

Jungle Scout Cobalt



Market Share Growth Strategies for Enterprise Brands & Agencies

Introduction

Market share data is the lifeblood of successful Amazon brands and agencies. You should continuously track and analyze market share to gauge how your brand stacks up against competitors, discover which brands are dominating a market, and analyze market share as it fluctuates, revealing new competitors to monitor and new opportunities for your own brand.

This guide will demonstrate how to develop strategies to capture a larger slice of the market share pie – or protect your existing share. These strategies can include expanding your brand's product catalog, registering your brand with Amazon Brand Registry, and more.

Ch. 1 How to Track Market Share and Share of Voice / 3

- Market Share
- Share of Voice

Ch. 2 7 Strategies to Increase Market Share / 7

- Enroll in Amazon Brand Registry
- Launch A+ Content
- Expand your product catalog
- Optimize your listings
- Optimize your keywords
- Increase customer reviews
- Optimize your PPC campaigns

Ch. 3 Explore Leading Solutions for Growing Market Share / 18

- Jungle Scout Cobalt
- Downstream by Jungle Scout
- Jungle Scout

Ch. 4 About Jungle Scout / 19

Chapter 1

How to Track Market Share and Share of Voice

Market Share

Identifying your market share can be an inexact art without using an automated tool. You can check your Best Sellers Rank on a listing to gauge your product's approximate position in the market and do the same for your competitors. However, there are far easier ways to get a more precise idea of how you stack up against the competition.

Automated tools that use sophisticated machine learning technology, such as **Jungle Scout Cobalt**, can calculate your market share and the market share of all core and emerging competitors in a given segment. With Cobalt, you can create broad and narrow segments to gather market share data – without having to make manual approximations.

Here's how:

1. List potential markets to track in order to set decisive and specific goals.
2. Narrow the list to the markets that are most important to your brand or your client's brand to ensure that you are monitoring the most relevant competition.
3. Use Cobalt's Market Insights to track the market share of your brand and your closest competitors. This information is very difficult to calculate without a tool like Cobalt.

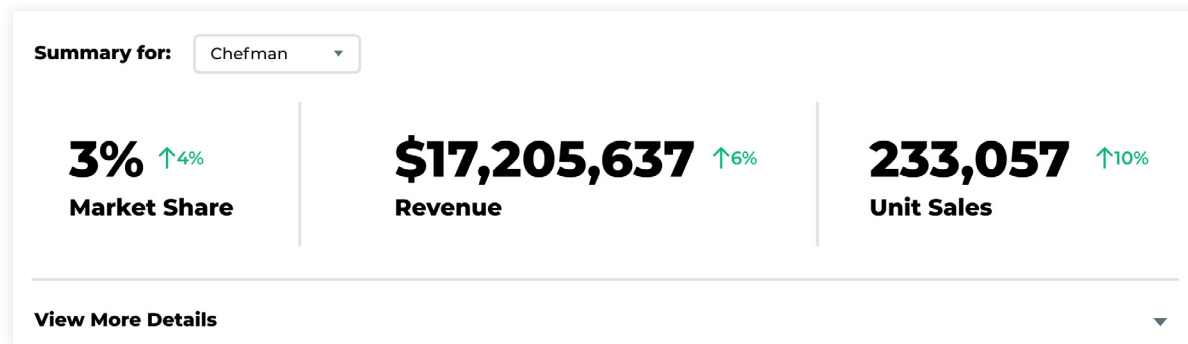
Using Cobalt, you can easily create a segment from keywords, brands, categories, or ASINs. Once you have created a segment, you can view the total estimated revenue and unit sales for an entire segment, or you can view that same data for a particular brand.

You can then see how the top brands within your segment stack up in terms of the number of ASINs, average number of reviews, median price, and more. Cobalt shows you the top 25 products by revenue in your segment – and how the revenue of those products has changed over time.

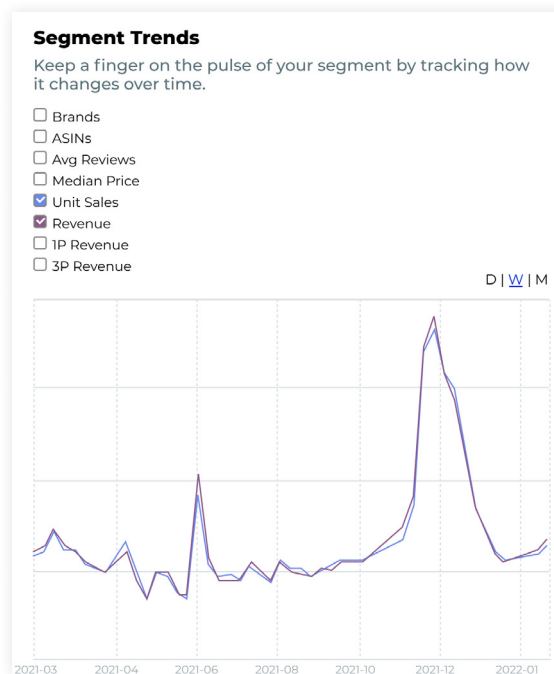
Cobalt displays the exact market share, estimated revenue, and unit sales for a specific brand. You can view how this data has evolved over a selected timeframe for historical insights. Moreover, **Segment Trends** shows changes in unit sales and revenue for a segment in a line chart for a visual representation of the data. This view can help you easily gauge your performance in a segment for a selected time frame.

