

# Product Analysis

# WABI



# ***POINTS OF DISCUSSION***

- Detailed analysis of particular niche.
- Market demand and competition.
- Proper Plan of action for optimization and PPC management.

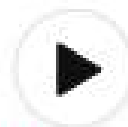


# Amazon Best Sellers

Our most popular products based on sales. Updated frequently.

## Best Sellers in Bottle Warmers

#1



Philips AVENT Fast Baby Bottle Warmer with Smart Temperature Control and Automatic Shut-Off, SCF358/00

★★★★★ 10,757

\$43.99

#2



Bottle Warmer, GROWNSY 8-in-1 Fast Baby Milk Warmer with Timer for Breastmilk or Formula, Accurate Temperature Control, with...

★★★★★ 9,356

\$31.99

#3



Dr. Brown's Insta-Feed Baby Bottle Warmer and Sterilizer for Baby Bottles and Baby Food Jars

★★★★★ 6,546

\$23.49

# Amazon Best Sellers

Our most popular products based on sales. Updated frequently.

## Best Sellers in Bottle Warmers

#4



Philips AVENT Premium Baby Bottle Sterilizer with Dryer, SCF293/00

★★★★★ 25,375

\$95.99

#5



Momcozy Bottle Warmer, Fast Bottle Warmers for All Bottles with Timer, Accurate Temperature Control and Automatic Shut-Off...

★★★★★ 1,176

\$31.99

#6



Baby Brezza Bottle Sterilizer and Dryer Advanced – Electric Steam Sterilization Machine Universal Sterilizing for All Bottles:...

★★★★★ 1,255

\$119.99



# Analysis Points



## MARKET ANALYSIS

- Top Competitors
- Keyword Analysis
- Search Volume
- Average Price
- Average Reviews
- Average Revenue
- Product Sales

# Top Products

Click a product below to find its top performing keywords in Cerebro.



[Dr. Brown's Deluxe Electric Sterilizer for Baby Bottles and Other Baby Essentials](#)



· [B01E1H95LW](#) 



[Papablic Baby Bottle Electric Steam Sterilizer and Dryer](#)










































































· [B074M5XZTS](#) 



[Philips AVENT Premium Baby Bottle Sterilizer with Dryer, SCF293/00](#)



· [B08FD8VRYZ](#) 

Keyword Phrase 	ABA Total Click Share 	ABA Total Conv. Share 	Keyword Sales 	Magnet IQ Score 	Search Volume 	Search Volume Trend 
hands free breast pump  	30% 	14.3%	1,545	53,411	33,275 	-4% 
spectra breast pump  	72.9% 	63.2%	1,533	31,434	21,375 	-4% 
baby brezza bottle sterilizer and dryer  	78.4% 	65.1%	1,443	169,000	19,097 	-13% 
dr browns pitcher  	91.3% 	40.4%	1,375	118,261	8,160 	-36% 
breast pump bag  	26.7% 	11.2%	1,272	12,753	10,547 	-16% 
manual breast pump  	67.4% 	64.2%	1,167	88,025	21,390 	-10% 
calentador de wipes para bebes  	37.2% 	22.7%	999	82,523	10,728 	6% 
flange insert 	32% 	13.9%	976	5,593	3,518 	-44% 
baby brezza formula pro advanced  	82.5% 	69.8%	960	20,897	3,030 	-49% 
dr brown  	20.4% 	12%	909	3,000	8,999 	-16% 
baby bottle cleaner  	26.7% 	29%	805	8,219	8,219 	-2% 
bottle sterilizer and dryer  	46.7% 	35.6%	745	215,760	41,426 	-14% 
extractor de leche materna electrico  	29.2% 	11%	698	39,815	16,125 	-5% 

# Amazon Search Page Details for "baby electric steam sterilizer"

[Find Suppliers on Alibaba](#)

[Related Keywords](#)

[Go to My List](#)

