



Jungle Scout
COBALT

The Recession- Proof Ecommerce Blueprint

Essential Strategies for Brands & Retailers

Recession-Proof Your Ecommerce Channels

Strategies for Brands and Retailers

In the last few years, brands, retailers, and consumers have struggled with navigating several unpredictable and unprecedented factors disrupting global commerce. These have included a pandemic, supply chain issues, lingering inflation, and, now, a recession.

Disruptions like this can come at any time. And when they do, they significantly alter how customers shop.

The best way brands and retailers can prepare for the unpredictable is by building long-lasting resiliency that keeps revenue strong even in economic downturns.

This ebook offers guidance on recession-proofing your ecommerce channels, including actionable tips, resources, and consumer trends data.

Consumers who said their quarterly spending:

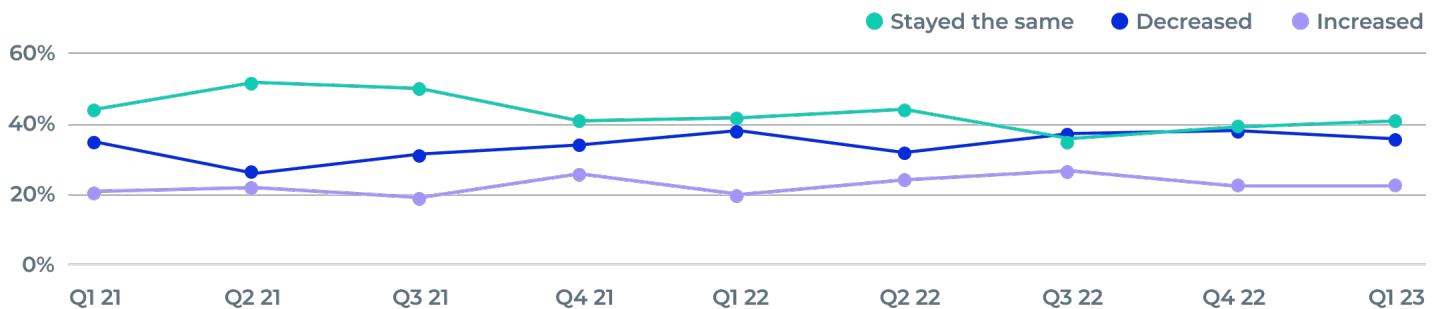


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Chapter 1: Maximize Customer Lifetime Value

One of the most valuable efforts you can pursue during a recession is to generate brand loyalty and maximize the lifetime value of your existing customers.

WIN FANS FOR LIFE

Optimize Your Amazon Store to Build Brand Loyalty

When macroeconomic conditions tighten shoppers' budgets, they become increasingly willing to leave their go-to brands for lower prices. Losing brand-loyal customers can quickly cut into your bottom line, but your Amazon Store is loaded with opportunities to drive brand loyalty.

Amazon Stores that have been updated within 90 days of a shopper's visit get **21%** more repeat visitors and **35%** higher attributed sales per visitor than stores that have not been updated.

Amazon Stores with 3+ pages have **83%** higher shopper dwell time and **32%** higher attributed sales per visitor than stores with fewer pages.

During Prime Day 2021, brands with an Amazon Store saw **31x** more repeat purchases in 60 days than brands without a store.

**Source: Amazon Stores*

Here are 4 strategies for optimizing your Amazon Store to build and secure brand loyalty:

1. Create a frictionless shopping experience. The less friction shoppers experience navigating your store, the more likely they are to stay there (and away from competitors).



Build your store the way customers shop. Group related products with sub-pages that make your store easy to navigate, and create dedicated pages for things like promotions, new releases,

and best sellers. Depending on your products, it may make sense to group them by size, dietary needs, or other use cases.



Select the option to hide out-of-stock products so shoppers don't arrive at your listings only to find they can't purchase from you.



Monitor your Store Insights Dashboard to see which pages have the most visitors, how many pages shoppers view before they leave, which products shoppers tend to browse in the same visit, and more. Use this data to inform decisions – like which products to feature on your store's main page, which products to bundle together, and which products to put more advertising behind – to constantly optimize toward a better shopping experience.



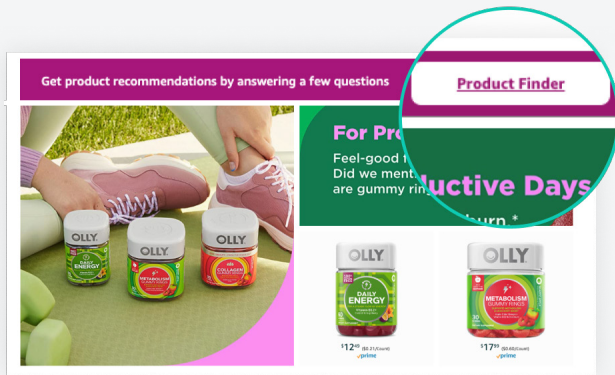
Utilize a variety of widgets to enhance your storefront and showcase your top-selling and newest products, such as the Featured Products widget, Bestsellers widget, and New Products widget.

2. Leverage multimedia for cross-selling. In your store and on product detail pages (PDPs), use a mix of imagery, infographics, and videos to highlight brand values and help shoppers discover more of your catalog. Use widgets like shoppable images in your Amazon Store to ensure that every lifestyle or product image links out to listing pages.

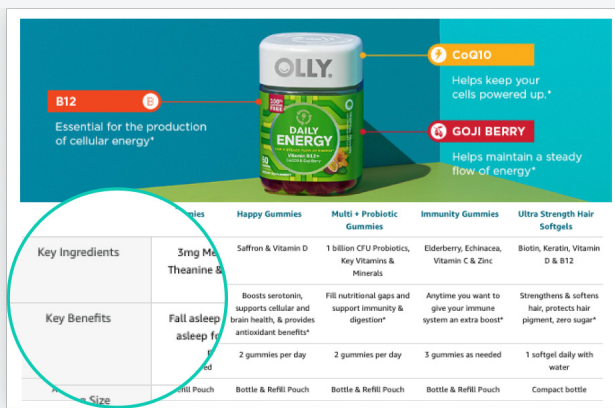
On your PDPs, cross-selling charts, along with images and videos that provide extra detail about your products, can help to increase conversions and average order value (AOV).

Brand Spotlight: Olly

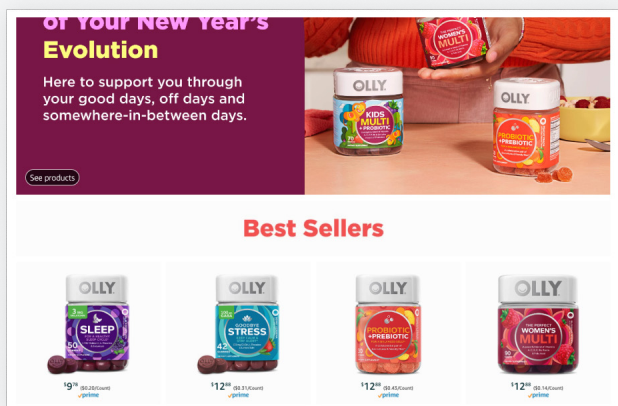
Olly's Amazon Store is built to keep shoppers browsing and make sure they have all the information needed to confidently cart the wellness brand's products. Olly's store offers multiple ways to shop by use case – including an interactive product finder.



On PDPs, the wellness brand emphasizes what makes them unique, explains what goes into each product, and uses charts to cross-sell.



And both their store and PDPs emphasize Best Sellers.

