



# Data Insights and Automation to Help Amazon Brands Scale

## WHO WE ARE

Established in 2016, ZonGuru is a powerful toolset that helps Amazon brands accelerate their growth. The platform now offers 17 different tools connected to 10 Amazon marketplaces across North America, Europe, India, and Australia.

Our core team consists of seasoned, expert-level Amazon Sellers who know from experience what data points matter, what strategies drive business forward and what information is actually key to making important decisions.

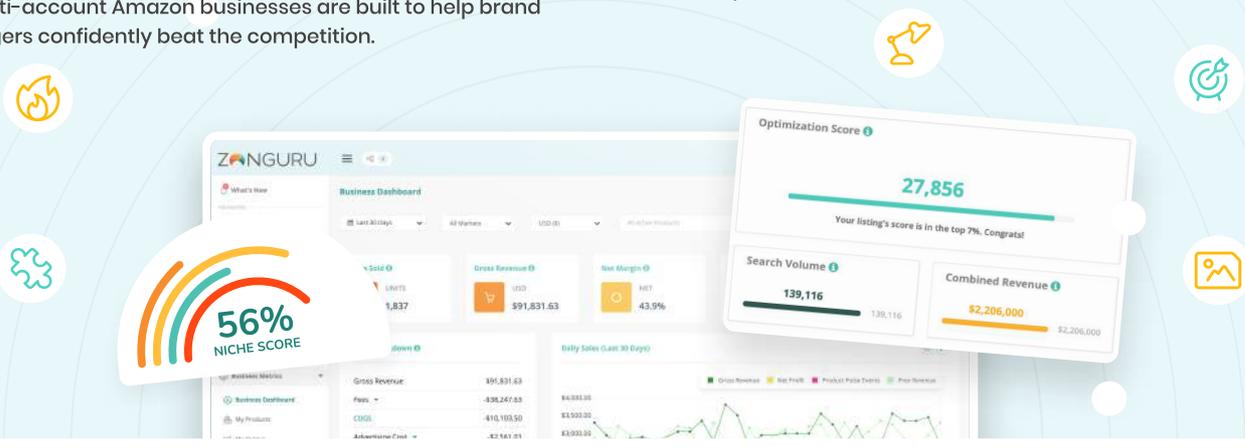
## WHAT WE DO

ZonGuru is used globally by thousands of sellers, enterprise-level brands and specialist agencies looking to optimize and promote their customer's storefronts. Our dedicated solutions for multi-account Amazon businesses are built to help brand managers confidently beat the competition.

## WHY CHOOSE US

ZonGuru data solutions give you everything you need to be operationally excellent across your Amazon storefront and primed for long-term growth. We are experts in making your data meaningful—it is why we share every key metric with a firm eye on your competition, giving you a view on competitor strengths, weaknesses and exactly how to beat them like no other tool in the industry.

Our platform is designed to be simple, relevant, efficient and impactful. Each tool has been tailored to the needs of sellers and account managers, helping them quickly boost listing rankings, steal market share, find new product opportunities and much more. We are an Amazon-approved partner, offer a seamless UI experience and feature the #1 support team in the business (Source: Trustpilot).



### Largest Amazon Marketplaces

AMAZON NORTH AMERICA

AMAZON EUROPE

AMAZON AUSTRALIA

AMAZON INDIA

### AMZ Agency Academy

Official Training & Certification

Brand Expansion Analysis Report - Oct 2022

# BEAR REPORT

100+ Reviews

★ Trustpilot

KEYWORDS ON FIRE

Competitors: 25 | Unique Keywords: 300 | Total Revenue: \$4,972,965 | Total Search Volume: 500,131

KW #	Search Volume	Top 25 Comp	Units	Reviews	Price	KW Title	PPC bid	Top 3 KW's	Top 3 Clicks	Top 3 Conv
\$130,935	12,066	8	7,208	1,777	\$31.02	4%	\$0.70	\$51,064	35%	39%
\$2,137,501	226,065	25	7,302	1,806	\$30.62	9%	\$0.70	\$895,000	37%	40%
\$115,790	9,157	7	6,818	1,849	\$28.10	6%	\$0.74	\$50,948	41%	44%
\$27,910	2,722	10	7,160	2,154	\$22.29	0	\$0.68	\$16,188	53%	58%
\$90,528	5,497	5	6,702	1,975	\$31.21	6%	\$0.72	\$51,829	52%	57%
\$14,728	1,166	7	7,026	1,891	\$27.46	32%	\$0.92	\$6,627	43%	45%
\$3,065	314	12	4,465	1,969	\$32.54	100%	\$1.29	\$2,238	58%	73%
\$3,380	322	14	7,191	2,127	\$27.62	100%	\$0.94	\$2,062	64%	61%
\$2,457	319	16	8,025	2,189	\$25.99	4%	\$0.71	\$1,467	59%	59%
\$8,918	818	7	6,966	1,713	\$26.57	72%	\$0.68	\$4,369	44%	49%
\$2,993	228	11	7,600	2,109	\$27.82	100%	\$0.70	\$1,402	75%	67%