Select one or more ASINs for additional options for analysis

Search Volume	Total Revenue	Average Revenue	Average Price	Average BSR	Average Reviews	Opportunity Level
 253	\$3,351,337	\$167,567	\$83	18,007	3,592	Low ⓘ

32 ASINs

[Analyze Reviews](#)

[Add Competitor](#)

[Run Cerebro](#)






[Run Listing Analyzer](#)

[Delete](#)

[Filters](#)

[Export](#)

[Customize](#)

<input type="checkbox"/>	Product Details	Price	Sales	Reviews	Revenue	BSR	
<input type="checkbox"/>	 <b>Baby Brezza Superfast - Just 10 Minut...</b> SP · B0CKRWHX8P · Baby Brezza	\$179.99	n/a ⓘ	0 (0) n/a	n/a ⓘ	<b>Baby</b> #10,067	⌵
<input type="checkbox"/>	 <b>Baby Brezza Superfast - Just 10 Minut...</b> B0CKRWHX8P · Baby Brezza	\$179.99	n/a ⓘ	0 (0) n/a	n/a ⓘ	<b>Baby</b> #10,067	⌵
<input type="checkbox"/>	 <b>AMZBABYCHEF Baby Bottle Ste-ri-lizer...</b> B0C9HDKP8C · AMZBABYCHEF	\$55.99	n/a ⓘ	27 (4% ↑) ⌵	n/a ⓘ	<b>Baby</b> #10,041	⌵
<input type="checkbox"/>	 <b>Baby Bottle Electric Steam Sterilizer an...</b> B0BWNGMJJN · Kinto Tech	\$69.95	 103	35 (4% ↑) ⌵	\$7,204.85	<b>Baby</b> #27,277	⌵

[Load More](#)



# PRODUCT POTENTIAL IN MARKET

## Amazon Search Page Details for "baby electric steam sterilizer"










Select one or more ASINs for additional options for analysis

 Find Suppliers on Alibaba

Related Keywords

Go to My List

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32 ASINs			Analyze Reviews	Add Competitor	Run Cerebro	Run Listing Analyzer	Delete	Filters	Export	Customize	
<input type="checkbox"/>	Product Details					Price	Sales	Reviews	Revenue	BSR	Score
<input type="checkbox"/>	>		 <b>Baby Brezza Bottle Sterilizer and Dryer...</b> SP • B09HJDX5S6			\$119.99	 6,386	n/a ⓘ	\$766,256.14	#680	n
<input type="checkbox"/>	>		 <b>Baby Brezza Baby Bottle Sterilizer +...</b> B0C3DHK1LL			\$139.99	 6,347	n/a ⓘ	\$888,516.53	#759	A
<input type="checkbox"/>	>		 <b>Baby Brezza Baby Bottle Sterilizer and...</b> B0C2Y2THZH			\$139.99	 5,137	n/a ⓘ	\$719,128.63	#19,051	A
<input type="checkbox"/>	>		 <b>Philips AVENT Advanced Electric Stea...</b> B08FD8BK9V • Philips Avent			\$71.99	 5,135	25,375 (148% ↑)	\$369,668.65	Baby #475	A
			 <b>Danablie Baby Bottle Electric Steam</b>								



# PRODUCT OPTIMIZATION REPORT



[www.Upliftfuture.com](http://www.Upliftfuture.com)





# AREA OF DISCUSSION

## 01 **PRODUCT TITLE**

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You only have a moment to catch a shopper's attention. The product title (product name) is one of the primary fields used by Amazon and search engines to measure the relevance of a detail page as part of a customer search.

## 02 **PRODUCT IMAGES**

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Quality images help customers visually evaluate and compare key features. Multiple images enable them to see the product from different angles and can persuade a customer to choose one search result over another.

## 03 **PRODUCT FEATURES**

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Use detailed information about product features and product usage in high-quality product descriptions to help customers find, evaluate, and purchase products.

