



amazon Playbook

August 2021

Amazon Playbook

Journey Plan



AMZ Lingo

AMZ LOBs

AMZ Hierarchy

AMZ Programs

AMZ Ad-inventory

Pre-Boarding Checklist



Category Market Analysis

Inventory Management

On-Boarding Measures



Category & Product Listing

AMZ Search & Discovery

AMZ On-Platform PPC

AMZ Off-Platform DSP

Category Activations/ Big Sale Days

Other Marketing Elements

Brand Take-Off



Metrics Tracking

AMZ Pi

AMZ Agencies

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AMZ Lingo

Category & Product Hierarchy

Category L1

Top-level category
(TLC)

Primary category on the Amazon website/application
11 departments ranging from mobiles /computers, TV / Appliances / electronics, men’s fashion, women’s fashion, home/ kitchen / pets, beauty / health / grocery, sports / fitness / bags / luggage. Toys / baby products / kids fashion Car / motorbike / industrial, books, movies / music & video games

Category L2

Mid-level category
(MLC)

Secondary category on the Amazon website/application
Second degree categorization under each department
Example: Mobiles, tablets & More and Computers & Accessories under Mobiles / computers

Category L3

Low-level category
(LLC)

Tertiary category on the Amazon website/application
 Third degree categorization for specific product ranges
Example: All mobile phones, all mobile accessories, cases & covers, screen protectors under Mobiles, Tablets & More

As the categories appear on the website

← MAIN MENU

Mobiles, Tablets & More

All Mobile Phones

All Mobile Accessories

Cases & Covers

Screen Protectors

Power Banks

Refurbished & Open Box

Tablets

Wearable Devices

Smart Home

Office Supplies & Stationery

Software

Computers & Accessories

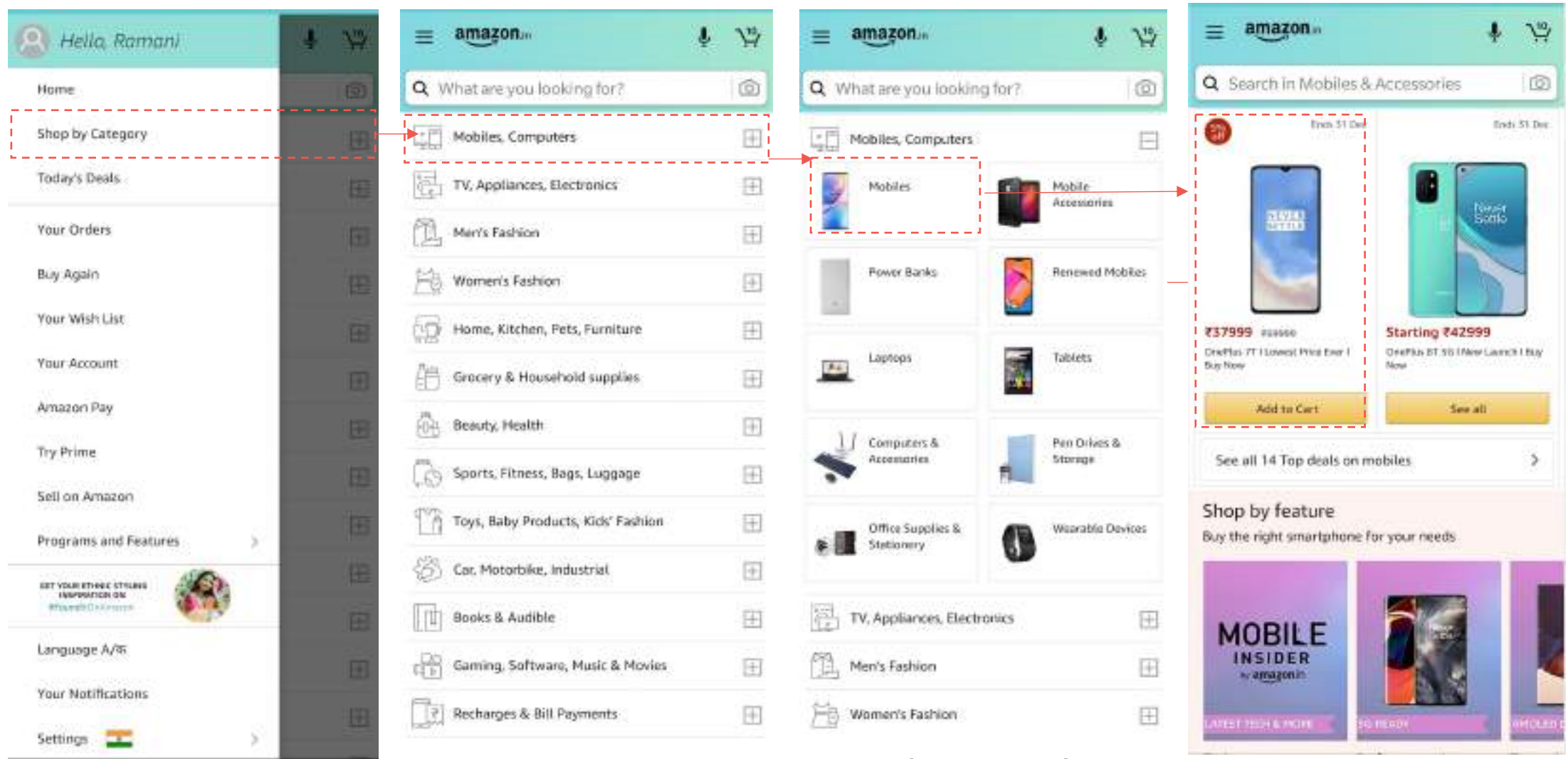
All Computers & Accessories

L2

L3

AMZ Lingo

Category & Product Hierarchy (L1>L2>L3): Mobile View



Heading on mobile app pointing towards categories

11 Category L1 or Departments, app doesn't show L2 categories distinctly

L3 sub categories under L2 such as mobiles, mobile accessories

Products under the L3 sub categories



3P	Third-party seller. A business that sells a product that is not their own brand or product. Sellers, using Seller central sell product directly to consumers on Amazon under their own business name, taking on the role of retailers.
ASIN: Parent & child	Amazon Standard Info Number. Each Amazon product will have a unique 10-character alphanumeric unique identifier that is used specifically for and within Amazon. ASINs can be further broken down into parent and child ASINs for products that have one overall item or style (the parent) with multiple choices when it comes to colour, size, pack size, etc. (the child ASINs).
FBA	Fulfilment by Amazon. When Amazon is responsible for storing your products in Amazon’s fulfilment centers. FBA means Amazon will pick, pack, ship, and provide customer service for these products.
MFN	Fulfilled by Merchant. Also known as MF (Merchant Fulfilled), this refers to shipping products directly to the end customer yourself, as opposed to Amazon doing it.
FNSKU	Fulfilment Network Stock Keeping Unit. An Amazon product identifier for products that are fulfilled by Amazon.
MCF	Multi Channel Fulfilment. For sellers who sell on Amazon and other marketplaces. Some inventory is fulfilled by Amazon, and other inventory by other sales channels or the merchant themselves.
MF	Merchant Fulfilled. Refers to shipping products directly to the end customer yourself, as opposed to Amazon doing it.
SFP	Seller Fulfilled Prime. Sellers that stick to the Amazon Prime SLA, but ship from their own warehouses and control their own fulfilment.



A+ Content

A detail page where the product description has enhanced content and branding. This includes graphics and images embedded into the page. A+ Content used to be specifically for vendors, but has now also replaced Enhanced Brand Content (EBC) for sellers.

AMS

Amazon Marketing Services is a suite of pay-per-click (PPC) performance advertising products available to advertisers via self-service portals. AMS offers three different types of PPC products: Sponsored Products, Headline Search Ads, and Product Display Ads.

Sponsored Ads

Sponsored ads—such as Sponsored Products and Sponsored Brands (formerly known as Headline Search Ads)—allow you to reach Amazon customers as they research and discover products. These ads help vendors promote item listings, pairing them with items potential customers are already looking at.

Display Ads

Display ads use relevant audiences, customizable creatives, and actionable insights to deliver your message to the right customers—on Amazon sites, apps, devices, and third-party sites. You can either manage campaigns yourself through the Amazon DSP console or work with their team of experts.

Video Ads

Video ads empower you to tell stories and make emotional connections with customers throughout their decision journeys. We help you reach your ideal audience in brand-safe environments and measure the results of your video campaigns.

AAP

Amazon Advertising Platform (now known as Amazon DSP). The program advertisers use to buy and create display and video ads.

DSP

Demand Side Platform. Amazon’s display advertising program.

AMZ Lingo

Others

Store front

An Amazon brand store, and a mini shop within Amazon curated for your brand.

Labels

Private: Creating and selling your own version of a product under your own label.

White: Purchasing an item from a manufacturer but applying your own brand.

Arbitrage

Retail: Sourcing inventory to sell on Amazon from brick-and-mortar stores.

Online: Sourcing inventory to sell on Amazon using online retail websites.

Warehouse Deals

Sold by Amazon Warehouse, a business of Amazon that sells quality “used” (usually just items with damaged packaging or returned) products and rents out used textbooks. All items are inspected and graded using Amazon’s rigorous 20-point quality inspection process and sold at a discount. Purchases are Prime-eligible and backed by Amazon’s 30-day return policy and customer service.

PED

Prime Exclusive Discount. A deal type available only to FBA sellers on Amazon for Prime-eligible items. Can be an amount or percentage off, limited-time deal.

BSR

Best Seller Rank. The order and ranking of a product in the category where it is listed. The rank is updated hourly, and takes into account recent and past sales history. If there are no sales (ie, the product is new), the rank will be “None.”

NIS

New Item Setup. The initial creation of a product, from accepting terms and agreements, to developing an ASIN and filling out detail page info.

PED

Prime Exclusive Discount. A deal type available only to FBA sellers on Amazon for Prime-eligible items. Can be an amount or percentage off, limited-time deal.

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Journey Plan

AMZ Lines of Business (LOBs)

Summary

Marketplace

Regular AMZ sales channel

Prime

Customer-facing program that offers free 1 or 2 day-delivery with no minimum order values; to become Prime enabled, sellers have to stock up products in Amazon Fulfillment Centers

Fresh

Hyperlocal grocery delivery service offering within 2-hour delivery of perishables/ daily essentials such as fruits, vegetables, ice creams, among other categories

Pantry

Online department store that prioritizes bulk purchases and discounts over delivery times

Food

Fresh food delivery service like Swiggy

AMZ LOBs

AMZ Prime

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Amazon Prime is a customer focused program with delivery (1-2 day fulfilled by AMZ), video, music, gaming and reading services. Prime Now is a sub-service that delivers via purchases from local stores.



Value Proposition

1-2 day delivery with Prime/AMZ Fulfilled Tag



Recommended for

- Almost all categories except fashion/apparel
- Snacks, tea/coffee, ready-to-cook/eat, cleaning supplies, personal care and hygiene products, household goods and healthcare necessities, alcohol, electronics, and sweets

How to list?

- Prime-empenlment happens if brands work with FBA/ Seller-Flex
- Brands can become seller-fulfilled prime if they meet certain delivery criteria

Timelines

- Avg. 1-2 days; free delivery for Prime customers

Fulfilment

- AMZ Fulfillment team/ FBA team



Prime Now is merged into AMZ One Grocery (Pantry+Fresh)

AMZ LOBs

AMZ Fresh | Program to be merged under AMZ One Grocery

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Amazon Fresh is Amazon's online grocery delivery service that allows consumers to order perishable items and everyday essentials on-demand

Value Proposition

Competitive pricing with door delivery

Recommended for

- Frequently purchased products, **esp. F&B!**
- Low ASP categories
- Snacks, tea/coffee, ready-to-cook/eat, cleaning supplies, personal care and hygiene products, household goods and healthcare necessities

Not recommended for

- Long consumer cycle products
- High ASP categories
- Apparel, jewelery, accessories, electronics

Timelines

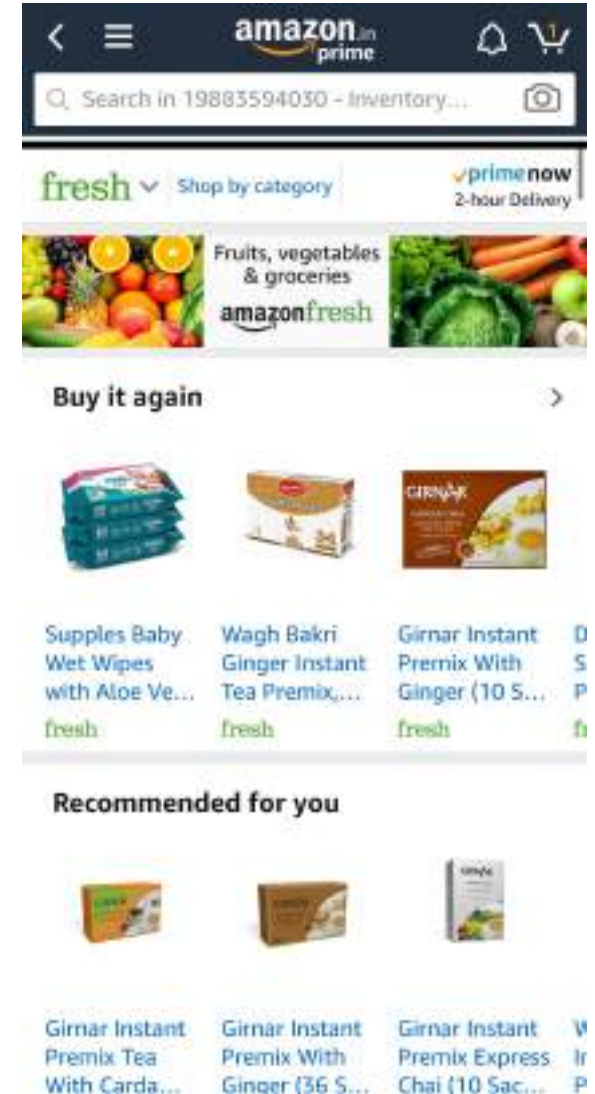
- Slot-based delivery from 6AM-Midnight; typically 2hr

How to register?

- AMZ Fresh/ One Grocery can be enabled by Cloudtail or ARIPL (Inventory-based model)
- Local stores like More (Self)

ProTip: FSSAI-approved brands should work with ARIPL given it works in greater proximity with the category teams in comparison with CT

Eg. Yogabar from Fireside shifted from CT to ARIPL for better insights/experience



AMZ LOBs

AMZ Pantry | Program to be merged under AMZ One Grocery

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amazon pantry



Amazon delivery service that offers personal and bulk-sized pantry staples, and groups all items together in one shipment/ basket filling service

Value Proposition

Competitive pricing with larger sized packs for bulk orders

Recommended for

- Non-perishable household goods/ often monthly reordered
- Bulk and individual-sized items
- Consumer packaged goods (CPG), personal and health care, beauty supplies and household goods

Not recommended for

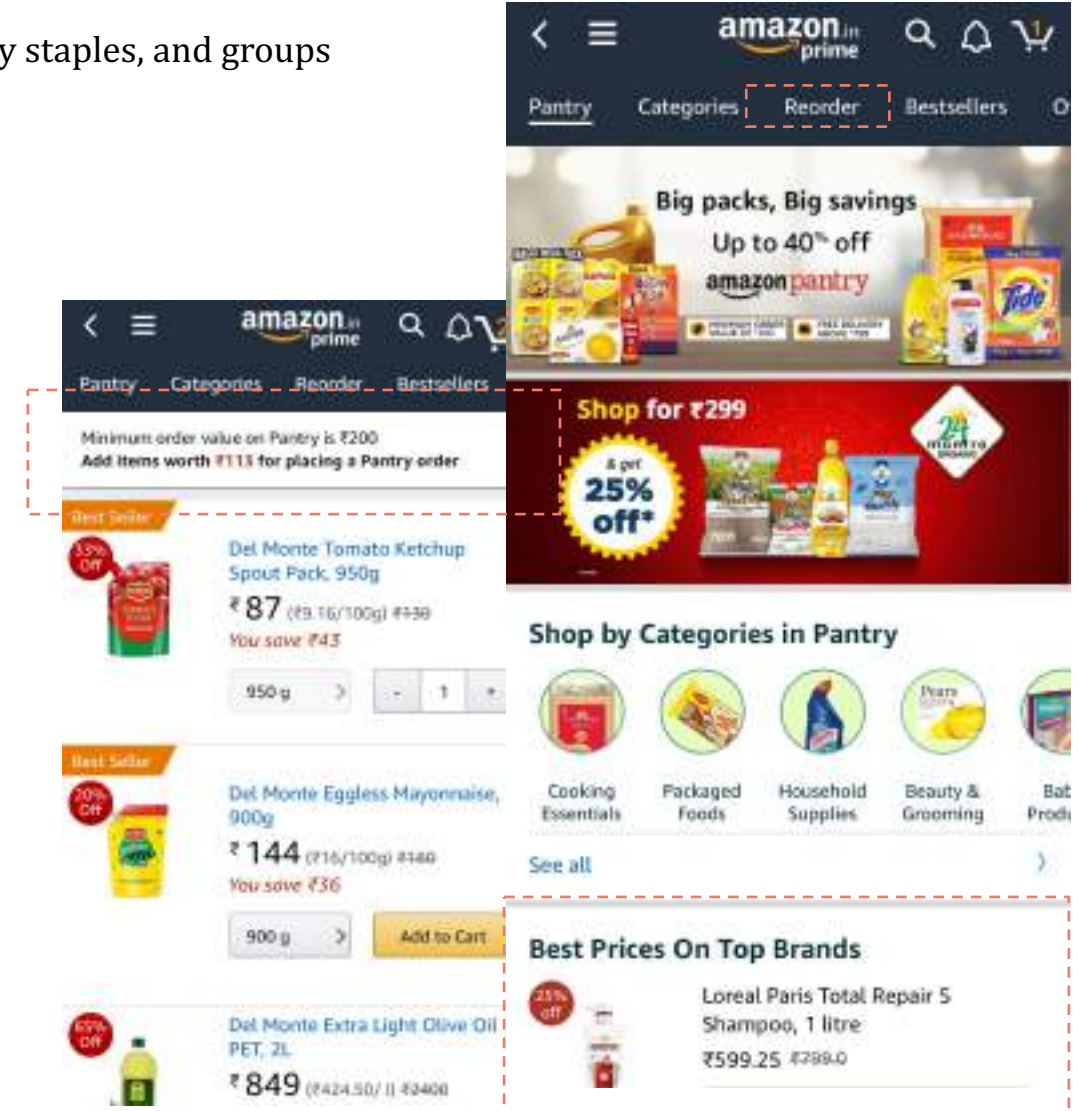
- Small sized products, perishables, non-essentials or fashion
- Apparel, jewelry, accessories, electronics

Timelines

- Average 1-4 days delivery

How to register?

- AMZ Fresh/ One Grocery can be enabled by Cloudtail or ARIPL



AMZ LOBs

AMZ Food

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amazon food



Amazon fresh-food delivery service that ties up with local restaurants

Value Proposition

At-home delivery of freshly prepared meals

Recommended for

- F&B accompaniments to main meals
- Ready-to-drink, breakfast bars, dessert, chocolates

Not recommended for

- Non-food categories
- Household, personal care, apparel, jewelery, accessories, electronics

Timelines

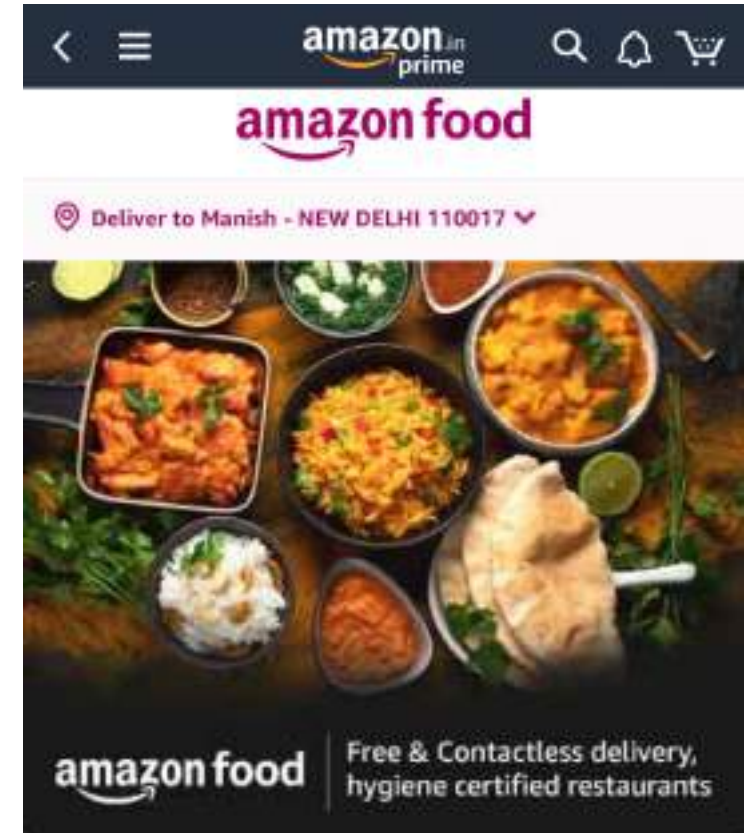
- Within hour delivery

Fulfilment

- Dedicated delivery riders

Presently only in Bangalore

To register, brands needs to have FMCG product at restaurant location



PIN-CODES WHERE AMAZON FOOD IS AVAILABLE:

560048, 560037, 560066, 560103

If you have an address from the above list, kindly

[change or add a new address](#)

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AMZ LOBs

AMZ Hierarchy

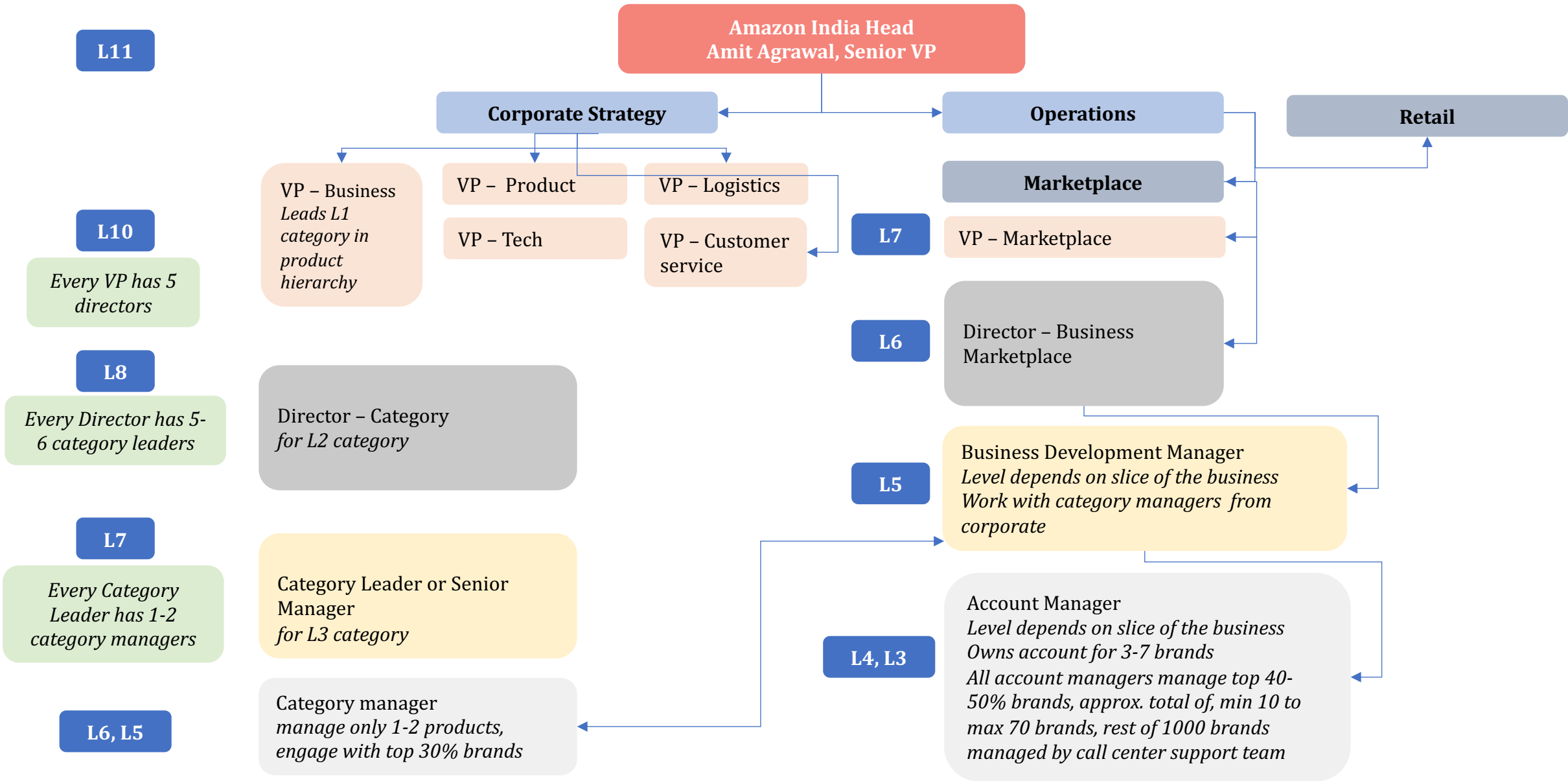
AMZ Programs

AMZ Ad-inventory

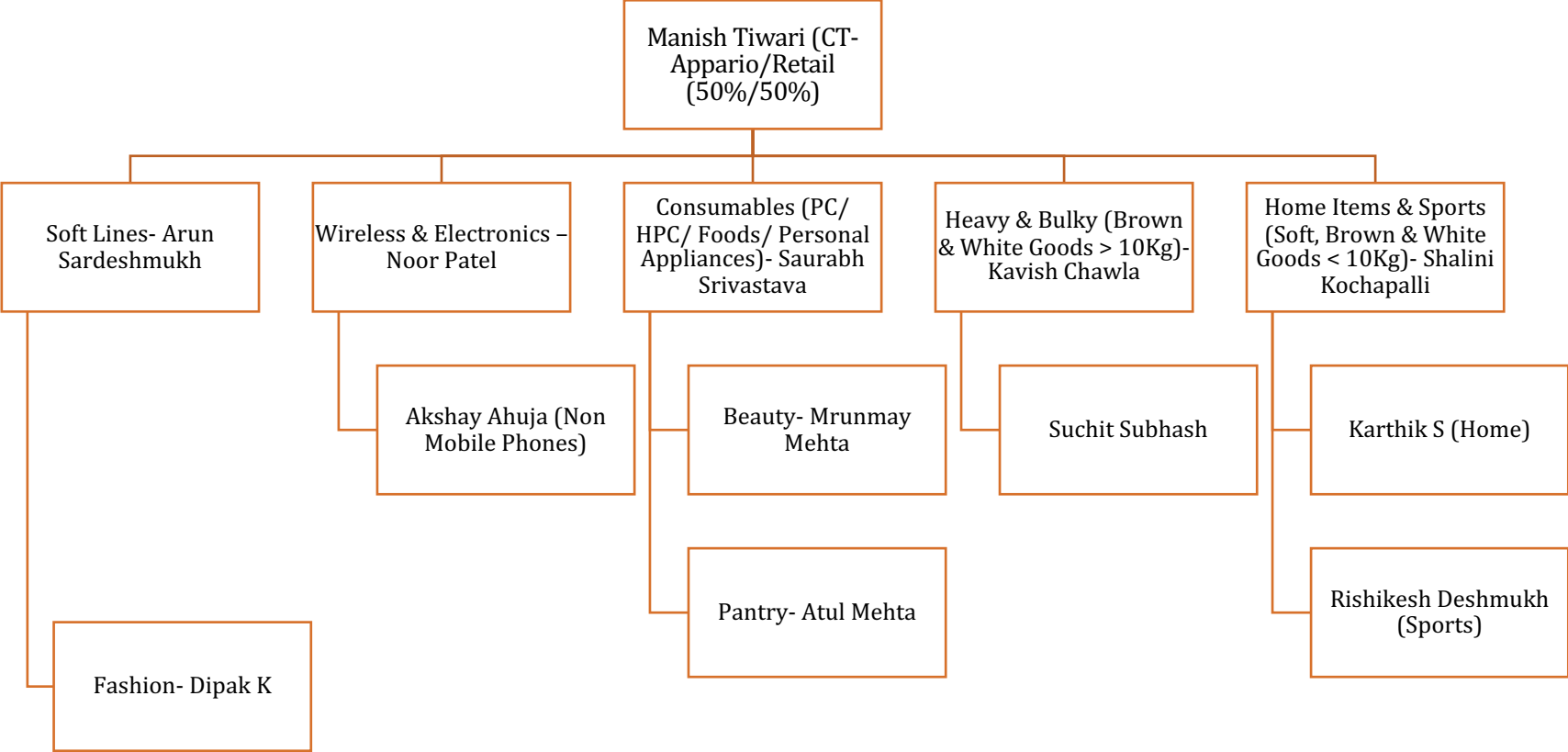


Journey Plan

Amazon Organization Structure



Amazon Organization Structure



Kishore Thota (New to Amazon Customers)

Harsh Goel (AMS)

Jeeta Das

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Journey Plan

AMZ Programs

Summary

Launchpad

12-month program/contract for early-on-Amazon businesses with executive support for platform walkthrough, best practices adoption, and launchpad inventory

Co-op

Co-op offers event/category-specific marketing, inventory, programs and services for brands for the next-stage of growth on the AMZ platform

SBS

SBS or Strategic Brand Services is the execution-support arm that offers troubleshooting, spend-optimization and planning from a dedicated resource

AMZ Global Selling (AGS)

AGS is AMZ's global selling program that assists international listing to marketplaces across UK, MENA, US, and other geographies with support from local and global category teams

AGS Propel Accelerate

AGS is a 6-week accelerate program that that enables shortlisted brands to sell internationally from India to 200 countries with consumer insights, logistics, payment and language support

Others

Ancillary programs such as ABA (AMZ Business Advisory Services), License Brand Program and Co-branding Program

AMZ Programs

Launchpad: Introduction

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Launchpad

Launchpad Head: Anuj Berry

Launchpad is a 12-month program for early-on-AMZ consumer brands to assist with two fold value-adds:

A) Frontend: Customer-side value-prop

Launchpad storefront, AMZ gateway, and social handles dedicated to new brands

B) Backend: Retail-side value-prop

Retail accelerator for support with account management, brand story/narrative, content assets to solve for the cold-start problem of reviews and traction

- **Who is this program meant for?**

“Brand owners” and not all sellers³

- **Products/Services Available**

- ✓ Product trials¹, Customer Review Insights, Early Review Program
- ✓ AMZ brand analytics tool on seller central (not for resellers)
- ✓ NPD: reviews tool, product sampling tool, insights tool²

- **How does launchpad work?**

- ✓ *Journey 1: “Hygiene” aspects to get brands the “Perfect Launch Checklist” or 12/12 score on:*
New seller -> Create seller account -> Create catalogue -> Set brand store -> Develop A+ content -> Audit Catalogue Quality -> Get on prime
- ✓ *Journey 2: “Discoverability” aspects:*
Launchpad-specific marketing assets on social media/ PR



New Product Launches

Sampling

Targeted marketing and free visibility

To be launched by EOD

Brands can incentivize customers to give reviews

Amazon Product Insights

Rollout of launchpad dashboard to all companies

¹Not recommended for products with longer purchase cycles, higher ASPs; ²Led by Bibek Samantray; ³Other programs are available for sellers/resellers

AMZ Programs

Launchpad: Introduction

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Launchpad

- ✓ *Journey 3: “Strategic action stage” once products get enough traction, sales, history of sufficient reviews*
Unlocking higher value strategic action -> product trials -> attribute advisory -> NPD basis category trends

- **Program Timeline**

12-months contract (brands/AMZ can exit with 1-month notice)¹

- **Variable-fee Program**

5% incremental fee over category commission²

For brands >INR 30L/month, the incremental fee is 2%

ProTip: Launchpad JBP typically fluid and unstructured. Brands should be proactive to request JBP support from Launchpad

- **JBP Planning**

For launchpad, JBP metrics are focused on building the brand – push up sales, and ROI for ads³

- **Brand Development Associate (BDA)**

Manages 15-25 brands under same product line (eg. one BDA wouldn't do both apparel & FMCG)

- ✓ *Promotes catalogue quality improvement:*
Catalogue quality check of ASINs. Identify scope for improvement. Audit A+ content on top selling ASINs (for conversion). Track/share progress weekly.
- ✓ *“Quarterly JBP” with Launchpad:*
Fortnightly connect to track JBP. Inputs to help brands reach their next quarterly goals.

¹Several brands have renewed contract even after 3 years; ²category commission is also called referral fee/category fee; ³category/ co-op teams work on the annual JBP model and have different metrics

AMZ Programs

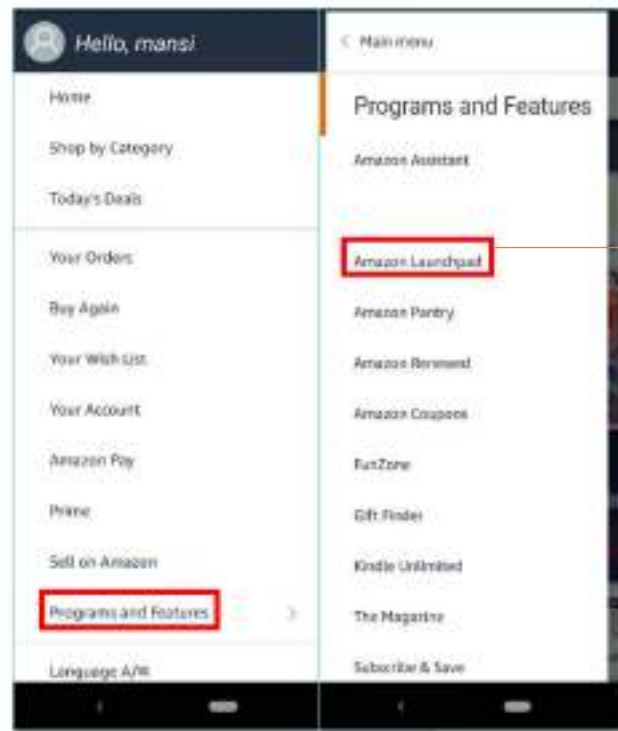
Launchpad Specific Assets

firesideventures



StoreFront

*Permanent
Ingress in the
Mobile Programs*



Mobile Launchpad View



Desktop Launchpad View

AMZ Programs

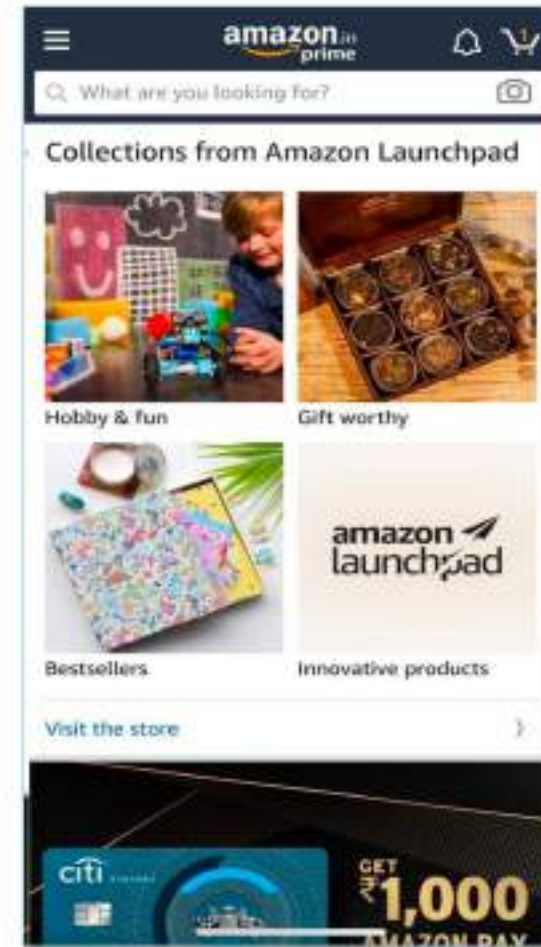
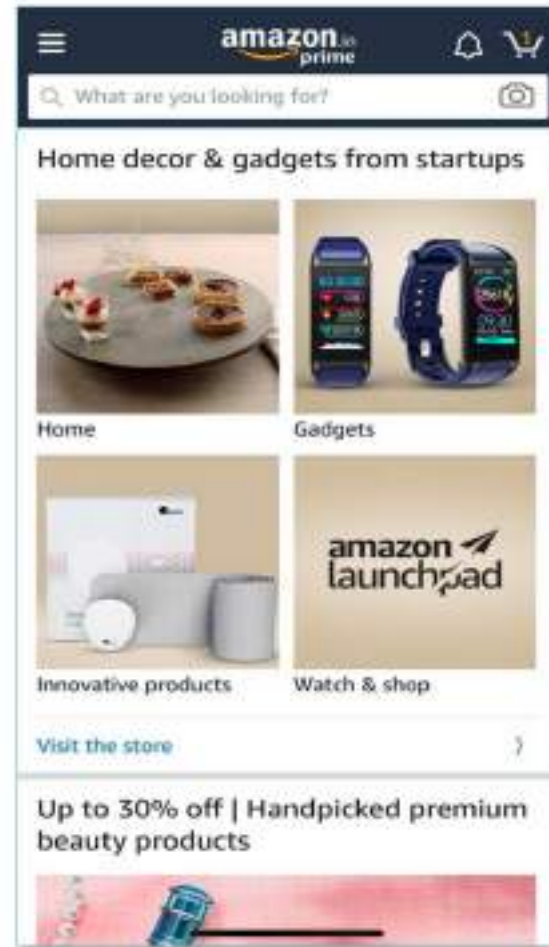
Launchpad Specific Assets

firesideventures



Gateway Campaigns

Campaigns on the gateway that direct traffic to the launchpad storefront on desktop/mobile



AMZ Programs

Launchpad Specific Assets

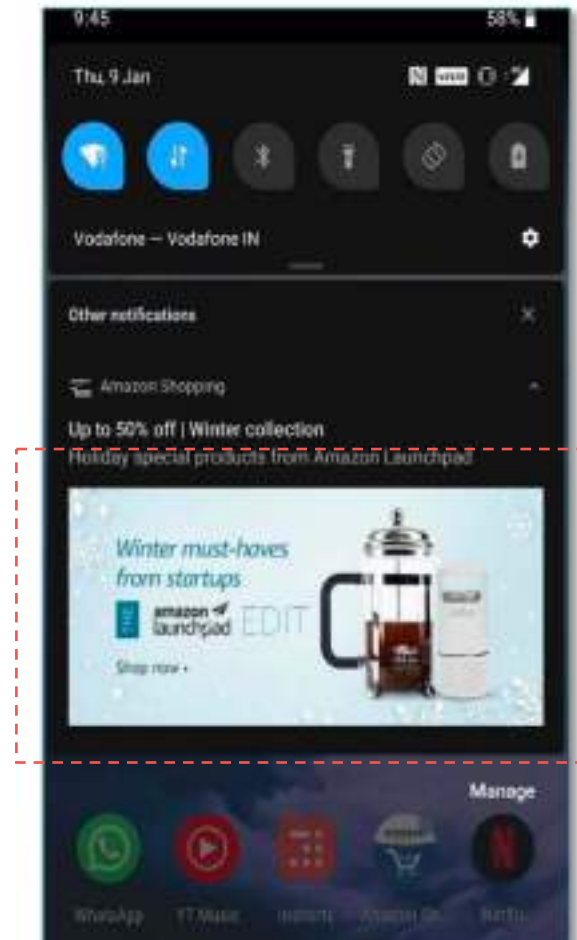
firesideventures

amazon launchpad

Launchpad Themes

Push notifications and emails

Winter/innovation based collections – thematic storefronts on the gateway



Launchpad Brand features on landing pages of thematic app-push notifications & email campaigns

AMZ Programs

Launchpad Specific Assets

firesideventures



Watch-n-shop

Video-based shopping experience: shows the customer how product's are different



Visit www.amazon.in/watchandshop, a unique video-first storefront that hosts content from Amazon Launchpad brands

AMZ Programs

Launchpad Specific Assets

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amazon launchpad

Social Media

Launchpad social media handle on IG and FB

IG Friday Live sessions with brands: influencer activities in Diwali

Prime Day events: Working with startups and emerging brands/ have a program specific



Small Business Day

Small business day program for dedicated events for small brands. (Bi)annual property in Q2 and Q4.

AMZ Programs

Launchpad: Registration & Evaluation

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Only available for brands and not cloudtail companies



Launchpad

- **How to register?**

Apply [here](#). Takes 15-min to form-fill. AMZ responds in 10 business days. Cycle continues through the year¹

Enrolment: Application portal-based and outreach-based

Number of brands on Launchpad: 1,000+

- **Evaluation Criteria**

- ✓ Application Details
- ✓ Brands selling on AMZ – traction and listings are evaluated
- ✓ Brands not on AMZ – VC funding/referral, category benchmarking, media buzz, social followership is evaluated

- **Recommended for?**

Category agnostic program

Fee structure works better for certain categories like consumables and softline (apparel)

Not recommended for electronics

For more details on launchpad, click [here](#).

¹Launchpad/SBS/Co-op programs may have some blackout periods: Closed registration in Diwali (Sep-Nov). Slay applied in Jul/Aug; onboarded in Dec

AMZ Programs

Co-op: Summary

For further details on Co-op, refer annexures



Co-op Program

Visibility Asset + Category team access/Co-op services

Partnership between Brand and Category to improve discoverability by driving traffic
Marketing initiatives include:

- **Visibility Assets**
Amazon main page presence, category page, participation in brand day events, etc
- **Co-op Services**
Product sampling, participation in Amazon quiz, A+ premium for enhanced content on detail page, product insights etc
- Deeper portfolio of marketing initiatives on the next page

ProTip: Recommended for brands with more than 2-3Cr/mo on AMZ to tap into new assets; however ROI-tracking difficult since only brand-level data available for co-op!



So what is co-op?

Coop is a combination of 4-5 elements, as opposed to single intervention, for a monthly plan - proof of performance reports, what works what doesn't work shared with brand. Additional perks such as advice on how to grow, cataloging, programs, how to place investments to get results, visibility on events such as Super Value Day which promise a spike in sales.

ProTip: Program focused on category assets, less intervention/handholding + Need a POC to execute

AMZ Programs

Strategic Brand Services (SBS): Introduction



SBS Program

Handholding + JBP finalization via SPOC

SBS is a value-added service to support brand growth on AMZ.

SBS helps with SME-level guidance on customer reviews, responses to customer questions, evaluating impact of initiatives like AMZ Coupon or AMZ Local, etc.

SBS provides a “*Business Executive*” (senior) level AMZ internal resource whose bandwidth is dedicated to ~2-3 vendors/brands. Helps with JBP plan /brand insights.

360-suite of services includes:

- **Selection**

Monitor selection parity, new product launch, recognize global products for opportunities in India market



India's first caffeine infused personal care brand: “mcaffeine” - ranked #1 in the body scrubs sub-category



Powerful tool to activate small scale brand mixes on Ecommerce to seed before national launch



SBS: 360 suite of services

AMZ Programs

Strategic Brand Services (SBS): Services



SBS Program

- **Cataloging**
Maintaining hygiene of Brand's Catalogue resulting in higher customer experience and conversions

P0 : title -> bullet points -> product description -> browse node

P1 : generic keywords, image quality, a+ content

P2 : fix duplicates, create variations



AMZ Programs

Strategic Brand Services (SBS): Services



SBS Program

- Merchandizing and Traffic**
 Execution support to brands to enable right visibility/marketing-mix on the platform

Coop marketing (e.g. brand stores, category banners, mailers, etc.)



- Business advisory**
 Engages on the programs that brand needs to invest for better results
- Data Insights**
 Shares reports at required frequency and data cuts to ensure business team is on top of the metrics.

amazonmarketingservices



Promotions



A+ content



Coupons

AMZ Programs

Strategic Brand Services (SBS): Services



SBS Program

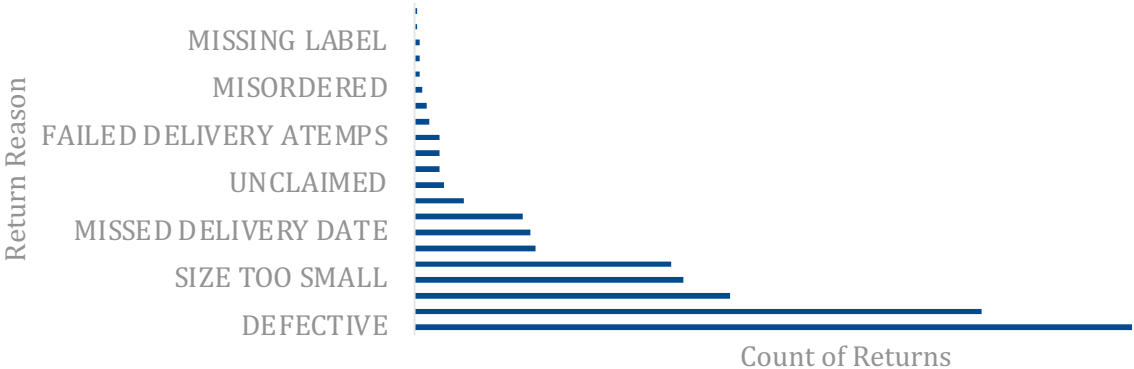
- Programs and Promotions**
 Execution support to brands to enable right visibility/marketing-mix on the platform
- Customer experience**
 Analysis of customer reviews, return reasons, and customer feedback on products and working with the brand to make the relevant changes

 Track end of life products and directing customers to view latest products listed
- Fee Structure**
 INR 20L/year

Manage Promotions:
 ART events, Cross site collaboration during topical events, hero placements, visibility

Manage Programs:
 Affordability Program (Cashback, low cost EMI, Exchange), Amazon Prime, Super Value Day, Amazon Pantry, Amazon Now, Subscribe&Save, Amazon Family, Vendor Powered Coupons, WRS, Home shopping spree, sampling etc.

Example: Customer Return Reasons for Brand X - Q3' 2015



AMZ Programs

Strategic Brand Services (SBS): Case Study of improving delivery experience

40% improvement in return orders



Representative image of a shampoo



Representative image of a make-up compact

BEFORE



Shrink Wrap of Pump Shampoos/Bubble Wrap for Make-Up products with key partner brands

ISTA-6 E-Commerce Ready Packaging Standards deployed by multiple global brands



Reduction of In-Transit Distance for Liquid Products by Improved Replication to in turn reduce transit damage

AFTER

AMZ Programs

Strategic Brand Services (SBS): Sample*

40% improvement in return orders

Bucket		Activation	Asset frequency	Asset duration per instance	Annual cost without tax (INR)
Base Co-op program	Gateway	Targeted cards (9C/1 Tile in QC/CC) on Homepage	Monthly	10-15 days	8% of GMS* to be accrued monthly
	Category Assets	Category page ATF shoveler presence	Monthly	10-15 days	
		Banner on main category storefronts	Monthly	20-25 days	
		ATF Presence on sub-category storefront	Monthly	20-25 days	
		Sub-category Brand Farms	Monthly	20-25 days	
		ASINs inclusion in event cashback constructs	Every event	Event duration	
	ART/Category events	Hero ASINs in DOTD landing pages (only for ASINs part of the DOTDs)	Every event	Event duration	
		Visibility in Cross-category Events (SVD, EES)	Monthly	7-10 days	
		Others	Brand content for magazine/#FoundIt	Once in a Qtr	
	Google Ads (SL, PLA)		Monthly	Always on	
	Social Media Affiliates		Monthly	Always on	
Objective-based Co-op services (more to be added)		Gamification quiz (only for new launches)		15 days	6 lakhs per instance
		Targeted coupons (5 brand-defined segments)		Coupon duration	3 lakhs for 5 segments per year
		Samsung stories (up to 5 stories/month)		20-25 days	1 lakh/story per month

*GMS is the secondary sales on the platform (after discount & minus taxes)

Representative image of a make-up compact

AMZ Programs

Global Selling (AGS): Introduction

For more on AGS, refer [here](#).

For more on AGS logistics, refer [here](#).

For more on AGS compliance, refer [here](#).



AGS Program

Accessing international markets from India

Amazon Global Selling Propel Accelerator is a 6-week program to help shortlisted 10 early-stage consumer startups to grow their business internationally.

AGS aims to provide right resources, mentorship by global leaders, VC firms, veteran start-ups and global launch opportunity.

AGS services include:

- **Consumer Insights**

Unlocking category-wise and sub-sector wise marketplace insights for different geographies

- **Listing Support**

Listing, Imaging and Translation support

- **Logistics Solutions**

Hassle-free Global Fulfillment & Logistics solutions through around 100 FCs

- **Payment Support**

Convenient Cross-border Payment and Multi-currency support

- **Sale Days**

Access to US/European Sale Spike - Prime Day, Black Friday and Cyber Monday



Case Study of an Indian origin brand selling in MENA

- Soulflower Onion oil was #1 Bestseller in beauty category on the platform
- Early mover advantage, launched in Q3 2019
- Has 100 SKUs live on Amazon.ae
- Launched a multi channel marketing campaign in UAE with print ads in leading daily Gulf News, Radio Ads and social media

Our most popular products based on sales. Updated hourly.

3.2.2. *Acropora* (Scleractinia)

Discussion

Books & Study
 Programs
 Mail Course
 Materials
 Materials & Proficiency
 Mail Course
 Letters & Study Enrichment
 Study & Assessment



★★★★★  [Verified Purchase](#)
Jul 21, 2020



Life Science North American Forest Region Forest 10, 2000, 2000-00



742 10/20/2010 4:40:00 PM
 10/20/2010 4:40:00 PM
 10/20/2010 4:40:00 PM



Disney® Parkways - Cool World by Disney®
get here first - Live On Highway 101
👉👉👉👉👉 \$20
Adm. 20.00



AMZ Programs

AMZ Business Advisory (ABA) Services

For more details on ABA, refer [here](#)



AMZ Business Advisory (ABA) Services

- Paid account management service for smaller brands not willing to overspend
- Better account management services over Launchpad (which more assets and improving brand listing and hygiene-focused)
- Fee structure: 3% of GMS or INR 35K/mo

ProTip: Recommended for ongoing account mgmt. support against Launchpad extension



AMZ Programs

Other Programs



Co-branding Program

- Program by AMZ to co-promote growth of brands on platform
- AMZ reserves rights to buy the brand once it scales
- For larger brands who want to launch AMZ-exclusive product lines (eg. if boAt wanting to build an amazon-only brand)



Licence brand program¹

- License an AMZ brand on a non-exclusive basis
- Give a program fee as a % of sales
- Eg. Yogabar can licence an AMZ brand

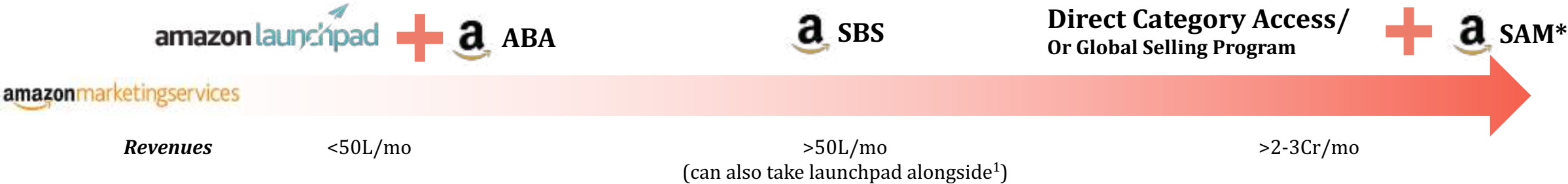
¹program planned to be launched in India

AMZ Programs

Comparison among all programs & recommended brand journey

**Invite only program = Strategic Asset Mgmt. (SAM)
(can access category teams)*

	amazon launchpad	a Co-op	a SBS	a Business Advisory Services (ABA)
Brand Stage	Early on AMZ	Growth-stage/Mature on AMZ	Growth-stage/Mature on AMZ	Early on AMZ
Program	Brand-building program for listing and launch support	Access to category assets	Execution support	Hygiene and account support and handholding
POC	Brand Development Associate (handles ~25 brands)	NA	Dedicated Account Manager (Senior resource; leads 2-3 accounts)	Business Advisory Associate (handles multiple brands)
Contract	12-month (recommended; can join anytime)	Event-based/Annual, Flexible	12-month (runs Jan-Dec)	3-month
Assets	Launchpad page, home page inventory	Category page, gateway asset, A+ premium, sampling, automation	NA	NA
Meant for	Brands only	Any (re)seller	Any (re)seller	Any (re)seller/ brands seeking account mgmt. support
JBP Plan	Flexible, brands must be proactive for JBP planning	NA	Dedicated support	Limited
Category insights	Limited category team access	Category team access	POC part of category team	No category team access
Fee	5% of GMS	6-8% of GMS	INR 20L/year	3% of GMS or INR 35K/mo



¹Launchpad is a 3P side program that helps them get on AMZ prime/FBA. Provides regions/replications advice. Eg. Easyship not covered in SBS but launchpad has eazyship sellers. There are guidelines to get prime tag on eazyship where Launchpad helps.

