

The 3 Pillars to Successfully Scale Your Brand on AMAZON



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Global Director of Ecommerce (Essity)



Campbell's



Simply
Saline



Milano



Goldfish

SPAGHETTI  [®]



Prego [®]



A Global Health & Hygiene Company



\$14B Net sales 2023

150 Countries

48,000 Employees





#1 Professional Hygiene Brand in the World

#1 Global professional
hygiene brand

7.5 Million
Dispensers placed in a year

111
Tork markets globally

27,500
End-customers surveyed
last year

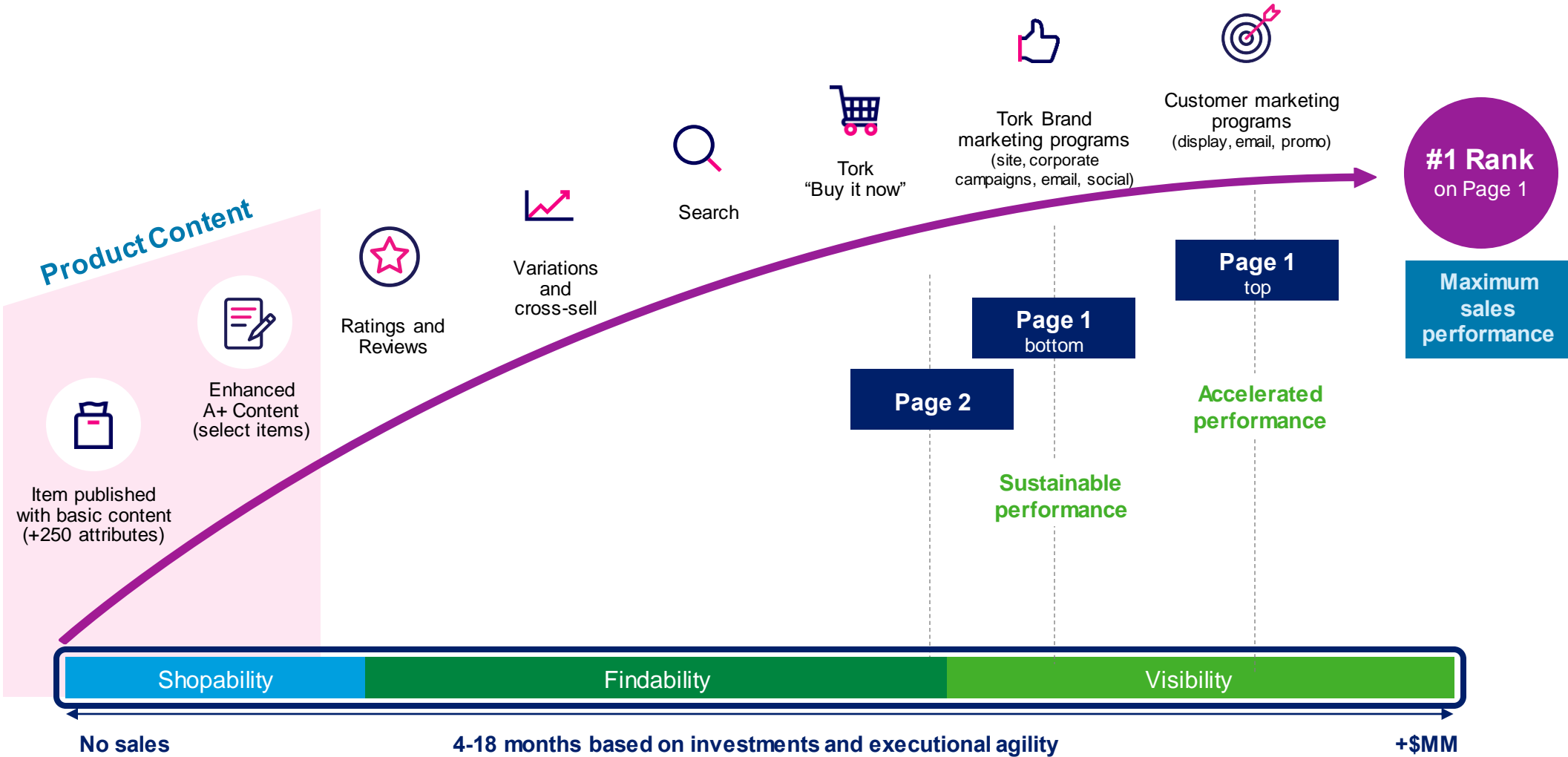
\$2.8 Billion+
in annual Tork sales

200+
Professional Hygiene
patents granted or pending

The Price of Entry



Think ahead.



The 3 Pillars



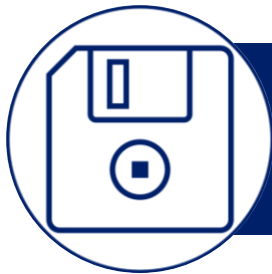
Think ahead.



KNOW THE LANDSCAPE



RIGHT PRODUCT, RIGHT TIME



LEVERAGE THE DATA



Step 1: Know the Landscape

Who are the best sellers and why?

Overall Pick

Amazon Basics 128 GB Ultra Fast USB 3.1 Flash Drive, Black

Options: 2 sizes

★★★★☆ - 10,188

10K+ bought in past month

\$11.99 Typical: \$14.88

Amazon brand

prime Same-Day

FREE delivery Today 10 AM - 3 PM on \$25 of qualifying items

