

# VENDO

a PLTFRM Company

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**AMPLIFY**  
YOUR **BRAND.**



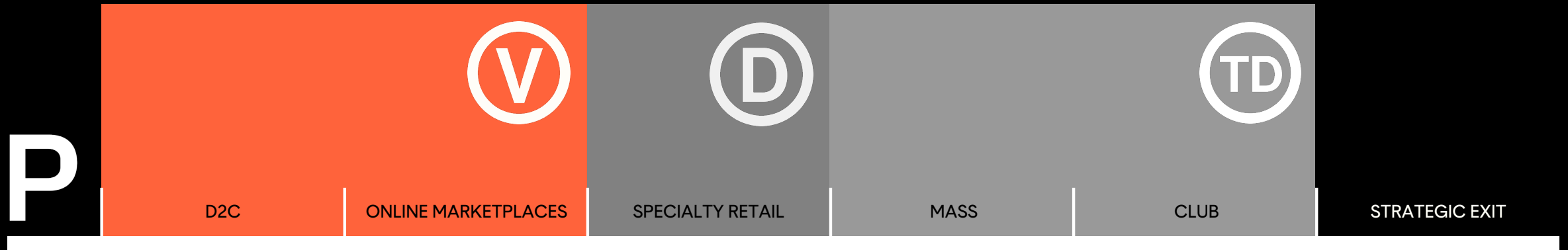
# ABOUT ME

**Darren Saul**  
*CEO, VENDO*

VENDO's CEO and fearless leader having 20 years+ of ecommerce experience including affiliate marketing, PPC marketing, marketplace strategy, supply chain, sourcing, and all areas of general ecommerce management. I believe that in today's highly competitive online marketplaces you need to win as much off of those platforms as on them by building brand awareness. I'm very passionate about all things ecommerce and focused on how we can continue to add value and growth for all our VENDO clients in an ever-changing online marketplace.



# VENDO IS PART OF OUR **LARGER PLTFRM**



# AMAZON FEATURE CHANGES

FBA Inventory Bidding / Auction

Seller Central Fee Changes

Buy With Prime

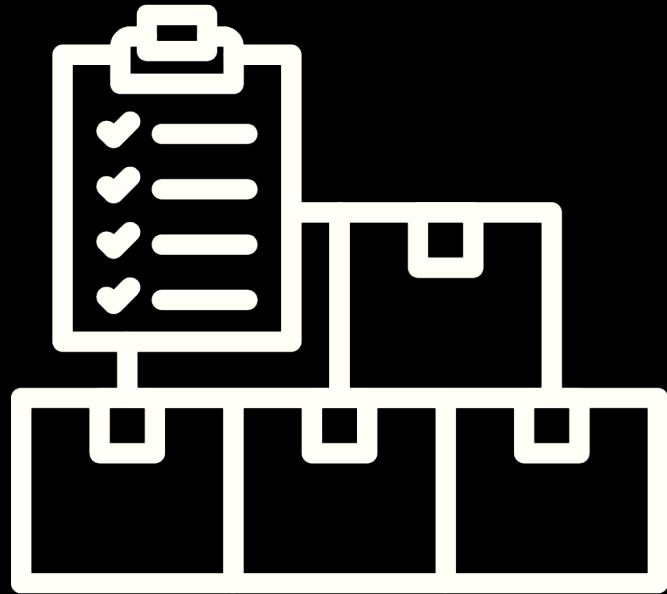
Tailored Audiences

Search Query Performance Data

Premium A+ Content

Brand Story

# FBA NEW CAPACITY LIMITS



FBA capacity limits helps Amazon manage unexpected surges in demand and supply chain disruptions so that their FC can run through their fulfillment network efficiently and get products to customers faster.

- Professional selling accounts (active in FBA for more than 39 weeks) with consistently **higher IPI scores receive higher capacity limits**, adjusted for sales volume and available capacity.
- Capacity limits are announced monthly during the week starting the third **Monday**.
- If brands like more capacity for their products that have a high confident customers sell through, the **NEW Capacity Manager** requests process allows an increase to capacity limits at a reservation fee that you specify.
  - Brands can request up to 20% of their initial capacity limit or 2,000 cubic feet, whichever is great.

# WINNING THE FEATURED OFFER (BUY BOX)

Amazon's algorithm considers internal and external factors to determine the best value for customers.

Internal factors to winning the buy box include:

- Fulfillment Method (Prime Eligibility)
- Competitive Price
- Shipping Time
- Stock Availability
- Order Defect Rate
- Valid Tracking Rate
- On-Time Delivery

External pricing factors which influence the buy box on Amazon include:

- Price matching against
  - Shopify.com
  - Walmart
  - Target
  - Home Depot
  - other large online retailers
- Amazon strives to provide their customers with the largest selection at the lowest price, and with the fastest delivery.

# FINDING AMAZON INFLUENCERS FOR YOUR PRODUCTS

Enter the following into Google:  
"***site:amazon.com AND inurl:/shop/influencer hardware***"

Explore each link until you find a relevant influencer and decent audience reach

Google site:amazon.com AND inurl:/shop/influencer hardware

https://www.amazon.com › shop › list  
**Kayla Smith's Amazon Page**  
Shop recommended products from Kayla Smith on www.amazon.com. Learn more about Kayla Smith's favorite products.  
MOZ DA: 96/100 (+0%) Ref Dom: 4.49M Ref Links: 6.33B Spam Score: 28% Show backlinks  
Search traffic (us): -/mo (website: 721.07M/mo) - Keywords (us): - (website: 42.13M)

https://www.amazon.com › shop  
**The French Glow's Amazon Page**  
IRIS USA 26 Drawer Plastic Parts Storage **Hardware** and Craft Cabinet, 21.69-Inch W x 7-Inch D x 8.75-Inch H, Black. \$29.69. \$32.99. Featured now.  
MOZ DA: 96/100 (+0%) Ref Dom: 4.49M Ref Links: 6.33B Spam Score: 28% Show backlinks  
Search traffic (us): 26/mo (website: 721.07M/mo) - Keywords (us): 3 (website: 42.13M)

https://www.amazon.com › shop › photo  
**Sabrina Tiru's Amazon Page**  
ProdigenProdigen Industrial Toilet Paper Holder with Rustic Wooden Shelf, Pipe Toilet Paper Holder Vintage Iron Pipe **Hardware** for Bathroom, ...  
MOZ DA: 96/100 (+0%) Ref Dom: 4.49M Ref Links: 6.33B Spam Score: 28% Show backlinks  
Search traffic (us): -/mo (website: 721.07M/mo) - Keywords (us): - (website: 42.13M)

https://www.amazon.com › shop › list  
**David O. Lundell's Amazon Page**  
HNBun2Pack 12inch Lazy Susan **Hardware**, 5/16" Thick Turntable Bearings, 1000lbs Rotating Bearing Plate Heavy Duty for Rotating Table, Book Case, Serving Tray ...  
MOZ DA: 96/100 (+0%) Ref Dom: 4.49M Ref Links: 6.33B Spam Score: 28% Show backlinks  
Search traffic (us): -/mo (website: 721.07M/mo) - Keywords (us): - (website: 42.13M)

https://www.amazon.com › shop › list  
**Cozy Mode Co's Amazon Page**  
Poster PaloozaPoster Palooza 18x18 Contemporary Black Wood Picture Square Frame - Picture Frame Includes UV Acrylic, Foam Board Backing, & Hanging **Hardware!**  
MOZ DA: 96/100 (+0%) Ref Dom: 4.49M Ref Links: 6.33B Spam Score: 28% Show backlinks  
Search traffic (us): -/mo (website: 721.07M/mo) - Keywords (us): - (website: 42.13M)



**731 Woodworks**  
Earns Commissions

Follow



66 ITEMS • Updated 1 year ago

## 731woodworks tools and supplies we recommend

This is a list of tools and supplies that we use and recommend. If it's on this list, we recommend using it. Anything from Kreg to DeWalt to Ridgid tools can be found on this list. Supplies like Titebond II, rockler table top fasteners, wood putty, saw blades, etc.



**Delta**  
12 In. Dual Bevel Sliding  
Cruiser Miter Saw  
\$471<sup>99</sup>

FREE delivery Monday, February 6



**Yost Tools**  
Yost Tools F124 24" F-Clamp  
\$18<sup>53</sup>



**Rok**  
Rok Hardware 4 Pack Heavy  
Duty 8000 lbs Capacity...  
\$24<sup>99</sup>

FREE delivery Tuesday, February 7  
on first order.

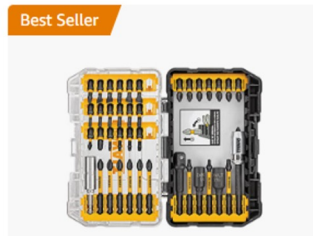


**POWERTEC**  
POWERTEC 17000  
Workbench Caster Kit...  
\$39<sup>97</sup>

FREE delivery Monday, February 6



**Kiboko**  
U-Bracket Levelers (Set of 4),  
Adjustable Leveling Feet...  
See all buying options







### David O. Lundell

Earns Commissions

Dedicated to the creation of clever furniture.