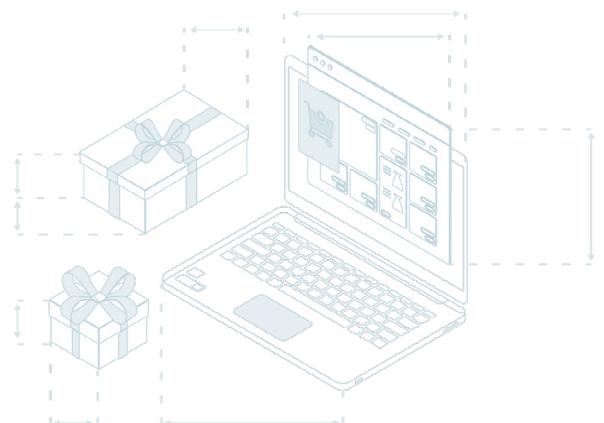


3. **Link Sponsored Brands ads to your Amazon Store.** You can link to any page of your Amazon Store in a Sponsored Brands ad. This is a great way to leverage the frictionless shopping experience you've built within your store. By driving shoppers to store pages, you:

- Pull them away from the noise of your competitors
- Get your brand story (and more of your products) in front of them faster
- Increase awareness of your full catalog of products
- Encourage cross-and up-selling, increasing average order value (AOV)

4. **Update your store regularly.** Consumer behavior is anything but static – especially when shoppers are feeling less secure in their spending. Updating your store regularly keeps your brand aligned with consumer demand. During a recession, you can emphasize discounts, promotions, or bundles throughout your store.

During the holidays, you can group products into gift lists. You can create multiple versions of your store to make these updates easier (for example, creating a Prime Day storefront and then switching back to your default once the event ends). These versions are also helpful for A/B testing different store layouts to see what drives the most revenue.

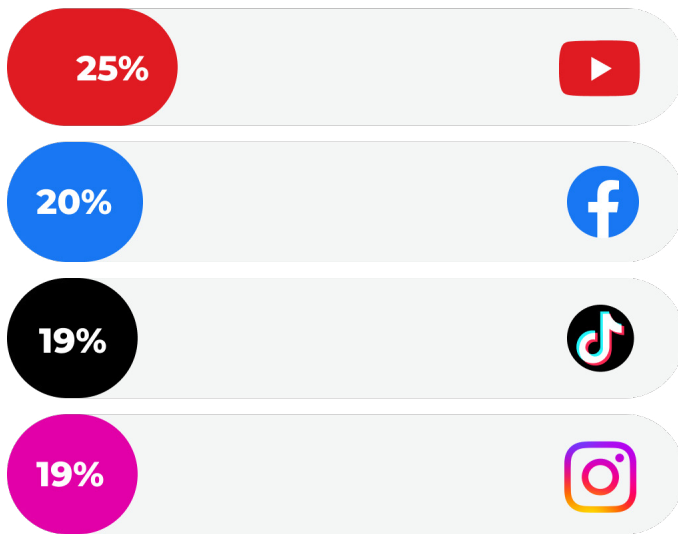


CREATE A COMMUNITY

Drive Amazon Sales Through Social Media

Social media has become a catalyst for ecommerce sales as more platforms become shoppable and more consumers turn to channels like YouTube, Pinterest, Instagram, and TikTok to discover products.

When shopping for a product online, many consumers now start their search on social media:



The top consumer action after discovering a desired product on social media is to search for and purchase the product on Amazon.*


**Data from Jungle Scout's Quarterly Consumer Trends Report*

Strengthening the connection between social media and your Amazon Store can create a powerful symbiosis that leads to more sales and higher brand loyalty.


Here are 4 ways to make your social and ecommerce channels work together:


1. Link your social channels to your Amazon Store.

Many large brands already have a sizeable social media presence, which makes for an excellent opportunity to pull shoppers directly into your Amazon Store. You can drop the URL for any store page into your social media ads. For ideal results:

-  Review internal data and Amazon Store Insights to define the demographics and shopping

behaviors of your typical Amazon customer.

-  Research your own following, and the wider audience, on each social channel ([look for data to help you choose the best channels at the end of this chapter](#)).

-  Use this research to build targeting parameters for your social media ads. Without hard data to back up your strategy, you could funnel traffic to your store without improving sales, dropping your conversion rate and RoAS.

- 2. Work with influencers.** Influencers are becoming a staple of leading brands' marketing strategies. It's no surprise, channels like TikTok are dominated by influencers and followers ready to take their recommendations.

There are multiple tiers of influencers, so even if you're tightening the purse strings on your promotional budget, you have options to choose from. If you're selling products in categories that are popular among influencers – like [beauty and personal care](#) – it may be worth putting longer-term contracts in place (which can help you avoid the impact of trends like [de-influencing](#)).

You can also incentivize influencers to share your products by encouraging them to use Amazon Affiliate Links. These link to your PDPs and give influencers a commission anytime someone buys one of your products from the link. They can easily be inserted into social media posts, blogs, and other content, and are a way for influencers to make additional money from sharing your products. Influencers can find and share these links through the [Amazon Associates program](#).

EXPERT ADVICE

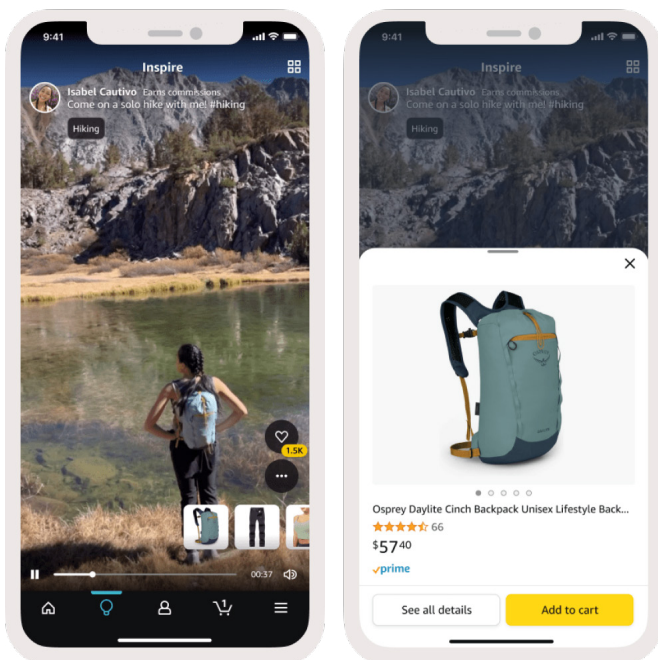
"There's never been a better time to promote and sell your products on social media. But investing in social isn't just about building a following. It's about creating content that resonates with your audience and giving it the potential to go viral. Focus on creating content that's highly relevant to your audience, unique, attention-grabbing, and shareable. And use influencers and paid advertising to get it in front of as many high-potential customers as possible."



Eva Hart

Jungle Scout's Amazon Growth Expert and Agency Owner

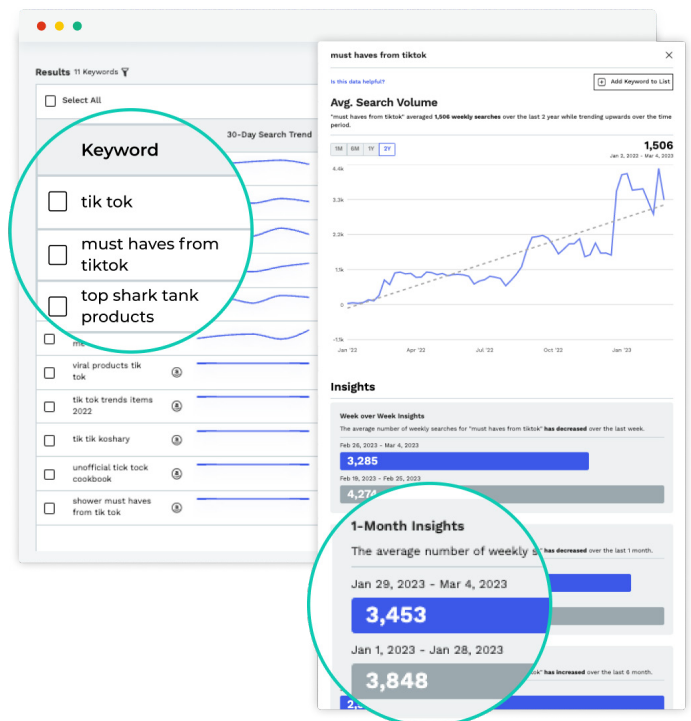
- 3. Repurpose social content on Amazon.** Your social media content can pull double-duty through Amazon's social-shopping features. Amazon Posts, Amazon Live, and Amazon Inspire mimic the flow and interactivity of social media platforms like Instagram, YouTube, and TikTok, tapping into consumers' growing interest in social shopping. Repurposing your social media content on Amazon expands the return on those efforts even further. Plus, maintaining a social-media-like brand presence on Amazon helps you build visibility and relatability that resonates with shoppers.



