

Jungle Scout Cobalt



A Business Leader's Roadmap to Building Ecommerce Market Share

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As an effective business leader, you aim to set the high-level strategies that grow your company's market share and maintain its existing market standing. You delegate the work of implementing these strategies to specialists that are experts in their fields – and give them the tools they need to perform their best work.

To measure your team's success, you need metrics that show their progress towards your company goals. As an enterprise brand that sells on Amazon, it is essential to know your market share and share of voice. Without this data, you risk making decisions without knowing market conditions and your company's place within the market.

By continuously tracking and analyzing your market share on Amazon through solutions like Jungle Scout Cobalt, you and your team can gauge how your brand stacks up against competitors, reveal which brands are dominating a market, identify new competitors, and discover investment opportunities.

This guide will demonstrate how to develop strategies to help your teams work together to capture market share on Amazon – or protect your existing share. These strategies can include expanding your brand's product catalog, enrolling in Amazon Brand Registry, and more.

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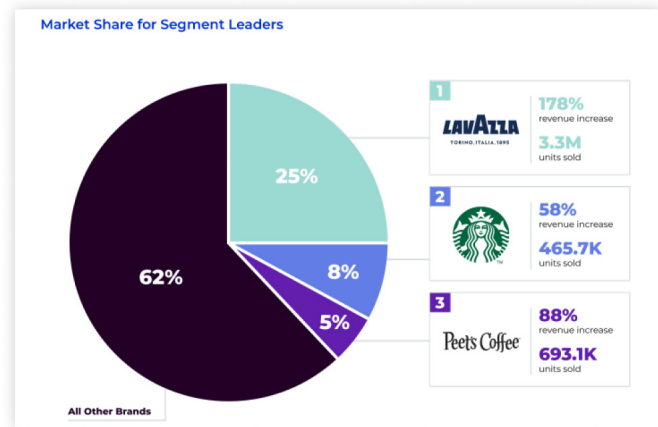
How to Track Market Share and Share of Voice

Before you develop strategies to grow your company's stake in the market, it is helpful to identify your baseline market share and share of voice (SOV).

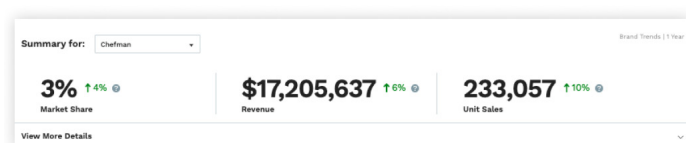
Market Share

Identifying your market share can be a time-consuming task. Your staff can check your Best Sellers Rank (BSR) for all of your (and your competitors') listings to gauge their approximate position in the market. They can summarize their findings in a report for you. But there is a way that you can see this data in a shareable dashboard — and save your team valuable hours that can be spent on more pressing tasks.

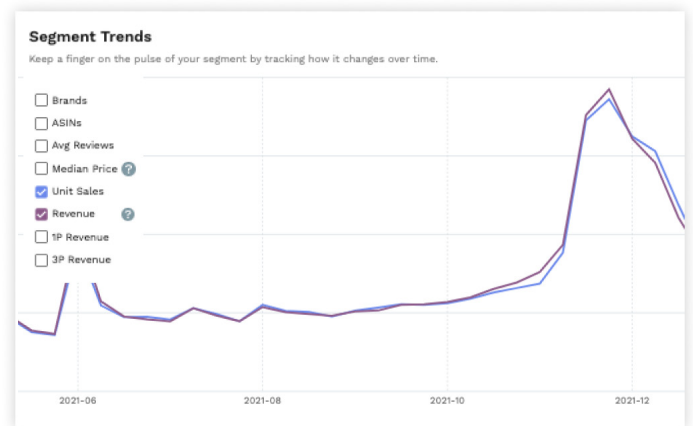
Automated tools that use sophisticated machine learning technology, such as **Jungle Scout Cobalt**, can calculate your and your competitors' market share. Cobalt can show you the total estimated revenue and unit sales for a single brand, as well as a group of keywords, brands, categories, or ASINs.



