THE AMAZON SELLER'S GUIDE TO PRODUCT LAUNCHES

How to Drive Early Sales Velocity When Expanding Your Catalog

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Table of Contents

Introduction

From choosing the right product to advertising techniques & inventory management—there's a lot of factors to carefully consider when launching a new product on Amazon.

Amazon has a reputation for making swift changes, and last year they announced they will no longer permit free or discounted products in exchange for reviews.

This raised major concern among Amazon sellers, especially those leveraging product giveaways to increase reviews and ultimately manipulate sales ranking for new product launches.

So, how can Amazon sellers improve organic reach and sales rank without the help of giveaway or discount products in exchange for a review?

In the following guide, we will cover everything Sellers need to know about expanding their business and launching a successful product on the Marketplace including product sourcing, supply chain management & advanced advertising techniques.

Product Sourcing
& Manufacturing

Product Sourcing & Manufacturing

With marketplaces all over the world, sellers are taking advantage of being able to run businesses in several countries at once by utilizing the ecommerce giant that is Amazon.

With more than 244 million active users on Amazon.com, and 54 million Prime customers as well as exponential growth in sales over the past few years, it's safe to say that Amazon is still full of opportunity for private label sellers.

But, in an increasingly competitive space, you need to be prepared to put the work in to ensure that you find success.

Enter product research. A highly important piece of upfront work you will need to carry out, to ensure you make smart business decisions.

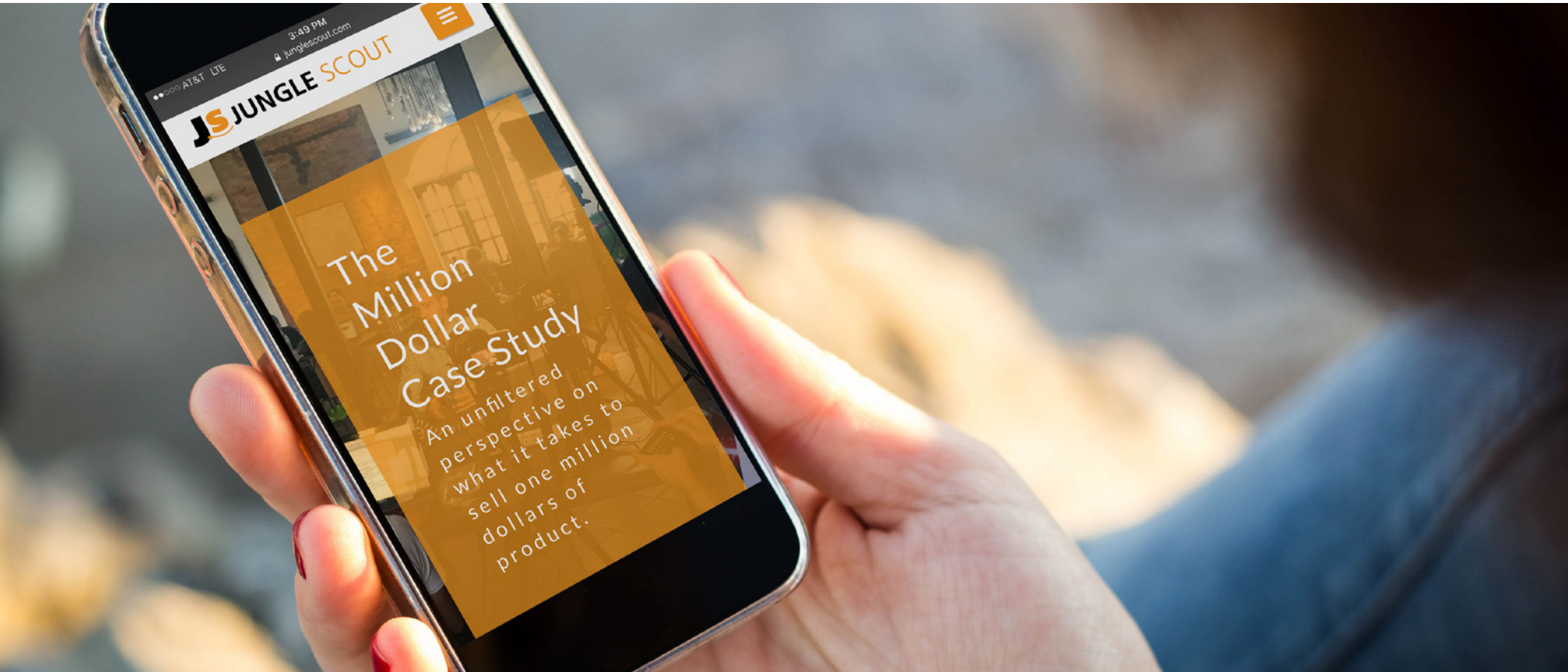
Choosing The Right Product

Whether searching for your first ever product, or looking to add new products to your business, Jungle Scout estimates that 90% of people get stuck here, or waste money on products that will never fly.

This is one of the most difficult parts of being a successful private label Amazon seller, and you don't want to get it wrong. Aim to put in a good 40 hours of product research, and follow along these helpful tips to guide you along the way.

Here's a blueprint to use when doing product research. This is similar to the route used at Jungle Scout to launch Jungle Stix, our collaborative launch product, which racked up over $50k in profit within the first year.

Since this, Jungle Scout has launched a new Million Dollar Case Study, with even more strategies and insights planned for the year ahead.



