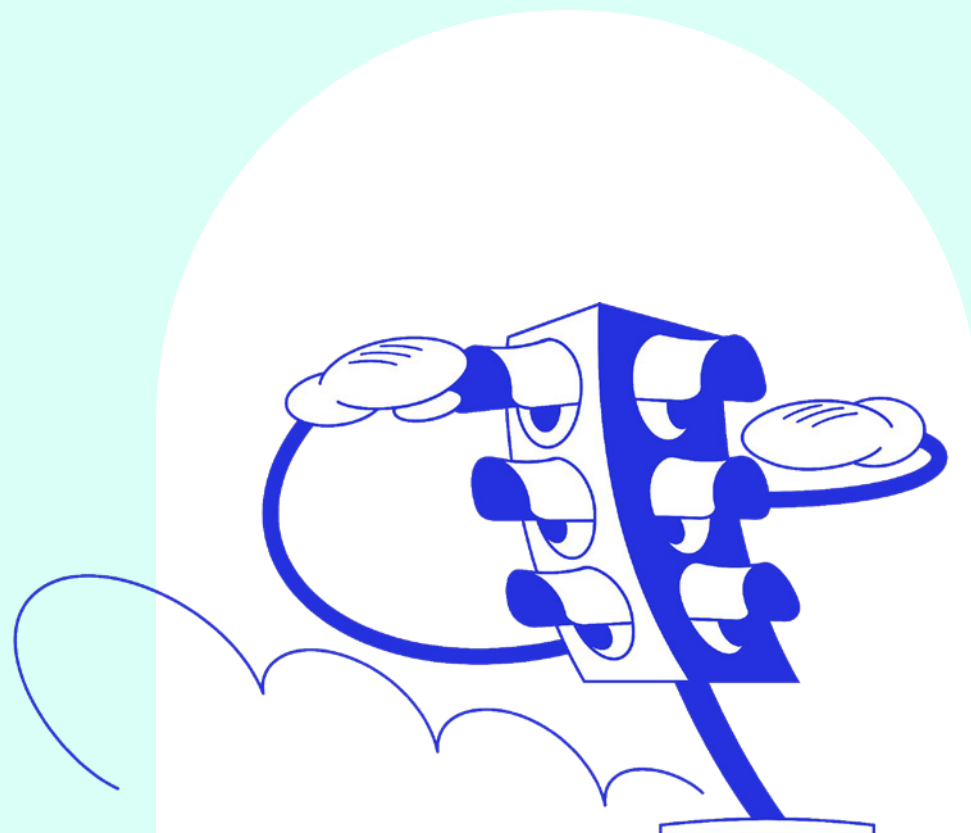


0000 0000 0000

FREE ODDIT PREPARED FOR:

0000 0000 0000



Amazon listings are a dynamic and continuous process, and this report is just part of this process.

**Please read these important notes before diving in.**



## 01 KEEP AN OPEN MIND

Our recommendations are based on years of research-backed, best practice and first-hand implementations. However, not every recommendation in this report is meant to increase conversions nor will every recommendation do that. The report provides best practices for you Amazon listings to follow so that you can be set up for long term success.

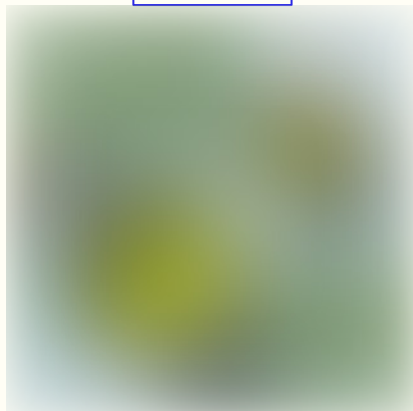
## 02 DON'T DO IT ALL AT ONCE

If you change everything at once, it makes it hard to measure what made the largest impact for your brand. We recommend our changes be made incrementally so that it's easier to more clearly identify success.

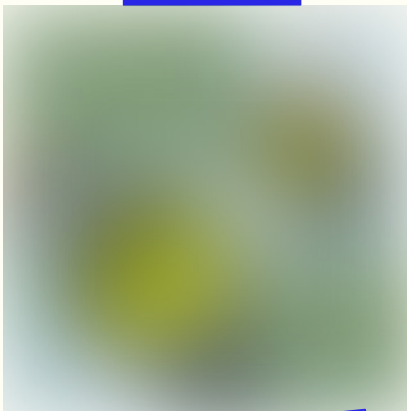
## 03 TAKE TIME TO UNDERSTAND BEST PRACTICES

With each edit, we provide the reasons backing our suggested edits and the best practices to follow. We recommend taking the time to understand what those practices mean for your brand.