- 4. Leverage social media keywords on Amazon.** Many shoppers are directly searching Amazon for trending social media products. In some product categories, searches like "Must haves from TikTok" have exploded, seeing **upwards of 70,000%** search volume increases on Amazon in the last year.

You can leverage these terms to direct shoppers to your products even if yours isn't the viral darling of the moment. And if your brand or product does become a hit on social media, you can leverage associated keywords across your entire catalog.

If you have access to a tool like **Jungle Scout Cobalt**, dive into keyword data like exact search volume, 30- and 90-day trends, ease and cost to rank, and more. Filter this data by parameters like product category, level of competition, or estimated PPC bid, to find social media-related keywords that could drive visibility and increase sales for your products.

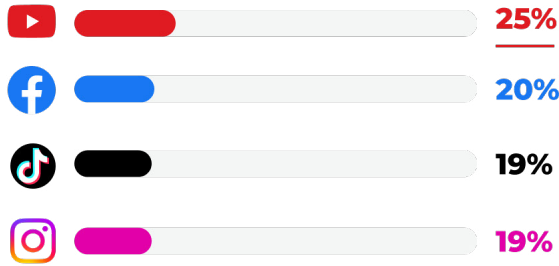


RESOURCE

Your Social Media Analytics Cheat Sheet

Like any [investment](#), you want to reduce risk and maximize returns on any efforts you put into social media. Even more so during the economic precariousness of a recession. Use this cheat sheet to begin narrowing in on the platforms most likely to resonate with your customer base and move the needle for your brand.

Percentage of Consumers Who Start Product Searches on Social Media



More Gen Z-ers start their product searches on **TikTok (43%)** than on **Google (38%)**

Most Influential Social Media Platforms, According to Consumers



41% of Amazon sellers advertise on social media of those...

- 67%** use Facebook ads
- 49%** use Instagram ads
- 31%** use TikTok ads
- 29%** use YouTube ads
- 15%** use LinkedIn ads

Amazon brands and retailers list **working with social media influencers as a top 5 focus area** for 2023.

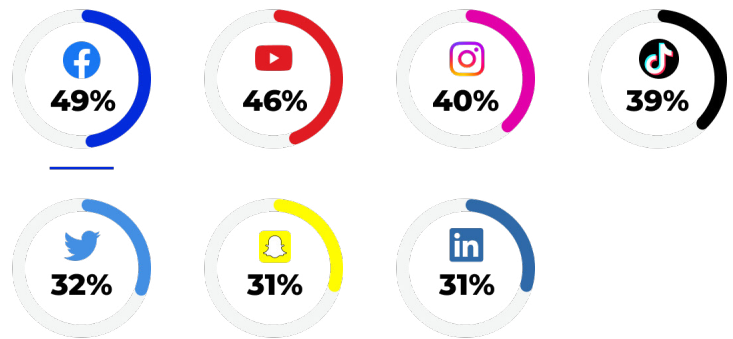
12% of Amazon brands have hired influencers to promote their products on social media.

Top 3 Consumer Actions Taken After Finding a Desired Product on Social Media

In order of popularity, as reported by consumers

- 1** Found the product on Amazon and purchased it
- 2** Visited the brand's website to learn more
- 3** Found a similar product on Amazon and purchased it

Percentage of Consumers Likely to Purchase Directly from Social Media



Average Per-Post Influencer Rates, by Social Media Channel

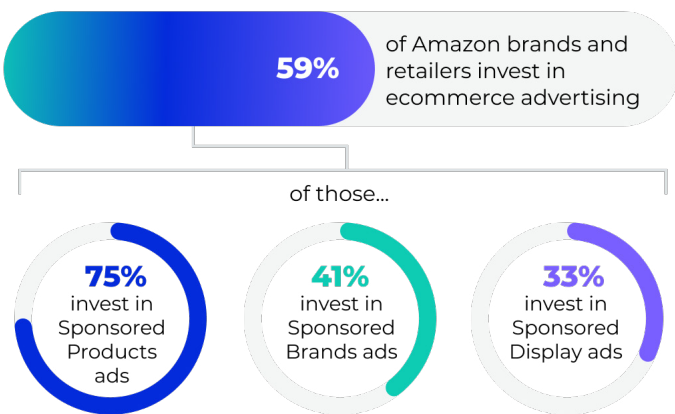
Influencer Type	YouTube	Facebook	Instagram	TikTok
Nano (1k-10k followers)	\$20-200	\$25-250	\$10-100	\$5-25
Micro (10k-50k followers)	\$200-1,000	\$250-1,250	\$100-500	\$25-125
Mid (50k-500k followers)	\$1,000-10k	\$1,250-12.5k	\$500-5k	\$125-1,250
Macro (500k - 1M followers)	\$10k-20k	\$12.5k-25k	\$5k-10k	\$1,250-2.5k
Mega (1M+ followers)	\$20k+	\$25k+	\$10k+	\$2.5k+

KEEP CUSTOMERS COMING BACK

Use Retargeting to Fuel the Shopping Journey

Optimizing your Amazon ad campaigns takes constant refinement and analysis even in the best of market conditions, so it becomes even trickier when time and budget are limited during a recession.

And competition isn't slim, either:



38% of Amazon brands and retailers are concerned about rising ad costs.

As competition for Sponsored placements on Amazon has continued to grow, paid advertising has overtaken organic strategy. This makes your campaign targeting strategies more critical than ever. Retargeting allows you to build and reach unique audiences and directly position your products as preferable alternatives to competitors.

Here are 4 ways to use retargeting to turn shoppers into customers and customers into repeat purchasers:

1. Show your products as desirable alternatives.

Because Sponsored Display ads appear directly beside your competition – either in search results or on PDPs – you can use them to emphasize key differences between your products and a competitor's. Sponsored Display's retargeting options can help you pull value-focused shoppers away from competing brands by presenting similar products that are lower priced or offering features like Climate Pledge Friendliness or Subscribe & Save discounts.

- Use **Purchases Retargeting** to target shoppers who have shown an interest in popular products similar to yours. Refine this targeting based on price point, brand name, and star rating to zero in on your most direct competitors.
- Use **Views Retargeting** to reach shoppers who have viewed competitors' products, including those who looked at a competing product but did not complete their purchase. This offers you a direct line to mid- and bottom-funnel shoppers who your competitors have yet to convert.

2. Target custom audiences with DSP Remarketing.

Amazon DSP offers the ability to build custom audience segments based on user activity. DSP's Remarketing options in particular can help combat the risk of customer churn during a recession by re-targeting customers at the bottom of the funnel:

