



Jungle Scout Cobalt

Target and Win Ecommerce Clients for Your Agency with Cobalt Data

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Right now, there are nearly 2 million active sellers on Amazon. According to Jungle Scout's [2022 State of the Amazon Seller](#) report, 16% of them already enlist the help of an agency to manage their business, and another 16% plan to hire additional employees or partners this year. As more brands look for help with everything from account setup to PPC strategies, your agency has an immense opportunity to grow your client base.

Working with an agency can be a win-win for ecommerce brands, allowing them to streamline and optimize their strategies while limiting the overhead that would come with expanding their internal teams. Communicating this value is the key to winning new clients, and the best way to do so is by providing a solid roadmap to success based on real-world data.

This guide will cover strategies, expert advice, and industry-leading tools to help you gather the data you need to find and win new clients.

What are the top reasons ecommerce brands hire agencies?

1. Account setup
2. Product research
3. Product launches
4. Advertising
5. Competitor analysis
6. Data analytics
7. Inventory management
8. Keyword and category research
9. Listing management
10. Photography and video content

*data from Jungle Scout's [2022 State of the Amazon Seller](#) report

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Using Data to Identify Potential Clients

Winning new clients requires connecting with them at the right time, with the right proposal, in a way that sets your agency apart from others that a prospect may be vetting — and accurate data can be a lynchpin for all three.

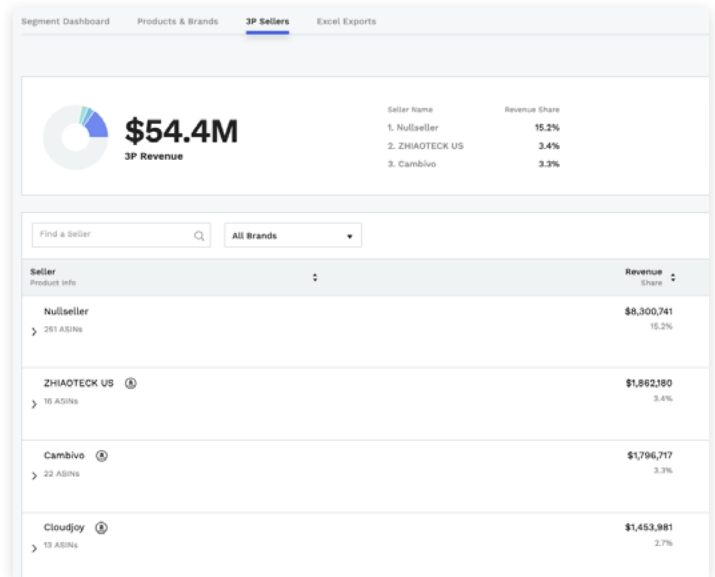
Jungle Scout Cobalt makes gathering data for and about potential clients faster, easier, and more reliable by allowing you to view a wealth of key insights for any Amazon category, including:

- Total brands and ASINs within the category
- Revenue and unit sales
- Market share and share of voice
- Historical search volume
- Category and product trends
- Keyword rankings
- Estimated PPC costs
- And more

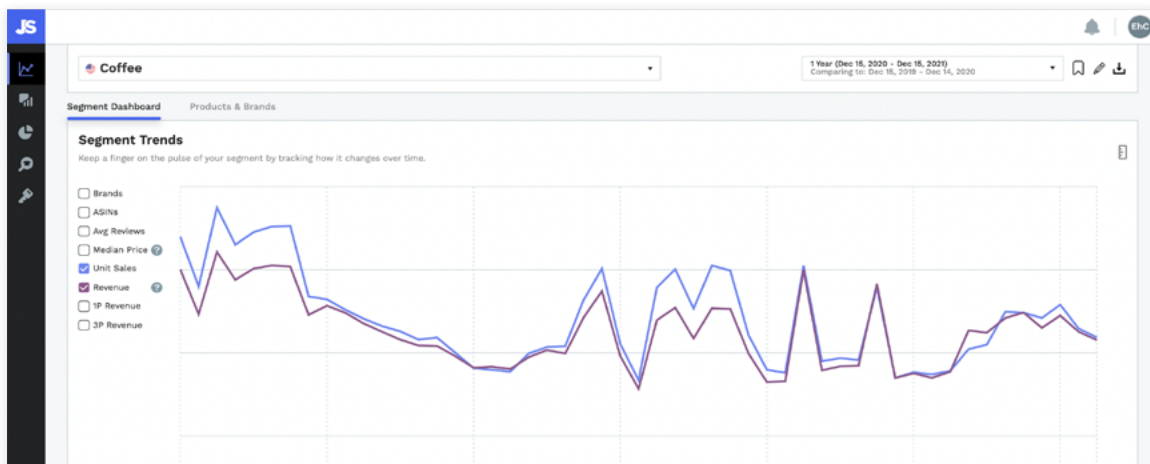
By monitoring brands that are underperforming and then digging into their existing strategies, your team can identify high-potential prospects and build proposals that address their biggest opportunities and roadblocks.

