

3

ANALYSIS OF THE TARGET MARKET AND COMPETITIVE INTELLIGENCE TOOLS

“THE VALLEY IS THE HUB WHERE KNOWLEDGE BECOMES THE DRIVER THAT TRANSFORMS”



3. ANALYSIS OF THE TARGET MARKET AND COMPETITIVE INTELLIGENCE TOOLS

- What's competitive intelligence? : its application to the digital business.
- Main tools: comparative analysis of their value propositions, analogies y differences.
- The convergence between digital analytics, SEO and social media as “communicating vessels” in terms of competitive intelligence .
 - ✓ Google Tools:
 - Google Trends.
 - Global Market Finder.
 - Main competitive intelligence tools .
 - Main tools for the traffic analysis
 - Main competitive intelligence tools in marketplaces
 - Main tools for identifying and managing influencers
 - *Application examples in the agro-food sector*

MAIN REPORTS:

- ✓ Traffic reports.
 - ✓ Keywords in organic and paid search.
 - ✓ Top competitors in SEO and SEM.
 - ✓ What advertising formats do my competitors invest in? .
 - ✓ How much does my competition is spending in search engine marketing?.
 - ✓ Which keywords generate more traffic? .
 - ✓ Who are the influencers that generate the most notoriety?.
 - ✓ Examples of information analysis in marketplaces: Ebay, Amazon, Alibaba.com ,etc.
 - ✓ Best-seller products .Most popular filters to refine the searches .
 - ✓ Pricing strategies.
 - ✓ Number of potential buyers.
 - ✓ Number of competitors. ¿Is their value proposition better than mine?
 - ✓ What keywords are they using to increase their positioning in marketplaces? How much are they selling?
- **Application examples in the agro-food sector**

WHAT IS COMPETITIVE INTELLIGENCE?



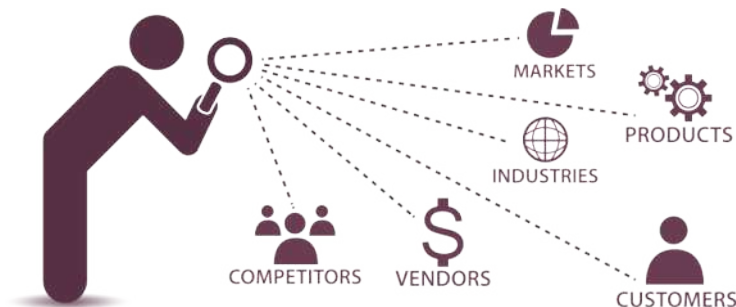
COMPETITIVE INTELLIGENCE IS KNOWING THE MARKET AND YOUR RIVALS



INTELIGENCIA COMPETITIVA

It is the result of a company's efforts to gather and analyze information about the industry, the business environment, competitors, and competitive products and services.

It is so old that Sun Zu already mentioned it in his book The Art of War "Know your enemy and know yourself, and you will be victorious in a thousand battles".



COMPETITIVE INTELLIGENCE OR TO SPY?

- Does competitive intelligence include investigation and collection of information in an ethical and legitimate manner?

SOURCES FOR INFORMATION SEARCHES

- Competitive intelligence information can be gathered through Google searches, website visits, social networks, online stores, marketplaces, etc.

COMPETITIVE INTELLIGENCE TOOLS

- The most advanced competitive intelligence requires the use of specific tools, such as SemRush, Jungle Scout, Alibaba BizTrends, Helium10, Similarweb, Alexa SiteInfo, etc..

Competitive Intelligence Tools are a fundamental area for decision-making in the definition of the international digital strategy

Necessary and applicable to B2B and B2C environments

They allow expectations to be managed, obtaining a realistic approximation of the company's probability of success.

They are tools, mainly pay-per-use, with affordable and important costs for the operational management of our strategy..

They need specialized personnel for proper analysis and interpretation.

COMPETITIVE INTELLIGENCE: WHAT QUESTIONS DO WE WANT TO HAVE AN ANSWER FOR?



What is the business model of my competition?

What internet channels and platforms are you using to attract customers and sales?

What pricing policy are you using?

What is your sales success?

What techniques and investments in marketing?

What strategies are you using?

POTENTIAL MARKETS

- Priority countries
- Marketplaces

KEY STATISTICS

- Sectoral
- Geographic

POTENTIAL IN MARKETPLACES

- Sales
- Requests (RFQs)
- Prices

KEYWORDS

- Competing products

Market Finder

think with Google

statista 

ICEX | eMarketServices

 **Alibaba.com**[®]
Global trade starts here.[™]

JS Jungle Scout


HELIUM 10

BIZ TRENDS

COMPETITION ANALYSIS



WHERE ARE MY COMPETITORS PRESENT?

- Marketplaces
- Platforms
- Third Party Stores
- Directories
- Social networks

COMPETITION DIGITAL MARKETING

- Investment levels
- Traffics



COMPLEMENTARY ANALYSIS



INFORMATION ON CUSTOMS
PROCEDURES

ANALYSIS OF THE
ECOMMERCE TECHNOLOGY
OF MY COMPETITORS

INFLUENCER RESEARCH



builtwith

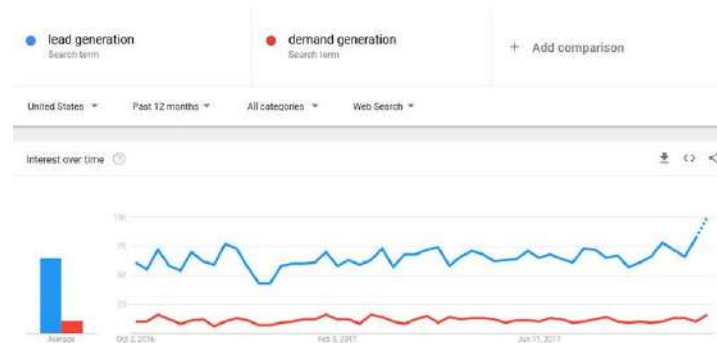
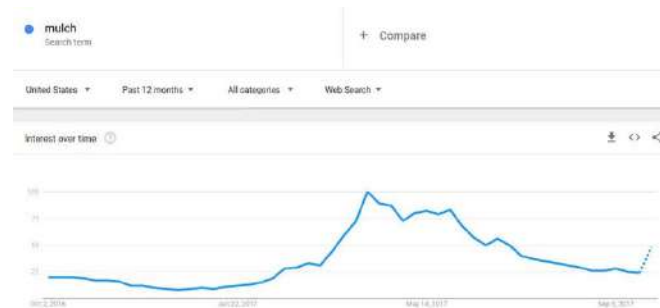
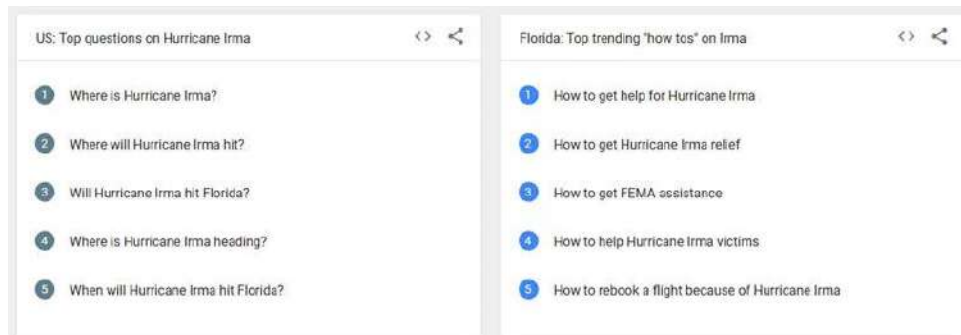
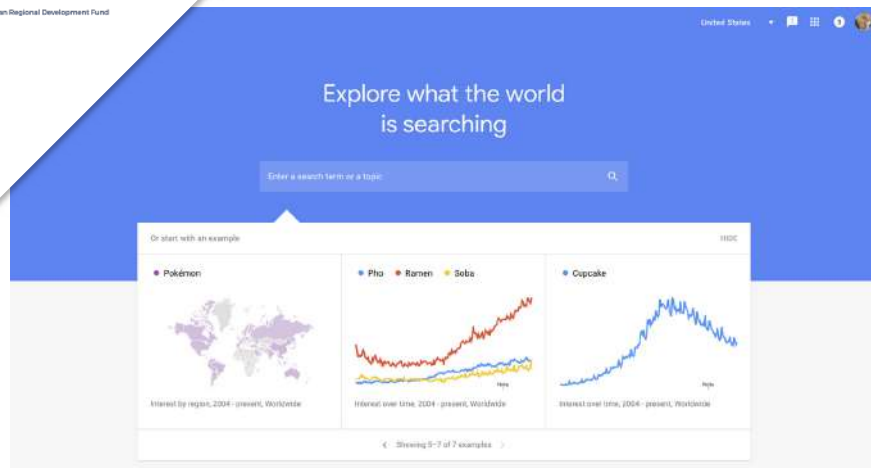
Heepsy

GOOGLE TRENDS:

- Created in 2006.
- Free tool that allows you to follow the evolution of the number of searches for a certain keyword over time.
- Detail of the search by country, time, category or type of search.
- Useful for...
 - Content: marketing, SEO strategies.
 - Find trends
 - Compare terms: keyword or keyword? Olympics or Olympic Games?

