PATHWAY TO SUCCESS

Feeling stuck or overwhelmed? New to ZonGuru and not sure where to start? The below quick reference guide is your one stop visual map to navigating the ZonGuru toolset. Want more information? Click on any of the tools to view a tutorial video and learn more.

ZONGURU.COM/PATHWAY

INTRO VIDEO

phase 1
Product Research

The first step to Amazon domination is finding the right products to sell!

Niche Finder
Generate product ideas with highly customizable filter options.

Niche Rater
Take a deep dive on Amazon. Check out valuable insights including product sales, demand, listing strength and much more!

Sales Spy
Track monthly sales data for competitors, check seasonality and historical trends.

Love-Hate
Find strengths and weaknesses of your product and ideas for differentiation.

Easy Source
Our world first collaboration with Alibaba.com will pair you with the perfect supplier.

FINDING PRODUCTS!

phase 2
Listing Optimization

ZONGURU

phase 2

Listing Optimization

Craft listing copy that attracts more clicks and conversions!

Keywords on Fire
Uncover buyer keywords that are driving sales to use them in your own listing strategy.

Keywords Spotlight
Spy on your competitors' backend listing copy for the ultimate insight.

Listing Optimizer
Optimize your listing copy to boost your search result ranking.

Listing Optimization Score
24,020

phase 3

Business Metrics

Now you're in business ZonGuru brings you tools to see the big picture!

Business Dashboard
All your important business metrics at your fingertips.

My Products
Manage your products and get alerts when to re-order.

My Orders
Find your customer orders instantly.

GROW the BUSINESS

phase 4
Monitoring & Alerts

ZONGURU

phase 4

Monitoring & Alerts

Amazon moves fast, make sure you stay alert on critical changes.

Keyword Tracker
Automatically monitor what position your listing ranks for each of your buyer keywords.

Product Pulse
Get notified instantly for key critical changes including product reviews and listing hijacks.

IP Monitor
Get notified instantly when someone copies your images and uses it on their own listing.

phase 5

Customer Engagement

To keep customers returning, you need to keep them engaged.

Email Automator
Set up rules to automatically reach out to customers who buy from you.

Review Automator
Automate review requests directly inside Seller Central.

Additional Resources
ZonGuru Help & Resources Center
Email ZonGuru Support
Register for live training!
ZonGuru Events Hub

ZONGURU