



JungleScout

ENTERPRISE

An Executive's Playbook: Beat Your Ecommerce Goals with Amazon Data

Challenges and Opportunities on Amazon

Amazon allows your team to present your products on an unparalleled global stage. The platform has over 300 million customers worldwide and almost 2.7 billion site visits each month, according to Jungle Scout's 2022 [State of the Amazon Seller Report](#), and 66% of consumers start their online searches for products on Amazon.

However, each of your internal teams faces their own unique challenges when executing your ecommerce strategies through the Amazon channel. Your advertising team needs to evaluate the effectiveness of your PPC campaigns, while

your product development team needs to see if the market supports a new product and test pricing strategies like product bundling and discounts ahead of a launch.

Without actionable insights, your teams might find it challenging to make the right choices that lead to success. As the leader of an established brand, however, you can provide your teams with the data that they need to meet their departmental goals, which, in turn, helps your company meet its overall goals – and win on Amazon.

Table of Contents

Ch. 1 Challenges and Opportunities on Amazon / 2

Ch. 2 Leveraging Market Insights and Enterprise Tools to Lead Your Ecommerce Brand / 3

- Gaining Critical Insights for M&A Activity
- Evaluating Demand for Product Development
- Enhancing SEO Strategy
- Optimizing Advertising Performance
- Conducting Market & Competitor Research

Ch. 3 The Road Ahead / 7

Ch. 4 Jungle Scout for Enterprise Brands / 8

Leveraging Market Insights and Enterprise Tools to Lead Your Ecommerce Brand

Gaining Critical Insights for M&A Activity

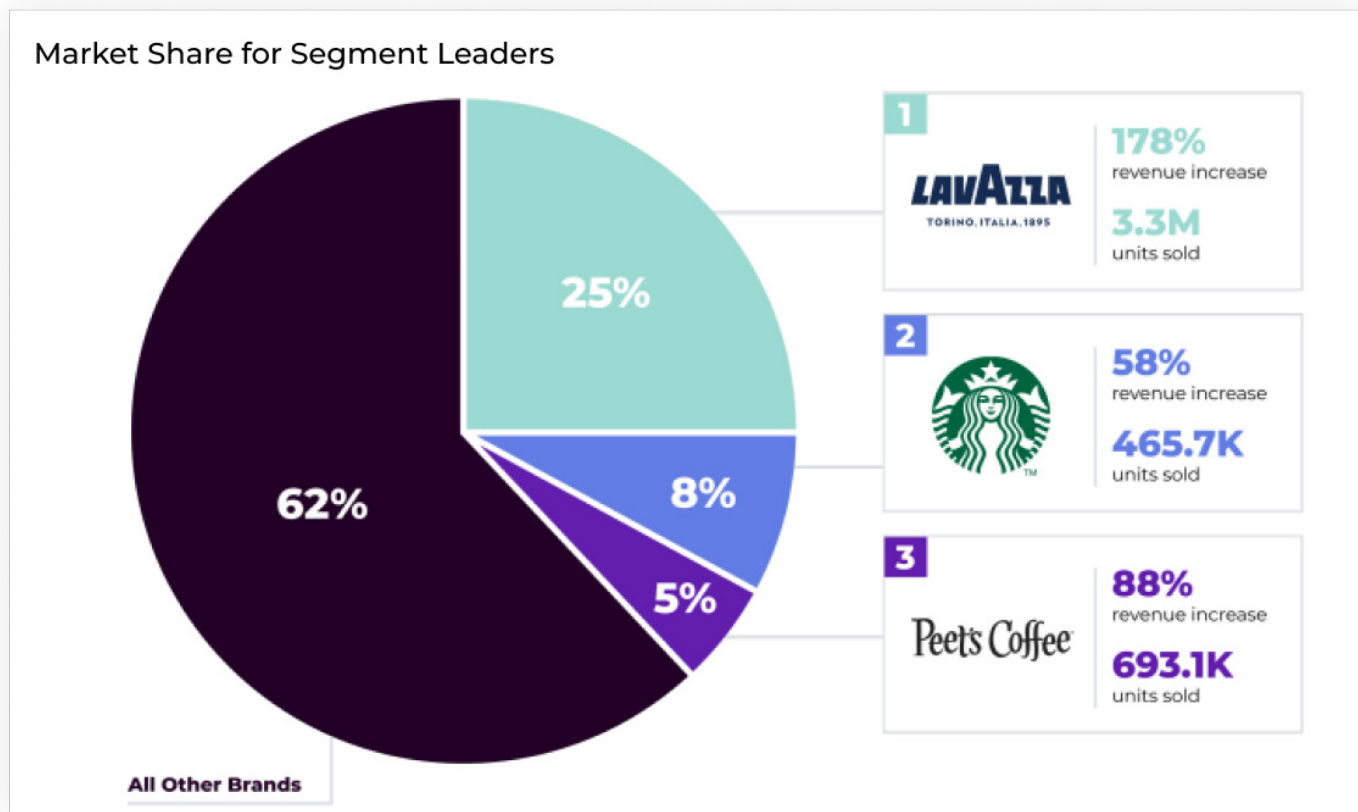
To make strategic decisions about acquiring brands that complement your portfolio, your M&A team considers a variety of complex factors.

