Dominate the Digital Shelf

Enterprise Strategies to Grow Share of Voice on Amazon

The Power of Share of Voice Data

Understanding share of voice (SOV) on Amazon informs everything. SOV refers to the percent of the market your brand owns on a particular keyword vs. competitors. Driving sales, optimizing listings, determining product pricing, maximizing RoAS, planning PPC bids — none of these strategies can be executed effectively without first understanding who your competitors are, what they're doing, how you compare, and what it takes to win your market.

Consider the following statistics:

1. **66%** of consumers start their online searches for products on Amazon*
2. Roughly **3,700** new sellers join Amazon each day*
3. Globally, there are nearly **2 million** businesses on Amazon*
4. Amazon sees almost **3 billion** site visits each month*
5. Amazon has over **300 million** customers worldwide*
6. Roughly **70%** of the **shoppers on Amazon** stick to the first page.

*data from Jungle Scout's **2022 State of the Amazon Seller** report*

Clearly, the opportunity on Amazon is vast — but so is the competition.

Seizing as much of that opportunity as possible requires a crystal clear understanding of the conditions that put products in front of shoppers. And without a full view of your competitors' keyword strategies, you may be putting a false ceiling on your brand's growth.

This guide provides a how-to on measuring your brand's SOV, as well as expert tips on leveraging that data once you have it. After reading, you will be well-equipped to answer these questions:

- Which investments are effectively building market share on Amazon?
- How well are my competitors performing?
- What keywords and ad types are my competitors using?
- Which keywords does my brand own?
- Which keywords is my brand not targeting that we should?
- Are there emerging competitors I'm not keeping an eye on?
- What are competitors with higher SOV doing differently than my brand?
- How can I identify more opportunities to overtake competitors?
- Does my brand's health vary across geographies?
- How do I become a "go-to" brand in my Amazon market?

Table of Contents

How to Measure Share of Voice

How to Estimate Share of Voice

It is possible to manually estimate your SOV for a particular search term on Amazon. Though more tedious and less precise than other methods, it can be a good starting point for determining what realistic **growth goals** look like for your brand.

To manually compare your brand's SOV to competitors, begin by typing a non-branded search term (i.e., "hydration packets") into Amazon's search bar.
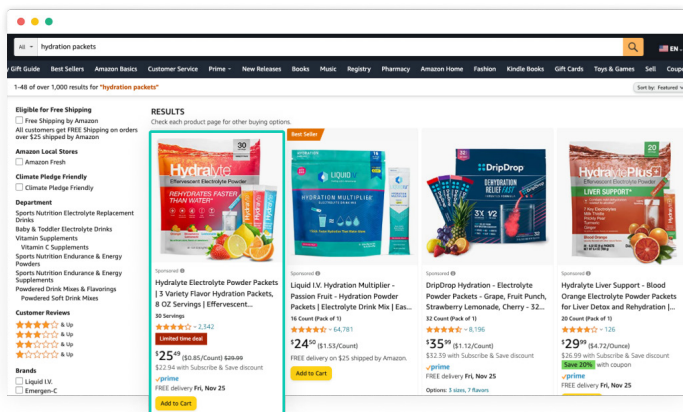

1. On the first page of the search results, count the total number of organic and sponsored placements available
2. Create a list of each brand that appears in those search results
3. Count the number of placements each of those brands (including your own) has
4. Divide the number of placements each brand owns in the search results by the total number of placements available
5. Multiply each result by 100

Now you have an idea of the organic and sponsored SOV percentage each brand owns.