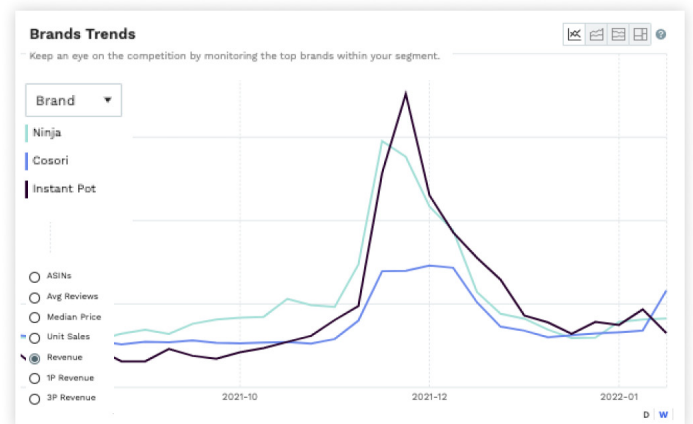
You can then see how the top brands within your segment stack up in terms of the number of ASINs, average number of reviews, median price, and more. Cobalt also shows you the top 25 products by revenue in your segment – and how the revenue of those products has changed over time.



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 you how your brand stacks up against main and emerging competitors.



To see which products in a segment are most popular with consumers, you can view a Product Trends

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 track SOV. To measure organic SOV, your team can prepare a report by combing through Amazon search result pages, counting your organic placements, and counting your competitor’s organic placements, and then comparing your results to your competitor’s combined placements. However, this process is tedious and takes your team away from more high-level tasks that technology can’t complete.

Cobalt saves your team from conducting this time-consuming research and provides access to

your on-demand organic and sponsored SOV (and that of 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 market share and SOV – and that of your competitors – you can work with your team to execute strategies to grow and protect your market share. This guide highlights seven key strategies for growing and maintaining market share that, if implemented by different teams within your company, can help you win on Amazon.

Top Brands
Based on 160 placements

ALL | Organic | Sponsored

	Placements	Weighted SOV ▼	Basic SOV	Avg. Position	Avg. Price
Black+decker	6	35.38%	3.75%	23	\$44.76
Mr. Coffee	8	21.27%	5%	56	\$54.89
Cuisinart	28	15.93%	17.50%	66	\$93.38
Keurig	19	12.67%	11.88%	58	\$184.16
Hamilton Beach	20	12.49%	12.50%	45	\$82.32
Ninja	6	1.91%	3.75%	59	\$154.62

7 Strategies to Increase Market Share

1. Enroll in Amazon Brand Registry

By having your Legal and Compliance Teams enroll in Amazon Brand Registry, your company can gain greater control over its products — and have options to help resolve challenges from copycat listings for counterfeit products. This program provides access to Amazon’s internal team that can assist your staff with correcting and escalating improper listing contributions, variations, and IP infringement claims.

Moreover, Amazon Brand Registry provides your Marketing Team with additional features, which can enhance your listings and help grow your market share. These functions include A+ Content (which allows your brand to include infographics in your product descriptions), 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.



Eva Hart

Enterprise Ecommerce Expert, Jungle Scout

2. Launch A+ Content

A+ Content allows your Marketing Team to include product photography, infographics, and descriptive text within your product descriptions. By designing A+ Content, your Marketing Team can capture the attention of consumers and keep them from scrolling too quickly through your listing. A+ Content also provides your brand with other benefits:

- A+ Content allows your team to 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.
- A+ Content gives consumers a better understanding of your 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 helps establish brand recognition on Amazon. Your team can use this content to educate your customers on your products, your story, and why they should buy from you.

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"

The infographic features a central image of a hotel room with a stack of white towels and a pink flower. To the right is a list of use cases. Below the main text is a product display of various amenities kits, including bottles of lotion and soap, and boxes of tissues. The background is a light, clean aesthetic with geometric shapes.

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

EXPERT ADVICE

Enterprise brands 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

3. Expand your product catalog

To grow your market share, your Product Development Team 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. But manually researching catalog expansions requires time-consuming work.

Tools such as Cobalt's Opportunity Finder can help your Product Development Staff more strategically expand your brand's product catalog on Amazon.

Opportunity Finder allows them 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.

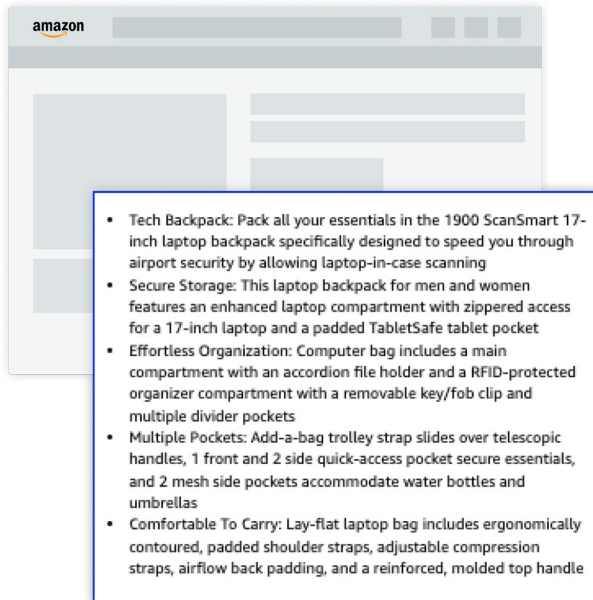
This data can provide valuable insight into the potential future performance of a new product and can help your product development staff decide if the market is right for an Amazon catalog expansion to grow your current market share.