Gathering the data needed for proper **due diligence** can be a complex process. For example, **37%** of brands on Amazon cite conducting market/opportunity research for current or potential products as a challenge; for your M&A team, this is just one piece of the full due diligence puzzle.

Your M&A team can check your Best Sellers Rank (BSR) on a listing to gauge a product's approximate position in the market and do the same for brands

they're interested in acquiring. But there are far easier ways for them to obtain this data without manually evaluating BSRs on dozens of listings.

Automated tools such as **Jungle Scout Cobalt**, use sophisticated machine learning technology to calculate your brand's market share and the market share of all potential acquisition targets. By leveraging Cobalt, your M&A team can create segments to gather market share data – and avoid making manual calculations.



Evaluating Demand for Product Development

Your product development team researches potential new products and brings them to market. However, deciding whether to launch a new product – or even roll out a whole new product line – is no easy task. In fact, **47%** of brands on Amazon cite finding a product to sell as a challenge.

It may be difficult for your product development team to evaluate demand for a potential new product, along with its level of competition and seasonality. If they launch a product that doesn't generate sufficient sales to justify the investment, your brand will lose time and money that could be used to launch a successful product.

Your product development team can identify in-demand products by monitoring social media, attending trade shows, following industry publications and blogs, watching Google Trends, and polling customers. However, it's essential that they go above and beyond basic research to avoid missing emerging trends.

Cobalt's Opportunity Finder allows your product development team to search for products that might present an investment opportunity. It allows them to filter Amazon's catalog to find items that have high demand, low competition, and low seasonality. By offering these filters, Cobalt allows your team to easily find product ideas that have a high chance of success without time-consuming manual research.

EXPERT ADVICE

Your product development team can exclude top brands – such as Nike, Disney, or Apple – from the search results within the Opportunity Finder, so they can focus their search on private label items that they can source from a manufacturer and market under your company's brand.



Eva Hart

Enterprise Ecommerce Expert, Jungle Scout

Niche		Category	Avg Mthly Units Sold	Avg Mthly Price	Mthly Search Volume	30-Day Search Trend	90-Day Search Trend	Competition	Niche Score	Seasonality
> Iverson	Ⓜ	Sports & Outdoors	29	\$99.13	313	↑311%	↓5%	Very Low	5	Very Low N/A
> Colorado Avalanche Flag	Ⓜ	Sports & Outdoors	143	\$28.33	4,795	↑292%	↑1599%	Very Low	6	Low N/A
> Glow In The Dark Volleyball Net And Ball	Ⓜ	Sports & Outdoors	469	\$45.59	463	↑291%	↑65%	Low	7	Low N/A
> Avalanche Flag	Ⓜ	Sports & Outdoors	87	\$23.25	2,126	↑273%	↑597%	Very Low	6	Very Low N/A
> Magnetic Hat Clip	Ⓜ	Sports & Outdoors	347	\$15.08	1,910	↑253%	↑464%	Low	7	Low N/A
> Efoil	Ⓜ	Sports & Outdoors	30	\$632.79	1,027	↑242%	↑138%	Very Low	5	Low N/A
> St Croix Casting Rod	Ⓜ	Sports & Outdoors	46	\$167.00	756	↑211%	↑124%	Very Low	5	Very Low N/A
> Foil Surfboard	Ⓜ	Sports & Outdoors	26	\$550.50	388	↑211%	↑87%	Very Low	5	Very Low N/A
> Single Bevel Broadheads	Ⓜ	Sports & Outdoors	31	\$37.82	1,528	↑200%	↑13%	Low	5	Low N/A
> 60 Degree Wedge Right Hand	Ⓜ	Sports & Outdoors	224	\$96.29	296	↑193%	↑54%	Low	6	Low N/A

