



# Jungle Scout Raises \$110 Million & Acquires Downstream

Jungle Scout continues to build upon significant market momentum with a \$110 million growth capital investment and the acquisition of Amazon advertising technology company Downstream Impact.

[See the press release here.](#) For additional questions not answered below, please contact [press@junglescout.com](mailto:press@junglescout.com).

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## About Jungle Scout

### What is Jungle Scout?

[Jungle Scout](#) is the leading all-in-one platform for selling on Amazon. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management solutions and powerful market intelligence resources to help entrepreneurs and brands manage their ecommerce businesses.

#### Fast Facts:

- Founded: 2015
- Headquarters: Austin, Texas
- Team size: 200 employees
- Customers: 500,000 brands and entrepreneurs
- Attributed Amazon revenue: \$8 billion
- Supports 10 global Amazon marketplaces

## About Jungle Scout: the Products

[Jungle Scout's all-in-one platform](#) features solutions for entrepreneurs and brands to start and scale their business on Amazon, from product research and sourcing to keyword and listing optimization, review automation, sales and inventory management, and more.

[Jungle Scout Cobalt](#) is the leading market intelligence and product insights platform built to help brands win the Amazon channel. Cobalt offers unparalleled market access, segment and trend analysis, and content optimization — all informed by the industry's most accurate Amazon sales data.

### How can I demo Cobalt?

You can schedule a demo [here](#).

### Founder & CEO:

Greg Mercer, 33, is a leader in the Amazon selling community who originally built Jungle Scout as a Chrome extension to automate the process of finding products to sell on Amazon, helping people build their own businesses and pursue financial freedom. Today, Greg leads a team of 200 global employees who have built Jungle Scout into a robust platform of best-in-class business management solutions and powerful market intelligence software.



**Greg Mercer CEO**

[LinkedIn](#)

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*“As an Amazon seller myself, I started Jungle Scout in 2015 to help other entrepreneurs build businesses and find financial freedom on Amazon. And even then I knew the ecommerce opportunity would only grow. Jungle Scout has been profitable since day one and has attracted a global customer base of entrepreneurs and brands interested in selling on Amazon. Today, we’ve expanded our product to help those businesses manage every step of their selling journey. As the world turns decidedly to ecommerce, we’re experiencing enormous growth and acting on our mission to empower the world’s brands with essential insights to understand and sell in the evolving ecommerce marketplace.”*

*“Advertising is a critical lever brands use to be truly competitive on Amazon, but it’s also an undeniable pain point. Jungle Scout sought out the absolute best AI-powered technology to add to our platform. After evaluating dozens of advertising tools, Downstream came out on top as the uncontested best solution for managing and optimizing Amazon advertising programs. We’re thrilled to bring Downstream into the Jungle Scout family.”*



- **Greg Mercer**, Jungle Scout Founder & CEO

## About Downstream Impact

### What is Downstream?

[Downstream Impact](#) is an Amazon advertising software platform which allows brands to better measure, manage, and optimize their presence on Amazon. Founded in 2017 by former Amazon employees, Downstream's powerful AI-driven algorithm helps brands capitalize on the explosive growth of Amazon's explosive ad business.

#### Fast Facts:

- Founded: 2017
- Headquarters: Seattle, Washington
- Team size: 11 employees
- Customers: 5,000 brands, including , , and global CPG brands
- Manages more than \$250 million in Amazon ad spend every year
- Attributed Amazon revenue: \$2 billion (2020)
- Member of Amazon's Marketplace Developer Council

#### Financials:

- \$5 million in funding to date
- Investors include: Haystack, Joe Montana's Liquid2 Ventures, Techstars, Revel Partners, DNX, and Founders' Co-op, among others

### Founders: Connor Folley & Salim Hamed

Connor Folley is co-founder and CEO of Downstream. Connor led teams internally at Amazon and on the agency side, and his understanding of Amazon and its unique demands is truly one of a kind. The world's largest consumer brands have sought Connor's ability to decode the confounding black box that Amazon represents, and hundreds more use Downstream's technology to drive share on the platform.