## 04 **PRODUCT DESCRIPTION**

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Key features (bullet points) also factor into the relevance of a detail page as part of a customer search. Well-written bullet points will naturally contain keywords, but the first priority should be to communicate clearly and help customers make a buying decision.



# AREA OF DISCUSSION

## 05 CONDUCT KEYWORDS RESEARCH

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Compile a comprehensive list of keywords. Keywords are the words and phrases people look for when searching for something online.

## 07 OPTIMIZE SEARCH TERMS

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Search Terms are backend keywords that allow you to create engaging and readable content for a product page, while still ensuring that Amazon indexes all keywords relevant to the product.

## 06 Use A+ Content

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Optimizing your content with the Manage Your Experiments Tool can help to drive an additional \$15K in yearly sales, on average. Compare different product images, titles, and A+ Content to figure out what content performs better.

## 08 OPTIMIZE PRODUCT PRICING

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The price of products can influence conversion rates and sales growth. To price products competitively, research the competition and make adjustments to develop a compelling price point within your niche.



# OUR TITLE

Wabi Baby Electric Steam Sterilizer and Dryer

★★★★★ 562

\$88<sup>88</sup> ~~\$99.99~~ (11% off)

Get it by Monday, November 27.

Sold by Wabi Baby and Fulfilled by Amazon.

# COMPETITOR TITLE

Baby Bottle Electric Steam Sterilizer and Dryer 7 in 1 -  
Sanitizer for Baby Bottles Pacifiers Breast Pump  
Accessories

[Visit the Kinto Tech Store](#)

4.4 ★★★★★ 35 ratings

50+ bought in past month

# PRODUCT TITLE

Product Name



## Relevancy

Your product title should match what would be on the physical packaging of your product.



## Character

We recommend approximately 60 characters long and fewer than 80 characters.



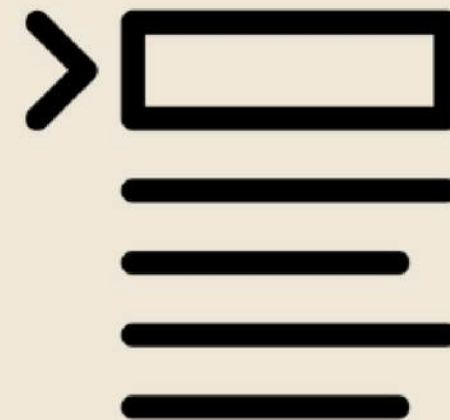
## Brand Name

Begin a title with the product's brand name in addition to ensuring the brand name field is populated.



## Keywords

Use most relevant keywords in the first phrase of the Title for related research.



# PRODUCT TITLE OPTIMIZATION





# COMPETITORS KEY FEATURE



2 VIDEOS

## STERILIZING DRYING

and even Safely  
Storing Bottles  
NOW EASY!



Sterelizing



Drying



Storage



Auto



Roll over image to zoom in

\$12.92/mo (6 mo) at example APR of 36% (rates from 10-36% APR)

- **HIGH EFFICIENCY:** Our Baby Bottle Sterilizer and Dryer kills 99.99% of germs, ensuring that your baby's feeding accessories are always clean and safe to use
- **LARGE CAPACITY:** With its spacious interior and ergonomic design, our sterilizer and dryer have enough space for your bottles, along with other accessories like pacifiers, breast pump parts, and more
- **MULTIFUNCTIONAL:** Our Baby Bottle Sterilizer and Dryer features 7 functions, including sterilizing, drying, and even making yogurt and heating food, making it an all-in-one solution for busy parents
- **EASY TO USE:** Simply add water, select your desired function, and let our sterilizer and dryer do the rest. The user-friendly interface and clear indicators make it easy to operate, even for first-time parents
- **SPACE-SAVING:** Our sterilizer and dryer also has a storage mode, which keeps everything inside ready to use. The compact size makes it easy to store in any kitchen or nursery, without taking up too much space