Amazon Playbook

AMZ Lingo

AMZ LOBs

AMZ Hierarchy

AMZ Programs

AMZ Ad-inventory



Journey Plan

Ad-Inventory

Different Types of Ad-Inventory



Generic Guidelines for Amazon Advertising

Goal Setting to define success metrics

- Goal 1: Drive more sales – focus on Advertising Cost of Sales (ACoS)
- Goal 2: Build brand awareness – focus on Impressions/ Click-through-rates (CTRs)

Advertise “Popular” Product

- Advertise popular products to drive consumer purchase (in-stock and competitively priced)
- Product detail pages: accurate and descriptive titles, high-quality images, and relevant and useful product information



Types of Ads on AMZ

There are 3 types of ad-inventory available

- Sponsored Brand Ads: Headline Search Ads: Top of the funnel (TOFU) traffic
- Sponsored Products: MOFU/ BOFU traffic
- Sponsored Display Ads: Outside AMZ traffic

ProTip: 76% of Amazon shoppers use search bar to find an item, and search advertising is the way for brands to stand out

Ad-Inventory

Sponsored Brand Ads or Headline Search Ads

ProTip: Prefer HSA over side or bottom

Sponsored Brands can located at the very top of the search result page, stretching across the entire page, sides or along the bottom of the page.

There are three types of keywords to bid for as targeting variables:

Branded Product Keywords

- Keywords with words of a combination of your brand name and a product you sell
- Eg. Heinz Ketchup

Complementary product keywords

- Bundle of two individual products that influence the demand for each other and can be sold together
- Eg. Ketchup and mustard

Sponsored products automatic targeting keywords

- Search queries that brand already experienced success with while running automatic targeted sponsored product campaigns

Additional Features Offered

Allows featuring up to three unique products in your ads, customize your ads' image, headline, and landing page, and even tests these elements

Bidding Model/ Pricing

Pay-per-click, auction-based pricing model
Optional automated bidding to optimize conversion

ProTip: To increase brand awareness or show range of SKUs

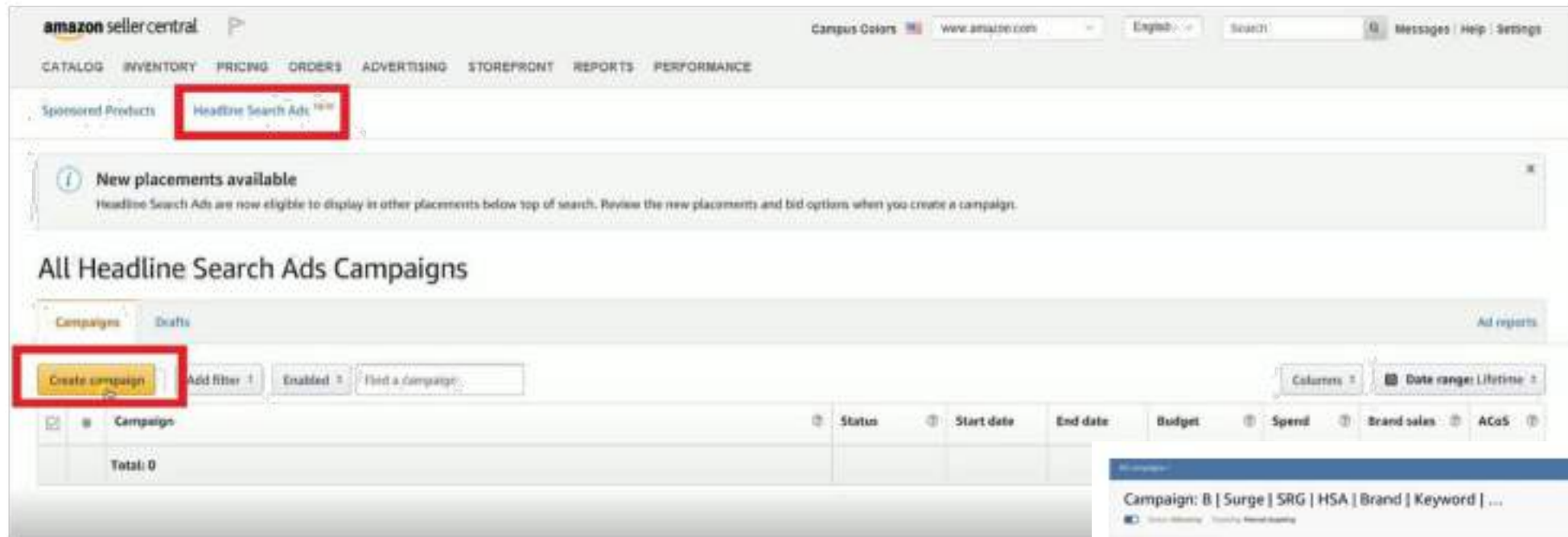


Keyword Type	Description	Example
Branded product keywords	Your brand and product name, including variations	"AlphaSound speaker," "AlphaSound RoundPlus Mini"
Competitor-branded keywords	Keywords of your competitor brands and products	"Urban Listen," "Urban Listen Mini"
Complementary product keywords	Products that are sold separately from yours but used together, each creating a demand for the other	"travel case AlphaSound," "universal ac adapter," "aux cable"
Out-of-category keywords	Keywords that don't match the exact category of your product but can help drive buyers to your products from related searches	Keywords related to activities where shoppers might need a portable speaker (e.g., "camping supplies," "travel necessities," "vacation necessities")
Sponsored Products Automatic Targeting keywords	Successful search queries from your Automatic Targeting Sponsored Products campaigns	Download the report from your Sponsored Products Automatic Campaign

Keywords you can bid for in SBA

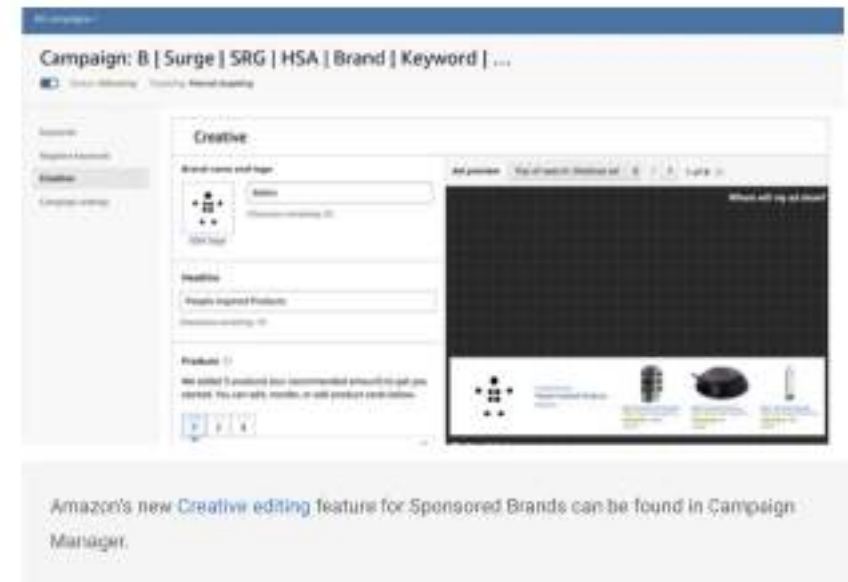
Ad-Inventory

Sponsored Brand Ads: How to create?



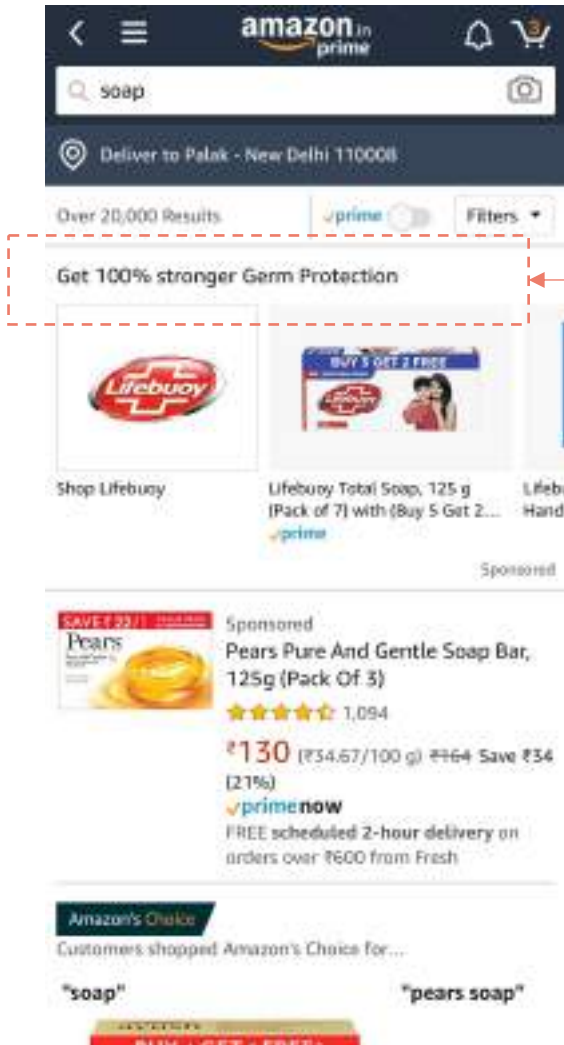
Steps to create Sponsored Brand Ads

1. Click on Campaign Manager
2. Select Sponsored Brands
3. Click Create Campaign
4. Select ad landing page
5. Set a campaign budget
6. Add keywords and bids
7. Add an image and headline



Ad-Inventory

Sponsored Brand Ads: Best Practices



Ad-Creative

- Feature top-selling SKUs in the product slots to increase clicks and sales
- When describing your product, try not to claim your product is "#1" or a "Best Seller" — your ad won't get approved

ProTip: Include product's top benefit in ad's headline since mobile shoppers can only see the ad's main image and headline

Selecting the right keywords

- Unlike Sponsored Brands, Sponsored Product Ads show which search term produced your ad or led to a conversion

Keyword Harvesting: harvest winner keywords on Sponsored Product Campaigns and place them on **manual** Sponsored Products or Sponsored Brand Ads.

Segment branded vs non-branded searches

- “Reebok **gear**”— drive traffic to a Reebok branded storefront page
- “Reebok **shoes**”— drive traffic to a customized URL with “Best Selling” Reebok shoes

Testing

- To run the most accurate and fruitful tests, consider only changing one variable at a time, run them for at least two weeks, and anchor the success of your tests to business goals
- Alternatively A/B test different regions or campaigns to recognize top-performing ones

Ad-Inventory

Sponsored Brand Ads: Bid Optimization

More on SBA [here](#).

Advertising Cost of Sales

- After identifying the keywords, optimize bids based on advertising cost of sale (ACoS) on a product-by-product basis
- Adjust bids weekly to see the impact on ACoS and profit-margins for products in the Sponsored Brand Ads

"For example, if I'm running ads 'lipsticks' and my lipstick products can't go above an ACoS of 30%, I have to take that into consideration when determining how aggressive I want to bid."



Bids may go >30% ACoS if brands are bidding for non-branded search keywords

Performance focus:

Bid down on high ACoS keywords and higher on low ACoS keywords

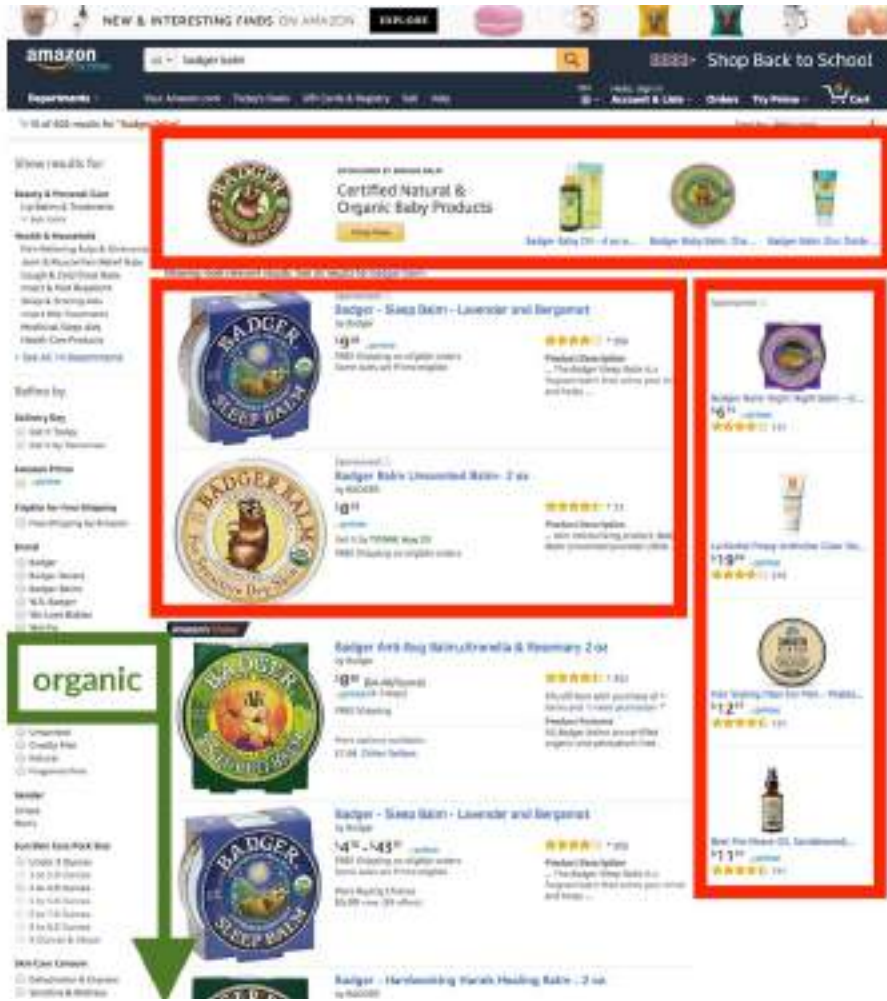
Brand awareness-focus:

higher ACoS to ensure your Headline Search ad displays for a specific keyword

Ad-Inventory

Sponsored Product Ads (SP)

AMZ Guide to [SPs](#).
Udemy course [here](#).
Ad placement for SP [here](#)



Pay-per-click, keyword-targeted display ads for individual products that appear on the search results and product detail pages.

There are three types of keywords to bid for as targeting variables:

- **Broad**

Keywords with words before/after target word will throw all search queries
Eg. "white hand mixers", if you sell hand mixers

- **Phrase**

Focus on how the sequence of words you use changes the context of a query
Eg. "stainless steel hand mixer" indicates you sell hand mixers. But "hand stainless steel mixer" indicates you sell stainless steel mixers, but not necessarily stainless steel hand mixers

- **Exact**

Must have exact keyword for ad to show, no words before or after keyword
Eg. target an ad for "hand mixer", but it won't show up for the query "electric hand mixer"

Automated Targeting

Leverages AMZ algorithm to target relevant keywords for your product ads

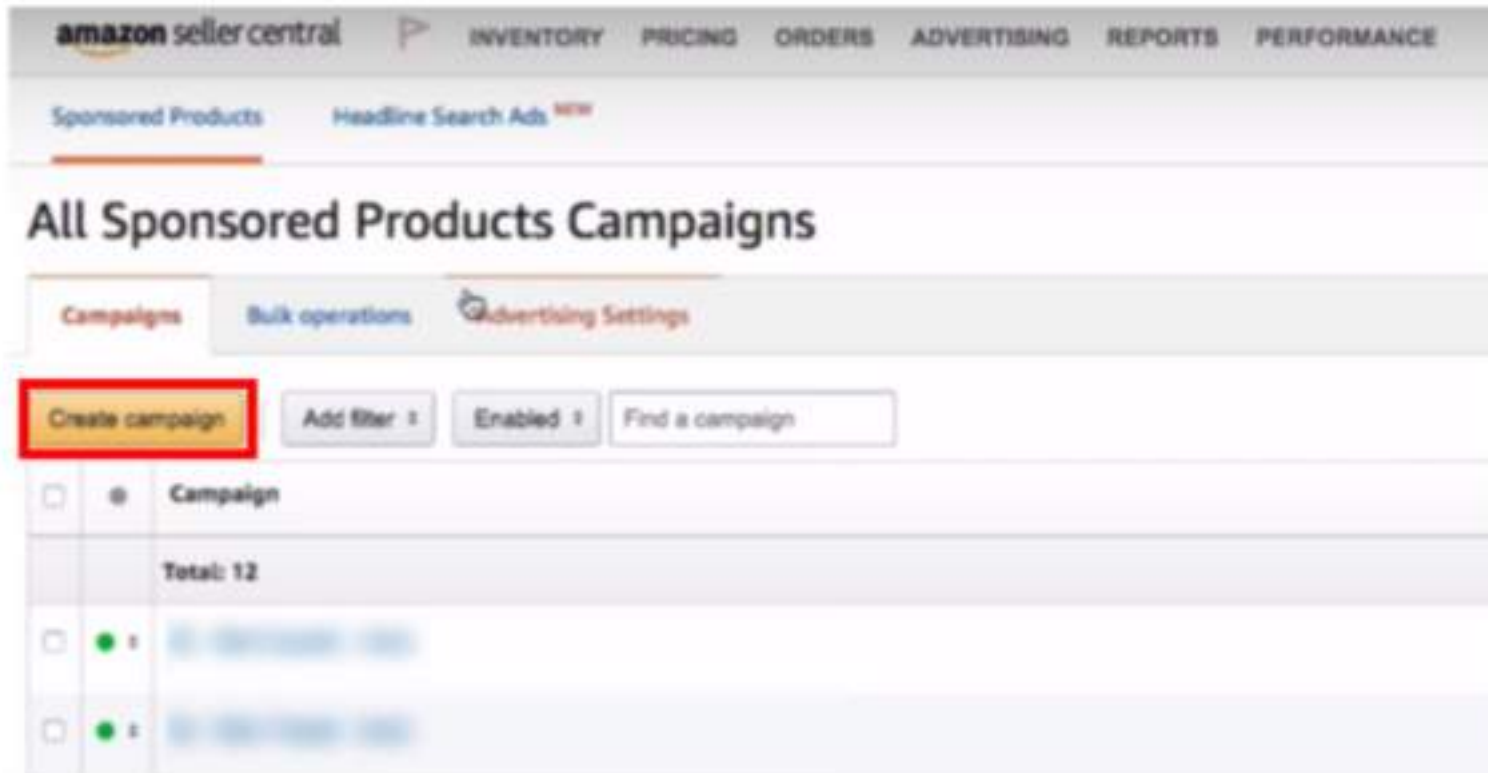
ProTip: Sponsored Product Ads offer a reporting tool that displays your ads' clicks, spend, sales, and advertising cost of sales (ACoS)

Ad-Inventory

Sponsored Product Ads: How to setup?

Step1:

- Amazon Seller Central > Campaign Manager > Sponsored Products tab
- Click "Create Campaign"



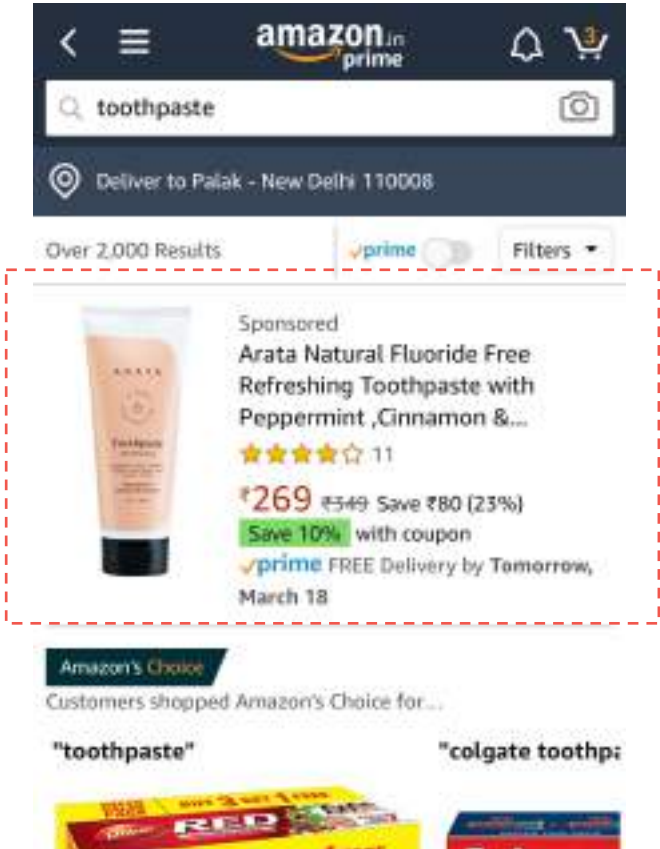
Step2:

Set campaign name, budget, duration. For names, include the sponsored products name along with your Target ACoS.

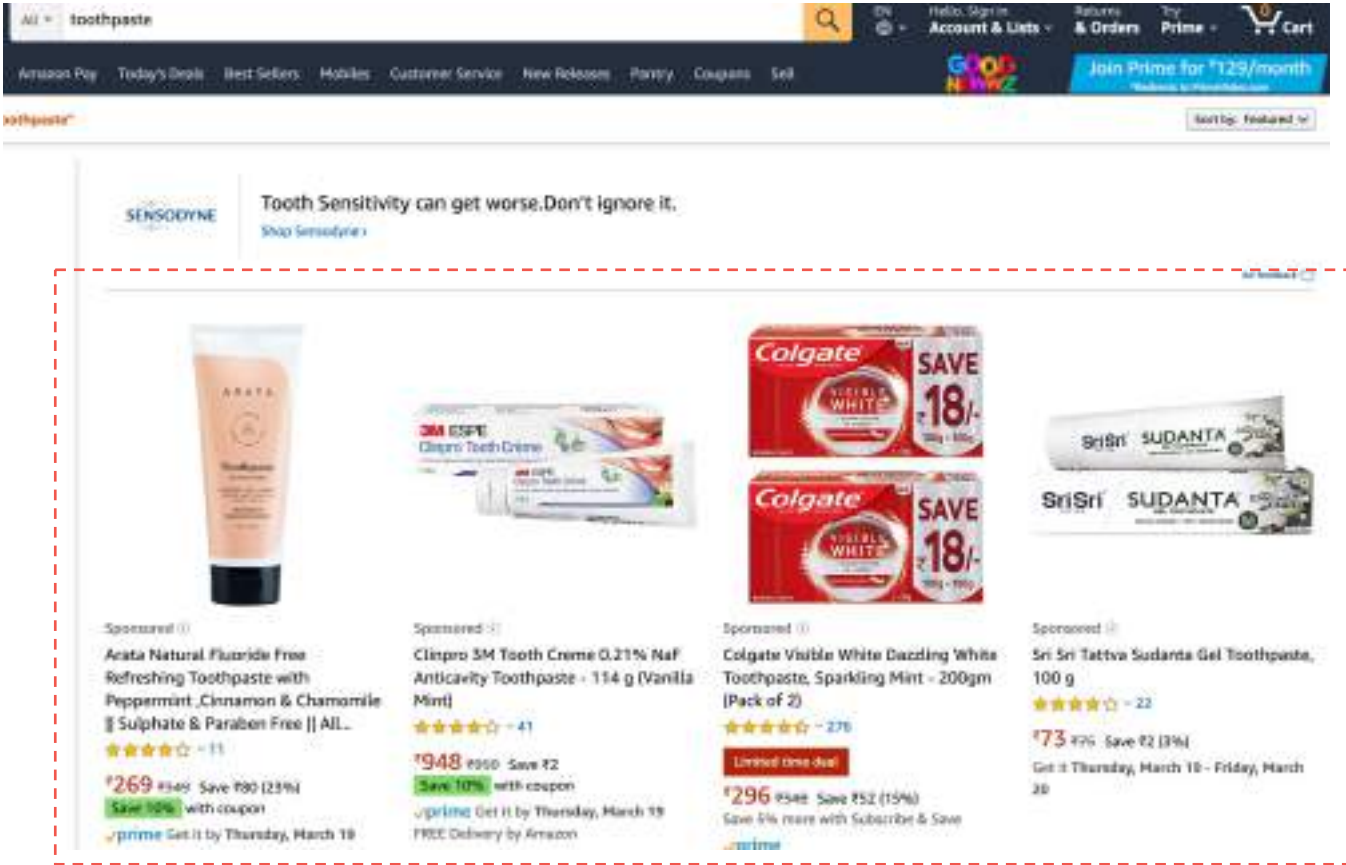
The screenshot shows the 'Set your campaign budget and duration' and 'Select a targeting type' sections of the Amazon Seller Central campaign setup page. The 'CAMPAIGN SETTINGS' section is highlighted with a red box. The 'CREATE AD GROUP' section is also visible. The 'Set your campaign budget and duration' section includes fields for 'Campaign name' (Product + Target ACoS), 'Daily budget' (10), 'Start date' (12/12/2017), and 'End date' (No end date). The 'Select a targeting type' section has two options: 'Automatic targeting' (selected) and 'Manual targeting'. The 'Automatic targeting' option is selected, and the 'Manual targeting' option is also visible. The 'Continue to next step' button is highlighted with a red box.

Ad-Inventory

Sponsored Product Ads: Example



Mobile View

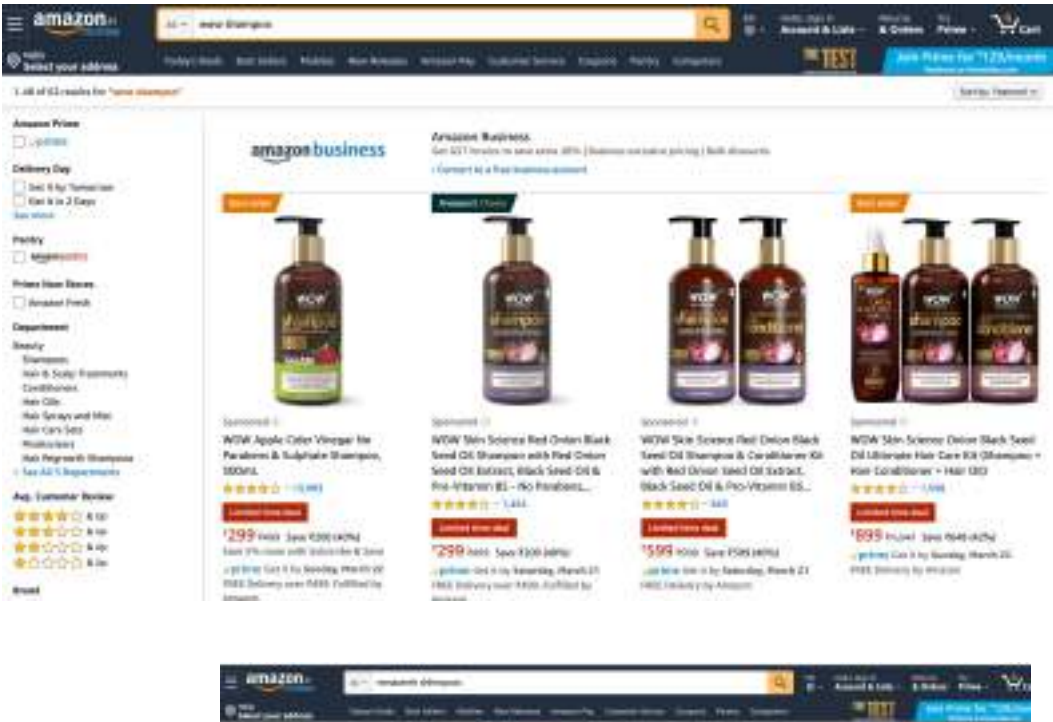


Desktop View

Ad-Inventory

Sponsored Product Ads: Best Practices

Results for “Wow Shampoo”



Results for “MMearth Shhmpoos” automatically redirects to closest search for MamaEarth



ProTip: Bid on competitor names; especially top selling brands and keywords in that category but needn't bid on misspelt words



Results for “Maamaearth shhampoo” also shows some products related to the first keyword “mamaearth” and some top-selling related to “shampoo” such as “Wow”

Ad-Inventory

Sponsored Product Ads: Best Practices & Bidding

Caveat: SPA will only appear if you own the “Buy Box¹”

Targeting

- Negative Keywords (NKW): Find keywords that have low conversion rates and flag them as negative. This will disallow AMZ to show ads for such keywords
- Even if these Keywords may have high CTRs -> low conversions mean wrong customer targeting

Ad Badger



Ad Badger

Bidding

- Use automatic campaigns to identify top keywords and harvest them for manual bidding on SPA
- Tools for bidding: Bid+ (AMZ native), AdBadger, Prestozon, BidX

Which tool works for which cos?

¹More on SPA? [Here](#).

How does dynamic bidding work? [Here](#).

How does Bid+ work? [Here](#).

More advertising tips/bidding? [Here](#).

To optimize advertisements, service provider experts: [Here](#).

Ad-Inventory

Sponsored Display Ads and DSP Ads

More on Native Ads [Here](#).
AdSense vs Native Shopping [Here](#).
How to setup? [Here](#).

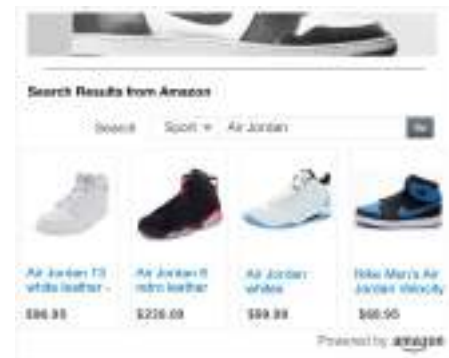
Sponsored Display Ads are placed on the AMZ platform and DSP ads outside AMZ.

Offer seamless consumer experience by embedding AMZ native ads into your web pages and blog sites. These are not keyword-based but browsing and buying signals based.

There are three types of native/DSP ads:

- **Recommendation ads**

Ads you can place in product article pages on your website. These ads are dynamic, so Amazon will populate your most relevant product recommendation based on your web page's content and visitors



*Sponsored display ad
outside AMZ platform*



*Sponsored display ad
within AMZ platform*



- **Search ads**

Ads that populate on your website based off keywords that your customers search for on Amazon or on your website.

- **Custom ads**

Allows you to specify the products from AMZ that you want to promote

Amazon Playbook

Journey Plan



- AMZ Lingo
- AMZ LOBs
- AMZ Hierarchy
- AMZ Programs
- AMZ Ad-inventory

Pre-Boarding Checklist



- Category Market Analysis
- Inventory Management

On-Boarding Measures



- Category & Product Listing
- AMZ Search & Discovery
- AMZ On-Platform PPC
- AMZ Off-Platform DSP
- Category Activations/ Big Sale Days
- Other Marketing Elements

Brand Take-Off



- Metrics Tracking
- AMZ Pi
- AMZ Agencies

Amazon Playbook

Category Market Analysis

Inventory Management



Pre-Boarding Checklist

Category Market Analysis

AMZ Pi

Please refer section-4 of the AMZ Playbook on “AMZ Pi”

AMZ Pi is an AMZ “brand insights” tool that offers in-depth analysis of category, brand sales, and AMZ PPC/campaign performance. New brands without access to AMZ Pi could use other 3rd party services such as Jungle Scout, Seller App, Bewgle, etc.

- **Daily Hygiene Data**
Brand Performance on AMZ through Sales vs Visibility in Glance Views-GV
- **Category Level Insights**
Brand Performance as Compared to Competition Brands & Best in Class- Top 3 brands the category (Eg: Sales, Search Coverage, GV etc)
- **Monitoring Search Performance** (Organic+Ad driven)
Search Advertising metrics and reports
- **How much is your TOMA/ Brand Recall:** Current Branded Searches
- **First Page Visibility:** Brand Presence on Page 1 of Search
- **Customer Demographics**
What they are viewing or purchasing, Avg spends
- **Who should your target on Advertising?**
Brands/ ASINs/Categories preferred by customers



Data Accuracy

- Track performance across sellers/vendors
- ASIN-level data transparency

Benchmarking

- Benchmarking metrics against rank-1 and category average
- Used to build your strategy on visibility, advertising and pricing

Category Market Analysis

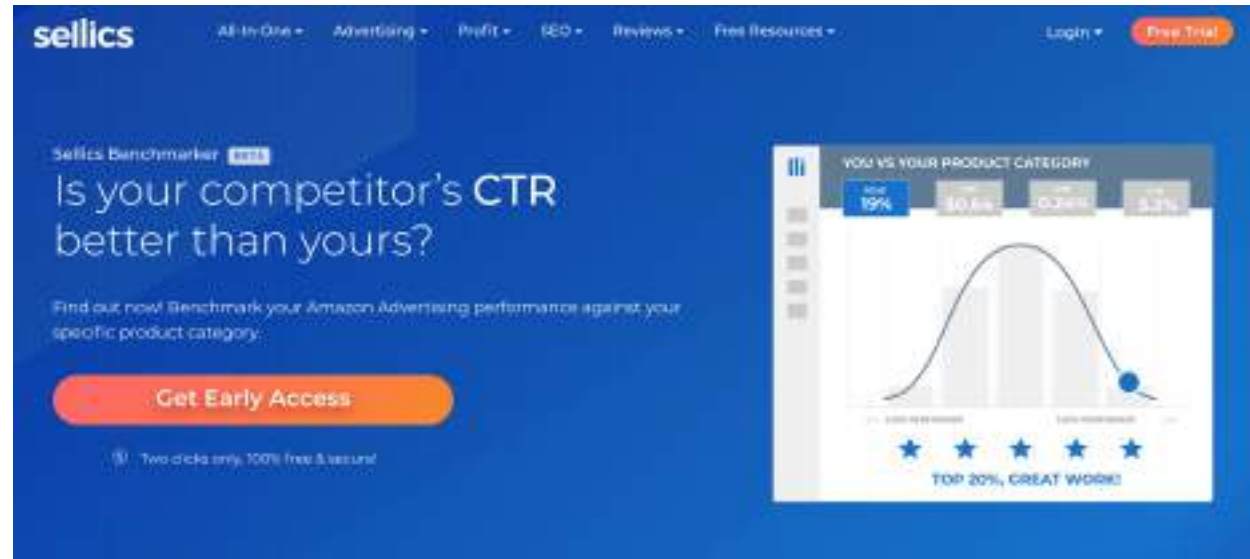
Estimating category sales

$$\text{Market Size} = \text{Traffic} * \text{CTR} * \text{CvR} * \text{AOV}$$

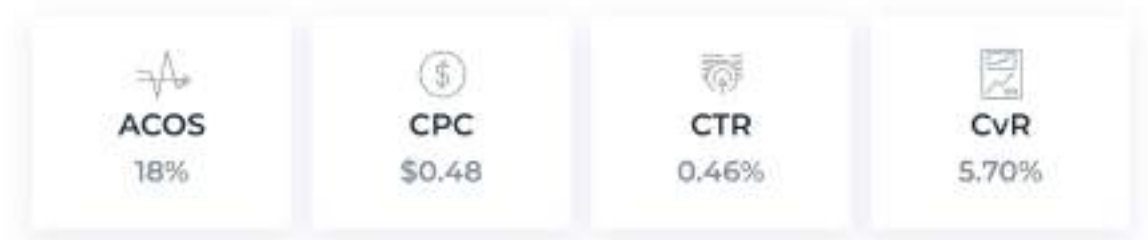
- Traffic can be backtracked through #units sold for best-seller products in top category keywords
 - 35% of AMZ shoppers click on the 1st product featured on search page
 - The first 3 items in search results account for 64% of clicks
- CTR = click-thru-rate, industry benchmark tools
- CvR = conversion rate, through seller central page
- Category AOVs can be tracked through other tools like Jungle Scout

Example: clothing category using [Sellics](#) tool)

- CTR = 0.46%
- CPC = \$0.48
implies spends of ~\$50 for every 100 clicks and roughly 20K impressions
- CvR = 5.7%
implies that for every 6 customers, brand spends ~\$50
- Market Size = **Traffic** * CTR * CvR * AOV



Compare your KPIs against your competitors in the **Clothing** category:



Median performance across 29 categories, 3 major marketplaces and \$2.5b+ in ad revenue

Category Market Analysis

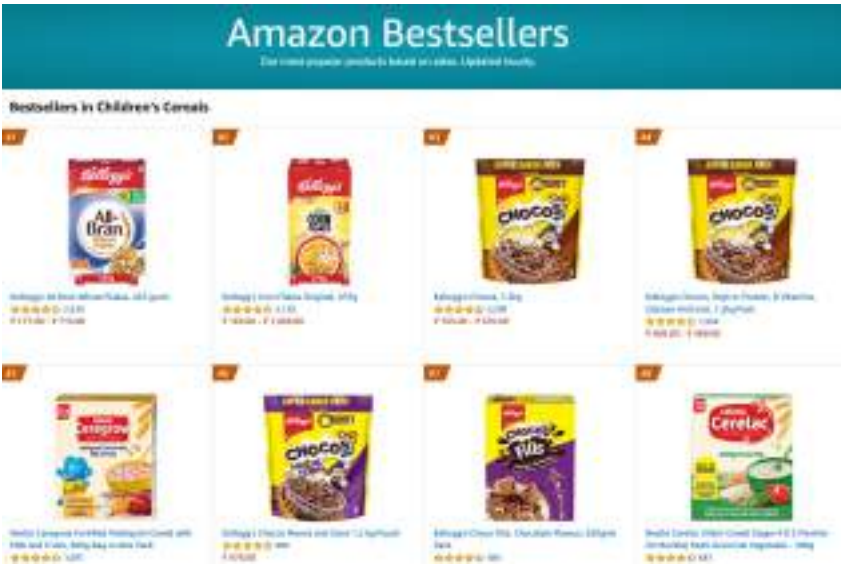
Estimating category/ product sales

Step 1: Identifying category bestsellers

For instance, taking into consideration the cooking pastes category

Identify the sub-sector for children's cereals:

Grocery & Gourmet Foods > Cereal & Muesli > Children's Cereals



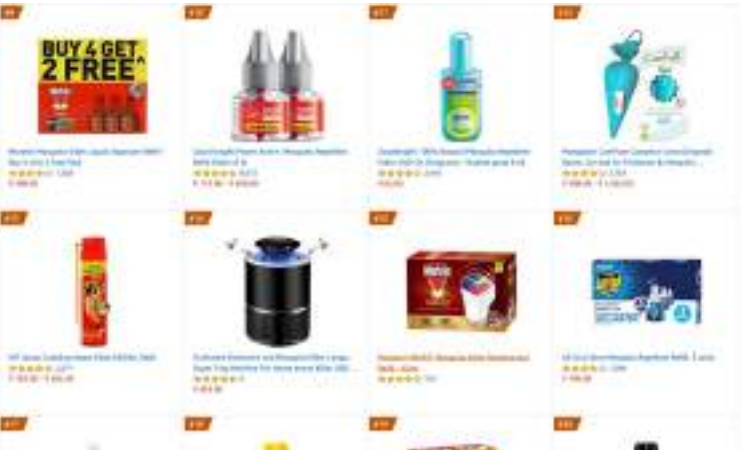
Page 1 & 2 of category bestsellers in children's cereals



Page 1 & 2 of category bestsellers in mosquito control

Similarly, sub-sector for mosquito control:

Health & Personal Care > Household Supplies > Indoor Insect & Pest Control



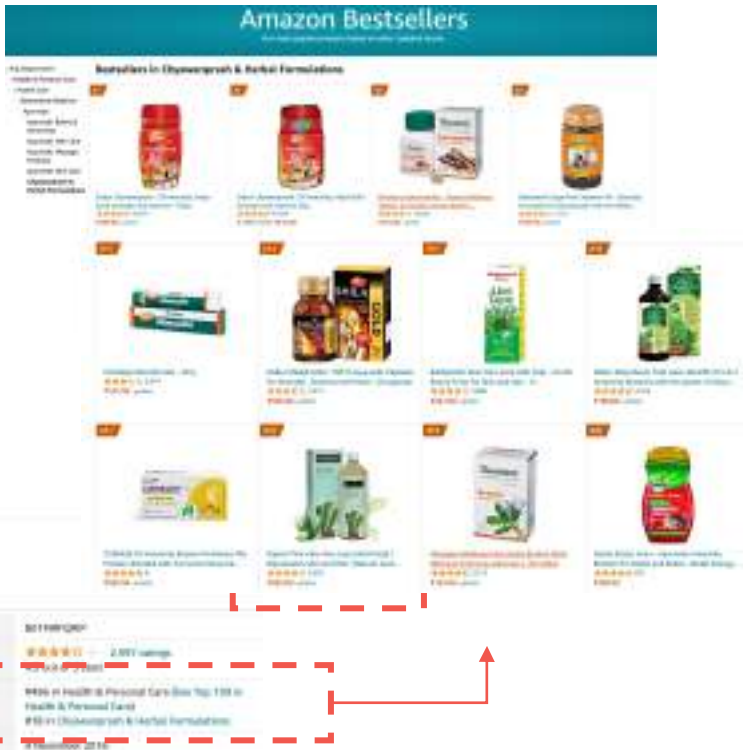
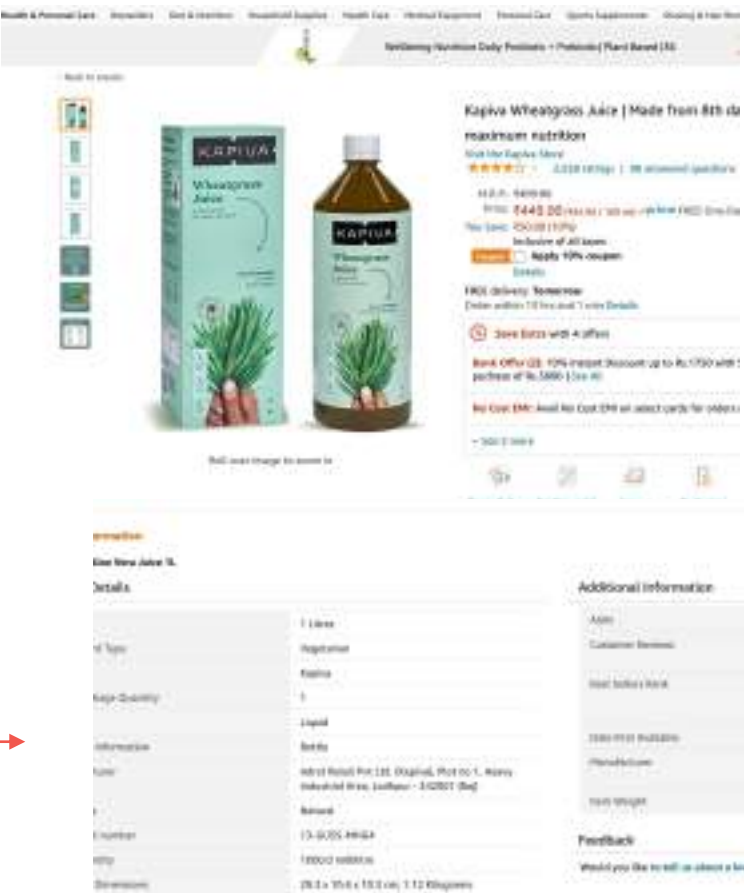
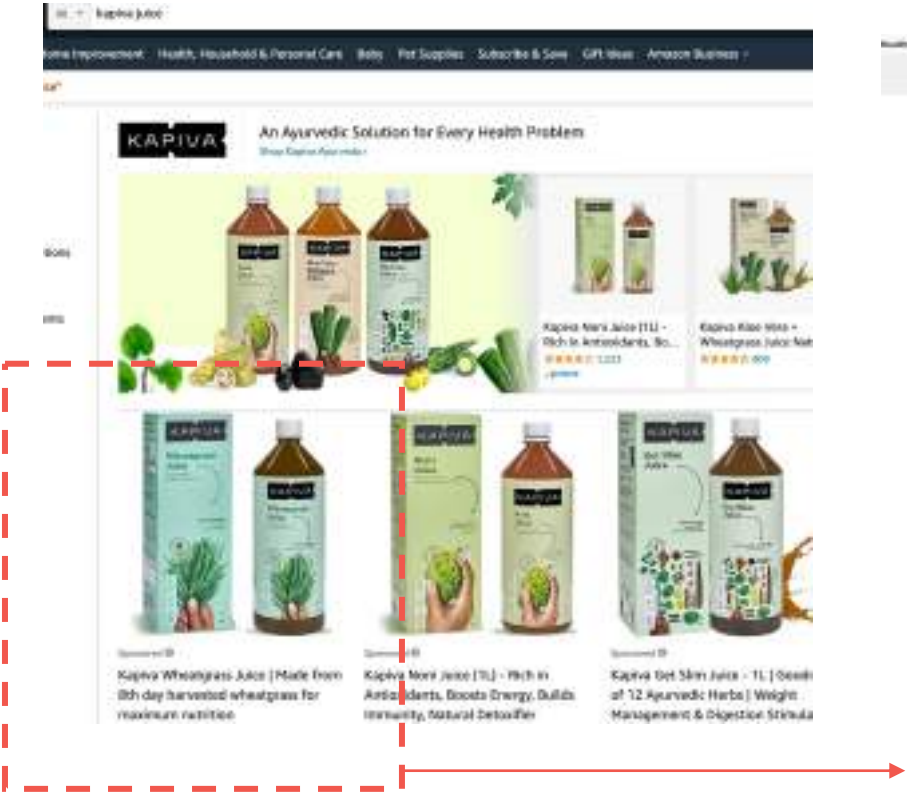
Category Market Analysis

Identifying category best-sellers

Step 1: To identify best-sellers; search for your product

Step 2: On the PDP, scroll down to see categories and sub-category ranks

Step 3: Click on that category to see all competition



Category Market Analysis

Estimating category/ product sales

Step 2: Using tools like Jungle Scout to identify category trends

Select best-seller ASINs in category analyzer tool (product tracker in Jungle Scout) to research category behavior

Product Research

Product Database

Product Tracker

Opportunity Finder

Niche Hunter

Product Tracker

Overview

Ungrouped (0)

Nutraceuticals (9)

Mosquito Control (12)

Cooking Pastes/ RTC (10)

Children's Cereals (18)

Add Products

Group Info	Avg Price	Avg Fees	Avg Net	Avg Daily Sales	Avg Daily Revenue	Avg Daily Rank	
Nutraceuticals	\$3,585.63	\$137.89	\$3,457.74	10	\$31,386.40	3,247	86
Mosquito Control	\$211.08	\$50.25	\$160.83	54	\$17,288.54	1,415	37
Cooking Pastes/ RTC	N.A.	\$54.96	N.A.	N.A.	N.A.	N.A.	72
Children's Cereals	\$485.00	\$80.52	\$404.48	5	\$2,345.00	878	18

Create a Group

Select a Marketplace

Name Your Group

Add Products

Enter up to 10 ASINs or Amazon URLs

Hide recommended products

Looks like your group name has no matches

Share with my team

Back

Create and Create Group

Create a group under Product Tracker (on Jungle Scout, image) with Top 10 ASINs in the category

Category Market Analysis

Estimating category/ product sales

Step 3: Deep-diving into SKU-level AOVs, competitor revenue and daily units sold on AMZ

Deep-dive into the mosquito control category on AMZ

Insights






Avg Revenue
~Rs30K/day

Avg Units sold
~100

Avg Price
~Rs250

Takeaway

At higher prices ~INR700 (for the company product to be introduced), #units/day may be <50

Product information		Avg Price	Avg Daily Rank	Avg Daily Units Sold	Avg Daily Revenue
	HIT Anti Mosquito Racquet - Rechargeable Insect Killer Bat with LED Light (6 Mont...	₹449.00	144	51	₹22,899.00
	All Out Ultra Power+ FAN (6 refills pack)	₹390.00	17	103	₹40,170.00
	Good Knight Power Activ+, Mosquito Repellent Refill (Pack of 2)	₹134.00	1	215	₹29,212.00
	Godrej HIT Anti Roach Gel - Cockroach Killer, 20g	₹249.00	2	184	₹45,816.00
	HIT - Mosquito and Fly Killer Spray, 625ml	₹266.00	27	106	₹28,186.00

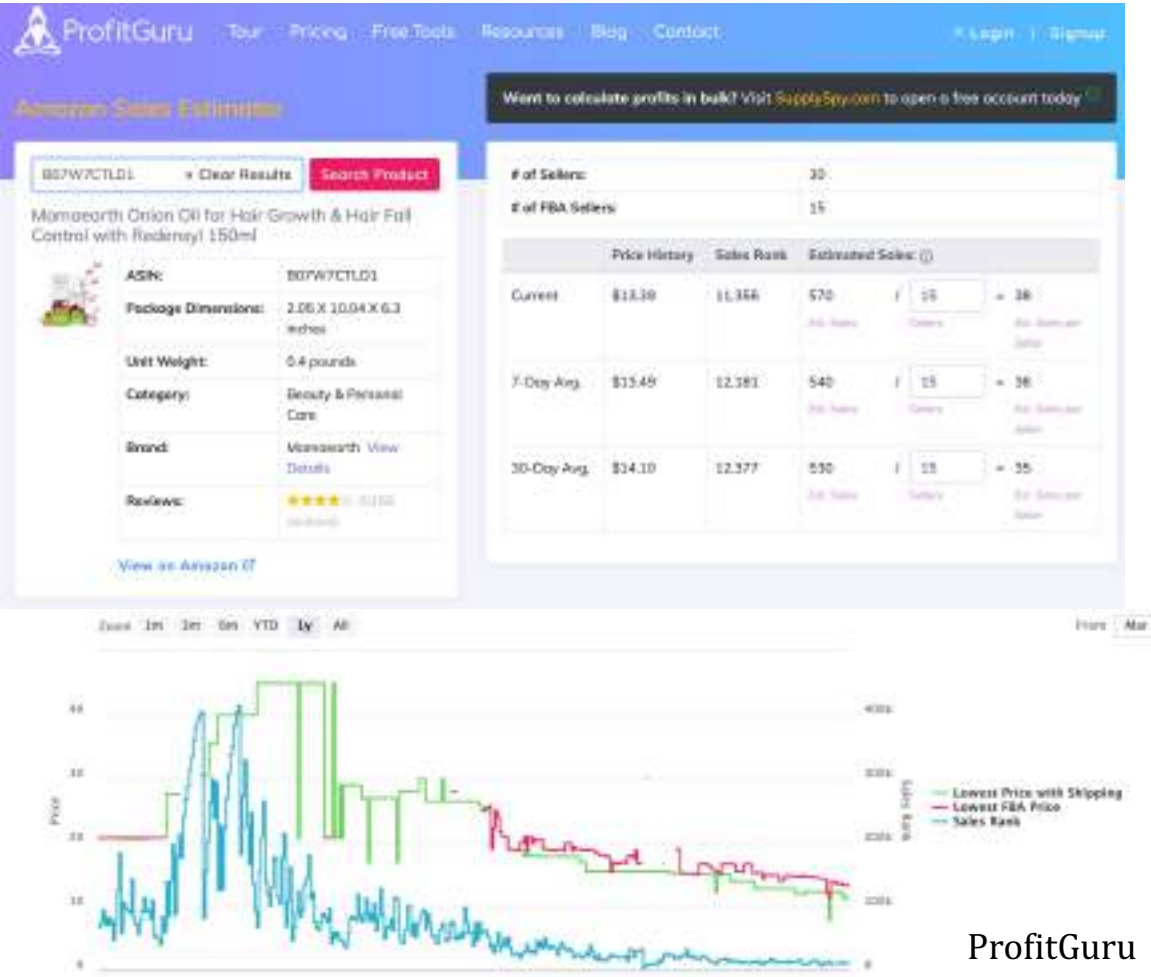
Category Market Analysis

Estimating product sales

Look at Brand Analytics or Pi in Section-4 for more accurate analytics

Sales estimation

Online tools help estimate product sales basis **category** and **best-seller rank** on AMZ that helps in better **inventory planning/management**



ProfitGuru



Jungle Scout



SellerApp

Category Market Analysis

Finding new opportunity areas

Decoding category for NPD

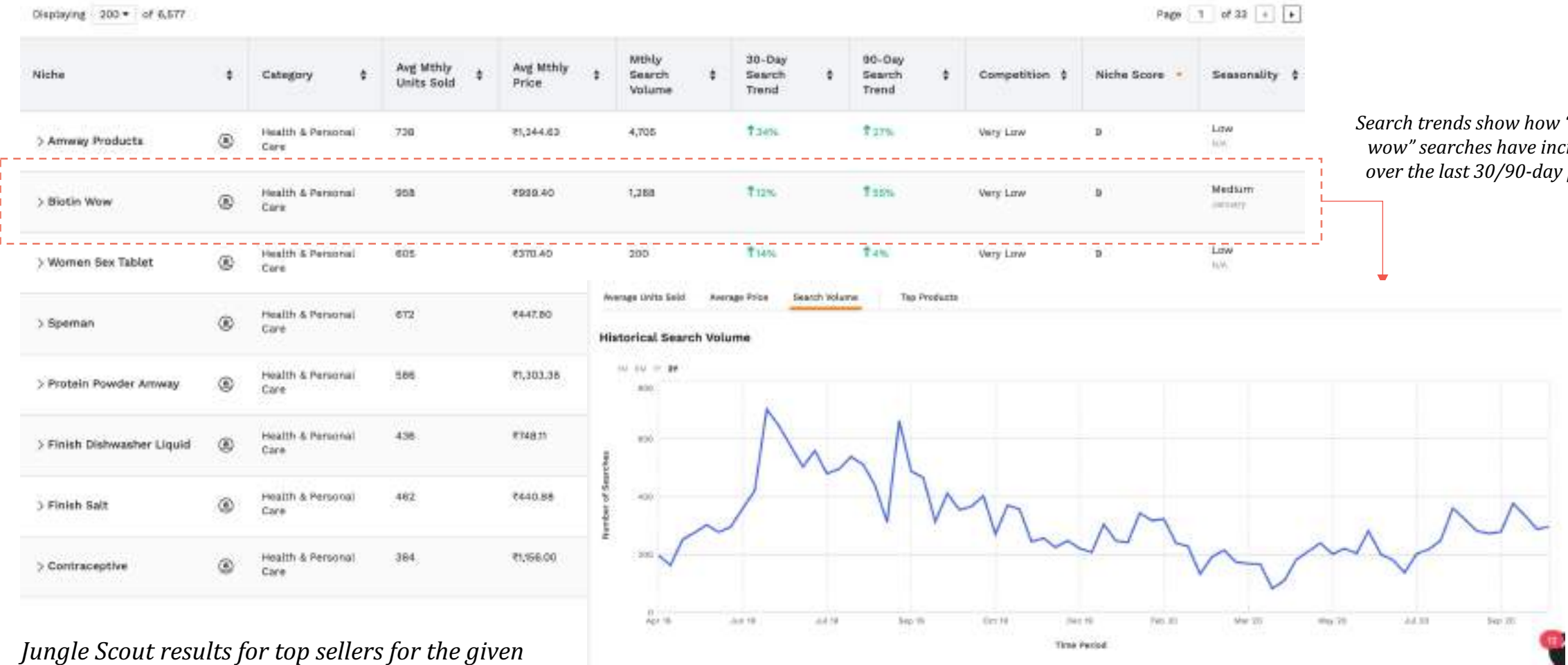
Tools like Jungle Scout help identify category best sellers and opportunity areas for new brands basis price points, volume trends, category competition, etc.

