



WHAT'S YOUR POTENTIAL? HOW TO ANALYZE YOUR AMAZON CATEGORY AND GET THE MOST OUT OF IT

Amazon categories serve many purposes and are much more complex than you may think. Whether you are currently active in a particular category or interested in a new market, a Sales Ranking analysis can help you discern what is working well and what shoppers are really searching for in each category.

Contact us to get a deeper understanding of the product segments that are important for your business and products, and assess your business's category potential.

GET TO KNOW US:

You want to change your Amazon strategy and not miss any important trend? Contact us to talk about your strategy now:

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WHO ARE WE?

Hi, we are Dept - an international digital agency with more than 1,200 experienced thinkers and doers, which unites one thing: A 100% digital DNA. As an agency we combine creative excellence with a strong understanding of technology and data. This way we are always one significant step ahead of others. We create digital experiences that inspire customers and move companies forward.

WHAT'S YOUR POTENTIAL?

HOW TO ANALYZE YOUR AMAZON CATEGORY AND GET THE MOST OUT OF IT

January 14th, 2021



SEBASTIAN GILLES

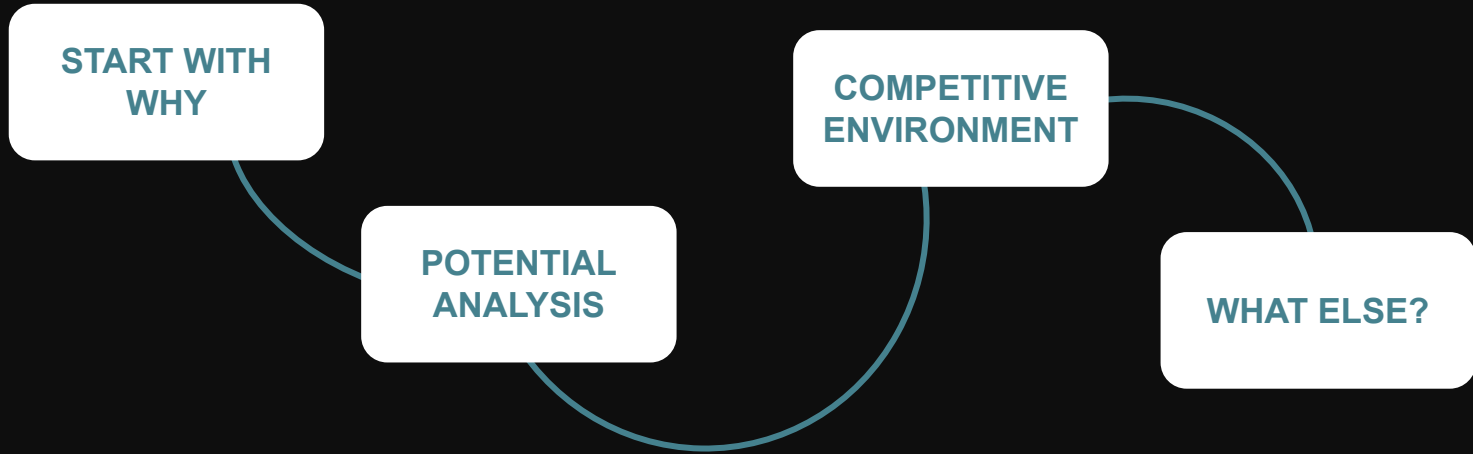
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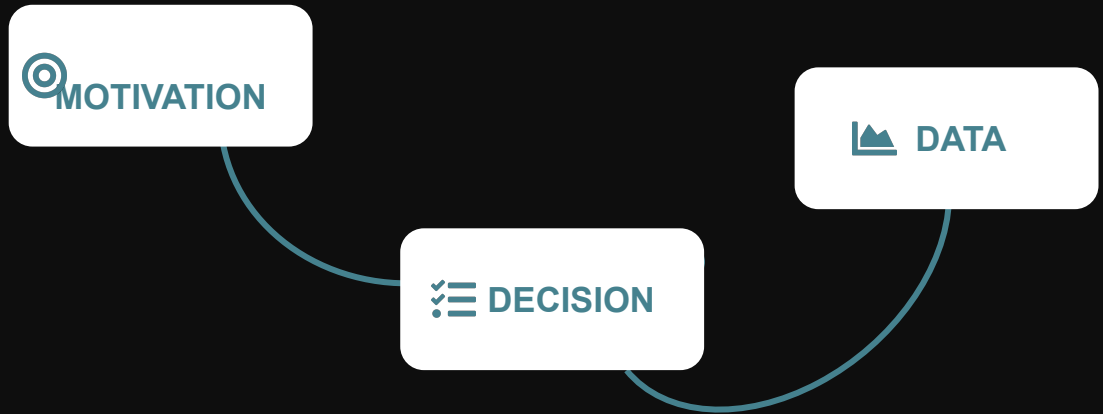


AGENDA



01 START WITH

WHY



◎ **Knowing the right questions is key to be able to give the right answers**

WHAT DECISION DO YOU WANT TO MAKE?

Think about

- ▶ Who are the stakeholders?
- ▶ What arguments do you need?
- ▶ What is the real solution space?

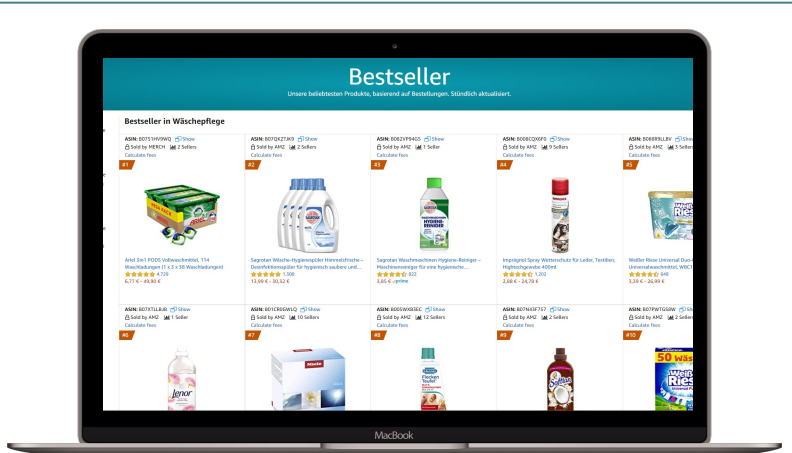


WHICH DATA / INFORMATION / INSIGHTS DO YOU NEED?