Google Trends

MARKET ANALYSIS: GOOGLE TRENDS



MARKET ANALYSIS: GOOGLE TRENDS



<https://www.youtube.com/watch?v=AKvJtp9tupE>

MARKET ANALYSIS: GOOGLE MARKET FINDER



MARKET FINDER
RECOMMENDS THE BEST
MARKETS FOR YOUR
COMPANY



PREPARE FOR THE
INTERNATIONAL ARENA IN
TOPICS SUCH AS
LOCALIZATION,
INTERNATIONAL PAYMENTS
AND LOGISTICS



MARKETING TO REACH
CUSTOMERS WORLDWIDE
WHO ARE LOOKING FOR
WHAT YOU SELL

Market Finder
think with Google

MARKET ANALYSIS: GOOGLE MARKET FINDER



- Google's free tool for international market research.
- Quick way to locate possible markets for a company and its viability.
- Useful for...
 - overall impact
 - Identify potential customers and markets
 - Increase sales volume
 - online strategy
 - New e-commerce trends



Market Finder

Think with Google



1.- Enter or
extract
categories from
the selected
website

2.- Markets with
the highest
demand

+ Analysis of a
specific country

3.- Plan your
operations

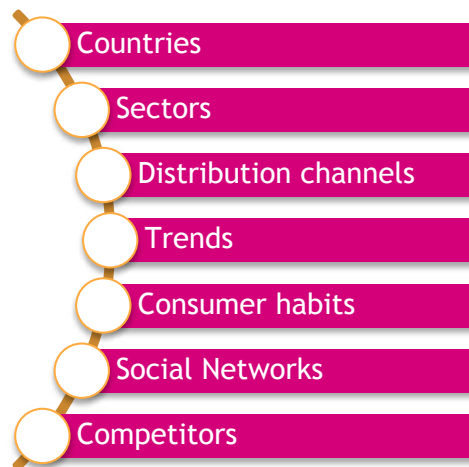
4.- Promote
your company

MARKETS WITH THE HIGHEST DEMAND FOR A WEBSITE





<https://www.youtube.com/watch?v=KbeVTDKEYz0&t=93s>

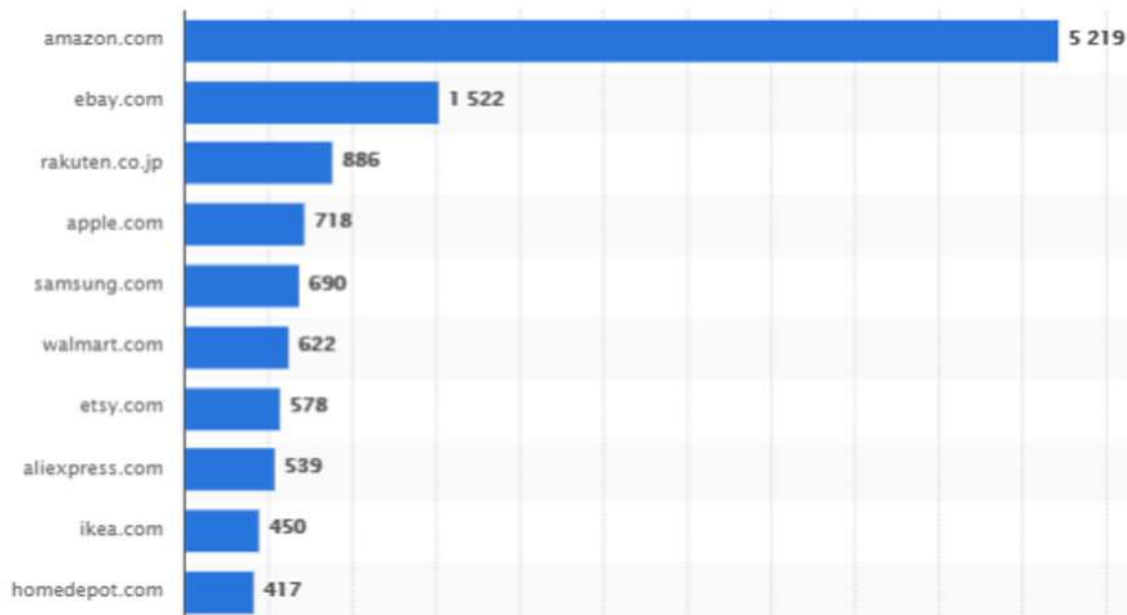


POPULAR TOPICS

Starting point of your research

Amazon Apple Facebook Google Netflix Nike Starbucks Tesla Walmart Agriculture Automotive Pharmaceuticals Tourism
 Wellness Advertising E-Commerce Video Games Virtual Reality Employment GDP Health Population Poverty Terrorism Forecasts
 European Union Germany India United Kingdom

THE MOST POPULAR ECOMMERCE WEBSITES WORLDWIDE IN JUNE 2020, BY UNIQUE VISITORS (IN MILLIONS)

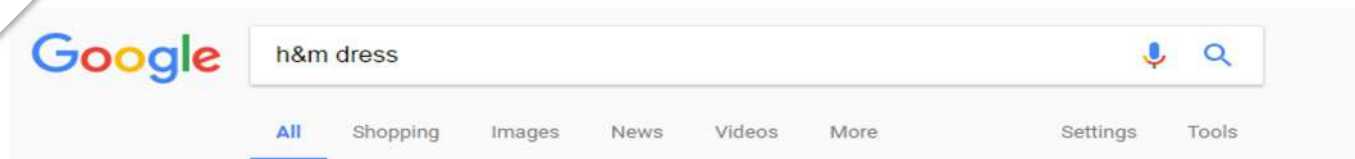


<https://www.youtube.com/watch?v=DZErqzaxz1Q>

GOOGLE SEARCH ENGINE - AN ESSENTIAL TOOL



WHAT DO MY COMPETITORS DO AND WHERE DO THEY SELL?



COMPETITORS - SEO / SEM

Women's Clothing & Fashion - shop the latest trends | H&M US
www.hm.com/us/products/ladies

MARKETPLACES

www2.hm.com/en_gb/ladies/shop-by-product/dresses.html
Shop your new favourite **dresses** online or in-store! Our selection of women's **dresses** goes from the perfect little black **dress** to patterned maxi **dresses**.

E-RETAILERS

Dresses - SALE | H&M US

WHO INVESTS IN SEM AND GOOGLE SHOPPING



SEM
Search Engine
Marketing

Google Shopping

The screenshot shows a Google Shopping search for 'women dresses madri'. The search bar at the top contains the text 'women dresses madri'. Below the search bar, there are navigation links: 'Todo', 'Imágenes', 'Noticias', 'Shopping', 'Más', 'Configuración', and 'Herramientas'. The results section shows 'Aproximadamente 45.200.000 resultados (0,84 segundos)'. The first result is an advertisement from 'eur.shein.com/women/dress' titled 'Trendy Women Dresses Online - Free Shipping & Up to 85% Off'. Below this, there are several promotional banners: 'New Styles For Women', 'New Season Faves', 'New Arrival Clothing', and 'Fashion Special Size'. On the right side, there are three product listings under the heading 'Anuncios · Ver women dresses...'. Each listing includes an image of a dress, a title, a price, and the brand 'SHEIN'. The first listing is 'Lace Yoke Floral Flare Dress, S' for 17,00 €. The second is 'Zapaka 1950 Vestido de renda...' for 40,00 €. The third is 'Polka Dot Ruffle Trim Self Tie Wra...' for 14,00 €. Each listing also has a 'De Google' label at the bottom.

WHO IS PRESENT IN GOOGLE MY BUSINESS



The screenshot shows Google search results for 'computer repair'. At the top, there are paid results (Google Ads) for 'Computer Fixing Pros' and 'Project Cost Guide'. Below these, a red box highlights the 'Local results (Business Profiles)' section, which includes listings for 'Geek Squad', 'South Shore Computer Repairs', and 'Truly Unlimited LLC'. Below the red box, there are organic results (websites) for 'Computer Repair | Same Day Repairs | uBreakiFix'.

← Paid results (Google Ads)

← Local results (Business Profiles)

← Organic results (websites)

Google Maps

The screenshot shows a Google Maps view of a neighborhood in Madrid. A red pin marks the location of 'Maje - Madrid Moraleja'. Below the map, the business profile for 'Maje - Madrid Moraleja' is displayed, showing a 2.5-star rating and contact information. Another business profile for 'Sandro' is also visible.

Valoración ▾ Horario ▾

⚠ Los horarios o los servicios pueden variar

Maje - Madrid Moraleja
2,5 ★★★★★ (2) - Tienda de ropa de mujer
Moraleja Green
Alcobendas, España · +34 916 62 09 12
Abierto · Cierra a las 21:00
✓ Compra en tienda

Sandro
No hay reseñas - Tienda de ropa de mujer
Calle de Preciados, 3 · +34 915 22 81 54

WHO IS PRESENT IN GOOGLE MY BUSINESS



<https://www.youtube.com/watch?v=PrOoBHqIBSA>

The first two pages of results show us the main online sales and marketing channels: Marketplaces, eRetailers, RRSS

<https://www.desigual.com>

Desigual · Shop Original Clothes Online

Shop at **Desigual** for the new women's, men's and kids' fashion and decor collections. Free Delivery and Returns. And get 10% off your first purchase too!

About us

In reality, Desigual isn't a brand. It's a group of people who believe ...

Desigual

Shop at Desigual for the new women's, men's and kids ...

Women

Shop the most original women's clothing for this season at the ...

[More results from desigual.com »](#)

Corporate

Which is why we want to grow in a sustainable and sustained way ...

Product

... multi-brand points of sale, concessions in department ...

English Company profile

We have Desigual brand stores in Barcelona, Madrid, Paris ...