For instance, here we search for the category bestsellers in Health and Personal Care

Category Market Analysis

Finding new opportunity areas

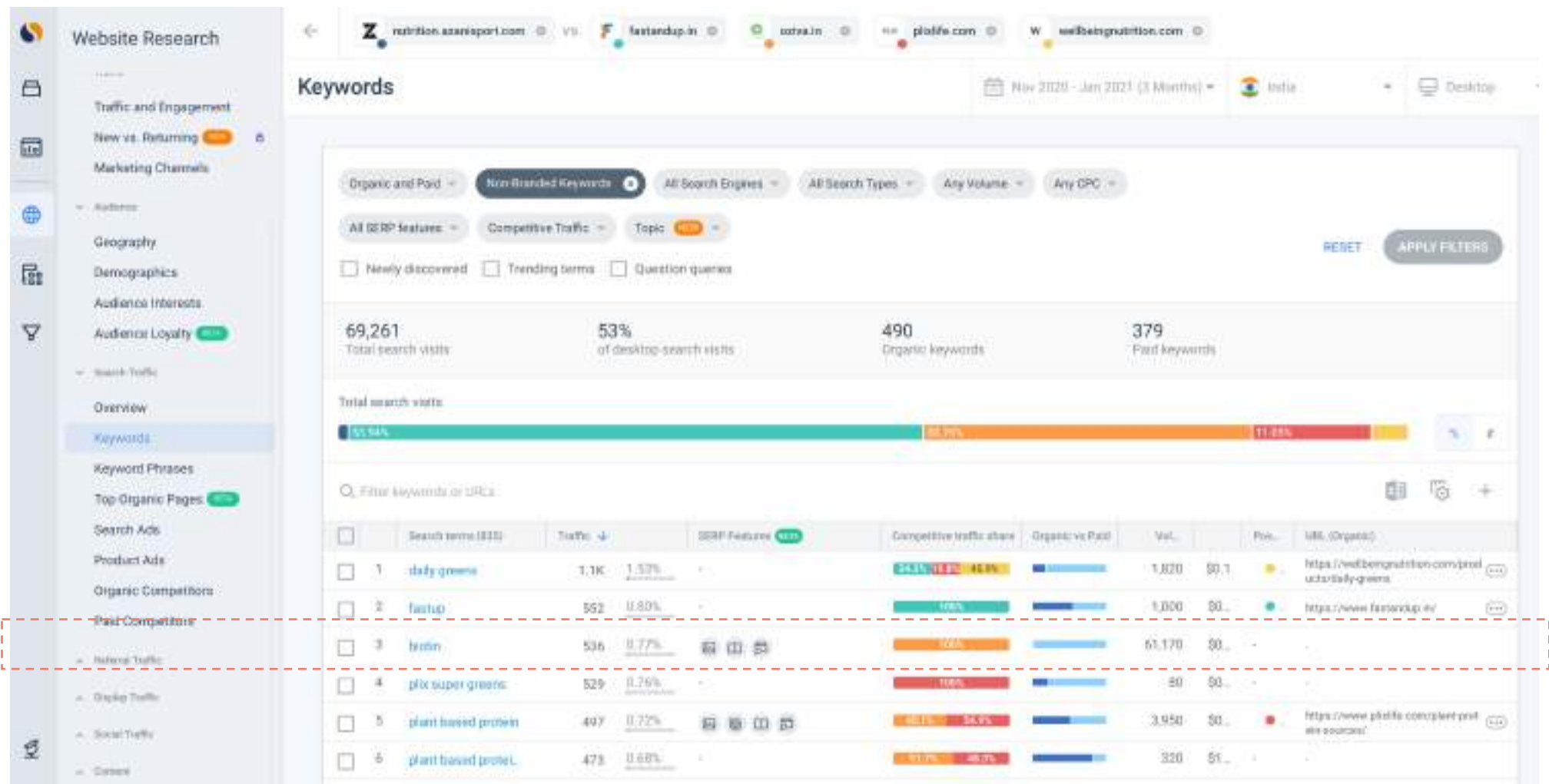
Decoding category for NPDP: Products are arranged by niche score (out of 10) on Jungle Scout; higher score indicates more opportunity



Category Market Analysis

Finding new opportunity areas

Overlaying D2C data: Analyze marketplace trends with D2C tools such as similarweb to uncover brand-wide product opportunities



Here's a snippet from similarweb where an analysis of the nutrition segment again shows Biotin as a trending keyword and 100% traffic going to only 1 competitor: Oziva

Category Market Analysis

Finding new opportunity areas

amazon

Hello

Select your address

Health & Personal Care

biotin wow

🔍

🇮🇳

Hello, Sign in

Account & Lists

Returns & Orders

🛒

All

Best Sellers

Mobiles

Today's Deals

Fashion

New Releases

Prime

Electronics

Customer Service

Amazon Pay

Home & Kitchen

Computers

Books

Toys & Games

Shopping made easy | Download the app

Health & Personal Care

Best Sellers

Diet & Nutrition

Household Supplies

Health Care

Medical Equipment

Personal Care

Sports Supplements

Shaving & Hair Removal

Sexual Wellness

1-24 of 68 results for "biotin wow"

Sort by: Featured

Pantry

☐ amazon pantry

Department

< Any Department

Health & Personal Care

Diet & Nutrition

Avg. Customer Review

★★★★★ & Up

★★★★☆ & Up

★★★☆☆ & Up

★★☆☆☆ & Up

Brand

☐ WOW

Price

Under ₹1,000

Deals

☐ Today's Deals

Subscription Option

☐ Subscribe & Save

Pay On Delivery

☐ Eligible for Pay On Delivery

Discount

10% Off or more

25% Off or more

35% Off or more

Natural Healthy Glow-On

OZIVA

Plant based Biotin. 100% Natural, Chemical Free

Shop Oziva >

Oziva Plant Based Biotin 10000+ mcg (with Sesbania Agati)

★★★★☆ 1,592

₹699.00

Oziva Protein & Herbs, Women, Natural Protein R...

★★★★☆ 3,438

₹1,449.00

justher

BIOTIN

10000+ mcg

JustHer Biotin with Herbs, 10000 mcg, Plant Based Biotin Supplement

OZIVA

Plant Based BIOTIN

10000+ mcg

Oziva Plant Based Biotin 10000+ mcg (with Sesbania Agati) Bamboo

HEALTHKART

BIOTIN

10000+ mcg

HealthKart Plant Based Biotin 10000 mcg, for Hair, Skin and Nails, Tangy

WOW

OMEGA 3

1000mg

WOW Omega-3 Fish Oil Triple Strength 1000mg (550mg EPA; 350mg DHA; 100mg Other Omega 3 Fatty Acid) - 60 Capsules

“Biotin wow” search (trending search trend on AMZ as seen on slide 10) shows both Bestsellers in the category; Oziva and Wow Life Science

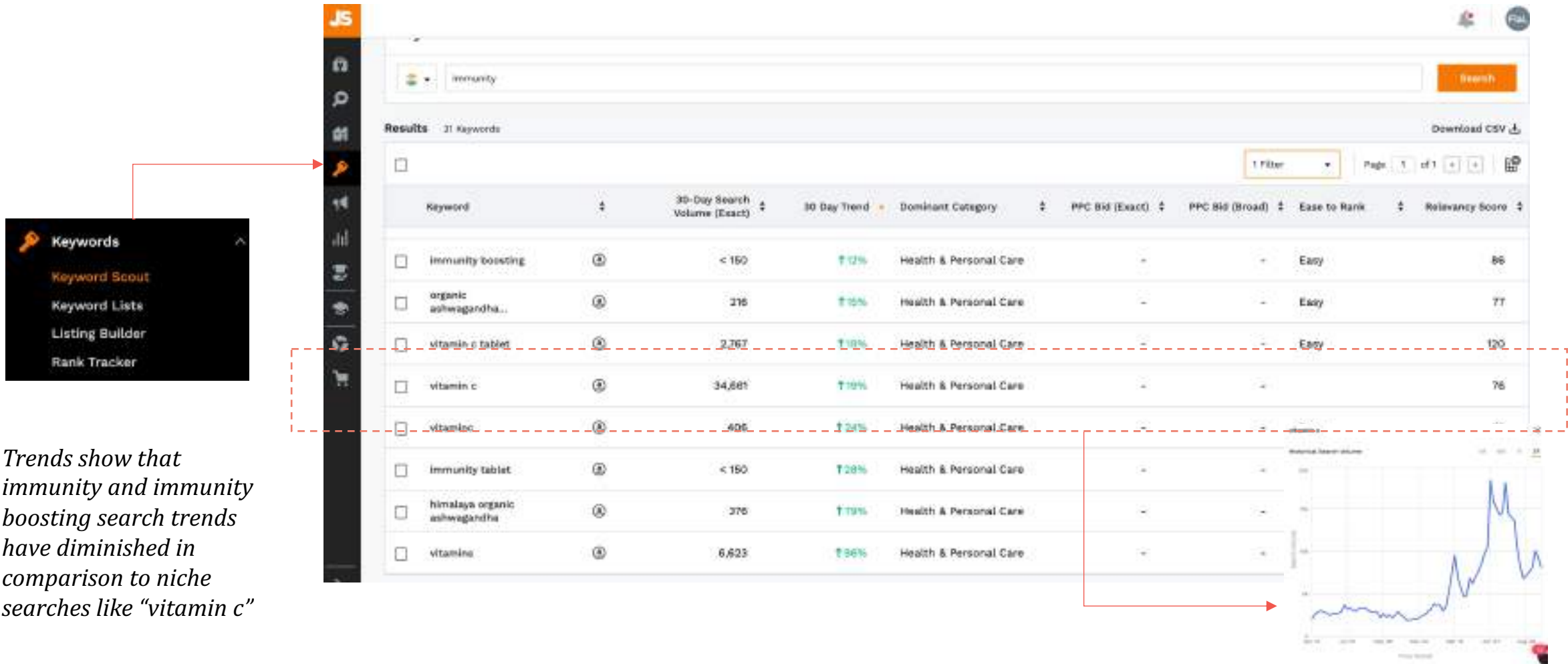
Category Market Analysis

Keyword based market analysis

Look at AMZ Pi in Section-4 for more accurate analysis

Customer search trends

Used for trend analysis of search volumes, product introductions, and identifying long-tail keywords for efficient marketing campaigns



Category Market Analysis

Customer feedback based market analysis

Several tools exist for review management for post-purchase mailers, review automation, product feedback that can be setup (covered later in the category and listing section)

Reviews/Ratings Analysis

- Customer feedback/ image uploads play definitive role in shaping AMZ rankings and future product sales
- Social listening can be used to identify:
 - Communication and marketing collateral for promoting products
 - NPD pipeline for new ranges that address customer issues



Review analysis of the luggage sector by a review analytics tool called [Bewgle](#) that indicates top concern areas for customers around material, design and wheel

The chart captures reviews for 4 products: Arlo Skye, Away, American Tourister and Nasher Miles



Category word cloud: Double click on reviews around these topics shows challenges around “tears easy”, “handlebar issues”, “poor material” etc.

Attribute	Rating	Frequency(%)
Trolley	4.1	2.25
Material	4.3	2.22
Design	4.5	2.11
Wheel	4.4	1.7
Weight	4.6	1.67
Capacity	4.1	1.52
Lock	2	1.44
Handle		
Zip		
Attribute	Rating	Frequency (%)
Price	4.5	15.45
Quality	4.35	13.39
Seller	4.4	4.22
Delivery	4.4	3.95
Purchase	1.5	3.25
Offer	4.6	1.75
Service	4.1	0.96

Top product attributes

Top purchase attributes

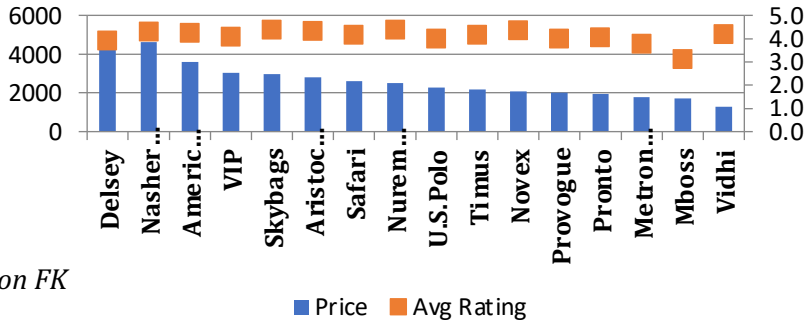
Category Market Analysis

Market gaps

Similar platforms like Kalagato perform market analysis of different AMZ categories

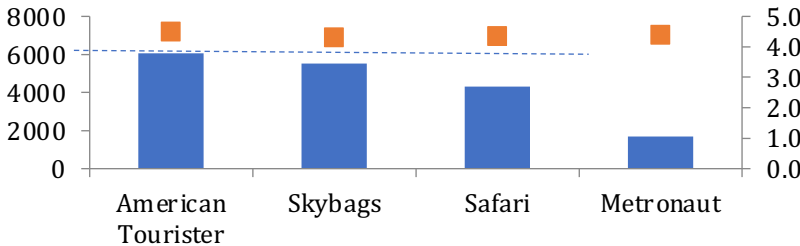
White spaces: sales vs. competition

- Review analysis across different platforms may help reveal market gaps across
 - Competition-based insights
Help identify price gaps vis-à-vis the competition
 - Channel-specific insights
Help identify channel behavior and consumer purchase patterns



Small luggage bags on FK

Competition insights:
Analysis shows limited competition in the large luggage bags segment

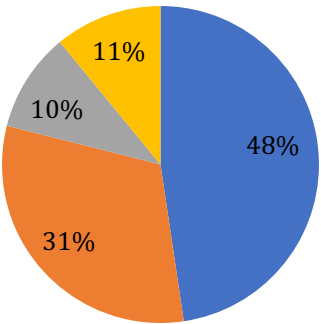
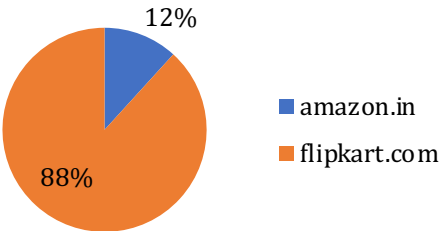


Large luggage bags on FK

Channel insights:

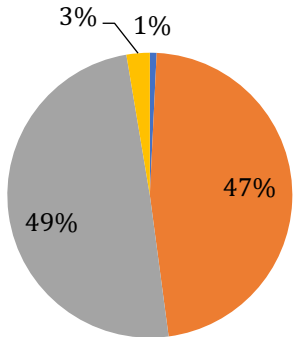
Review and catalogue analysis shows FK is the dominant channel for luggage

Further, Small and Medium bags sell most on FK but Xsmall sells most on AMZ



Amazon

- Xsmall (13 Inch - 19 Inch)
- Small (20 Inch - 24 Inch)
- Medium(25 Inch - 28 Inch)
- Large (29 Inch - 32 Inch)



Flipkart

- Xsmall (13 Inch - 19 Inch)
- Small (20 Inch - 24 Inch)
- Medium(25 Inch - 28 Inch)
- Large (29 Inch - 32 Inch)

Amazon Playbook

Category Market Analysis

Inventory Management



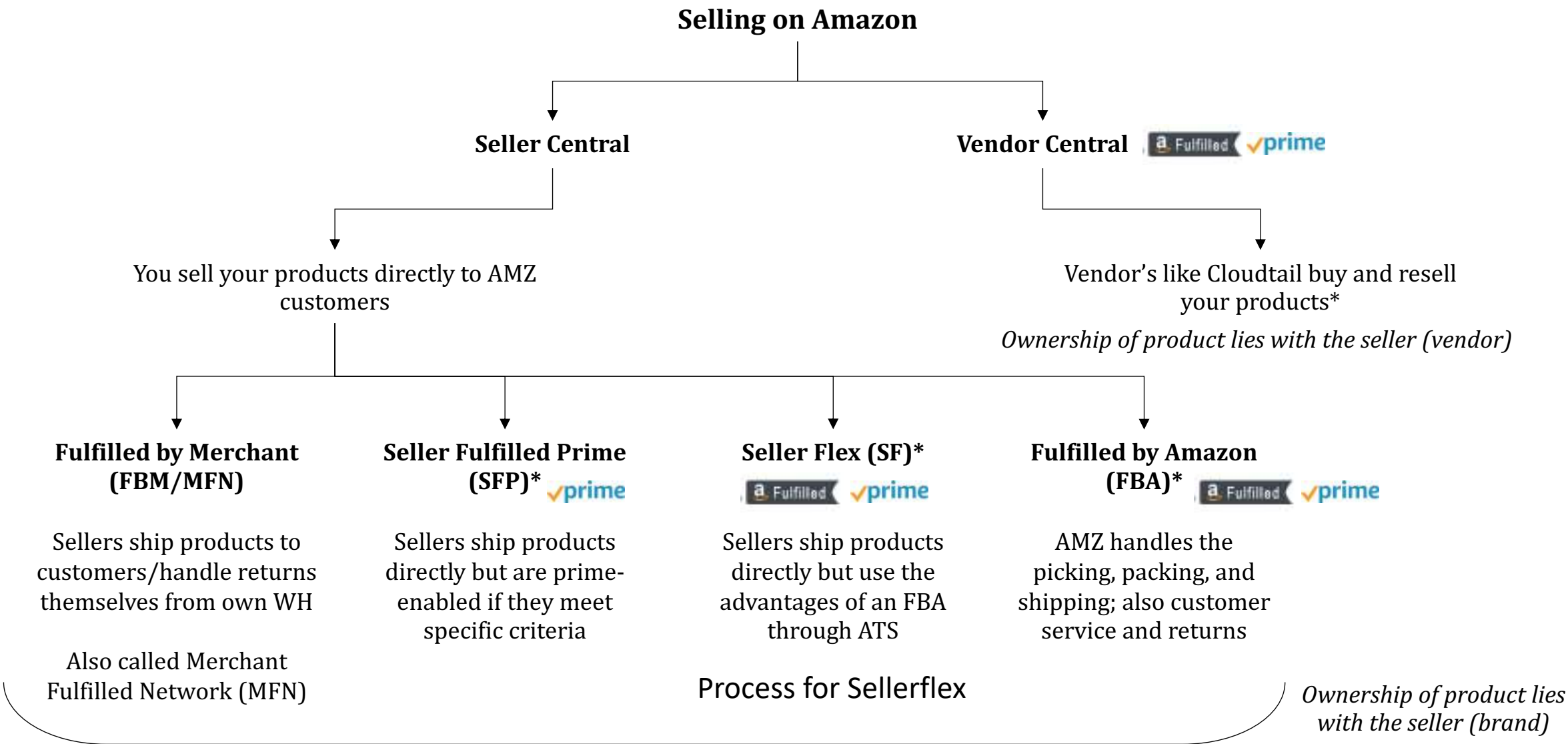
Pre-Boarding Checklist



Inventory Management

Fulfilment models on AMZ

*Eligible for Prime Badge



Inventory Management

MFN/ FBM and SFP

ProTip: MFN/SF helps keep ASIN alive even if product goes out of stock from the AMZ WH (FBA) with only a change in the delivery time

Merchant Fulfilled Network (MFN) or Fulfilled by Merchant (FBM)

Sellers take ownership of fulfilling orders by signing up with delivery partners for sending products to customers and handle returns themselves from own warehouse

Unlike FBA/SF, AMZ does not perform any quality checks since products are not AMZ fulfilled

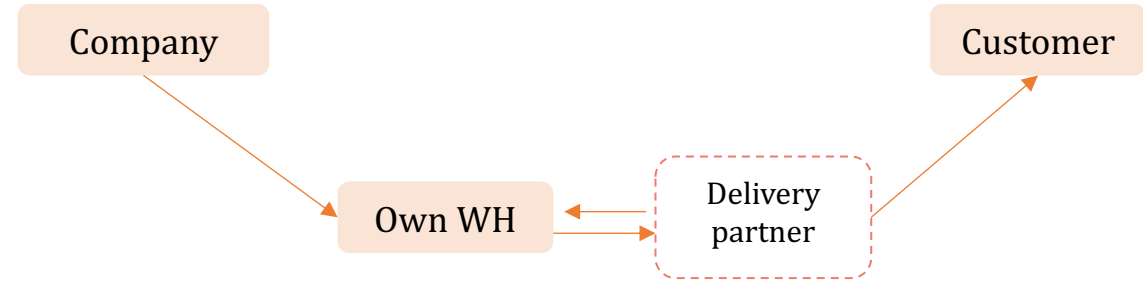
Seller Fulfilled Prime (SFP)

MFN can become prime-enabled or Seller-fulfilled prime by passing the AMZ test for:

- Maintaining 99% on-time shipment,
- Use AMZ 'buy [shipping](#)' for 95% orders
- Restricting cancellations to <1%

Pros

- Better control over shipping, inventory and promotions
- No Amazon fulfillment fees
- ASIN stays in-stock/live even if FBA WH runs out of stock



Recommended for

- Low margin products
- Low frequency purchases
- Recently introduced ASINs (new products)

Cons

- Delivery timelines are higher/ dissuades customers
- Low trust on service without AMZ-fulfilled
- Not recommended for immediate consumption products
- More difficult to win the Buy Box
- Challenge to market to AMZ prime customers
- Labor/time investment for shipping & customer service

Inventory Management

Seller Flex/ APOB: Alternate Place of Business*

Seller Flex

SellerFlex model allows you to keep your inventory in your warehouse (WH) while making inventory prime eligible. It takes advantage of ATS for product delivery from company warehouses directly to the consumers

Products under: (a) own or (b) 3rd party WH empaneled under FBA; SF WH is an extension of AMZ FBA WH

Brands/ sellers must use AMZ-branded packaging material

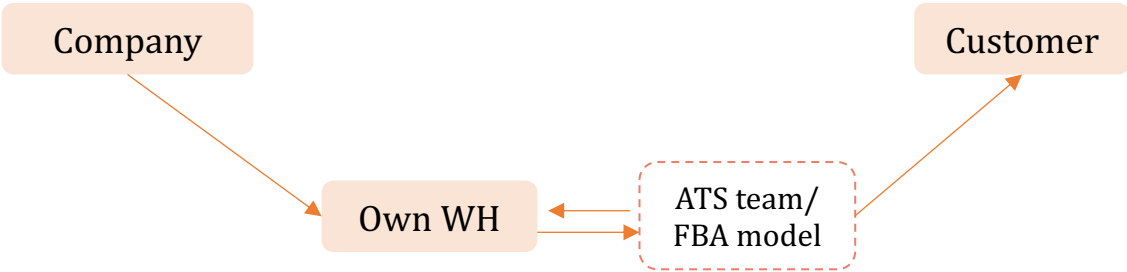
ATS picks and ships your order on the same day, and delivers the product in 1-2 days

Pros

- Access 10M prime customers (150M global)/ more spends
- Easier to win buybox + logistics/support AMZ- handled
- Better visibility on inventory and promotions
- Customer credibility as products are labeled as FBA
- ASIN stays in-stock/live even if FBA WH runs out of stock

ProTip: Use SF as an FBA backup unless products are new/slow-moving

*SF is called APOB as it provides an extension to the AMZ WH as an additional/ alternate place of business; **setup cost ~INR 1Lakh**



KPIs to maintain SF status:

- order processing time
- dispatch time
- timely pickup of product twice a day, i.e. how many orders to be handheld for picker before it comes to WH

If >2 times breached, SF is shut down

Recommended for

- High margin, heavy and bulk products
- Slow-moving products that lead to high AMZ WH storage cost
- Recently introduced ASINs (new products)

Cons

- Labor/time investment for packaging and WH mgmt
- AMZ shuts down seller-flex WH registrations during high velocity events/ festive or sales seasons
- Takes 24hrs extra for delivery vs. FBA/AMZ WH model

Inventory Management

FBA

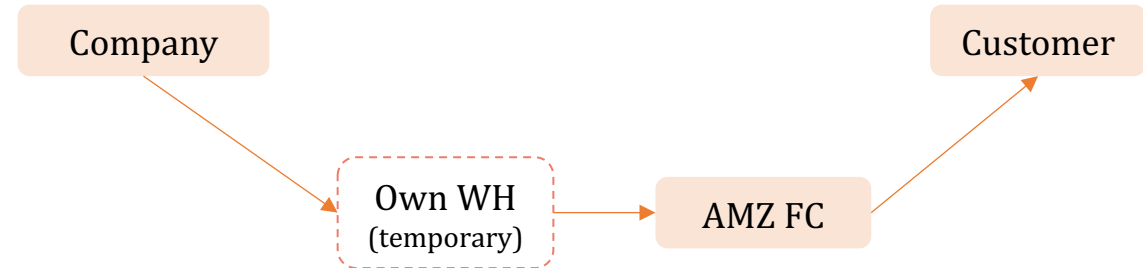
ProTip: Start with AMZ Launchpad to get auto-selected for FBA

Fulfilled by AMZ (FBA)

FBA model takes advantage of the fulfilment service wherein the AMZ Transportation Services (ATS) team takes care of the product delivery from company warehouses to fulfilment centers (FC) and subsequently to the consumers.

ATS charges for order handling, pick & pack, weight handling and inventory management.

With FBA, you can decide when, what, how much qty and where (which FBA WH) you dispatch your products



Recommended for

- High margin and high volume products
- High frequency purchases
- ASINs where the sales velocity is established >1Cr/mo

Pros

- Access 10M prime customers (150M global)/ more spends
- Easier to win buy-box
- Logistics and customer support handled by AMZ
- Customer credibility as products are labeled as FBA

Cons

- AMZ fulfilment fee
- Space constraints and storage fee
- PO generation takes time leading to stockouts / demand estimation issues

Inventory Management

FBA Fee Components

No separate listing fees, payment collection fees and subscription fees
 FBA fee structure details [here](#) and other types of fee/ penalties [here](#)

FBA Fee Structure (Engagement Fee)

Referral Fees

- Per item sold fee for products sold on AMZ
- Varies by category, typically ~5-10%

Category	Referral Fee Rate
Pet products	6.5% for item price <=250 11% for item price >250
Beauty products	4.50%
Beauty- Fragrances	7.5% for item price <=250 12.5% for item price >250
Luxury Beauty	4.50%
Health and Personal Care (HPC) - Other Subcategories	11.00%
HPC - Medical Equipment & Contact Lens	8.00%
HPC - Nutrition	9.00%
HPC - Household Supplies, Personal Care and Ayurveda	4.50%
Personal Care Appliances (Grooming and styling)	9.50%
Personal Care Appliances (excl. Grooming and styling)	7.50%
Personal Care Appliances - Electric Massagers	9.00%
Baby Products	4.00%
Baby Hardlines - Swings, Bouncers and Rockers, Carriers, Walkers	
Baby Safety - Guards & Locks	
Baby Room Décor	
Baby Furniture	
Baby Car Seats & Accessories	
Baby Strollers, Buggies & Prams	8.00%
Grocery and Gourmet	4.50%
Prescription Medicine	4.50%
Toys	9.50%
Toys - Drones	10.50%

Snapshot of the Baby and Personal Care category referral fee

Closing Fees

- Fixed Fee based on the item price (per unit)

Item Price including Shipping Charges (INR)	All Categories	Select Categories*
0-250	25	25
251-500	20	12
501-1000	15	15
1000+	30	30

Fulfilment Fees

- Depends on the weight, dimensions of product and shipping distance
- Includes pick & pack fee, storage fee (per cubic m) and shipping fee

FBA Fulfilment Fees	
Pick & Pack Fee (per unit)	₹ 10
Storage Fees (per cubic foot/month)	₹ 20
Shipping Fee (weight handling fee)	As per link here

Calculation of total AMZ FBA fees for a Camera Lens

Total Fee = Referral Fee + Closing Fee + Fulfilment Fee + Tax

Example:

Small Product: Camera Lens		
	Product Info:	How to calculate fees for this product:
	Dimensions: 11.7 x 7.7 x 7.7 cm	Step 1: Referral fee = 7% * 18900 = ₹ 1323
	Unit weight: 0.25 kg	Step 2: Closing Fee = ₹ 30
	Listing price on Amazon: ₹ 18,900	Step3: Product Type: Standard
		Fulfilment Fee= Shipping fee (considering local shipment)+ Pick & Pack = 28+10 = ₹ 38
		Total Amazon fee (w/o tax)= ₹ 1391 i.e 7.4%

Inventory Management

Vendor Flex

Vendor Flex

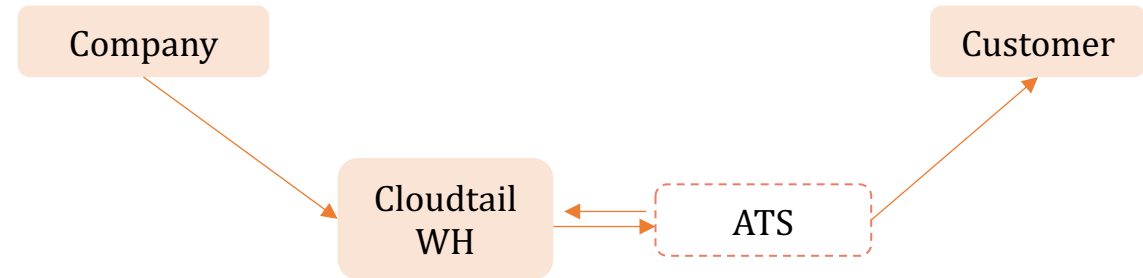
Vendors such as Cloudtail, Appario, Primarc work on an upfront purchase or PO-based model.

Brands should target VendorFlex to scale established products when in-house inventory management is difficult.

Challenges:

- Cloudtail won't accept <6 month shelf life
- Cloudtail won't buy until you atleast have 60% shelf life
- Cloudtail won't sell if you have less than 25% shelf life.

Eg. Very difficult to sell products like Yogabar (protein bar SKU)



Recommended for

- Brands that have difficulty scaling own WH Ops
- Products that get better margins through 3rd party vendors than FBA/ SF

Pros

- Discovery tools available only on cloudtail
- Auto purchase order release platform
- Warehousing and inventory mgmt. taken care of
- Product listing taken care of

Cons

- Difficult to sell lower shelf life products
- Higher margin to sell through vendorflex models
- Higher receivable cycles

Inventory Management

How to improve AMZ margins and select the right inventory model?

Fixed/ Variable Margin components

- Commission/Referral: fixed % of MRP
- Pick and pack: fixed fee
- Closing: fixed fee
- **Logistics: only variable component!**



How to improve logistics?

- The improvement comes from reducing shipping costs by converting them from national shipping to regional to local
- AMZ has 7 clusters; if products are present in all 7, then national shipping is ZERO -> shipping comes down to regional and local
- No additional overheads of listing. Upload GST and get account listed in all clusters through FBA or SF/ APOB.

When to choose VendorFlex model?

- For smaller brands that don't have financial capabilities of handling operations or understanding commissions can take help of 3rd party seller that helps with upfront payment
- VendorFlex focuses on a minimum fixed margin required by AMZ + own commission; typically overall commissions upward of 30%
3rd party sellers include Cloudtail, Primarc, Appario, Pecan Retail, ARIPL, etc

Eg. Mamaearth uses Cloudtail only for the baby business since commission, costs, and logistics for self-fulfilment/FBA were higher than Cloudtail

Getting best margins for sales

Margins for MFN, SF, and FBA depend on MRP of the product. Only with VendorFlex model, brands can negotiate with Cloudtail/Appario/other sellers what would those margins be? (like an MT chain negotiation)

Let's say if a brand gets 30% on FBA, then negotiate with Cloudtail to get 28% or so. Also, selling through own channels (MFN/SF/FBA) helps with better details and demographic understanding such as seller address, location etc.

AMZ Programs

Selecting fulfilment program

**ATS = AMZ Transportation Service*
***can negotiate lower rates for scaled companies >50Cr/mo*

	FBM/ MFN	SellerFlex (3 rd party WH)	FBA	CloudTail (CT) Or Appario, Primarc
Brand stage	For better inventory control on day-1 to understand search velocity/ inventory mgmt.	Become Prime enabled but control delivery	After establishing velocity, move ASIN to FBA for lower fee and better delivery	Growth-stage for scale once PMF established at ~2Cr/mo on AMZ
Model	Sellers handle packaging, delivery and customer service for orders	Sellers handle packaging, ATS* handles fulfilment	ATS* handles fulfilment	ATS handles fulfilment once product is shipped to Vendor WH
Pricing Control	Brands can maintain parity across other channels	Brands can maintain parity across other channels	Brands can maintain parity across other channels	Vendor has price control; may not adhere to minimum advertised price
Product Control	Self-packaging allows personalization like handwritten note	Self-packaging allows personalization like handwritten note	Less control on product packaging	Vendors limit product experience
Support	Need a customer support line and handle returns	AMZ handles customer support and returns	AMZ handles customer support and returns	AMZ handles customer support and returns
Preference	Difficult to win buy-box	Prime customers prefer FBA/ prime merchants	Prime customers prefer FBA/ prime merchants	Prime customers prefer FBA/ prime merchants
Prime Customers	NA	Access to prime customers	Access to prime customers	Access to prime customers
Commission	~30-35%	~30-32%	~28-30%	Cloudtail ~40%**
Listing	Self	Self	AMZ Launchpad auto-selects brand for FBA	Vendor
Recommendation	Day-1	SF used if self-WH capabilities or as backup for FBA	Most preferred mode of delivery	CT used where vendor margins are better

AMZ Programs

Selecting fulfilment program: Easyship model as a back-up for FBA

EasyShip model or SellerFlex model

- SellerFlex model fees is almost identical to the FBA fee, however, allows your own WH to be signed up as FBA-fulfilled for better customer visibility and delivery
- Delivery timelines for EasyShip have are 48-hours compares to 1-day delivery by prime owing the additional logistics of pick-up from Seller’s WH
- However, FBA inventory restrictions suggest brands setup SellerFlex models as backup FBA for their inventory
- Lastly, this also helps brands maintain FBA status on listings once the FBA-stock at AMZ WH is over, however, brands have stock in their own-WH which is now FBA-empanelled!

Example (for illustrative purposes):

Here is a comparison of Easy Ship and FBA Fees for a feature phone (non-Android mobile Phone)



Product Info: **Nokia 105 (2019)**
 Product size category: Small
 Unit weight: 300 gms
 Shipping distance: National
 Storage fees/unit: ₹ 3 (we charge ₹ 20/cubic foot/ month)
 Listing price on Amazon.in: **₹ 1000**

Fee Type	Easy Ship	FBA
Your product price on Amazon.in	₹1000	₹1000
Standard Sell on Amazon Charges		
Referral*(5% for mobile phones)	₹50	₹50
Closing Fee	₹50	₹26
Shipping/Weight Handling Fee	₹66	₹56
FBA Specific Charges		
Transportation to FC	-	₹10
Storage in FC	-	₹3
Pick & Pack Fee	-	₹10
Removals (if needed)	-	₹10
Total Amazon Fee	₹166	₹155
Fee percentage	16.6%	15.5%

*Subject to conditions & validity of offer mentioned below

AMZ Programs

When does it make sense to use CT over FBA?

CloudTail/ ARIPL usually charge a certain commission over FBA fulfillment fee and hence are more expensive than typical FBA charges; however it may make sense to use CT over FBA in certain situations:

Lower ASP products with prices <Rs. 250

For products priced below a Rs. 250, the fees structure looks as follows:

- Referral Fee (say baby category) = 6%
- Closing Fee (Rs. 25 for the price range) = 10%
- Logistics (assuming local shipping) = 23.2%

This builds up to an overall margin of **39.2%**!

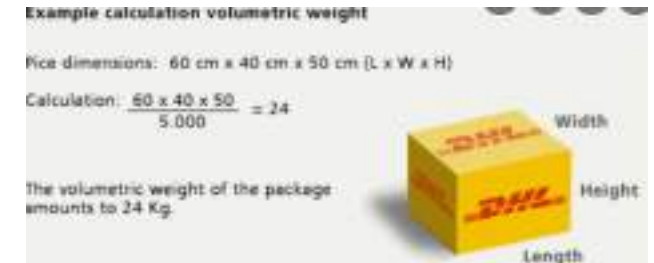
Hence, Mamaearth sells its baby diapers/wipes via CT since the products are priced at Rs. 150 and CT only charges about 33-35% margins to the brand!



Higher Volumetric Weights

Volumetric or Dimensional weight is calculated by LxBxH (cm³ or m³) divided by 5000 in kgs; and charged at Rs. X/kg

In such cases, it is more profitable to sell packaged chips brands with CT



Other Factors

- Retail and fulfilment taken care by CT/ PO-based order
- Pricing doesn't need attention
- If CT has similar inventory, it wins the buybox over sellerflex

Amazon Playbook

Journey Plan



- AMZ Lingo
- AMZ LOBs
- AMZ Hierarchy
- AMZ Programs
- AMZ Ad-inventory

Pre-Boarding Checklist



- Category Market Analysis
- Inventory Management

On-Boarding Measures



- Category & Product Listing
- AMZ Search & Discovery
- AMZ On-Platform PPC
- AMZ Off-Platform DSP
- Category Activations/ Big Sale Days
- Other Marketing Elements

Brand Take-Off



- Metrics Tracking
- AMZ Pi
- AMZ Agencies

Amazon Playbook

Category & Product Listing

AMZ Search and Discovery

AMZ On-Platform PPC

AMZ Off-Platform DSP

Category Activations/ Big Sale Days

Other Marketing Elements



On-Boarding Measures

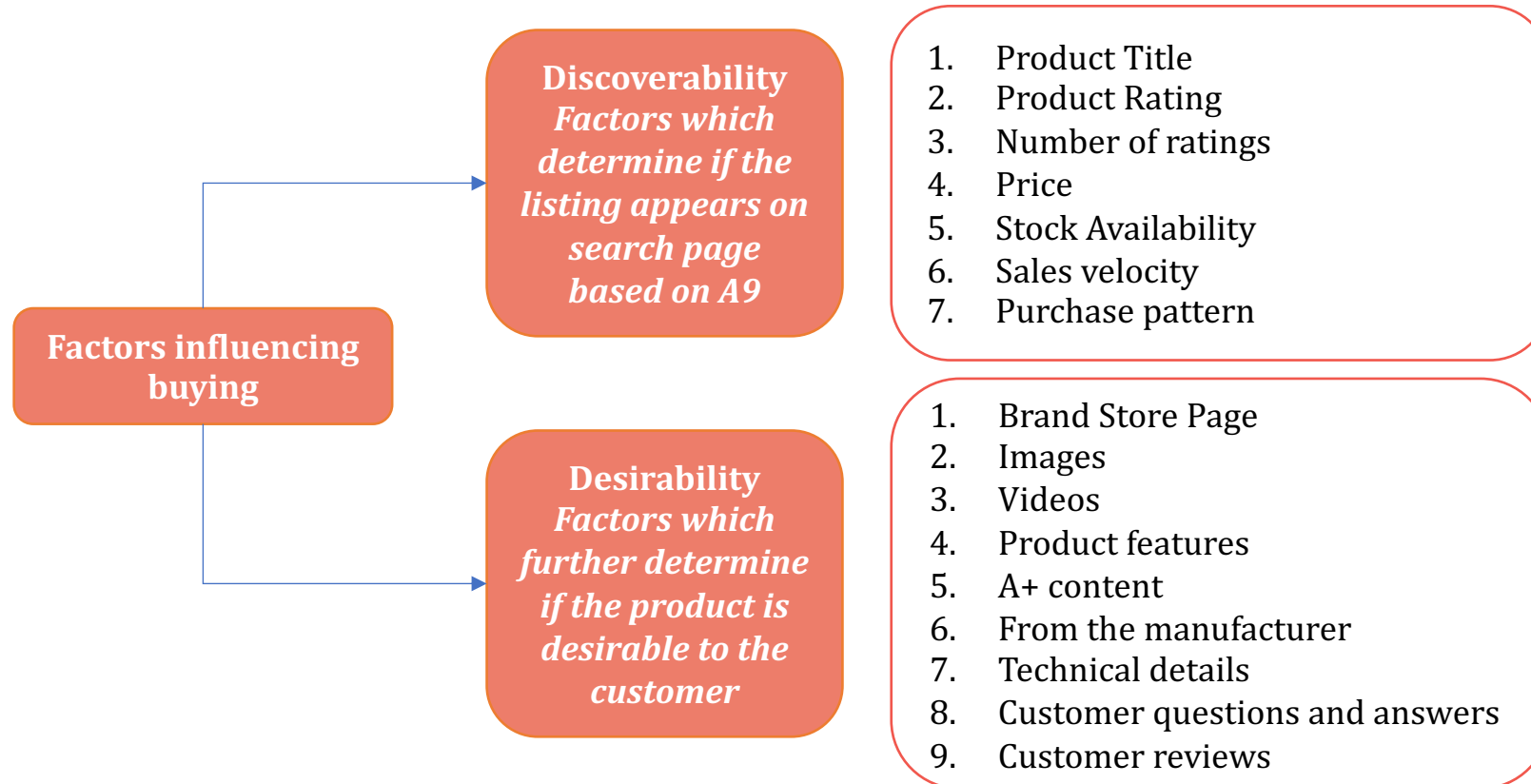


Listing Optimization

Desirability and Discoverability



Amazon A9 Algorithm determines the order in which listings will be displayed on a search results page when a customer types a query in the search tab; certain parameters influence results of A9 Algorithm termed as 'discoverability'. Once results appear, further factors determine if the customer is likely to buy the product, termed as 'desirability'. It's important to optimize for both discoverability and desirability



ProTip: A9 algorithm also checks for text relevancy across the listing across product title, brand store page, product features, A+ content. Optimizing for text relevancy by using the right keywords is a must



Listing Optimization

Order of priority, review frequency, policy changes



ProTip: When determining which factors to prioritize while listing products or revamping listings, the following order can be followed

- A+ content (images + videos)
- Ratings / Reviews
- Brand store page
- Product title



ProTip: When listing a new product, try tweaking each factor, to see changes in sales velocity every 3-4 days and finalize formats for factors which work best wrt. to optimizing sales velocity. A review frequency of 2 weeks is advised post first level tweaks



ProTip: Apart from the review timelines above, keep checking for major changes in Amazon policy wrt. to listing, this typically happens once every month or during major events such as Sale Day, festivities, holidays etc.



