About Us

NetSeek, working in 50-50 partnership with Actimerce, utilise a range of best-in-class industry tools and techniques to research, optimise and grow sales, always working within Amazon's (and eBay's) guidelines, to ensure that our clients achieve profitable and sustainable long-term growth. We are proactive, passionate, and committed to results and strive for constructive, honest and open relationships with our clients.

We look for the right partnership and fit when quoting clients and it is indeed our impression based on our conversations with yourselves, we trust this will indeed be so. Thus, the best results are undoubtedly realised when we consider the relationship a partnership rather than simply cold outsourcing.

Many of our clients approach us to manage their accounts on a monthly basis and we find that this approach, working in collaboration with your internal team, where required, delivers the best outcomes for all parties. It should be noted that by "Managed Services", we do not simply take over your account and report back a month later; we like to work with – not just for - our clients, to achieve the best possible results – especially in the early stages, where we seek maximum traction and uplift. That said, as 'custodians' of your account, this should liberate you to focus chiefly on your day-to-day responsibilities and your business at large.

Your account(s) will be **exclusively** managed by Mark Buckingham and Michael Cox. Meaning, we don't filter the work down to junior staff who, with the best intentions, may have little real-world experience with Amazon and likely no direct contact with yourselves or motivation to get under the skin of your products, audience and business at large. It is us, working in close partnership, will directly and manually oversee the management of your account. Aside from the experience gleaned running our combined managed services agency and consulting clients with their various requirements and challenges, we bring a combined 17 years of Amazon real-world experience combined.



Co-partner Michael Cox (Actimerce) has grown a category leading (Orthopaedic & Sports Supports) brands from scratch on Amazon, now achieving results of several million in turnover across approximately 40 own-brands products. Michael still oversees the company, but the day-to-day operations are carried out by his specialised marketing team, allowing Michael to dedicate fully to the NetSeek/Actimerce joint partnership. Michael also has a post-graduate degree in Business Management and a post-graduate certificate in Marketing Consultancy.

You can view Michael's brand here
https://www.amazon.co.uk/s?k=actesso+medical



Mark Buckingham established NetSeek in 1998 after graduating from the Royal Holloway - University of London and has morphed from origins as an executive recruiter into web producer and SEO consultant. Over the last 10 years, Mark has focused on managing brands on marketplaces; having been involved with the successful management of multiple top selling brands on eBay since 2004 and Amazon since 2013. Mark was also an NUJ member and penned cover features for Net magazine, TechRadar, Rhythm magazine and other publications.

Mark has consulted a vast array of clients over the last two decades. He has managed a category leading Amazon account for Seagull Balustrades (a category leader in the Home & Garden) – they are now a key client - and for 8 years, the largest sports equipment stores on eBay for a market-leading fitness retailer PLC. He was a consultant and trainer for eBay for many years as part of their Education Programme. Like Michael, the last few years has seen Mark focus almost exclusively on Amazon Managed Services.

Our partnership includes and has included diverse brands in their sector, including the global leader in Snooker and Pool, Riley; the exclusive official UK distributor for a range of Lego and Sheaffer pens; a major Dragons' Den success with 3 Dragon investors, a leading paint company, an established UK supplement manufacturer, and a well-known Gin brand whose products are sold in 39 countries, a large beer and ale brewery; a bestselling gourmet pork snack seller – to name a few.

All of whom have featured prominently as a top seller in their respective categories' 'bestseller' section. In total, our clients' turnover over ~£1.75 million+ per month across Amazon marketplaces.

However, we are not a large agency - we select our clients for the right fit; just as they do, us - and work within our capacity to ensure a high level of dedicated service. It is no exaggeration to say we are passionate and seasoned Amazon and eBay specialists; our combined collection of knowledge and experiential practise, should stand your account in good stead.

Lastly, please be assured our partnership makes no discernible difference to your working relationship. We are a very much a *unified* and proactive team.