Info of the Brand

Huddy Haven Creations

We are a small family-owned business working for regular people who purchase accessories to make their lives simple and modern.
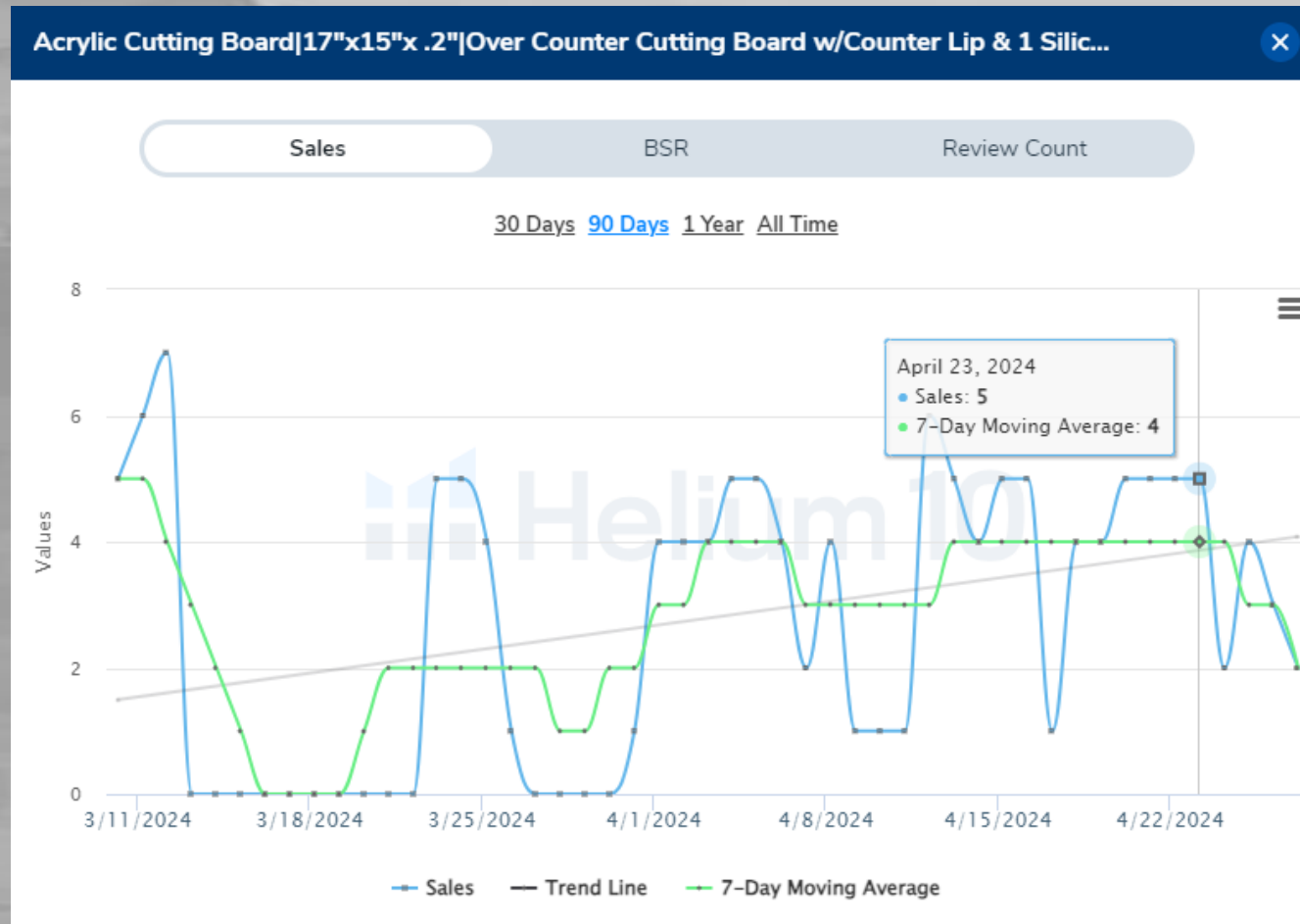
❑Brand Name: Huddy Haven

❑Marketplace: USA

❑Products in the Brand's Catalogue:
https://www.amazon.com/Acrylic-Cutting-Silicone-Washable-Universal/dp/B0CRLR5GKC/

Sales History of the Brand

Sales Velocity of the Product

Product Under Study

Product Details:

❑ ASIN: B0CRLR5GKC

❑ Link:
https://www.amazon.com/Acrylic-Cutting-Silicone-Washable-Universal/dp/B0CRLR5GKC/

Brand: Huddy Haven Creations
4.9 ⭐⭐⭐⭐⭐ 17

Acrylic Cutting Board|17"x15"x .2"|Over Counter Cutting Board w/Counter Lip & 1 Silicone Mat|Washable, Acrylic Non Slip Cutting Board w/Extra Large Grips|Universal Cutting Board for Any Kitchen Decor

50+ bought in past month

Report Structure

Overview of the Niche — 1

Problems Identified — 2

Action Plan — 3

Report is divided into 3 sections

Overview of the Niche

Overview of the Niche

The two most important factors that contribute to the the success of a product are Growth Potential in a Niche and the Gap in the Market to break into. This 'Acrylic Cutting Board' Niche was evaluated for both of these factors and it passed both of the criterias.

The presence of exactly similar sellers doing decent (greater than $10,000 revenues proves the Growth Potential in the Niche. While the presence of long tail keywords in extremely good numbers proves the gap in the market that we can exploit to gain sales velocity and rankings

The units that we sold in the last 30 days further solidifies the proof/validity of the idea.

Steps that need to be taken immediately are: take the most out of the few days left in our honeymoon period; gain rankings on high search volume keywords using the long tail low search volume keywords; improve the brand image since the Niche occurs to be filled with Chinese Sellers who know to play using price as their lever. Thus we will need to improve our listing feel, design, content by a lot so that we have a Virtual USP (unique selling proposition) and thus do not have to compete with Chinese sellers at price.

Proof of Growth Potential

Existence of sellers doing a decent chunk in sales solidifies our chances of fetching a decent market share from them

#					Product Details	ASIN	Brand	Price	Sales	Sales Graph	Revenue	BSR	Seller Country/Region
4	☑	📌	▶		Acrylic Cutting Board with Count...	B0CCNQVZ1W	Gracenal	$19.99	2,071		41,399.29	1,670	CN
11	☐	📌	▶	SP	Acrylic Cutting Board with C...	B0CCNQVZ1W	Gracenal	$19.99	2,071		41,399.29	1,670	CN
71	☐	📌	▶	SP	Acrylic Cutting Board with C...	B0CCNQVZ1W	Gracenal	$19.99	2,071		41,399.29	1,670	CN
41	☐	📌	▶		Tempered Glass Cutting Board – ...	B07G7H1WKL	Light In The D...	$15.50	1,783		27,636.50	3,971	U
1	☐	📌	▶	SP	Cutting Board Mats Flexible P...	B083TW37H9	Fotouzy	$15.97	1,418		22,645.46	4,978	CN
15	☑	📌	▶		Acrylic Cutting Board with Count...	B0CKPCS1CK	SWSKR	$17.99	1,413		25,419.87	5,366	CN
5	☑	📌	▶		Acrylic Cutting Boards For Kitche...	B0C8YH3F25	WEERSHUN	$16.99	1,161		19,725.39	10,8	
6	☑	📌	▶		Acrylic Cutting Board with Count...	B0C6XWD1LW	LPZXH	$15.99	863		13,799.37	7,946	CN
2	☐	📌	▶	SP	Fotouzy Plastic Cutting Board...	B0872N3D7X	Fotouzy	$13.99	631		8,827.69	16,223	CN
19	☑	📌	▶		Acrylic Cutting Board With Count...	B0CXGZ253B	GHEZZI	$19.98	486		9,710.28	11,619	CN
3	☐	📌	▶	SP	Fotouzy Plastic Cutting Board...	B08D9H13G4	Fotouzy	$9.99	472		4,715.28	24,811	CN
9	☐	📌	▶	SP	Acrylic Cutting Board with C...	B0CT3SFS73	YUYUOA	$36.99	402		14,869.98	25,932	CN
33	☑	📌	▶		Acrylic Cutting Board with Count...	B0CT3SFS73	YUYUOA	$36.99	402		14,869.98	25,932	CN
60	☑	📌	▶		Acrylic Cutting Board with Count...	B0CKZ2QNPD	DOKLY	$14.98	360		5,392.80	16,611	CN

Rows Selected: 10   🗑   Run Cerebro   Run Listing Analyzer   Analyze Reviews   ⚔ Track Competitor

Sellers highlighted in green are selling the exact same product as us

Proof of Gap in the Market

Although there are only 4 keywords in the market that have a decent search volume and on whom we should rank against, there are extremely great numbers of long tail keywords which have a low search volume but are super descriptive and thus would have greater conversion rates and thus resulting in low ACOS campaigns.