Think about

- ▶ What do you need to take a decision?
- ▶ What data do you need to convince your stakeholders?
- ▶ What can be easily learned?

FOCUS ON CONSUMER PREFERENCE

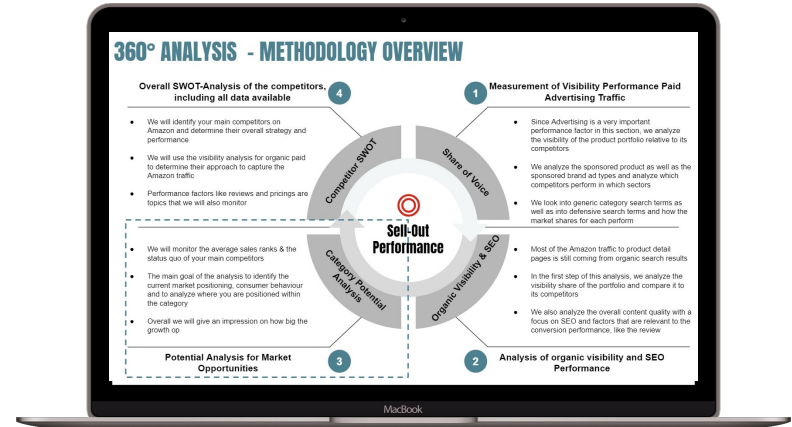


In my target categories I want to know:

- ▶ **What kind of products sell best?**
- ▶ **What kind of price points are attractive?**
- ▶ **Where would my products fit in consumer demand?**

Potential Analysis

FOCUS ON COMPETITIVE ENVIRONMENT



In my target categories I want to understand:

- ▶ **How competitive is the category?**
- ▶ **Whom am I competing against?**
- ▶ **How can I win within the category?**

WHAT ABOUT THE MARKET SIZE?



Market Size is a BlackBox

Amazon doesn't share any data on market volume
(with very few exceptions)



The BlackBox is hard to crack

Getting “realistic” numbers is sometimes possible but very category-dependent

02 POTENTIAL ANALYSIS

INTRO-
DUCTION

METHO-
DOLOGY

HANDS-ON!

INTRODUCTION

HOW CATEGORIES WORK ON AMAZON (1/3)

Amazon Categories for Detergents

- < Drogerie & Körperpflege
- < Haushaltswaren
 - Wäschepflege
 - Color- & Feinwäsche
 - Weiß- & Vollwäsche
 - Weichspüler
 - Spezialwaschmittel
 - Wolle
 - Fleckenbehandlung
 - Gardinenpflege
 - Anti-Statik Spray
 - Bleiche
 - Fusselentferner
 - Stoff-Deodorant
 - Stärke & Bügel-Hilfe

Top
Category

Middle
Category

Leaf
Category

Sales Ranks Middle & Leaf

The image displays two screenshots of Amazon's 'Bestseller' page for detergents. The top screenshot shows the 'Bestseller in Wäschepflege' category, and the bottom screenshot shows the 'Bestseller in Color- & Feinwäsche' category. A blue arrow points from the top screenshot to the bottom one, indicating a drill-down from the middle category to the leaf category.

Middle
Category

Leaf
Category

HOW CATEGORIES WORK ON AMAZON (2/3)

Sales Ranks Middle Category

Bestseller

Unsere beliebtesten Produkte, basierend auf Bestellungen. Stündlich aktualisiert.

- Alle Kategorien
- Drogerie & Körperpflege
- Haushaltswaren
- Wäschepflege**
- Anti-Statik Spray
- Bleiche
- Color- & Feinwäsche
- Fleckenbehandlung
- Fusselfentferner
- Gardinenpflege
- Spezialwaschmittel
- Stoff-Deodorant
- Stärke & Bügel-Hilfe
- Weichspüler
- Weiß- & Vollwäsche
- Wolle

Bestseller in Wäschepflege

ASIN: B0751HV9WQ [Show](#)
Sold by MERCH [1](#) 2 Sellers
Calculate fees

#1



Ariel 3in1 PODS Vollwaschmittel, 114 Waschladungen (1 x 3 x 38 Waschladungen)
★★★★★ 4.729
6,77 € - 49,90 €

ASIN: B07QKZTK9 [Show](#)
Sold by AMZ [1](#) 2 Sellers
Calculate fees

#2



Sagrotan Wäsche-Hygienspüler Himmelsfrische – Desinfektionsspüler für hygienisch saubere und...
★★★★★ 1.300
13,99 € - 30,32 €

ASIN: B082VP94G5 [Show](#)
Sold by AMZ [1](#) 1 Seller
Calculate fees

#3



Sagrotan Waschmaschinen Hygiene-Reiniger – Desinfektionsspüler für eine hygienische...
★★★★★ 822
3,85 € [prime](#)

ASIN: B008CQX6F0 [Show](#)
Sold by AMZ [1](#) 9 Sellers
Calculate fees

#4



Imprägnol Spray Wetterschutz für Leder, Textilien, Hightechgewebe 400ml
★★★★★ 1.202
2,88 € - 24,78 €

ASIN: B08BR9LLBV [Show](#)
Sold by AMZ [1](#) 3 Sellers
Calculate fees

#5



Weißer Riese Universal Duo-Caps Aromatherapie, WBC16 16...
★★★★★ 648
3,39 € - 26,99 €

ASIN: B07XTLLBJB [Show](#)
Sold by AMZ [1](#) 1 Seller
Calculate fees

#6



ASIN: B01CR0GWLQ [Show](#)
Sold by AMZ [1](#) 10 Sellers
Calculate fees

#7



ASIN: B005WXB3EC [Show](#)
Sold by AMZ [1](#) 12 Sellers
Calculate fees

#8



ASIN: B07N43F757 [Show](#)
Sold by AMZ [1](#) 2 Sellers
Calculate fees

#9



ASIN: B07PWTGS8W [Show](#)
Sold by AMZ [1](#) 2 Sellers
Calculate fees

#10



HOW CATEGORIES WORK ON AMAZON (3/3)

Sales Ranks Leaf Category

Bestseller

Unsere beliebtesten Produkte, basierend auf Bestellungen. Stündlich aktualisiert.