Manual SOV Calculation:

$$\left(\frac{\text{\# of owned placements}}{\text{\# of total available placements}} \right) 100 = \%SOV$$

To make the data easier to visualize, you can use a spreadsheet, such as this **Jungle Scout Enterprise template**, to convert your calculations into a pie chart.
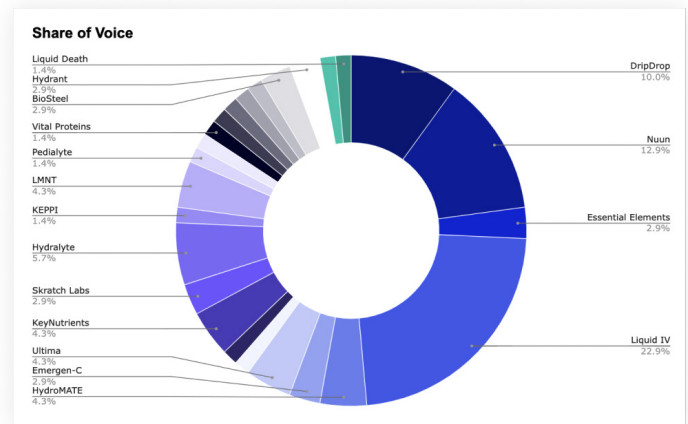
This method does not account for Amazon Choice Badges or position on the page. Amazon shoppers complete **more than a quarter** of all purchases in 3 minutes or less, so **no** brand has the luxury of time to drive customers to their listing when their product lands past page 1. As a result, lower paid or organic placements impact overall visibility on Amazon's digital shelf. Weighted SOV measurements account for this and provide more accurate data for planning.

How to Precisely Measure Share of Voice

While manually estimating your SOV can provide some insight into your market position, the most accurate — and valuable — share of voice data is two-fold.

To maximize success, you need:

1. A real-time snapshot of your brand and its competitors' SOV
2. A repository of historical data to track how your market position changes over time

This level of precision can't be achieved manually, especially if you are tracking more than a few keywords across multiple marketplaces. But with the right tools at your disposal, it becomes much simpler and more scalable to incorporate this valuable SOV data into your strategic planning and analysis.

> **72%** of Amazon sellers say that having the right tools and information at their fingertips is a top factor for success on the channel.
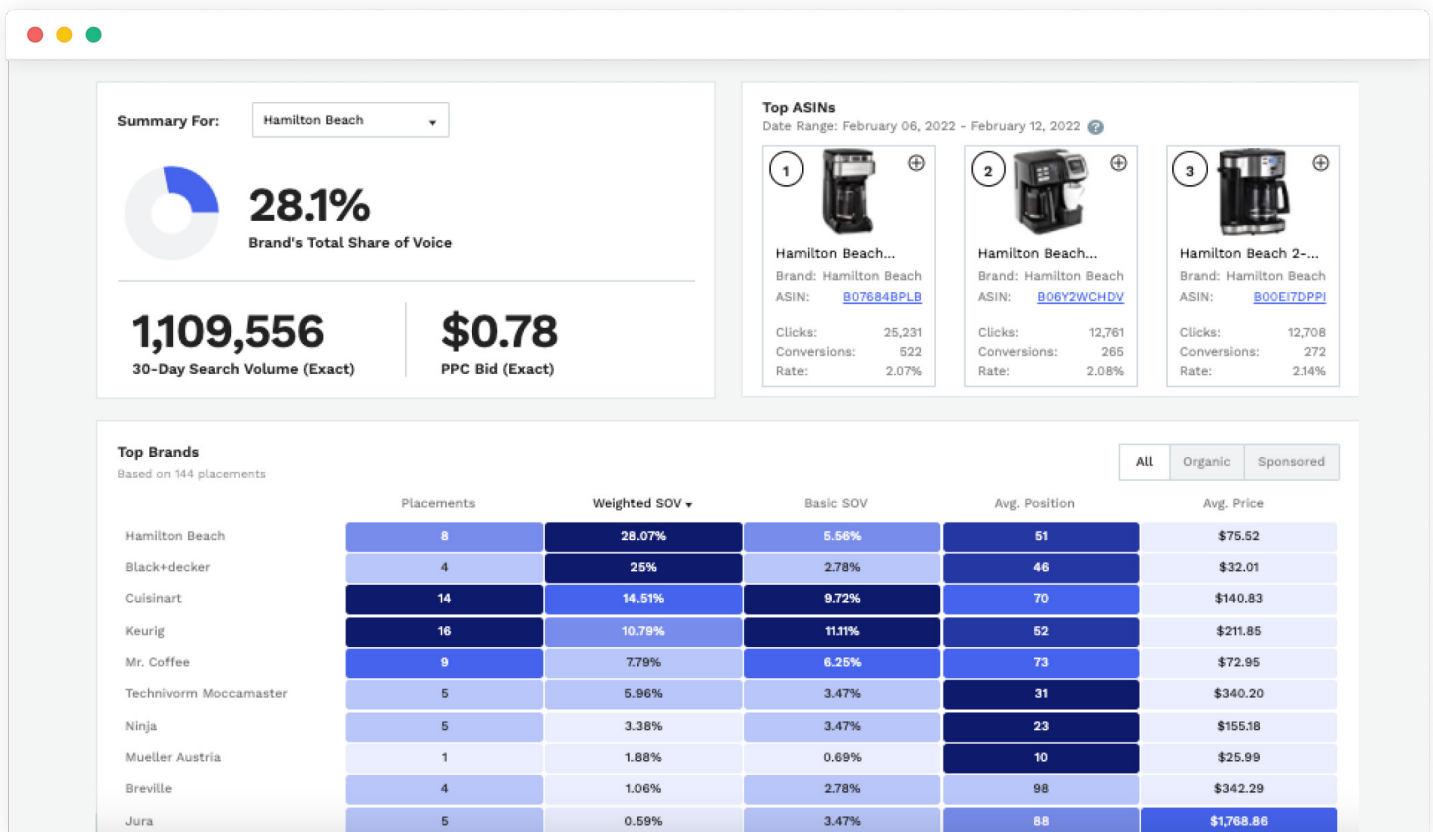
Accessing Real-Time Snapshots of SOV