To keep an eye on the competition, you can see changes in unit sales and revenue for other brands through **Brands Trends**. This view can show how you stack up against main and emerging competitors.

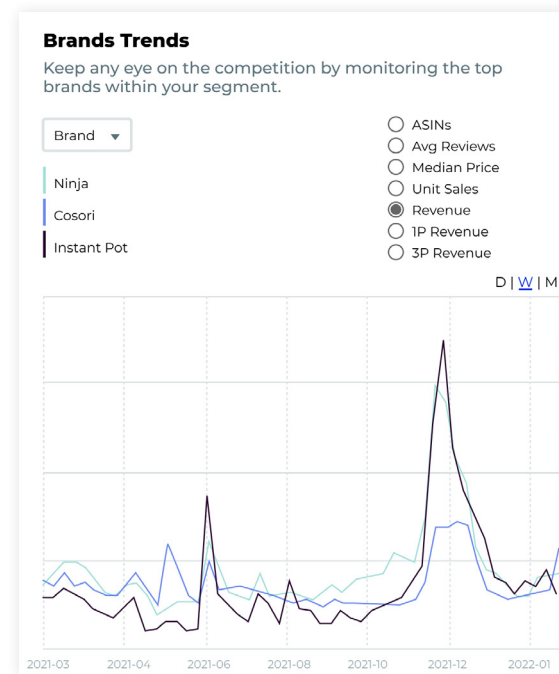
Segment Dashboard



Segment Trends



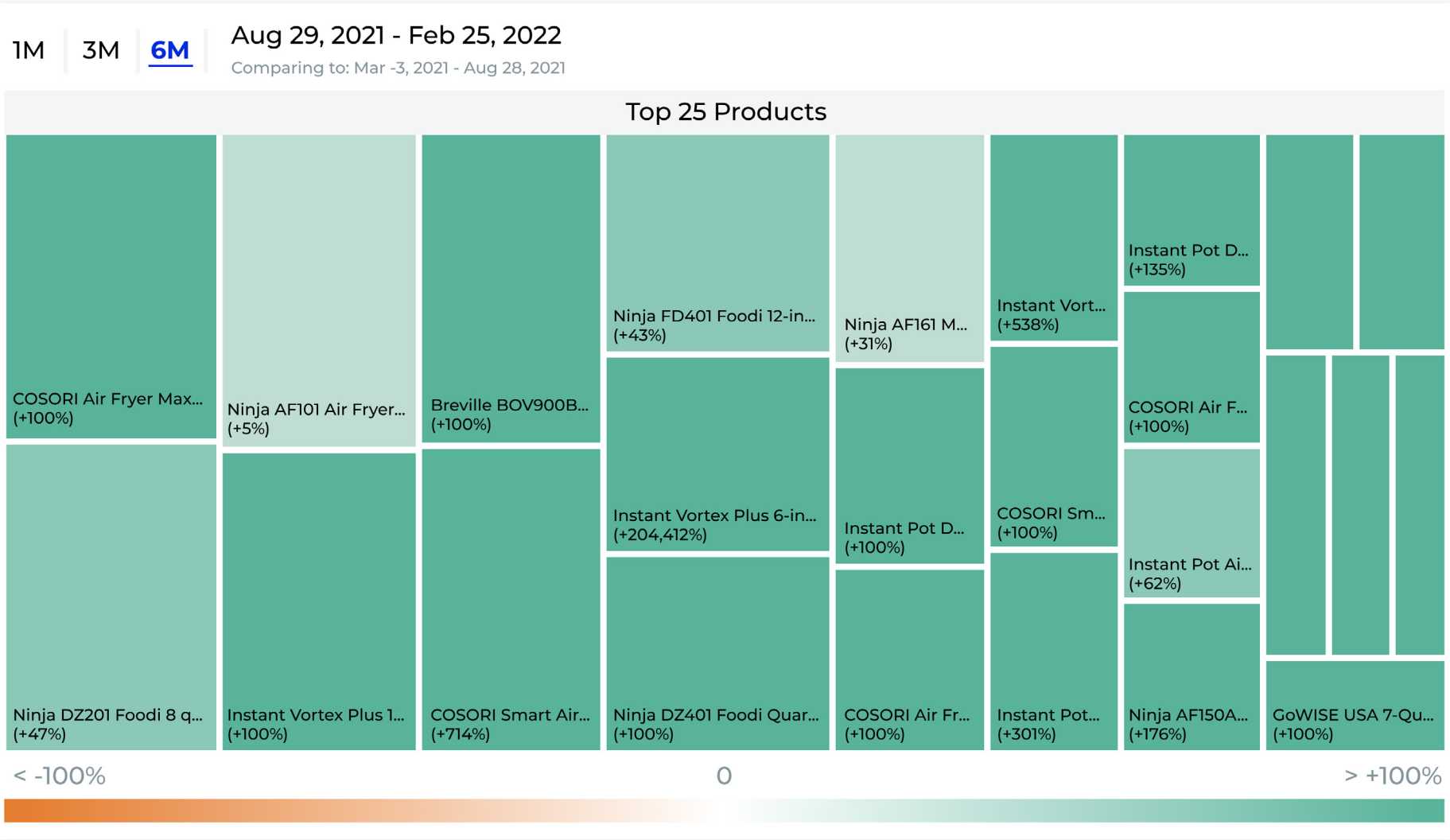
Brands Trends



And, to see which products in a segment are most popular with consumers, **Product Trends** displays a treemap graph that shows revenue trends for the top 25 products in a segment.