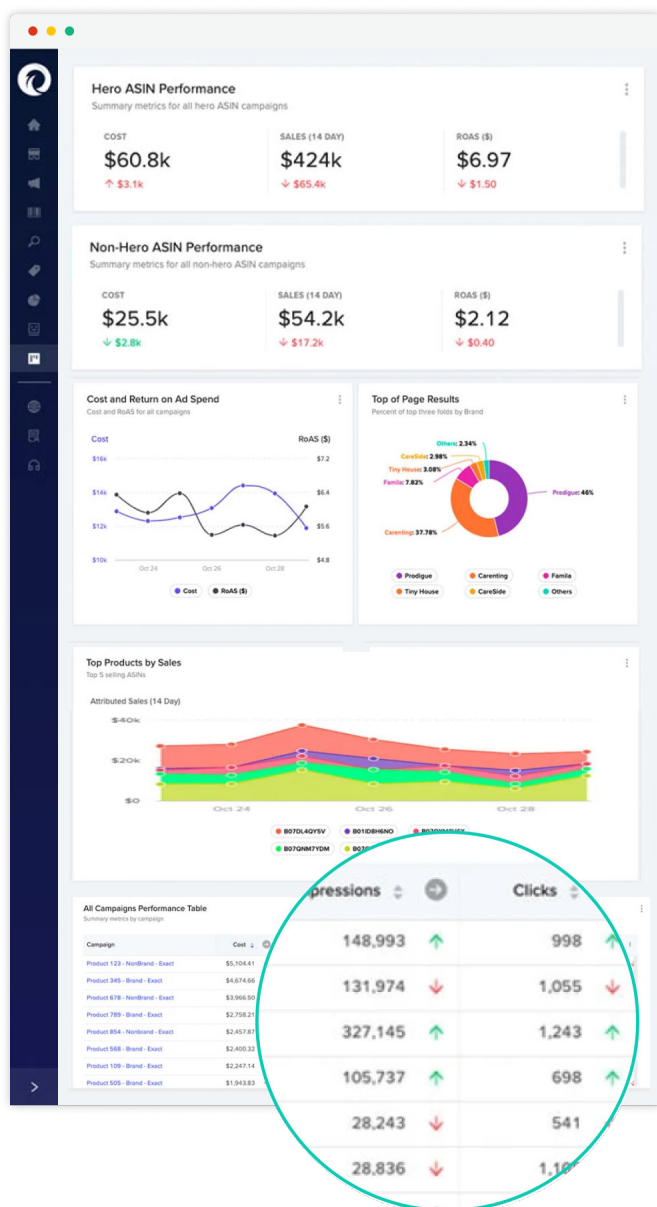
- **ASIN Remarketing:** Re-target Amazon shoppers who viewed one of your product listings but didn't buy.
- **Purchased ASIN Remarketing:** Re-engage with Amazon shoppers who have already purchased one of your brand's products.
- **Brand Halo Remarketing:** Re-target shoppers who have viewed any of your brand's products.
- **Similar Product Remarketing:** Grab the attention of shoppers looking at your competitors' products.
- **Pixel-Based Remarketing:** Re-target people shopping on Amazon who have also visited your brand's website.

Combining these highly specific audiences with a tool that can help you automate your bidding strategy – like [Cobalt's advertising solution](#) – can further narrow targeting by increasing bids only when shoppers are most likely to search for your products.

3. Use Display campaigns to inform DSP. Sponsored

Display and DSP can work together to optimize your retargeting strategy, quickly driving traffic from inside and outside of Amazon to your product listings. By taking the data you collect from your Display campaigns and using it to build DSP audiences, you can seek out the shoppers most likely to buy from you, regardless of whether they're actively searching on Amazon.

Perfect the give-and-take between your Display and DSP ads by using Cobalt's advertising solution to populate your advertising data into dynamic dashboards that you can quickly and easily customize.



4. **Cover the full purchase journey.** Build brand loyalty by using retargeting to ensure that shoppers looking for products like yours know what you have to offer from the moment they start searching to well beyond their initial purchase. This increases your chances of grabbing competitors' customers, while at the same time strengthening visibility with your own customers. For example:

○ **Awareness:** Sponsored Display Purchases Retargeting to reach shoppers browsing your product category.

Example: A shopper is looking at household cleaners, a category that your brand sells in. They see an ad showing your three most popular cleaning products.

● **Consideration:** DSP Contextual Targeting to put your product in front of shoppers when they are researching related products and topics.

Example: A shopper is reading an article on the best eco-friendly cleaning products on an off-Amazon website. They see an ad emphasizing that your products are eco-friendly.

● **Purchase:** Sponsored Display Views Retargeting to reach shoppers who looked at a competing product.

Example: A shopper is on the PDP for a competitor's non-eco-friendly household cleaner. They see an ad linking to your brand's multi-purpose cleaner, which has a Climate Pledge Friendly Badge.

○ **Loyalty:** Purchased ASIN Remarketing to re-engage customers after they buy.

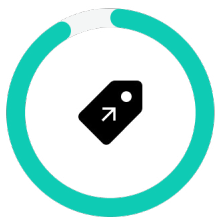
Example: After purchasing your eco-friendly cleaner, a shopper sees an ad for your brand's reusable cleaning cloths.

Part 2: Build a Recession-Proof Product Strategy

STAND OUT FROM THE CROWD

Improve Conversions with Product and Pricing Strategy

When a recession hits, consumers look for ways to cut spending. When that recession hits right on the heels of record-breaking inflation, shoppers with already-stretched budgets have to extend them even further.



In the second half of 2022, **93%** of consumers reported seeing higher product prices in their day-to-day spending.*

**Data from Jungle Scout's Quarterly Consumer Trends Report*

For brands and retailers, the pain point becomes: As your own costs increase, your current and existing customers are looking to you for value over all else.

Here are 4 tips for developing a recession-proof product and pricing strategy:

1. Find your Key Value Items. Key Value Items (KVI) are vital guideposts for your ecommerce strategy. During a recession, look for additional ways to use them to emphasize value, increase brand loyalty, and drive shoppers to other products in your catalog.

Key Value Items are the products in your catalog that:

- Are most searched for, repurchased, and compared to other brands by your customers
- Have the highest review counts and star ratings

Because of this, they have more influence on shoppers' overall value perception of your brand than your other products.

Review the buying patterns around your KVIs, and compare your KVIs to competing products, as well as the top-selling products in your categories. Look for opportunities to:

- Lower prices on KVIs below your competition and/or promote your KVIs on competing product listings
- Offer discounts, run promotions, or use social media to put your KVIs in front of new audiences
- Build bundles around your KVIs and the products frequently purchased with them to increase order value
- Launch ads targeting your KVIs and promoting related products
- Target new branded keywords that shoppers are using when searching for your KVIs
- Update your Amazon Store to drive more traffic to your KVI pages
- Optimize your product listings to include content that cross-sells your KVIs
- Achieve a higher profit margin on KVIs and items frequently purchased with them (for example, by negotiating lower cost-per-item with suppliers for large purchase orders of KVIs and related products)

Strategies that emphasize your Key Value Items will get people talking about (and recommending) your brand.

Determining KVIs should involve data from several sources. **Look for more information on identifying your KVIs at the end of this chapter.**

2. Introduce and promote private-label products. For retailers, private label products can improve value perception with customers. **39% of consumers** say that switching to a generic brand is a top strategy for saving money during the recession, so putting more

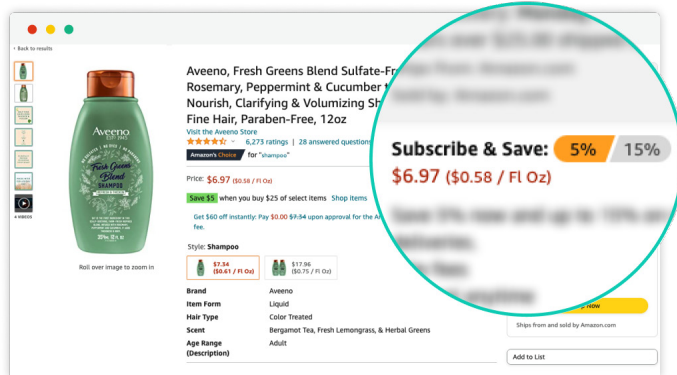
resources toward private label products can keep price-conscious customers shopping with you.

If you also sell in brick-and-mortar stores, make sure prices are consistent online and in-store so that customers begin to recognize and trust your private-label products as high-value.

3. Promote consumables and offer subscriptions.

Selling consumables builds brand loyalty and increases the lifetime value of customers. If you have consumable products – especially in essential categories consumers are less likely to cut back on, like grocery and health care – test putting more resources toward promoting them.

Getting more shoppers to those PDPs could drive up customer lifetime value, which brings in sales now and sets you up nicely for the future. On Amazon, consumables are also another chance to emphasize value and incentivize conversion by offering a Subscribe & Save discount.



4. Look for The Lipstick Effect. During economic downturns, many people still splurge on small luxury purchases even as they cut back their spending overall – a phenomenon known as The Lipstick Effect. It's an economic theory rooted in noted upticks in sales of lipstick at times when sales of many other products are trending downwards.