Follow



All

Idea Lists

1 ITEM  
Home

2 ITEMS  
My Style

24 ITEMS  
Tools

8 ITEMS  
Parts/Hardware List



David O. Lundell Earns Commissions

Follow

0

24 ITEMS • Updated 17 days ago

### Tools

I got a lot of tools. Every man needs a lot of tools.



**WEN**  
WEN 6515T 1 in. x 30 in. Belt Sander with 5 in. Sanding...  
\$88<sup>83</sup>  
FREE delivery Monday, February 6



**DEWALT**  
DEWALT 12-Inch Miter Saw, 15-Amp, Single Bevel,...  
\$199<sup>00</sup>  
FREE delivery Monday, February 6



**WEN**  
WEN 4208T 2.3-Amp 8-Inch 5-Speed Cast Iron Benchto...  
\$109<sup>27</sup>  
FREE delivery Monday, February 6



**WEN**  
WEN 6321 7-Amp 3 in. x 21 in. Corded Belt Sander wit...  
\$39<sup>99</sup>  
FREE delivery Monday, February 6



**Miller Electric**  
Miller 951674 Multimatic 215 Multiprocess Welder...  
\$3,299<sup>00</sup>  
FREE delivery February 13 - 16.  
[Details](#)



Dremel



Milwaukee



Milwaukee



Milwaukee



Milwaukee



# AMAZON LIVE

1. Find a Creator and have them sell your products
2. Stream your own content as a DIY project
3. Feature best sellers and demonstrate benefits of your products

The screenshot displays the Amazon Live 'shoppable videos' interface. At the top, the Amazon logo and navigation menu are visible. The main content area is divided into several sections:

- Following:** A section titled 'Following' with the subtitle 'Creators you follow will appear here'. It lists several featured creators with their profile pictures and names: Jasmine's Favorites, Mikayla Vallati, Tiana's Amazon Storefront, Michelle (michellekxhn), Julianna Astrid, Julianna Claire, House of Valentina, Jessi Kent, Simply Sal Finds, and Joudel Janoska // @joudelj.
- Live Stream:** A large video player showing a woman demonstrating a colorful toy. The video has a 'LIVE' indicator and a viewer count of 314. A chat window on the right side of the video shows messages from users like Christina, Wendy, and MD SANAU, along with a notification from MothercoulD.
- Best Daily Deals:** A section titled 'Best Daily Deals' featuring a product called 'Tiyol Shape Sorter Toys for 1 Year Old, ...' priced at \$14.88 (down from \$21.99). It includes a 'Follow' button for the 'MOTHERCOULD Amazon Influencer Program' and a 'Watch more livestreams' link.
- More Livestreams:** A row of three smaller live stream thumbnails. The first is 'Call That Geek's HOME & TECH' sponsored by Wahool. The second is 'Gaming' featuring a woman and a Mario character. The third is 'BEAUTYBYCARLA' featuring a woman in a colorful outfit.

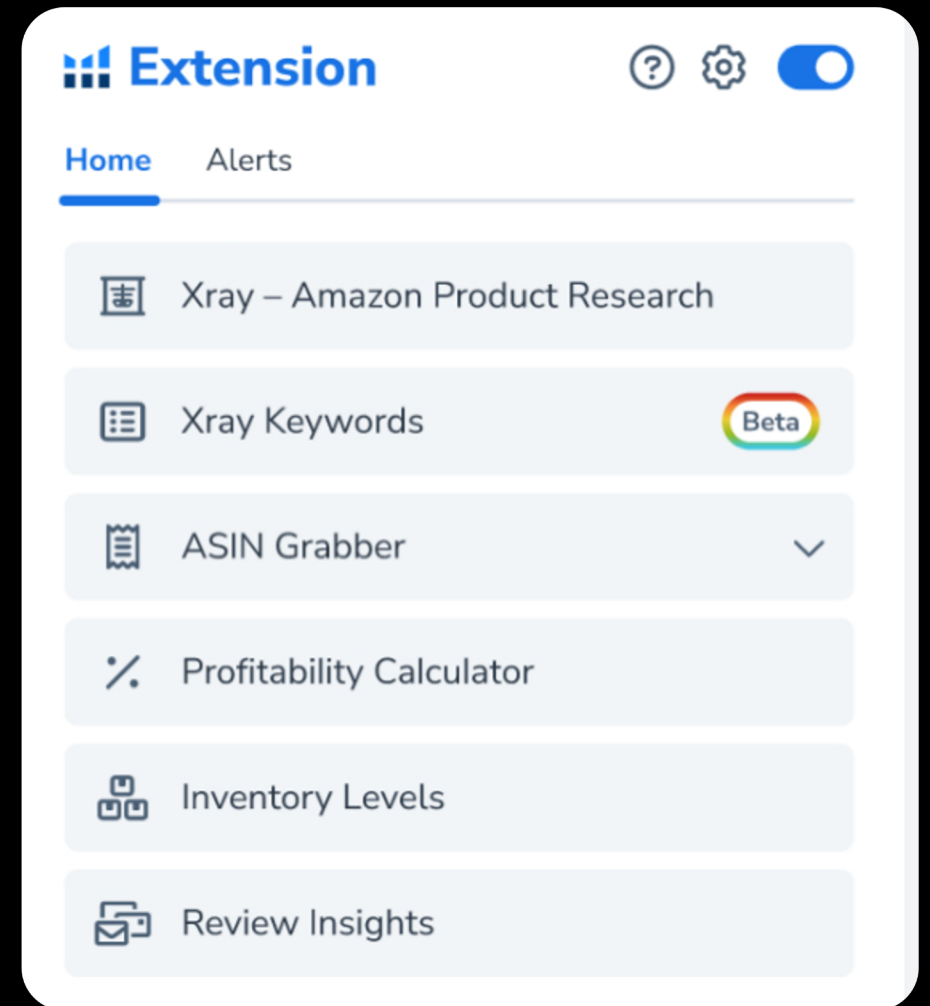
# Helium 10

## SPECIAL HELIUM 10 DISCOUNT LINK:

**VENDO10** – 10% off every month

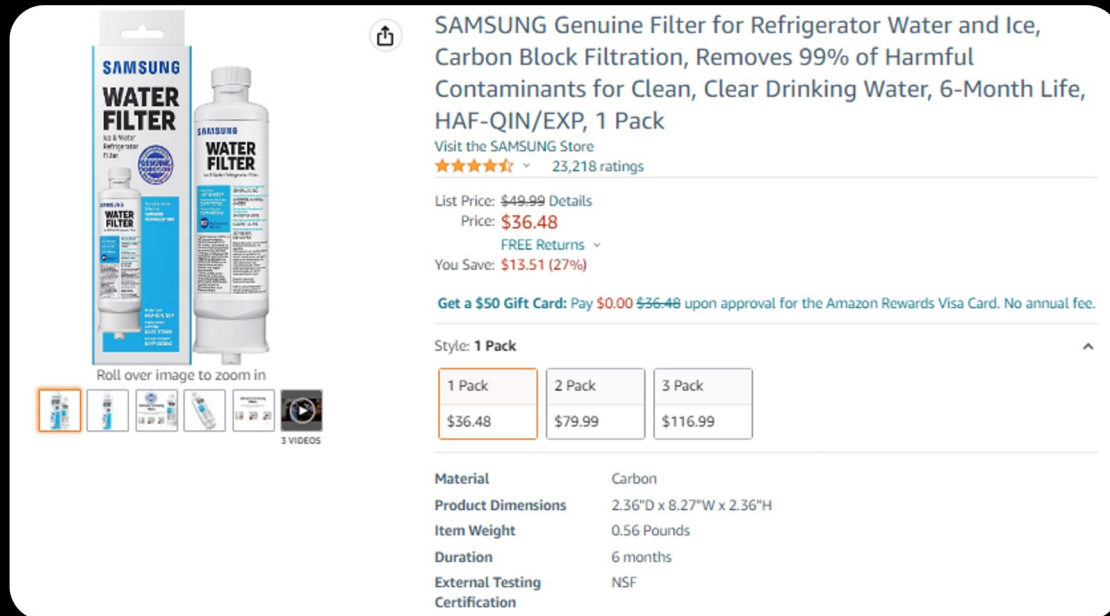
Please use this link to apply discount code!

<https://bit.ly/3vGPBiH>



# STRATEGY #1: REVIEW INSIGHTS

UNDERSTANDING WHICH CHILD ASINS ARE DRIVING SALES IN A VARIATION



The screenshot shows an Amazon product listing for a Samsung water filter. The product is titled "SAMSUNG Genuine Filter for Refrigerator Water and Ice, Carbon Block Filtration, Removes 99% of Harmful Contaminants for Clean, Clear Drinking Water, 6-Month Life, HAF-QIN/EXP, 1 Pack". It has a list price of \$49.99 and a current price of \$36.48. The product is rated with 23,218 ratings and a 4.5-star average. The listing includes a price comparison table for different pack sizes: 1 Pack (\$36.48), 2 Pack (\$79.99), and 3 Pack (\$116.99). The product is also listed as being ranked #19 in Tools & Home Improvement and #6 in In-Refrigerator Water Filters.