Product Trends

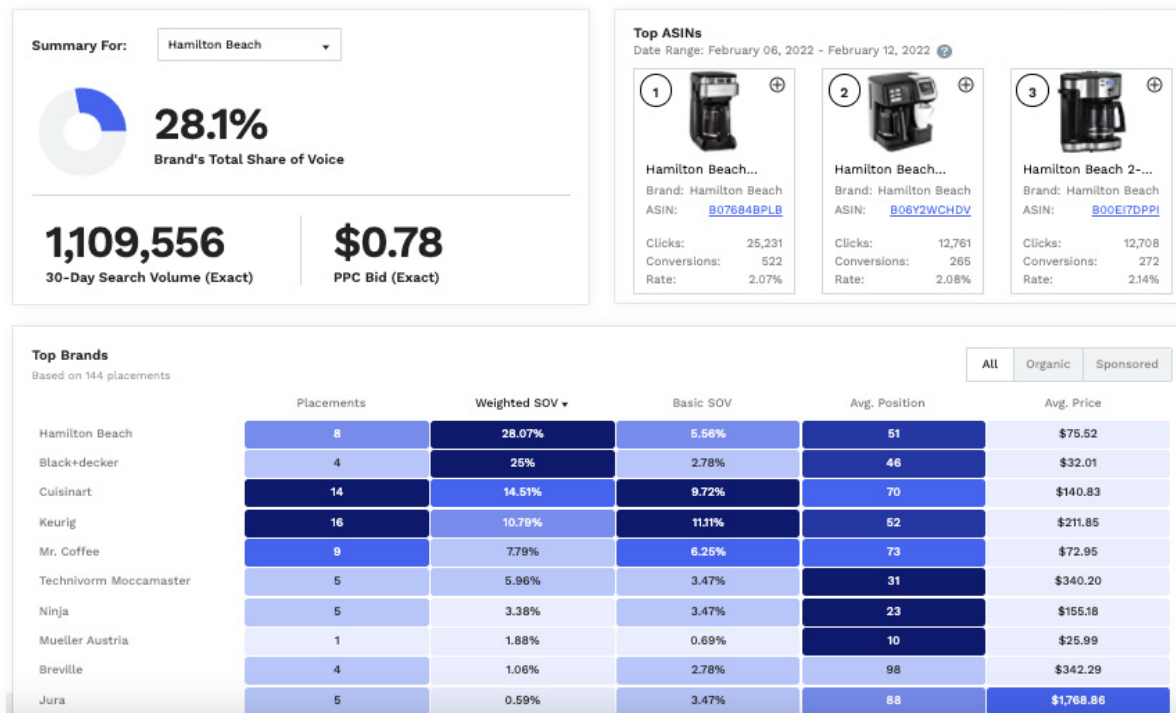
Track the trends of the top 25 products by revenue in your segment.



Share of Voice

Beyond market share data, it is important to track your share of voice (SOV). Share of voice shows brand awareness, while market share displays the percentage of the market that a brand controls by revenue.

To measure organic SOV, you can manually comb through Amazon search result pages, count your organic placements, and count your competitors' organic placements, and then compare your results to your competitor's combined placements. However, this process is tedious and time-consuming.



Alternatively, **Cobalt** gives you access to your precise organic and sponsored SOV (and your competitors') for any given keyword on Amazon. You can see the monthly search volume for a particular keyword associated with your brand along with your average PPC bid.

Once you know your and your competitors' market share and SOV, you can execute strategies to grow and protect your market share. This guide highlights seven key strategies for growing and maintaining market share that can help you or your clients win on Amazon.

Chapter 2

7 Strategies to Increase Market Share

- 1 Enroll in Amazon Brand Registry
- 2 Launch A+ Content
- 3 Expand your product catalog
- 4 Optimize your listings
- 5 Optimize your keywords
- 6 Increase customer reviews
- 7 Optimize your PPC campaigns

1. Enroll in Amazon Brand Registry

Keeping your brand's intellectual property safe is key for maintaining your market share and preventing hijackers from unfairly benefiting from your unique products. Hijackers are a widespread concern among ecommerce businesses; in fact, 40% of Amazon sellers cite protecting their business from black hat tactics, counterfeiters, and other risks as a challenge, according to Jungle Scout's [2022 State of the Amazon Seller Report](#).

If you have a registered trademark for your product, you can apply for Amazon Brand Registry. This program helps defend your brand against challenges like copycats, who can sell poor quality counterfeit products. Unsuspecting customers who buy these items might end up posting negative reviews that can lead to lost sales – and lost market share.

By enrolling in Amazon Brand Registry, you can gain greater control over your products – and have options to help you resolve challenges that might arise from copycat listings. This program provides access to Amazon's internal team that can assist you with correcting and escalating improper listing contributions, variations, and IP infringement claims.

Amazon Brand Registry provides additional benefits that can enhance your listings and help grow your market share such as access to A+ Content, Brand Story, an Amazon Storefront, the ability to add videos to your listing, and more.