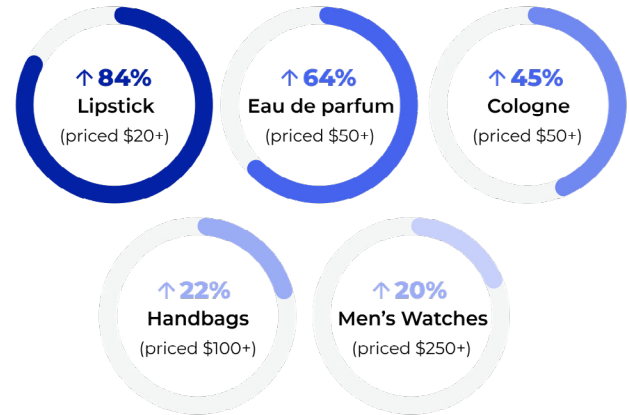
When you consider that more than 80% of consumers have changed their spending in response

to inflation and recession, this [Cobalt data](#) puts the phenomenon into perspective:

Year-over-Year Amazon Sales Trends

Report date: March 16, 2022 - March 16, 2023

Comparing to previous year



The trouble with The Lipstick Effect is determining which products are seen as splurge-worthy by shoppers who generally aren't spending where they don't need to. Without reliable data, you're merely guessing at what shoppers are willing to put their money towards – a particularly risky bet during a recession.

Among the categories consumers say they're least likely to cut back on during the current recession are **beauty products, fashion and clothing, and comfort foods and drinks, including wine.**

Identify which ASINs in your catalog could be experiencing The Lipstick Effect by using a market intelligence tool like Cobalt to look at recent and historical sales trends. Data like sales and revenue figures, organic and sponsored rankings, and trending products in your category provide insight into what shoppers are still splurging on.

Cobalt data can also help you identify the most "recession-proof" categories on Amazon so you can strategize around how you may want to adjust your catalog, allocate your resources, or even **launch additional products.**

RESOURCE

Your Key Value Item Analysis Cheat Sheet

Brands and retailers have more data at their disposal than ever before for identifying Key Value Items. Here are 10 questions to ask when identifying your KVIs, as well as how and where to find the data to answer them.

Not to be confused with best-sellers, **Key Value Items** are those products in your catalog that not only sell well, but also drive repeat purchases, cross-sells, and consumer value perception.

Questions to ask about your products to determine your brand's KVIs:

1. Within my category, which products garner the most sales overall?
2. Which products in my catalog drive the most overall sales? Incremental sales?
3. For which products do I own the most market share in my category?
4. Which of my products do customers repurchase most often?
5. Which of my products do consumers search for most often?
6. On my Amazon Store and website, which product pages do shoppers most frequently visit? Which do they browse the longest?
7. Historically, sales for which of my products tend to be most/least impacted by price changes or seasonality?
8. Which items in my catalog are most frequently purchased together?
9. Which of my products do shoppers most often compare to competing products?
10. Which of my products have the highest customer satisfaction ratings? Which have the most reviews?

Data sources to zero in on your KVIs

Market data

Gather market insights to understand which products are driving sales in your categories, and how your sales stack up against competitors. With Cobalt, you can see trending products, sales and revenue, price history, market share, competing brands, and more for your Amazon markets.

Competitive analysis

Tap into competitive intelligence to learn how your products and pricing align with the market, and which products shoppers compare to yours. With Cobalt, you can filter ASIN-level data to compare product price, revenue, rank, rating, and more against competitors.

Current and historical sales data

Combine real-time and historical data to identify how price adjustments and seasonality affect sales. Access up to two years' historical data for your Amazon markets with Cobalt.

Amazon Store Insights

Review Amazon Store Insights to look for patterns like most-visited pages and which content drives cross-selling.

Social media analytics

Analyze which products sell best through social media and how users talk about your brand. This can help you understand which products spark conversations and which brands you're often compared to.

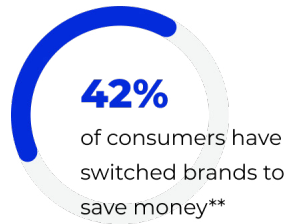
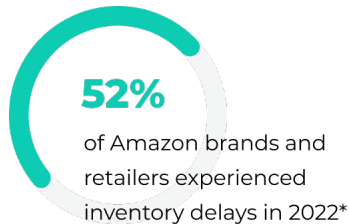
Consumer trends

Read consumer trends data and research which keywords are leading shoppers to your products and competitors. View all keyword rankings for an ASIN, see exact search volumes, or compare keywords across up to 10 ASINs to identify search trends with Cobalt.

KNOW WHAT SHOPPERS WANT

Analyze and Forecast Demand

Demand forecasting helps prevent inventory shortages, allows you to strategize around product seasonality, ensures you have what shoppers want when they want it, and more. All of that is even more important when consumers are shopping differently and some supply chain issues still linger:



*Data from Jungle Scout's [2023 State of the Amazon Seller Report](#)

**Data from Jungle Scout's [Quarterly Consumer Trends Report](#)

But reliable and effective demand forecasting is not a simple task. Here are 4 tips for demand forecasting during a recession:

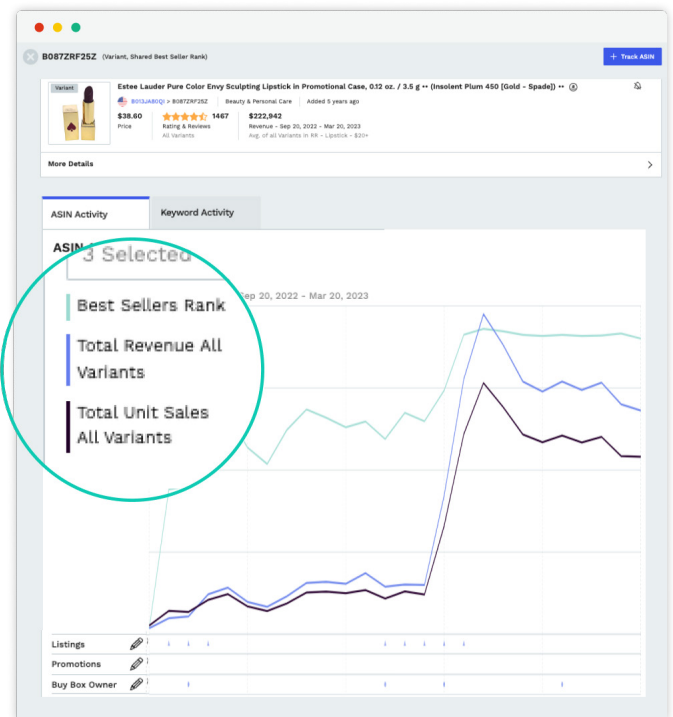
1. Tighten demand forecasting windows. During a recession, each product category is impacted differently. On top of that, some products naturally have a longer sales cycle than others, resulting in drastically different demand patterns (consider a shopper selecting a toothpaste vs. deciding which computer to buy).

More frequent short-term demand forecasting can help you keep up with trends that are changing faster than usual. Reviewing sales performance and other demand forecasting data at least quarterly during a recession can not only help you weather

market fluctuations, it gives you a better chance of anticipating them. This can mean the difference between seeing a trend before your competitors do and losing sales to them when it surprises you.

2. Get granular. In a recession, products that are typically bread-and-butter for your ecommerce strategy are at higher risk of sales dips, while you may see unexpected products become temporary leaders.

Demand forecasting at multiple levels grounds your decisions in as much real-world data as possible. Tunneling into data as deep as ASIN-level, as you can with **Cobalt**, illuminates not just brand and market-level trends, but buying patterns for each product in your catalog and every product you're competing against.



Use this data to segment your demand forecasts by category, product type, historical best sellers, product profit margins, and more. That way your team can identify the inventory, product, and promotional strategies that will deliver the highest returns in a recession environment.

3. Dig deep into quantitative data. You should use a mixture of qualitative and quantitative data to forecast, but quantitative data is the single strongest demand forecasting tool available to brands and retailers. This is especially true when market conditions are far from typical.