Cobalt's **Share and Trends** feature enables you to identify all the brands within a particular category or with products ranking for specific keywords.

You can then gauge each brand's performance by viewing historical insights on unit sales, revenue, average reviews, and more. By analyzing data such as Buy Box win rate, revenue share, and unit sales share, you can identify potential clients with room for growth.



In addition to using Cobalt data to identify new prospects, you can also include it in pitch decks to help clients visualize a clear roadmap for success. The more detailed the data points in those proposals are, the better a potential client can understand the ROI they'll get by working with your agency.



Jungle Scout Cobalt Segment Trends

4 Tips for Winning New Clients with Cobalt

1. Propose new product opportunities.

Nearly half of Amazon brands say expanding their product catalog is a priority, so highlighting a new product opportunity is a powerful way to connect your agency's services directly to a prospect's current goals.

45% of Amazon sellers want to launch new products
43% want to expand existing brand lines with new products

*Data from Jungle Scout's **2022 State of the Amazon Seller** report

Your team can perform product research by browsing Amazon lists, looking at Google Trends, or checking publications related to a prospect's industry to gauge the most popular products with consumers. This process can give your sales team preliminary ideas to propose to potential clients; however, it still involves guesswork and requires a time investment your agency likely does not want to make for prospective work.

EXPERT ADVICE

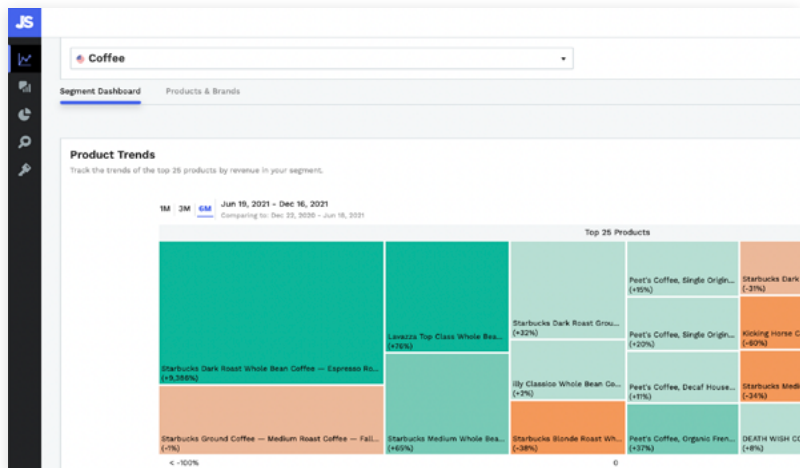
Product opportunity proposals do not need to be as ambitious as recommending a potential client develops, manufactures, and launches an entirely new item. Compare a prospect's current listings to those of their competitors to find opportunities to suggest new variations of existing products. For example, if a prospective client sells blue water bottles and their competitor has a best-selling pink water bottle, your team can propose adding pink as a color variation to capture more sales.



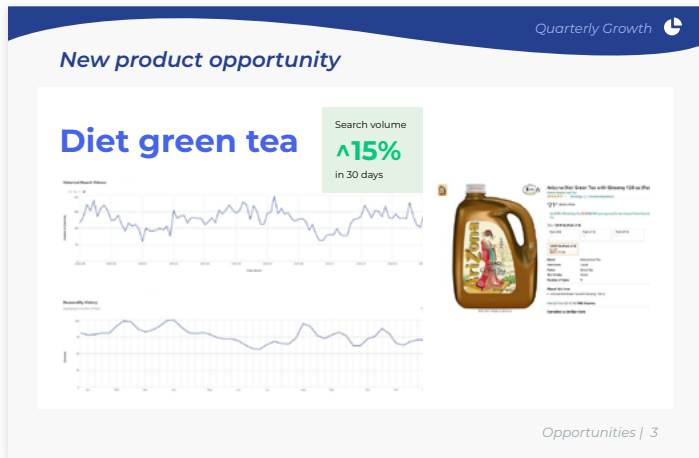
Eva Hart

Enterprise Ecommerce Expert, Jungle Scout

To gather detailed data more efficiently, your sales team can use Cobalt to examine a prospect's key market categories. **Product Trends** provides a snapshot of the most popular products with consumers in a particular market segment over the past month, 3 months, or 6 months.