Add to Cart

More Buying Choices

Popular Brand Pick

SanDisk 64GB 2-Pack Ultra USB 3.0 Flash Drive (2x64GB) - SDCZ48-064G-GAM462, Black

Options: 10 sizes

★★★★☆ - 33,631

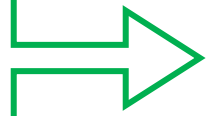
10K+ bought in past month

\$15.99 (\$8.00/Count) List: \$23.99

prime Same-Day

FREE delivery Today 10 AM - 3 PM on \$25 of qualifying items

Add to Cart



SanDisk 64GB 2-Pack Ultra USB 3.0 Flash Drive (2x64GB) - SDCZ48-064G-GAM462, Black

Visit the SanDisk Store

4.7 ★★★★★ - 33,636 ratings | Search this page

Amazon's Choice Popular Brand Pick

10K+ bought in past month

-33% \$15.99 (\$8.00 / Count)

List Price: \$23.99

prime Same-Day

FREE Returns

Pay \$15.99 \$14.52 after using available Amazon Visa rewards points.

May be available at a lower price from other sellers, potentially without free Prime shipping.

Size: **64GB (2-Pack)**

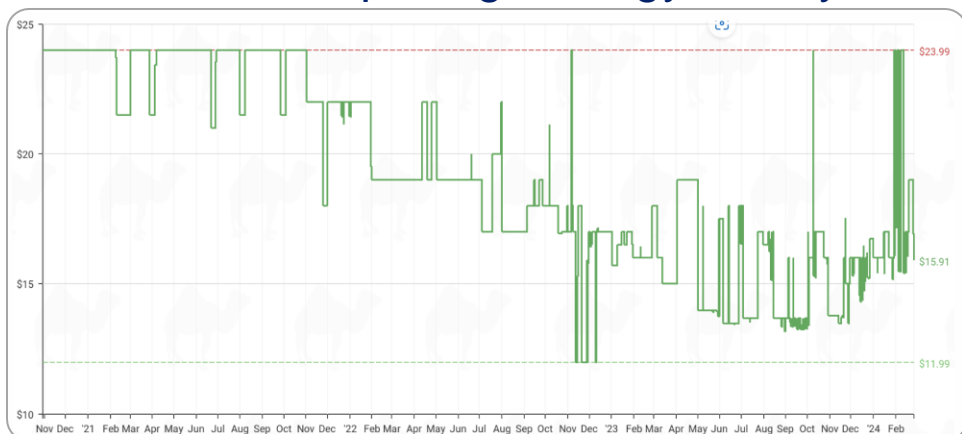
| | | | |
|----------------------|-------|-------------------|------|
| 16GB | 32GB | 32GB (3-Pack) | 64GB |
| 64GB (2-Pack) | 128GB | 128GB (Pack of 2) | |
| 128GB (5-Pack) | 256GB | 512GB | |