- Alle Kategorien
- Drogerie & Körperpflege
 - Haushaltswaren
 - Wäschepflege
 - Anti-Statik Spray
 - Bleiche
 - Color- & Feinwäsche**
 - Fleckenbehandlung
 - Fusselentferner
 - Gardinenpflege
 - Spezialwaschmittel
 - Stoff-Deodorant
 - Stärke & Bügel-Hilfe
 - Weichspüler
 - Weiß- & Vollwäsche
 - Wolle

Bestseller in Color- & Feinwäsche

ASIN: B0751HV9WQ [Show](#)
Sold by MERCH 2 Sellers
Calculate fees

#1



Ariel 3in1 PODS Vollwaschmittel, 114 Waschladungen (1 x 3 x 38 Waschladungen)
★★★★★ 4.729
6,77 € - 49,90 €

ASIN: B088R9LLBV [Show](#)
Sold by AMZ 3 Sellers
Calculate fees

#2



Weißer Riese Universal Duo-Caps Aromatherapie, Universalwaschmittel, WBC16 16...
★★★★★ 648
3,39 € - 26,99 €

ASIN: B07CYQ2GK7 [Show](#)
Sold by N/A 6 Sellers
Calculate fees

#3



Ariel All-in-1 PODS Color Farbschutz - 16 Waschladungen
★★★★★ 5.695
6,77 € - 49,90 €

ASIN: B07FMCKSX9 [Show](#)
Sold by AMZ 1 Seller
Calculate fees

#4



Coral Waschmittel Caps für bunte Wäsche - 54 Waschladungen hygienisch reine Wäsche, extra...
★★★★★ 1.149
8,58 € (5,88 € / 1 kg)

ASIN: B07PZ4R3ZL [Show](#)
Sold by AMZ 1 Seller
Calculate fees

#5



Persil Duo-Caps Color, Colorwaschmittel, 90 (3 x 30) Waschladungen mit Fleckentfernung...
★★★★★ 485
22,99 € - 82,00 €

ASIN: B07PXZVVLJ [Show](#)
Sold by AMZ 2 Sellers
Calculate fees

#6



ASIN: B08JG3ZZX [Show](#)
Sold by MERCH 1 Seller
Calculate fees

#7



ASIN: B082VQ9D7F [Show](#)
Sold by AMZ 1 Seller
Calculate fees

#8



ASIN: B07F3LJFQM [Show](#)
Sold by MERCH 1 Seller
Calculate fees

#9



ASIN: B07CRKDDGS [Show](#)
Sold by AMZ 1 Seller
Calculate fees

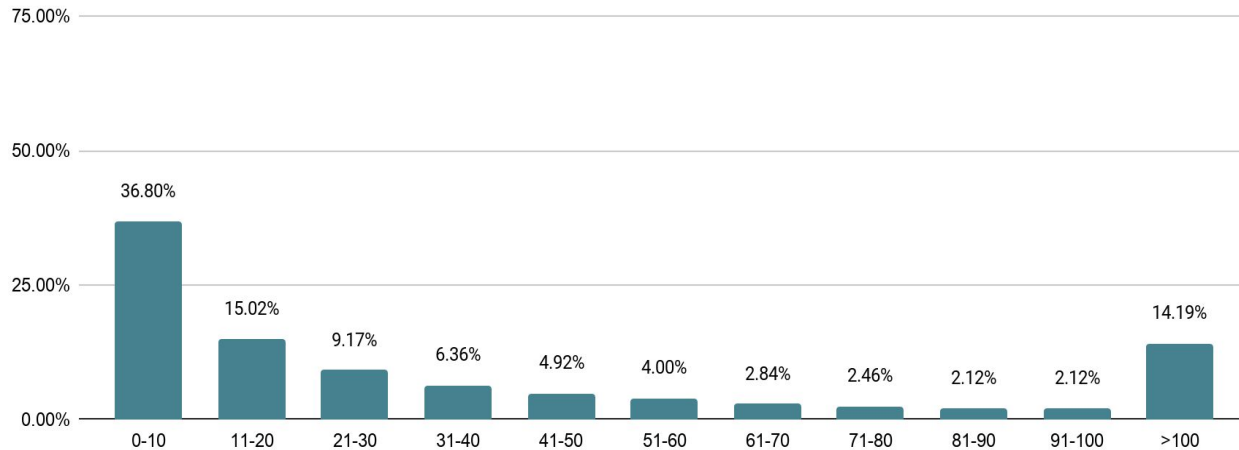
#10



ON SALES RANKS & MARKET SHARES

Why is it important to fight your way up the sales ranks?

Exemplary distribution of Market Shares & Sales Ranks



► Being at the top is what brings you growth-relevant traffic and, with that, relevant market shares

METHODOLOGY

POTENTIAL ANALYSIS

Step-by-Step

- Find the right categories
- Identify the right products
- Cluster products
- Analyze price segments
- Focus on Sales Ranks

HANDS-ON!

THE CHALLENGE OF IDENTIFYING THE RIGHT CATEGORIES



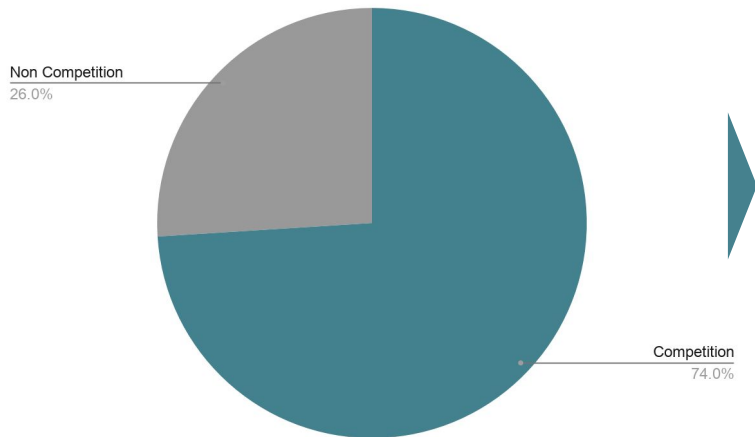
- ▶ Think about precision vs. completeness
- ▶ Amazon has its own semantics
- ▶ Categories are not really MECE