Keywords on Fire helps sellers understand what search terms the top 25 competitors are ranking for and the steps needed to beat them. A simple, one-step analysis provides a list of the most impactful keywords to focus on for a PPC campaign and is also fully integrated with the Listing Optimizer tool for seamless tweaks.

The data points provided are search volume, keyword niche revenue, top 3 listings revenue, PPC bid value, top 25 competitor ranking, click and conversion rates. Having this report at a glance allows for quick decisions on what keywords to focus on for a successful PPC campaign or organic ranking improvements.

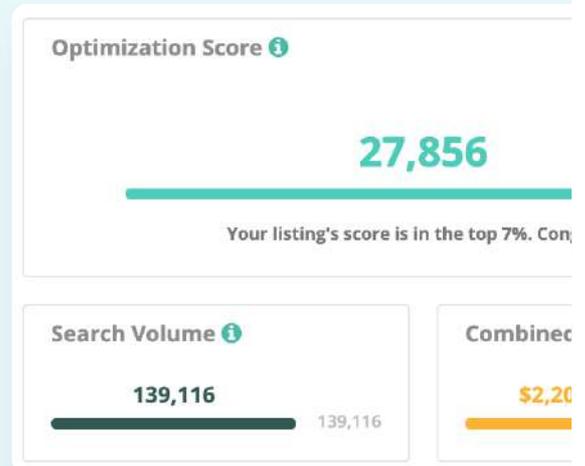
The datasheets can be exported to CSV, then easily tweaked and integrated quickly with any in-house proprietary workflows.

LISTING OPTIMIZER

For sellers who want their Amazon organic search results to reach page one, our contextual listing optimizer tool guarantees their product listing is better optimized than any of their top 8 competitors'.

In addition, the Listing Optimizer tool provides additional intel on what backend keywords competitors are using so they can be added to the frontend description or the backend search terms.

To save even more time, the Listing Optimizer tool also allows for direct listing updates and tweaks using the Amazon API without going through the Seller Central web interface.



LOVE-HATE

- Chemical Smell (89)
- Wood Quality (213)
- Strap (33)
- Mat Thickness (152)
- Wood Floors (187)

Love-Hate offers a semantic word cloud of all customer reviews for agencies and sellers who perform product research.

It highlights what customers actually care about in regard to product benefits. It shows how this relates to any brand pros and cons and provides direct insights for potential differentiation and niche discovery.

## Maximize organic reach, drive more traffic, and optimize customer conversions to raise organic ranking results on Amazon.

- **Keywords on Fire** → Highlight exact and actual keywords buyers are typing into Amazon along with their volumes. Plus compare them against top listing competitors to find undiscovered and untapped profitable keyword opportunities.
- **Keywords Spotlight** → Stay ahead of the curve and crush the competition by spying on competition's backend search terms to gain the ultimate edge in the niche.
- **Listing Optimizer** → Makes sure the listing is not falling behind in a competitive market and guarantees that it is perfected for page one by comparing its optimization score against the top 8 competitors and highlighting the gaps for quick and easy wins.



## ZonGuru's sniper-approach product research tools help users find the most profitable niches and products to sell on Amazon.

- **Niche Finder** → Find low competition and high demand products for private-label selling on Amazon using keyword and data-driven research approach.
- **Niche Rater** → Find and analyze niches across all Amazon's marketplaces using ZonGuru's unique Chrome Extension powered by a proprietary algorithm to evaluate any niche potential.
- **Sales Spy** → Be ahead of the competition with accurate, up-to-date historical sales data intel and events for any Amazon product.
- **Love-Hate** → Find out what all customers love and hate about a product category, get insight into potential product differentiators, and stand out from competitors.
- **Easy Source** → Spend less time searching through Alibaba's endless list of manufacturers and quickly find the perfect supplier for your product idea.



