

Jungle Scout Cobalt



Post-Acquisition Market Share Growth Strategies

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As a successful ecommerce investor, you spot brands that have a high potential for growth. You have ideas on how to expand a brand's reach and take the sales of their products to the next level. After you purchase a brand, it's important that you see their revenues and reach increase so you can validate your investment thesis and see if the strategies that you developed to grow the brand are effective.

Discovering your brand's market share and share of voice is key for developing a marketing game plan.

By tracking and analyzing this data, you can gauge how it stacks up against competitors, reveal the dominant brands in a market, identify new competitors, and decide which marketing strategies to employ to have your brand reach its full potential.

This guide will demonstrate how to develop strategies to help your brand capture a larger slice of the market share pie – or protect its existing share – by increasing sales and attracting new customers.

These strategies include launching A+ Content, optimizing product listings, and more.

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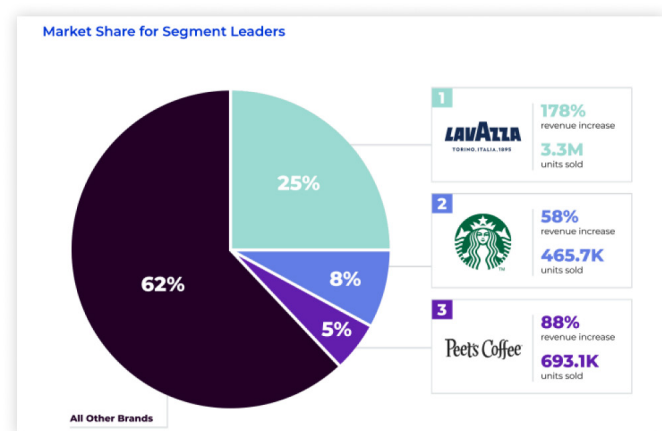
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How to Track Market Share and Share of Voice

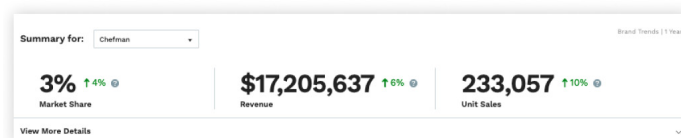
Identifying your brand's market share can be a tedious task without using an automated tool. You can check the Best Sellers Rank (BSR) on a listing to gauge a product's approximate position in the market and do the same for competitors. However, there are far easier ways to get an idea of how a brand stacks up against its competitors (and its potential for pulling market share away from them).

Automated tools, such as [Jungle Scout Cobalt](#), use sophisticated machine learning technology to calculate the market share of a brand and of all core and emerging competitors in a given segment. With Cobalt, you can create broad and narrow segments to gather market share data on brands you're vetting or have acquired — without having to conduct tedious manual research.

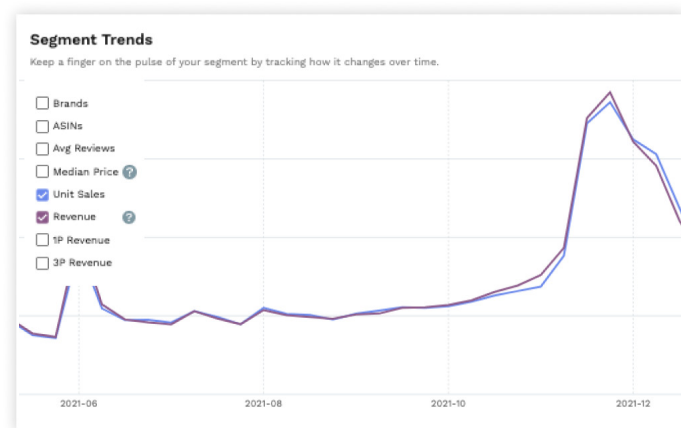
Using Cobalt, you can easily create a segment from keywords, brands, categories, or ASINs. Once you have created a segment, you can view the total estimated revenue and unit sales for an entire segment, or you can view that same data for a particular brand, such as a core or emerging competitor of your acquired company.



