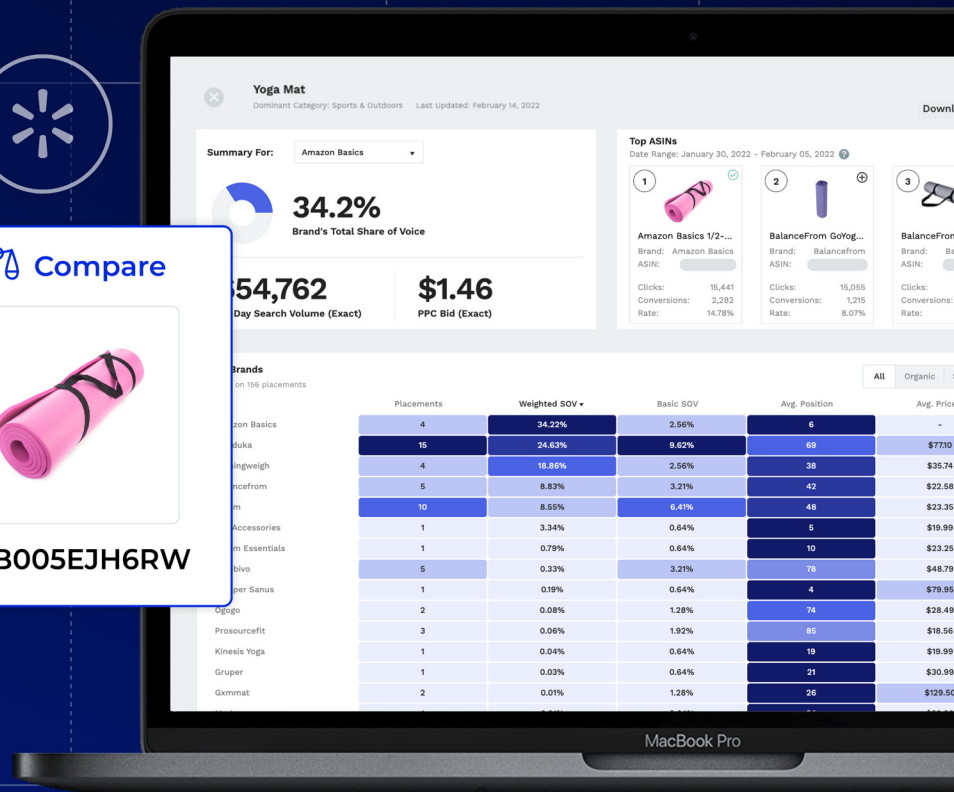
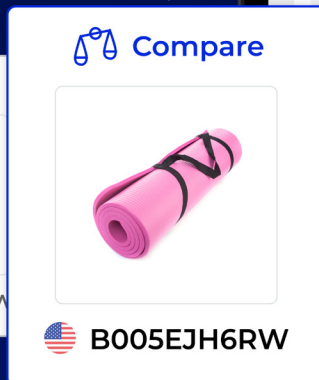
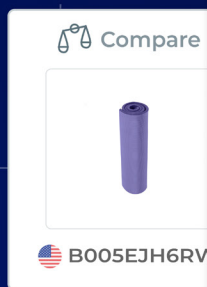


Revenue

\$2,550,000

\$1,700,000



Jungle Scout Cobalt

 **downstream**  
by Jungle Scout

# Competitor Analysis on Amazon, Walmart, and Beyond

Apr 21

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## Chapter 1

# The Value of Competitor Analysis for Ecommerce

Endless opportunities for success have brought **nearly 2 million third-party (“3P”) sellers** to Amazon: it boasts over 300 million customers worldwide and almost 2.7 billion site visits per month. As consumers seek out more omnichannel shopping experiences, however, other retailers are making great strides in catching up. Walmart’s ecommerce marketplace has quadrupled in size since opening to additional 3P sellers in 2020, and in 2021 Walmart’s ecommerce sales grew by over 70%. Ecommerce brands are diversifying their presence through other channels as well: nearly **30% of Amazon sellers** also list products on eBay, 15% use Shopify, 13% sell on Etsy, and 12% are also on Facebook Marketplace.

Simply listing your products on these and other ecommerce platforms isn’t enough to stay competitive, however. In order to win in the ecommerce space, brands – as well as agencies that manage them – must keep a constant pulse on the market through detailed competitor analysis.

The benefits of performing competitor analysis include:

### 1 Improved Discoverability

Both Amazon and Walmart present huge selling opportunities for brands. Moreover, both platforms have become popular places for shoppers to begin their research when looking for products online: **63% of consumers** start their product searches on Amazon, and 31% start on Walmart.com. Competitor research helps you understand how your competitors are promoting their products, and how to make sure your brand is the one that lands in front of shoppers first.

### 2 Strategic Insights

With higher inventories and costs than smaller brands, enterprise brands have a greater risk if they don’t keep up with the competition. Competitor research helps you understand why customers choose to buy from your competition. It can also help you identify opportunities to make your products stand out by improving upon the weaknesses that make customers hesitant to buy from your competitors.

### 3 Trend Tracking

Ignoring your competitors’ value propositions and strategies may mean you’re missing emerging trends, giving your competition a chance to jump on timely consumer demands first. Ecommerce sellers are constantly evolving their strategies (**nearly half** of Amazon sellers are considering launching new products or expanding existing lines in 2022!), so it’s critical to stay ahead of trends. Competitor research allows you to identify gaps in the market - and, as a result, serve customers whose needs are not being met by your competition.

