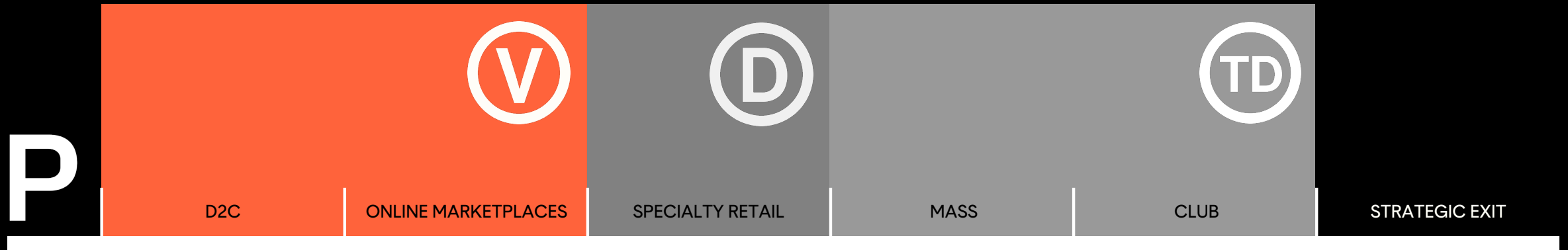# VENDO

a PLTFRM Company

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

VENDO IS PART OF OUR LARGER PLTFRM

D2C	ONLINE MARKETPLACES	SPECIALTY RETAIL	MASS	CLUB	STRATEGIC EXIT
shopify	amazon	theVitamin Shoppe	Walmart	COSTCO WHOLESALE	P&G
	instacart	macy's	TARGET	Sam's Club	Nestlé
	gopuff	BED BATH & BEYOND	BEST BUY		Mondelēz International
	Walmart				Johnson & Johnson
	TARGET				

VENDO

AMAZON FEATURE CHANGES

FBA Inventory Bidding / Auction
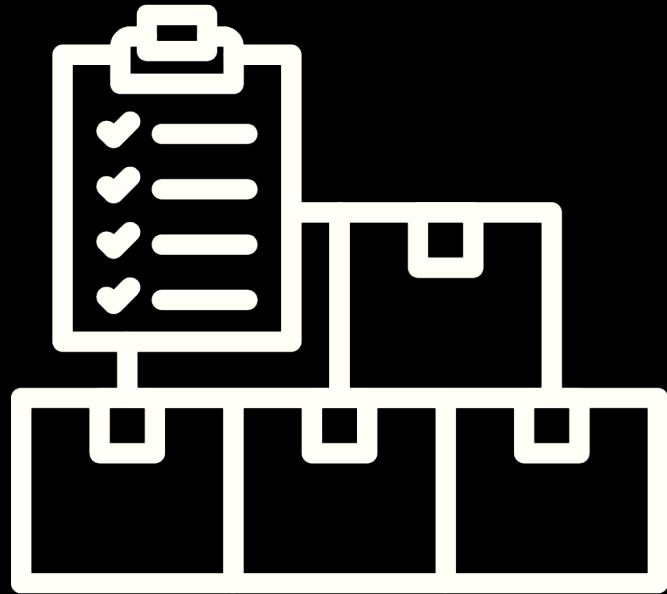
Seller Central Fee Changes

Buy With Prime

Tailored Audiences

Search Query Performance Data

Premium A+ Content

Brand Story

VENDO

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.

VENDO

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.