**SAMSUNG** Genuine Filter for Refrigerator Water and Ice, Carbon Block Filtration, Removes 99% of Harmful Contaminants for Clean, Clear Drinking Water, 6-Month Life, HAF-QIN/EXP, 1 Pack

Visit the SAMSUNG Store  
★★★★☆ 23,218 ratings

List Price: ~~\$49.99~~ Details  
Price: **\$36.48**  
FREE Returns  
You Save: **\$13.51 (27%)**

Get a **\$50 Gift Card**: Pay **\$0.00** ~~\$36.48~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Style: **1 Pack**

1 Pack	2 Pack	3 Pack
\$36.48	\$79.99	\$116.99

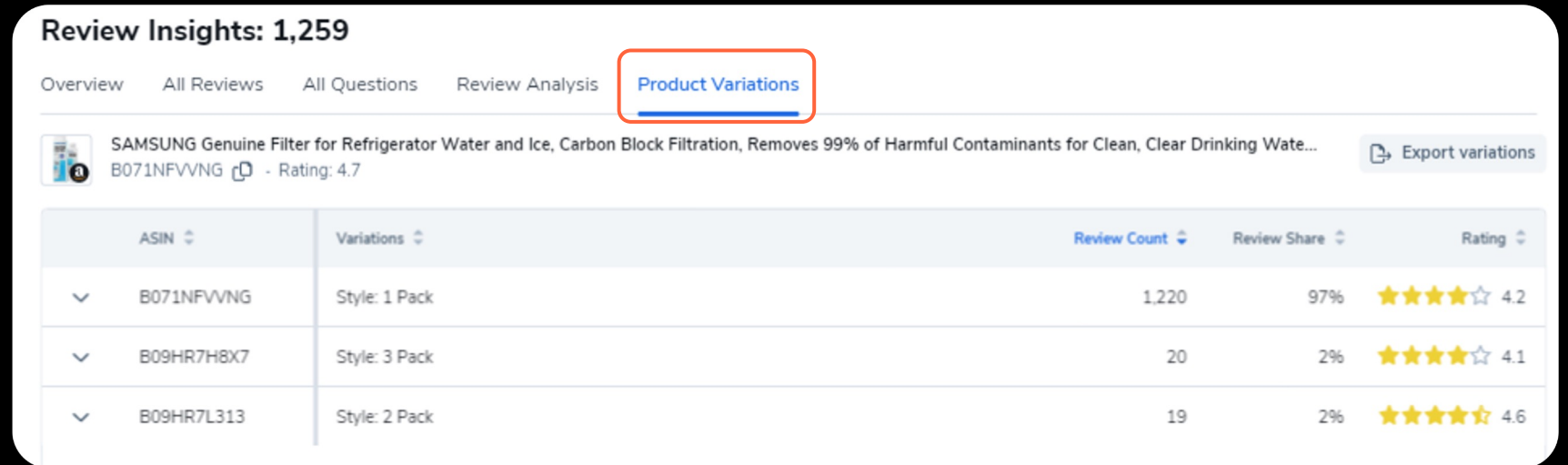
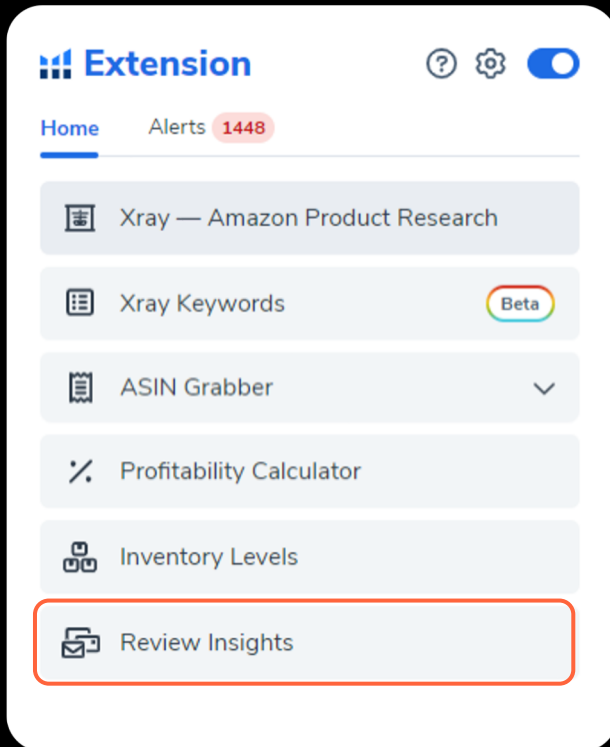
Material: Carbon  
Product Dimensions: 2.36"D x 8.27"W x 2.36"H  
Item Weight: 0.56 Pounds  
Duration: 6 months  
External Testing Certification: NSF

Item Ranked #19 in Tools & Home Improvement & #6 in In-Refrigerator Water Filters

- **Goal:** Understand which Child ASINs are driving sales for competitor listings in category
- **Method:** Helium 10 Review Insights
- **Key Takeaway #1:** Review share per child ASIN is likely representative of the sales for the ASIN in terms of percentages
- **Key Takeaway #2:** Inform potential product innovation
- **Key Takeaway #3:** Inform decision on whether you should break the variation to have separate listings
  - What will the impact be on your review/rating when removing an ASIN?

# STRATEGY #1: REVIEW INSIGHTS

UNDERSTANDING WHICH CHILD ASINS ARE DRIVING SALES IN A VARIATION



**Key Takeaway:** 1 Pack likely drives roughly 97% of total sales for this parent ASIN, while 2 and 3 Packs likely contribute 2% of total sales for this parent listing.

# STRATEGY #2: COMPETITIVE KEYWORDS

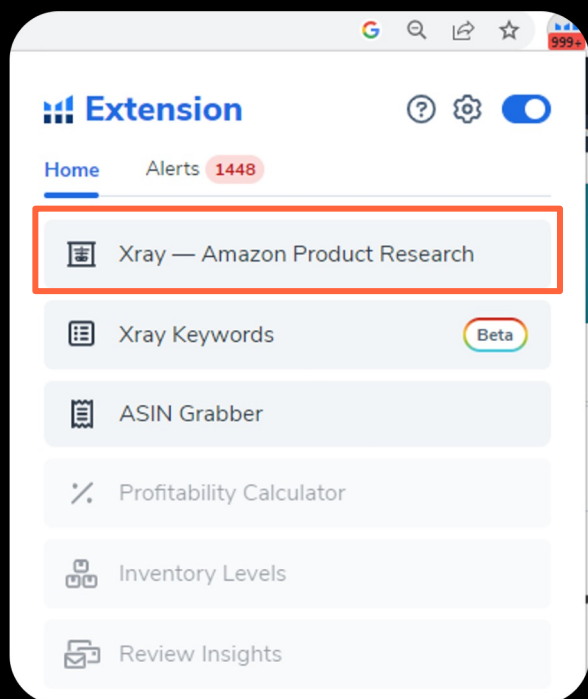
UNDERSTANDING WHICH KEYWORDS YOUR COMPETITORS ARE GETTING SALES FROM, BUT YOU MIGHT NOT BE RANKED

The screenshot displays the Amazon Best Sellers page for Toilet Paper Holders. The page title is "Amazon Best Sellers" with the subtitle "Our most popular products based on sales. Updated frequently." Below the title, there is a navigation menu on the left with categories like "Any Department", "Tools & Home Improvement", "Hardware", "Bathroom Hardware", "Bathroom Shelves", "Robe & Towel Hooks", "Toilet Paper Holders", "Towel Bars", and "Towel Rings". The main content area shows a grid of 14 product listings, each with a rank number (e.g., #1, #2, #3), a product image, a title, a price, and a "Niche Dive" button. The products are various styles of toilet paper holders, including wall-mounted, freestanding, and adhesive models. The ASINs for the products are visible below each listing.

- **Goal:** Understand opportunity keywords that your competitors are taking advantage of and converting against
- **Method:** Helium 10 Cerebro Reverse ASIN lookup
- **Step #1:** Pull your top competitor's ASINs or Navigate to top sellers in category based on BSR. You can also search a high volume keyword within category.
- **Featured Example:** Toilet Paper Holders Best Sellers