**Connor Folley, CEO**

[LinkedIn](#)

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*"We've watched Amazon's advertising business grow faster than Google and Facebook combined over the past year, but effectively advertising on Amazon is challenging. Downstream provides ad performance insight within the context of a brand's costs and budgets, giving a more comprehensive perspective designed to optimize ad campaigns. As part of the Jungle Scout platform, we believe we can help brands connect these insights to enhance their ecommerce strategies." - Connor Folley, CEO*

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Salim Hamed is Co-founder and CTO of Downstream. He has spent his career empowering organizations to make data-driven decisions through analytics. Prior to Downstream, Salim worked at Amazon for nearly 6 years in various analytical and engineering roles. Most recently, he led an engineering team at AWS focused on building analytical applications that find optimization opportunities for AWS customers.



**Salim Hamed, CTO**

[LinkedIn](#)

## About the investment

Jungle Scout has raised \$110 million in growth capital. The investment was led by Summit Partners and Jungle Scout Founder & CEO Greg Mercer.

### About Summit Partners

Founded in 1984, Summit Partners is a global alternative investment firm that is currently managing more than \$23 billion in capital dedicated to growth equity, fixed income and public equity opportunities. Summit invests across growth sectors of the economy and has invested in more than 500 companies in technology, healthcare and other growth industries. Summit maintains offices in North America and Europe and invests in companies around the world.

### What ties does Summit have to ecommerce companies?

Summit has partnered with more than 30 companies across the [e-commerce and consumer landscape](#), including Uber, Brooklinen, TinyPrints, and ShipMonk.

### Why did Summit invest in Jungle Scout?

*“Jungle Scout was one of the first companies to identify the opportunity to provide SaaS-based tools to help businesses and brands expand their ecommerce footprints on Amazon and beyond, and the company has built on this leadership position over the last several years. We believe Jungle Scout’s technology is robust and highly scalable, designed to help a company to grow as the Amazon third-party selling ecosystem has expanded. We believe the addition of Downstream Impact will add to this product and engineering strength, and we are thrilled to be a part of the company’s growth journey.”*

- **Neil Roseman**, Technologist-in-Residence at Summit Partners and Jungle Scout Board Director

For more information, please see [www.summitpartners.com](http://www.summitpartners.com) or follow on [LinkedIn](#).

## Jungle Scout’s Plans

In addition to Jungle Scout’s expansion of its technology suite with the acquisition Downstream Impact, this investment will support the company’s continued growth and delivery of full-scale ecommerce brand management solutions.

Jungle Scout will continue to innovate and invest in all of our solutions, especially Cobalt, providing the most powerful, data-driven technology to help brands win on Amazon.

*“For everything from new product discovery to R&D, Amazon advertising, reporting and analytics, Jungle Scout is going to be the solution that helps brands win on Amazon. We’re doing that through the acquisition of Downstream, and we’re also investing tremendously in our product and product teams to make sure that we are the fastest innovators in the entire industry.”*

- **Greg Mercer**, Founder & CEO, Jungle Scout

### What are Jungle Scout’s plans for Walmart?

The Jungle Scout team is actively working on product support for Walmart’s online marketplace to help brands and businesses sell on Walmart.com. We plan to surface Walmart sales data for brands and third-party sellers, essentially delivering all the same functionality we do for Amazon — keyword data, analytics, optimization tools, advertising management, and more.

### Will Jungle Scout continue to open new global offices?

In late 2020, Jungle Scout opened new hubs in China (Hangzhou and Qingdao), in addition to offices in Shenzhen, China, as well as Vancouver, BC and Austin, Texas, our global headquarters. We will continue to evaluate the need for additional offices worldwide and support our remote workforce.

### What are Jungle Scout’s hiring plans?

Jungle Scout will hire as many as 200 new team members in 2021.

## About the acquisition

### Why is Jungle Scout acquiring Downstream?

Downstream will help Jungle Scout better serve brands and agencies, as well as provide an exceptional advertising solution for our current and future customers.