Listing Optimization

Product Title – BPC Example



ProTip: Templatize your Product Title, when listing new products, specific templates can be used for BPC category

Mamaearth Onion Oil for Hair Growth & Hair Fall Control with Redensyl 150ml

[Visit the Mamaearth Store](#)

★★★★☆ ~ 16,149 ratings

| 300 answered questions

Mamaearth Onion Shampoo for Hair Growth & Hair Fall Control with Onion Oil & Plant Keratin 400ml

[Visit the Mamaearth Store](#)

★★★★☆ ~ 1,906 ratings | 8 answered questions

Mamaearth Skin Illuminate Vitamin C Face Serum For Glowing and Radiant Skin with High Potency Vitamin C & Turmeric; For

Men and Women 30 g

[Visit the Mamaearth Store](#)

★★★★☆ ~ 8,805 ratings

| 285 answered questions

Mamaearth Vitamin C Face Wash with Vitamin C and Turmeric for Skin Illumination - 100ml

[Visit the Mamaearth Store](#)

★★★★☆ ~ 6,645 ratings

| 81 answered questions

Format adopted: [Brand Name] + [SKU Name] + [Functional Benefit] + [Key ingredients] + [Size]

Length: 13 to 25 words

Additional keywords picked from customer Q&As



Listing Optimization

Product Title – BPC Example

WOW Organic Raw Apple Cider Vinegar - with strand
of mother - Not from concentrate - 750mL

[Visit the WOW Store](#)



24,506 ratings | 434 answered questions

#1 Best Seller in Apple Cider Vinegar

WOW Skin Science Thai Body Massage Oil
for Reviving and Refreshing -Infused with
Blend of 6 Oils with Jasmine Absolute,
Kaffir Lime and Lemongrass Essential, 200
ml

[Visit the WOW Store](#)



88 ratings

Amazon's Choice for "body massage oil"

WOW Skin Science Brightening Vitamin C
Foaming Face Wash with Built-In Face

Brush for Deep Cleansing - No Parabens,
Sulphate, Silicones & Color, 150 ml

[Visit the WOW Store](#)



9,147 ratings

| 124 answered questions

WOW Apple Cider Vinegar No Parabens &
Sulphate Shampoo, 300mL

[Visit the WOW Store](#)



39,932 ratings

| 1000+ answered questions

Format adopted: [Brand Name]
+ [SKU Name] + [Functional
Benefit] + [Key ingredients] +
[Size]

Length: 10 to 27 words

Additional
keywords used to
highlight
differentiation
from competitors



Listing Optimization

Product Title – F&B Example



ProTip: Templatize your Product Title, when listing new products, specific templates can be used for F&B

OZiva Plant Based Biotin 10000+ mcg (with Natural Sesbania Agati Extract, Bamboo Shoot, Amla, Pomegranate), For Stronger Hair & Healthier Skin, 125g (Biotin, 125g)

[Visit the OZiva Store](#)

★★★★☆ 5,587 ratings | 219 answered questions

#1 Best Seller in Vitamin B7 (Biotin)

OZiva Hair Vitamins (With Hair Vitamin Blend, DHT Blocker & Omega 3) for Better Hair Growth & Hair fall Control, 60 Vegetarian Capsules

[Visit the OZiva Store](#)

★★★★☆ 1,963 ratings | 82 answered questions

#1 Best Seller in Multivitamins

OZiva Protein & Herbs, Women, (Natural Protein Powder with Ayurvedic Herbs like Shatavari, Giloy, Curcumin & Multivitamins for Better Metabolism, Skin & Hair) Chocolate, 500g

[Visit the OZiva Store](#)

★★★★☆ 7,232 ratings | 530 answered questions

Amazon's Choice for "oziva protein powder for women"

OZiva Plant Based Collagen Builder (With Vitamin C, Biotin, Silica & Bamboo Shoot) for Anti-Aging Beauty, Skin Repair & Regeneration, Classic, 250g

[Visit the OZiva Store](#)

★★★★☆ 5,680 ratings | 292 answered questions

#1 Best Seller in Collagen

Format adopted:
[Brand Name] + [SKU Name] + + [Key ingredients] + [Functional Benefit] [Flavor] + [Size]

Length: 23 to 27 words

Additional keywords used to highlight differentiation from competitors ("Vegetarian") or key brand value proposition ("Plant Based")



Listing Optimization

Product Title – F&B Example

Slurp Farm Tasty Mighty Munch, Tangy Tomato, **Healthy Snack for Kids**, 20g (Pack of 8)

Visit the Slurp Farm Store
★★★★☆ - 111 ratings

Slurp Farm **Healthy Wholegrain** Cookies | Ragi and Chocolate with Zero Transfat | Yummy Snack for Kids, 75gm

Visit the Slurp Farm Store
★★★★☆ - 140 ratings | 5 answered questions

Slurp Farm Instant Breakfast Millet Pancake Mix, Banana Choco-Chip And Supergrains, **Natural And Healthy Food**, 150g

Visit the Slurp Farm Store
★★★★☆ - 195 ratings | 11 answered questions

Slurp Farm Millet Dosa Instant Mix | Supergrains And Beetroot | Natural And Healthy Food, 150Gm

Visit the Slurp Farm Store
★★★★☆ - 55 ratings

Format adopted:
[Brand Name] + [SKU Name] + + [Key ingredients] + [Functional Benefit] [Flavor] + [Size]

Length: 23 to 27 words

Additional keywords used to highlight differentiation from competitors ("Vegetarian") or key brand value proposition ("Plant Based")



Listing Optimization

Product Title – F&B Example

VAHDAM - Organic Spiced Turmeric Tea |
USDA Organic Certified 15 Turmeric Tea
Bags | Blend of Turmeric Powder & Fresh
Spices | Herbal Tea for Weight Loss |
100% Natural Detox

[Visit the VAHDAM Store](#)

★★★★☆ ~ 362 ratings | 4 answered questions

VAHDAM, Organic Turmeric + Ginger
Powerful SUPERFOOD Blend (15 Tea Bag)
Herbal Tea | Powerful Wellness & Healing
Properties of Turmeric & Ginger | 100%
Natural, USDA Certified

[Visit the VAHDAM Store](#)

★★★★☆ ~ 775 ratings

VAHDAM -Turmeric + Moringa Tea | 15
Moringa Herbal Tea Bags | USDA Certified
Organic Moringa Tea | Herbal Tea

[Visit the VAHDAM Store](#)

★★★★☆ ~ 289 ratings

Amazon's Choice for "moringa tea"

VAHDAM Organic Turmeric +
Ashwagandha Herbal Tea | 15 Tea Bags of
Immunity Tea | Certified USDA Organic |
Pure Detox Tea

[Visit the VAHDAM Store](#)

★★★★☆ ~ 3,106 ratings | 9 answered questions

Format adopted:
[Brand Name] + [SKU
Name] + [Key
ingredients] or
[Certifications] +
[Functional Benefit]
+ [Size]

Length: 17 to 26 words

Additional keywords used to highlight
differentiation from competitors
("Vegetarian") or key brand value
proposition ("Plant Based")



Listing Optimization

Product Title – Consumer Electronics Example



ProTip: Templatize your Product Title, when listing new products, specific templates can be used for consumer electronics

boAt Rockerz 400 On- Ear Headphones
with 8 Hours Battery, 40mm Drivers,
Bluetooth V5.0, Foldable Cups and Voice
Assistant(Carbon Black)

[Visit the boAt Store](#)

★★★★☆ ~ 70,943 ratings
| 1000+ answered questions

boAt Bassheads 152 in Ear Wired
Earphones with Mic(Jazzy Blue)

[Visit the boAt Store](#)

★★★★☆ ~ 44,964 ratings
| 1000+ answered questions

Amazon's Choice for "boat head-phone"

boAt Rockerz 450 On-Ear Headphones
with 15 Hours Battery, 40mm Drivers,
Padded Ear Cushions, Easy Access
Controls and Voice Assistant(Luscious
Black)

[Visit the boAt Store](#)

★★★★☆ ~ 35,859 ratings
| 1000+ answered questions

Amazon's Choice for "boat rockerz 450"

boAt Bassheads 225 in Ear Wired
Earphones with Mic(Black)

[Visit the boAt Store](#)

★★★★☆ ~ 172,668 ratings
| 1000+ answered questions

Title Format:
Brand Name + Model
Number + SKU Name +
Battery Hours + Technical
Details + Accessories + Color

Length: 10 to 28 words

**Additional keywords used to
highlight differentiation from
competitors or key brand value
proposition**



Listing Optimization

Product Title – Consumer Electronics Example

boAt Rockerz 400 On- Ear Headphones
with 8 Hours Battery, 40mm Drivers,
Bluetooth V5.0, Foldable Cups and Voice
Assistant(Carbon Black)

[Visit the boAt Store](#)

★★★★☆ ~ 70,943 ratings
| 1000+ answered questions

boAt Bassheads 152 in Ear Wired
Earphones with Mic(Jazzy Blue)

[Visit the boAt Store](#)

★★★★☆ ~ 44,964 ratings
| 1000+ answered questions

Amazon's Choice for "boat head-phone"

boAt Rockerz 450 On-Ear Headphones
with 15 Hours Battery, 40mm Drivers,
Padded Ear Cushions, Easy Access
Controls and Voice Assistant(Luscious
Black)

[Visit the boAt Store](#)

★★★★☆ ~ 35,859 ratings
| 1000+ answered questions

Amazon's Choice for "boat rockerz 450"

boAt Bassheads 225 in Ear Wired
Earphones with Mic(Black)

[Visit the boAt Store](#)

★★★★☆ ~ 172,668 ratings
| 1000+ answered questions

Title Format:
Brand Name + Model
Number + SKU Name +
Battery Hours + Technical
Details + Accessories + Color

Length: 10 to 23 words

**Additional keywords used to
highlight differentiation from
competitors or key brand value
proposition**



Listing Optimization

Product Title – Combos



ProTip: Different titles for combos, highlight the value proposition for the different products as a whole in the title. Works best for F&B products, hasn't worked for BPC

Slurrp Farm **Healthy Breakfast Combo** |
Beetroot Dosa, Banana Pancake and
Chocolate Puff | Weekly Wholegrain
Breakfast Box for Kids

[Visit the Slurrp Farm Store](#)

★★★★☆ ~ 9 ratings

Slurrp Farm **Protein Breakfast Combo**
Pack of 5 (360g)|150g(Spinach Dosa Mix,
Choco-Chip Pancake Mix Pack)+ 20g(Pack
of 3 Ragi Puffs)

[Visit the Slurrp Farm Store](#)

★★★★☆ ~ 124 ratings

Title Format:
Brand Name + Combo Name +
Individual SKUs with
grammage

VAHDAM, Green Tea Bags for **Weightloss** |
Combo of Relaxing and Calming
Chamomile Tea along with Sweet Detox
Tea from the great Himalayas (15 Each, 30
Total)

Brand: VAHDAM

★★★★☆ ~ 483 ratings

Vahdam, **Black Tea Combo** - Set of 4
Premium Teas - Darjeeling, Assam Tea,
Nilgiri Tea, Indian Breakfast Tea, Loose
Leaf Tea Direct from Source in India,
Makes 40 Cups of Each Tea

[Visit the Vahdam Teas Store](#)

**Clear call-out for value
proposition for two distinct
products, best seller product
mentioned first in the listing**

Mamaearth Ubtan Natural Face Wash with
Turmeric & Saffron + Ubtan Face Pack
Mask for Fairness, Tanning & Glowing Skin
with Saffron, Turmeric & Apricot Oil -
100ml Each

[Visit the Mamaearth Store](#)

★★★★☆ ~ 384 ratings | 13 answered questions

Mamaearth Bye Bye Blemishes For
Pigmentation, Sun Damage & Spots
Correction + Ubtan Natural Face Wash for
Dry Skin (Combo Pack of 2)

[Visit the Mamaearth Store](#)

★★★★☆ ~ 192 ratings | 16 answered questions

Listing Optimization

Product Title – Keywords



ProTip: How to make a basic list of keywords?

Step 1.1: Pick keywords with high volume wrt. to relevance to the category and product (USP, differentiators) to meet text relevancy requirements of the A9 algorithm

Most efficient keyword sources are Amazon Brand Analytics on Seller Central and Amazon Pie. External tools such as Junglescout found to be less effective than Brand Analytics and Pie

amazon pi

Brands

BrandX

Category

Kitchen Appliances

New report

New / Repeat Customer Insights & Lifetime Value

Awareness

Search Performance

Product Search Ranking

Display Advertising Share Of Voice

Consideration

Product View (Glance View) Report

Alternate Purchase

Subcategories

Total 9-Hand Blenders, Food Processors, Deep F...

Time Period

Monthly | Jan'21 - May'21

What is the performance of your brand on top searches in the selected category/ subcategory? (Data refreshed daily. Refer to download s

Keyword performance

Top Category Keywords

Top Branded Keywords

Top Competitor Keywords

Top Generic Keywords

Movers and Shakers

Keyword data duration

7 days

15 days

30 days

S.No.	Keyword	# of Searches	Your First Page Organic Coverage (%)	Your First Page SP Coverage (%)	Your First Page SP Search SOV (%)	Your First page search SP CTR (%)
16	food processors	10K-50K	15.3%	3.2%	15.4%	2.5%
17	hand mixer grinder	10K-50K	1%	0%	0.1%	0.1%
18	kettle 1.5 litre+	10K-50K	2.1%	0.5%	1.9%	0.7%
19	chopper electric f...	10K-50K	10.9%	0%	0%	0.1%



Listing Optimization

Product Title – Keywords



ProTip: How to make a basic list of keywords?

Step 1.2: Keep a track of keywords used by competitors through manual search of product titles

Slurp Farm Millet Dosa **Instant Mix** |
Supergrains And Beetroot | Natural And
Healthy Food, 150Gm
[Visit the Slurp Farm Store](#)
★★★★☆ 55 ratings

Soulfull | Rava **Instant Dosa** | **Healthy No**
Maida Meal - 500g (Pack of 2)
[Visit the Soulfull Store](#)
★★★★★ 3 ratings

When Soulfull launched dosa mix, they added words such as 'instant' and 'healthy' which were ranked high as keywords in the category; Slurp farm followed suite

Slurp Farm **High Protein** Millet Dosa
Instant Mix, Supergrains and Spinach,
Natural and Healthy Food, 150g (Pack of 3)
[Visit the Slurp Farm Store](#)
★★★★☆ 169 ratings

Soulfull | Healthy Millet Meal - 63% Ragi |
High Fibre Ragi Dosa Mix - 500g (Pack of 2)
[Visit the Soulfull Store](#)
★★★★☆ 2 ratings

Each brand highlight their unique value proposition to target distinct consumer groups



Listing Optimization

Product Title – Keywords



ProTip: How to make a basic list of keywords?

Step 1.2: Keep a track of keywords used by competitors through manual search of product titles

Wingreens Farms **Easy** Eggless Pancake
Mix (250g)

[Visit the Wingreens Farms Store](#)

★★★★☆ 24 ratings

Slurp Farm **Instant** **Breakfast** Millet
Pancake Mix, Banana Choco-Chip,
Supergrains and Chocolate, Natural and
Healthy Food, 150g (Pack of 2)

[Visit the Slurp Farm Store](#)

★★★★☆ 643 ratings | 13 answered questions

When Wingreens launched pancake mix, they added words such as 'easy' and 'healthy' which were ranked high on relevance as keywords in the category; Slurp Farm followed suite by adding 'instant'. Also, added words 'breakfast' because Indian consumers usually don't identify with pancakes as breakfast

Nestlé CERELAC Baby Cereal with Milk,
Ragi Apple – **From 8 Months**, 300g BIB
Pack

Brand: CERELAC

★★★★☆ 2,132 ratings

| 27 answered questions

Slurp Farm Organic No Sugar Baby Cereal
| Ragi, Rice and Banana with Milk | Instant
Healthy Wholesome Food **for Babies**,
200g

[Visit the Slurp Farm Store](#)

★★★★☆ 428 ratings | 26 answered questions

When Nestle added
'from 8 months',
Slurp Farm added
'for babies'



Listing Optimization

Product Title – Keywords



ProTip: How to make a basic list of keywords?

Step 1.2: Keep a track of keywords used by competitors through manual search of product titles

VAHDAM ORGANIC Himalayan Green Tea
Bags (15 TBs) - USDA Certified Organic
Detox Green Tea for **Weight Loss (Slim
Tea)**

Girnar Green Tea, Desi Kahwa, 36 Tea Bags
Brand: Girnar
★★★★★ 19,556 ratings
| 85 answered questions

Lipton Pure & Light Green Tea Bags, 100

Pc

Brand: Lipton

★★★★★ 4,711 ratings

| 121 answered questions

Organic India Tulsi Green Tea Classic - 25 Tea Bags

Brand: ORGANIC INDIA

When the weight loss segment picked up on Amazon, Vahdam capitalized on this opportunity to clearly include keywords 'weight loss' or 'slim tea' to differentiate from mainstream players such as Girnar, Lipton, Organic India



Listing Optimization

Product Title – Keywords



ProTip: How to make a basic list of keywords?

Step 1.3: Pick keywords from customer Q&As /feedback / reviews on the platform to meet further gaps

Question: Can we use after **keratin tteatment**
Answer: I think so because it's natural product
By Amazon Customer on 23 May, 2020

Mamaearth Onion Hair Fall Shampoo for
Hair Growth & Hair Fall Control, with
Onion Oil & **Plant Keratin** 250ml
Visit the Mamaearth Store
★★★★☆ ~ 12,856 ratings
| 228 answered questions

Keep tracking customer Q&As to get a sense of common questions asked by customers, the specific use case they are struggling with and add relevant keywords to resolve queries

boAt Rockerz 255 in-Ear Earphone
with **8 Hours Battery**, IPX5,
Bluetooth V5.0 and Voice
Assistant(Active Black)
Visit the boAt Store
★★★★☆ ~ 274,886 ratings
| 1000+ answered questions
Amazon's Choice for "bluetooth headset"

SUBHANKAR DAS
★★★★★ Just Awesome Wireless Headphone under 1000...
Reviewed in India on 29 October 2018
Style name: Rockerz 255 | Colour: Active Black | **Verified Purchase**
Its Awesome... Good sound quality & **8-9 hrs battery life...** Just waww look... 😊 I brought just 999 rupees...
But Amazon's Packaging system is Very bad... Very poor packaging... Flipcart's packaging system is much better than Amazon...

Clear call-out on battery life which seems to be a frequently highlighted feature by frequent users of the product



Listing Optimization

Product Title – Combos



ProTip: Different titles for combos, highlight the value proposition for the different products as a whole in the title. Works best for F&B products, hasn't worked for BPC

Slurp Farm **Healthy Breakfast Combo** |
Beetroot Dosa, Banana Pancake and
Chocolate Puff | Weekly Wholegrain
Breakfast Box for Kids
[Visit the Slurp Farm Store](#)
★★★★☆ ~ 9 ratings

Slurp Farm **Protein Breakfast Combo**
Pack of 5 (360g)|150g(Spinach Dosa Mix,
Choco-Chip Pancake Mix Pack)+ 20g(Pack
of 3 Ragi Puffs)
[Visit the Slurp Farm Store](#)
★★★★☆ ~ 124 ratings

Title Format:
Brand Name + Combo Name +
Individual SKUs with
grammage

VAHDAM, Green Tea Bags for **Weightloss** |
Combo of Relaxing and Calming
Chamomile Tea along with Sweet Detox
Tea from the great Himalayas (15 Each, 30
Total)
Brand: VAHDAM
★★★★☆ ~ 483 ratings

Vahdam, **Black Tea Combo** - Set of 4
Premium Teas - Darjeeling, Assam Tea,
Nilgiri Tea, Indian Breakfast Tea, Loose
Leaf Tea Direct from Source in India,
Makes 40 Cups of Each Tea
[Visit the Vahdam Teas Store](#)

Slurpfarm pushes combos
because it helps sell fresh
products in bulk, customers
usually prefer buying

Mamaearth Ubtan Natural Face Wash with
Turmeric & Saffron + Ubtan Face Pack
Mask for Fairness, Tanning & Glowing Skin
with Saffron, Turmeric & Apricot Oil -
100ml Each
[Visit the Mamaearth Store](#)
★★★★☆ ~ 384 ratings | 13 answered questions

Mamaearth Bye Bye Blemishes For
Pigmentation, Sun Damage & Spots
Correction + Ubtan Natural Face Wash for
Dry Skin (Combo Pack of 2)
[Visit the Mamaearth Store](#)
★★★★☆ ~ 192 ratings | 16 answered questions

Clear call-out for value
proposition for two distinct
products, best seller product
mentioned first in the listing



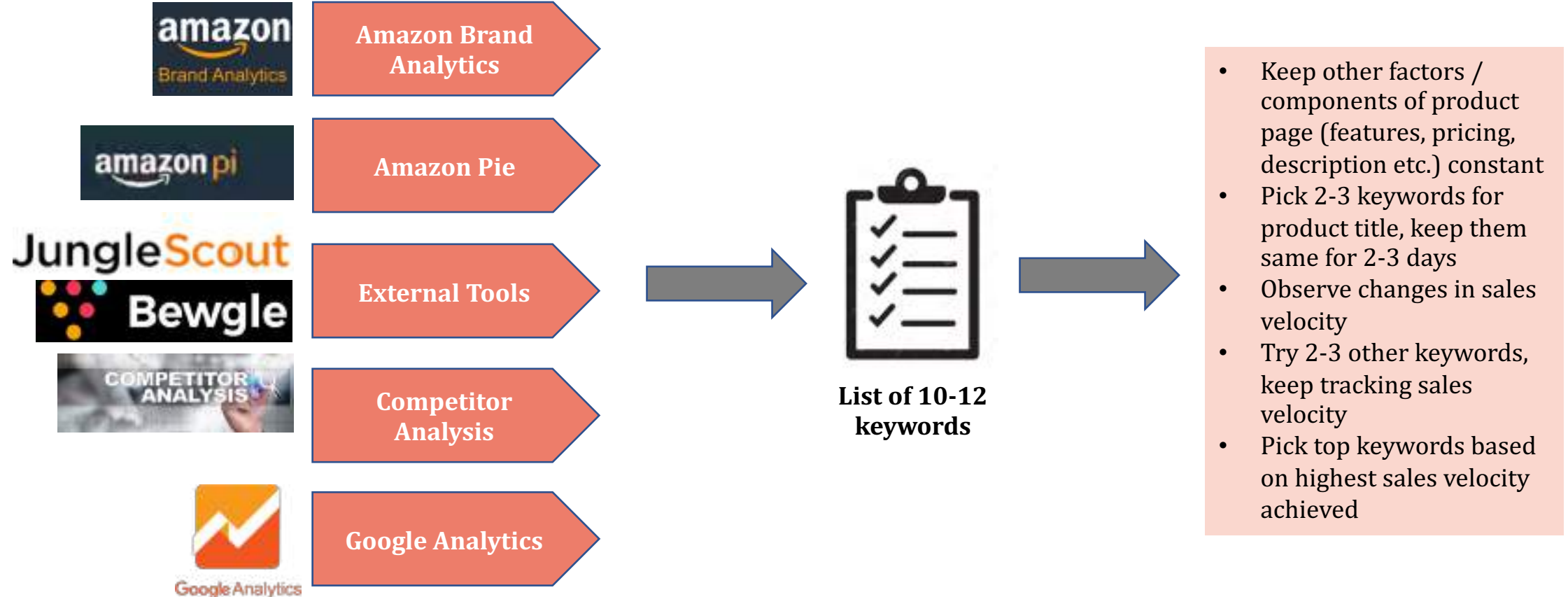
Listing Optimization

Product Title – Keywords



ProTip: How to make a finalise keywords?

- Make a list of 10-12 keywords for each title. Maximum 20 keywords from sources mentioned above
- Keep all parameters constant, iterate, see changes for 3-4 days, decide on the most relevant keywords





Listing Optimization

Product Title – Other Insights



ProTip: Target additional customer groups and add relevant keywords to the title to attract them

Slurpp Farm **Healthy Ragi Snacks**, 210G
with Combo Pack of 4 - No Maida
Chocolate Pancake Mix and Pack of 3 Non
Fried Puffs

Kids and mothers are Slurppfarm's key target audience. The brand used keywords such as "ragi snacks" to attract younger population. Saw 1.1x jump in sales velocity in the first one week, the SKU was perceived as a 2 min healthy option like maggi

Slurpp Farm Ragi **Tiffin**, Combo Pack of
5(360g) |150g Beetroot Dosa Mix, No
Maida Chocolate Pancake

Added keywords such as "tiffin" (no major player in category – with bid value INR 20 as compared to other high volume keywords with bid value at ~INR 300

Other Insights for Title

- Optimization of product titles > ~5-10% change in sales velocity
- It's tough to track changes in CTR / CvR based on changes in product title, because changes in CTR or CvR are linked to other factors such as pricing, discounts, availability of product etc.
- Optimize for keyword relevance as opposed to easy to read formats which are formatted grammatically or otherwise

Visit the Slurpp Farm Store
★★★★☆ 86 ratings



Listing Optimization

A+ Content & Brand Store Page – F&B



ProTip: Add A+ Content and brand store page to see as high as 2x change in CvR for your newly listed brand; or optimize A+ Content and brand store page to see a~10% rise in sales velocity for existing brand



INDIA'S TEA BRAND FOR THE WORLD

Vahdam Teas have been shipped to 85+ countries across the globe & is disrupting the 200-year-old supply chain of tea by leveraging technology & cutting out all middlemen. All the teas are procured directly from hundreds of gardens from India within days of production, packaged garden fresh and shipped directly. Experience tea like never before.

Use A+ Content or Brand Store Page to highlight key values and philosophy followed by the brand. These could be differentiators for your brand from mainstream brands; and aid the decision making process of the customer

Vahdam has shared a video which highlights

- Founders story, lineage of 80 yrs. in the tea industry, efforts of 4th generation in the founder's family towards tea making
- Mission to make better tea available in every corner of the world by cutting down middlemen
- Highlights that Vahdam is a "home grown" brand which retains all earnings on the region and helps farmer get a better price
- Talks about TEAch me initiative which donates 1% revenue towards education of tea workers' children



Listing Optimization

A+ Content & Brand Store Page – F&B



Use A+ Content or Brand Store Page to highlight key values and philosophy followed by the brand. These could be differentiators for your brand from mainstream brands; and aid the decision making process of the customer. Especially effective in categories such as baby foods which are planned purchases

Slurppfarm clearly highlights

- Made by two mothers
- Say No to junk in everyday foods

Made by two mothers

who are on a mission to provide healthy, yummy, and natural food for children and their families. Made with **ancient Indian grains**, a bit of creative genius and recipes from our Grandmothers.



Listing Optimization

A+ Content & Brand Store Page - BPC



Use A+ Content or Brand Store Page to highlight key values and philosophy followed by the brand. These could be differentiators for your brand from mainstream brands; and aid the decision making process of the customer

Mamaearth clearly highlights

- From Nature, with Love
- Commitment to “Plastic Positive”



Listing Optimization

A+ Content & Brand Store Page – F&B



Use A+ Content or Brand Store Page in categories such as F&B which are visual categories, where customers look for clarifications on the product usage through visual experiences

Slurppfarm clearly highlights that bake mixes are easy to make, to clear apprehensions around the ease of making around a relatively new category in the Indian market





Listing Optimization

A+ Content & Brand Store Page – F&B



BREW HOT OR ICED SUPERFOOD LATTE

Our nourishing & calming Turmeric Ashwagandha Latte mix is a hearty mix of 5 super ingredients like Turmeric, Ashwagandha, Ginger, Mint, Black Pepper and Stevia! You can brew it hot or iced with a dairy or nut milk of your choice. Expect a luscious earthy cup of subtly spiced and sweet flavours. Add to your morning oatmeal, smoothies, yoghurt or frays to make the most of this superfood mix! Our vision here is simple, no compromises on the flavor and our promise of unmatched quality

Use A+ Content or Brand Store Page in categories such as F&B which are visual categories, where customers look for clarifications on the product usage through visual experiences

Vahdam highlights a few easy-to-make recipes for the hot brew and iced brew and what to expect afterwards



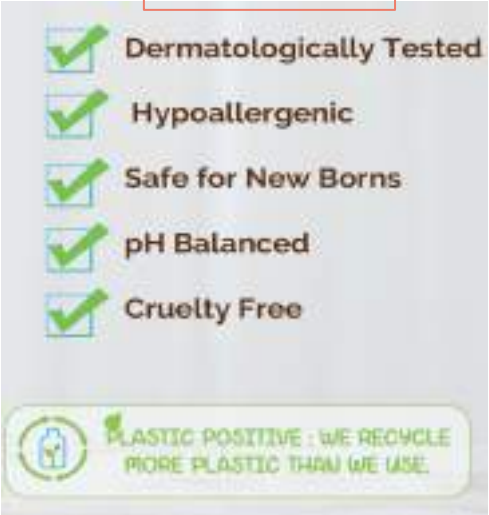
Listing Optimization

A+ Content & Brand Store Page

Vahdam



Mamaearth



Add content around checklists which highlight differentiation from mainstream competitor brands, and is efficient in building trust and aiding the decision of the customer to make the final purchase

Slurrpfarm



Why buy Slurrp Farm



boAt



Listing Optimization

A+ Content & Brand Store Page – Consumer electronics

Entice customers with interesting images at the top of the content to catch their attention





Listing Optimization

Images – F&B



ProTip: Add no more than 7 images, considering attention span of the customer. Sequence of images should convey a story which convince the customer to buy your product



First Image:
Front of Pack



Second Image: Key ingredients, value proposition, convince customer to buy the product for first time



Third Image: Connect with customer with lifestyle image, build trust



Fourth Image: Another lifestyle image which conveys utility, and encourages repeat behavior

Listing Optimization

Images – F&B



Few final images: Testimonials

Listing Optimization

Images – F&B



First Image:
Front of Pack



Second Image: Back of pack

Ingredients

Third Image: Full list of ingredients to convey transparency

[illegible]

Fourth Image:
Nutritional information
to build further trust.
Checklist should be
clearly visible without
having to zoom



Fifth Image: Instructions for use

Listing Optimization

Images – F&B



First Image:
Front of Pack



Third Image: Back of pack



Fourth Image: How to use



Fifth Image:
Differentiation,
ingredient
information,
fortification



Listing Optimization

Images – BPC



First Image:
Front of Pack



Second Image:
Functional benefits



Third Image:
Customer target
group



Fourth Image:
Directions for use



Fifth Image:
Ingredients

Listing Optimization

Images – Consumer electronics



First Image:
Front of
Product



Second Image:
Design specs



Third Image:
Celebrity image
with easy of use



Fourth Image:
Highlights inner
components, technical
details



Fifth Image:
Further easy to
use features

Listing Optimization

Videos – F&B



ProTip: Maximum time limit for videos ~ 1 minute; use the videos to convey ease of use and differentiation



First three parts of the video convey how easy it is to make the cereal; concluded by key value proposition on health & nutrition



Listing Optimization

Videos – Consumer electronics



Fits snugly
design



Hawk inspired
Lightweight design

Comfortable
all-day usage



10mm
Dynamic Drives

16 ohm
Speaker resistance



First five parts of the video convey technical details, design details, utility of product



Listing Optimization

Videos – Consumer electronics



3 Extra Earbuds

Standard brand warranty



Pay online using Debit or Credit card



Furious Red

Taffy Pink

Yellow



*For further information on the product, warranty, payment and delivery options, and other offers, visit the product detail page.

Last five parts of the video convey accessories, brand warranty, payment options, designs. Last part directs customer to product page for further info.

Listing Optimization

Videos –BPC



One video with testimonial from “whats hot”.
Testimonial gives an introduction of the speaker, talk about benefits of the product, tangible difference in hair growth after using the product, instructions to use and ease of use





Listing Optimization

Product Features – F&B



ProTip: Templatize your Product Features, when listing new products, specific templates can be used

About this item

- 100% USDA certified organic, no salt, no sugar, no additives, no preservatives
- Ragi has 3x calcium of milk, great for growing bones.
- Sprouted for enhanced nutrition, gluten free grain.
- Easy to digest for babies and kids.
- Use as porridge, halwa, roti, dosa, idli.; Once open, store in airtight container and consume within 1 month or expiry date, whichever comes earlier
- Shelf Life: 365 days; Ingredient Type: Vegetarian; Total Weight: 150 gm; Package Contents: 1 x 250 gm of sprouted ragi powder

About this item

- No white sugar, mildly sweetened with organic raw brown sugar
- Powered with organic super grain, ragi has 10x the calcium of wheat and rice, great for growing bones, fortified with iron, vitamins and minerals.
- Made with organic ingredients
- No maida no trans fats no preservatives. 100 percent natural: contains real mango fruit. No artificial colours or flavours.
- Ready in 2 minutes. Just add hot water, great for travel. Honest and healthy food made by two mothers.; Once open, store in airtight container and consume within 1 month or expiry date, whichever comes earlier

- First bullet point: Start with key USP / Differentiation
- Second bullet point: Justification for price
- Third and (or) fourth bullet point: Fortification
- Fifth bullet point: Form factor and Instructions for use
- Last point: Expiry, shelf life



Listing Optimization

Product Features – BPC

About this item

- **BOOSTS HAIR GROWTH** : Onion Oil, in combination with Redensyl, reduces hair fall and promotes growth of lost hair.
- **ADDS STRENGTH & SHINE** : Full of nature's goodness, a blend of nourishing oils such as Sunflower Oil, Amla Oil, Hibiscus Oil, etc. makes hair strong from the inside & shinier on the outside.
- **NOURISHES SCALP** : Bhringraj Oil is known to nourish the scalp. Rich in Vitamin D, Almond Oil provides nutrition to scalp, making hair healthier and stronger.
- **SAFE FOR CHEMICALLY TREATED HAIR** : Made from all natural ingredients, the Hair Oil does not do any harm & is suitable for all hair types. It is safe for coloured or chemically treated hair.
- **NATURAL & TOXIN FREE** : The Hair Oil is completely free of Sulfates, Paraben, SLS, Mineral Oil, Petroleum, Colors & Synthetic Fragrance.

About this item

- **BRIGHTENS SKIN**: Vitamin C helps brighten the complexion while promoting collagen synthesis to give your skin youthful suppleness.
- **PROMOTES EVEN SKIN TONE**: The antioxidative properties of Vitamin C and Turmeric reverse sun damage and even out skin tone.
- **FIGHTS FREE RADICAL DAMAGE**: Vitamin C is excellent at fighting free radical damage keeping your skin healthy and radiant.
- **MADE WITH NATURAL INGREDIENTS**: Dermatologically tested, the face wash is free from Sulfates, Parabens, SLS, and Mineral Oils.
- **SUITABLE FOR ALL SKIN TYPES**: This face wash is dermatologically tested & is suitable for all skin types.

- First bullet point: Most prominent ingredient and associated functional benefit
- Second bullet point: Second most prominent functional benefit, along with other key ingredients
- Third bullet point: Other functional benefit and ingredients
- Last point: Safety of use



Listing Optimization

Customer Q&As

Question: How many spoons should I put for a 1 year old ?

Answer: You can decide your portions yourself but the recipe on the box states 3 spoon fulls (spoon is included in the box). A one year old will probably have about six if they eat alot but I find that one serving (3 spoons) is enough if you feed the child every couple of hours.
By Shireen Alam on 2 June, 2020

Question: Can this be given to six months old baby?

Answer: Yes you can
By Chandni on 19 June, 2021

Question: Does it cleanse hair properly?

Answer: Ohh yes ... Cleansing is so good. I usually mix it with water and apply .Leaves no residue wash until lather rinses out.Light and mild fragrance

Answers written in a casual language / using slangs, though not perfect grammatically help sound authentic and help build trust

Question: Can this be used by 60 year old women

Answer: Yes defenetely you can use

Answers given by actual customers instead of the company itself seem more trustworthy to new customers browsing through the product listing

Listing Optimization

Reviews



ProTip: Extremely important to manage reviews; usually email requests, AMZ goodies, agencies, packaging and coupons don't work. Building reviews is especially challenging for new products.





Listing Optimization

Stock Availability



ProTip: Most basic level hygiene. Brands have seen as much as a 3X jump in sales by taking care of this factor. If the product is out of stock, the A9 algorithm scraps the listing altogether

Slurp Farm Organic Baby
Cereal, Ragi, Rice and
Strawberry with Milk, Instant
Healthy Wholesome Food

Visit the SLURRP FARM Store
★★★★☆ 872 ratings
| 38 answered questions

Price: ₹300.00 (₹150.00 / 100 g)
B. Fulfilled
Inclusive of all taxes

FREE delivery: Friday, Aug 6 on orders over
₹499.00 shipped by Amazon Details
Fastest delivery: Today
Order within 17 mins Details

Save Extra with 4 offers

No Cost EMI: Avail No Cost EMI on
select cards for orders above... [Details]

Cashback (2): Shop for ₹500 or more
and get flat ₹50 back with A... [See All]

→ See 2 more

Pay on Delivery Not Returnable Amazon Delivered No-Contact Delivery

Best Before: 08 Dec 2021
In stock.

Category and Product Listing

Metrics Tracking

Metrics – Part I

Srn.	Metric	Description	Frequency	Amazon Seller Central?	Benchmarks
1	Product Ranking	According to One Click Retail, over 80% of people never go past the first page search and 64% click one of the top three results.	Weekly	Seller Performance Report	Relative
2	Product Reviews and Seller Ratings	According to MarketingProfs, 67% of customers read at least 6 reviews before they trust a merchant enough to purchase their product. Sellers need to present a large amount of positive feedback to earn buyers' trust and encourage them to purchase.	Weekly	Amazon Listing	The healthy benchmark for seller ratings is 4 stars or above. Ratings that are lower are considered neutral or poor by Amazon
3	Traffic / Glance Views / Impressions	Number of sessions. Sessions are visits to product page within a 24-hour period. Multiple views within 24 hours only count as one session	Weekly	Business Report	Relative
4	Conversion Rate	Unit session percentage (conversion) rate = (units ordered) / (number of sessions)	Weekly	Business Report	The average unit session percentage (conversion) rate on Amazon is 12.3%
5	Cart Abandonment Rate	Helps understand specific SKUs for which conversion rates drop at the cart level	Monthly	Outside Amazon	Average cart abandonment rate on Amazon is 65-70%
6	Cost Per Acquisition	Cost per acquisition of customer	Bi-monthly	Outside Amazon	Relative
7	Sales	Number of units ordered * Unit Price for each SKU	Daily	Business Report	Relative

Category and Product Listing

Metrics Tracking

Metrics – Part II

Srn.	Metric	Description	Frequency	Amazon Seller Central	Benchmarks
8	Product Affinity & Relationship	Help track which products are purchased together and which products are only viewed alongside the ones purchased to grow cross-selling tactics and come up with new cross-promotion strategies	Quarterly	Outside Amazon	Relative
9	Inventory Performance Index	Hygiene score for inventory, ranges from 0 to 1000	Monthly	Inventory Report	A score below 350 indicates that your account has issues and you need to improve it. A score above 400 indicates that the account is performing well
10	Perfect Order Percentage	Percentage of orders accepted, processed, and fulfilled perfectly	Weekly	Outside Amazon	Amazon benchmark for Perfect Order Percentage is > 98%
11	Order Defect Rate	Mainly depends on negative feedback left by buyers on the Amazon platform, A-Z claim, and chargeback claim left by buyers. In case the claims are fraudulent, Amazon protects the sellers from such fraudulent chargebacks	Weekly	Seller Performance Report	Amazon allows the order defect rate under 1%, past this number, seller could face a warning, and the chances are high for the seller account to get suspended
12	Pre-fulfilment Cancel Rate	Percentage of orders cancelled pre-fulfillment, mostly occurs because of longer than expected delivery time	Monthly	Seller Performance Report	Amazon benchmark for pre-fulfillment cancel rate is < 2.5%
13	Late Shipment Rate	Percentage of orders with longer than expected delivery times	Weekly	Seller Performance Report	Amazon benchmark for late shipment rate is < 4%
14	Customer Relationship Value	Help track frequency of purchase of repeat customers, order value per purchase order	Quarterly	Outside Amazon	Relative

Amazon Playbook

Category & Product Listing

AMZ Search and Discovery

AMZ On-Platform PPC

AMZ Off-Platform DSP

Category Activations/ Big Sale Days

Other Marketing Elements



On-Boarding Measures

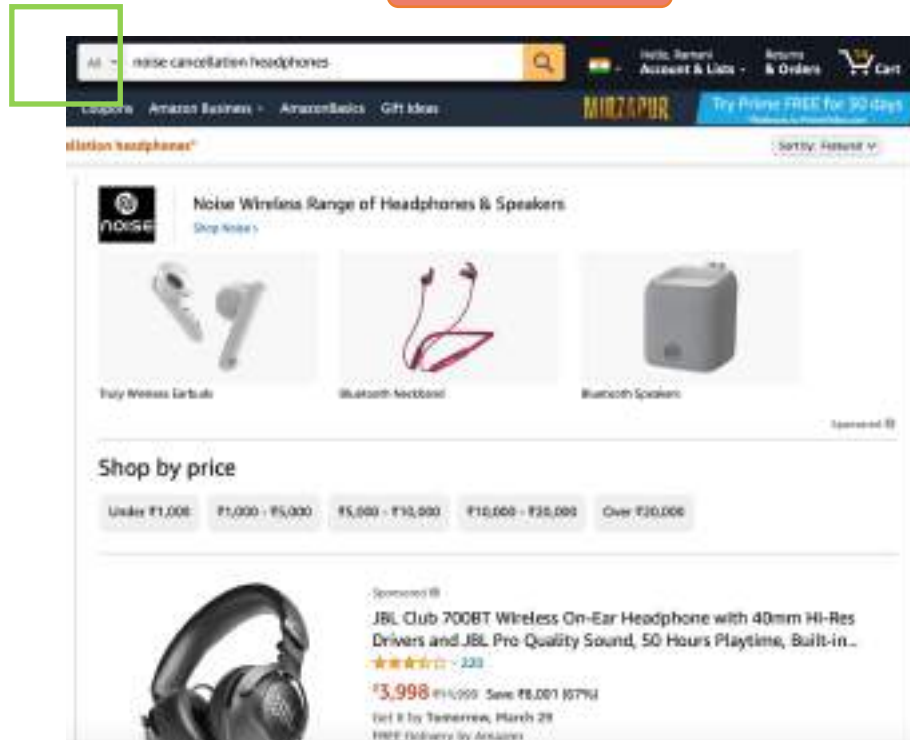
Search & Navigation – Anatomy of the Results Page

Anatomy of SERP – List and Gallery View

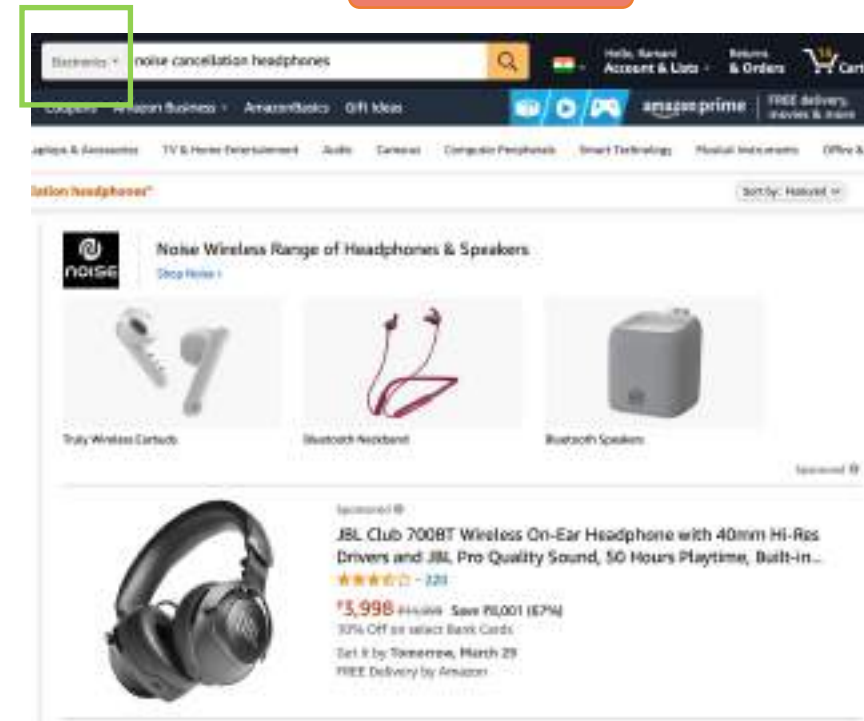
Amazon has two formats for their results: a list view for searches in all departments and a gallery view when you search within a specific department or category

The list view contains 15 results per page (sometimes there are 16 results on the first page). The gallery results have 24 results per page.

List View



Gallery View



Search & Navigation – Anatomy of the Results Page

Anatomy of SERP – Organic Listings and Paid or Sponsored Listings

Amazon shows two types of listings when a user types a search query – organic listing or paid / Sponsored listing



Organic product listings are those which appear naturally on the Amazon SERP because Amazon's A9 algorithm determined those products were the most relevant to the customer's search query

Sponsored product listings are advertisements that appear *above the organic listings* on the Amazon SERP because their sellers were willing to pay to give their products a boost. Sellers only pay for their ads if they get clicked (hence, the name "Pay-Per-Click" (PPC) advertising)

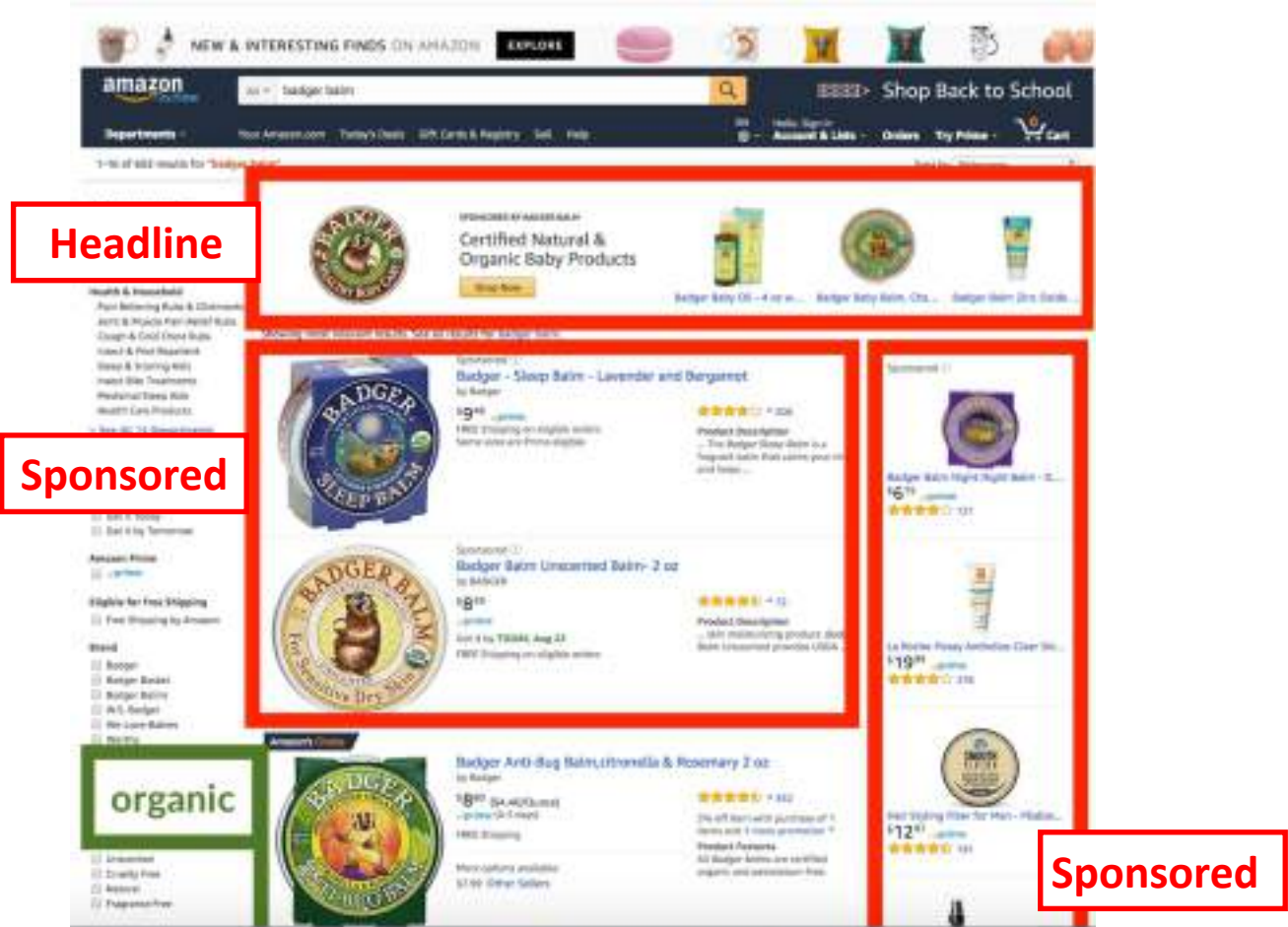
Which one is more important?

✓ Organic and paid traffic *have* to work together to be successful

Search & Navigation – Anatomy of the Results Page

Anatomy of SERP – Types of Sponsored Listings

Amazon shows two types of sponsored listings when a user types a search query – *Headline ads and Sponsored Product Ads*



Headline Ads (also called Banner Ads)

- Format: "Sponsored by BRAND NAME" + ad copy
- Can send traffic to a custom URL (company landing page, the best selling product, or a brand page)
- Allow for more customization and control of the ad
- Primarily for top-of-the-funnel customers, giving the product the opportunity to grab a customer's attention before they precisely know what they want

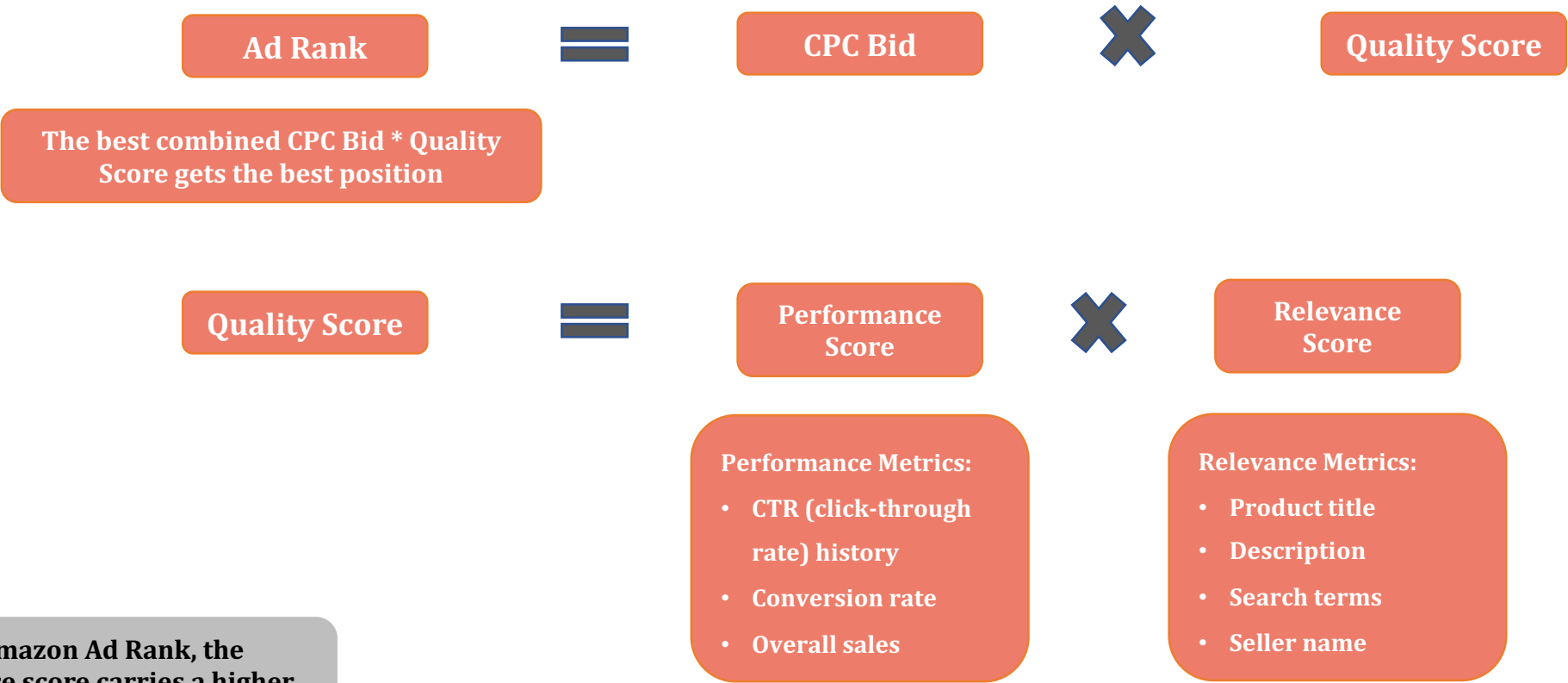
Sponsored Ads

- Most seen by customers. Proven to have a high conversion rate (~10%) and increase ROI
- Present at almost every step on the customer's journey

Search and Navigation

Amazon's AdWords Engine

Amazon's AdWords Engine calculates an Ad Rank for each advertisement. Unlike Google which ranks Ads primarily based on Click-Through-Rate, Amazon ranks Ads primarily based on conversion rates , this is because Google and Amazon have a different purpose for floating ads on their interface. Google favours ads which have a higher incidence of being clicked by the user, Amazon favours ads which have a higher incidence of conversion of the customer to buy a product on Amazon and contribute to its revenues.



• In case of Amazon Ad Rank, the performance score carries a higher score than relevance score

Amazon Playbook

Category & Product Listing

AMZ Search and Discovery

AMZ On-Platform PPC

AMZ Off-Platform DSP

Category Activations/ Big Sale Days

Other Marketing Elements



On-Boarding Measures

Amazon Playbook

AMZ PPC

Ad-Elements and Targeting

PPC Bidding and Best Practices

Metrics and Goal Setting

Summary



On-Boarding Measures

AMZ PPC

Types of Ad-Elements: Recap

Keyword bidding is the same for AMS inventory (SBA/SPA/SDA) that is charged per click. Other inventory on the AMZ like Co-op/ Launchpad based category pages maybe impressions-led.

Sponsored Products Ads (SP) / Sponsored Brand Ads (SBA)

- Sponsored Products/ Brand Ads – keyword- and ASIN-targeted ads similar to Google Adwords, that enable advertisers to promote individual products within Amazon SERP and product pages
- SPAs are high CTR and high ROI compared to other AMZ inventory; SBA assist in introducing new brands / showcasing product catalogue to customer
- Since AMS inventory is CPC-based, no charges apply for impressions or views!

Sponsored Display/ Product Display Ads (SDA)

- **Used for remarketing** on AMZ and external websites to shoppers who are visiting/visited a product or similar products but haven't purchased in the past 30 days

Eg. On the two images in the right, Slurrp Farm shows SPA/SBA. Upon clicking Betty Crocker, and later visiting a Slurrp Farm SKU, a Betty Crocker Sponsored Display Ad comes up!

The image shows a screenshot of an Amazon product page for 'Slurrp Farm Organic Sprouted Ragi Powder'. The page is filled with various sponsored advertisements. A red dashed box at the top highlights 'Sponsored brand ads' for Aashirvaad products, including 'Fruit Balls' and 'Swad Fruit Rings & Choco Fills'. Another red dashed box in the middle highlights 'Sponsored product ads' for Betty Crocker Pancake Mix and Jaggery products. A third red dashed box at the bottom highlights 'Sponsored display ads' for Betty Crocker Pancake Mix. The main product details for Slurrp Farm Organic Sprouted Ragi Powder are visible, showing a price of ₹242.00 and a delivery date of Wednesday, April 14. The page also features a 'Sponsored display ad' for Betty Crocker Pancake Mix at the bottom right.

ProTip: Do not use keyword or ASIN-targeted SDA but CPM-based on-platform DSP for higher ROI

AMZ PPC

Types of Ad-Elements: Recap

ProTip: Fireside recommends focus on SP and SBA; For SDA, do not focus on keyword- or ASIN-based, use CPM-based or on-platform DSP (called contextual); brand Stores may help improve offtake but not a focus area

Amazon Advertising performance advertising



Sponsored Products

Keyword/Product/
Category Targeted

CTR: 0.4 - 0.8%
CPC: 3 - 5 Rs./click

Native search ads that drive product visibility within and alongside search results



Sponsored Brands

Keyword/Product/
Category Targeted

CTR: 2 - 3%
CPC: 5 - 7 Rs./click

Banner-based ads that are used to promote product ranges above search results



Sponsored Display

Product/Interest-Category
Targeted

CTR: 0.3 - 0.5%
CPC: 4 - 6 Rs./click

Ads that target basis shopper interests or products and appear on related product detail pages



Stores

Metrics available:
Page visits, Sales, etc.