VENDO

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

VENDO

Amazon

Hello
Select your address

All ▾

Search Amazon

🔍

🇺🇸 EN ▾

Hello, Noah
Account & Lists ▾

Returns
& Orders

0
Cart

≡ All   Clinic   Amazon Basics   Livestreams   Best Sellers   Prime ▾   Customer Service   Books   Pet Supplies   Beauty & Personal Care   Amazon Home   Gifts delivered overnight

731 Woodworks
Earns Commissions

Follow

♡ 0   ⬆️

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
Cruzer Miter Saw
$471⁹⁹
FREE delivery **Monday, February 6**

Yost Tools
Yost Tools F124 24" F-Clamp
$18⁵³

Rok
Rok Hardware 4 Pack Heavy
Duty 8000 lbs Capacity...
$24⁹⁹
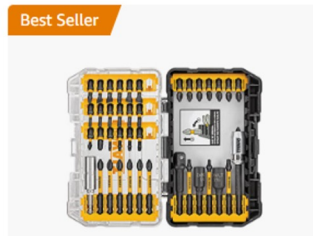FREE delivery **Tuesday, February 7**
on first order.

POWERTEC
POWERTEC 17000
Workbench Caster Kit...
$39⁹⁷
FREE delivery **Monday, February 6**

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

Best Seller

VENDO

amazon

Hello
Select your address

All ▾   Search Amazon

🇺🇸 EN ▾

Hello, Noah
Account & Lists ▾

Returns
& Orders

0
C

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

VENDO

amazon

Hello
Select your address

All

Search Amazon

EN

Hello, Noah
Account & Lists

Returns
& Orders

0
Cart

All   Clinic   Amazon Basics   Livestreams   Best Sellers   Prime   Customer Service   Books   Pet Supplies   Beauty & Personal Care

Uncommon finds for the new year

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.

Best Seller

WEN
WEN 6515T 1 in. x 30 in. Belt
Sander with 5 in. Sanding…
$88⁸³
FREE delivery **Monday, February 6**

DEWALT
DEWALT 12-Inch Miter Saw,
15-Amp, Single Bevel,…
$199⁰⁰
FREE delivery **Monday, February 6**

WEN
WEN 4208T 2.3-Amp 8-Inch
5-Speed Cast Iron Benchto…
$109²⁷
FREE delivery **Monday, February 6**

WEN
WEN 6321 7-Amp 3 in. x 21
in. Corded Belt Sander wit…
$39⁹⁹
FREE delivery **Monday, February 6**

Miller Electric
Miller 951674 Multimatic
215 Multiprocess Welder…
$3,299⁰⁰
FREE delivery February 13 - 16.
Details