182 Filtered Keywords

Customize | Export Data...

Keyword Phrase	Keyword Sales	Search Volume	Competing Products	Title Density	Sponsored Rank (avg)	Sponsored Rank (count)	Relative Rank	Competitor Rank (avg)	Competitor Performance Score
acrylic cutting board with counter lip	141	8,738	>1,000	26	30	8	1	15	10/10
clear cutting board for countertop	155	7,065	>664	11	6	5	1	22.8	8/10
acrylic cutting board	125	5,523	>892	33	19	7	1	17.3	8/10
clear cutting board	44	2,279	>970	20	8	5	1	16.8	8/10
tabla para picar cocina	10	785	174	0	44	1	3	63	6/10
clear countertop cutting board	12	724	>664	0	18	4	1	19.1	8/10

Keyword Phrase	Keyword Sales	Search Volume	Competing Products	Title Density	Sponsored Rank (avg)	Sponsored Rank (count)	Relative Rank	Competitor Rank (avg)	Competitor Performance Score
clear chopping board over counter	4	452	612	0	8	4	1	9.2	10
transparent cutting boards for kitchen	-	409	1000	0	6	3	1	10.2	10
tabla de picar transparente	1	355	494	0	5	1	4	12	10
tabla de cortar transparente para cocina	5	440	516	0	17	3	2	12.3	10
clear cutting board for kitchen with lip	3	180	1000	3	9	4	1	12.4	10
acrylic transparent cutting board	1	180	767	1	0	0	2	12.4	10
acrylic kitchen cutting board	6	293	2000	0	24	5	1	12.8	10
acrylic chopping board with counter lip	2	213	587	0	31	4	2	13.3	10
tabla para picar transparente	1	234	148	0	10	2	4	13.4	10
acrylic cutting boards for kitchen counter	4	652	2000	13	31	3	1	14	10
tabla transparente para picar alimentos	5	404	307	0	12	4	2	14.1	10
cutting boards for kitchen acrylic	2	315	2000	1	13	5	1	14.3	10
tabla acrÃ-lico para picar	2	184	71	0	7	2	1	14.5	10
clear plastic cutting board for countertop	7	96	242	0	6	2	2	14.6	10
clear cutting boards for kitchen counter	3	276	1000	2	13	6	1	14.9	10
clear cutting boards	2	212	731	5	20	3	1	15.2	10
tabla de cortar acrilico	-	311	321	0	9	5	1	15.3	10
tabla de picar cocina acrilico	3	425	155	0	4	4	3	15.3	10
acrylic cutting boards for kitchen counter with lip	3	262	1000	1	31	2	1	15.6	10
clear cutting board with lip	3	249	534	1	6	4	1	15.6	10
clear acrylic cutting boards for kitchen counter	2	73	1000	2	22	6	3	15.7	10
transparent cutting board	2	278	1000	6	31	3	3	15.8	10
tabla acrilica para picar	8	279	642	0	5	4	1	16	10
acrylic non stick cutting board	7	57	163	0	3	1	2	14.2	8
tabla de acrÃ-lico para cocina	4	194	241	0	18	5	3	16.1	8
tabla de acrÃ-lico para picar	6	294	586	0	21	5	1	16.2	8
clear acrylic chopping board for counter	8	227	609	0	15	3	3	16.3	8

We have 178 Super Relevant keywords that have search volume less than 1000.

Every seller in the Niche will be going for Main Keywords (that have search volumes greater than 1000) and thus competition will only exist on those keywords.