Enhancing SEO Strategy

Your marketing team creates and implements strategies to grow brand awareness and sales. For example, they employ search engine optimization (SEO) to ensure that potential customers find your company’s products on Amazon. An essential part of SEO is finding relevant keywords that garner a high volume of search traffic.

Your marketing team can conduct manual competitor research to see which keywords other brands are using in their listings for products that rank high in the search results. However, this process is tedious and time-consuming, as they need to read through and analyze multiple listings.

By using Cobalt’s Keyword Scout tool, your marketing team can quickly conduct a reverse

ASIN search of one of your top competitor’s ASINs. With this query, Keyword Scout will show a list of keywords that the specific ASIN ranks for. Your team can use these keywords in your title, bullet points, description, and backend search terms.

Keyword Scout also shows your marketing team suggested bids for Amazon PPC ads should you decide to bid on those keywords.

Keyword	30-Day Search Trend	30-Day Search Volume (Exact)	30-Day Trend	Category	PPC Bid (Exact)	PPC Bid (Broad)	Ease to Rank
<input type="checkbox"/> storage bins		287,021	↑ 8%	Home & Kitchen	\$1.10	\$1.11	Somewhat Difficult
<input type="checkbox"/> closet organizers and storage		460,231	↓ 4%	Home & Kitchen	\$1.03	\$1.01	Moderate
<input type="checkbox"/> deals of the day		390,211	↑ 56%	Clothing, Shoes & Jewelry	\$0.90	\$0.80	Easy
<input type="checkbox"/> organization and storage		289,647	↑ 8%	Home & Kitchen	\$0.82	\$1.08	Moderate
<input type="checkbox"/> pantry organization and storage		274,815	↑ 10%	Kitchen & Dining	\$1.65	\$1.60	Somewhat Difficult
<input type="checkbox"/> storage bins with lids		232,363	↓ 8%	Home & Kitchen	\$1.21	\$1.14	Easy
<input type="checkbox"/> closet organizer		184,764	↑ 4%	Home & Kitchen	\$0.90	\$1.22	Difficult
<input type="checkbox"/> laundry room organization		170,153	↓ 4%	Home & Kitchen	\$0.76	\$0.74	Somewhat Difficult

Share of Voice

Your marketing team also seeks to measure your brand’s visibility on Amazon. However, they may find it challenging to quantify your brand’s ownership of target keywords against your competitors and determine its share of voice (SOV). This data is essential for making key decisions on how your brand’s products are marketed on Amazon.

If your brand’s SOV for a particular keyword is lower than expected, your marketing team might want to boost your brand’s investment in PPC advertising, or optimize your brand’s listings, to grow SOV. And, if your brand’s SOV is satisfactory, your marketing team can focus their efforts on other keywords that need attention.

To manually determine SOV, your marketing team can count the number of times your brand appears in the search results for a particular keyword and compare that figure to the number of times that your competitors appear. However, that approach is tedious and consumes time they could spend on more high-level tasks.

Alternatively, with Cobalt’s Share of Voice tool, your marketing team can easily see your SOV and the SOV of all of your competitors. Furthermore, they can see SOV expressed as organic SOV or weighted SOV, which takes the Amazon Choice Badge and higher position on page into account.