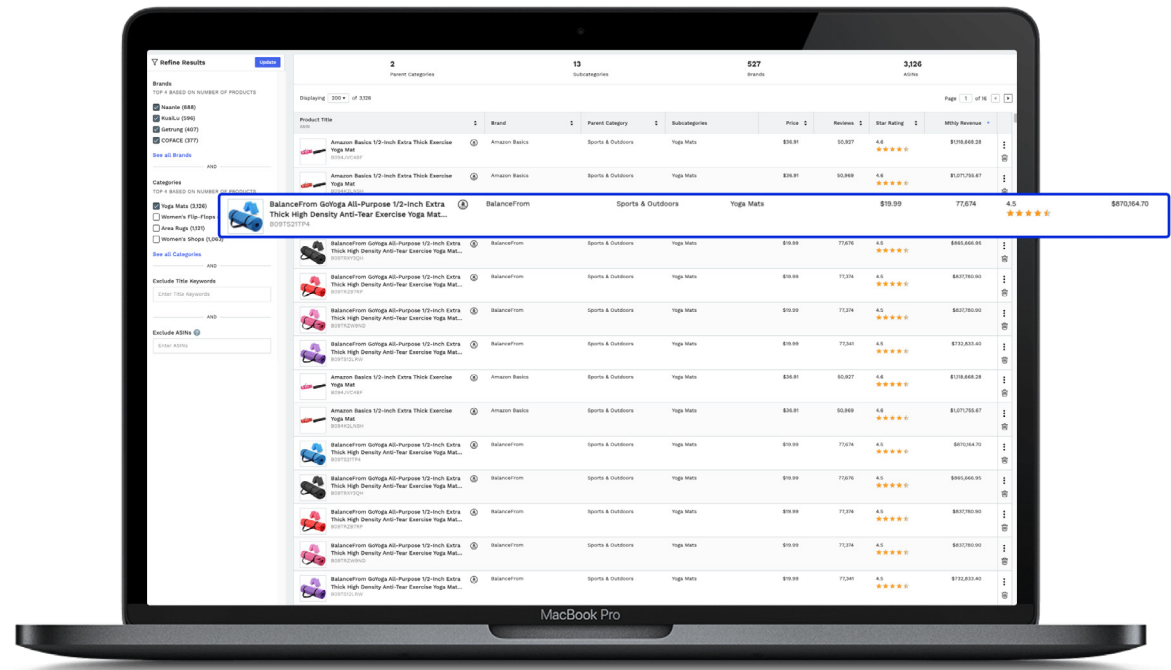
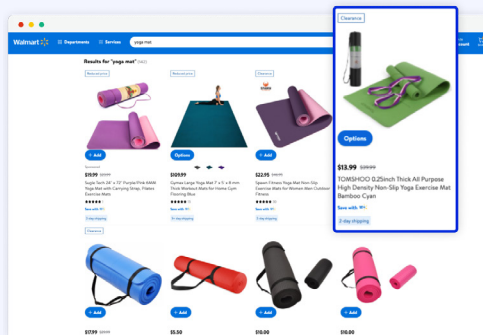
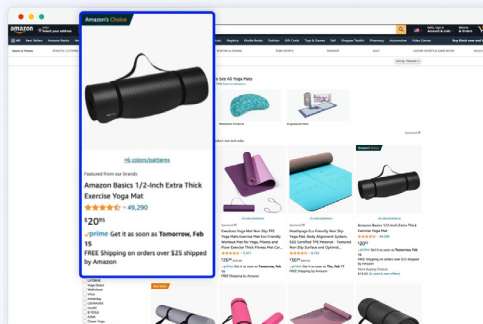
## Chapter 2

# Stop — Make Sure You Find ALL of Your Ecommerce Competitors!

Identifying your competitors on Amazon, Walmart.com, and other ecommerce channels is critical to helping you gauge your market, track consumer trends, and build winning strategies for your own brand and customers. **Don't skip this step, even if you think you already know your competitors! In an ever-growing ecommerce market, it's always critical to check for newcomers.**

## Start with Keywords

An easy way to get a basic overview of your potential competitors is to conduct a search using your target keywords, just as you would if you were shopping for products like yours on Amazon or Walmart. Make note of the brands and products that are displayed organically on the first page of the search results, as those may be your top competitors.



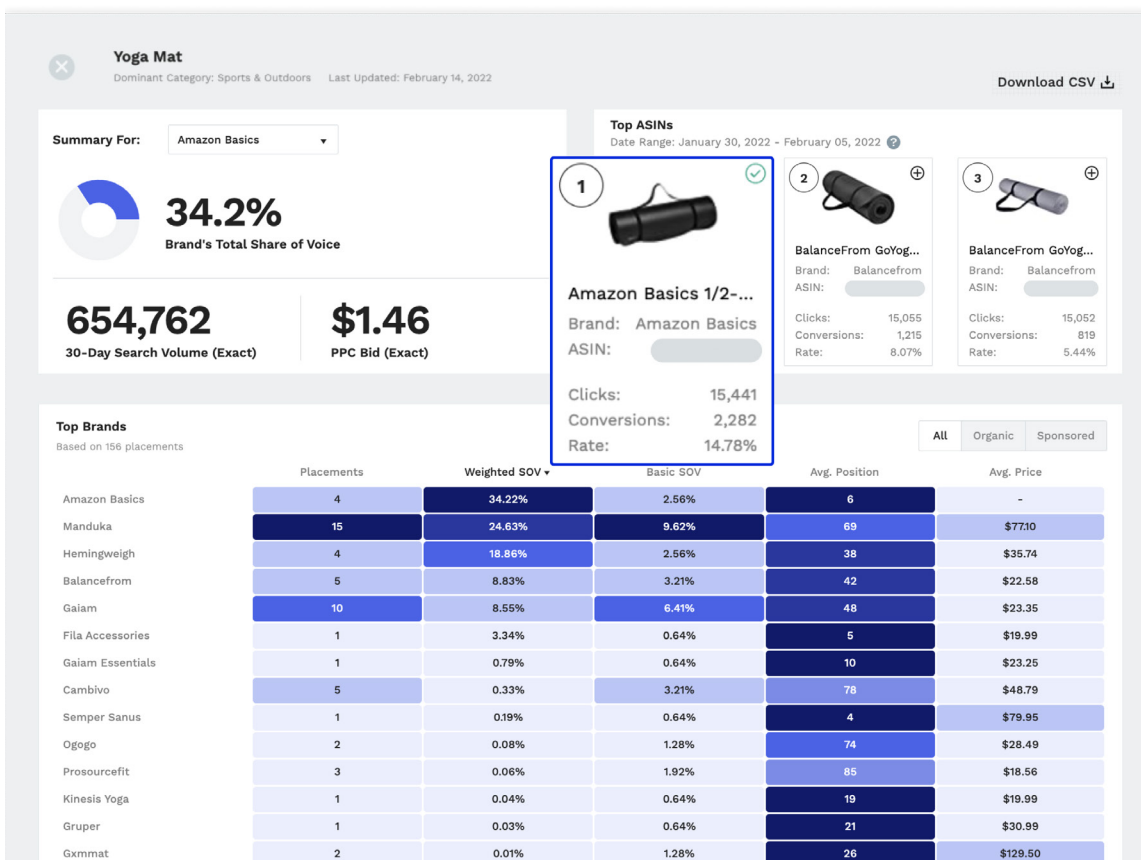
However, you want to be sure you have a pulse on both known and potential emerging competitors in your space, so you need to dive deeper. A tool like **Jungle Scout Cobalt** can help you get a powerful look into how your brand's market share fares against that of your competitors. You can use Cobalt's **Market Insights** feature to easily identify both core and emerging competitors in a given product segment on Amazon. Search by keyword or category to see how many brands are competing for a product and which ones are leading by revenue and unit sales.



