

CPG Smarts: Legal and Brand Strategies for Sales Success

CPG Smarts Webinar Series

Shahin Rothermel

Partner | +1 202.344.4550 | sorothermel@Venable.com

Richard Starr

Associate | +1 202.344.4375 | rastarr@Venable.com

Saniya Aggarwal

CEO/Co-Founder, Prima Mode | saniya@primamodeagency.com



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Key Success and Compliance Questions

How have brands embraced Amazon over time?

What are the rules for engaging with Amazon when trying to manage brand growth?

What are the advertising compliance challenges with managing this growth?

What drives success on Amazon?

What are the key regulatory challenges from an FDA perspective?

What are the key KPIs to track for understanding whether your strategy is working?

How do growth and compliance strategies change for Early-Stage vs. Established Brands?

Amazon Strategy and Building a Compliant Brand



Omnichannel Strategy:
Amazon Opportunity
Analysis



FDA and FTC
Compliance
Framework



Marketing and SEO
Integration



Defining Success
Metrics and Variability



Long-term Growth:
Profitability, LTV, and CAC
Optimization

Committed to Your Success

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Years

A history of strategic growth

15

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PRIMA MODE

We help health and beauty brands launch and scale profitably on Amazon as a strategic growth partner.

Backed by a team that's scaled \$100M+ in P&Ls at top-tier Amazon Aggregators – across global markets and high-performing categories.

Verified Amazon Store Partner

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