With **Jungle Scout Cobalt**, you can get a recent snapshot of where your brand's SOV stands at the moment. Use the Share of Voice feature to access precise SOV for any keyword on Amazon and see monthly search volumes for keywords associated with your brand and competitors.

In addition to basic SOV, Cobalt also provides weighted SOV, which takes the Amazon Choice Badge and position on search results pages into account. You can further filter this data by organic or sponsored placements

to analyze how **advertising investments** impact each brand's ownership of a keyword. This provides a more precise gauge of how your brand is stacking up against competitors, enabling you to plan better domination strategies by performing more accurate analysis of your market position.

With this detailed share of voice data at your fingertips, you can:

- Filter keyword performance by marketplace to understand your brand's health across multiple geographies
- View the keyword search volume to determine the "total piece of the pie" for a particular keyword
- Understand search trends that are influencing discoverability
- View recent exact match PPC bids, highlighting the cost of **gaining share** for target keywords
- See the top ranked brands by SOV with a heat map for simple data consumption
- View the top ASINs for a keyword based on recent clicks and conversions
- Download SOV data into a CSV for further analysis

Summary For: Hamilton Beach

28.1%
Brand's Total Share of Voice

1,109,556
30-Day Search Volume (Exact)

$0.78
PPC Bid (Exact)

Top ASINs
Date Range: February 06, 2022 – February 12, 2022

1	Hamilton Beach... Brand: Hamilton Beach ASIN: B07684BPLB Clicks: 25,231 Conversions: 522 Rate: 2.07%
2	Hamilton Beach... Brand: Hamilton Beach ASIN: B06Y2WCHDV Clicks: 12,761 Conversions: 265 Rate: 2.08%
3	Hamilton Beach 2-... Brand: Hamilton Beach ASIN: B00EI7DPPI Clicks: 12,708 Conversions: 272 Rate: 2.14%

Top Brands
Based on 144 placements

All | Organic | Sponsored

	Placements	Weighted SOV ▾	Basic SOV	Avg. Position	Avg. Price
Hamilton Beach	8	28.07%	5.56%	51	$75.52
Black+decker	4	25%	2.78%	46	$32.01
Cuisinart	14	14.51%	9.72%	70	$140.83
Keurig	16	10.79%	11.11%	52	$211.85
Mr. Coffee	9	7.79%	6.25%	73	$72.95
Technivorm Moccamaster	5	5.96%	3.47%	31	$340.20
Ninja	5	3.38%	3.47%	23	$155.18
Mueller Austria	1	1.88%	0.69%	10	$25.99
Breville	4	1.06%	2.78%	98	$342.29
Jura	5	0.59%	3.47%	88	$1,768.86

Tracking SOV Over Time

For most product types, Amazon has become a high-saturation market. This makes it even more important to stay on top of trends impacting your brand's positioning.