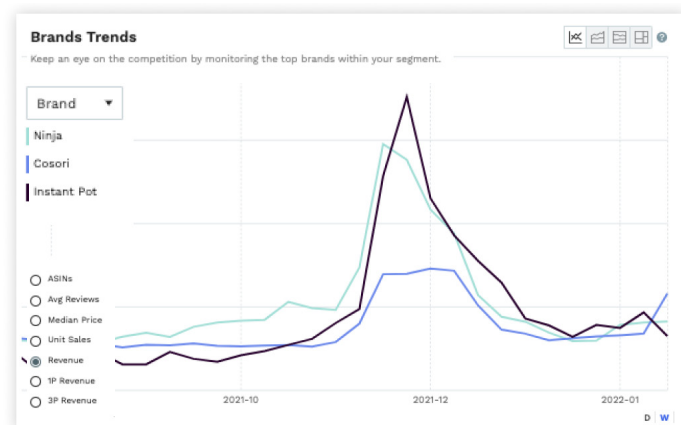
You can then see how the top brands within a segment stack up in terms of the number of ASINs, average number of reviews, median price, and more. Cobalt shows you the top 25 products by revenue in a segment — and how the revenue of those products has changed over time.



Cobalt displays the estimated market share, 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 show 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 the performance of a brand for a selected time frame.



To see how a brand stacks up against main and emerging competitors, you can see changes in unit sales and revenue for other brands through 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. treemap graph that shows revenue trends for the top 25 products in a segment.



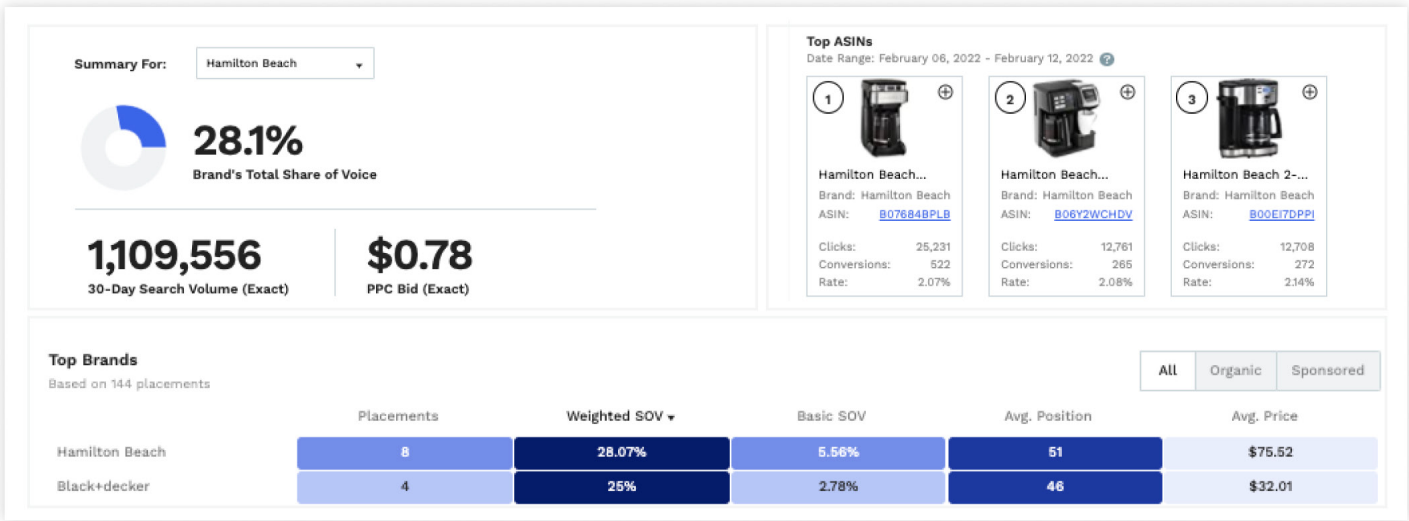
Share of Voice

Beyond market share data, it is important to analyze the share of voice (SOV) of the brands you’re vetting and track SOV of the brands you ultimately choose to acquire. Share of voice shows brand awareness, while market share displays the percentage of the market that a brand controls by revenue.