Since Greg Mercer started Jungle Scout in 2015, the company has helped half a million third-party sellers build profitable businesses on Amazon. In the past year, Jungle Scout also built a powerful new marketing intelligence and product insights solution that helps some of the world's largest brands and agencies win the Amazon channel.

However, for Jungle Scout customers of all types, there remained one missing piece of the puzzle: a solution to help them manage and optimize their advertising spend on Amazon.

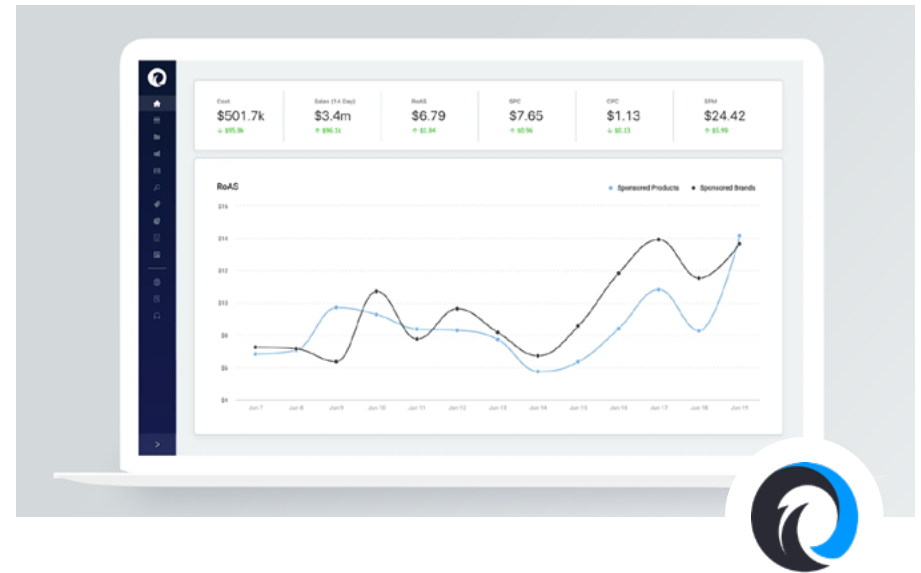
*“When we decided we were ready to introduce an Amazon advertising optimization solution, what we realized was that it was going to take us too long to build the best solution in the market — that’s when our eyes turned to what was already out there: more than 50 ecommerce advertising technologies. We tried them all out, we came to the clear conclusion that Downstream far and away had the best solution out there. We connected with the team and were incredibly impressed with their Amazon backgrounds, their level of knowledge, and their commitment to their customers.”*

- **Greg Mercer**, Jungle Scout Founder & CEO

## About Downstream: the Product

### What does Downstream do?

- **Amazon channel insights:** Measure advertising performance at scale to understand how the Amazon channel is performing compared to other sales channels. Use shelf intelligence and planning to track your brand's positioning in the market, gain insight into the competitive landscape, and see trends in search activity.
- **Automation and optimization:** Downstream's machine learning algorithm automatically optimizes campaigns based on metrics that matter, providing brands the flexibility to select relevant KPIs while letting Downstream systems take the wheel.
- **Analytics and reporting with dashboards:** Build business-ready reports and conduct ad-hoc analytics using any data source available in Downstream so you can quickly answer questions about your Amazon business.
- **Data warehousing:** Brands can own their data with Downstream's powerful and automated data warehousing, which stores a long-term record of the data, securely saves it in perpetuity, and enables long-term forecasting.



### How does Downstream work?

Downstream uses artificial intelligence tools to power a software platform that automates the search-ad creation process and ad campaign optimization. Find more information on the different algorithms and automation functionalities Downstream enables [here](#).

**Where does Downstream's data come from?** Downstream's data come from various Amazon APIs including the Amazon Advertising API, Amazon Selling Partner APIs, and MWS APIs. Additionally, Downstream has a proprietary dataset that provides shelf intelligence data for Amazon.