What content should you be focusing on?

What can you learn from the pricing?

What are the most popular variants?

What is the pricing strategy/history?



www.camelcamelcamel.com

What can you learn from the reviews?

Are there need states you can fill?

Customers say

Customers like the performance, storage capacity, value, and ease of use of the flash drive. They mention that it works well, is perfect for purpose, and is very useful for backups and transferring games and profiles. They are also satisfied with speed, size, and quality. However, some customers have reported that the drive gets hotter than they would expect for an electronic device.

AI-generated from the text of customer reviews

Quality
 Performance
 Storage capacity
 Speed
 Value
 Ease of use

Size
 Warmth

49 customers mention 5 positive 44 negative

Customers dislike the warmth of the flash drive. They say that it gets hotter than they would expect for an electronic device, the metal connector always feels uncomfortably warm, and the drive temperature doesn't increase when reading or writing.

"...If you leave these USB drives in for a long time, they do **slowly start to warm up**..." [Read more](#)

"...They did **get a tiny bit warm**, but nothing that affected the performance..." [Read more](#)

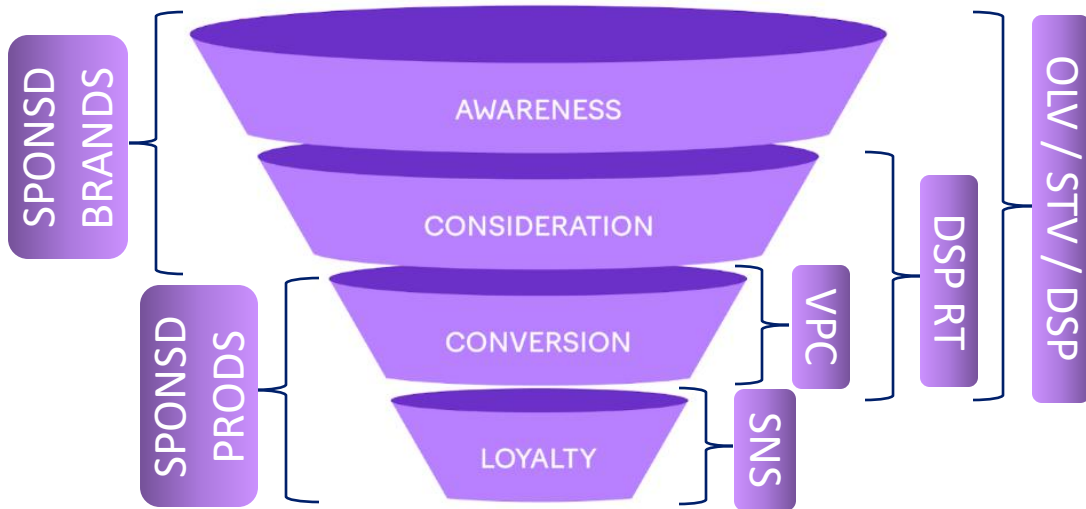
"...I noticed is that while plugged into a USB2 port, the **drive temperature doesn't increase**, even when reading or writing for several minutes..." [Read more](#)

"...testing and removing it (only used for a few minutes) the **metal USB part was very hot**, hotter than other usbs I've used..." [Read more](#)



Step 2: Right Product, Right Time

Are you engaged in a **Brand play**, **Product Marketing play**, or **Price play**?