# STRATEGY #2: COMPETITIVE KEYWORDS

UNDERSTANDING WHICH KEYWORDS YOUR COMPETITORS ARE GETTING SALES FROM, BUT YOU MIGHT NOT BE RANKED



Search volume: 4,546

TOTAL REVENUE \$2,053,728

AVERAGE REVENUE \$68,458

Rows Selected: 9

Run Cerebro Run Listing Analyzer

#	Product Details	ASIN	Brand	Price	Sales
2	AOJEZOR Small Bathroom Storage...	B074ZHCLMD	AOJEZOR	\$35.86	12,704
1	TASTOS Matte Black Toilet Paper ...	B08FWQBQSS	TASTOS	\$9.99	9,658
3	2 Pack - White Toilet Paper Hold...	B07PK6VWS8	Hilltop Produc...	\$5.99	8,124
4	KES Black Toilet Paper Holder, Ba...	B0775GQDRF	KES	\$9.99	7,682
6	NearMoon Bathroom Toilet Paper...	B08QVLH260	NearMoon	\$7.99	7,017
8	Moen YB8099CH Mason Toilet P...	B001DEIG44	Moen	\$1.58	5,895
5	Moen P5050 Contemporary Toile...	B002FB2CS0	Moen	\$3.43	5,551
7	VAEHOLD Self Adhesive Toilet P...	B07W94TCRZ	VAEHOLD	\$19.99	5,024
10	Toilet Paper Holder Stand, Bathro...	B096DVV5XH	Batoliet	\$18.99	4,304
9	BROOKSTONE, Bronze Toilet Pap...	B08NT2KRL8	Brookstone	\$19.99	3,866
19	TomCare Toilet Paper Holder Toi...	B07XPNQ5B5	TomCare	\$22.99	3,647
11	NearMoon Toilet Paper Holder Se...	B097GYXG67	NearMoon	\$7.99	3,392
26	SunnyPoint Bathroom Toilet Tiss...	B07QP86NCR	SunnyPoint	\$23.99	3,366
21	mDesign Metal Toilet Paper Hold...	B07CZQ9N7D	mDesign	\$21.99	3,299
17	KES Bathroom Toilet Paper Holde...	B07Q7H142G	KES	\$29.99	3,271
16	SunnyPoint Bathroom Heavywei...	B0881BIQP6	SunnyPoint	\$25.99	3,223
14	TASTOS Toilet Paper Holder Matt...	B07WZVQWDX	TASTOS	\$12.99	3,183
15	YGIVO Toilet Paper Holder Brush...	B07WN3PNWV	YGIVO	\$9.90	3,064

- **Step #2:** Select top competitors within category
- **Step #3:** Click "Run Cerebro"
- **Note:** You will want to ensure your brand's ASIN is entered first in the list
- **Featured ASIN:** AOJEZOR (B074ZHCLMD)



# STRATEGY #2: COMPETITIVE KEYWORDS

UNDERSTANDING WHICH KEYWORDS YOUR COMPETITORS ARE GETTING SALES FROM, BUT YOU MIGHT NOT BE RANKED

The screenshot shows the Cerebro tool interface with several filters highlighted in red boxes. The filters are:

- Search Volume: 1000
- Advanced Rank Filter 2/2: 1 to 20
- Advanced Rank Filter 1/2: 1 to ASIN Max

Other visible filters include Cerebro IQ Score, Position (Rank), Word Count, Phrases Containing, Keyword Sales, Title Density, Match Type, Amazon Choice, Relative Rank, Exclude Phrases Containing, Sponsored Rank (avg), Sponsored Rank (count), Amazon Recommended Rank (avg), Amazon Recommended Rank (count), Competitor Rank (avg), Ranking Competitors (count), Competitor Performance, Competing Products, Search Volume Trend, ABA Top 3 ASINs Total Click Share, ABA Top 3 ASINs Total Conv. Share, and ABA SFR.

- **Step #4:** Update Search Volume to 500 or 1000 (1000 will get you a smaller list of keywords but 500 will allow you to identify long-tail keywords and potential easy wins)
- **Step #5:** Advanced Rank Filter 1/2 = 1
- **Step #6:** Advanced Rank Filter 2/2 = 1 to 20
- **Takeaway:** There is at least 1 competitor ranked between #1 and #20 for the keyword set

# STRATEGY #2: COMPETITIVE KEYWORDS

UNDERSTANDING WHICH KEYWORDS YOUR COMPETITORS ARE GETTING SALES FROM, BUT YOU MIGHT NOT BE RANKED

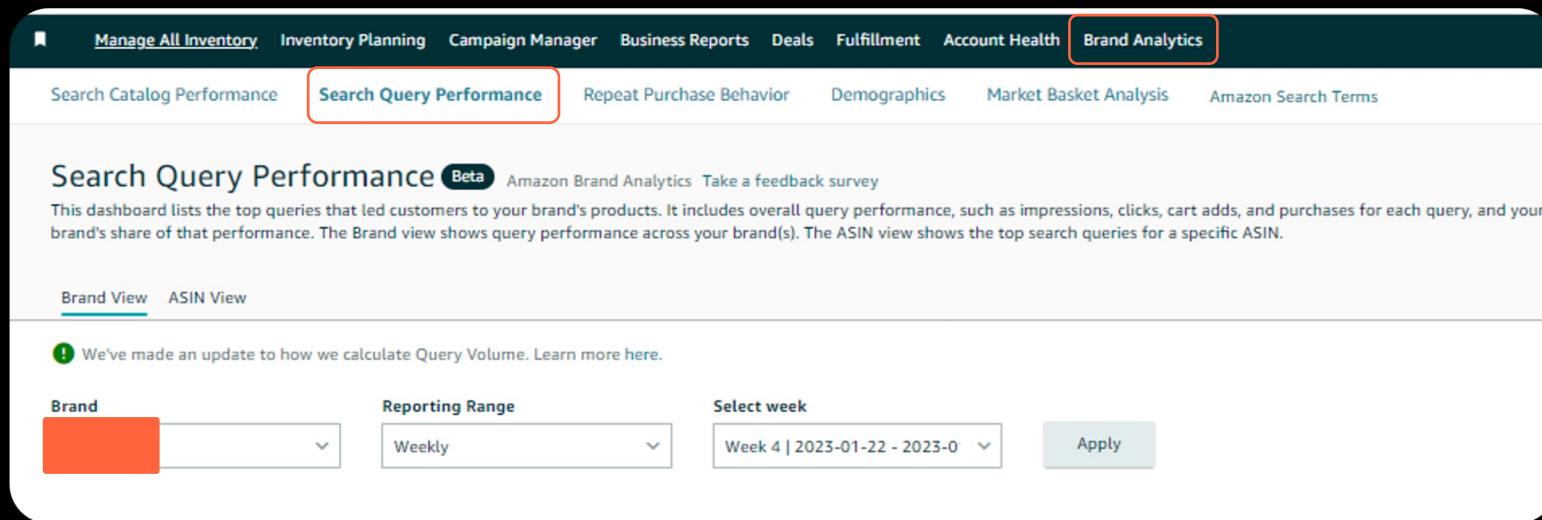
61 Filtered Keywords

<input type="checkbox"/>	Keyword Phrase	ABA Total Inv. Share	ABA SFR	Keyword Sales	Cerebro IQ Score	Search Volume	Search Volume Trend	Relative Rank
<input type="checkbox"/>	toilet paper roll holder	68.8%	63,632		1,554	4,661	7% ↑	9
<input type="checkbox"/>	toilet roll holder	58%	88,891		1,278	3,834	-8% ↓	0
<input type="checkbox"/>	wall mount toilet paper holder	44.4%	412,014		1,056	1,056	34% ↑	0
<input type="checkbox"/>	silver toilet paper holder	58.3%	375,893		1,117	1,117	36% ↑	0
<input type="checkbox"/>	bathroom tissue holder	10%	210,023		440	1,758	7% ↑	0
<input type="checkbox"/>	toilet tissue holder	37%	158,864		613	2,451	-2% ↓	0
<input type="checkbox"/>	wall toilet paper holder	33.3%	190,112		624	1,871	14% ↑	0
<input type="checkbox"/>	toilet paper holder black	49.2%	128,381		2,677	2,677	14% ↑	0
<input type="checkbox"/>	black matte toilet paper holder	70.8%	351,439		1,052	1,052	-5% ↓	0
<input type="checkbox"/>	bathroom toilet paper holder	25.9%	42,266		1,398	8,390	20% ↑	4
<input type="checkbox"/>	toilet paper holder	50%	279,710		377	1,506	-17% ↓	7
<input type="checkbox"/>	toilet tissue holder for bathroom	50%	402,340		279	1,117	-30% ↓	0
<input type="checkbox"/>	toilet paper holders	22.4%	66,687		1,137	4,546	2% ↑	7
<input type="checkbox"/>	toilet paper holder	16.8%	257		73,873	295,490	42% ↑	8
<input type="checkbox"/>	toilet paper roller	75%	240,842		1,568	1,295	-2% ↓	0
<input type="checkbox"/>	tissue holder for bathroom	26.2%	48,062		1,318	5,271	12% ↑	0
<input type="checkbox"/>	toilet paper roll extender	80.5%	310,244		4,419	1,118	-2% ↓	0

- **Step #7:** In your consolidated list, identify keywords where Relative Rank is 0 or high.
- **Key Takeaway:**
  - Relative Rank is 0: You are not ranking for this keyword
  - Relative Rank is High: Your competitors are outranking you for this keyword, and if ranked on Page 1 while you are not, they are capturing sales and market share.
- **Step #8:** Optimize for these keywords through your listing (title, copy, backend search terms, imagery, etc.)