<https://theculturetrip.com> › europe › spain › articles › t...

The History Of Desigual In 1 Minute - Culture Trip

Famous for its distinctively bright colors and playful patterns, fashion house **Desigual** is one of the most popular Spanish brands today.



<https://www.facebook.com> › Desigual · Translate this page

Desigual - Home | Facebook

EN: **Desigual** was created in Barcelona in 1984 by Thomas Meyer. Our designs are unique and full of joy, inspired by the city of Barcelona, the Mediterranean ...



<https://logos-world.net> › desigual-logo

Desigual Logo, history, meaning, symbol, PNG - Logos

Dec 27, 2021 — **Desigual** is a Spanish fashion brand for clothing, footwear, bags, and other accessories. A distinctive feature of products under this brand ...



<https://emirateswoman.com> › desigual

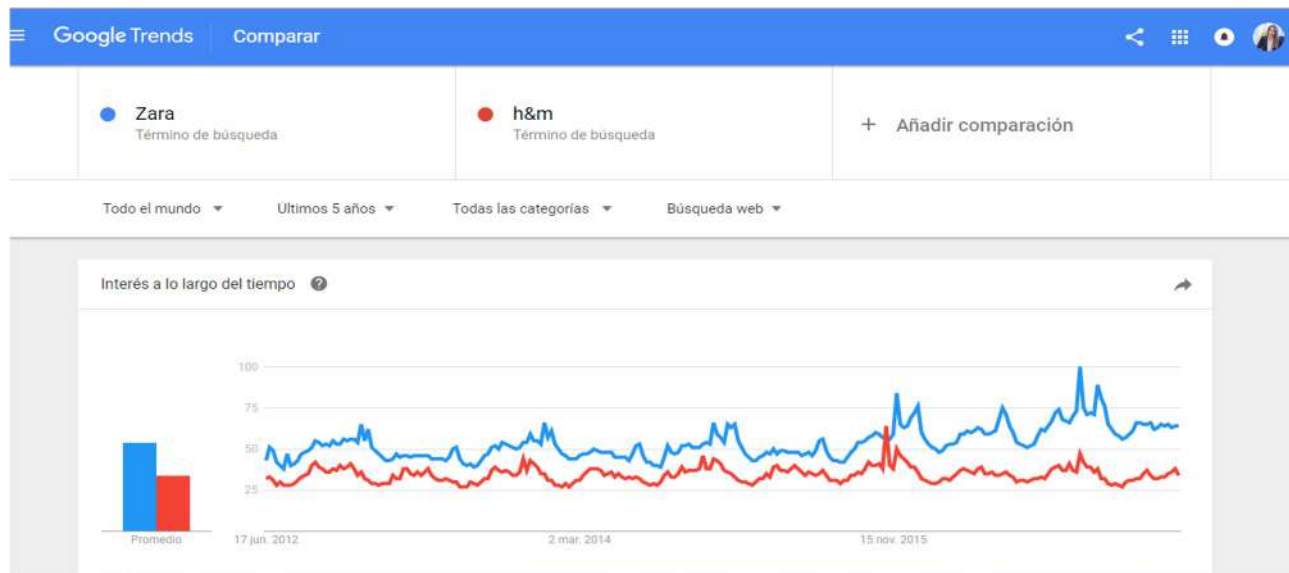
Five reasons why you need to know about the revival of ...

Aug 5, 2019 — Born in Barcelona Spain, and then taken to nearly 100 countries, **Desigual** is clothing brand that needs to be on your radar.



Related searches

ALLOWS YOU TO COMPARE SEARCH TRENDS IN A GIVEN COUNTRY OR GLOBALLY AGAINST SEASONALITY.



ALLOWS YOU TO COMPARE SEARCH TRENDS IN A GIVEN COUNTRY OR GLOBALLY AGAINST SEASONALITY.

<https://www.youtube.com/watch?v=3gurCskC7Ss>



INFORMATION ON CUSTOMS PROCEDURES




TRADE

Market Access Database

European Commission > Trade > Market Access database

Home

- What's new?
- FTA: Free Trade Agreement
- Export from EU**
 - Tariffs
 - Procedures and Formalities
 - Statistics
 - Trade Barriers
 - SPS: Sanitary and Phytosanitary Issues
 - Rules of Origin
 - Services for SME

Exporting from the EU - what you need to know

The Market Access Database (MADB) gives information to companies exporting from the EU about import conditions in third country markets:

How does this help you? / Which information can you get there?

- [Duties & taxes](#) on imports of products into specific countries
- [Procedures & documents](#) required for customs clearance in the partner country
- [Statistics](#) on trade flows in goods between EU and non-EU countries
- [Trade barriers](#) affecting your exports
- [Food safety/animal health/plant health measures](#)
- [Preferential agreements & rules of origin](#)
- [Services for SMEs](#)
- [Country trade information](#)



Market Finder

think with Google



THERE ARE DIFFERENT TYPES OF ONLINE COMPETITION ...

BUSINESS COMPETITION:

- It is the one that offers services and/or products very similar to ours, and that the size and community of the brand is also similar.

ASPIRATIONAL COMPETITION:

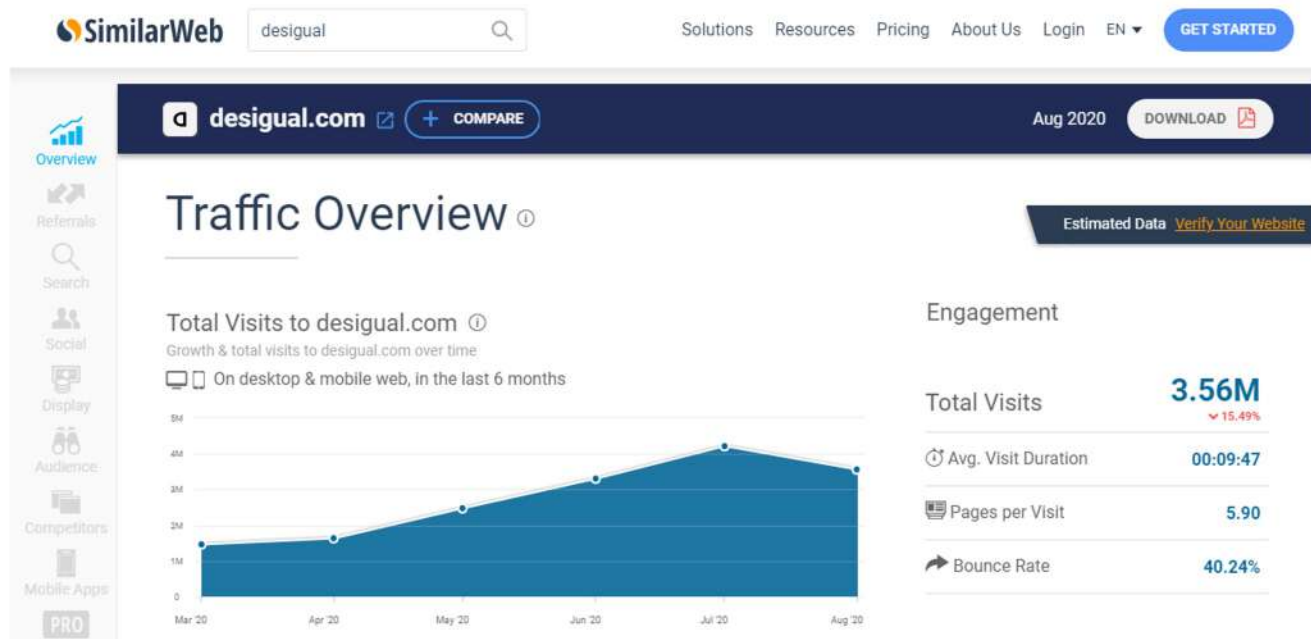
- They are leading companies, in our market or in others, that serve as a reference to see what marketing techniques and sales channels they use.

KEYWORD COMPETITION:

- They are those who compete with us for the same keywords, even if they are not direct competitors.

SIMILARWEB:

Analyze the traffic volume of a competitor or any other website that we may be interested in analyzing, for example, a possible distribution channel.



SIMILARWEB:

In which countries does the analyzed website have the most traffic?



Traffic to [desigual.com](#) by country ⓘ

Visits to [desigual.com](#) by country

🖥 On desktop



 Spain	27.82%	▼ 19.11%
 France	19.37%	▼ 23.11%
 Italy	13.00%	▲ 5.58%
 Germany	6.32%	▼ 34.52%
 Poland	6.12%	▼ 16.24%

[See 247 more countries](#)

SIMILARWEB:

A lot of information about marketing strategy.

