

Harnessing the Power of Amazon Web Data

4 Ways Import.io Can Boost Your Success

Executive Summary

When it comes to online marketplaces, Amazon may not be the only game in town for online retailers, but it's close—with Amazon now accounting for close to half of all online retail sales.¹ For retailers operating in this massive marketplace, data is quickly emerging as the key competitive differentiator.

Review this white paper and find out how your team can maximize the potential presented by Amazon web data. Discover how you can gain the insights needed to make more informed decisions, increase your edge over competitors, and grow sales and profits.

Import.io turns Amazon into a data source for:

- Optimizing pricing and tracking over time
- Converting customer reviews into actionable intelligence
- Understanding and boosting rankings
- Optimizing product images and descriptions

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Amazon's Dominance—and What it Means for Retailers

Founded in 1994 as an online bookstore, Amazon has emerged as the largest player in the ecommerce sector, and as a dominant provider of cloud computing services, digital content, and consumer electronics. Today, Amazon has more than 300 million active customer accounts² and 90 million members of its Prime service.³ The company now has more than 300,000 employees and analysts have predicted that Amazon's market capitalization will reach \$1 trillion in 2018.⁴

Over the five-week holiday shopping period that kicked off on Thanksgiving, 2017, Amazon captured 89 percent of all online holiday spending.⁵ Further, Amazon has emerged not only as the preferred choice when consumers are ready to buy, but the first place they go when embarking on a product search. For example, a report showed that 55 percent of shoppers start their product searches on Amazon, versus 28 percent who start on search engines.⁶

For consumer packaged goods retailers and manufacturers, the Amazon Marketplace has emerged as one of the most productive—and most competitive—venues for marketing and sales. Given the company's dominance, establishing strong positioning and sales in the Amazon Marketplace is emerging as a critical requirement for growth and even viability for many retailers.

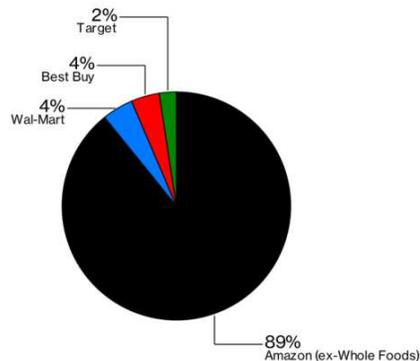
In the era of Amazon, retailers need to maximize their ability to harness this data to optimize their operations and execution.

Amazon has emerged as the go-to site for consumers embarking on product searches, almost double the activity on search engines.

Source: Activate, Tech & Media Outlook 2017

An Amazon Christmas ... Again

E-commerce giant dominated peer group in share of 2017 online U.S. holiday spending



Note: Spending for each retailer based on anonymous consumer transactions; Amazon, Wal-Mart totals measure gross merchandise value, or the price of all goods sold on sites
Data: Earnest Research; graphic by Bloomberg Businessweek

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How Import.io can Help Retailers

With Import.io, your organization can quickly and easily begin to leverage Amazon web data and use it to your competitive advantage. Following are a few ways you can use the Import.io solution.

Monitor Pricing

Retailers need to know how much competitors are charging for similar goods. Since Amazon is often the first place consumers start when searching to buy something online, it's also a great place to track pricing.

In addition, Manufacturers can use Amazon to check the minimum advertised price of its goods, which is particularly insightful given Amazon is often a low price leader.

With Import.io, it is easy to establish a baseline report of prices and products sold on Amazon. Import.io then delivers automated updates when products are added and removed or prices change—and with Amazon's Dynamic Pricing, they change often.

To monitor additional sites or handle more complex pricing scenarios, Import.io also offers price monitoring as a service.

“Before I became an Import.io client, I had to depend on employees at the various manufacturers where I needed data. But now that I have Import.io, I don't need to wait for that anymore. If I need the latest pricing, I just create an extractor and get it myself.”
—Phil Bracket, Technical Sales Support, RepZio

Product Name	Price	
	Previous	Current
Mr. Coffee DRD95-RB 8-Cup Stainless Steel Double-Walled Thermal Carafe Accessory	\$ 15 89	\$ 17 96
Mr. Coffee Traverse 2 Pack 16oz Travel Mug & Lid, Black & Red - Best Seller	\$ 33 70	
Mr. Coffee 12-Cup Programmable Coffeemaker - Black	\$ 46 80	\$ 48 99
Mr. Coffee Espresso Carafe Assembly w/ Lid, Black 4 Cup	\$ 12 57	\$ 12 58
Mr. Coffee 3 Qt. Replacement Pitcher for Fresh Iced Tea Maker, White	\$ 13 80	\$ 14 16
Mr. Coffee 151392-000-000 Brew Basket	\$ 5 96	\$ 5 97
1 X 4-Cup Basket Style Permanent Coffee Filter fits Mr. Coffee 4 Cup Coffeemakers (With Handle)	\$ 5 95	\$ 5 90
Mr. Coffee 12-Cup Manual Coffee Maker, White	\$ 24 91	\$ 18 99
Mr. Coffee 12-Cup Programmable Coffee Maker	\$ 35 21	\$ 35 78
Mr. Coffee 12-Cup Programmable Coffee Maker with Brew Strength Selector, Red	\$ 53 35	\$ 54 58
Mr. Coffee Natural Array 8 PC 3oz Espresso Cup & Saucer Set	\$ 31 60	\$ 34 11
Mr. Coffee Replacement Coffee Maker Water Filter	\$ 3 98 \$ 3 98	\$ 4 99 \$ 4 99
Mr. Coffee Performance Brew 12-Cup Programmable Coffee Maker, Red/Black/Stainless Steel	\$ 52 18	\$ 71 14