# STRATEGY #3: SEARCH QUERY PERFORMANCE

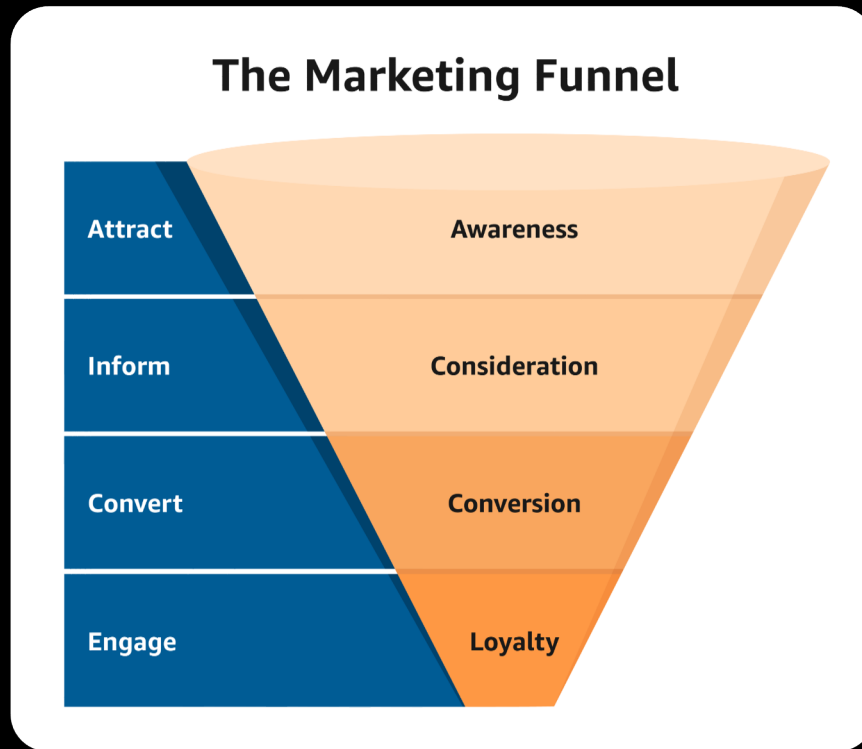
INCREASING MARKET SHARE ON TOP KEYWORDS IN CATEGORY



- Released by Amazon in the beginning of April, the Search Query Performance Dashboard shows brand owners how customers are searching for their brand and gives an overview of their **brand's marketing funnel** and **market share** on the search term level.
- **Reporting Ranges:** Weekly, Monthly Quarterly

# STRATEGY #3: SEARCH QUERY PERFORMANCE

INCREASING MARKET SHARE ON TOP KEYWORDS IN CATEGORY



Impressions

Clicks

Add to Carts/Purchases

Subscribe & Save

Search Query	Search Funnel - Impressions			Search Funnel - Clicks				Search Funnel - Cart Adds				Search Funnel - Purchases					
	Total Count	Brand Count	Brand Share	Total Count	Click Rate	Brand Count	Brand Share	Same Day Shipping Speed	Total Count	Cart Add Rate	Brand Count	Brand Share	Same Day Shipping Speed	Total Count	Purchase Rate	Brand Count	Brand Share

# STRATEGY #3: SEARCH QUERY PERFORMANCE

INCREASING MARKET SHARE ON TOP KEYWORDS IN CATEGORY

Search Query	Search Query Volume	Search Funnel - Impressions			Search Funnel - Clicks				Search Funnel - Cart Adds					Purchase Rate		
		Total Count	Brand Count	Brand Share	Total Count	Click Rate	Brand Count	Brand Share	Same Day Shipping Speed	Total Count	Cart Add Rate	Brand Count	Brand Share		Same Day Shipping Speed	
	4,452	94,437	23,110	24.47%	2,013	45.22%	1,596	79.28%	260	709	15.93%	599	84.49%	107	245	5.5%
	62,165	1,432,577	68,293	4.77%	29,998	48.26%	1,946	6.49%	1,248	9,048	14.55%	417	4.61%	361	2,972	4.78%
	3,058	72,482	16,376	22.59%	1,266	41.4%	979	77.33%	183	404	13.21%	342	84.65%	63	126	4.12%
	33,737	782,199	26,768	3.42%	15,213	45.09%	571	3.75%	994	4,187	12.41%	111	2.65%	290	1,181	3.5%
	19,594	476,317	25,612	5.38%	9,620	49.1%	355	3.69%	151	3,071	15.67%	92	3.0%	38	1,373	7.01%
	17,772	437,583	11,141	2.55%	5,296	29.8%	289	5.46%	1,489	1,845	10.38%	145	7.86%	590	960	5.4%
	408	10,727	2,098	19.56%	200	49.02%	164	82.0%	66	74	18.14%	66	89.19%	22	40	9.8%
	4,393	96,602	15,197	15.73%	2,134	48.58%	211	9.89%	194	562	12.79%	36	6.41%	46	203	4.62%
	16,390	403,465	13,727	3.4%	5,676	34.63%	177	3.12%	1,790	1,496	9.13%	26	1.74%	495	577	3.52%
	209	5,650	652	11.54%	118	56.46%	92	77.97%	48	52	24.88%	43	82.69%	15	24	11.48%
	8,930	214,812	11,553	5.38%	4,250	47.59%	148	3.48%	794	1,223	13.7%	10	0.82%	245	438	4.9%
	6,695	195,494	8,966	4.59%	2,933	43.81%	90	3.07%	57	820	12.25%	23	2.8%	14	339	5.06%
	1,589	35,535	4,022	11.32%	649	40.84%	84	12.94%	194	134	8.43%	15	11.19%	40	45	2.83%
	51	1,332	292	21.92%	35	68.63%	32	91.43%	13	22	43.14%	21	95.45%	10	11	21.57%
	4,496	87,380	4,522	5.18%	1,902	42.3%	109	5.73%	224	420	9.34%	11	2.62%	61	79	1.76%
	3,331	76,821	6,212	8.09%	1,700	51.04%	90	5.29%	338	365	10.96%	15	4.11%	71	115	3.45%
	11,322	255,517	6,257	2.45%	4,619	40.8%	37	0.8%	1,458	1,088	9.61%	9	0.83%	336	287	2.53%
	107	3,262	420	12.88%	52	48.6%	45	86.54%	29	21	19.63%	16	76.19%	12	9	8.41%
	1,772	39,974	3,004	7.51%	704	39.73%	39	5.54%	209	704	9.26%	10	6.1%	57	65	3.67%
	38	1,005	123	12.24%	23	60.53%	18	78.26%	8	12	31.58%	12	100.0%	5	10	26.32%
	1,721	38,068	1,979	5.2%	860	49.97%	59	6.86%	25	289	16.79%	15	5.19%	3	98	5.69%
	471	11,146	1,247	11.19%	239	50.74%	66	27.62%	59	40	8.49%	11	27.5%	11	15	3.18%
	4,986	131,052	3,839	2.93%	2,671	53.57%	48	1.8%	103	748	15.0%	11	1.47%	35	298	5.98%
	1,543	29,071	2,379	8.18%	127	8.23%	53	41.73%	9	15	0.97%	14	93.33%	2	3	0.19%
	7,462	187,198	4,570	2.44%	2,278	30.53%	33	1.45%	665	647	8.67%	5	0.77%	230	282	3.78%

- The search queries are selected based on overall performance in search results and includes **organic AND Sponsored products** originating from the **search results page** for all customers.
- It **excludes traffic from widgets** on search page like "Top Rated" or "New Arrivals"

