



WEBINAR

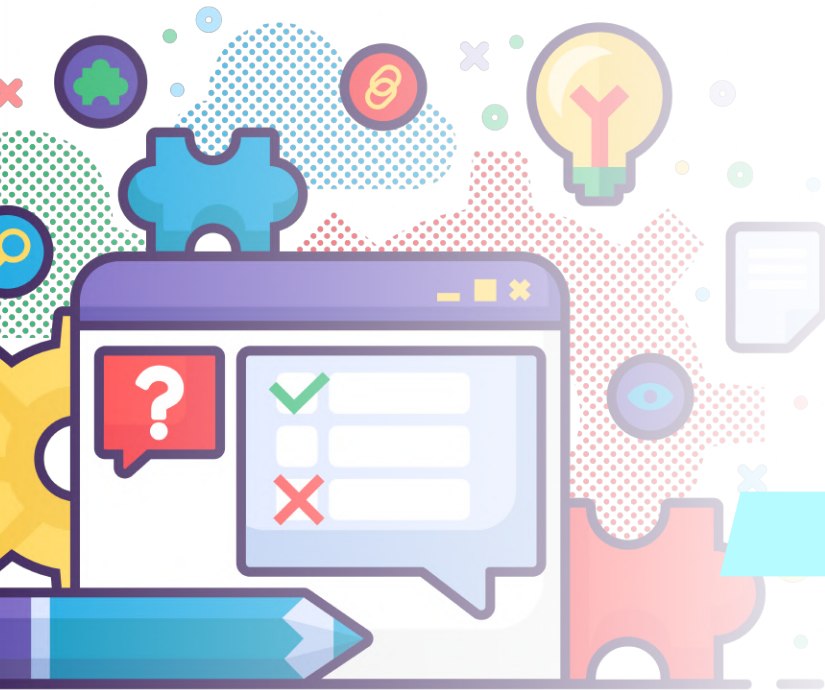
BROWSER TOOLS

FOR AMAZON SELLERS

July 9, 2020

1 PM Eastern | 10 AM Pacific

CLICK HERE TO WATCH THE RECAP



MEET SELLOZO: GROWTH TOOLS FOR AMAZON SELLERS




150,000+
MANAGED
CAMPAIGNS


50,000,000+
IN ADSPEND


2.8 Billion
IN GMV

eCOMMERCE GROWTH PLATFORM

Sellozo provides the leading suite of management and optimization tools for Amazon Sellers – powered by real data.

SAVE TIME + REDUCE COSTS

Save countless hours by easily managing campaigns, bids, and keywords by leveraging our fully automated, intelligent driven keyword and bid optimization.

Automatically eliminate wasted spend by identifying and acting on negative keywords and take back hours of your valuable time.

THE HELP YOU NEED

Our Support team is staffed by experienced Amazon Sellers. They're here to help Sellers with everything from how to properly structure campaigns by type to Bid Strategy to help grow sales and manage Advertising Cost of Sales (ACoS).

A QUICK OVERVIEW OF BROWSER TOOLS:

WHAT ARE THEY?

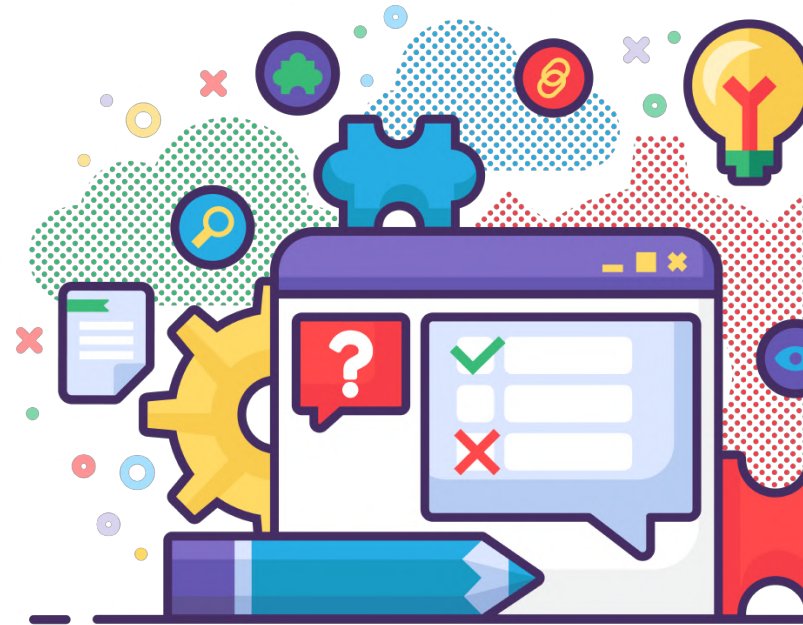
Browser tools, which are also called browser extensions, browser plugins, and browser add-ons, give your web browser extended features!

