

BRAND DEFINITION

Byteout

From **Amazon seller** to **brand owner.**

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01

Brand Essence

We help successful Amazon sellers build the brand they actually own.

Byteout is an ecommerce consultancy and development agency that helps established Amazon sellers launch and grow their direct-to-consumer business on Shopify – and treats their whole business as the project, not just the website.

02

Brand Positioning

Byteout bridges the gap between marketplace selling and brand ownership.

We work with established Amazon brands that want more control, higher margins, and long-term customer value. We combine strategy, design, development, and growth under one roof – so sellers stop stitching together five specialist agencies and start working with one partner that understands the whole business.

03

Core Promise

THE PROMISE

Turn your Amazon business into a **real brand you own** – with one partner instead of ten.

04

Tagline

From Amazon Seller to Brand Owner.

05

Mission

Help Amazon sellers reduce dependency on marketplaces and build profitable, sustainable DTC businesses they fully control.

06

Vision

A world where successful ecommerce brands own their customers, their data, and their growth – instead of renting them from a marketplace.

Target Audience

PRIMARY MARKET · UNITED STATES

Established US-based Amazon FBA sellers with proven product-market fit, generating meaningful revenue, ready to invest in long-term brand building.

VERTICAL FOCUS · CONSUMABLE, REPURCHASE-DRIVEN BRANDS

Health, beauty, supplements, and pet wellness – the categories where customer ownership and repeat-purchase economics matter most. We deliberately exclude one-time-purchase products – pet toys, equipment, hard goods – where the DTC math doesn't pay back.

SECONDARY MARKET · UNITED KINGDOM

Same buyer profile, served with the same depth, but not where we lead marketing or content investment.

SECONDARY SEGMENTS

Existing DTC brands needing Shopify migration or optimization, and new ecommerce founders with a clear commercial thesis. Served, not led with.

Customer Problem

Amazon is a powerful sales channel, but it comes with structural limits: rising fees and ad costs, no ownership of the customer relationship, no access to customer data, account-suspension risk, and almost no real branding surface. The seller built the revenue but doesn't own the asset.

Our Solution

We build the second pillar of the business: a high-performing Shopify store connected to Amazon operations and supported by growth strategy. The result is a two-pillar system.

PILLAR ONE – AMAZON

Drives discovery and acquisition. Where new customers find the brand for the first time.

PILLAR TWO – SHOPIFY

Drives retention, subscriptions, customer data, and brand equity. Where customers become yours.

One side feeds the other. The seller stops being a tenant and starts being an owner.

We help set the brief

We don't just build the second pillar – we help the brand decide what the second pillar should be. What to sell DTC versus Amazon, how to price for higher margin without cannibalizing the marketplace, which audiences to acquire on which channel, what to test, what to keep custom and what to leave standard. Most agencies start when the brief is set. We help set the brief – because we understand both sides of the business.

When the plugin store ends, we keep building

When off-the-shelf tools can't do what the business actually needs, we build custom systems – integrations, internal tools, automations, custom Shopify functionality, anything the brand needs to run the way it should run. Most agencies stop where the plugin store ends. We don't.

Unique Selling Proposition

THE USP

Most agencies execute the brief you give them. We tell you which brief is actually the right one – because we understand your whole business, not just the part you hired us for. One partner, not ten.

For Amazon sellers specifically, this means we understand both sides – the marketplace math and the DTC build. We won't tell you to cannibalize your Amazon listings, and we won't build you a Shopify store that accidentally competes with your best-selling ASINs. We see the whole P&L, not just the website.

This is the real moat. Specialist agencies optimize their slice; we optimize the business. Clients describe this as the surprise: we think holistically, push back when the brief is wrong, and get almost everything done without them having to coordinate five vendors. When the brief calls for something that doesn't exist off the shelf, we build it.

Structural Advantage

Six proof pillars under the positioning.

01 15 years, 200+ ecommerce projects.

Depth, not a side hustle.

02 Shopify Liquid Storefronts certified.

Official platform credibility.

03 Custom systems capability.

We build the integrations, internal tools, and bespoke functionality that off-the-shelf platforms can't deliver. Most ecommerce agencies are configurators; we're also engineers.