➤ [See more product details](#)

## Additional Details



Small Business

This product is from a small business brand. Support small. [Learn more](#)



# OUR KEY FEATURE



2 VIDEOS



Roll over image to zoom in



## Wabi Baby Electric Steam Sterilizer and Dryer

[Visit the Wabi Baby Store](#)

4.6 ★★★★★ 562 ratings | 59 answered questions

**Amazon's Choice** in Bottle Warmers by Wabi Baby

50+ bought in past month

**Lowest price in 30 days**

**-11%** \$88<sup>88</sup>

Typical price: \$99.99 ⓘ

**FREE Returns** ▾

Get \$100 off instantly: Pay \$0.00 upon approval for the Amazon Store Card.

## Purchase options and add-ons

### Payment plans

1 option from \$16.41/mo at example APR of 36% (rates from 10-36% APR)

#### One-time payment

**\$88.88**

**Affirm** (approval required. No late fees.)

**\$16.41/mo or less (6 mo) (10-36% APR)**

- Checking your eligibility will not affect your credit
- Payment plan applies to entire cart

[Learn more](#)







# Product's Best FEATURES

One approach is to start a bullet point with a feature and then state the benefits of that feature.

Clear and concise bullet points are best.

[Read More](#)

[www.Upliftfuture.com](http://www.Upliftfuture.com)



## Tip No. 01

Keep your bullet points under 1,000 characters in total (for all five bullets, not per bullet). This guideline improves readability.



## Tip No. 02

Highlight the five key features you want customers to consider, such as dimensions, age appropriateness, ideal conditions for the product, skill level, contents, country of origin, and so on.

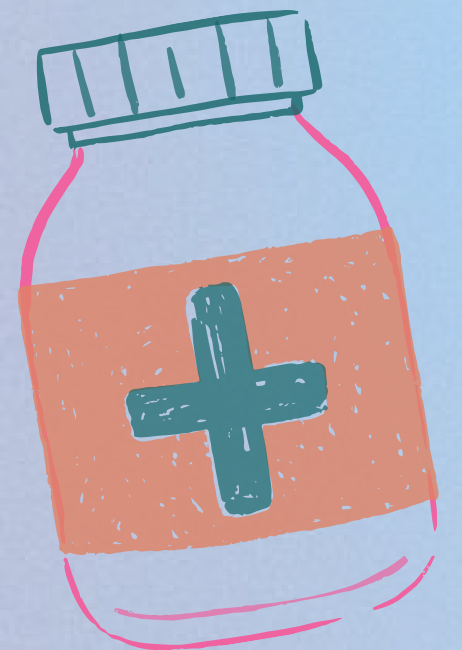


## Tip No. 03

Maintain a consistent order. If your first bullet point is country of origin, keep that same order for all products.

# Lifestyles, Infographics, and Other Secondary Images

Your remaining images should continue to help sell your product by highlighting its top features and benefits. Show the product in use or in a relevant environment, and incorporate different angles of view so customers can virtually pick up the item and inspect it like they would in an actual store. Props, backgrounds, text, graphics, logos, and close-ups are all permitted in your additional “other view” images, so this is your chance to get creative and build your branding.





# PRODUCT IMAGES

Photography



Main Image



Life Style & Infographic



Dimensional

# IMAGES GUIDLINES

Provide as many different images as possible. Many product categories allow for the inclusion of swatch images and alternate images.

[READ MORE](#)

[www.Upliftfuture.com](http://www.Upliftfuture.com)

## Tip 01

- Images should be clear, informative, and attractive.
- Images should have a white background and fill at least 85% of the image space.

## Tip 02

- Use 1500 x 1500 or 2000 x 2,000 pixels to increase listing quality.
- The photo is taken at a flattering angle.

## Tip 03

- Backgrounds are simple and clean so as not to distract from the product.