## Monitor Share of Voice

Use Cobalt's **Share of Voice (SOV)** tool to see both weighted and basic SOV for all brands competing for a specific keyword on Amazon. This information can help you understand which brands are your top competitors for a product, as well as any emerging competitors you should be keeping an eye on.

With **nearly 60%** of Amazon sellers already listing their products on at least one additional channel, you can use this data to get an idea of who your likely competitors are on other platforms as well.



## Chapter 3

# Analyzing Competitor Strategies

Uncovering the most helpful insights requires gathering and analyzing the right data to understand how you stack up against competitors — and where there's opportunity to stand out.

In this chapter, we'll cover:

- 1 Keyword Research
- 2 Product Detail Page Research
- 3 Historical Data


# 1. Keyword Research

Explore the keywords your competitors are using and determine which have the highest conversion rate.


## How to Perform Keyword Research

Type a competitor's ASIN(s) into Cobalt's **Keyword Scout** to identify those that are performing well. Keyword Scout can also help you identify whether competitors are targeting your branded terms in their Amazon keyword strategies.


Keyword Scout



B07SPPD34G




B08RDKY753




B01LPOU5X0


Search




Your ASIN




Competitor




Competitor



B07SPPD34G



B08RDKY753



B01LPOU5X0

Filters

Save Filter Load Filter Set

Results 3,034 Keywords

☐ Select All

Include All Variants ☒

Page 1 of 13

| Keyword                      | 30-Day Search Vol. | 30-Day Trend | Dominant Category | PPC Bid (Exact) | PPC Bid (Broad) | Ease to Rank |
|------------------------------|--------------------|--------------|-------------------|-----------------|-----------------|--------------|
| foldable yoga mat for travel | 441                | ↑119%        | Sports & Outdoors | -               | -               | Easy         |
| thick yoga mats              | 681                | ↑117%        | Sports & Outdoors | \$1.24          | \$1.38          | Easy         |
| yoga mats for home workout   | 1,896              | ↑111%        | Sports & Outdoors | -               | -               | Easy         |

When running paid advertising campaigns, **Downstream by Jungle Scout** provides detailed insights on which search terms are leading shoppers to your Amazon and Walmart ads, helping you determine the right keywords to add or exclude from your campaigns on both platforms to get the best Return on Ad Spend (RoAS).

| Keyword Search Terms    |                |                 |        |        |       |                |           |               |                |
|-------------------------|----------------|-----------------|--------|--------|-------|----------------|-----------|---------------|----------------|
| Search term             | Targeting type | Ad group name   | Clicks | Cost   | ACoS  | Sales (14 day) | RoAS (\$) |               |                |
| downstream listing desk | Manual         | AdGroup 1463008 | 11     | \$1.50 | 0.20% | \$703.04       | \$306.56  | + Add Keyword | + Add Negative |
| small open desk         | Manual         | AdGroup 6890004 | 1      | \$0.47 | 0.24% | \$199.05       | \$425.43  | + Add Keyword | + Add Negative |

|                                   |        |                  |   |        |       |          |          |               |                |
|-----------------------------------|--------|------------------|---|--------|-------|----------|----------|---------------|----------------|
| portable space saver table        | Manual | AdGroup 58225664 | 1 | \$0.61 | 0.31% | \$199.95 | \$327.79 |               |                |
| downstream listing desk           | Manual | AdGroup 6890004  | 1 | \$0.50 | 0.31% | \$199.95 | \$397.85 | + Add Keyword | + Add Negative |
| downstream listing desk table     | Manual | AdGroup 6890004  | 1 | \$0.68 | 0.33% | \$199.95 | \$289.91 | + Add Keyword | + Add Negative |
| table folding table               | Manual | AdGroup 6890004  | 2 | \$0.70 | 0.35% | \$199.95 | \$285.64 | + Add Keyword | + Add Negative |
| folding table 45                  | Manual | AdGroup 1842564  | 1 | \$0.72 | 0.36% | \$199.95 | \$277.71 | + Add Keyword | + Add Negative |
| foldable craft table with storage | Manual | AdGroup 6890004  | 1 | \$0.80 | 0.40% | \$199.95 | \$224.71 | + Add Keyword | + Add Negative |
| wood folding table                | Manual | AdGroup 6890004  | 1 | \$0.90 | 0.45% | \$199.95 | \$222.17 | + Add Keyword | + Add Negative |

1-10 of 2,783 Total 1 2 3 4 5 ... 279 > 10 / page

### Expert Advice

You can use Downstream to help protect your branded keywords by setting custom budget allocations that automatically increase bidding when competitor products show up in searches for your brand.