Also visited websites ⓘ

 zara.com

 www2.hm.com

 shop.mango.com






 asos.com

 etsy.com

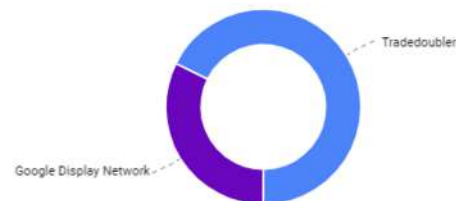
Display Advertising ⓘ



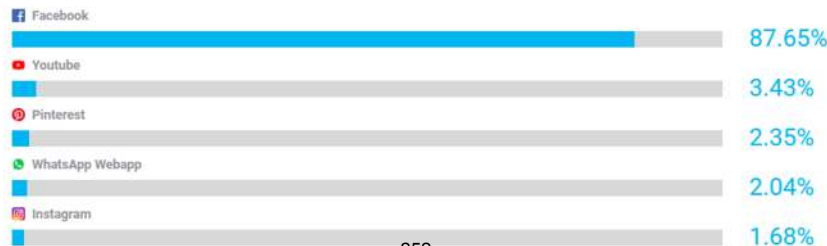
Top Publishers ⓘ

 tim.it
 orange.fr
 mail.google.com
 couponandgo.com
 chollometro.com

Top Ad Networks ⓘ



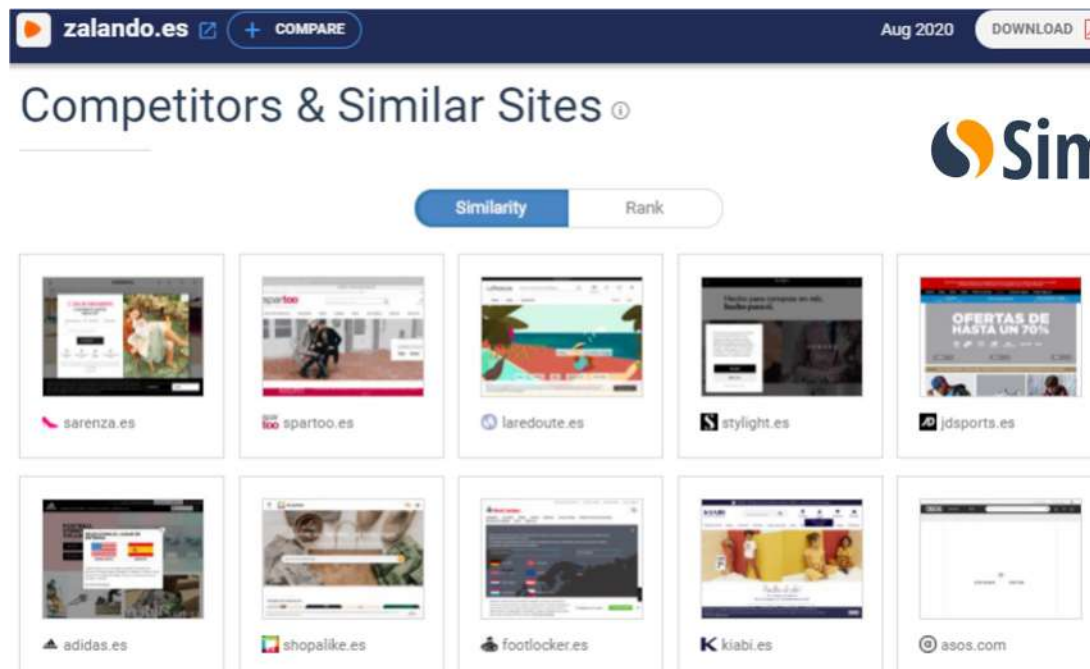
Social ⓘ



 **SimilarWeb**

SIMILARWEB:











Analyze a sales channel to obtain other alternatives.



zalando.es + COMPARE Aug 2020 DOWNLOAD

Competitors & Similar Sites

Similarity Rank

 sarenza.es	 spartoo.es	 laredoute.es	 stylight.es	 jdsports.es
 adidas.es	 shopslike.es	 footlocker.es	 kiabi.es	 ssos.com

 SimilarWeb

SIMILARWEB:

Analyze a sales channel to obtain other alternatives.

<https://www.youtube.com/watch?v=tlyNMX07Nuc>



ALEXASITE INFO:

COMPETITIVE
ANALYSIS

MARKETING MIX

WEBSITE TRAFFIC



Drive More Website Traffic with Competitive Analysis

Get a free, automated website analysis to quickly gain insights into a site's strengths, weaknesses, and digital marketing opportunities.

zalando.es

Run Analysis

SEO ANALYSIS - SEMRUSH

- It is an SEO tool for web analysis and competitor analysis, which offers several important metrics and data related to SEO positioning to define and analyze the content strategy.



ORGANIC AND PAID TRAFFIC ANALYSIS

KEYWORD MAGIC TOOL

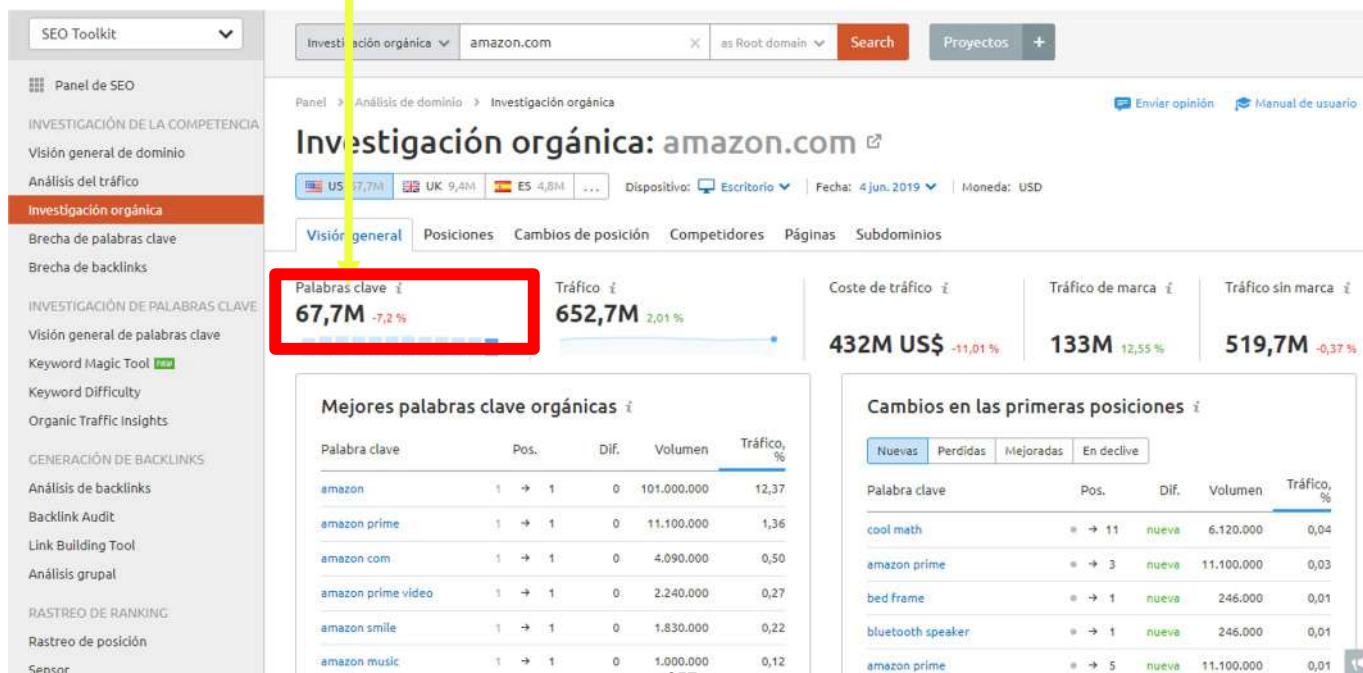
BACKLINK ANALYTICS

ADVERTISING TOOLKIT

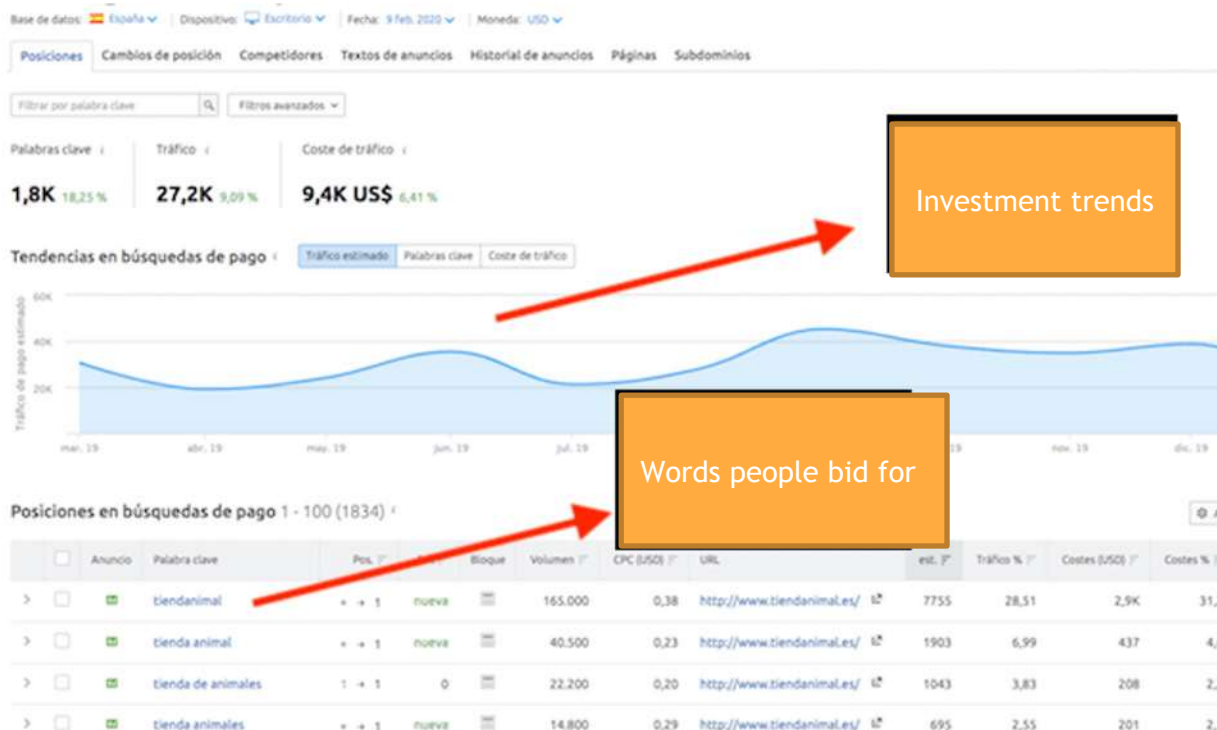
SOCIAL MEDIA TOOLKIT

SEO ANALYSIS - SEMRUSH

Number of keywords that are positioning us in the USA in the first 100 Google results



ADVERTISING RESEARCH



<https://www.youtube.com/watch?v=s4FpcCFSHE4>

TECHNOLOGY ANALYSIS OF MY COMPETITORS : BUILTWITH



LATOSTADORA.COM

Technology Profile

Document Information View Global Trends

HTML5 Doctype
HTML5 Doctype Usage Statistics - Download list of all HTML5 Doctype websites
The DOCTYPE is a required preamble for HTML5 websites.