Dremel

Milwaukee

Milwaukee

Milwaukee

Milwaukee

VENDO

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

VENDO
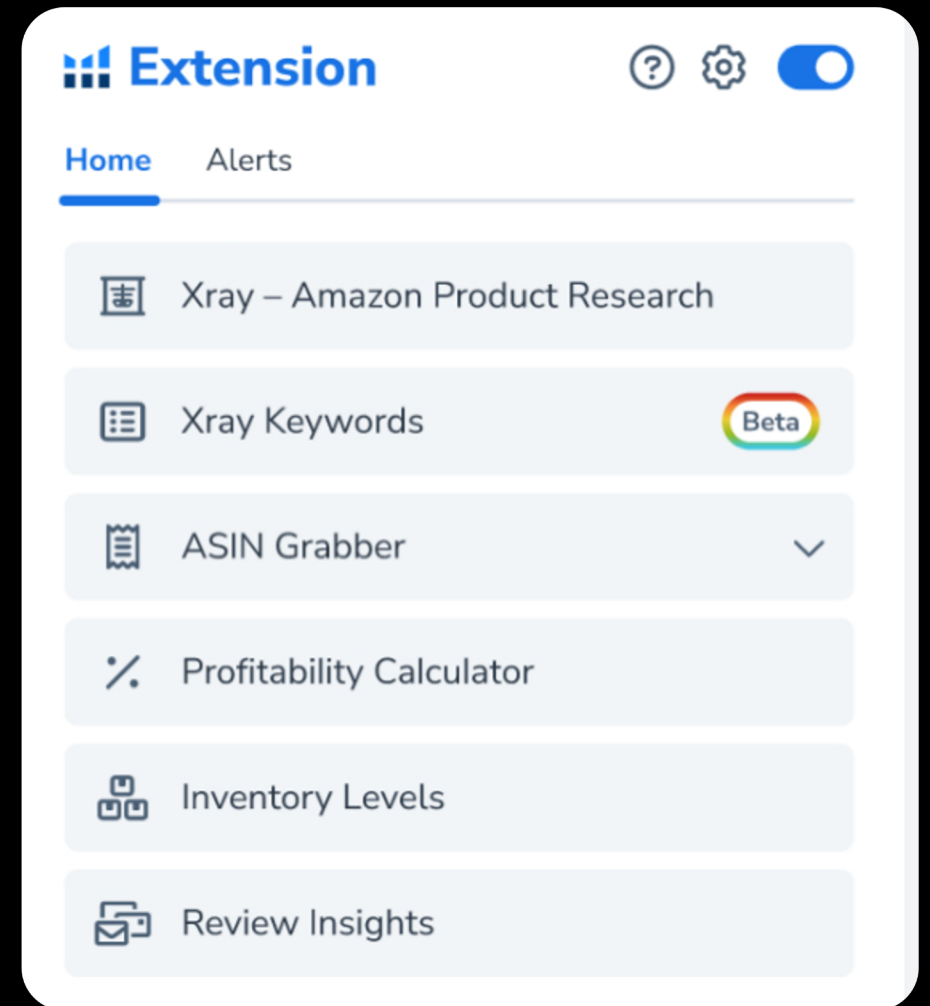
SPECIAL HELIUM 10 DISCOUNT LINK:

VENDO10 – 10% off every month
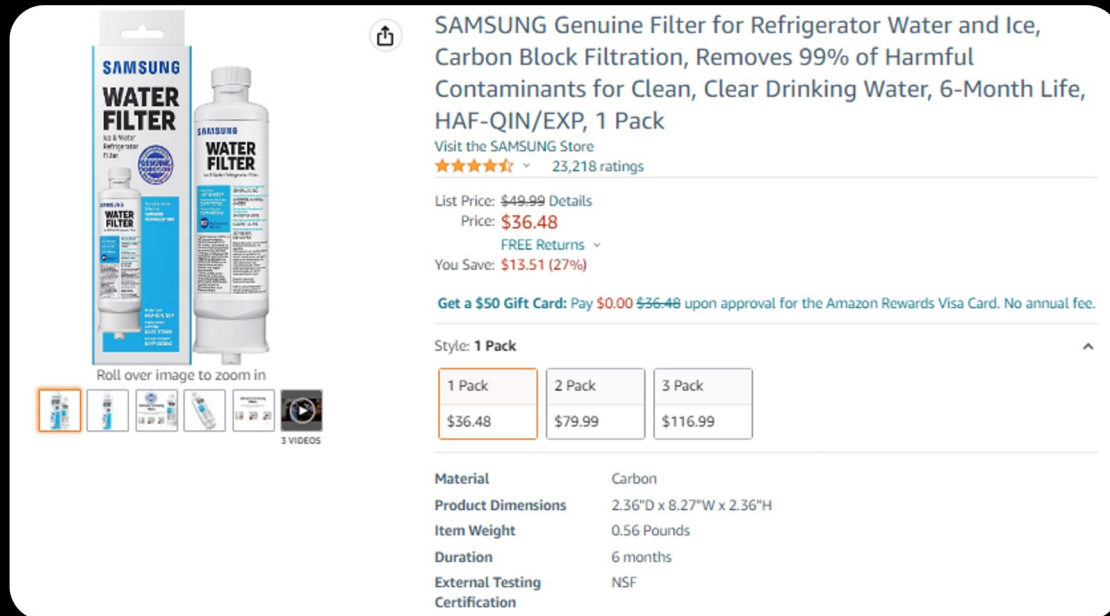
Please use this link to apply discount code!
https://bit.ly/3vGPBiH

VENDO

STRATEGY #1: REVIEW INSIGHTS

UNDERSTANDING WHICH CHILD ASINS ARE DRIVING SALES IN A VARIATION

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?

