

# PRODUCT ANALYSIS

Dastan Traders

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R E P O R T



Customers are consistently drawn to unique and compelling concepts. It is crucial to captivate buyers in order to drive purchases. Currently, our primary image lacks creativity and is rather simplistic. To enhance our appeal and achieve better outcomes, I recommend incorporating some of the innovative ideas that our competitors have successfully implemented. Adhering to these strategies will likely yield improved results for our business.

## Our Main Images



## Competitors main images ideas

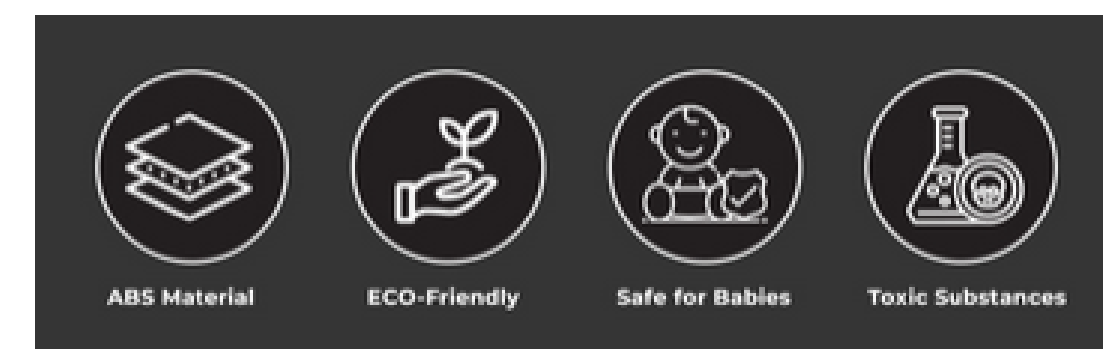




# EBC CREATION

The EBC design currently lacks visibility in various locations, such as Campaign Hickling Fishing.

Additionally, our Enhanced Brand Content (EBC) lacks informative content regarding the functionality of the product and the sequential steps required for its operation.



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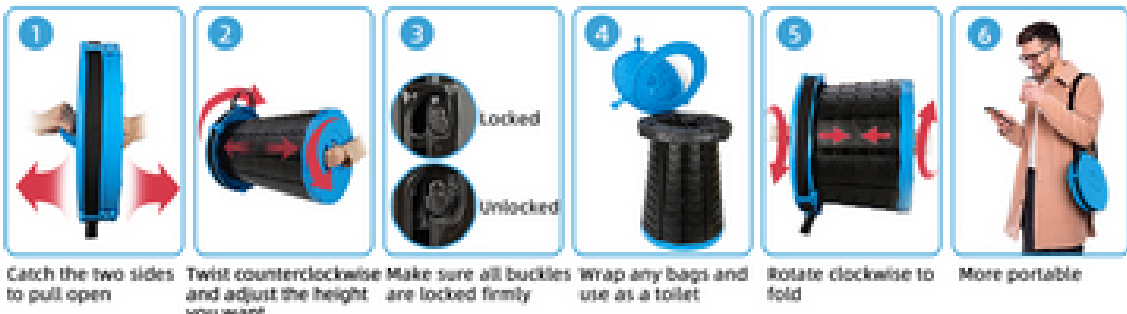
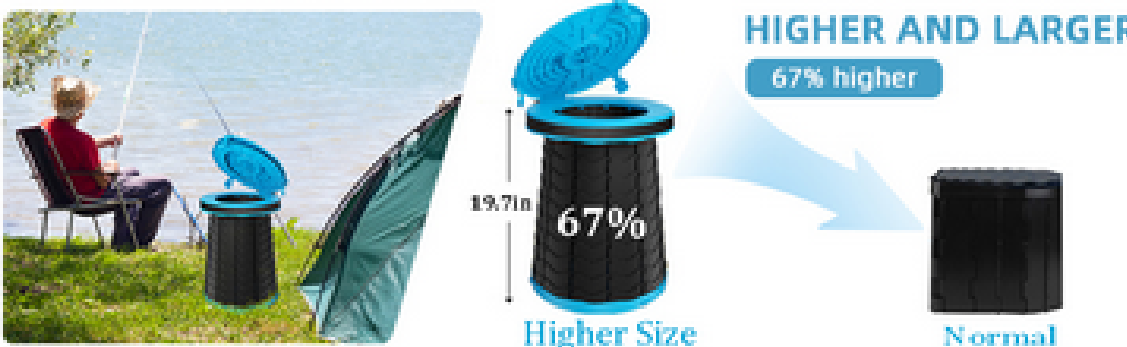
# COMPETITOR EBC

One of our competitors is employing a highly professional and logically structured Enhanced Brand Content (EBC), effectively enticing buyers to make a purchase.