Expert Advice

Videos can provide a sizable boost to your conversions, as shoppers don't have to guess what your product is or how it works. In fact, **96%** of consumers stated that they find product videos helpful when making purchases online.

Put the iPhone away and opt out of producing your own video footage. We suggest hiring a professional videographer to produce a 15- to 60-second video to add to your detail page. A video could be the difference between a shopper abandoning their cart or making a purchase.



Eva Hart

Enterprise Ecommerce Expert at Jungle Scout

2. Launch A+ Content

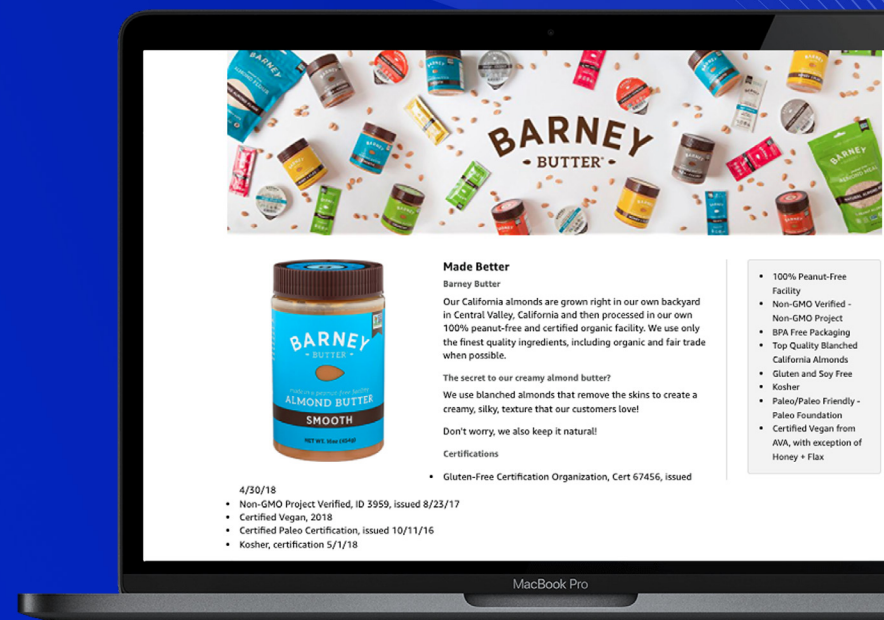
Typical Amazon listings contain product images and bullet points. However, if you are brand registered, you can take your listings to the next level with A+ Content. According to a study conducted by Amazon, conversion rates increase an average of **5.6%** when using an A+ Content description. And a higher rate of conversions equates to higher overall sales (and therefore market share).

A+ Content is additional real estate on your listing where you can include product photography, infographics, and descriptive text.

Benefits of A+ Content include:

- You can cross-sell related products from your Amazon catalog, thus reinforcing your brand, providing more details about the benefits of purchasing your product, and keeping potential customers engaged.
- Customers get a better understanding of your offerings, helping them make more informed purchasing decisions. Providing customers with a better sense of an item before it arrives at their doors leads to fewer returns and fewer negative reviews.

A+ Content not only helps sell a product to your customers, it can also help you stand out in the market. You can set yourself apart from competitors by sharing your brand's story and telling customers why they should buy from you. As a result, your brand can continue to build its customer base to encourage repeat business – and build its market share over time.



Expert Advice

If you have a particularly large brand, you may benefit from Premium A+ Content (otherwise known as “A++ Content”) for a more premium feel. With A++ Content, you can embed videos and offer interactive comparison charts, among other benefits. A+ Content is free, but there is a charge for A++ Content. However, Premium A+ Content can increase conversion rates up to 15% more than Basic A+ Content.



Eva Hart
Enterprise Ecommerce Expert at Jungle Scout

3. Expand your product catalog

To grow your market share, you can expand your product catalog on Amazon. These additions can be as simple as adding a product from your brand's catalog that is not already on Amazon or selling a new variation of a product that you already offer on Amazon.

Offering additional products can help serve current customers who might be shopping with another brand to fill unmet needs – or help attract a broader audience of customers who haven't shopped with your brand before.

You can begin your study of the market to find new product opportunities by assembling a list of keywords for a potential new product and combing through the Amazon search results. You can gauge how competitive a product niche is by examining the volume of listings for a given keyword and reviews for a given listing. A high volume of listings and reviews equates to strong competition.

However, this approach requires tedious manual work for an inexact result. Without an automated tool, it can be a challenge to quantify the potential opportunity and the size of the prize for adding a particular ASIN to your Amazon product catalog.

Tools such as Cobalt's **Opportunity Finder** help you more precisely expand your brand's product catalog on Amazon. Opportunity Finder allows you to filter through Amazon listings for products that have high demand and low competition across categories and price points – along with other important factors such as seasonality.

This data can provide valuable insight into the potential future performance of a new product and can help you decide if the market is right for an Amazon catalog expansion to grow your current market share.

The screenshot shows the 'Opportunity Finder' tool interface. It features a sidebar on the left for selecting categories, a main panel with various filters, and a 'Search' button at the bottom right.