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

To measure organic SOV, you can manually comb through Amazon search result pages, count a brand’s organic placements, count competitors’ organic placements, and then compare the results. However, this process is tedious and time-consuming.

Once you know the market share and SOV of your brand (and your competitors), you can more easily determine its growth potential and execute post-acquisition strategies to grow and protect market share. This guide highlights seven key strategies for growing and maintaining market share that can help you maximize your ROI.



6 Strategies to Increase Market Share

1. Launch A+ Content

A+ Content is additional real estate on product listings and is available to brands enrolled in [Amazon's Brand Registry Program](#). And, if your brand is not enrolled but has a registered trademark, you can apply for the program. Once enrolled, A+ Content allows you to have product photography, infographics, and descriptive text within your product descriptions. By having A+ Content designed for your acquired brand's listings, you can keep consumers from scrolling too fast through the information that you're using to convince them to buy.

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"

A+ Content provides a number of benefits from building a brand's market share by driving sales to ensuring that a product meets a consumer's expectations:

- A+ Content allows you to cross-sell related products from your Amazon catalogs, thus reinforcing your brand, providing more details about the benefits of purchasing your products, and keeping potential customers engaged.
- A+ Content gives consumers a better understanding of your brand's offerings. 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 share your brand story and tell shoppers why they should buy from you instead of a competitor. In fact, conversion rates increase an average of **5.6%** when using an A+ Content description, according to a study conducted by Amazon. And a higher rate of conversions equates to higher overall sales (and market share).

EXPERT ADVICE

If you have acquired 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, Jungle Scout

2. Expand your product catalog

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

Offering additional products can help serve current customers who might be shopping with another brand to fill unmet needs — or help attract new customers.

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 particular keyword and reviews for a given listing. A high volume of listings and reviews equates to strong competition.

However, without an automated tool, it can be a challenge to quantify the potential opportunity presented by launching a product on Amazon. Tools such as Cobalt's 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 a brand's current market share.

The screenshot displays the 'Opportunity Finder' web application. On the left, a sidebar contains navigation icons and a list of product categories. The main panel is divided into several sections for filtering search results. At the top right of the main panel are 'Save Filter' and 'Load Filter Set' buttons. The 'United States' is selected in a dropdown menu. The 'Select one or multiple categories' section includes a grid of checkboxes for various product categories, with 'Appliances' currently selected. To the right of the categories are input fields for 'Average Monthly Units Sold', 'Average Monthly Price', 'Monthly Search Volume', and 'Niche Score', each with 'Min' and 'Max' value inputs. Below these are sliders for 'Competition' (set to 'Very Low - Low') and 'Seasonality' (set to 'Very Low - Medium'). At the bottom, there are text input fields for 'Include Keywords' (containing 'coffee maker') and 'Exclude Keyword', along with a checked checkbox for 'Exclude Top Brands'. 'Reset Filters' and 'Search' buttons are located at the bottom right of the interface.

3. Optimize your listings

The quality of your listings can make or break your brand's market share. Optimized product detail pages help a shopper decide whether to purchase your brand's product or a competing product. Secondary images, listing videos, and the product photography in A+ Content are the most important aspects of your listing because customers aren't able to experience products in-person before making their purchase like they would with brick-and-mortar shopping.

You should work with a professional photographer to take photos of your products. Ensure that the photographs show your products at different angles, including packaging, lifestyle, and close-up shots. Then have your graphic design team create detailed infographics that highlight product features and benefits and reinforce your branding.

EXPERT ADVICE

Make your images at least 1,000 pixels on the longest side. This dimension enables the hover-to-zoom function, which gives customers a better idea of your product's quality – and can increase your conversions.



