

Jungle Scout Cobalt



Market Share Growth Strategies for Ecommerce Agencies

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As a successful ecommerce agency, you create and implement marketing strategies to make consumers aware of your clients' brands and fuel sales of their products. It's important that existing clients see rising sales and a strong return on ad spend so they invest in your agency's strategies. Moreover, it's essential to show prospects how you can grow their brands with your strategies to win new business.

Discovering the market share and share of voice for the brands that you work with is key for developing a marketing game plan. By tracking and analyzing this data, you can gauge how their brands stack up against competitors, reveal the dominant brands in a market, identify new competitors, and decide which marketing strategies to employ to help build successful ecommerce brands.

This guide will demonstrate how to develop strategies to help your clients capture a larger slice of the market share pie – or protect their existing share – and also help your agency win new clients.

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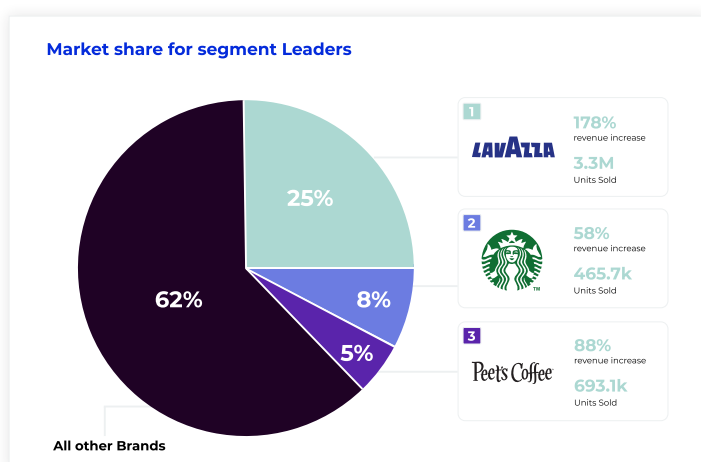
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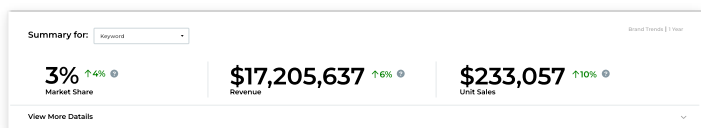
How to Track Market Share and Share of Voice

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

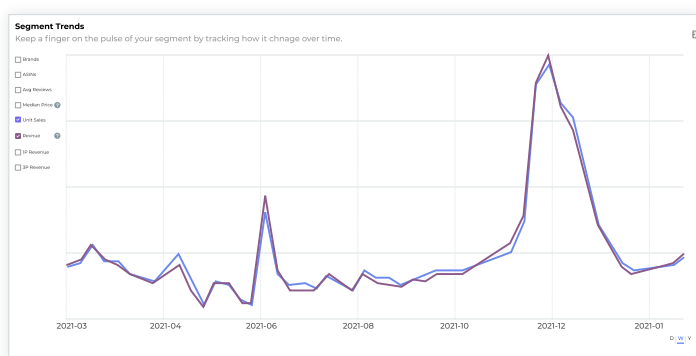
Automated tools, such as **Jungle Scout Cobalt**, use sophisticated machine learning technology to calculate the market share of a brand and all core and emerging competitors in a given segment. Using Cobalt, you can easily view estimated revenue and unit sales for a product or a market by creating a segment based on keywords, brands, categories, or ASINs.



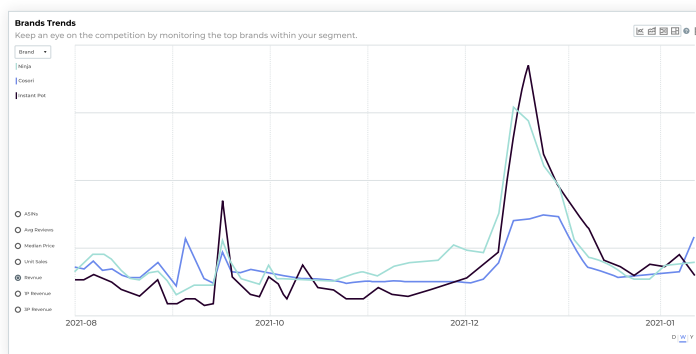
You can then see how the top brands within a particular segment stack up in terms of the number of ASINs, average number of reviews, median price, and more. Cobalt shows you the top 25 products by revenue in a segment — and how the revenue of those products has changed over time.



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 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 a brand's performance in a segment for a selected time frame.



To keep an eye on your client's or prospect's competitors, you can see changes in unit sales and revenue for other brands through Brands Trends. This view can show how their brand stacks up against main and emerging competitors.



And, to see which products in a segment are most popular with consumers, Product Trends displays a tree-map 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 the share of voice (SOV) of prospective or existing clients. SOV 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 a brand’s organic placements, count their competitor’s organic placements, and then compare the results. However, this process is tedious and time-consuming.

Alternatively, Cobalt gives you access to a brand’s organic and sponsored SOV (and that of their competitors’) 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.