Opportunity Finder

United States

Select one or multiple categories

- ☐ Select All
- ☒ Appliances
- ☐ Arts Crafts & Sewing
- ☐ Automotive
- ☐ Baby
- ☐ Beauty & Personal Care
- ☐ Camera & Photo
- ☐ Cell Phones & Accessories
- ☐ Clothing Shoes & Jewelry
- ☐ Computers & Accessories
- ☐ Electronics
- ☐ Grocery & Gourmet Food
- ☐ Health & Household
- ☐ Home & Kitchen
- ☐ Industrial & Scientific
- ☐ Kitchen & Dining
- ☐ Musical Instruments
- ☐ Office Products
- ☐ Patio Lawn & Garden
- ☐ Pet Supplies
- ☐ Software
- ☐ Sports & Outdoor
- ☐ Tools & Home Improvement
- ☐ Toys & Games
- ☐ Video Games

Avg. Monthly Units Sold: Min → Max

Avg. Monthly Price: Min → Max

Monthly Search Vol.: Min → Max

30 Days - Search Vol. Trend: Min → Max

Niche Score: Min → Max

Competition: Very low - low

Seasonality: Very low - medium

Include Keywords: coffee maker

Exclude Keyword: Enter words separated by comma

☒ Exclude Top Brands

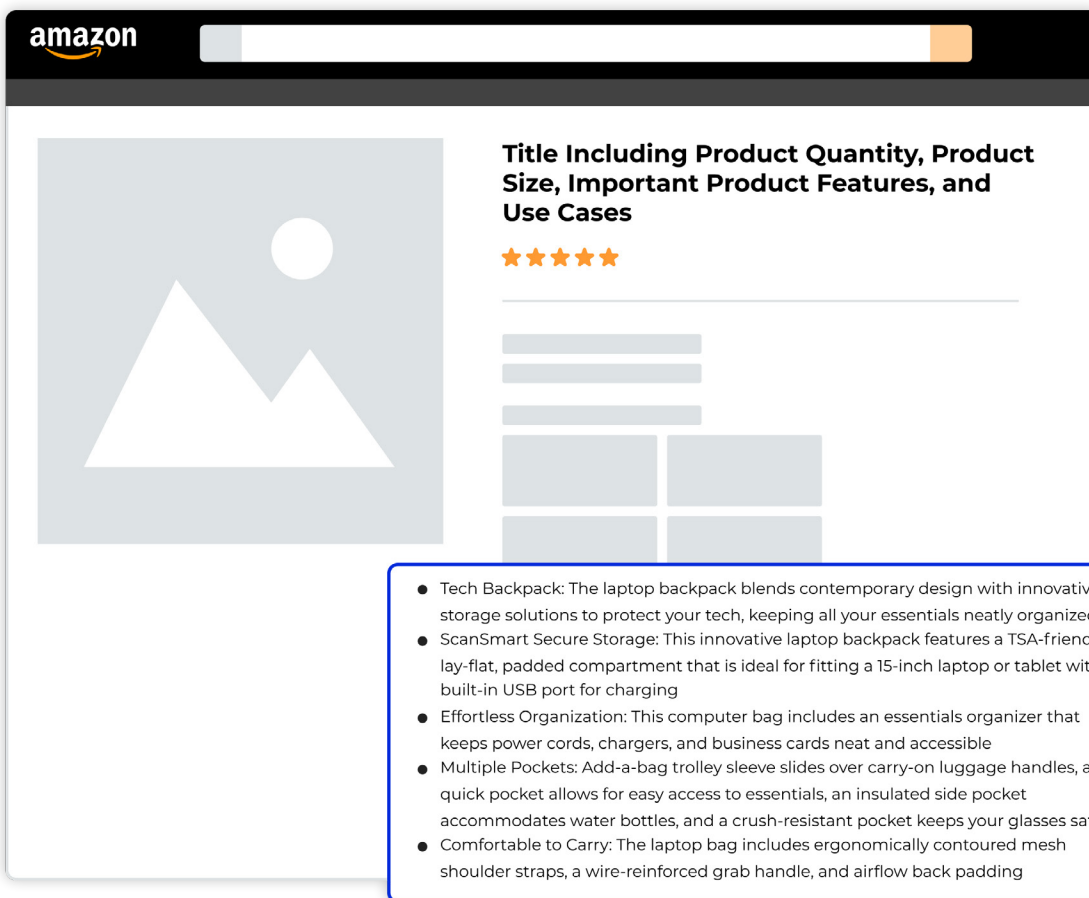
Reset Filters Search

4. Optimize your listings

The quality of your listings can make or break your market share. Optimized product detail pages are key to impressing Amazon shoppers and influencing their decision on whether to purchase your product or a competing product.

An optimized product listing begins with an optimized title. Be sure to include the **product quantity, product size, important product features, and use cases in your title**.

It's important to include the features and the benefits of your product in your listing. Benefits are essential for telling customers why your product features matter to them. Consider features to be the “what” and benefits to be the “why.” A feature of a water bottle might be that it is 9 ounces, but a benefit might be that it easily fits into a consumer's purse or backpack.



For your **listing's bullet points**, be sure to include optimized keywords in text that flows naturally (you don't want to simply include as many keywords as possible). These bullet points should concisely convey essential information about your product to customers. Be sure to demonstrate the key selling propositions of your product and the benefits of each of your product's features.

A+ Content will take the place of a product's description on a listing, but many Amazon experts have suggested that it's important to still have a product description because Amazon uses this information for keyword indexing.

