

5 Ways to Elevate Agency Proposals with Cobalt



There's one big question prospects ask themselves when reviewing your agency's proposal, especially for an in-depth RFP: **What can you provide that no one else can?**

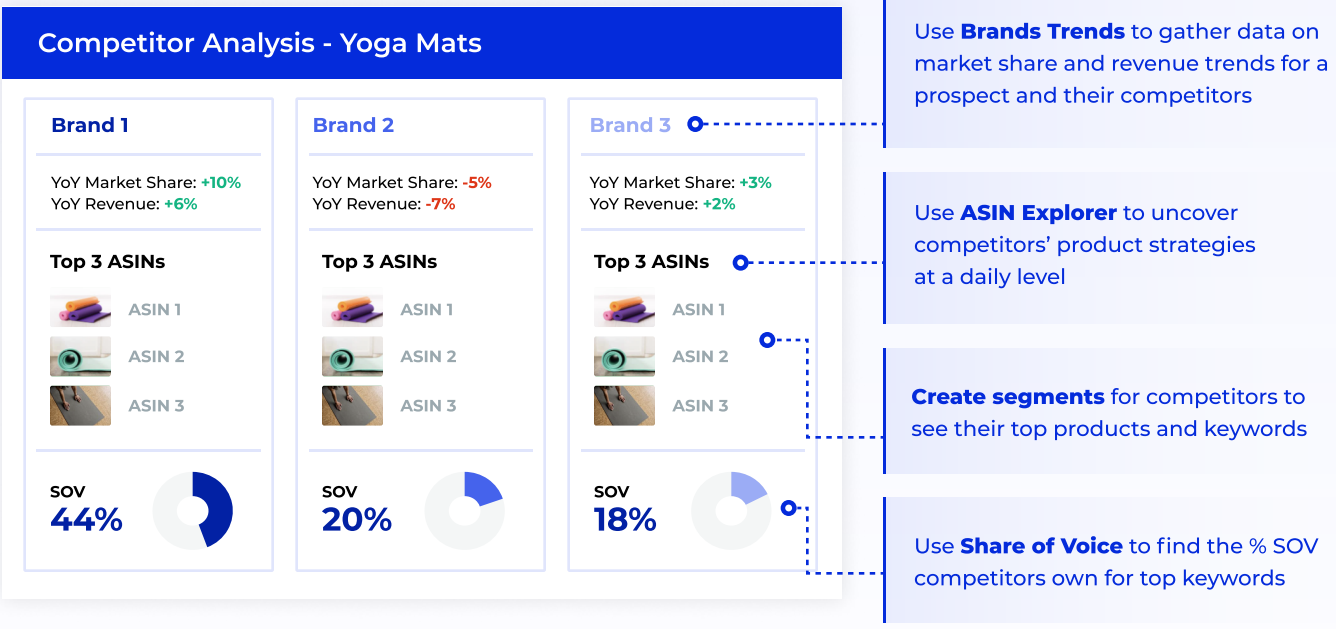
For teams empowered with **Jungle Scout Cobalt**, the answer is **hyper-detailed data** — and plenty of it.

Here are 5 ways you can use Cobalt to show the ROI of working with your agency.

1. Identify new and emerging competitors

Pinpoint a prospect's position in the market and make a powerful impression by identifying emerging competitors. Combine this data into a high-level analysis to show prospects their YoY growth relative to the market and introduce strategies to overtake the competition.