## ZonGuru will help you stay alert on critical changes to your own and competitors' listings.

- **Keyword Tracker** → Spend less time guessing what keywords you should be targeting and get a complete daily overview of all your keyword ranking progress in one place. Automatically monitor what position your listing ranks for each of your buyer keywords.
- **Product Pulse** → Be able to react quickly and easily if any changes occur in the market that might affect you. Track and get notified for anything happening to your listing or your top competitors.
- **IP Monitor** → Have peace of mind knowing that no one is stealing from you —get notified immediately when someone copies one of your images and uses it on their listing.



## Get immediate and actionable insights from the big picture dashboard for any Amazon seller business.

- **Business Dashboard** → Know precisely what's working, what isn't, and how to fix it.
- **My Orders** → Find and manage your orders easily.
- **My Products** → Keep track of your inventory and never run out of products again—get alerted when it's time to reorder so you never have to worry about running out of stock.



## ZonGuru makes sure you are connected with your customers so they stay happy.

- **Email Automator** → Set up rules to automatically reach out to customers who buy from you.
- **Review Automator** → Build a reputation for excellence and trustworthiness with customers and partners by the set-and-forget one-click solution to automate your review requests.



ZONGURU

VS

Helium 10

FEATURES	ZONGURU	Helium 10
<b>Product Research &amp; Validation</b>		
Generates Niche Ideas	★★★★★	★★★
Validates Niche Ideas	★★★★★	★★★★★
<b>Product Research &amp; Validation</b>		
Comprehensive Keyword Data	★★★★★	★★★★★
Listing Strength Guidance	★★★★★	★★
Competitor Listing Comparison	★★★★★	N/A
<b>Business Metrics</b>		
COGS Reporting	★★★★★	★★★★★
Profit & Loss Reporting	★★★★★	★★★★★
Add On Feautres (PPC etc)	N/A	★★★★★
<b>Monitoring &amp; Alerts</b>		
Comprehensive Listing Alerts	★★★★★	★★★★★
Competitor Alerts	★★★★★	N/A
<b>Customer Engagement</b>		
Email Campaign Manager	★★★★★	★★★★★
Seller Central Review Request	★★★★★	★★★★★
<b>Support &amp; Training</b>		
Regular Live Training Events	★★★★★	★★★★★
Responsive Chat Support	★★★★★	★★★★★
Quality Trainings & Programs	★★★★★	★★★★★
<b>Cost vs Value</b>		
Value	★★★★★	★★★
Plan Flexibility	★★★★★	★★★★★
<b>Marketplaces</b>		
Europe Integration	★★★★★	★★★★★
Australian Integration	★★★★★	N/A