CURRENT



SUGGESTED



**This is a general note about the section or about the recommendations being made.**

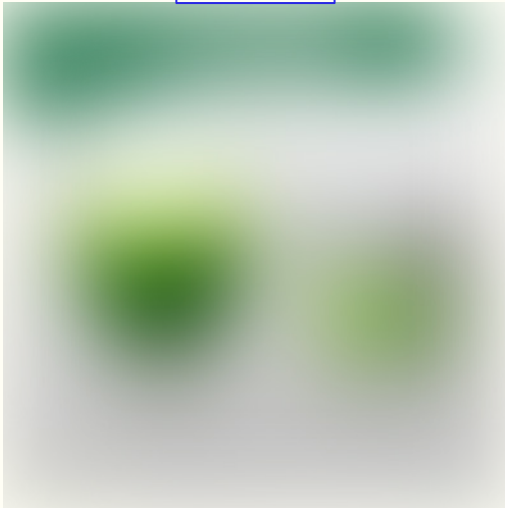
**RECOMMENDATIONS**

1. This content walks through the changes that were made and helps provide rationale as to why a change may have been made.
2. These numbers simply correspond to the numbers on the images, and are not in order of priority or urgency.

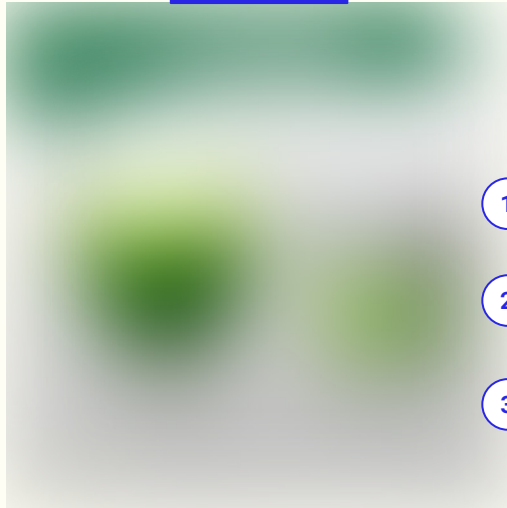
ALL OF THE RECOMMENDATIONS ARE  
NUMBERED AND LISTED IN THIS BOX TO  
CORRESPOND WITH NUMBERED ICONS  
SHOWN ON ALL UPDATED & NEW DESIGNS.



CURRENT



SUGGESTED



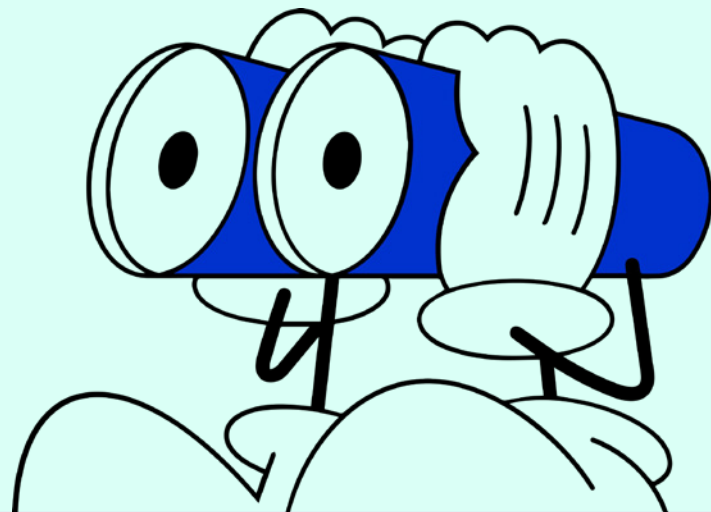
ALL VISUALS ARE MARKED AS **CURRENT** (CURRENT LISTING), OR **SUGGESTED** (ODDIT'S SUGGESTIONS) WHICH ARE NEW SOLUTIONS THAT DON'T EXIST ON THE CURRENT EXPERIENCE.

DESIGN CHANGES ARE IDENTIFIED USING THESE **SIMPLE NUMBERED ICONS**, SO YOU CAN QUICKLY & EASILY REFER BETWEEN THE DESIGNS AND THE WRITTEN RECOMMENDATIONS.

You are now ready to dive into your report. Pour your favourite beverage, settle in, and enjoy.

If you have any questions or concerns, please don't hesitate to reach out.

# Let's get started...



## TITLE

## Why does it matter?

Though it may seem obvious, your title is how your customers will find your product. In terms of SEO ranking, it holds the most weighting in the Amazon search algorithm, so it's imperative that it is optimized so that your product gets in front of the right customers at the right time.

## BEST PRACTICES FOR TITLE OPTIMIZATION

1. Titles are generally limited to 200 characters, but they should align with the recommended character count for your product category, including spaces.
2. Titles may begin with the brand name for brand recognition, followed by specific product identification and a dash (-).
3. Every product-identifying phrase must be product-specific and incorporate high-ranking organic SEO keywords from the MKL, separated by commas or dashes.
4. Efficiently utilize spaces, abbreviating measurements (e.g., "cm," "oz," "in," and "kg").
5. Capitalize the initial letter of each word, except for prepositions, conjunctions, or articles.
6. Conclude the title with product variations like size or color.
7. Optimal mobile length : Aim for a title that is clear and informative within the first 70 characters. This is what mobile users will see without having to click for more details.