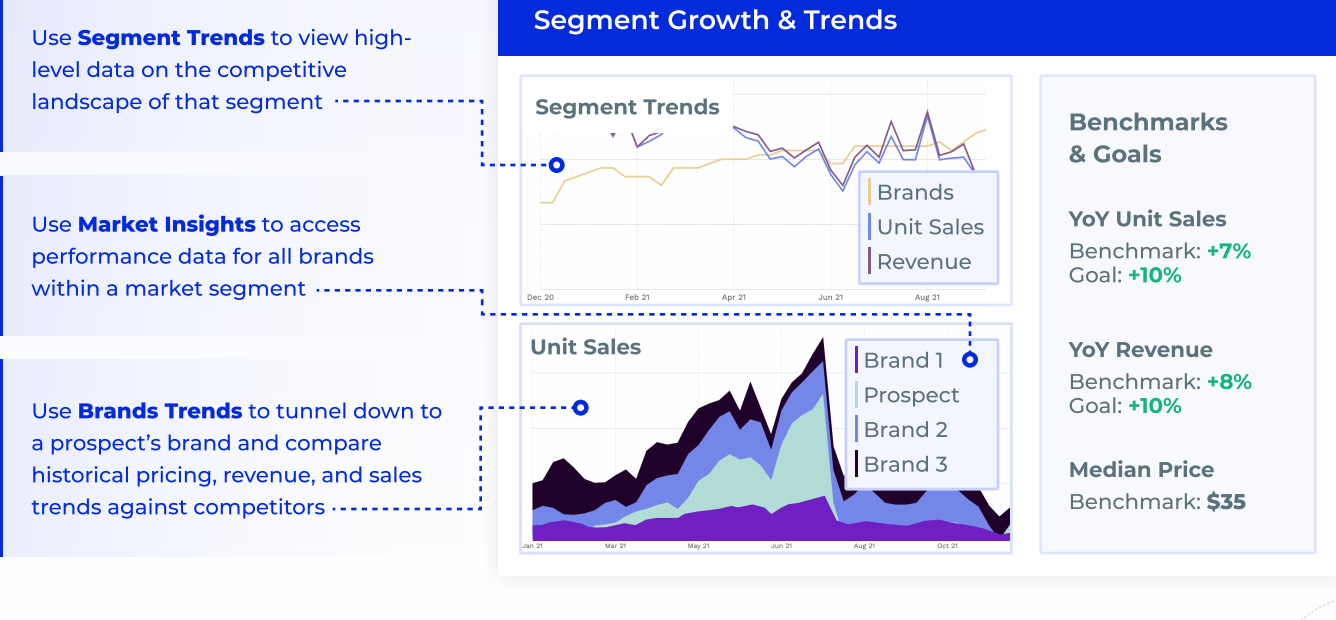
Get the data with Cobalt:



2. Outline growth benchmarks

Highlight how your agency will gauge success and reach for a brand's highest potential in the market. Pair this data with strategies you can pitch to meet or exceed the prospect's goals.

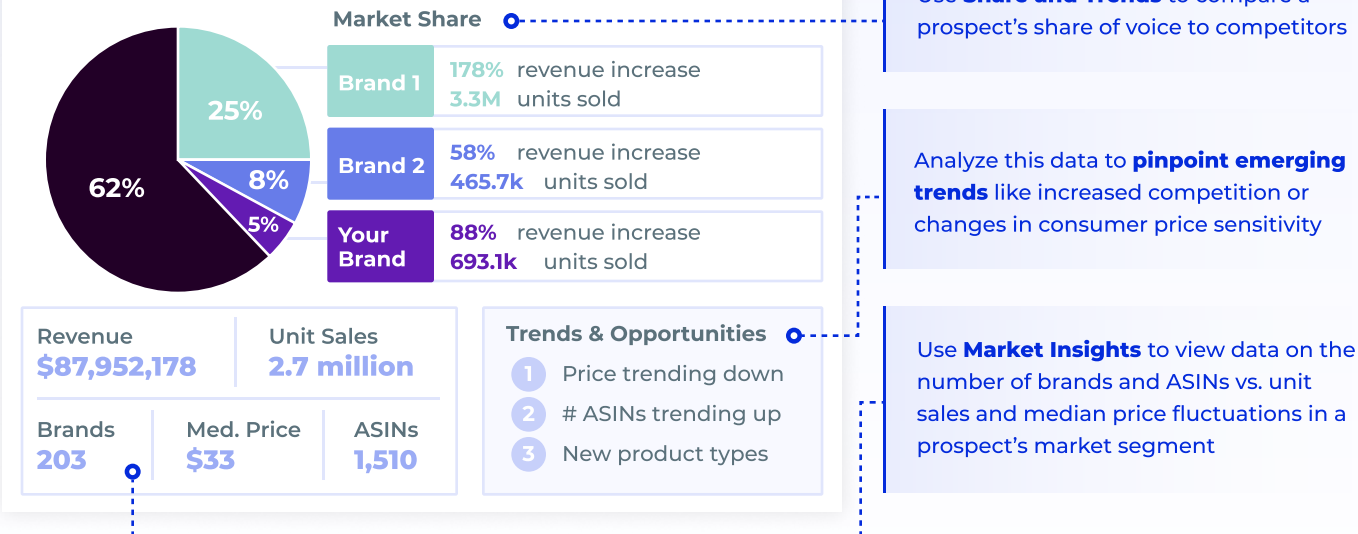
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3. Present emerging trends

Provide a multi-layered view of the market and pitch strategies based on informed predictions. Present this trends data alongside strategies and opportunities uncovered in your team's analysis.