Your secondary images, listing videos, and the product photography in your A+ Content are the most important aspects of your listing because customers aren't able to experience your product in person before making their purchase like they would with brick-and-mortar shopping. With this in mind, you should hire a professional photographer to take photos of your product. Then hire a graphic designer to create detailed infographics that highlight your product's features and benefits and reinforce your branding. Ensure that your A+ Content product photos are different from your secondary images.

The goal is to use all of the space in your listing as a vehicle to tell your brand story and build your brand – and imagery is a key part of this process. Another important step in optimizing your listing is to examine your competitors' listings, which can be a goldmine for information – and serve as inspiration for content to include in your own listing.

It is essential to study the bullet points, description, A+ Content, and images on each of your competitors' listings to find inspiration for your own content. This process can reveal what your competitors are doing well, but it can also show you how they are falling short. By understanding what your competitors are doing well and seeing areas where they can improve, you can use this information to optimize your own listing – and make it stand out from the listings of your competitors.

If your competitor continually receives negative reviews for their listing, you can get ahead of that feedback by providing more detailed information in your listing. For example, your competitor might be selling a shirt and their customers might say that the shirt shrinks. To prevent customers from leaving negative reviews on your listing for a similar shirt, you can help them better understand how to care for your product by adding a secondary image with washing instructions to prevent shrinking.

The 1-Shoppe All-In-Kits contain amenities ideally packaged together for utility, convenience and cost savings.



Not just for hotels!

- ✓ Gym Bathrooms
- ✓ AirBnB & VRBO
- ✓ Cruise Ships
- ✓ Guest Rooms
- ✓ Airport Lounges
- ✓ Realtor Open House Gifts
- ✓ Homeless Outreach

1-SHOPPE We proudly offer a variety of hotel amenities kits!



Search "1-Shoppe Products"

5. Optimize your keywords

Keywords are essential to helping customers find your listing. You can begin your keyword research by examining your competitors' listings. Examine the listings in the top organic spots in the search results to see which keywords your competitors have used in their titles, bullet points, and product descriptions. Include these keywords within your own listings to help boost your ranking.



Expert Advice

Long-tail keywords – phrases that are four words or more – have a higher probability of conversion. Instead of trying to rank for “shoes,” try to rank for “red men’s running shoes.” However, as long-tail keywords have a smaller search volume than short-tail phrases, you need many long-tail keywords to make up that difference in search volume.



Eva Hart
Enterprise Ecommerce Expert at Jungle Scout

You can run an Amazon PPC automatic campaign to find optimized keywords to include in your listing. It may seem counterintuitive to run ads for your product before you have optimized your keywords, but automatic campaigns let Amazon test different keywords and seek ones that convert the best. After about one week of ads, run a report for your keyword search terms to discover the best-converting keywords.

Alternatively, you can use Cobalt's **Keyword Scout** to automatically discover optimized keywords. Enter a competitor's ASIN into this tool and you can see which keywords they rank for – and the search volume that they generate. You can also learn how easy it is for a new product to rank for a given keyword. This information can be essential to deciding which keywords to include in your optimized listing.

Keyword Scout						
Keyword	30-Day Search Vol.	30-Day Trend	Time Stamp	Dominant Category	PPC Bid	Ease to Rank
sony lspk-s3	< 150	↑4%	2/7, 5:33pm	Electronics	-	Easy
bass earbuds	< 150	0%	2/7, 6:37pm	Electronics	-	Easy

Once you understand which keywords are effective, you can include them in your title, bullet points, product description, and backend search terms to ensure that your listing is optimized so that potential customers can find your product – instead of your competitors' offerings. After all, Amazon is an ecommerce search engine at its core, and **74% of consumers say they begin their search for a product online on Amazon.**

To simplify the process of writing a listing, you can use the **Listing Builder** to craft optimized product listings. This tool can help you draft an optimized listing or optimize an existing listing. It can connect with Seller Central, so you can upload changes directly to Amazon. As a result, you are free to focus on higher-level tasks that can help grow and maintain your brand's market share.

6. Increase customer reviews

Reviews give customers confidence that a product on Amazon will meet their expectations, which is particularly important online as consumers can't experience the product in person as they would in a brick-and-mortar store. In fact, one study found that **92% of customers** are more likely to buy a product after reading a positive review.

While it's important for you to build up this social proof, it is not always easy to collect feedback from your customers. **52% of businesses** report that getting reviews is a challenge on Amazon. Gaining reviews can be particularly difficult if you manually collect them on a purchase-by-purchase basis.

Product inserts can be a great way to encourage reviews, and they can provide your customers with a more personalized experience. However, you should review the Amazon Seller Code of Conduct to learn what you can and cannot include in your inserts. For example, you are not allowed to ask for a "positive" or a "5-star" review.