WHY DO I WANT THEM?

They integrate into your browser and perform specific, useful actions: some autocomplete forms for you, others block ads, some analyze the guts of a webpage or website and provide useful metrics or information.

TREAD CAREFULLY

Browser tools are usually made by third parties, so be careful! Not all browser tools are helpful – or safe!



FINDING BROWSER EXTENSIONS

Typically, you can get browser extensions in the the web store or add-on site for the browser in question:

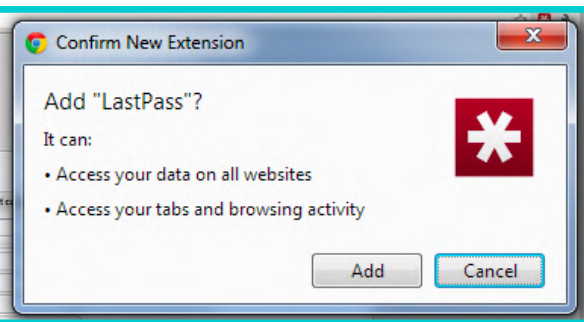
Chrome extensions: [Chrome Web Store](#)

Firefox extensions: [Mozilla's Add-ons site](#)

Microsoft: [Internet Explorer Add-on Gallery](#)

THINGS TO WATCH FOR!

Whatever browser extensions you do use, read the basics when you install them. Different tools need different access, but watch for extensions that have access to *all your data*, form data, credit card data, etc. Trust your gut, not flashy graphics or install videos.



BROWSER TOOLS FOR SELLERS

TODAY'S TOPICS

BROWSER EXTENSION FOR CHROME:

- KEYWORD RESEARCH
- PRODUCT RESEARCH
- PRICING RESEARCH
- QUALITY RESEARCH
- PRODUCT REVIEWS
- PRODUCTIVITY

KEYWORD RESEARCH

AMZ Suggestion Expander

WHAT DOES IT DO?

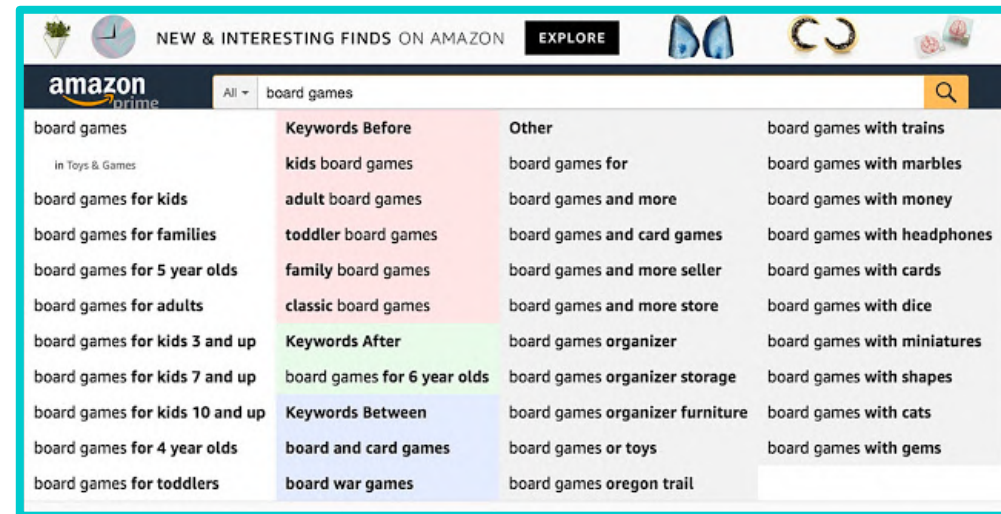
This extension expands the keyword search results show in the Amazon search bar.

PERKS

Great to discover new keywords and phrases

Discover new product niches

Uncover new opportunities for existing products



[LEARN MORE](#)

PRODUCT RESEARCH

Jungle Scout

WHAT DOES IT DO?

Compiles rank, sales volume, estimated revenue and determines an opportunity score for how good an opportunity this niche is.

PERKS

See sales potential and volume for search results

Great to discover new opportunities

See potential profit, less fees, for a product

Uncover potential new niches

Showing results in Home & Kitchen. Show instead results in All Departments.