# STRATEGY #3: SEARCH QUERY PERFORMANCE

INCREASING MARKET SHARE ON TOP KEYWORDS IN CATEGORY

Search Query	Search Query Volume	Search Funnel - Impressions			Search Funnel - Clicks				Same Day Shipping Speed	Search Funnel - Cart Adds				Same Day Shipping Speed	Total Count	Purchase Rate
		Total Count	Brand Count	Brand Share	Total Count	Click Rate	Brand Count	Brand Share		Total Count	Cart Add Rate	Brand Count	Brand Share			
	4,452	94,437	23,110	24.47%	2,013	45.22%	1,596	79.28%	260	709	15.93%	599	84.49%	107	245	5.5%
	62,165	1,432,577	68,293	4.77%	29,998	48.26%	1,946	6.49%	1,248	9,048	14.55%	417	4.61%	361	2,972	4.78%
	3,058	72,482	16,376	22.59%	1,266	41.4%	979	77.33%	183	404	13.21%	342	84.65%	63	126	4.12%
	33,737	782,199	26,768	3.42%	15,213	45.09%	571	3.75%	994	4,187	12.41%	111	2.65%	290	1,181	3.5%
	19,594	476,317	25,612	5.38%	9,620	49.1%	355	3.69%	151	3,071	15.67%	92	3.0%	38	1,373	7.01%
	17,772	437,583	11,141	2.55%	5,296	29.8%	289	5.46%	1,489	1,845	10.38%	145	7.86%	590	960	5.4%
	408	10,727	2,098	19.56%	200	49.02%	164	82.0%	66	74	18.14%	66	89.19%	22	40	9.8%
	4,393	96,602	15,197	15.73%	2,134	48.58%	211	9.89%	194	562	12.79%	36	6.41%	46	203	4.62%
	16,390	403,465	13,727	3.4%	5,676	34.63%	177	3.12%	1,790	1,496	9.13%	26	1.74%	495	577	3.52%
	209	5,650	652	11.54%	118	56.46%	92	77.97%	48	52	24.88%	43	82.69%	15	24	11.48%
	8,930	214,812	11,553	5.38%	4,250	47.59%	148	3.48%	794	1,223	13.7%	10	0.82%	245	438	4.9%
	6,695	195,494	8,966	4.59%	2,933	43.81%	90	3.07%	57	820	12.25%	23	2.8%	14	339	5.06%
	1,589	35,535	4,022	11.32%	649	40.84%	84	12.94%	194	134	8.43%	15	11.19%	40	45	2.83%
	51	1,332	292	21.92%	35	68.63%	32	91.43%	13	22	43.14%	21	95.45%	10	11	21.57%
	4,496	87,380	4,522	5.18%	1,902	42.3%	109	5.73%	224	420	9.34%	11	2.62%	61	79	1.76%
	3,331	76,821	6,212	8.09%	1,700	51.04%	90	5.29%	338	365	10.96%	15	4.11%	71	115	3.45%
	11,322	255,517	6,257	2.45%	4,619	40.8%	37	0.8%	1,458	1,088	9.61%	9	0.83%	336	287	2.53%
	107	3,262	420	12.88%	52	48.6%	45	86.54%	29	21	19.63%	16	76.19%	12	9	8.41%
	1,772	39,974	3,004	7.51%	704	39.73%	39	5.54%	209	164	9.26%	10	6.1%	57	65	3.67%
	38	1,005	123	12.24%	23	60.53%	18	78.26%	8	12	31.58%	12	100.0%	5	10	26.32%
	1,721	38,068	1,979	5.2%	860	49.97%	59	6.86%	25	289	16.79%	15	5.19%	3	98	5.69%
	471	11,146	1,247	11.19%	239	50.74%	66	27.62%	59	40	8.49%	11	27.5%	11	15	3.18%
	4,986	131,052	3,839	2.93%	2,671	53.57%	48	1.8%	103	748	15.0%	11	1.47%	35	298	5.98%
	1,543	29,071	2,379	8.18%	127	8.23%	53	41.73%	9	15	0.97%	14	93.33%	2	3	0.19%
	7,462	187,198	4,570	2.44%	2,278	30.53%	33	1.45%	665	647	8.67%	5	0.77%	230	282	3.78%

## KEY TAKEAWAYS:

- You can see the **TOP** keywords that lead customers to the brand's products and the % of customers finding your brand vs. competitors
- You can identify at which stage you're **losing the buyer** and optimize accordingly.
- Identify keywords where you're **untapped**, where search volume is decent, and you can rank on Page 1.
- You can see where you're **dominating** on your brand's **purchases**
- Need to be on **top half of Page 1** to see strong brand share % in purchases.

# STRATEGY #3: SEARCH QUERY PERFORMANCE

## LEVERAGING THE DATA

### KEY TAKEAWAYS:

- When looking at the funnel, you want Impressions → Clicks → Add to Carts → Purchases to **grow at all levels**
- If you have **low impressions**, you are **not indexing** for these keywords. There is a **traffic problem**.
  - **Next steps:** If there are keywords with a decent amount of search volume and it's attainable for you to rank, but you have less than 1% impression share, add an **exact match** of that keyword in your **title, backend keywords, brand story, A+ content**, and potentially, **ad campaigns** to increase your indexing for that keyword.
- If **clicks < impressions**, there is likely a **click thru issue**.
  - Next steps: Ensure that your **main image** has been A/B tested and is optimized for conversion. Evaluate H10's media comparison to see if there are additional opportunities within the competitive space. You may also need to **improve your price point, reviews and/or ratings**. Are your **titles optimized** for SEO?
- If **clicks > impressions**, consumers are **interested** in your product, but you **aren't as visible**.
  - Next steps: Evaluate search volume to see if it makes sense to focus on this product. Ensure this product is included in all aspects of your listing as an **exact match** so you can **index/rank**.
- If you had a big fall off at **add to cart**, customers didn't see the need to convert.
  - Next steps: **Evaluate infographics and A+ Content** and ensure they tell a story of the key product selling points/benefits/why customers should purchase your product over the competition.

# STRATEGY #3: SEARCH QUERY PERFORMANCE

TRACKING THE DATA TO EVALUATE MARKET SHARE

Type or Select a Query:				mens shampoo						
Week	Search Query Score	Search Query Volume	Total Purchase Count	Brand Impressions Share	Click Rate	Brand Click Share	Cart Add Rate	Brand Cart Adds Share	Purchase Rate	Brand Purchase Share
30	88	17,305	603	0.00%	27.66%	0.10%	7.25%	0.00%	3.48%	0.00%
31	0	0	0	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
32	0	0	0	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
33	0	0	0	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
34	22	17,981	944	0.64%	27.48%	0.47%	9.67%	0.52%	5.25%	0.64%
35	6	17,260	893	3.25%	26.37%	3.67%	9.98%	3.60%	5.17%	3.25%
36	4	17,122	1,025	15.02%	28.20%	9.63%	11.12%	12.50%	5.99%	15.02%
37	4	17,099	983	6.31%	28.25%	4.99%	10.47%	5.36%	5.75%	6.31%
38	4	16,791	921	7.60%	28.03%	5.69%	10.37%	6.15%	5.49%	7.60%
39	3	15,727	936	7.91%	29.28%	6.82%	11.11%	8.64%	5.95%	7.91%
40	5	17,125	1,009	8.33%	28.50%	7.85%	11.11%	11.72%	5.89%	8.33%
41	3	19,934	1,125	6.58%	27.46%	7.00%	10.28%	9.17%	5.64%	6.58%
42	3	16,506	999	7.11%	29.24%	7.11%	11.62%	10.01%	6.05%	7.11%
43	3	16,539	1,029	6.32%	29.66%	7.71%	11.91%	9.24%	6.22%	6.32%
44	3	16,063	1,028	7.30%	30.37%	7.40%	12.22%	9.98%	6.40%	7.30%
45	3	15,938	1,014	6.80%	29.93%	7.17%	12.28%	9.71%	6.36%	6.80%
46	3	16,202	990	8.59%	29.41%	7.95%	12.23%	10.65%	6.11%	8.59%
47	3	17,037	935	9.84%	27.96%	8.57%	11.29%	11.44%	5.49%	9.84%



- Once you have assessed opportunity keywords for optimization and actioned accordingly, **monitor the impact** of your updates weekly and/or monthly.
- Track **organic ranking** momentum in **Helium 10 Keyword Tracker** as you will notice a correlation between growth in your **brand purchase share** and **improvement in organic rank** after you've optimized accordingly.



# STRATEGY #3: SEARCH QUERY PERFORMANCE

## TARGETING TOP COMPETITORS WITHIN CATEGORY

Manage All Inventory Inventory Planning Campaign Manager Business Reports Deals Fulfillment Account Health **Brand Analytics**

Search Catalog Performance **Search Query Performance** Repeat Purchase Behavior Demographics Market Basket Analysis Amazon Search Terms

### Search Query Performance Beta Amazon Brand Analytics [Take a feedback survey](#)

This dashboard lists the top queries that led customers to your brand's products. It includes overall query performance, such as impressions, clicks, cart adds, and purchases for each query, and your brand's share of that performance. The Brand view shows query performance across your brand(s). The ASIN view shows the top search queries for a specific ASIN.

Brand View **ASIN View**

! We've made an update to how we calculate Query Volume. [Learn more here.](#)

ASIN or Product

Reporting Range

Apply

- Next, dive into the competitive landscape to understand ASIN level keyword data under the ASIN view.
- Enter your ASIN or Product Name in the field below and update your Reporting Range.

# STRATEGY #3: SEARCH QUERY PERFORMANCE

## TARGETING TOP COMPETITORS WITHIN CATEGORY

Brand View **ASIN View**

📌 We've made an update to how we calculate Query Volume. Learn more here.

ASIN or Product  Clear Search Reporting Range: Weekly Select week: Week 4 | 2023-01-22 - 2023-0

Displaying 18 of 33 columns. Customize Columns (33)