Data like actual sales figures and historical trends give you real-world evidence to back up (or challenge) your initial assumptions about demand for products during a recession. One of the best ways to get at this data is with a market insights tool like Cobalt.

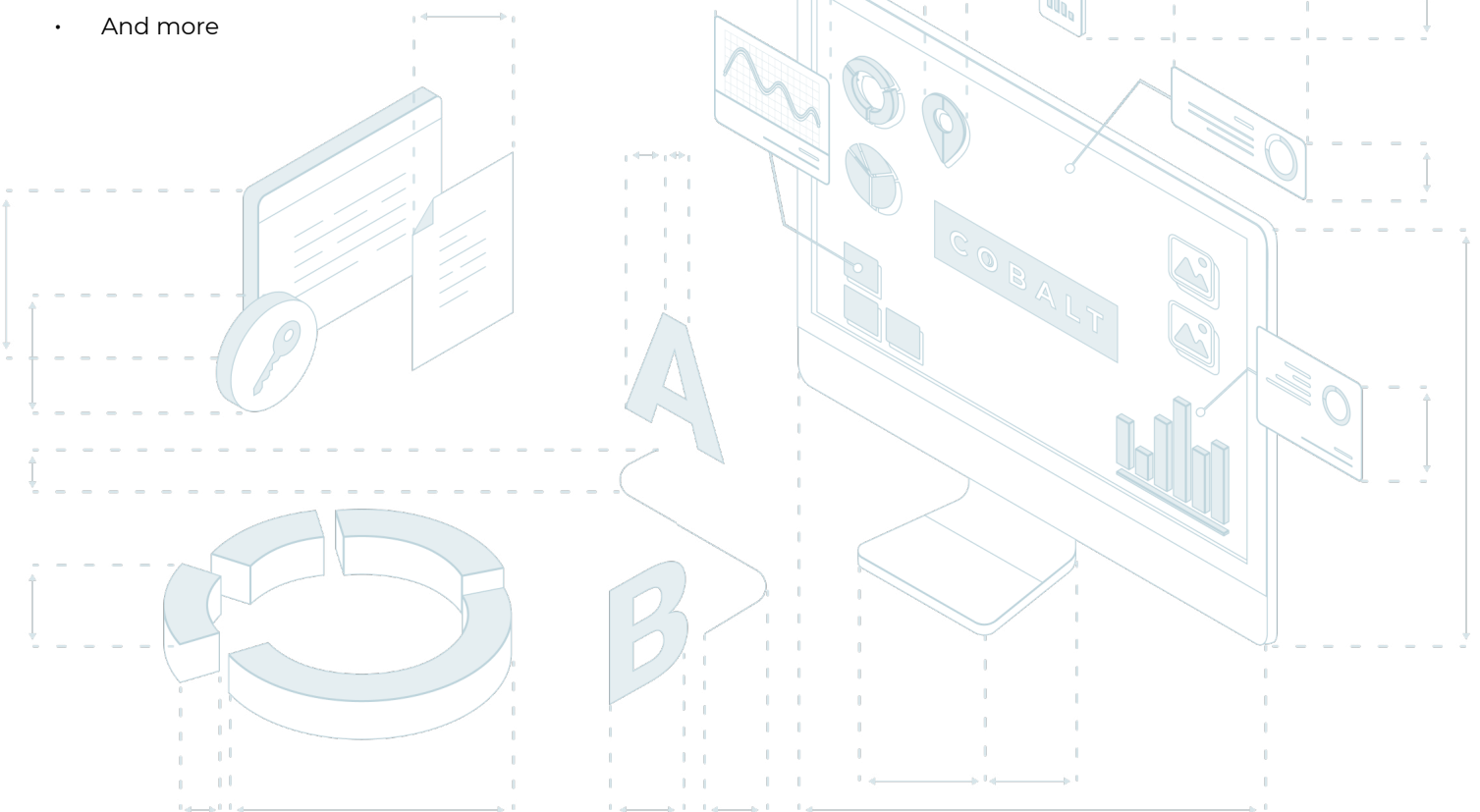
Quantitative demand forecasting data in Cobalt

- Two years of historical data on sales and revenue trends
- Unit sales, 1P and 3P revenue, and average reviews
- Exact search volume for any keyword on Amazon
- Top 25 products in any market niche, including revenue trends over 1, 3, or 6 months
- Top 3 ASINs ranking for any given keyword on Amazon
- Seasonality and level of competition for any product on Amazon
- And more

4. Analyze A LOT of data. The more data you have available for forecasting, the less you risk losing money, sales, and share by stocking or promoting the wrong products. To accurately forecast demand, you need the ability to dig into all factors that impact sales.

You can source demand forecasting data from:

- Insights from your sales team
- Consumer trends reports
- Industry publications
- Experts in your niches and marketplaces
- A/B testing results from price changes, product variations, etc.
- Customer surveys
- A market insights tool like Cobalt that provides 2 years of historical sales data, seasonality trends, and more.



Part 3: Beat Competitors and Protect Your Brand

STAY A STEP AHEAD

Track and Beat Your Competitors on Amazon

Amazon is one of the world's most competitive ecommerce marketplaces, with approximately 9.5 million brands and retailers vying to win 300+ million global customers. With numbers like that, it's easy to see why **competitor analysis** is consistently a top priority for brands selling on Amazon:

Increasing market share and collecting competitive intelligence are among the Top 8 self-reported focus areas for Amazon brands and retailers in 2023.

During a recession, you may be working with limited resources – but chances are the competition is, too.

Here are 4 strategies for maximizing your budget and leveraging gaps that arise in competitors' strategies:

1. Leverage Amazon Brand Analytics reports. Within Seller or Vendor Central, you can access Item Comparison and Alternate Purchase reports. These give you valuable information on which products customers look at or buy after viewing your products.

These reports provide groundwork for digging deeper to determine why shoppers choose competitor products over yours. Using **Cobalt**, you can input the ASINs from Amazon's Brand Analytics reports to peel back the layers on:

- Pricing changes and benchmarks
- Listing changes
- Promotions and discounts
- Product reviews
- Organic and sponsored rankings
- Keyword strategies
- And more

2. Use negative targeting to eliminate budget waste. The last thing you want is to lose budget targeting keywords that are actually driving sales down, or battling with brands that aren't true competitors. When shoppers end up on your PDP from search queries that don't fit, it does more than deliver a bad customer experience. It limits your ROI, drops RoAS, costs sales, and more. These keywords can slip under the radar if you don't have the right insights to catch them quickly.

In Cobalt, you can see a full list of keywords that are leading shoppers to any given ASIN in your catalog, along with information such as the PPC bid, number of competing products, and organic and sponsored rank for each keyword. Using this data, you can easily find search terms that aren't a fit and add them as negative keyword targets on relevant ad campaigns to make sure you don't bid on them.

Keyword	30-Day Search Trend	30-Day Search Volume (Exact)	30-Day Trend	Ease to Rank	Organic Product Count	Overall Rank
swiffity mop for floor cleaning		< 100				
leakz 12		< 100		Easy	5,000	112
amazon cleaning sponge		< 100		Easy	2,000	105
pink stuff		< 100		Easy	2,000	103
mini hot press		< 100		Easy	3,000	101
					10,000	

3. Split campaigns to maximize resources. As you review the keywords that you and your competitors are battling for, categorizing them by the level of competition can help prioritize which are worth investing in.

If you then use these segmented keyword lists to build your campaigns, you can easily dedicate more budget to the keywords you know will cost more to rank for, while trickling your other budget to less competitive terms that still have high potential. Ensure you also assign each campaign its own success metrics according to your current market position and your goals.

EXPERT ADVICE

“There is no one ideal metric to evaluate your ecommerce advertising performance. It’s a matter of tightening your aperture, doing granular segmentation, and having the appropriate metric for each segment. If you pour all of your ad dollars into branded keywords, for example, your ROI will look amazing because those customers are coming to Amazon to look for your products anyway. If you’re advertising against a competitor’s keywords, however, the same metrics won’t look as great – even though you’ll see more incremental sales because you’ve captured customers that were actually looking for a competing product.”