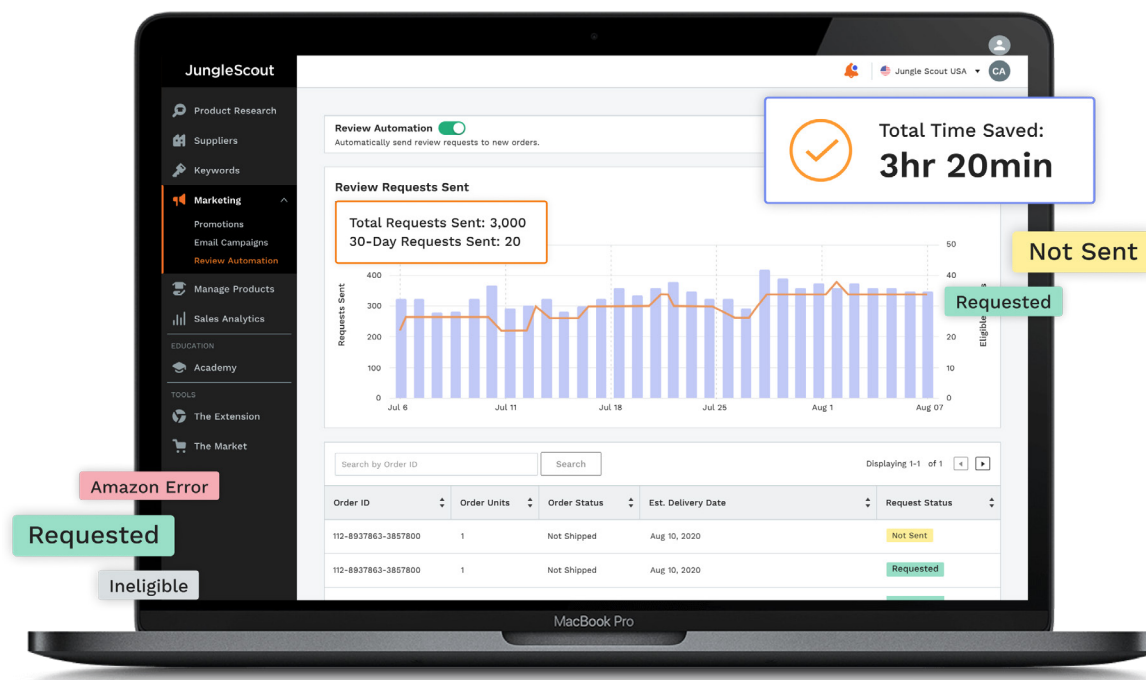


Blue Outdoor Backpack for Hiking and Recreation, Durable, Lightweight			
Price	Monthly Revenue		
\$19.99	\$1,050		
Monthly Sales	Rank		
120	#78		

You can manually request reviews from customers through the “Request a Review” button in Seller Central; however, this approach can be tedious and time-consuming. Fortunately, there is another approach to seek reviews for your listings without manually having to ask for one through Seller Central with every sale.

Alternatively, you can harness Jungle Scout’s **Review Automation** tool to automate the review collection process. This tool is compliant with Amazon’s ToS and allows you to take a “set it and forget it” approach to collecting product reviews by sending automated requests to customers who have purchased products from your brand.

You can take advantage of Amazon’s **Vine Program** to generate reviews for new products. Through the program, vetted reviewers provide reviews that help shoppers make informed purchases. To be eligible for Amazon Vine, you must be brand registered and have a professional selling partner account. Products must have fewer than 30 reviews published on the product detail page. Amazon charges \$200 for each newly enrolled product.



“I LOVE review automation. I started using Jungle Scout’s Review Automation in January with 335 reviews. 7 months later, I currently have over 2000 reviews!”

Kim Meckwood | Owner of Click & Carry

7. Optimize your PPC campaigns

Optimized ad campaigns are crucial for driving traffic to your listings to increase conversions and capture a greater share of the market. Keywords are at the heart of a successful strategy for targeting customers who are interested in your product through ad campaigns. However, knowing which keywords to target, and what to bid for each keyword, can be a challenge.

You can target customers through Sponsored Products, Sponsored Brands, and Sponsored Display ads. One way to research keywords for Sponsored Products is to comb through search results on Amazon to see which keywords your competitors are targeting and the order in which the ads appear in the search results (the ideal position is the first product on the list, on the far left of the page).

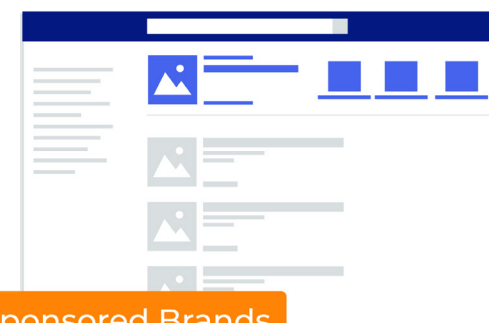
If you are brand registered, you can harness Sponsored Brands and Sponsored Display PPC ads.

Sponsored Brands can help drive awareness to multiple products at one time and capture the attention of potential customers with stronger visuals than what's available for Sponsored Products. This PPC option lets you choose from a few different formats, which can show up at the top of the search results or further down the page as a video.

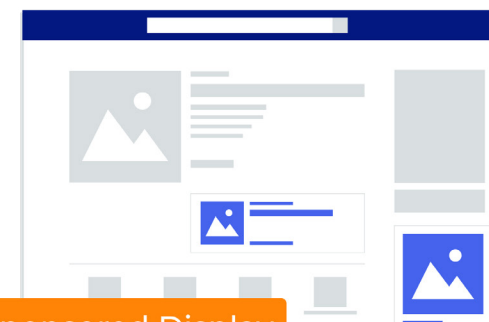
Another option is to use Sponsored Display ads to retarget customers who have visited your product detail pages on Amazon and beyond. These PPC ads can appear on Amazon's affiliate sites such as Netflix, Facebook, Google, and mobile phone apps. They can drive traffic back to your listings to help increase sales (and market share as a result).



