

Get an unrestricted, 360° view of the Amazon marketplace with Cobalt Data Cloud

Empower your business with superior accuracy by accessing millions of Amazon data points and integrating them into the tools of your choice to make confident, data-driven decisions.



WHY DATA CLOUD?



Bulk data

Sales estimates for entire categories, search volume for 30M+ keywords, historical sales data, Brand SOV at the hourly level, advertising and Seller/Vendor Central data, and more - updated and placed at your fingertips every week



Unparalleled visibility

Analyze entire categories or subcategories and discover trends across Amazon as a whole



Ever-expanding insights

Gain access to additional data sets as development continuously advances



Endless flexibility

Store, query, combine, and visualize industry-leading data using your existing computing and business intelligence tools



Efficient Analysis

Data available to meet your existing analytics format presented in JSON, CSV, or Parquet

How Ecommerce Businesses Win with Cobalt Data Cloud

Fuel growth with Amazon category and subcategory data

Target new opportunities and analyze consumer behavior for the U.S. Amazon market on a macro scale. Drive better strategy by leveraging data on market share, growth rates, and more at the full category level.

Surpass competitors by leveraging historical trends

Win your market niche by analyzing historical search volume and sales data to identify patterns within specific categories and subcategories. Gather granular details on competitor strategies through data at the category, brand, and ASIN levels.

Elevate reporting and present analysis like never before

Endlessly combine and manipulate data on keyword search volumes, share of voice, Amazon DSP, sales estimates, and more to meet your needs. Integrate with the data visualization tools of your choice to build and deliver customized reports.

Bolster keyword performance with granular data

Easily sort data by the criteria that matter most to your business. View historical and current keyword data at the category and subcategory level to find new ad targeting strategies and optimizations to improve organic performance.

Empower every facet of your business

Equip your data scientists, analysts, and engineers with a full 360-degree view of the market. Uncover key insights to supercharge success across multiple business units — from purchasing and procurement to marketing and product development.

JUNGLE SCOUT DATA INTEGRATION ARCHITECTURE

Jungle Scout Data Warehouse



Amazon S3



Customer's Internal System



JUNGLE SCOUT MANAGED

CUSTOMER MANAGED

Data Cloud data is provided through shared S3 buckets, allowing your team to build and manage your own processes for data integration, analysis, and ad hoc reporting. Data Cloud data includes: raw ecommerce website data, Amazon/Walmart advertising data, Seller/Vendor Central data, Walmart Marketplace data, and derived predictions such as product sales estimates.