Basic Criteria

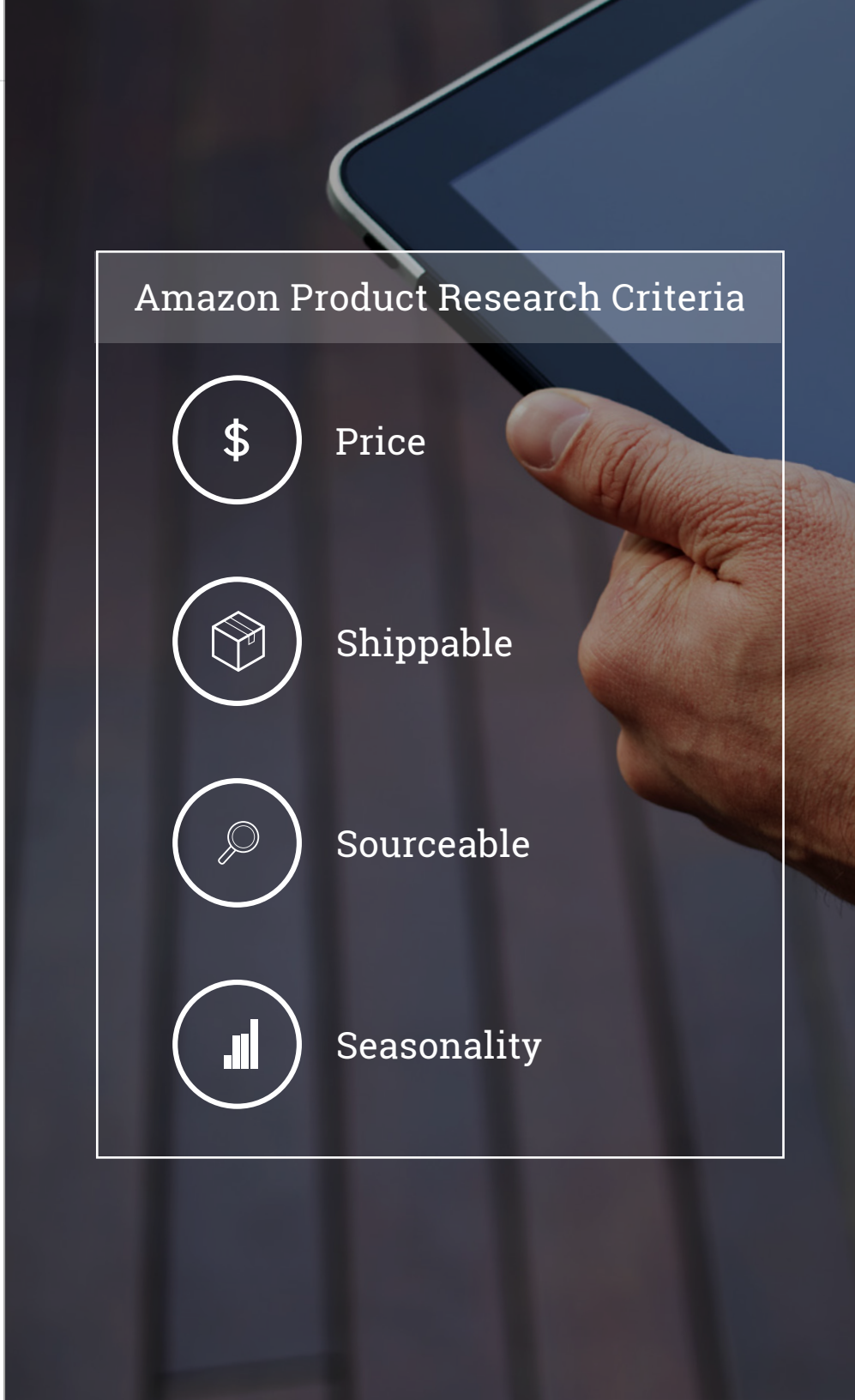
There are some basic criteria that you should always keep in mind when choosing a new winning product:

- ✔ **Price**
  Products should be in the $20 - $75 price bracket, anything below $20 can have profitability issues, and anything too expensive means spending much more to get started.

- ✔ **Shippable**
  Look for durable and simple products that are not oversized and avoid fragile products.

- ✔ **Sourceable**
  You should be able to find the product on Alibaba, Global Sources or other, similar supplier directories. More on sourcing later!

- ✔ **Seasonality**
  Ideally, your products won't be sold seasonally, to ensure year round sales.



Research Criteria

These are the things you can keep in mind as you scan through products and ideas to immediately shortlist or reject a product idea.

But what about the advanced stuff that sets us off to a great start? Pay close attention, as these are the things that we need to actively research:

1 Consistent and sufficient demand (greater than 400 sales/month)

The best way to verify demand is to find monthly sales estimates for similar products that are already selling on Amazon. As a rule of thumb, it's best to see at least 2000 sales per month amongst the top 10 sellers of a given product idea. You can check out our free Jungle Scout sales estimator to get you started.

2 Limited competition

Is it easy to enter the market as a new seller? Do the top competitor listings have less than <100 reviews? Can you find any pain-points with existing competitor products, that you could improve or fix with your private label version to enter the market with a clear benefit?

3 High profit margin per unit—we need to know that we can make money from this product.

We need to take a look at the price (remembering we want to hit at least $20), but also ensure that the cost to purchase the product, alongside the Amazon FBA, shipping and other fees leaves us with a good amount of profit per unit.

4 The "Weirdness Test"—look for an obscure product, not easily purchased at a brick and mortar store.

Usually, the obscure products that have demand are the best. Popular products tend to have high competition and it's much harder to break into the market. You are looking for products that will surprise your family when you tell them how much money they are making you. Also look out for products not dominated by an existing or leading brand, and avoid legal issues and trademarked or patented products.

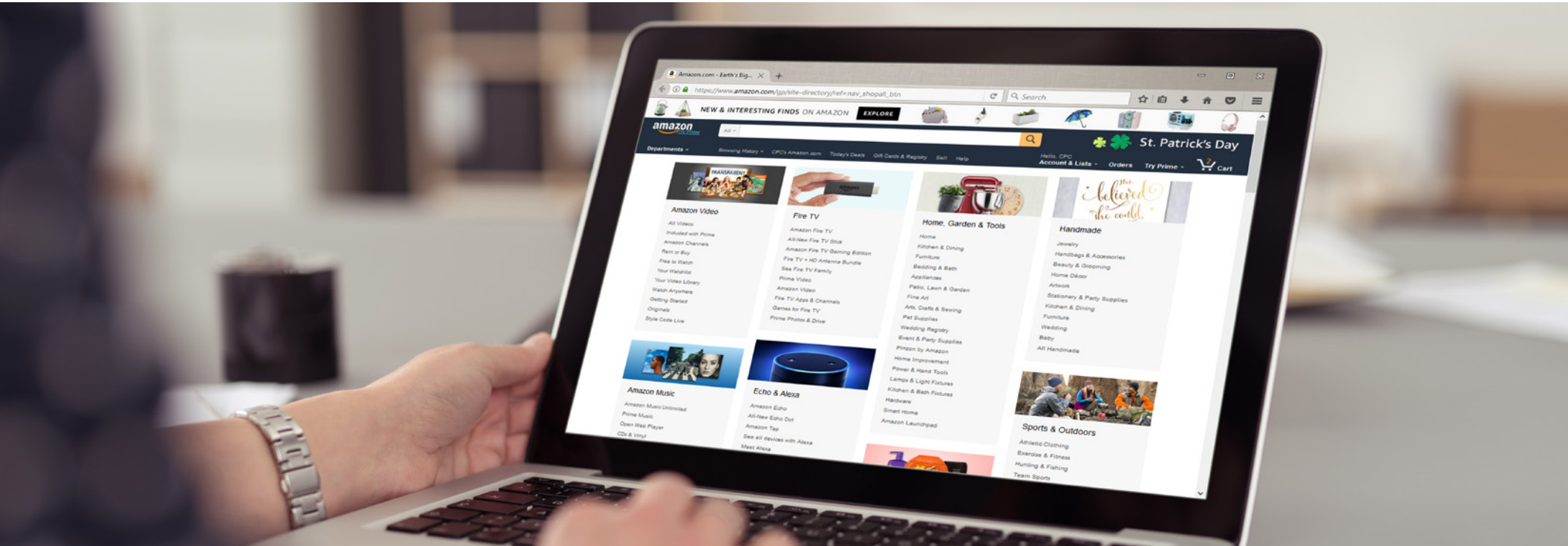
The Secret Sauce

Essentially, you are looking to focus on profitability, with opportunities that have demand but not too much competition. From here you are finding ways to add value, add quality or **differentiate from similar products already on the market.**