**BULLET POINTS**

## Why does it matter?

Your bullet points serve 2 major purposes on Amazon: SEO ranking and to provide the customer with more key information around your product. Bullet points that are not optimized will hurt your ability to index in Amazon's algorithm (often resulting in lower quality traffic to your listing) and will fail to convince the customer to buy.

**BEST PRACTICES FOR BULLET OPTIMIZATION**

1. Mention your product's key features and benefits here.
2. Add your secondary keywords here but don't make it awkward to read.
3. Try to limit yourself with 5 KW's at max in each bullet.
4. You do not always have to use exact key phrases in your listing bullets.
5. Each bullet point can only have 500 characters and not more than that. The ideal is to restrict to 200 characters.
6. Mobile view: Only the first three bullet points are directly visible to mobile users. Place your USPs at the beginning of the list.
7. Include every product detail here. Example: dimension, color, shape, quantity, etc.
8. Do not add pricing details or promotions in this section.
9. Avoid forbidden/triggered KWs throughout.



## BULLET POINTS

## Current Ranking Score

In the current bullet points, your ranking score stood at **1<sup>st</sup>** place out of **10** competitors on our review. The current standing is **1<sup>st</sup>**.

Current Bullet Points: **10/10**

Current Ranking Score: **100%**

## Revised Ranking Score

In the revised bullet points, your ranking score stood at **1<sup>st</sup>** place out of **10** competitors. The revised standing is **1<sup>st</sup>**.

Revised Bullet Points: **10/10**

Revised Ranking Score: **100%**

## CURRENT BULLET POINTS

- **100% NATURAL, 100% QUALITY** - This is the highest grade matcha tea available. Only the youngest, greenest, and most delicate leaves are chosen to enhance the natural sweetness of the tea. There is no bitterness and no traces of stems or seeds - just light, soft tea powder that froths easily.
- **HEALTHY CHOICE & TASTY** - Matcha tea contains roughly 20 times of caffeine per half teaspoon, but won't make you jittery or cause an afternoon coffee crash. Matcha green tea also contains L-Theanine, an important amino acid, as well as other antioxidants. In fact, it contains 137 times the antioxidants of regular green tea.
- **GUARANTEED FRESH** - Our premium matcha tea is ordered in small batches and ground fresh to order. This means it is fresher than what's sold in stores, and freshness means brilliant color, intoxicating aroma, and less bitterness. All orders are packed in airtight containers to ensure freshness.
- **100% ORGANIC, 100% SUSTAINABLE** - Our organic matcha tea is shade grown in the historic region of Japan by matcha tea experts. The special climate of Honjo produces the highest quality natural matcha tea. It is harvested during the first harvest in early May.
- **100% PURE, 100% TASTY** - Our Japanese matcha tea is shade, harvested, and processed without the use of harmful pesticides or inorganic fertilizers and is non-GMO and gluten free. It is hand-picked and stone ground on granite mills. We also safety test for heavy metals and perform random testing every month.

## BULLET POINTS

## Current Ranking Score

In the current bullet points, your ranking score stood at 1<sup>st</sup> place out of 5 competitors on our review. The current standing is **Pass**.

**Current Bullet Points:** 10/20  
**Current Ranking Score:** 1/5

## Revised Ranking Score

In the revised bullet points, your ranking score stood at 1<sup>st</sup> place out of 5 competitors. The revised standing is **Excellent**.

**Revised Bullet Points:** 15/20  
**Revised Ranking Score:** 5/5

### IDENTIFIED ISSUES

The Amazon bullet points provided contain both positive and problematic elements in relation to Amazon's guidelines. It is recommended to avoid exaggerated claims and subjective statements, focusing instead on objectively describing the product's features and benefits.

Transparency can be enhanced by including specific details about product ingredients, packaging, and care instructions. Accuracy is crucial, and terms like 'Premium Grade' should be replaced with more specific information about the product's benefits. A revised version should prioritize facts, quality, and adherence to Amazon's guidelines while emphasizing the product's key benefits.

## BULLET POINTS

## Current Ranking Score

In the current bullet points, your ranking score stood at **10th** place out of **15** competitors on our review. The current standing is **Red**.

Current Bullet Points: **10/10**  
Current Ranking Score: **10/10**

## Revised Ranking Score

In the revised bullet points, your ranking score stood at **1st** place out of **15** competitors. The revised standing is **Green**.

Revised Bullet Points: **10/10**  
Revised Ranking Score: **10/10**

## REVISED BULLET POINTS

- DELICIOUS GREEN TEA POWDER** Create your tea rituals with our Matcha tea powder, crafted from shade-grown leaves. Our green matcha tea offers an exquisite balance of creamy texture, delicious flavor and ground consistency.
- DELICIOUS COFFEE ALTERNATIVE** Customized Matcha contains roughly 25-30mg of caffeine for a sustained energy kick. Sweet Matcha tea carries effects of L-theanine and is packed with vitamins and minerals. Matcha enhances metabolism and strengthens your bones.
- TRADITION AND EFFICIENCY** As a symbol of Japanese tea culture, matcha embodies a balance of tradition and modern wellness. Sweet matcha tea powder is a rich source of antioxidants, particularly EGCG, to promote vitality and fuel good energy.
- STRESSING INSTANTLY** Making a heavenly cup of tea with this matcha tea powder is simple. Add half a teaspoon to a bowl of cold water and whisk. Top with hot water or the milk of your choice.
- CONSCIOUSLY CERTIFIED** Our organic green tea powder matcha is consciously certified. It's free from harmful stuff, handpicked, and stone-ground on granite mills for a natural and delicious experience, ensuring a quality that goes beyond taste.