> On average, more than **6,000 products** are sold through Amazon every minute in the U.S. market alone. During peak shopping seasons, this number can climb to over **11,000 products** per minute.
>
> Source: Amazon Stats: Growth, Sales, and More; March 21, 2022; Amazon.com

To do this effectively, you need to go beyond snapshots of your brand's SOV vs. competitors and dive deeper into historical and performance data that connects the dots between all the elements that play into your SOV: keyword strategy, advertising bids, product pricing, and more.

Downstream by Jungle Scout makes this level of analysis — and management of your brand's most important keywords — easier. Use the Shelf Intelligence feature to track positioning in the market and gain insights into the direct impact of your ad investment on brand awareness among Amazon shoppers.

Shelf Intelligence allows you to track SOV for specific keywords over a period of time to monitor what portion of the market your brand owns compared to competitors. Shelf Intelligence also empowers you with

data on average search rank, average review, Best Seller percentage, and Amazon's Choice percentage.

With this game-changing insight into the competitive landscape, you can:

- Directly compare your product rankings to competitors
- **Improve the ROI** of your advertising campaigns
- Identify competitors' bidding strategies and ad types
- Track your brand's position-weighted SOV over a period of time
- See which brands have the highest SOV and how many clicks they're getting
- Integrate SOV data into customizable Dashboards for dynamic data visualization, deeper analysis, and easier reporting

EXPERT ADVICE

When building dashboards for reporting and analysis, you can use Downstream's Featured Brand selector. This will emphasize a selected brand in data visualizations with stronger color and more prominent placement, and will populate brand-specific metrics on keyword performance.

Connor Folley
General Manager, and Co-founder, Downstream by Jungle Scout
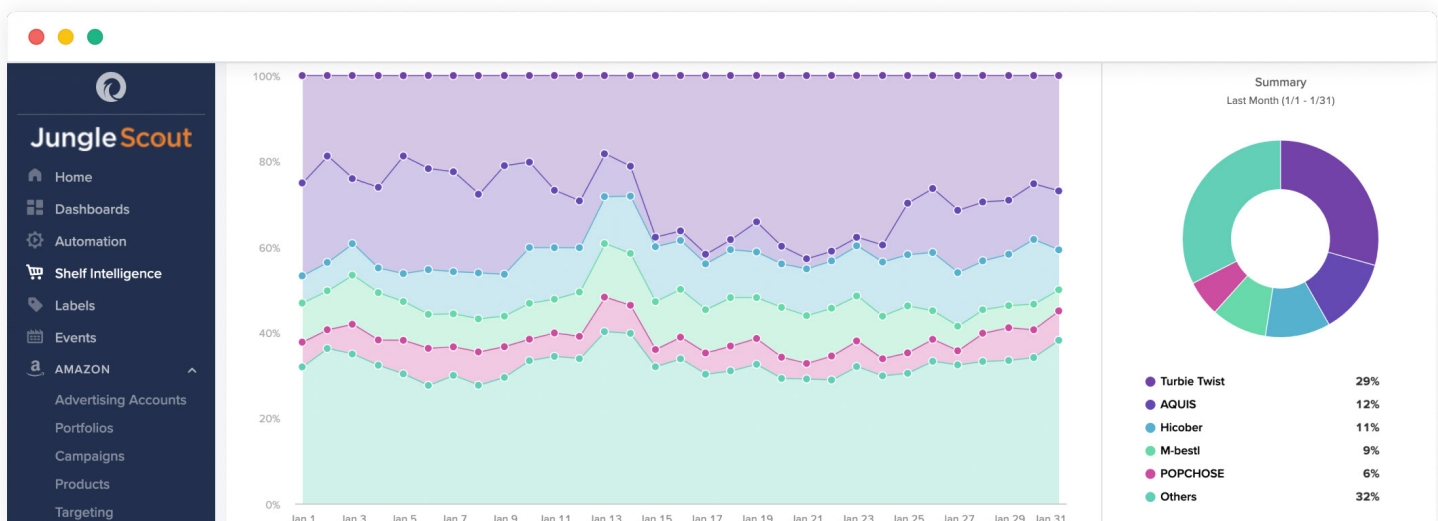
8 Ways to Grow Your Brand's SOV

Keyword Research + Strategy

In the landscape of Amazon, keywords are the roadmap that leads customers to your listings. The way you research, select, and manage your keywords can either fuel you forward ahead of the competition or leave you lagging.