Getting Started—The Quest For Initial Ideas

The Amazon Best Sellers list is a great place to start. There will be lots of inspiration, but also high competition. From there you can drill down into Amazon sub-categories. Don't stop there, you can find product and niche ideas in lots of places:

- Reddit – Delve into "subreddits" (topic forums) for weird and wonderful ideas
- eBay – And other marketplaces too, check them out for ideas
- Alibaba – Start your search right where the manufacturers and suppliers are
- Alltop – Find hot niches using this handy blog aggregator
- Flippa – Get some ideas from thousands of niche websites that are up for sale
- The Jungle Scout list of over 1000 niches
- Keyword tools—such as Google's KW planner, or LSI Graph, which can help you drill down into a niche with related search terms and more ideas



Verifying Demand & Spying on Competitors

Once you have a bunch of ideas, you need to hit some of the research criteria touched on earlier. You need to ensure there is sufficient demand, and low enough competition.

This means you need to be able to find out estimated sales per month for the same or similar products, estimated revenue, number of reviews and rank.

You also need to start doing some early estimations of costs, shipping and FBA fees, so that you can figure out how much profit you could make from eligible ideas.

This is something Amazon sellers find difficult and time consuming.

But no matter the method, software or tools you use to verify demand and keep two eyes on the competition, just make sure you do it thoroughly, and have a reliable data source.

Organize your data

This is time consuming work so make sure to keep a record of it all for future reference. Keep a spreadsheet that documents all of the following:

- ✔ Main keyword or product
- ✔ Price
- ✔ Category
- ✔ Best Seller Rank
- ✔ Estimated Sales (Remember, you can use the free estimator tool)
- ✔ Number of reviews
- ✔ Rating
- ✔ 2000 sales in Top 10 results? (yes or no)
- ✔ Products in top 10 with less than 50 reviews? (yes or no)

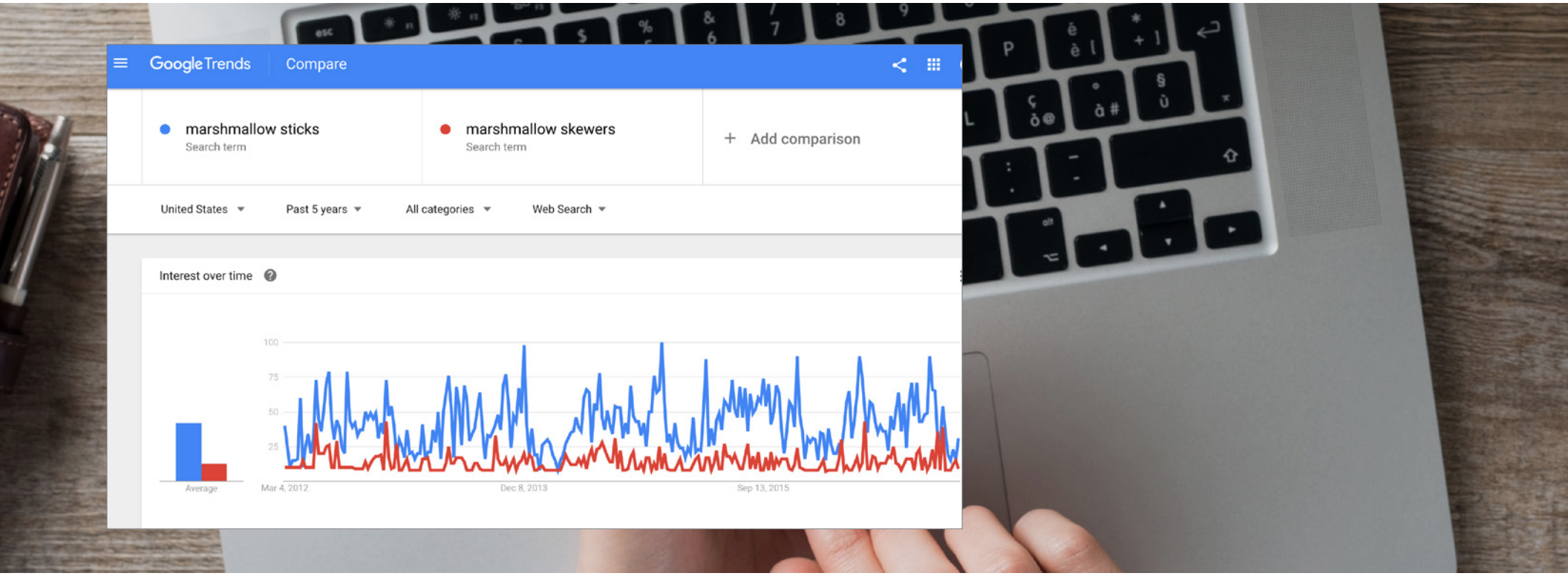
If you like, you can add extra columns to your sheet to make a note of any other criteria you believe is important. That way you are reminded of it when you come back later.

At this point, once you have 30-50 ideas down, you should track the products you want to pursue for 2-3 weeks. This can give you a better view of sales and trends, as well as further validate which products are the best to run with.

Don’t forget to check for seasonality too.

Google Trends is an amazing free tool for this very reason. You can determine whether seasonality could be an issue and spot an increase or decline in demand at a high level very easily.

For example, below you can see a search for some search terms related to our product Jungle Stix:



This shows that there is actually some seasonality with this product, as it's something that is used largely in the Spring and Summer months. But, there are still year-round sales, and it is a product that I decided to move forward with and it paid off.

Recap

If you're an ambitious person, the way to move forward is to pull the trigger and follow through with those items you want to sell.

Here's the three core steps you need to ensure you are hitting during your research phase:

1. Make sure your product ideas meet all of your criteria. If one doesn't, you need to really question whether it's worth moving forward with that item and the extra work it might involve if you do.

2. Validate your ideas by verifying their demand and doing some in-depth product, keyword and competitor research.

3. Make sure to organize all of your ideas and research so that you can reference it later. Track sales and trends for a few weeks to triple check that your product options are viable.

Sounds pretty exciting, right? It's not just work, it's one of the most exciting parts of the Amazon seller journey. Enjoy it and embrace it.

Once you have done it a few times you will start to get into the right habits. Plus, don't forget that a bit of investment in the right tools can help you speed up your process as well as improve the accuracy of your research data.

Supply Chain Management: The Forgotten Critical Step Required to Scale Your Business

This chapter will focus on the most overlooked, but arguable most important aspect of scaling any business that sells products that are manufactured in Asia.

If you're commissioning suppliers to manufacture the products you sell, then it's very likely you will (or already have) run into some roadblocks along the way that hinder your ability to productively source, produce, and ship new products to your customers.

These ever-present challenges make it very difficult to effectively scale your business.