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STRATEGY #1: REVIEW INSIGHTS

UNDERSTANDING WHICH CHILD ASINS ARE DRIVING SALES IN A VARIATION
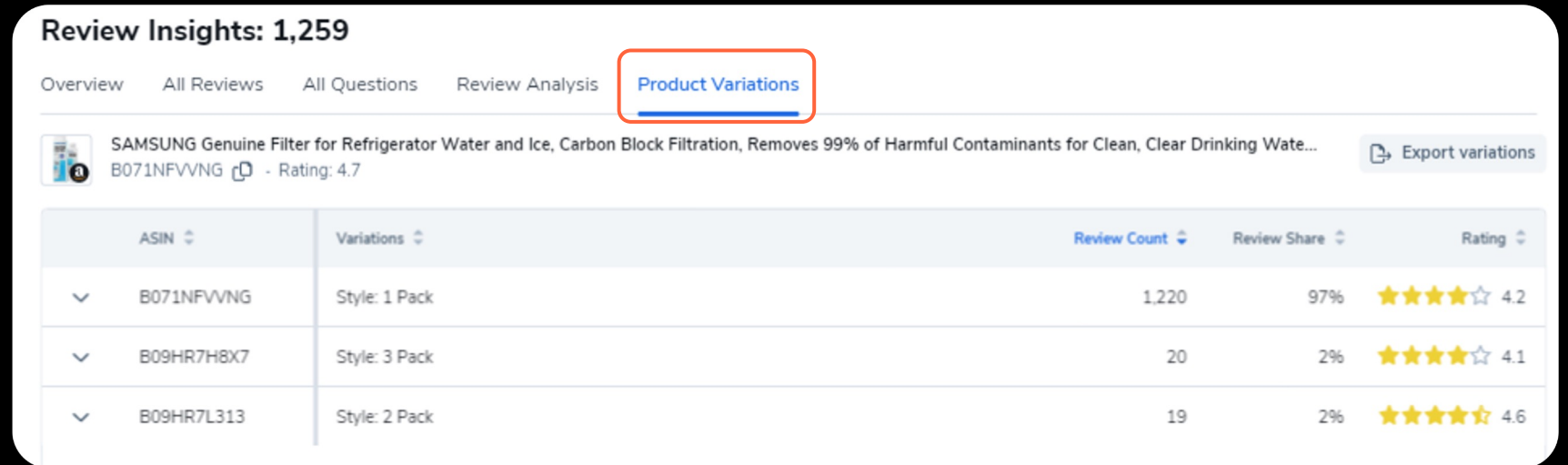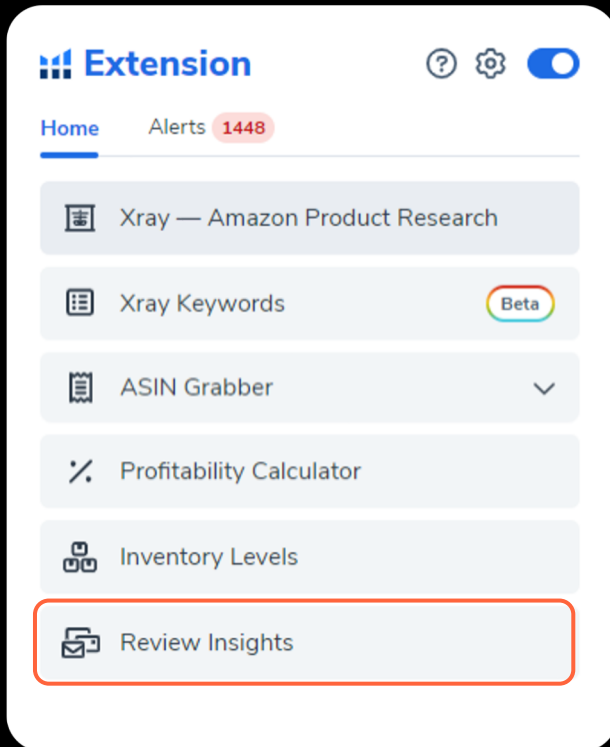
Key Takeaway: 1 Pack likely drives roughly 97% of total sales for this parent ASIN, while 2 and 3 Packs likely contribute 2% of total sales for this parent listing.

