



Jungle Scout
COBALT

Navigating a Recession

Strategies for Cutting Costs and Smart
Investing for Ecommerce Brands

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There's one big, not-so-pleasant topic in the mouths and minds of consumers, economists, and ecommerce brands in 2023: The recession.

80%

80% of consumers believe the U.S. is headed for or already in a recession.*

40%

Almost 40% of large ecommerce brands are concerned about a recession; nearly half say inflation is a challenge.**

60%

More than 60% of economists say the U.S. is already in or will soon be in a recession.***

*Source: [Jungle Scout Q4 2022 Consumer Trends Report](#)

**Source: [Jungle Scout 2023 State of the Amazon Seller Report](#)

***Source: [National Association for Business Economics \(NABE\)](#)

Several factors helped to predict the recession, but predicting its full impact on buying patterns, supply costs, product performance, and more is difficult. And while reducing expenses is a priority, it's not a singular solution for retail resiliency.

This guide offers tips and insights on sharp reductions and strategic investments to help your brand maintain a competitive advantage during a recession.

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CHAPTER 1

How to Reduce Overhead Costs for Your Ecommerce Business





Cutting down overhead improves your bottom line by increasing the difference between revenue and expenses. This can widen profit margins and afford the flexibility to weather a reduction in sales, lower your prices to attract customers, and more. During a recession, this flexibility becomes an invaluable competitive advantage.


1. Define Costs

There are three types of costs to define when reducing overhead:





 **Fixed:** These costs stay the same month-to-month, making them predictable and foundational for your business. They can be difficult to reduce without sacrificing product and service quality.


Examples:

-  Web hosting fees
-  Office costs (rent, utilities)
-  Taxes + insurance
-  Subscription fees for ecommerce platforms





 **Variable:** Look at these costs first. They fluctuate, making them less predictable. Reducing variable costs has an immediate and direct impact: the less it costs to produce and ship your product, the higher your profit per sale.

Examples:

-  Distribution costs
-  Supplier payments
-  Storage fees
-  Shipping & handling expenses

 **Semi-Variable:** These costs have both a base and variable expense (for example, base FBA fees + variable per-item cost).

Examples:

-  PPC advertising
-  Fulfillment services (FBA, etc.)
-  Outsourced/freelance work
-  Cost of processing product returns

To determine the variable cost of a product, add up all of the expenses that go into its manufacturing, storing, and shipment.

Reducing these costs may involve anything from redistributing PPC budgets to negotiating contracts.

2. Optimize Operations

Optimizing operations reduces overhead and increases efficiency, helping your brand stay agile and competitive. This makes tools that save a significant amount of time and effort on multiple tasks — across multiple teams — more valuable during a recession than ever. Leverage tools to:

- **Conduct research quickly.** With [Jungle Scout Cobalt](#), you can view up to two years' historical data on unit sales, revenue, brands, products, and more, according to custom parameters you set for your market.
- **Reduce reporting time.** One ecommerce agency [reclaims 1,000 hours a year](#) by using Downstream by Jungle Scout to streamline reporting.
- **Decrease campaign costs.** Downstream can help maximize your sales by automatically updating campaigns to achieve the best ROI within a specified budget.
- **Increase organic sales.** Cobalt's Keyword Scout can help you identify keywords that are driving sales of your products and competing products so you can incorporate them into your listings.
- **Optimize advertising bids.** Downstream's advanced controls let you set custom bid multipliers and define budget distribution down to the hour.

55% of Amazon brands have experienced higher-than-normal product returns in the past year.

3. Analyze Products from Multiple Angles

Your product catalog may be one of the first things you assess when looking to cut costs during a recession. Data points from multiple angles will ensure you analyze the full scope of your product performance.

- **Review sales data** such as total sales, sales by product and category, and sales trends over time to identify which products are consistently selling and which are not.
- **Research market trends** to see how your products and competitors' products are ranking in shoppers' searches and how your pricing compares to your market.
- **Analyze returns on your ad campaigns** to understand which ASIN targets are effectively generating revenue. Look at KPIs like ACoS, conversion rate, and ROI.

Once you've reviewed the performance of your products from each of these different angles, you can make highly informed decisions about which products to reinvest in and which to clear from your catalog.

4. Follow the 80/20 Rule

Ensuring the majority of your resources are going to the right mix of products is crucial when shoppers are buying less overall.

EXPERT ADVICE

"Ecommerce businesses should be aware of the 80/20 rule, or Pareto Principle: 80% of your sales should come from 20% of your products. Your strategy, especially in a recession, should be to identify the 20% of products that produce 80% of your revenue and give those products more time, attention, and resources. Your lowest-performing products should be eliminated from your catalog so those resources can be invested in that golden 20%!"



Eva Hart

Jungle Scout's Amazon Growth Expert and Agency Owner

For every product your brand sells, there is a chain of costs associated with getting it into customers' hands. When a product is underperforming, these costs quickly become a burden on your bottom line.

- **For underperforming products:** Run discounts to clear inventory, reduce advertising spend, and don't restock once you sell out. This will lower your storage costs and also recoup capital to reinvest elsewhere.
- **For products with frequent returns:** Optimize listings with additional images, responses to frequent customer questions, and informational content like how-to videos. This can also help increase the conversion rate on those listings.