1. Use a mixture of keyword types

Using multiple keyword types in your listings and paid campaigns can increase your visibility on Amazon and help optimize advertising performance. Long-tail keywords, for example, have lower competition and a higher probability of conversion. By providing access to historical search volume trends and allowing you to monitor search trends over time, Cobalt's Keyword Scout can help you discover new, high-performing keywords of all types.
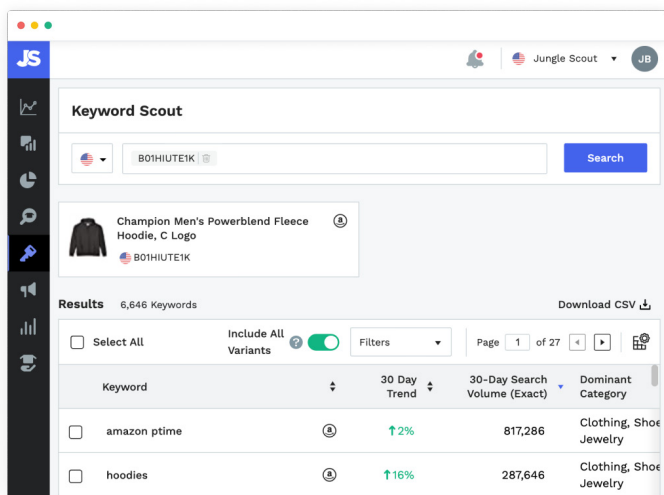
Within Downstream, you can also analyze search term data for your campaigns to look for keywords that are leading to high clicks but low conversions. These may be terms that are seemingly related but not a good fit for your product. Adding these as negative keywords in relevant campaigns will ensure you don't waste ad spend and they don't continue to impact click-through rate (CTR).

Because Amazon's advertising algorithm considers conversion rate and CTR when determining placement in search results, these tactics can help increase your brand's SOV for keywords that drive sales.

2. Evaluate top-performing ASINs for keyword ideas

After identifying the top ASINs for a keyword, digging deeper into those ASINs can help you generate new keyword ideas to use in your listings and campaigns to grow SOV.
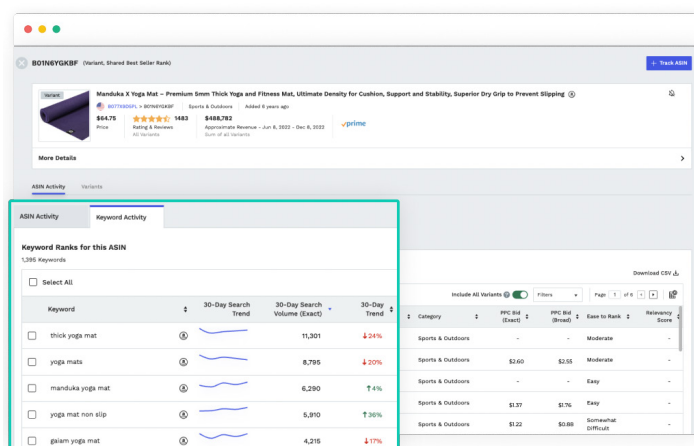
From Cobalt's Share of Voice, click on each of the top 3 ASINs to open ASIN Explorer. Here you will find a wealth of data — including search volume, PPC bids, ease to rank, organic and sponsored rank, and more — that enables you to see which targets your competition is using and to what success. This data can help you evaluate your listings, discover new keywords, and identify opportunities to grab market share from competing products.