Connor Folley

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

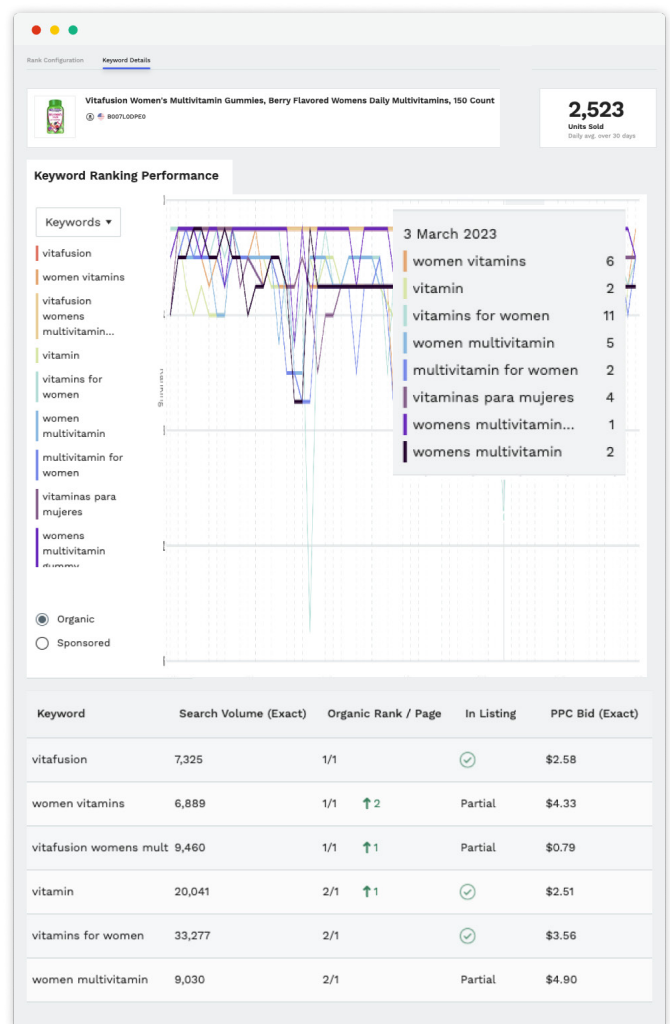
In **Cobalt**, you can enter up to 10 ASINs, and then use a range of filters to identify the keywords those products are competing for. For example:

- Filter by highest and lowest organic rank to see only the keywords that competitors are beating you on
- Filter by estimated PPC bid to see only keywords that fit within your desired budget
- Filter by category to compare your ASIN only to competitors within the same category (i.e., Health and Household, or Automotive)

- Filter by ease to rank and search volume to identify keywords that can drive sales but will be less competitive to bid on

4. Look for openings as competitors adjust budgets.

Closely track your competitor’s products and keywords to watch for indications that they are lowering or halting bids. Track how a competitor’s keyword rankings fluctuate over time for a particular product by using a tool like Cobalt. If you notice their rank suddenly dipping for a certain keyword, it could mean they’ve reallocated their bids – and you’ve got a chance to swoop in, grab share of voice, and win sales.



RECLAIM SALES

Stop Unauthorized Resellers and Defending Your Brand

Resellers who are unauthorized or don't adhere to stipulations like MAP agreements can impact your brand image, cut into your profit, hinder your ability to own the Buy Box, impact your rankings, and even reduce your share of voice for your own branded keywords.

Protection from hijackers, counterfeiters, and other black hat tactics ranks as a top 10 concern among Amazon brands and retailers*

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

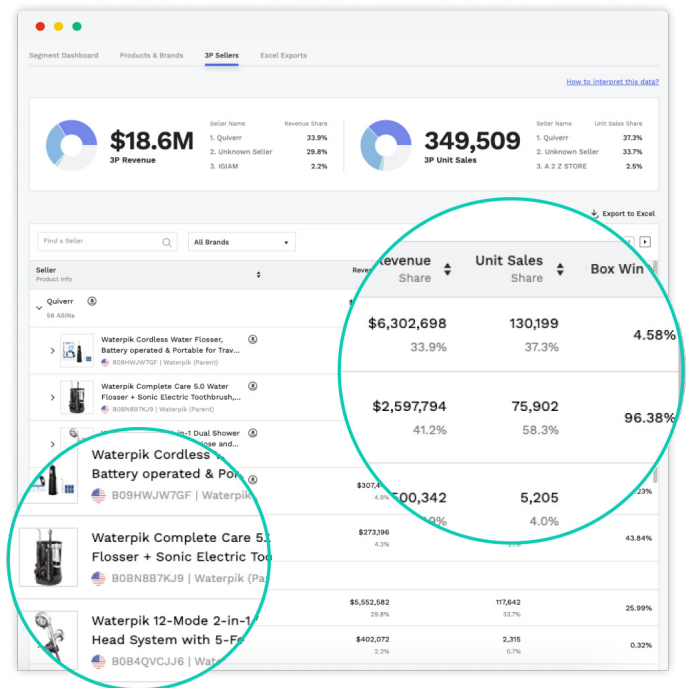
Here are 4 tips for fending off unauthorized resellers and defending your keywords on Amazon:

1. Consistently monitor for unauthorized resellers.

Unauthorized resellers can have a rapid impact on your sales – especially if they're undercutting you in a market where shoppers are extra price sensitive. That's why it's key that your team regularly monitors Amazon for any signs of unauthorized sales. This can be done through manual Amazon searches for your products to make sure any third-party (3P) resellers are authorized by your brand, but it's far more accurate (and much faster) to use a tool that can aggregate this data for you.

In Cobalt, you can view a list of all 3P sellers currently listing your products on Amazon, making it easy to know exactly how many are selling your products, how much revenue they are generating, how much they're selling, and who is owning the Buy Box. Armed with this data, you can take steps to remove these resellers from the marketplace – and reclaim revenue.

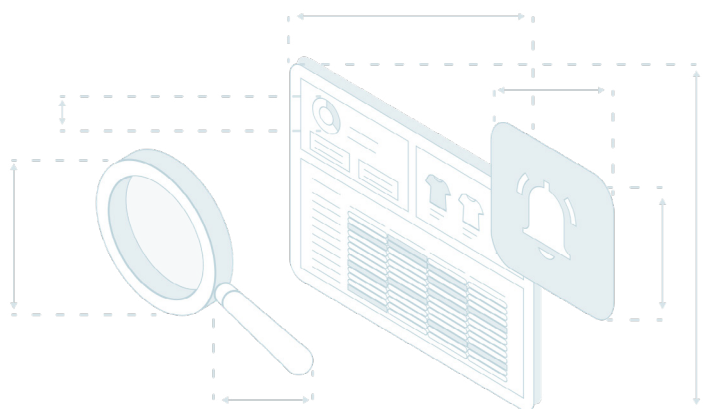
Jungle Scout customer, **Rawlings Sporting Goods**, was able to improve lost Buy Box by 70% by using Cobalt's 3P Sellers feature to identify unauthorized resellers.



2. Track authorized resellers to watch for MAP violations.

You should also track authorized resellers. This will help you keep a gauge on how their strategies and performance are amplifying your brand – but it will also help you catch any MAP violations before they cost you sales.

Cobalt allows you to track specific ASINs to monitor changes like price drops, discounts, and more. With the option to toggle on alerts that will notify you as soon as these changes occur, you can keep track of authorized resellers even when you're not actively looking.