The problem many sellers face today is that supply chain management is difficult for e-commerce companies to master, because it isn't something that can be easily executed without a substantial investment of time and money or by relying on 3rd party agents who are usually only concerned with their own revenue.

The risk associated with 3rd party vendors along with the prohibitive upfront costs & startup fees required to be proficient in this all-important component of product manufacturing is almost always the chokepoint in a business's growth plan.

This is where countless businesses fail, as they are unable to adequately adapt from their original 'do it yourself' sourcing strategy, to a more optimized and streamlined approach that allows for the unobstructed growth needed to reach the next level.

Understanding and properly implementing the Do It Yourself (DIY) Approach

The DIY approach to supply chain management is most often accomplished by having management operate in a pseudo-purchasing office capacity. While this can make sense for bootstrapped businesses, any business gaining traction and steadily growing its sales should consider a more effective method, as the DIY approach can be very risky and sometimes even catastrophic.

The ideal approach to supply chain management, and one that the very successful businesses have figured out, is to have all aspects of the supply chain organized, managed and seamlessly operating in concert.

This ensures that the entire supply chain can be overseen and adjusted effectively and efficiently from one aggregated point of command. This is especially significant when a business is growing (or wants to grow) and all aspects of the the supply chain need to be accelerated in unison to match the growth rate. This ensures production keeps up with demand while minimizing confusion, mistakes, and other costly situations that are common when businesses grow.

Problems can, and often do, arise when the supply chain is being managed by the same force that is also focused on the business's overall strategy and operation.

Unless a business has a dedicated purchasing department, the ability for the company to achieve maximum results diminishes dramatically if supply chain management is done in DIY fashion, as it almost assuredly not being carried out as effectively and efficiently as it could/should be.

Let's begin looking at some of the different examples. The first one is usually reserved for large companies. These companies have it figured out. They go from concept to final product in what seems like record time and without many of the hiccups so often associated with other companies. The main reason they can do this? They own their own factory.

Owning a Factory

There is an obvious benefit when brands don't need to subcontract out if they can manage all production in house. The downside is obvious: the upfront costs are extremely high. And for companies selling a variety of different products, it is almost impossible. The diversified production lines and equipment required to produce these different products are what makes this endeavor especially impractical.

However, there are examples of when owning a factory makes sense. For a great example of how owning a factory can immediately change the game for a business in a single niche, let's look at a company called SkyCig.

SkyCig was an early pioneer in the e-cigarette industry and, in fact, introduced the product into the United Kingdom. After gaining some traction, but also while struggling to deal with intellectual property and quality concerns, SkyCig founder, Sam Marks, opened a factory in China.

From the beginning he had one goal in mind: make the best e-cigarette possible, while maintaining the necessary control to do so. Months after his new factory was up and running, he sold the company to one of the big tobacco conglomerates for 75 million dollars. This is the exception to the rule.

Just as a quick example for anyone who wants to start a factory in China: it's an automatic $50,000 fee to form the WFOE (wholly foreign owned enterprise).Then the costs to secure the myriad government approvals, the 20% increased costs you'll incur because it's a foreign investment company, and figure 20% on profits and even if you do not make profits, figure on them being imputed to you.

Also figure on having to pay around 40% to various branches of the Chinese government as taxes on the salaries you pay your employees. And this is not even counting the cost of the building, equipment, or employees! You get the idea.

It is a very risky and expensive venture to start your own factory. 99% of the time, it makes no sense to own your own Chinese factory if you are not from China.

Operating a Purchasing Office

The most common practice for household brands relying on subcontracted factories is to set up a purchasing office in the region in which they manufacture. There are clear benefits to this model for many businesses.

One of these benefits is that it offers a valuable brick & mortar presence with easy travel to and from suppliers. This also lends legitimacy to your brand, as suppliers will see that you have a local address and office and therefore won't dismiss you as an amateur or mom and pop shop.

Another advantage to having a local presence is that it makes sourcing products and materials much easier and more efficient. You can attend local show and, conventions as well as actually meet face to face with suppliers who may not be listed online.

A local purchasing office also grants the ability to more closely inspect suppliers and maintain an active eye on productions. This helps hold the supplier to a much higher level of accountability as it relates to time lines, quality, and overall performance that is impossible to achieve from outside of China.

When looking specifically at Mainland China, these purchasing offices commonly consist of Western management, partnered with local Chinese staff. The advantage here is clear: the business gets the strong work ethic, oversight, and quality control associated with Western world, while relying on the cultural and local business advantages the native staff can provide.

There are some downsides to purchasing offices as well. The startup costs are often high, as is the effort to establish such an office. Incorporating in China, managing the legal and financial aspects of hiring employees requires a clear understanding of local and Chinese laws. For brands looking to move their purchasing departments abroad, it can make sense to relocate their existing team overseas.

While this model is costly, once everything is properly setup, having boots on the ground, capable of maintaining the overall brand's mindset and goals, along with ensuring sourcing, manufacturing and logistics are all handled properly can prove to be a tremendous benefit for the brand's ability to manage their supply chain.

Utilizing Third Party Agents

An agent, whether freelance or backed by a company, operates by charging a commission on each shipment or production. Of all the available models, this option puts the most amount of strain on any brand and their ability to independently operate.

The immediate appeal of these types of agreements is the typical lack of any upfront requirements. Submitting a request for quotation to an online sourcing agent can easily yield a gameplan to have products sourced and manufactured. This allows for brands to operate with very little upfront costs, however, it inherently cripples them, should they ever decide to leave their agent.

Agents operating as a proxy between the manufacturer and the buyer put themselves in an incredibly advantageous situation. Neither the factory, nor the buyer are able to operate without the clearance from the intermediary agent. Meaning that a business's entire supply chain relies on a single person who does not have any affiliation with, or vested interest in, the factory or the brand.

By incentivising agents through a commission model, brands are immediately relying on someone who poses a clear conflict of interest. When a business contracts with an 3rd party entity to assist in identifying suppliers, and that entity is rewarded, not based off the suppliers merits, but rather on getting the brand to spend more money on cost of goods; then there is very little motivation to ensure the agent is operating in their clients best interests.

And they absolutely have no fiduciary responsibility to do so, which creates an especially dangerous situation.

Another possible danger lies in the conflict of interest associated with many of the 3rd party agents that are popping up online and in Facebook groups advertising their service: they sell on Amazon!

Talk about your classic case of ignorance. I guess they're not aware of just how protective sellers are of their product and brands. It's beyond comprehension that some sellers will partner with a 3rd party agent that is actually selling against them and has the potential to steal their product idea.

Hiring In-House Purchasing Manager

A local, in-house Purchasing Manager can bring great insight to a company's growth and ability to manufacture more efficiently. Purchasing Managers with experience in the field can offer guidance and cost saving strategies to the entire supply chain.

While at face value, this option does present itself as ideal. But looking deeper and figuring in the high salary, combined with additional costs required to secure assets abroad, as well as not actually being in the country where your products are being manufactured makes this a less-than-ideal solution.