Jungle Scout two chrome extensions

Average Monthly Sales: **1,247** | Average Sales Rank: **7,951** | Average Price: **\$15.69** | Average Reviews: **454** | Opportunity Score: **4** (High Demand with High Competition)

#	Add	Product Name	Brand	Price	Category	Rank	M. Sales	D. Sales	Revenue	Reviews	Rating
1		Cuisinart QT6-80-80 Bread Grater	Cuisinart	\$9.99	Tools & Hs...	#199	4,838	144	\$41,184	536	4.5
2		Spring Chef Box Grater, 4-Sided S...	Spring Chef	\$9.98	Kitchen & D...	#801	3,734	79	\$35,772	1819	5
3		ZYLIES Classic Rotary Cheese Gra...	Zylies	\$14.99	Kitchen & D...	#1,014	3,780	87	\$41,822	1271	4
4		Cheese Grater With 4-Sided Blaes...	Chef Ravi	\$12.95	Kitchen & D...	#4,984	827	23	\$10,839	308	4.5
5		Microplane Box Grater Large 10 in...	Microplane	\$36.28	Kitchen & D...	#14,531	349	7	\$6,365	344	4
6		KitchenAid Cheese Grater & Slic...	K Aid	\$9.99	Kitchen & D...	#4,325	693	28	\$8,303	341	4.5
7		Professional Box Grater, Stainless...	Spring Chef	\$9.99	Kitchen & D...	#3,750	987	28	\$8,458	663	4.5
8		Dalux PRO Citrus Lemon Zester & ...	Dalux	\$10.88	Kitchen & D...	#871	4,352	78	\$47,763	1605	5
9		Rotary Cheese Grater - LOVEITCHI...	LOVEITCHI	\$16.99	Kitchen & D...	#5,578	687	29	\$10,827	418	3.8
10		Vivacart Professional-Grade Roter...	Vivacart	\$29.48	Kitchen & D...	#4,967	791	27	\$12,633	181	4.5
11		ORO 1001801 Good Grips Box Grater...	ORO	\$17.99	Patio, Lawn...	#1,467	879	34	\$14,883	585	4.5
12		ORO Good Grips 80-directional Gr...	ORO	\$17.99	Kitchen & D...	#5,847	986	16	\$8,789	377	4
13		Cheese Grater-Vegetable-Slicer ...	Utopia KIt...	\$11.99	Kitchen & D...	#47,788	483	4	\$4,832	937	4.5
14		LOVALMASTER Rotary Cheese Gra...	LOVALMASTER	\$24.95	Kitchen & D...	#15,637	323	10	\$4,804	87	4
15		4-Side Box Grater - 9 Inch Stainl...	THEITIS HO...	\$8.49	Kitchen & D...	#9,140	592	13	\$2,848	39	4.5

Showing results 1 - 15

 **LEARN MORE**

PRODUCT RESEARCH

SellerApp

WHAT DOES IT DO?

Makes it easy to gather and track sales information for products as you browse on Amazon.

