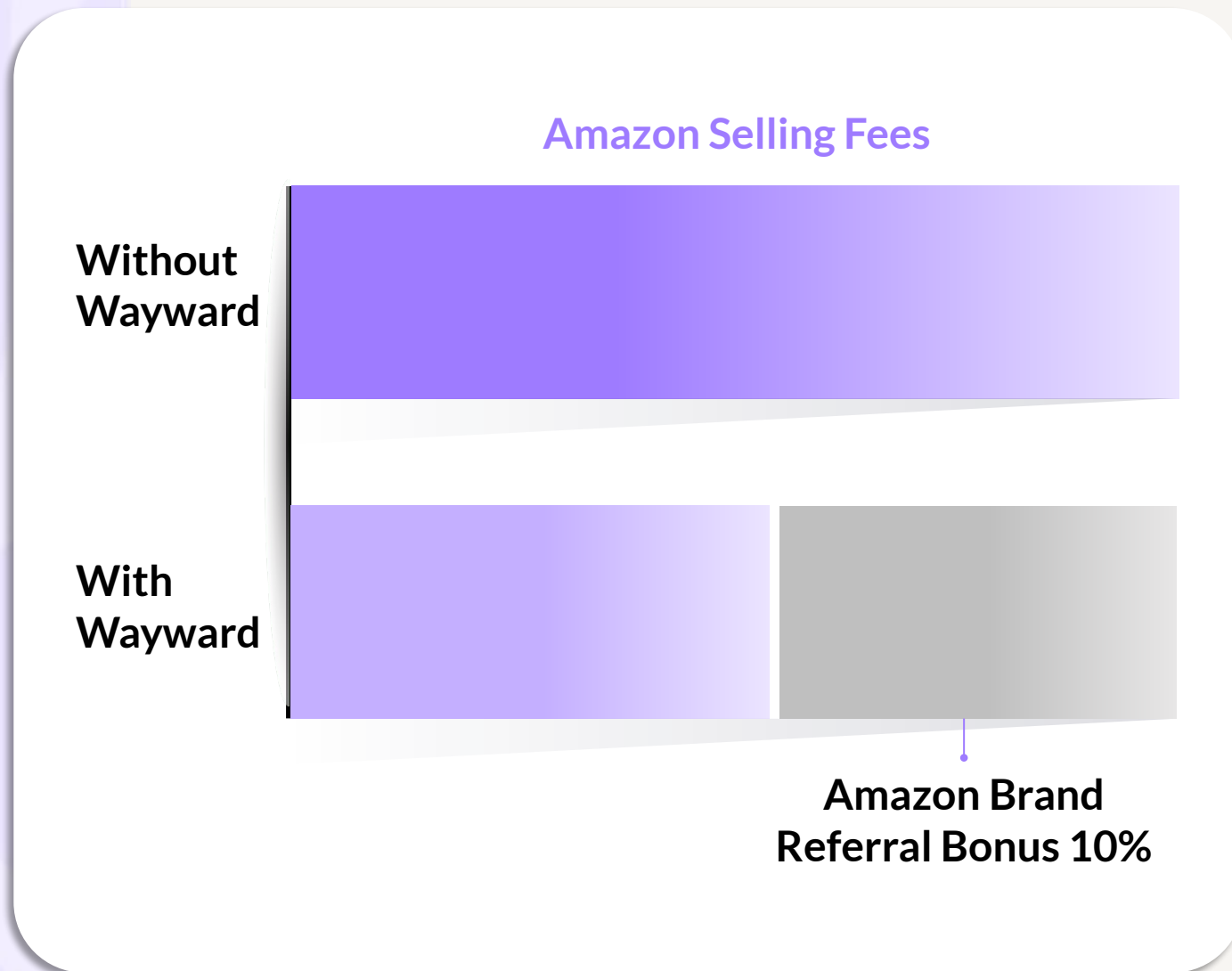
x 30% gross margin

Brand makes **\$450 gross margin**

The secret sauce.

We leverage Amazon Attribution and the Brand Referral Bonus to build links for our publishers that give you a 10% rebate on Amazon selling fees for each sale.

This means an extra 10% points of margin on average.



Mueller Ice Nugget Maker 1st Month Success

Jumped to **page 1** in Amazon organic search (from page 6)



2.5x increase in consumer reviews

Saw a **100%** lift in unit sales



Earned its first
Amazon's Choice
badge

92% of sales were from new customers



“

Wayward's Amazon program is the best marketing channel I've used in years. I was amazed at how much value it added to my brand immediately. The sign-up process was easy and the team is great to work with.

— Mikial Nijor, VP of Marketing Mueller

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The Team



Michael Rowell
Co-founder and CEO of Artica (Wayward’s parent company)
Michael is the visionary behind Artica. He previously founded Efinancial and Assurance. With Assurance, Michael stealthily bootstrapped the company to a \$3.5B acquisition in less than 4 years.



Ty Schultz
President & Co-Founder of Artica (Wayward’s parent Company)
Ty is the operational integrator behind Artica. He is a multi-time CEO and operator who has developed a repeatable and consistent process for turning around, stabilizing and growing companies.



Ali Decker
CEO of Wayward
Leads strategy and operations for Wayward. Executed M&A transactions worth \$30B+ in enterprise value.



Jake Coburn
Head of Growth
Ex-Rover, Ex-Impact, Ex-Assurance



David Fagnan
Chief Data Officer
Modernized Zestimate, deep-learning, and personalization at Zillow



Marcus Heijer
Head of Product
Ex-Microsoft, Ex-Assurance



Evan Carlson
Strategic Partnerships
Building value for eCommerce brands, creators, and publishers.



Kristin Gee
Chief of Staff
Ex-consultant and Chief of Staff



[Click here to schedule a demo!](#)

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Head of Growth