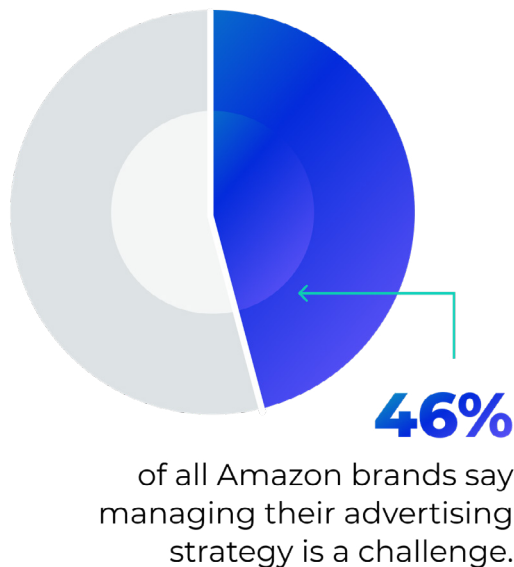
5. Adjust Your Advertising Investments

In addition to pulling back advertising for products bringing fewer sales, analyze your campaigns to find other opportunities to **optimize spend** and drive conversions.

It can be more cost effective to focus on retargeting and retention over winning new-to-brand customers:

- **Use Sponsored Products ads** to re-engage shoppers who have already interacted with your listings on Amazon.
- **Leverage Walmart Offsite Display and Amazon Sponsored Display** to help you retarget customers outside the ecommerce platforms, on social media and other influential channels.

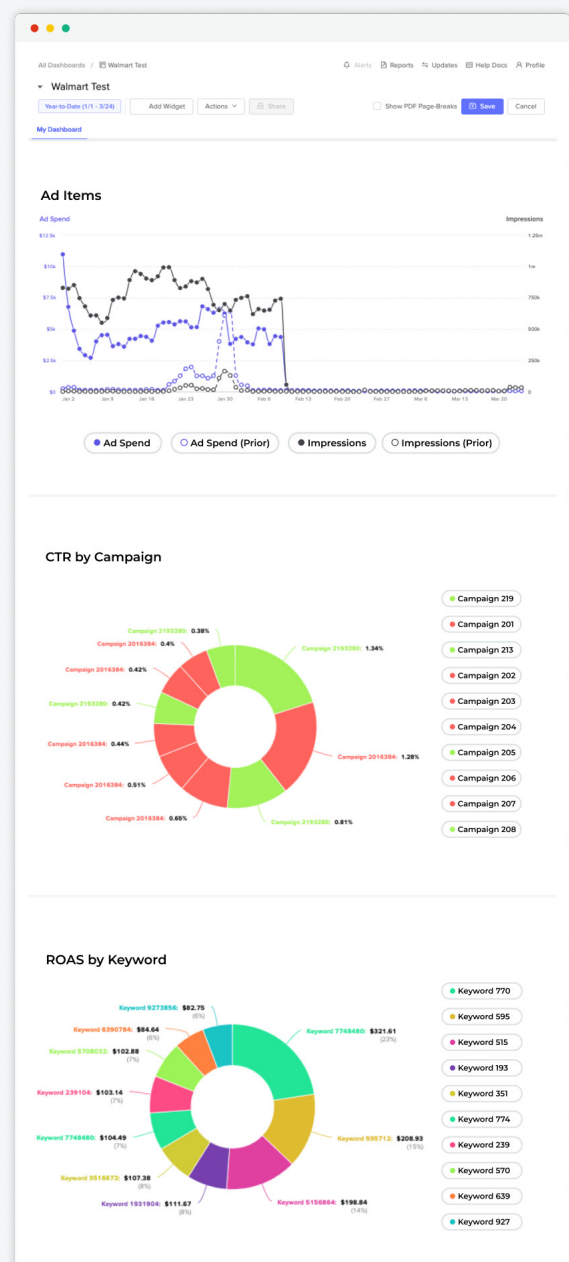
With advertising, effectively reducing overhead comes down to optimization over elimination. Not all investments should be avoided amid concerns about lower sales and higher expenses. In Part 2, learn where to increase your investment during a recession.



*Data from Jungle Scout's **2022 State of the Amazon Seller Report**



Downstream can help you analyze campaigns more efficiently through cloneable and customizable Dashboards that integrate key performance data from multiple sources (Amazon Ad Console, DSP, Walmart Ad Center, etc.) and enable easy sharing. This allows for confident and collaborative decision-making to optimize your budget.



CHAPTER 2

What Investments Are Worth it During a Recession?

It may seem counterintuitive, but as your customers and competitors react to inflation and recession, investing more in some areas can keep your brand competitive in the present and set you up for continued strength in the future.

1. Explore New Selling Channels

As customers' shopping habits shift, the channels where they look for products become less predictable. Diversifying where you promote and sell products allows you to pivot quickly. If you're already selling on Amazon, there may be a significant **opportunity** to put your brand in front of customers on Walmart; and vice versa.

Beyond ecommerce giants, social media has a growing influence over online shopping. In addition to providing more spaces for consumers to research products, social channels can result in big wins for brands.

Going Viral

In August 2022, TikTok rolled out its "order center" feature that tracks products users have viewed, purchased, or may be interested in. Since then, consumers are increasingly adopting the platform as a shopping option.

More consumers than ever are going to TikTok first when searching for products online.