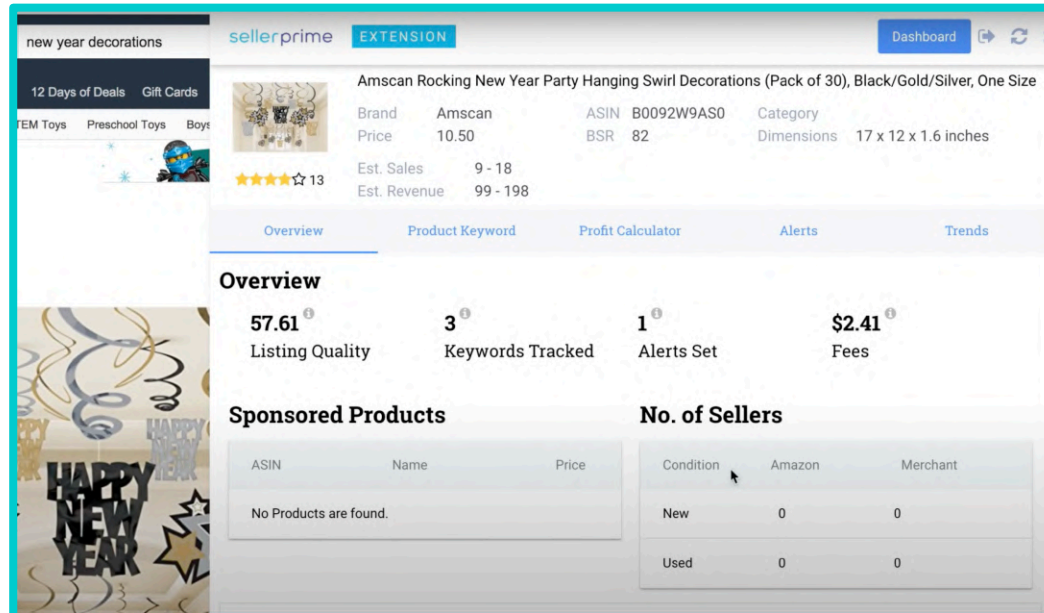
PERKS

View sales potential for products

Track and keywords & product ranking

Calculate potential profit

 **LEARN MORE**



The screenshot displays the SellerApp browser extension interface. At the top, it shows the product name 'Amscan Rocking New Year Party Hanging Swirl Decorations (Pack of 30), Black/Gold/Silver, One Size'. Below this, key metrics are listed: Brand (Amscan), ASIN (B0092W9AS0), Price (10.50), BSR (82), Category, and Dimensions (17 x 12 x 1.6 inches). The interface also shows 'Est. Sales' (9 - 18) and 'Est. Revenue' (99 - 198). A star rating of 4.5 is visible. The main section is titled 'Overview' and contains four key metrics: Listing Quality (57.61), Keywords Tracked (3), Alerts Set (1), and Fees (\$2.41). Below this, there are two tables: 'Sponsored Products' and 'No. of Sellers'. The 'Sponsored Products' table is currently empty, showing 'No Products are found.' The 'No. of Sellers' table shows the number of sellers for different conditions (New and Used) across Amazon and Merchant channels.

ASIN	Name	Price
No Products are found.		

Condition	Amazon	Merchant
New	0	0
Used	0	0

BROWSER TOOLS FOR SELLERS

PRODUCT RESEARCH

Helium 10

WHAT DOES IT DO?

Provides competitive product and keyword research as you browse Amazon search results and product pages.