**Eva Hart**  
Enterprise Ecommerce Expert at Jungle Scout

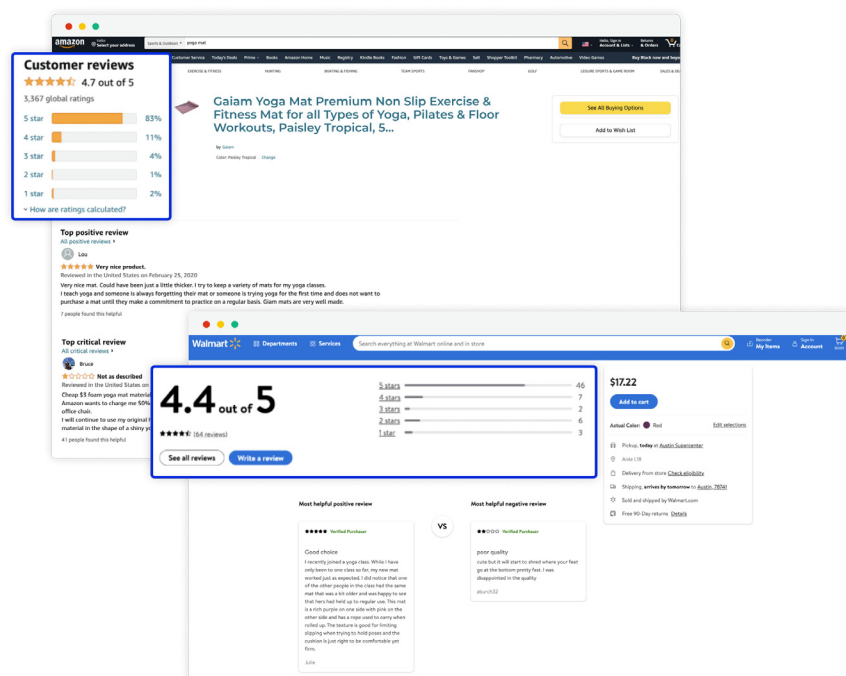


## 2. Product Detail Page Research

Study your competitors' listings to identify ways to differentiate your products from those already on the market.

### Reviews

Reviews give you an idea of what customers love (and don't love) about a competitor's products, helping you spot strengths and weaknesses. Four- and five-star reviews provide insight into what works for customers, while anything below four stars can spark ideas for improvements you can make to differentiate your products.



### Questions & Answers

The Q&A section of a competitor's Amazon product listing contains questions you can use to inform copy and infographics in your own listings. By proactively addressing questions that customers are asking about products similar to yours, you can help them overcome potential hesitations about purchasing.

#### Customer questions & answers

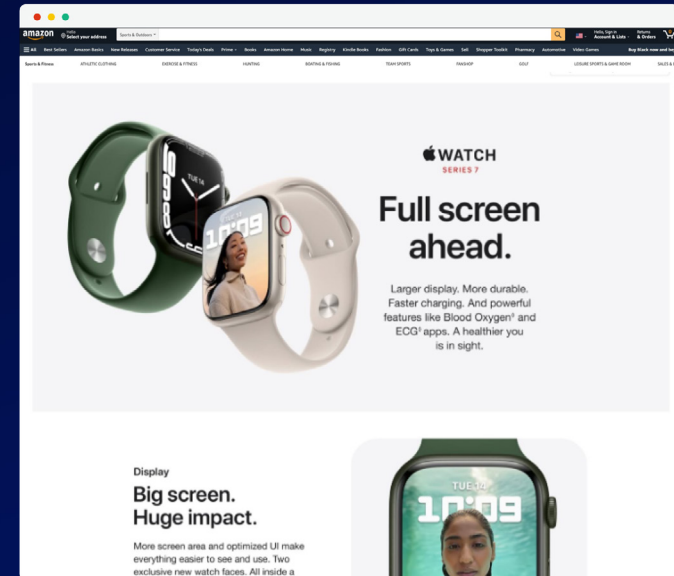
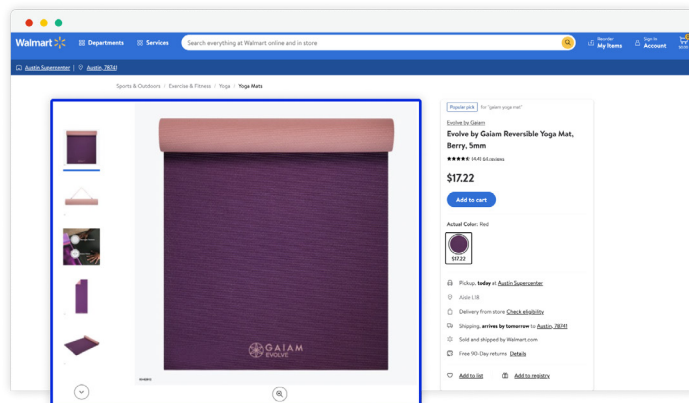
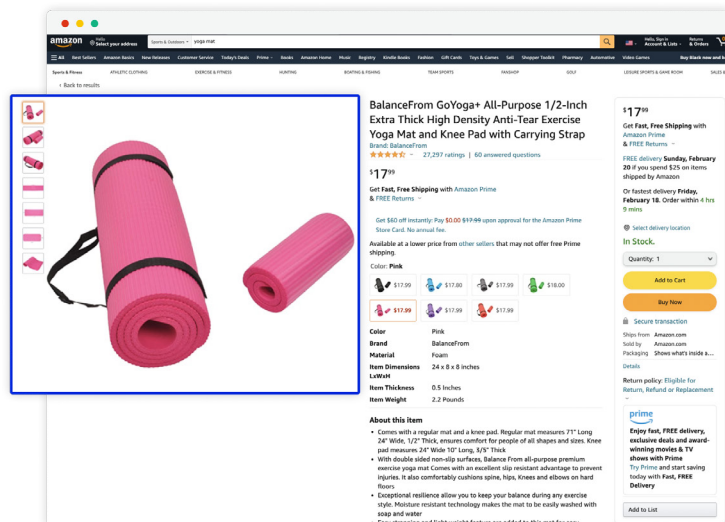
Have a question? Search for answers

- 9 votes
- Question:** what is the knee pad used for?
- Answer:** It basically can double up the thickness of the mat if you want to kneel (and have bad knees, as I do), or even put your hands on for pushups, if you have weak wrists, etc. It's just an extra cushion where needed. Made of same material as the mat.  
By ShellBHawaii on October 29, 2019
- 2 votes
- Question:** I get that you don't slip on the mat but does the mat stay in place on the floor itself?
- Answer:** I use it on carpet and it stays in place. Never used it on floor. It is very thick and good quality.  
By Naheed on December 17, 2019  
See more answers (4)
- 1 vote
- Question:** Made in USA?
- Answer:** YES, This product is made by BalanceFrom, which is a company located in Ontario, CA. The headquarters is in Los Angeles. So yes this product is Made in USA.  
By JMyles on November 21, 2021  
See more answers (2)
- 1 vote
- Question:** Is the strap attached to the mat?
- Answer:** No, the strap is not attached to the mat. If you look carefully at the picture with the strap around the mat, you will see Velcro fasteners opposite of the carrying strap for the two loops that wrap around the mat. Those two loops sewn to the carrying strap which is adjustable. In other words, the two Velcro loops are ... see more  
By "JJ" on May 15, 2020  
See more answers (5)

See more answered questions (56)

## Product Images

Review your competitors' hero and secondary images and make note of anything (good or bad) that makes them stand out in both the search results and product detail pages.