X-UA-Compatible
X-UA-Compatible Usage Statistics - Download list of all X-UA-Compatible websites
Allows a website to define how a page is rendered in Internet Explorer 8, allowing a website to decide to use IE7 style rendering over IE8 rendering.

JavaScript
JavaScript Usage Statistics - Download list of all JavaScript websites
JavaScript is a scripting language most often used for client-side web development. Its proper name is ECMAScript, though "JavaScript" is much more commonly used. The website uses JavaScript.

Meta Description
Meta Description Usage Statistics - Download list of all Meta Description websites
The description attribute provides a concise explanation of the page content.

Meta Robot
Meta Robot Usage Statistics - Download list of all Meta Robot websites
This page contains a meta robots tag which tells search engines and robots to index or not index the page.

Canonical Content Tag
Canonical Content Tag Usage Statistics - Download list of all Canonical Content Tag websites
Public specification of a preferred URL for a page allows search engines to understand the original location for content.

HREF Lang
HREF Lang Usage Statistics - Download list of all HREF Lang websites
Contains language specific links.

Cascading Style Sheets
Cascading Style Sheets Usage Statistics - Download list of all Cascading Style Sheets websites
Cascading Style Sheets (CSS) is a stylesheet language used to describe the presentation of a document written in a markup language. Its most common application is to style web pages written in HTML.

Twitter Bootstrap
Twitter Bootstrap Usage Statistics - Download list of all Twitter Bootstrap websites
Bootstrap is a toolkit from Twitter designed to kickstart development of webapps and sites.

Encoding View Global Trends

UTF-8
UTF-8 Usage Statistics - Download list of all UTF-8 websites
UTF-8 (8-bit UCS/Unicode Transformation Format) is a variable-length character encoding for Unicode. It is the preferred encoding for web pages.

Aggregation Functionality View Global Trends

Atom
Atom Usage Statistics - Download list of all Atom websites
Atom Syndication Format is an XML language used for web feeds very similar to RSS.

Web Server View Global Trends

Apache
Apache Usage Statistics - Download list of all Apache websites
Apache has been the most popular web server on the Internet since April 1996.

SSL Certificate View Global Trends

Symantec VeriSign
Symantec VeriSign Usage Statistics - Download list of all Symantec VeriSign websites
VeriSign/Symantec SSL Certificates.

SSL by Default View Global Trends

SSL by Default
SSL by Default Usage Statistics - Download list of all SSL by Default websites
The website redirects traffic to an HTTPS/SSL version by default.

Email Services View Global Trends

SPF
SPF Usage Statistics - Download list of all SPF websites
The Sender Policy Framework is an open standard specifying a technical method to prevent sender address forgery.

Advertising View Global Trends

Criteo
Criteo Usage Statistics - Download list of all Criteo websites
Behavioural targeting for e-commerce customers.

Criteo OneTag
Criteo OneTag Usage Statistics - Download list of all Criteo OneTag websites

DoubleClick.Net
DoubleClick.Net Usage Statistics - Download list of all DoubleClick.Net websites
DoubleClick enables agencies, marketers and publishers to work together successfully and profit from their digital marketing investments.

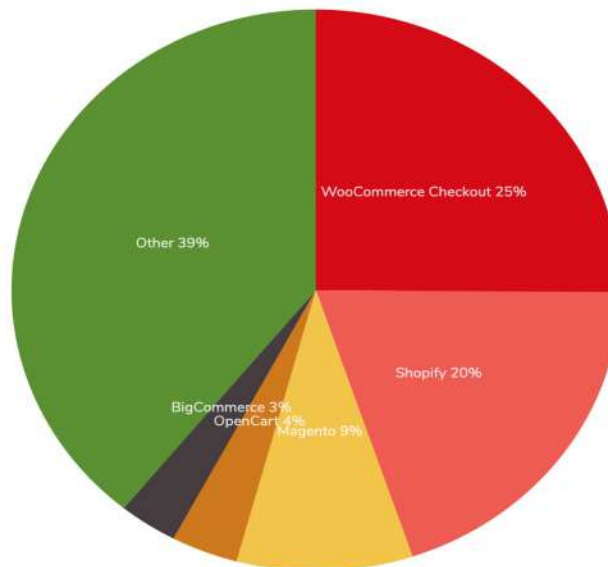
Facebook Custom Audiences
Facebook Custom Audiences Usage Statistics - Download list of all Facebook Custom Audiences websites
Custom Audiences from your website makes it possible to reach people who visit your website and deliver the right message to them on Facebook.

Post Affiliate Pro
Post Affiliate Pro Usage Statistics - Download list of all Post Affiliate Pro websites
Post Affiliate Pro is affiliate software designed to empower your affiliate program.

Openads/OpenX
Openads/OpenX Usage Statistics - Download list of all Openads/OpenX websites
Openads offer ad serving software that is simple, reliable and totally independent. Best of all, it's free!

TECHNOLOGY ANALYSIS OF MY COMPETITORS : BUILTWITH

builtwith



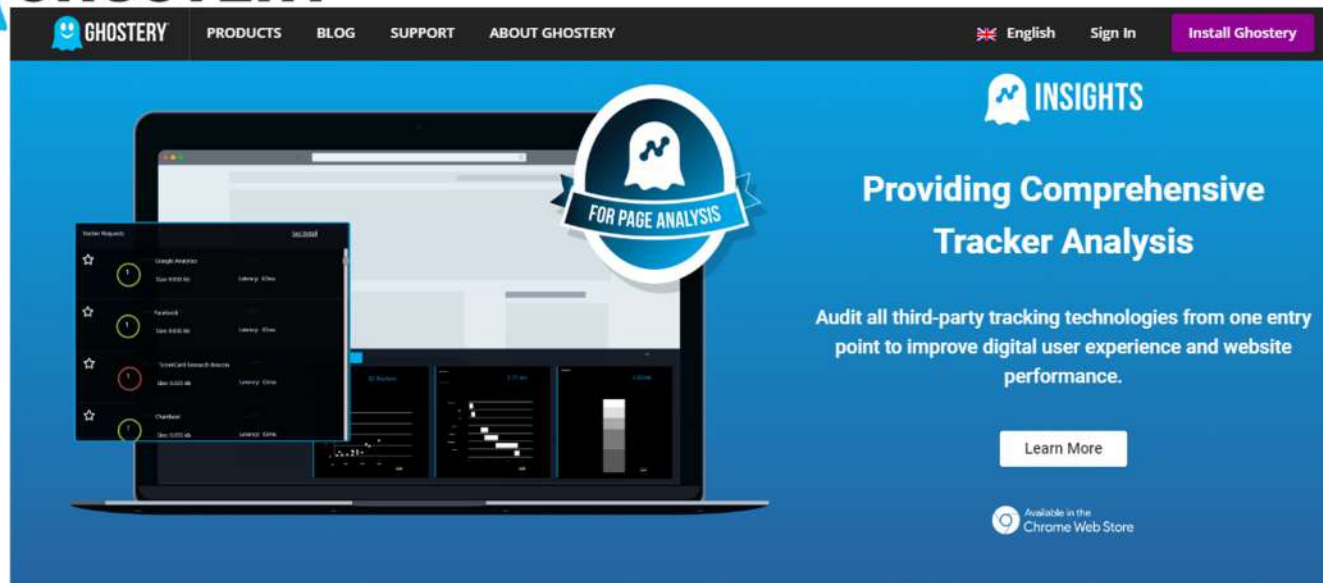
TECHNOLOGY ANALYSIS OF MY COMPETITORS : BUILTWITH

<https://www.youtube.com/watch?v=hJSIWKU2rFI>

PERFORMANCE AND PRIVACY REVIEW: GHOSTERY



GHOSTERY®



The screenshot shows the Ghostery website homepage. The navigation bar includes links for PRODUCTS, BLOG, SUPPORT, and ABOUT GHOSTERY, along with language selection (English) and a Sign In button. A prominent 'Install Ghostery' button is in the top right. The main content area features a large blue banner with the text 'INSIGHTS' and 'Providing Comprehensive Tracker Analysis'. Below this, a paragraph states: 'Audit all third-party tracking technologies from one entry point to improve digital user experience and website performance.' A 'Learn More' button is positioned below the text. On the left side of the banner, there is an illustration of a laptop displaying a dashboard with various charts and a sidebar menu. A circular badge with a ghost icon and the text 'FOR PAGE ANALYSIS' is overlaid on the laptop screen. At the bottom right, there is a small icon and text indicating availability in the Chrome Web Store.

PERFORMANCE AND PRIVACY REVIEW: GHOSTERY



A few reasons Insights is the right product for you and your team.