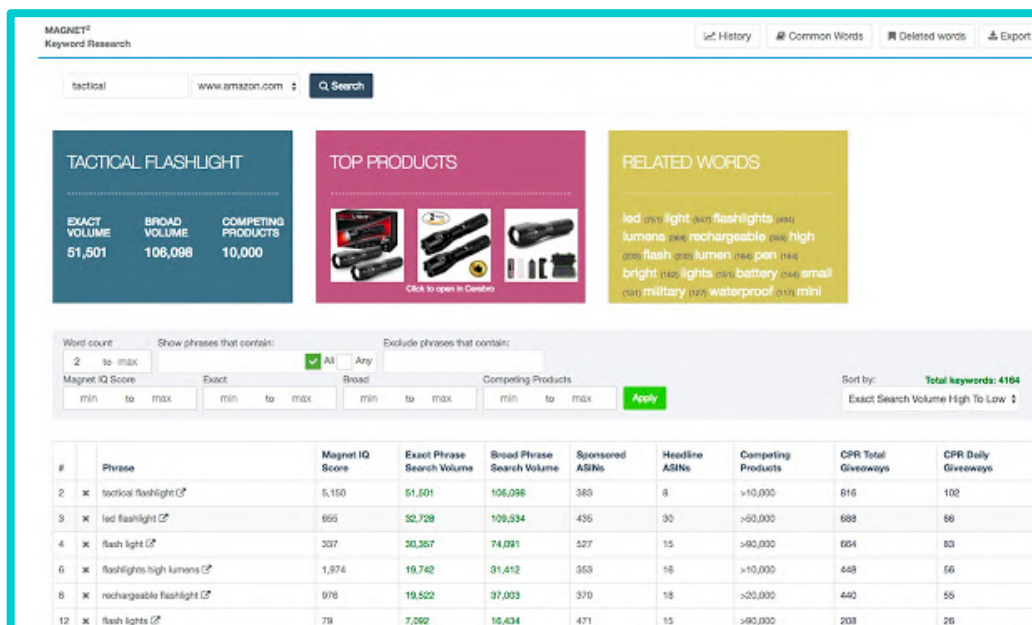
PERKS

View sales potential for products

Discover new keywords

See related products

 **LEARN MORE**



The screenshot displays the MAGNET Keyword Research tool interface. At the top, there's a search bar with 'tactical' entered and a dropdown menu showing 'www.amazon.com'. Below the search bar, there are three main sections: 'TACTICAL FLASHLIGHT', 'TOP PRODUCTS', and 'RELATED WORDS'. The 'TACTICAL FLASHLIGHT' section shows search volume data: EXACT VOLUME (51,501), BROAD VOLUME (106,098), and COMPETING PRODUCTS (10,000). The 'TOP PRODUCTS' section shows images of various tactical flashlights. The 'RELATED WORDS' section lists related terms like 'led', 'pen', 'light', 'san', 'flashlights', 'lumen', 'rechargeable', 'high', 'bright', 'military', 'waterproof', and 'mini'. Below these sections, there's a filter bar with options for 'Word count', 'Show phrases that contain', 'Exclude phrases that contain', 'Magnet IQ Score', 'Exact', 'Broad', 'Competing Products', and 'Sort by'. The main table displays search results with columns for #, Phrase, Magnet IQ Score, Exact Phrase Search Volume, Broad Phrase Search Volume, Sponsored ASINs, Headline ASINs, Competing Products, CPR Total Giveaways, and CPR Daily Giveaways. The table shows 12 results for 'tactical flashlight'.

#	Phrase	Magnet IQ Score	Exact Phrase Search Volume	Broad Phrase Search Volume	Sponsored ASINs	Headline ASINs	Competing Products	CPR Total Giveaways	CPR Daily Giveaways
2	tactical flashlight	5,150	51,501	106,098	363	8	>10,000	616	102
3	led flashlight	665	52,728	109,534	435	30	>50,000	688	86
4	flash light	337	30,357	74,091	527	15	>90,000	664	83
6	flashlights high lumen	1,874	19,742	31,612	353	16	>10,000	448	56
8	rechargeable flashlight	976	19,522	37,003	370	18	>20,000	440	55
12	flash lights	79	7,092	16,434	471	15	>90,000	208	26

PRODUCT RESEARCH

Unicorn Smasher

WHAT DOES IT DO?

Find the perfect product for your niche as you browse Amazon.

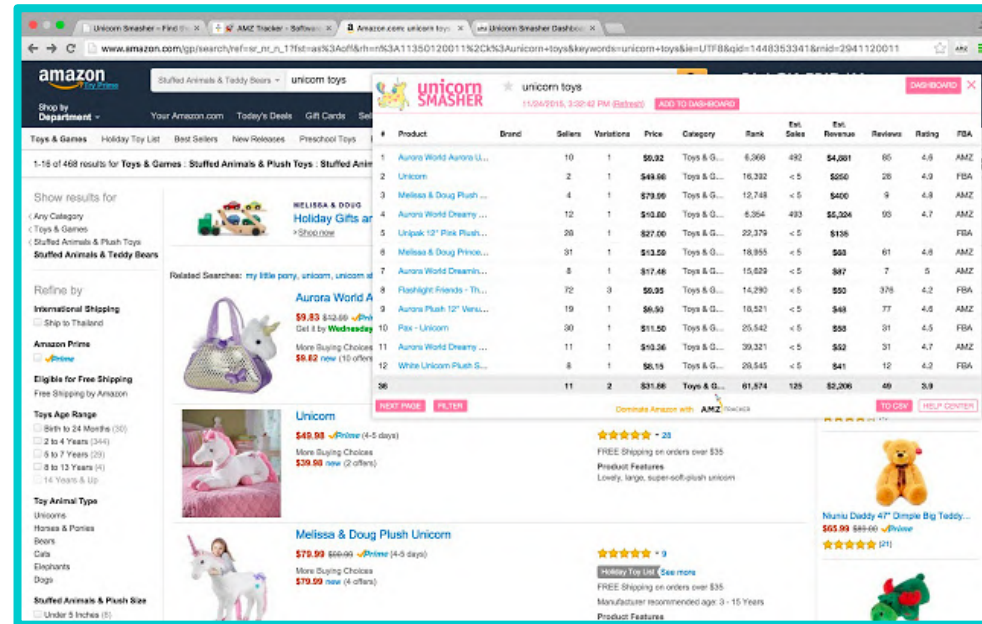
PERKS

View estimated sale and uncover price trends

See Bestseller rankings

Explore ratings and reviews

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The screenshot displays the Unicorn Smasher tool interface, which overlays a data table onto an Amazon search results page for 'unicorn toys'. The table provides detailed metrics for various unicorn-themed products, including their rank, sales volume, revenue, and customer ratings. Below the table, specific product listings are shown with their current prices and promotional offers.