### Expert Advice

In addition to A+ Content on Amazon, which allows additional details and images in your product listings, another option exclusive to registered brands is a paid upgrade to include Premium A+ Content. As more competitors take advantage of A+ Content, consider activating additional features through A++ Content to differentiate the shopping experience customers have with your brand.



**Eva Hart**

Enterprise Ecommerce Expert at Jungle Scout

## 3. Historical Data

Study your competitors' historical data to understand how their product pricing has changed over time.

### How to Find Historical Data

Cobalt's **Product Tracker** allows you to view the historical Amazon Buy Box prices of a product to see how pricing has fluctuated or remained consistent over the past two years. This data can help you understand consumers' spend thresholds, see when your competitors react to market changes, and determine viable long-term pricing strategies that help you remain competitive while meeting revenue goals.

The screenshot displays the Cobalt Product Tracker web application. On the left is a dark sidebar with navigation icons and a 'JS' logo. The main content area has a light blue header with a 'Look Up New Products' section containing a search bar and a 'Search' button. Below this is a 'Search result' section for a 'Gaiam Yoga Mat'. The product details include a variant image, ASIN (B08BRJ2D9L), category (Sports & Outdoors), price (\$16.49), rating (4.5 stars), and number of reviews (3367). A '+ Track ASIN' button is visible. Below the search results is a 'Bulk Upload Products' button. The 'My Tracked Products' section lists two products: 'BalanceFrom GoYoga+ All-Purpose 1/2-Inch Extra Thick High Density Anti-Tear Exercise Yoga Mat and Knee Pad with Carrying Strap' (ASIN: B07SPPD34G, Price: \$17.99, Rating: 4.5 stars, 27297 reviews) and 'Heathyoga Eco Friendly Non Slip Yoga Mat, Body Alignment System, SGS Certified TPE Material - Textured Non Slip Surface and Optimal Cushioning, 72"x 26" Thickness 1/4"' (ASIN: B078XJ1DSW, Price: \$36.99, Rating: 4.5 stars, 8795 reviews). A 'Date Added (Newest - Oldest)' dropdown is located at the top right of the tracked products section.

## Chapter 4

# Monitoring Competitors (and Opportunities) Over Time

Competitor research never ends. Monitoring your competition closely — from pricing to product listings to advertising — is critical to understanding the strategic changes that can increase or decrease your market share.

In this chapter, we'll cover:

- 1 Share of Voice
- 2 Estimated Sales
- 3 Market Performance

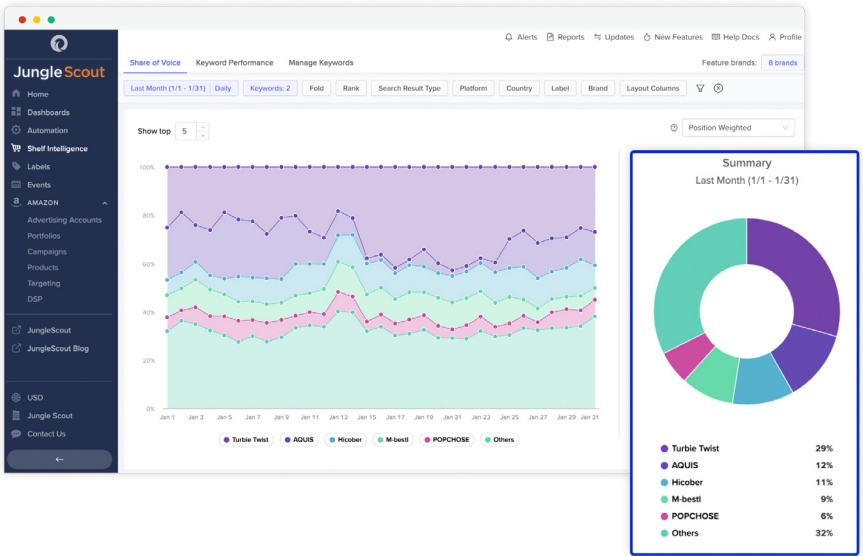
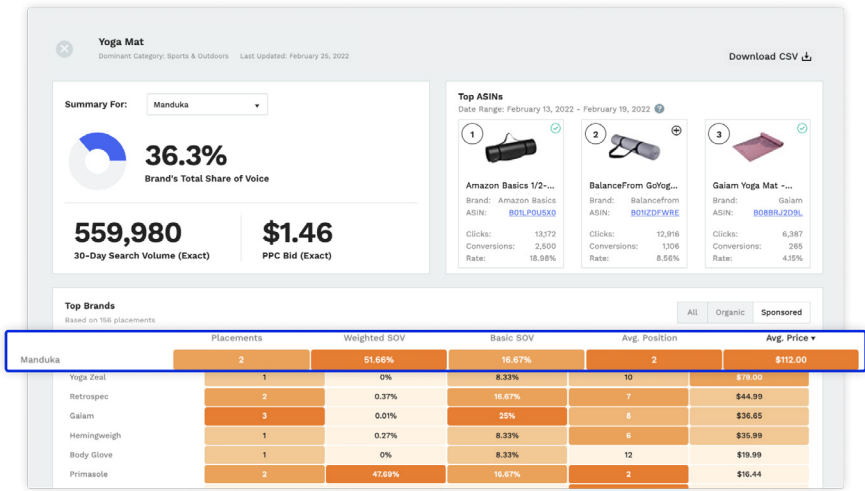
# 1. Share of Voice

Examine share of voice (SOV) to get an idea of where your competitors stand in the market. SOV provides insight into your brand's visibility vs. your competitors' and the overall market saturation for specific keywords.

## How to Monitor Share of Voice

When you enter a keyword into Cobalt's **Share of Voice** feature, you will see the SOV for each brand competing for that keyword on Amazon, along with how many placements each competitor is getting in search results. It will also display their average position and price in search results. You can use this tool to view the top ASINs for the selected keyword. Analyzing this data by both organic and sponsored placements will help inform all aspects of your brand awareness strategy on Amazon and beyond.

Within Downstream's **Shelf Intelligence** feature, you can view additional details on your competitors' SOV on Amazon, including organic SOV and paid rankings by Sponsored Brands or Sponsored Products.