The cumulative search volume of the top 4 keywords is 22,400 while the combined search volume of these smaller keywords is 42,000

Problems Identified

Problem#1: In-effective ranking strategy

Only ranking against 4 keywords after 2 months asks for a strategic approach towards ranking

Going aggressive with PPC on main keywords from the start and not ranking points to a flaw in the strategy

Going for longtail keywords first, building relevancy first and using longtail keywords to rank on main keywords too was the effective game plan in this Niche. The results now are evident proof that the strategy in work is not the best strategy since we are not in top 5 for any of our main keyword (despite the fact we are spending on these keywords)

Problem#2: Flawed PPC Strategy

92	☐	⚑	★	clear cutting board for countertop	Add	7,065 📈	31	>451	〜	41 -	$0.87 ($0.70 - $1.12) 📈	2 -	155	📈 🗑 a
104	☐	⚑	★	large clear cutting board for countertop	Add	321 📈	8	>444	〜	70 -	-	11 -	2	📈 🗑 a
66	☐	⚑	★	clear cutting board for countertop with lip	Add	211 📈	8	685	〜	38 -	$0.93 ($0.64 - $1.07) 📈	>96 -	6	📈 🗑 a
51	☐	⚑	★	acrylic clear cutting board for countertop	Add	145 📈	8	843	〜	68 -	-	12 -	6	📈 🗑 a

The basic strategy in a Niche like this is to use the 3 keywords outline in green box to rank on the keyword in red 'clear cutting board for countertop'.

The way how amazon works is if you spend and rank on a keyword like "large clear cutting board for countertop", it ranks you on the keywords included in this keyword too, that is, "clear cutting board for countertop". This way we save ad spend and maximize the ranking juice out of a single keyword.

Problem#3: Images are not attention grabbing

Can you feel the difference?
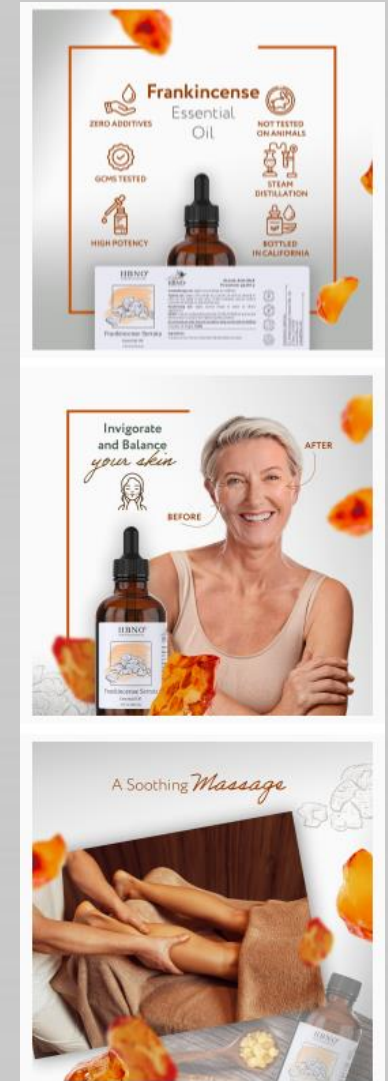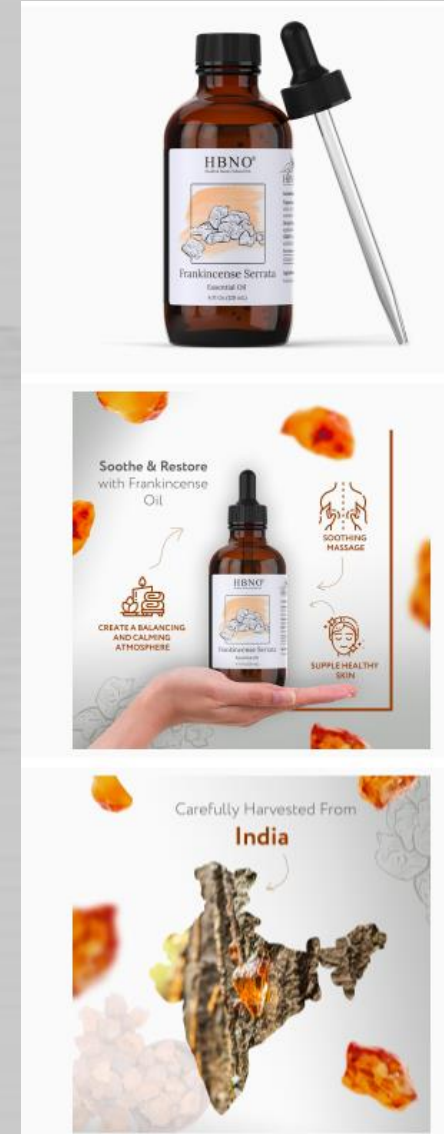
Problem#4: Visible branding difference between EBCs