Top Brands					
Based on 161 placements					
	Placements	Weighted SOV ▼	Basic SOV	Avg. Position	Avg. Price
Hasbro Gaming	40	62.94%	24.84%	49	\$17.55
Monopoly	1	14.06%	0.62%	3	\$18.45
Gutter Games	2	10.55%	1.24%	4	\$18.99
Sequence	1	7.91%	0.62%	4	\$10.49

Optimizing Advertising Performance

Your advertising team plans, executes, and evaluates pay per click (PPC) ad campaigns. However, tracking and managing these marketing investments can present a challenge for them. In fact, **46%** of brands on Amazon cite managing an ad strategy and budget, including PPC bids, as a challenge to selling on Amazon.

Reporting

Amazon provides data on campaign performance. Your marketing team can run reports based on campaign type, whether that be Sponsored Products, Sponsored Brands, or Sponsored Display. These reports can reveal metrics such as advertising cost of sales (ACoS), impressions, click-through rates, and clicks.

However, your advertising team has to continually retrieve these reports and organize the data in a format that makes sense for your organization. By contrast, **Downstream by Jungle Scout's** Dashboards allow your team to create highly customizable and shareable views that show the effectiveness of campaigns.

As a result, you can see the data that you need to make decisions without having to continuously ask your advertising team to build custom reports.

Automation

To manage your PPC investments, your team can manually adjust bids for each campaign in Amazon's Ad Console. But they have to repeat this process for every campaign – each time that they need to make an adjustment. However, there is a far simpler way to change bids with the help of automation tools.

By using Downstream and its automations, your advertising team can make adjustments to campaigns programmatically. With ROI Optimization, for example, they can set a target maximum ACoS or minimum RoAS and Downstream will optimize your bids to achieve this target.

Downstream, which is available for **Amazon and Walmart**, provides your team with a number of **automations** that save time and resources, including:

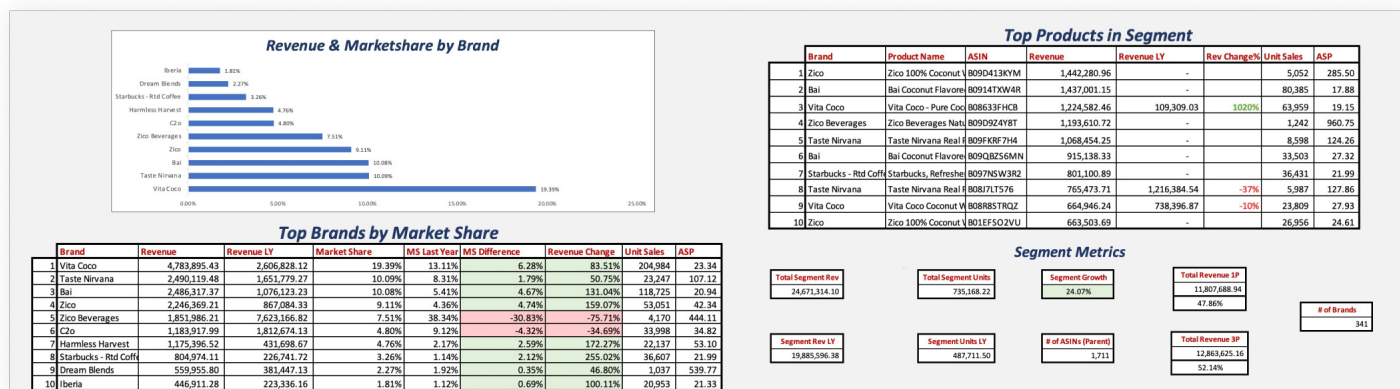
- **ROI Optimization** - Set a desired ACoS or RoAS and Downstream will target this benchmark and improve beyond your goals
- **Shelf Planning** - Define a target “digital shelf” for a search term and Downstream will automatically adjust your campaigns to maintain this visibility
- **Sales Maximization** - Create a budget and Downstream will automatically update your campaign to spend your allocation and attain the best ROI
- **Rulebooks** - Specify rules on how Downstream updates your bids and make bid adjustments in bulk
- **Dayparting** - Allocate and control spend down to the hour, so you never run out of your budget during peak sales times or when competitor budgets are exhausted
- **ASIN Harvesting** - Automatically identify the best-performing product target ASINs from selected ad groups and place them in a new ad group
- **Keyword Harvesting** - Automatically find customer search terms that fuel conversions and add them to a target campaign
- **Advanced Budget Control** - Designate custom budget multipliers for each day of the week and distribute your budget evenly by the hour to ensure your ad is being served all day.