11%

Q2 2022

20%

Q3 2022

And consumers likely or very likely to purchase directly from TikTok increased 15% between the second and third quarters of 2022.

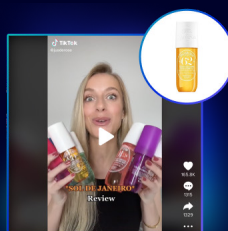
33%

Q2 2022

48%

Q3 2022

The right kind of chatter about your products on channels like TikTok can fuel a viral influx of sales and revenue.



Sol de Janeiro Body Mist

Views on TikTok

576.1M+

Amazon Revenue

up 407% YoY



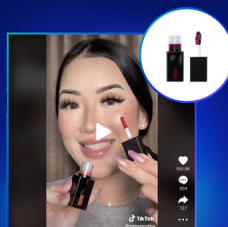
KISS Falscara Eyelashes

Views on TikTok

235M+

Amazon Revenue

up 346% YoY



E.L.F. Glossy Lip Stain

Views on TikTok

390M+

Amazon Revenue

up 105% YoY

Data from Jungle Scout's *Beauty & Personal Care Category Snapshot*.

2. Promote Best Sellers

Once you've identified your best-sellers, invest more in promoting those products:

- **Conduct additional keyword research** on your best-selling products and their competitors to find new ways to **build share of voice**.
- **Update and improve product listings** to include additional details and A+ content, which can help increase conversions.
- **Build paid campaigns around groups of best-selling ASINs** and allocate additional budget to those bids.

It's also worth revisiting your process for analyzing product performance:

- **Review product performance more frequently.** If you're reporting quarterly, shift to shorter increments — monthly or even weekly — to keep up with trends that could be changing more rapidly than usual.
- **Expand the KPIs included in your analysis.** Review metrics like click-through and conversion rates, but also pay attention to factors like average order value and frequency of product returns.
- **Track pricing trends.** With **Cobalt**, you can see how product prices are trending in your market, pricing changes for individual ASINs within your market, and the cause and effect of price changes over time.
- **Monitor share of voice.** Use tools like Cobalt's Share of Voice and Downstream's Shelf Intelligence to track organic and sponsored SOV for your brand and your competitors, as well as valuable data like top ASINs and estimated PPC bids for any keyword on Amazon.

EXPERT ADVICE

"Just as important as gauging your product performance is understanding how other brands in your category have updated their prices and making sure you're not over-priced. In a recession, shoppers are extra price conscious, so ensuring you're properly priced within your market is key."



Jake Merrill

VP, Strategy - Commerce, Code3

3. Leverage Automation Tools

Careful evaluation of your tech stack can reveal redundancies that can be addressed to cut expenses and opportunities to enlist the help of automation tools. Investing in automation tools can pay off by:

- **Increasing productivity**, allowing teams to focus on strategy over button-pushing.
- **Identifying ROI-boosting optimizations** that may otherwise have been missed.
- **Immediately reacting to underperforming campaigns** to halt wasted ad spend.
- **Hitting specific KPI targets** like ideal ACoS/RoAS as quickly as possible.
- **Maximizing your sales** without extending beyond your desired budget.
- **Finding and implementing new keyword targets** that are proven to drive sales.
- **Reducing the risk of error** with repetitive tasks.

The cost savings from automation adds up fast, delivering valuable **returns on your initial investment** by reducing unnecessary expenses and increasing sales simultaneously. Downstream offers all of these automations and more, as well as tools to improve and streamline your reporting, leading to further time savings and deeper strategic insights.

4. Analyze Better Data

Data is the foundation of confident decision-making.

Like most ecommerce brands, yours likely relies on data for every part of the business: Planning paid campaigns, tracking competitors, optimizing your catalog, and more. As you review the processes you use to gather this data, sacrificing quality in the name of lower costs can create unintended ripple effects.

Investing in time-tested software is well worth it because it helps you make more confident, data-driven decisions when navigating factors like inflation and recession. Tools that can answer yes to all of the questions below, like Cobalt and Downstream, allow your team to strategize more confidently and find insights your competitors may be missing.

10 important questions to ask about the platforms you use to gather and analyze ecommerce data:

Question	Jungle Scout Enterprise Tools	[Your ecommerce market insights tool]
Are you able to review data in both high-level and granular detail?		
Do you have access to historical data to improve performance reliably?		
Are reporting features scalable and easy to use?		
Do you have enough data on your overall market and specific competitors to guide your strategy?		
Do you have the proper controls to secure and protect your data?		
Can you export data in multiple formats for further analysis?		
Do you have the flexibility you need to combine and visualize your data?		
Is cross-team, collaborative analysis easy and reliable?		
Do you have the ability to integrate bulk data into the systems and workflows of your choice?		
Is the data provided by your tools regularly trained and tested to ensure accuracy and timeliness?		

5. Optimize Your Marketing Budget

During a recession, marketing becomes even more crucial as consumers keenly assess every purchase decision. Rather than limiting your marketing, you should focus on optimizing the channels, services, and campaigns you invest in.

Read on to Part 3 for 10 ways to optimize your marketing costs, including:

- Redistributing budgets to different products
- Defining new RoAS targets
- Expanding promotional channels and partnerships
- Leveraging new tools
- And more

How to Optimize - *NOT* Eliminate - Your Marketing

Economic uncertainty can significantly change how your customers shop. **84% of consumers** say inflation has impacted their spending habits, and a majority believe a recession is highly likely, if not underway.

