



BPMS Launches Bloom, a Marketplace Growth Accelerator Built to Help Brands Launch, Scale and Win Across Ecommerce

New BPMS practice brings marketplace management, retail media, creative, analytics and off-platform demand generation together under one growth strategy

SUMMIT, NJ, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- [BPMS](#) today announced the

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launch of [Bloom](#), a new marketplace growth accelerator designed to help consumer brands launch, manage and scale their businesses across major ecommerce marketplaces including Amazon, Walmart Marketplace, Target Plus and TikTok Shop.

Created for emerging brands, established manufacturers, international companies entering the U.S. market and brands looking to expand their digital shelf presence and

product assortment, Bloom brings together marketplace operations, retail media, performance marketing, creative services and analytics in a single coordinated growth strategy.

“Bloom doesn't just help brands sell on Amazon and Walmart, we build retail demand,” said David Becker, Co-Founder of Bloom. “By integrating marketplace operations, retail media, and on- and off-platform advertising into one strategy, we increase discoverability, accelerate sales velocity, and create the momentum that retailers reward with greater visibility and growth.”

From Marketplace Presence to Marketplace Growth

Bloom supports brands throughout the marketplace lifecycle, from initial launch and account setup through ongoing optimization and growth.

Comprehensive services include marketplace opportunity analysis; marketplace applications and account creation; product catalog and SKU management; taxonomy and category mapping; search optimization; product titles, descriptions and enhanced content; pricing and inventory management; marketplace advertising; retail media; creative production; reviews and reputation support; competitive intelligence; analytics and reporting.

A New Path for Brands Seeking Retail Expansion

Bloom is particularly well suited for brands that are:

- Entering Amazon, Walmart, or other major U.S. marketplaces for the first time
- Expanding into the U.S. from international markets
- Looking to increase marketplace assortment and sales to build incremental revenue
- Seeking greater visibility, traffic and conversion for existing products
- Preparing to demonstrate consumer demand to major retailers
- Looking to consolidate marketplace, media, creative and analytics responsibilities under one partner

For brands pursuing broader retail distribution, marketplace performance

can also provide evidence of consumer demand. Search behavior, conversion, product reviews, sales velocity and marketplace performance can help manufacturers better understand how consumers are responding to their products and strengthen the story they bring to retail buyers.

One Strategy Across the Digital Shelf

Bloom also extends demand generation beyond marketplace platforms through channels including Meta, TikTok, YouTube, connected TV, creators and influencers and retail DSPs.

"We manage the full marketplace business while simultaneously connecting platforms such as Walmart DSP, Target Roundel, YouTube, Meta, influencers, CTV and retail media," said Denise Vannucci, Co-Founder of BPMS. "Instead of operating each channel independently, Bloom coordinates them around one objective: growth."

Built for Consumer Brands

Bloom draws on BPMS's decades of experience working with consumer brands and retailers and is designed to serve categories including toys and games, baby products, licensing, CPG, health and beauty, apparel, pet, houseware, outdoor products, sporting goods, consumer electronics and other consumer-product sectors.

BPMS

BRAND POWERED MEDIA SOLUTIONS



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The launch expands BPMS's role beyond traditional media planning and buying by giving brands a more integrated way to manage the customer journey from product discovery and marketplace search through conversion, optimization and future retail growth.

About Bloom

Bloom is BPMS's marketplace growth accelerator, designed to grow when you grow, helping emerging and established consumer brands launch, manage and scale ecommerce businesses across major marketplaces. Bloom integrates marketplace operations, retail media, creative, analytics and off-platform demand generation to help brands increase discoverability, accelerate sales and build sustainable marketplace growth. It's time to Bloom.

About BPMS

BPMS is a media and marketing agency with extensive experience supporting consumer brands across retail and ecommerce. The agency combines retail media, marketplace expertise, programmatic media, performance marketing, creative and analytics to help brands drive both retailer sell-in and consumer sell-through.

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