How much pricing pressure can you expect?



How profitable will your product be for you **AND** for Amazon?

- Keyword Bids** Top search terms, competitive, emerging
- Net PPM** AMZ net profit/sales price
- Freight** Estimate with an FBA calculator

Revenue Calculator

Provide your fulfillment costs and see real-time cost comparisons between different fulfillment methods
 Disclaimer : This Fulfillment by Amazon Revenue Calculator should be used as a guide in evaluating FBA only. Amazon does not warrant the accuracy of the information or calculations in this Revenue Calculator. Independent analysis of the output of this Revenue Calculator should be conducted to verify the results. Please consult the Amazon Services Business Solutions Agreement for up-to-date costs and fees. The New Amazon Fulfillment option reflects your current Selling on Amazon fees and FBA fulfillment fee.

For more information about how to use this calculator visit our [Help page](#)

Find existing product or enter product information

Search Amazon catalog Define product Estimate in bulk

Generate estimate by entering product information

Manually enter product details to estimate the cost and profitability of selling the product on Amazon

Amazon store: Unit of measurement: Package dimensions: in X in X in Unit weight: lb

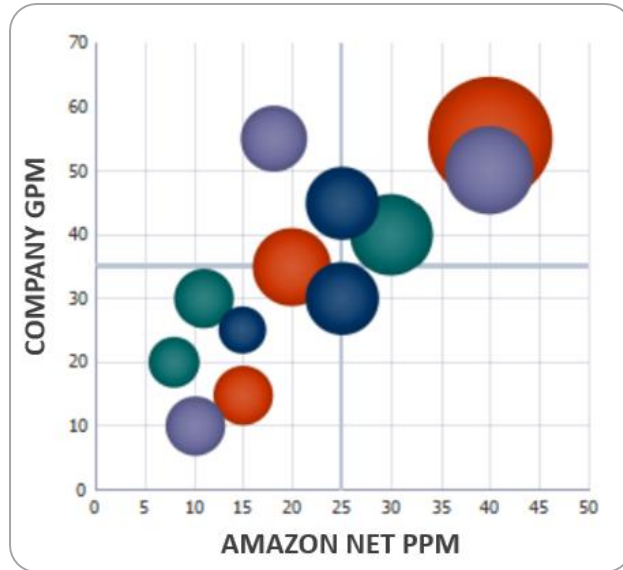
Product category: Item price: \$ Shipping charge: \$