▶ Top Category is very often not the right category

USING SALES RANK TO IDENTIFY MARKET TRENDS

| Middle Category "Waschmittel" | | | | Leaf Category | |
|-------------------------------|-------------|-------------------------------------|--|---------------------|--------------------|
| Rank | ASIN | Brand | Title | Leaf-Category | Leaf-Category Rank |
| 1 | B0751HV9WQ | Ariel | Ariel 3in1 PODS Vollwaschmittel, 114 Waschladungen (1 x 3 x 38 Waschladungen) | Color- & Feinwäsche | 1 |
| 2 | B07QKZTJK9 | Besuchen Sie den Sagrotan-Store | Sagrotan Wäsche-Hygienspüler Himmelsfrische – Desinfektionsspüler für hygienisch saubere und frische Wäsche – 4 x 1,5 l Reiniger im praktischen Vorteilspack | NA | NA |
| 3 | B082VP94G5 | Besuchen Sie den Sagrotan-Store | Sagrotan Waschmaschinen Hygiene-Reiniger – Maschinenreiniger für eine hygienische Waschmaschine – 1 x 250 ml | Weiß- & Vollwäsche | 1 |
| 4 | B008CQX6F0 | Imprägnol | Imprägnol Spray Wetterschutz für Leder, Textilien, Hightechgewebe 400ml | NA | NA |
| 5 | B088R9LLBV | Marke: Weißer Riese | Weißer Riese Universal Duo-Caps Aromatherapie, Universalwaschmittel, WBC16 16 Waschladungen (1er Pack) | Color- & Feinwäsche | 2 |
| 6 | B07XTLLBJB | Besuchen Sie den Lenor-Store | Lenor Weichspüler Seidenbaum Blüte, 50 Waschladungen , 1,5 l | NA | NA |
| 7 | B01CR0GWLQ | Miele | Miele 10231860 Duftflakon Aqua für ein frisches / bis zu 4 Wochen lang anhaltendes Dufterlebnis | NA | NA |
| 8 | B005WXB3EC | Besuchen Sie den Dr. Beckmann-Store | Dr. Beckmann Fleckenteufel Blut & Eiweißhaltiges, Spezialfleckentferner gegen Blutflecken, Eis- und Spermaflecken (50 ml) | NA | NA |
| 9 | B07N43F757 | Softlan | Softlan Bouquet der Düfte Kokos und weisse Blume Weichspüler, 650 ml | NA | NA |
| 10 | B07PWTGS8W | Marke: Weißer Riese | Weißer Riese Universal Pulver, Vollwaschmittel, 50 Waschladungen, extra stark gegen Flecken | Weiß- & Vollwäsche | 3 |
| 11 | B07CYQ2GK7 | Besuchen Sie den Ariel-Store | Ariel All-in-1 PODS Color Farbschutz – 16 Waschladungen | Color- & Feinwäsche | 3 |
| 12 | B00U2PBBMO | Besuchen Sie den Dr. Beckmann-Store | Dr. Beckmann Farb & Schmutzfänger Ultra langanhaltender Farbschutz für dunkle Wäsche und intensive Farben ultrastark und mit Aktivkohle für Farbbrillanz (1x 10 Tücher) | NA | NA |
| 13 | B082VPVGKB | Besuchen Sie den Comfort-Store | Comfort Intense Weichspüler (für frische Wäsche Fresh Explosion 60 WL) (1 x 900 ml) | NA | NA |
| 14 | B07QLZVF5R | Besuchen Sie den Sagrotan-Store | Sagrotan Wäsche-Hygienspüler Sensitiv 0% – Desinfektionsspüler für hygienisch saubere und frische Wäsche, ohne Farb- und Duftstoffe – 4 x 1,5 l Reiniger im praktischen Vorteilspack | NA | NA |
| 15 | B07NPHY6V8L | Besuchen Sie den Persil-Store | Persil Universal Pulver, Vollwaschmittel, 50 Waschladungen, kraftvolle Fleckenenfernung für hygienisch reine Wäsche | Weiß- & Vollwäsche | 4 |

IDENTIFYING THE REAL SET OF RELEVANT PRODUCTS



- ▶ Gather TOP 100 sales ranks over time and build average
- ▶ Remove products that are not in the right category
- ▶ Remove products that are not really competitors (e.g. because product is no real substitute)

CLUSTERING OF PRODUCTS

e 2

STEP 3



Liquid



Powder

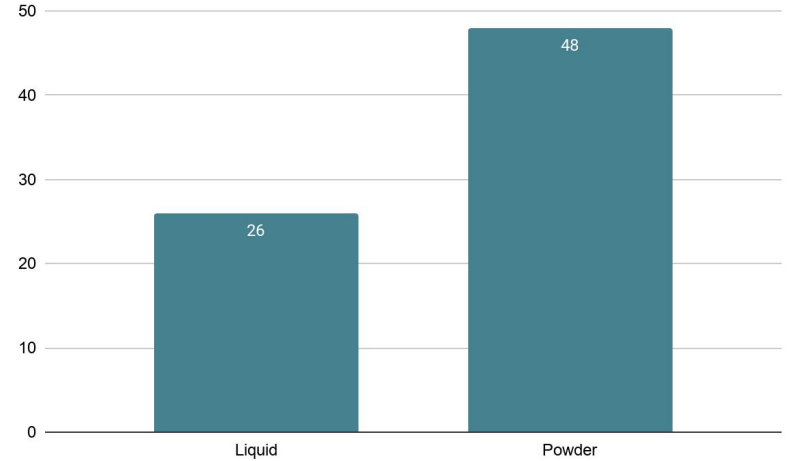
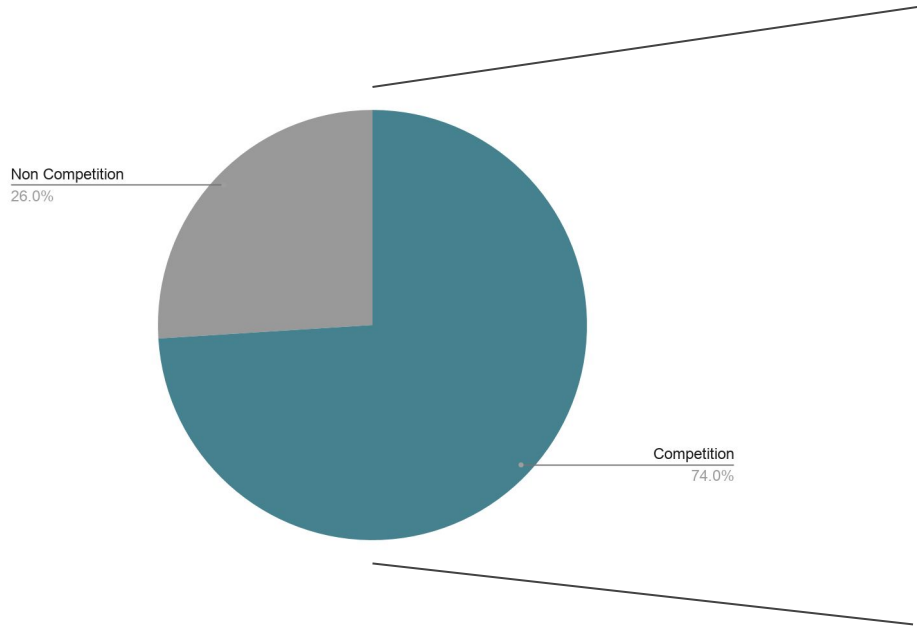
CLUSTERING OF PRODUCTS