If you're going to hire someone to manage your supply chain, why would they work anywhere but in the region where the majority of your goods are sourced, produced and shipped from?

There are some potential answers to this question. Mainly, in-house Purchasing Managers can easily adapt and learn the brands vision. Their industry skills allow for them to be a viable asset, and the communication between upper management and the Purchasing Manager is often seamless since they all operate out of the same office.

With the median annual salary being over $100,000, this can often to very difficult to justify for most e-commerce brands who are still in their early growth stage and even those that are bringing in monthly 6 figure revenue numbers.

An industry slow to change

When we look at the manufacturing industry as a whole, it is surprising at just how little it has changed over the past century. Some of the biggests issues with the above examples of supply chain management are that they are not accommodating for most of the e-commerce businesses that exist in today's market.

E-commerce can be a lucrative and efficient business model, however, it is also very new to the industry. We are witnessing an evolution in a supplier's understanding and ability to accommodate on a manufacturing level for e-commerce companies.

Less than five years ago, factories would immediately turn away buyers interested in "trying them out" with small, validation orders, before moving into larger productions. Today, reaching out to factories with starting order quantities ranging from hundreds to low thousands of units immediately prompts the supplier to question, "are you selling on Amazon?"

Unfortunately, even with factories becoming more accommodating to low volume purchases, (we would classify a low volume purchase to be any production with a value less than $25,000) there are still very few legitimate options that allow low volume buyers to optimize their ability to efficiently bring their items to market and be able to compete with larger businesses with volume buying power.

The bottom line is this: If you don't have a supply chain management solution put into place, you're limited on growth. Period. However, if you decide to put one in place, you're limited to choosing between low cost/dangerous options like a sourcing agent, which puts incredible risk on your brand by locking yourself into a single middleman, or settling with an option that carries high setup fees and annual costs that can put a very immediate and severe strain on your business as a whole.

The sad fact, for most businesses growing as an e-commerce company, is that once you reach a certain ceiling of your own internal purchasing capabilities, it can be incredibly difficult to push through and continue to grow.

That's why Guided Imports was founded years ago and has since been steadily growing as companies realize there is another option that makes more sense for their business. Guided Imports is a one stop solutions provider for all sourcing, logistics, and manufacturing needs in China.

Amazon Advertising

Amazon Advertising

Sponsored Products Sales Velocity Strategy

Now that Amazon no longer permits free or discounted products in exchange for reviews, advertisers are now seeking alternative ways to gain momentum for new product launches on the Marketplace.

One theory is to implement the Sponsored Products Sales Velocity Strategy which involves repricing, as well as aggressive bidding on certain keywords to improve organic ranking, and ultimately increase conversions.

As an agency, we analyze how much we need to spend, how high the bids need to be, and which keywords we want to bid on to determine what type of organic placement we can achieve for the new product.

"It's not simply—let's cut the price in half and double the bid," David Cooley, Manager, Marketplace Channels Operations at CPC Strategy said. "There's actually a lot of analysis that goes into it."

"When launching a product, it's also important to utilize your email groups and/ or Facebook groups (especially if you have a decent Facebook following) to drive off-Amazon traffic to your listings. For example, you can advertise promotions for your product on Facebook and push that traffic towards your Amazon page," he said.

David Cooley
Manager, Marketplace Channels Operations
CPC Strategy

How to Drive Traffic to Amazon & Optimize Conversion Rates

"Off-Amazon promotions build product and brand awareness. Funneling these promos directly back to Amazon is another way to increase overall sales velocity, conversion rate and review count for the new product," Ethan Pilkenton-Getty, Manager, Marketplace Channels Operations at CPC Strategy said.

Ethan Pilkenton-Getty
Manager, Marketplace Channels Operations
CPC Strategy

Benefits of Driving Off-Site Traffic to Amazon:

- ✔ **Off-site generation directs customers to Amazon, the highest converting site in the world.**
- ✔ **Likely to drive volume and increase conversion rates for sellers.**
- ✔ **Sellers gain additional exposure to Facebook's large database of customers.**
- ✔ **Seller's can still utilize Amazon's Ad Copy (such as free shipping, ratings, ect).**

5 Tips on How to Drive Off-Amazon Traffic

1 Utilize Facebook, Instagram & Email groups

Use Facebook posts / ads aimed at target audience segments to generate sales and overall product awareness.

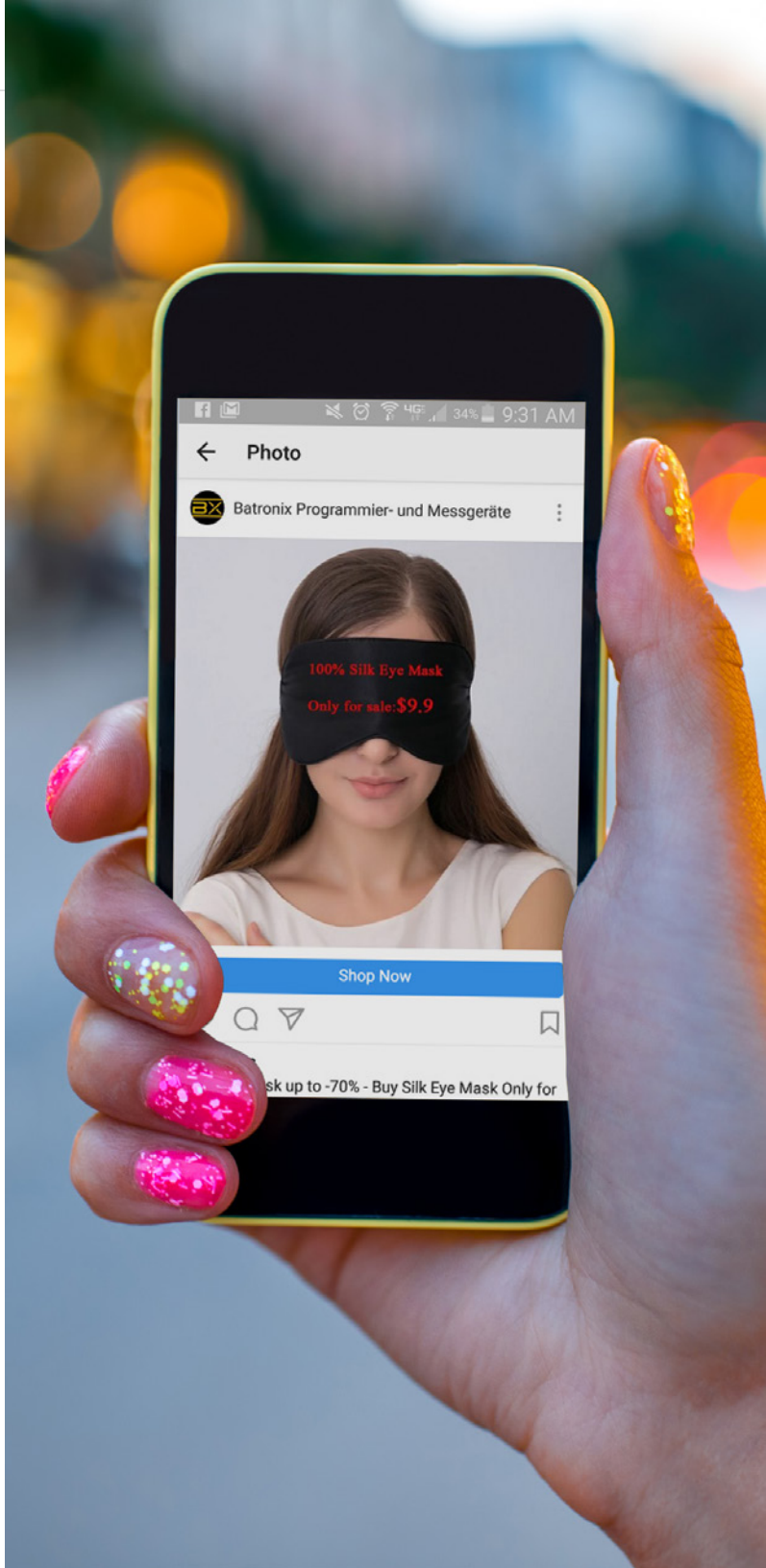
Leverage coupon codes in Facebook / Instagram ads to entice purchasing and sharing.