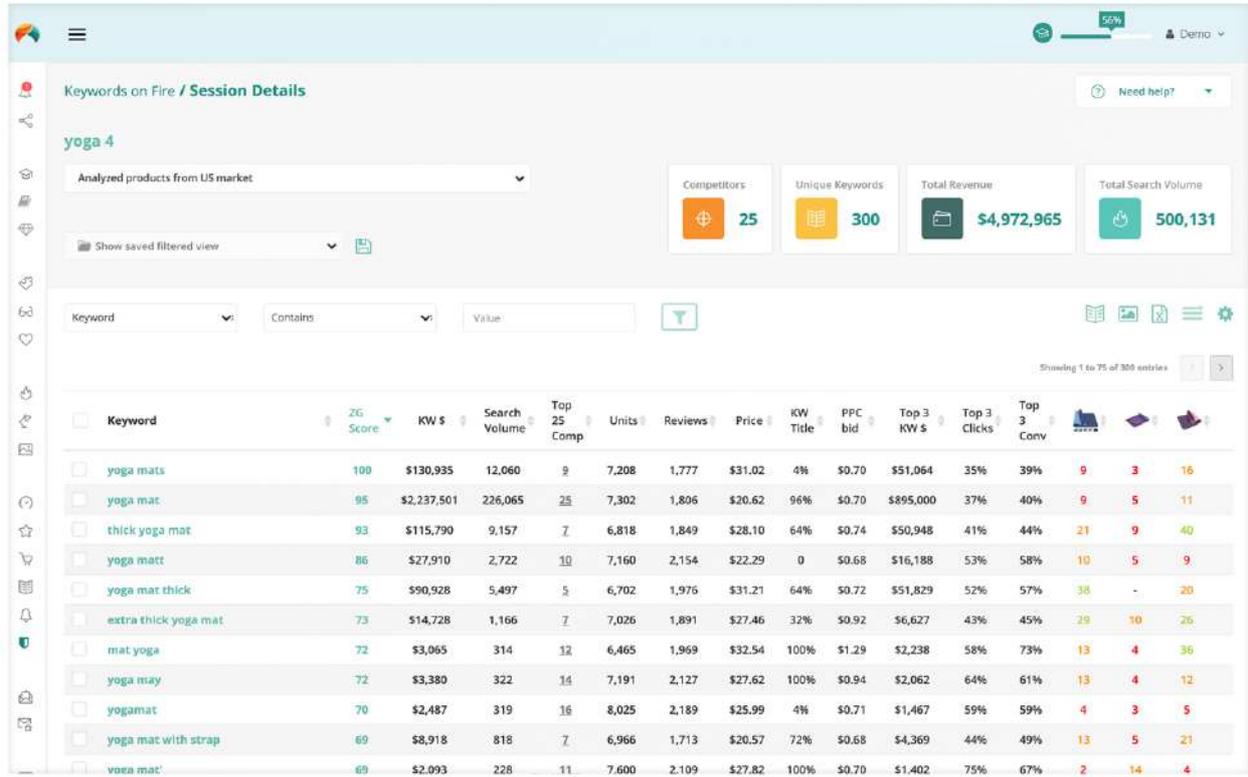
ZONGURU PRICING

Seller Plan Starting  
at \$49 USD

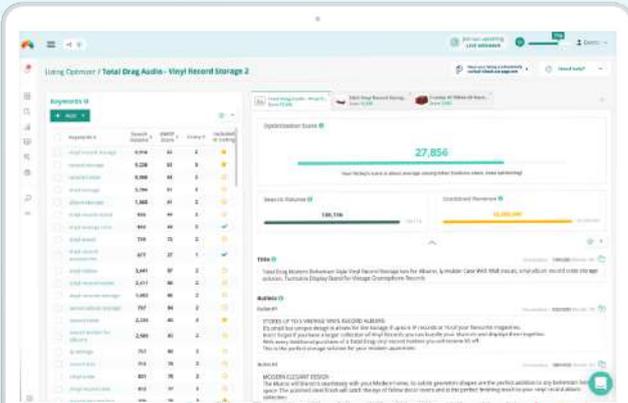
HELIUM10 PRICING

Platinum Plan Starting  
at \$99 USD

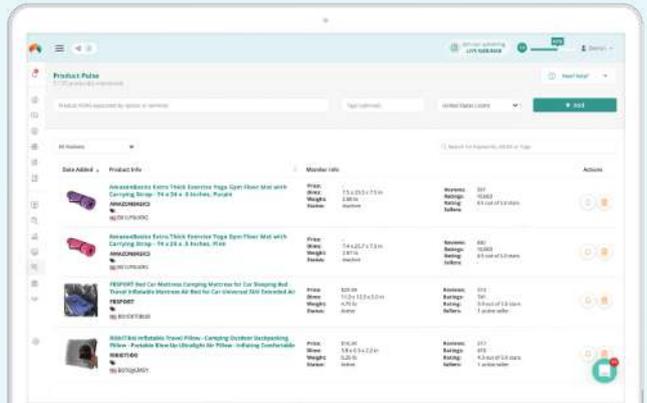
# Keywords on Fire



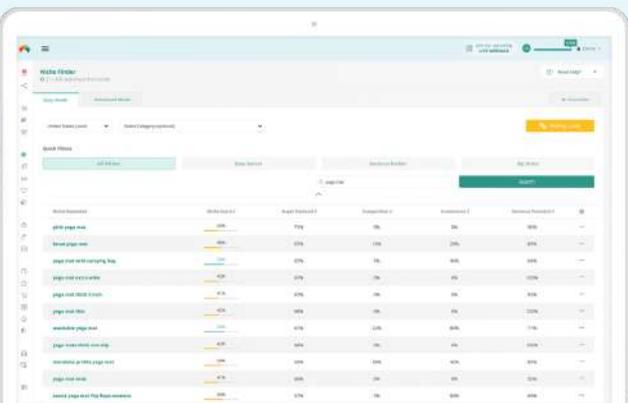
## Listing Optimizer



## Product Pulse



## Niche Finder



## Sales Spy