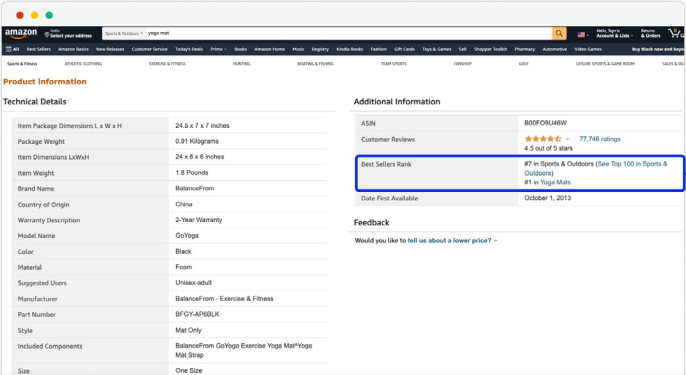


## 2. Estimated Sales

Study estimated sales to see the volume of inventory that competing brands are moving and the profit margins on their products. This data can also suggest whether a market is healthy or not.

### How to Gauge Estimated Sales

To get a general idea of a product's performance on Amazon, you can view the **Best Sellers Rank** on a listing. Alternatively, you can use Cobalt's **Market Insights** tool to obtain detailed revenue and unit sales estimates for all ASINs in a segment.

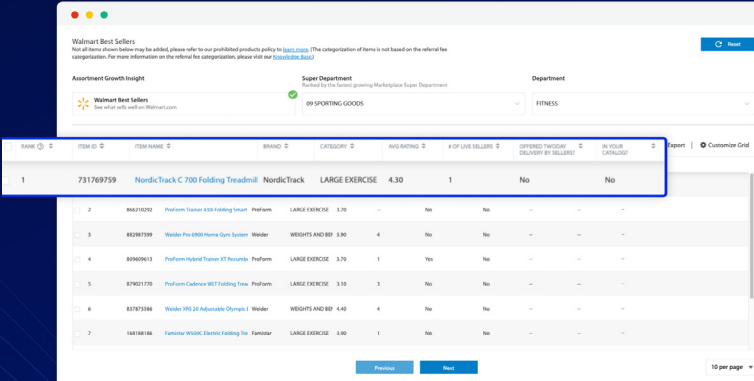


**Best Sellers Rank**

#7 in Sports & Outdoors (See Top 100 in Sports & Outdoors)  
#1 in Yoga Mats

Similarly, you can use the Walmart Best Sellers feature within Walmart's Seller Center to research the best selling products in a particular category. You can find Best Sellers within the Growth Opportunities section in Seller Center.

You should track competitors' unit sales *and* revenue to get a full picture of their performance.



| RANK | ITEM ID   | ITEM NAME                           | BRAND       | CATEGORY        | AVG RATING | # OF LIVE SELLERS | OFFERED TWICE/ DELIVERY BY SELLER | IN YOUR CATEGORY |
|------|-----------|-------------------------------------|-------------|-----------------|------------|-------------------|-----------------------------------|------------------|
| 1    | 731769759 | NordicTrack C 700 Folding Treadmill | NordicTrack | LARGE EXERCISE  | 4.30       | 1                 | No                                | No               |
| 2    | 866700702 | Proform Trainer 450 Folding Smart   | Proform     | LARGE EXERCISE  | 3.70       | 1                 | No                                | No               |
| 3    | 862767588 | Welder Pro 690 Home Gym System      | Welder      | WEIGHTS AND BEB | 3.90       | 4                 | No                                | No               |
| 4    | 809260413 | Proform Hybrid Trainer XT Recumbent | Proform     | LARGE EXERCISE  | 3.70       | 1                 | No                                | No               |
| 5    | 879251770 | Proform Cadence 967 Folding Tread   | Proform     | LARGE EXERCISE  | 3.10       | 3                 | No                                | No               |
| 6    | 827873386 | Welder X90 20 Adjustable Olympic    | Welder      | WEIGHTS AND BEB | 4.40       | 4                 | No                                | No               |
| 7    | 168188196 | Familon W900C Classic Folding Tn    | Familon     | LARGE EXERCISE  | 3.90       | 1                 | No                                | No               |

### Expert Advice

Agencies can use competitor comparisons in Market Insights to report performance over time to existing clients or show prospective clients the actionable strategies they will execute to make the client more competitive.



**Eva Hart**

Enterprise Ecommerce Expert at Jungle Scout

### 3. Market Performance

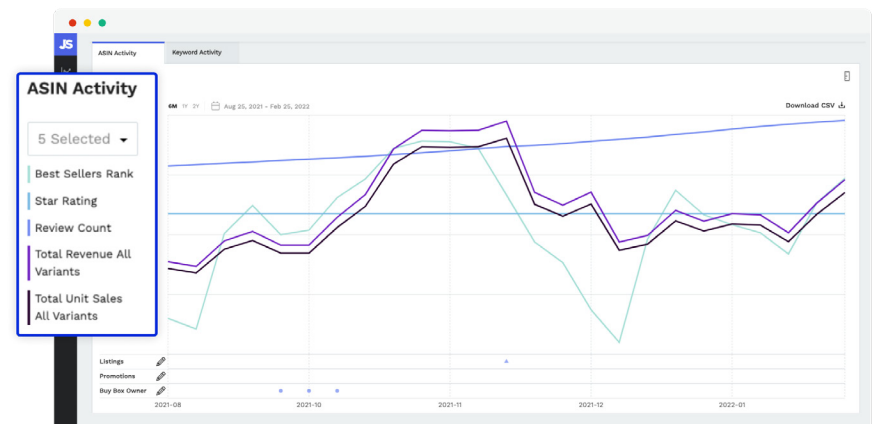
Continuously track positioning in the market — both yours and your competitors' — to keep a finger on the pulse of advertising and product performance.

#### How to Track Market Performance

You can use Cobalt's **Rank Tracker** to keep an eye on how well your brand and your competitors are ranking for important product keywords on Amazon. In addition to reverse-searching competitor ASINs to track their high-ranking keywords, you can compare keyword history to understand your position and how it's changing over time.



You can use Cobalt's **Product Tracker** to view a specific ASIN's performance over time, including total revenue, unit sales, Best Seller Rank, star rating, and review count.