Search Query <small>Select a query to learn more</small>	Search Query Score	Search Query Volume	Search Funnel - Impressions			Search Funnel - Clicks				Search Funnel - Cart Adds			Search Funnel - Purchases			
			Total Count	ASIN Count	ASIN Share	Total Count	Click Rate	ASIN Count	ASIN Share	Total Count	Cart Add Rate	ASIN Count	ASIN Share	Total Count	Purchase Rate	ASIN Count
1	17,772	437,583	10,808	2.47%	5,296	29.8%	288	5.44%	1,845	10.38%	144	7.8%	960	5.4%	40	4.17%
2	408	10,727	730	6.81%	200	49.02%	150	75.0%	74	18.14%	62	83.78%	40	9.8%	37	92.5%
3	4,452	94,437	3,138	3.32%	2,013	45.22%	128	6.36%	709	15.93%	55	7.76%	245	5.5%	23	9.59%
4	8,930	214,812	9,669	4.5%	4,250	47.59%	136	3.2%	1,223	13.7%	9	0.74%	438	4.9%	4	0.91%
5	16,390	403,465	5,928	1.47%	5,676	34.63%	63	1.11%	1,496	9.13%	11	0.74%	577	3.52%	5	0.87%
6	11,322	255,517	5,970	2.34%	4,619	40.8%	34	0.74%	1,088	9.61%	8	0.74%	287	2.53%	2	0.7%
7	107	3,262	199	6.1%	52	48.6%	43	82.69%	21	19.63%	15	71.43%	9	8.41%	7	77.78%
8	4,393	96,602	6,096	6.31%	2,134	48.58%	41	1.92%	562	12.79%	3	0.53%	203	4.62%	3	1.48%
9	1,772	39,974	1,950	4.88%	704	39.73%	34	4.83%	164	9.26%	9	5.49%	65	3.67%	6	9.23%
10	3,058	72,482	427	0.59%	1,266	41.4%	29	2.29%	404	13.21%	15	3.71%	126	4.12%	6	4.76%
11	1,589	35,535	1,510	4.25%	649	40.84%	38	5.86%	134	8.43%	11	8.21%	45	2.83%	5	11.11%
12	1,172	30,733	1,408	4.58%	694	59.22%	38	5.48%	161	13.74%	6	3.73%	64	5.46%	4	6.25%
13	3,147	77,367	2,651	3.43%	1,261	40.07%	23	1.82%	314	9.98%	5	1.59%	117	3.72%	3	2.56%
14	3,137	77,159	2,251	2.92%	1,234	39.34%	30	2.43%	253	8.07%	7	2.77%	86	2.74%	2	2.33%
15	41	1,096	75	6.84%	22	53.66%	14	63.64%	10	24.39%	8	80.0%	6	14.63%	4	66.67%
16	7,530	145,470	5,160	3.55%	3	0.04%	0	0.0%	2	0.03%	0	0.0%	1	0.01%	0	0.0%
17	471	11,146	305	2.74%	239	50.74%	32	13.39%	40	8.49%	6	15.0%	15	3.18%	3	20.0%
18	575	17,212	724	4.21%	297	51.65%	10	3.37%	87	15.13%	4	4.6%	32	5.57%	4	12.5%
19	1,272	31,623	2,269	7.18%	729	57.31%	25	3.43%	324	25.47%	4	1.23%	162	12.74%	1	0.62%
20	4,431	112,772	2,242	1.99%	1,920	43.33%	9	0.47%	596	13.45%	2	0.34%	282	6.36%	2	0.71%
21	2,804	41,000	1,914	4.67%	1,037	36.98%	35	3.38%	157	5.6%	4	2.55%	40	1.43%	0	0.0%
22	62,165	1,432,577	3,876	0.27%	29,998	48.26%	7	0.02%	9,048	14.55%	0	0.0%	2,972	4.78%	0	0.0%
23	3,193	72,735	2,177	2.99%	1,664	52.11%	10	0.6%	402	12.59%	3	0.75%	124	3.88%	1	0.81%
24	2,670	67,049	1,402	2.09%	763	28.58%	6	0.79%	251	9.4%	3	1.2%	131	4.91%	2	1.53%
25	12,331	199,298	2,429	1.22%	2,456	19.92%	12	0.49%	575	4.66%	3	0.52%	215	1.74%	0	0.0%

- This view gives you visibility into top search queries for specific ASINs.
- In depth understanding of the marketing funnel on an ASIN and search query level.

# STRATEGY #3: SEARCH QUERY PERFORMANCE

## TARGETING TOP COMPETITORS WITHIN CATEGORY

**Search Query**  
Select a query to learn more

**mens shampoo**

**Search Query Details** Beta Amazon Brand Analytics

This dashboard provides visibility into the performance of up to the top 10 ASINs for the selected search query from the Search Query Performance dashboard in comparison to your selected ASIN. The top performance is selected based on the Query ASIN score, calculated using a combination of search funnel impressions, clicks, cart adds, and purchases.

Reporting Range: Weekly | Select week: Week 4 | 2023-01-22 - 2023-01-30 | Apply

**Query Metrics**

Search Query: mens shampoo  
Query Volume: 17,772  
Total Impressions: 437,583

**ASIN Metrics**

ASIN: [REDACTED]  
Impressions: 10,808  
Clicks: 288  
Click Share: 5.44%  
Impression Share: 2.47%

Product Title	ASIN	Brand	Price (median)	ASIN Impressions			ASIN Clicks	
				Impressions	Impression Share	Clicks	Click Share	
Tea Tree Tea Tree Special Shampoo, 10.14 Fl Oz	B003E1CYHO	Tea Tree	\$18.50	10,812	2.47%	831	11.81%	
Rocky Mountain Barber Company Men's Shampoo - Tea ...	B07T3HJKT8	Rocky Mountain Barber Company	\$13.99	10,410	2.38%	354	6.86%	
Keeps Biotin Mens Shampoo for Thinning Hair and Ha...	B0994WXS42	Keeps	\$21.99	10,808	2.47%	288	5.44%	
Old Spice Fiji 2-in-1 Shampoo and Conditioner for ...	B08LJSPMB8	Old Spice	\$15.94	10,414	2.38%	220	4.27%	
Shampoo for Men by American Crew, Daily Cleanser, ...	B08SMH2DST	American Crew	\$19.59	10,318	2.39%	201	3.8%	
Old Spice Men's 2-in-1 Shampoo and Conditioner, Ma...	B08KNQJDRH	Old Spice	\$18.99	11,172	2.55%	161	3.04%	
Viking Revolution Sandalwood Shampoo and Condition...	B0B9766X15	Viking Revolution	\$25.88	11,434	2.61%	149	2.81%	
OGX Hydrating + Tea Tree Mint Shampoo, Nourishing ...	B000TGC8D2	OGX	\$5.59	8,742	2.0%	149	2.81%	
Every Man Jack 2-in-1 Daily Shampoo + Conditioner ...	B08PGN81L9	Every Man Jack	\$17.99	7,970	1.82%	120	2.38%	
Old Spice Reinvigorate Shampoo for Men with Tea Tr...	B08LHX599H	Old Spice	\$15.99	7,836	1.79%	80	1.51%	

- From this view, you can drill down on specific search queries and the Search Query Details will populate.
- Preview how your ASIN's metrics compare to the total query metrics and top competitors dominating impression share and click share for the respective search query.

# STRATEGY #3: SEARCH QUERY PERFORMANCE

## STRATEGIES TO IMPROVE MARKET SHARE

### Search Query Details Beta Amazon Brand Analytics

This dashboard provides visibility into the performance of up to the top 10 ASINs for the selected search query from the Search Query Performance dashboard in comparison to your selected ASIN. The top performance is selected based on the Query ASIN score, calculated using a combination of search funnel impressions, clicks, cart adds, and purchases.

Reporting Range:  Select week:

#### Query Metrics

Search Query: mens shampoo  
Query Volume: 17,772  
Total Impressions: 437,583  
Total Clicks: 5,296  
Click Rate: 29.8%

#### ASIN Metrics

ASIN: XXXXXXXXXX  
Impressions: 10,808  
Impression Share: 2.47%  
Clicks: 288  
Click Share: 5.44%

Product Title	ASIN	Brand	Price (median)	ASIN Impressions		ASIN Clicks	
				Impressions	Impression Share	Clicks	Click Share
Tea Tree Tea Tree Special Shampoo, 10.14 Fl Oz	B003E1CYHO	Tea Tree	\$18.50	10,812	2.47%	631	11.91%
Rocky Mountain Barber Company Men's Shampoo - Tea ...	B0773HJKT6	Rocky Mountain Barber Company	\$13.99	10,416	2.38%	354	6.68%
Keeps Biotin Mens Shampoo for Thinning Hair and Ha...	B0994WXS42	Keeps	\$21.99	10,808	2.47%	288	5.44%
Old Spice Fiji 2-in-1 Shampoo and Conditioner for ...	B08LJ5PMB8	Old Spice	\$15.94	10,414	2.38%	226	4.27%
Shampoo for Men by American Crew, Daily Cleanser, ...	B08SMH2DST	American Crew	\$19.59	10,318	2.36%	201	3.8%
Old Spice Men's 2-in-1 Shampoo and Conditioner, Ma...	B0BKXQJDRH	Old Spice	\$16.99	11,172	2.55%	161	3.04%
Viking Revolution Sandalwood Shampoo and Condition...	B0B9766X15	Viking Revolution	\$25.88	11,434	2.61%	149	2.81%
OGX Hydrating + Tea Tree Mint Shampoo, Nourishing ...	B000TGC8D2	OGX	\$5.59	8,742	2.0%	149	2.81%
Every Man Jack 2-in-1 Daily Shampoo + Conditioner ...	B09PGN81L9	Every Man Jack	\$17.99	7,970	1.82%	126	2.38%
Old Spice Reinvigorate Shampoo for Men with Tea Tr...	B08LHX596H	Old Spice	\$15.99	7,836	1.79%	80	1.51%

- Implement a competitive product targeting strategy in advertising campaigns to grab market share from top competitors.
- Dive into competitive listings to understand how competitors are dominating click share (increased advertising investment, opportunity keywords, ratings/reviews, pricing, creative optimized for conversion?)