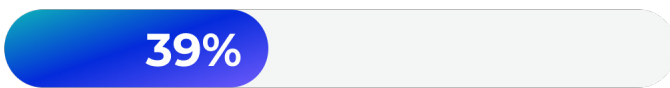
How consumers are changing their purchases in response to inflation:



45% have switched to **less expensive brands**



42% have switched to **generic brands**

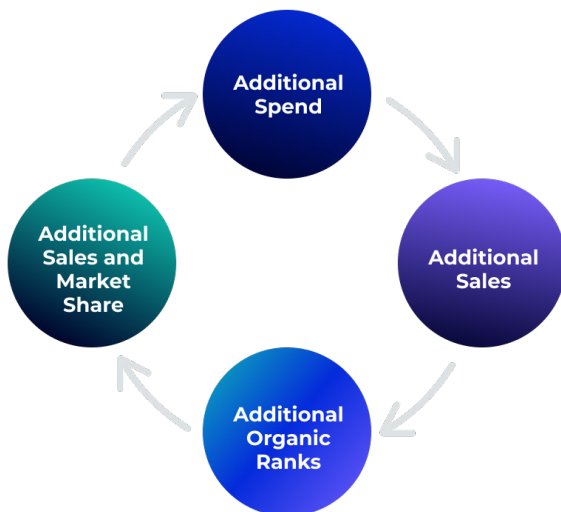


39% are **doing without some products**



37% are **buying less of some products**

Consumers are not only evaluating products more closely, they are increasingly open to switching brands if their go-tos don't stay visible and competitive. When gaining and retaining customers requires extra vigilance, marketing is some of the most powerful fuel your brand can use to drive sales:



Read on for 10 ways to optimize your marketing to keep your brand — and sales — strong during a recession.



This section is a collaboration between the ecommerce and marketing experts at **Jungle Scout Cobalt** and **Code3**. Code3 is a performance-driven digital marketing agency, powered in part by Cobalt and Downstream, that helps brands grow their presence on online marketplaces like Amazon, Walmart, and more.

1. Start with The Foundation

A decent chunk of most marketing budgets goes to paid advertising, so start by reviewing what each campaign is accomplishing in terms of direct ROI. No matter how you adjust your advertising strategy, ensure you always have coverage on the highest-return campaign types.

- **Connect with new customers by setting competitive bids for Sponsored Product Ads** to put your listings in front of shoppers actively searching for relevant keywords and products.
- **Recapture lost sales by using Sponsored Display to retarget customers** who previously visited your listings to recapture lost sales.
- **Leverage video ads to capture shoppers' attention and improve ROI** (a **Jungle Scout study** showed that Sponsored Brand Video Campaigns performed better than other ad types across 6 KPIs).

2. Lean into Organic Marketing

There's no better time to lean into organic marketing than during a recession:

- **Amazon Posts** mimic the familiar flow of platforms like Instagram and Facebook, so you can often repurpose your social media content. You can link directly to specific ASINs within **Amazon Posts** to increase traffic to your listings, and shoppers can easily follow your brand to see future content.
- **Customer Engagement Emails** can be launched through **Amazon's Customer Engagement tool** to boost retention and repeat purchases. By allowing you to target repeat customers, recent customers, and high-spend customers, these campaigns increase the visibility of your products among your most valuable audiences.
- **Optimize Listings** by using seasonal keywords when appropriate, bolstering product descriptions, and featuring infographics in your secondary images that call out the features and benefits of the product.
- **Don't forget voice search** in your keyword strategy. Shoppers search differently when talking vs. typing. For example, a customer may voice search for "cheap red sneakers with a 5-star rating". In contrast, they search "sneakers" and filter results from there when using text.

EXPERT ADVICE

"As consumers tighten their budgets, even a small price difference can be why they choose one product over another. If you're selling a premium product, ensure your content proves why you're worth a higher price."



Jake Merrill

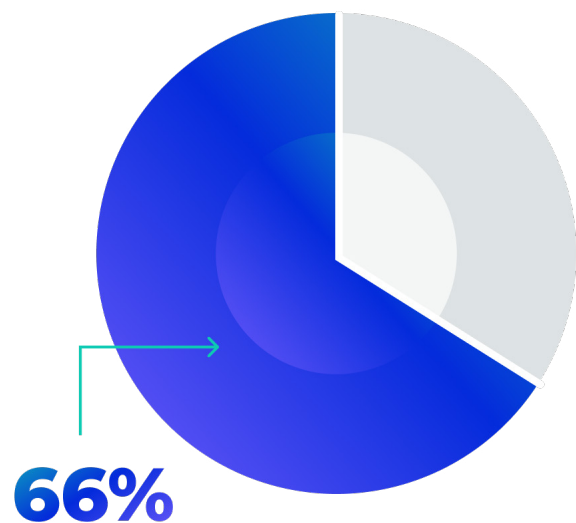
VP, Strategy - Commerce, Code3

With **Cobalt**, you can see the search terms that shoppers are using, both by using the Product Insights feature to view all of the keywords a specific ASIN ranks for and by using the Keyword Scout feature to view 30- and 90-day search volume for a particular keyword.