## Chapter 5

# Putting Competitor Research into Action

Without thoughtfully implementing collected data into your future product and advertising strategies, your competitive analysis will do little to improve your brand's ecommerce performance. By leveraging your competitive research in a few key ways, however, you can drive growth in awareness, sales, and loyalty for your brand.

In this chapter, we'll cover:

- 1 How to Optimize Product Listings
- 2 How to Look for New Products to Sell
- 3 How to Create and Optimize PPC Campaigns

# 1. Optimize Product Listings

Once you've reviewed your competitors' top product listings, you can optimize your own to help your listings stand out in search results, and provide shoppers with all the information they need to confidently purchase from your brand over others. After identifying your competitors' highest-performing keywords, add them to your listing copy (title, bullets, description, etc.) and backend keywords (hidden keywords within your listings that tell an ecommerce platform's algorithm that your products are relevant for certain searches).

The screenshot shows an Amazon product listing for a yoga mat. Blue boxes with labels point to specific parts of the listing:

- Hero Image:** Points to the main product image showing the rolled-up yoga mat.
- Secondary Images:** Points to the vertical strip of smaller images on the left side of the main image.
- Title:** Points to the product title: "BalanceFrom GoYoga All-Purpose 1/2-Inch Extra Thick High Density Anti-Tear Exercise Yoga Mat with Carrying Strap and Yoga Blocks".
- Bullet Points:** Points to the "About this item" section, which lists features like "71" long 24" wide ensures comfort for people of all shapes and sizes", "1/2" thick premium mat comfortably cushions spine, hips, knees and elbows on hard floors", and "With double sided non-slip surfaces, BalanceFrom all-purpose premium exercise yoga mat comes with an excellent slip resistant advantage to prevent injuries".
- A+ Content:** Points to the section below the bullet points, featuring a woman in a yoga pose, a stack of yoga mats, and a diagram of the mat's dimensions (24 inch).
- Reviews:** Points to the "Customer reviews" section, which shows a star rating of 4.5 out of 5, a bar chart of ratings, and a list of reviews with images.

## Anatomy of a product listing

**Title:** The same keyword research and tracking you use to monitor your competitors and improve your ads can help you optimize your brand's product listings. Include the highest-ranking keywords first in your title to improve the rank and visibility of your products.

**Bullet points:** The most impactful description copy goes beyond describing a product's features and also communicates why those features matter to the consumer. Try to include a benefit for every feature you list; think of features as the "what" and benefits as the "why" of your products. Telling consumers how a product will make their life better can be a decision-making difference when shoppers are ready to purchase. A detailed, accurate product description also improves your chances of winning the Buy Box for a product on Walmart.com.

*Example: You may sell a water bottle and include in the description copy that it is 9oz — but why does this feature matter to the customer? By adding "it is perfect for traveling because it easily fits into your purse," you give shoppers a concrete benefit that your competitors may neglect to include.*

**Hero image:** Your main photo is the first thing most shoppers are likely to notice about your product so it's important that it is high-quality. We highly suggest hiring a professional photographer for your product images.

**Secondary images:** Beyond your hero image, these additional images are a chance to quickly communicate more information about your product like item dimensions, color options, and how it might fit into the customer's lifestyle. We recommend including at least five secondary images in each product listing that include a mixture of infographics and lifestyle photography.

**Reviews:** Retail-readiness requires at least 15 customer reviews of your product. Since 70% of shoppers will choose to purchase a highly-rated product over one with low or no rating on Amazon, the more positive reviews you gain, the better. For Amazon, you can use Cobalt's Review Automation feature to save time and increase reviews by automating the Seller Central review request process.

**A+ Content:** Take advantage of A+ content offers to enhance your listings with additional information. On Amazon, all registered brands are eligible to use A+ Content to incorporate extra details, images, branding, videos and more into product listings. Amazon also gives brands the option to upgrade to Premium A+ Content to unlock even more features that empower you to create a fully branded experience for your customers. Walmart gives all marketplace sellers the ability to enhance listings with rich media, including 360-degree product views, videos, comparison charts, interactive images, and more.

The quality of your listings impacts advertising and search results placement, as well as the likelihood of conversion. We suggest optimizing your product detail pages before putting a substantial advertising budget behind your products.



## 2. Look for New Products to Sell

Thorough competitor research isn't just about monitoring competition on the products you're already selling; it's also valuable for identifying opportunities to add new products to your catalog. By continuously monitoring your competitors' strategies and performance, you can quickly respond to new trends or leverage market gaps as soon as you identify them.

Using Cobalt's **Opportunity Finder** feature, you can view the top products in a niche to understand which brands are currently leading the search rankings for a particular product on Amazon. You can then track those products to monitor how your competitors' strategy and success changes over time, as well as assess the market to inform your own strategy.

**Opportunity Finder** can also help you identify the trends that your competition might be missing, giving you the chance to outrank them for products with growing consumer demand.

Choose the category you want to view, enter your keywords, and you'll have the option to view products by monthly units sold, monthly search volume, level of competition or seasonality, and more. You can then sort your results by 30-Day or 90-Day search trends to find popular search terms with low competition that you can add into your own targeting strategies, or to identify new products that your brand can offer.