Your exclusive store on Amazon to showcase your product portfolio



AMZ PPC

Types of Targeting

Insight: Launchpad & category teams can do campaigns but no targeting-variables

Targeting types

AMZ allows 4-types of targeting: Keyword, ASIN, Category and Views Remarketing

Keyword Targeting

There are 3 types of keyword targeting ads:

- Broad: search terms that contain all components of your keyword in any order
- Phrase: search terms that contain all components of your keyword in the same order
- Exact: search terms that match your keyword word by word (same word order + same components)

For Sponsored Brands, synonyms are also matched; eg. wallet with purse, thus add a “+wallet” instead of “wallet” to avoid synonyms

AD TYPE	KEYWORD TARGETING	ASIN TARGETING	CATEGORY TARGETING	VIEWS REMARKETING
Sponsored Products	✓	✓	✓	✗
Sponsored Brands	✓	✓	✓	✗
Sponsored Display	✗	✓	✓	✓

MATCH TYPE	KEYWORD	AD APPEARS FOR SEARCH TERM	AD DOES NOT APPEAR FOR SEARCH TERM	INCLUDED VARIANTS (MATCHING SEARCH TERMS INCLUDE THE FOLLOWING VARIATIONS)
Broad (search term contains keyword in any word order)	wallet men	wallet men wallet men black nylon wallet men wallet black men men wallet leather	purse men wallet women	- Upper/lowercase (e.g. wallet covers Wallet) - Singular/plural (e.g. wallet covers wallets)
Phrase (search term contains keyword in identical word order)	wallet men	wallet men wallet men black nylon wallet men	purse men wallet women wallet black men men wallet leather	- Special characters (e.g. entreccote covers entreccôte) - Slight spelling errors (e.g. wallet covers wallet)
Exact (Word-for-word match between keyword and search term)	wallet men	wallet men	purse men wallet women wallet men black nylon wallet men wallet black men men wallet leather	- Filler words (e.g. wallets covers for wallet)

AMZ PPC

Ads: Summary

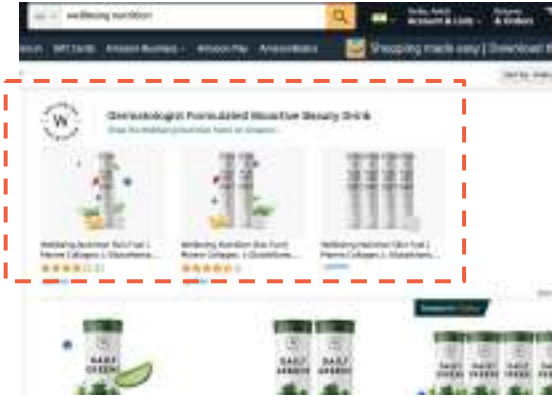
Is the company display ad ready?
If the name searches for brand rank in the top 10 keywords in the category

Screenshots of a defense campaign by Wellbeing nutrition on its own keywords for SPA and cross-sell campaign through SBA and SDA

Sponsored Products



Sponsored Brands



Sponsored Display



Brand Stage	Early on AMZ	Early to Growth on AMZ	Growth-stage/Mature on AMZ
Type	Individual product ads	Banner ads that display brand logo and a bouquet of 3 products	Individual product ads
Targeting	Keyword, ASIN, Category	Keyword, ASIN, Category	ASIN, Category, Remarketing
Slots	Top row of search results, product display pages	Top of search, left/right rails and bottom rails	Category pages, Product display pages
Platform	On AMZ	On AMZ	On- and off- AMZ
Fee	Rs.5/Click	Rs.7-8/Click	Minimum spends of 10L/mo

Meant For

<50L/mo

>50L/mo

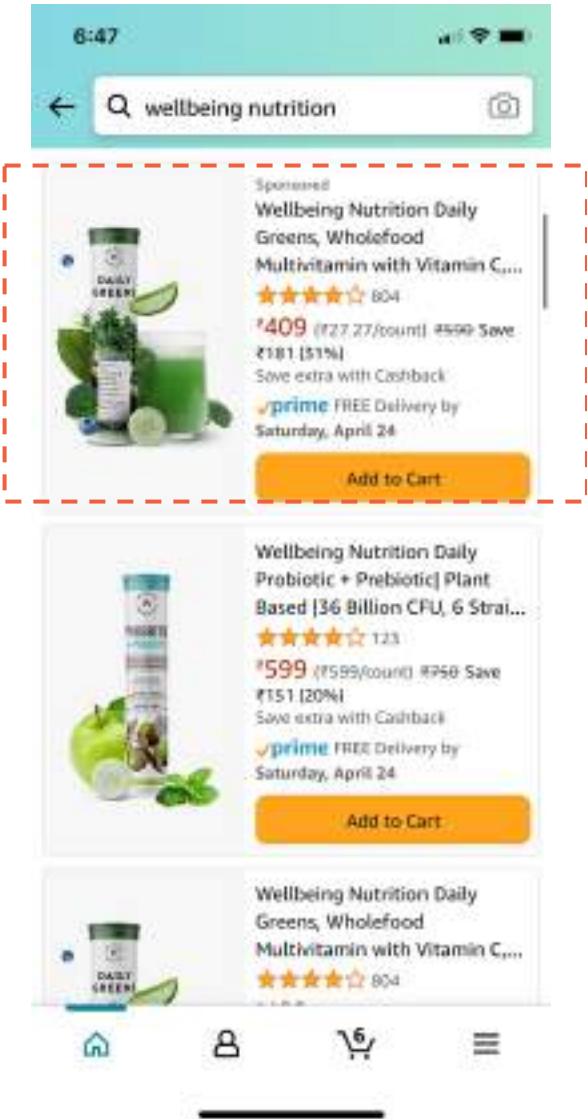
>2-3Cr/mo

AMZ PPC

Ads: Summary (Mobile View)

Video ads to be launched: Relevant for high involvement purchases like TV/vacuum cleaner opposed to sports shoes

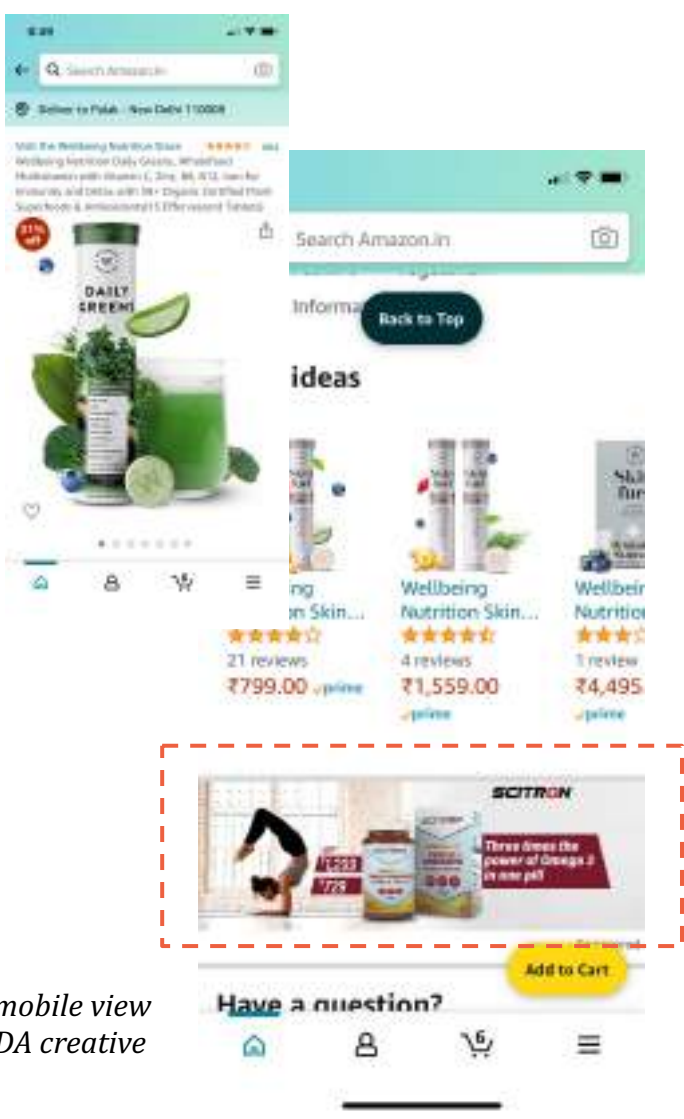
Sponsored Products



Sponsored Brands



Sponsored Display



Only mobile view has SDA creative

Amazon Playbook

AMZ PPC

Ad-Elements and Targeting

PPC Bidding and Best Practices

Metrics and Goal Setting

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On-Boarding Measures

AMZ PPC

PPC Terminology

	Explanation
Targeting	When you set up your Amazon PPC campaign, you can choose to target your ads based on keywords, product ASINs, categories on Amazon as well as remarketing on external websites to audiences that viewed certain products on Amazon (targeting options depend on the ad type).
Search terms vs. Targets (e.g. Keywords)	‘Search terms’ refers to any search query the customer types into the Amazon search field, or – for product page placements – the ASIN the ad appeared on. ‘Targets’ refer to what you, as the advertiser, bid on in your ad campaigns, e.g. specific keywords, ASINs or categories. Depending on the match type used, a target (e.g. a keyword) can cover multiple search terms
Keyword Match Types	Keyword Match Types determine the degree of match between the keyword and customer search term in order for an ad to appear on Amazon. There are 3 match types available (Broad, Phrase, Exact), all with varying degrees of ad targeting precision & management effort required.
Negative Targeting	Negative targets are used to help sellers exclude unwanted search terms from their ad campaigns. When utilized effectively, negative targeting can be a very powerful tool to help you control your Amazon PPC costs. Negative targets can be both negative keywords (excluding impressions for certain searches) and negative ASINs (excluding impressions on certain product pages).
Campaign types	There are automatic and manual campaigns. The main difference is that a manual campaign will give you more accurate results. In an automatic campaign, you let Amazon run your ads for you, and your ad will be automatically matched to all the search terms Amazon deems relevant to your product. In a manual campaign, you choose the targets you wish your ad to be displayed for, giving you greater ad targeting precision.
Dynamic Bidding	Advertisers can choose to set fixed bids or use Amazon’s dynamic bidding options (‘bid down’, bid ‘up and down’), which allows Amazon to adjust your bids in real time based on the conversion probability.
Adjust Bids by Placement	Advertisers can use this feature to modify bids to target Top of Search and Product Detail Pages. A bid modifier from 0% to 900% can be applied for targeted placements.

AMZ PPC

PPC Bidding: How?

AMZ Pay Per Click (PPC)

Most of the AMZ ad platform is built around pay per click model where you pay for the clicks on your sponsored products/ brand ads.

Typical CPCs

On Amazon.com, the CPCs typically range from \$0.02-\$3, but your average CPC can vary greatly depending on the product category, marketplace, as well as the ad type.

Typical budget spends are about \$30-40 for 1 day campaign.

How does bidding work?

Second-price auction: AMZ bidding works on a second-price auction model where the highest bidder wins but pays as per what the second competitor bid for the position



For example: if Seller A bids \$3.5 for the keyword “baseball hat” and Seller B bids \$4. 0 for that same keyword, Seller B would win the auction and rank first. However, they would only have to pay \$3.5 every time their ad gets clicked, as that was the bid from the second place seller.

AMZ PPC

PPC Bidding: Automated vs Manual

Type	Automatic Campaigns	Manual Campaigns
How it works?	Sellers select budgets and AMZ automatically finds keywords that match your product's category, related products, and your product's descriptions	Sellers handpick keywords they want to bid on with Manual Campaigns and choose broad, phrase match, or exact keywords when bidding to fine tune their ad spends
Discovery vs. Performance	Allow discovery of long-tail keywords — sellers can go into discovery mode and find which terms work for them	Meant for well-performing 20-40 keywords (not >200) More keywords = limited interest = wasted ad money
Meant for	Great for PPC/brand beginners because of easy setup to skip hassle of entering keyword bids	Great for experienced PPC brands, with time to setup manual campaigns
Advantages	AMZ collects data to apply for future campaigns; tracks clicks and spends; 2-4 days to process and 2-4 weeks to identify well-performing campaigns	<ul style="list-style-type: none"> • Maximize sales volume and improve ACoS • Bidding keywords manually allows precise targeting • Ability to reduce bids, pause low-performing words (AMZ suggests bids against keywords) • Test new keyword ideas
Disadvantages	<ul style="list-style-type: none"> • Bids on relevant search terms but may not necessarily be profitable / some irrelevant search terms get bid on • Offers same bid for high converting, low converting and no converting keywords • Risk showing irrelevant terms and affecting brand 	Takes manual effort and time-consuming which may go awry if spends not rightly apportioned

AMZ PPC

PPC Bidding: Beginner Best Practices

More on ad-groups [here](#) and more on ad-strategy [here](#) firesideventures

ProTip: Add good performing keywords to backend search/bullets of listing

Step 1: Use automated campaigns (low effort)

- Automated campaigns allow AMZ to auto-select keywords for ad-groups (one or more related ASINs for which campaigns are run)

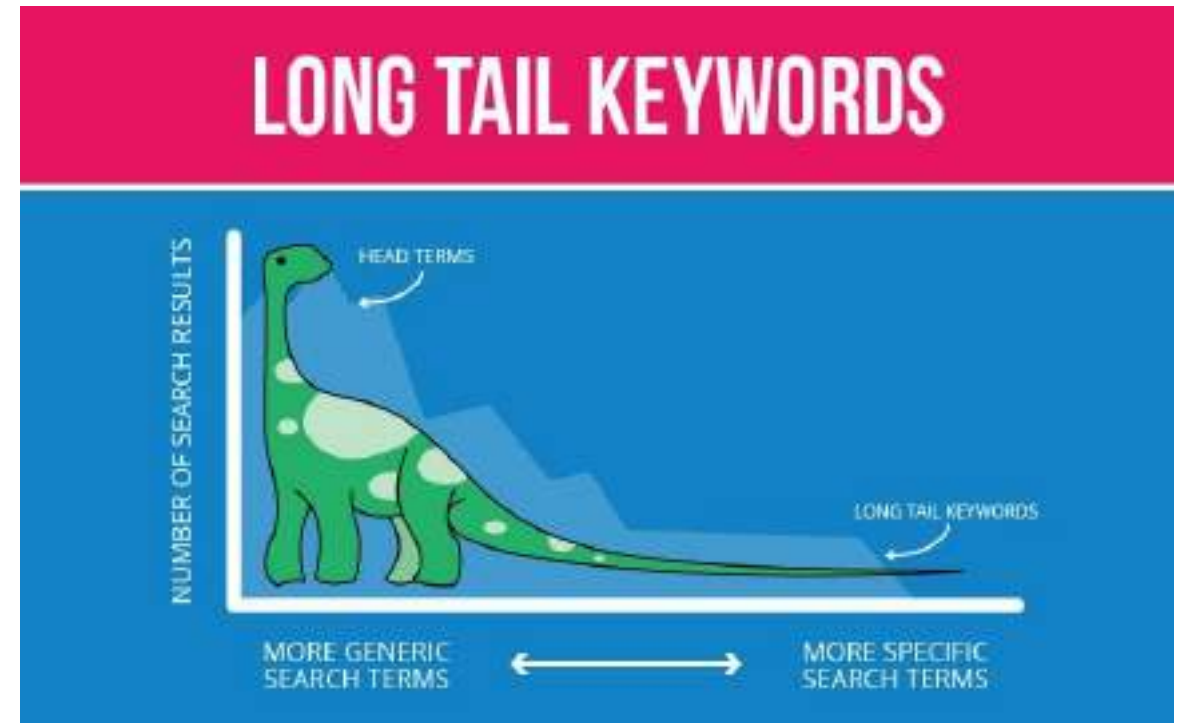
Step 2: Harvest top performing keywords

- Discover hero keywords & ASINs and approx. bids on winning those search terms/ASINs to transfer to manual campaigns
- Categorize non-converting keywords (impressions but no sales) into **NKW** (negative keywords) to expunge them from bid list

Eg. biotin shampoos may bid on biotin which maybe a competitive bid for gummies too. Use NKW on biotin gummies when using a phrase match

Step 3: Switch to manual campaigns (high precision)

- Add relevant new keyword terms that automated campaigns may not configure in the bidding list
- Increase bids on winning keywords (low bids and high sales, can be tracked by AMZ reports/seller central)



Head Terms

1-2 word phrases that are high search volume but expensive because of competition

Eg. Coconut oil

Long-tail Terms

Long-tail phrases eg. "Coconut Rosemary Sensitive Skin Organic For Lips" vs. "Coconut Balm"

Cheaper than head terms with smaller/specific audiences

AMZ PPC

PPC Bidding: 'RPSB' Process

Research/ Discover

AMZ sellers must periodically (2-4 weeks) download reports from campaigns to find conversion rates of the keywords bid on

Isolate high conversion keywords for manual campaigns

Peel and Stick/ Harvest Keywords

Stick high-converting keywords to exact-match manual campaign. This allows bidding more for terms that provide conversion rates of 20% vs. those that provide conversions of 2%

Block/ Negative Targets

Block manual keywords from getting triggered in the automatic campaign list to avoid duplications and higher spends

ProTip: Block keywords used in manual campaign from auto-campaigns through NKW

amazonmarketingservices

AdvertisingPagesStores

Advertising campaigns » Campaign Management

38,249
Impressions

13
Clicks

\$0.50
ACPC

\$6.45
Spend

\$107.66
Total Sales

5.99%
ACoS

Advertised Products

Campaign Settings

Reports

Add products

Results per page: 25

Status	Advertised Product	Impr.	Clicks	ACPC	Spend	Total Sales	ACoS
Enabled		12,671	2	\$0.38	\$0.75	\$0.00	-
Enabled		22,850	9	\$0.59	\$5.33	\$107.66	4.95%
Enabled		2,728	2	\$0.18	\$0.37	\$0.00	-

1 - 3 of 3

Previous

1

Next

AMZ PPC

PPC Bidding: Researching competitor keywords

Use tools like sellerapp reverse ASIN search to identify keywords and long-tail phrases that maybe lesser competitive and estimate CPCs

For instance, here the "betty crocker pancake pack/pouch mix" has lower CPCs and high search volumes — thus perfect search term to bid on for other pancake brands like Slurpp Farm

sellerapp

Features

Pricing

Resource

Free Tools

English

Login

Free Trial

Amazon Reverse ASIN Search Tool

Dig your Amazon competitor seller keywords with Amazon Reverse ASIN

Find the exact keywords used by your competitors

B00LJWEXD8

Search

Eg: B072JSGG89; B07H7JFCVH

Reverse ASIN: B00LJWEXD8

Result: 00.82k found

KEYWORD	AVAILABLE IN	SEARCH VOLUME	CPC	RELEVANCE SCORE	COMPETITOR ASIN
betty crocker pancake mix	<div>Original</div>	6400	\$0.22	<div></div>	<div>+ Add ASIN</div>
betty crocker pancake pouch mix	<div></div>	4941	\$0.04	<div></div>	<div>+ Add ASIN</div>
betty crocker pancake pack mix	<div></div>	4941	\$0.04	<div></div>	<div>+ Add ASIN</div>
betty crocker pancake mix buttermilk	<div>Original</div>	1180	\$0.02	<div></div>	<div>+ Add ASIN</div>
betty crocker complete pancake mix	<div>Original</div>	1580	\$0.16	<div></div>	<div>+ Add ASIN</div>
betty crocker pancake	<div></div>	0	\$0	<div></div>	<div>+ Add ASIN</div>
betty pancake mix	<div></div>	0	\$0	<div></div>	<div>+ Add ASIN</div>

SellerApp competitor keyword search tool

AMZ PPC

PPC Bidding: Advanced Best Practices

firesideventures

First steps to setup SPA/SDA/SBA [here](#).

Advanced course on SPA [here](#).

More on PAT [here](#).

Step 1: Use multiple manual campaigns

- Build 1 auto and 3-4 manual campaigns with 'broad', 'phrase', 'exact' matches for ad-groups
- Use a '**product attribute targeting**' PAT campaign

Step 2: Identify winning campaigns

- Discover hero campaigns to mix-match results from different match types and tweak bids on winning those search terms
- Optimize bids basis campaign performance and conversion by keywords to categorize **NKW** or **add new keywords**

Step 3: Reiterate cycle when products hit maturity

- Add relevant new keyword terms till impressions on a product reach saturation
- Benchmark: Once the product receives 80% organic, 20% inorganic traffic and is ranked in the top 3 keywords of the category, it reaches maturity

Product Attribute Targeting (PAT) is AMZ's latest targeting tool for:

- Narrow targeting—basket of ASINs (your own or others')¹
- Broad targeting—particular category with refinement by brand, price, or reviews

Targeting

You can add multiple ad groups to your campaign, but you can choose only one targeting type per ad group.

Keyword targeting

Choose keywords to help your products appear in shopper searches. [Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.

Product targeting BETA

Choose specific products, categories, brands, or other product features to target your ads. [Learn more](#)

Use this strategy to help shoppers find your product when browsing detail pages and categories or searching products on Amazon.

Product targeting

Categories

Individual Products

Suggested

Search

4 suggestions

Target all

/Patio, Lawn & Garden/Farming & Urban Agriculture

Farming & Urban Agriculture

Target

Refine

/Patio, Lawn & Garden/Gardening & Lawn Care

Gardening & Lawn Care

Target

Refine

/Patio, Lawn & Garden/Pest Control Products/Pest Repellents

Pest Repellents

Target

Refine

/Patio, Lawn & Garden/Pest Control Products

Pest Control Products

Target

Refine

¹**ProTip:** Refresh ASINs to those which have high glance views**

AMZ PPC

PPC Bidding: Advanced Best Practices (PAT)

I. ASIN-based targeting

Used for narrow targeting for defence or attack campaigns

Here are a few strategies:

ASIN targeting strategies	Own ASIN	Competitor ASIN
Substitute ASIN (e.g. two different phones)	Cross-promotion/defense against competitor ads	Taking competitor's traffic
Complement ASIN (e.g. phone and case)	Cross-selling/defense against competitor ads	Piggybacking on competitor's traffic

1. “Products related to this item” section on the Amazon product detail page for your product to get substitute ASINs to target

Eg. Slurp Farm bidding on its own ASIN for defense/cross-sell

Sponsored products related to this item

Page 1 of 35



Slurp Farm Millet Dosa Instant Mix | Supergrains and Beetroot | Natural and Health...
★★★★☆ 97
₹145.00



Slurp Farm Protein Breakfast Combo Pack of 5 (360g)|150g| Spinach Dosa Mix, Choco...
★★★★☆ 67
₹298.00 /prime



Slurp Farm Millet Dosa Instant Mix, Supergrains Spinach and Beetroot, Natural and ...
★★★★☆ 307
₹178.00 /prime



Slurp Farm Instant Breakfast Millet Pancake Mix, Chocolate And Supergrains, Natura...
★★★★☆ 69
₹224.00



Slurp Farm High Protein Millet Dosa Instant Mix, Supergrains and Spinach, Natural ...
★★★★☆ 97
₹267.00 /prime



Slurp Farm Classic Millet Pancake Mix | No Maida, Wheat & Refined White Sugar | So...
★★★★☆ 2
₹224.00



The Belgian Waffle Co Original Pancake & Waffle Premix - 280 gm + Multigrain Pancak...
★★★★☆ 1
₹414.00

2. “Customers who viewed this item also viewed” section to see potential complement ASINs to target

Eg. Betty Crocker products have an American Garden Pancake Syrup

Customers who viewed this item also viewed

Page 1 of 7



Betty Crocker Pancake Mix | Instant Breakfast Mix | 1.18kg (2.6lb) net wt.



Betty Crocker Pancake Mix | Instant Breakfast Mix | 1.18kg (2.6lb) net wt.



Betty Crocker Pancake Mix, Buttermilk 500 gm



Betty Crocker Triple Chocolate Brownie Cake Mix | 1.18kg (2.6lb) net wt.



Betty Crocker Pancake Mix | Instant Breakfast Mix | 1.18kg (2.6lb) net wt.



American Garden Pancake Syrup, 710ml

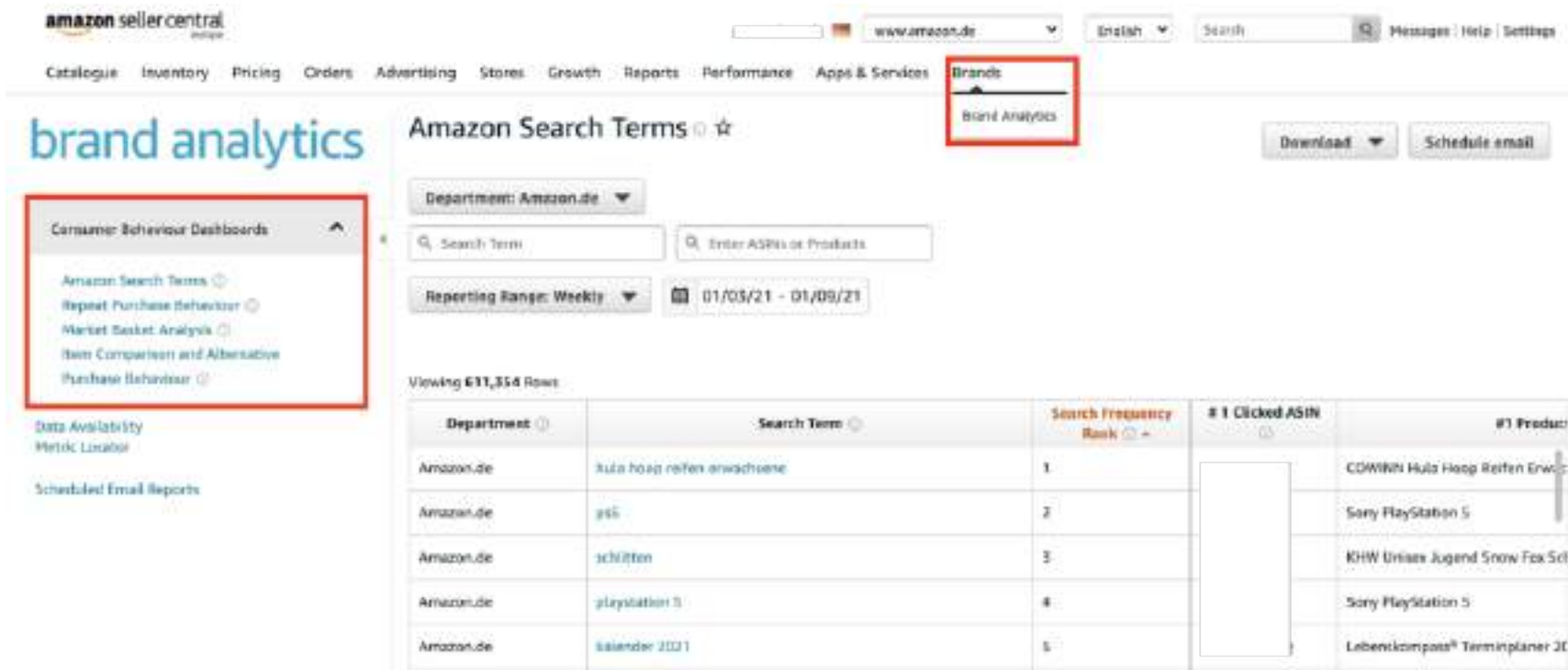


American Pancake Co. - Eggless Pancake Mix for Breakfast | 1.18kg (2.6lb) net wt.

AMZ PPC

PPC Bidding: Advanced Best Practices (PAT)

3. Reports for shopping behavior and bundling provided in your brand analytics dashboard in Seller and Vendor Central (aka ARA or Amazon Retail Analytics)



II. Category Targeting

Category targeting involves larger campaigns with higher budgets and is chiefly used for two reasons:

- **New Products/Inventions** and products that are bought by customers who browse through categories, like fashion, gifts, etc.
- **Brand Awareness**
As this targeting method tends to generate many impressions in a quick and easy way.

Category targeting is not advisable for early-stage brands <1Cr/mo on AMZ

Amazon Playbook

AMZ PPC

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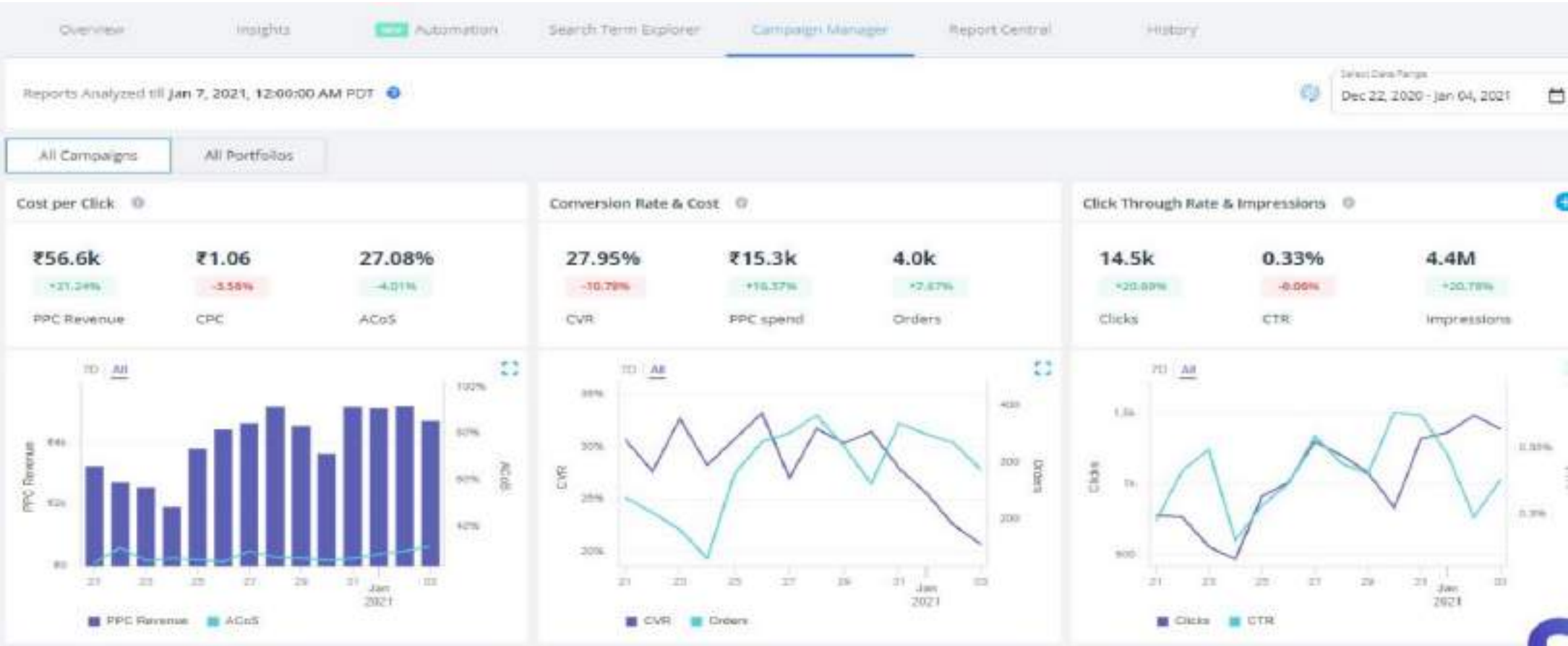
On-Boarding Measures

AMZ PPC

Campaign Tracking

Tracking campaign performance

- Best indicator of campaign performance is improvement in product's best seller rank (BSR) and product's organic rankings
- Track performance of each campaign by keyword performance to take actions at ad group level, and add NKWs for poor keywords



Screenshot from SellerApp Tool (brands can use alternatives/ SellerCentral)

AMZ PPC

Metrics to track

KPI	HOW IS IT CALCULATED?	WHY IS IT IMPORTANT?
Advertising Cost of Sale (ACoS)	$ACoS = \text{ad spend} \div \text{ad revenue} \times 100$	Allows you to see if your ads are profitable; also allows you to see how efficient your ads are compared with competitors
Return on Ad Spend (ROAS)	$ROAS = \text{ad revenue} \div \text{ad spend}$	ROAS is the inverse of ACoS. ROAS allows you to see if your ads are profitable; also allows you to see how efficient your ads are compared with competitors
Cost per click (CPC)	CPC is determined in a second-price auction (see above)	CPC determines your ad costs and is a general indicator of competition intensity in a category
Click-through-rate (CTR)	$\text{Click-through-rate} = \text{number of clicks} \div \text{number of impressions} \times 100$	Click-through-rate is an indicator of how appealing your ads are to potential customers
Conversion Rate (CVR)	$\text{Conversion rate} = \text{number of orders} \div \text{number of clicks} \times 100$	Conversion rate is an indication of how persuasive your ads and products are; also as CVR goes up, so does profitability

ProTip: ACoS benchmarked at 30% for profit-making campaigns, but should not be tracked for brand awareness campaigns/improving best-seller rank

ProTip: Track attributed sales per campaign to find hero campaigns

AMZ PPC

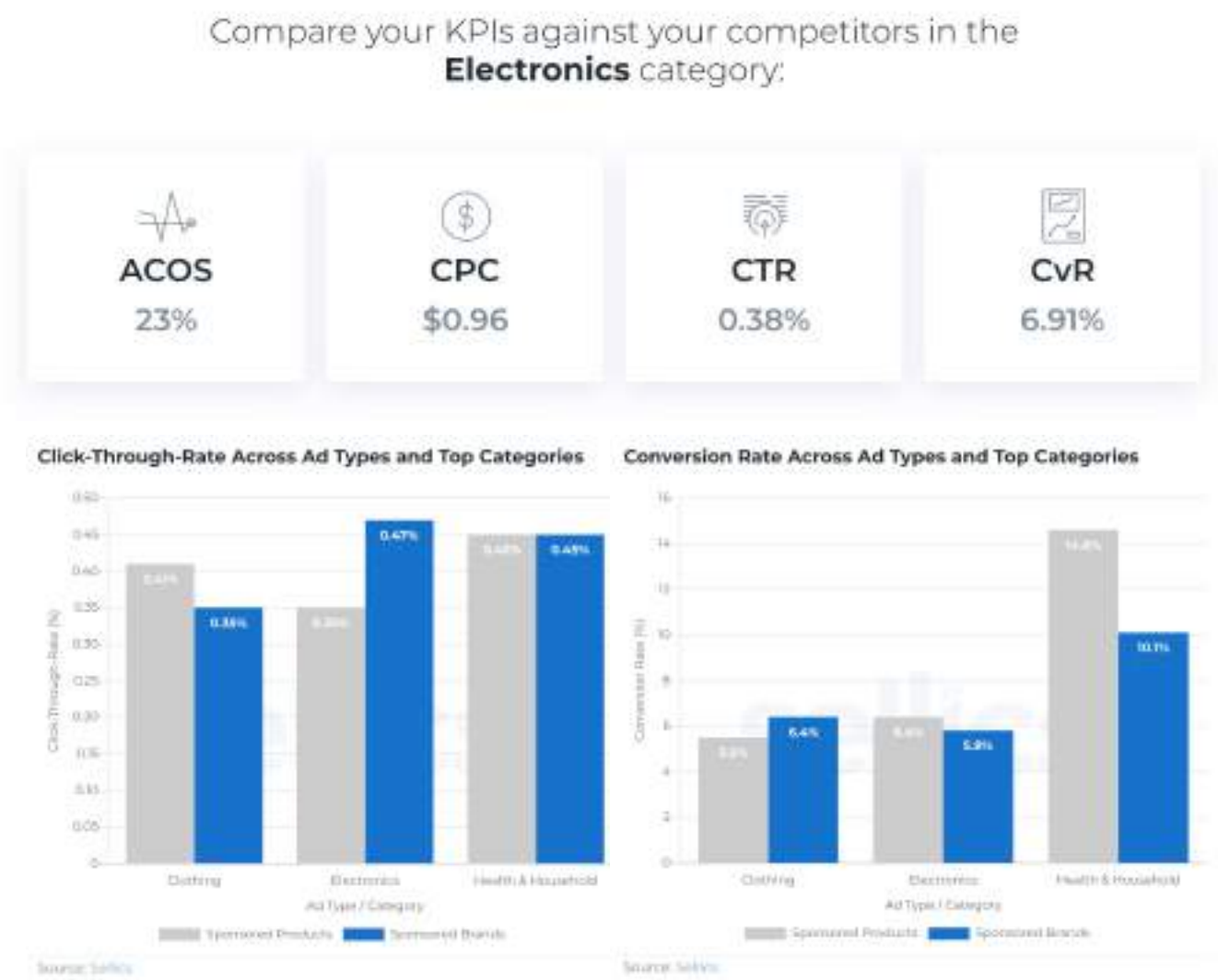
Metrics to track

**Charts reflect global category benchmarks*

Benchmarks

Track benchmarks across categories to determine product performance; several tools like Sellics provide category-level metrics per ad-type (SPA/SBA)

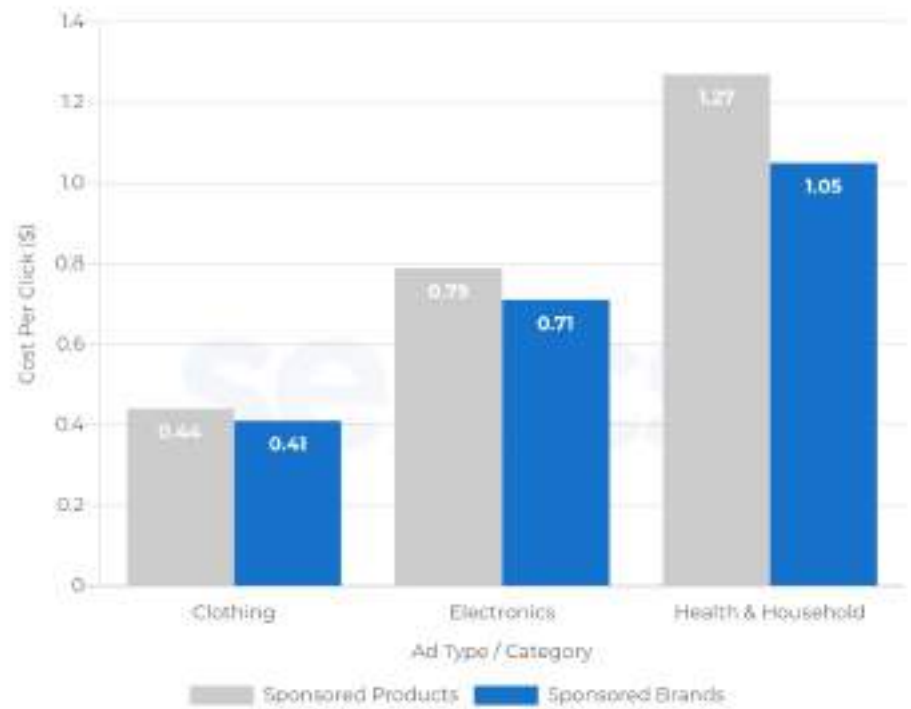
- Clothing seller using SBA with CTR is 0.40% implies above category benchmark
- But electronics seller using SBA with CTR is 0.40%, implies below the category benchmark
- Similarly, Health & Household has the highest conversion rates for both SP (14.6%) and SBA (10.1%)
- Further, Health & Household items has a significant difference in the conversion rate between ad formats. SPA outperform SBA in this category by 30.8%!



AMZ PPC

Metrics to track

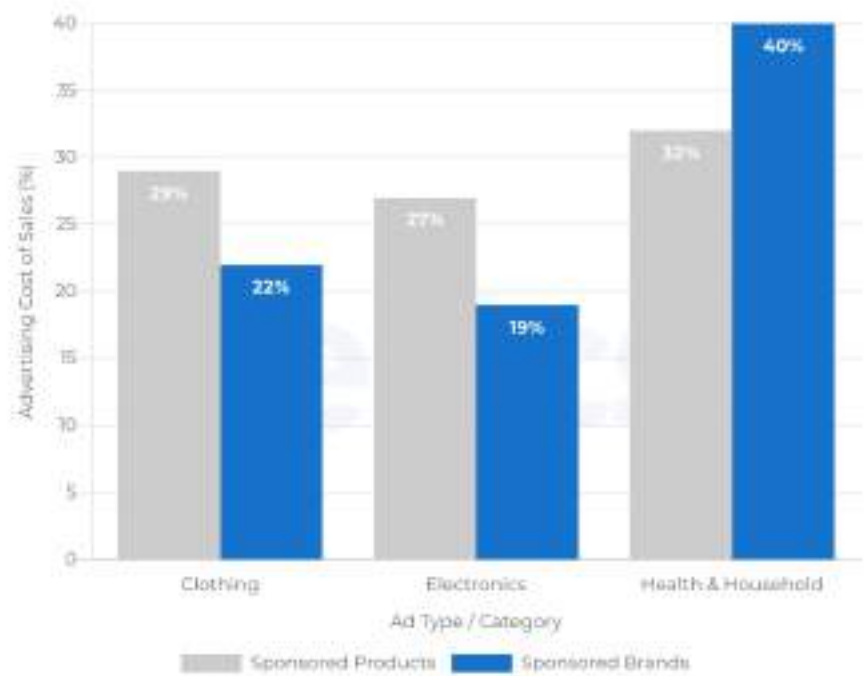
Cost Per Click (CPC) Across Ad Type and Top Categories



Source: Sellics

A category’s cost per click generally indicates the level of competition

Advertising Cost of Sales (ACoS) Across Ad Type and Top Categories



Source: Sellics

ACoS for ad campaigns depends on what brands can afford to pay (profit margin) and what they are willing to pay (depending on your advertising goals).

Across all AMZ categories, **CPC SBA < CPC SPA**

AMZ PPC

Goal Setting: Break-even or Target ACoS

CAMPAIGN GOAL	WHEN?	HOW TO CALCULATE YOUR TARGET VALUE
Maximise sales/impressions	E.g. product launches, brand awareness campaigns	Calculate your break-even ACoS (profit margin before ad spend)
Achieve target profit margin	General campaigns (long-term focus)	Calculate your target ACoS (break-even ACoS – target profit margin)



Benchmark your individual keyword ACoS against your break-even ACoS

Keyword	Cost GBP	Sales GBP	AcoS	Break-even ACoS	Impr.	CTR %	Clicks
garlic press	147	20	7.39	36.85	1223	0.33	4
stainless steel garlic press	9.74	20	3.91	36.85	2,885	1.01	29
stainless garlic press	66.26	80	8.32	36.85	10,683	2.08	222

Brands can identify break-even or target ACoS by calculating the profit-margin pre-marketing spends vs. target EBITDA to identify the amount they can spend without making a loss/ with booking a specific profit margin

Amazon Playbook

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AMZ PPC

In Summary: Sponsored Products

To get started with sponsored products,

Step 1: Setting up a campaign strategy

- 1 automatic campaign (with 1 automatic ad group)
Name campaign, define budget and CPC bid suggested by AMZ
- 1 manual campaign (with 1 ad group for broad match keywords and 1 ad group for ASIN targets)

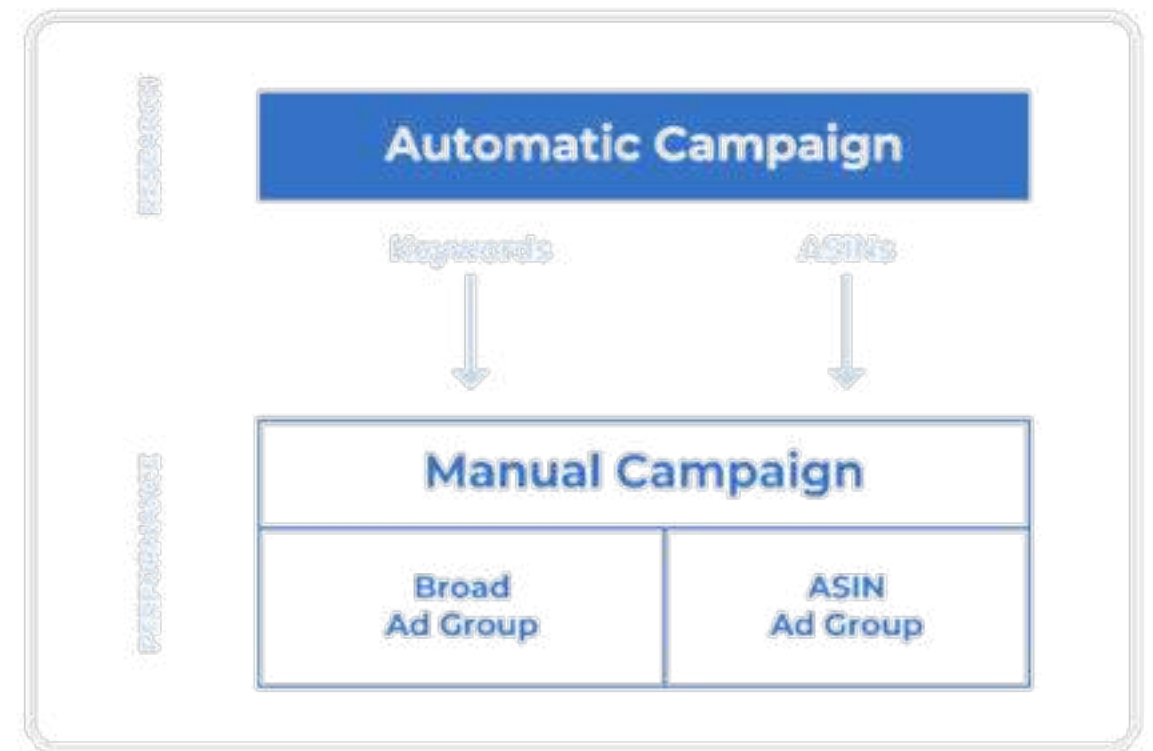
Add an initial choice of ~20 keywords basis market/competitor research to the 'broad' group

Also add an ASIN-group of near ~20 ASINs (PAT campaign) through 'Brand Analytics' or "Products related to this item" section or "Customers who viewed this item also viewed"

- Add NKW to automatic campaign to remove all "broad" keywords in the manual campaign

ProTip: Keywords from auto-campaign can be used for SBA/SDA

Sponsored Products Getting Started Strategy



AMZ PPC

In Summary: Sponsored Products

Also, we setup negative targets to avoid mis-attribution and make sure impressions are generated only in the ad groups where we want them

SETTINGS	AUTOMATIC			MANUAL (BROAD KEYWORDS)	MANUAL (ASIN)
Budget	\$15 per product			\$25 per product	
Campaign name	SP 'Fill in ASIN' Auto			SP 'Fill in ASIN' Manual	
Ad group name	SP 'Fill in ASIN' Auto			SP 'Fill in ASIN' Manual KW Broad	SP 'Fill in ASIN' Manual ASIN
Products	Product or product set with similar keywords and margins			Product or product set with similar keywords and margins	Product or product set with similar keywords and margins
Initial Targets	None			Around 20 broad keywords	Around 20 ASINs
Initial Negative Targets	Initial targets from 'Broad' ad group (as negative phrase) and from 'ASIN' ad group			None	None
Ad group bid	Suggested bid by Amazon				
Target bid					

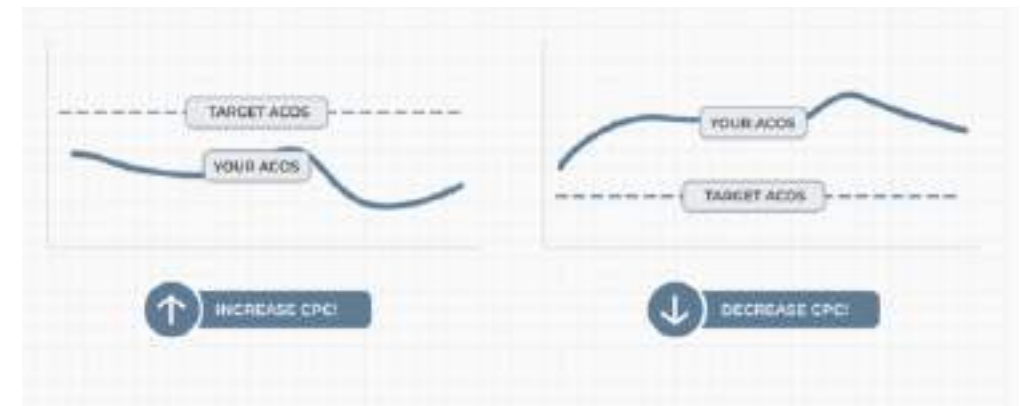
AMZ PPC

In Summary: Sponsored Products

ProTip: Keywords from auto-campaign can be used for SBA/SDA

Step 2: Optimizing SPA campaign periodically

- **Harvested Keywords**
Transfer well-performing keywords from auto-campaigns to manual campaigns
Add negative exact/phrase-match to the auto-campaign for the same keywords to avoid duplication
- **Negative Keywords**
Keywords from auto-campaign /broad matches that result in clicks but no sales or are unprofitable/irrelevant need to be filtered out using negative keywords
- **Optimizing CPC**
Identify CPC targets basis target/breakeven calculations; if $ACoS < Target = \text{Increase bids}$ or vice versa
For keywords/ASINs, with no conversions, pause bids
- **ProTip:** Collect 2-4 weeks of data on impressions, clicks, conversions to ensure accuracy of bid optimization



AMZ PPC

In Summary: Sponsored Brands

Step 1: Goal Setting

- Goal I: Brand Awareness**

Focus on impressions

For increasing category recognition, focus on generic, non-branded keywords

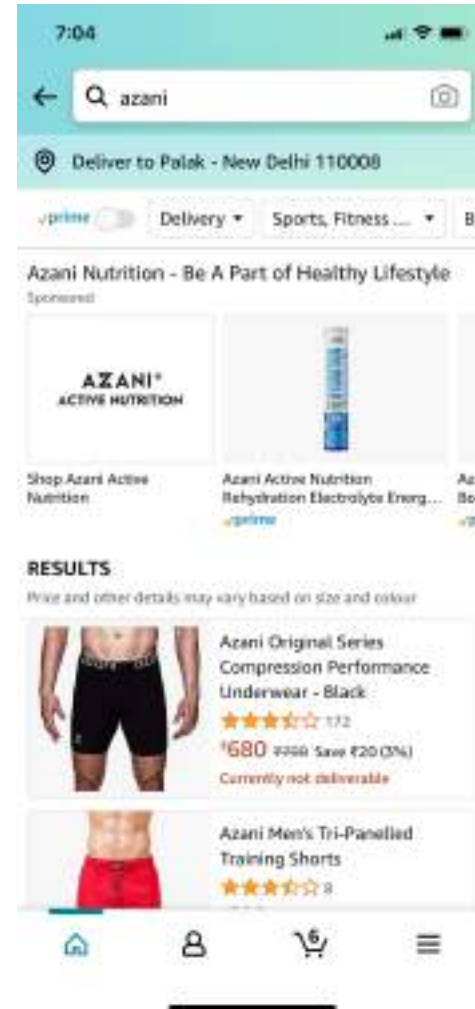
For brand defense campaigns, focus on branded keywords

- Goal II: Sales**

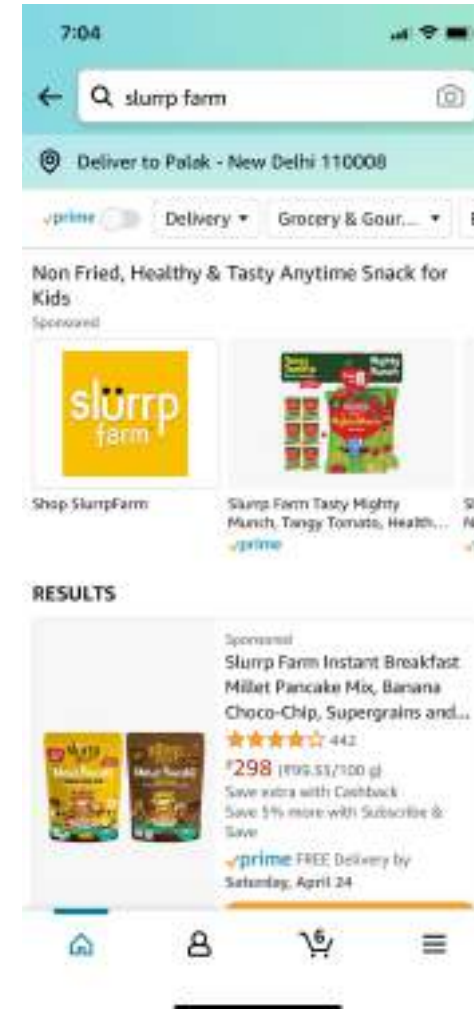
CPCs and conversions (also 'top of search' placement will be more expensive than left rail/bottom placement of SBA)

- Goal III: Acquire new customers**

Track AMZ's [new-to-brand](#) metrics to discover if purchase was made by a new customer



*Poor SBA:
Misses opportunity to communicate through a creative*



*Poor SBA:
Misses opportunity to communicate through a creative*



*Great SBA:
Uses creatives in the SBA and follows SPA for product listings*

AMZ PPC

In Summary: Sponsored Brands

¹AMZ does not distinguish between the left-hand rail and bottom of search placements as well as the product page placements – all fall under ‘Other Placements’.

