

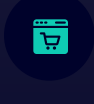
MAXIMIZING AMAZON ROI:

12 Strategies for Enterprise Ecommerce Businesses

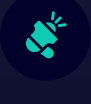
From paid campaigns to organic strategies, make sure you're seizing every opportunity to maximize returns on your Amazon efforts.



QUICK TIPS TO BOOST AMAZON ROI



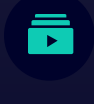
Optimize A+ Content, particularly around holidays and peak shopping seasons, to improve conversion rates



Use Sponsored Display ads to boost on-Amazon discoverability and reach high-intent shoppers on other platforms



Create Product Bundles to increase order value and incentivize conversion



Use video in ads; a recent Jungle Scout study found that video campaigns had a better RoAS than other formats

These tips can push you closer to your ROI goals, but Jungle Scout's richly detailed data and intelligent automation can help you crush them.

Maximize ROI with Jungle Scout Enterprise

Whether managing a large brand, driving results for clients, or building an investment portfolio, rich data is the key to unlocking your full potential on Amazon. Discover how Jungle Scout Enterprise customers are using Cobalt and Downstream, both together and separately, to unlock the most precise ways to measure and maximize their ROI on Amazon and beyond.



Downstream for Ad Analytics, Optimization, & Management

ANALYZING PERFORMANCE IS TIME CONSUMING

Analyzing overall performance is difficult and time-consuming without a way to easily synthesize and report on omnichannel data.

ANALYZE QUICKLY WITH DOWNSTREAM

With Downstream's universal account portal and customizable analytics dashboards, one customer saves **1,000 hours** of report-building time each year.

BEST-PRACTICES CHANGE

The most effective ROI optimization strategies constantly evolve based on search trends, seasonal shopping, macroeconomic factors, and more.

AUTOMATE WITH DOWNSTREAM

Through Downstream automations like Keyword Harvesting, Advanced Budget Control, and ROI Optimization, one customer reduced daily time spent planning and implementing new ad targeting optimizations by over **80%**.

OPTIMIZATION LIMITATIONS REDUCE ROI

Static bids or limited keyword targets leave opportunities to drive sales on the table, increasing ACoS and reducing overall ROI.

DRIVE SALES WITH DOWNSTREAM

Using Downstream's Rulebooks and custom ACoS targets, one customer improved the ROI of their advertising campaigns by **28% in 60 days**.

DATA IS HARD TO COME BY

Limited performance data and competitor insights reduce your ability to hone in on the most effective PPC bids.

IMPROVE DECISION MAKING WITH DOWNSTREAM

Within two months of using Downstream, an agency customer increased CPC efficiency for one client by **16%**.

Jungle Scout Cobalt

Cobalt for Market Intelligence and Data Insights

MARKET ANALYSIS REQUIRES COMPLEX DATA

Cobalt provides detailed market insights at multiple levels with segments that can be customized and are refreshed frequently for near real-time data.

STREAMLINE MARKET RESEARCH WITH COBALT

By using Cobalt to gather data on thousands of ASINs at once, one customer reduced the time their team spends on market research by over **90%**.

SEARCH TRENDS CONSTANTLY EVOLVE

Cobalt's data helps you confidently select the right keywords to include in listings and campaigns. Access insights on search trends and keyword performance so you won't have to guess how to win against the competition.

BOOST VISIBILITY WITH COBALT

Using Cobalt's Market Insights and Share of Voice to identify high-opportunity products and keywords, one customer grew a client's market share from **8% to 13% in 60 days**.

HISTORICAL DATA IS KEY FOR PREDICTING PERFORMANCE

Investors use Cobalt's 24 months of historical market data to gain a solid view of trends over time and make informed decisions about the future.

MAKE CONFIDENT INVESTMENTS WITH COBALT

By using Cobalt to help clients assess the potential for growth throughout multiple marketplaces, one digital marketing agency was able to launch a new investment advisory service line that increased their ROI by **200%**.

LIMITED DATA STALLS BUSINESS DEVELOPMENT

Detailed data on share of voice, product trends, and more makes it easy to identify high-potential brands, pinpoint win conditions, and justify strategic recommendations in proposals.

GROW YOUR BUSINESS WITH COBALT

By leveraging Cobalt insights in its business development, one agency customer increased its client portfolio by **20%** in one year.

Learn more about the power of Cobalt and Downstream.

Speak to a Jungle Scout Enterprise expert today!