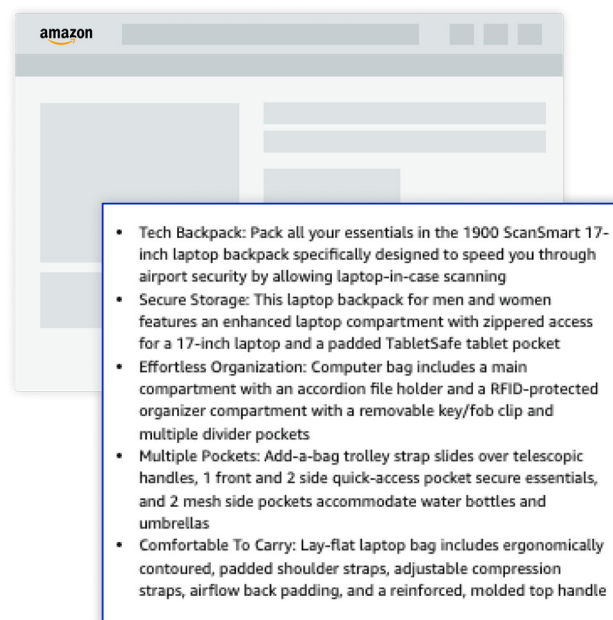
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Optimized listings should also include the features and the benefits of your products. Benefits are essential for telling customers why your product features matter to them. Consider features to be the “what” and benefits to be the “why.” A feature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

To optimize a listing's bullet points, add 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 the product to customers. Be sure to demonstrate the key selling propositions and the benefits of each of your products' features.

The goal is to use all of the space in your listing as a vehicle to grow your brand – and imagery is a key part of this process.



And, while A+ Content will take the place of a product's description on a listing, many Amazon experts have suggested that it's important to still have a product description because Amazon uses this information for keyword indexing. For this reason, we recommend that you don't skip this step.

4. Optimize your keywords

Keywords are essential to helping customers find your listing. You can begin your keyword research by examining 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. Add these keywords to your acquired listings to help boost your ranking.

EXPERT ADVICE

Long-tail keywords — phrases that are four words or more — have a higher probability of conversion. If the brand you've acquired has seen limited success trying to rank for "shoes," try instead 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.



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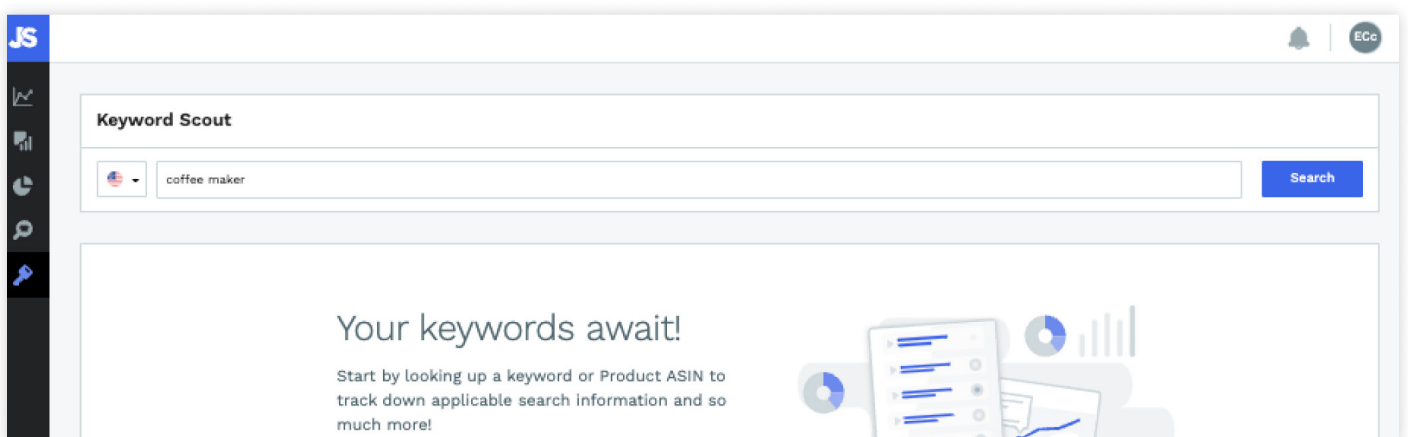
Enterprise Ecommerce Expert, Jungle Scout

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 their keywords, but automatic campaigns let Amazon test different keywords and identify those with the best conversion rates. 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 as you optimize your listings.