Relevant factors vary by goal of analysis and category type but can include or be a combination of:

- ▶ Style of Products (Color, “Coolness”, etc.)
- ▶ Quality of Product (Premium vs. Functional, Germany vs. China)
- ▶ Special type of product (sustainable, BIO, certifications, etc.)
- ▶ “Size” of Product (Number of Units, Package Content, etc.)
- ▶ Amazon attributes: Sold by Seller or Vendor, A+ Content available etc.

IDENTIFYING REAL SUBSTITUTE SET



MATCH YOUR OWN PRODUCTS (Optional)



Für größere Ansicht Maus über das Bild ziehen

Spee Aktiv Gel, Flüssigwaschmittel, 120 (6 x 20) Waschladungen mit mehr

Frische-Gefühl

Marke: Spee

★★★★☆ 40 Sternebewertungen

Unverb. Preisempf.: 25,94 €

Preis: **17,11 €** (0,14 € / Waschladung) **GRATIS-Lieferung** für qualifizierte Erstbestellung nach Deutschland und Österreich. Wählen Sie diese Option an der Kasse. [Details](#)

Sie sparen: **6,83 €** (29%)

Preisangaben inkl. USt. Abhängig von der Lieferadresse kann die USt. an der Kasse variieren. Weitere Informationen.

Mit Prime bis zu 3% bei Amazon.de zurück bekommen - ohne Prime bis zu 2%. Zusätzlich 40 € Startgutschrift sichern mit der Amazon.de VISA Karte. Mehr erfahren.



Versand durch Amazon

Rückgabe

Sichere Transaktion

Neu (2) ab **17,11 €** und **KOSTENLOSER** Versand bei Bestellungen über 29,00 €

Marke Spee

Duft Frisch

Stückzahl 120 Waschladung

Liquid



Für größere Ansicht Maus über das Bild ziehen

Spee Megaperls Universal, Vollwaschmittel, 90 (5 x 18) Waschladungen mit mehr Frische-Gefühl

Marke: Spee

★★★★☆ 372 Sternebewertungen

Amazon's Choice für "spee megaperls"

Preis: **14,26 €** (0,16 € / Waschladung) **GRATIS-Lieferung** für qualifizierte Erstbestellung nach Deutschland und Österreich. Wählen Sie diese Option an der Kasse. [Details](#)
Preisangaben inkl. USt. Abhängig von der Lieferadresse kann die USt. an der Kasse variieren. Weitere Informationen.

Mit Prime bis zu 3% bei Amazon.de zurück bekommen - ohne Prime bis zu 2%. Zusätzlich 40 € Startgutschrift sichern mit der Amazon.de VISA Karte. Mehr erfahren.



Versand durch Amazon

Rückgabe

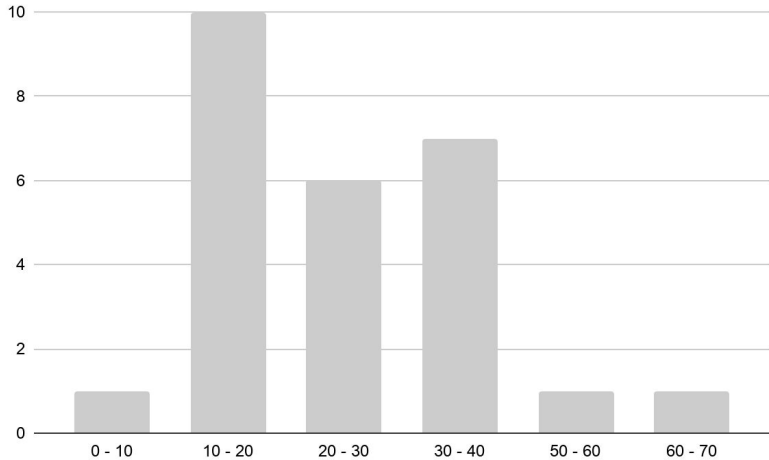
Sichere Transaktion

Neu (3) ab **14,26 €** und **KOSTENLOSER** Versand bei Bestellungen über 29,00 €

- Entdecke die kompakte Lösung für strahlend saubere weiße und helle Wäsche mit einem frischen Duft
- Dank unserer Parfümtechnologie verleiht Spee Frische-Kick bis zu 50 Prozent mehr Frische und hält bis zu 4 Wochen
- Das ideale und vielseitige Universalwaschmittel - geeignet für 20°C - 95°C Wäsche: Schon bei 20 Grad lassen sich gute Waschergebnisse erzielen
- Durch einen geringen Energie- und Wasserverbrauch hilft das Waschmittel die Umwelt zu schonen
- Strahlend saubere Wäsche mit einem frischen und langanhaltenden Duft zum kleinen Preis
- Hinweis: Die Abbildungen können leichte Abweichungen zu dem gelieferten Artikel aufweisen