With Import.io change monitoring, you schedule change reports to run as often as you need them. In this example, we are monitoring price changes of coffee makers on Amazon

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Leverage Customer Reviews

Customer reviews play a critical role in helping or hurting sales on Amazon. These reviews also represent a wealth of intelligence—if you can effectively and efficiently harness this data. While it can be easy to compare average ratings of different products and businesses, these averages don't yield much actionable information. Import.io streamlines the process of leveraging user reviews, so you can gain the insights needed to optimize your offerings and product mix.

With Import.io, you have your options when it comes to capturing and analyzing customer reviews. Most simply, you can use the solution to create a data extractor, capture the data, and import it into a spreadsheet for analysis. You can also use Import.io to compare customer reviews of multiple businesses. Import.io allows you to track key words contained in reviews of your business and those of competitors to better understand customer sentiment for each business.

As opposed to manually sifting through these reviews, Import.io enables you to automate the effort, which means you can go much deeper and wider in terms of numbers of reviews and competitors analyzed.



Example: If you look at your product on Amazon, compared to direct competitors, and you all have the same number of stars, it would be extremely time-consuming and difficult to garner customer sentiment manually sifting through reviews.

Import.io allows you to pull data based on keywords from 100s or 1,000s of customer reviews.

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Monitor Rankings

Product ranking is another critical determinant of success in the Amazon Marketplace. Understanding where your products appear within categories and for specific searches is vital in establishing optimal pricing and packaging strategies.

Several factors contribute to Amazon's calculation of what products a customer is most likely to buy, including:

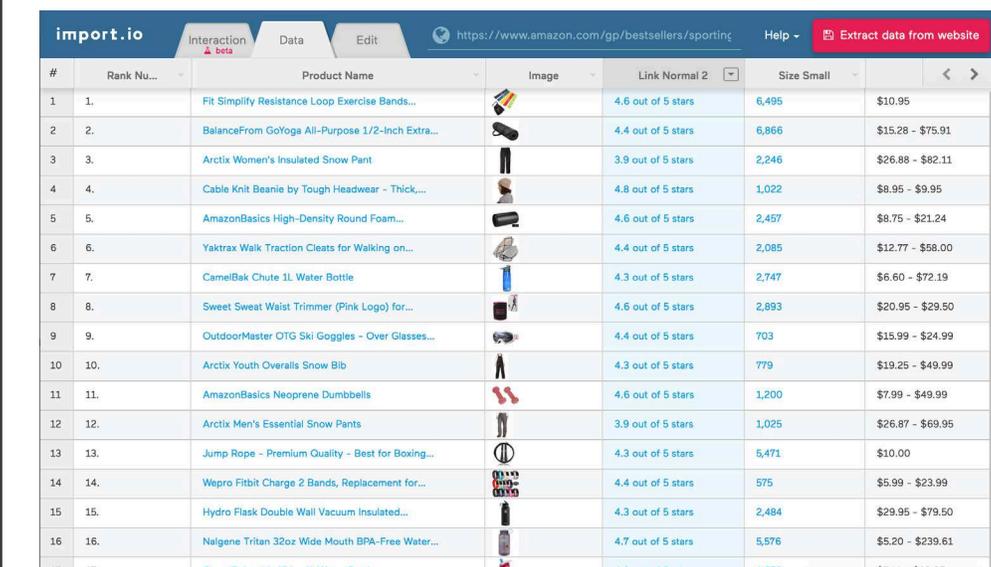
- Positive customer reviews
- Quality of images
- Competitive pricing
- Relevancy to search terms
- Completeness of description and specifications.

These are all factors in your control, so knowing how you rank will help you improve your listing and thus improve your ranking. Import.io lets you track the rankings overtime and be alerted when products move up or down.

Once you have this data, you can look at products with higher rankings to see what they are doing. Also, you can find key search terms to include in your description and make other changes to move your products higher.

Some retailers use product popularity data from Amazon to organize their own online marketplaces. If consumers land on your site and see what they want at the top of the page, they are more likely to buy from you.

Import.io makes it fast and easy to extract current rankings for a given search or category. Then, with the solution's change reporting, you can run reports that notify you how these rankings change over time. You can elect to establish hourly, daily, or weekly change reports, so you're assured of getting the timely intelligence you need to assess and refine your strategies and tactics.