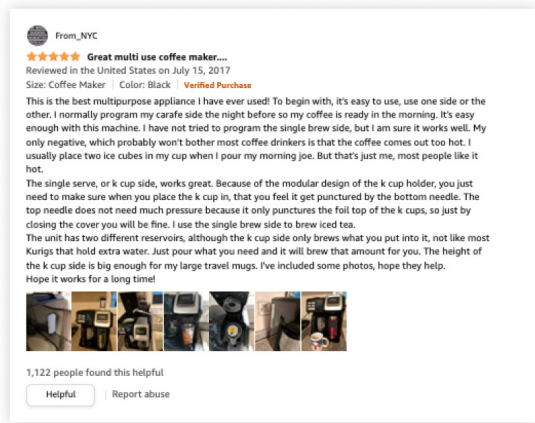
Once you understand which keywords are effective, you can include them in your title, bullet points, product description and backend search terms to help increase conversions by ensuring that potential customers can find your product instead of a competitor's. After all, Amazon is an ecommerce search 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 for a new product or optimize listings that were written pre-acquisition. 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 your market share.



5. Increase customer reviews

While building up more of this social proof can help you boost an acquired brand’s growth, it is not always easy to collect feedback from customers. **52% of businesses** report that getting reviews is a challenge on Amazon.



You can manually request reviews from customers through the “Request a Review” button in Seller Central. However, this approach can be time-consuming. If your acquired brand was requesting reviews manually with each sale, automating this process presents a huge opportunity to enhance its reputation and drive growth.

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.

Product inserts can be a great way to encourage reviews and provide 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.

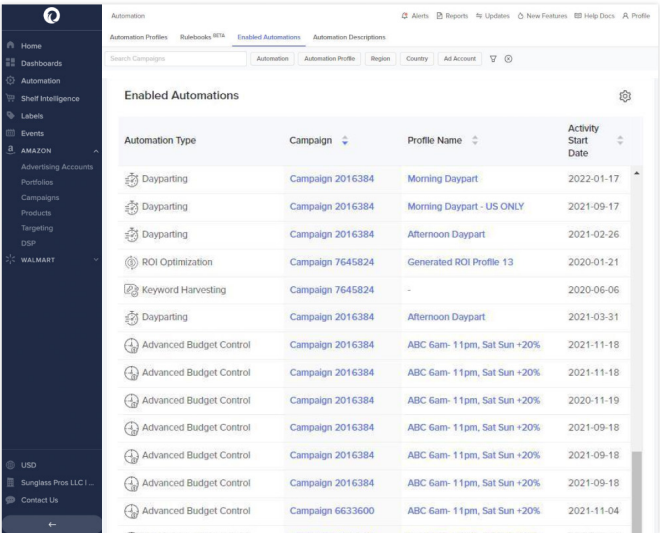
Your brand can also take advantage of Amazon’s fee-based **Vine Program** to generate reviews for new product launches.

6. 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. If your brand is enrolled in the Amazon Brand Registry, you or your agency can harness Sponsored Brand ads to help drive awareness of multiple products at one time and capture the attention of potential customers with stronger visuals than what’s available for Sponsored Products.

Another option for companies enrolled in the Brand Registry 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).

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.



Jungle Scout for Measuring, Growing, and Maintaining Market Share

In this guide, we've covered a number of [Cobalt](#) and [Downstream](#) tools for conducting detailed brand research and implementing post-acquisition strategies to grow 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 brand's 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

Request reviews from customers who place eligible orders

Discover how Cobalt and Downstream can help you increase your market share.

Speak with a Jungle Scout expert today!

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