Product	Brand	Sellers	Variations	Price	Category	Rank	Est. Sales	Est. Revenue	Reviews	Rating	FBA
1 Aurora World Aurora U...	10	1		\$0.32	Toys & G...	6,369	492	\$4,201	85	4.6	AMZ
2 Unicorn	2	1		\$49.66	Toys & G...	16,332	<5	\$805	28	4.3	FBA
3 Melissa & Doug Plush ...	4	1		\$79.99	Toys & G...	12,748	<5	\$400	9	4.8	AMZ
4 Aurora World Dreamy ...	12	1		\$13.80	Toys & G...	8,364	493	\$6,304	95	4.7	AMZ
5 Unipak 12" Pink Plush ...	28	1		\$27.00	Toys & G...	22,379	<5	\$156			FBA
6 Melissa & Doug Prince...	31	1		\$13.50	Toys & G...	18,955	<5	\$63	61	4.6	AMZ
7 Aurora World Dreamin...	8	1		\$17.48	Toys & G...	15,620	<5	\$47	7	5	AMZ
8 Flashlight Friends - Th...	72	3		\$6.95	Toys & G...	14,290	<5	\$50	378	4.2	FBA
9 Aurora Plush 12" Vers...	19	1		\$6.90	Toys & G...	18,521	<5	\$49	77	4.5	AMZ
10 Piz - Unicorn	90	1		\$11.50	Toys & G...	25,542	<5	\$58	31	4.5	FBA
11 Aurora World Dreamy ...	11	1		\$15.56	Toys & G...	39,321	<5	\$52	31	4.7	AMZ
12 White Unicorn Plush S...	8	1		\$6.15	Toys & G...	28,545	<5	\$41	12	4.2	FBA
36	11	2		\$31.66	Toys & G...	61,874	125	\$2,206	49	3.9	

Product listings shown below the table:

- Unicorn**: \$49.99 (4-5 days), FREE Shipping on orders over \$35. Product Features: Lovely, large, super-soft-plush unicorn.
- Melissa & Doug Plush Unicorn**: \$79.99 (4-5 days), FREE Shipping on orders over \$35. Product Features: Lower, large, super-soft-plush unicorn.
- Nunzi Daddy 47" Omnip Big Teddy...**: \$65.99 (4-5 days), FREE Shipping on orders over \$35. Product Features: Lower, large, super-soft-plush unicorn.

PRODUCT RESEARCH

AMZ Scout Pro

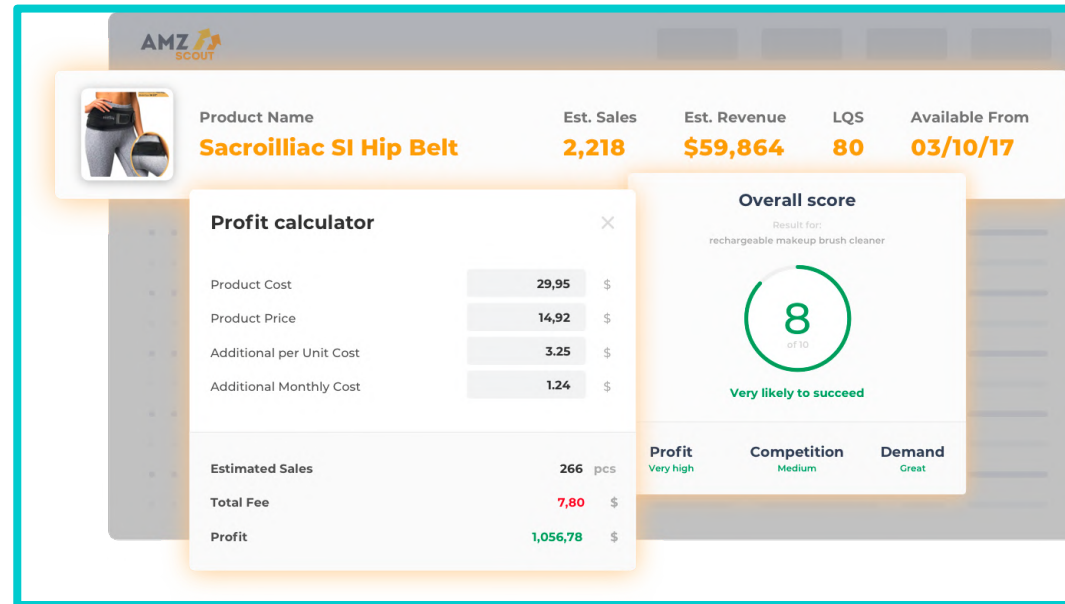
WHAT DOES IT DO?

Makes it easy to find new products, validate product ideas, and find a great, new niche.

PERKS

See a product's sales history

Estimate sales, profit, and fees



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PRICING RESEARCH

The Camelizer

WHAT DOES IT DO?