## Tip 04

Life Style, Dimensional, and Product Features.





# USE A+ CONTENT

- Use Integrated videos of high quality (720p) and 3 minutes in length.
- Attractive product images & visuals, including 7 modules, which feature HD images.
- Enriched FAQs listing to clear confusions and increase trust with an engaging layout.
- An interactive experience like hotspot modules, which responds to a customer when they hover over the product's features or carousel modules to help customers to easily scroll through.
- Mobile-friendly & voice-friendly product pages that integrate with Alexa System.



When multiple sellers sell the same product through a single detail page, we combine and present the best product data to ensure customers get the best experience.



Show content currently live on the detail page

Target Audience

children

[Add More](#)

Intended Use

Suitable for young pets

[Add More](#)

Other Attributes

left-handed

[Add More](#)

Subject Matter

waterproof

[Add More](#)

Style Keyword

*insulated*

[Add More](#)

Search Terms

*Electric*

Activate Wi-Fi

Go to Settings



# SEARCH TERMS

Short Words

## PRO TIP:

Use the Amazon Search Terms Report  
The Amazon Search Terms report is a benefit to sellers who own a brand. This report shows brand owners how customers (in aggregate) find branded products and competitor products in Amazon stores. It shows the most popular search terms during a given time period, each term's search frequency rank, and the top three products aggregate customers clicked on after searching that term.





# PRODUCT PRICING

- Consider shipping costs
- Compare prices
- Try A/B testing with price points
- Keep track of your ranking

READ MORE

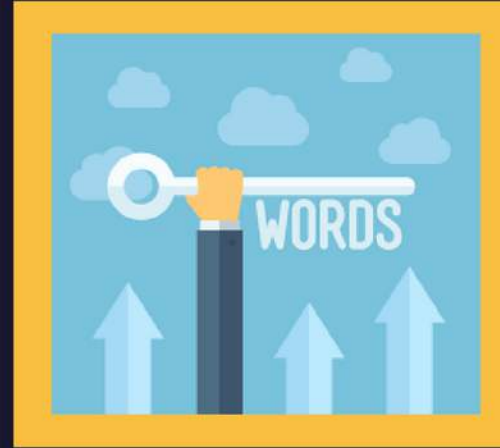
[www.Upliftfuture.com](http://www.Upliftfuture.com)



## PRICING STRATEGY



# Check **KEYWORDS RESEARCH**



## **Ideas**

Explore the Amazon suggested and related item categories for additional ideas.



## **Tools**

Helium10  
Junglescout  
Keepa



## **Brain Storming**

While compiling your list, think in terms of long-tail and short-tail keywords.



# Amazon Brand Store Design

## AMAZON STORE

Through Amazon Stores, customers can unveil and learn about more brands as well as their product selections. A “Store” enables a brand to create a dedicated & rich shopping experience and increases engagement.

### Multi-page shopping experience

Tell your brand's story. Help shoppers discover your product portfolio, related products, and recommendations on Amazon.

### No coding skills necessary

Use videos, text, and images to promote your products and brand on Amazon for free, without writing a line of code.

### Drive traffic with advertising

Drive shoppers to your Store with ads on Amazon and marketing activities outside of Amazon using a unique, human-readable URL.



# BRAND STORY

From the brand



## VASAGLE

### Who Are We?

Founded in 2017, VASAGLE offers diverse furniture at a great value for families around the world. We believe that quality furniture with good designs shouldn't cost a fortune. So, we design and produce furniture for you to live a more comfortable and stylish life within a reasonable budget.



No matter where you live, VASAGLE will help turn your space into the home you deserve.



Shop Our Top Picks

[Visit the store](#)

# COMPETITOR BRAND STORY

From the brand

kinto<sup>tech</sup>

*Mom's best helper* ♥

kinto<sup>tech</sup>

Kinto Tech is a premier brand specializing in providing high-quality products for baby feeding, with a primary focus on bottle warmers and sterilizers.