## BULLET POINTS

## Current Ranking Score

In the current bullet points, your ranking score stood at 1<sup>st</sup> place out of 5 competitors on our review. The current standing is **Red**.

**Current Bullet Points:** 10/20

**Current Ranking Score:** 1.0/5

## Revised Ranking Score

In the revised bullet points, your ranking score stood at 5<sup>th</sup> place out of 5 competitors. The revised standing is **Green**.

**Revised Bullet Points:** 15/20

**Revised Ranking Score:** 2.0/5

## ISSUES ADDRESSED

1. The revised bullet points effectively showcase the product's appeal through direct language and strategic positioning of product benefits.
2. The revised bullet points seamlessly integrate key attributes, such as composition, flavor, and uses, enhancing the overall appeal.
3. The language employed in presenting the product's ingredients emphasizes its broad appeal, catering to various members of a household.
4. The efficient and user-friendly infusion process is highlighted, promoting convenience for potential buyers.
5. The revised bullet points emphasize on the traditional aspects of the product, with phrases like "Heritage" and "Japanese culture" highlighting cultural practices.
6. The mention of culinary uses significantly influences buyers' decisions in the realm of food products and kitchen essentials.

## DESCRIPTION

## Why does it matter?

Your description serves 2 major purposes on Amazon: SEO ranking and to provide the customer with more key information around your product. Its impact on SEO tends to have the least impact when compared to the Title, Bullet Points and Back-End assets. It is recommended that you use this space to mention aspects about your product that may not be valuable enough to fit in the Title or Bullet Points.

### BEST PRACTICES FOR **PRODUCT DESCRIPTION OPTIMIZATION**

1. Use bullet points to provide more efficient communication to the reader.
2. Provide concise yet clear sentences summarizing the product.
3. Stay within the 2,000-character limit.
4. Highlight product features.
5. Avoid any trademarked terms that you do not have legal right to use.

## DESCRIPTION

## Current Ranking Score

In the current product description, your ranking score stood at **15<sup>th</sup>** place out of **100** competitors on our review. The current standing is **Pass**.

**Current Description:** **10/20**  
**Revised Ranking Score:** **1,700**

## Revised Ranking Score

In the revised product description our ranking juice stood at **1<sup>th</sup>** out of **100** competitors. The revised standing is **Pass**.

However, this is for the backend since this ASIN already has a live A+ Content.

**Revised Description:** **10/20**  
**Revised Ranking Score:** **15,000**

## CURRENT DESCRIPTION

Matcha matches tea experts, and we live for introducing ceremonial-grade green tea matcha to the world. Grown in the fertile region of Japan, our organic green tea matcha is hand-picked, completely organic, and made only of the youngest, greenest, and highest quality green tea leaves in the harvest. The difference is in the taste: it has a delicate sweetness, a light bitterness, and is remarkably smooth and easy to drink. Japanese matcha green tea is a healthy alternative to coffee, and unlike ceremonial grade matcha powder is the highest quality matcha available on the market. Matcha green tea contains L-theanine, natural caffeine, amino acids, and antioxidants, as well as vitamins A, E, and C. It's the perfect coffee alternative you've been looking for—delicious, sugar free, healthy, and so afternoon ready!

## DESCRIPTION

## Current Ranking Score

In the current product description, your ranking score stood at 15<sup>th</sup> place out of 25 competitors on our review. The current standing is **Red**.

**Current Description:** **Red**  
**Revised Ranking Score:** **1,750**

## Revised Ranking Score

In the revised product description our ranking juice stood at 1<sup>th</sup> out of 25 competitors. The revised standing is **Green**.

However, this is for the backend since this ASIN already has a live A+ Content.

**Revised Description:** **Green**  
**Revised Ranking Score:** **15,000**

## RECOMMENDATIONS

- The current product description lacks specific details about the usability and how it can help people save weight and stay energetic at the same time.
- Incorporating keywords into descriptions is essential for indexing and ranking. This strategic approach aligns content with user queries, boosting visibility and attracting the right audience.
- Additionally, there's no mention of the product's benefits and comparison with other similar products available, which are crucial factors for user satisfaction.
- The call-to-action could be more compelling, encouraging customers to explore the product further or make a purchase.
- Providing more information about comparison, benefits and uses would enhance transparency and build trust with potential buyers.
- Overall, a more detailed and informative product description would better address customer concerns and improve the likelihood of conversions.

## DESCRIPTION

## Current Ranking Score

In the current product description, your ranking score stood at **15<sup>th</sup>** place out of **100** competitors on our review. The current standing is **15<sup>th</sup>**.

