

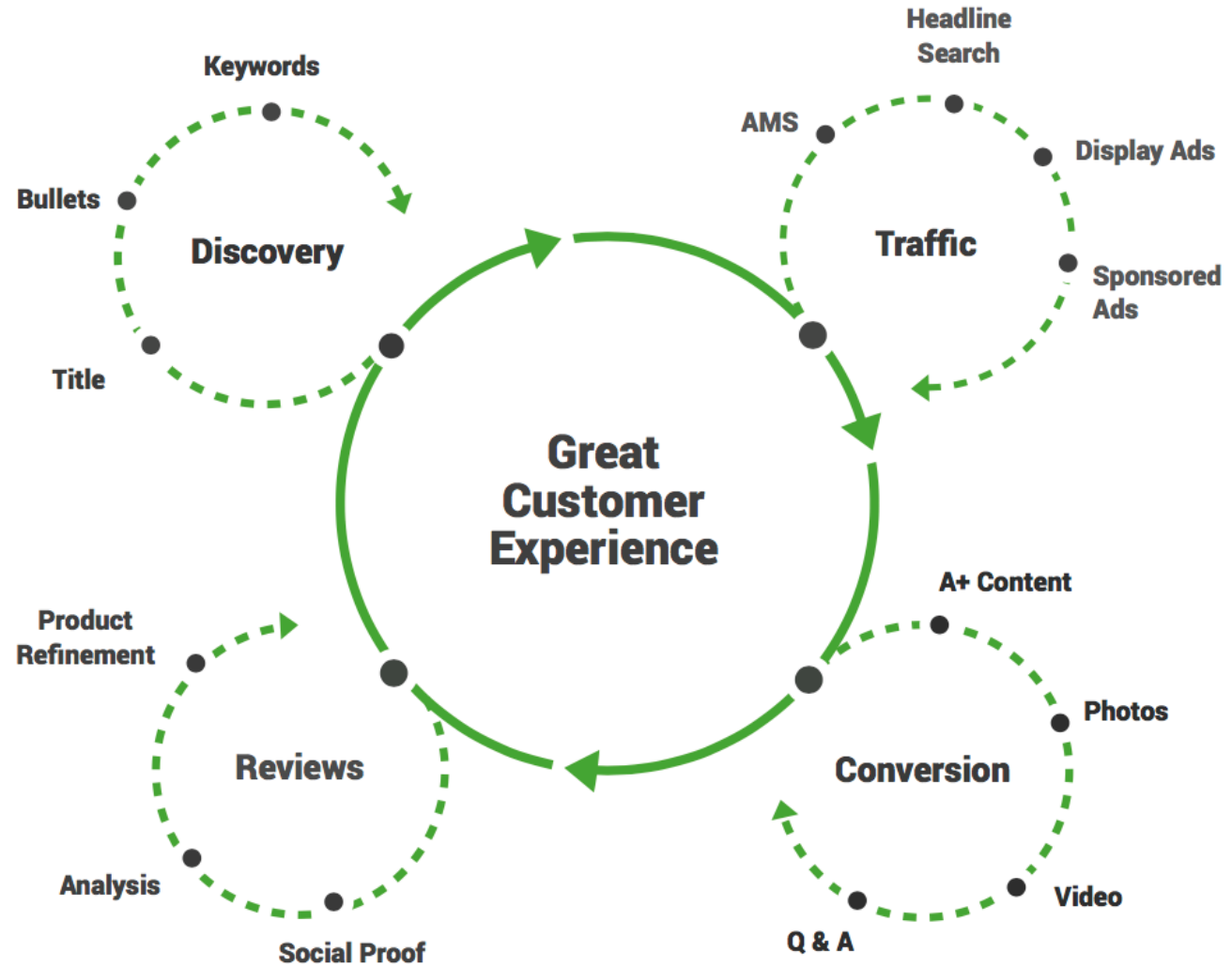
# Developing an ASIN Strategy

# Virtuous Cycle of Success

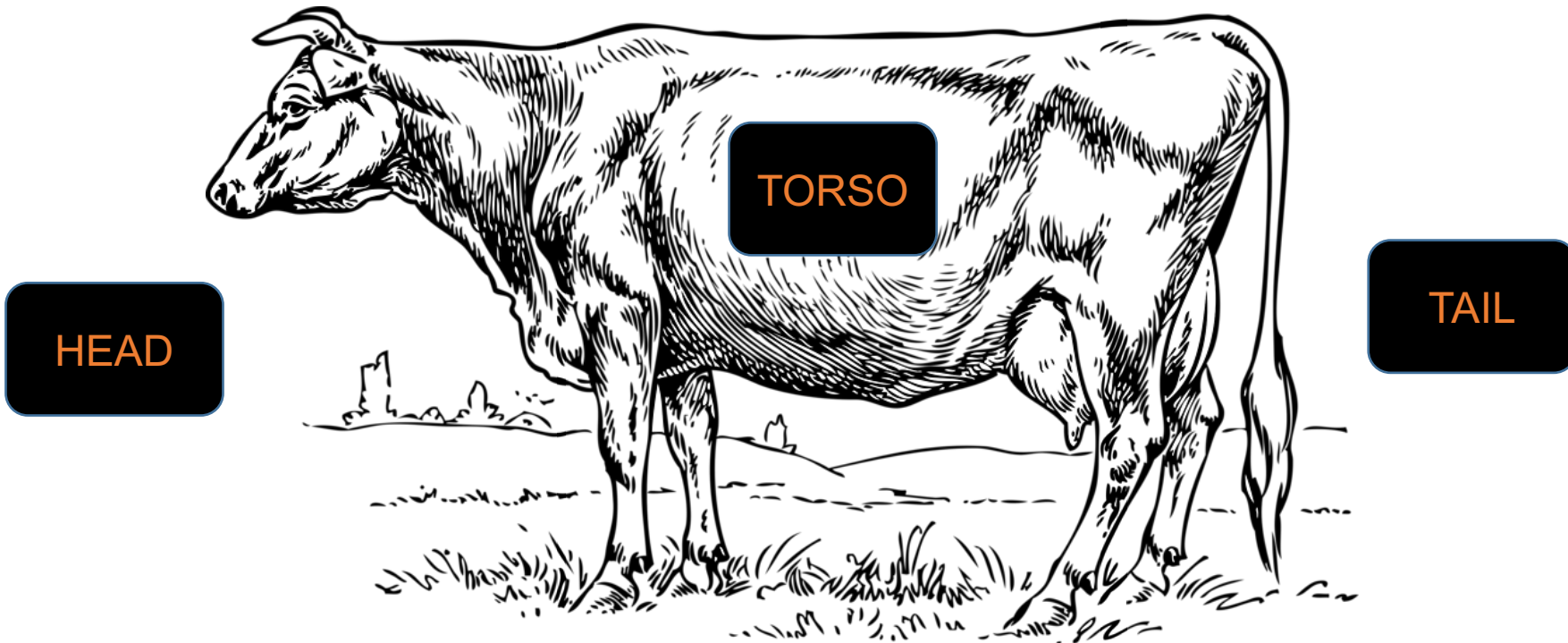
More Sales

Better Rank

Better Placement!



# HEAD, TORSO, TAIL



# STRATEGY

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You need to use the same data-drive strategy to achieve your goals

Every ASIN has to perform at an established velocity and performance.

Your catalog is divided into three parts and you MUST manage based on established ASIN strategy.

So, where do you start?

# BUSINESS REPORTS

## Detail Page Sales & Traffic by Child Item Report

- Located in Business Reports
- This report is going to be the foundation for establishing goals and strategy
- Sessions (traffic to your ASIN)
- Sessions percentage (sales conversion)
- Buy Box % and Sales
- **DOES NOT REPORT PROFIT**

The screenshot displays the Amazon Seller Central interface. The top navigation bar includes 'amazon seller central', 'INVENTORY', 'PRICING', and 'ORDERS'. A sidebar on the left contains a 'Business Reports' menu with the following items:

- Dashboards**
  - Sales Dashboard
- Business Reports**
  - By Date**
    - Sales and Traffic
    - Detail Page Sales and Traffic
    - Seller Performance
  - By ASIN**
    - Detail Page Sales and Traffic
    - Detail Page Sales and Traffic by Parent Item
    - Detail Page Sales and Traffic by Child Item
  - Other**
    - Sales and Orders by Month
    - Inventory In Stock
- Amazon Selling Coach**
  - Featured Recommendations
  - Product Recommendations
  - Inventory Recommendations
  - Fulfillment Recommendations
  - Suggested lower prices
  - Advertising Recommendations
  - Operational Notifications