Step 2: Optimizing SBA campaign

- Harvested Keywords**
 Transfer well-performing keywords from SPA auto-campaigns to SBA campaigns
- Analyzing performance**
 Use keyword and campaign placement reports to analyze campaign performance at a granular level¹
- Automated vs custom bidding**
 Automated bidding is default for SBA campaigns; however, if CTR and sales for a particular campaign are low, use custom bid adjustment functionality to lower your bid percentage for that placement category

Campaign type

- ☐ Sponsored Products
☒ Sponsored Brands
☐ Sponsored Brands video
☐ Sponsored Display ⓘ **New**

Report type ⓘ

Time unit

Report period

- Keyword
 Keyword placement
 Campaign
 Campaign placement
 Search term

Product targeting and bids ⌵

Default bid ⓘ
1,00 €

Automated bidding ⓘ
☐ Allow Amazon to automatically optimize bids for placements other than top of search.
☒ Set a custom bid adjustment
 Decrease by ▼ 30 % for placements other than top of search
For example: a 30% decrease on a 1,00 € bid will become 0,70 €.

AMZ PPC

Use Case (MOFU): Sponsored Brands

Get shoppers interested in your brand extensions and line extensions



Brand/category extension



Line extension

Use Sponsored Brands Ads to display and spread awareness of a range of products from your category extensions /line extensions and take shoppers to a customized landing page or Store featuring your products.

AMZ PPC

In Summary: Sponsored Display

ProTip: >5Cr/mo brands may engage in category targeted SDAs

Step 1: Setting up SDA strategy

- Goal I: Attack strategy**
Develop SDA campaign using ASIN-targeted ads (from ‘Products similar/related to this item’ or ‘Brand analytics’ page) to market to high intent audiences purchasing competitor products,
- Goal II: Complement strategy**
SDA campaign for ‘Customers also purchased’ to build complementary product offerings, eg. case cover for boAt earphones; or breakfast bars to whey protein consumers
- Goal III: Views remarketing or brand awareness**
Focus on remarketing to audiences off the AMZ platform selecting the views remarketing feature for audiences who visited product page in the past 30 days

Advantages of SDA

- Applies to both on and off-AMZ marketing inventory
- Improves conversions through MOFU/ BOFU targeting and cross-selling through remarketing to interested audiences
- “Retail aware” ads that show only in-inventory products to audiences who haven’t purchased the product yet



For Calcium & Vit-D SKU: Attack strategy for Azani **WOULD BE** to develop an SDA on the “Better” supplements if they have high glance/category share



Complement strategy for boAt **WOULD BE** to target mobile phone purchasers

AMZ PPC

In Summary: Sponsored Display

Step 2: Customizing SDA for mobile

Display ads can be customized for phone-slots with a creative.

- **Creative development** (limited to product shots)
Develop quick-creatives with readable text and a product shot for quick consumer association

Eg. Open Secrets display ad with a deal of the day offering on Happilo Almonds (#1 Best Seller in Category)

- **Offer strategy**
Reflect offers on creatives dynamically in sync with product listings and deals

*Setu ad creative below is **NOT a Sponsored Display** but a **DSP ad** on a Man Matters listing for hair and skin gummies*



ProTip: >5Cr/mo brands may engage in category targeted SDAs



AMZ PPC

New Elements: Sponsored Video Ads

Sponsored Video Ads

Clubbed as an extension of Sponsored Brands, Video Ads act as MOFU property to help drive conversions in education/content-driven purchase categories

Benchmarks:

RoAS ~5x (varies by brand stage), CTR: 3%, CR: 10%



**Viewability defined as at least 2sec viewed
†Completion based on 6-sec videos*

Desktop Placements



Homepage ATF



Homepage BTf

Mobile placements



GATEWAY PAGE



PRODUCT DETAIL PAGE



THANK YOU PAGE

AMZ PPC

New Elements: Sponsored Video Ads

ProTip: Use Sponsored Video for non-impulse /education categories

Slurrrp Farm Cereal Videos

Since cereal happen to be a **content-driven purchase but NOT IMPULSE** category, video ads allow product pack, finished meal and comparison points for improved consumer education

Further, video ads occupy greater real estate on SERP

Video ads also perform well in nascent categories where few brands are using them such as innerwear

?

How to bid for Sponsored Video ads?

AMZ doesn't show recommended bids for video. Start with 3rs/4rs. Or 4K-5K spends per day

The screenshot displays Amazon India search results for 'Slurrrp Farm Cereal'. At the top, four organic product listings are visible, each with a star rating, price, and delivery information. Below these, a large sponsored video ad is featured, enclosed in a red dashed border. The video ad compares 'Regular Cereal' and 'Slurrrp Farm Cereal' based on four criteria: refined sugar, cholesterol, maltodextrin and glucose syrup, and chemical preservatives. The 'Slurrrp Farm Cereal' is highlighted as being free of all these ingredients. To the right of the video ad is another sponsored product listing for 'Slurrrp Farm Organic Baby Cereal'. Below the video ad, a row of 'Amazon's Choice' products is shown, including various Slurrrp Farm cereal boxes like 'Millet Dosa', 'Millet Pancake', and 'Ragi, Rice & Strawberry with Milk'.

Amazon Playbook

Category & Product Listing

AMZ Search and Discovery

AMZ On-Platform PPC

AMZ Off-Platform DSP

Category Activations/ Big Sale Days

Other Marketing Elements



On-Boarding Measures

AMZ DSP

What is DSP? Demand-side platform for targeting and re-targeting!

For more on DSP, refer [here](#)

AMZ DSP helps programmatically reach verified audiences both on and off AMZ using 1st party* deterministic data across marketing objectives

Audiences can be defined by browse/purchase behavior on AMZ to drive reach, engagement, brand consideration and conversions on AMZ



On-platform DSP
(home page, product page, thank you page)



Off-platform DSP
(3rd party apps/websites)

AMZ DSP

DSP targeting and performance reporting

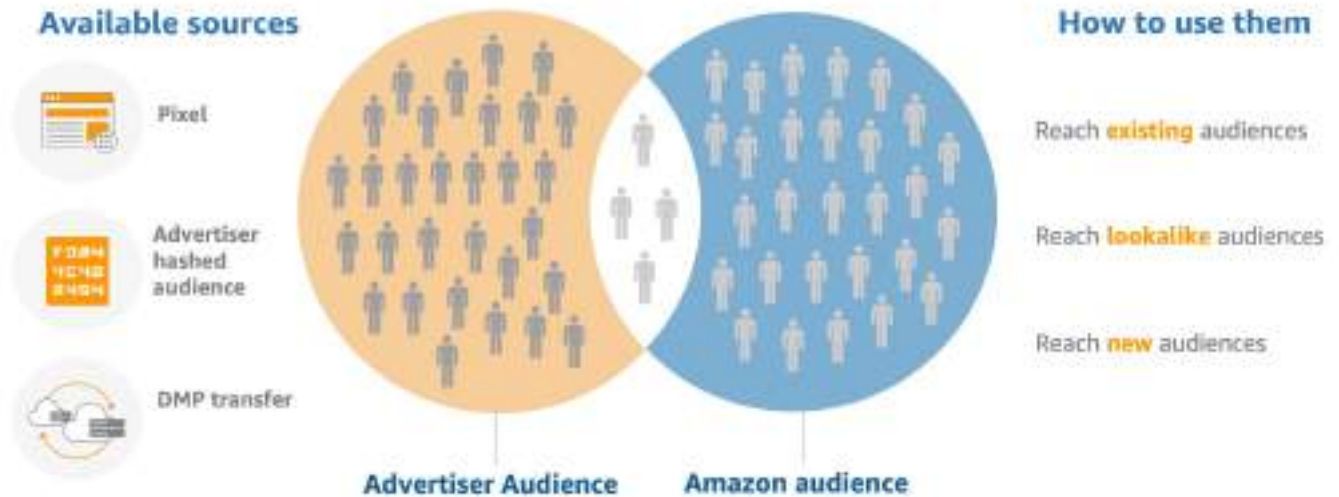
Sources

1. AMZ Audience

Based on browse/purchase behavior seen on Amazon

2. Advertiser Audiences

Import your databases for Retargeting, Lookalike use-cases



Targeting Types

1. Lifestyle

audiences regularly demonstrating shopping behaviors reflective of broad interest groups e.g. Fashionistas , New or expectant parents)

2. In-market

audiences that have recently considered products in a given category e.g. those who have visited product details pages of shoes in the last 30 days

3. Demographic & Geographical

Age-range , gender , pin-code level



Full-funnel reporting

detail page views, add to cart rate, total purchases, product units sold, Amazon product metrics, ad-attributed sales data and more



Efficiency + performance

Optimization strategies: campaign performed well based on placement, creative, channel, segment and product level insights

AMZ DSP

DSP or Display Ads

Display ads

Placements-Desktop



Home
Page ATF
300 x 250



Deals
page
980 x 55



Details
page
244 x 250



Home
page
Billboard
970 x 250



Search left
160 x 600



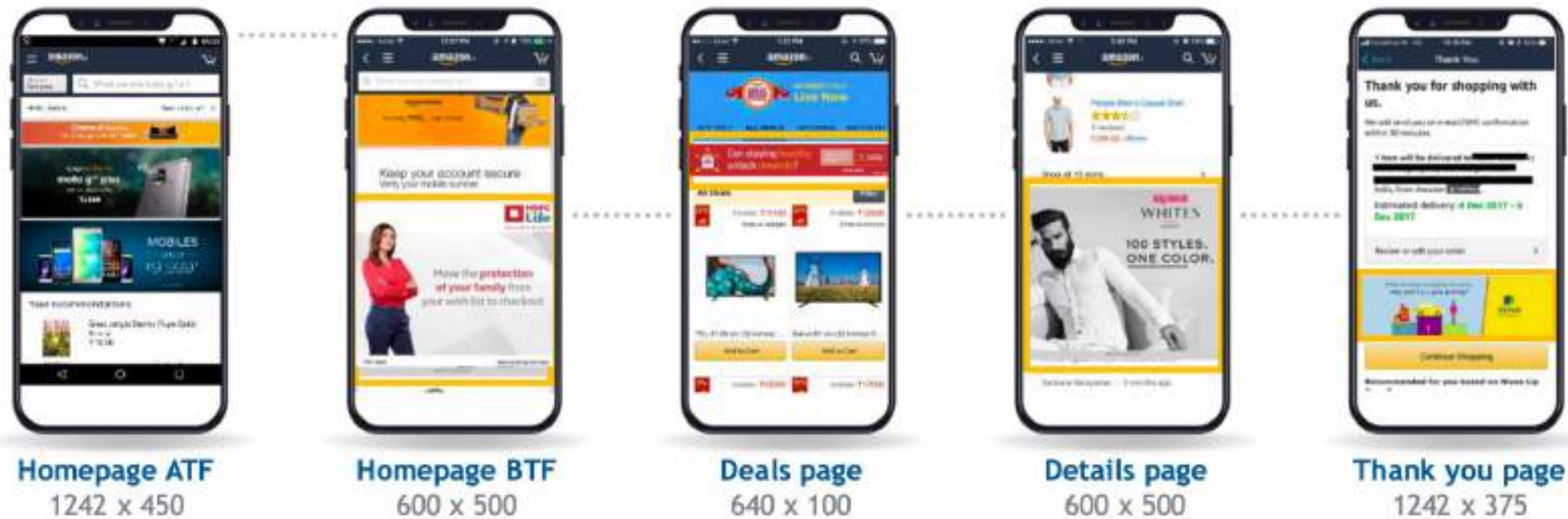
Thank
you,
page,
640x100

AMZ DSP

DSP or Display Ads

Display ads

Placements-Mobile



AMZ DSP

Use Case (TOFU): Display Ads

Behavioral/Geo-targeting through Display Ads

- Use Behavioral targeting to create custom segments. For instance, you can promote organic products to “health-conscious” people who are browsing/buying fitness gear/wearables



- Use geo-targeting which can be tailored to your brand's market expansion strategy. For instance, you can target 'Northern India region' if your brand presence is weak there and if you see business potential'

AMZ DSP

Use Case (Retargeting): Display Ads

Creative remarketing through Display Ads



- Use **creative remarketing** as one of the targeting tactics in display campaigns. Essentially, it means we can **re-target users** who are exposed to a certain ad creative (users to whom an ad impression was served)
- Use it during **launch campaigns** by segmenting users who have been exposed to the first set of communication – and then follow up with BAU communication
- KPI: This will **drive GV's, new customers and increase in repeat rates**

AMZ DSP

Use Case: Display Ads

Case study: RB achieves 30% increase in customer acquisition through Amazon Display ads



Key objective was to increase the customer base for Veet hair removal creams to fuel growth for the brand



Display ads were used to target users with affinity to buy hair removal creams. Historic purchasers and browsers of Veet cream were excluded, making every sale as an incremental one. A "Buy 2 Get 1 offer" was included to increase conversions.



+30%

increase in new customer acquisition
vs previous months run rate

+14%

increase in Sales Vs
the baseline

AMZ DSP

Differences between SDA and DSP

ProTip: SDA launched only 1 month ago and brands have seen limited ROI; but CPCs reduced from Rs.4-5 to Rs.1/Click!

Sponsored Display Ad (SDA)

CPC-based

Creatives

Only product shots with a tagline offered

Inventory

Limited inventory available

Management

Self-managed by advertisers

Promotions

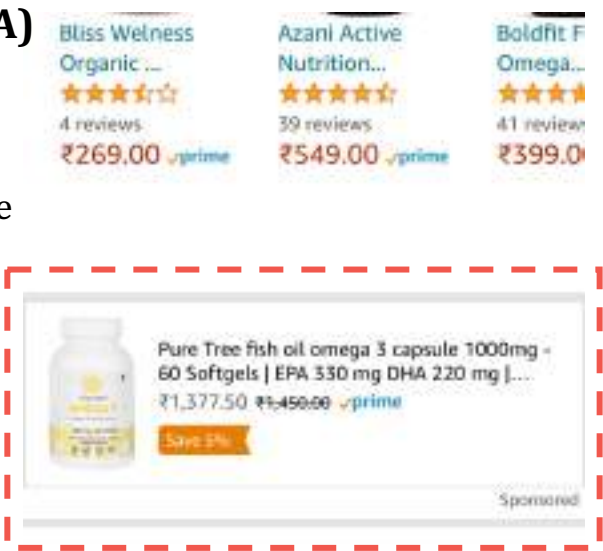
Discount callout options not available

Redirected to?

Only to PDPs

Types of SDA

- Contextual SDA that are ASIN-targeted for RoAS basis attack, defend, upsell strategies
- Audience targeting for in-market + lifestyle + retargeting



Poor SDA with no tagline or product logo used on Setu PDP

Demand Side Platform (DSP)

CPM-based

Creatives

Custom creatives developed by AMZ team

Inventory

Some like Home Page ATF only on DSP

Management

DSP handled by AMZ team

Promotions

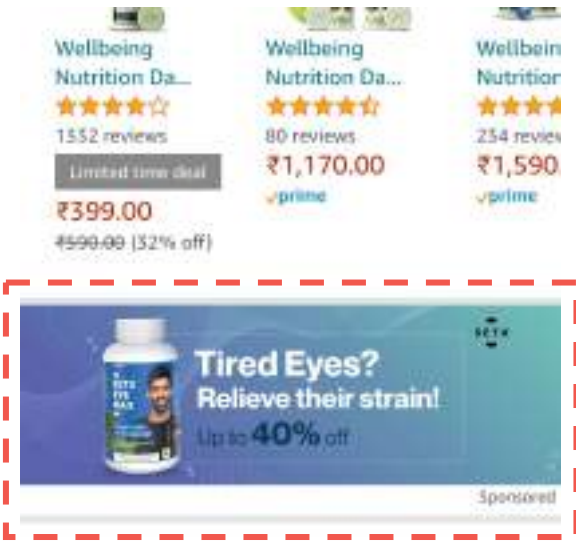
Discount callouts are possible

Redirected to?

Landing PDP, brand Store or Range Advertising (Custom Pages)

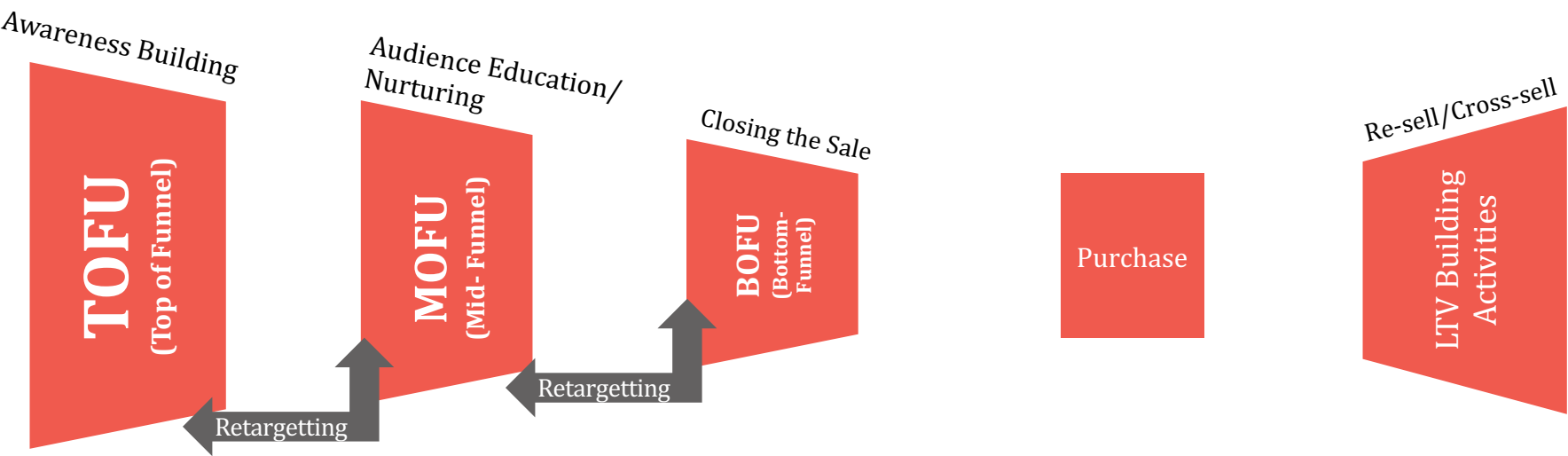
Types of DSP audiences

- Geographic + demographic targeting available on DSP
- DSP allows modularity to segment audiences by choice – eg. target Rs. 300-500 range customers of “Wellbeing Nutrition”



Rich creative with discount offer DSP used on Well-being PDP

In Summary: Full Funnel Solutions for AMZ PPC + DSP



	TOFU	MOFU	BOFU		Re-selling
Targeting Variables	Keywords searched + Category relevance	Behavior-based (TOFU interactions) + Product visited (Self/Competition)	Behavior-based (MOFU interactions) + Page abandoned (Own)		Lapsers & repeating users
Ad-Type	SB + SP (Keyword + PAT ¹) + SDA	SP (Keyword + PAT) +SB + DSP + deals	SP (Defense campaign) + DSP + coupons ¹		SP (Cross-sell) + SDA + DSP + emails
Creative	Product Feature/ Benefit	Benefit + Offer	Benefit + Offer		Lapsers: Offer Repeaters: Cross-sell

¹Targeting unavailable, ²PAT on product listing not search

In Summary: Marketing Mix

How to apportion marketing spends on AMZ?



Brand Spends Split for ARR <50Cr

CPC = 80-90% (SP ~70%, SB ~30%, SD ~0%)

CPM = 10-20%

Sponsored Products (SP) ~70%

- Focus mostly on top-of-product page
- Use bottom-of-search page for crowded categories like Jaggery/Ghee, where the user maybe scrolling down for something different

Sponsored Brands (SB) ~25-30%

- Static banner with no text and Sponsored video ads work best
- For showing brand extension, use 3 images + brand store or just 3 product images

When to use CPM? Or DSP?

- CPM campaigns work best for price competitive products during discount events



Given that Jaggery is an expensive purchase, item at Rs.125 for 300gms in comparison to Rs. 165 for 1kg; use bottom of page sponsored products



Poor SBA by Nestle bidding on "Slurrp Farm" that uses only 2 images instead of possible brand store + 3 product categories



CPMs are used for acquiring new customers who maybe price sensitive, so best used in sale events or price competitive categories. In this case, SF uses CPMs during festive sales against price competitive Betty Crocker

In Summary: Marketing Mix

How to apportion marketing spends on AMZ?

For types of CPM inventory, refer back to AMZ DSP



Brand Spends Split for ARR >50Cr

CPC = 50-60% (SP ~80%, SB ~20%, SD ~0%)

CPM = 40-50%

Why CPMs make sense for bigger brands?

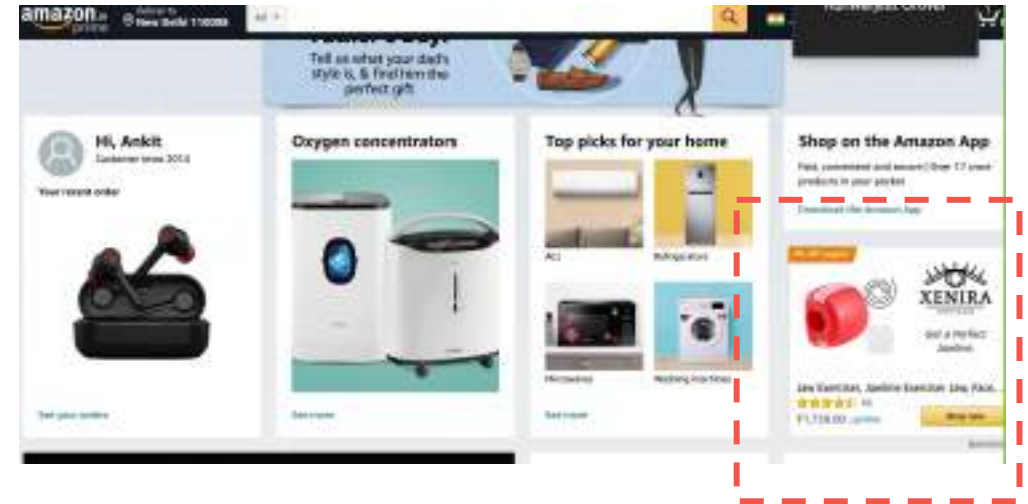
1. Targeting/Re-targeting inventory

- CPM campaigns help recruit new customers for brands that can be targeted to specific audience types
- Typical spends ~INR 4-5L
- Specify impressions, frequency and reach to define the reach of unique audiences

eg. 3% SOV on BTF banner (of 100 impressions on BTF, 3 will be yours; and if targeted with a frequency of 3, 33% unique crowd impressions will be serviced!)

2. CPCs rise during sale events

- Companies like ME may witness higher competition from up-and-comer brands and thus shifting spends to CPMs help control marketing spends



Eg. ATF banner retargeting for Jawliner searched!

Similarly, Mamaearth employs this for its baby diapers/shampoo category which is often priced at competitive par



What are some good benchmarks to hit?

Good RoAS > 3.5x

Good CTR = 1.2%

Good conversion rate (branded cohort = 30%, unbranded cohort = 3% which depends via CPC or CPM target)

Amazon Playbook

Category & Product Listing

AMZ Search and Discovery

AMZ On-Platform PPC

AMZ Off-Platform DSP

Category Activations/ Big Sale Days

Other Marketing Elements



On-Boarding Measures

Amazon Playbook

Category Activations/ Big Sale Days

Best Practices

Marketing Elements

Preparation Calendar



On-Boarding Measures

Big Sale Days

Best Practices

Great Indian Festival

AMZ GIF is the biggest sale event at AMZ that happens during Diwali

Prime Day

AMZ Prime Days are once a year, 48-h events exclusive for AMZ Prime Customers

Freedom Sale

Freedom Sale and Great Republic Day sale are 3-5 day long annual events around Independence and Republic days

Super Value Day

Super Value Days are organized for consumables category, typically in the first week of every month

- Basket-building events that offer opportunities for F&B brands
- Brands could list on pantry (via ARIPL or Cloutail) to avail benefits of brand recognition/ sales



- Category Activation during big sale days should be restricted to mega-brands /category creator brands while smaller brands can engage in more efficient spends with different PPC campaigns and other types of marketing inventory on AMZ
- During most sale events, electronics > apparel > appliances > few gift-oriented FMCG products witness spikes in sale
- **Best Practices for Smaller brands**
 - Cluster in stock for all clusters of sale at AMZ
 - Sharp-targeted ad-spends focusing on **deal of the day** and **lightning deals**
 - New product launches/packaging that speaks festival language (eg. Diwali gift pack)
 - >50L/mo should engage in **Display Ads** for high-glance SKUs

Amazon Playbook

Category Activations/ Big Sale Days

Best Practices

Marketing Elements

Preparation Calendar



On-Boarding Measures

Big Sale Days

Marketing Elements*

**Can be used over non big sale day events too!*

Deal of the Day

The **most critical inventory** for brands to target during sale events is the DOTD program to offer discounts on products for one day only

DOTD inventory gets home page recognition for both desktop and mobile views

ProTip:
DOTD > LD > Coupon> Herotator

Lightning Deals

Second-most critical inventory for brands are lightning deals or [promotional discounts](#) that are only available for a limited amount of time

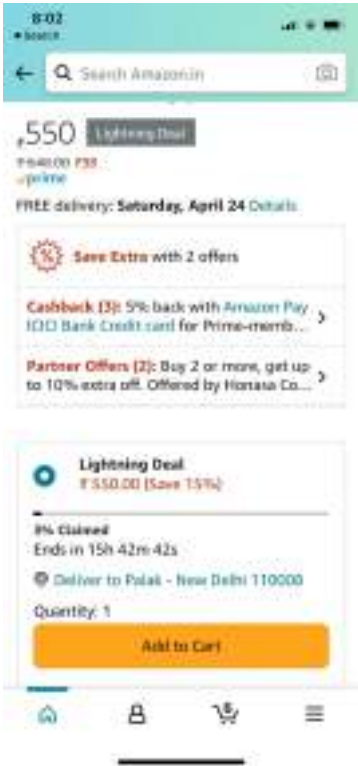
LDs work better that DOTDs for categories like watches



Desktop View



Mobile View



Big Sale Days

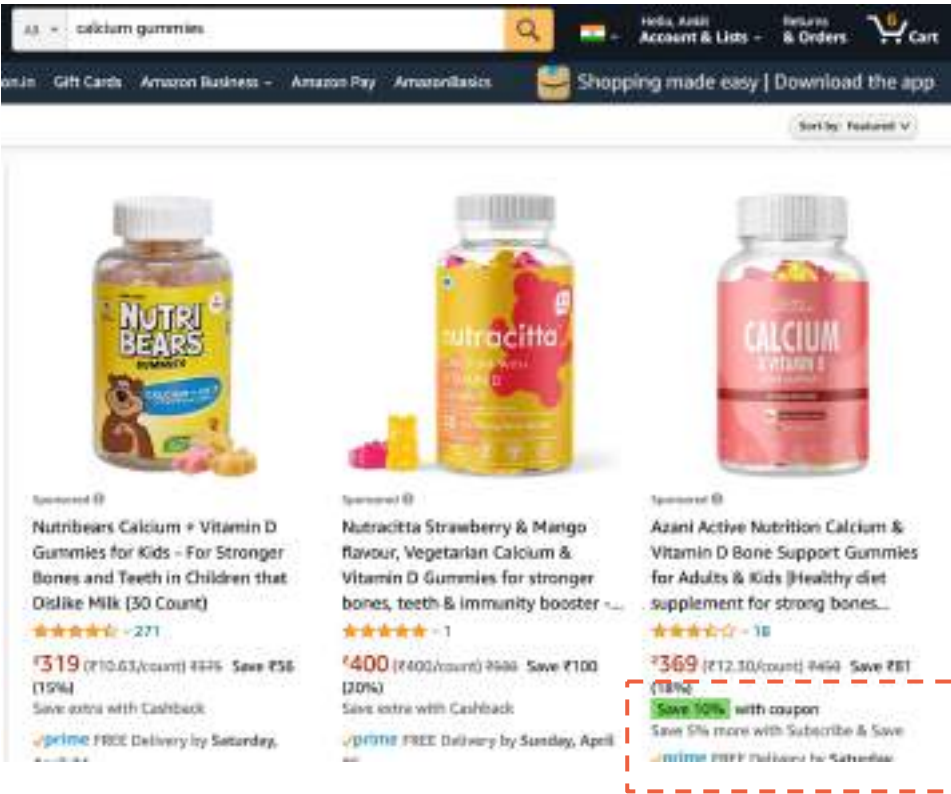
Marketing Elements

ProTip: Use coupons over discounts for also guising offers as both TOFU (badge) and BOFU (discount)

Amazon Coupons

Coupons are another excellent option for your products that already have good visibility

While usually a BOFU property, coupons add an additional badge to the listing and hence also guise as traffic-driving property



Herotator Slots/ Banners

Herotator slots are the most eye-catching inventory but help more in traffic-driving (TOFU) over conversions

Expensive slots that should typically be reserved for bigger brands/ for new product introductions in successful brands



Amazon Playbook

Category Activations/ Big Sale Days

Best Practices

Marketing Elements

Preparation Calendar



On-Boarding Measures

Big Sale Days

Preparation Calendar for Prime Day/ any other Big Sale Day

Four months before prime day

- **Supplier:** lead time verification for inventory planning and demand forecasts for prime day sales
- **FBA cutoffs:** consider whether to ship directly to FBA or plan a SellerFlex model to Amazon before the cutoff date. This can affect lead times.

Three months before prime day

- **Resources:**
 - employee strength whether there is a need to hire some part-time workers?
 - packaging supplies for managing extra fulfilment
- **Marketing budget:**
 - Deals and discounts are you going to run?
 - Which products are you going to feature the most?
 - Plan marketing creatives, ad-spends, RoAS and marketing metrics based on previous [ecommerce sales data](#)

Two months before prime day

This period is crucial for preparing your marketing and advertising, including premade content for your social media and blog. It typically lands in May if Amazon goes with their usual July dates

Optimize:

- Landing pages
- Social media schedule
- Banner ads/graphics
- Product image and video updates
- Amazon PPC bid updates
- Blog posts announcing Prime Day deals
- SEO updates for product pages
- Ad copy changes
- Email marketing campaigns — Including when the campaigns should run, what the content should be, and how many emails to send
- Google Ads or paid social media ads

Big Sale Days

Preparation Calendar for Prime Day/ any other Big Sale Day

One month before prime day

Email campaigns: Schedule and roll out your marketing and email campaigns through Constant Contact, Hootsuite, Mailchimp, etc

Two weeks before prime day

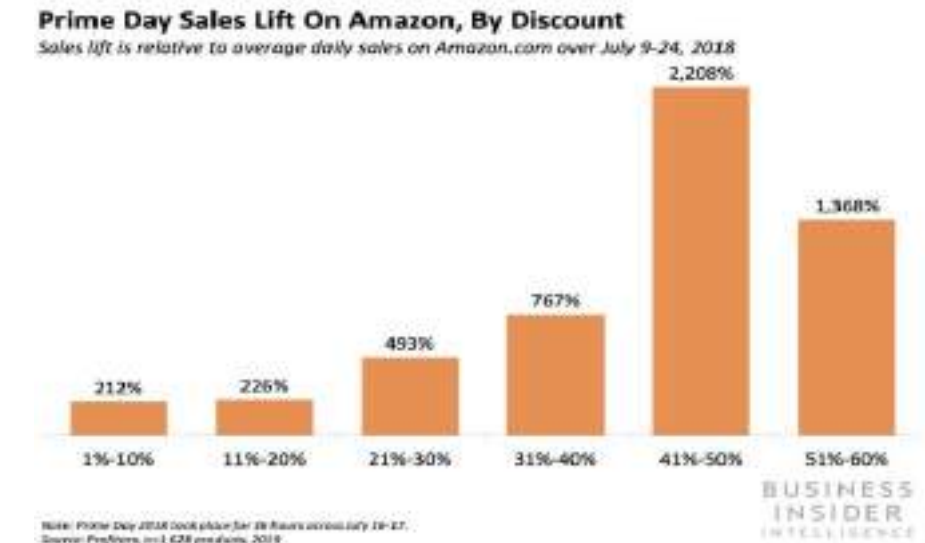
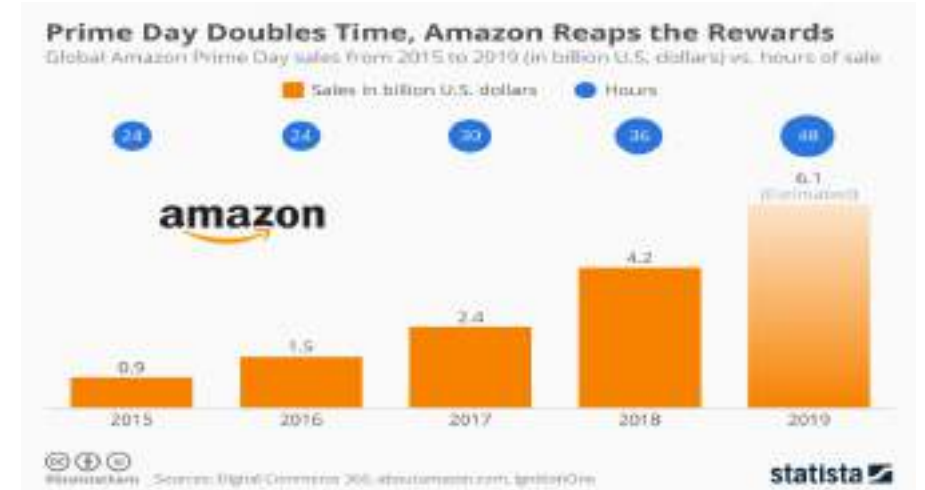
Optimize listings: with for most popular searches for top spots in the Amazon search results.

One week before prime day

Verification stage: inventory audits and team KTs so they know what you expect of them. Enable top-selling products as Prime eligible.

On Prime Day

Monitor performance: track sales velocity and marketing performance of self and competitor products



Amazon Playbook

Category & Product Listing

AMZ Search and Discovery

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AMZ Off-Platform DSP

Category Activations/ Big Sale Days

Other Marketing Elements



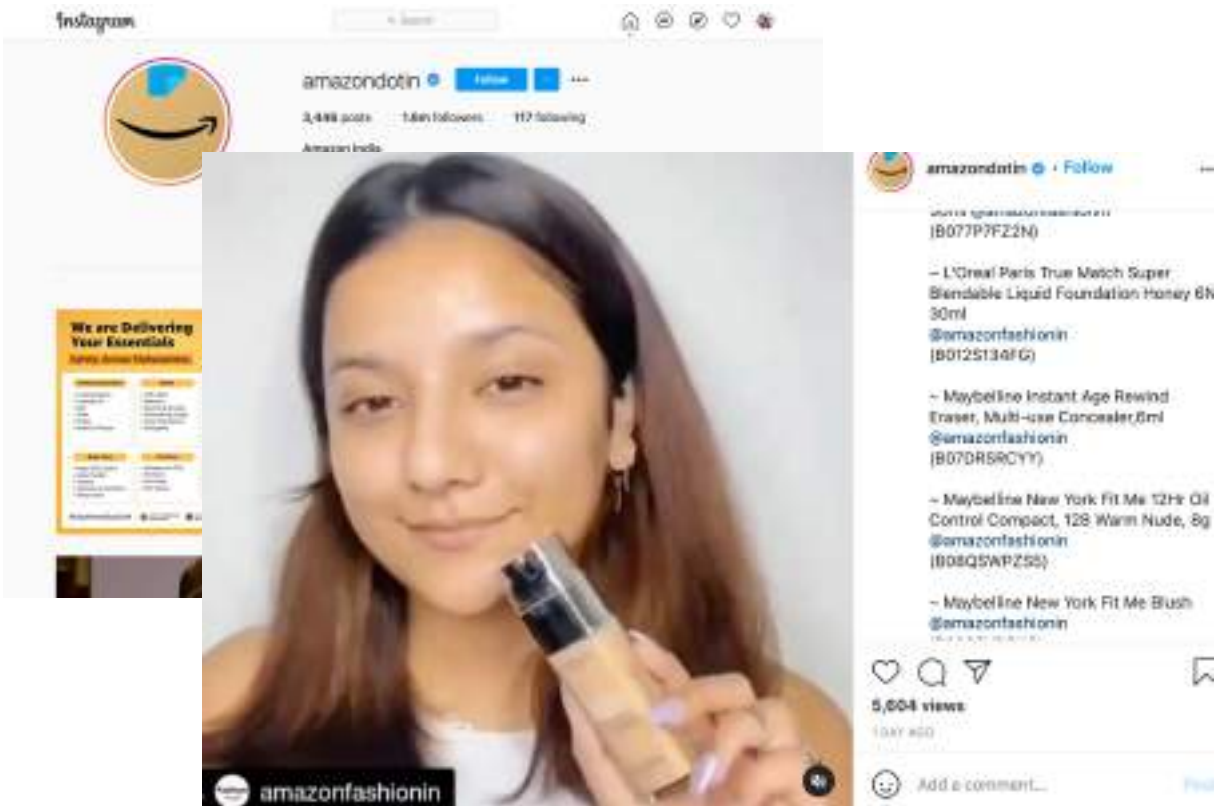
On-Boarding Measures

Other Campaigns

AMZ Other Marketing Initiatives

AMZ Social is not fully monetized and in its Beta stages.
AMZ also has a sampling program in its Beta stages.

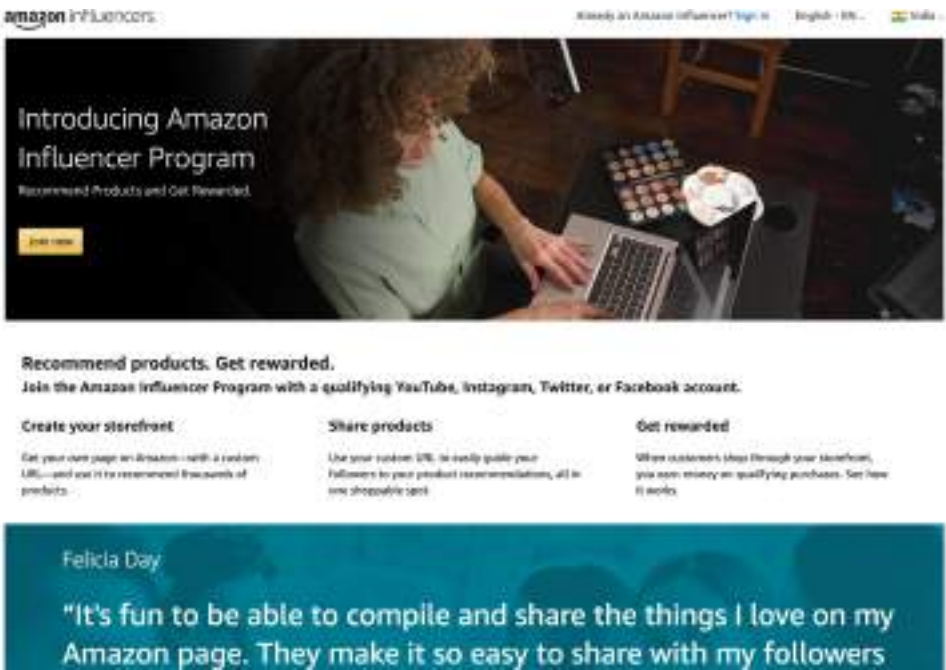
Social Media Campaigns (Co-op)



Brand Journey: Engage with AMZ on social media campaigns like Friday Product reviews, etc.

Part of Co-op. Few social media assets. 3 IG posts/month.

AMZ Influencer Program



The Amazon Influencer Program allows influencers to an exclusive vanity URL to showcase the products for followers.

Consumer Journey: Promote URL > Followers shop your recommendations > Earn money on qualifying purchases

Other Campaigns

AMZ Other Marketing Initiatives

Recommended Articles by Magazines, online periodicals like Cosmopolitan, iDiva (Co-op)

Search for Mamaearth throws up a SERP with articles linking to Wow and Himalaya

Like Sponsored Videos, these are high visibility/real estate inventory provided by Co-op that can help drive purchases

Since nascent on AMZ, the ROI needs to be studied

Search for Mamaeearth throws up a SERP with articles linking to Wow and Himalaya

*Like Sponsored Videos, these are high visibility/
real estate inventory provided by Co-op that can
help drive purchases*

Since nascent on AMZ, the ROI needs to be studied

Amazon Playbook

Journey Plan



AMZ Lingo

AMZ LOBs

AMZ Hierarchy

AMZ Programs

AMZ Ad-inventory

Pre-Boarding Checklist



Category Market Analysis

Inventory Management

On-Boarding Measures



Category & Product Listing

AMZ Search & Discovery

AMZ On-Platform PPC

AMZ Off-Platform DSP

Category Activations/ Big Sale Days

Other Marketing Elements

Brand Take-Off



Metrics Tracking

AMZ Pi

AMZ Agencies

Amazon Playbook

Metrics Tracking

AMZ Pi

AMZ Agencies



Brand Take-Off

Comparative Benchmarking

Quarterly Information Sheet (QIS) for benchmarking by category

Business Metrics

Capturing sales and split via marketplace and 3rd party resellers

PPC Metrics

Ad-performance tracking through standard click-based, ROI, and conversion metrics

Traffic Metrics

Traffic mix, cohort and conversions to develop brand offtake with organic searches

Unit Economics

Profitability tracing to understand CAC, AOV and LTV tracking of new and repeat customers

Funnel Metrics

Customer transaction/conversion journey the platform

Inventory/Logistics Metrics

Inventory replication and delivery performance reporting to optimize CSAT

Product Rank and Review

Ratings improvement and review growth m-o-m

Amazon Quarterly Metrics				
	Jan-21	Feb-21	Mar-21	
Business Metrics				
Sales				
Sales Velocity (revenue/week for top 3 SKUs)				
Channels				
%Sales Marketplace				
%3rd Party Sales (CT, ARIPL) - B2B2C				
PPC Metrics				
Sponsored Products				
Ad Spends				
CTR				
ROAS				
%Conversion				
Traffic Metrics				
Organic Traffic				
Paid Traffic				
New visitors (% of total)				
Conversion rate				
M3 repeats				
M6 repeats				
M12 repeats				
Unit Economics				
Repeat Customers				
AOVs				
CACs				
AOV/CAC ratio				



Amazon Playbook

Metrics Tracking

AMZ Pi

AMZ Agencies



Brand Take-Off

AMZ Pi: Analytics

Data dashboard for analytical insights on brand performance

For deep-dive on AMZ Pi, refer [here](#)

Pi is AMZ's platform that provides data-insights for advertising, product strategy, pricing and new product launches

Further, it helps in competitive benchmarking to analyze peer performance, category SOV, and customer profile

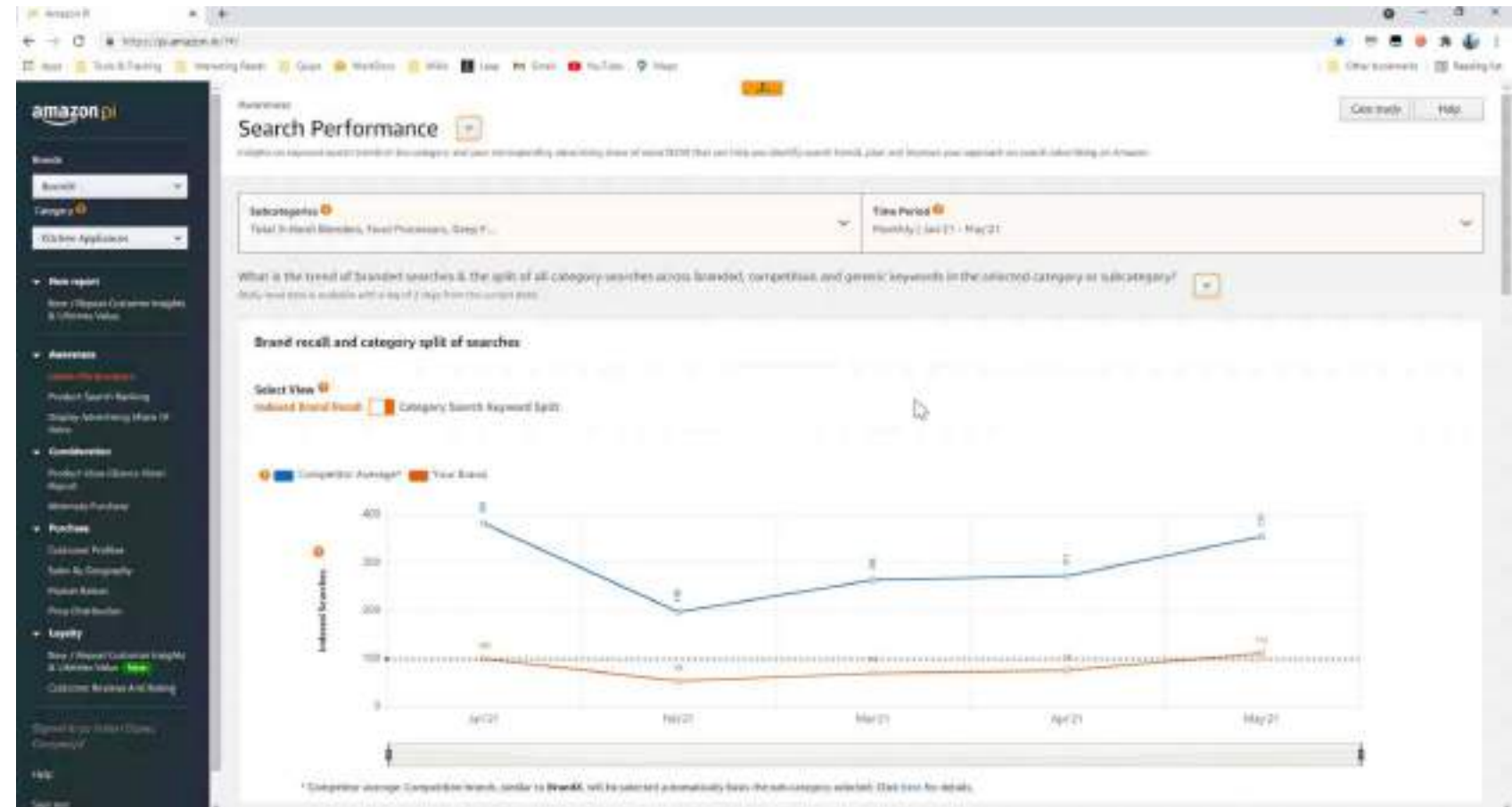
Pi Reports Cover:

1. Product Search Ranking
2. Search Performance
3. Alternate Purchase*
4. Product View (Glance View)
5. Customer Profile
6. Sales by Geography
7. Price Distribution
8. Market Basket
9. Customer Reviews and Ratings
10. New and Repeat Customers

To qualify for Pi:

AMZ spends – INR 3L to 4L

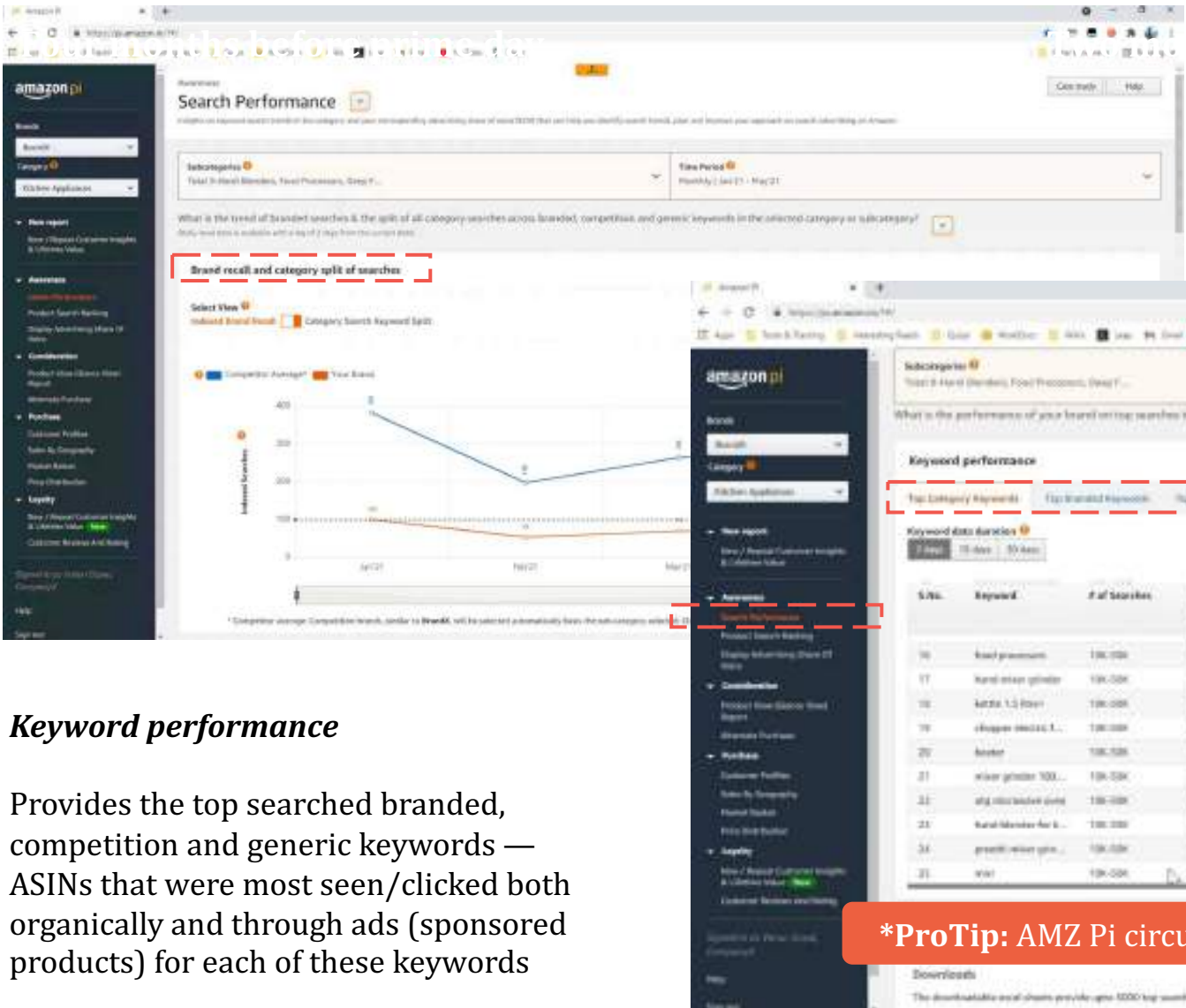
***ProTip:** Pi provides a analytics around “Who am I losing to?” for brands to discover what alternate products are customers buying?