3. Focus on Established Products

Avoid wasted ad spend by focusing your efforts on products that:

- **Consistently sell:** Plan around hero products that offer relative safety from shifting buying patterns. Look for products not subject to high seasonality, are priced competitively, and are in a category consumers are less likely to cut back on.
- **Have a good ROI:** Products with a wide profit margin allow you to bid more aggressively and deliver more value per sale.
- **Have plenty of positive reviews:** It's always tough to promote brand-new products with low review counts, even more so during a recession. Because of this, Code3 recommends sticking with well-established products as much as possible.



of Amazon brands list collecting more data to analyze the ROI of their advertising campaigns as a top priority in 2023.

Data from *Jungle Scout 2023 State of the Amazon Seller Report*

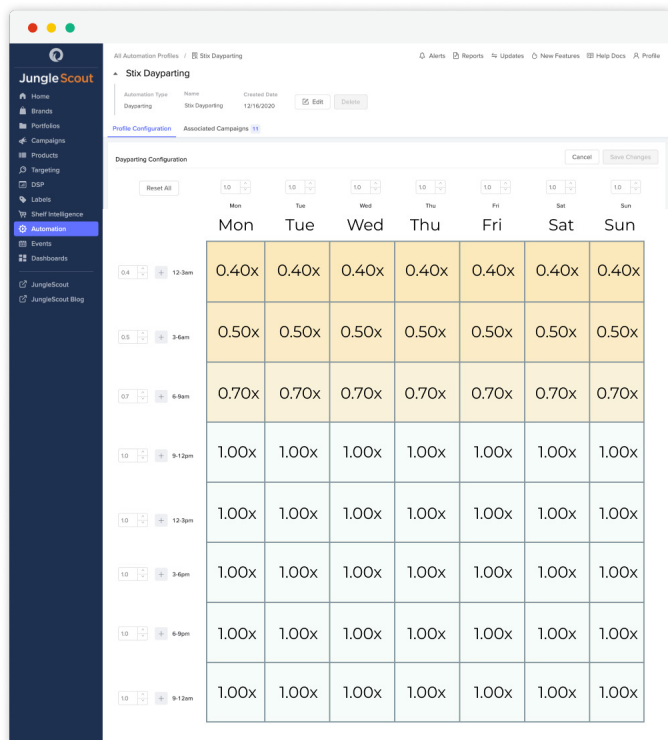
4. Use Automation to Save Time and Money

In a recession, every dollar counts. “Have your team check in on advertising campaigns more frequently to make sure you’re only spending in areas that are giving a positive return,” Code3 advises. “They can enlist the help of automation to further trim the fat from campaign bids while optimizing toward higher and higher returns.”

This can include:

- **Dayparting to control bids by the hour**, so you are not spending when your customers aren’t shopping.
- **Rules to pause underperforming campaigns** so you can immediately reallocate that budget into profitable ads.
- **Custom budget multipliers and constraints** so you can ensure your ads are gaining maximum reach without overspending.

A tool like Downstream — which includes a **full suite of advanced automations** — can reduce time spent managing your budget and improve the return on your advertising investments.



The screenshot shows the JungleScout interface for configuring a 'Stix Dayparting' automation. The main table displays bid multipliers for different time slots across the days of the week. The multipliers range from 0.40x to 1.00x, with higher multipliers indicating higher bids during those periods.

Dayparting Configuration	Mon	Tue	Wed	Thu	Fri	Sat	Sun
04 12-3pm	0.40x	0.40x	0.40x	0.40x	0.40x	0.40x	0.40x
05 3-6pm	0.50x	0.50x	0.50x	0.50x	0.50x	0.50x	0.50x
07 6-9pm	0.70x	0.70x	0.70x	0.70x	0.70x	0.70x	0.70x
10 9-12pm	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x
10 12-3pm	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x
10 3-6pm	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x
10 6-9pm	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x
10 9-12pm	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x	1.00x

5. Boost Average Order Value

Boosting average order value increases revenue and profitability. It can also help offset a potential loss in sales volume caused by a recession.

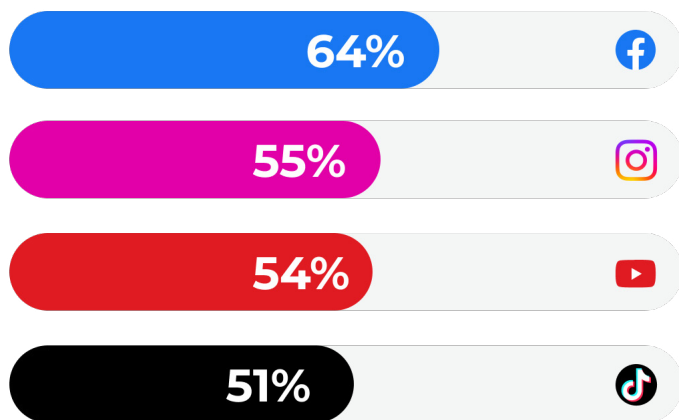
- **Cross-selling:** On Amazon, include comparison charts in A+ Content to show tiered versions of your products. You can also cross-sell by adding a secondary image that features an array of products and a CTA urging shoppers to search your brand name to see more.
- **Sponsored Brands:** Use Sponsored Brands ads to promote complementary products or use product targeting to show additional products from your brand on your own listings.
- **Amazon Storefront:** An Amazon Storefront can help you cross-sell or upsell by letting shoppers browse related products from your catalog without the distraction of competing brands. Plus, you can use Sponsored Display ads to drive traffic directly to your Storefront.
- **Subscription options:** If your brand sells consumables, offering a subscription option can be a win-win. Subscribe & Save, for example, allows brands to increase customer lifetime value while offering shoppers a discount incentive.
- **Product bundles:** Bundling complementary, high-performing products can incentivize shoppers to spend more than if they were to buy items individually.