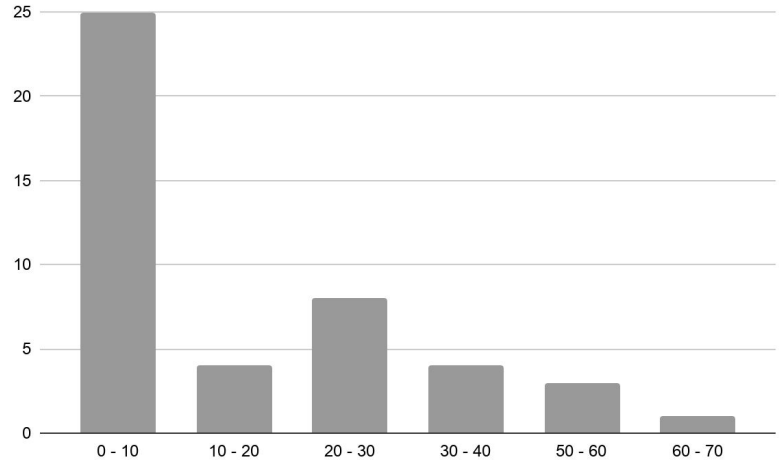
Powder

ANALYZE PRICE SEGMENTS PER CLUSTER



Price points in the style 1

▶ Average Brand1 price : 27.85 EUR

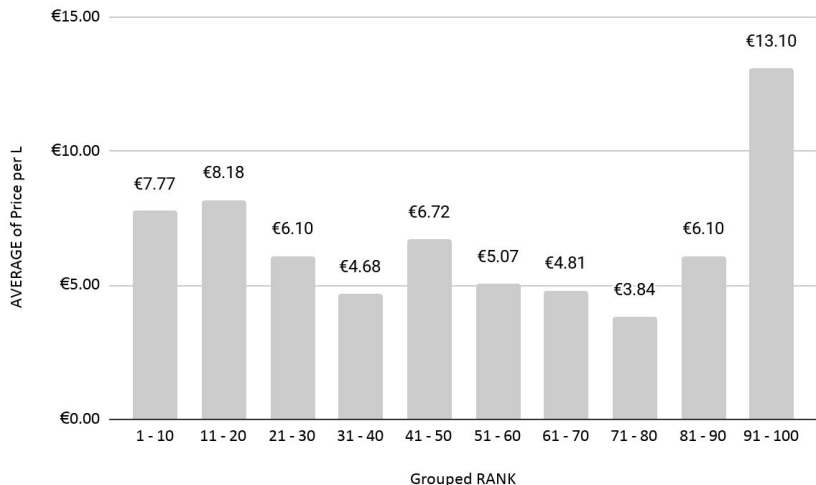


Price points in the style 2

▶ Average Brand1 price : 12.5 EUR

ANALYZE PRICE SEGMENTS PER STYLE

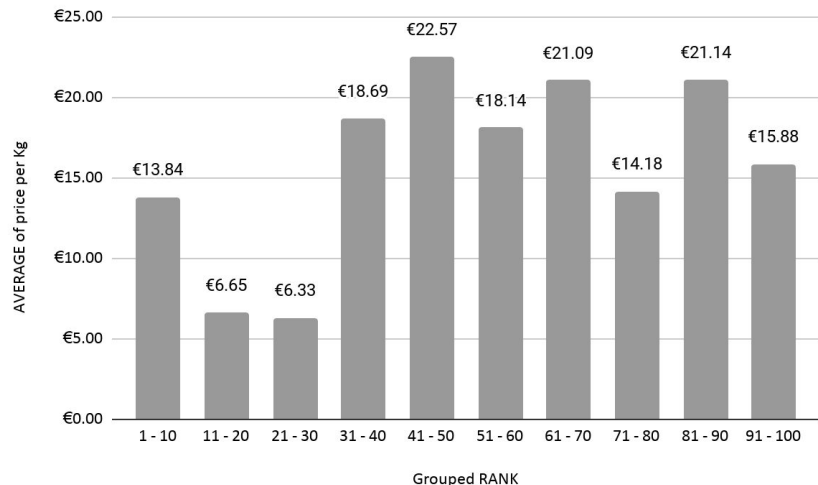
PRICE PER LITER



Price points per L in the style 1

▶ Average Brand1 price : 6.56 EUR

PRICE PER KILOGRAM



Price points per Kg in the style 2

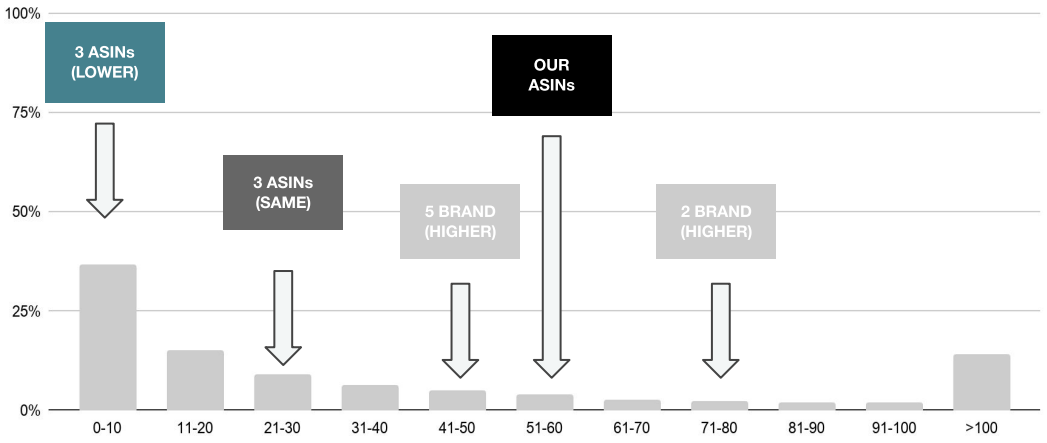
▶ Average Brand1 price : 15.13 EUR

Style 1

Style 2

ANALYSIS OF SALES CLUSTER, PRICE & SALES RANK

Average market shares per best seller ranks



What is my potential?