Insights is a tracker analysis tool designed for teams. Gather intelligence and analytics about the tags and trackers on your website or others to optimize your page and fuel your business.



Manage Campaigns

Validate tracking scripts, ensure pages are optimized before launching your campaign and improve ROI



Script and Tracking Audits

Test, troubleshoot and optimize how tags and scripts are implemented on a website



Forensic Tracker Analysis

Gather intelligence and analytics about the tags and trackers on your website or others

Allows analysis of competitor sites.



Improved User Experience

Identify privacy risks that may impact user security, page performance and violate compliance law

PERFORMANCE AND PRIVACY REVIEW: GHOSTERY

<https://www.youtube.com/watch?v=WOo6HK48Kjo>

REFERENCE DIRECTORY...


iCEX | **eMarketServices**




Contacto

INICIO DE SESIÓN / REGISTRO




[Inicio](#)[Transforma
Área de formación](#)[Descubre
Información de mercados](#)[Conecta con
Mercados electrónicos](#)[Conoce
Nuestros servicios](#)[Actualízate
Contenidos de interés](#)



Te ayudamos a internacionalizarte a través de los mercados electrónicos

Qué es eMarketservices



¿Estás preparado para utilizar mercados electrónicos?

Autodiagnóstico online

REFERENCE DIRECTORY...



Marketplace

Mercados electrónicos del mundo



¿Qué son los mercados electrónicos?



¿Cómo funciona el
directorio de
mercados?



Más información
sobre mercados
electrónicos



El mayor directorio de
mercados electrónicos del
mundo

Regístrate ya

O [Iniciar sesión](#) si ya eres usuario

Buscar

País

Sector

Tipo de vendedor

Tipo de plataforma

Enfoque

¡Vende tus productos en la UE de la mano de Amazon e ICEX!

Todos los mercados electrónicos disponibles en este directorio han pasado una serie de filtros de calidad.

588 resultados

Tmall Global

Plataforma china, hermana de Tmall, en la que, a diferencia de ésta, pueden vender tanto empresas que tengan sede en China como empresas extranjeras. Es una plataforma muy útil para abordar el mercado chino.

Multisectorial, Ropa y Accesorios de Moda - Ropa y Confecciones

B2C

Asia

OTHER MARKETPLACE DIRECTORIES

<https://marketplaces.innovaexport.com/>



Filtrar Formulario

Buscar...

BUSCAR

Directorio de Marketplaces

¿Echas de menos alguna plataforma? [Avísanos](#)

Mostrando 1 - 20 de 3,240

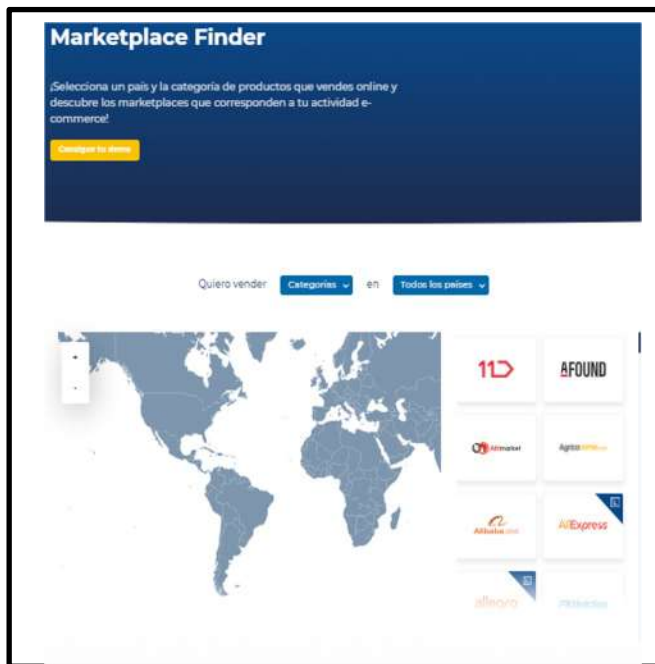
Ordenar por: Destacados primero

21 FOOD & BEVERAGE ONLINE
Marketplace chino de alimentación y bebidas
Alimentación y Bebidas · Global · China · B2B2C
Consulta más información tal como tarifas y opciones publicitarias para vender en este marketplace [+ info](#)

Agrelma
E-Marketplace internacional del sector agroalimentario y del vino
Agrícola · Global · Italia · B2B
Consulta más información tal como tarifas y opciones publicitarias para vender en este marketplace [+ info](#)

OTHER MARKETPLACE DIRECTORIES

www.lengow.com



www.linnworks.com



OTHER MARKETPLACE DIRECTORIES



Ámbito geográfico

- ▶ 220 marketplaces en Europa
- ▶ <http://bvoh.de/overview-of-online-marketplaces-across-europe/>

ANALYZE AMAZON WITH JUNGLE SCOUT

WHAT IS THIS? Jungle Scout

Jungle scout is an application in the cloud, whose main objective is to show data and statistics that will help in the process of selecting the products to sell, identifying market niches and studying the competition.



With Jungle Scout, you can analyze and make decisions based on real results and statistics. You can extract and export the following information in Excel:

- Product name
- Mark
- Price
- Category
- Classification
- Sales estimate
- Estimated income
- Evaluations
- Average score
- BSR
- Weight and measurements
- FBA cost

An instrument designed for retailers, the product catalog provides all the information you need to know which product sells best.

Find Products
Product Database
Product Tracker
Niche Hunter
Find Suppliers
Keywords
Academy
Launch
More Tools
The Extension
The Market

Product Database

Amazon Marketplace Spain

Product Tier
☐ Standard ☐ Oversize

Seller
☐ FBA ☐ FBM ☐ Amazon

Categories
☐ Select All
☐ Bebé
☐ Belleza
☐ Bricolaje y herramientas
☐ Coche y moto
☐ Deportes y aire libre
☐ Electrónica
☐ Equipaje
☐ Hogar
☐ Hogar y cocina
☐ Iluminación
☐ Industria, empresas y ciencia
☐ Informática
☐ Instrumentos musicales
☐ Jardín
☐ Joyería
☐ Juguetes y juegos
☐ Libros
☐ Música Digital
☐ Oficina y papelería
☐ Películas y TV
☐ Relojes
☐ Ropa y accesorios
☐ Salud y cuidado personal
☐ Software
☐ Supermercado
☐ Tienda Kindle
☐ Videojuegos
☐ Zapatos y complementos

Filters
Min Price → Max Price
Min Reviews → Max Reviews
Min Net → Max Net
Min Rating → Max Rating
Min Rank → Max Rank
Min Weight → Max Weight
Min Sales → Max Sales
Min Sellers → Max Sellers
Min Revenue → Max Revenue
Min LQS → Max LQS

Include Keyword
Enter search term...

Exclude Keyword
Enter term to exclude...

MARKETPLACE ANALYSIS TOOLS: PRODUCT DATABASE



Position in search

Add to Web App
Product Tracker

Current price in buy

Ranking of the best
sellers

Estimated sales in
the last 30 days

Estimated daily unit
sales

Estimated income in

Number of comments

Star rating 1- 5

Seller type

List Quality Score 1-

Jungle Scout PRO EXTENSION

Average Monthly Sales

200

Average Sales Rank

14,805

Average Price

€48.96

Average Reviews

105

Opportunity Score /

2

Low Demand
with high competition

#	Add	Product Name	Brand	Price	Category	Rank	Mo. Sales	D. Sales	Revenue	Reviews	Rating	Seller	LQS
1	+	Seibertron 3 D"3a BackPack Asalt...	Seibertron	€59.99	Deportes y a...	#281,42	0	0	€0	0	—	FBA	5
2	+	WAWJ Mochila antirrobo Impermeab...	WAWJ	€26.97	Electrónica	#542	4	1	€130,8	289	4	FBA	6
3	+	Overmont 35L Multifuncional portáti...	Overmont	€39.98	Electrónica	#12,540	3	0	€120	109	4	FBA	7
4	+	Mochila de Portátil, REYLEO Mochila...	REYLEO	€25.99	Equipaje	#67	548	21	€14,243	214	4.5	FBA	7
5	+	Under Armour UA Hustle Backpack L...	Under Armour	€25.99	Deportes y a...	#172	703	24	€18,211	546	4.5	FBM	5
6	+	WinCret Acotchada Mochila Portatil ...	WinCret	€49.99	Equipaje	#7,211	11	0	€560	14	4.5	FBA	7
7	+	Thule Crossover - Mochila para port...	Thule	€63.41	Informática	#374	0	0	€0	120	4.5	AMZ	5
8	+	Mil-Tec Military Army Patrol MOLLE ...	Mil-Tec	€39.95	Electrónica	#512	225	12	€8,989	142	4.5	FBA	4
9	+	Rains Mini Mujer Backpack Negro	Rains	€58.00	Deportes y a...	#12,542	11	0	€538	6	5	—	5
10	+	Thule - Crossover Backpack 32L	Thule	€79.46	Zapatos y co...	#8,083	60	1	€4,927	70	4.5	FBM	4
11	+	WENIC Mochila Antirrobo Impermeab...	WENIC	€36.68	—	—	—	—	—	146	4.5	FBA	7
12	+	The North Face Borealis, Mochila	The North Fa...	€68.13	Deportes y a...	#9,370	98	3	€6,677	143	4.5	—	5
13	+	Livada Mochila de Senderismo 50L /	Livada	€33.99	Deportes y a...	#71	413	30	€15,367	263	4	FBA	7
14	+	XD Design Bobby - Backpack Mochil...	XD Design	€89.95	Deportes y a...	#7,784	108	3	€9,718	48	4	FBM	6
15	+	Xiaomi Mi City Poliéster Gris Mochila...	Xiaomi	€27.54	Informática	#23,696	0	0	€0	2	5	FBA	4
16	+	HapiLeap Mochila Escolar Unisex Mo...	HapiLeap	€24.80	Electrónica	#28,830	0	0	€0	138	4.5	FBA	5
17	+	Mardington 35/40L Mochila Militar T...	Mardington	€34.98	Deportes y a...	#1,407	776	0	€9,650	56	4.5	—	6
18	+	Awinli Backpack, Business Anti-The...	Awinli	€30.99	—	—	—	—	—	5	5	FBA	7
19	+	5.11 Tactical Rush 12 Mochila, Unisex...	5.11 Tactical ...	€72.24	Deportes y a...	#4,931	176	4	€12,114	8	5	AMZ	5
20	+	Herschel Retreat Backpack - Mochil...	Herschel	€6.95	Equipaje	#3,730	74	1	€5,694	4	4	FBM	5
21	+	Twelve South Thunderbolt BackPack...	Twelve South	€39.99	Informática	#6,487	0	0	€0	34	4	AMZ	6
22	+	AmazonBasics - Mochila para por...	AmazonBasics	€24.99	Informática	#8,083	0	0	€0	73	4.5	AMZ	6
23	+	HXSS anti-rob de nylon imperme...	HXSS	€35.99	Electrónica	#7,225	8	0	€188.2	15	3.5	FBA	7