### What does Downstream do with the data?

Downstream analyzes data to provide customers with easier reporting and analytics to better measure and understand "what happened" as well as providing insights to tell customers "what to do next." Downstream even uses machine learning automation to take actions on behalf of customers to optimize their advertising and sales on Amazon, and it acts as a system of record for customers' Amazon data, integrating and storing all relevant data, and providing interfaces to easily access this data in real time.

## What makes Downstream different?

- **Founded by former Amazon employees:** Founders Connor Folley and Salim Hamed saw the opportunity to revolutionize advertising management up close while at Amazon. Since leaving Amazon, members of the Downstream team have managed Amazon advertising for brands including Energizer, Hershey's, and Crayola.
- **Ecommerce-native technology:** To advertise on a retail platform, brands need a native solution because they must take into account a host of variables unique to advertising at the point of sale (e.g. inventory, profitability, shipping costs, buy box competition)
- **Enterprise-grade software:** Downstream was built to scale for the largest brands in the world. It features robust governance and permissions to control who has access to which data and features.
- **Data ownership:** Downstream uniquely stores a long-term record of your data (outside of the 90 days available from Amazon), keeping it secure from day one, saving it in perpetuity, and giving you the sight to facilitate long-term forecasting.

## Does Downstream support advertising on platforms other than Amazon?

Downstream does not support other platforms at this time but, will work to expand its ecommerce offerings in the future.

## Who should use Downstream?

Downstream's customers range from major global consumer brands that sell on Amazon to ad agencies leveraging the Amazon channel for their clients.

## How much does Downstream cost?

Downstream charges a flat, competitive subscription fee based on the features a brand needs — not a percent of media spend. Downstream offers month-to-month pricing with no commitment as well as annual plans and ranges from \$350 to \$1,000+ per month. There is also a free version of the product as well as custom enterprise pricing for global brands and agencies.

## How can I demo Downstream?

You can schedule a demo [here](#).



## Jungle Scout + Downstream

### What are Jungle Scout's current PPC management capabilities?

Jungle Scout has a robust platform of solutions for Amazon sellers, including its [Sales Analytics](#) feature, which organizes and tracks Amazon sales data in real time, helping sellers see profits instantly, keep track of Amazon fees, and understand the financial health of their business.

Jungle Scout currently reveals pay-per-click (PPC) expenses by product, but it doesn't currently optimize advertising campaigns. Sellers have to use Amazon's campaign manager to adjust advertising bids and budgets manually, or use another third-party tool to manage advertising.

### How will Jungle Scout and Downstream work together?

With Downstream, Jungle Scout customers will have a full-funnel view of their Amazon business, including never-before-seen advertising insights, along with sales, pricing, competition, and more, and be able to take actions on all the available levers to improve their business.

### When will Jungle Scout and Downstream be integrated?

The Jungle Scout and Downstream teams are actively working on plans to integrate the Downstream technology into Jungle Scout's platform.

For the time being, full Downstream functionality will be delivered as a standalone product.

[You can request a demo here.](#)

### What does this acquisition mean for Jungle Scout customers?

Jungle Scout's partnership with Downstream represents an acceleration of product expansion and excellence for all our product offerings. Downstream has built the best PPC management solution in the market, and Jungle Scout intends to connect ecommerce brands and sellers to its powerful technology.

### For Cobalt customers...

[Jungle Scout Cobalt](#) is the leading market intelligence and product insights platform built to help brands win the Amazon channel. Downstream's advanced advertising automation and analytics are already used by some of the world's biggest brands. Cobalt customers, along with larger retailers, brands, and agencies can leverage the power of Downstream to optimize and scale large ad campaigns and massively increase their product visibility on Amazon.

### How will Cobalt integrate with Downstream?

With Downstream's technology, Jungle Scout Cobalt users will have a full-funnel view of their Amazon business, including never-before-seen advertising insights, along with sales, pricing, competition, and more, and be able to take actions on all the available levers to improve their brand's performance.