Cobalt's **Opportunity Finder** can help your team discover products that have the potential for successful launches by searching Amazon using parameters such as level of competition, seasonality, average monthly units sold, and more. Your sales team can then incorporate this key decision-making data into pitch decks for prospective clients.



2. Provide competitive intelligence.

Researching potential clients' competition helps you gather insights on what is and is not driving sales within a particular segment. This information can be invaluable in determining the recommendations you propose to potential clients to protect and grow market share, optimize product listings, build PPC campaigns, and more.

You can get a basic overview of a prospect's competitors by conducting a search using keywords related to their products, just as you would if you were shopping on Amazon. Have your team make note of the brands and products that are displayed both organically and in paid placements on the first page of the search results. Those are likely to be your potential client's top competitors. From there, you can visit competitors' store pages and tunnel into specific product listings to mine for insights on their keywords, pricing, listing quality, and more.

With Cobalt, you can gather these insights much more efficiently, as well as identify emerging competitors that prospects may not yet be monitoring. Using **Brands Trends**, your team can see how a potential client's brand stacks up against the competition by viewing changes in unit sales and revenue over a specified time period.

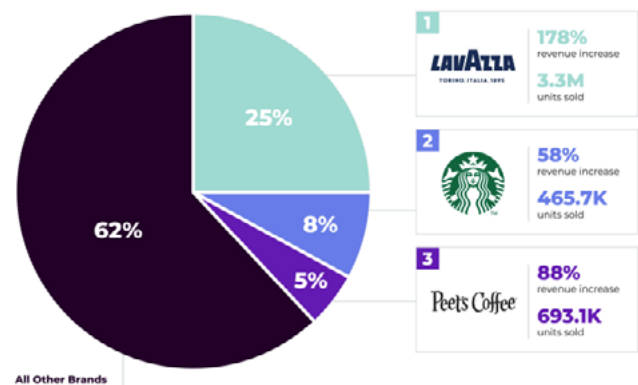
By incorporating this data into pitch presentations, your sales team can show prospects not only that your agency already has an understanding of the current landscape of the market, but that you'll be able to consistently identify and quickly react to emerging competitors.