VENDO

STRATEGY #2: COMPETITIVE KEYWORDS

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

- **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

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STRATEGY #2: COMPETITIVE KEYWORDS

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

- **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)

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STRATEGY #2: COMPETITIVE KEYWORDS

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

- **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 ½ = 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

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STRATEGY #2: COMPETITIVE KEYWORDS

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

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

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STRATEGY #3: SEARCH QUERY PERFORMANCE

INCREASING MARKET SHARE ON TOP KEYWORDS IN CATEGORY
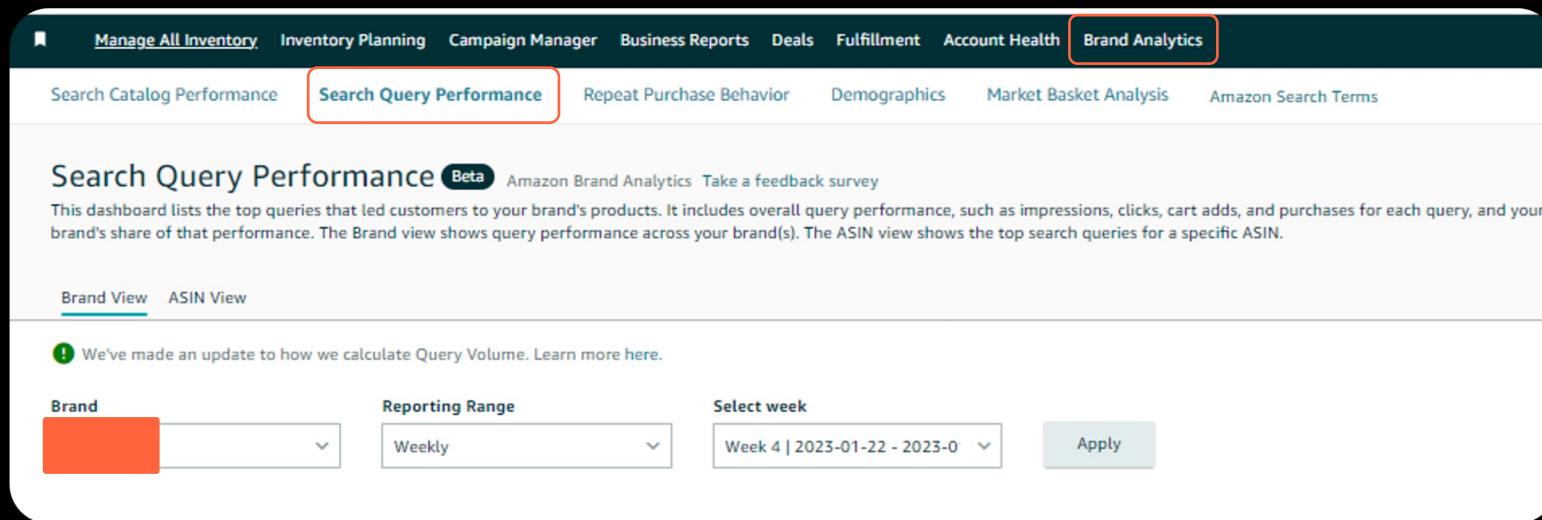
- Released by Amazon in the beginning of April, the Search Query Performance Dashboard shows brand owners how customers are searching for their brand and gives an overview of their brand's marketing funnel and market share on the search term level.