Sponsored Products



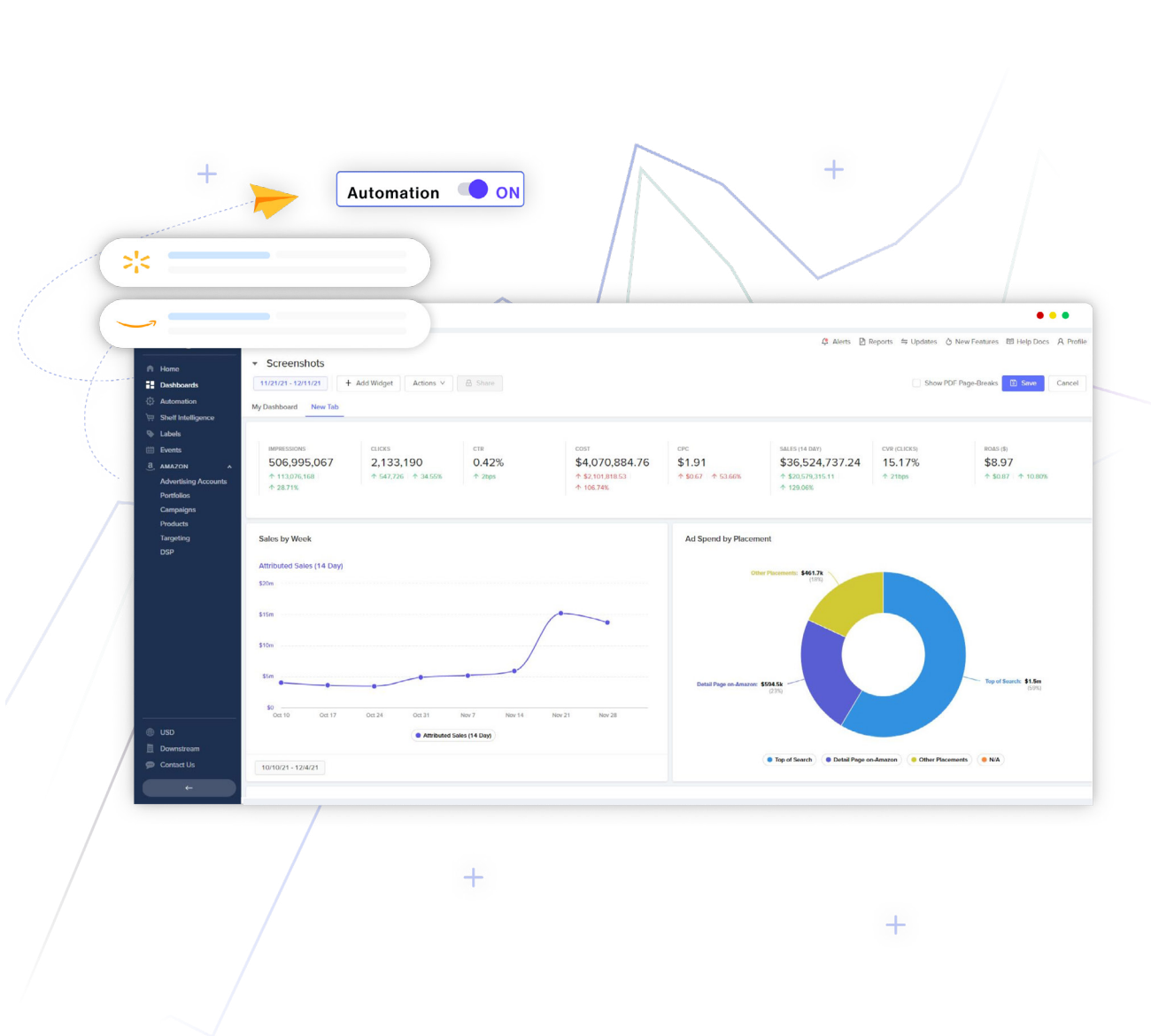
Sponsored Brands



Sponsored Display



Managing Amazon PPC ads can be challenging, but you can harness tools such as **Downstream by Jungle Scout** to automate your ad spend. With features such as Advanced Budget Control, you can set custom budget multipliers for each day of the week and distribute your budget evenly by the hour to ensure that your ad is being served all day. And, with features like Dayparting, you can set bid multipliers for each day of the week or each hour of the day to optimize spend.



Explore leading solutions for growing market share

In this guide, we've covered a number of [Cobalt](#) and [Downstream](#) tools for conducting detailed market share and SOV research and tools for implementing strategies to grow or maintain market share:

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

Listing Builder:

Craft the most effective product listings based on the top keywords found during your research

Share of Voice:

View your total SOV and the SOV of your competitors



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

Jungle **Scout**

Review Automation Feature:

Automatically request reviews from all customers who place eligible orders

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

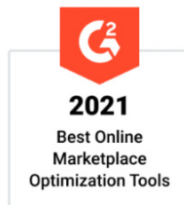


Supports up to 17 global marketplaces

Recognized as the most trusted platform for selling on Amazon



Top E-Commerce
Apps and Software



Jungle Scout Cobalt



downstream
by Jungle Scout

**Discover how Cobalt and
Downstream can help
you increase your market
share. Speak with a Jungle
Scout expert today!**

Request a Demo

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