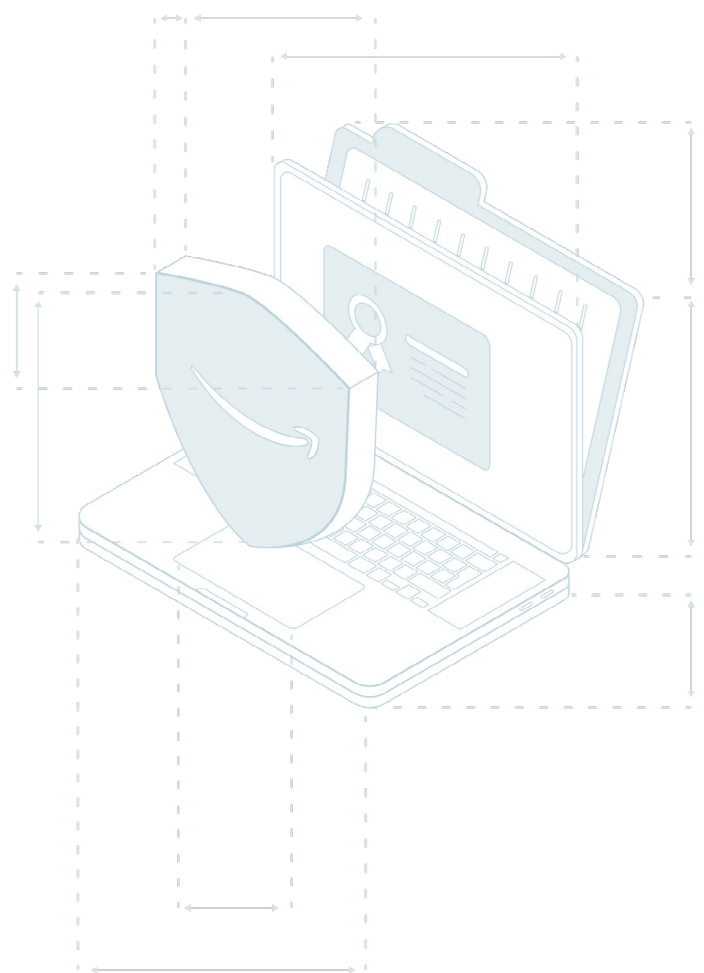
3. Determine which branded keywords are worth defending. Like any advertising goal, defending your brand takes continuous investment. As you look to generate more sales with as little increase to your ad budget as possible, you may want to pull back spending on some branded keywords.

But how do you determine which ones? You'll want to look at factors like search volume, rank, and PPC bid. You can find and track all of this information through Cobalt.

Enter a competitor's ASIN to populate a list of all the keywords that ASIN ranks for – then filter that list by your brand name to see all the branded keywords that the competitor is targeting. You'll see the exact search volume for the term, where the competing product is ranking in search results, whether their rank is growing or declining, and the exact PPC bid they're using to rank.

Cobalt also enables you to visualize a product's rank for your branded keywords over time, so even if you decide to cease or lower bids for a set of branded keywords, you'll be able to see and react quickly if a competitor begins to overtake you.

4. Use Brand Protection Tools: Leverage tools to find and report violators, defend your brand's place in the market, and set up protections for the future. These include Amazon's Brand Protection Tools for registered brands, as well as outside tools that can help bolster your defense strategy. Read on to learn more about both.



Show More ^

Keywords Include & Exclude

Include Keywords

Exclude Keywords

Highlighted ASIN Rank

Organic Rank

Sponsored Rank

Overall Rank

Estimated PPC Bid

Exact Match (30 Days)


Broad Match (30 Days)

Include All Variants

Clear All

Search Preview ^

Highlighted ASIN



B07...

Select All

Keyword	30-Day Search Trend	Category	Recommended Promotions	PPC Bid (Exact)
<input type="checkbox"/> samsonite spinner replacement wheels		Clothing, Shoes & Jewelry	3	\$0.43
<input type="checkbox"/> samsonite umbrella		Clothing, Shoes & Jewelry	38	\$313
<input type="checkbox"/> samsonite luggage tag		Clothing, Shoes & Jewelry	42	\$0.73

RESOURCE

Your Brand Protection Tool Cheat Sheet

Since launching Brand Registry in 2017, Amazon has continued building programs to help brands and retailers of all sizes defend their intellectual property and protect their sales on the platform. These resources become even stronger when combined with additional ecommerce tools that help to defend your brand even further.

Amazon tools to protect and defend your brand

Brand Registry

- Auto-reject suspicious listing updates
- Report trademark/copyright/patent/design violations
- Patent evaluation, dispute resolution
- Resources & live support

Over 700,000 brands and retailers are enrolled in Amazon Brand Registry.*

Transparency**

- Sellers listing your products required to provide valid transparency codes
- Codes verified before shipping
- Customers can scan codes to verify product authenticity

There are more than 750,000 products currently protected by Amazon's Transparency program.*

Project Zero

- Auto-scan listings to remove counterfeits
- Remove counterfeit listings yourself
- Transparency**

Amazon monitors 8 billion+ listings per day for suspicious activity.*

Counterfeit Crimes Unit

- Work with law enforcement to investigate counterfeiters
- Seize confirmed counterfeits
- Pursue litigation

More than 3 million counterfeit products have been identified and seized by Amazon's CCU.

**NOTE: To use Amazon's Transparency service, you must have the ability to apply Transparency codes to each of your products, even those that are sold outside of Amazon. Speak with your Amazon representative to determine which of your products meet the eligibility criteria for Transparency.*

COBALT

to protect and defend your brand even further

- ✓ Identify 3P sellers listing your products on Amazon
- ✓ Track your branded keywords and see which competitors are bidding on them
- ✓ View unit sales, revenue, and Buy Box win percentage on 3P sellers selling your products
- ✓ See search volume data, PPC costs, and more for your branded keywords
- ✓ Get notified immediately if resellers violate MAP agreements
- ✓ Set automatic bid rules to retain ownership of your branded keywords

**Data from Amazon Brand Services*

Part 4: Recession-Proofing Tools and Resources

In this guide, we've briefly covered how Jungle Scout's suite of tools for brands and retailers can help you develop a recession-proof ecommerce strategy.

Jungle Scout COBALT

Unlock ecommerce growth with market intelligence, AI-powered tools, and data-driven solutions for measuring, managing, and multiplying your sales. Brands and retailers around the globe trust Cobalt to track market share, find high-converting keywords, evaluate paid performance, monitor competitors, grow share of voice, build data-packed reports, automate ad spend, and more.

Jungle Scout API

Get direct access to the most accurate data for your business in a matter of seconds with the most trusted API for Amazon insights. Combine our insights with data from other sources, connect to your internal reporting, improve workflows, and create your own applications.

Additional Resources

Get more recession-proofing tips from our experts

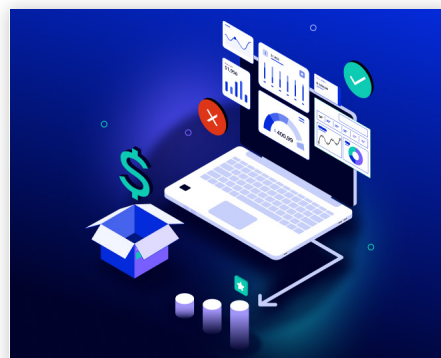


EBOOK

Navigating a Recession: Strategies for Cutting Costs and Smart Investing

Get 20 tips for reducing overhead and investing wisely to maintain your competitive edge during a recession.

[Read more >](#)

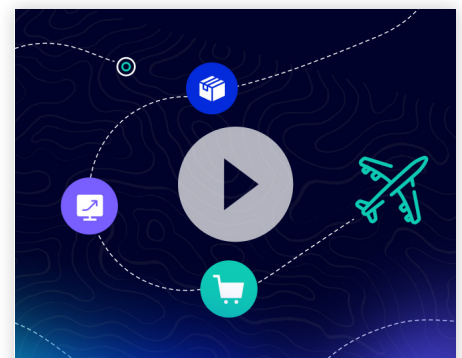


INFOGRAPHIC

Investing During a Recession: Do's and Dont's

Explore 5 investments that can strengthen your brand against a recession, and 5 to put on pause.

[Read more >](#)



ON-DEMAND WEBINAR

Recession-Proof Ecommerce Strategies for Brands and Retailers

Join ecommerce growth experts as they share strategies for driving sales, outplaying competitors, and more.

[Read more >](#)

For more free resources tailor-made to help you grow and manage your ecommerce channels, visit our [Resource Library for Brands and Retailers](#).