Current Description: **15<sup>th</sup>**  
 Revised Ranking Score: **15<sup>th</sup>**

## Revised Ranking Score

In the revised product description our ranking juice stood at **15<sup>th</sup>** out of **100** competitors. The revised standing is **15<sup>th</sup>**.

However, this is for the backend since this ASIN already has a live A+ Content.

Revised Description: **15<sup>th</sup>**  
 Revised Ranking Score: **15<sup>th</sup>**

## REVISED PRODUCT DESCRIPTION



Unlock the vibrant world of Organic Matcha Powder, a versatile and truly ground green tea powder that brings a burst of flavor and health benefits to your daily routine. Sourced from the highest quality tea leaves, our Matcha Tea Powder is rich in antioxidants, vitamins, and minerals, making it a powerhouse for both taste and well-being.

**WHY CHOOSE US?**

Green Tea Matcha Powder is suitable for anyone looking to enhance their culinary experience and boost their overall well-being. Whether you're a tea enthusiast, a fitness enthusiast, a chef, or simply someone seeking a natural energy lift, Green Matcha Powder is versatile and can be enjoyed by individuals of all ages.

**WHAT MAKES MATCHA POWDER DIFFERENT FROM REGULAR GREEN TEA?**

Matcha Tea is made from shade-grown tea leaves ground into a fine powder. Unlike traditional green tea, where leaves are steeped and discarded, Matcha offers a more concentrated flavor and higher nutrient content as you consume the entire powdered leaf.

**DOES MATCHA POWDER CONTAIN CAFFEINE?**

Yes, Matcha Powder (Organic) contains caffeine, but at lower levels compared to coffee. The unique combination of caffeine and L-theanine in Matcha provides a sustained, focused energy without the jitters often associated with other caffeinated beverages.

**HOW OFTEN SHOULD I CONSUME MATCHA POWDER FOR HEALTH BENEFITS?**

The frequency of Matcha Green Tea consumption depends on individual preferences and health goals. Some people enjoy it daily, while others incorporate it into their routine a few times a week. Start with a moderate amount and adjust based on how your body responds.

**CAN MATCHA POWDER HELP IN WEIGHT LOSS?**

Yes, Organic Matcha's blend of caffeine and L-theanine supports sustained energy without jitters, while its metabolism-boosting properties make it a popular choice for those seeking weight loss. Incorporate matcha into a balanced diet and active lifestyle for potential benefits.



## BACK-END

## Why does it matter?

Amazon uses a number of pre-built categories, classifications and attributes to help their system identify your product to ensure the customers on their platform are seeing the ideal product at the ideal time. Properly completing these fields helps Amazon in better indexing your product and ensuring its being shown to your target buyer.

## BEST PRACTICES FOR BACK-END OPTIMIZATION

1. **Purpose:** The purpose fields serve to clarify the activities, environments, and settings for which the product is designed. For instance, in the case of hiking sticks, the intended purposes encompass hiking, trekking, walking, and various other scenarios where they can be effectively utilized.
2. **Product Description:** Define the core essence of the product. What is the product primarily designed for? For example, in the case of scissors, the subject matter descriptions should encompass related terms such as art and craft, scrapbooking, and more. These descriptions also offer an opportunity to incorporate less common and specific keywords that may not have been included in the backend search terms.
3. **Target Demographic:** Consider who the intended users of the product are or which demographic groups it caters to. For instance, the target audience may include men, women, children, toddlers, kids, adults, teens, and various other segments.
4. **Additional Features:** These fields allow for the inclusion of supplementary information about your product. When users perform a search on Amazon, they often encounter a list of product features on the left-hand side of the search results page. Your additional attributes can encompass relevant features extracted from these sections.

## BACK-END

## Overall Listing Score

Overall listing scores stands at **1st** in comparison with **10** competitors which is **Excellent**.

We have used top keywords with best ranking score and search volume to boost overall ranking and visibility.

**Revised Description:** **100%**

**Revised Ranking Score:**

**1,234,567**

## BACK-END LISTING OPTIMIZATION

CHARACTERS LIMIT	500
CURRENT SEARCH TERMS	None
SEARCH TERMS	green tea powder tea mint chai latte jasmine herbal matcha fresh organic green tea extract te matcha seasoned unseasoned decaf culinary vanilla everyday instant matcha matcha maycha mix sticks packets keto bulk sugar free fine Stone-ground te verde matcha

## IMAGE STACK

## Why does it matter?

It's estimated that over 2/3 of buyers on Amazon exclusively use the Title, Price, and Image Stack to make their final purchasing decision. In other words, over 60% of your traffic is leaning heavily on your image stack to sell them on why they should purchase your product versus your competitors. It's imperative that each image in your stack is optimized to its full potential.