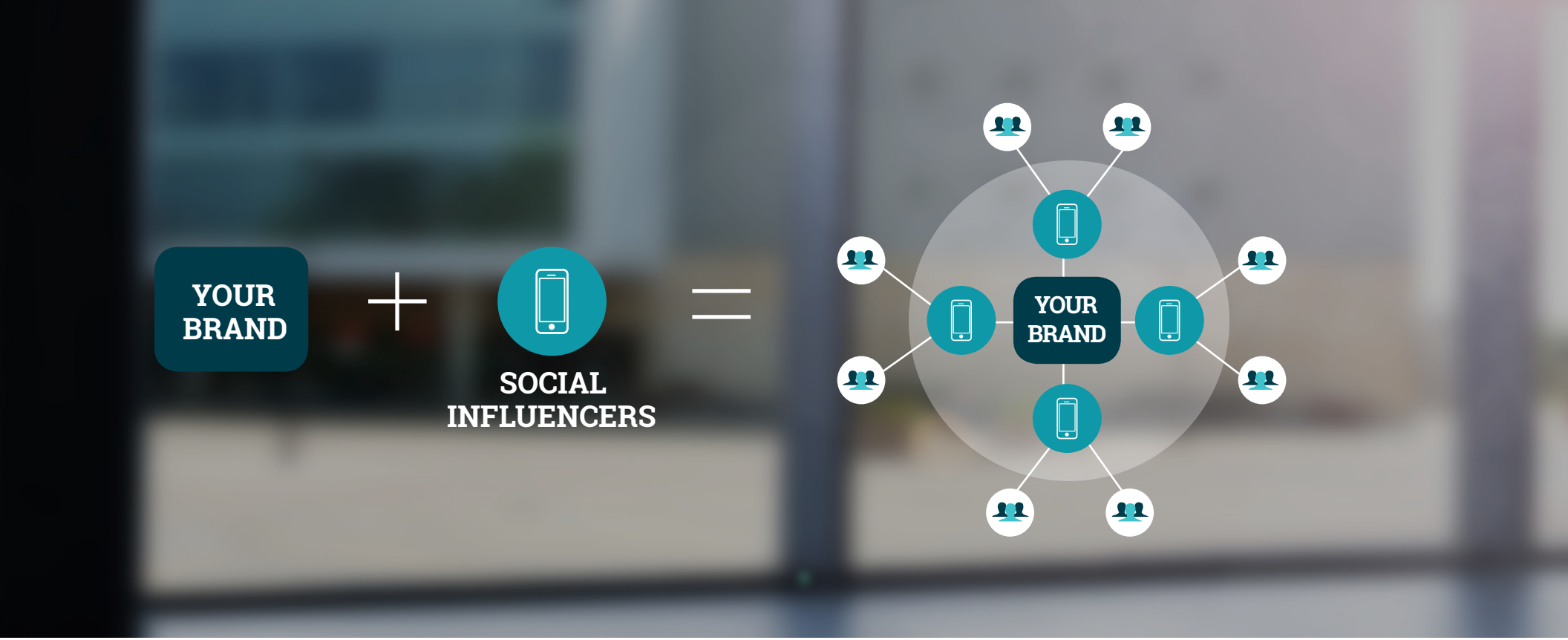
Implement email blasts if a business has an existing customer database and sees value in driving traffic to Amazon as opposed to ecommerce site in order to build Amazon channel growth.

2 Feature product on blogs & leverage influencers

Influencer Marketing is a powerful strategy that incorporates social media and content to build relationships with trusted people in your industry and drive your brand's message to a target audience.

Whether an influencer's audience is small or large, they have the ability to communicate valuable content to your current or potential consumers via blogs or social media in a way that traditional advertising efforts might not be able to.





3 Leverage Adwords Text Ads & Exact Match Keyword Targeting

Brands should use exact match keyword targeting rather than broad match. Although broad match will show up for a wide range of keyword terms (which in theory sounds great), businesses are not going to be able to identify which terms are converting.

With Exact Match Keyword Targeting, brands can add one keyword at a time. When they see a boost in sales they will know that sale is attributed to that specific term so they can bid up.

4 Avoid Outranking Share as a Measurable KPI

Outranking Share or when a seller outranks a competitor for a given term is a pretty common KPI for retailers to measure. Unfortunately, when sellers are driving off-site traffic this is not an accurate measurement. Why? When sellers drive off-site traffic back to Amazon, Google recognizes the ad as an Amazon ad.

Essentially it's calculates that your company is trying to outrank itself. In addition, you are also competing with Amazon's own team (competing for traffic with Google) as well as other competitors in your market.

Brands should be aware that they are competing against Amazon, competitors and themselves when it comes to determining outranking share.

