

# How to Win on Amazon in 2023

Recent years have brought a lot of change and disruption to the world of ecommerce. With inflation and other factors remaining in play, 2023 will likely follow suit. Use these expert strategies to ensure you seize every opportunity to win on Amazon in the year ahead.



## QUICK WAYS TO WIN IN 2023



**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



**Offer deals to draw price-conscious consumers;** over 80% have already changed their shopping habits due to inflation

# 8 EXPERT STRATEGIES TO WIN ON AMAZON IN 2023

## 1 DID YOU KNOW

Nearly **4,000** new brands start selling on Amazon every day



## WINNING STRATEGY FOR 2023

### 🔊 Use long-tail keywords to **amplify** your share of voice

Combatting competitors on Amazon starts with understanding who they truly are. To narrow in on the ASINs shoppers are most likely comparing to yours, search Amazon for long-tail keywords that include the main features of your product. Using long-tail keywords helps to weed out products that may be similar to your own, but are not direct competitors. Review the listings for the top 10-20 results to generate ideas for additional hyper-relevant keywords you can efficiently grow SOV for.

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- ✓ **Pinpoint ownership** of your most valuable search terms by viewing basic and weighted SOV for any keyword on Amazon
- ✓ **Track competitors** and compare share of voice over time



- ✓ **Bulk upload** high-potential long-tail keywords discovered through research
- ✓ **Automatically optimize** campaigns toward specific SOV goals for those keywords while maintaining the best possible ROI

## WINNING STRATEGY FOR 2023

### ⚙️ Update keywords **every season**

Peak shopping seasons also mean peak competition and higher advertising budgets on Amazon. To determine the most effective keywords for your seasonal campaigns, run short automatic PPC campaigns ahead of holidays, sales events, or seasonal shifts. Automatic campaigns let Amazon test different keywords and seek ones that convert most effectively. After one week of ads, run a report for your keyword search terms to discover the best-converting terms to add to your listings and seasonal campaigns.

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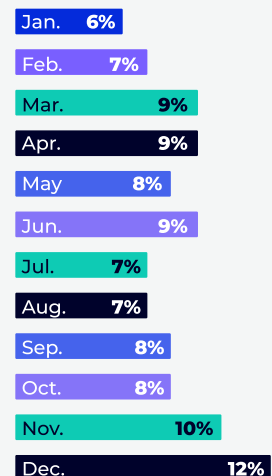
- ✓ **Enter a keyword** to see related keywords and the 30- and 90-day search trends and search volume
- ✓ **Enter an ASIN** to see the keywords that product ranks for
- ✓ **Expand** keyword testing while reducing campaign management time
- ✓ **Automatically identify** customer search terms that are driving sales and add them to your campaigns



## 2 DID YOU KNOW

Ad spend on Amazon as much as **doubles** during peak shopping times

*2021 monthly % share of full year advertising spending*



### 3 DID YOU KNOW

Data analytics is among the top tasks that ecommerce brands [outsource to agencies](#)



### WINNING STRATEGY FOR 2023

#### 12 Set a **consistent schedule** for reporting and analysis

Reporting is the most important, and often most labor-intensive, part of ecommerce marketing. In addition to targeted analysis of specific campaigns, schedule time monthly to conduct an overall performance review that includes inventory levels, PPC bids, P&L statements, transaction reports, and storage fees.

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- ✓ Get **high-level insights** on trends and competition within your market
- ✓ Swap spreadsheets for customizable data visualizations that **auto-update**
- ✓ **View the performance** of a category over time, including estimated unit sales, revenue, median price, average reviews, performance by brand and product, and more
- ✓ Use **cloneable templates** to quickly assemble reports, grant stakeholders read access for hands-off reporting, and easily collaborate with colleagues

### WINNING STRATEGY FOR 2023

#### 🔍 Optimize your advertising strategy

As Amazon PPC costs rise, diligently regulating ad spend is ever more important. Adding negative keywords to campaigns halts wasted bids, which can then be refocused toward high-performing keywords. Look for terms that are earning prominent ad placements without driving conversions. These may be somewhat related to, but not an ideal fit for, your product. Adding them as negative keywords in relevant campaigns will ensure they don't continue to impact CTR and budget.