AMZ Pi: Analytics

Search Performance Report: Brand Recall and Keyword Performance

For deep-dive on AMZ Pi, refer [here](#)



Brand Recall

#branded searches for your brand vs. competitor average in the category

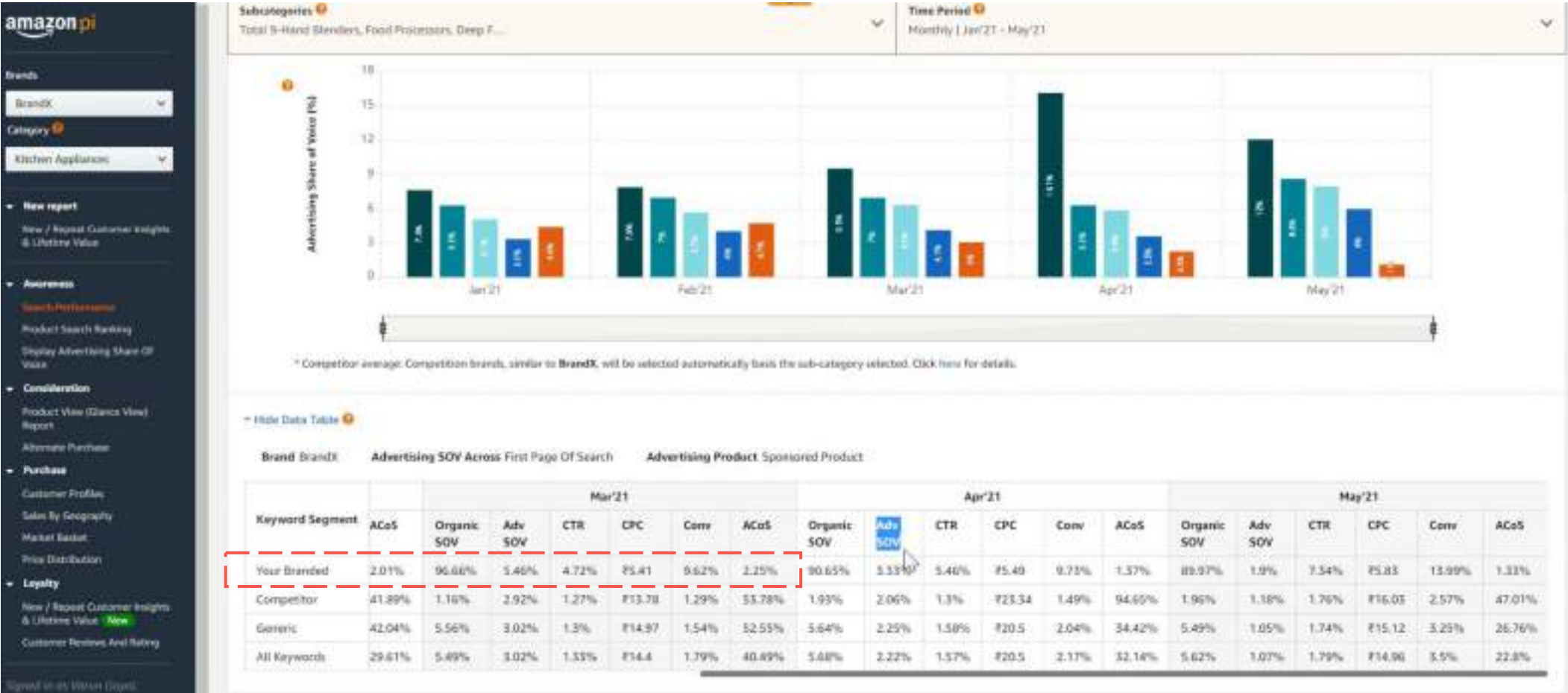
Keyword performance

Provides the top searched branded, competition and generic keywords — ASINs that were most seen/clicked both organically and through ads (sponsored products) for each of these keywords

***ProTip:** AMZ Pi circumvents the need to use other 3rd party keyword generators

AMZ Pi: Analytics

Search Performance Report: SOV



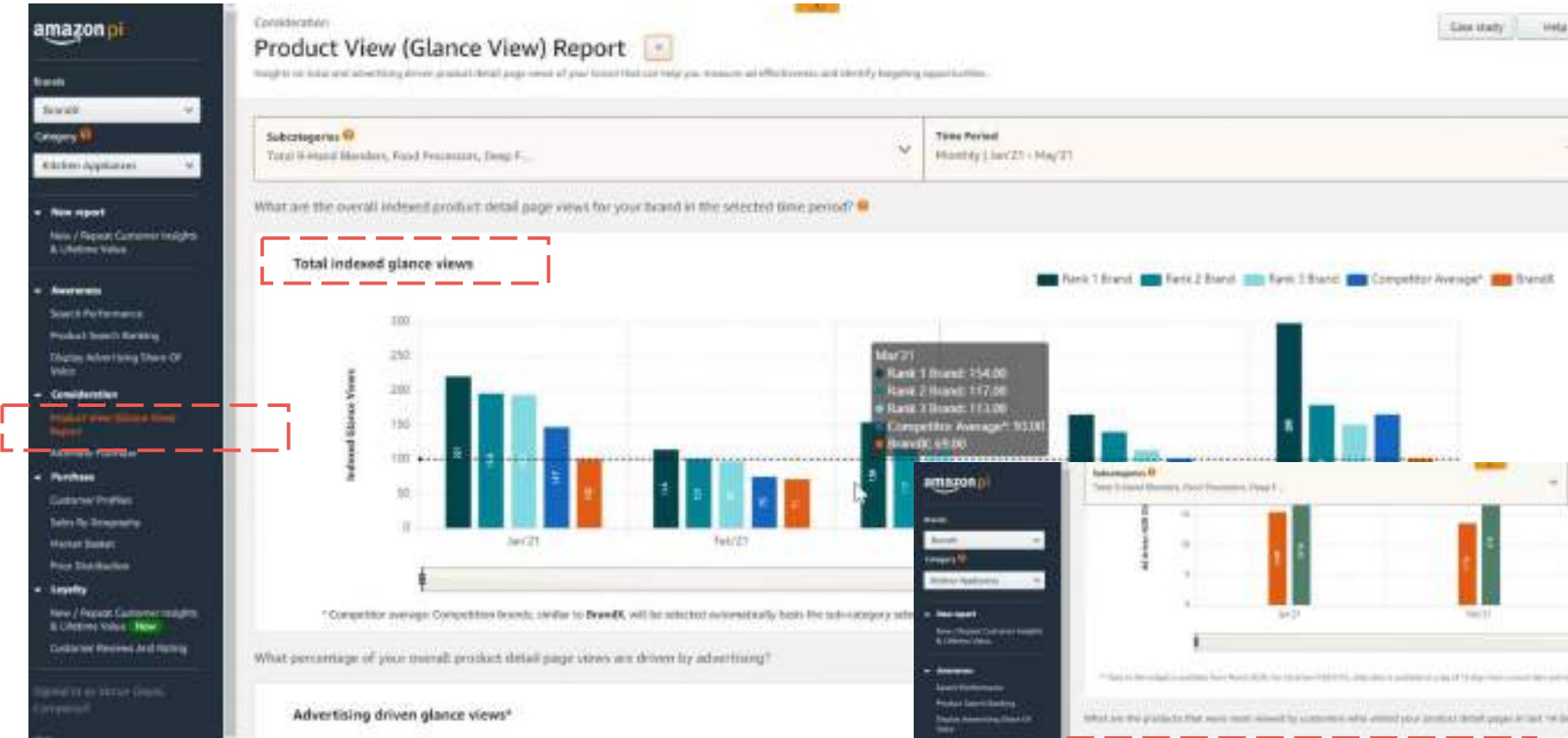
Ad SOV =
$$\frac{\text{\#ad-impressions for brand}}{\text{\#ad-impressions for all in category}}$$

SOV = Of total impressions, how many were for your brand

Low Branded Ad SOV (5.46% here) implies **poor protection** on branded keywords
Highest conversions happen on own keywords but haven't bid adequately on it

AMZ Pi: Analytics

Product Glance View Report



Glanced views

Glance views comparative to the category and what %age driven by organic vs. advertising

Popular products viewed by customers basis conversion metrics

ProTip: Promote the ASINs which are Above Average Conversion and lower than average indexed GV

ProTip: Target the other brand's popular viewed products and place your brand's Top viewed product on their ASIN

Top viewed products of your brand in the selected category or subcategory?



AMZ Pi: Analytics

Customer Profile and Sales by Geography Reports

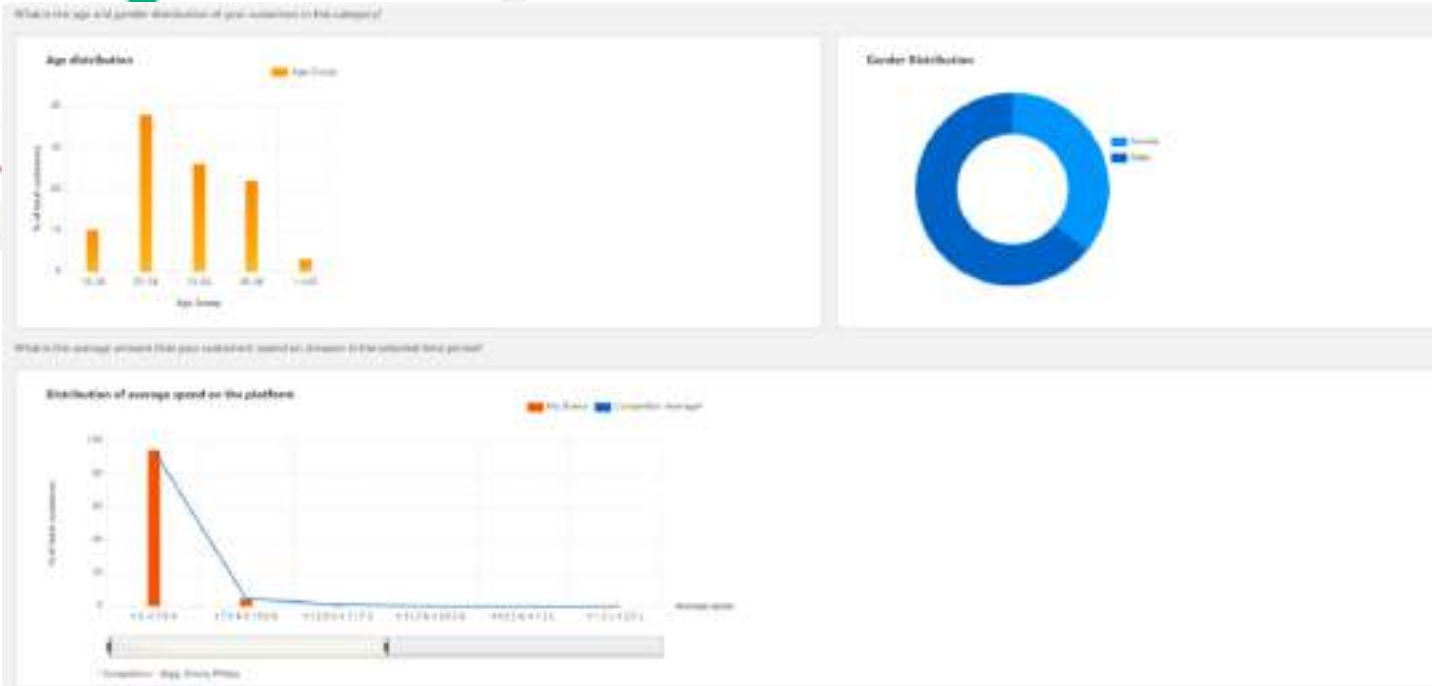


Sales by Geography:

1. Identify geographic sales trends and figure out synergies with offline sales
2. Identify cities where revenue and growth of revenue are unsatisfactory and take corrective action in terms of changing the marketing mix

Identify your TG:

1. Identify high-affinity brands and categories that you can target with your ad campaigns to acquire new customers
2. Correlate city-wise offline and online shopping trends



AMZ Pi: Analytics

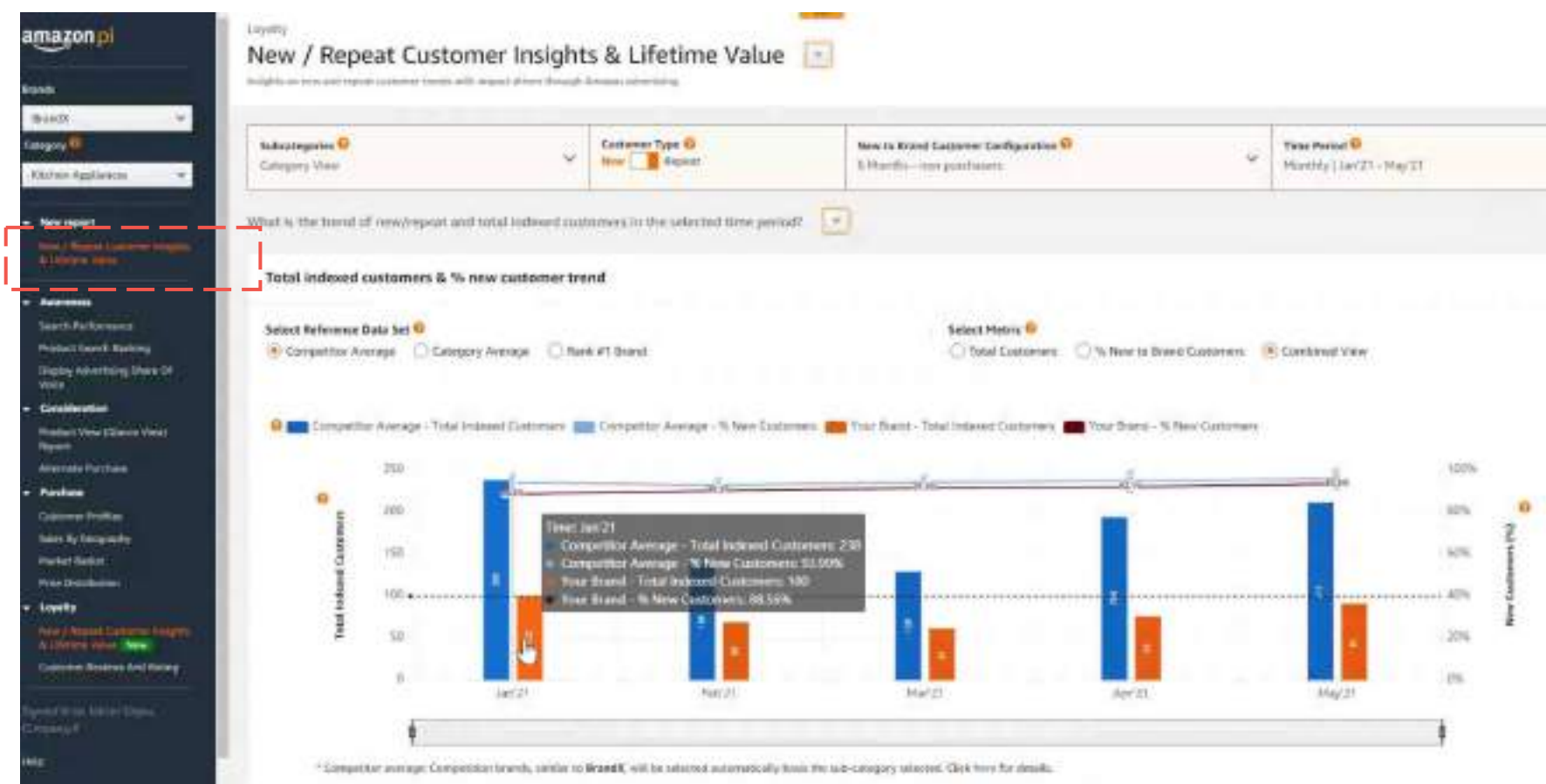
New/ Repeat Customer Insights and LTV Report

Cohort understanding

Develop understanding of brand growth – new vs. repeat customers and focus on under-trending base (new or repeat)

New User

Customer who hasn't purchased any product from your brand in the selected sub/category in the time period selected under New to brand configuration filter (i.e. no purchase in last 6, 12, 18 or 24 months).

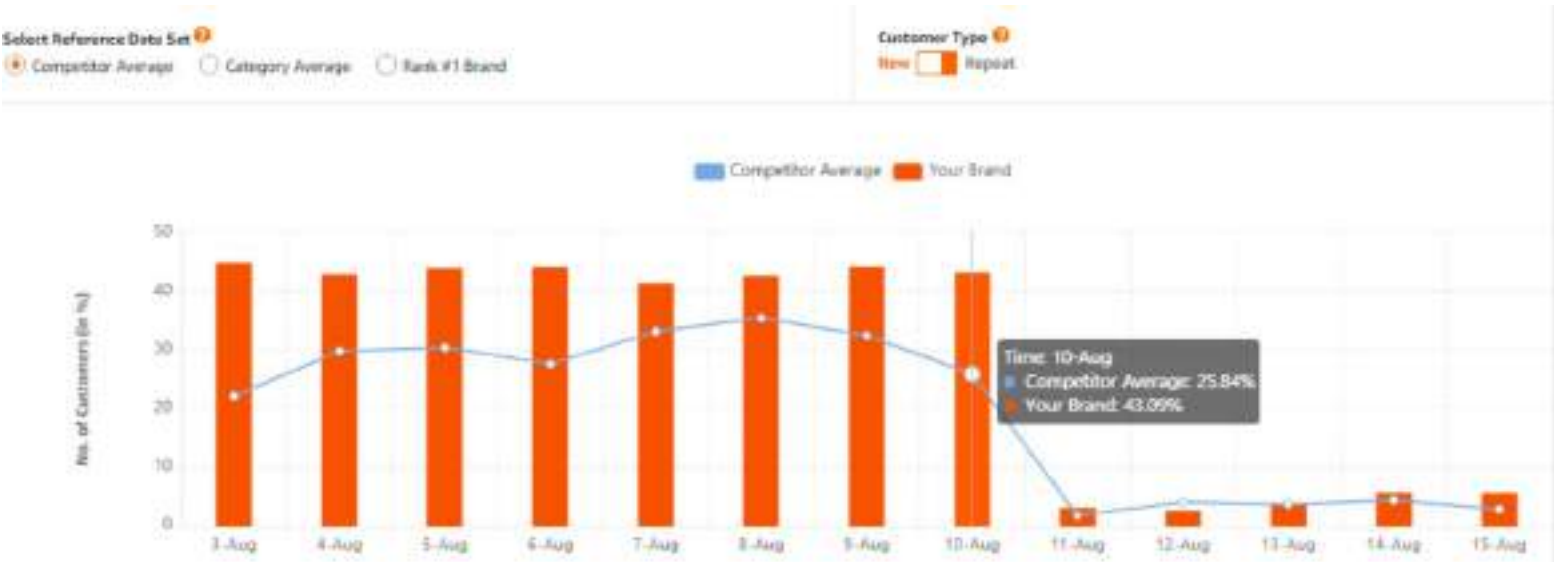


AMZ Pi: Analytics

New/ Repeat Customer Insights and LTV Report

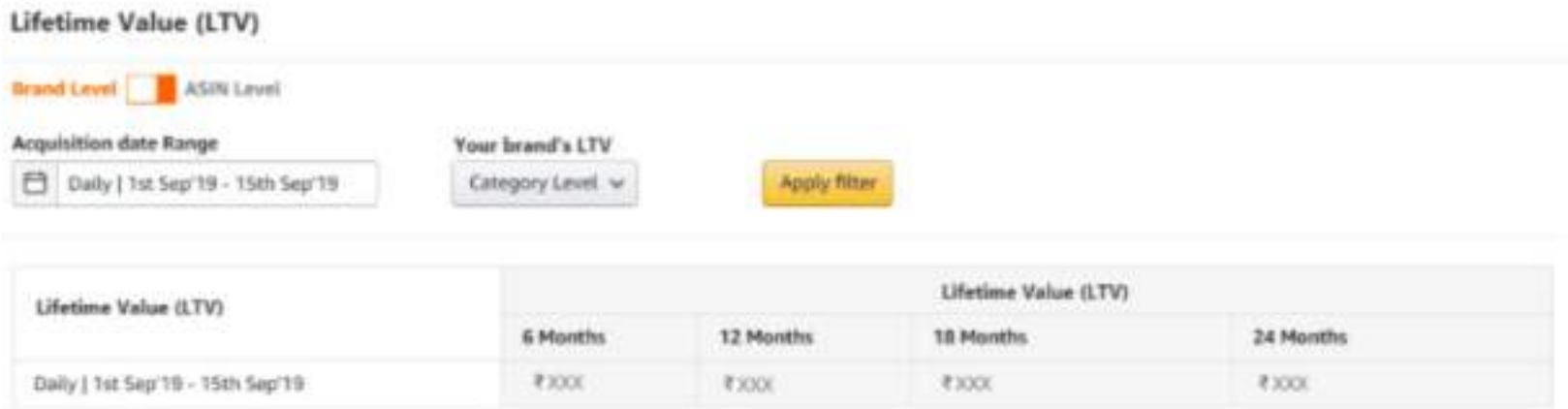
Ad-contribution to new vs repeat

Measure the % of advertising drive new/ repeat customer in the selected category or sub-category, vis-à-vis competitor brand average, category average or against the Rank-1 brand in the category



Lifetime Value (LTV)

Amount that a new-to-brand customer spends on your brand over a period time. LTV can be calculated at an ASIN level or at overall brand level in the selected category



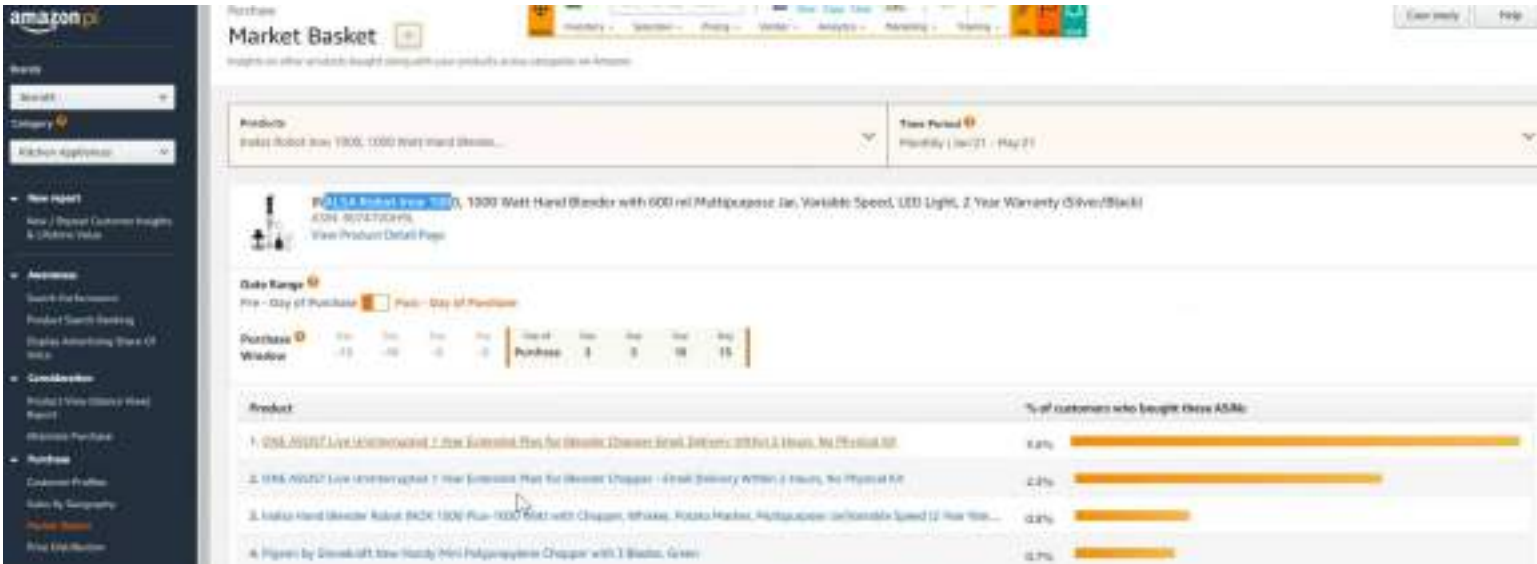
Identify seasonality, frequency, and high LTV products

AMZ Pi: Analytics

Market Basket and Price Distribution

Market Basket

Helps identify basket purchases (in 15 day of your purchase) to build affinity category understanding



Price Distribution

Helps identify units sold basis price points on the platform



AMZ Pi: Analytics

Alternate Sales: “Who am I losing to?” analysis

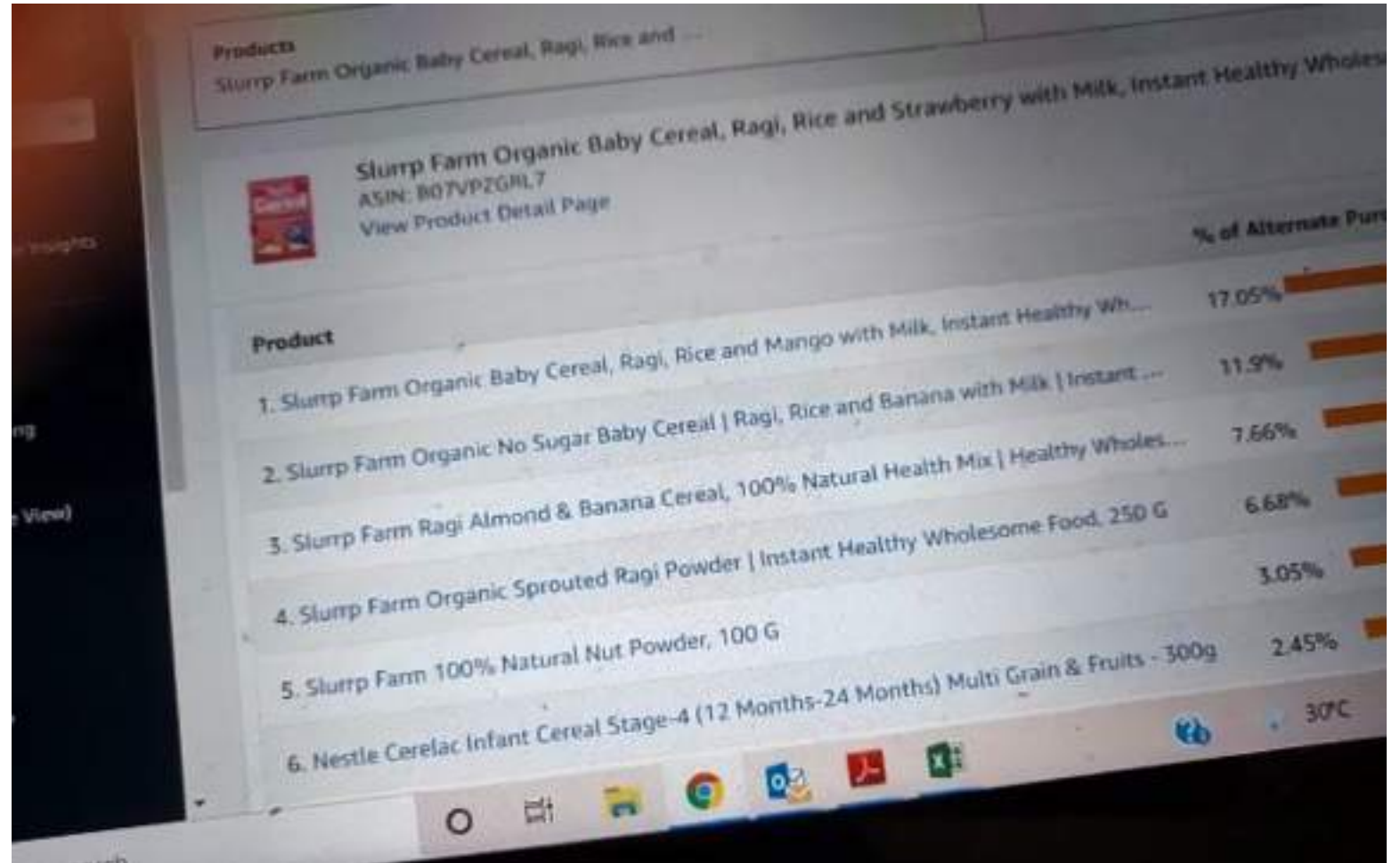
AMZ Pi Alternate Sales helps loss analysis on an SKU basis.

Alternate purchases are defined as products purchased after customers visited/added to cart the target SKU.

In the image on the right, 17% of the SF organic baby cereal strawberry sales were lost to the “mango” SKU of the same brand

Real loss happened for 2.45% of the audiences who purchased a Nestle Cerelac Stage-4.

Helps analyze competitive SKUs and top loss reasons for the brand.



Amazon Playbook

Metrics Tracking

AMZ Pi

AMZ Agencies



Brand Take-Off

Amazon Agencies

Brands' Feedback



ProTip: Can work with agencies to get started and put basic hygiene parameters into place; further scaling up requires an in-house team of experts

Brands' Feedback on agencies:

- Inability to commit to performance numbers: No clear answers or commitment to end goals such as "What will be the change in CTR or conversion rate post 2 month engagement?"
- Data security issues: Agencies likely to have worked with / working with / will work in the future with a competitor; internal resource less likely to switch to work with competitor
- Lack of customization: Standard set of principles / thumb rules applied to every component across different categories
- Lack of know-how: Most agencies work outside of AMZ's org. and are unable to keep up with frequent guidelines changes with Amazon



When can you still avail help of agencies?

- If you are setting up shop and don't know where to start
- If you've figured out warehouse / logistics component and want to save bandwidth wrt. to mundane tasks such as checking stock, moving ASIN between sellers, buybox winning, sending stuff to FBA, PO creation etc.
- Content creation for videos and images
- Brands still struggle with reviews and would prefer working with agencies on this front; however haven't been able to find agencies which are useful
- Amazon recommended agencies are as good as Amazon non recommended agencies

Amazon Agencies

Holistic Platform Solutions



ProTip: Can be availed when completely new to Amazon and constrained in terms of in-house resources

Services offered

Optimize Listing

- To perfect the listing
- Finding good keywords
- to target

Optimisation of campaigns

- Automate bid optimisation
- Negative marking

PPC Management

- PPC strategies
- Creating Brand visibility
- Evaluate campaign performance

NPD

- Finding ideal product & audience
- Forecasting product performance

Inventory Management

- Tracking product level inventory
- Analysing inventory cost & re-order time

Tracking critical business metrics

- Tracking real time reviews, ratings & buy box issues

Tracking Potential

- Understanding and analysing Sales trend
- Keeping track of your competitors' performance

Profitability Analysis

- Tracking product level profitability
- Analysing profit & loss at store level

Agencies can either share login details for brands to be able to see real time changes on daily basis with dashboards or offer completely outsourced solutions without visibility beyond monthly reports















Amazon Agencies

Holistic Platform Solutions (Bigger agencies)



ProTip: Can be availed when completely new to Amazon and constrained in terms of in-house resources; recommended to take these activities in-house once the brand scales on the platform

Srn.	Agency Name	Description	Past clients	Pricing
1	Sellerapp	<ul style="list-style-type: none"> Plug-in solution with dashboards 9 of the Top 100 Amazon sellers (200 Million + Revenue) use the solution 	    	~15-30% of AMZ sales numbers
2	Junglescout	<ul style="list-style-type: none"> Plug-in solution with dashboards Best suited for large brands which want to outsource dirty work 	Not listed	Basic - \$349 / yr Suite - \$589 / yr Professional - \$999 / yr
3	Amazon Scout	<ul style="list-style-type: none"> Plug-in solution with dashboards Best suited for large brands which want to outsource dirty work 	  	Light - \$197.99 / yr Full - \$349.99 / yr Lifetime - \$1499.99 yr
4	Yourseller	<ul style="list-style-type: none"> Works well for brands with monthly sales of 5-10 L, 40-60L, 10-20 cr. per month Best suited for 5-10L which wants to achieve 2-3 cr. in monthly sales 	   	~1L per month
5	Proseller	<ul style="list-style-type: none"> Best suited for automation, once scaled 	Not listed	500-5000 per month



Amazon Agencies

Holistic Platform Solutions (Smaller agencies)



ProTip: Can be availed when completely new to Amazon and constrained in terms of in-house resources; recommended to take these activities in-house once the brand scales on the platform

Srn.	Agency Name	Description	Past clients	Pricing
1	Bridge2Business	<ul style="list-style-type: none"> Founder has worked as an in-stock manager with AMZ for a few years - contacts at category management level, marketplace side, none on Cloudtail Best suited for brands looking to outsource complete operations 	Less prominent D2C brands in India	8-10k per month standard, changes at 4-5 cr. per month
2	esearchlogix	<ul style="list-style-type: none"> Amazon certified agency Best suited for brands which do 4-5L / month Limited connect with category and marketing teams to trouble shoot problems such as stock-outs 	Worked with larger brands globally, not so much in India. Focus on smaller brands in India	50-60k per month for smaller brands
3	Upreports	<ul style="list-style-type: none"> Clients experienced 500%+ growth, handled SKUs between 20-440 SKUs 	No new age brands in India	25-30k per month for brands upto 20 SKUs
4	Hikecommerce	<ul style="list-style-type: none"> Majorly focus on US, Canada, UK; now focusing on India for AMZ first customers 	No new age brands in India	30-40k per month





Annexures

Metrics Tracking

Additional metrics to evaluate

1. Selection metrics
 1. Inventory (OOS/in-stock)
 2. **Cluster in-stock** (speed: how close are you to the customer; 7 clusters in AMZ/ which ones you listed across)
 3. Absolute selection vs. comparison
 4. **Rate of sale** (how much inventory to bring in pre-/post-event): Weekly, monthly cadence
2. Quality/CX (imp. for 5-10L/mo)
 1. **Avg. Ratings**
 1. Avg. #reviews/ASIN (depends on sub-cat) – softlines get 1-word reviews which aren't additive (comparable trajectory benchmarking)
 2. ASINs without a review
 2. **%selection <4-star**
 3. **Glance-view weighted rating** (spends on top ads)
 4. Returns (relative to category – some cats. Will be high return/OOS): Seller controllable (brands have access to)
 5. Catalogue quality (completeness of product display page): Accessible thru seller central page
3. Discovery/ brand (relative/benchmark; becomes more important for >50L/mo)
 1. Glance view/ASIN – Glance view efficiency (some ASINs always getting glance views / are you distributing traffic efficiently)
 2. ABA metrics – repeat purchase rate, alternate purchase
 3. Conversion
4. Reviews
 1. Buyer-seller messaging: 1st email about brand and journey; 2nd email about feedback
 2. Hand-written notes/ encourage notes: No cash incentives
 3. Sampling product TBL (Rishi)

FAQs

Q&A with FS Brands

What are some best practices / optimization techniques across different components of the listing: 1) Product title 2) Brand store link 3) Images 4) Product features 5) Product description A+ content and brand content 6) From the manufacturer 7) Technical details 8) Customer questions and answers 9) Videos (embedded and sponsored) 10) Tagging

Product Title

100-150 words basis relevance; Eg. Giloy product has “Fresh leaves” so use that; further use keywords in AMZ Pi to update PDP for the month. Title should be mobile optimized – which means you have two variants of a product (500gm or 150gm) and the consumer may not be able to see it. Because this is the discovery to consideration phase. Keywords built for relevance not SEO since some may change by time

Product Images

Specific resolution for **zoomable images*** important for reading nutritional value, ingredients, etc

Brand Store

Maintain and revamped in Sep-Oct (image uplift). Not all launched products are moved to brand store

Herbal teas is a new category that needs to have a brand store update. In a section of newly launched products

Miniscule sale from brand store. <10% sales. Makes sense for a tech product like boat for features etc to talk about – FMCG products simpler.

Decision-making complexity is less. Fewer factors to consider – reviews, feedback, A+

Product Features

More infographics

Video – could have algorithmic benefit // not 2nd slot but a new 6th/7th slot video for influencers/testimonial – very specific guidelines around it

FAQs

Q&A with FS Brands

Product Description

No superlative claims / develop relationship with AMZ to get Feedback on content before uploaded

Product out of listing and affects future sales due to SERP (sales velocity)

Image-claims might get through the cracks/ but possible audits

A+ Content

Oziva/Rage Coffee speaking more brand than product? Not sure

“From the manufacturer” – maybe a category option

Customer QnA

Customer support answers – category mgr requests friends and family to build FAQs

Eg. Plastic bottled ACV vs glass bottled ACV – brands to learn top product questions

Tagging/ Nodes

Relevance + Visibility

A and B listed in category herbal formulations & bunch of other nodes (recommended count of nodes is 2). Shouldn't be more as clutter + AMZ doesn't allow.

Competitor entered the market with a different product category say Juices for a Herbal formulation product

Compromised on relevance but strong marketing — sales jumped

AMZ has primary and secondary nodes basis customer purchases. For competitor, Juices became primary node and started getting prominence

“A” now listed on Juices -> Competitor sales reduced. AMZ recognized and products switched back to herbal forms. as primary node.

Depends which market do you want to compete in eg. ACV Jelly listed in weight loss – node gives you product rank (basis hourly sales)

FAQs

Q&A with FS Brands

How frequently do you review these components of the page and modify the same? Frequency of A/B testing depending on the scale of the brand / product rating / market share in category?

Hero SKUs can be reviewed as frequent as daily

Would you recommend optimizing a few parameters over others when launching new products / or scaling smaller brands?

Prioritization of Components: Helium 10 – shows score out of 10 and reasons to improve content ranking

Is there a particular slab of shipping costs that you stick to?

SellerCentral > AMZ shipping costs

How do you take care of stock availability, are there internal systems that have been synced with these? At what stage did you look into these integrations?

Inventory management > on FBA model and send inventory to AMZ +/- basis customer orders and minimum stock requirements

How do you optimize for product rating? Are there specific factors that affect the ratings the most in a particular order of importance such as sales velocity, pricing, inventory, reviews? Is there a specific benchmark that can be used depending on scale of brand, category and product ranking?

Consumer purchase: North of 4 + Reviews (especially in healthcare)

Any specific sub-ratings that are important to categories? Such as packaging for F&B, look and feel for personal care?

Not very established in relation to sales. Might have drop-offs if poor packaging say.

How do you increase number of reviews? What has been your experience with request a review page, email requests for reviews and free products for requesting reviews

Distance from review seeding. Merge new product launch with other products and parent ASIN -> till it doesn't build its own reviews. 30-40 reviews before de-linking. Request a review for customers who transact.

FAQs

Q&A with FS Brands

How do you optimize keywords, any specific tool or agency used so far?

Work with agency/ Output driven. Campaign management agency. Helium 10 used.

Are any category benchmarks followed for CTR, impressions, conversion rates (including paid versus non paid, branded search and non-branded search)?

*Sales velocity: **Index market share*** (helps specify how mkt is moving); available for SBS brands*

Reviews: More of a % of sales

CTR: AMZ acct. mgr. (AMS)

CR: AMZ acct. mgr.

*Category, sub-category factor. Niche category. **India CR for branded searches: 35%.***

How do you arrive at pricing? Any specific tools availed for this?

Brand discovery exercise. Reduced discounts with low sales impact.

Eg. low discounts with low stocks/ Slim shake winding down – so some discount

Hit and trials, combos etc. Seldom do combos, which doesn't work well on AMZ. Mostly been done in-house and not any agency.

Is there a specific format the team follows for listing new products on the platform? Is this quite different from older listings?

Templatized

Do you track CTR for iterations across product titles? Can you share a few examples of product titles which have historically high CTRs in case they are tracked?

CTR for title: better to A/B test on website. Unless too low like 0.1%, not immediately relevant.*

AMZ Programs

Co-op: How should you plan co-op investment?



Co-op investment varies basis marketing objectives

- New Launch in Existing Product Category**

Aim for Share of Voice (SOV) vs Return on Investment (ROI).
The period of creating top-of-mind recall will not be high ROI.

Assets to target: homepage herotator slots, gamification slots, etc.



- Launch of New Product Category**

Leverage affinities via category-level events. For instance, a launch of vegetable cleaners will best run in events like Super Value Day and Everyday Essentials Sale

Drive education with assets like A+ Premium and Product Summary Videos



AMZ Programs

Co-op: How should you plan co-op investment?



Co-op investment varies basis marketing objectives

- **Market Leader Brands**

Objective revolves around retaining shares.

Assets to target: High presence during events to ensure MOFU recall

- **Flexibility to choose type of Co-op**

Event based, season based and full-year contracts for co-op available

- **Co-op Fee**

Investment ranges from **5% to 10% of the brand GMS²**.

Full-year JBP with category team¹ will also offer economies of scale vs rack rates.

For pure new launches, category team works on (further discount on discounted rate) rack-rate based structure/fixed fee model vs %-based structures



ProTip: Scaled brands should take fixed-fee based Co-op model. 70% brands on AMZ platform work on fixed-fee model

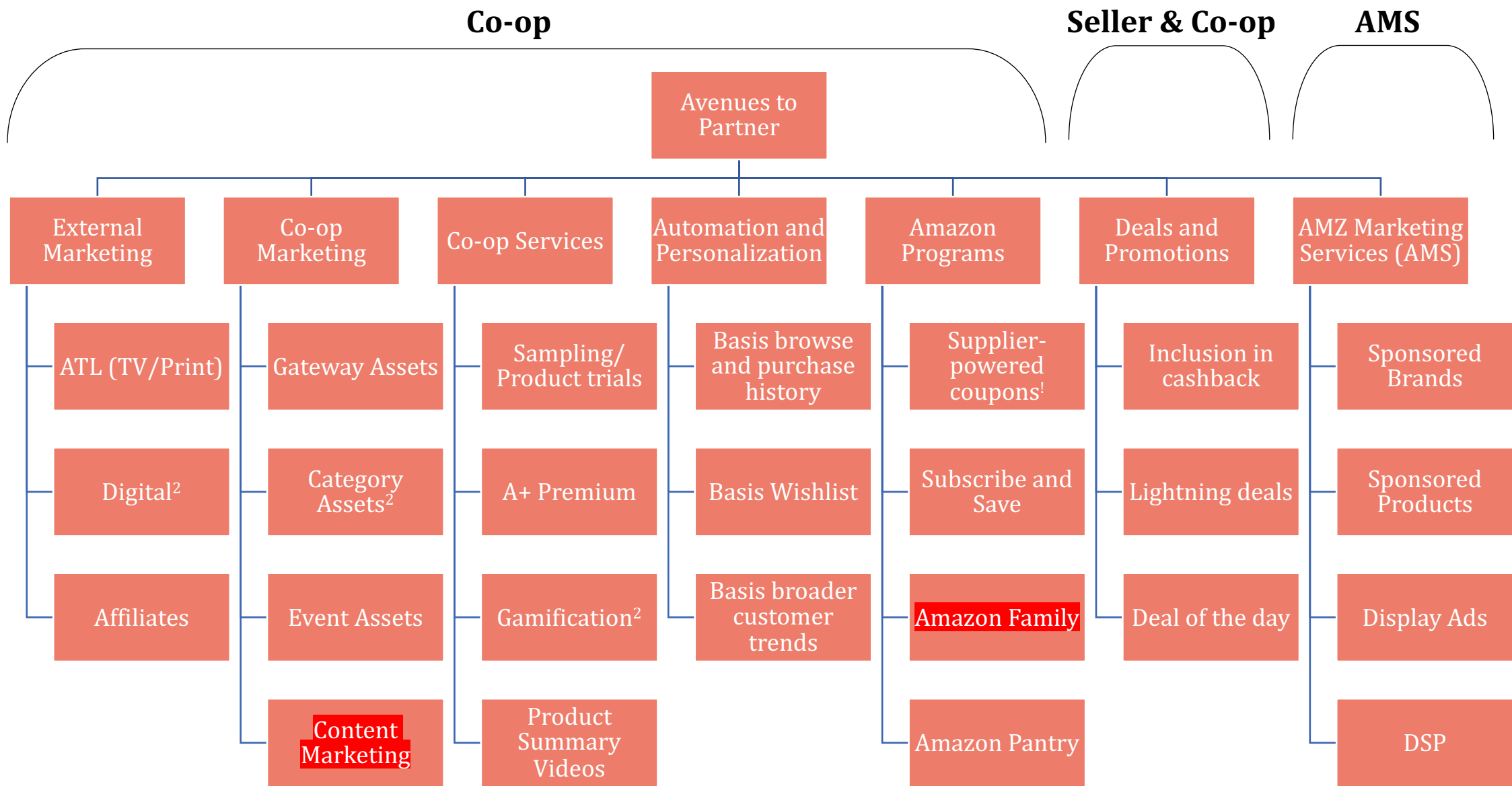
¹Execution with SBS/ Launchpad; ²Brands negotiate for 6-8% basis the scale of the brand

AMZ Programs

Co-op: Benefits

¹For a deep-dive on coupons, refer [here](#)

²For more category assets/digital, refer [here](#)



AMZ Programs

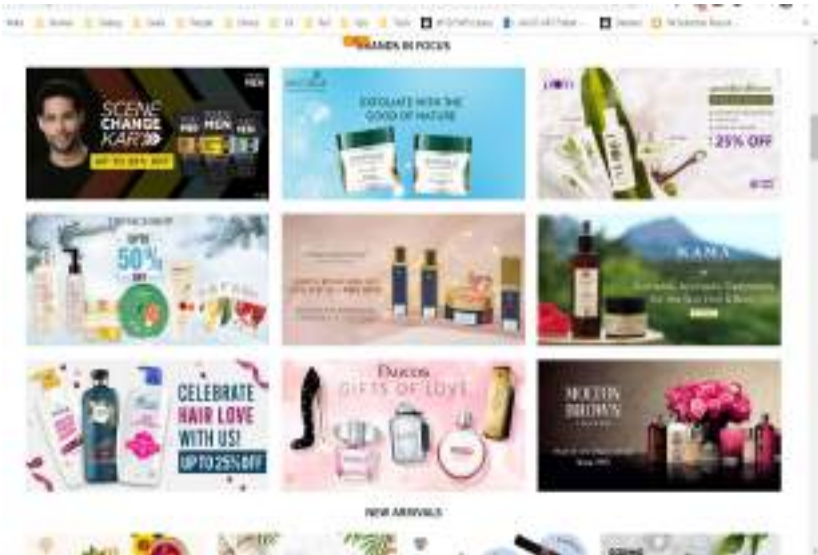
Co-op: Marketing



Gateway Assets



Events



Category Pages



AMZ Programs

Co-op: Services

¹For a deep-dive on gamification, refer [here](#)
²For a deep-dive on sampling, refer [here](#)

Gamification¹



Product Trials²



A+ Content



Summary Videos



AMZ Programs

Co-op: Automation & Personalization

Gateway Pages

Recommended for you



Recommendations, New Products, Recently Viewed

Detail Pages

Frequently bought together



Frequently Bought Together

Category Pages

Newest Arrivals



New Arrivals

Best Sellers

Best sellers



Customers who viewed this item also viewed



Similar Items

AMZ Programs

Co-op: Output

For more details on Co-op, click [here](#).



Output

Sample reporting analytics from Co-op

- Impressions
- Attributed OPS (on-platform sales)

Next-level understanding

- co-op attribution
- Recommended is not a co-op inventory

Sample #s	Contribution	
	Sales	Glance Views (GV)
(Jan'19 - Dec'19)		
Co-op	14.97%	15.93%
Organic (AMS + Search)	71.50%	70.32%
Paid Marketing	11.54%	11.97%
Automation and Personalization	1.98%	1.76%

Impressions



Attributed OPS

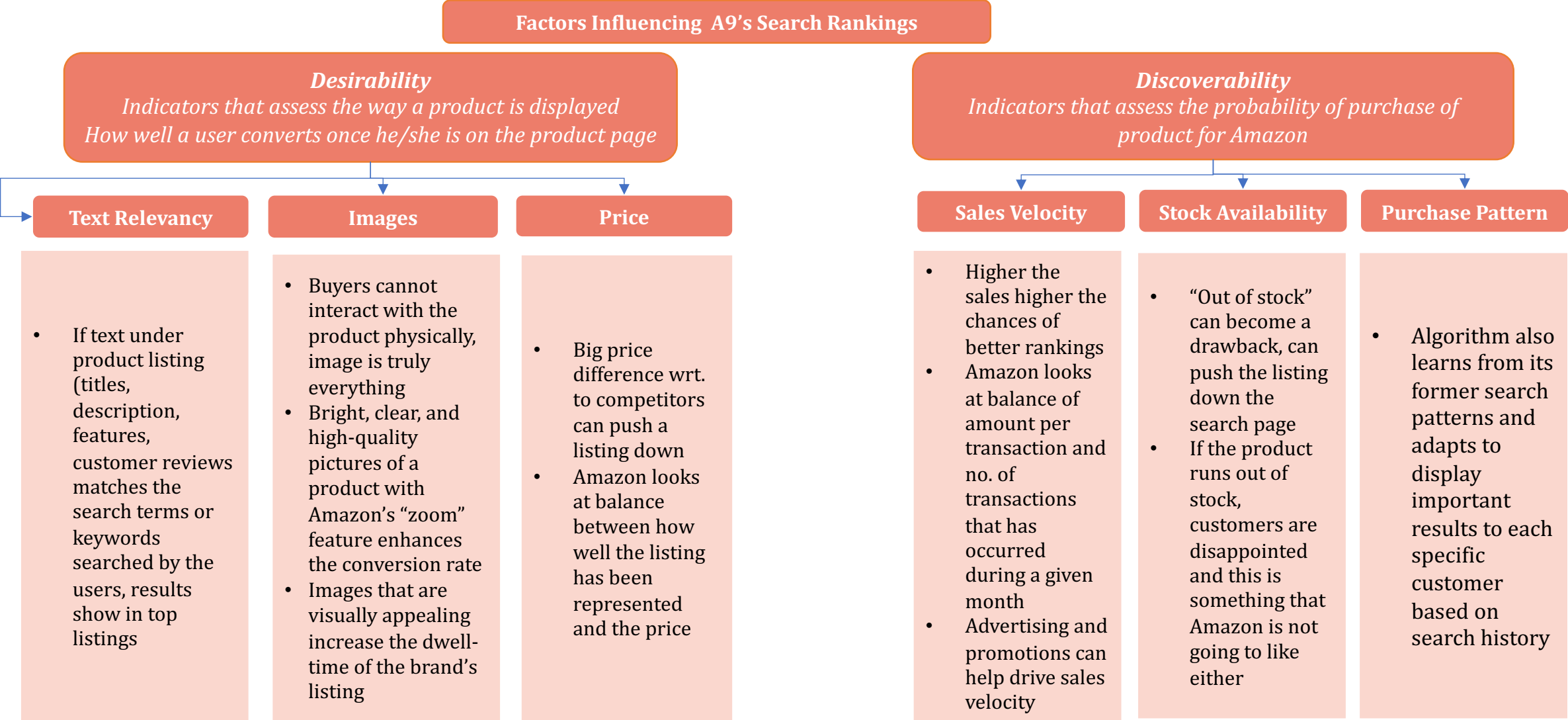


Category & Product Listing – Introduction to Amazon’s A9 AI based Search Algorithm

How to make sure your product appears in search results on Amazon?

The top 3 search results on retailer websites receive **70% of clicks** and **30% of conversions**.

Amazon A9 Algorithm determines the order in which listings will be displayed on a search results page when a customer types a query in the search tab



Category & Product Listing – Desirability

How to optimize your brand’s desirability on Amazon?

When a customer types a query in search tab, Amazon A9 algorithm generates a valuation score for the information shared by several sellers while listing their products on Amazon, based on **goodness and relevancy** of the information, and then lists the top picks for the customer based on the valuation score



Category & Product Listing – Discoverability

How to optimize your brand’s desirability on Amazon?

When a customer types a query in search tab, Amazon A9 algorithm tries to understand how profitable it would be to sell various sellers’ products

Product Listing Page (Upper Half)

7 AMZ Fulfilled

8 Shipping Cost

9 Stock Availability



Roll over image to zoom in

M.R.P.: ₹4,999.00
 Price: ₹1,999.00 **8. Fulfilled**
 You Save: ₹3,000.00 (60%)
 Inclusive of all taxes

8 FREE delivery: Thursday, March 25
[Details](#)
 Fastest delivery: Tomorrow
 Order within 2 hrs and 30 mins [Details](#)

Save Extra with 4 offers
Cashback (4): 5% back with Amazon Pay ICICI Bank C... | [See All](#)
No Cost EMI: Avail No Cost EMI on select cards for orders a... | [Details](#)
[See 2 more](#)

Pay on 7 Days Amazon 1 Year
 Delivery ReplacemenDelivered Warranty

In stock. **9**
 Sold by Appario Retail Private Ltd and Fulfilled by Amazon.
 Colour: **Black Symphony**

Category & Product Listing – *Desirability*

How to optimize your brand's desirability on Amazon?