The screenshot shows the 'Opportunity Finder' tool interface. On the left, there is a sidebar with a 'United States' dropdown and a list of categories to select. The main area contains several filter sections: 'Average Monthly Units Sold' and 'Average Monthly Price' with min/max input fields; 'Monthly Search Volume' and '30 Days Search Volume Trend' also with min/max input fields; 'Niche Score' with a min/max input field; 'Competition' and 'Seasonality' with slider controls; 'Include Keywords' with a text input containing 'coffee maker'; 'Exclude Keyword' with a text input; and a checked 'Exclude Top Brands' option. At the bottom right, there are 'Reset Filters' and 'Search' buttons.

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. Ensure your Marketing Team properly optimizes all ASINs within your product catalog and includes optimized keywords in text that flows naturally.

Be sure that your Marketing Team is demonstrating the key selling propositions of your product and the benefits of each of your product's features.



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, ensure that your Creative Team takes professional photos of your product.

Your Creative Team should also design detailed infographics that highlight your product's features and benefits and reinforce your branding. And always be sure that your A+ Content product photos are different from your secondary images.

5. Optimize your keywords

Keywords are essential to helping customers find your listing. Your Marketing Team should begin their keyword research by examining your competitors' listings. They should study 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. These keywords should then be included within your brand's listings to help boost rankings.

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,” your marketing team should 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.



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Your Marketing Team 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, your Marketing Team can run a report for your keyword search terms to discover the best-converting keywords.

However, there is a far easier way to conduct keyword research. Your Marketing Team can use Co-balt's Keyword Scout to automatically discover optimized keywords. They can enter a competitor's ASIN into this tool and they can see which keywords they rank for — and the search volume that they generate. They 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.

6. Increase customer reviews

It is not always easy to collect feedback from your ecommerce customers. **52% of businesses** report that getting reviews is a challenge on Amazon. Gaining reviews can be particularly difficult if your company is collecting them on a purchase-by-purchase basis. Fortunately, there are strategies that your Customer Service and Marketing Teams can employ to streamline this process.

Review Automation

Your Customer Service Team can manually request reviews from customers through the “Request a Review” button in Seller Central; however, this approach can be arduous and time-consuming. Fortunately, there is another approach to seek reviews for your listings without manually clicking the button in Seller Central with every sale.

Your Customer Service Team 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 send automated requests to customers who have purchased products from your brand.

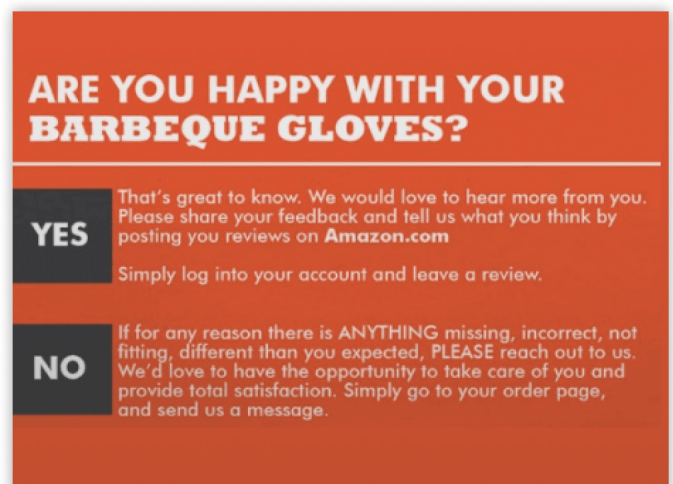
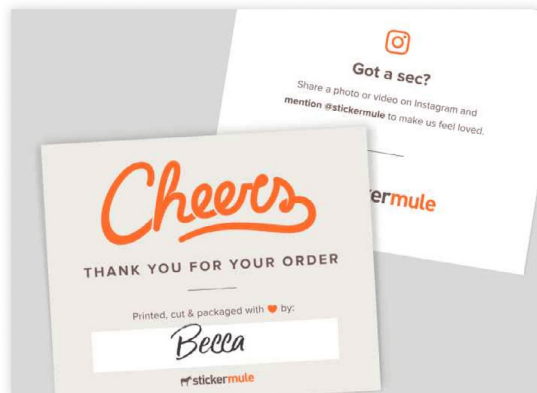
Additionally, your Customer Service Team can take advantage of Amazon’s fee-based **Vine Program** to generate reviews for new product launches. Beyond the Vine Program and review automation, product packaging can help your company seek reviews from customers.