This information can also help you identify potential strategies that you can present to new clients who are looking to boost brand awareness. By showing them how you could increase their SOV through strategies such as PPC advertising, you can help win their business.

Top Brands

Based on 144 placements

All

Organic

Sponsored

	Placements	Weighted SOV +	Basic SOV	Avg. Position	Avg. Price
Hamilton Beach	8	18.67%	5.56%	61	\$75.82
Black+Decker	4	28%	3.78%	46	\$32.01
Cuisinart	14	14.68%	8.72%	70	\$140.83
Keurig	16	10.74%	11.01%	82	\$211.85
Mr. Coffee	9	7.78%	6.26%	73	\$72.95
Technivorm Moccamaster	5	5.86%	3.47%	31	\$340.20
Ninja	5	3.38%	3.47%	23	\$155.18
Mueeller Austria	1	1.88%	0.69%	10	\$25.99
Breville	4	1.04%	2.78%	98	\$342.29
Jura	5	0.89%	3.47%	68	\$1,768.86

Once you know the market share and SOV of a brand and their competitors, you can execute strategies to help them grow and protect market share. This guide highlights four key strategies for growing and maintaining market share to help brands win on Amazon.

4 Strategies to Increase A Brand's Market Share

1. Launch A+ Content

A+ Content is additional real estate on your clients' listings and is available to brands enrolled in **Amazon's Brand Registry Program**. It allows you to include photography, infographics, and descriptive text within product descriptions. By designing A+ Content for your clients, you can keep consumers from scrolling too fast through the information that you're using to convince them to buy.

A+ Content provides brands with a number of benefits from building their 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 clients' Amazon catalogs, thus reinforcing their brands, providing more details about the benefits of purchasing their product, and keeping potential customers engaged.
- A+ Content gives consumers a better understanding of your clients' offerings. Providing customers with a better sense of an item before it arrives at their doors leads to fewer returns and fewer negative reviews.

The infographic is titled "The 1-Shoppe All-in-Kits contain amenities ideally packaged together for utility, convenience and cost savings." It features a central image of a hotel room attendant in a grey uniform and white apron, smiling while placing a pink flower on a stack of white towels. To the right of this image is a list of locations where the kits are used: "Not just for hotels!" followed by a checklist: Gym Bathrooms, AirBnB & VRBO, Cruise Ships, Guest Rooms, Airport Lounges, Realtor Open House Gifts, and Homeless Outreach. Below the central image is a section titled "1-SHOPPE" with the text "We proudly offer a variety of hotel amenities kits!". At the bottom, there is a photograph of various hotel amenities kits, including bottles of H2O H2O H2O H2O, H2O H2O H2O H2O, and H2O H2O H2O H2O. Below this photo is the text "Search '1-Shoppe Products'".

A+ Content not only helps sell a product to your clients' customers: It can also help the client share their brand story and tell shoppers why they should buy from them 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 a client has a particularly large brand, their listings 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.



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Enterprise Ecommerce Expert, Jungle Scout

2. Optimize product listings

The quality of your clients' listings can make or break their market share. Optimized product detail pages help a shopper decide whether to purchase your client's product or a competing product. Secondary images, listing videos, and the product photography in A+ Content are the most important aspects of a client's 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 client's products. Ensure that the photographs show your client's 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 client's branding.

Expert Advice

Make your clients' images at least 2,000 x 2,000 pixels. This dimension enables the hover-to-zoom function, which gives customers a better idea of your clients' product's quality – and can increase your conversions.

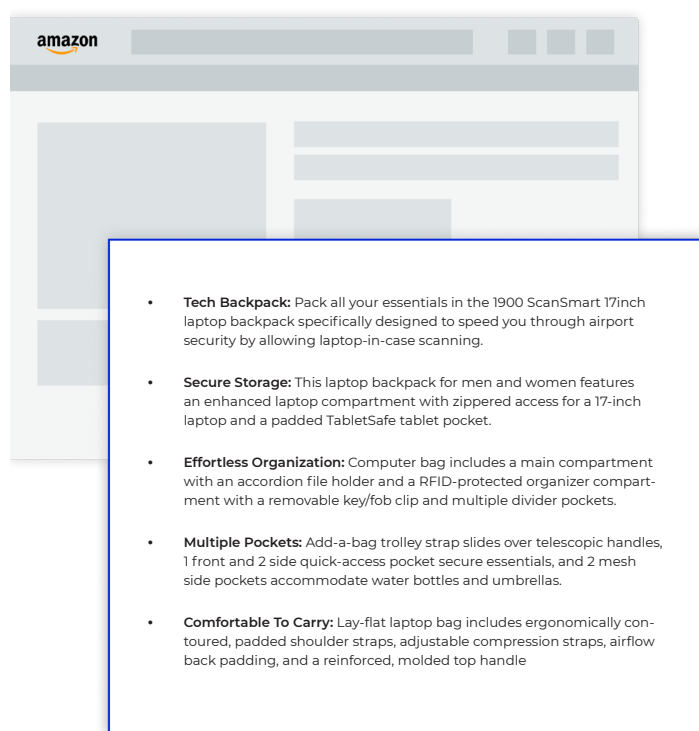


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Enterprise Ecommerce Expert, Jungle Scout

Optimized listings should also include the features *and* benefits of a product. Benefits are essential for telling customers why your client's 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.