LOWER PRICE SEGMENT

SAME PRICE SEGMENT

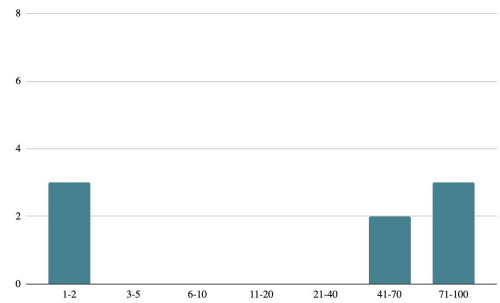
HIGHER PRICE SEGMENT

Style 1

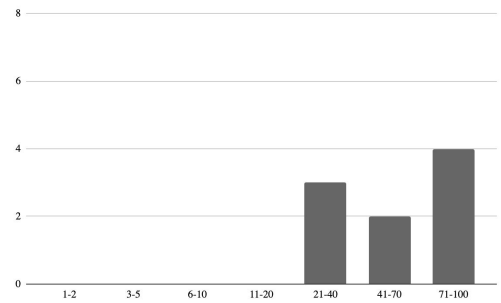
Style 2

RELEVANCE OF STYLE WITHIN CATEGORY

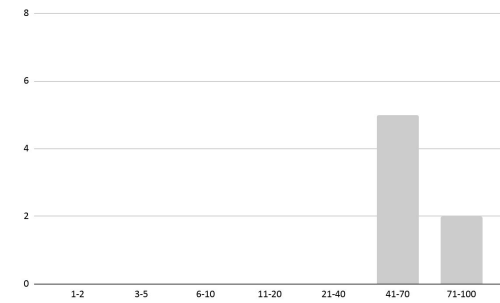
Lower Price Segment



Same Price Segment



Higher Price Segment



LOWER PRICE SEGMENT

SAME PRICE SEGMENT

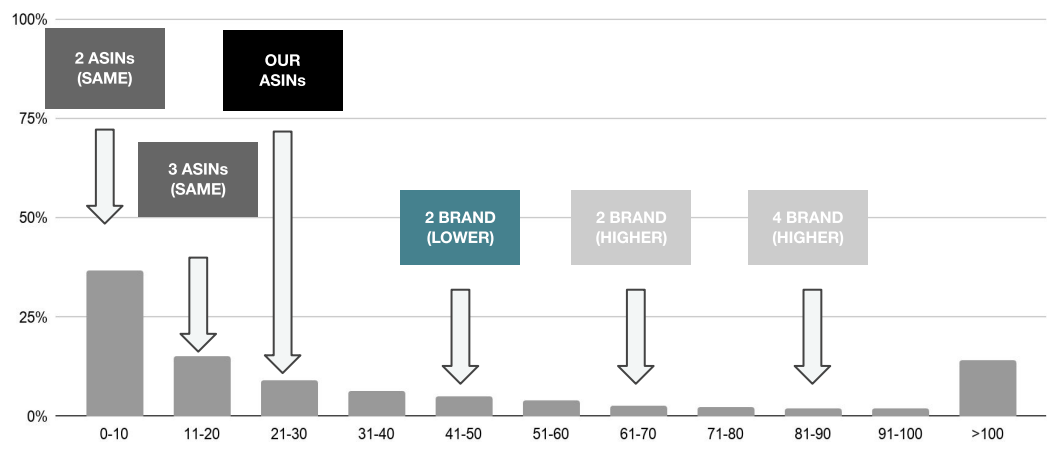
HIGHER PRICE SEGMENT

Style 1

Style 2

ANALYSIS OF SALES CLUSTER, PRICE & SALES RANK

Average market shares per best seller ranks



What is my potential?

LOWER PRICE SEGMENT

SAME PRICE SEGMENT

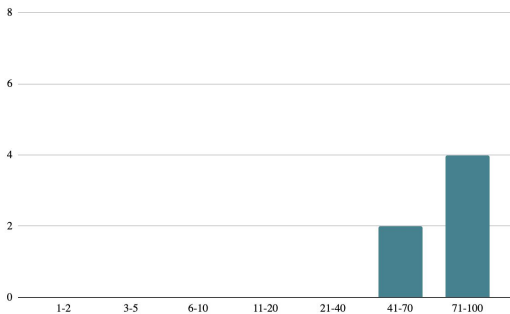
HIGHER PRICE SEGMENT

Style 1

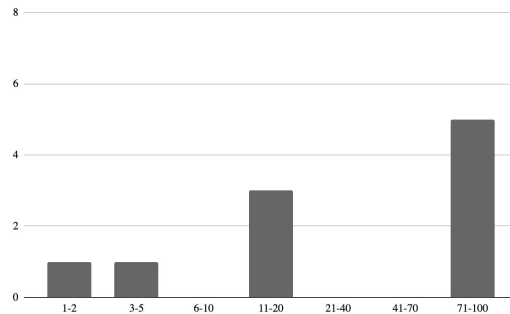
Style 2

RELEVANCE OF STYLE WITHIN CATEGORY

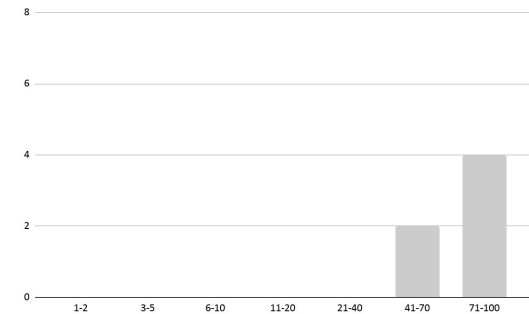
Lower Price Segment



Same Price Segment



Higher Price Segment



LOWER PRICE SEGMENT

SAME PRICE SEGMENT

HIGHER PRICE SEGMENT

REMARKS ON THE APPROACH

Quick and easy way to understand what is currently working in the category!

Understand what kind of products consumers like to buy!

Based on current products - no information about the consumer demand for a new cluster/segment!

▶ If you are wondering about why these things happen - reviews can often give you the answers

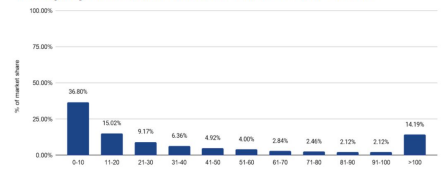
03 COMPETITIVE ENVIRONMENT

SNEAK-PEAK

ON SEARCH RANKS & CLICK SHARE

Why is it important to fight your way up the search ranks?