Listing Quality + Product Price

One of the most effective ways to use the keyword data you uncover with **Cobalt** and **Downstream** is by regularly reviewing and updating your product listings. Your listing quality directly impacts your sales and your product's rank in search results.

3. Optimize Product Listings

After identifying high-converting keywords, add them to your product title, description, bullet points, and back-end search terms. Excluding keywords from any of these locations will make it much more difficult to effectively improve your rank and grow your brand's SOV. If your brand uses A+ content in listings, it is recommended that you still include separate product description copy and bullets, as this is what Amazon will use for keyword indexing.

As you continuously optimize your listings, Cobalt can help you track how those optimizations impact performance over time. Use Product Insights to view up to two years' worth of revenue and sales data, tagged with notations on when specific listing updates occurred. This allows you to precisely gauge the correlation between listing optimizations and the unit sales and revenue for a product.

EXPERT ADVICE

Never use the same keywords in your front-end copy as you do in the backend search term fields and avoid keyword stuffing. Amazon's algorithm only recognizes a keyword strand once, so including the same keyword over and over looks silly, is difficult to read, and won't get you any further in search rankings than simply using each term once.

Eva Hart
Enterprise Ecommerce Expert, Jungle Scout
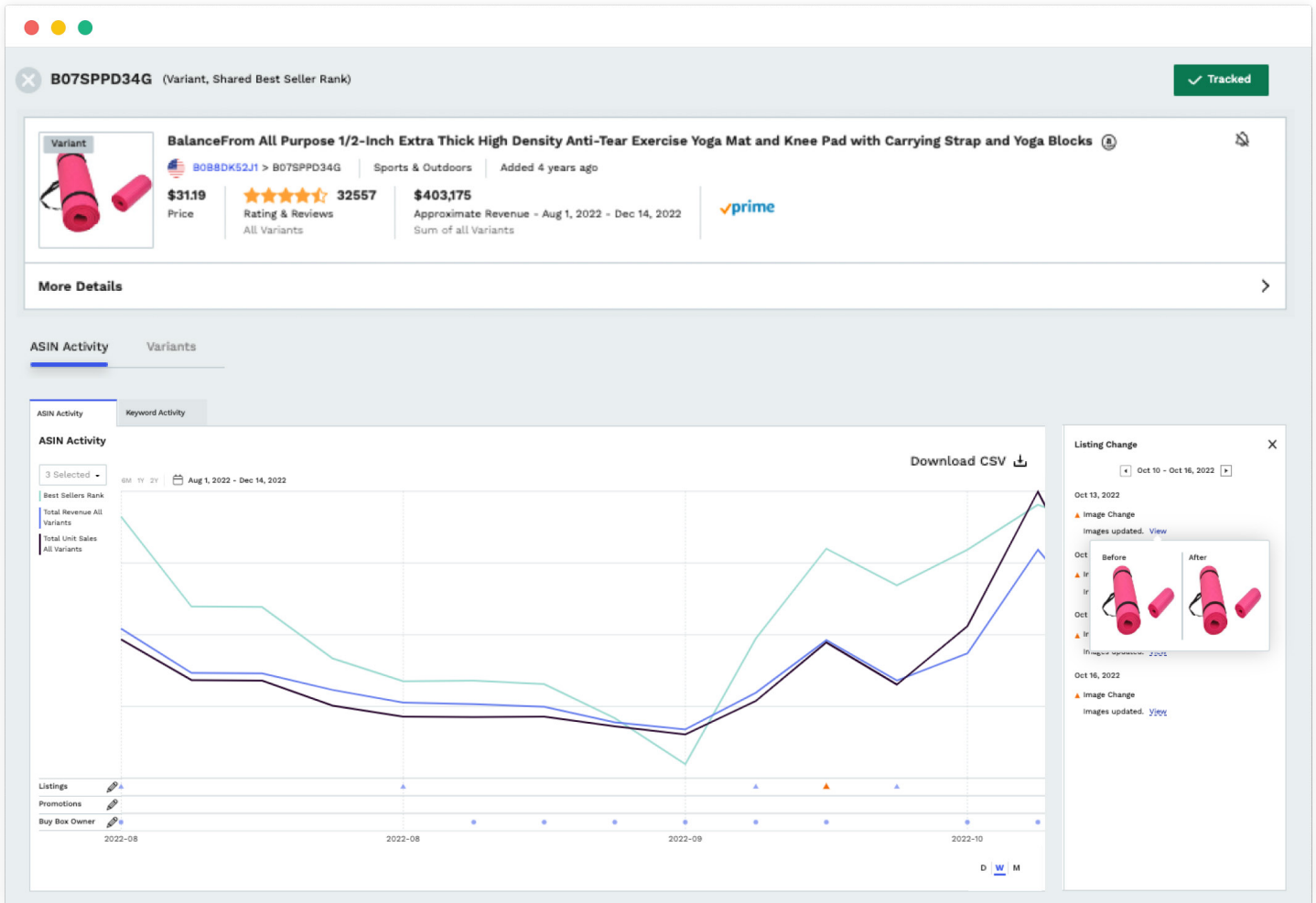
4. Monitor Pricing Changes

