

e-Comas Group debuts its 'multiverse': four divisions to help brands grow online



Introducing e-Comas Group: the 'multiverse' organisation of global eCommerce agency e-Comas.

The Luxembourg-based agency, which employs 50+ people around the world, has now created four divisions of its business to fulfil four distinct functions of global online retail.

Those divisions are e-Comas Marketplace, e-Comas Distribution, e-Comas Digital Marketing, and e-Comas Technology.

Each of these arms of the business will be able to handle different functions for sellers on Amazon and other eCommerce platforms.

- e-Comas Marketplace is about handling brands' eCommerce accounts, listings content, retail media and advertising, and reporting. It delivers growth online for retail brands.
- e-Comas Distribution offers warehousing, customer service and distribution capacity in the UK and Europe.
- e-Comas Digital Marketing offers brands social media, PR, website, advertising and design in the UK, Europe and US.
- e-Comas Technology gives brands the best tech solutions to grow sales, including inventory planning, reporting and content management. e-Comas offers its own proprietary tech tools

as well as partnering with third-party tech experts for the best eCommerce software, data and AI strategies.

New branding for e-Comas Group

The Group has a new logo.

It's still the familiar friendly e-Comas shopping cart; still simple, to reflect the tagline 'eCommerce Made Simple'; but more dynamic, reflecting how quickly brands can grow with e-Comas Group.

Jérôme de Guigné, CEO of e-Comas Group, says: *"The incorporation of e-Comas Group is the right time to update our visual identity. The colour is stronger and the logo is more dynamic: it will help us communicate to customers what we do, which is help retail brands grow fast online."*

New colours for the four divisions

Each of the new brands has its own version of the e-Comas logo in a different colour, to differentiate it.

The classic e-Comas teal colour goes to the Agency division; Distribution is represented by a soft sky blue; Digital Marketing is deep pink; and Technology is orange.

It means customers can easily choose which part of the e-Comas family they want to use, or the right combination for simplifying their journey to global dominance.

And it makes it clearer that all of e-Comas's services are interconnected.

Focus on four categories

As well as creating the new divisions of the Group, e-Comas is honing in as a specialist in just four categories: Kids & Baby, Pets, Health, and Outdoor.

These are the industries the majority of its customers are in; by defining itself as a specialist in these industries, e-Comas can strengthen its reputation and attract more customers based on its ongoing success in these categories.

Jérôme says: *"Some things that are not changing are our mission and vision. They're staying the same. The customer comes first – that is not changing. And we are here to speed growth."*

New website coming soon

The e-Comas website is also getting a refresh, reflecting the new identities and branding.

e-Comas Marketplace

Nazl? Kay?kç?, COO of e-Comas, now heads up e-Comas Marketplace. She says: *“It’s all about continuation for our customers on the agency side, as we will keep our core function how it is. We will keep offering the same services to our clients, but also push hard to improve where there’s possibility. »*

The biggest change for the Marketplace side of the business is that e-Comas now has a much stronger presence in the US, thanks to a partnership with AMZ Optimized, a similar eCommerce agency based in New York City. Its Director Pasha Knish becomes Head of e-Comas USA.

This partnership should enable e-Comas customers to grow even more efficiently in the US, and AMZ Optimized’s customers can similarly take advantage of e-Comas’s strong European presence.

Pasha says: *« Our team are very excited to join up with e-Comas. There’s a lot of growth potential on both sides of the Atlantic, and there’s a lot we can learn and do together. We’re very excited to see where it takes us all. »*

Nazl? adds: *“It’s a very exciting process and I’m really happy that I’m one part of it. The future looks really exciting and I think everyone shares that feeling.”*

e-Comas Distribution

e-Comas was founded with a strong basis in distribution: it was CEO Jérôme’s business before e-Comas.

Added to this, e-Comas acquired 2Tech Ltd in 2025, an established 23-year-old UK distributor with warehousing capability and a strong team of experts.

It has grown this offering into e-Comas Distribution, a two-pronged division of the Group that offers both 3PL – logistics, storage and shipping – and full-service distribution: a sophisticated solution that can define our customers’ go-to-market strategy, and manage aftersales, customer service and marketing.

The division is headed by Fred Rainjonneau, who says: *“Customer service is a very important component of the Distribution division. We want to ensure customers are happy and get added value from working with us.”*

e-Comas Digital Marketing

e-Comas now offers a full suite of digital marketing tools. With social media, Meta ads, creative video and graphics, influencer content, and PR, e-Comas can now provide a full ecosystem for retail brands to drive traffic to their online stores.

Loris Voyer is leading e-Comas Digital Marketing. He says: *“We can help brands create a strategy, drive traffic to Amazon and other eCommerce platforms, and create a consistent ecosystem to grow sales better than ever before.”*

e-Comas Technology

Since 2022 e-Comas has used its own analytics tools and dashboards for reporting, and provides managed services for third-party software, notably Salsify.

The Technology arm of the business is growing these services, including developing a super-dashboard, Clarisix, which will give our customers vision and insight over six streams of information: sales, ads, inventory, profitability, customer experience and content.

“My vision is that data analysis will be disrupted a lot in the coming years, and we are working on this post-dashboards future, » says Claudiu Clement, CTO at e-Comas, who leads the Technology division.

“In my tenure at e-Comas I’ve always dreamed of having an empty path in front of me to be able to build something as exciting as this. So now that we have the capabilities, it’s for us to prove that we understand the market well enough and we can deliver on this vision.”

‘It’s coherent, it’s consistent, it’s e-Comas’

Jérôme says: *“There’s more than one way we can help brands grow faster to market. Typically brands come to us as Agency customers, and somewhere down the line ask us ‘can you do distribution for us as well?’. Yes, we can, but it perhaps hasn’t been obvious.*

“For the last few years we’ve been building our own ‘multiverse’. We’ve listened to the market, and taken heed of the multiple needs of our clients. We’ve grown our distribution services through our 2Tech acquisition, we’ve grown our technology offering working with different partners, and now we’re doing all this fabulous digital marketing work as well. »

“The rebrand to e-Comas Group, with distinct branding for each of the four divisions, will make it clear to our customers that not only do we offer all these fantastic services, but they form a

consistent ecosystem – run by an interconnected, expert team. »

“It’s coherent, it’s consistent, it’s e-Comas.”