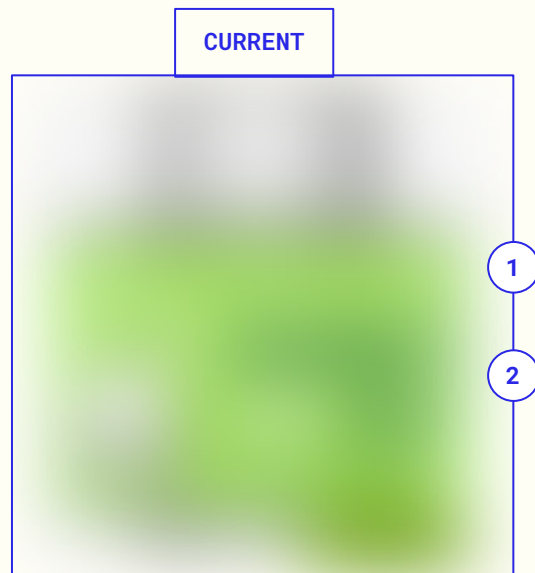
## BEST PRACTICES FOR IMAGE STACK DESIGN

1. Show off your product from multiple angles
2. Use models to help the customer picture themselves using or wearing the product
3. Show your product in use in an appropriate indoor or outdoor setting (i.e. if you're selling a spatula, include an image of it flipping pancakes over a stove)
4. Mix up the backgrounds in your additional images for visual interest
5. Add infographics and overlaid dimensions, if applicable
6. Point out the most important features/benefits of your product
7. Include sizing, dimensions, or other important specifications
8. Use lifestyle and value-oriented images
9. Use product in action and highlight product usability

## IMAGE STACK RECOMMENDATIONS

## Main Image

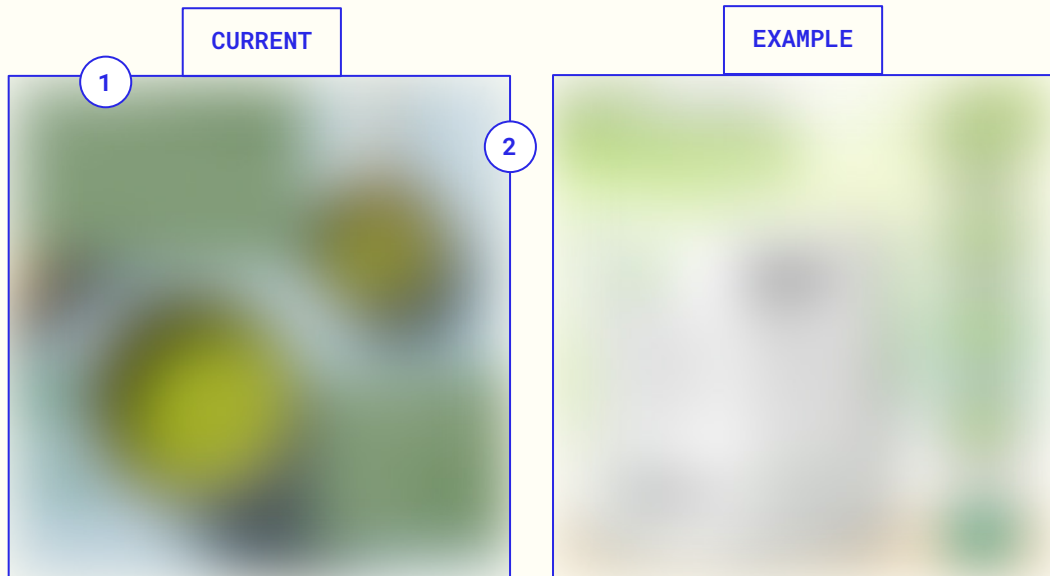
1. Include product packaging
2. A badge could be added, highlighting 30-day warranty on the packaging



## IMAGE STACK RECOMMENDATIONS

## Image 2

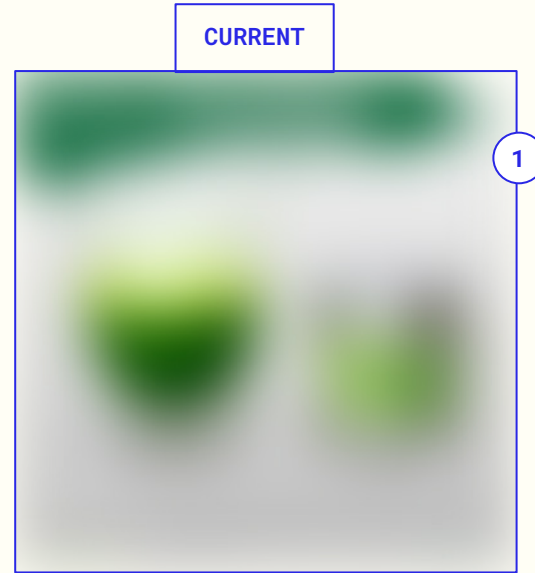
1. Use label of Nutritional Facts included in the product.
2. Use images
  - Direct Photo
  - Authentic Japanese Origin
  - No Address
  - USA Origin