04 Real Amazon-to-DTC portfolio in consumable, repurchase-driven categories.

We Love Doodles (US pet wellness brand, 500K+ dogs groomed, 20K+ reviews, scaled DTC alongside Amazon with measurable ROAS lift and new strategic initiatives). CosmeticAid (US post-surgery beauty and supplement boutique with multi-brand structure on Shopify, 500K+ customers). Amvilab (US physician-formulated supplements, Atlanta-based, full Shopify build with custom integrations). The Nine Aurora (premium skincare with custom Skin AI tool, refill program, and multi-currency Shopify build for US/UK markets). Real consumer brands, real builds – not stock logos.

05 Whole-business consulting baked in.

Strategy, dev, growth, and integrations all sit under Byteout Group, so the same brain that scopes the work runs the work.

06 US client-facing, EU engineering depth.

We work US hours and communicate like a US agency, with senior engineering depth based in Belgrade. Clients get the responsiveness they expect without the pure-US agency price tag.

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Brand Personality

Byteout is the smart friend who actually runs ecommerce businesses, doesn't bullshit you, and happens to be a nerd about it.

That's a person, not an adjective list. It rules things out: we're not the polished sales-deck agency, we're not the ivory-tower strategy consultancy, and we're not the cheap offshore dev shop. We're the operator-friend you'd call before signing a contract, who tells you the real answer and then helps you execute it.

The nerdiness — "Ecommerce Nerds 🎓" — is a flavor of how we communicate once you know us. It shows up in texture: an aside, an emoji, a sharper-than-expected technical opinion. It is not the headline of who we are to a new buyer evaluating a serious investment.

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Tone of Voice

Clear, direct, expert but approachable. Data-backed. Specific over abstract. Confident enough to disagree with the client when it matters. Sounds like someone who's actually shipped, not someone who's read about shipping. Light personality lives in the texture — never in the headline of a serious page.

Brand Values

- Ownership over dependency
 - Long-term thinking over quick wins
 - Transparency over agency theater
 - Technical excellence as table stakes
 - Commercial pragmatism – what moves revenue, not what's fashionable
 - Whole-business thinking – the brief is a starting point, not the ceiling
 - Build what's needed – off-the-shelf where it works, custom where it doesn't
-

Key Messaging

The lines we lead with.

Don't choose between Amazon and Shopify. Use both – and own what Amazon can't give you.

Amazon brings customers in. Your website is what makes them yours.

Build a brand, not just a marketplace business.

Own your customers, your data, and your margins.

One agency that understands your whole business. Not ten that each understand a slice.

We understand both sides – the marketplace math and the DTC build.

A DTC site done right doesn't replace Amazon revenue – it lifts it.

When the plugin store ends, we keep building.

From Amazon seller to brand owner.

Brand Story

Many Amazon sellers build genuinely profitable businesses – and then realize they don't actually own them. The customers belong to Amazon. The data belongs to Amazon. The rules can change overnight. The margins keep shrinking.

Byteout exists for the next step. We help these sellers build the second pillar – a Shopify store, a real brand, a customer base that's theirs – without forcing them to coordinate five specialist vendors to get there. We understand the Amazon side too, which is why we don't accidentally build a DTC store that cannibalizes the seller's best-performing ASINs. When the brand needs something that doesn't exist off the shelf, we build it. One partner, whole business, 15 years of doing exactly this kind of work.

The outcome is a stronger brand, better customer relationships, higher margins, and a company that's worth more if you ever decide to sell it.

Elevator Pitch

Byteout helps successful Amazon sellers build the DTC side of their business on Shopify – so they own their customers, their data, and their margins. We focus on consumable, repurchase-driven brands: health, beauty, supplements, pet wellness. Unlike specialist agencies that handle one slice, we understand the whole business – both the Amazon math and the DTC build – and get almost everything done under one roof, including custom systems when off-the-shelf tools can't do the job. One partner instead of ten.

Short Company Description

Byteout is an ecommerce consultancy and development agency helping successful Amazon sellers in health, beauty, supplements, and pet wellness turn marketplace revenue into a direct-to-consumer brand they own – combining Shopify development, custom systems, growth strategy, and whole-business consulting under one roof.

One-Sentence Positioning Statement

POSITIONING STATEMENT

For successful US Amazon sellers building consumable, repurchase-driven brands – health, beauty, supplements, pet wellness – who want to own their customers and build a real brand, Byteout is the ecommerce partner that replaces ten specialist agencies, combining Shopify development, custom systems, integrations, and growth strategy with whole-business thinking that understands both the marketplace and the DTC side, backed by 15 years and 200+ projects.