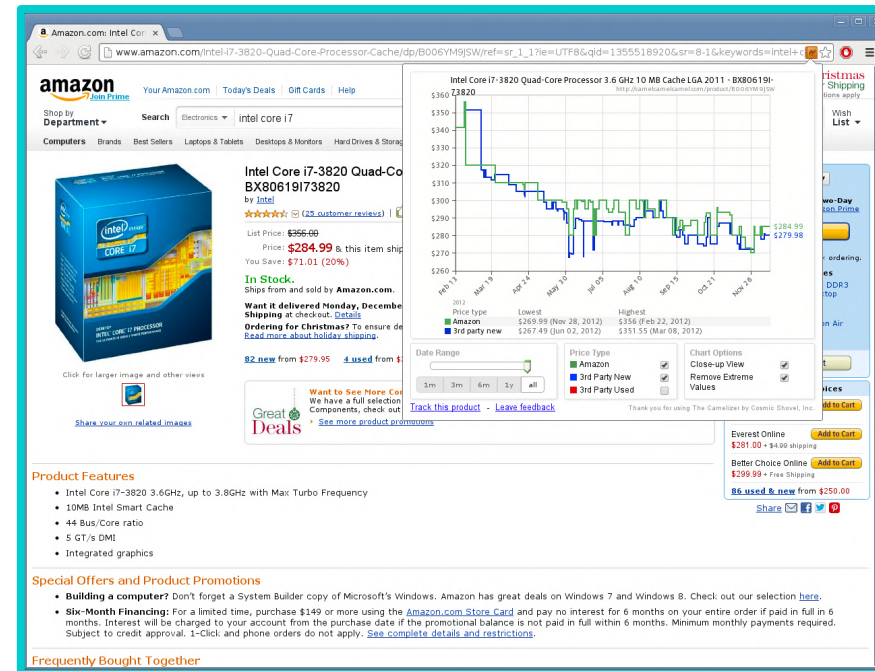
View historical pricing data from camelcamelcamel.com

PERKS

See competitor pricing

Get alerted if a price changes

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QUALITY RESEARCH

Fakespot

WHAT DOES IT DO?

Provides real-time analysis for products. Aimed at protecting consumers from bad sellers, this tool can be used to evaluate your own listing, too!