## IMAGE STACK RECOMMENDATIONS

## Image 4

1. Highlight the nutritional benefits that you get with one glass consumption. Use badges and icons.



## IMAGE STACK RECOMMENDATIONS

## Image 5

1. Instead of a review, use a Multiple Image and showcase the product in motion.

CURRENT

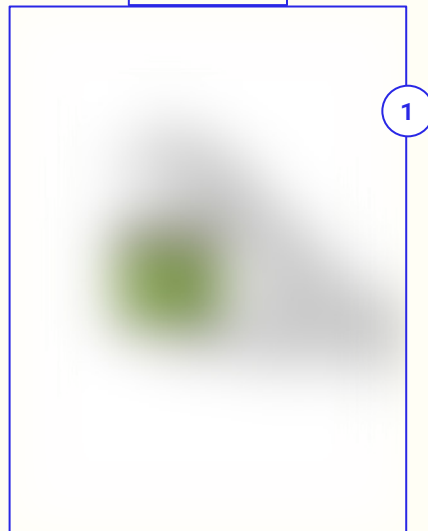


## IMAGE STACK RECOMMENDATIONS

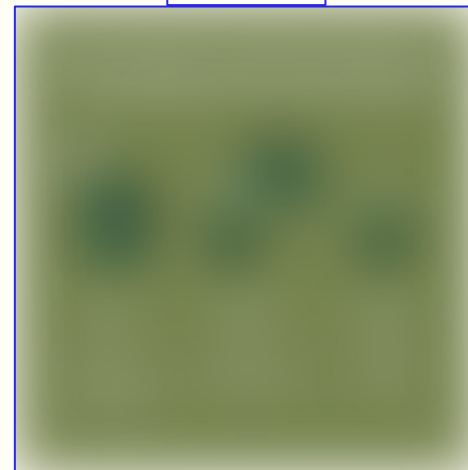
## Image 6

1. Better to use cropping instructions in the gallery section, it will offer more value.

CURRENT



EXAMPLE



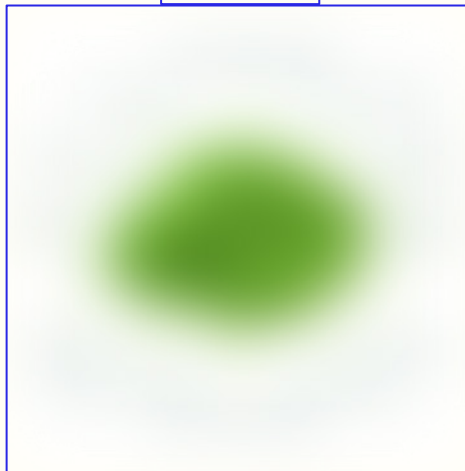


## IMAGE STACK RECOMMENDATIONS

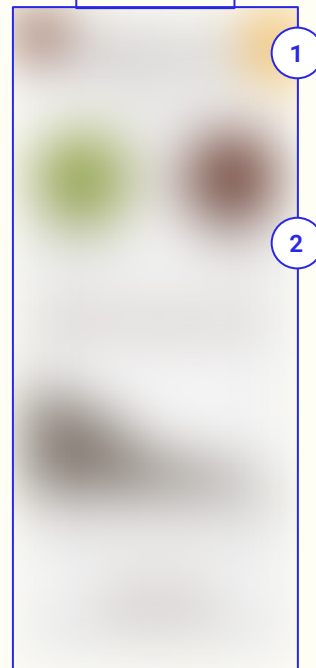
## Image 7

1. This image looks like it could be used as a comparison image with coffee, highlighting the benefits of matcha.
  - Title: Energy
  - Tag: Matcha
  - Tag: Coffee
  - Tag: Matcha Coffee
2. The title of this image is:
  - Title: Energy
  - Tag: Matcha
  - Tag: Coffee
  - Tag: Matcha Coffee

CURRENT



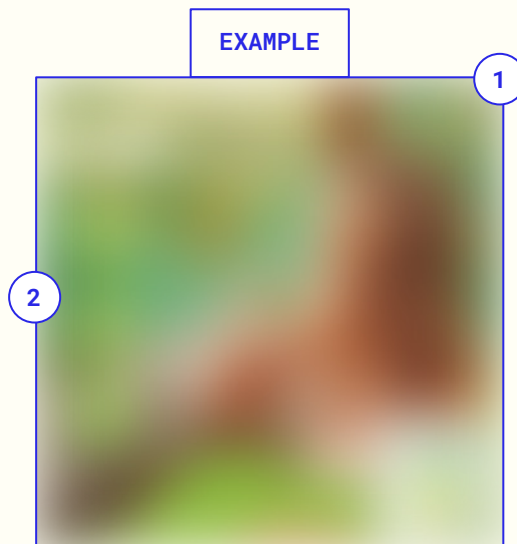
EXAMPLE



## IMAGE STACK RECOMMENDATIONS

## Image 8

1. Use Multiple Images
2. Use Badges
  - Add a Super Hero
  - Add a Mega Deal
  - Add a Price

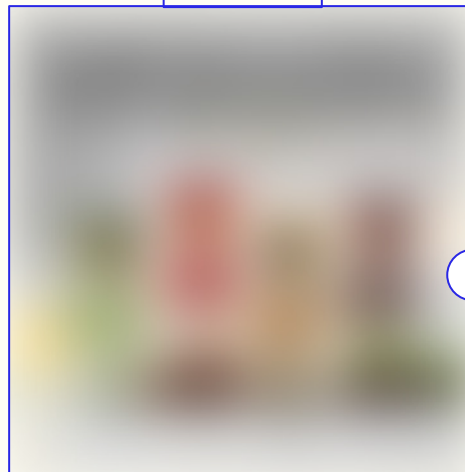


## IMAGE STACK RECOMMENDATIONS

## Image 9

1. Show the full line of ODDIT products

EXAMPLE



ACCESS THE FULL REPORT

## Do you want access to the complete Amazon Oddit Report?

[LEARN MORE HERE](#)