FBA calculator

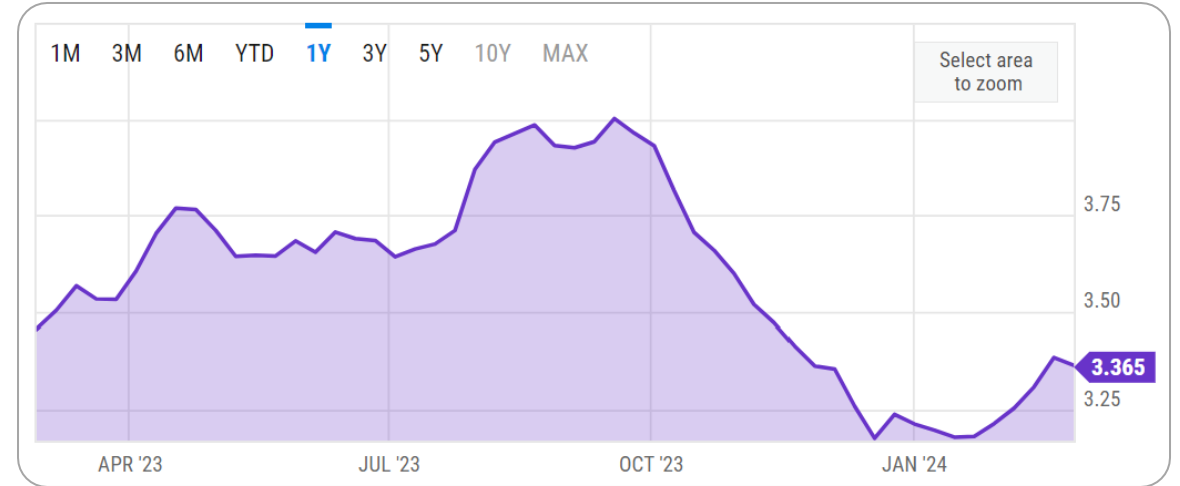


Step 3: Leverage the Data

Plot all your items comparing your GPMs vs AMZ NetPPMs and make decisions!



Know gas price changes when negotiating freight

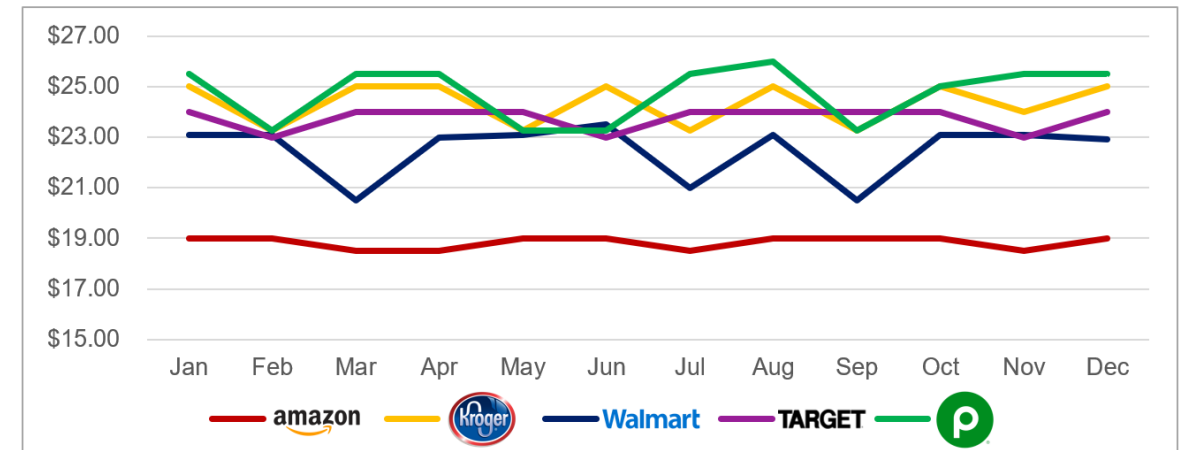


Find your Easter eggs! Items with **high conversion AND low visibility**

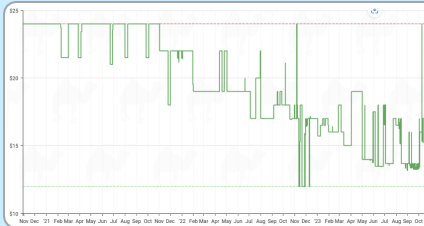
Every incremental dollar of investment should come with new data points from Amazon!



Is Amazon's pricing justified?



Bringing it all Together



Customer reviews
★★★★☆ 4.6 out of 5
74 global ratings

| | |
|--------|-----|
| 5 star | 79% |
| 4 star | 13% |
| 3 star | 6% |
| 2 star | 0% |
| 1 star | 3% |

How are ratings calculated? 12-4-2020

Who are the key players & what are their strategies?

What can you learn from them & how can it influence your GtM approach?

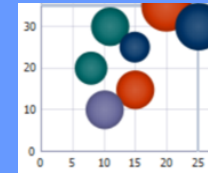


Brand, Product Marketing, or Price play?



What will your GtM plan cost?

How profitable will your product be to you AND Amazon?



MARKET DYNAMICS



Know your stars, your dogs, and Easter Eggs

Be clear on ALL market dynamics

Keep Amazon honest!



Think ahead.

THANK YOU!