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- ✓ **Evaluate ad spend** by viewing recent winning PPC bids for specific keywords
- ✓ Gain **hands-off precision** by using Dayparting to set automated bid multipliers down to the hour
- ✓ Use this information to **determine the bids you need to win** and which keywords aren't cost-effective
- ✓ Use Advanced Budget Control to **define unique campaign budgets** for different days, date ranges, or events

### 4 DID YOU KNOW

[59%](#) of brands are concerned about increasing [ad costs](#)



## 5 DID YOU KNOW

Almost **half** of consumers have changed the brands they buy from in response to **inflation**



## WINNING STRATEGY FOR 2023

### Build upsell and cross-sell strategies

If you have listings with high clicks and low conversions, test out targeting your own ASINs with Sponsored Product and Sponsored Display ads. This tactic can help you block competing brands from grabbing conversions from your product pages, redirect shoppers to better-fit products in your brand's catalog, or advertise bundled or complimentary products to increase order value.

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- ✓ **Track** competitor listings and monitor their change and performance over time
- ✓ **Pinpoint** the factors driving conversion by reviewing increases or decreases in sales alongside changes to listings, images, or lightning deals
- ✓ **Automatically identify** the top-performing ASINs in your campaigns and build new campaigns around them
- ✓ You can also use this data to **plan bundles** or strategies to upsell and cross-sell on your product pages

## WINNING STRATEGY FOR 2023

### 🔍 Test and analyze to identify factors impacting your RoAS

RoAS often correlates with average selling prices on Amazon, so analyze your campaigns for differences in performance for products at different price points. A recent [Jungle Scout study](#) also found that video campaigns had better RoAS than other ad formats, so consider testing Sponsored Brands Video Ads to help improve returns on your ad spend.

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- ✓ **Track competitor sales data** down to the product level and gauge the ROI of advertising efforts by comparing organic sales vs. those attributed to PPC spend
- ✓ **Set** a desired RoAS/ACoS target; let Downstream optimize toward that goal by adjusting bids and gathering data on unexplored keywords
- ✓ **Boost sales** while controlling spend with custom budget restraints; Downstream will optimize for the best ROI with your budget

## 6 DID YOU KNOW

Returns trended **lower** across almost all Amazon ad targeting types in 2021

Ad Product	2020	2021	% change
Close match	\$6.61	<b>\$5.63</b>	<b>-15%</b>
Loose match	\$5.53	<b>\$3.87</b>	<b>-30%</b>
ASIN	\$3.79	<b>\$2.96</b>	<b>-22%</b>
Substitutes	\$3.55	<b>\$2.70</b>	<b>-24%</b>
Category	\$2.76	<b>\$2.65</b>	<b>-4%</b>
Complements	\$1.67	<b>\$1.87</b>	<b>12%</b>
Views	\$2.74	<b>\$1.39</b>	<b>-49%</b>



## 7 DID YOU KNOW

**84%** of consumers say rising **inflation** has impacted their spending



## WINNING STRATEGY FOR 2023

### Watch for trends and adjust prices

Keep up with [consumer trends research](#) to understand what shoppers are buying each quarter and adjust prices to stay competitive. If you don't have wiggle room on profit margins, look into new products that can be manufactured at a lower cost so you can offer better deals and discounts.

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- ✓ **Track** sales estimates, keywords, Best Seller rank, and Buy Box price on competitor's products
- ✓ **Get daily notifications** on pricing, listing, or rank changes on particular ASINs so you can take immediate action
- ✓ Use custom rules to **automatically** transition your budget to different ASINs if a campaign is performing below a specified threshold
- ✓ Ensure your ad spend **consistently funnels** to the products shoppers are most likely to buy

## WINNING STRATEGY FOR 2023

### Inform your strategy with data

Leverage data and insights from multiple sources — including social media, trade shows, customer feedback, industry publications, and Google Trends — to track broader trends and predict how they could influence consumers' purchases and competitors' strategies.

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- ✓ **Analyze** your market for insights about future growth or decline
- ✓ **View** YoY changes in market share, average reviews, estimated unit sales and revenue, and product pricing to help **forecast future performance**
- ✓ Easily **track** daily ad spend averages
- ✓ **Forecast** how your budget pacing will impact your ability to hit target spend goals over a particular time period

## 8 DID YOU KNOW

**72%** of all Amazon sellers cite having the **right tools** and information as a top factor in success on the channel



# Learn more about how Jungle Scout Enterprise tools can lead you to **big wins** on Amazon in 2023

[Book a demo today!](#)



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