- Reporting Ranges: Weekly, Monthly Quarterly

VENDO

STRATEGY #3: SEARCH QUERY PERFORMANCE

INCREASING MARKET SHARE ON TOP KEYWORDS IN CATEGORY

The Marketing Funnel

Attract	Awareness
Inform	Consideration
Convert	Conversion
Engage	Loyalty
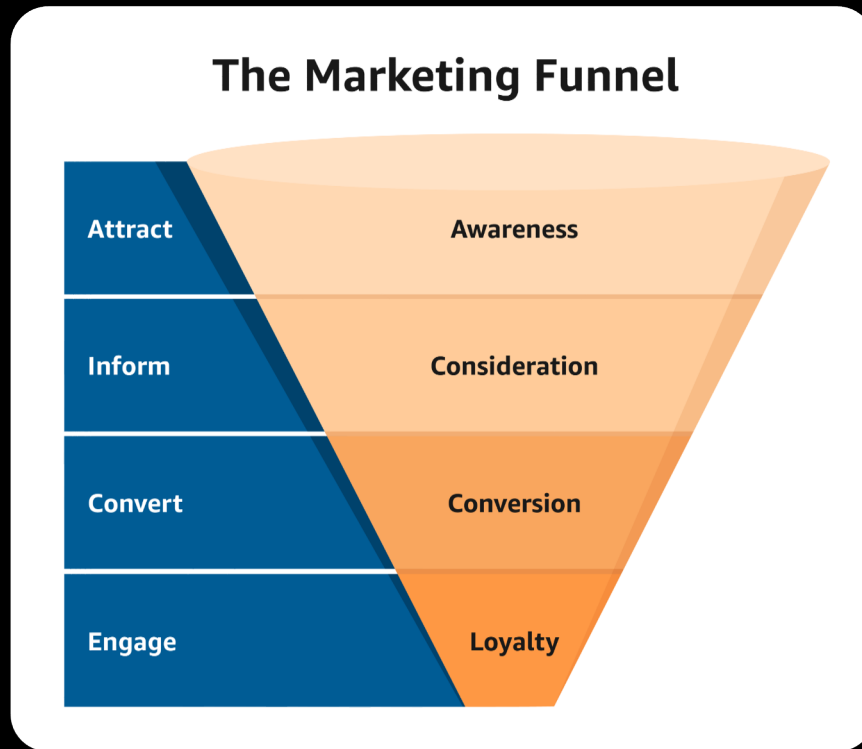
Impressions

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	Same Shipp Spee

VENDO

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					Total Count	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	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%

- 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"

VENDO

STRATEGY #3: SEARCH QUERY PERFORMANCE

INCREASING MARKET SHARE ON TOP KEYWORDS IN CATEGORY

Search Query			Search Funnel - Impressions ⓘ			Search Funnel - Clicks ⓘ					Search Funnel - Cart Adds ⓘ						
	Search Query Volume	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
	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%
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	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.

VENDO

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.

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STRATEGY #3: SEARCH QUERY PERFORMANCE

TRACKING THE DATA TO EVALUATE MARKET SHARE

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.

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STRATEGY #3: SEARCH QUERY PERFORMANCE

TARGETING TOP COMPETITORS WITHIN CATEGORY

- 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.

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STRATEGY #3: SEARCH QUERY PERFORMANCE

TARGETING TOP COMPETITORS WITHIN CATEGORY

- 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.

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STRATEGY #3: SEARCH QUERY PERFORMANCE

TARGETING TOP COMPETITORS WITHIN CATEGORY

- 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.

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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
Weekly

Select week
Week 4 | 2023-01-22 - 2023-01-   Apply

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:
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	$16.50	10,812	2.47%	631	11.91%
Rocky Mountain Barber Company Men's Shampoo - Tea ...	B07T3HJKT6	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...	B0BKNQJDRH	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 ...	B09PGN61L9	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?)