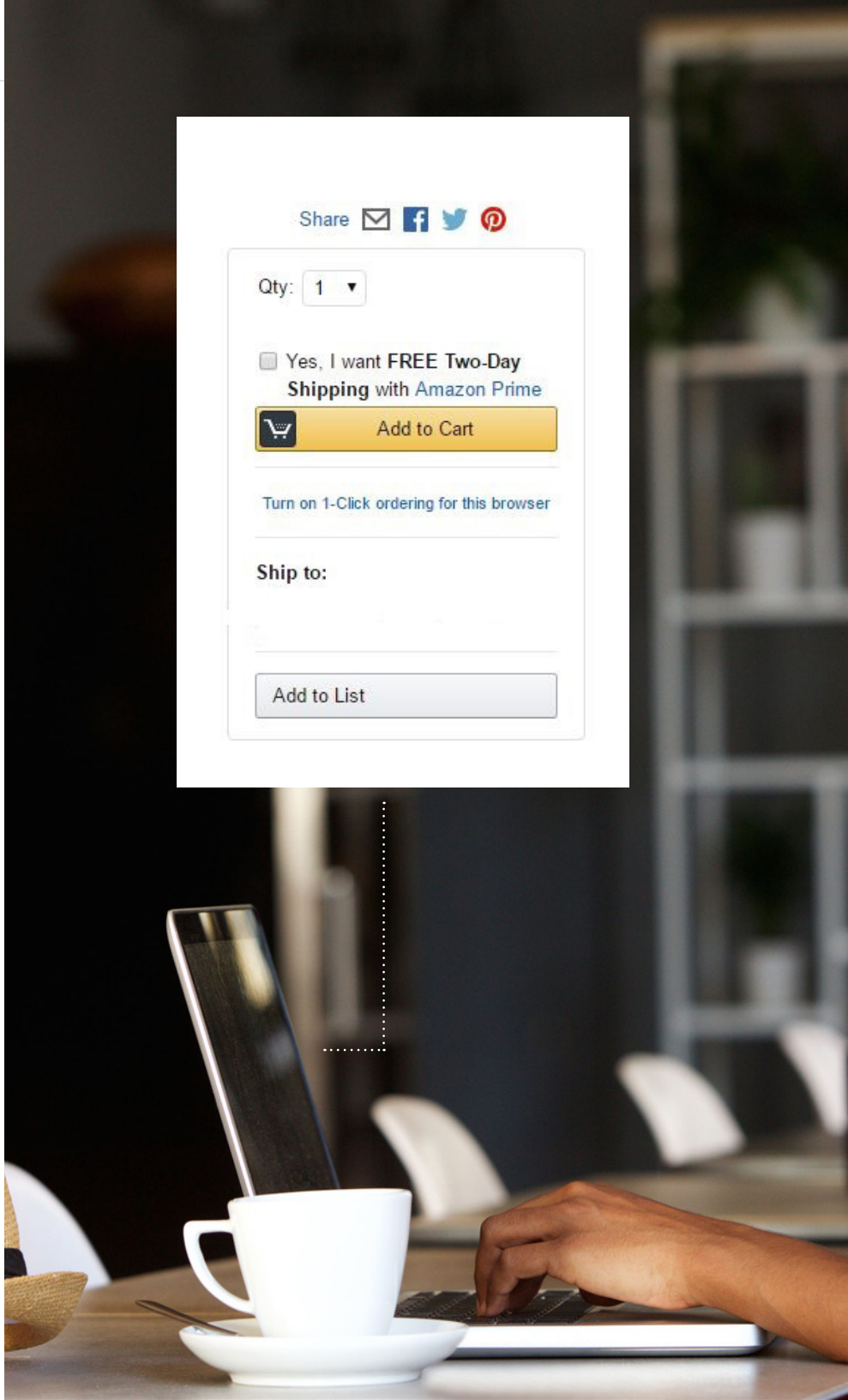
5 Be Aware of Your Buy Box Percentage

Sellers should always be aware of their Buy Box percentage. If a seller does not own the Buy Box, when a customer clicks on the ad and is directed to Amazon, they are likely to lose the sale.

If you are the manufacturer, eventually the same will come back to you but if you are the reseller and not in the Buy Box, you are probably paying for someone else's order (conversion).

Unfortunately, tracking this type of off-site generation can be difficult because marketers are essentially piecing together sets of data from Google / Facebook & Amazon. At this time, Amazon has not made any public attempts to shut down off-Amazon traffic generation since their main goal is to drive traffic to the marketplace.

To learn more about off-Amazon traffic generation email tara@cpcstrategy.com.



Tracking & Reporting

Tracking & Reporting

Use Inventory Analysis to Save Costs

Your inventory costs include ordering, shortage, and carrying costs.

- **Ordering costs:** Purchase price, taxes, insurance, transportation, handling fees.
- **Shortage costs**: How much you lose when you sell out.
- **Carrying costs:** Inventory handling, storage costs, inventory management costs.

In order to optimize your business and manage your inventory, you should have a good grasp of your inventory costs. Once you know this, you can look into ways to automate, reduce costs, and improve processes.

Inventory Valuation

You can use inventory valuation to improve your ROI for different items.

In e-commerce, it's common for a small percentage of stock to make up the largest percentage of profits. Inventory valuation means identifying these profitable items, as well as the non-profitable ones (dead stock, or slow-moving items).

Value inventory to prioritize stock, and invest more in products that make you the most money, while eliminating low value products. Cutting stock can be hard, but keeping low-value stock may have a bigger cost on your company than you realize.

Just-in-Time Inventory Management

Just in Time (JIT) inventory management uses inventory forecasting to determine how much you sell each period, so you can order just enough inventory to meet demand. You then set up re-order alerts that orders replacement stock just in time to avoid selling out.

By moving underperforming items to minimum stock level, you reduce any dead stock and free up warehouse space.

Caution: In order to do this successfully, you need a deep understanding of your sales cycle and how seasonal sales may affect demand for your product.

Don’t run out of stock, and what to do if it happens

When you run out of stock, you end up with unhappy buyers and poor reviews. This will affect your bottom line on any e-commerce platform. Some common mistakes we see are sellers not monitoring their sales velocity, and monitoring their inventory across all channels.

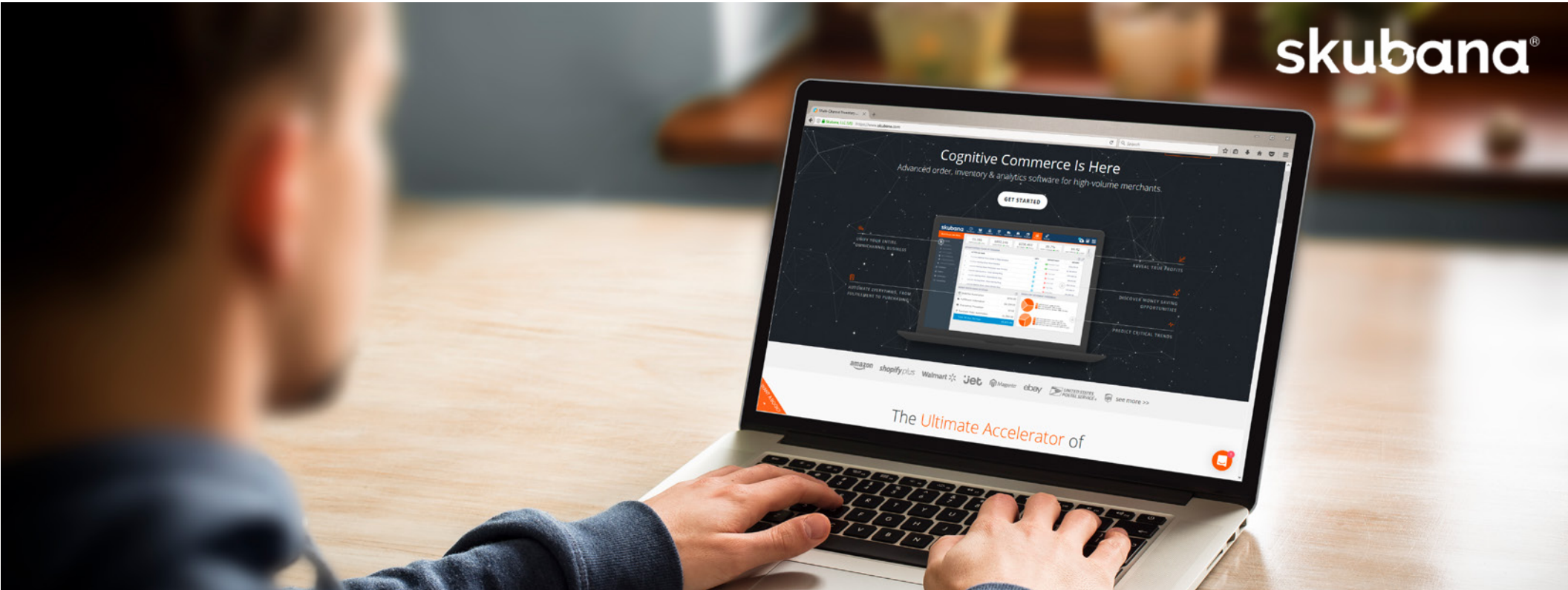
Your sales velocity is the number of units you sell during a period of time. Knowing this means knowing how many days you have until your inventory runs out, and you need more. It also helps you time your orders just right, so they get there before you sell out and after you’ve already freed up warehouse space