Furthermore, they incorporate lifestyle images that facilitate a stronger connection between the product and the consumer, enhancing the overall appeal and comprehension of product usage.



Panmout portable car toilet is the perfect solution for all your on-the-go bathroom needs. Whether you're camping, RVing, boating, or taking a road trip, this emergency toilet provides you with a convenient spot to do your business.



Are you planning your next outdoor adventure? Look no further than our new portable camping toilet! It is the perfect solution for camping, travelling, backpacking, road trips, and any other outdoor activities. With its higher, wider, bigger and adjustable features, this portable car toilet is sure to make life on the road much more comfortable and convenient. From easy setup and cleaning, to its reliable performance, the portable potty for adults is the perfect option for anyone who needs a dependable and portable solution for their toilet needs.



Easy to Clean  
Panmout portable bathroom is very easy to use and clean. Just place a toilet bag into the bucket and attach the top to secure it in place. Taking out the bag and using water to clean the porta potty when finished.

Higher, Bigger, and Stronger  
Have higher and wider seat compared than any other outdoor toilet in the market. Made of Premium ABS Plastic material, The portable toilet for car can be sturdy to hold up to 880lbs.

Multifunction  
Panmout portable folding toilet comes with a cover that allows you to not only use this as a camping bathroom but also as a trash can, stool, storage container, vomiting bucket and more.





# Keywords Analysis

The top keyword faces significant competition with approximately 5,000 competing products, accompanied by a declining trend in search volume.

<input type="checkbox"/>		portable toilet		25.3%	25.5%	1,055	4,428	22,140	-7%	\$0.56 (\$0.35 – \$0.83)	523	>5,000
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Keywords of this nature should be strategically incorporated into various sections, including the title, bullets, and description. These particular keywords exhibit low competition and boast a favorable search volume.

<input type="checkbox"/>		camping toilet		22.5%	17.9%	632	14,042	12,610	29%	\$0.61 (\$0.45 – \$0.88)	519	>898
<input type="checkbox"/>		portable potty		28.3%	26.2%	305	5,290	5,290	3%	\$0.75 (\$0.47 – \$1.10)	531	>1,000

Certain keywords exhibit notably low search volume when incorporated into the title.

Keyword Search Summary

“portable camp toilet”

View Top Products

348

Search Volume

435

Magnet IQ Score

8

CPR

## Suggestion

It is imperative to reconstruct the title by incorporating strong search volume keywords with limited competition to achieve superior results in the competitive market for this product.

# Bullet Points Analysis

Presently, our bullet points feature a total of eight keywords. It is worth noting that both portable camping toilet and portable toilet have been duplicated in the content.

We are already utilizing "Portable Toilet" in the title. Moreover, a substantial number of keywords exhibit notably low search volume.

It is imperative to conduct a thorough keyword analysis for the bullet points to enhance their effectiveness.

About this item

- ★ COMPACT AND LIGHTWEIGHT DESIGN: The CADECA INDUSTRIES Portable Camping Toilet features a space-saving design, makes outdoor toilet easy to transport and set up at your campsite or during road trips.
- 🚗 IDEAL FOR TRAVEL: Specifically designed for on-the-go adventures, this portable toilets is perfect for camping and road trips, outdoor toilet for camping ensuring a convenient and hygienic solution wherever your travels take you.
- 🧼 EASY-TO-CLEAN: The innovative design foldable toilet is prioritizes user convenience, with a hassle-free cleaning process. Keep your camping potty sanitary with minimal effort, allowing you to focus on enjoying your outdoor experience.
- 🚽 LIGHTWEIGHT CAMP POTTY: Weighing in at a minimal weight, this folding camp toilet won't weigh you down during your travels. Its lightweight construction adds to the overall convenience, makes portable toilet for camping an essential companion for your outdoor excursions.
- 🌐 TRAVEL-READY TOILET SOLUTION: Whether you're camping in the wilderness or embarking on a cross-country road trip, the CADECA INDUSTRIES Portable Camping Toilet provides a reliable and travel-ready folding portable toilet solution, ensuring comfort and ease during your outdoor activities.