Exemplary distribution of Market Shares & Sales Ranks



CTR Curve



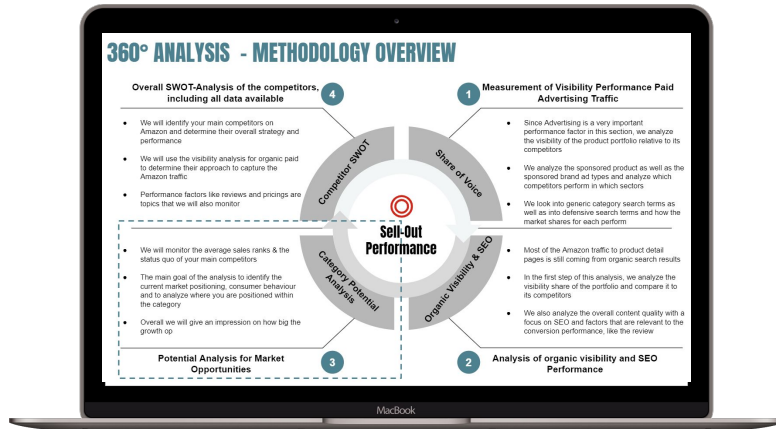
Sales Ranks and Search Ranks have a similar curve

When we determine market shares we often look at the total visibility shares (organic & paid)

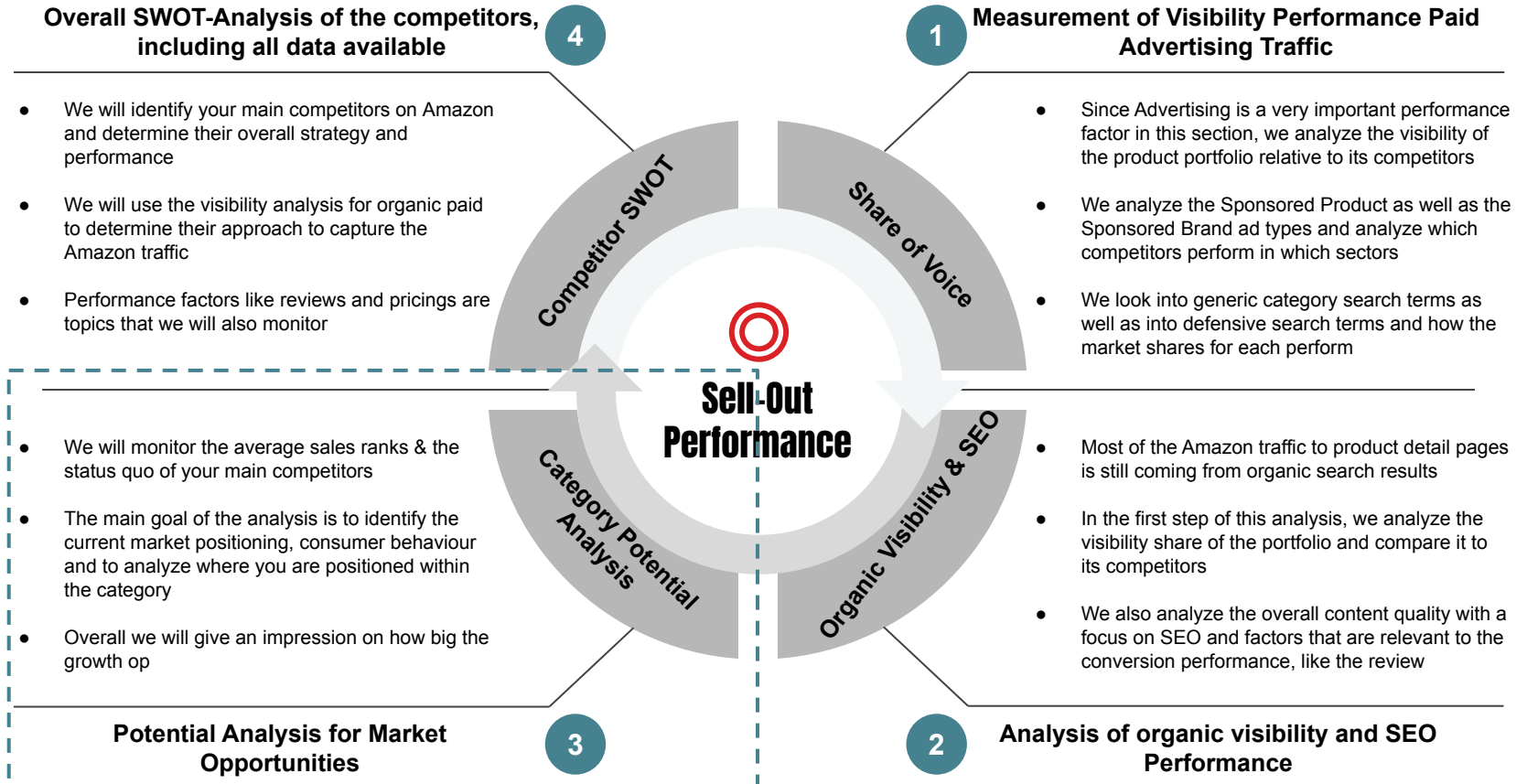
HOW TO ANALYZE THE COMPETITIVE ENVIRONMENT?

What are the important factors for understanding your competitive environment?

- ▶ What is the competition doing in terms advertising?
- ▶ How is the visibility on the organic and paid search results?
- ▶ What are your competitors overall strengths in weaknesses in utilizing reviews, twisters and content?



360° ANALYSIS OF YOUR COMPETITION



RESULTS OF THE APPROACH

**Visibility
Market
Shares**

**Improvements
for:**

**Content, retail, promotion
and advertising**

**Budgets &
Return on
Investments**

04 WHAT ELSE?

**Search
Terms**

**Market
Size
(if possible)**

05 YOUR QUESTIONS

**ANY QUESTIONS?
FIRE AWAY.**



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AMAZON ROUNDTABLE

NETWORKING, DISCUSSING PROBLEMS
AND LEARNING FROM EACH OTHER.



Amazon
Experience &
insider knowledge



Wide Amazon
Vendor and
Seller Network



Interactive



Personal



SCAN ME



FACTOR-A LIVESTREAM

FREE

**DSP
LINK-OUT
CAMPAIGNS**

Utilizing Amazon
To Drive Traffic
To Your Website



**FACTOR-A LIVESTREAM
LIKED WHAT YOU
SAW & LOOKING
FOR MORE?**

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