



Hey, this is your SEO Queen! 👑

Let's get real:

If **80% of your sales come from Amazon...**

You're not building a brand.

You're building **dependence**.

Because when the marketplace slows down — your revenue takes the hit.

And yes, it's already happened.

🔥 When the Marketplace Became the Risk

We worked with a **protein supplement brand** doing **90% of their sales** through Amazon.

Then one day—**boom**.

Delisted. No warning. No appeal. Just silence for 2 weeks.

Result? **AED 50,000 revenue lost**.

No eCommerce strategy.

No email list.

No backup channel.

Amazon went quiet, and so did their sales.

That's not business growth. That's risk.

🔧 Do This Brand Health Check Today

Ask yourself:

1. **If Amazon paused your listing, would your sales survive?**
2. **Do you own your customer data (emails, behavior, preferences)?**
3. **Is your website built to convert — or just exist?**
4. **Can you drive traffic without relying on the marketplace?**

If you answered *no* to any of these...

You're not scaling.

You're surviving.

Ready to Take Back Control?

If you're an eCommerce brand ready to grow your ***Direct to Consumer (D2C) sales channel*** —

We've built something for you.

Our **Sales Accelerator** helps brands:

- ✓ Drive consistent, direct revenue
- ✓ Reduce platform risk
- ✓ Own their customer journey from click to repeat sale

Reply with “Accelerate” and we'll show you your next move.
Because your brand should be more than someone else's listing.

Talk soon,

Varuna Mehta

CEO, Light Digital



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