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4. Pitch new products and keywords

Wow prospects with untapped opportunities to build revenue. Use this data to summarize new high-potential strategies to outperform competitors and increase sales.

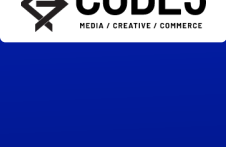
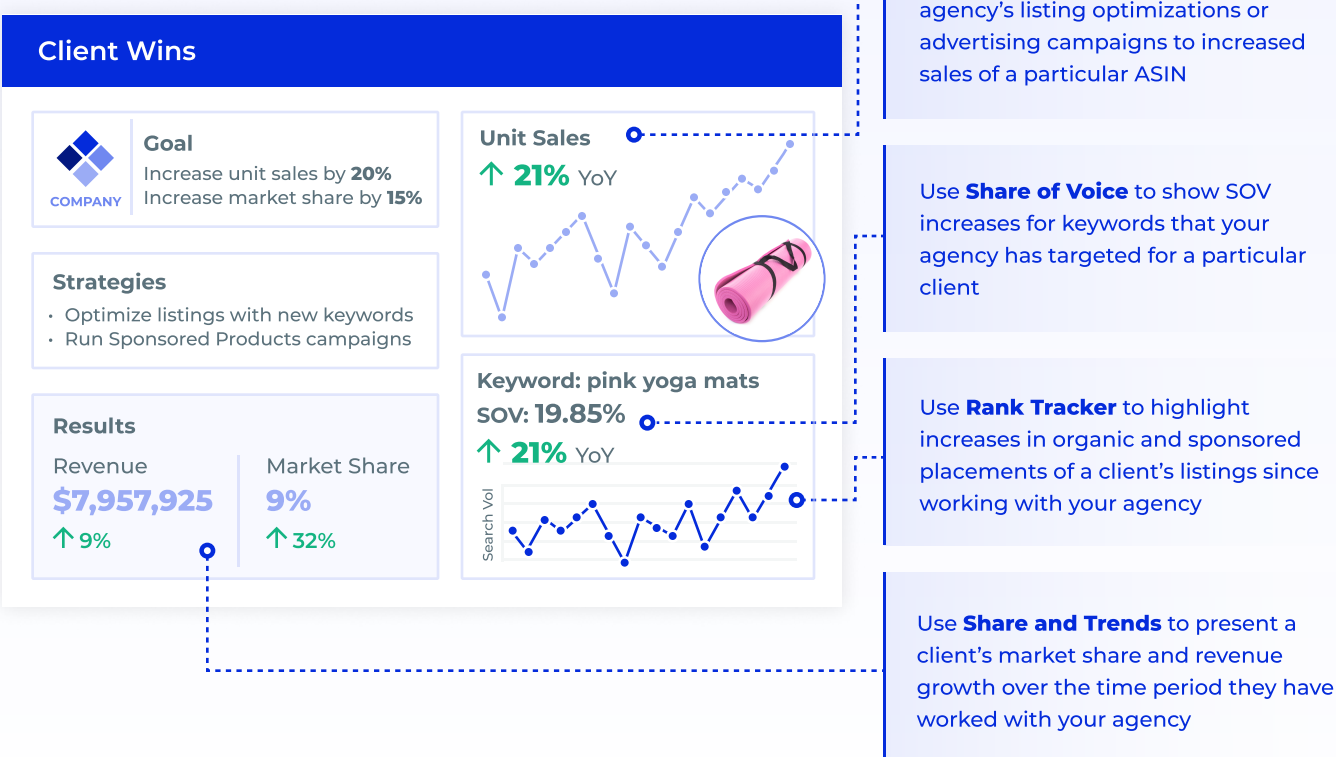
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5. Share results you've achieved for clients

Directly connect your agency's efforts to real-world results. Combine this data, alongside client testimonials, into high-level case studies that emphasize the ROI your agency delivers.

Get the data with Cobalt:



"Cobalt's data has been critical for assessing market opportunities and analyzing competitive intelligence."  
MARIO VOLPE  
Ecommerce Analyst, Code3



"I would recommend Cobalt to any agency. It paints a picture of what's going on inside Amazon that you can't get anywhere else."  
ANNA TARANOVA  
Development Associate, Cartograph



"Cobalt allows us to understand categories as a whole before we even dive in. Top competitors, share of voice, and trends...are critical pieces of information we can now quickly get."  
BRIAN MARTINEZ  
Vice President of Client Services, Commerce Canal