6. Leverage Multichannel Marketing

Even if you mainly sell on one ecommerce platform, **don't limit your marketing** to a single channel. Especially during a time when consumers are likely to do more product research, in more places, before purchasing.

Off-platform promotions on channels such as email, social media, and your brand's website can drive additional traffic to listings and increase organic rankings, leading to more sales.

Percentage of Amazon brands that invest in social media advertising



**Data from Jungle Scout's 2023 State of the Amazon Seller Report*

DSP advertising keeps your products in front of highly-relevant shoppers and existing customers, increasing brand visibility and nudging nearly-purchase-ready shoppers toward your brand.

7. Run A/B Tests:

Running A/B tests can identify which strategies contribute to your most important goals.

- **Test different discount strategies** (coupons, Lightning Deals, etc.) to see which most effectively move the needle for your brand.
- **Test various ad targeting strategies**, including different keyword match types (broad match, phrase match, negative match, etc.) as well as ASIN and category targeting.

- **Test A+ content using Amazon's Seller Central.**
This content is your opportunity to expand on the benefits and features of your products. It also enables you to feature your Brand Story on all listings, which can help build brand loyalty and promote additional products in your catalog to drive sales.

EXPERT ADVICE

"To make the most of your tests, set up campaigns through a flexible advertising tool with reporting capabilities that makes it easy to visualize and analyze your results. Downstream includes dashboards with real-time KPIs at a brand, keyword, and ASIN level. This makes it faster to accurately measure the impact of your ad dollars and evaluate the factors that deliver the greatest returns."



Connor Folley

Ecommerce Advertising Expert and Co-founder of Downstream by Jungle Scout

8. Focus on Overall Sales

There are a lot of factors that impact your brand's return on ad spend (RoAS). These can include:

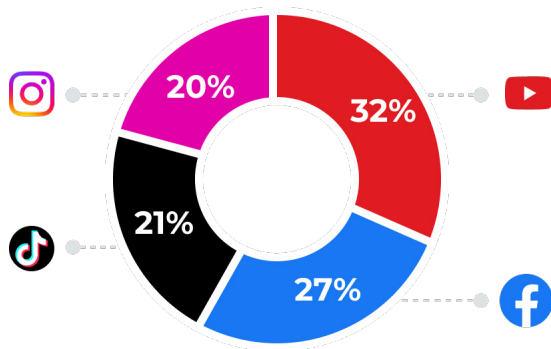
- Ad type (Sponsored Brands, Display, etc.)
- Targeting methods (close vs. loose match, ASIN vs. category, etc.)
- Average selling price of your products and **competing products**
- Seasonality of different product types
- Bidding strategy (fixed vs. dynamic, etc.)

According to Code3, "during a recession, you want to prioritize ad types that have a good return while also bringing incremental sales. You don't want to spend your whole budget on defending your brand — which would produce a good RoAS — because you won't see your overall sales increase."

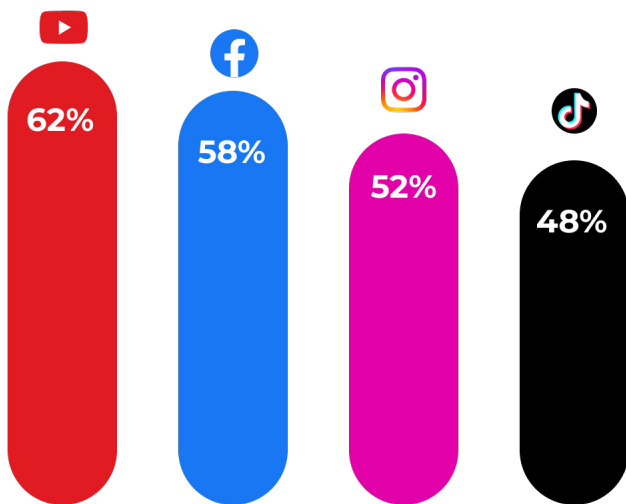
9. Embrace Social Shopping

Social media channels play a growing role in online product searches and purchases.

When consumers shop for a product online, where do they start their search?



Percentage of consumers likely to purchase a product directly from social media



**Data from Jungle Scout's Q3 2022 Consumer Trends Report*

Working with influencers doesn't have to be expensive. Influencers that have smaller followings or are just starting out are cost-effective because they have lower fees and may work in exchange for products you provide for review.

26% of Amazon brands work with influencers to promote their products.

Plus, these influencers can actually drive more engagement than those with massive followings, because they have a more personal connection with their audience, and their followers are more likely to trust their recommendations.