The main content area shows the 'Sales Dashboard' with a 'Sales snapshot' table and a 'Compare sales' chart.

Sales snapshot taken at March 16, 2017 5:18:39		
Total order items	Units ordered	Ordered product sales
0	0	\$0.00

The 'Compare sales' chart shows 'Units ordered' on the y-axis, ranging from 0.50 to 1.00. A single data point is visible at 1.00.

# ASIN STRATEGY

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**Sessions:**  
minimum of 1K  
per month  
(97MM unique  
visitors to Amazon  
and you're fighting  
for traffic)

**Session  
conversion:**  
minimum 10%;  
30% is good;  
less than 10% is  
BAD

**Profit: You MUST  
establish a profit  
range 10-50%**

**Buy Box (resellers): Establish a floor for BB share**

# ASIN STRATEGY

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**1,000 Sessions  
w/ 10%  
conversion =  
100 units per  
month**

**100 units per  
month x \$29.99  
ASP = \$2,999  
per month =  
\$35,988**

**20 ASINs  
equals \$35,988  
x 12 =  
\$719,760 in  
annual GMS**

# WHERE DO YOU START?

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**1,000  
SESSIONS  
500 SESSIONS  
?**

**10% SESSION  
CONVERSION  
50% SESSION  
CONVERSION  
?**

**10% PROFIT  
30% PROFIT  
?**



# NOT MEETING GOALS

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- **Sessions – Increase sponsored products, update keywords/search, off-Amazon advertising**
- **Session Conversion – Fix detail page, images, bullets, title, product reviews, adjust pricing, run promotions**
- **Buy Box – Adjust pricing, run promotions, FBA, stop selling**
- **Profit – Stop selling when you can no longer maintain profit range**

**All ASINS are not created equal**

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