With Kinto Tech, parents can confidently provide their babies with the best feeding solutions, allowing them to spend more quality time bonding with their little ones. Experience the difference of our safe and reliable products, backed by our unwavering commitment to our customers.



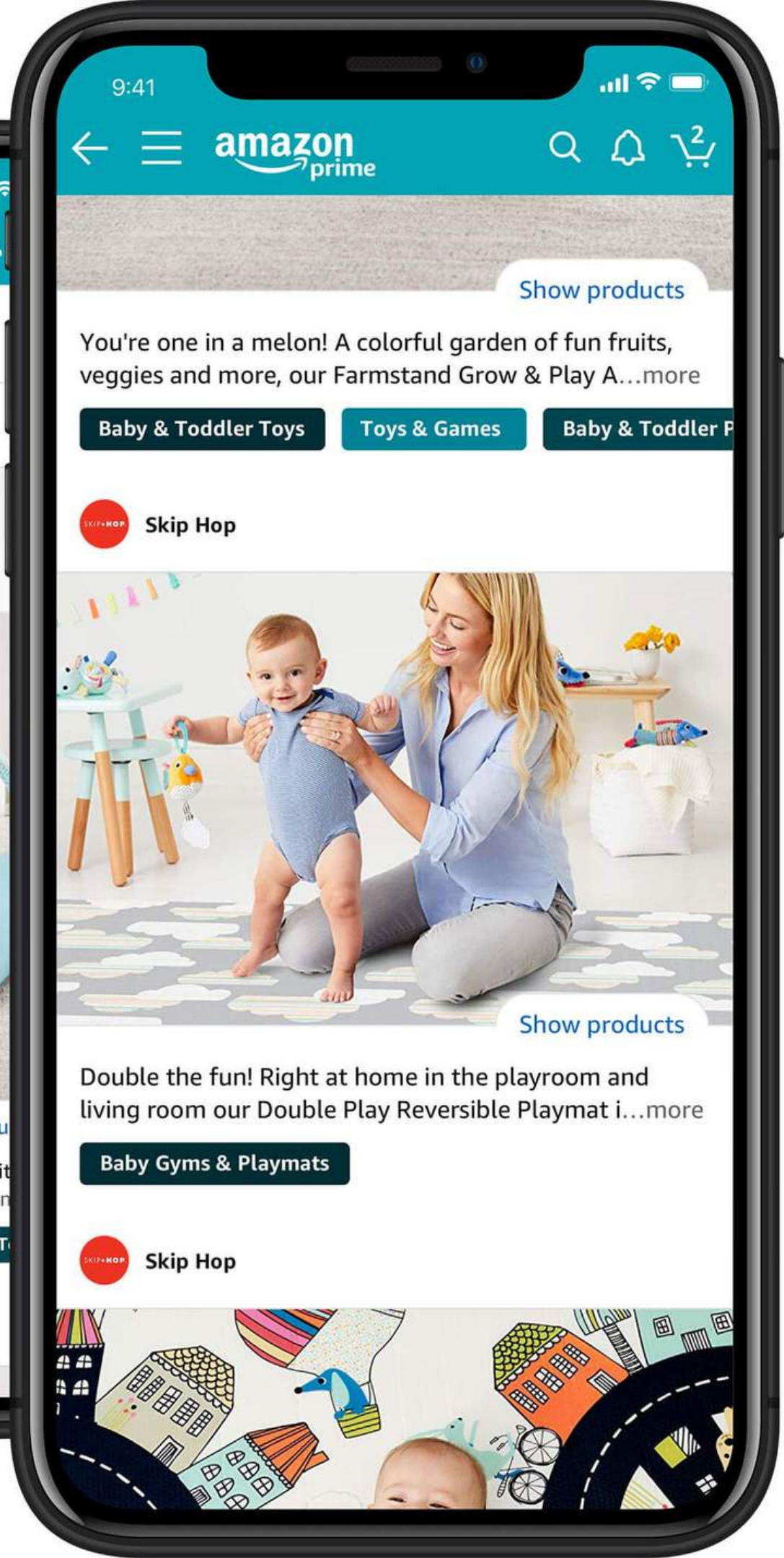
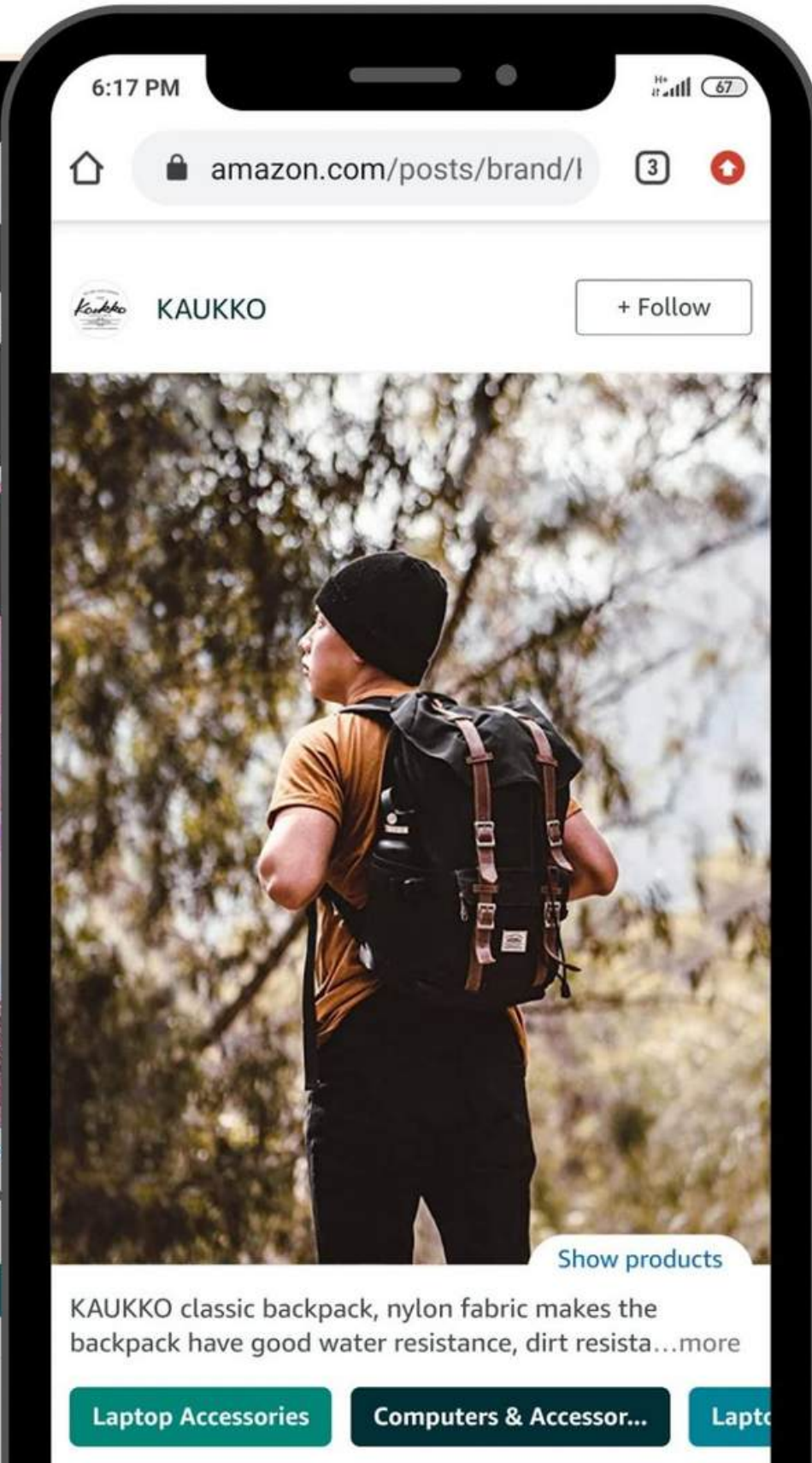
Single Baby Bottle Warmer