What to do if you're about to run out of stock

Pause any advertising or successful marketing campaigns until you're ready to meet the demand they will generate.

Raise your prices. This is a good move because it will slow down your inventory depletion, while earning you more money per unit.

Use an operations solution and inventory management tool like Skubana to inform you what your safety stock level is, and monitor and adjust in real-time to avoid running out of stock.



New Product Launch
Strategy Checklist

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Select a Winning Product

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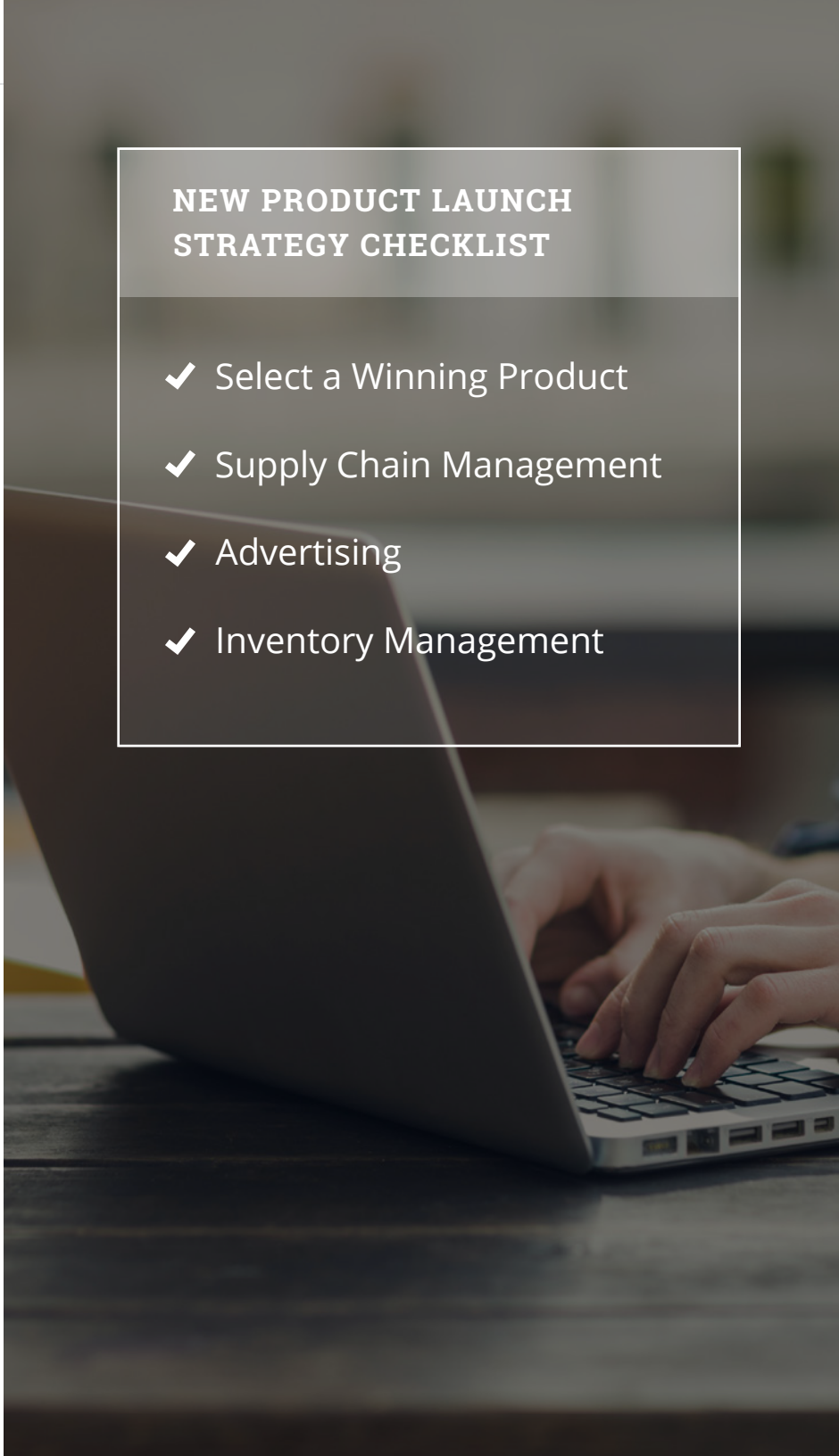

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Additionally, off-Amazon promotions (via Facebook, Instagram, Email, AdWords & Influencers) help to build product and brand awareness. Funneling these promos directly back to Amazon is another way to increase overall sales velocity, conversion rate and review count for the new product.

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In order to optimize your business and manage your inventory, you should have a good grasp of your inventory costs. Once you know this, you can look into ways to automate, reduce costs, and improve processes.

In e-commerce, it’s common for a small percentage of stock to make up the largest percentage of profits. Inventory valuation means identifying these profitable items, as well as the non-profitable ones (dead stock, or slow-moving items).

Value inventory to prioritize stock, and invest more in products that make you the most money, while eliminating low value products. Cutting stock can be hard, but keeping low-value stock may have a bigger cost on your company than you realize.

What Now?

Schedule Your Free Amazon Sales Acceleration Evaluation

CPC Strategy's Amazon Sales Acceleration Evaluation is a complimentary 60-minute analysis and assessment of your Amazon Seller Central account, advertising programs, product order volume, and profitability metrics.

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