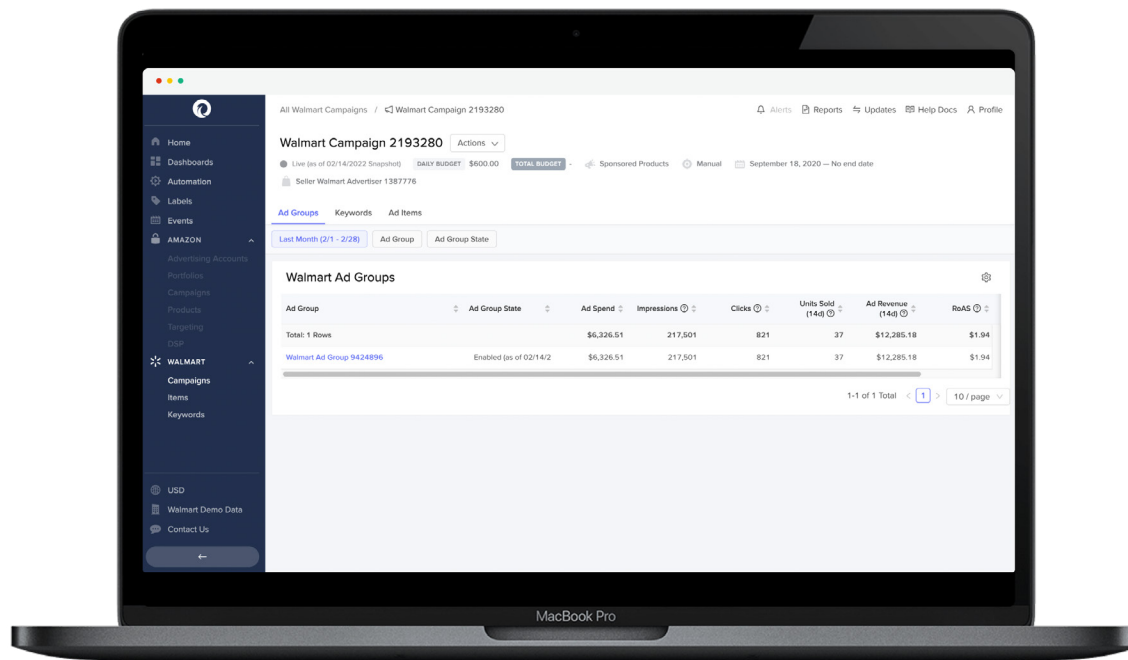
| Product Information   | Category          | Mt. Sales | Revenue      | Price   | Reviews Number | Date First Available | Rating |
|---|-------------------|-----------|--------------|---------|----------------|----------------------|--------|
| Yoga Mat with Strap, 1/3 Inch Extra Thick Yoga Mat Double-Sided Non Slip, Professional TPE Yoga Mats for Women Men, Workout Mat for Yoga, Pilates and Floor Exercises<br>B08CXGKZQP   BEAUTYOVO | Sports & Outdoors | 2845      | \$105,037.40 | \$36.92 | 2930           | 09/25/2020           | 4.6    |
| Yoga Mat Exercise Mats 8mm TPE Non Slip Extra Thick High Density Eco Friendly for Yoga/Workout/Pilates<br>B08XQ9F7W   QWASEC  | Sports & Outdoors | 624       | \$25,377.76  | \$40.99 | 109            | 04/01/2021           | 4.5    |
| Retrospec Solano Yoga Mat 1" & 1/2" Thick w/Nylon Strap for Men & Women - Non Slip Exercise Mat for Yoga<br>B08F8F6JUL   Retrospec  | Sports & Outdoors | 4987      | \$136,052.13 | \$21.99 | 1877           | 03/30/2021           | 4.6    |

| Niche             | Category          | Avg Mthly Units Sold | Avg Mthly Price | Mthly Search Volume | 30-Day Search Trend | 90-Day Search Trend | Competition | Niche Score | Seasonality |
|-------------------|-------------------|----------------------|-----------------|---------------------|---------------------|---------------------|-------------|-------------|-------------|
| > Yoga Mats Bulk  | Sports & Outdoors | 183                  | \$90.60         | 1,007               | ↑93%                | ↑6%                 | Low         | 5           | Very Low    |
| > Yoga Mat Hanger | Sports & Outdoors | 230                  | \$42.39         | 175                 | ↑10%                | ↓1%                 | Very Low    | 7           | Very Low    |

### 3. Create and Optimize PPC Campaigns

Nearly **80% of brands** selling on Amazon also advertise on the platform, and over 30% are considering launching and promoting their products on Walmart's marketplace as well. Use insights from your competitor research to understand the keywords and products that are working for them – then implement them into your own PPC campaigns to draw shoppers to your brand.

You can use Downstream to build, automate, and analyze campaigns across both Amazon and Walmart, making it easier to run multiple ads targeting a high volume of keywords. As your campaigns run, you can further optimize ad strategies with automation features like Dayparting and Advanced Budget Control.



#### Expert Advice

Use Downstream's **Keyword Harvesting** tool to automatically find key search terms that customers are using and add them to your campaigns. With Advanced Budget Control, you can set budget limits by campaign, day, time, or ASIN to minimize wasted spend as you experiment with new keyword targeting strategies.



**Eva Hart**

Enterprise Ecommerce Expert  
at Jungle Scout

# Explore leading solutions for competitive analysis

In this guide, we've covered a number of [Cobalt](#) and [Downstream](#) tools for conducting detailed competitor research and putting that research into action to help your brand win on Amazon, Walmart, and beyond.

## Jungle Scout **Cobalt**

### Market Insights:

Gather detailed sales data for ASINs and identify competitors in a given product category

### Keyword Scout:

View the keywords your competitors are using to drive discoverability and conversions

### Opportunity Finder:

Discover product niches that have low competition and high demand

### Share of Voice:

View your total SOV and the SOV of your competitors

### Product Tracker:

Monitor the performance of specific ASINs and view historical product data to analyze how factors like sale price have changed over time

### Rank Tracker:

Track competitor keywords and compare keyword performance history between your brand and others

## Jungle Scout

### Review Automation Feature:

Automatically request reviews from all customers who place eligible orders



### Automation:

Save time and ad spend with tools that automatically adjust advertising campaigns to optimize ROI, reach, and conversions

### Advanced Budget Control:

Distribute your budget evenly by the hour to ensure your ad is being served all day

### Dayparting:

Schedule ads to deliver at the most optimal times of the day and allocate spend down to the hour

### Shelf Intelligence:

Track your brand's position in the market, monitor competitors, and identify trends in search behavior

### Keyword Harvesting:

Identify the search terms shoppers are using to find products like yours and automatically add them to your ad campaigns

### Share of Voice:

View details on your brand's share of voice vs. competitors by sponsored content type

## About Jungle Scout

Jungle Scout is the leading all-in-one platform for selling on Amazon and beyond. 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 brands, agencies and investors manage their ecommerce businesses.



Supports \$40 billion in Amazon revenue



Serves more than 600,000 customers worldwide



Raised \$110 million in growth equity in 2021



Monitors over 1.8 billion data points daily



Supports up to 17 global marketplaces

**Recognized as the most trusted platform for selling on Amazon**



Top E-Commerce  
Apps and Software



**2021**

Best Online  
Marketplace  
Optimization Tools



**Top 50**

Commerce Products

BEST SOFTWARE AWARDS  
**2022**

Jungle Scout Cobalt



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**Learn more about how  
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