Conducting Market & Competitor Research

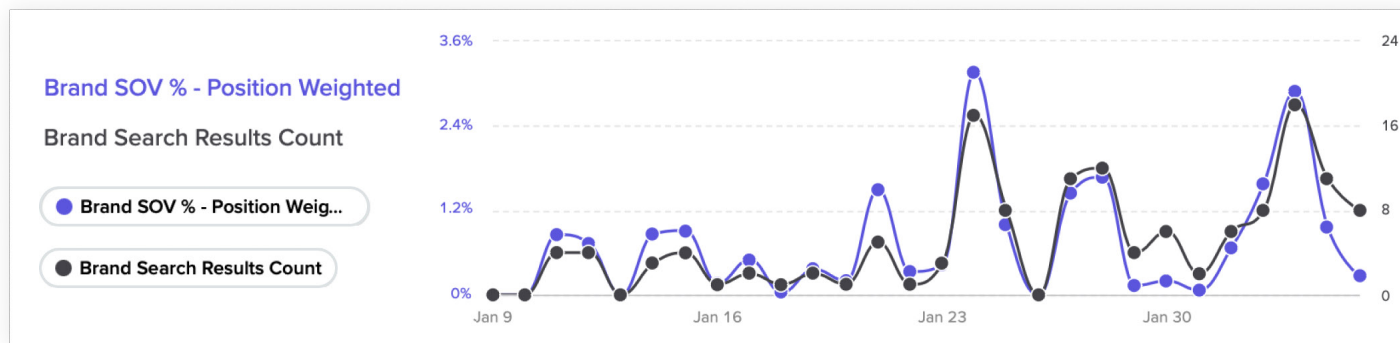
Your business intelligence (BI) team delivers actionable insights. However, generating reports that show past and present market conditions on Amazon can present a challenge. They can collect data from Amazon, such as BSR, to gauge the sales of all products that compete with your items – and track trends in a spreadsheet.

However, this process is manual and time-consuming. By providing Cobalt's Market Insights to your BI team, you can allow them to build reports that answer important **market share** questions, display category trends such as unit sales and revenue, and explain necessary win conditions.



Cobalt's Market Insights also allows BI teams to create visual representations of any market segment to be shared with stakeholders.

And, by providing them with Downstream's Shelf Intelligence, your BI team can also track SOV for particular keywords over time.



The Road Ahead

Identifying your team's top challenges with the Amazon channel and developing strategies to use data to overcome them is a continuous process. As Amazon, and ecommerce as a whole, continues to evolve, you and your team should monitor the horizon for new challenges and fine-tune your strategy.

Market insights and competitive intelligence data is at the heart of a successful strategy for reaching success on Amazon. By accessing the data that they need to achieve their departmental goals, your teams will be well equipped to meet your company's overarching objectives – now and in the future.

Explore Leading Solutions for Enterprise Brands on Amazon

In this guide, we've covered a number of [Cobalt](#) and [Downstream](#) tools available for achieving your team's ecommerce goals.

Jungle Scout [Cobalt](#)



Market Insights

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



Share of Voice

View your brand's SOV and the SOV of your competitors



Opportunity Finder

Discover product niches that have low competition and high demand



Keyword Scout

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



downstream

by Jungle Scout



Automation

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



Custom Dashboards

Build custom ad performance dashboards with brand-, keyword-, and product-level detail, including data visualizations



Shelf Intelligence

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

Learn more about how Cobalt and Downstream can help your teams meet their goals – and your company's objectives.

Speak with a Jungle Scout expert today!

[Request a Demo](#)