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WALMART.COM UPDATES

Review Accelerator Program

New Seller Fee Incentives

Subscriptions

Walmart B2B

Flash Picks / Deals

Variation AD Targeting

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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.

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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

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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

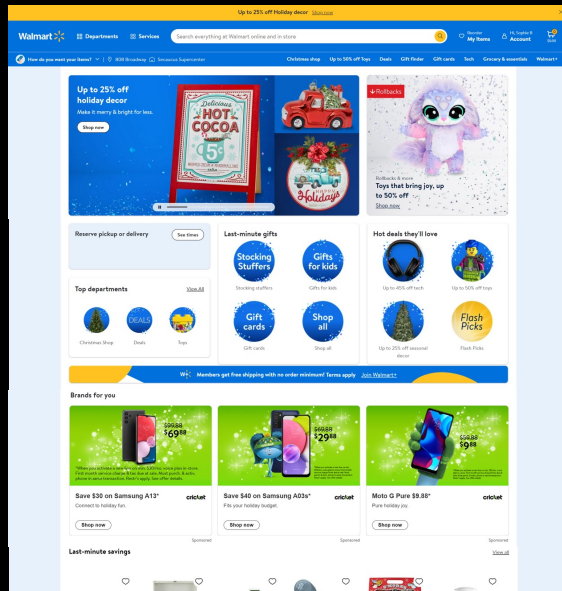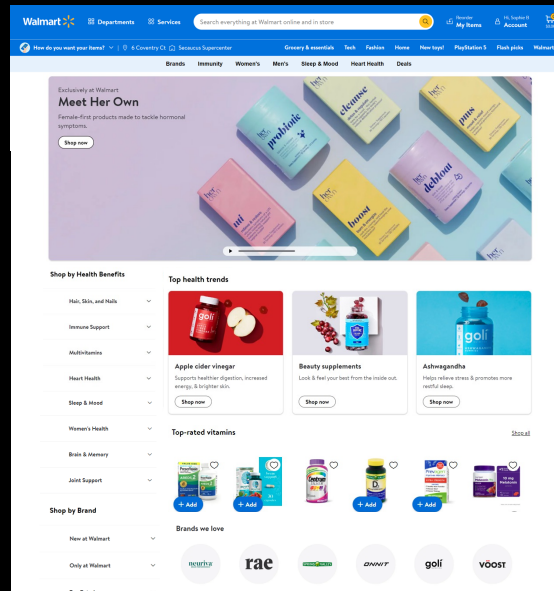| **10%** Go live and complete the New-Seller Survey | **+5%** Ship with Walmart Fulfillment Services | **+5%** Advertise with Walmart Connect | **+5%** Enroll in the Walmart Repricer |

Scale up with a $500 Sponsored Products ad credit

https://marketplace.walmart.com/new-seller-savings-2023/
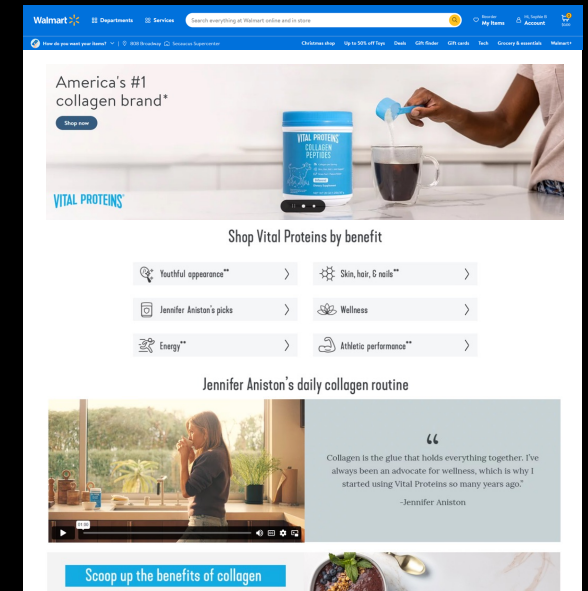
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SITE WALKTHROUGH