The screenshot shows the Import.io interface with a table of Amazon product rankings. The table has columns for Rank Number, Product Name, Image, Link Normal 2, and Size Small. The data is as follows:

#	Rank Nu...	Product Name	Image	Link Normal 2	Size Small
1	1.	Fit Simplify Resistance Loop Exercise Bands...		4.6 out of 5 stars	6,495
2	2.	BalanceFrom GoYoga All-Purpose 1/2-Inch Extra...		4.4 out of 5 stars	6,866
3	3.	Arctix Women's Insulated Snow Pant		3.9 out of 5 stars	2,246
4	4.	Cable Knit Beanie by Tough Headwear - Thick,...		4.8 out of 5 stars	1,022
5	5.	AmazonBasics High-Density Round Foam...		4.6 out of 5 stars	2,457
6	6.	Yektrax Walk Traction Cleats for Walking on...		4.4 out of 5 stars	2,085
7	7.	CamelBak Chute 1L Water Bottle		4.3 out of 5 stars	2,747
8	8.	Sweet Sweat Waist Trimmer (Pink Logo) for...		4.6 out of 5 stars	2,893
9	9.	OutdoorMaster OTG Ski Goggles - Over Glasses...		4.4 out of 5 stars	703
10	10.	Arctix Youth Overalls Snow Bib		4.3 out of 5 stars	779
11	11.	AmazonBasics Neoprene Dumbbells		4.6 out of 5 stars	1,200
12	12.	Arctix Men's Essential Snow Pants		3.9 out of 5 stars	1,025
13	13.	Jump Rope - Premium Quality - Best for Boxing...		4.3 out of 5 stars	5,471
14	14.	Wepro Fitbit Charge 2 Bands, Replacement for...		4.4 out of 5 stars	575
15	15.	Hydro Flask Double Wall Vacuum Insulated...		4.3 out of 5 stars	2,484
16	16.	Nalgene Tritan 32oz Wide Mouth BPA-Free Water...		4.7 out of 5 stars	5,576

With Import.io you can extract data based on Amazon rankings and set up Change Report to alert you when products move up or down the rankings.

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Leverage Product Images and Descriptions

Maintaining current, accurate, and high-quality product images and descriptions is vital to effective promotion and sales. If you're a retailer, ensuring you always have current, high quality descriptions is often challenging.

If your organization is a manufacturer, you need to ensure that your resellers' product photos and descriptions are up to date and accurate.

In both of these efforts, Import.io can be a tremendous asset.

With Import.io, you can extract photos and product descriptions directly from target sites in order to leverage the most current information, and to make sure the latest details are being used. This automated extraction can provide significant time savings, potentially hundreds or thousands of hours a year for larger or more complex product sets.

"We used to rely on donors to provide images and information, however, we often didn't receive complete details, which meant we had to spend a lot of time researching descriptions and technical specifications. With Import.io, we are able to automate that entire process through web data extraction."
—Tony DiFranco,
Program Director,
WINwarehouse

#	Product image	Toy Name	Price
		Star Wars droid	
		Cozmo	\$170.99 List: \$479.00 (5% off)
		ALEX Toys Little Hands Paper Bag Puppets	\$11.16 List: \$42.00 (7% off)

With Import.io
you can download
100s-1,000s
of images and
descriptions at once.

import.io

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Retailers and Manufacturers Can Profit from Import.io

By leveraging Import.io, your organization can:

- **Optimize pricing and increase revenue:** Gain the insights needed to ensure your pricing yields maximum sales—and maximum profits.
- **Monitor and convert customer reviews into actionable intelligence:** Systematically track customer reviews so you can better understand purchase behaviors and preferences.
- **Understand and boost rankings:** Track quickly evolving rankings and gain the insights needed to react to changes and optimize your packaging and pricing in order to fuel enhanced placement and sales.
- **Optimize product images and descriptions and ensure accuracy:** Efficiently gather product images and descriptions, so you can ensure content is always current, accurate, and effective in promoting your goods.

With Import.io's power and ease of use, you can gain the insights you need to fuel these improved business results, while saving time.

Why Import.io is the Right Partner

As an Amazon data expert, Import.io represents an ideal partner for retailers and manufacturers that use web data for strategic decisions. By partnering with Import.io, your organization can maximize the potential advantages of Amazon web data. Email hello@import.io today and find out how we can help you gain the insights you need to:

- Boost your success in the Amazon marketplace
- Ensure your own ecommerce website is competitive
- Stay on top of competitive pricing and minimum advertised pricing

1 Recode - <https://www.recode.net/2017/10/24/16534100/amazon-market-share-ebay-walmart-apple-ecommerce-sales-2017>

2 Real Money - <https://realmoney.thestreet.com/articles/02/08/2017/amazon-and-apples-payments-growth-shows-paypal-facing-stiffer-competition>

3 Motley Fool - <https://www.fool.com/investing/2017/10/20/amazon-prime-has-nearly-as-many-subscribers-as-cab.aspx>

4 Forbes - <https://www.forbes.com/sites/robertlenzner/2018/01/04/almost-impossible-to-find-a-bear-on-amazon-stock/#75207a4117dd>

5 The Star - <https://www.thestar.com/business/2018/01/08/amazon-maintains-online-shopping-dominance-in-holiday-season.html>

6 Activate Inc. - <https://www.slideshare.net/ActivateInc/think-again-tech-media-outlook-2017-67604099>