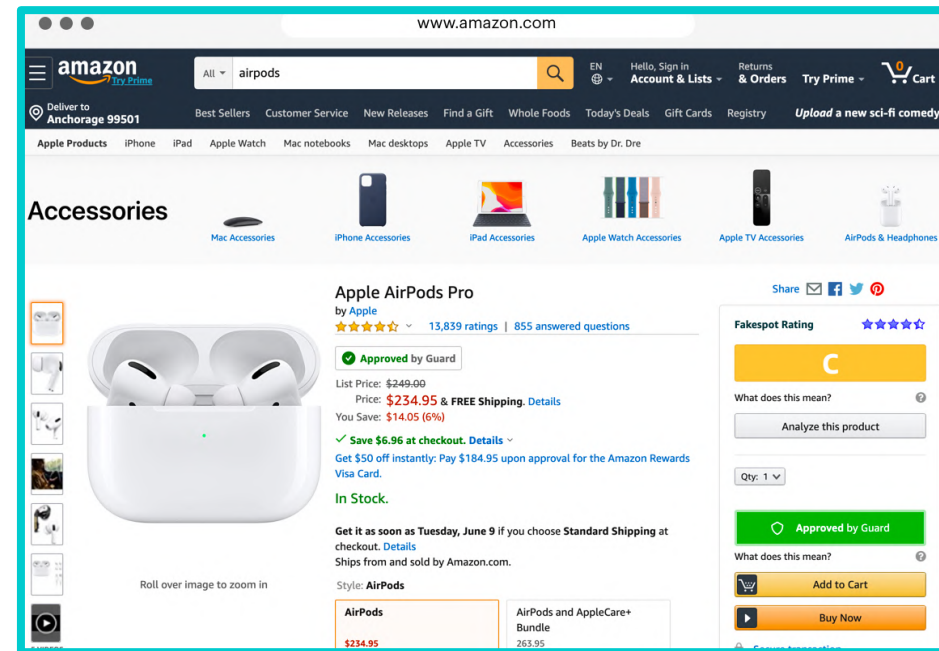
PERKS

View your own Seller reputation

Spot problems with your listings

See how your competitors' rate

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BROWSER TOOLS FOR SELLERS

PRODUCT REVIEWS

Sellerise

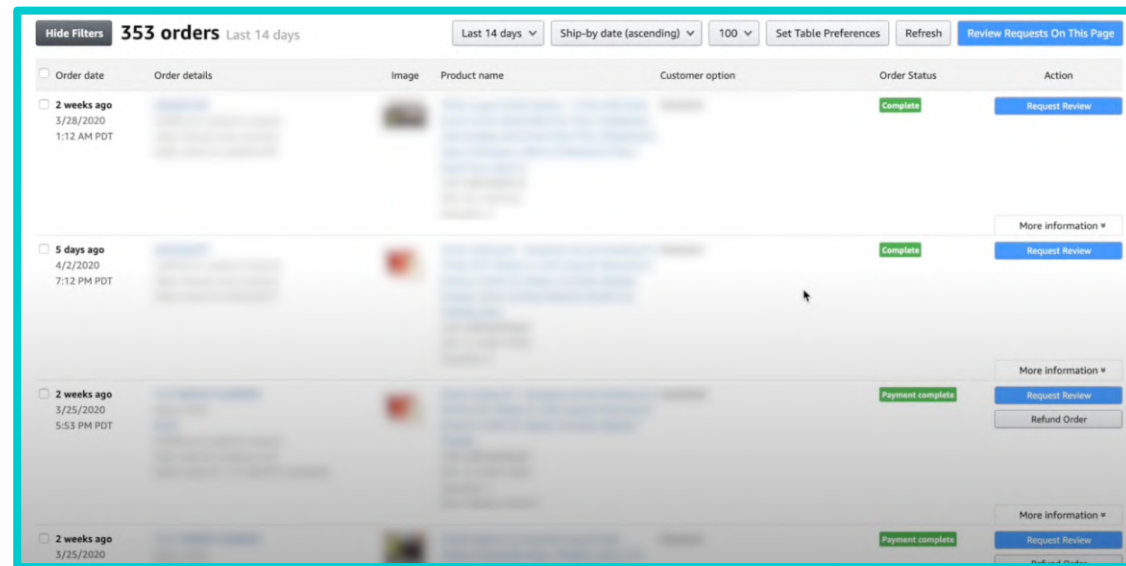
WHAT DOES IT DO?

It provides a fully-automated way to request reviews for your sales – in bulk!

PERKS

Includes a Feedback Review manager

Request reviews in bulk



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BROWSER TOOLS FOR SELLERS

PRODUCTIVITY

Grammarly

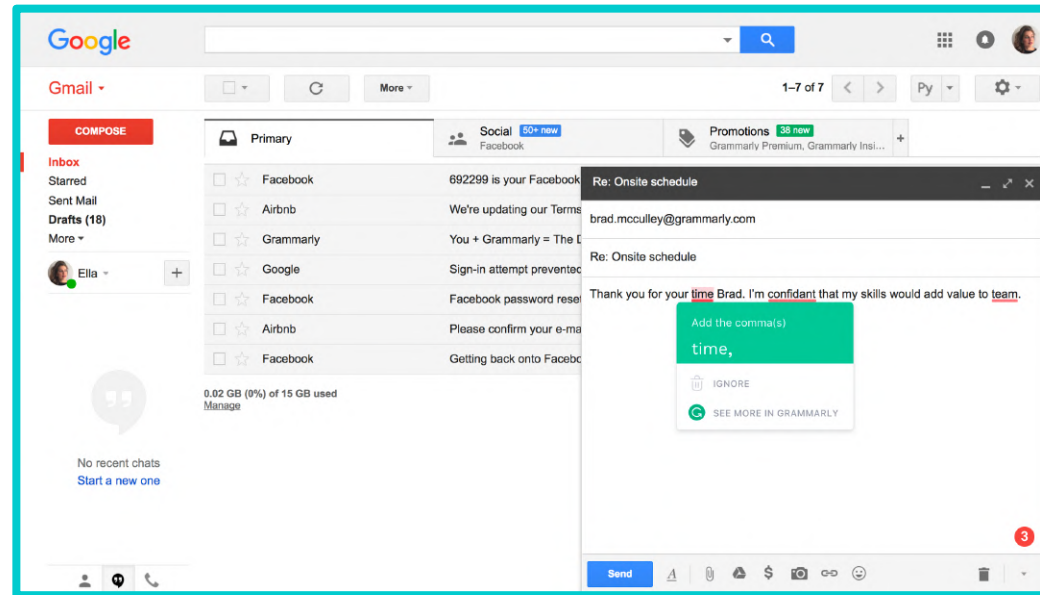
WHAT DOES IT DO?

Gives you real-time grammar and spelling – even tone – updates as you write.

PERKS

Eliminate writing errors

Correct grammar and tone



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TRY SELLOZO & SAVE

USE PROMO CODE:
BTOOLS

**TO SAVE 50% ON
YOUR FIRST MONTH**

GO.SELLOZO.COM