Extract Next Page

Showing results 1 - 56

JUNGLE SCOUT: PRICES FOR APPWEB

Pago anual

Pago Mensual

Business

Nuestra versión más avanzada de Jungle Scout para veteranos vendedores

Seguimiento 150 productos

☒ Product Database
☒ Product Tracker
☒ Monitor Your Competitors
☒ Historical Sales and Rank Data
☒ International Marketplaces
☒ Time-Saving Filters
☒ Keyword Scout
☒ Niche Hunter
☒ 6 Users

\$50/mes

*Pago anual

Standard

para Vendedores que se están preparando para la grandeza!

Más Popular

Seguimiento 80 productos

☒ Product Database
☒ Product Tracker
☒ Monitor Your Competitors
☒ Historical Sales and Rank Data
☒ International Marketplaces
☒ Time-Saving Filters
☒ Keyword Scout
☒ Niche Hunter
☒ 3 Users

\$40/mes

*Pago anual

Start Up

Todas las funciones básicas de Jungle Scout al precio más bajo.

Seguimiento 40 productos

☒ Product Database
☒ Product Tracker
☒ Monitor Your Competitors
☒ Historical Sales and Rank Data
☒ International Marketplaces
☒ Time-Saving Filters
☒ Keyword Scout
☐ Niche Hunter
☒ 1 User

\$25/mes

*Pago anual

Anualmente (Ahorre 30%)

JS Jungle Scout

JUNGLE SCOUT: PRODUCT DATABASE

https://www.youtube.com/watch?v=ISUn4_cpMW0

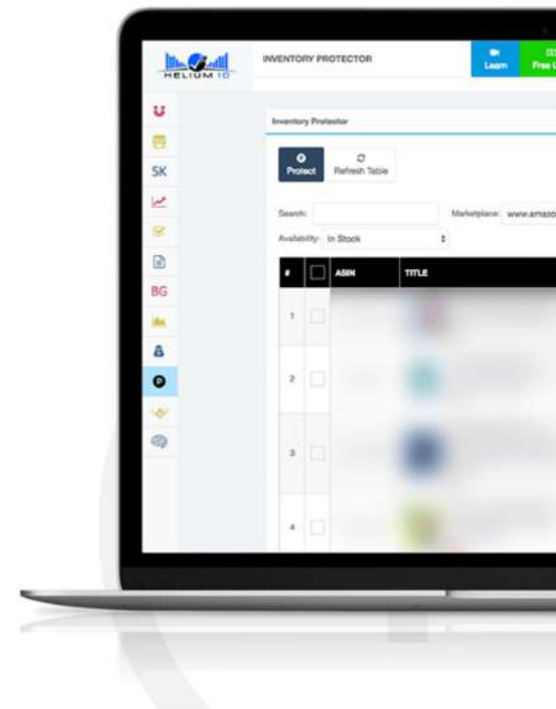
HELIUM 10: WHAT IS IT?

Helium 10 are software tools for Amazon sellers.

It contains over a dozen tools that help Amazon sellers find keywords, identify trends, study the competition, and fully optimize product listings to increase sales exponentially.

Through the HELIUM 10 tool, we can analyze the category in AMAZON by:

- TOTAL INCOME OF THE PRODUCT CATEGORY
- AVERAGE MONTHLY INCOME OF THE CATEGORY
- AVERAGE PRICE OF AVERAGE GRADES
- PROBABILITY OF SUCCESSFUL SALE



HELIUM 10: WHAT IS IT FOR?



PRODUCT SEARCH

Discover winning product ideas and dive deep into these markets to research and validate those ideas.



LISTING OPTIMIZATION

Quickly create and optimize your product listings to drive sales.



KEYWORD RESEARCH

Discover the keywords that drive traffic to help drive more traffic to your list.



FOLLOW THE KEY WORDS

Track all your keywords, including your ranking and Amazon badges.



PRODUCT LAUNCH

Launch products and rank for keywords. Determine how many units you'll need to sell to rank for the keywords on page 1.



REFUND

Get a refund for lost or damaged inventory that Amazon hasn't refunded.

Total revenue,
excluding
sponsored
listings

Average
earnings,
excluding
sponsored
listings

Average
bestseller
rating,
excluding
sponsored
listings

Average price,
excluding
sponsored
listings

Average
comments,
excluding
sponsored
listings

Probability of success:
0-100 Numeric value

Xray - Amazon Product Research - aspiradoras sin bolsa (search volume: n/a)

Total Revenue

555.386 €

Avg. Revenue

34.712 €

Avg. BSR

3.489

Avg. Price

61,87 €

Avg. Reviews

402

Success Score (beta)

★★★★☆ (37)

#	ASIN	Brand	Title	Category	BuyBox	#	Price	FBA fee	Sales	Sales	Revenue	
1	B07C7STQB8	Deik	SP Deik Aspiradora sin Bolsa, As...	Hogar y cocina	Amazon	1	AMZ	69,98 €	18,26 €	247	17.285,06	7
2	B07QV8C36C	mfavour	SP mfavour Aspiradoras de Trine...	Hogar y cocina	BABYFLO	1	FBA	62,99 €	17,07 €	84	5.291,16	8
3	B01CIALC5G	Rowenta	Rowenta Compact Power Cyclonic...	Hogar y cocina	Amazon	47	AMZ	84,99 €	20,51 €	1.558	132.414,42	3
4	B075FWS95S	Rowenta	Rowenta City Space Cyclonic RO2...	Hogar y cocina	Amazon	3	AMZ	59,99 €	15,71 €	591	35.454,09	9
5	B00JBZPFM	Kärcher	Kärcher Aspiradores multiuso WD...	Bricolaje y herramientas	Amazon	40	AMZ	67,73 €	16,12 €	1.269	85.949,37	
6	B073W3SQ23	Polti	Polti Forzaspira C110_Plus Aspira...	Hogar y cocina	Amazon	29	AMZ	65,00 €	18,21 €	544	35.360,00	6
7	B07QV8C36C	mfavour	mfavour Aspiradoras de Trineo, a...	Hogar y cocina	BABYFLO	1	FBA	62,99 €	17,07 €	84	5.291,16	8
8	B079NH35BX	Bosch	Bosch BGC05AAA2 GS05 Cleann'n...	Hogar y cocina	Amazon	16	AMZ	89,90 €	21,95 €	368	33.083,20	5
9	B07587LM6H	Cecotec	Cecotec EcoExtreme 3000. Aspira...	Hogar y cocina	Amazon	7	AMZ	59,99 €	16,99 €	707	42.412,93	7
10	B00M2O3CHA	Nilfisk	NILFISK Buddy II 12 Aspirador de ...	Bricolaje y herramientas	Amazon	13	AMZ	54,91 €	14,58 €	256	14.056,96	1
11	B07BHDKFHS	Bissell	SP Bissell MultiClean W&D Drum...	Hogar y cocina	Amazon	1	AMZ	161,59 €	33,72 €	85	13.735,15	3
12	B07NSRM44G	Holife	SP Holife Aspiradora Escoba, Asp...	Hogar y cocina	LivSense ES	1	FBA	42,09 €	12,06 €	170	7.155,30	9

LOAD MORE RESULTS

Helium 10: Chrome Extension

HELIUM 10: PLANS AND PRICES

	FREE PLAN	A LA CARTE PLAN	PLATINUM PLAN	DIAMOND PLAN
	\$ 0	-	\$ 97 /mo	\$ 197 /mo
Black Box	20 uses	\$37/mo Add		
Trendster	30 days	30 days		
Magnet ²	2 uses per day	\$37/mo Add		
Cerebro	2 uses per day	\$37/mo Add		
Frankenstein	30 days	30 days		
Scribbles	30 days	30 days		
Index Checker	6 uses	\$17/mo Add	150 uses /mo	300 uses /mo
Keyword Tracker	Up to 20 keywords	\$57/mo Add	Up to 2,500 keywords	Up to 5,000 keywords
Alerts	Up to 2 ASINS	\$37/mo Add	Up to 300 ASINS	Up to 600 ASINS
Inventory Protector				
Refund Genie	Limited	\$97/mo Add		
Xray	50 launches	\$17 ⁴⁰⁰ /mo Add		
Profits	30 days	\$37/mo Add		
Follow Up	100 emails /mo	100 emails /mo	5,000 emails /mo	15,000 emails /mo
Multi-user login				Up to 3 users
		280		