“folding portable toilet”

View Top Products

201 Search Volume

Keyword Search Summary

“camping potty sanitary”

View Top Products

n/a Search Volume

“folding camp toilet”

View Top Products

165 Search Volume



# Amazon Brand Store

While we have established brand registry on Amazon, it's noteworthy that we have yet to create a dedicated brand store. It is imperative to develop a brand store with professional graphics to augment the visibility of our products and enhance overall brand representation.

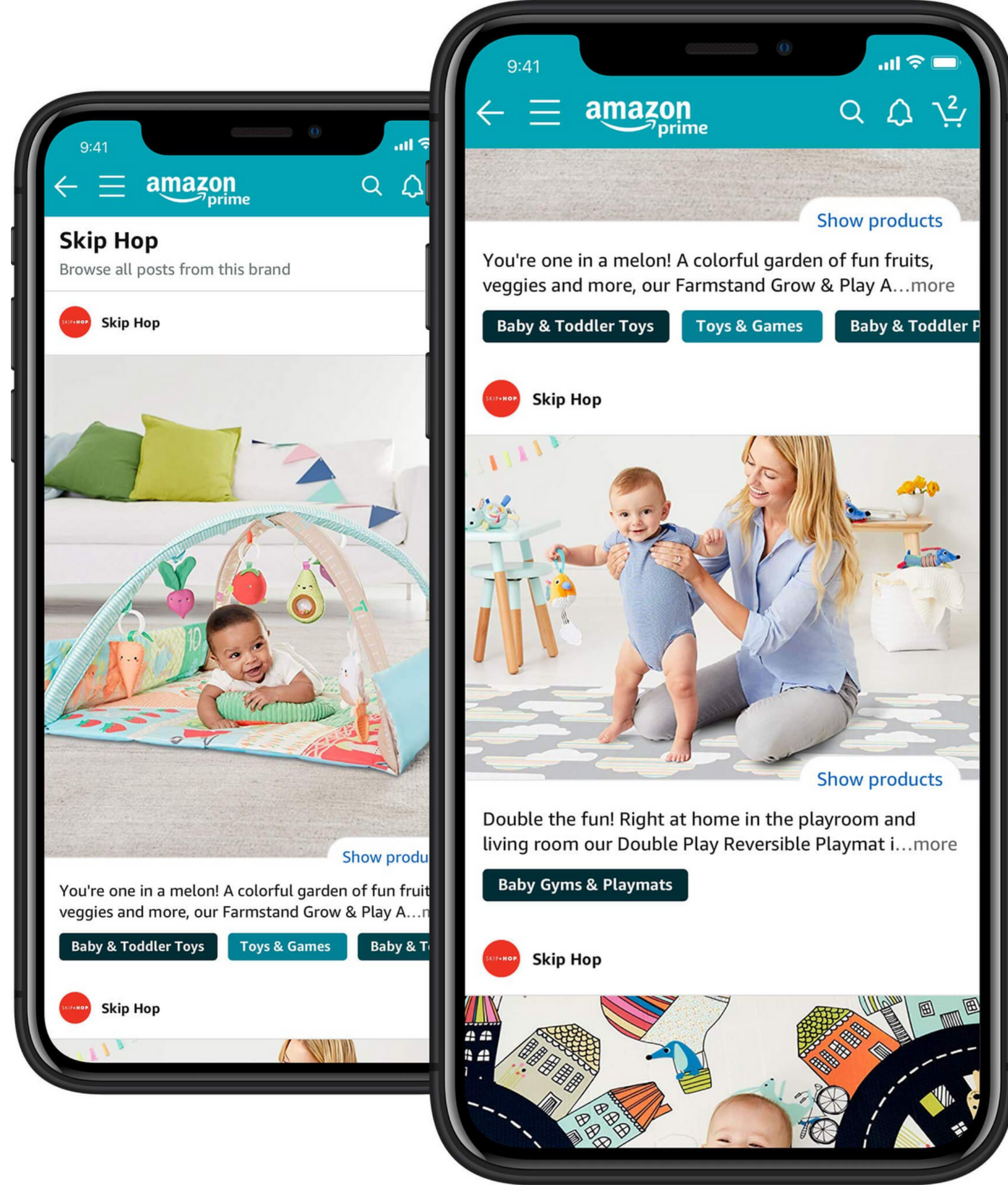
This strategic step will contribute significantly to our product visibility and branding efforts.





# Amazon Product Postings

**With Amazon posts, you can promote your products from different categories to new and existing customers, for free. Amazon posts let you use captivating, branded pictures to create a colorful feed that tells your unique brand story and builds user engagement. This can help spread brand awareness and inform buyers about your latest offerings.**



**Dastan Traders**

**THANK YOU**