

# PRODUCT DISCOVERY

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## Use Cases



VIRAL LAUNCH

## ENDLESS OPPORTUNITIES

Product Discovery, the best product finder in the galaxy, has countless potential uses for Amazon sellers. Here are a few of the many use cases along with the necessary filters to get there.

# PRODUCT USE CASES

## SMALL STARTERS

Launch a successful product with a limited upfront investment.

- Initial investment Cost: Max 5,000

## HIGH REVIEW EARNERS

Investigate the product's review strategy to replicate success.

- Review Rate: Min 10%

## HIGH MARGINS

Source products with healthy profit margins by replicating success.

- Average Profit Margin: Min 50%

## Q4 PEAK PRODUCTS

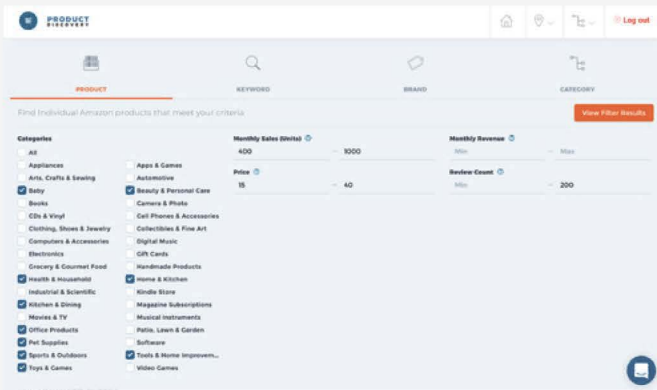
Find products that peak during Q4 to ride the holiday sales wave.

- Sales Pattern: Seasonal
- Best Sales Period: December

## FULFILLED BY AMAZON

Eliminate Retail Arbitrage and Vendor products from your results.

- Max Number of Sellers: 1
- FBA Fulfillment (%): 100%



# KEYWORD USE CASES

## HIGH MARGIN MARKETS

Identify markets with high profit margins to source profitable products.

- Average Profit Margin: Min 50%
- Average Monthly Revenue: \$ Amount
- Sales to Reviews: Min 2.5

## SMALL, QUICK WINS

Find smaller, opportunity-rich markets with low barriers to entry.

- Sales to Reviews: Min 5
- Average Monthly Revenue: Max 15,000
- Profit Margin: Min 50%

## LOW BARRIER TO ENTRY

Enter markets where you can quickly compete with top sellers.

- Sales to Reviews: Min 10

## SEASONAL MARKETS

Find markets that perform well in your off periods for a more steady income.

- Sales Pattern: Seasonal
- Best Sales Period: Month of Your Choice

## Q4 PEAK MARKETS

See what markets spike during Q4 to ride the holiday sales wave.

- Sales Pattern: Seasonal
- Best Selling Period: December

## HIGH-GROWTH MARKETS

Catch the trend early and source a product in a rapidly-growing market.

- Sales Pattern: Up & Coming
- Sales Change: Min 100%

## VENDOR-FREE MARKETS

Don't compete with Amazon for the buy-box by eliminating Vendor sellers.

- Amazon Fulfillment: 0%

## CONSISTENT MARKETS

Enter a stable market for a more secure investment.

- Sales Change: Max 20%
- Sales Year Over Year: Max 20%
- Review Change: Max 20%
- Sales Pattern: Typical

## EASY-IMPROVEMENTS

Source higher-quality products and solve consumer complaints.

- Average Review Rating: Max 3
- Sales to Reviews: Min 2.5

# BRAND USE CASES

## SUCCESSFUL FBM

Bring Prime products to the market to beat competition.

- Total Monthly Revenue: Min 50,000
- FBM Fulfillment: Min 50%

## SEASONAL BRANDS

Find a pool of successful seasonal products full of opportunity.

- Sales Pattern: Seasonal

## TOP 1% OF BRANDS

Observe and replicate the top sellers and find success.

- Success Level: Top 1%

## HIGH REVIEW EARNERS

Find brands driving high review rates to replicate their methods.

- Average Review Rate: Min 10%

## SUCCESS & PROFIT

See successful brands with high margins and dig into their products.

- Success Level: Top 25%
- Profit Margin: Min 50%

## FAST GROWING BRANDS

See what products the fastest growing brands are launching.

- Growth Rate: Insane Mode
- Total Monthly Revenue: Min 20,000

## GROWING NEW BRANDS

Achieve rampant success by observing top tactics.

- Growth Rate: Insane Mode
- Number of Products: Max 6

## GROWING FBA BRANDS

Replicate the success of top, fast-growing FBA brands.

- Growth Rate: Insane Mode
- Total Monthly Revenue: Min 20,000
- FBA Fulfillment: 100%

## TRACK COMPETITORS

Watch top competitors to track progress and successes

- Category: Your Choice
- Success Level: Top 25%

# CATEGORY USE CASES

## NEW, OPPORTUNISTIC

Source products with lots of opportunity in newer markets.

- Opportunity Score: Min 5
- Maturity Score: Max 5
- Sales to Reviews: Min 2.5

## QUICK WINS

Compete with top sellers in opportunity-rich categories.

- Quick Win Products: Min 250
- Name Brand Market Share: Max 30%
- Opportunity Score: Min 5
- Maturity Score: Max 5

## STALE CATEGORIES

Disrupt a stale category and claim market share.

- Name Brand Market Share: Min 75%
- Unique Brands: Max 15

## QUICK REVIEW EARNERS

Mimic products and brands with strong review strategies.

- Review Rate: Min 10%

## SEASONAL CATEGORIES

Find categories that perform well for seasonal cash influges.

- Sales Pattern: Seasonal
- Best Selling Period: Your Choice

## OPPORTUNISTIC FBA

Compete with FBA sellers in opportunity-rich categories.

- FBA Fulfillment: Min 80%
- Opportunity Score: Min 5

## GAINING POPULARITY

See which categories are seeing the biggest increases in sales.

- Sales Pattern: Up & Coming

## Q4 PEAK CATEGORIES

Dive into categories that do really well during the holidays.

- Sales Pattern: Seasonal
- Best Selling Period: December