HELIUM 10:

<https://www.youtube.com/watch?v=fv21IY8dfCE>

TERAPEAK - EBAY RESEARCH TOOL

Users who sold what you searched for also sold the following products in the last 30 days:

Title	Format	Bids	Average Item Price	Items Sold	Total Sales	Average Shipping	Date
 <p>Wireless WiFi Video Doorbell Smart Phone Door Ring Intercom Security Camera Bell</p> <p>Item ID: 303168292906 Seller: ****1</p>	Fixed Price	0	\$32.88	320	\$10,329.76	Free	2019-11-12
 <p>Thermal Blackout Curtains Pair Ring Top Eyelet Ready Made Super Soft</p> <p>Item ID: 352741878027 Seller: ****8</p>	Fixed Price	0	\$24.15	420	\$10,049.70	\$0.01	2019-11-12
 <p>5 or 4 Tier Plastic Shelf Shelving Shelves Rack Racking Home Storage Unit Black</p> <p>Item ID: 292932157960 Seller: ****8</p>	Fixed Price	0	\$21.00	460	\$9,349.50	\$0.14	2019-11-12
 <p>AllPetSolutions Retractable Dog Lead Extending Leash Tape Cord 3m 5m 8m Max 50kg</p> <p>Item ID: 292932157960 Seller: a***1</p>	Fixed Price	0	\$13.17	605	\$7,965.85	\$0.01	2019-11-12

BIZTRENDS



It is a real-time statistical analysis tool developed by Alibaba.com to help sellers analyze their profile performance, better understand buyer behavior and maximize return on investment by analyzing a given market. and its competitors. It is an essential tool for optimizing results within the platform and, above all, for decision making.

It combines the knowledge of the performance ratios of my profile with data from both the sector and its main competitors.

It brings together digital analytics and competitive intelligence, in a unique service in the B2B e-commerce market.



BIZTRENDS: WHAT DOES IT OFFER



Biz Trends is updated regularly (currently daily), so you always have access to the most up-to-date company and industry information.



- Detailed graphics
- business trends
- industry averages
- Personalized support tools to get the most out of the company's activity and attract as many buyers as possible.

PRACTICAL EXAMPLE: RECENT RFQ ORDERS

What are RFQs? They are Request For Quotation, that is, requests for information from potential customers on Alibaba, who upload an advertisement on the Alibaba website with the products they need. Sellers can send proposals to those potential customers.

Alibaba allows you to know the demand of a sector at a global level. In this case, the RFQ number for the product “Meat products” was studied.

With the keyword “Meat products” we found 115 RFQs in the last 7 days.


- África: 22
- Asia: 41
- Europe: 17 - Divided in: Germany, Romania y Belgium.
- South America: 10
- Northamerica: 22 - Principalmente: EE. UU. 13



BIZTRENDS FOR GOLD SUPPLIER

Biz Trends is only available to Gold Suppliers, it is a paid membership for suppliers on Alibaba.com. Members are provided with comprehensive ways to promote their products, maximizing product exposure and increasing ROI.






BASIC
For New Businesses

- ✓ 5 Product showcases
- ✓ Customer support
- ✓ Priority search results ranking
- ✓ Respond to buyer inquiries & quotes

US \$ **116.58*** /month
billed annually (US \$1399.00)

CHOOSE BASIC

Recommended




STANDARD
For Growing Businesses

- ✓ 12 Product showcases
- ✓ Priority customer support
- ✓ Priority search results ranking
- ✓ Respond to buyer inquiries & quotes

US \$ **249.92*** /month
billed annually (US \$2999.00)

CHOOSE STANDARD →



PREMIUM
For Established Businesses

- ✓ 28 Product showcases
- ✓ Dedicated customer support
- ✓ Priority search results ranking
- ✓ Respond to buyer inquiries & quotes

US \$ **499.92*** /month
billed annually (US \$5999.00)

CHOOSE PREMIUM

Heepsy

Location

USA

California

County / City

Frequent Visiting

Category

Fitness

Crossfit

HIDE BUSINESSES ACCOUNTS

Brand collaborations

Try @zora, @oocaoela, etc.

Metrics

Post cost Min Max

Followers Min Max

Following Min Max

Engagement Min Max



Heepsy is a website that facilitates the search for influencers for companies that request their services to give visibility to their products and activities. He was born in the Basque Country in June 2017 and made the international leap in October. It has more than 3 million distinguished influencers in more than 40 categories.

It consists of searching for a series of filters, according to the needs of each company. Heepsy shows Instagram users who have more than 5,000 followers and a public profile. You can filter by different categories and location. In this way, the company will find the influencer that best suits its product or service, according to its identity, tastes and target target.

TOOLS: MY INFLUENCERS

Heepsy



According to the number of followers, we can classify influencers as follows:

- Micro-influencers: between 5K and 15K.
- Small influencers: between 15K and 100K
- Medium influencers: between 100K and 250K
- Great influencers: 250K and 1M

TOOLS: PRICING

Heepsy

Gratis	Motor de arranque	Más	Pro
Búsqueda gratuita de palabras clave.	Para campañas pequeñas.	Para necesidades avanzadas.	Para grandes campañas.
\$ 0 / mes	\$ 49 / mes	\$ 99 / mes	\$ 199 / mes
<div>Todas las características gratuitas</div>			
<ul style="list-style-type: none"> ✓ 7M influencers ⓘ ✓ Búsqueda por palabra clave ⓘ ✓ Orden por seguidores ⓘ 	<div>+</div> <ul style="list-style-type: none"> ✓ Filtro de categoría ⓘ ✓ Filtro de ubicación ⓘ ✓ Filtro de seguidores ⓘ 	<div>+</div> <ul style="list-style-type: none"> ✓ Filtro de compromiso ⓘ ✓ Filtro de estimación de costos ⓘ ✓ Filtro de canales sociales ⓘ ✓ Filtro de frecuencia posterior ⓘ ✓ Filtros de% de marca ⓘ 	<div>+</div> <ul style="list-style-type: none"> ✓ Orden por tasa de crecimiento ⓘ ✓ Exportar datos ⓘ ✓ Listas inteligentes ⓘ ✓ Notas y calificaciones ⓘ ✓ Múltiples dispositivos ⓘ
	<div>+</div> 10 informes influyentes <small>¿Qué es un informe?</small>	<div>+</div> 60 informes influyentes <small>¿Qué es un informe?</small>	<div>+</div> 125 informes influyentes <small>¿Qué es un informe?</small>
Volver a libre	Activar	Activar	Activar

TIERRA

Technological surveillance and competitive intelligence tool for companies and professionals in the sector.

Specifically > service for agricultural and livestock farms, in any subsector and location.

Objective: improve decision-making on technology and business.

Features:

- Tools for market and business analysis
- specialized publications
- News
- Activities and training



Mercados
 Innovación
 Publicaciones
 Herramientas
 Formación



Accede


 Aceite de oliva


 Frutas


 Ganadería


 Herbáceos


 Hortalizas


 Vitivinícola

Plataforma Tierra es una iniciativa para la digitalización del sector agroalimentario del Grupo Cooperativo Cajamar

¿Quieres producir alimentos de manera sostenible?

Artículos sobre innovación agroalimentaria, ecológica, sostenibilidad y economía circular

Más información

¿Nos ayudas a asumir el reto de transformar cómo producimos y vendemos alimentos?

Acciones formativas de carácter técnico y empresarial

Más información

Una Comunidad de expertos y líderes en el sector agroalimentario

Estudios, informes y experiencias que muestran el futuro de la alimentación

Más información

¿Quieres aumentar la rentabilidad de tu explotación o empresa alimentaria?

Información de mercados, análisis de prospectiva, actualidad

Más información

¿Necesitas apoyo especializado que te ayuda en la toma de decisiones?

Herramientas de análisis, monitorización y mejora de explotaciones agroalimentarias

Más información



Think with **Google**

iCEX | **eMarketServices**

 **ASINSPECTOR** *Pro*

ReportLinker

 **marketing**
charts

 **eMarketer**

 **Brandwatch**

FIAB PROJECT

QUALITY FOOD & DRINK FROM SPAIN
Taste & Safety on your table 🇪🇸



 alimentosdespaña

EXAMPLES OF PROJECTS IN THE AGRIFOOD SECTOR



AGROSMARTglobal
INTERREG SUDOE
SOE3/P2/E0897
MOOC Agrosmart Global

ecommerce**news**

QUALITY FOOD & DRINK FROM SPAIN

Taste & Safety on your table 🇪🇸



EXAMPLES OF PROJECTS IN THE AGRIFOOD SECTOR



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SOE3/P2/E0897
MOOC Agrosmart Global

ecommerce**news**

QUALITY FOOD & DRINK FROM SPAIN

Taste & Safety on your table 🇪🇸



MADRID CHAMBER OF COMMERCE PROJECT

Madrid Food and Drink Suppliers
Experience the best Food & Drink from Spain

EXAMPLES OF PROJECTS IN THE AGRIFOOD SECTOR



AGROSMARTglobal
INTERREG SUDOE
SOE3/P2/E0897
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EXAMPLES OF PROJECTS IN THE AGRIFOOD SECTOR



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