Double Baby Bottle Warmer



# Free Product Posting on Amazon





Case Management O



Cash reimbursed

\$3639.96

10/21/2019

10/21/2021



Cash reimbursed

\$3639.96

Inventory reimbursed

\$51.41

Financial Recovery

\$1

based on analytic

Case M

**GET THE MONEY**  
**AMAZON OWES YOU**






# Amazon Reimbursement

## Why Does It Refund WITHOUT Return?

Active



WA-8811n  
New

Wabi Baby Electric Steam Sterilizer and Dryer  
B07CTK7X15

01/28/2019 13:50:04  
02/26/2021 18:22:20

237


0

64

4

\$ 88.88

Inactive  
(Out of Stock)




WA-DSCL200G  
New

Wabi Baby Fast-Action Descaling Powder for Bottle Steam Sterilizer and...  
B01AX13LB0

01/21/2016 14:19:40  
01/28/2022 15:09:54

0

Inactive  
(Out of Stock)




WA-88BKN  
New

Wabi Baby Sterilizer Full Closure Accessory Basket  
B014I58XT2

08/26/2015 17:07:14  
09/30/2023 23:55:50

0

Search Suppressed



WA-8810N  
New

Wabi Baby Electric Steam Sterilizer and Dryer Plus Version  
B00ZT39406

06/24/2015 06:10:19  
12/01/2019 02:44:34

0

1

of 1

Go

Program Policies

English

Download the Amazon Seller mobile app

Amazon Fulfilled Quantity

Why are my items unfulfillable? Learn more

Unfulfillable Reason	Units
Warehouse Damaged	7
Customer Damaged	52
Defective	4
Distributor Damaged	1
Total	64

Remove unfulfillable items



**CONCLUSION**



## Upload high-quality product images

- Close-up and clear shots of the images
- Images shouldn't be blurred
- The product should be well lit and properly focused
- The product must be easily recognizable
- The product should occupy 80% of the space provided

## Search Terms

1. Use other primary keywords that you couldn't use in the product title.
2. Include a few other secondary search terms.
3. Use abbreviations, misspellings, and applications of the product or any other variant.

## Build benefit-rich product features

1. Start each bullet point with a capital letter
2. Write all numbers as numerals
3. Spell out all measurements
4. Use a primary keyword in each bullet point
5. Separate phrases in a single feature with semicolons

## Write compelling product descriptions

- Briefly elaborate on what you want. Include information on major product features and uses
- Note warranty information, care instructions, dimensions, and other helpful information
- Use complete sentences and correct grammar and punctuation
- Include primary keywords when appropriate to discuss.

## Research keywords

- Primary keywords
- Hidden keywords
- Keywordtool
- Amazon suggestions
- Competitor analysis
- Advertising data

## Write informative product titles

1. All capital letters for each word
2. Promotional messages, such as for sales or free shipping
3. Subjective commentary, such as "Best Seller"
4. Brand, company, or seller information
5. Pricing information
6. Special characters or symbols, like ©

## PPC & PROMOTIONS

- Create your campaign
- Reach more shoppers with sponsored ads
- Control your costs
- Measure success

## BRANDING AND STORE

- Ability to drive traffic and leads from external sources and capitalize on that.
- Potential to obtain higher ranks in Amazon's organic search results.
- Better user experience across mobile and desktop.
- Increased number of repeat purchases and improved overall customer satisfaction.





# THANKS FOR WATCHING



To help people stay fit and healthy.