For a listing's bullet points, be sure to include optimized keywords in text that flows naturally (steer clear of simply including as many keywords as possible). These bullet points should concisely convey essential information about your client's product to customers. Be sure to demonstrate the key selling propositions of the product and the benefits of each of its features.



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.

3. Optimize keywords

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

Expert Advice

Long-tail keywords — phrases that are four words or more — have a higher probability of conversion. Instead of trying to get your client's listing to rank for "shoes," for example, 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 the difference in search volume.



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You can run an Amazon PPC automatic campaign to find optimized keywords to include in your client's listing. It may seem counterintuitive to run ads for a client's 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 client's keyword search terms to discover the best-converting keywords.

Alternatively, you can use Cobalt's Keyword Scout to automatically discover optimized keywords. Enter a client's 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 clients' optimized listings.

Once you see which keywords are effective, you can include them in your clients' titles, bullet points, product descriptions and backend search terms to ensure that shoppers can find their products – instead of their competitors' offerings. 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 listings for each of your clients, you can use the Listing Builder. This tool can help you draft an optimized listing for a new product or optimize existing listings. It can connect with a client's Seller Central account, so changes can be uploaded directly to Amazon. As a result, you and your clients can focus on higher-level tasks that can help grow and maintain their market share.

<input type="checkbox"/> Select All		Page 1 of 31						
Keyword		30-Day Search Volume (Exact)	30 Day Trend	Dominant Category	PPC Bid (Exact)	PPC Bid (Broad)	Ease to Rank	Relevancy Score
<input type="checkbox"/> storage boxes	🔍	13,001	↓ 7%	Home & Kitchen	\$1.00	\$0.89	Moderate	-
<input type="checkbox"/> organization and storage	🔍	284,729	↑ 7%	Home & Kitchen	\$0.82	\$1.08	Moderate	6
<input type="checkbox"/> storage bins	🔍	248,759	↑ 3%	Home & Kitchen	\$1.10	\$1.11	Somewhat Difficult	16
<input type="checkbox"/> storage bins with lids	🔍	227,184	↓ 4%	Home & Kitchen	\$1.21	\$1.14	Easy	12
<input type="checkbox"/> storage	🔍	146,817	↑ 3%	Home & Kitchen	\$0.89	\$1.05	Very Difficult	13

4. Optimize PPC campaigns

Optimized ad campaigns are crucial for driving traffic to your clients' listings to help them increase conversions and capture a greater share of the market. If a client is enrolled in the Amazon Brand Registry, you can harness Sponsored Brand ads to help drive awareness to multiple products at one time and capture the attention of shoppers 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 clients' 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 clients' listings to help increase sales (and market share as a result).

Managing Amazon PPC ads can be challenging, but tools such as **Downstream by Jungle Scout** enable you to automate ad spend for your clients' campaigns. With features such as Advanced Budget Control, you can set custom budget multipliers for each day of the week and distribute your client's budget evenly by the hour to ensure that an 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 and boost ROI for your clients.

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Automation

Alerts Reports Updates Help Docs Profile

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Enabled Automations

Automation Type	Campaign	Profile Name	Activity Start Date	Activity End Date
Dayparting	Campaign 9587456	PPC Case Study (Dayparting)	2022-07-27	
Advanced Budget Control	Campaign 9587456	PPC Case Study (ABC)	2022-07-27	
Advanced Budget Control	Campaign 3973632	PPC Case Study (ABC)	2022-07-01	
Dayparting	Campaign 3973632	PPC Case Study (Dayparting)	2022-07-01	
Advanced Budget Control	Campaign 9369856	Spread the Spend 9.3.2021	2022-05-11	
Dayparting	Campaign 9587456	PPC Case Study (Dayparting)	2022-05-03	
Dayparting	Campaign 9587456	PPC Case Study (Dayparting)	2022-05-03	
Dayparting	Campaign 9587456	PPC Case Study (Dayparting)	2022-05-03	
Dayparting	Campaign 7407744	PPC Case Study (Dayparting)	2022-05-03	
Dayparting	Campaign 9587456	PPC Case Study (Dayparting)	2022-05-03	
Dayparting	Campaign 2016384	PPC Case Study (Dayparting)	2022-05-03	
Dayparting	Campaign 7407744	PPC Case Study (Dayparting)	2022-05-03	
Dayparting	Campaign 2016384	PPC Case Study (Dayparting)	2022-05-03	
Dayparting	Campaign 7407744	PPC Case Study (Dayparting)	2022-05-03	
Dayparting	Campaign 7407744	PPC Case Study (Dayparting)	2022-05-03	

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 research and implementing strategies to help your clients 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 clients' 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 clients' total SOV and the SOV of their 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 clients' campaign budgets evenly by the hour to ensure ads are being served all day



Dayparting

Schedule ads to deliver at the most optimal times of the day and allocate spend down to the hour

Discover how Cobalt can help grow your clients' market share.

Speak with a Jungle Scout Expert today!

Request a Demo