Just as keyword relevance impacts both your organic and paid placements in Amazon search results, so does a product's price point. If your product is priced too far above competitors, not only are shoppers less likely to choose it, it's less likely to rank on the first page, directly impacting your brand's SOV.

Cobalt's Share of Voice data includes a brand's average product price for a particular keyword, providing you with a gauge of consumer price sensitivity for your product. Cobalt also provides a Share and Trends graph that shows data on unit sales, revenue, price and more for a selected date range, helping you analyze median price changes over time. To stay on top of competitor price adjustments that could impact your SOV, you can set up alerts to be notified of pricing changes at the ASIN level as soon as they happen.
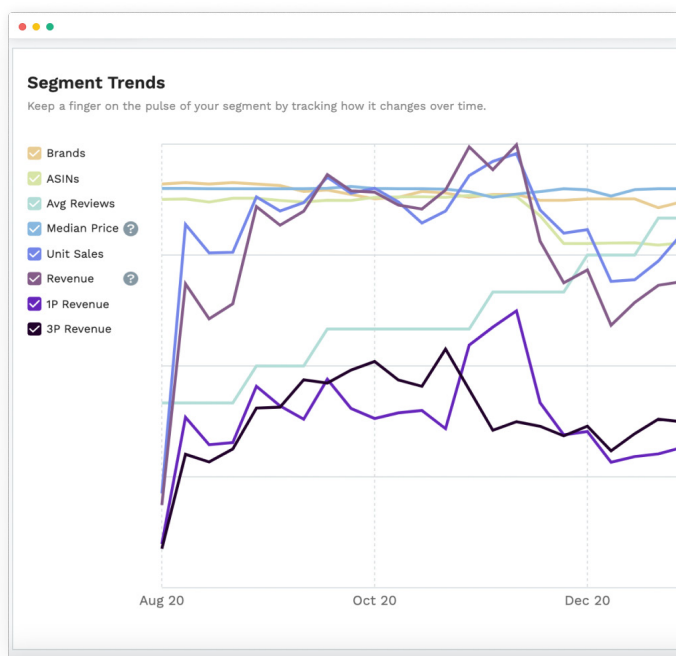
Advertising + PPC Optimizations

Paid campaigns are powerful fuel for growth on Amazon. By leveraging SOV data in your advertising planning, management, and execution, you can optimize your spend and push past the competition.

5. Make Bid Adjustments

Optimizing your advertising bids goes beyond allocating more ad spend to your best-performing keywords. You should also watch for opportunities to minimize bids on certain keywords — like when associated products are out-of-season or already ranking well organically. This prevents wasted ad spend that can impact your ROI and also frees up additional budget that can be used to win higher-competition keyword targets that will boost your ranking and SOV.

Downstream has several **automation features** to control PPC bids with precision and efficiency.

- Use **Bulk Updates** to change keyword bids for multiple targets across portfolios or campaigns. Increase bids by a dollar amount or a percentage.
- Use **Dayparting** to maximize the visibility of your ads by setting rules for bids by both the hour and the day.
- Leverage **Advanced Budget Control** with SOV analysis to capitalize on gaps in competitors' advertising strategies.