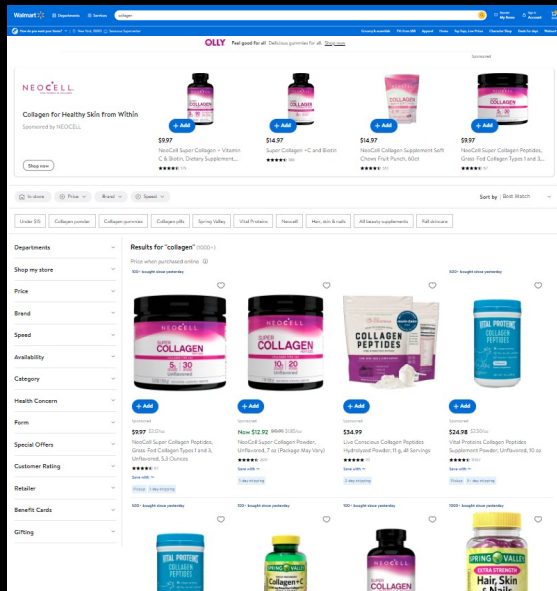WALMART.COM FUNDAMENTALS
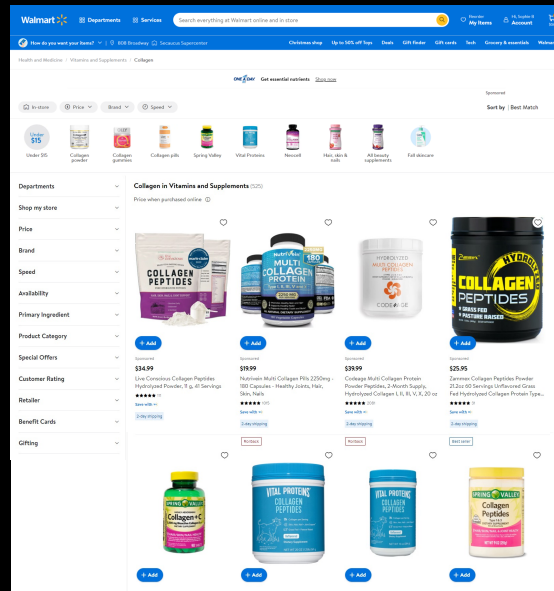
Homepage

Category Page

Brand Store

VENDO
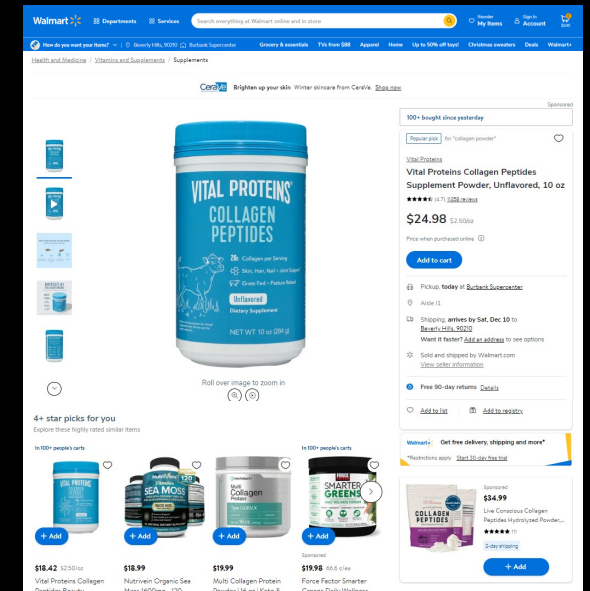
SITE WALKTHROUGH

WALMART.COM FUNDAMENTALS

Search Term

Browse Shelf

Product Page

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THANK YOU!

Let's Connect.

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