# WALMART.COM UPDATES

Review Accelerator Program

New Seller Fee Incentives

Subscriptions

Walmart B2B

Flash Picks / Deals

Variation AD Targeting

# WALMART.COM

## REVIEW ACCELERATOR PROGRAM

- When a customer purchases a product that is participating in the program, they will be asked to write a true, accurate, and honest **review in exchange for a \$3 reward** toward their next purchase.
- Marketplace sellers will be **charged a \$10 service fee per review** and will only be charged for a **maximum of five incentivized** reviews per participating item.
- All customer reviews will be posted to the item page regardless of the rating and will display an Incentivized Review badge.

### Eligibility

Items that have sales in the last 30 days and have less than five reviews are eligible to participate in the program. Visit the Review Accelerator dashboard in Seller Center to see which items in your assortment are eligible to enroll.

# WALMART.COM

## CONTENT AND DISCOVERABILITY SCORE BEST PRACTICES

- Need to ensure Category and Product type are correct first as that will dictate what you can edit on the item
- IF you're a Hardware company but set as chocolate bar you won't have access to the correct attributes to optimize for
- Use the style guide as the best reference for where you should be

## OFFER SCORE:

- Ship Speed
- In stock rates
- Price Parity / competitiveness

## RATING / REVIEW SCORE:

- # of reviews
- Quality of the reviews

\*\*All 3 roll up into the Listing Quality score

# WALMART.COM

## NEW SELLER INCENTIVES

This limited-time offer grants new sellers based in the U.S. up to a 25% commission rate reduction for 90 days when trying Walmart exclusive tools and services including:

- Walmart Fulfillment Services (WFS): End-to-end fulfillment services for Walmart Marketplace sellers of all sizes.
- Sponsored Search advertising: High-visibility Search ads to help get your brand in front of customers actively searching for products like yours.
- Repricer: Automated pricing tool that helps sellers stay ahead of the competition.

Up to  
**25% off**  
Referral fees

**10%**  
Go live and  
complete the  
New-Seller Survey

**+5%**  
Ship with  
Walmart Fulfillment  
Services

**+5%**  
Advertise  
with Walmart  
Connect

**+5%**  
Enroll in  
the Walmart  
Repricer

Scale up with a \$500 Sponsored Products ad credit

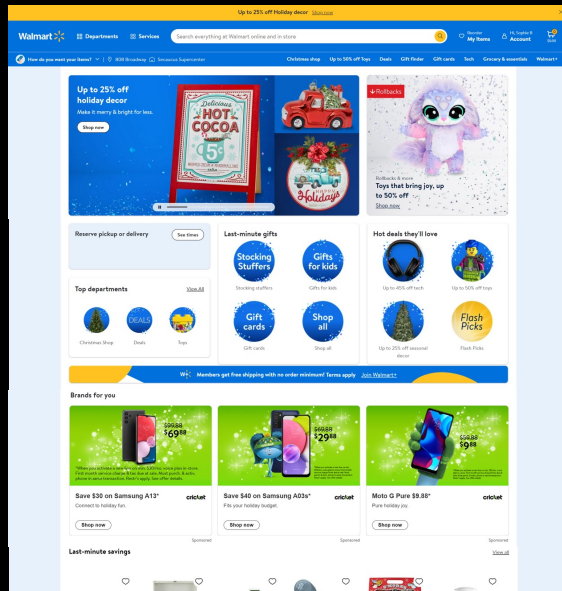
<https://marketplace.walmart.com/new-seller-savings-2023/>



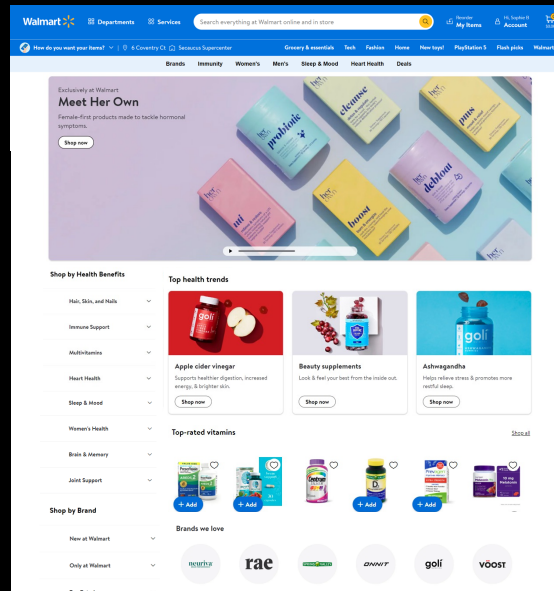
# SITE WALKTHROUGH

## WALMART.COM FUNDAMENTALS

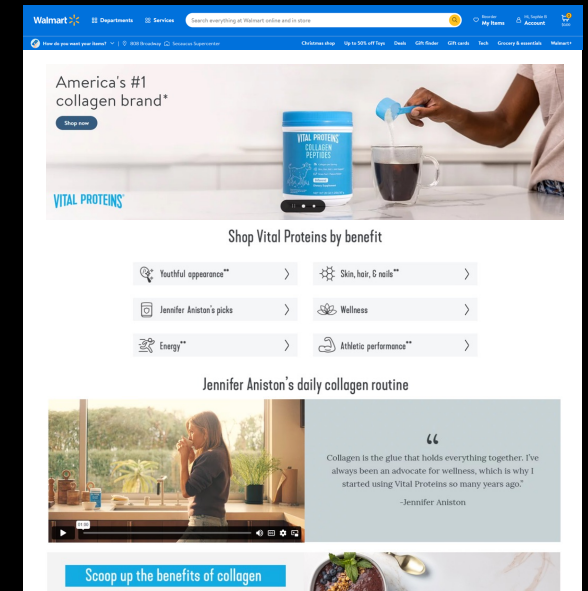
### Homepage



### Category Page



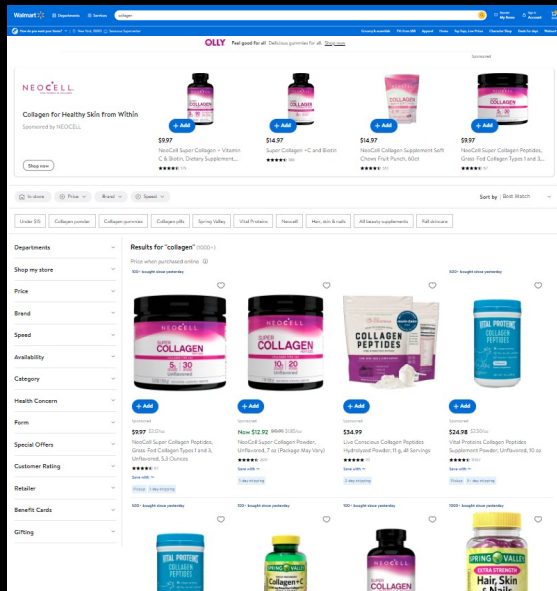
### Brand Store



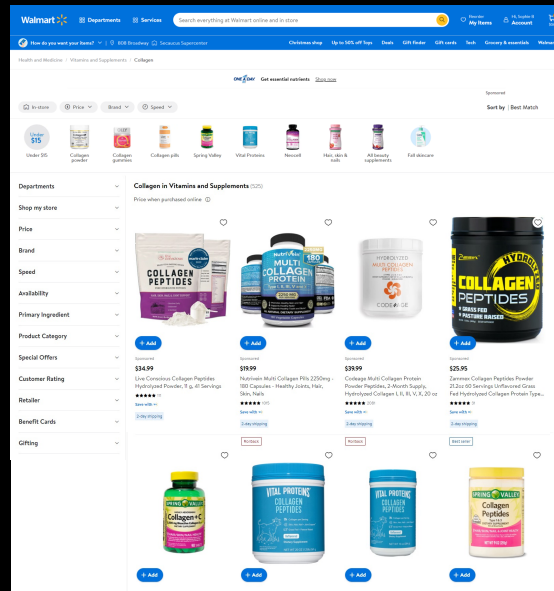
# SITE WALKTHROUGH

## WALMART.COM FUNDAMENTALS

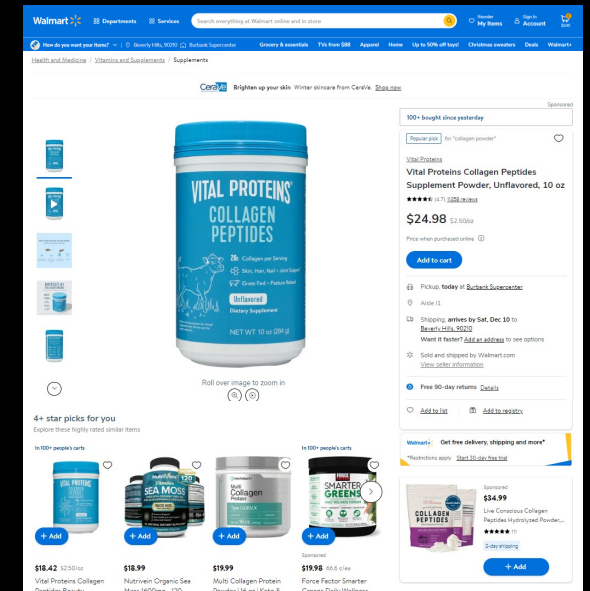
### Search Term



### Browse Shelf



### Product Page



THANK  
YOU!

Let's Connect.

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