1. 100% Edited Images
2. Listing Video Storyboard
3. 100% Edited A+ Content
4. Figma File with All Content
5. Revised Storefront Design
6. Detailed Review Analysis
7. Detailed Market Analysis
8. Detailed SERP Analysis
9. Pricing Analysis
10. Suggested Price Alterations
11. 4-Tier Keyword Ranking Guide
12. Detailed PPC Campaign Analysis



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- Market Expansion
- Customer Service Management
- Custom Reporting

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**NE**XGEN

**58%** ↑ New to brand sales

**3x** ↑ Total ROAS

We are extremely pleased with the performance of SwiftStart.

Their expertise and professionalism are noteworthy, but what truly stands out is their ability to deliver results.

Within a mere 8 weeks, they not only met but exceeded our profit goals. Our collaboration on a new product listing further underscored their excellence as they once again achieved remarkable success. Exceptional outcomes and a fantastic partnership!



**100%** ↑ CVR Growth

**145%** ↑ Total Revenue Growth

Our collaboration with SwiftStart has proven to be incredibly beneficial.

Their support has been invaluable, especially in the transformation of previously unoptimized accounts through dedicated effort, time, and research. The outcomes have been exceptionally positive.

Furthermore, their readiness to engage in brainstorming sessions for new strategies, offering insightful ideas for account improvement, and consistently reviewing performances has been greatly appreciated by our team.

Trusted by top brands:

 **PAD**LETEK

 **PEPPER**

For all qualifying leads and contacts.

## Sometimes we use lingo that isn't common knowledge. Here's a short glossary just in case.

### **AOV** = Average Order Value

This is the average dollar amount spent each time a customer places an order on a website.

### **LTV** = Lifetime Value (Of The Customer)

This is the total revenue you earn from a customer over time.

### **CTR** = Click-Through Rate

This is the percentage that represents the number of times something has been clicked.

### **FOMO** = Fear Of Missing Out

A marketing technique that drives action by creating urgency around limited-time offers or exclusivity.

### **UGC** = User Generated Content

Content created by users that helps build brand awareness, engagement, and trust.

### **SEO** = Search Engine Optimization

Optimizing websites to improve search engine rankings, increase visibility, and drive organic traffic.

### **CVR** = Conversion Rate

The percentage of website visitors completing desired actions, measuring website or campaign effectiveness.

### **PDP** = Product Detail Page

A web page providing detailed product information to aid customers in making informed purchasing decisions.

### **ATC** = Add To Cart

An add to cart button is a feature of e-commerce stores that allows customers to choose items to purchase without actually completing the payment.

## Sometimes we use lingo that isn't common knowledge. Here's a short glossary just in case.

### **UI** = User Interface

The visual design and elements through which users interact with a website.

### **Copy** = Copywriting

All the words on your site!

### **DTC** = Direct To Consumer

The business model of selling products directly to customers, bypassing any third-party retailers, etc.

### **CTA** = Call To Action

A call to action is a marketing term for any design to prompt an immediate response or encourage an immediate sale.

### **QTY** = Quantity

The amount or number of items.

### **CRO** = Conversion Rate Optimization

Improving website effectiveness to increase conversions and revenue through design, content, and user experience optimization.

### **UX** = User Experience

Focusing on optimizing interactions between users and websites for ease of use and satisfaction.

### **ATF** = Above The Fold

Above the fold content is the part of a web page shown before scrolling. The 'fold' is where the browser window ends, but the content continues underneath.

### **A/B Test** (also known as split testing)

An experiment comparing two versions of a web element to determine which performs better in achieving a specific goal.

## Sometimes we use lingo that isn't common knowledge. Here's a short glossary just in case.

### **MKL** = Master Keyword List

The keywords that are driving sales for your niche while also showing each competitor's organic ranking for those keywords.

### **SEO** = Search Engine Optimization

The process of optimizing product listings to help them rank higher in the product searches on Amazon.

### **KW** = Keyword

Keywords are single or multiple words strung together to enhance product discoverability and spur inorganic growth.

### **SV** = Search Volume

Search Volume indicates potential market demand for a specific product.

### **CPR** = Cerebro Product Rank

Cerebro Product Rank Formula uses accurate search volume data for Amazon, helping you achieve the page one product ranking.

### **SBV** = Sponsored Brand Video

These are 15-30 seconds short clips in sponsored brand campaigns, placed on search results, or product display pages for visual representation of your product

### **SB** = Sponsored Brand

Customizable ads with brand logo, custom headline, and multiple products