6. Use Sponsored Display for Retargeting

Growing your brand's SOV on Amazon becomes more challenging if you encounter roadblocks to maintaining the SOV you already own. You can leverage Sponsored Display advertising to achieve multiple SOV-boosting results at once:

- **Defending your brand:** By targeting your ASINs with Sponsored Display ads showing complementary products, you can block competitors from grabbing conversions (and share) by advertising on your product pages.
- **Increasing the chances of conversion:** You can use Sponsored Display to redirect shoppers to another product in your brand's catalog that may better fit their needs.
- **Upselling:** Advertising bundled or complementary products on your listings can help increase conversions on multiple products at once.

By combatting competitor tactics, Sponsored Display can help you maintain the SOV your brand owns — while also driving conversions that will generate reviews, ratings, and rankings that help grow SOV further.

Automations for SOV

Growing your brand's SOV on Amazon is a continuous process, as you analyze data, launch new strategies, and constantly iterate for even greater results. Automations can make this process much more efficient and help you discover new tactics you might have otherwise missed.

7. Shelf Planning

Downstream's Shelf Planning automation leverages Shelf Intelligence data to determine your SOV for a specific keyword target within a Sponsored Product campaign. Then, while your campaign is running, Shelf Planning will automatically adjust your bids to achieve and maintain your specified SOV target for that keyword. Once your campaign meets or exceeds your SOV target, Shelf Planning will further adjust bids to maintain that SOV target while optimizing for the best possible ROI.

This hands-off automation can help your brand:

- Maintain and increase specific impression and exposure levels
- Meet immediate SOV targets for **newly launched products**
- Beat competitors on important keywords
- Create SOV targets for sales events such as Prime Day and Black Friday
- Increase Best Sellers Rank (BSR) on a product you've just restocked
- Ensure your product is included in the top three Sponsored Product results for an important keyword
- Minimize spending on a keyword when your product(s) are ranking well organically

8. Keyword Harvesting

Continuous research and testing of new keywords keeps your products in front of shoppers and creates a steady stream of keyword data that you can use to further optimize your SOV-building strategies in the future. Downstream's Keyword Harvesting automation allows you to automatically find search terms that drive sales and add them to a targeted campaign. You can choose the match type of the harvested keywords, allowing you to identify multiple types of keywords and begin competing for them immediately.

Jungle Scout Enterprise for Measuring and Growing SOV

In this guide, we've covered a number of **Cobalt** and **Downstream** features that can help you measure, analyze, and grow your brand's share of voice on Amazon:

Jungle Scout Cobalt

Share of Voice
View your brand's SOV and the SOV of your competitors

Keyword Scout
View the keywords your competitors are using to drive discoverability and conversions

Product Insights
Track how listing updates, promotions, Buy Box ownership, and more impact an ASIN's performance over time

ASIN Explorer
Gather detailed data on specific ASINs to uncover new keywords and competitor strategies

downstream by Jungle Scout

Shelf Intelligence
Track your brand's position in the market, monitor competitors, and identify trends in search behavior

Shelf Planning
Automatically adjust your campaigns to achieve and maintain a specific share of voice (SOV) for a single search term

Automation
Save time and ad spend with tools that automatically adjust advertising campaigns to optimize ROI, reach, and conversions

Custom Dashboards
Build custom ad performance dashboards with brand-, keyword-, and product-level detail, including data visualizations

Keyword Harvesting
Identify the search terms shoppers are using to find your products and automatically add them to your ad campaigns

Jungle Scout Cobalt | DATA CLOUD

Want to access SOV data and more at scale — and with ultimate flexibility? Cobalt Data Cloud provides leading brands with a 360° view of the Amazon marketplace, empowering you to:

- Integrate millions of data points into your internal workflows
- Combine Cobalt's powerful data with the analytical prowess of tools like PowerBI

- View search volume for over 30 million keywords on Amazon
- Access SOV data for your brand at the hourly level
- **And more**

Learn more about how **Cobalt** and **Downstream** can help your brand grow SOV on Amazon and beyond.

Speak with a Jungle Scout expert today!

Request a Demo

JungleScout | ENTERPRISE