Average Influencer Costs, Per-Post

Influencer Type	YouTube	Facebook	Instagram	TikTok
Nano (1k-10k followers)	\$20-200	\$25-250	\$10-100	\$5-25
Micro (10k-50k followers)	\$200-1,000	\$250-1,250	\$100-500	\$25-125
Mid (50k-500k followers)	\$1,000-10k	\$1,250-12.5k	\$500-5,000	\$125-1,250
Macro (500k - 1M followers)	\$10k-20k	\$12.5k-25k	\$5,000-10k	\$1,250-2,500
Mega (1M+ followers)	\$20k+	\$25k+	\$10k+	\$2,500+

On Amazon, enrolling in the Amazon Influencer Program can also help you get your products into [Amazon Inspire](#), which uses a TikTok-style short-form video and image feed to deliver personalized product recommendations to shoppers. If you're a registered brand, the photos you use in your Amazon Posts will also be eligible to appear in Inspire — yet another reason to take full advantage of Amazon's social shopping tools.

10. Target Your Competitors

Competitor research becomes downright critical during a recession. Don't just identify who is vying for sales in your market, use multiple data points to target and outplay your competitors.

Here's what the experts at Jungle Scout Enterprise and Code3 recommend:

- **Use share of voice data** to conquer competitors. If you see that a competitor's SOV is dropping, they're likely pulling back their advertising bids. Depending on your own budget and goals, this could open up an opportunity for you to bid more aggressively and capture SOV.

- **Review search term reports** to see which products consumers are comparing to yours. You can then explicitly target those products in your advertising campaigns to redirect shoppers to your own listings — especially if competitors' products are priced higher than yours.

When you combine an optimized marketing strategy with the right pullbacks and investments, the stress of planning for a potential recession can be replaced with the confidence of knowing your brand is retail resilient not only in the short term, but in the long term as well.

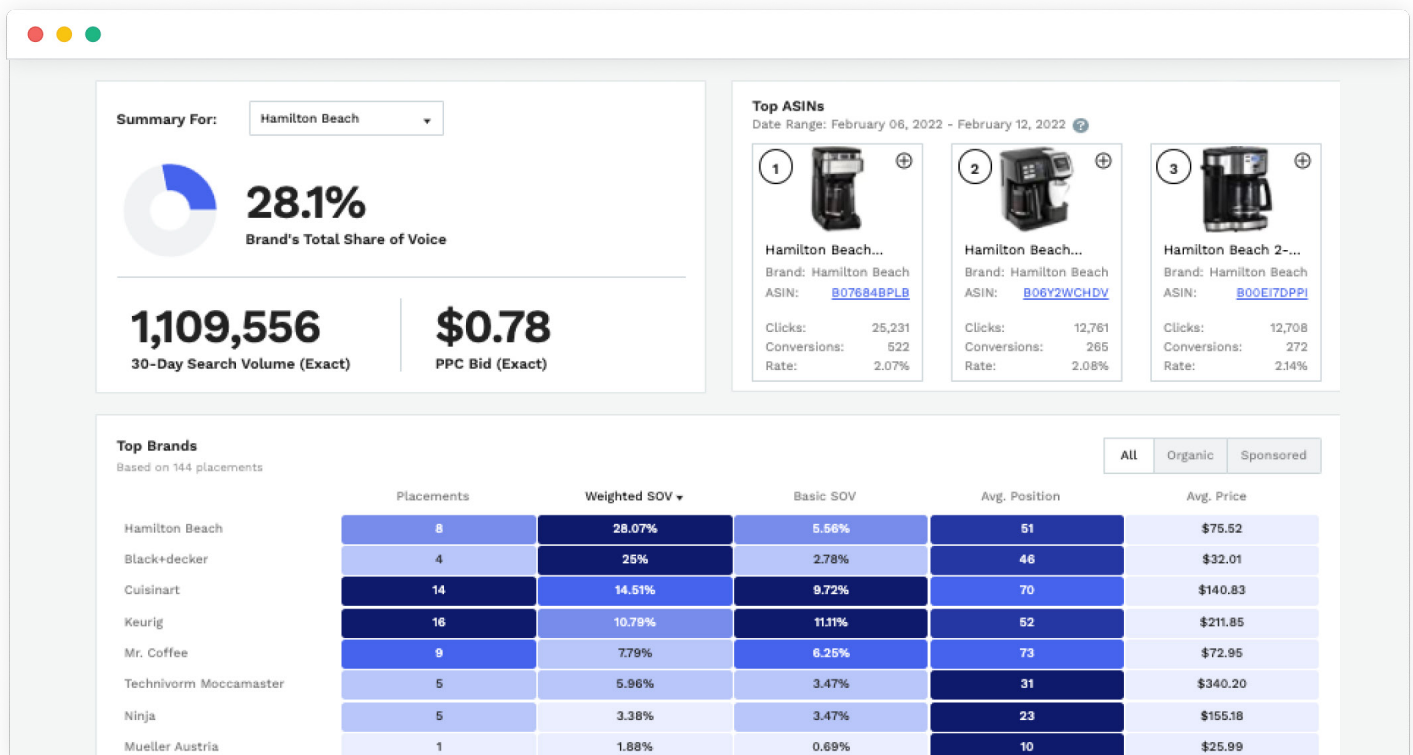
EXPERT ADVICE

"There are ways to manually estimate your SOV on platforms like Amazon, but they leave so much valuable data on the table. Ideally, you need weighted data that takes factors like Amazon Choice Badges and position on the page into account. Cobalt and Downstream provide this information for both paid and organic placements, along with other valuable insights like estimated keyword bids, average review, top ASINs per keyword, and more."



Eva Hart

Jungle Scout's Amazon Growth Expert and Agency Owner



Additional Recession Navigation Resources

Your Recession Navigation Checklists

Use the following checklists to help your brand track and implement the strategies proposed in this guide.