Us

Competitor

A brand with good EBC

Action Plan

Solutions

We need to immediately go for ranking on these longtail keywords since most of them are untapped. This would inevitably result into rankings on main keywords and also we would be able to manage our ACOS since a longtail keyword has greater conversion rate than a general main keyword (since the shopper knows what he wants to buy when searching through a longtail keyword)

We need to make the most of our honeymoon period at the earliest. Already 50 days have passed. Honeymoon lasts around 30 to 45 days as per unofficial news, so we don't have much time (In the honeymoon period amazon gives you increased traction to test if you can really perform)

We need to up our content game if we do not want to compete at our Pricing only. This Niche is prone to Chinese Sellers who are veteran at winning price wars. Thus we need to create a product listing experience that stands out in the market so that we do not have to fight at pricing only since that would be a very bad situation to be in. This will be done while simultaneously ranking on longtail keywords

This niche has potential but requires a strategic approach. With a complete restructuring of PPC we can fetch decent results

Steps that need to be urgently taken as a first step to move towards the solution

Step#1

Restructuring of our PPC strategy

Step#2

Listing Content Improvement

Thanks

Extras

Reasons to improve our Listing Content

1)

<u>To break into Top 4:</u>
There are high chances that our listing will break into top 4 due to the increased CVR. (Since CVR is the most important factor for ranking)

2)

It would further help increase our revenue. As:

Revenue = Traffic x <u>Conversion</u> x Price

An increase in CVR would directly increase our revenue and thus profits too

Mathematical Example 1:

Revenue = Traffic x <u>Conversion</u> x Price

Suppose we have a $10 product, which has a CVR of 10%

<u>CASE 1</u>

- Total clicks (traffic) = 50000
- Old CVR = 10%
- Price = $10

- Revenue = Traffic x CVR x Price
    = 50000 x 10% x $10
    = $50,000

<u>CASE 2:</u>

- Total clicks (traffic) = 50000
- New CVR = 13%
- Price = $10

- Revenue = Traffic x CVR x Price
    = 50000 x 13% x $10
    = $65,000

CVR of the listing improved by 30% by improving images and EBC

<u>A direct increase of $15,000 in revenue by just increasing the CVR</u>

Mathematical Example 2:

According to what I have observed for the listings I have worked on , the conversion rate of the improved listing _almost doubles_.

Even if we assume a _**1.7x CVR**_ after getting and EBC and photo design revamped

It would take us less clicks for getting equivalent sales(conversions) than if we didn't improve the listing content, & less clicks result to less DOLLARS($) spent on PPC

Lets Assume:
Avg CPC (cost per click) in PPC = $5

Old 10% CVR
300 clicks =   1500$ spent   =   30 orders

New 17% CVR
176 clicks =   880$ spent   =   30 orders

Thus If we don't put the $600-700 on EBC and bullets now we will end up spending the same through PPC anyway i.e 1500$ for 30 sales

Effects of EBC and Video:

Putting EBC and Video together can boost our conversion rates by more than 210%! Resources:

Copy is dead. Amazon has said it, and shown it, by moving the listing content to the far reaches of the mobile app. Amazon, "earth's most customer-centric company," hasn't made this change without data. Their data has presumably proven what the world has been learning for decades — visuals are processed 60,000 times faster than text. More importantly, it seems that Amazon wants to mimic the retail buying experience (something customers are already comfortable with), which has always been a visual process with minimal effort interpreting text — especially since 90% of the information transmitted to the brain is visual. Amazon wants our shared customer's purchases to be comfortable, casual, and simple — and we should want that for ours too.

Photography can "break" your business if your competitors have higher quality images, a higher quantity of images, or a brand that is better-conveyed. Customers are often left with a difficult choice. Do I choose the product that has the best price? Do I choose the product that has the best reviews (quantity and quality)? Or do I choose the product that has the best images? Reviews will always top everything, but images are more and more consistently coming in at a close second. This is one of the major reasons some household brand names are getting beat out on Amazon (just take a look at mattresses).

Conversely, photography will make your business succeed on Amazon because customers will be able to make quick, informed add-to-cart decisions without scrolling. It's actually been proven that the average customers attention span is about 8 seconds — down from 12 in 2000, so it's crucial to capture their attention faster than text. Images give you the chance