Product Inserts

Your Marketing Team should design product inserts that can be included in your shipments to encourage reviews. These can take the form of inserts such as cards, 1-pagers, or pamphlets within your product packaging.

Be sure that your Marketing Team is thanking your customer and including easy-to-read instructions if your company’s product requires a bit more effort to use. And, if your product has a warranty, or your company offers a money-back guarantee, ensure that they include that information, too.

The most important function of an insert, however, is seeking a review. You want to ensure that your Customer Service Team is making this request neutrally and that your customer knows that every experience – positive or negative – warrants a review on Amazon to stay compliant with the **Terms of Service (TOS)**. For example, they are not allowed to divert negative reviews (or ask for a 5-star review). The below product insert is an example of content that would not adhere to Amazon’s ToS:



7. Optimize your PPC campaigns

If your company is enrolled in the Amazon Brand Registry, your Advertising Team can harness Sponsored Brand ads to 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 option lets them 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 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 your Advertising Team can harness tools such as [Downstream by Jungle Scout](#) to automate your ad spend. With features such as Advanced Budget Control, your team 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, your staff can set bid multipliers for each day of the week or each hour of the day to optimize spend.

The screenshot shows the 'Automation' section of the Amazon Advertising console. The 'Enabled Automations' tab is active, displaying a table of automation rules. The table has four columns: Automation Type, Campaign, Profile Name, and Activity Start Date. The automation types include Dayparting, ROI Optimization, Keyword Harvesting, and Advanced Budget Control. The campaigns listed are Campaign 2016384, Campaign 7645824, and Campaign 6633600. The profile names include Morning Daypart, Morning Daypart - US ONLY, Afternoon Daypart, Generated ROI Profile 13, and ABC 6am- 11pm, Sat Sun +20%. The activity start dates range from 2020-01-21 to 2022-01-17. The page also includes a search bar, filter buttons for Automation, Automation Profile, Region, Country, and Ad Account, and a pagination control at the bottom showing 51-100 of 2,325 Total items.

Automation Type	Campaign	Profile Name	Activity Start Date
Dayparting	Campaign 2016384	Morning Daypart	2022-01-17
Dayparting	Campaign 2016384	Morning Daypart - US ONLY	2021-09-17
Dayparting	Campaign 2016384	Afternoon Daypart	2021-02-26
ROI Optimization	Campaign 7645824	Generated ROI Profile 13	2020-01-21
Keyword Harvesting	Campaign 7645824	-	2020-06-06
Dayparting	Campaign 2016384	Afternoon Daypart	2021-03-31
Advanced Budget Control	Campaign 2016384	ABC 6am- 11pm, Sat Sun +20%	2021-11-18
Advanced Budget Control	Campaign 2016384	ABC 6am- 11pm, Sat Sun +20%	2021-11-18
Advanced Budget Control	Campaign 2016384	ABC 6am- 11pm, Sat Sun +20%	2020-11-19
Advanced Budget Control	Campaign 2016384	ABC 6am- 11pm, Sat Sun +20%	2021-09-18
Advanced Budget Control	Campaign 2016384	ABC 6am- 11pm, Sat Sun +20%	2021-09-18
Advanced Budget Control	Campaign 2016384	ABC 6am- 11pm, Sat Sun +20%	2021-09-18
Advanced Budget Control	Campaign 2016384	ABC 6am- 11pm, Sat Sun +20%	2021-09-18
Advanced Budget Control	Campaign 6633600	ABC 6am- 11pm, Sat Sun +20%	2021-11-04
Advanced Budget Control	Campaign 2016384	ABC 6am- 11pm, Sat Sun +20%	2020-09-21
Advanced Budget Control	Campaign 2016384	ABC 6am- 11pm, Sat Sun +20%	2021-11-18

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 market share and SOV research and 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



downstream

by Jungle Scout



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!

[Request a Demo](#)