Product Listing Page (Upper Half)

10

Product Features



Roll over image to zoom in

- 1 year warranty from the date of purchase, you can activate your warranty by giving a missed call on 9223032222. Alternatively you can claim your warranty at support.boat-lifestyle.com or reach out to us at +912249461882/info@imaginemarketingindia.com.
- Tap into instant wireless connectivity with the latest Bluetooth V5.0
- Its 50mm dynamic drivers help pump out immersive audio all day long
- The mighty 500mAh battery capacity offers a superior playback time of up to 20 Hours
- It has been ergonomically designed and structured as an over-ear headphone to provide the best user experience
- It comes with physical Noise Isolation feature for pure audio bliss
- One can connect to boAt Rockerz 550 via not one but two modes, Bluetooth as well as AUX

› See more product details

🔗 Report incorrect product information.

Category & Product Listing – *Desirability*

How to optimize your brand's desirability on Amazon?

When a customer types a query in search tab, Amazon A9 algorithm tries to understand how profitable it would be to sell various sellers' products

Product Listing Page (Middle Part)

11

Product Description (A+ Content or Enhanced Brand Content)

12

From the Manufacturer

Product description

Colour: Black Sympheon

boAt Rockerz 550 is an over-ear wireless headset that has been ergonomically designed to meet the needs of music lovers. The headphones come equipped with latest Bluetooth v5.0 for instant wireless connectivity. Its powerful 500mAh battery provides a playtime of up to 20 hours for an extended audio bliss. Its 50mm dynamic drivers help supply immersive musical experience to the user with immersive sound. The user can utilize the headset via dual connectivity in the form of Bluetooth and AUX.

From the manufacturer



Category & Product Listing – Desirability

How to optimize your brand’s desirability on Amazon?

When a customer types a query in search tab, Amazon A9 algorithm tries to understand how profitable it would be to sell various sellers’ products

Product Listing Page (Middle Part)

13

Technical Details

boAt Rockerz 550 Over-Ear Wireless Headphone Information

Colour:Black Symphony

Technical Details

Brand:	Boat
Manufacturer:	Imagine Marketing Pvt Ltd, info@imaginemarketingindia.com
Model:	Rockerz 550
Model Name:	Rockerz 550
Product Dimensions:	15.2 x 8.6 x 19.1 cm; 245 Grams
Batteries:	1 Lithium ion batteries required. (included)
Item model number:	Rockerz 550
Special Features:	Android Phone Control, IOS Phone Control, Microphone Feature
Mounting Hardware:	User Manual, Warranty Card, Charging Cable, Rockerz 550, Aux Cable
Number Of Items:	5
Headphones Form Factor:	Over Ear
Batteries Included:	Yes
Batteries Required:	Yes
Battery Cell Composition:	Lithium Ion

Additional Information

ASIN	B08R7M1JM5
Customer Reviews	★★★★☆ - 4,490 ratings 4.0 out of 5 stars
Best Sellers Rank	#541 in Electronics (See Top 100 in Electronics) #3 in Over-Ear Headphones
Date First Available	23 December 2020
Packer	Imagine Marketing Pvt Ltd
Importer	Imagine Marketing Pvt Ltd
Item Dimensions LxWxH	16.2 x 8.6 x 19.1 Centimeters
Net Quantity	1 Piece
Generic Name	Rockerz 550

Feedback

Would you like to tell us about a lower price? <

Category & Product Listing – Desirability

How to optimize your brand’s desirability on Amazon?

When a customer types a query in search tab, Amazon A9 algorithm tries to understand how profitable it would be to sell various sellers’ products

Product Listing Page (Lower Part)

14 Customer questions and answers

Customer questions & answers

▲

6

votes

▼

Question:

Which is best boat 510 or 550?

Answer:

550

By Aman Gondane on 30 October, 2020

▲

3

votes

▼

Question:

Will it be big for 12 year kid

Answer:

it depends upon the size of your ears and head... If your ears are big it would fit perfectly...still it is an over ear headphone meant to cover your whole ear... so it is bulky but after a while you'll get used it and would be comfortable

By Satyarth p. on 7 November, 2020

▲

3

votes

▼

Question:

will it pair with led tv

Answer:

If it has bluetooth it can pair

By UdhayJ on 29 October, 2020

▲

2

votes

▼

Question:

Does its sound leak and be audible to other people while in use?

Answer:

On full sound, i think others hear a little

By Gokul Subash on 19 October, 2020

[~ See more answers \(1\)](#)

See more answered questions (509)

Category & Product Listing – *Desirability*

How to optimize your brand’s desirability on Amazon?

When a customer types a query in search tab, Amazon A9 algorithm tries to understand how profitable it would be to sell various sellers’ products

Product Listing Page (Lower Part)

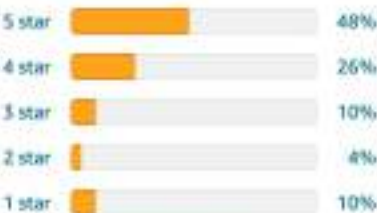
15

Customer reviews

Customer reviews

★★★★☆ 4 out of 5

4,490 global ratings



How are ratings calculated?

By feature



Review this product

Share your thoughts with other customers

Write a product review

Customer images



See all customer images

Read reviews that mention



Top reviews

Top reviews from India



Abhay

★★★★★ Crystal clear benchmark for price/performance ratio

Reviewed in India on 9 August 2020

Colour: Black **Verified Purchase**

I bought these headphones (in fact 2 of them, Red as well as Black) as part of the prime day's sale, which further reduced the price by ₹500 to ₹1499. I must say, go for it without a shadow of a doubt.

SOUND: It's been 3 days since my purchase. Been testing it extensively. Sound quality is excellent. Bass is super powerful. I previously owned Sony XB550AP which I bought for almost ₹2700. This Rockerz 550 is better in every dimension!

Category & Product Listing – Desirability – Product Title

How to optimize your brand’s desirability on Amazon?

Good Practices for Product Title

Product titles are the first feature that can be used to draw the attention of the user. An optimized product title is one of the most crucial ranking factors for Amazon

- ✓ **Start of Title:** According to Amazon’s guidelines, title should start with the brand name. Initial 5-6 words of the title should be clear, concise and reader-friendly
- ✓ **Must-haves:** Brand, Product, Material, Quality and Color are the 5 must haves for every product title
- ✓ **Length of Title:** A product title in the Amazon search is limited to 100 characters - doesn’t mean that you should overstuff it with multiple keywords. A product listing that contains between 50 and 80+ characters generally top their place amongst 1,000 products. Extremely short titles add to less area and therefore often have lower CTRs. Key is to keep it appealing, clear, and yet optimized.
- ✓ **Use of Keywords:** Right set of keyword research or keyword optimization can help increase CTRs
 - Keep the title in a way that it not only describes the product clearly but also has the right keywords naturally inserted
 - Make sure to use 2-3 keywords that not only have a high search volume but also explain the product in more detail
 - Look at the top 4-5 best selling products in your category with highest ratings and the best reviews. Analyze them and extract their keywords
 - Few free tools such as *Seller App Free Amazon Keyword Research* or *Jungle Scout’s Keyword Scout tool* help to identify keywords with highest search volumes. With the keyword list, you can measure the corresponding traffic potential. Write effective content revolving around those keywords. By incorporating keywords, you can connect instantly with potential customers and address their needs



Provides the customer with valuable information that helps in the decision-making process



Provides the customer with valuable information that helps in the decision-making process

Category & Product Listing – *Desirability – Images*

How to optimize your brand's desirability on Amazon?

Good Practices for Images

Product images are key sales drivers.

✓ Number of Images:

- Optimal number of Images to be added is 6
- 62% of the top listings tend to have at least 5 or 8 images. According to a few agencies such as Sellerapp which have done quite some work on this, the sweet spot for number of images is 6, though Amazon allows you to upload 9 images

✓ Image Quality

- Images shouldn't be blurred, HD (High Definition) and better resolution images should be used. Images that are at least 1000 pixels in width or height should be used to enable its "zoom" function. Something between 1000 × 1000 pixels / 1500 × 1500 pixel is ideal

✓ Product Placement

- Each image should be taken on white background with clear light, the product should be well lit and properly focused
- Images should ideally be taken in different angles
- Close-up, clear shots are usually desired, the product must be easily recognizable
- The product should occupy 80% of the space provided



First Image captures 100% of product, second image captures 50% of product



- Included products on white background as well as lifestyle imagery
- Helped user visualise the usage of the device through an app
- Include a senior or teenager adjusting the temperature to show how easy it is to use

Category & Product Listing – Desirability – Images

How to optimize your brand’s desirability on Amazon?

Good Practices for Images



- Included peoples faces in the lifestyle pictures showing up the product works in action, could have also added a lifestyle background like a home gym or fitness centre
- Could have include copy on an image that there is a 2-year warranty so users can trust the product.



- Included an infographic that explained everything you need to know about the product’s features
- Showed the real-time barking alert app you can get on your phone.
- Showed how the app works on your phone and how easy it is to use
- Include a human interacting with the product and their pet. There was no real life example type photo



- Images are bright, colorful and all reflect the Tide brand very well.
- Compares power of detergents’ cleaning ingredients against others
- Shows examples of how your clothes will look after using the detergent
- Include the different scents that Tide pods come in

Category & Product Listing – Desirability – Images

How to optimize your brand’s desirability on Amazon?

Good Practices for Images



- Included testimonials from recognized online publications
- Showed an illustration of what the speaker is made of
- Could have created a competitor comparison chart to show all the features the Sonos has compared to it’s competitors
- Could have showed someone using the hands-free Alexa skills in action with speech bubbles



- Included multiple dimensions, so customers can know how small it is.
- Showed how quiet the fan is. Not even a baby would wake up from the sound.
- Showed how versatile the fan is. You can plug it into your laptop or adaptor or take it on the go with your power bank.
- Show a comparison chart between the OPOLAR USB Fan and other USB fans.
- Add a lifestyle photo of the fan in a home or office environment.
- Create an image that highlights the promotional discounts better.

Category & Product Listing – *Desirability – Product Features*

How to optimize your brand's desirability on Amazon?

Good Practices for Product Features

If a customer has made it to the product description, he / she has already made it half-way through the buying process

- ✓ **Length of Title:** Minimum of 250 words
- ✓ **Format:** Use bullets, start with a heading and elaborate your point. Use capital letter for at least first letter after every bullet. You can add up to five bullets, with up to 100 characters for each line. Five bullet points are recommended. Avoid punctuations . Use semicolons as separators
- ✓ **Content:** Keep the features precise, clear, and short. Contents should include key benefits first, features later:
 - How your product can make your customers lives easier and better
 - Why is it important to buy it from you rather than your competitors
 - Functionality and features. Demonstrate using real life examples if it is feasible
 - Product quality and warranty if you offer any
 - Include information only that is related to your product
 - Do not use quotes or testimonials here
 - Ensure that your description matches the images
 - Do not include company information or link to website



About this item

- **STABLE NECK & CHIN SUPPORT** - Constructed out of high-response memory foam classic u-shaped Airplane Neck Pillow is designed for premium neck and shoulder support. Features an adjustable toggle for a perfect fit to your body. No more sore muscles, no more bad naps!
- **COMFORT IS THE TOP PRORITY** - Our streamlined memory foam neck pillow is designed with comfort in mind to provide the easiest way to find comfort on any sitting journey, tested and perfected for long airplane/train/bus/self-driving journey. Make sure that you can relax and sleep faster even sitting on the seat.
- **MAXIMIZE PORTABILITY FOR YOUR TRAVEL** - Premium drawstring bag and built-in elastic strap make our travel neck pillow the perfect travel companion. Easy to attach to your carry-on or perfect to stow inside your bags. Compact and ready to roll!
- **FRESH YOUR EVERY JOURNEY** - Every ZAMAT Plane Pillow Features a luxurious velour cover for the coziest touch. Our removable cover is machine washable so that it's guaranteed to stay soft, fresh, and comfy no matter how many adventures you tackle. Be prepared, be ready, stay comfortable!
- **100% RELAXATION & COMFORT** - Providing satisfied shopping experience for every customer, we promise to make up for your disappointment if the airplane neck pillow doesn't meet your expectations. Any problems? Please feel free to contact us. We are always available.

Category & Product Listing – Desirability – Product Features

How to optimize your brand's desirability on Amazon?

Good Practices for Product Features



Roll over image to zoom in

Visit the YunJey Store

YunJey Round Neck Triple Color Block Stripe T-Shirt

★★★★★ 30,271 ratings | 153 answered questions

Price: \$9.99 - \$16.99

Fit: True to size. Order usual size.

Size:

Select Size Chart

Color: Black



- Pull On closure
- Line Dry
- Classic summer striped shirt with short sleeves
- Simple, chic and delightful top for summer, you can pair it with jeans or leggings
- This tee is breathable and great to wear all day
- Recommended With Cold Water / Do Not Bleach / Hang Or Line Dry
- Please attention the size chart in the picture is the actual length of clothes, Select the size according it. Amazon Size Chart is not ours, DO NOT USE IT !!!



Roll over image to zoom in

Whitmor

Whitmor Over-The-Door Shoe Rack White 36-Pair

★★★★★ 5,547 customer reviews | 190 answered questions

#1 Best Seller in Hiking Footwear & Accessories

Price: \$23.99 prime

Get \$70 off instantly: Pay \$0.00 upon approval for the Amazon Prime Rewards Visa Card.

Size: 36-PAIR

24-PAIR \$19.99	36-PAIR \$23.99 prime	Boot Stand \$14.99 prime
--------------------	-----------------------------	--------------------------------

- Bars have the ability to fold up creating more space for tall shoes or boots
- Whitmor's OTD shoe rack is made of durable white resin and has non-slip door pads
- Instantly add more closet storage with Whitmor's 36 Pair OTD shoe rack
- Assembled dimensions: 7.5X 22.63X 74.5 inches
- This easy, no tools required shoe rack looks great & adds function to almost any space
- Easy storage for up to 36 pairs of shoes with this hanging over-the-door shoe rack
- Whitmor's OTD shoe rack is a perfect small space solution for apartments and dorms
- Service & guarantee: Whitmor stands by our products. If you have any problems, contact us for help



In stock.

Delivery by: Tue, Mar 17 Details

Select delivery location

Sold by Unique_deal (4.0 out of 5 stars | 30 ratings).

- These earphones are popular today for their compact design
- Long lasting non tangling wires for easy handling
- White colour

See more product details



Category & Product Listing – Desirability – Product Description (A+ Content or Enhanced Brand Content)

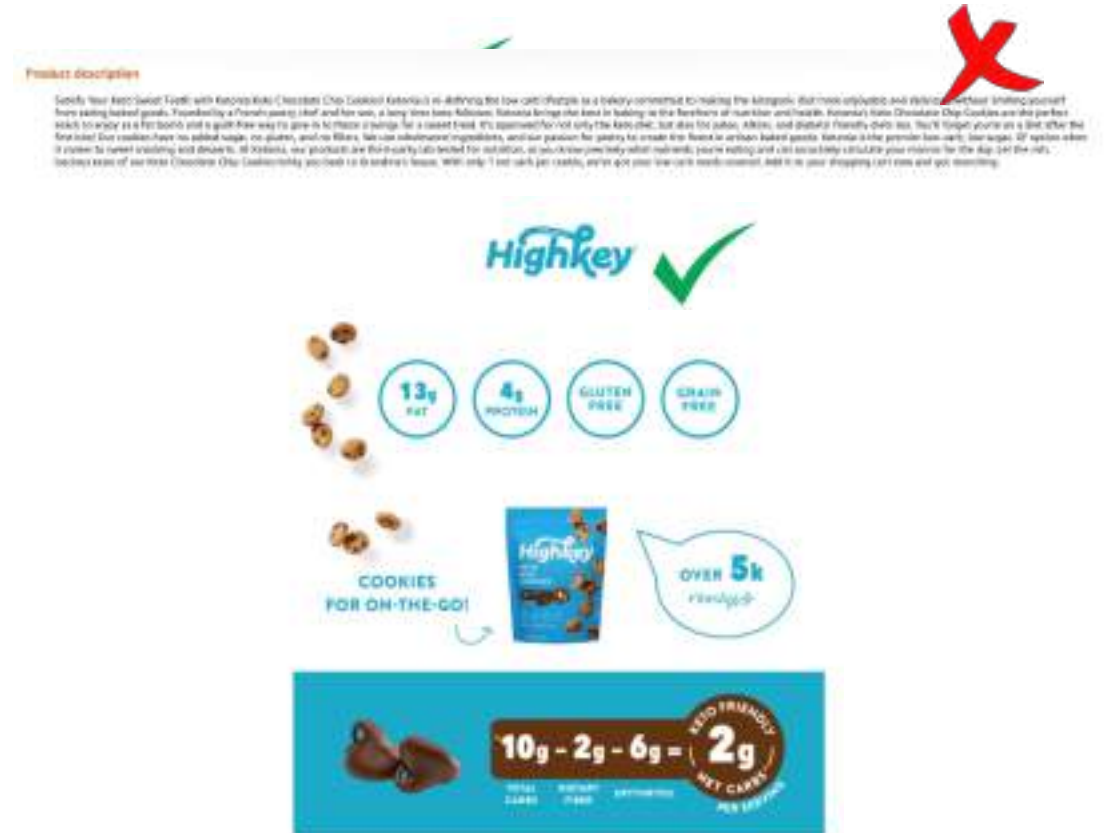
How to optimize your brand's desirability on Amazon?

Significance of A+ Content

A+ Content provides you with different modules so you can completely customize the look and feel of your Amazon product descriptions — keeping your potential customers engaged.

Why should you work on A+ content:

- **Increase conversion rates:** According to a study conducted by Amazon, the average conversion rate increase when utilizing an A+ Content description is 5.6%. Higher conversion = More sales = Increased ranking (with the same amount of traffic)
- **Fewer returns and negative reviews:** By providing specific features, benefits, and specs of product, sellers can help customers make more informed purchasing decisions, which hopefully will lead to fewer returns and negative reviews
- **Increase brand awareness:** specialized content gives the seller an opportunity to not only sell the customer on the product but on the brand as well. Grow brand awareness by educating customers on the products, brand's story, and why the customer should buy from seller and not competitors.
- **Increase brand loyalty:** Coming across as a real brand that people can trust can help the seller build a loyal customer base to encourage repeat business.
- **Improved customer experience:** By creating Amazon product descriptions using A+ content, the seller can help consumers digest listing details with its easy-to-read format and images, keeping them from scrolling too quickly through the information the seller is using to convince them to buy.



Instead of going for a large bulky product description, sellers can go for a more structured description enhanced with images or videos

Category & Product Listing – Desirability – Product Description (A+ Content or Enhanced Brand Content)

How to optimize your brand's desirability on Amazon?

How to create A+ Content Page

Step 1:

In seller central, hover over Advertising > A+ Content Manager.



Step 2:

Click 'Start creating A+ content'.



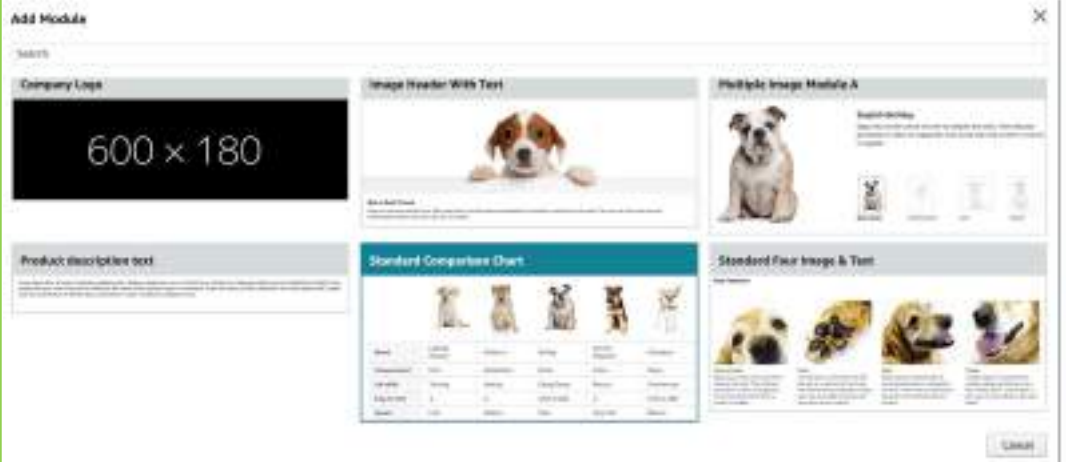
Step 3:

Add content name and language.



Step 4:

Then, click 'Add Module'.



Category & Product Listing – *Desirability – Product Description (A+ Content or Enhanced Brand Content)*

How to optimize your brand's desirability on Amazon?

How to create A+ Content Page

Step 5:

Choose your modules.

You are allowed to add up to seven modules for your A+ content. Here is my preferred layout:

- **Module 1: Logo**
- **Module 2: Image Header With Text** – Large 970 x 600 pixel image that talks about the brand, product etc. You can also add in text below the image to talk more about brand story
- **Module 3: Standard Image & Dark Text Overlay** – Create a 970 x 300 pixel banner graphic that stands out (text box is optional)
- **Module 4: Standard Single Image & Specs Detail** – Add one 300 x 300 pixel image and important product info/specs
- **Module 5: Standard Single Left Image** – Talk about main feature or benefit. You can add one 300 x 300 pixel image and text
- **Module 6: Standard Single Left Image** – Talk about the second main feature or benefit. You can add one 300 x 300 pixel image and text
- **Module 7: Standard Three Images & Text** – This is a great spot to talk about other features or benefits of your product

Step 6:

Review and submit for approval.

Before you start writing your content, refer to [Amazon's A+ Content Guidelines](#) to ensure you do not violate any of their terms. If you include information that is not allowed, it will delay the approval process, which can take up to seven days.

- Do not include any special characters such as trademark or copyright symbols
- Do not include any language such as guarantee, best-selling product, etc.
- Proofread before submitting and make sure there are no spelling errors
- Do not mention your competitors or another brand name
- Do not repeat a word too many times
- Make sure image resolution is clear
- Do not include any links or references to your own website

Category & Product Listing – *Desirability – Product Description (A+ Content or Enhanced Brand Content)*

How to optimize your brand's desirability on Amazon?

How to create A+ Content Page

Image size requirements to keep in mind:

- **Logo:** 600 x 180 Pixels
- **Banner:** 970 x 300 Pixels
- **Comparison Chart:** 150 x 300 Pixels
- **4-Image & Text Module:** 220 x 220 Pixels
- **4-Image Quadrant:** 135 x 135 Pixels
- **All others:** 300 x 300

Make sure to check each module before you create any images.

After you create your content, the next step is to apply ASINs. After you choose which ASIN(s) this A+ page is going to be applied to, you will need to submit it for approval.

Again, this process can take up to seven days and if something is incorrect, you will have to fix the error and resubmit your listing for approval.

Category & Product Listing – *Desirability – Product Description (A+ Content or Enhanced Brand Content)*

How to optimize your brand's desirability on Amazon?

How to fully optimize A+ content?

✓ **Provide unique and relevant product information**

- By providing as much information as possible, the seller can limit the number of returns and negative feedback. Including the brand's key USP to help differentiate products from the competition is extremely useful. Might require the brand to keep a few customer personas handy while wording the exact descriptions

✓ **Make the content easy to consume**

- Stay away from large paragraphs, confusing language, unknown abbreviations, etc. Keep it informative but short and to the point. Include the most important information in your images so shoppers can quickly scan through the listing to find what is important to them

✓ **Answer common questions posted on your listing/reviews/feedback or competitors listings**

- Find out what customers are asking about regarding the specific type of product. If people are asking questions, it means that info is hard to find or not included in your competitors' listings. Make sure to address those questions and/or concerns with the content

✓ **Alt-image keywords**

- Amazon now requires the brand to add keywords to each image in the A+ content. The image keywords are also used for screen reader applications for visually impaired customers

✓ **Benchmark with competition**

- Identify competitors whose A+ content looks good. Use this as a benchmark and make better content than them. Show potential customers why your brand is superior over your competitor

✓ **Creating great images & infographics**

- Great images sell products. Combining text within your images that include specific product info, specs, or features, can be very beneficial to converting visitors into buyers. This is a great opportunity to provide amazing visuals so your customers can picture what the product will look like in real life.

✓ **Provide real value**

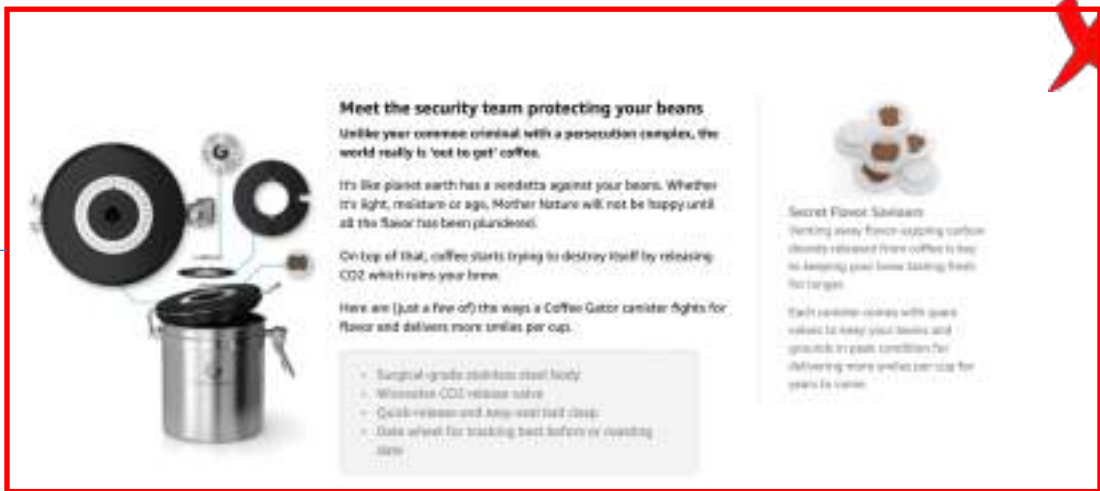
- Do not fill A+ content with fluff and random information no one cares about. Provide value to customers about the products and brand.

For example, address the frequently-asked questions shoppers have about the product in the product description and/or with infographic

Category & Product Listing – Desirability – Product Description (A+ Content or Enhanced Brand Content)

How to optimize your brand's desirability on Amazon?

Good and Bad Examples



Improvements:

- Add a logo module at the top
- Other graphics that go into more detail about the purpose and benefits of the canister

What works out?

- Great graphics on functional benefits, SKU variants, how to use the product?



Category & Product Listing – Desirability – Product Description (A+ Content or Enhanced Brand Content)

How to optimize your brand's desirability on Amazon?

Other Good Examples

From the manufacturer



Ninja Air Fryer Features



Extra-large capacity
4-quart ceramic-coated basket fits 2 lbs. of fries.



One-touch control panel
Choose between 4 programmable cooking functions, and manually control cook time and temperature.



Easy Cleanup
Accessories are all dishwasher safe.



4 programmable cooking functions



Air Fry
Get the crispy, golden textures you crave without all the fat and oil.



Roast
Make your favorite casseroles, roasted veggies, and more. No oven required.



Reheat
Reheat and revive leftover pizza, fries, wings, and more back to crispy perfection.



Dehydrate
Gently remove moisture from ingredients to make homemade dried fruit, veggie chips, and jerky.

Category & Product Listing – Desirability – Product Description (A+ Content or Enhanced Brand Content)

How to optimize your brand's desirability on Amazon?

Other Good Examples

From the manufacturer

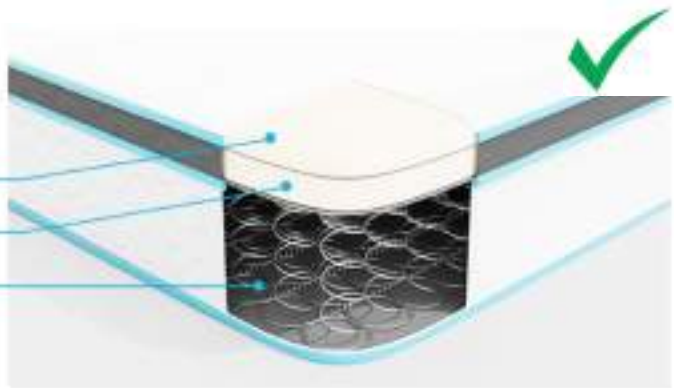


Posh Hybrid Design

No, we're probably not talking about your car. The responsive support of springs plus the contouring comfort of memory foam equals an unbeatable hybrid design that provides soft comfort and ample support.

Take a Peek Inside

Memory Foam
Comfort Foam
Innersprings



Features



Medium-Firm Feel

An 8-inch profile and a medium-firm feel make this bed perfect for your kid's room, a college dorm room, or a guest room.



Contouring Memory Foam

A layer of soft memory foam cradles your body while you sleep and relieves pressure points for top-notch comfort you'll find hard to believe.



Comfort-In-a-Box

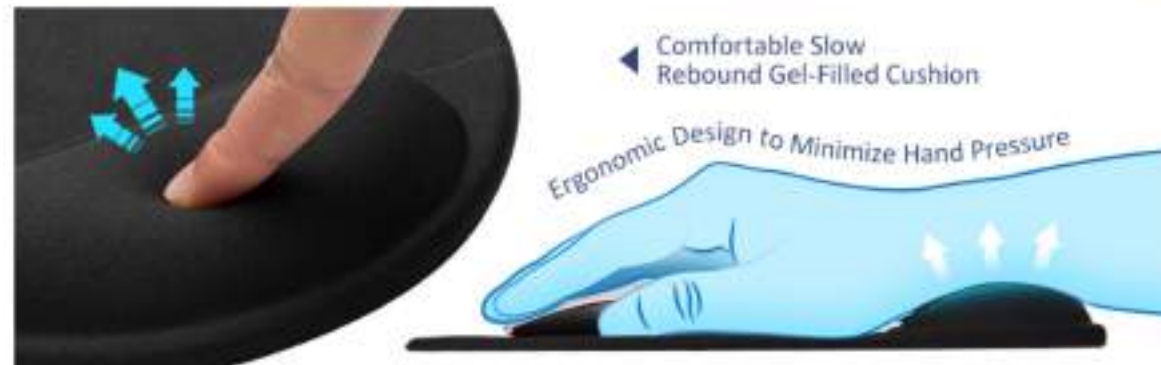
Don't awkward carry this mattress up the stairs; just grab a little helper and the two of you can have this bed sleep-ready in no time.

Category & Product Listing – Desirability – Product Description (A+ Content or Enhanced Brand Content)

How to optimize your brand's desirability on Amazon?

Other Good Examples

From the manufacturer



Comfortable Slow Rebound Gel-Filled Cushion

Ergonomic Design to Minimize Hand Pressure

Non-slip PU Base Prevents Sliding

This mouse pad can keep firmly in place on most surfaces even during intense use. The natural rubber base prevents sliding to offer you stable operation, allowing you to freely move your mouse without interruption.



Textured Surface for Smooth Tracking

Made from high-quality, durable textured fabric, this mouse pad's surface can improve your mouse's tracking movements. The pad allows the cursor to move around quickly without introducing excessive friction. You can browse, work, and play games with pinpoint precision and high efficiency.



Non-toxic, No chemical odor

Strict odor removal treatment, so you no longer suffer from bad smell disturbed. At the same time your health is also can be ensured. The material is certificated so that this wrist rest mouse pad is safe to use.

Category & Product Listing – Desirability – Product Description (A+ Content or Enhanced Brand Content)

How to optimize your brand’s desirability on Amazon?

How to test results of optimisation?

Test Method 1

Keep track of your ‘Unit Session Percentage’ and sessions in your reports

The ‘Unit Session Percentage’ (also known as your conversion rate) is determined by dividing the number of people who visited your listing during a certain time frame (ie. sessions) into the number of units sold during that same period:

$$\text{Units sold} / \# \text{ of sessions} = \text{Unit session percentage}$$

It’s important to keep track of these numbers for at least 2-4 weeks to measure your progress. It is not a magical fix and most likely won’t see drastic results overnight. Be patient!

Here’s how to find that in Seller Central:

Reports > Business Reports > Detail Page Sales and Traffic by Child Item > Find the product you want to measure.

Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Units Ordered - B2B	Unit Session Percentage	Unit Session Percentage - B2B	Ordered Product Sales
218	51.42%	373	58.46%	90%	38	10	17.43%	4.59%	\$755.94
155	36.56%	209	32.76%	97%	39	2	25.16%	1.29%	\$412.90

Category & Product Listing – *Desirability – Product Description (A+ Content or Enhanced Brand Content)*

How to optimize your brand's desirability on Amazon?

How to test results of optimisation?

Test Method 2

A/B test different layouts/text/images

A/B testing is a crucial part of selling a product on Amazon. What works for another product may not work for you.

If you don't see any improvement within a month or so, start testing different layouts or images.

Test Method 3

Use the 'Manage Your Experiments' beta tool by Amazon

If you have this available to you then it will be very easy to A/B test your A+ content pages! But, right now, this feature is in beta and is only available to a select number of sellers.

These are the requirements for A/B testing eligibility:

- Own a brand
- Have very high-traffic ASINs
- Have published A+ content on those ASIN

Category & Product Listing – *Desirability – Customer Ratings and Reviews*

How to optimize your brand's desirability on Amazon?

Customer Reviews and Ratings

Product reviews can make or break a new Amazon FBA seller. According to a 2017 study performed by G2 and Heinz marketing, 92% of customers are more likely to purchase a product after reading a positive review. 52% of sellers believe getting reviews is a challenge on Amazon.

Two types of initiatives to avail good reviews on Amazon – 1) Amazon Custom-Built Initiatives 2) Seller Initiatives

Amazon Custom – Built Initiatives

✓ **Trust Amazon's automated follow-up system**

- Amazon has its own system in place for following up with shoppers who purchase products. These automatic emails encourage shoppers to leave a review and report any issues they had with a product.
- Typically, Amazon only sends one product review request email. However, seller can send a second request through the Amazon “Request a Review” functionality This method requires no effort from the seller as it is automatic.

✓ **Use Amazon's 'Request a Review' button**

- Amazon's 'Request a Review' button is a feature within Seller Central's Order Reports which allows the seller to send an automatic follow-up email to the shoppers within 4 to 30 days of purchase.
- Amazon only allows seller to send one review request. But, when coupled with the first email Amazon sends post-purchase, it increases seller's chances of scoring a review
- The average review increase was 3.6 before the button was introduced. After introduction, for 94.7% of sellers who used 'Request a Review', the average increase jumped to 25.9.



Category & Product Listing – *Desirability – Customer Ratings and Reviews*

How to optimize your brand's desirability on Amazon?

Customer Reviews and Ratings

Seller Initiatives

✓ Use third-party automated email responders

- In addition to Amazon's internal automated responder, many sellers use third-party responders to send messages through Amazon's seller messaging system.

- However, Amazon limited the quantity and types of messages that can be sent via its Seller Messaging System. From Amazon:

"You may send proactive Permitted Messages for the following reasons: resolving an issue with order fulfillment, requesting additional information required to complete the order, asking a return-related question, sending an invoice, requesting product review or seller feedback or both, scheduling the delivery of a heavy or bulky item, scheduling a Home Services appointment, verifying a custom design, or any other reason where the contact is required for the buyer to receive their purchase."

Permitted Messages do not include any of the following message types (in many cases we are already emailing customers with this information on your behalf):

Order or shipping confirmations

Messages that say only "Thank you" or that you are here to help if buyers have any problems

Marketing or promotional messaging, including coupons

Language that either incentivizes or persuades the buyer to submit positive product reviews or seller feedback, including by offering compensation, money, gift cards, free or discounted products, refunds, rebates or reimbursements, or future benefits

Language that requests removal or an update of an existing product review

Language that requests a product review only if they have had a positive experience with the product

A repeat request (per order) for a product review or seller feedback"

Basically, you can only send permitted messages to request for a review/feedback or where contact is required. You can no longer send shipment updates, thanks for ordering, etc.

Discovery

Keyword Search: Amazon SEO



Direct and indirect factors influencing Search Engine Results Page (SERP)



Why is Keyword Search important?

- 70 percent of Amazon customers never click past the first page of search results
- 35 percent of Amazon shoppers click on the first product featured on a search page
- The first three items displayed in search results account for 64 percent of clicks
- 81 percent of clicks are on brands on the first page of search results



Discovery

Keyword Search: Amazon SEO



Amazon Search Algorithm (aka Amazon A9)

***Important factors**

is used by Amazon to assure that the “best-selling products” with the best margins by the most customer-centric sellers are placed in front of searching consumers

- **Sales Velocity***

Measure of the conversion and one of the pivotal factors of Amazon A9. Number and dollar amount of seller’s transactions per month. Comparison of velocity with other sellers for same search keywords determines ranking.

Velocity Limits: Amazon monitors sales velocity regularly in order to protect its customers, implementing velocity limits that vary by seller at registration. On exceeding velocity limit, Amazon will analyze account & increase velocity limit basis recent (weighted) vs lifetime sales velocity. More [here](#).

- **Keyword Relevance***

Maps the relevance and the “degree of text match” of the search keyword with the listing.

Degree of text match is compared against:

- ✓ Listing title
- ✓ Bullet (feature-rich)
- ✓ Product Description
- ✓ Backend Search Terms

SERP Preference: Title > Bullets > Product Description > Backend Keywords

ProTip: Titles carry higher weight and hence the long titles often seen on products (while look consumer unfriendly) perform better in overall sales compared to others



Discovery

Keyword Search: Amazon SEO



Amazon Search Algorithm (aka Amazon A9)

*Important factors

- **Pricing**

While Amazon searches for the most relevant and frequently purchased (best priced) product, it also searches for ones that offer AMZ high margins. Brands must remain cautious of striking a balance between the two.

ProTip: Use **real-time pricing algorithms** to understand market dynamics and adjust pricing on the fly

- **Product Availability**

If FBA, AMZ keeps stock of inventory. Monitor and maintain inventory to not run OOS. Also, important to track product performance for timely delisting of NPAs and new product introductions.

ProTip: Benchmark for best fill rates at **85-95%**

- **Customer purchase behavior**

The algorithm identifies relevance factors based on the shopper's past traffic activity and tells Amazon's website how to tailor (pull, score and order) search results based on the interests of that customer.

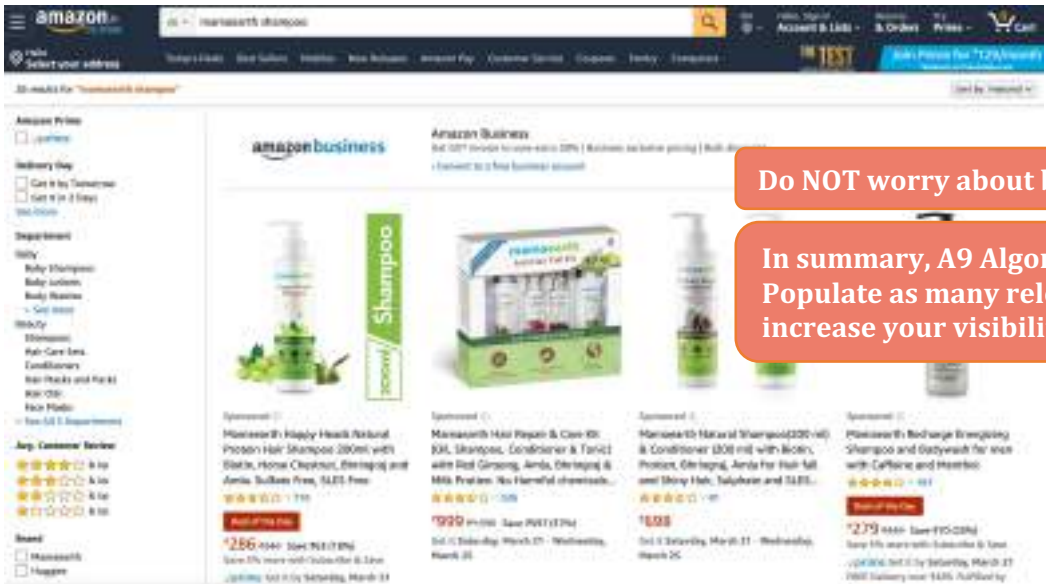
NO; if expensive lappys expensive mobiles



Discovery

Keyword Search: Amazon SEO has evolved to accommodate misspellings/ search for near-same words

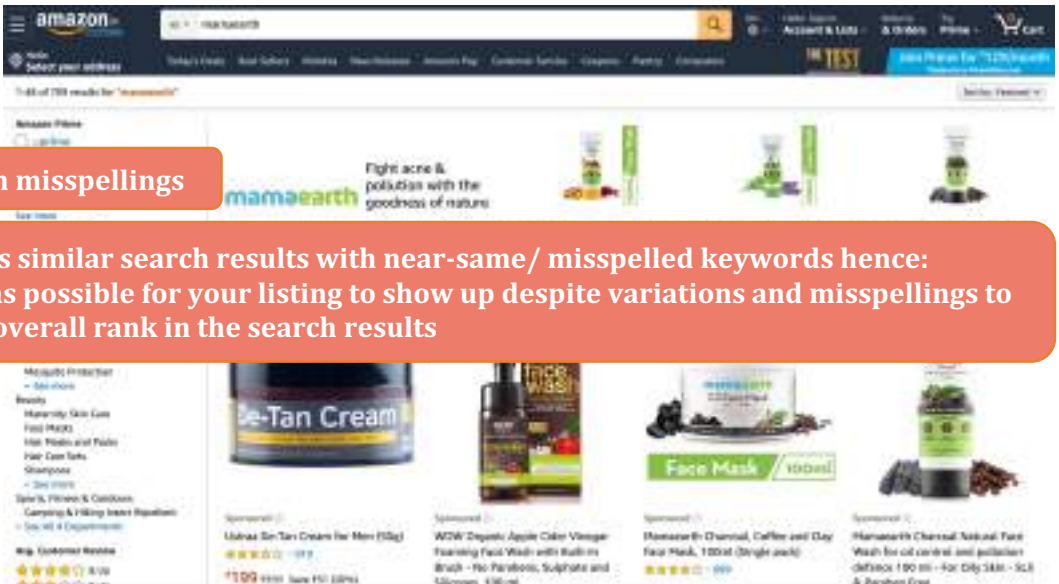
Results for “MamaEarth Shampoo”



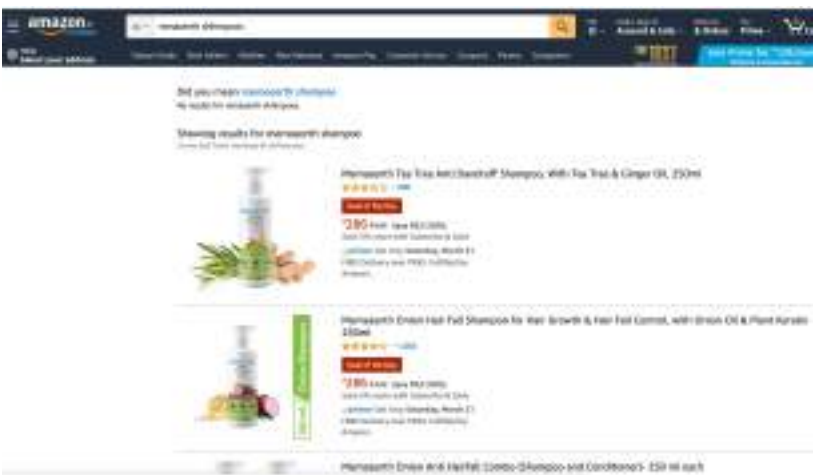
Do NOT worry about brand/ search misspellings

In summary, A9 Algorithm displays similar search results with near-same/ misspelled keywords hence: Populate as many relevant terms as possible for your listing to show up despite variations and misspellings to increase your visibility, sales and overall rank in the search results

Results for “MamaEarth” also shows products that have bid on the KeyWord



Results for “MMeeearth Shhmpoos” automatically redirects to closest search for MamaEarth



Results for “Maamaearth shhampoo” also shows some products related to the first keyword “mamaearth” and some top-selling related to “shampoo” such as “Wow”





Product Optimization Strategies

How to use Keywords to Optimize Listing Title?*

As part of the Amazon Best Practices, the Title must have:

- Brand
- Product line
- Material or key feature
- Product type
- Color
- Size
- Packaging/Quantity

The secret is however –

- 1) Order of these elements
- 2) Additional target keywords

Number of character in different avenues

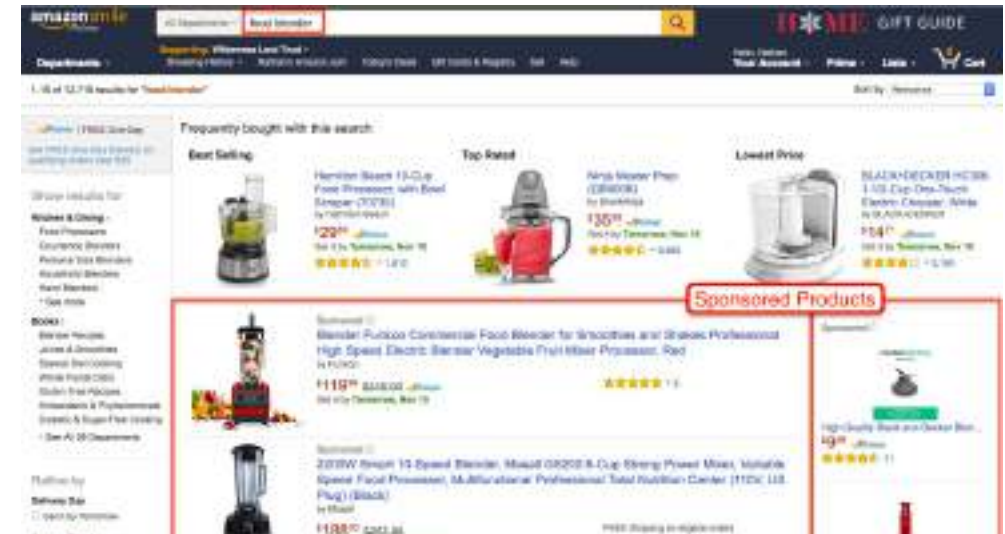
Organic results: 115-144 characters depending on the product/category

Titles in rail ads: 30-33 characters

Mobile titles: 55-63 characters

Recommendation

- 1) List important keywords and strategically place them before each character breakpoint in the title
- 2) Lead titles with brand names
- 3) Make use of special characters, like the ones below, to add some style and naturally break up phrases: “|” “;” “&” “-”



Optimizing Amazon Product Titles: Action Steps

1. Use Magnet to research the most popular two or three keywords for your product.
2. Additionally, use Keyword Inspector to do an 'Extensive Reverse ASIN' search on your top competitor (Or, use our free ASIN Lookup Tool!).
3. Try to pick a competitor in the top three spots with the most reviews. This is generally an indication they've been selling longer, which will provide more data.
4. Once you have these 3-4 sets of data, combine them and remove any search terms that are irrelevant to your product. Then, use a word and two-word phrase frequency counter and start writing out your title based on this frequency.

Tools: Helium 10 – Magnet and Keyword Inspector can be used to study competitor listings and determine the best words and placement

*part of your listing that will have the greatest impact (both positive and negative) on product performance in search

Product Optimization Strategies

How to use Keywords to Optimize Bullets and Descriptions?*

Brand Qs. Keyword stuffing –
Multiple usage of same word in titles, desc, bullet; -
doesn't help

firesideventures



Bullets influence two important factors in SERP:

- Conversion rate
- Product relevance

Eg. For example, if you're selling a phone case you may point out several brands and models it's compatible with.
"Samsung phone case" or "Galaxy S7 phone case"

- 1) Use all the keywords compiled from the master-list of top keywords in category which are not used in product titles
- 2) A/B test the order of the bullet points – different copies may result in higher conversions

For more on bullets, refer here – link to Shweta's analysis

Backend Search Terms

Used for keyword stuffing that impacts product visibility but are not directly visible to consumers.

For example, if you sell a sleeping bag and couldn't stylishly insert the terms "...for camping that fits 2 big-boned people," the backend search terms are perfect for that.

Recommendations

- 1) May not repeat keywords once used in titles, description etc.
- 2) Stuff backend search terms to avoid cluttering product listing pages

HOW TO USE BACKEND SEARCH TERMS

Backend search terms are also a great place to drop some Spanish terms, misspellings and words commonly used in your niche.

For example, if I sold dog accessories, I may include the top 50 or 100 dog breeds since most owners will search "dog collar for Labrador."

As for misspellings, Amazon says they account for them but our experience shows otherwise, so we include them.

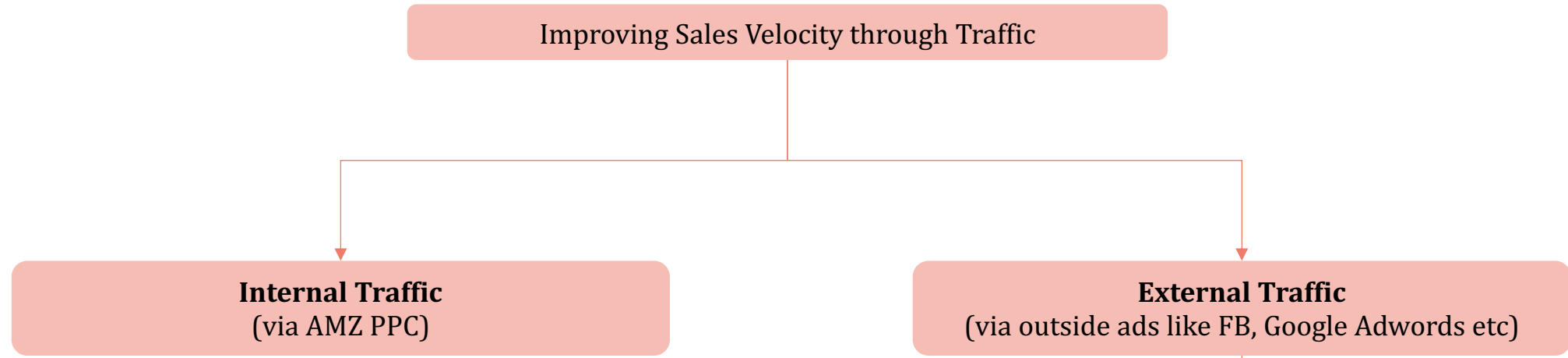
For more on backend search terms, refer here – link to Shweta's analysis

*carry lesser weight than title in SERP listing – less impact on rank but more on visibility



Performance Optimization Strategies

How to improve discovery through influencing Sales Velocity?



Tools for Driving External Traffic

- 1) AMZ Profit Pro clients will use one of the following strategies for their external traffic:
 - Ad to Amazon Listing.
 - Ad to Pre-Sell Page to Amazon Listing.
 - Ad to Squeeze Page to Opt-In for Single Use Discount Code delivered by email.
 - Ad to Product Sales Funnel.
- 2) Use Launch Service such as "Viral Launch" which up your SERP rank without violating AMZ TOS.

tools



Performance Optimization Strategies

How to improve discovery through influencing Sales Velocity?*

*Most important factor to increase sales

- **Advertising***

There are three types of Search Ads on AMZ:

- ✓ Headline Search Ads: Top of the funnel traffic
- ✓ Sponsored Products: MOFU/ BOFU traffic
- ✓ Product Display Ads: BOFU traffic

Brand Qs

- Ratings and Reviews: 4+ only
- L3M: Avg. OOS in L3M, Ordered canceled vs placed, Avg delivery times

1- sponsored pdt ads (more keywords, more views – 90% impressions happen in landing page); brands HSA and display G+FB (volumes limited -> later more important)

- **Ratings and Reviews** *affect* conversion

For more reviews:

- a) Proactive reachout to customers via Amazon platform (2% response rate)
- b) Sign-up for AMZ Vine program for reviews thru AMZ empaneled judges

For negative reviews:

- a) Understand nature of review: Unrelated may be removed by AMZ
- b) Respond to customer thru the review response channel to allay concerns/queries

- **FBA**

Amazon Warehouse Stocking enables “Featured Merchant Status” and reach to Prime Members. Further improves chances to be a part of AMZ BuyBox > Improves conversions and sales velocity.

- **Images**

Not only do quality photos that zoom influence conversions, which certainly impacts rank in search, it appears that more photos is positively correlated with rank in the search results.