Overhead Reduction Checklist

Define Overhead Costs

Define fixed costs

Review variable and semi-variable costs

Optimize Operations

Automate repetitive manual tasks

Allocate bandwidth to reducing product returns

Increase the energy efficiency of office spaces

Reduce or eliminate team travel

Implement a remote or partially-remote schedule

Perform an Inventory Audit

Review sales data

Assess current inventory levels

Analyze ROI of advertising campaigns by product target

Schedule regular inventory audits

Clear Out Low-Performing Products

Identify the 20% of products that produce 80% of your revenue

Allocate more resources to the top 20% of products

Eliminate lowest-performing products from your catalog

Adjust Advertising Investments

Analyze current advertising campaigns
Build performance reports to uncover strategic adjustments

Reallocate budget from low-selling to best-selling products

Use retargeting to re-engage shoppers who have interacted with your listings

Investment Assessment Checklist

Explore New Selling Channels

Identify the channels most influential to your customers

Diversify where you promote and sell your products

Look for ways to expand your social media presence

Promote Best Sellers

Review product performance monthly or weekly

Set up alerts to keep up with performance changes

Identify new KPIs to include in your product analysis

Conduct fresh keyword research on your best-sellers and competing products

Improve product listings for high-performing products

Build product bundles for complimentary best-sellers

Plan paid campaigns grouping your top-selling ASINs

Leverage Automation Tools

Evaluate the automation features offered by your ecommerce tools

Research additional or alternative tools as needed

Analyze Better Data

Make a list of all the tools you use to collect ecommerce data

Identify any redundancies between platforms

Ask yourself these [10 questions](#) about your ecommerce market insights tool(s)

Optimize Your Marketing Budget

Review channels, services, and campaigns you're investing in for marketing

Consider [these 10 ways to optimize your marketing costs](#)

Marketing Optimization Checklist

Start with the Foundation

- Determine which of your ad investments have the highest returns
- Use Sponsored Products to connect with new customers
- Use Sponsored Display to retarget customers
- Leverage video ads to improve ROI

Lean Into Free

- Create Amazon Posts to share information about products
- Use Customer Engagement Emails to target high-value audiences
- Enhance listings with A+ Content
- Integrate voice search into your keyword strategy

Focus on Established Products

- Identify products that sell well and have a high ROI
- Avoid spending budget to promote products with low-review counts

Use Automation

- Frequently review ad campaigns to check for wasted spend
- Set custom bid multipliers and constraints to control budget
- Use automation to instantly halt spend on underperforming campaigns

Boost Average Order Value

- Cross-sell products through paid and organic strategies

- Offer subscription options for consumables
- Build bundles of complementary products

Leverage Multichannel Marketing

- Use off-platform promotions on email, social, and your website
- Invest in DSP advertising to reach shoppers across multiple channels

Run A/B Tests

- Test discount strategies to see which most effectively move the needle
- Try different targeting methods and strategies for your ads

Focus on Overall Sales

- Review the factors that impact RoAS
- Prioritize ads that have a good return and bring incremental sales

Embrace Social Shopping

- Work with influencers
- Create content that is eligible to be featured in Amazon Inspire

Target Your Competitors

- Use share of voice data to find opportunities to conquer competitors
- Review search term reports to see products you're directly competing with

Retail Resiliency Solutions for Ecommerce Brands

In this guide, we've covered several of [Jungle Scout's](#) enterprise tools that can help your brand build retail resiliency:

Jungle Scout COBALT

Share of Voice

View your total SOV and the SOV of your competitors.

Alerts

Get instantly notified of changes impacting the performance of your brand's and your competitor's listings, including price changes, stock-outs, and more.

Keyword Scout

View the keywords your competitors are using to drive discoverability and conversions.

Product Insights

See how factors like promotions and listing updates impact an ASIN's performance over time, and dig into the keywords that ASIN ranks for.

Market Insights

Gather detailed sales data for ASINs and identify competitors within a given product category.

downstream by Jungle Scout

Shelf Intelligence

Track your brand's position in the market, monitor competitors, and identify trends in search behavior.

Custom Dashboards

Build custom ad performance dashboards with brand-, keyword-, and product-level detail, including data visualizations.

Rulebooks

Set specific rules for updating your bids and make bid adjustments in bulk.

Automation

Save time and ad spend with tools that automatically adjust advertising campaigns to optimize ROI, reach, and conversions

Advanced Budget Control

Distribute your budget evenly by the hour to ensure your ad is being served all day.

Dayparting

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

Additional Tools & Resources

Jungle Scout **DATA CLOUD**

Access bulk data on category-level sales estimates, historical search volume, hourly brand SOV, and more. Gain endless flexibility that allows you to fuel growth by integrating industry-leading data into your internal systems and processes.

Jungle Scout **API**

Get direct access to the most accurate data for your business with the most trusted API for Amazon insights. Integrate Jungle Scout data into your internal systems, combine our insights with data from other sources, connect to your internal company reporting, improve workflows, create your own applications, and more.

For more free resources to help you grow and manage your ecommerce business, visit our [Resource Library](#).

Learn more about how **Cobalt and Downstream** can help your brand navigate the recession and stay retail resilient.

Speak with a Jungle Scout expert today!

[Request a Demo](#)

Jungle Scout
COBALT