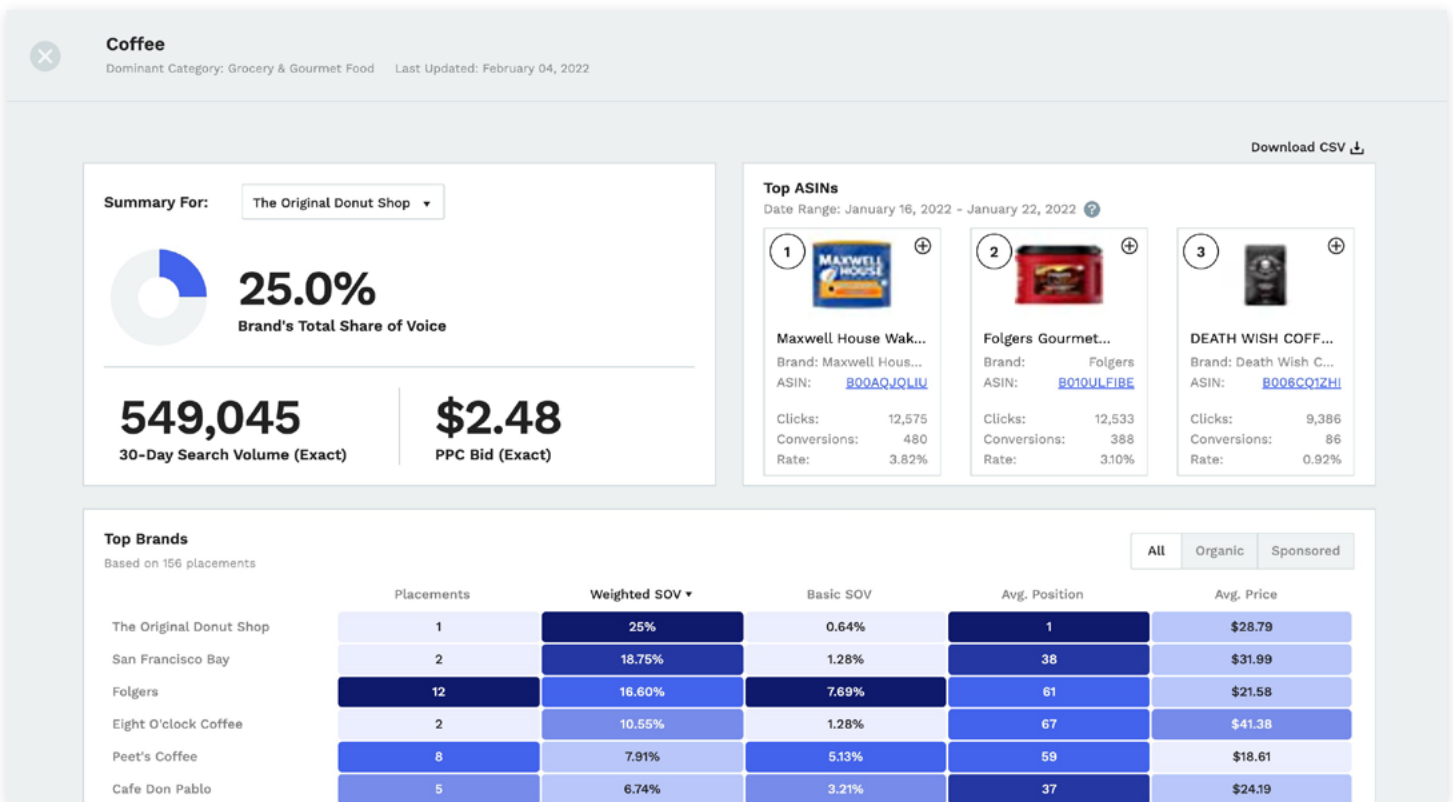
3. Give a full view of market share.

By understanding in detail where a brand currently stands in the market, you can define a brand's necessary win conditions and begin building a proposal to boost their overall market performance. Your team can get a quick high-level approximation of a specific product's position in the market by comparing its Best Sellers Rank (BSR) to that of competing products. To gauge the overall market share of the prospect's entire brand, however, enlisting the help of an automated tool will give you more accurate (and compelling) data.

Cobalt uses machine learning technology to calculate the market share of a brand and all of its competitors within a market segment. **Market Insights** lets you track market share changes, see the number of brands and ASINs within a category, view a brand's daily, weekly, and monthly performance within a market segment, and more. This data provides a detailed look at a prospect's performance over time, and your team can use those historical insights to pinpoint the best growth strategies to pitch.



4. Leverage share of voice data.



Share of voice (SOV) data is a gateway to understanding awareness of a prospect's brand (and their competitors) on Amazon. You can get a general sense of a potential client's organic SOV by conducting Amazon searches and comparing their placements to those of their competitors. For a full view of a brand's SOV on Amazon, however, you need access to data on both organic and paid placements.

With Cobalt's **Share of Voice** feature, you can view the monthly search volume for a particular keyword associated with a prospect's brand (or a competing brand), as well as the average PPC bid for that keyword. Your team can then dive deeper into a prospect's ownership of target keywords versus their competitors by viewing organic and sponsored SOV, placements, average position, and average price by brand. Your sales team can use this data to propose new or optimized PPC strategies to help drive brand awareness.

Your team can also leverage **Keyword Scout** to view historical search volume trends to understand what consumers are searching for and identify new keywords with the potential to boost conversions. These keywords can be included in both organic product listing optimization recommendations and proposed paid marketing strategies.



Jungle Scout for Winning New Ecommerce Clients

In this guide, we've covered a number of **Cobalt** tools that can help your agency find and win new clients:

Jungle Scout **Cobalt**



Market Insights

Gather detailed sales data for ASINs and identify a prospect's competitors within a given product category.



Opportunity Finder

Discover product niches that have low competition and high demand.



Share of Voice

View the total SOV of a potential client and their competitors.



Keyword Scout

View the keywords a prospective client's competitors are using to drive discoverability and conversions.



Learn more about how Cobalt can help your agency identify and win new ecommerce clients.

Speak with a Jungle Scout expert today!

[Request a Demo](#)